

Title of Report:	The Department for Communities 2020/21 reviews of Ballycastle, Ballymoney and Coleraine Town Centre Masterplans.
Committee Report Submitted To:	The Leisure & Development Committee
Date of Meeting:	21 December 2021
For Decision or For Information	For Information

Linkage to Council Strategy (2019-23)	
Strategic Theme	Improvement and Innovation
Outcome	The Council facilitates towns and villages in the Borough to continue to provide quality environments which evolve to meet the needs of their citizens, businesses and visitors to them.
Lead Officer	Interim Head of Prosperity & Place

Budgetary Considerations	
Cost of Proposal	N/A
Included in Current Year Estimates	N/A
Capital/Revenue	N/A
Code	N/A
Staffing Costs	N/A

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	No	Date:
	EQIA Required and Completed:	No	Date:
Rural Needs Assessment (RNA)	Screening Completed	No	Date:
	RNA Required and Completed	No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	No	Date:
	DPIA Required and Completed:	No	Date:

1.0 Purpose of Report

The purpose of this report is to inform members of the outcome of the Department for Communities (DfC) 2020/21 reviews of Ballycastle, Ballymoney and Coleraine Town Centre Masterplans.

2.0 Background

In 2020/21 DfC appointed ARUP to undertake an independent review of the following Masterplans:

1. Ballycastle Town Centre Masterplan (2009);
2. Ballymoney Town Centre Masterplan (2014); and
3. Coleraine Town Centre Masterplan (2012).

See supporting **Annexes A-C** for copies of each Town Centre Masterplan reviews.

Each Masterplan is supported with an Action Plan, which provides a framework for taking forward regeneration projects. These actions have been drawn up to contribute positively to the regeneration objectives of each of the towns and are a direct result of stakeholder engagement.

The purpose of the reviews was to determine if the key concepts and regeneration priorities in each Masterplan were still relevant and achievable by Causeway Coast and Glens Borough Council (CCGBC) and the DfC going forward. Specifically, the review involved:

- Undertaking extensive consultations with selected key stakeholders from across the private and public sector to gather information relevant to the review of the Masterplans.
- Conducting a comprehensive review of each Masterplan to determine if proposals in each area were still relevant and identify new emerging priorities; and
- Reviewing the priority ratings and time scales of the proposals in each Action Plan; including an assessment on the deliverability of key priorities.

As a non-statutory document, all three Masterplans should be used to inform planning and design decisions prior to the planning application stage. Responsibility lies with all key stakeholders to promote such use of the Masterplan review, leading through example and by proactive outreach to key individuals and organisations.

3.0 Key Findings

A summary of the key findings from the review is set out below.

3.1 Ballycastle Town Centre Masterplan Review - 2021

Following the 2021 consultation process, the 2009 Ballycastle Town Centre Masterplan vision was revised as follows:

“Our vision is for a thriving, well connected and vibrant Ballycastle. Capitalising on an attractive seafront setting, heritage assets and independent character, Ballycastle will become a distinctive, sustainable and welcoming place for all, unlocking local ambition and positive regeneration across the town”

The six objectives identified in the original Masterplan were reviewed and updated (where appropriate) to ensure the projects and proposals meet and fulfil the cross-cutting objectives. The 2021 revised objectives are:

1. An engaged and shared Ballycastle;
2. An enhanced and contemporary Ballycastle;
3. A distinctive and attractive Ballycastle;

4. A vibrant and diverse Ballycastle;
5. A legible and connected Ballycastle; and
6. A more sustainable and resilient Ballycastle.

The Masterplan Review identified several potential regeneration projects for Ballycastle. This is summarised in the table 1.0 below.

Table 1.0: Ballycastle Potential Regeneration Projects

Town Centre
<ul style="list-style-type: none"> • Diamond Public Realm • Adventure Activity Hub • Adaptive Reuse
Seafront
<ul style="list-style-type: none"> • Seafront Improvement Project • Water Adventure Hub • Sheskburn House
Wider Area
<ul style="list-style-type: none"> • Extension of Tow River Path • Gateways and Linkages Project
Other
<ul style="list-style-type: none"> • Transport • Indoor Wet Leisure Facility • Harbour Enhancements

The projects have been informed through earlier engagement on the 2009 masterplan. Project priority and potential timescales for development are set out in more detail in **Annex A**.

3.2 Ballymoney Town Centre Masterplan Review - 2020

Following the Masterplan review by Arup, the 2014 Ballymoney Town Centre Masterplan vision continues to remain relevant with a renewed emphasis on encouraging diverse uses within the town centre to create a unique experience for visitors and local users i.e.:

'Ballymoney will be a welcoming and competitive town that will capitalise on its strong geographical location, rich cultural and historical heritage and distinctive architecture. The town centre will evolve to provide a contemporary mix of uses to enhance the shopping experience, create civic space and encourage a thriving evening economy'

The 2014 objectives were tested during the review process and it was considered that they remained relevant but they were defined to ensure the Masterplan can achieve upon its vision. Table 2.0 below provides a summary of the updated objectives.

Table 2.0: Ballymoney MP Updated Objectives

2014 Objectives	2020 Updated Objectives
Provide better connections to and within the town centre to enhance pedestrian and vehicle movement	Providing better pedestrian connections to and from Main Street is of particular importance due to new retail development in the Western Quarter and planned retail and commercial developments in the Eastern Quarter.
Develop key Opportunity Sites which will encourage a range of uses to improve town centre vitality.	The Linenhall Quarter Opportunity site has now been cleared. Due to its size and proximity to the heart of the town centre it has the potential to act as a catalyst for change and provide a diversity of uses to inject life into this part of the town centre.
Provide vital services for the tourist and capitalise on its proximity to the Causeway Coast	A range of opportunities for development associated with tourism, cultural heritage and leisure; as well as a programme of events throughout the year.
Preserve the historic townscape character while encouraging high class modern development and award winning civic spaces	Whilst there has been investment in townscape improvements, the importance of public realm improvements and connections remains an important objective.
Maximise the Promotion and Marketing of the Town	This should be reflected on a regular basis to ensure a coordinated calendar of events, good news stories and information on new businesses are actively promoted.
Encourage town centre living to create a vibrant town centre environment throughout the day and evening.	This new objective is reflective of the changing nature of town centres. Opportunities to introduce housing should be explored to help support the concept of Town Centre living

The Masterplan review identified the following six key strategic regeneration projects for Ballymoney:

1. Streetscape improvements and re-configuration of the road space.
2. Finding a long-term development solution for the Linenhall quarter opportunity site.
3. Identifying acceptable and viable proposals for the Backlands.
4. Testing current assumptions and devising a 'best-fit' scheme for Castlecroft.
5. The development of a new transport interchange (all modes but focused on bus and train).
6. The creation of a new civic space on high street.

Project priority and potential timescales for development are set out in more detail in **Annex B**.

3.3 Coleraine Town Centre Masterplan Review - 2020

Following the consultation process in 2020, it was felt that the original Coleraine Town Centre Masterplan vision needed to be refreshed to create a new common goal for stakeholders. The new 2020 vision was agreed as follows:

“Coleraine Town Centre will develop into a vibrant, multipurpose and culturally rich destination, which promotes a unique, high quality environment drawing on its plantation origins. Recognising the growing educational presence in the town, Coleraine will become distinctive through its animated waterfront and improved links to the University and Mountsandel, promoting Coleraine as a destination to work, live and visit.”

The 8 original objectives identified in the 2012 Masterplan were reviewed and updated as follows:

1. **Realising Opportunities** - Support the development of opportunity sites ensuring high-quality, mixed use design that will improve connections and support the vitality of Coleraine town centre.

2. **Town Centre Diversification** - Create a vibrant, multifunctional town centre which supports existing businesses and promotes new opportunities to meet growing employment, residential, student, leisure and tourism needs.
3. **Increasing Competitiveness** - Attracting inward investment and creating conditions to enable sustained economic growth which aligns with the Council's low carbon aspirations.
4. **Improving Environmental Quality** - Improving the environmental quality of key routes within Coleraine to create a network of legible streets, and dedicated pedestrian/ cycle routes to achieve a sustainable accessible environment.
5. **Enhanced Movement Network** - Addressing the challenges presented by Coleraine's road network, forging dedicated pedestrian and cycle connections and promotion of smarter travel choices and digital technology.
6. **Embracing Natural Assets** - Strengthening Coleraine's historic relationship with the River Bann through wider access improvements and supporting development and uses which engage the water environment.
7. **Cultural Destination** - Securing the future cultural offer and encouraging the on-going revitalisation of Coleraine town centre as a premier culture, arts and entertainment destination supported by attractive public/ event spaces.
8. **Strengthening Wider Links** - Strengthen existing connections through the town centre and create new connections and relationships with Ulster University and the historic Mountsandal site.

The Masterplan review identified several potential strategic regeneration projects throughout Coleraine. These is summarised in the Table 3.0 below.

Table 3.0: Coleraine Potential Regeneration Projects

Railway Place
<ul style="list-style-type: none"> • Bus and Railway Station • Leisure Centre
Centre Core
<ul style="list-style-type: none"> • Diamond Mile • Linkages to the Redeveloped NRC • Town Centre Sites
Harbour Side
<ul style="list-style-type: none"> • Harbour Lands
Waterside/Harbourside
<ul style="list-style-type: none"> • Waterfront & Wider Connections

The projects have been informed through earlier engagement on the 2012 Masterplan. Project priority and potential timescales for development are set out in more detail in **Annex C**.

4.0 Next Steps

In collaboration with DfC, further update reports will be brought to the Leisure and Development Committee at key milestones in the delivery of each of these Town Centre Masterplans for Ballycastle, Ballymoney and Coleraine.

Department for Communities

Ballycastle Masterplan Review

August 2021



FURTHER INFORMATION

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ARUP

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This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

In preparing this report we are relying on information contained in reports supplied by the client and third parties, as stated throughout the document. We have relied in particular on the accuracy and completeness of such reports and accept no liability for any error or omission in this statement to the extent the same results from error or omission in the other consultants' reports.

Please note, this report is intended to be viewed and printed as an A4 double-sided document with cover page.

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SETTING THE SCENE

Introduction

Introduction, a summary of the process and the approach undertaken.

INTRODUCTION

The Purpose of the Masterplan

The 2021 Ballycastle Masterplan provides a framework to guide the future development of Ballycastle.

The masterplan reflects on the original aspirations set out in the 2009 masterplan, identifies key interventions to capitalise on Ballycastle's unique assets and outlines actions to catalyse and deliver the regeneration of a 21st Century town centre.

The Department for Communities (DfC) appointed Arup to undertake a review of the 2009 Ballycastle Strategic Town Development and Action Plan, herein referred to as the 2009 Masterplan. The purpose of the review was to determine if the regeneration proposals for the town are still relevant, achievable by Causeway Coast and Glens Borough Council (CCGBC) and Department for Communities, and reflective of the aspirations for Ballycastle going forward.



BALLYCASTLE

Aerial view of Ballycastle Marina

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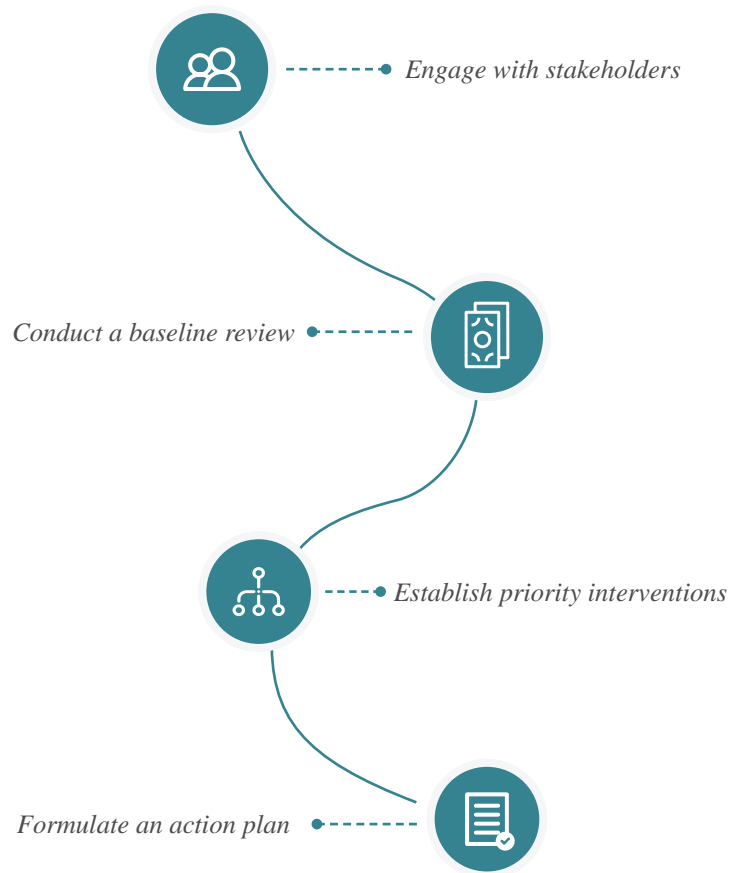


The Four Stages of the Review

A step by step process

There are *four stages* that underpin the 2021 masterplan. Each stage has been fundamental to its development, either through deepening our understanding of local aspirations and opportunities or identifying projects with the potential to unlock wider and comprehensive regeneration and transformation.

- 1 CONSULT**
Undertake consultation with selected key stakeholders from across the private and public sector to gather information relevant to the review of the 2009 Masterplan.
- 2 REVIEW**
Conduct a comprehensive review of the 2009 Masterplan to determine if proposals are still relevant or if new priorities have emerged.
- 3 IDENTIFY**
Identify potential areas of change and projects that would help unlock redevelopment and regeneration across the town.
- 4 PRIORITISE**
Review the priority ratings and timescales of the proposals in the Action Plan and along with any new priorities, supply commentary to support which proposals would have the most significant regeneration impact for Ballycastle and an assessment of their deliverability.



THE FOUR STAGES OF THE REVIEW

Our Approach to this Report

Understanding the structure

The Masterplan Review covers the boundary set out in the 2009 Masterplan. Key developments outside this boundary which have the potential to impact how people use the town have also been considered where applicable to foster interconnection with key destinations and communities. An executive summary is available which summarises the content of this document.

The 2021 Masterplan Review is structured as follows:

SECTION 2: WHERE ARE WE NOW? OUTPUT: REFRESHED VISION & OBJECTIVES

Section 2 provides a comprehensive review of the 2009 Masterplan, reflecting on the outcomes of stakeholder engagement to '**refresh the vision and objectives**', and establish the relevance of proposals going forward.

SECTION 3: WHERE ARE WE GOING? OUTPUT: DRIVERS OF CHANGE

Section 3 identifies the '**key drivers for change**' and emerging policy direction that will likely shape the way the Borough develops over the next 10-15 years, in turn enabling Ballycastle to take a proactive approach to regeneration. Summaries of the baseline and engagement work undertaken as part of this exercise are also included within this section.

SECTION 4: HOW DO WE GET THERE? OUTPUT: PRIORITY PROJECTS

Section 4 sets out a wide range of potential projects that have evolved throughout our engagement. Through a prioritisation process, '**Priority Projects**' that will have the maximum regeneration impact for Ballycastle have been identified and expanded upon.

This section also includes '**Other Projects**' that are by no means any less important to deliver and should be driven forward to achieve the long-term vision of the community.

SECTION 5: HOW DO WE DELIVER? OUTPUT: 2021 ACTION PLAN REFRESH

Section 5 presents the '**Action Plan**' which details the priority, timescale and partners relevant to each project identified through the masterplan process.

OVERVIEW

Study Area

Area of focus



Stakeholder Engagement

Ensuring a collaborative process

Stakeholder Engagement was crucial to ensure stakeholders within the town had an opportunity to express their views, buy-in to the overall process and to lay the foundations for future community ownership over the plan.

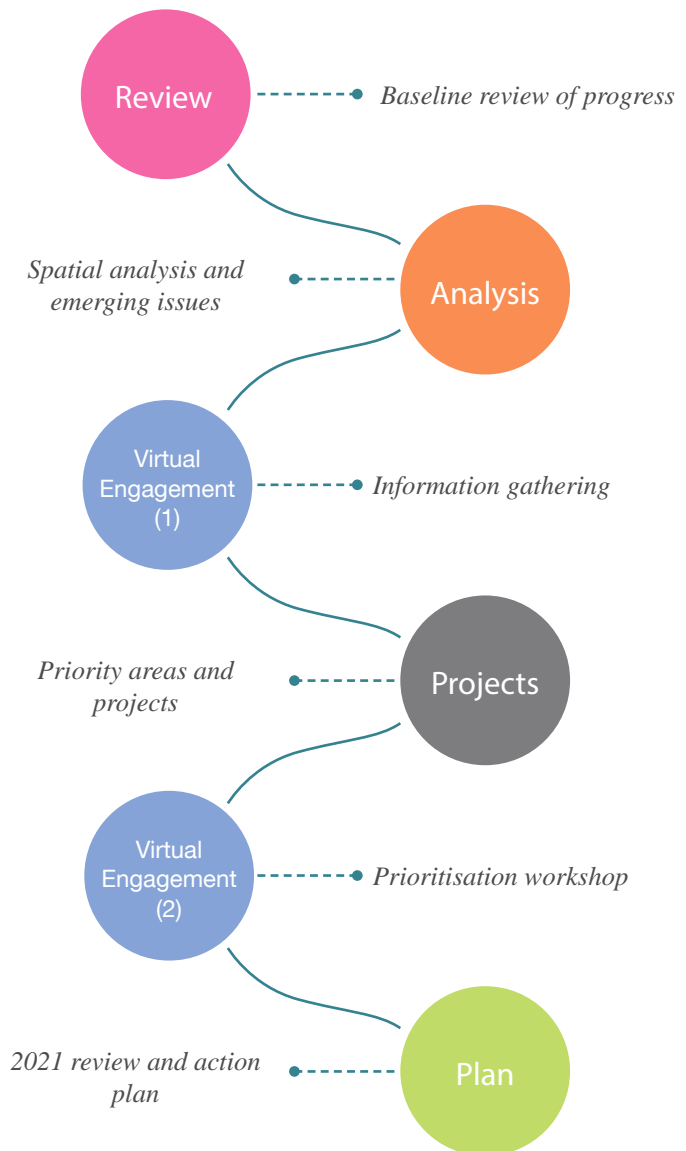
HOW DID WE ENGAGE?

Our *method of engagement* involved workshop sessions and individual meetings. Due to the Covid-19 pandemic, social distancing and travel restrictions, traditional face-to-face meetings with key stakeholders were replaced with online virtual engagement sessions. This format ensured engagement could continue and enabled key stakeholders the opportunity to engage with the 2021 review.

WHO DID WE ENGAGE?

Key stakeholders were engaged throughout the process. It was considered the following groups were representative of the local community and businesses in Ballycastle:

- Officers from Causeway Coast and Glens Borough Council (CCGBC)
- Department for Communities (DfC)
- Translink
- Elected Representatives
- Ballycastle Forum / Town Partnership
- Ballycastle Traders (*through Ballycastle Town Partnership*)
- Department for Infrastructure (DfI)



Key Stages

Partnership Working

Partnership working is recognised as critical to the delivery of the Masterplan and for Ballycastle to realise its potential.

To ensure partnership working, a two stage approach was undertaken to ensure all stakeholders were involved throughout the process.

STAGE 1:

Stage one was crucial to understanding how Ballycastle has evolved since the 2009 Masterplan, and importantly to ensure regeneration proposals align with and reflect the priorities of those invested in the positive development of Ballycastle.

PURPOSE

The *purpose* of the first stage of stakeholder engagement was to explore the 2009 Masterplan and identify the effectiveness of its implementation and delivery of the regeneration proposals.

PROCESS

The *process* involved a review of the vision, objectives and how these reflect the aspirations for Ballycastle going forward. Each were updated where deemed appropriate.

Importantly a review of the 2009 regeneration projects were considered by their relevance and priority having presented the common challenges and the opportunities faced by Ballycastle.

BENEFITS

The *benefits* of stage one included a deeper understanding of the distinctive qualities and assets Ballycastle exhibits. This helped foster collaborative thinking and encouraged

participants to explore new, transformational approaches to development and uses within Ballycastle going forward.

STAGE 2:

Stage two was crucial to continued partnership working. Importantly, this stage provided the opportunity for input to shape the 2021 review and enabled open dialogue to foster agreement on future proposals.

PURPOSE

The *purpose* of the second stage of stakeholder engagement was to identify interventions that can be driven forward by either the public or private sector and act as a catalyst to spark further investment and regeneration.

PROCESS

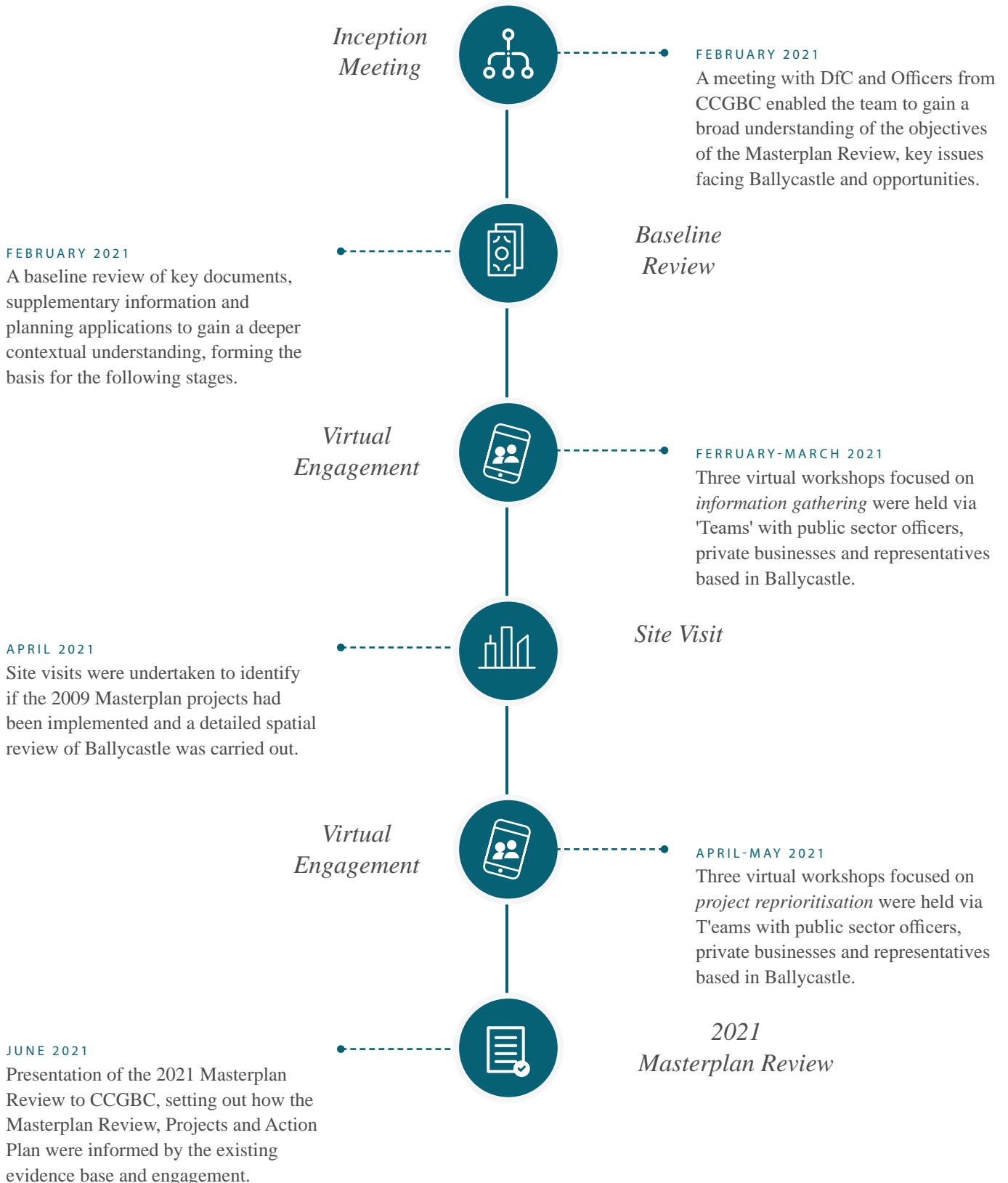
The *process* involved a presentation outlining the progress of the Masterplan review and the refreshed Action Plan, setting out how the conceptual plans and key projects were informed by the existing evidence, stakeholder engagement and town centre analysis.

BENEFITS

The *benefits* of stage two included a collective agreement on the proposals, their priority level and a overall shared ownership of the Masterplan going forward.

Key Milestones

Timeline of key milestones





VIEW OF HOLY TRINITY CHURCH FROM CASTLE STREET

LOOKING AT THE PRESENT

Where are we now?

A refresh of the 2009 vision, objectives and projects

Refreshing the Vision

Overview of the 2021 Vision

RELEVANCE

A *feedback form* was provided to those who attended the '**Virtual Stakeholder Engagement Sessions**' during the period February-March 2021.

The form asked those in attendance the extent to which they 'fully agree' to 'fully disagree' with the 2009 Masterplan Vision.

Stakeholders '*generally agreed*' with the 2009 vision statement, however it was indicated that the social, environmental and economic landscape has shifted significantly since. Consequently, the vision lacks an appreciation of contemporary challenges and opportunities.

Using the feedback gathered, both written and verbal, and the existing aims of the Community Plan, a refreshed vision for Ballycastle has been shaped as part of the 2021 review. The 2021 vision reflects the future priorities of Ballycastle whilst creating a common goal for stakeholders. Key priorities include:

- Placing *people and community* at the heart of Ballycastle;
- Encouraging *sustainable, innovative and bespoke economic growth*;
- Protecting *heritage assets* while encouraging positive change;
- Ensuring a *connected, accessible and inclusive environment*; and
- Working towards a *happy, healthy and resilient Ballycastle*.

2009 VISION

Ballycastle is a town which is enjoyed by its residents and by visitors. The quality of life and welcoming, inclusive community is key to the success of the town and should be cherished and never taken for granted. Inevitable and imminent changes must be guided to ensure that the distinctive qualities of the place, including its historic built form, seafront and landscape setting are protected and enhanced, making the best possible use of the great assets that exist. Ballycastle must confidently meet the needs of its community and the expectations of its visitors.

2021 Vision

BE IN BALLYCASTLE

BOLD *Aspirations*

BETTER *Connections*

BOOMING *Economy*

BUSTLING *Gateway*

BRIGHTER *Future*

BALANCED *Regeneration*

BEAUTIFUL *Seafront*

BREATHTAKING *Views*

“Our vision is for a thriving, well connected and vibrant Ballycastle. Capitalising on an attractive seafront setting, heritage assets and independent character, Ballycastle will become a distinctive, sustainable and welcoming place for all, unlocking local ambition and positive regeneration across the town”

Refreshing the Objectives

Overview of the 2021 Objectives

RELEVANCE

The six masterplan objectives provide a framework for addressing the challenges facing Ballycastle and delivering the vision.

The form asked those in attendance the extent to which they ‘fully agree’ to ‘fully disagree’ with the 2009 Masterplan Objectives.

Again, stakeholders ‘generally agreed’ with the 2009 objectives, however it was indicated that the objectives needed to be more concise whilst recognising that times have changed.

The six 2009 Objectives have been reviewed and updated where appropriate to ensure the projects and proposals that form the masterplan review meet and fulfil the cross-cutting objectives.

The six 2021 Objectives present the overall strategic direction for Ballycastle. They critically support the existing context and provide the framework for future projects to be based upon. The objectives should also be used as reference points for benchmarking the success of regeneration as implementation proceeds.

A range of physical developments and non-physical initiatives aimed at addressing these objectives form the basis of the masterplan as described in later sections of the report.

THEMES

2009 OBJECTIVE



Community

Protect the strong community confidence that is key to the quality of life for residents and to the warmth of welcome for visitors.



Facilities

Safeguard existing facilities and organisations and meet identified needs such as the provision of leisure facilities and facilities for young people.



Heritage

Identify built and natural heritage assets, protecting those that are in good condition and restoring those that are not.



Economy

Strengthen and diversify the economic activity of the town.



Connectivity

Establish appropriate connections between the parts of the town, minimising the impact of vehicles and maximising the enjoyment and ease of movement for pedestrians and cyclists.



Sustainability

Maximise the potential for the town to be sustainable, setting exemplary environmental standards and social, economic and physical principles that allow Ballycastle to adapt to changing demands

CONSIDERATION	2021 OBJECTIVE	DELIVERY
<p><i>Ballycastle's strong sense of community is one of its key assets. Local residents are also critical to both championing the plan and driving forward action 'on the ground'. In bringing about change, projects should strive to meet the needs and expectations of a wide variety of users. Whilst consideration should be given to visitors, at the heart of town is the current and future Ballycastle community. This objective remains relevant, with people's quality of life remaining a core consideration of future regeneration projects.</i></p>	<p><i>An engaged and shared Ballycastle</i></p>	<p><i>Place people and community at the heart of the town by promoting a strong sense of identity and ensuring future regeneration reflects their needs, wants and aspirations.</i></p>
<p><i>A diverse range of community facilities that can accommodate cultural and leisure activities remains a key aspiration for stakeholders. Whilst existing facilities have largely been retained, new facilities such as a indoor wet leisure facility, a seafront activity centre and outdoor adventure hub have not been developed. This objective remains relevant, with new proposals reflecting their importance going forward.</i></p>	<p><i>An enhanced and contemporary Ballycastle</i></p>	<p><i>Retain facilities and enhance services while facilitating a more dynamic approach to testing new ideas, introducing temporary meanwhile uses and broadening the offer.</i></p>
<p><i>The town's heritage in terms of its listed buildings, conservation area and archaeology remain key albeit underutilised assets. Stakeholders reaffirmed the importance of protecting both built and natural heritage while highlighting the need to innovatively breathe new life into listed buildings as well as improving the overall appearance of the public realm.</i></p>	<p><i>A distinctive and attractive Ballycastle</i></p>	<p><i>Protect and harness the existing built and natural heritage assets to reanimate the streetscape against a backdrop of high quality attractive public realm.</i></p>
<p><i>Ballycastle has a strong independent retail scene that forms part of the character and identity of the town centre. Building upon and complementing this existing offer is critical to future growth of the town centre. By broadening the range of uses and activities, the town centre has the potential to adapt to the changing nature of the retail environment, provide a more diverse and quality offer, and enhance the overall vitality of the town.</i></p> <p><i>To develop a resilient local economy, the town must take full advantage of opportunities to create a joined-up experience, with uses such as town living, arts, culture, leisure and entertainment sitting alongside traditional uses including retail, cafés and restaurants.</i></p>	<p><i>A vibrant and diverse Ballycastle</i></p>	<p><i>Encourage a diversity of traditional and innovative uses which complement each other to capitalise on the visitor and experience-based economy while making it an attractive place to live, work and visit.</i></p>
<p><i>Encourage and support new sustainable connections for pedestrians and cyclists, alongside improved public transport was considered a priority by stakeholders. Central to this was an aspiration to connect the different areas of the town to key assets and destinations through active travel, thus encouraging a modal shift and reducing town centre congestion.</i></p>	<p><i>A legible and connected Ballycastle</i></p>	<p><i>Create a positive sense of arrival and establish strong connections between the town centre, seafront, green spaces and key destinations to make it easier to move across the town.</i></p>
<p><i>The effects of Covid-19, climate change, Brexit and a shift in demographics have brought new and significant challenges to the Borough, prompting a rethink of how we develop places to meet the diverse social, economic and environmental needs of our communities. A 'whole town centre approach' provides an opportunity to drive better local outcomes through a place-based approach promoting a healthier, greener and more sustainable future.</i></p>	<p><i>A more sustainable and resilient Ballycastle</i></p>	<p><i>Secure the future of the town by promoting economic resilience, environmental sustainability and health and wellbeing.</i></p>

REVIEW

Reviewing the Projects

Progress to date



Priority



Retained / Refocused



Removed

	Project Name	2009 Ref
Seafront	Public realm improvements	3A
	Seafront facility	3B
	Yacht facility	3C
	Rathlin ferry	3D
	Branding	3E
	Marine Hotel redevelopment	3F
	Sheskburn House redevelopment	3G
	Tow river walk extension	3H
Town Centre	The Diamond (Traffic Management)	4A
	The Diamond (Public Realm)	4B
	The Diamond (Lighting Scheme)	4C
	Ann Street Linkages	5A
	Station Road Car Park Redevelopment	5B
	Castle Street (Micro-industries & Studio Spaces)	6
	Castle Street/Market Street (Redevelopment)	7
Clare Street (Pedestrianisation & craft sector)	8	
Wider Area	Town Gateways (signage)	2
	Fairhill St (Outreach centre/regeneration)	9A
	Fairhill Street (Streetscape design)	9B
	Quay Road (Leisure/tourism facility)	10
	Dalriada Hospital (Potential redevelopment)	11
	Pedestrian /cycle access to Moyle Road	12A
	Education (a further education college)	12B
	Moyle Road (streetscape design)	13
	Lammas Fair (review)	14
	Public transport (extending services)	15
Town trails, interpretation & orientation	16	
Ramoan House (restoration)	17	
Bonamargy Friary	18	



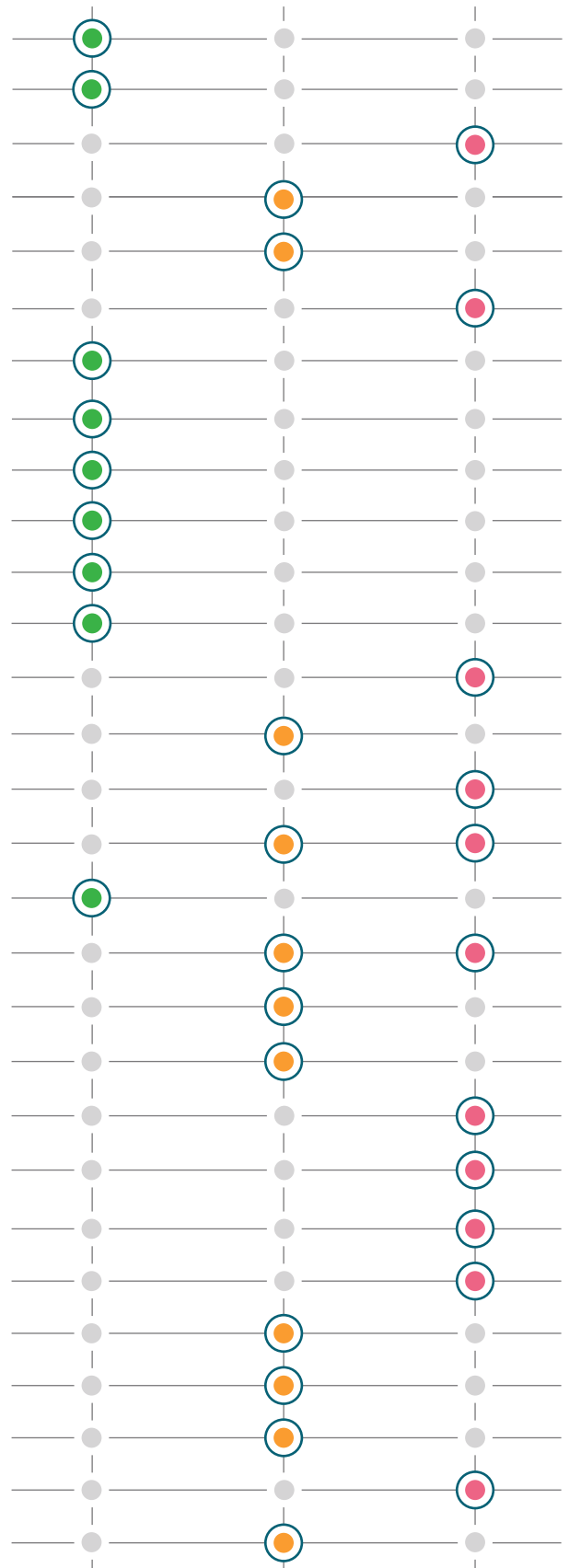
Priority



Retained / Refocused



Removed





Area

SEAFRONT

3A: PUBLIC REALM IMPROVEMENTS

Progress: Public realm improvements were carried out in 2011. The project works included upgrading footpaths along North Street with Caithness stone, new bespoke picnic benches, railings, wayfinding signage, lighting, and two public art pieces.

Future Relevance: Stakeholders identified that the public realm looks tired and dated. Future investment and maintenance is seen as key to delivering a contemporary seafront.

Going Forward: The proposal is considered a high priority going forward for all stakeholders. Feedback identified the importance of enhancing sea views, revealing maritime heritage and raising the profile as a visitor destination.

3B-3C: SEAFRONT & YACHT FACILITY

Progress: INTERREG funding was secured for a new state of the art coastal marina facility. Portnagree House opened in 2012 and provides onshore facilities for boat owners and users. However, a watersports activity centre and improvements to the pavilion have not been progressed to date.

Future Relevance: Stakeholders identified a seafront facility with water adventure activities as a high priority. This proposal presents an opportunity to develop a key tourist attraction and broaden the appeal of the seafront.

Going Forward: Development of a seafront facility with water related activities should be explored. Feedback highlighted the health and safety risk of recreational activities in proximity to a busy working harbour. Any future facility and/or recreational activities should be restricted to a dedicated recreational area well outside the confines of the marina and harbour area, and a sufficient distance from its established sea-lane.

3G: SHESKBURN HOUSE

Progress: The redevelopment of the Sheskburn House site for tourism/leisure facilities has not been progressed. The site remains an important community facility and contains offices occupied by Causeway Coast and Glens Borough Council. A new Shared Education Campus on Moyle Road will include a cross-community sports hub that locals can avail of during evening hours.

Future Relevance: Stakeholders noted that community engagement is vital to any future plans for the site. Stakeholders identified the need for an indoor leisure facility providing wet facilities including a swimming pool.

Going Forward: This proposal should be retained in the Masterplan. Any future regeneration should meet the objectives of the masterplan, improve the Tow River linkage and could enhance the leisure/visitor offering of the town.

3H: TOW RIVER WALK EXTENSION

Progress: Substantial progress has been made with approximately 70% of works completed. Issues with land ownership and access via the Viaduct have stalled its completion.

Future Relevance: Identified as a priority project by stakeholders, opportunities exist to create a safe and accessible active travel link between key destinations such as the Seafront, Diamond and Forest with trip generators including the Ulster/Moyle Way and proposed greenway.

Going Forward: Feedback identified it as a key catalyst project for other elements in the masterplan. Negotiations with landowners and potential availability of lands to complete the extension is imperative. Scheme design should explore new and improved links with Fairhill Street, Ann Street, Quay Road and the Seafront promenade and could integrate the railway heritage as a key tourist attraction.



Area

TOWN CENTRE

4A-C: THE DIAMOND IMPROVEMENTS

Progress: A public realm and lighting scheme has not been progressed at the Diamond. A Transportation Assessment was carried out in September 2015. The assessment highlighted the requirement to balance any future streetscape improvements with the need to accommodate through traffic and maintain access to adjacent properties.

Future Relevance: High quality public realm at the Diamond was identified as a key priority project going forward. Stakeholders noted the importance of allocating public space post-covid, enhancing the pedestrian experience and ‘greening’ the town to improve the overall character and aesthetics.

Going Forward: This proposal should be prioritised and could act as a catalyst for other projects. Any future scheme should embed flexibility in design while ensuring a positive relationship with Holy Trinity Church, a grade A listed building and the O’Connor Memorial alongside other Listed Buildings at the Diamond.

5A: ANN STREET LINKAGES

Progress: Improvements to the linkages between Ann Street and Ann Street Car Park have not been progressed.

Future Relevance: Stakeholders noted how car parks are important arrival points for visitors coming into the town. Improving the appearance of linkages leading from backland car parks to both Ann Street and Castle Street was identified as an important project that could deliver positive change in the short term.

Going Forward: This proposal should be retained. Smaller, targeted contemporary interventions could be considered to help create a safe and welcoming environment.

5B: STATION ROAD REDEVELOPMENT

Progress: The proposal to comprehensively redevelop lands adjacent to Station Road including a new access to the Co-op store has not progressed. Both Translink and Roads Service Depots remain in situ with no immediate plans to relocate to an alternative site.

Future Relevance: Feedback from stakeholder engagement highlighted a desire to focus on a ‘high-street first approach’ through the re-use of existing buildings as opposed to new comprehensive development. Stakeholders also highlighted the importance of Ann Street Car Park to local businesses.

Going Forward: Although not considered a priority by stakeholders, the proposal should be revisited in the future. The future relocation of the depots could create a significant development site and could provide opportunities to enhance linkages to the Tow River Path, improve access to the Co-op store and integrate the proposed greenway.

6-7: CASTLE STREET/MARKET STREET

Progress: The comprehensive redevelopment of the area from Castle Street to Market Street has not been achieved. The development of micro-industries/studio spaces and the craft sector has also been limited. However, Ballycastle Museum secured support to modernise its existing listed building on Castle Street.

Future Relevance: Stakeholders highlighted a desire to reuse vacant listed/ historic buildings to assist with the revitalisation of the town rather than pursue a comprehensive redevelopment scheme.

Going Forward: This proposal has been refocused to prioritise the innovative re-use of vacant buildings to help broaden and diversify the local economy.



Area

WIDER AREA

2: TOWN GATEWAYS (SIGNAGE)

Progress: Installation of gateway signage has been delivered at three main entrance points into Ballycastle. Corten steel gateway signage was installed along key arterial routes. The Ballycastle Heritage Trail was designed as an extension to the gateway signage with information panels strategically positioned at key points of interest.

Future Relevance: Feedback highlighted that existing gateway signage and heritage interpretation panels were in places inconsistent, outdated or fallen into a state of disrepair. Stakeholders identified the need for a coherent signage strategy to create distinctive entrance points and ensure a consistent approach to signage across the town.

Going Forward: First impressions can be lasting impressions. A review of gateway branding, advance direction signage to car parks and tourist attraction signage should be undertaken to ensure signage is rationalised, consistent and up to date.

9A-9B: FAIRHILL STREET

Progress: The development of a Rural Outreach Centre and comprehensive riverside regeneration scheme have not materialised. The site still contains the amusement hall, cattle mart and Rivers Agency Depot.

Future Relevance: Stakeholders indicated the focus should be on a ‘town centre first approach’. Engagement identified a desire to better utilise Ballycastle Forest for outdoor recreational activities while strengthening its relationship with the town centre.

Going Forward: This proposal should be refocused and prioritised to develop a hub providing the necessary facilities to develop a bespoke tourist product on the Causeway Coast.

10: QUAY ROAD

Progress: The provision of a leisure/ tourism facility comprising a wet leisure facility at Quay Road has not developed. A Facility Needs Assessment highlighted a need for community access to facilities including a swimming pool and wet play area. Following extensive consultation, the Quay Road site was identified as a potential site however further site assessments highlighted significant cost implications given the nature of the site.

Future Relevance: Stakeholders highlighted the desire for a wet leisure facility in Ballycastle. Feedback highlighted that the facility would help develop the leisure offer, status of the town and attract more footfall.

Going Forward: Although considered a medium-long term project, the proposal for a leisure/ tourism facility should be retained. The location of such a facility requires further consideration to ensure its suitability and cost implications, minimising the likelihood of any future delays.

15: PUBLIC TRANSPORT

Progress: The extension of existing services has been progressed with the Causeway Rambler 172/402 service operating every 30 minutes seven days a week from April to September. However, the Covid-19 pandemic has disrupted services across the region. Translink are building services to return to a pre-Covid timetable, installing a digital timetable and examining the possibility of enhancing rural services.

Future Relevance: Feedback highlighted the importance of increasing public transport provision, providing a dedicated bus stop near the Diamond and coach parking facilities.

Going Forward: Public transport should be supported going forward to ensure a broader and coordinated range of services and facilities.

LOOKING TO THE FUTURE

Where are we going?

Drivers of change, emerging policy direction and local aspirations

The Drivers of Change

Wider societal, economic and environmental challenges.

Drivers of change are wider societal, economic and environmental issues and challenges. Globally, there are several recognised key drivers and identified trends that will have both direct and indirect impacts on the future of Ballycastle, its community and the needs of future generations.

Understanding and responding to such trends will ensure that the masterplan shapes a place that is flexible, resilient and future proofed for future challenges.

The following drivers for change are identified with insight to how they impact directly upon Ballycastle.

COVID-19 PANDEMIC

The Covid-19 Pandemic has disrupted social and economic life not just in Ballycastle but all across the world. Whilst the pandemic is primarily a health issue, it has exposed the vulnerabilities of our urban centres, particularly the high street. The national lockdown has accelerated changing consumer trends, the shift towards online retail and digital technology, and what infrastructure people want within a 15-minute commute.

In the short and potentially long term there are likely to be changes in the reasons people visit the high street, use public space, view urban mobility and undertake leisure and social activities. To avoid a hollowing out of the high street, decline of independent micro businesses, rising economic inactivity, regression to the private vehicle, and mental and physical health issues, a place-based approach to re-imagine Ballycastle will be a powerful lever in its recovery.

Drivers for Change references:

- A A Better Future Together: A Community Plan for Causeway Coast and Glens 2017-2030 (NISRA 2016)
- B The Paris Agreement 2016
- C [www.climate-northernireland.org.uk / BBC](http://www.climate-northernireland.org.uk/) (2021)
- D NISRA 2020- Domestic Overnight Trips 2019 Report
- E NISRA 2020 - NI Local Government Tourism Statistics 2019
- F DfC 2021 - Town Centre Database (non-domestic properties)
- G DfC 2021 - Historic Environment Map Viewer
- H NISRA 2014 - Census 2011 - Causeway Coast and Glens (LGD2014)

Key Recommendations:

- Diversify the town centre by facilitating urban living, flexible meanwhile/ temporary uses and spaces to support the hybrid homeworking model.
- Improve the public realm and reallocate space to accommodate social distancing and flexible spaces.
- Provide more services and facilities through a ‘town-centre first approach’ to ensure accessibility for all.
- Encourage outdoor leisure and active recreation.

CLIMATE CHANGE

Climate change is globally recognised as a key driver for change with the impacts including flooding, rising sea levels, reduced air quality and biodiversity loss already visible.

The Northern Ireland Assembly declared a climate emergency in February 2020. The declaration highlighted that the impacts of climate change was an existential threat to our planet and to humanity. It committed both the NI Executive and Local Councils to support immediate action to cut carbon emissions to net zero carbon by 2050.

As part of the Council's Growth Deal, a key emerging theme is the 'Green Borough'. Under this theme it is proposed to rethink the economy, embrace opportunities to reduce carbon and maximise infrastructure towards better climate change management. The Council's POP references the direct impact of climate change, noting the need to encourage active and sustainable travel.

Key Recommendations:

- Drive sustainable development and regeneration.
- Improve public transport, walking and cycling connectivity across the town.
- Re-purpose spaces and buildings rather than new builds (embodied energy).
- Soften hard infrastructure through the introduction of green and blue infrastructure.
- Support sustainable tourism.

BREXIT

Brexit has undoubtedly resulted in uncertainty for the region with both opportunities and challenges for the Borough.

The UK's withdrawal from the European Union (EU) on the 31 January 2020, subsequent transition period and cross border issues have highlighted the complexity for the region in establishing a new relationship with the EU.

The Causeway, Coast and Glens Borough Council area has a lower proportion of people born in the Republic (1.42%) and Other European Countries (1.45%) compared to the NI average of 2.09% and 2.51% respectively.¹ However there are still potential risks to many businesses due to the potential disruption on the movement of goods, investment and EU funding.

Key Recommendations:

- Support sustainable economic growth and opportunities for more localised economies or 'circular economies' where money is retained within local communities and local businesses.
- Develop the visitor economy by developing a place-based experience that is unique to Ballycastle.
- Create an attractive place to live, work and invest.
- Strengthen the links between Ballycastle, the Causeway Coast and Scotland to attract inward investment.

¹NISRA Census 2011

DEMOGRAPHIC SHIFTS

Demographic shifts are likely to present a significant challenge for Northern Ireland in the future.

The Northern Ireland trend is a growth in the proportion of people over 65 years of age with expectations that this will reach 20% of the total population by 2027 (NISRA 2012 Projections). Notably, there is also a growing number of older people living within the borough with 21,697 (15.4%) being aged 65+ years in 2011 compared to 17,078 (13.0%) in 2001, an increase of 2.4% (NISRA 2011). Coupled with young millennials moving back home due to the Covid-19 pandemic and flexible working patterns, there will be a drive for smaller household size and improved accessibility regarding services and transport.

In anticipating the continuing needs of all demographics, Ballycastle should develop into a centre that is highly accessible, provides town centre living with ‘lifetime homes’, and a high quality, green, resilient environment for all to enjoy.

HEALTH AND WELLBEING

Health and Wellbeing has been brought to the forefront of everyday life, spurred on by the pandemic. The way we shape and use our towns has a direct impact on our physical and mental well-being, effectively being an enabler or inhibitor of an active and healthy population.

Forming a core part of the Council’s Community Plan 2017-2030: A Better Future Together, a ‘healthy, safe community’ is a key aspiration for the borough going forward. A key outcome is to improve physical health and mental wellbeing by increasing opportunities to participate in sustained physical activity.

Ballycastle is fortunate to not only occupy a coastal location, but to also have the Tow River Path and Ballycastle Forest in close proximity to the town centre. The provision of blue and green spaces contributes to the town’s sense of place and character but, if harnessed effectively, could contribute to a healthier Ballycastle in which people’s physical and mental well-being is maximised.

Key Recommendations:

- Make it easier to move in and around the town for people, including the elderly and those with disabilities.
- Enable young people to live, work and test ideas in the town.
- Provide access to necessary facilities, services and town centre living.
- Promote a strong sense of community, identity and belonging for both young and old people.

Key Recommendations:

- Improve access to both green and blue spaces.
- Reduce the need to travel by car.
- Ensure there are good quality, safe and accessible places to socialise.
- Encourage outdoor leisure and active recreation enabling healthier lifestyles.

● **1.5° C**
target to limit temperature
rise by 2050^B

● **17.53%**
aged 65 and over^A

● **49,367**
expected population aged
60+ by 2037^A

● **20.22%**
aged under 16^A

● **2045**
Northern Ireland to become
carbon neutral - Proposed
climate bill legislation^C

● **143,148**
total population across the
borough^A

● **19%**
of households did not have
access to a vehicle^H

● **49%**
proportion of the
population across the
borough participating in
sport and physical activity^A

● **£192m**
estimated value from
tourism related spend in
the Borough in 2019^E



● **20%**
of people in the borough
have a long term health
problem^A

● **1**
of the five Conservation
Areas with the borough^G

● **2.3 million**
estimated 'staycations'
(domestic overnight trips
across Northern Ireland in
2019^D

● **19.9% Vacancy**
31 out of 156 properties
were vacant in Feb 2021^F

● **64**
listed building references
out of 931 listed buildings
across the borough^G

● **4.8 million**
estimated number of nights
spent on 'staycations' by
NI residents in 2019^D

● **77%**
Of overnight visits to the
borough were for holiday,
pleasure and leisure (2017-
2019)^E

● **4990**
number of micro
businesses across the
borough^A

Emerging Policy Direction

Overview of relevant policies and plans.

REVIEW OF PUBLIC ADMINISTRATION (2015)

April 2015 marked a significant change in the public administration landscape across Northern Ireland which saw local councils reduce from 26 to 11. As a result, powers of planning, roads, housing, community development, local economic development and tourism were transferred to local councils. This change saw Moyle, Ballymoney, Coleraine and Limavady district councils amalgamate to form Causeway Coast and Glens Borough Council.

Having established this, public administration is fundamental to the reform of public services both across the region and for Ballycastle. The 2015 reform of public administration provides Causeway Coast and Glens, working in collaboration with key stakeholders the opportunity to shape a positive future for Ballycastle town centre. The relevance of this will mean that Causeway Coast and Glens Borough Council will be responsible for the delivery and stewardship of the Ballycastle Masterplan.

STRATEGIC PLANNING POLICY STATEMENT (2015)

The *Strategic Planning Policy Statement (SPPS)* was published in September 2015. The provisions apply to the whole of Northern Ireland and are key elements in the preparation of Local Development Plans (LDP) and material to all planning application decisions and appeals.

The document sets out the core principles to ‘unlock development potential, support job creation and aid economic recovery’ while achieving sustainable development.

The SPPS identifies 5 core planning principles, which will help achieve sustainable

development and would be considered and supported by the Masterplan:

1. Improving Health and Wellbeing

“The way in which places and buildings are configured, patterns of movement in the space around us and the level of access to quality space are all factors that can make us feel good”.

2. Creating and Enhancing Shared Space

“Utilise development planning, regeneration and development management powers to contribute to the creation of an environment that: is accessible to all and enhances opportunities for shared communities; has a high standard of connective’ and supports shared use of public realm”.

3. Support Sustainable Economic Growth

“Planning must balance the need to support job creation and economic growth with protecting and enhancing the quality of the natural and built environment”.

4. Support Good Design and Positive Placemaking

(A) *“Good design identifies and makes positive use of the assets of a site and the characteristics of its surroundings... Design involves shaping how all elements of the built and natural environment relate to each other through the construction of new buildings, restoration and redevelopment of historic buildings, creation of public spaces and environmental improvements”*

(B) *“Successful place-making promotes accessibility and inclusivity for all, acknowledges the importance of creating hospitable and safe places, and emphasises the contribution that vibrancy, adaptability and diversity of use can make*



to the viability of place and how it will endure into the future”.

5. PRESERVING AND IMPROVING THE BUILT AND NATURAL ENVIRONMENT

“The way in which places and buildings are configured, patterns of movement in the space around us and the level of access to quality space are all factors that can make us feel good”.

The SPPS plays a fundamental role in driving and safeguarding the principles of sustainable development in Ballycastle.

Ensnoced within this aim is to “secure a ‘town centres first’ approach for the location of future retailing and other town centre uses” (Paragraph 6.271).

DRAFT PROGRAMME FOR GOVERNMENT (2016)

The *Programme for Government (PfG)* is the highest-level strategic document of the Northern Ireland Executive. The Draft PfG 2016-21 was published for consultation on 26 May 2016. The final document has yet to be published.

The overarching aim of the Programme is to “improve wellbeing for all by tackling disadvantage and driving economic growth”.

The draft PfG outlines 14 strategic outcomes, which, taken together, set out a clear direction of travel on the essential components of societal well-being. They touch on every aspect of government, including the attainment of good health and education, economic success and confident and peaceful communities.

The draft PfG is fundamental in shaping local and regional policy, in turn safeguarding the principles which shape the future of Ballycastle.

NORTHERN AREA PLAN (2016)

The *Northern Area Plan*, adopted in 2015, is the current development plan covering the extents of the Causeway Coast and Glens borough. The Northern Area Plan remains the main statutory framework for development considerations for the area. This plan will be superseded by the Causeway Coast and Glens Local Development Plan (scheduled for adoption in 2026) which will provide an update to statutory spatial policy for both the district and Ballycastle.

The Plan recognises Ballycastle as a significant commercial centre, with an important role as a local hub and tourist destination for the north east. This is in general conformity with the Regional Development Strategy (RDS) 2035 for Northern Ireland which identified Ballycastle as a ‘Local Hub’. The RDS also recognised the potential for urban renaissance which is described as the process of development and redevelopment in urban areas to attract investment and activity, foster revitalisation and improve the mix of uses, which is extremely prevalent in today’s context.

To promote a vibrant town centre, the Northern Area Plan sets out the considerable tourism potential and gateway role of Ballycastle in the Strategic Plan Framework, highlighting its coastal positioning, modern harbour, and central location between two Areas of Outstanding Natural Beauty. Consistent with RDS, it highlights the need for a sustainable approach to tourism to ensure it positively contributes to the vitality and viability of the town centre. The Plan highlights investment in marketing, product development, and physical facilities in terms of visitor infrastructure as being central to providing a positive experience for visitors and tourists as well as the local community.

The Northern Area Plan designates a Conservation Area and an Area of Archaeological Potential within Ballycastle. These designations reflect the rich historical and architectural setting Ballycastle has remarkably retained from its early origins as a market town with traditional shop fronts and Listed Buildings. The RDS highlights the importance of protecting and enhancing the town’s historic built form, seafront and landscapes going forward.

A Town Centre is designated for Ballycastle is with the Plan. Most notably, the designation is split over two distinct areas within the town, the main retail/commercial area encompassing Ann Street, The Diamond and Castle Street, and the nearby Seafront/ Harbour area.

COMMUNITY PLAN (2017-2030)

The *Community Plan* sets out a new long-term vision and direction for the borough up until 2030. The plan takes an all-inclusive approach through partnership working between council, statutory bodies, agencies and wider community. Causeway Coast and Glens Borough Council have developed the plan through integrating various social, economic and environmental priorities.

The plan is built around three core principles:

1. A Sustainable Accessible Environment

“A diverse, sustainable and accessible environment supported by fit for purpose infrastructure that enhances connectivity”.

2. A Thriving Economy

“Build a thriving economy based on culture of growth, entrepreneurship, innovation and learning”.

3. A Healthy Safe Community



THREE MAIN FOCUS AREAS

“Contribute to a healthy, connected and safe community, that nurtures resilience, promotes respect and supports everyone to live well together CCGBC’s Community Plan offers a collective approach to delivering locally strategic planning and improving the future for everyone who lives, works or visits the area”.

The Plan not only provides a strategic vision for the borough, it also ensures a simple and clear framework is available to inform a wide range of subsequent plans and strategies over the 13-year lifetime of the Plan.

The adoption of the community plan provides the basis for developing both the Local Development Plan (2030) alongside its Local Policies Framework and this Masterplan Review which will play a core role in the spatial development of Ballycastle up to 2030.

THE GROWTH DEAL

Causeway Coast and Glens Borough Council has been working towards securing a *Growth Deal* for the region. A Growth Deal is a bespoke package of funding agreed between UK Government and local regions aimed at harnessing additional investment, creating new jobs and accelerating inclusive growth.

It represents a total investment package of £72m capital funding after the Executive agreed to match fund the UK Government’s Growth Deal allocation. The funding provides a significant opportunity for growth through the delivery of key catalyst projects under the following six key themes over the next 10 years.

1. Innovation;
2. Tourism and Regeneration;
3. Infrastructure;
4. Employability and Skills;
5. Digital Connectivity; and
6. Energy / Green economy.

LOCAL DEVELOPMENT PLAN (2035)

Since 1 April 2015, Causeway Coast and Glens Borough Council has been responsible for most of the planning decisions within the Council area. The Council is also responsible for the new Local Development Plan (LDP), which places planning at the heart of local government. The LDP will influence the spatial development of the Council area and provide a policy framework for the future development of the area up until 2030, replacing the Northern Area Plan 2016 and current suite of Planning Policy Statements. In the production of the LDP, there are three stages of consultation: Preferred Options Paper, Plan Strategy; Local Policies Plan.

The Preferred Options Paper (POP) was launched in June 2018 as the first step in developing the new LDP. The Council's LDP vision, outlined in the POP, is that the Causeway Coast and Glens borough will be:

"A vibrant and innovative economy, sustainably delivering health and well-being and high quality built and natural environments, for all citizens and visitors to the Borough". (LDP:POP, p.28)"

The Preferred Options Paper sets out the overarching principles for the LDP as follows:

1. Improving Health and Well-Being;
2. Creating and Enhancing Shared Space;
3. Supporting Sustainable Economic Growth;
4. Supporting Good Design and Positive Place Making; and
5. Preserving and Improving the Built and Natural Environment

EVIDENCE BASE PAPERS

In support of the Local Development Plan, a series of *topic-based discussion papers* have been produced as baseline evidence..

The plan is built around three core principles:

Nexus Retail and Commercial Report (2017)

As part of the emerging CCGBC Local Development Plan (2030), a '*Retail and Leisure Capacity Study*' was undertaken by Nexus Planning (Nexus) between November 2016 and October 2017. This Study provides the first opportunity since the Causeway Coast and Glens Borough was established to take stock of the performance of the new Borough's existing performance in retail and leisure, and to quantify any latent capacity for additional facilities.

The report establishes that although Ballycastle town centre is relatively small, the proportion of convenience and comparison units was comparable to the UK average. However, the proportion of retail services was 8.6% lower than the UK average, which is reflected in a higher proportion of vacant units (25.0% units vacant compared to the UK average of 11.3%).

In terms of town centre composition, comparison floorspace is dominant in Ballycastle occupying 32.2% of retail floorspace. Retail services follows closely at 30.5% with convenience and vacant floorspace at 16.6% and 20.7% respectively. Significantly, the level of vacant floorspace is 11.5% higher than the UK average of 9.2% while retail services is 8.7% lower than the UK average of 39.2%.

The NEMS Household survey highlighted that 21.5% of respondents across the Study



- Coleraine
- Limavady
- Ballymoney
- Ballycastle
- Portrush
- Portstewart
- Rest of Borough

26.1%

Respondents said main food shopping was Local Shops within Ballycastle

35.9%

Respondents who chose not to visit said there was 'nothing, no reason to visit'.



A new swimming pool was the most popular request

Area stated that they never visited Ballycastle. Consequently, Ballycastle received the lowest number of respondents stating they visited the town centre compared to the other five centres of Ballymoney, Coleraine, Limavady, Portrush and Portstewart.

In considering likes and dislikes and why residents of the borough who did not visit Ballycastle, chose not to do so, the results highlighted that location and reasons to visit were deciding factors. By far the largest number of respondents answered that they were 'too far away from home' (53.2%) followed by 'nothing, no reason to visit' (35.9%).

The NEMS Household survey set out questions for residents of each zone. Residents within Zone 4 (The Glens Area) highlighted that for convenience goods, the most popular location for main food shopping was Local Shops within Ballycastle (26.1%). However, with a relatively low comparison goods offer within Zone 4, 36.1% and 35.1% of respondents travelled to Ballymena (Zone 5) and Coleraine (Zone 2) respectively.

The NEMS Household survey set out questions relating to the provision of new facilities in the Borough. A new swimming pool was the most popular request with most demand expressed in Ballycastle compared to elsewhere in the Borough.



BUSINESS PERCEPTION PUBLIC PERCEPTION

Sproule Retail Report (2017)

As part of the emerging CCGBC Local Development Plan (2030), a 'Public and Business Perception Study' was undertaken by Sproule Consulting (April 2017). The study took the form of 54 business and 100 on-street (general public) surveys.

When questioned about overall perception of Ballycastle town centre, almost half (48%) of respondents (those who worked in Ballycastle/ business owners) described their perception of the town centre as very good/ good. Just over a third (35%) reported an average perception, whilst 14% stated that it was poor/ very poor. Respondents highlighted vacant shops (43%), on-street entertainment (42%), ease of moving around the town centre (35%) and the amount of dereliction (35%) as being particularly poor aspects. In terms of the main priorities for business respondents, more recreational facilities (32%), better parking/ number of spaces (26%) and more for children/ teenagers (24%) were the most common responses.

From the general public survey findings, just over half (54%) of respondents (those who live or visit Ballycastle) described their perception of the town centre as average. Two fifths (41%) described their perception as very good/ good, whilst only 5% stated it as very poor/ poor. When questioned about their current opinion on the town centre, respondents stated on-street entertainment (47%), range of goods/services (29%), variety of shops (29%) and dereliction (22%) as being particularly poor aspects. Respondents highlighted the need for a wider variety of shops (62%), more recreational facilities (54%) and more shops (37%) to improve the town centre.

54

100

Number of respondents

48%

41%

Had a very good/ good perception of the town centre

43%

22%

Highlighted vacant shops/ dereliction as being particularly poor aspects

32%

54%

Seen more recreational facilities as necessary to improve the town centre

Interestingly in terms of town centre usage, 39% were in Ballycastle to eat/drink at local cafes, restaurants, and pubs. A further 27% were doing grocery shopping and 12% were at work/school in the area. Aspects of the town centre that did perform well across both surveys includes friendliness of staff/people, good atmosphere, cafes, safety, pedestrian access and street lighting.

You said ... We listened

Shaping the 2021 review

Drawing together the key messages from the six engagement sessions has been instrumental in shaping the 2021 review. Stakeholders have been key in the development and prioritisation of the projects, identifying solutions that will have the biggest positive impact upon the town whilst creating a strong foundation to spark change.

DESIGNING FOR DIFFERENT USERS

A clear message emerging from our engagement was that Ballycastle has a strong local community and it is an attractive, inviting and popular destination. As such, it will not be experienced by a single user but rather multiple user groups with varying needs, wants and aspirations. As illustrated in the accompanying illustration, this presents an opportunity to meet the needs of residents, appeal to visitors and maximise positive change.

In response, we have adopted a ‘whole town approach’ to ensure the 2021 masterplan delivers a ‘blueprint’ for regeneration that is holistic, comprehensive and mutually beneficial. This approach takes a joined-up approach by addressing all aspects of a town wide plan, linking projects together whilst working towards a shared vision developed through engagement.

Whilst not an exhaustive list, the following page outlines the key messages and feedback provided by stakeholders through the engagement process. In terms of delivery, it was noted that many aspects of the 2009 masterplan were very ambitious and the likelihood of success going forward is dependent on partnership working, encouraging momentum and funding.



LOCAL RESIDENT

- “The proposed greenway is a game-changer. Tow River Path would connect it all together”
- “Heritage is part of our identity – we need to bring buildings back into use”
- “Need to have a community hub and wet leisure facilities”
- “Need offer more outdoor recreational activities- Pan’s Rock could be a safe swim zone”

ACTIVITY SEEKER

- “We need an iconic project to capitalise on tourism and attract people back”
- “Facilities for those using the forest for mountain biking and walking”
- “Need a hub for watersports activity”
- “Improved overnight, coach and toilet facilities”

BUSINESS PERSON

- “Public realm at the Diamond fails the surrounding heritage”
- “Need to be innovative and diverse - Look at co-working spaces post-covid”
- “Focus should be on reoccupying empty units”
- “Space for outdoor dining”

FAMILY DAY TRIPPER

- “The marina area could be improved”
- “Connectivity is key – need to link up the Seafront and Diamond”
- “Goat’s Path needs work and better signage”
- “Boardwalk at the seafront to see the views”



Gateway signage needs consistent branding

Goat's Path could be best viewpoint if improved

Improved overnight, coach and toilet facilities needed

Need to improve the appearance of the Boatyard

Information Centre could be more prominent

Harbour should be a more attractive space

Dangerous pinch-point at entrance of Seafront car park

Public realm is tired and dated

Congestion and parking an issue during peak times

Need infrastructure for events

Seafront

Watersports hub needed to enliven the Seafront

Town Centre

Pan's Rock could be formalised safe swim zone

Ballycastle

Heritage assets could be micro-working hub

Sheskburn House is a real community asset

Car park linkages need improved

Connectivity is key - Wayfinding needs to link up our assets

Space for outdoor dining

Wider Area

Diamond Area fails the surrounding heritage

Tow River Walk and Bonamargy Friary are jewels

Antrim Arms needs something to breathe new life into an iconic building

Link the proposed Greenway to the Diamond and Tow River Walk

Focus should be on reoccupying empty units

Fairhill Street needs to be more cycle friendly link to the forest

Mountain bikers need facilities to change, wash, hire and store bikes.

Proposed Greenway is a real game-changer

Ballycastle should be a destination in its own right

Need to build upon our USP as an active seafront town with strong independent offering

Ballycastle Forest could be a mountain bike hub

MOVING FORWARD

How do we get there?

Areas of change, priority projects and other interventions to help unlock redevelopment and regeneration across Ballycastle.

Areas of Change

Overview of the key areas for regeneration

The Masterplan Review identified several potential projects throughout Ballycastle. The projects have been informed through earlier engagement on the 2009 masterplan.

For each site, a potential future or temporary use has been identified alongside key interventions and examples of best practice. Project priority and potential timescales for development are set out in the Action Plan at the end of this document.

TOWN CENTRE

- A Diamond Public Realm
 - B Adventure Activity Hub
 - C Adaptive Reuse
-

SEAFRONT

- D Seafront Improvement Project
 - E Water Adventure Hub
 - F Sheskburn House
-

WIDER AREA

- G Extension of Tow River Path
 - H Gateways and Linkages Project
-

Other Projects

- I Transport
- J Indoor Wet Leisure Facility
- K Harbour Enhancements
- L Events and Animation
- M Museum Enhancements

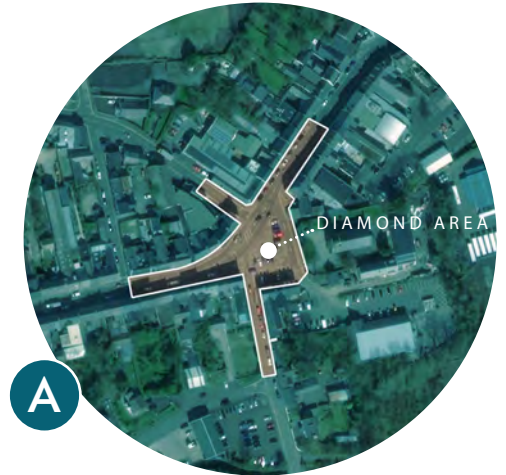




Diamond Public Realm

A flexible high-quality public realm in the heart of the town

First impressions can be lasting impressions. A high-quality public realm scheme would significantly raise the quality of the outdoor environment and establish the Diamond as a key focal point in the heart of the historic town centre. A focus on the pedestrian experience, redressing the imbalance between space given to the vehicles and pedestrians, and creating an adaptable and flexible streetscape is essential to creating a safe, attractive and engaging space where people can meet, relax and enjoy the rich heritage.



THE PROJECT

A strong sense of arrival supported by an attractive streetscape has the potential to attract and retain activity within Ballycastle.

By rethinking the relationship between the Diamond, surrounding businesses and the pedestrian, a flexible space and reinvigorated public ‘heart’ could be created.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Foster a sense of place that respects the historic character.
- Transform the space into a more attractive and humane environment.
- Ensure the area functions effectively as a pedestrian and cycle friendly space.
- Enrich the overall town centre experience.
- Create a flexible space for meeting, congregating, and socialising.
- Unlock potential opportunities for surrounding businesses and communities to host events, markets and ‘spill out’ spaces.

POTENTIAL INTERVENTIONS

- A1 Public Realm**
Consistent high quality treatment sympathetic to surrounding heritage and historic character (O’Connor Memorial and Trinity Church).
- A2 Flexible by Design**
Potential to improve the appearance and functionality of the Diamond to enable occasional use for events including power and water connections.
- A3 Adaptable Furniture**
A series of small scale interventions could include space for parklets, movable planters, street trees and seating.
- A4 Improved Pedestrian Infrastructure**
Improve facilities to make it easier for pedestrians and cyclists to cross or move around the Diamond, including footpath widening, reallocating excessive road width and enhanced road crossings where possible.
- A5 Simplified Traffic Movements**
Tightening junctions and reducing the number of manoeuvres, taking into account the access requirements of frontage occupiers and building owners.
- A6 Consolidated Parking & Flexible Solutions**
Rationalise on street car parking and review the location of the taxi rank to explore its integration within any future public realm works.
- A7 20’s Plenty Initiative**
Consider a ‘20’s plenty’ initiative at the Diamond to improve safety.
- A8 Wayfinding**
Improve wayfinding provision to key arrival points and destinations. Rationalisation of existing directional signage and decluttering the space.



BRIGHTER *future*



Adventure Activity Hub

Maximising the Potential for Outdoor Recreation

In recent years, Ballycastle Forest has grown to become an outdoor destination attracting mountain bikers and hikers from across the region. Capitalising on this growth, the project proposes to create a new destination in the heart of Ballycastle and on the doorstep of the forest trails. A stand out activity centre with the necessary infrastructure could support and develop the outdoor recreation product in Ballycastle, enhancing the overall visitor experience.



INTRODUCTION

Ballycastle Forest is a key asset with greater potential to contribute to the town centre. The project could harness this potential to deliver an attraction unique to Ballycastle whilst encouraging people to visit the town centre.

The provision of a dedicated hub could be a powerful catalyst in supporting the growth of the tourism sector.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Establish Ballycastle as the leading cycling and mountain-biking attraction on the Causeway Coast.
- Provide the opportunity to repurpose a vacant building within the town centre.
- Encourage more linked trips between key destinations.
- Significantly increase footfall, the duration of visitors stay and encourage consequential spend.
- Act as a hub for the proposed Ballycastle to Ballymoney Greenway.

POTENTIAL INTERVENTIONS

B1 Adventure Activity Centre (Temporary or Permanent)

Identify the most suitable location. Potential for a temporary facility to act as a 'testbed' for ideas or the adaptive reuse of all or part of a vacant building.

B2 Cycle Hire Facility and Workshop

Potential to hire bicycles and appropriate equipment to extend opportunities to a wider audience e.g. day-trippers. Provision of a bike shop and workshop to provide essential repair services and maintenance.

B3 Bike Wash and Storage

Provision of a basic bike washing area and secure storage to encourage users to explore the town.

B4 Showers, Changing and Toilet Facilities

Introduce new and improve existing facilities to make it easier for pedestrians and cyclists to avail of outdoor leisure activities.

B5 Accommodation

Explore the opportunity to offer short-stay accommodation for adventure seekers.

B6 Education and Training Courses

Investigate the potential for educational workshops and training courses.

B7 Ancillary Uses

Consider the integration of uses such as a café, restaurant and information touch point to complement existing services and facilities throughout the town.



BOLD Aspirations



Adaptive Reuse

Bringing vacant buildings back into positive use.

A dynamic and innovative approach to bringing vacant units back into positive use, the adaptive reuse of dilapidated buildings has the potential to initiate activity and shape positive change throughout the town centre. The masterplan proposes a creative business incubator and co-working hub to encourage local enterprise and entrepreneurship as well as enabling existing businesses to remain and grow locally.



THE PROJECT

Ballycastle has a strong independent retail scene which can be supported and built upon. By reconsidering and broadening the range of uses in the town centre, an opportunity exists to redefine the high street and create a renewed sense of purpose. The refurbishment and reuse of vacant buildings, including listed assets, could help secure the future of the town centre by diversifying the high street. The project seeks to explore the potential of capitalising on the growth in co-working hubs brought on by evolving employment patterns.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Reactivate and reuse of vacant buildings.
- Potentially address vacancy levels and shop front improvements.
- Catalyse long term regeneration of the surrounding area.
- Provide the space required for start-ups, freelancers and home-workers to access affordable office space at low risk.
- Enhance local economic resilience by diversifying the economy and retaining the local workforce.

POTENTIAL INTERVENTIONS

- C1 Business Incubator / Coworking Hub**

Creative business incubator and coworking hub. This could include shared facilities such as meeting rooms, a reception desk and digital connectivity.
- C2 Community Hub**

Potential to develop a community hub to develop crafts, core skills and personal development. Examples include a Men’s Shed, Women’s Shed, the Network Shed and Youth Pathway.
- C3 Pop-Up Exhibitions**

Potential to utilise vacant buildings in a ‘meanwhile use’ capacity through temporary exhibitions and creative interventions.
- C4 Town Centre Living**

Potential to adapt vacant buildings to encourage town centre living.
- C5 Short-Stay Accommodation**

Potential to broaden the range and types of accommodation in the town centre to capitalise on the visitor economy.



BOOMING *Economy*



Seafront Improvement Project

Reinforcing Ballycastle's identity as a beautiful seafront destination.

The Seafront Improvement Project could help re-engage the town with its greatest assets, the water's edge. A high quality, attractive and pedestrian friendly environment could exploit underutilised opportunities and capitalise on the waterfront setting. A focus on softening the relationship between the harbour, marina and wider area as well as improving connectivity to nearby destinations could also help breathe new life into seafront.



THE PROJECT

Ballycastle's waterfront location is one of its greatest assets. It provides views to an incredible coastline along the Causeway Coast and access to Rathlin Island, a tourist destination in its own right.

The project proposes to re-energise the Seafront by raising the quality of the environment and softening the area around the marina.

In summary, the benefits that the proposed interventions could deliver are as follows:

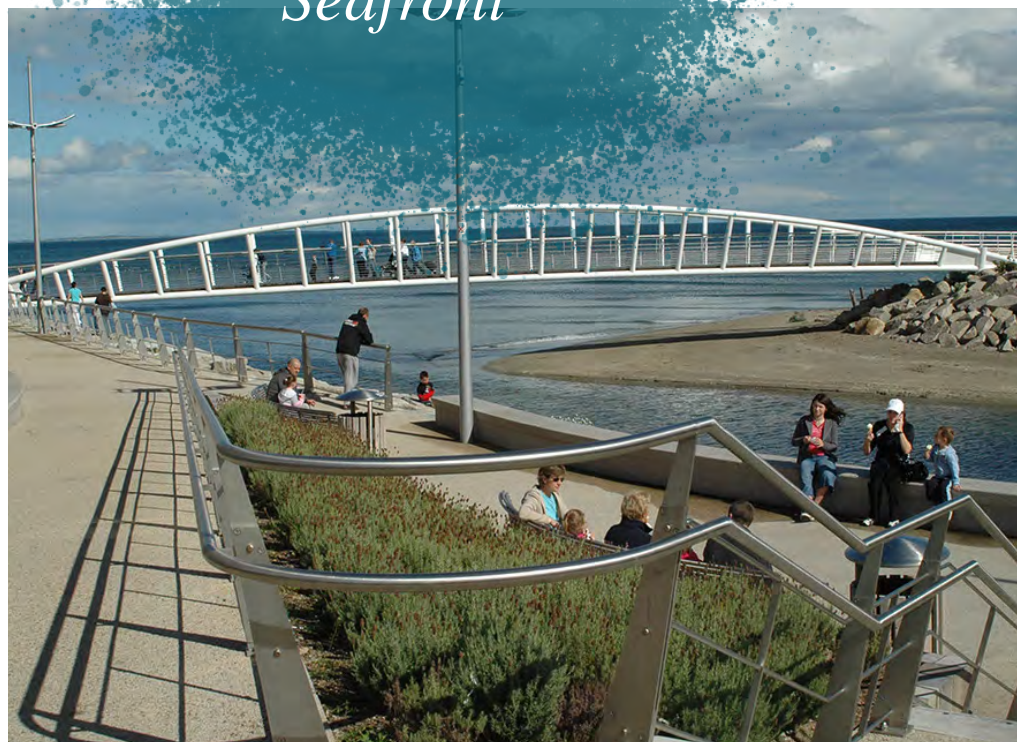
- Improve the perception of the seafront by enhancing the quality of the environment.
- Bring new life and functionality to the area.
- Provide a stage for both passive and active uses.
- Provide space to host events and spill out activities from surrounding businesses.
- Reduce the sense of separation between key attractions and destinations.
- Broaden the range of uses and activities at the Seafront.

POTENTIAL INTERVENTIONS

- D1 Public Realm**
High quality Public realm along North Street, Seafront and Marina (new paving, lighting and landscaping).
- D2 Waterfront Boardwalk**
Investigate potential for a new publicly accessible boardwalk along the harbour arm (marina).
- D3 Softening the Marina**
Replacement of the steel railing. A terraced platform, trees and planting could be considered.
- D4 New Public Space and Event Infrastructure**
Redesign of the public space to deliver a new flexible space for events, markets and 'spill out' areas for local businesses.
- D5 Pan's Rock Swimming Infrastructure**
Investigate the potential for appropriate infrastructure to provide safe outdoor sea-water swimming area at Pan's Rock.
- D6 Sea Hub Ballycastle**
Potential for temporary day beach huts along the seafront offering flexible hire-able pods for locals, families and visitor groups.
- D7 Upgrading Goat's Path**
Investigate infrastructural works to upgrade Goat's Path to provide a safe, attractive walking route to Nelly's Cave.
- D8 Maritime Mile**
Clear, consistent and branded wayfinding signage directing pedestrians and cyclist linking Goat's Path, Pan's Rock, Bonamargy Friary and Tow River Path. Low cost interventions include asphalt art, wall art, creative lighting or digital interpretation.



BEAUTIFUL *Seafront*



Water Adventure Hub

Activating the Seafront by improving the destination offering.

The seafront is a major driver in the towns' tourism industry. A Water Adventure Hub would provide a new high-quality facility in proximity to the award-winning blue flag beach while developing a contemporary visitor attraction that facilitates public access to the water. A cluster of outdoor activities would enliven the water's edge and unlock the area as a recreational, leisure and tourism honey-pot. The hub would widen the appeal of the town to a larger audience, strengthen the visitor experience and develop a new contemporary attraction to the benefit of the local economy.



THE PROJECT

The growing popularity of the Causeway Coast and a new wave of local tourism brought on by the rise in 'stay-cations' as a result of the Covid-19 pandemic, provides an opportunity to capitalise on developing the visitor economy.

The provision of a 'Water Adventure Hub' could create a unique selling point for the seafront and reinforce Ballycastle's role as a hub for water-based tourism.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Provide a significant attractor to draw visitors to the area, encourage repeat visits and linked trips to other facilities.
- Provide sustainable economic growth, local employment and diversify the offering.
- Potential adaptive reuse of a vacant building.
- Potential of temporary facility to provide a low cost flexible solution.
- Act as a catalyst for regeneration of the wider seafront area.

POTENTIAL INTERVENTIONS

E1 Water Adventure Hub (Temporary or Permanent)

Potential for a new Water Adventure Hub providing wetsuit and equipment hire in proximity to the beach. Consideration should be given to a new temporary facility or the reuse of a vacant building.

The siting of any water adventure hub and ancillary uses, whether temporary or permanent, should be outside the confines of the marina and harbour area, and a sufficient distance from its activities.

For safety reasons, it is advised that a proposed recreational area providing a dedicated space to engage in non-motorised recreation be established along with any potential hub. Demarcated by buoys, this would ideally be located further along Ballycastle Strand. The recreational area would avoid potential clash points between user groups by allowing for clear passage for vessels whilst restricting recreational users from entering the marina and harbour basin.

Any potential siting location and/or activities should be consulted on directly with the relevant authorities including the Harbour Master to ensure current health and safety legislation and by-laws are adhered to.

E2 New Public Toilets & Changing Facilities

New toilets and changing facilities could be integrated within the hub to provide appropriate provision along the seafront.

E3 Potential Ancillary Uses

Potential for complementary ancillary uses including community space, educational focus, and/or café and restaurant facilities.

E4 Outdoor Storage Facility

Secure outdoor storage facilities for equipment including wetsuits, kayaking, paddle-boarding, sailing, canoeing and bicycles.

E5 Maximise the Visitor Information Centre

Investigate the potential for the Visitor Information Centre to be relocated to a more central location along the Seafront, enhancing its visibility and maximising its usage. Explore the potential for touch points elsewhere in the town to create a more joined-up approach.



BREATHTAKING *Views*



Sheskburn House

Utilising a Key Asset to Catalyse Regeneration

Sheskburn House offers a major opportunity to create a positive impression for visitors entering the south east gateway. At 0.7 hectare (1.71 acre) in size, the public sector have the opportunity to initiate and drive regeneration growth across Ballycastle by utilising the site to drive positive change for the Seafront area. Public sector assets such as Sheskburn House can proactively address gaps in the offer to help diversify and support the vitality of the town centre, ensuring they continue to adapt and thrive.



THE PROJECT

Sheskburn House and the adjacent car park, both owned by Causeway Coast and Glens Borough Council, occupies a large and significant site. Its proximity to the Seafront and visibility at a key gateway offers an opportunity to create a strong sense of arrival and positive first impression of Ballycastle. The project seeks to initiate discussions between stakeholders to explore the future of Sheskburn House.

In summary, the benefits that could be delivered are as follows:

- A review on whether the site is fulfilling its potential and sufficiently contributing to the overall regeneration objectives.
- A review of existing service provision and opportunity to proactively address gaps.
- Potential of temporary uses to provide low cost flexible solutions post-covid.
- Potential to utilise the site as a catalyst for regeneration of the wider seafront area.
- Potential to reduce the visual and physical gap between the Tow River Path and Seafront area.

POTENTIAL INTERVENTIONS

Stage 1: Visioning

F1 Creating a Shared Vision

Develop a shared vision for the future of Sheskburn House and consider the optimal use to support future regeneration objectives.

Stage 2: Future-Proofing

F2 Option 1: Retain

Retain the existing uses and building in situ.

F3 Option 2: Enhance

Build upon the existing uses through an improved dry and wet leisure facility whilst also enhancing the town's leisure, culture and tourism provision.

F4 Option 3: Explore

Explore the potential to relocate the existing uses to reutilise the site for various alternative land use options in a way that catalyses surrounding development sites in private ownership.

Key Opportunities

F5 Connect the Tow River Path

Improve pedestrian connectivity from the Tow River Path to the Seafront area.

F6 Digital Co-working & Community Space

Potential for a managed work space focused on the smaller, serviced office space requirement linked to co-working flexible spaces and Small to Medium Sized Enterprises (SMEs).

F7 Coach, Campervan and Car Overnight Parking

Explore the potential to trial using the site for coach parking and/or overnight stays during peak periods.



BALANCED *Regeneration*



©URBAN SCALE INTERVENTIONS



©URBAN SCALE INTERVENTIONS

Extension of Tow River Path

A vibrant, attractive, safe and accessible linear route

The Tow River Path has a key role to play in creating a healthier, safe and more resilient Ballycastle. By enhancing, connecting and extending the path, a new active travel corridor could be delivered, linking the town centre and seafront with Ballycastle Forest and the proposed Ballycastle to Ballymoney greenway. This could incentivise locals and visitors to move across the town via sustainable mobility. Fulfilling its potential, the path could be a catalyst for wider transformation and regeneration.



THE PROJECT

The Tow River Path is an asset with greater potential to deliver much-needed social, health and environmental benefits to the town. The extension of the path as a new linear park would link existing green space and open spaces whilst allowing locals and visitors to move across the town via active travel corridors.

In summary, the benefits that could be delivered are as follows:

- A positive impact on tourism, climate change and health and wellbeing.
- Fix the ‘missing link’ between the Moyle Way, Ulster Way and Causeway Coastal Way.
- Facilitate active travel as a feasible mode for trips.
- Providing community, recreation and leisure opportunities in direct contact with the Tow River
- Act as a catalyst for the proposed Ballycastle to Ballymoney Greenway, Outdoor Adventure Centre and recreational use of Ballycastle Forest.

POTENTIAL INTERVENTIONS

- G1 Upgrade the Existing Path**
Upgrade the quality, safety and vibrancy of the existing path.
- G2 Fix the ‘Missing Link’**
Investigate extending the path to Fairhill Street and the potential opening up of public access to the viaduct to provide a direct link to Ballycastle Forest.
- G3 Community-Led Spaces**
Explore opportunities to re-purpose derelict or underutilised land along the route. Potential uses could include community gardens and food growing, sensory pocket parks, adventure playgrounds, public art or habitat installations.
- G4 Wayfinding**
Provide better signage to encourage more people to visit the path and explore different parts of the town.
- G5 End of Trip Facilities**
Explore opportunities for end-of-trip facilities to ensure Ballycastle becomes a key hub for individuals using the path, proposed greenway or Ballycastle Forest.



BETTER *Connections*



Gateways and Linkages Project

Improving the linkages and connectivity between key spaces

High quality, safe and attractive pedestrian linkages are at the heart of delivering a connected, vibrant and liveable town centre. A linkages project would transform the area by radically improving key alleyways, laneways and the Tow River Path, helping to knit together the Town Centre and Seafront with key arrival points.



THE PROJECT

An opportunity exists to improve the secondary movement network around the town. The project would enhance Ballycastle town centre by creating attractive and safe linkages for everyone to enjoy. The routes would enhance connectivity between the retail core, the seafront and areas of recreation.

In summary, the benefits that the proposed interventions could deliver are as follows:

- Enhanced connectivity between key gateways arrival points and linkages that play an important role in the movement network.
- Create a more attractive and safe pedestrian environment.
- Aid seamless movement between the seafront and town centre to address the issue of fragmentation.
- Improved first impression as one passes through and navigates around Ballycastle.

POTENTIAL INTERVENTIONS

Gateways

H1 Creative Interventions

Integration of public art, lighting, landscape, signage and other features to create distinctive entrance points.

Ballycastle Linkages Project

H2 Ann Street Car Park Linkage

Explore opportunities to enhance the linkage between Ann Street Car Park and Castle Street.

H3 Castle Street Car Park Linkage

Explore opportunities to enhance the linkage between Castle Street Car Park and Castle Street.

H4 Quay Road Linkage

Explore opportunities to enhance the linkage between Quay Road and the Tow River Path.

H5 Quay Road Open Street Project

Explore opportunities to temporarily open Quay Road to people and close it to cars. A programme of events and temporary pop-up street furniture could help to strengthen the linkage between the Seafront and Town Centre.

Wayfinding and Information Systems

H6 Advanced Direction Signage

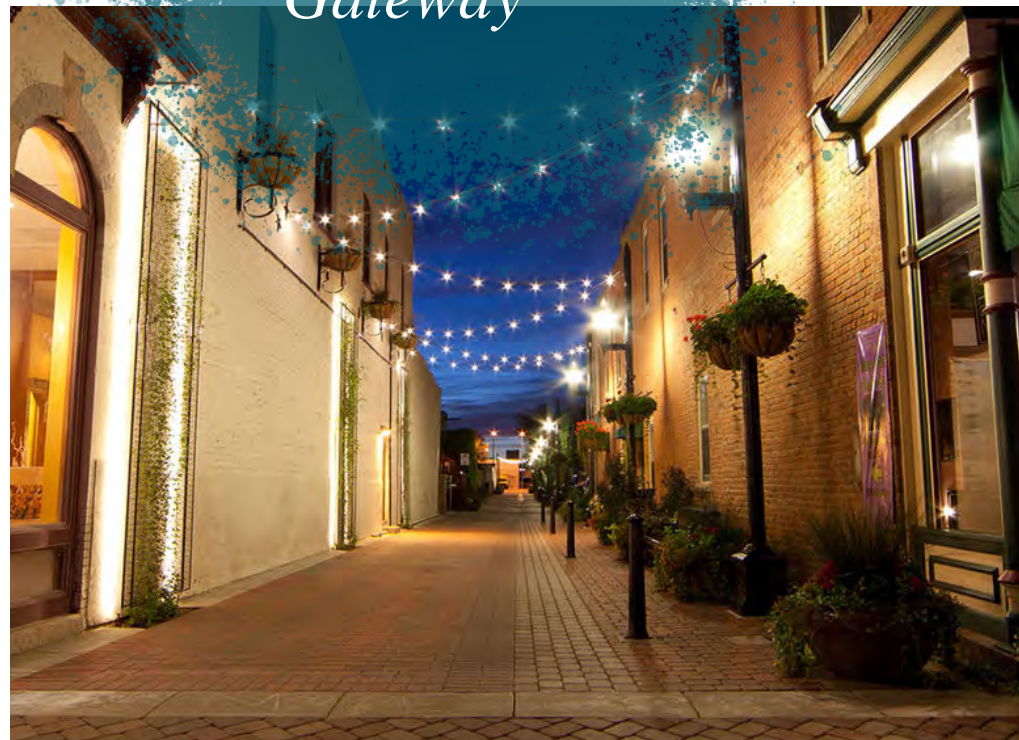
Advanced car park directional signage.

H7 Pedestrian Wayfinding System

Review of current wayfinding system.



BUSTLING *Gateway*



OTHER PROJECTS



TRANSPORT

Enhancing services and facilities

Project: A thriving town centre in proximity to Northern Ireland's most frequently visited attraction warrants a high quality sustainable transport system. There is an opportunity post-covid to improve public transport services, provide better facilities for walking and cycling and accommodate coach parking.

POTENTIAL INTERVENTIONS

I1 Public Transport

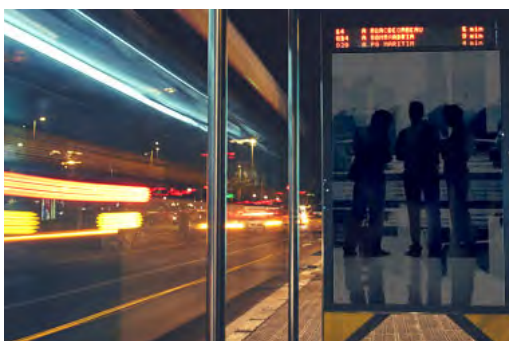
Build back services to a pre-covid level while also exploring opportunities to enhance services and facilities in the town centre.

I2 Coach Parking

Explore the potential to provide a dedicated coach drop off point in the town and an area for coaches to park when not in use.



Causeway Coast Rambler



Digital timetable



INDOOR LEISURE FACILITY

Delivering a wet leisure facility

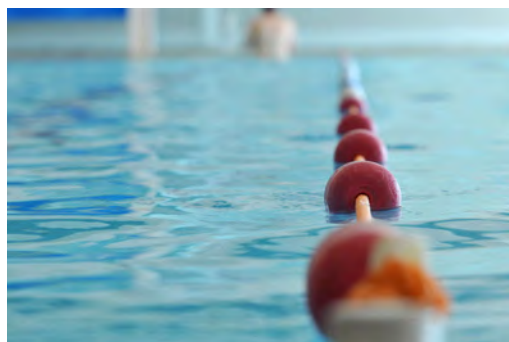
Project: A new indoor leisure facility with wet leisure activities would proactively address gaps in the town's offer. There is an opportunity to develop an indoor wet leisure facility to deliver a more diverse and higher quality offer. Such a facility could also be a catalyst in unlocking the potential of key sites through the town.

POTENTIAL INTERVENTIONS

J1 Develop a Indoor Wet Leisure Facility

It is important to consider the most cost-effective and deliverable location a facility could be provided, whilst maximising the contribution to other regeneration objectives.

There is an opportunity to the review the proposed location at Quay Road and explore alternative options that would help deliver the facility. However, the location and feasibility of such a development would require detailed consideration and further consultation.



Wet leisure facility



HARBOUR ENHANCEMENTS

Improving the harbour setting

Project: The harbour is a key maritime asset for Ballycastle. Being operational, it requires equipment and storage to enable the operation and maintenance of the harbour for its users. Enhancements to the harbour setting whilst also retaining its primary purpose and function could result in a significant transformation at the interface with the surrounding area.

POTENTIAL INTERVENTIONS

K1 Screening the Boat Yard

Potential to install screening off operational areas of the boat yard. A temporary solution would provide an affordable flexible solution to improve the pedestrian experience, aid the transition to Goat's Path and improve wayfinding.

K2 Rationalising the Harbour

Explore the potential to rationalise and reconfigure the space around the harbour with flexibility in its design. Investigate the potential for a hoist to remove boats.



Boatyard hoist



Example of 'green screening'



EVENTS AND ANIMATION

Creating a place for people

Project: Public Realm enhancements to the Diamond and Seafront can act as a catalyst for supporting events and animation. This project seeks to build on the success of the Lammas Fair by exploring complementary initiatives to increase the duration of visitor stay and consequential spend. The quality of events will be important in encouraging repeat visits.

POTENTIAL INTERVENTIONS

L1 Exploring an Extended Events Calendar

Explore the potential for new events that offer activities and opportunities for people of all age groups, throughout each season of the year and throughout different times of the day.

L2 Branding and Creative Interventions

A range of interventions could be considered to improve the sense of arrival and animation. A coordinated approach to banners, public art, planting and creative lighting of key listed buildings



Cultural events for a range of audiences



Creative lighting of listed buildings

OTHER PROJECTS



MUSEUM ENHANCEMENTS

Preserve and promote local heritage

Project: The project seeks to restore and modernise the 300 year old listed museum building. The aim is to enhance the museum and facilities, showcasing and raising awareness of Ballycastle’s rich and vibrant heritage for all to enjoy, creating a positive experience for visitors and locals.

POTENTIAL INTERVENTIONS

M1 Modernise the existing Building

Modernise the existing building at 59 Castle Street, ensuring compliance with necessary guidance and legislation surrounding listed buildings.

M2 Public Toilets and Infrastructure

Provision of a new extension with disabled friendly toilet facilities, a lift providing access to upper floors and additional storage space.



Exterior of existing museum building



Interior of existing museum building



BALLYCASTLE TOWN PARTNERSHIP

Driving forward the vision

Project: The masterplan has been developed following engagement with key partners and stakeholders. Future partnership working is critical to its delivery. A single voice for Ballycastle is essential to deliver the long-term vision, raise the profile of the town, and drive forward a number of initiatives.

POTENTIAL INTERVENTIONS

N1 Re-establishment of the Partnership

Re-establish the partnership by bringing together representatives from the public, private and third sector to support existing and new projects within the masterplan.



Example of community involvement



Ballycastle Partnership

DELIVERING THE PLAN

How do we deliver?

Action Plan

Town Centre

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long









Priority

- L Low
- M Medium
- H High

Project A: The Diamond Public Realm

REF ~ DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
A1 ~ Public realm	<ul style="list-style-type: none"> Audit of existing conditions around the Diamond area including the Co-op entrance. Partnership working and public consultation to understand impact of public realm improvements on traffic/road operations and agree preferred option. Scheme design proposals and cost options. Engagement and consultation with key stakeholders. Develop technical design; procure and appoint a contractor. 	DfC, DfI, CCGBC, Translink.	● S	● H	<p>Includes consideration of opportunities to rationalise on-street parking and reallocated space for pedestrians to transform the character and identity of the space.</p> <p>Interventions must be sympathetic to Holy Trinity Church, a grade A listed building (HB05/14/001) and the O'Connor Memorial (HB05/14/002) alongside other Listed Buildings at the Diamond.</p> <p>The approach to The Diamond, via the main approach down Castle Street, and the experience and understanding of both the Holy Trinity Church and O'Connor Memorial from this approach is a significant characteristic to the understanding of these listed buildings.</p>
A2 ~ Flexible by design	<ul style="list-style-type: none"> Develop in line with public realm design proposals (A1). Develop concept proposals indicating spatial arrangements, construction materials and appearance. Public consultation on design. 		● S	● H	
A3 ~ Adaptable furniture	<ul style="list-style-type: none"> Engage with stakeholders to identify locations and interventions. Source funding. If possible, retain and integrate parklets introduced under the Covid Revitalisation Scheme into the design. 	DfC, DfI, CCGBC.	● S	● H	<p>** Quick Win Project**</p> <p>Potential range of small scale flexible interventions, including movable parklets and planting without any significant permanent infrastructure.</p>
A4 ~ Improved pedestrian infrastructure	<ul style="list-style-type: none"> Consultation between Sustrans, DfC, DfI, CCGBC and IMTAC (Refer to A1). 	DfC, DfI, CCGBC, Sustrans, IMTAC.	● S/M	● H	Opportunity to install new and upgrade existing pedestrian crossings along key routes to improve walkability and safety.
A5 ~ Simplified traffic movements	<ul style="list-style-type: none"> Traffic modelling of town centre, particularly around the Diamond, with remodelling proposals developed upon. Refer to A1. 	DfC, DfI, CCGBC.	● S/M	● H	Simplifying traffic movements around the Diamond area would rebalance space given to motorised traffic.
A6 ~ Consolidated parking & flexible solutions	<ul style="list-style-type: none"> Engage with DfI and private taxi operators regarding location and requirements. Relocation proposals integrated into Public Realm Enhancements (A1). 	DfC, DfI, CCGBC.	● S	● H	Potential to deliver a space that is flexible and multi-functional throughout the year. Parking could be permitted during winter months when street activity is at its lowest.
A7 ~ 20's plenty scheme	<ul style="list-style-type: none"> Audit of existing conditions and public consultation. Engage with DfI regarding implementation of 20mph zone including signage and policing of new limit. 	CCGBC, DfI.	● S	● M	Introduction of lower speed limit on identified town centre streets, potential to include other physical traffic calming measures.
A8 ~ Wayfinding	<ul style="list-style-type: none"> Develop in line with Wayfinding implementation strategy (H7). 	DfC, DfI, CCGBC, Chamber of Commerce, TourismNI.	● S	● H	Highlight distances and times between destinations for pedestrians and direct vehicular traffic to suitable car parks.

Project B: Adventure Activity Centre

REF~DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
B1-4 ~ Activity centre: cycle hire facilities & workshop, Bike wash & storage, Showers, changing and toilet facilities	<ul style="list-style-type: none"> Project Initiation Assessment. Site review to assess most appropriate location for Activity Hub. Scoping, Feasibility and Outline Business Case. Local Chamber of Commerce to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity. Source funding opportunities to realise proposals. 	DfC, CCGBC, TourismNI, Private Investors.			<p>** Catalyst Project**</p> <p>Opportunity to procure a local operator to deliver a temporary facility during the summer months to create a distinctive and unique attraction whilst testing its economic viability.</p> <p>Potential to for longer term redevelopment or adaptive reuse of all or part of a building with associate supporting facilities.</p>
B5 ~ Accommodation	<ul style="list-style-type: none"> Potential to develop in line with an Adaptive Reuse project (C). 				
B6 ~ Education & training courses	<ul style="list-style-type: none"> Project Initiation Assessment. Dialogue with local schools, Outdoor Accreditation Centres and partners/ operators. Scoping and Feasibility assessment. 	CCGBC, Private Operators.			
B7 ~ Ancillary uses	<ul style="list-style-type: none"> Project Initiation Assessment. Dialogue with potential occupiers Potential to develop in line with an Adaptive Reuse project (C). 	CCGBC, Private Operators.			

Project C: Adaptive Reuse





C1-5 ~ Business incubator/ coworking hub, Community hub, Pop-up exhibitions, Town centre living, Short-stay accommodation	<ul style="list-style-type: none"> Project Initiation Assessment. Dialogue with owners of vacant/ derelict properties to identify potential properties. Assessment of case studies/ similar grant schemes and their success. Scoping Report to be carried out to establish potential uses and economic opportunities this would create. Identify funding and roll out mechanisms of scheme. 	DfC, CCGBC, Private Investors, NIHE, Housing Associations.			Potential to create a more resilient town centre through the diversification of uses within Ballycastle whilst enabling landowners to make income from their underutilised buildings.
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Seafront

Project D: Seafront Improvement Project

REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
D1 ~ Public realm	<ul style="list-style-type: none"> Project Initiation Assessment. Develop design and cost enhancements. Engage with stakeholders. 	DfC, DfI, CCGBC, Harbour authority	M	H	An enhancement scheme including a multi-use events and market space would be transformational for the Seafront and help the town capitalise on the visitor economy.
D2 ~ Waterfront boardwalk	<ul style="list-style-type: none"> CCGBC in partnership with DfI and the local harbour authority to undertake new waterfront boardwalk location, feasibility and costing study. 	Adjacent businesses, Market traders.	M/L	M	A refreshed appearance, enhanced landscape and infrastructure to support events/markets would create a distinctive entrance point to the town for those arriving from elsewhere via boat. A co-design process with local businesses and market traders would be essential to its success, ensuring consideration of all user needs and the necessary maintenance.
D3 ~ Softening the Marina	<ul style="list-style-type: none"> Undertake wider consultation on outcomes of the preferred options. Explore funding options. Detailed design and procurement. 		S/M	M	
D4 ~ Public space & event infrastructure	<ul style="list-style-type: none"> Project Initiation Assessment. Develop design proposals for redeveloped space. 		S/M	M	
D5 ~ Pan's Rock swimming infrastructure	<ul style="list-style-type: none"> Identification of investigations / studies necessary to determine viability of necessary swimming infrastructure. Feasibility study. Detailed designs for assessment. 	DfC, CCGBC, Chamber of Commerce, TourismNI.	M/L	M	An opportunity exists to capitalise on the growth of open water swimming whilst providing an outdoor wet leisure facility. A integrated feasibility and concept design study to investigate the potential for appropriate infrastructure to provide a safe outdoor sea-water swimming area at Pan's Rock. Costs for such a scheme should be investigated with potential funding contributions such as the 'Live Here Love Here' small grants scheme considered.
D6 ~ Sea Hub Ballycastle	<ul style="list-style-type: none"> Project Initiation Assessment. Site review to assess most appropriate location for huts. Scoping, Feasibility and Outline Business Case. Local Chamber of Commerce to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity. Source funding opportunities to realise proposals. Temporary planning permission. 	DfC, CCGBC, Chamber of Commerce, TourismNI, Private Investors.	S/M	M	Potential for temporary seasonal huts along the Seafront to create a tourist destination and increase dwell time for visitors to the area.
D7 ~ Upgrading Goat's Path	<ul style="list-style-type: none"> Identification of investigations / studies necessary to determine viability of Goats Path. Feasibility study. Detailed designs for assessment. 	DfC, CCGBC, Chamber of Commerce, TourismNI.	M/L	M	Goat's Path has a significant ASSI designation with the potential to be a key visitor attraction. At present, the path is closed due to safety concerns caused by rock fall. A study is required to establish the required works to safely reopen the path and the feasibility for the development and management of the path as a potential 'spur' of the Causeway Coast Way.
D8 ~ Maritime Mile	<ul style="list-style-type: none"> Public realm strategy to include this linkage in town centre review. Engage with private owners of adjacent properties to discuss opportunities to enhance this linkage. 	CCGBC, TourismNI.	S	H	** Quick Win Project** A series of temporary and permanent interventions along a key seafront linkages leading to key town centre sites.

Project E: Water Adventure Hub











REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
E1-4 ~ Water adventure hub facility: Public toilets and changing facilities, Potential ancillary uses & outdoor storage.	<ul style="list-style-type: none"> Project Initiation Assessment. Site review to assess most appropriate location for hub. Scoping, Feasibility and Outline Business Case. Local Chamber of Commerce to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity. 	DfC, CCGBC, TourismNI, Private Investors.			<p>** Catalyst Project**</p> <p>Opportunity exists to offer a place-based experience which can't be replicated elsewhere. A water adventure hub, located in a safe and accessible location away from the confines of the marina / harbour area could develop a carefully curated visitor experience that both animates the Seafront and taps into Ballycastle being a Resort Town.</p>
E5 ~ Maximise the visitor information centre	<ul style="list-style-type: none"> Dialogue with occupiers and explore potential new building along the Seafront if an opportunity were to arise. 	CCGBC, TourismNI.			<p>Stakeholder engagement highlighted that the Visitor Information Centre operates quite strongly at the Seafront and there is considerable support for it to remain within the Seafront area.</p> <p>If an opportunity were to arise, consideration should be afforded to relocating the facility elsewhere along the Seafront to increase its visibility for all users and improve its overall integration. Furthermore, an increase in information touch points elsewhere in the town would add value to the local visitor economy and complement the facility at the Seafront.</p>

Project F: Shesburn House













F1-4 ~ Vision & future-proofing	<ul style="list-style-type: none"> Review of Council Assets and Service Provision. Public consultation (visioning workshop). Scoping and Feasibility Assessment. Development Brief or Site Masterplan. 	DfC, CCGBC, Local Reps.			<p>** Catalyst Project**</p> <p>The site is currently occupied by the Council. Dialogue regarding the long-term plans and aspirations for the site is critical to ensure a key site, which is in public ownership, contributes to the wider regeneration objectives of the town.</p>
F5-7 ~ Key opportunities	<ul style="list-style-type: none"> Dialogue with stakeholders and potential occupiers/operators Potential to be developed in line with the Vision and Future Proofing (F1-F4) 				

Wider Area

Project G: Extension of the Tow River Path

REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS
G1 ~ Upgrade the Existing Path	<ul style="list-style-type: none"> Project Initiation Assessment. Engage with landowner/s on potential land purchase. 	Private owners, DfC, CCGBC.			** Catalyst Project** Connections to Ballycastle Forest and the proposed Ballycastle to Ballmoney Greenway is essential to encourage linked trips by active travel and capture potential economic benefits.
G2 ~ Extension to Ballycastle forest via the Viaduct, extension to Fairhill Street and improved connections	<ul style="list-style-type: none"> Develop design proposals and cost for extension of path. Engage with stakeholders. Explore funding options. Detailed design and procurement. 				
G3 ~ Community-led spaces	<ul style="list-style-type: none"> Partnership working to understand potential locations and opportunities for small-scale interventions. 	CCGBC, Local Reps.			Potential range of scales of interventions to increase activity and natural surveillance along the route whilst encouraging community ownership.
G4 ~Wayfinding	<ul style="list-style-type: none"> Develop in line with a Wayfinding Implementation Strategy (H7). 	-			Potential to form part of a wider public art and wayfinding strategy.
G5 ~ End of tip facilities	<ul style="list-style-type: none"> Audit of existing facilities and services. Scoping, Feasibility and Outline Business Case. Source funding opportunities to realise proposals. Potential to develop in line with the Adventure Activity Centre (B). 	DfC, CCGBC, Chamber of Commerce, TourismNI.			A study is required to establish the necessary facilities to support the delivery of the Ballycastle to Ballmoney Greenway, as well as capturing the economic benefits of users using Ballycastle Forest, the Ulster/Moyle Way and Causeway Coastal Route.

Project H: Gateways and Linkages

H1 ~ Gateways: creative interventions	<ul style="list-style-type: none"> Audit of existing gateways, signage and branding. Partnership working and public engagement to develop a branding theme specific to qualities and Vision of Ballycastle. Identify and source funding. 	DfC, CCGBC, Chamber of Commerce, TourismNI.			Potential to form part of a wider public art and wayfinding strategy. Lighting and creative installations potential to contribute to identity.
H2 ~ Ann Street car park linkage	<ul style="list-style-type: none"> Engage with private owners of adjacent properties to discuss opportunities and garner local support. 	Private owners, DfC, CCGBC.			** Quick Win Project** Crucial to pedestrian permeability in Ballycastle, clear and navigable routes from existing car parks and key routes into the town centre could enhance legibility and increase footfall.
H3 ~ Castle Street car park linkage	<ul style="list-style-type: none"> Explore opportunities for local artist, communities and schools to participate in the design to add community value and ownership. 				
H4 ~ Quay Road linkage	<ul style="list-style-type: none"> Develop in line with Wayfinding implementation strategy (H7). 	DfC, CCGBC,			
H5 ~ Quay Road: Open Streets Project	<ul style="list-style-type: none"> Partnership working to understand feasibility and temporary impact on traffic/ roads. 	DfC, DfI, CCGBC, Chamber of Commerce, TourismNI.			Potential to operate an open-streets project on a Sunday once a month during peak season. Temporary and low-cost architectural interventions and artwork such as pop-up cycle lanes, seating, play spaces and displays.
H6 ~ Advanced direction signage	<ul style="list-style-type: none"> Audit of existing direction signage. Explore opportunities to link in with a Wayfinding Implementation Strategy (H7) and branding initiatives. 				Potential to direct visitors to car parking spaces relevant to destination, improve usage of car parks and reduce network congestion.
H7 ~ Pedestrian wayfinding system	<ul style="list-style-type: none"> Develop a Wayfinding Implementation Strategy. 				Provision of new wayfinding infrastructure with updated information and refreshed appearance to aid user navigation across the town and to key destinations. Wayfinding and directional signage should incorporate both distance and times.

Other Projects

Project I: Transport						
REF-DESCRIPTION	DELIVERY STAGES	PARTNERS	TIMESCALE	PRIORITY	COMMENTS	
I1 ~ Public transport	<ul style="list-style-type: none"> Engage with Translink regarding infrastructure to support services, post-covid timetable and opportunities to enhance rural services. Explore potential location for a dedicated set down/pick facility. 	Translink, DfC, DfI, CCGBC.	S/M	H	Potential to ensure a fit-for-purpose public transport network across the Causeway Coast to encourage movement by public transport, alleviate town centre congestion and maximise efficiency across the borough.	
I2 ~ Coach Parking	<ul style="list-style-type: none"> Audit of potential sites for private coach parking and set down/pick facility. 	Private operators, DfC, DfI, CCGBC.	S/M	M	A dedicated location for coach parking could rationalise coach movements and reduce congestion along Quay Road as a result of parking and manoeuvring during peak hours.	
Project J: Indoor Leisure Facility						
J1 ~ Indoor leisure facility	<ul style="list-style-type: none"> Review the viability of the Quay Road site and identify potential alternative sites. CCGBC to develop a Full Business Case for leisure centre redevelopment. Develop a new leisure centre (and public space) design concept. Undertake community consultation on emerging proposals. 	CCGBC, DfC.	M/L	H	<p>** Catalyst Project**</p> <p>Location of a facility likely to be dependent on various factors including the feasibility and costing associated with the Quay Road site and the option for an alternative site that provides a more cost-effective solution. Location would be subject to further stakeholder consultation.</p>	
Project K: Harbour Enhancements						
K1 ~ Screening the Boat Yard	<ul style="list-style-type: none"> Engage with the Harbour Authority to discuss potential improvements. 	Harbour Authority, Private sector, CCGBC, DfC.	S	M	<p>** Quick Win Project**</p> <p>Screening the boat yard would greatly improve the appearance of the boat yard and improve the general pedestrian environment at the harbour. Long term rationalisation would improve the efficiency of movement to and around the harbour, enhance its legibility and create a distinctive sense of place.</p>	
K2 ~ Rationalising the Harbour	<ul style="list-style-type: none"> Engage with landowners and private owners of adjacent properties to understand key issues and potential opportunities. Develop and consult on design proposals for redeveloped space. 		L	M		
Project L: Events and Animation						
L1 ~ Exploring an extended events calendar	<ul style="list-style-type: none"> Partnership working and public engagement to develop a branding theme specific to qualities and Vision of Ballycastle. 	DfC, CCGBC, Chamber of Commerce, TourismNI.	S	M	<p>** Quick Win Project**</p> <p>A scheduled events calendar, with new and existing events designed to enhance user experience and appeal to a wider audience.</p>	
L2 ~ Branding and creative interventions	<ul style="list-style-type: none"> Engage events management company and identify potential locations/ partners and market events. Co-ordinate a schedule of events to take account of all seasons. 		S	M		
Project M: Museum Enhancements						
M1 ~ Modernise the existing Building	<ul style="list-style-type: none"> Develop design proposals for redeveloped space. Source funding opportunities to realise proposals. 	Friends of Ballycastle Museum, DfC, CCGBC, TourismNI.	S	H	<p>The project could help preserve and promote local heritage, increase the tourist offering of Ballycastle and regenerate the town.</p>	
M2 ~ Public Toilets and Infrastructure	<ul style="list-style-type: none"> Planning Application. 		S	H		
Project N: Ballycastle Town Partnership						
N1 ~ Re-establishment of the Ballycastle Town Partnership/ Forum	<ul style="list-style-type: none"> Engage with the Chamber of Commerce, local representatives and the wider community to establish the appetite for re-forming and identify key individuals. 	CCGBC, Chamber of Commerce, Local Reps.	S	H	<p>** Quick Win Project**</p> <p>Re-establishment of the Ballycastle Town Partnership/Forum could help co-ordinate, take ownership and drive forward the projects.</p>	



Ballymoney Town Centre

2020 Masterplan Review

ARUP

Prepared by Arup.

Prepared on behalf of Department for Communities

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File name: Ballymoney Masterplan Review

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This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

In preparing this report we are relying on information contained in reports supplied by the client and third parties, as stated throughout the document. We have relied in particular on the accuracy and completeness of such reports and accept no liability for any error or omission in this statement to the extent the same results from error or omission in the other consultants' reports.

Please note, this report is intended to be viewed and printed as an A4 double-sided document with cover page.

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Megaw Park

NRC Campus

Dalriada School

Ballymoney Borough Council

Museum & Tourist Info

Showgrounds

Community Bowling Club

Home Bargains

Tesco Superstore

Riverside Park

Our Lady Of Lourdes School

Joey Dunlop Gardens

Ballymoney Rail Station

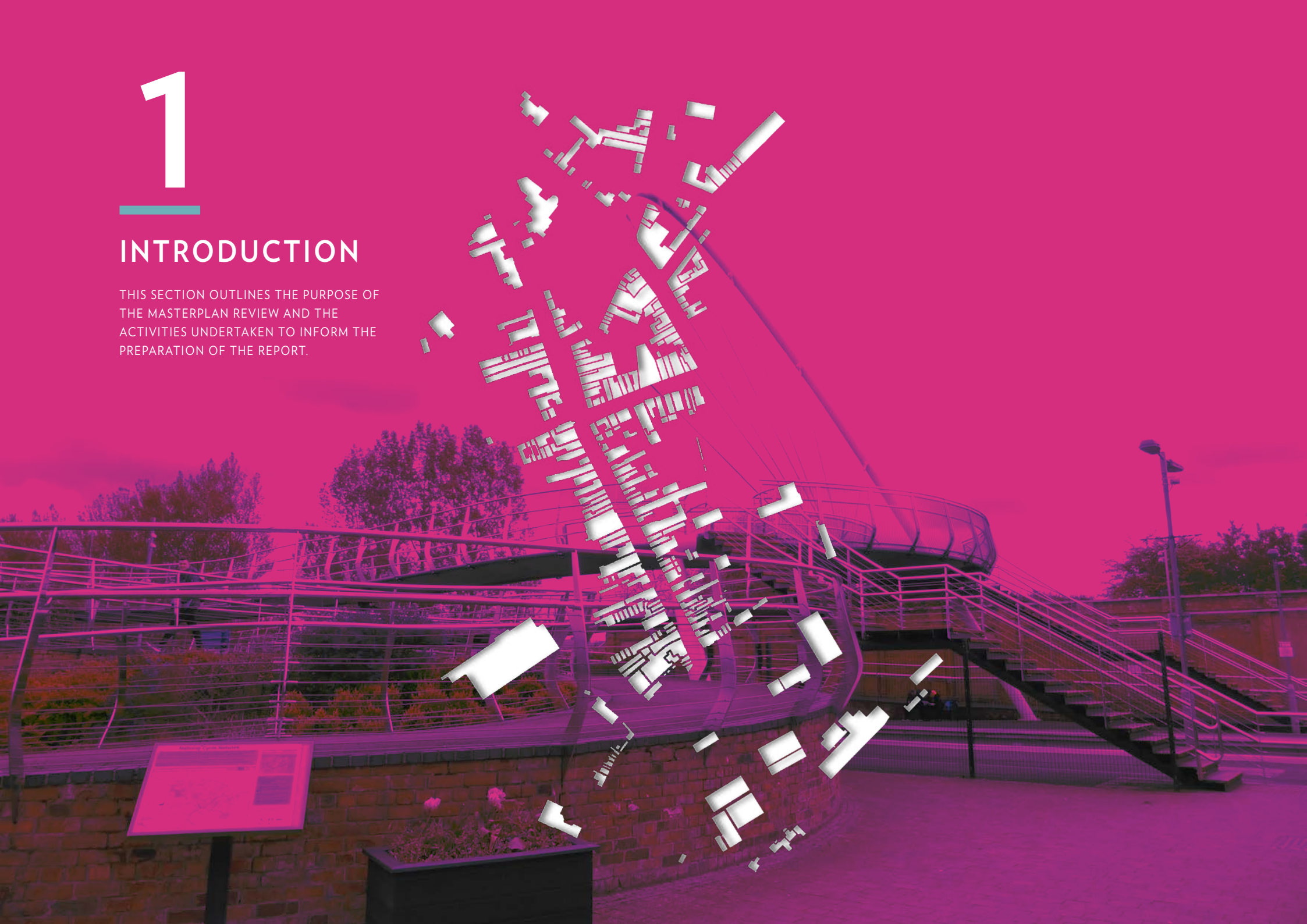


MAIN ST. RALLYMONEY, 1911 W.L.

1

INTRODUCTION

THIS SECTION OUTLINES THE PURPOSE OF THE MASTERPLAN REVIEW AND THE ACTIVITIES UNDERTAKEN TO INFORM THE PREPARATION OF THE REPORT.



The Purpose of the Masterplan Review

The Department for Communities (DfC) appointed Arup to undertake a review of the 2014 Ballymoney Town Centre Masterplan to determine if the Key Concepts and regeneration priorities are still relevant and achievable by Causeway Coast and Glens Borough Council (CCGBC) and the DfC going forward.

The specific objectives of this review are to:

1. Undertake consultation with selected key stakeholders from across the private and public sector to gather information relevant to the review of the 2014 Masterplan.
2. Conduct a comprehensive review of the 2014 Masterplan to determine if proposals in the Masterplan are still relevant or if new priorities have emerged.
3. Review the priority ratings and time scales of the proposals in the previous Action Plan and along with any new priorities, supply commentary to support which proposals would have the most significant regeneration impact for Ballymoney and an assessment on their deliverability.

The 2014 Masterplan and the Masterplan Review

2014 Vision Statement:

“Ballymoney will be a welcoming and competitive town that will capitalise on its strong geographical location, rich cultural and historical heritage and distinctive architecture. The town centre will evolve to provide a contemporary mix of uses to enhance the shopping experience, create civic space and encourage a thriving evening economy.”

As with the 2014 Masterplan, the aim of the commission is to prepare a Masterplan which would set out the practical steps that need to be undertaken to ensure the future prosperity of Ballymoney Town Centre.

This Masterplan Review should be read as an addendum alongside the 2014 Masterplan which sets out the original regeneration objectives and projects for Ballymoney Town Centre.

Approach to this Report

The Masterplan Review covers the town centre boundary adopted by the 2014 Masterplan. Although the review is primarily focused on Ballymoney Town Centre it will be cognisant of developments outside the boundary and surrounding the town centre where applicable.

This report is structured as follows:

Section 2. Review of 2014 Masterplan: A comprehensive review of the 2014 Masterplan, outcomes from the consultation process with stakeholders and an overview of the proposals that remain relevant.

Section 3. Strategic Context: A review of the key findings from reports and strategies that have been published since the original Masterplan was adopted in 2014.

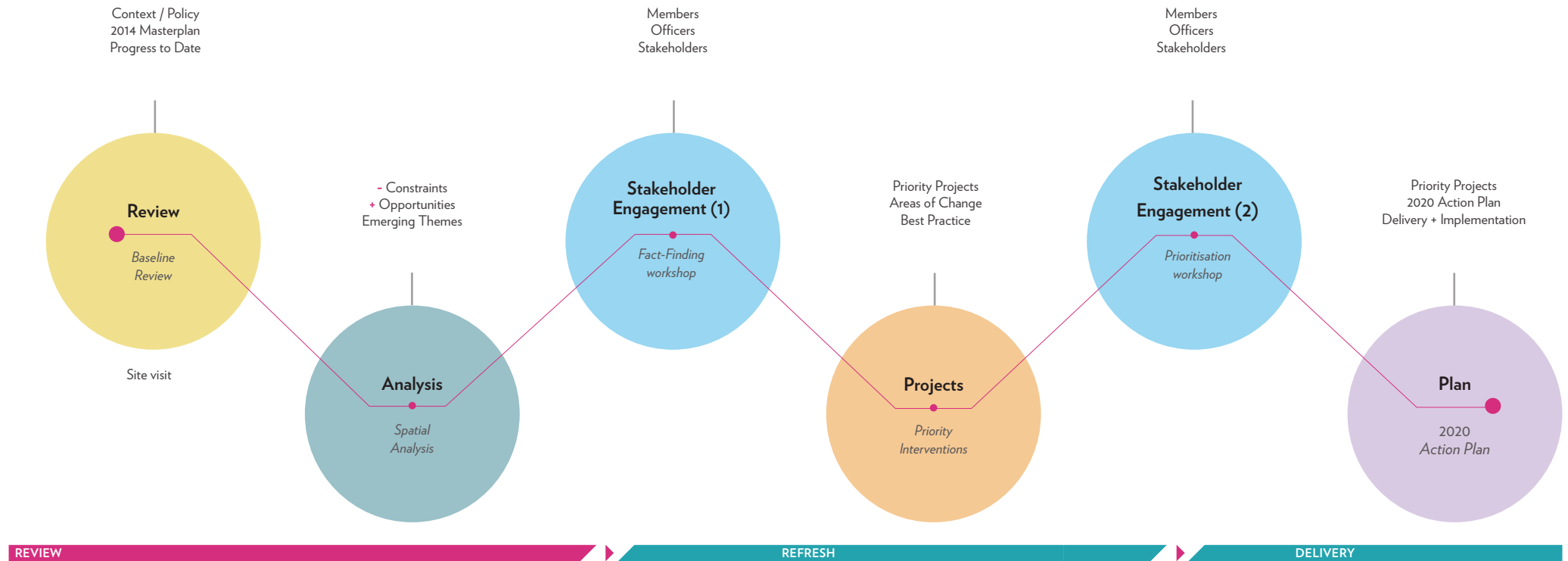
Section 4. Town Centre Context and Analysis: This section briefly summarises the current constraints and opportunities in Ballymoney Town Centre in 2020 building on the analysis of the 2014 Masterplan, stakeholder consultation and observations from site visits.

Section 5. 2020 Masterplan: This section sets out priority projects and initiatives that are described in terms of what they are, where they are and why they are relevant.

Section 6. Action Plan Refresh: The section sets out a review and update of the key projects, proposals and initiatives identified through the masterplan review process, followed by the level of priority and a time scale for delivery.

Our Approach

Throughout the Masterplan Review there have been a series of discussions, meetings, site visits, facilitated workshops and stakeholder events. Set out below is an overview of the activities undertaken and how stakeholders have helped shaped the 2020 Masterplan.



Engagement

The following groups were engaged through workshop sessions and 1:1 meetings. It was considered these groups were representative of the needs of the local community and businesses in Ballymoney:

- Officers from Causeway Coast and Glens Borough Council
- Department for Communities
- Department for Infrastructure
- Translink
- Causeway Chamber of Commerce
- Ballymoney Chamber of Commerce / Ballymoney Regeneration Company
- Local Councillors
- Landowners of key sites
- Northern Regional College
- Northern Ireland Housing Executive

Engagement with key stakeholders has been undertaken in two stages during the Masterplan Review Process.

The Process

The engagement process gave stakeholders an opportunity to provide their views on the relevance of the 2014 Masterplan proposals and where future projects should be prioritised.

A Collaborative Approach

Stage 1

The purpose of the first stage of stakeholder engagement was to explore the original Masterplan, reflect on its progress and assess its overall effectiveness in the delivery and prioritisation of regeneration projects. During this stage, key principles of the 2014 Masterplan were reviewed and consideration given as to whether the vision and objectives for Ballymoney remained relevant.

Importantly, a review of the 2014 Masterplan’s ‘Key Component’ proposals was also undertaken and how changes/ development within Ballymoney in the intervening period may have impacted these, specifically if key projects needed to be added, retained or removed. The outcomes from this stage of engagement is reported in Section 2: Review of 2014 Masterplan.

Stage 2

The second stage of stakeholder engagement involved a presentation of updated conceptual plans and a refresh of the Action Plan, detailing the rationale and evidence base behind the projects, proposals and initiatives proposed.

A key aspect of this task was to discuss the priority projects with stakeholders and the likely timescales for delivery. The outcomes from this stage of engagement is reported in Section 5: 2020 Masterplan.



BALLYMONEY WALKING TOUR

January 2019: A meeting and site visit with DfC and Officers from CCGBC enabled the team to gain a broad understanding of the objectives of the Masterplan Review, key issues facing the town centre and opportunities.

SITE VISITS



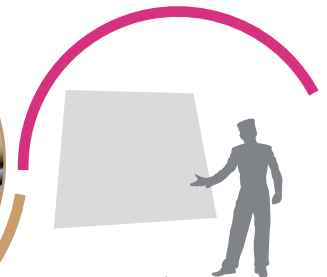
April 2019: Site visits to undertake a thorough analysis of the town centre. This allowed a detailed review of key sites, new developments, public spaces, pedestrian/vehicle routes, townscape quality and public realm.

INDIVIDUAL MEETINGS



June – September 2019: A number of meetings / follow up discussions were held with landowners of development opportunity sites including the Linenhall Quarter and Northern Regional College sites. The meetings were to understand the current activities, plans and timescales from the landowners as well as any future plans Translink may have for the town centre. This was also used as an opportunity to gain feedback on priorities emerging from the Stakeholder Engagement Workshop (1).

FINAL REPORT PRESENTATION



2020 MASTERPLAN REVIEW

January 2020: Presentation of the 2020 Masterplan Review to CCGBC.

STAKEHOLDER ENGAGEMENT WORKSHOP

May 2019: Workshops were held by the DfC/ Arup team with: Officers from CCGBC; members of the local business community/ bowling club; and local Councillors. This allowed the project team to present and discuss aspects of the local context, changes since the 2014 masterplan; constraints and opportunities; and priorities for the Masterplan Review. This allowed the stakeholders to identify any knowledge gaps and key issues to be included in the Masterplan

STAKEHOLDER ENGAGEMENT WORKSHOP

October 2019: Workshops were held by the DfC/Arup team with: Officers from CCGBC; members of the local business community/bowling club; local Councillors; and those who had contributed to the Masterplan Review. This allowed the project team to present and discuss updated conceptual plans for the 2020 Masterplan and the refresh of the Action Plan.



2

REVIEW OF 2014 MASTERPLAN

THIS SECTION REVIEWS THE PREVIOUS VISION AND OBJECTIVES OF THE 2014 MASTERPLAN PROVIDING PROGRESS TO DATE AND OUTLINING NEW PROJECTS.



2014 Masterplan Review

This section provides a review of the 2014 Masterplan Vision; Regeneration Objectives and Key Component proposals.

A feedback form was provided to those who attended the Stakeholder Engagement Workshop in May 2019, this asked those in attendance the extent to which they 'fully agree' to 'fully disagree' with: the 2014 Masterplan Vision, each of the five Regeneration Objectives and each of the six Key Component proposals.

In terms of the feedback received:

- 2014 Vision: General agreement that the vision remained relevant.
- 2014 Regeneration Objectives: Stakeholders 'fully agree' and 'generally agree' with four of the five objectives. The exception being the *'provision of vital services for the tourist and capitalising on the towns proximity to the Causeway Coast'*.
- 2014 Key Components: General agreement with the Key Components.

Stakeholders also had the opportunity to feedback on Actions associated with the Key Components and initial thoughts on what would be considered the main drivers of change for Ballymoney in 2020.

This section reflects the outcome of the analysis of the town centre and its context as well as the main points of feedback from the stakeholder engagement undertaken.

Delivering The Vision

2014 VISION

'Ballymoney will be a welcoming and competitive town that will capitalise on its strong geographical location, rich cultural and historical heritage and distinctive architecture. The town centre will evolve to provide a contemporary mix of uses to enhance the shopping experience, create civic space and encourage a thriving evening economy'

- 1 A welcoming and competitive town that will capitalise on its strong geographical location, rich cultural and historical heritage and distinctive architecture.
- 2 The town centre will evolve to provide a contemporary mix of uses to enhance the shopping experience.
- 3 The town centre will evolve to create a civic space.
- 4 The town centre will encourage a thriving evening economy.

2020

DELIVERING THE VISION

The Vision continues to remain relevant with a renewed emphasis on encouraging diverse uses within the town centre to create a unique experience for visitors and local users.

The Vision can be delivered by focusing on specific and achievable regeneration proposals set out in the Masterplan which will facilitate and promote an attractive town centre environment.

- ▶ Build on the success of the Revitalisation scheme to upgrade business frontages and the appearance of the town centre streetscapes to reinforce the strong identity of Ballymoney.
- ▶ As the traditional, retail focus model of towns continues to evolve, with emphasis on the requirement to secure and attract a variety of uses, with an emphasis on complementary uses: town centre living, leisure, arts, markets, events and places to eat and drink.
- ▶ The capacity to accommodate public events and celebrations as well as somewhere to encourage people to dwell and spend time remains a priority. High Street, Castlecroft Square and the Linenhall Quarter site have been identified as areas for a new civic space.
- ▶ This should be broader to relate to a coordinated schedule of events and above all, the variety and differentiation of a town centre experience in making people want to visit the town centre.

Refreshing The Objectives

The 2014 Objectives remain appropriate to facilitate the positive development of Ballymoney going forward.

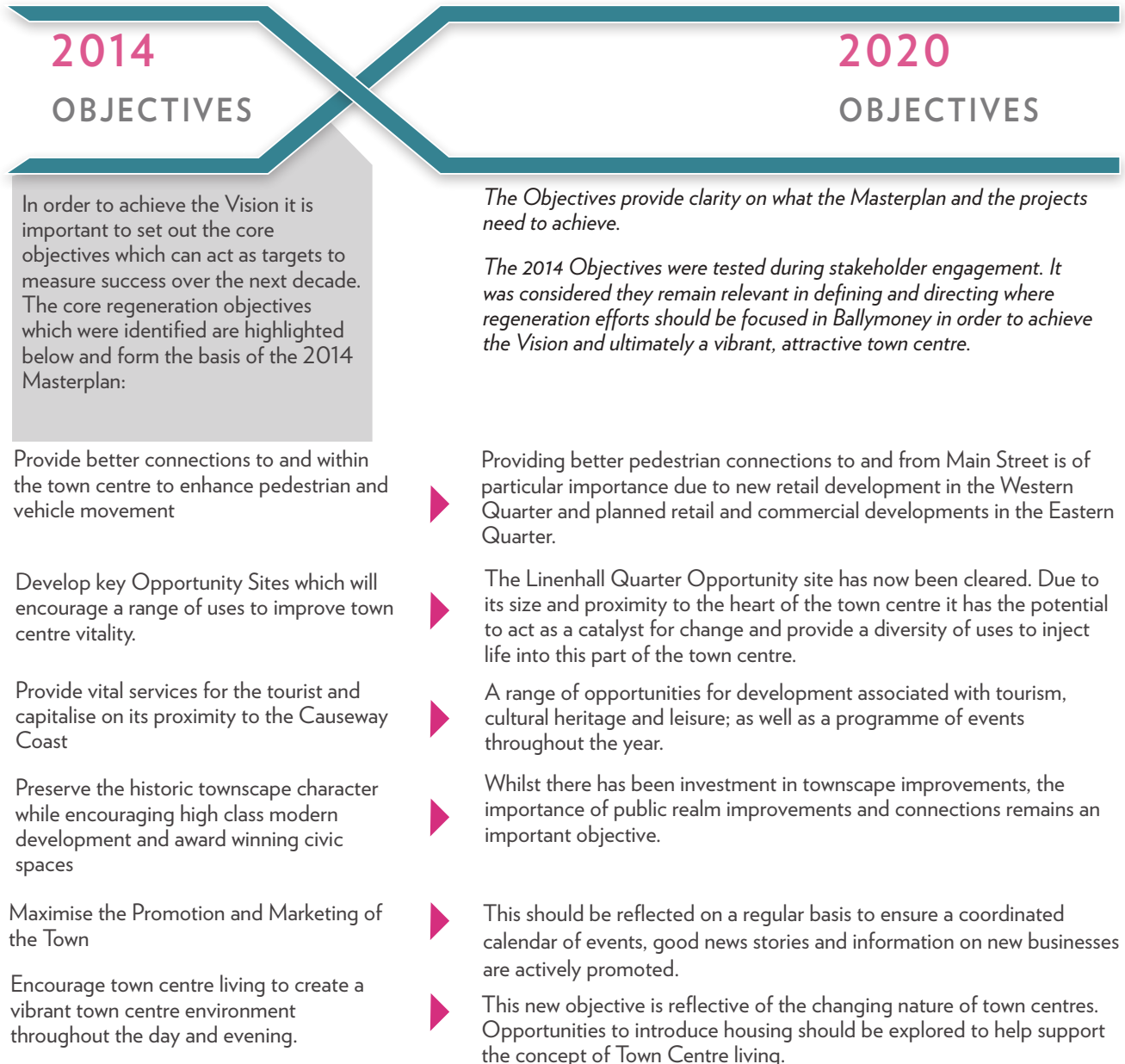
Stakeholder engagement confirmed that generally, the 2014 Objectives were fully agreed, including the need for better pedestrian and vehicle connections to improve movement and the benefits developing key 'opportunity sites' will bring.

Objective three 'provide vital services for the tourist and capitalise on its proximity to the Causeway Coast' was cited by some of those engaged as not being a high priority. However, this Objective has been retained due to the increase in tourism experienced in the Causeway Coast area and the future opportunity that exists for Ballymoney to capitalise on this growing industry if managed correctly.

High quality town centre living has been identified by stakeholders as a new Objective for Ballymoney. It was agreed this was important to strengthen the vitality of the town centre.

Encouraging town centre living by providing residential accommodation is important to introduce footfall in the evening, increase patronage for local businesses and create a more resilient town centre with a range of complementary uses.

NEW



Key Components

KC1. STREETScape IMPROVEMENTS AND RE-CONFIGURATION OF THE ROAD SPACE

Proposal Overview:

Focus of public realm and servicing arrangements to Main Street to create a pedestrian friendly environment. Proposals to enhance the character of the Conservation Area through the Town Centre Revitalisation Scheme.

Progress:

Successful Townscape Heritage Initiative scheme facilitated the development of eight capital projects located within the Ballymoney Conservation Area. This scheme has been positive in keeping high quality, architecturally interesting buildings in use, contributing to Ballymoney's built form.

Proposed public realm works on Main Street have not been undertaken.

Future Relevance:

Public realm improvements to Main Street, particularly the proposal to relocate parking to increase pavement width to enhance the pedestrian environment is supported and retained going forward. Similar heritage led regeneration schemes should also be promoted to reinforce Ballymoney's identity.

Going Forward: *Comprehensive public realm improvements focused on Main Street, High Street, Charlotte Street and Church Street. Interventions are required to address road safety concerns on Charlotte Street as well as improving movement and linkages between main street and western and eastern quarters, creating a safe and welcoming environment for pedestrians.*

KC2. FINDING A LONG-TERM DEVELOPMENT SOLUTION FOR THE LINENHALL QUARTER OPPORTUNITY SITE

Proposal Overview:

Comprehensive development proposals for Linenhall Street Opportunity Site, including traffic and public realm improvements to Linenhall Street.

Progress:

The Linenhall Site has been cleared however, no planning application for this site has been submitted to Causeway Coast and Glens Borough Council. As a result of the above, no public realm or traffic improvements have been made to Linenhall Street.

Future Relevance:

This proposal remains critical to the vitality of Ballymoney Town Centre. Due to the size and central location of the site, it has the potential to act as a catalyst to inject life into this part of the town centre.

An outcome of stakeholder engagement was that meanwhile use options could be explored to animate this site prior to its comprehensive development.

Going Forward: *Comprehensive development of Linenhall Street site has the potential to act as a catalyst for investment in Ballymoney. Potential for meanwhile uses including start-up business units on the Linenhall Street site was highlighted as an opportunity.*

KC3. IDENTIFYING ACCEPTABLE AND VIABLE PROPOSALS FOR THE BACKLANDS

Proposal Overview:

Proposed development of the Eastern Quarter with pedestrian linkages to Main Street. This proposal included a new street linking Meeting House Street to Queen Street.

Progress:

A planning application for the development of a retail unit and business units in the Eastern Quarter (currently under consideration by CCGBC) is encouraging for this currently underutilised area.

Future Relevance:

As a result of stakeholder engagement and on review of the proposed development plans for the Eastern Quarter, the proposal to create a new road will not be taken forward.

As noted, the development plans for retail and business units is positive, however, the requirement for new direct pedestrian accesses onto Main Street is crucial to integrating it into Ballymoney town centre. New pedestrian linkages will be a priority for the Masterplan going forward.

Going Forward: *New road proposed in eastern quarter is not to be taken forward. It is not feasible and given the level changes would impact on the proposed development plots and bowling green. Opportunities exist to utilise Main Street property 'yards/backlands' for new uses and enhance pedestrian linkages to proposed development plots.*

KC4. TESTING CURRENT ASSUMPTIONS AND DEVISING A 'BEST-FIT' SCHEME FOR CASTLECROFT

Proposal Overview:

Full development of the Western Quarter Site including the reconfiguration of Castlecroft Square to encourage its use as a civic space. Servicing access to units on Main Street is also proposed, which aids the public realm proposals as set out in KC1.

Progress:

The development of the Home Bargains retail store in the Western Quarter has added to the retail offering Ballymoney provides. Although, provision has not been made to enable service access to Main Street units. Although public realm enhancements to Castlecroft Square have not been made, the Western Quarter's two retail destinations results in continued pedestrian movement through Castlecroft and onto Main Street.

Future Relevance:

Renewed focus on Castlecroft to act as a attractive destination in it's own right, where people come to spend time with small events and markets would increase the footfall in the town centre.

Going Forward: Public realm focused proposals in Castlecroft remain essential to the connection of Main Street to the Western Quarter. Diverse/ novel events planned to encourage the animation of the streetscape have been identified as an opportunity to increase footfall in the town centre.

KC5. THE DEVELOPMENT OF A NEW TRANSPORT INTERCHANGE (ALL MODES, BUT FOCUSED ON BUS AND TRAIN)

Proposal Overview:

Proposals include improvements to the public transport network by creating a transport hub with a new bus depot complementing the existing railway station. Traffic management proposals also include Seymour Street becoming one-way with a new road.

Progress:

Although the proposals under KC5 have not been undertaken to date, the extension of the Park and Ride car park at Ballymoney Train Station highlights the increase in train patronage and pedestrian movement around the station.

Future Relevance:

As identified during stakeholder engagement, the area around the train station is still a priority for Ballymoney. Translink has indicated that a full interchange in Ballymoney as per previous Masterplan proposals is not a priority due to funding constraints and no operational need at present. Alternative transport solutions are seen as relevant in alleviating congestion around the Station Area.

Going Forward: A viable transport solution consisting of both short and long term interventions including Seymour Street becoming one-way and a new link road. The interventions were identified as critical to alleviating traffic congestion at the Meeting House Street junction and improving connections between Riverside Park, Train Station and Town Centre.

KC6. THE CREATION OF A NEW CIVIC SPACE ON HIGH STREET

Proposal Overview:

Public realm improvements to High Street with the creation of a new civic and performing space. Traffic congestion alleviation and movement proposals also include making Charlotte Street and Linenhall Street one-way.

Progress:

A Transport Study was carried out in August 2017 which focused on the road network around High Street between Linenhall Street and Charlotte Street.

Although delivery of proposals under KC6 have not been carried out, this area of High Street is vibrant due to the presence of several cafés.

Future Relevance:

A comprehensive public realm scheme focused on High Street was identified during stakeholder engagement as providing an opportunity to create a new civic space. The proposal was seen as being important to providing a space for pedestrians to dwell.

Going Forward: The creation of a new civic space remains a priority for the town centre. The intervention was identified as an opportunity to attract restaurants, cafés and bars to utilise the space. The proposal was highlighted as being important to enhancing the overall vibrancy of the town and improving the evening economy .

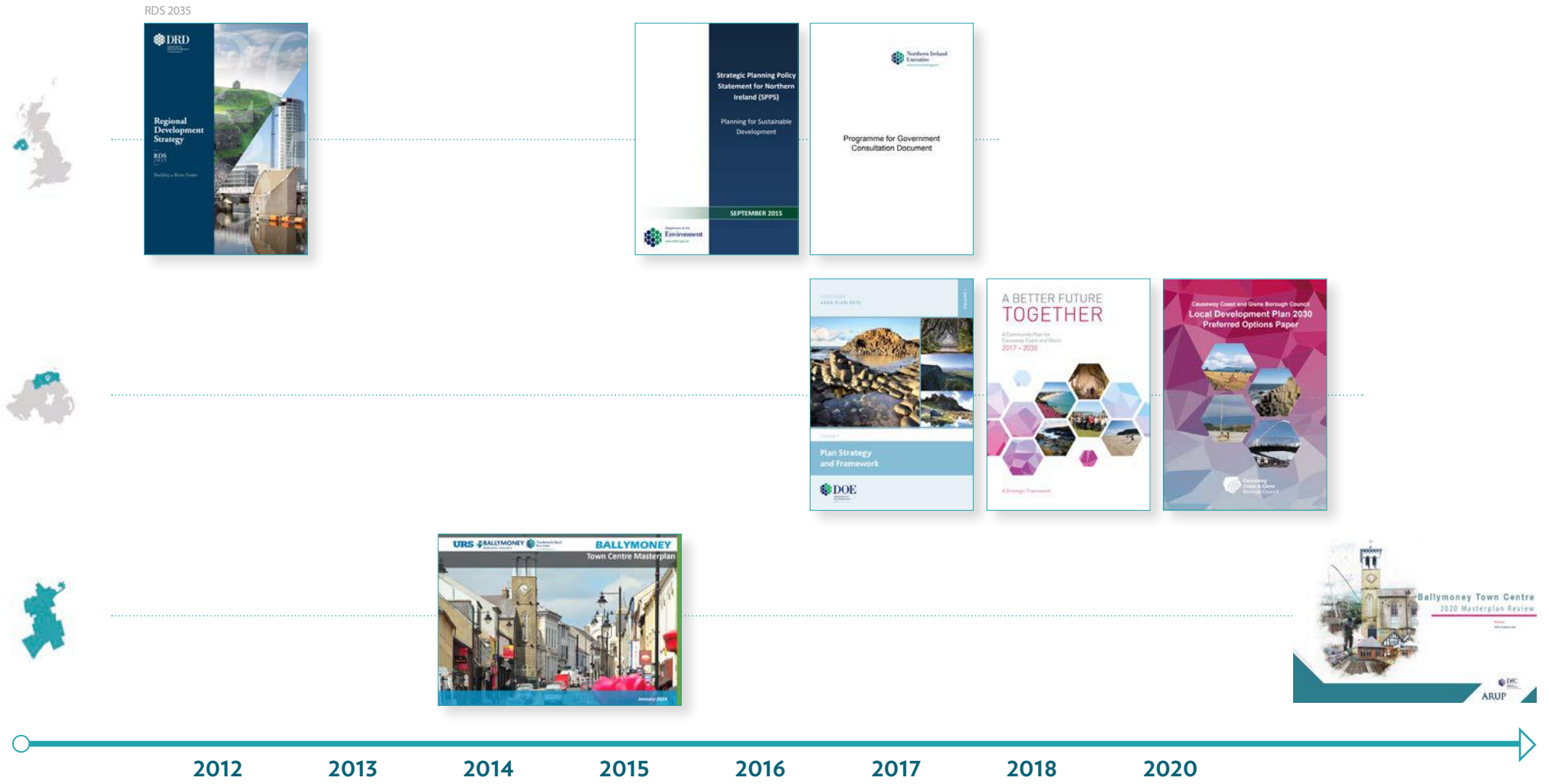
3

STRATEGIC CONTEXT

THIS SECTION PROVIDES AN OVERVIEW OF KEY POLICY AND RECENT STRATEGIC REPORTS FOCUSED ON BALLYMONEY TOWN CENTRE.



Timeline



Strategic Context

The Masterplan, although a non-statutory document, is to be reflective of the aims and objectives set out in relevant plans, policies and strategies in the Council area. Since the 2014 Masterplan publication the landscape concerning policies and plans has changed significantly.

Review of Public Administration (2015)

April 2015 marked a significant change in the public administration landscape across Northern Ireland which saw local councils reduce from 26 to 11. As a result powers of planning, roads, housing, community development, local economic development and tourism have been transferred to local councils.

This change saw Moyle, Ballymoney, Coleraine and Limavady district councils amalgamate to form Causeway Coast and Glens Borough Council. Having established this, public administration is fundamental to the reform of public services both across the region and for Ballymoney.

The 2015 reform of public administration provides Causeway Coast and Glens, working in collaboration with key stakeholders the opportunity to shape a positive future for Ballymoney Town Centre. The relevance of this will mean that Causeway Coast and Glens Borough Council will play a fundamental role in the delivery and management of the Ballymoney Masterplan.

Strategic Planning Policy Statement (2015)

A Strategic Planning Policy Statement (SPSS) was published in September 2015. The provisions apply to the whole of Northern Ireland and are key elements in the preparation of Local Development Plans (LDP). The document sets out the core principles to 'unlock development potential, support job creation and aid economic recovery' while achieving sustainable development.

The SPSS identifies 5 core planning principles, which will help achieve sustainable development:

1. Improving Health and Well-being

"The way in which places and buildings are configured, patterns of movement in the space around us and the level of access to quality own space are all factors that can make us feel good".

2. Creating and Enhancing Shared Space

"Utilise development planning, regeneration and development management powers to contribute to the creation of an environment that: is accessible to all and enhances opportunities for shared communities; has a high standard of connective' and supports shared use of public realm".

3. Support Sustainable Economic Growth

"Planning must balance the need to support job creation and economic growth with protecting and enhancing the quality of the natural and built environment".

4. Supporting Good Design and Positive Place Making

(A) "Good design identifies and makes positive use of the assets of a site and the characteristics of its surroundings...Design involves shaping how all elements of the built and natural environment relate to each other through the construction of new buildings, restoration and redevelopment of historic buildings, creation of public spaces and environmental improvements"

(B) "Successful place-making promotes accessibility and inclusivity for all, acknowledges the importance of creating hospitable and safe places, and emphasises the contribution that vibrancy, adaptability and diversity of use can make to the viability of place

and how it will endure into the future".

5. Preserving and Improving the Built and Natural Environment

"An integrated approach to the management of the natural and cultural aspects of the landscape... plays an important role in conserving, protecting and enhancing the environment whilst ensuring it remains responsive and adaptive to the everyday needs of society".

The SPSS plays a fundamental role in driving and safeguarding the principles of sustainable development in Ballymoney.

Programme for Government (2016)

The Programme for Government (PfG) is the highest level strategic document of the Northern Ireland Executive. The Draft PfG 2016-21 was published for consultation on 26 May 2016. The final document has yet to be published.

The draft PfG outlines 14 strategic outcomes, which, taken together, set out a clear direction of travel on the essential components of societal well-being. They touch on every aspect of government, including the attainment of good health and education, economic success and confident and peaceful communities.

The draft PfG is fundamental in shaping local and regional policy, in turn safeguarding the principles which shape the future of Ballymoney town Centre.

Northern Area Plan (2016)

The Northern Area Plan, adopted in 2015, is the current development plan covering the extents of the Causeway Coast and Glens borough. The Northern Area Plan remains the main statutory framework for development considerations for the area. This plan will be superseded after the adoption of the Causeway Coast and Glens Local Development Plan in update to statutory spatial policy for both the district and Ballymoney.

Community Plan (2017-2030)

The Community Plan sets out a new long-term vision and direction for the borough up until 2030. The plan takes an all-inclusive approach through partnership working between council, statutory bodies, agencies and wider community.

Causeway Coast and Glens Borough Council have developed the plan through integrating various social, economic and environmental priorities. The plan is built around three core principles:

1. A sustainable accessible environment :

A diverse, sustainable and accessible environment supported by fit for purpose infrastructure that enhances connectivity.

2. A thriving economy :

Build a thriving economy based on culture of growth, entrepreneurship, innovation and learning

3. A healthy safe community :

Contribute to a healthy, connected and safe community, that

nurtures resilience, promotes respect and supports everyone to live well together

CCGBC's Community Plan offers a collective approach to delivering locally strategic planning and improving the future for everyone who lives, works or visits the area. The Plan not only provides a strategic vision for the borough, it also ensures a simple and clear framework is available to inform a wide range of subsequent plans and strategies over the 13-year lifetime of the Plan.

The adoption of the community plan will provide the basis for developing both the Local Development Plan (2030) alongside its Local Policies Framework which will play a core role in the spatial development of Ballymoney up to 2030.

Local Development Plan (2030)

Since 1 April 2015, Causeway Coast and Glens Borough Council has been responsible for most of the planning decisions within the Council area. The Council is also responsible for the new Local Development Plan (LDP), which places planning at the heart of local government.

The LDP will influence the spatial development of the Council area and provide a policy framework for the future development of the area up until 2030. The Preferred Options Paper (POP) launched in June 2018 is the first step in developing the new LDP.

The Council's LDP vision, outlined in the POP, is that the Causeway Coast and Glens borough will be:

"A vibrant and innovative economy, sustainably delivering health and well-being and high quality built and natural environments,

for all citizens and visitors to the Borough". (LDP: POP, p.28)

Evidence Base Papers

In support of the Local Development Plan, a series of topic-based discussion papers have been produced as baseline evidence.

Nexus Retail and Commercial Report (2017)

As part of the emerging CCGBC Local Development Plan (2030), a 'Retail and Leisure Capacity Study' was undertaken by Nexus Planning (Nexus) between November 2016 and October 2017.

The report identifies key current and future retail trends, the current provision of retail and leisure facilities as well as the forecasted future capacity. Furthermore, the analysis focused on the need for Ballymoney to provide improved convenience and comparison retail space within the town centre. The report identifies that Ballymoney suffers from a high vacancy rate, with nearly one in every five town centre units being unoccupied. This statistic is 12.7% above the UK average.

While the study forecasts Ballymoney as having a notional net floorspace capacity of between 2,400 sq. m and 3,000 sq. m for Convenience Goods by 2025, the report highlights that high vacancy rates and low footfall within the primary retail core is concerning for the vitality and viability of the town centre.

Key points from this report:

- Of Ballymoney's 268 units in December 2016 accounting for 59,987.7 Sq. m gross floorspace, there is a lack of diversity in its offering.

- Non-Bulky Comparison Goods occupy 45 units (16.8%), Retail Services occupy 32 units (11.9%)
- Residential is limited to 18 units (6.7%) with Tourist Accommodation / Hotel Facilities occupying no units¹ (0%).
- 44 units were vacant (16.4%) and 24 units derelict (9.0%) this is seen as a major challenge due to the trend of out-of-centre retailing, “E-tailing” and shifting function of the primary core.
- A NEMS Household Survey revealed patterns in resident’s perceptions and the perceived reasons for these trends. A ‘lack of choice and range of food and non-food shops’ in addition to ‘no reason to visit’ were identified as factors which led to residents avoiding Ballymoney town centre.

The provisions within the town centre was emphasised as a contributing factor. While residents were attracted to Ballymoney for the provision of pubs and bars, swimming and health and fitness, it suffered leakage to neighbouring towns such as Portrush and Ballymena for restaurants and dining as well as Coleraine for Cinema facilities. It was also recognised that a lack of children’s facilities and a local cinema were highlighted as significant gaps in current provision.

Sproule Retail Report

As part of the emerging CCGBC Local Development Plan (2030), a ‘Public and Business Perception Study’ was undertaken by Sproule Consulting : April 2017.

The study included 100 Business and 100 on-street (general public) surveys.

Based on 190 completed surveys, 54% described their overall perception of Ballymoney town centre as very poor / poor; 31% reported that their perception of the town centre was average, whilst 13% stated that it was very good / good. Using a scale of 1 – 10, respondents were asked to score their opinion of a number of aspects of Ballymoney town centre (1 very poor and 10 very good).

1) Highest level ‘good scores’

- Friendliness of staff / people (86%);
- Cafes (79%);
- Good atmosphere (76%); and,
- Lighting (72%).

2) Highest level ‘poor scores’

- Dereliction (85%);
- Vacant shops (81%);
- Variety of shops (68%); and,
- Condition of buildings (51%).

¹ The Nexus Report (2017) recorded no hotel facilities within the town centre. However during site visits conducted as part of this review it was noted that the Manor Hotel, situated on 69 Main Street, provides Accommodation / Hotel Facilities.

Changing Retail

This sections provides an overview of the retail context within Ballymoney in addition to comparisons with other settlements within the Borough.

The role of the high street is changing. Historically high streets formed the hearts of our towns and settlements yet recently they have suffered due to lack of footfall and the decline of many flagship retailers. In addition the rise of digital retailing has significantly impacted the functionality of town centre high streets. Competition from out-of-town retailing units and near-by settlements such as Coleraine have also threatened the health of Ballymoney’s high street.

Like many high streets, Ballymoney is no exception as town centre vacancy has risen as a result of reduced footfall and departure of key retailers within the town. Spatially, this has resulted in vacancy hotspots within the town centre, most notably on Church Street, Main Street, Victoria Street and the junction of Linenhall / Charles Street.

When comparing the levels of town centre vacancy within Ballymoney against the performance of regional and surrounding settlements Ballymoney provides food for thought. Building on this Ballymoney scores at 21.6% which is below the NI Average (25%) and additionally comprises a score lower than Coleraine (24.1%).

Having established this Ballymoney town centre offers opportunities to re-invent its high street through diversification of uses, improving liveability and creating a town centre which offers experience.



Source: Land & Property Services via Town Centre Database (2019), Department for Communities

	Town Centre	No of Properties	No. of Vacant Properties
	Ballymoney	273	59
	Ballycastle	157	33
	Coleraine	694	167
	Portrush	120	12
	Portstewart	98	14
	N.I. Average	21,533	5382

Source: Land & Property Services via Town Centre Database (2019), Department for Communities

RPS Traffic Assessment Report (2017)

The report offers focus on a short section of High Street between Linenhall Street and Charlotte Street becoming one way. The report indicates that this would have negligible impacts on the surrounding road network.

In addition, the report presents two scenarios whereby left turning traffic from Charlotte Street to High Street either:

- Scenario 1 : diverts completely via Eastemeade Gardens, or ;
- Scenario 2 : 40% via Eastemeade and the remainder continues straight ahead through Church Street.

At the North Road/ Eastermeade Gardens junction analysis indicates the junction operates satisfactorily in both the AM and PM peaks, with spare capacity indicated. Queue lengths are observed to be minimal with a maximum queue of 3 vehicles noted on the Eastermeade Gardens arm of the junction in the AM peak. Scenario 2, where the volume of traffic on Eastermeade Gardens is reduced, offers a marginal improvement. This is consistent for both the surveyed 2016 year and the design year of 2026,

In terms of the overall traffic proposals from the 2014 masterplan:

- Linenhall Street One-way;
- Charlotte Street One-way;
- High Street One-way; and
- Townhead Street One-way.

On the basis of the RPS traffic flows and as a high level review, these proposals would likely be accommodated within the Ballymoney road network without significant infrastructure upgrades required.

Strategic traffic from the B62 or B66 would be largely unimpacted and internal town centre traffic would likely benefit from the informal 'gyratory' system the one way streets would provide.

The report does not provide insight in terms of the impact on the Model School Road, High Street and B62 roundabout which would also see a change in traffic volumes. Additionally, the report does not reference any likely junction delays i.e. whilst there may be capacity at the Eastemeade junction, the high level of right turns may experience delay in waiting to turn right.

It would be advised that the North Road / Eastemeade Gardens junction and the Model School Road / High Street / B62 roundabout warrant further analysis to ensure they operate at both a capacity level and a delay level.



- One-way
- Two-way
- No longer required

4

TOWN CENTRE CONTEXT AND ANALYSIS

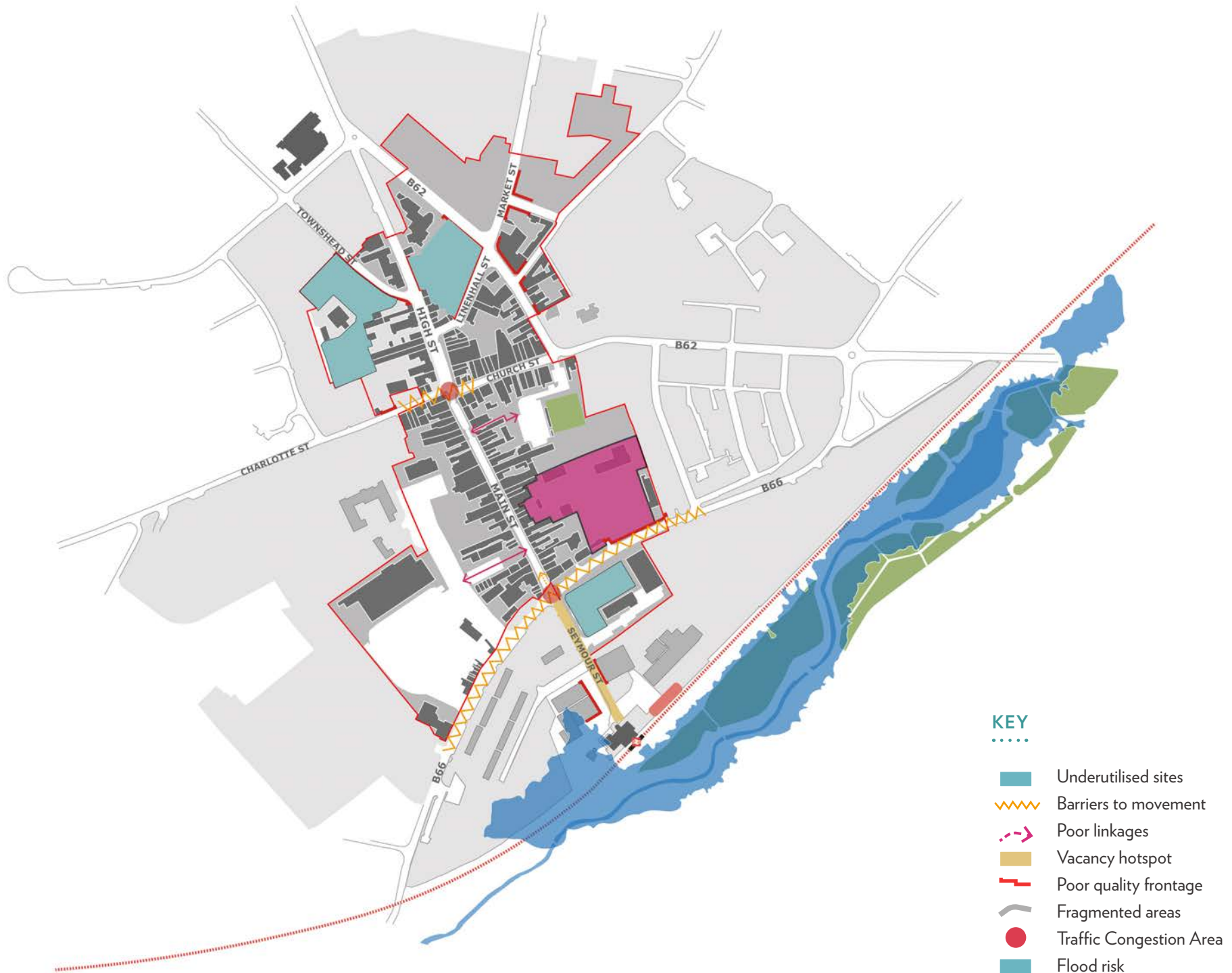
THIS SECTION PROVIDES AN OVERVIEW OF
THE CONSTRAINTS AND OPPORTUNITIES FOR
BALLYMONEY TOWN CENTRE.



The Constraints

Set out below are the key issues and constraints to be addressed by the Masterplan.

- 1 Underutilised Sites** | A number of sites exist within the town centre which are either vacant or soon to be vacant. A lack of investment has resulted in prominent sites with large footprints remaining under-utilised and subsequently a fractured and disjointed townscape. The lack of investment or development has reduced activity, footfall and attractiveness of the surrounding area.
- 2 Barriers to Movement** | Movement across the town centre is severed in several places resulting in poor quality pedestrian connections between key destinations and the town centre. The B66 road link, which runs around the southern edge of the town centre, has created a hostile traffic dominated barrier. This has resulted in low levels of movement by foot with a lack of activity between it and Riverside Park.
- 3 Public Realm** | Public realm is key to an attractive Streetscape and illustrating the street hierarchy of the town centre. Main Street and High Street provide the main structuring axis of the town centre however elements such as pavement, planting, street furniture and lighting lack a sense of identity. This is due to the lack of continuity and consistency in street materials.
- 4 Poorly Designed Public Space** | The town centre's main public space is Castlecroft Square. The sheltered square is used to host occasional outdoor markets. However when not in use the absence of a clearly designed function results in an empty space lacking purpose or a reason to dwell. Reinforcing this negative space is the lack of active frontages, 'spill out' spaces and external animation. This area fails to create an inviting pedestrian space connecting the town centre core with peripheral car parks, Tesco and Home Bargains which act as key trip
- 5 Linkages** | East-west connectivity is currently constrained by a lack of linkages to eastern backland sites. The existing linkage between Main Street and Church Street car park is poorly lit and an uninviting linkage. The lack of linkages provides a challenge integrating any future development proposed for the east with the traditional town centre.
- 6 Arrival Points** | First impressions can be lasting impressions. A town with underwhelming arrival points convey poor initial impressions of the overall town centre. The train station is a key arrival point however the absence of a station forecourt and drop off/pick up point provides a poor arrival experience for those using the station. The adjacent parcels of undeveloped land and single-storey buildings, surface level car parking and conflicting uses undermine the sense of arrival to the town. A perception of a greater than actual distance between the station and town centre is created with this sense of detachment.



The Opportunities

Set out below are the opportunities that the Masterplan proposals can be developed on.

1

Public Realm Enhancements | Improve the pedestrian environment and the attractiveness of the town centre by enhancing movement throughout the town centre. Interventions such as traffic calming, reallocation of space and differentiation of appropriate materials can carefully curate a public realm that promotes pedestrian priority and movement while reflecting the street character and reinforcing key routes.

2

Northern Regional College Redevelopment | The planned closure of the NRC campus could significantly change the dynamics of the town centre. Although outside the town centre boundary the former use was a considerable trip generator attracting footfall to the town. Redevelopment of the site has the potential to be a catalyst in the regeneration of this part of the town centre.

3

Linkages Project | High quality, safe and attractive pedestrian linkages are vital to a well-connected and permeable town centre. A key opportunity includes penetrating through to key opportunity sites to enhance connectivity from Main Street. The installation of temporary and permanent artwork, creative lighting and paving improvements could transform and animate existing alleyways. New linkages would integrate future backland developments with the town centre and enhance the overall town centre experience.

4

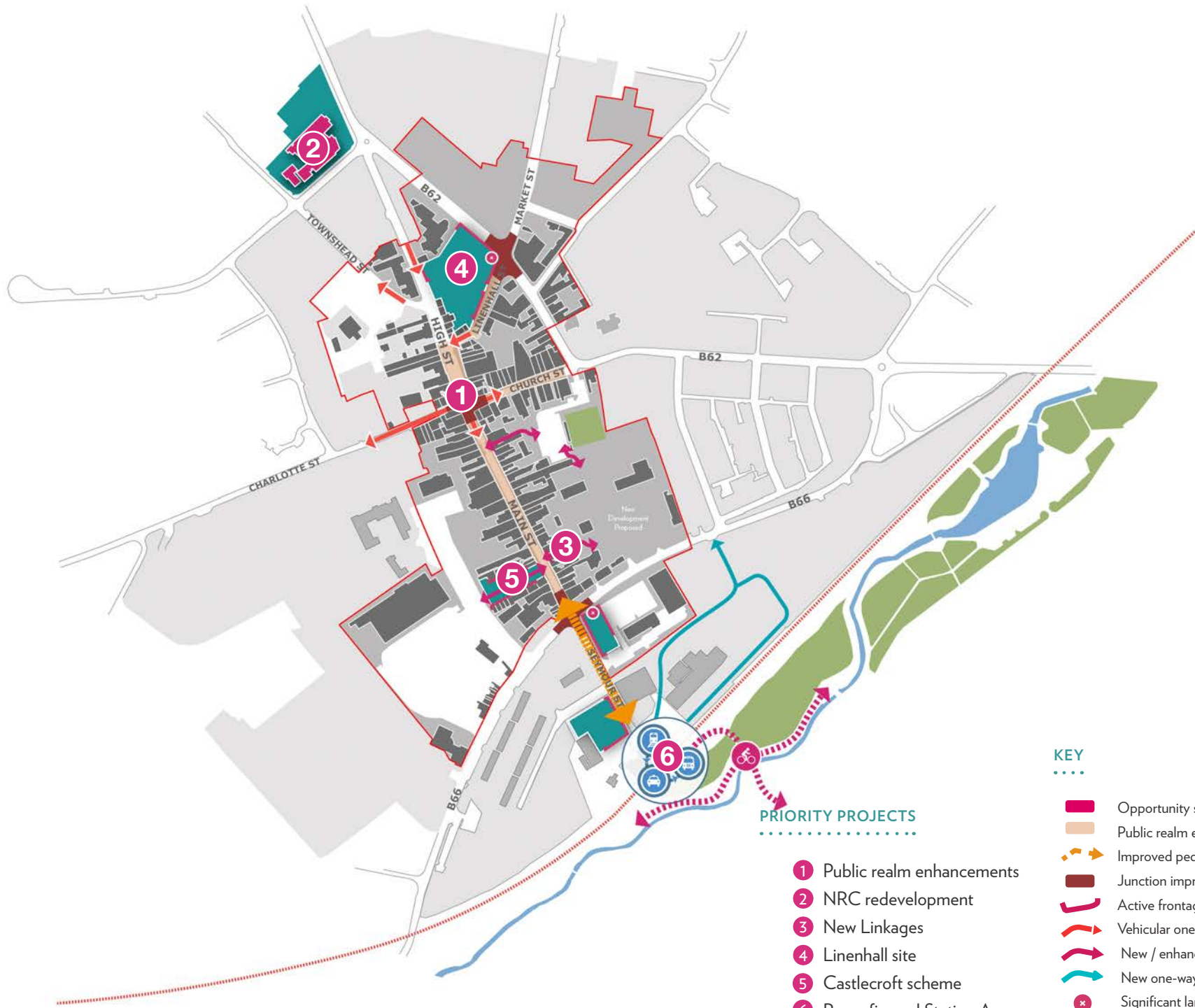
Linenhall Site Redevelopment | The demolition of buildings on the Linenhall site has left a large cleared site in the Ballymoney urban fabric. A flexible framework with temporary interventions would programme the space until the future use of the site is decided. Such interventions open up opportunities to appreciate the wider needs for public civic space, start-up business incubators and pop-up food and beverage markets while remaining flexible to respond to future changes in use.

5

Castlecroft Scheme | The creation of a high quality public space offers the opportunity to provide a place for bringing life and vitality to the town. Rediscovering Castlecroft Square as a reinvigorated pedestrian space at the heart of the town centre supported by a 'calendar of events' has the potential to enrich, enliven and animate the space. Providing a comfortable environment supportive of meeting, socialising and interacting can reclaim a sense of place and provide an inviting corridor linking Tesco, Home Bargains and Main Street.

6

Train Station | Rethinking the nature and character of the space around the train station is a key opportunity in announcing the town centre to visitors. Potential exists to enhance the arrival experience through a reconfigured station area. Creating a high quality, well-lit and activated route along the length of Seymour Street would clearly identify and strengthen the link between the station and the town. Make it attractive to walk, cycle or take the bus can deliver a memorable gateway, providing a strong first and last impression.



- 1 Public realm enhancements
- 2 NRC redevelopment
- 3 New Linkages
- 4 Linenhall site
- 5 Castlecroft scheme
- 6 Reconfigured Station Area

KEY

- Opportunity site
- Public realm enhancements
- Improved pedestrian connectivity
- Junction improvements
- Active frontage
- Vehicular one-way route
- New / enhanced linkage
- New one-way relief road
- Significant landmark building

Movement & Access

Movement and access is recognised as an issue for the town centre. The dominance of vehicular movement and areas with conflicting user impact on the overall movement network.

Vehicular Movement:

- The main arterial road (B66) bisects the southern portion of the town centre, severing north-south movement and weakening linkages with the station area.
- High traffic volumes and dominance of the road infrastructure shapes the character of the area.
- A hostile street environment creates visual and physical barriers at Seymour Street.
- Vehicular movements are concentrated towards a key junction at lower Main Street, resulting in traffic congestion at peak hours.

The junction at Main Street and High Street is a notable congestion hotspot. Vehicular dominance compounded by a lack of pedestrian / cycle priority creates a hostile street environment with no demarcation of crossing points or defined routes. This combination creates an unattractive environment in the heart of the town centre.



Pedestrian Access:

- Direct, attractive and convenient connections shape the pedestrian experience. The compact nature of the town centre offers the ability to foster a lively, pedestrian friendly environment. Little emphasis has been afforded to pedestrian and cyclist movements along key streets, junctions and spaces resulting in a fragmented town centre.
- Key circulation routes are fractured and unappealing. East to west connectivity is considerably weak due to limited secondary streets and passageways. Taggart Mews is an example of a discrete alleyway connecting Church Street Car Park with Main Street. The route is poor in quality, unattractive and intimidating resulting in a negative pedestrian experience.
- Riverside Park, offers primary green space within walking distance of the town centre. The park boasts a network of pedestrian pathways and cycleways that link in to the National Cycle Network (route 96). Pedestrian access to the park was improved in 2012 with the construction of a 230m long suspended pedestrian/cycleway from the adjoining Riverside Park to better link the town centre.
- Although a poor pedestrian environment at Seymour Street fails to capitalise on the full potential of this key linkage. Low quality paving, road congestion and low levels of passive surveillance deter pedestrian movements between the town centre, train station and Riverside Park.

Car Parking:

The provision and location of parking can have a significant influence on how vehicles move throughout the town centre.

- Car parking provision is located along primary routes and within walkable distance of the town centre.
- As a result, vehicular movement primarily passes 'through' and not 'to' the town centre creating considerable congestion.
- A lack of directional signage and real-time parking availability fails to direct flows around the town centre.

Gateways :

Gateways provide the first impressions of a town centre and emphasise a sense of arrival to visitors. Main junctions, roundabouts and prominent building lines clarify the edge of the town centre. Gateways include:

1. Eastern approach via Castle Street: *dilapidated vacant buildings dominated by road infrastructure.*
2. Western Approach along Meeting House Street: *Poorly defined building line and vacant sites on either side.*
2. Queen Street/Victoria Street Junction: *Attractive approach defined by terminating vistas of the Town Hall. Functions reasonably well by establishing a sense of arrival and focal point of the town centre.*
3. Market Street: *Underwhelming approach dominated by car dealerships.*
4. Coleraine Road Roundabout: *Lack of prominent directional signage and appealing gateway features.*



B66 Junction, Lower Main Street



Alleyway, Taggart Mews



Inactive frontage, Seymour Street

Townscape

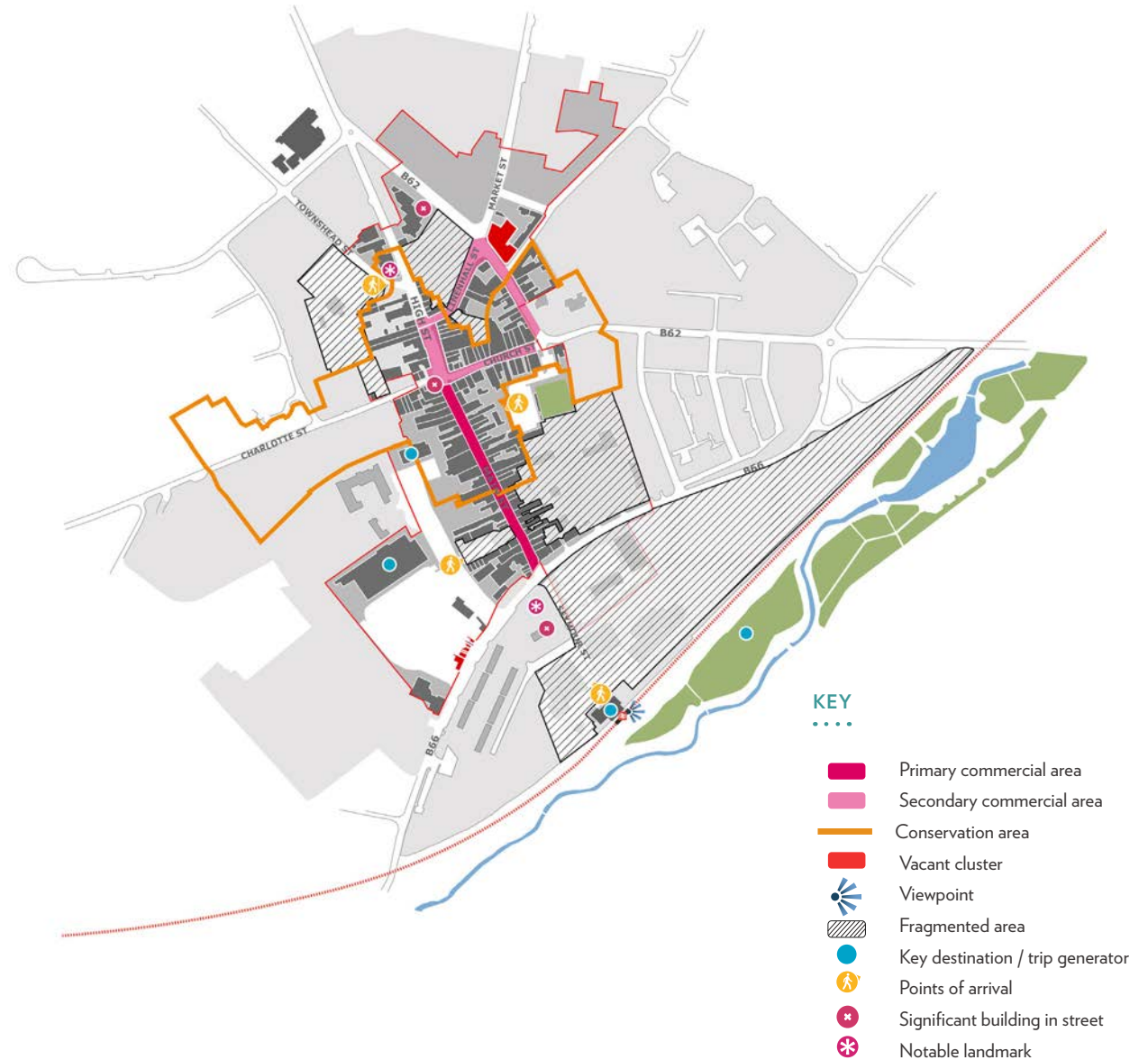
Townscape quality is vital in attracting and retaining investors, visitors and the local community. High quality public spaces combined with a coordinated street environment can strengthen the identity of the town centre catalysing wider regeneration.

Public Realm

- High quality public realm is vital in the success of any town centre through strengthened identity and distinctive character.
- Public realm within Ballymoney is generally considered to be low in quality. High street, Main street and Seymour street fosters a worn and uncoordinated material palette.
- The lack of consistency and continuity of surface treatments provides fails to stitch together key arrival points, primary streets and spaces.

The existing street environment does not provide pedestrians with pleasant spaces to actively use. High Street and Main Street offer several coffee shops although their immediate environment does not cater for outdoor seating or the potential to dwell.

The lack of benches, crossings points and lighting features therefore reduce the quality of Ballymoney town centre.



Identity & Animation

Lively, active and inviting town centres create positive impacts on visitor numbers and perceptions as well as increased spending in the local economy. Ballymoney town centre offers an array of key attractions and events throughout the year showcasing its unique and distinctive identity.

Heritage:

- Ballymoney expresses a rich motorcycle heritage, the town has built upon this through the Robert Dunlop Memorial Garden and Joey Dunlop Memorial Gardens. This attraction acts as a hotspot for motor-racing fans across the globe to celebrating five time World Champion, Joey Dunlop.
- Ballymoney Museum showcases the heritage of local pioneers to motorcycle racing. In recent years, the museum has become a destination for genealogical research attracting visitors to the town.

Events

- The town plays host to several small-scale events enhancing the vitality of the town centre. During The Ballymoney Artisan Fair, Castlecroft Square is significantly animated through live music, local artists, a vintage car cavalcade and a carnival parade.
- Ballymoney Christmas Lights has successfully illuminated the town centre during the Christmas period. The presence of these events have significantly increased footfall, spend and activity within the town centre.



Ballymoney Spring Fair / Artisan Market, Main Street



Ballymoney Spring Fair / Artisan Market, Ballymoney



Christmas Festive Lights, Church Street



Joey Dunlop Exhibition, Ballymoney Museum



'Kings of the Roads', Joey and Robert Dunlop Memorial Gardens

5

2020 MASTERPLAN

THIS SECTION ILLUSTRATES PRIORITY PROJECTS AND PROPOSED MASTERPLAN INTERVENTIONS FOR BALLYMONEY TOWN CENTRE.

BROTHERS & SISTERS NATIONAL HAZARD VICTIMS VICTORIES	
Currowdore 100	8 Wins
Coobalona 100	11 Wins
Dundalk 100	4 Wins
Dundalk 110	2 Wins
Fare	6 Wins
Kells	8 Wins
Killalea	3 Wins
Midland	18 Wins
Midland 100	1 Win
St. Mary's	1 Win
Southdown	4 Wins
Skerrin	17 Wins
Southport 100	31 Wins
Swan Point Race	12 Wins
Tandragee 100	17 Wins
Temple 100	5 Wins

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Priority Themes

The Masterplan Review is organised around five themes. Proposed key projects are described and mapped in the following sections under these themes.

Shaping key public spaces as a canvas to support a multitude of activities and events during the day, evening and yearly period.

Providing the infrastructure to facilitate active travel, pedestrian movement and link key destinations.

Establishing a clear legible street network that links key arrival points and current/future destinations.



Explore the use of temporary and meanwhile uses to maximise the potential economic and social value of key opportunity sites.

Delivering a high quality, coherent and consistent public realm to encourage people to gather and dwell.

Priority Projects



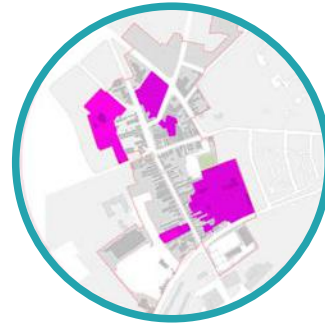
Public Realm Enhancements

A place to visit

A highly distinctive and walkable environment that is attractive and pleasant that carefully balances the street to enable pedestrians and vehicles to co-exist and support a range of activities.

Provision of high quality public realm, improved street layout and treatment of streets and spaces to provide strong definition to the street hierarchy and positively contribute to the character of the town centre.

Careful material choices and detailing will be essential to not only re-balance the street but also leave a positive impression to entice repeat visitors and encourage investment.



Development Opportunities

A place for business

Adopting a phased development strategy to re-invigorate long-standing vacant or under-utilised land within the town centre is an opportunity to increase activity within the town.

Low-cost temporary and 'meanwhile' interventions will allow the landowner to prototype and test the site's potential permanent use while also benefiting the wider town centre by the creation of an animated destination and low-risk opportunities for businesses and start-ups

Dialogue with both the landowners and potential occupiers will be key to ensure that the proposed uses align with both the owners and wider vision of the town centre. This approach would enable the individual landowners to respond flexibly to the changing local economy while generating temporary revenue from an otherwise redundant resource.



Movement and Access

A place to enjoy

Improving connectivity between people, places and key destinations by improving the pedestrian, cycling and public transport environment throughout the town centre is a priority.

A high quality redevelopment of the external environment surrounding the train station would improve the safety and comfort for all users, especially the elderly and those with disabilities, in an otherwise hostile, circuitous and confusing space.

Thinking beyond the station itself offers opportunities to enhance the arrival experience of an individual's journey after they disembark and announce the town centre. A well-designed station forecourt can activate and integrate the station into the wider town by creating a more coherent and navigable point of arrival.



Events and Animation

A place to experience

Developing a high-quality community space within the town centre would bring people right into its heart and provide an anchor for events and activities at different times of the day, week and year.

Providing a well-designed, flexible and multi-functional layout could offer the opportunity to make the existing space at Castlecroft more usable and friendly while accommodating events of varying scales.

Positive programming of the space can have potential financial benefits to the town, build on the town's heritage and offer existing and potential businesses opportunities to gain from the potential spending power generated by contemporary tourism and festivals.

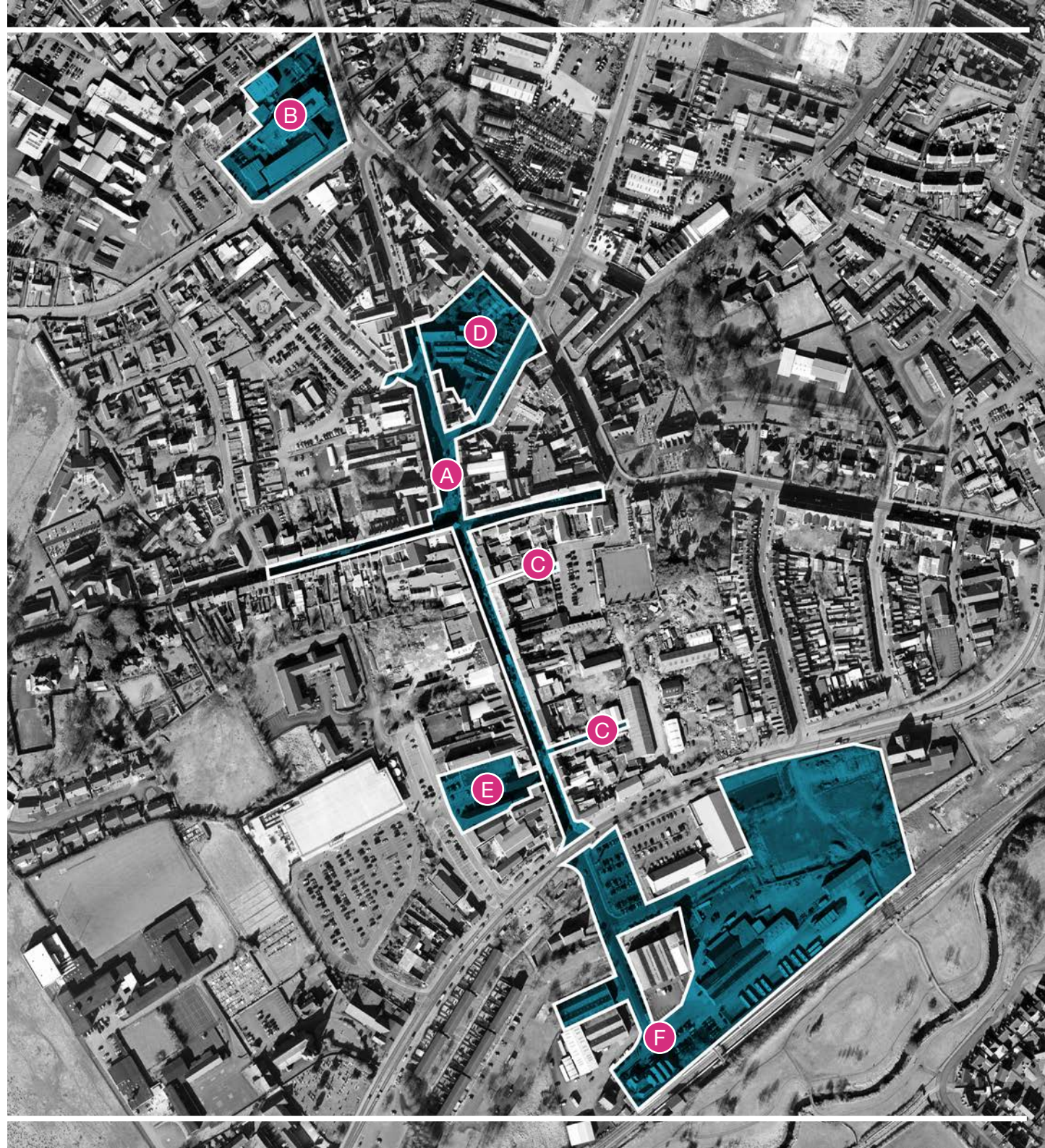
Areas of Change

The Masterplan Review identified several potential projects throughout the town centre. These projects have been informed through earlier engagement on the 2014 masterplan.

For each site, a potential future or temporary use has been identified alongside key interventions and examples of best practice.

The identified sites for these projects are:

- A** Main Street/ High Street Public Realm
- B** NRC Site
- C** New Linkages
- D** Linenhall Quarter Site
- E** Castlecroft Square
- F** Train Station / Seymour Street



A Public Realm: Re-animating the Town Centre

A high quality, attractive and pedestrian friendly environment creates a memorable first impression of the town centre. A seamless corridor which considers the needs of all users whilst shaping a safe, rebalanced and coherent space can deliver a more humane and animated town centre experience.

The Project

Pedestrian footfall is critical to a well-functioning town centre and significantly influences the local economy and the overall perception of the town. At present the town centre provides an underwhelming and uncoordinated environment with vehicle dominated space and poor connectivity. As a result the movement and flow of pedestrians continues to be disrupted and fails to read both visually and physically as one town centre.

The project provides a single overarching public realm enhancement scheme to ensure the consistency of interventions. However due to the coverage, it is envisaged works will be carried out via a phased approach reflecting the hierarchy, importance and opportunities offered by each street. The priority approach is;

1. High Street and Main Street are recognised as being the main priority to receive enhancements and would provide significant enhancement to the town centre.
2. Charlotte Street and Church Street is a secondary priority.
3. Linenhall Street is a tertiary priority.
4. Improvements to Taggart Mews and new linkages depend on the future development of backland sites and relevant land/buildings.

Existing and Proposed Interventions

- **High Street:** A one way-system with a series of formal and informal crossing points, rationalised car parking, widened footpaths with new street paving, kerbing, street tree planting, seating and feature lighting. A new civic space and pocket park provides space for spill-over outdoor activities. Interventions include disabled priority parking and a new bus stop.
- **Main Street:** A series of formal and informal crossing points, reallocation of road space, designated loading bays, widened footpaths with street tree planting, seating and feature lighting. A segregated cycle lane will provide a safe connection to the National Cycle Network route 96. Drivers will be encouraged to use 'Interceptor Car Parks' strategically located around the town to restrict vehicle parking movements and increase circulation along Main Street. Loading bays will be provided along Main Street however loading restrictions (loading only to occur between 6pm-11am) will be encouraged to limit the effects of HGV movements through Main Street.
- **High Street/Linenhall Street Junction:** The tightening up of Linenhall Street, in the form of one way westbound and the public realm at the egress, is assisted by the mini roundabout over a priority access. It will allow southbound traffic expecting to turn left up Linenhall street to do a u-turn. Similarly disabled users can perform this manoeuvre to access the disabled bays north of the roundabout. The roundabout also provides a greater turning area for HGVs.
- **High Street/Main Street Junction:** Provision of a raised table to reduce traffic speeds, and differentiated paving, tactile

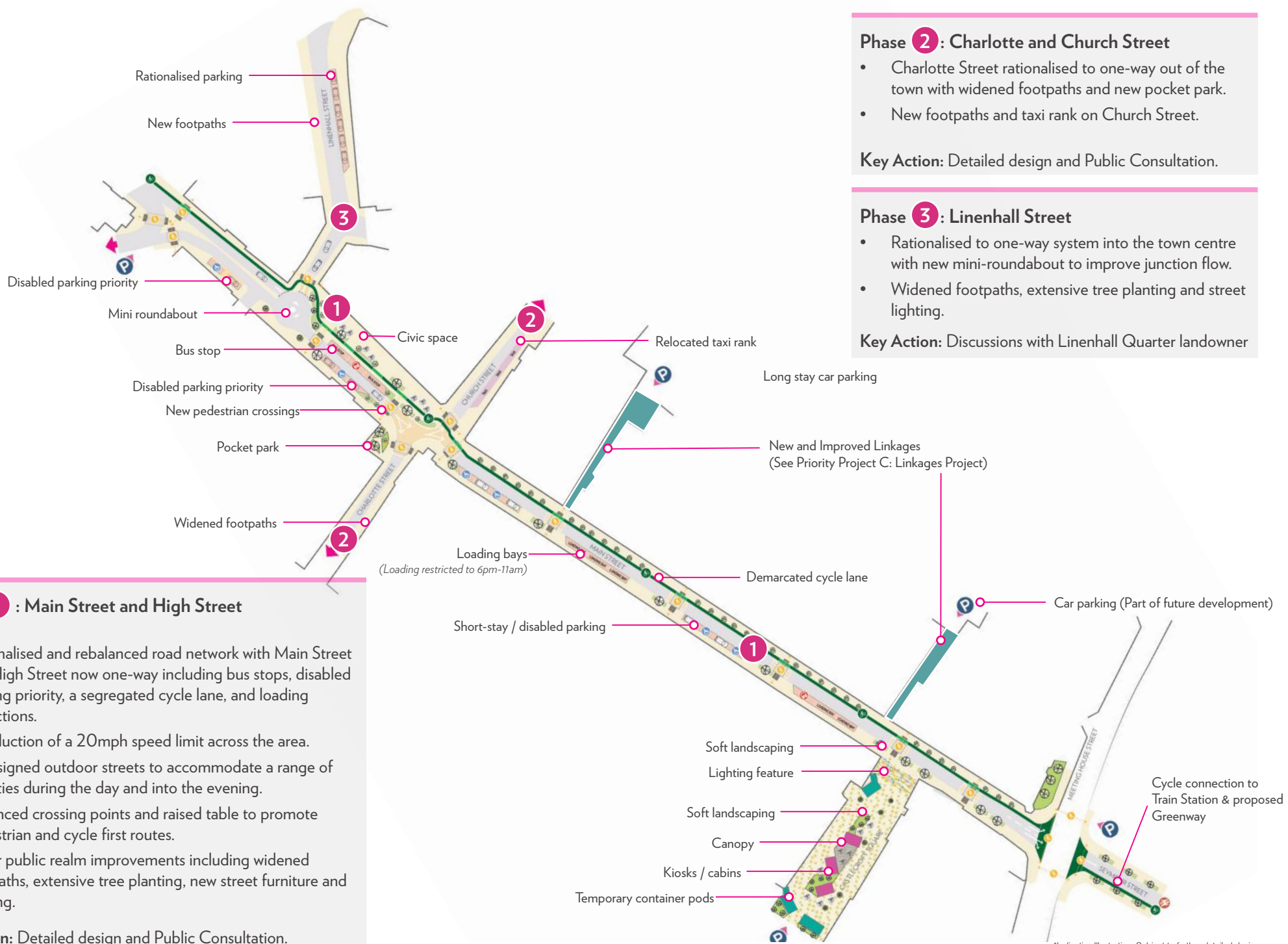
and blister paving to indicate points of crossing. A 20mph speed limit zone is recommended to reduce user conflict.

- **Charlotte Street:** New paving and widened footpaths.
- **Church Street:** New paving and widened footpaths, crossing points and taxi rank relocated from High Street.
- **Linenhall Street:** New paving and widened footpaths.
- **Castlecroft Square:** Castlecroft Square should be enhanced to reflect the public realm palette on Main Street and High Street. Similar materials will provide continuity and enhance connectivity with backland developments and car parking.

Relevance of Project

A coherent and legible public realm project has the potential to create a more attractive and integrated setting that boosts footfall and trading. Re-balancing and rationalising the road network could unlock key spaces for opportunities that entice pedestrians to visit, socialise and dwell for longer periods. Improved crossings, enhanced visibility and more consistency in materials would add continuity to the streetscape and create a sense of place.

A rethink of the nature and character of the streets is required to simplify traffic movements and transform the pedestrian and cycle experience. Promoting pedestrian routes through the town centre and reducing the impacts of vehicular traffic passing through the core is essential for creating a safer and more attractive pedestrian friendly environment within the town centre.



Phase 1 : Main Street and High Street

- Rationalised and rebalanced road network with Main Street and High Street now one-way including bus stops, disabled parking priority, a segregated cycle lane, and loading restrictions.
- Introduction of a 20mph speed limit across the area.
- Redesigned outdoor streets to accommodate a range of activities during the day and into the evening.
- Enhanced crossing points and raised table to promote pedestrian and cycle first routes.
- Major public realm improvements including widened footpaths, extensive tree planting, new street furniture and lighting.

Key Action: Detailed design and Public Consultation.

Phase 2 : Charlotte and Church Street

- Charlotte Street rationalised to one-way out of the town with widened footpaths and new pocket park.
- New footpaths and taxi rank on Church Street.

Key Action: Detailed design and Public Consultation.

Phase 3 : Linenhall Street

- Rationalised to one-way system into the town centre with new mini-roundabout to improve junction flow.
- Widened footpaths, extensive tree planting and street lighting.

Key Action: Discussions with Linenhall Quarter landowner

**Indicative Illustration: Subject to further detailed design*

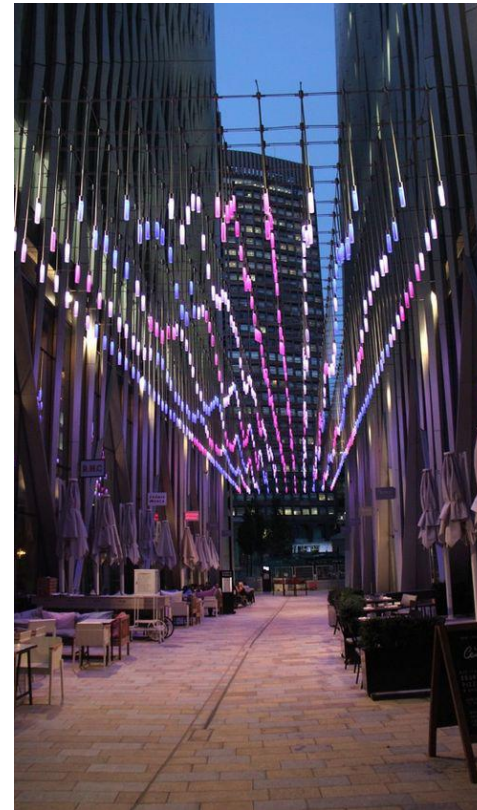
Proposed Interventions

Re-animating the town centre will be achieved through the quality of the public realm.

Environmental quality plays a key role in the physical and psychological comfort of a place. It also reflects less obvious 'comforts' such as aesthetic pleasure, a sense of belonging and civic pride.



Improved surfacing / paving



Laneway illumination



Enhanced civic space



Outdoor seating



Improved demarcation of street crossings



Introduction of soft landscaping



High quality seating, Thomas More Square-London.



improved street bin provision

Best Practice



Altrincham, Manchester

A market town since 1290, the town has been transformed by new surface materials, lighting and tree planting and crossing points have helped to create a connected and inclusive pedestrian experience.

New crossing points, raised tables and courtesy crossings at major desire lines and key junctions along the main route through the town centre have reduced speed and enhanced pedestrian priority. Tactile paving has also enabled visually impaired pedestrian negotiate crossings through inclusive design.

All features consisted of the same 'family' of materials to ensure visual integration through the town centre.



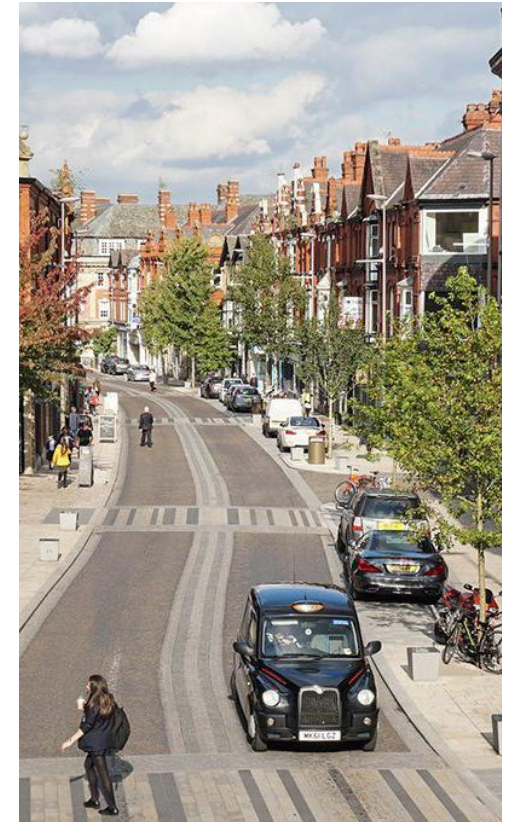
Altrincham Public Realm (© Vantage Point)



Altrincham Public Realm Gateway (©-Adrian Lambert)



Altrincham Public Realm (© Adrian Lambert)



Altrincham Public Realm (© Vantage Point)

B NRC Site: Re-utilising a Key Asset

The NRC Site offers a major opportunity to re-utilise the site and create a positive impression for visitors entering the northern gateway. The 0.86 hectare (2.11 acre) site has significant potential to strengthen linkages with the town centre core and catalyse significant positive change for the northern portion of Ballymoney. Bringing the site to market and encouraging viable future uses will be critical in contributing to the regeneration objectives of the town centre.

Site Context

This site is currently the Ballymoney Campus of the Northern Regional College (NRC). The NRC offers Apprenticeships with, GCSE equivalent courses (Level 2 BTEC Diploma) and A Level equivalent courses (Level 3 BTEC Extended Diploma) and Access to University courses.

The site is currently within the ownership of the NRC and is approximately 0.86 hectares (2.11 acres) in area. There is a four-storey building and a two-storey building on the site with a presence fronting onto Coleraine Road (B62), one of the key transport routes leading into Ballymoney town centre. The site benefits from two points of access onto Coleraine Road and two points of access onto St. James Road.

Site is currently not zoned for any specific use in the Northern Area Plan 2016. The site is 'white land' i.e. land (and buildings) without any specific proposal for allocation in a development plan, where it is intended that for the most part, existing uses would remain.

The existing educational buildings are not statutorily protected by listed status nor do they fall within the Ballymoney Conservation Area.

There are a mixture of uses surrounding the site. To the north of the site lies Megaw Park, a Major Area of Existing Open Space within 200m with residential dwellings to the north and east (located off Coleraine Road). To the west, there are a number of educational facilities including Dalriada Grammar School and Ballymoney Model Primary School are adjacent to the site with Ballymoney Showgrounds providing additional existing open space.

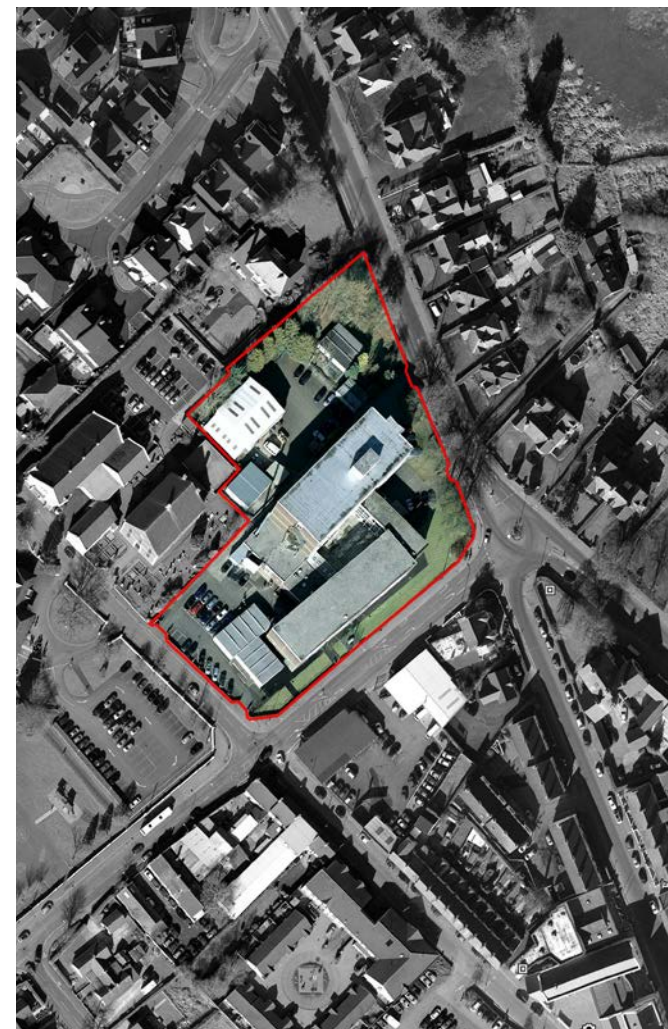
The Project

The opening of new facilities in Coleraine and Ballymena will result in the Ballymoney Campus being surplus to the NRC requirements when their new Campus in Coleraine opens in September 2023/2024.

The relocation of educational facilities from Ballymoney whilst unfortunate, represents an opportunity for the public sector to lead on devising a plan for the future use for the site, thereby putting in place a plan for a quick disposal and redevelopment of the site that can contribute to Ballymoney town centre.

Given the historic nature of the town centre and the development of town centre sites, other than the Linenhall Opportunity site, is relatively limited to infill or backland development. As such, the NRC site would offer a redevelopment opportunity subject to site disposal, feasibility, consultation with stakeholders and necessary planning permissions being put in place.

Prior to leaving the site, the NRC will follow Land Property Services (LPS) guidance regarding disposal of surplus land and property. All stakeholders, including the NRC, are very keen to avoid dereliction of the facilities upon decant.



Phase 1: Pre-Disposal Activities

Due Diligence- Legal: Prior to starting the disposal process it is important that the NRC's legal title to the property has been investigated. This should highlight the source of the title to the property and identify if there any restrictions or unusual elements within the title.

Due Diligence - Physical: The NRC should seek to ensure the legal position accords with what is occurring on the ground. Where boundaries have been encroached or there are illegal or previously unknown occupations these require to be investigated and resolved prior to declaring a property surplus.

Due Diligence - Financial: A change in the use or ownership or a public asset must be supported by a proportionate business case. The approving authority for the preferred option will be determined by the relevant delegated arrangements set out between Department of Finance and departments (including their agencies).

De-Risking: Efforts to bring more clarity to the potential re use or re development of a site would enable potential purchasers to act quicker and with more awareness of any issues. This could include the production of reports with regard remediation contamination or demolition; the resolution of any title issues; and engaging with the local planning authority through the pre-application discussion (PAD) process.



Phase 2: Disposal

The Disposal of Surplus Public Sector Property in Northern Ireland (Land & Property Services) identifies two pathways that a surplus asset may take to achieve a completed sale. They are via the internal market or the external market.

The Internal Market refers to the transfer of an asset that will be re used for some other public sector type use or benefit. Given the role that this site could play within the regeneration of Ballymoney it is expected that an expression of interest would be made by one of the following groups:

- A government department
- A district council
- A housing association seeking land for social housing
- A housing association seeking land for affordable housing
- A third sector body with a sponsor body from either a or b above wishing to acquire under the recognised Community Asset Transfer (CAT) process.

Community Asset Transfer (CAT) refers to the transfer of an interest in land or buildings from a public body to a community based or voluntary organisation. The practice is recognised as a means of delivering regeneration, community empowerment and social enterprise and is supported by policy, legislation and funding. A third sector body can express an interest in purchasing a surplus property through the disposal process and the proposal can be considered by the asset owner, where applicable, along with any other internal market expressions of interest, if any.



Best Practice



Graham Garden, Lisburn City Centre

A £3.7 million social housing development in Lisburn City Centre transformed an underutilised site with a new residential purpose.

The development, on the site of a former public car park and vacant garage building provided 36 apartments including social housing.

As well as providing quality affordable homes designed to entice young families and older residents, additional footfall is provided for surrounding businesses, facilities and services.

The project was part funded through a £2 million grant provided by the Department for Communities (DFC), and £1.7 million of private finance secured by Clanmil. It was also shortlisted for the 2019 CEFNi awards in the social housing category.



Potential uses:



Residential



Community Centre and Creche Facilities



School Bus Facility



Integrated Care Centre



Community Health Centre

C Linkages Project: Connecting to the Backlands

High quality, safe and attractive pedestrian linkages are vital to a well-connected and permeable town centre. The installation of temporary and permanent artwork, creative lighting and paving improvements could transform existing alleyways. A new linkage would integrate future backland developments with the town centre and enhance the overall town centre experience.

The Project

Safe and attractive pedestrian linkages are vital to the overall movement and access within the town centre. The project provides an opportunity to enhance east-west connectivity linking Main Street to lands located to the east. A number of enhancements are proposed for an existing alleyway while an opportunity exists to create a new linkage to a backlands development site.

Church Street Car Park is an important arrival point for visitors coming into the town. Taggart Mews provides direct access onto Main Street however it is currently not well-lit, deters pedestrian activity and lacks an appropriate level of visual surveillance. Improvements to the appearance of the alleyway through a series of contemporary interventions could change perceptions of the alleyway, provide a positive first impression and make it navigable for car park users.

The development site located behind the Imperial Bar has planning permission for the construction of a discount foodstore and provision of car parking. An opportunity exists to integrate any future potential redevelopment of the site with the town centre through the provision of a direct pedestrian route onto Main Street. A new entry, potentially through an enclosed alleyway as part of The Imperial Bar, offers an opportunity to strengthen links between the town centre and any future developments.

Existing and Proposed Interventions

- **Taggart Mews:** New paving, creative lighting installation, wall art, wayfinding markers and soft landscaping. Potential opportunity to remove existing wall at alleyway/car park boundary to improve visual surveillance.
- **Imperial Bar Passage:** A new alleyway to punctuate existing closed entry at the Imperial Bar and open up potential courtyard uses. New paving, creative lighting installation, wall art, wayfinding markers and soft landscaping.

Relevance of Project

Enhancements to the towns secondary movement network of alleyways has been identified as a quick win opportunity. Transforming the alleyway into attractive, safe and comfortable route would encourage visitors to utilise Church Street Car Park and contribute to the overall experience for residents and visitors alike.

In addition to enhancements, the creation of stronger pedestrian linkages would create a integrated relationship with any future developments on the eastern backlands. Increased permeability and connectivity between these destinations would increase footfall for local businesses.

The implementation of contemporary interventions to transform the alleyways could be part of a wider creative initiative that offers local artists, students and community groups to collaborate and create public artworks. The alleyways provide the ideal canvas for local public art and community engagement to encourage local ownership and reduce the potential for anti-social behaviour in the future.

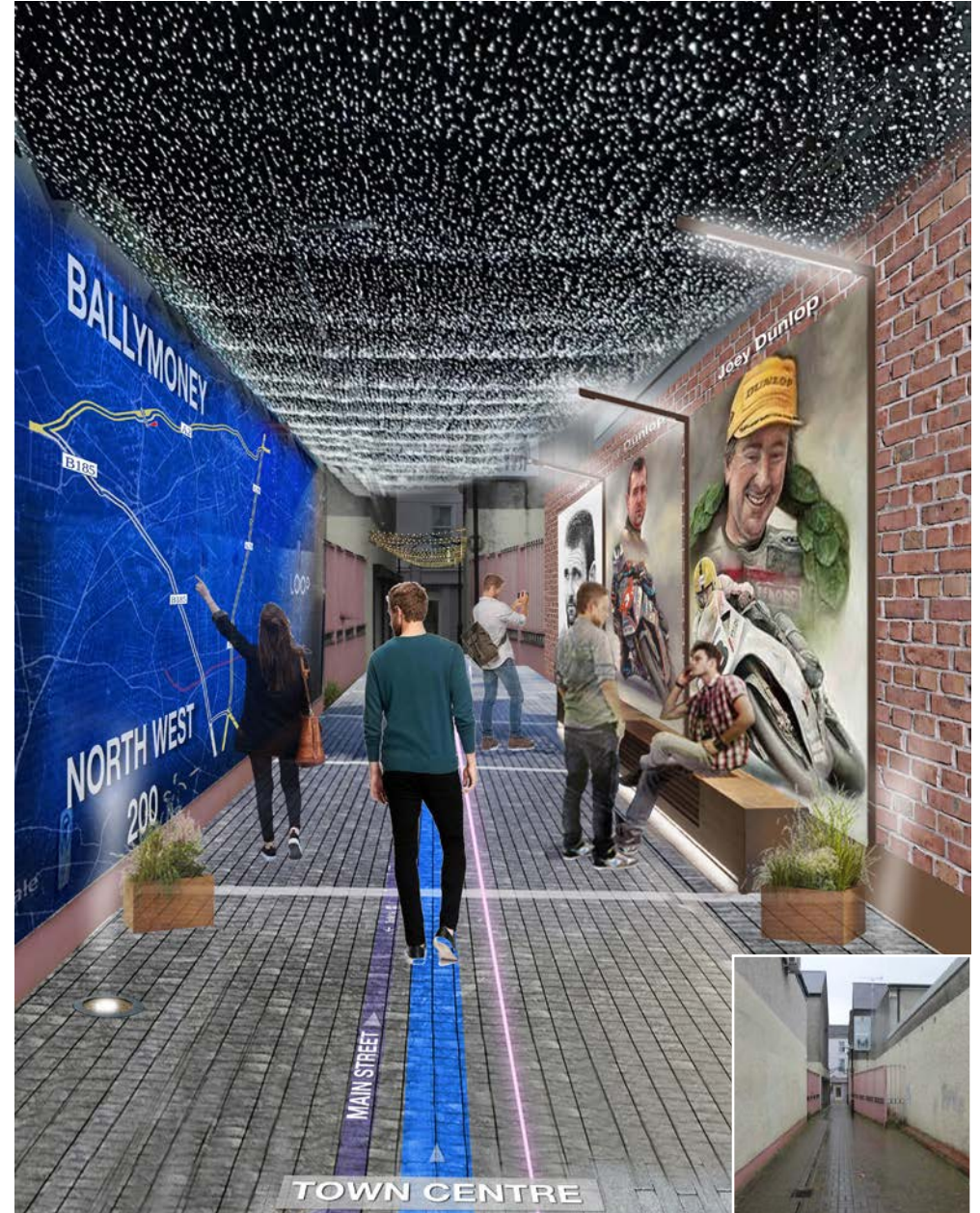
Best Practice

Lisburn Light Festival

Lisburn Light Festival incorporated a series of artistic light installations illuminating key spaces and linkages during the winter period.

A light canopy and light curtain partly make up a 1 million LED light scheme to create a well-lit public realm and encourage pedestrians to move through the City Centre. The festival brought a 7% increase in footfall and 3000 additional people to the annual switch on event with future plans for permanent installations in key areas.

The vibrant and imaginative use of light together with locally curated street art murals, planters and new surfacing would illuminate key linkages to ensure a level of activity and safety during the evening and night time.



Indicative Illustration (Before and After)

D Linenhall Quarter: Maximising the Potential

The Linenhall Quarter has the ability to enrich, enliven and animate its surrounding environment. Prior to full development of the site, temporary and meanwhile uses offer opportunities to initiate activity and shape positive change .

The Project

A redeveloped Linenhall Quarter site would bring a long-standing derelict site back into positive use. It offers the opportunity to create a new focal point and increase activity in the northern portion of the town centre.

The project would include short-term interventions to provide a recognised destination that draws people back into the town centre and ensures consistent activity along High Street, Linenhall Street and Charles Street. Temporary and meanwhile uses can be extremely powerful in creating a renewed sense of purpose. Various types of meanwhile use exist which can enrich, enliven and animate the site. Temporary uses are designed to be flexible and provide an interim intervention until permanent development takes place.

Although the Linenhall Quarter site has been identified as a area of change, it is currently under private ownership and subject to landowner consent. A phased approach has been identified as a potential strategy to activating the Linenhall Quarter site. However the temporary/meanwhile uses could also be explored at alternative locations.

In the long term the Linenhall Quarter site has the potential for a new mixed-use redevelopment, however the project presents a strategy to test innovative and creative approaches and explore potential market opportunities for the future of the site.

Existing and Proposed Interventions

- **Removing Hoarding:** Potential to improve the appearance and functionality of the site by the removal of hoarding on High Street, Linenhall Street and Charles Street to facilitate a new pedestrian route with associated landscaping.
- **Workspace Pods:** Potential re-use of existing site to accommodate temporary container pods. Pods could provide workspace for start up business, artists and craft spaces with a low risk and low cost opportunity to test ideas and the market.
- **Pocket Park/ Activity Space:** Integration of pocket park and activity space including informal seating furniture, community agriculture gardens, skate park and interactive activity space.
- **Public Art:** Opportunities to introduce public art either as permanent or temporary installation. Appropriately integrated, innovative and distinctive to the Ballymoney it can challenge perceptions on the site and wider town centre.
- **Temporary Stalls and Kiosks:** Proposed food and beverage kiosks, community units and weekend market stalls.
- **Events/Performance Space:** Civic space for outdoor cinema, music and heritage events (motorcycle festival).
- **Temporary Car Parking:** Creation of a temporary car park facility on a portion of the site. This could potentially offset disruption to on-street car parking during public realm enhancements and occasional use for events. Subject to planning permission and access arrangements.

Relevance of Project

Recognising the timescales to bring forward comprehensive redevelopment proposals of the site, temporary and meanwhile uses could provide an early win. This would involve injecting a wide range of uses and activities within the town centre to enhance and diversify the local economy.

The project would deliver an attraction unique to Ballymoney. The variety and alternative nature of the proposals could be a catalyst in marketing the town and attracting a wider catchment of visitors.

Key advantages include:

- The flexibility and low up-front cost offered by the temporary intervention.
- Diversifying the local economy.
- Easy to assemble, reconfigure and remove.
- Low risk environment for entrepreneurs, start-up businesses and community groups.
- Interim revenue stream for landowner.
- Local development and refinement of business ideas.
- Retention of local creative talent, ideas and skills.
- Increased footfall for surrounding businesses.
- Opportunity to identify future tenants and uses that could be integrated into the future long-term redevelopment of the site.

Phase 1: Engagement on the future of the site

The existing site has been cleared with perimeter hoarding in place to secure the site. In its current condition the site is under-utilised and fails to encourage footfall to the surrounding area.

The site was recognised as being an opportunity to deliver a transformational project that would bring wider benefits to the town centre. Temporary uses were identified as being a catalyst for future regeneration.

Key Action: Liaise with Landowner on how proposed short/long term developments could transform the site and align with the vision for the town.

Phase 2: Implementation of temporary / meanwhile uses

The vacant site becomes host to a variety of temporary and meanwhile uses:

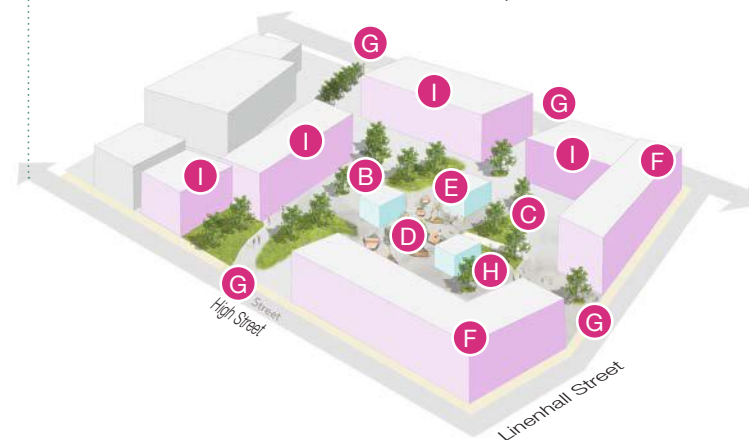
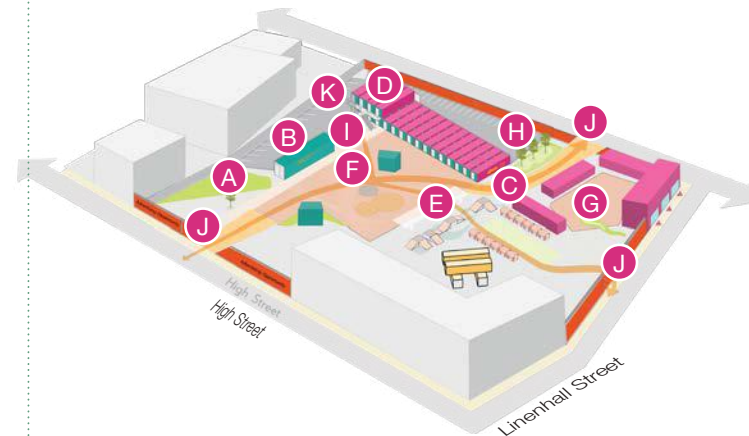
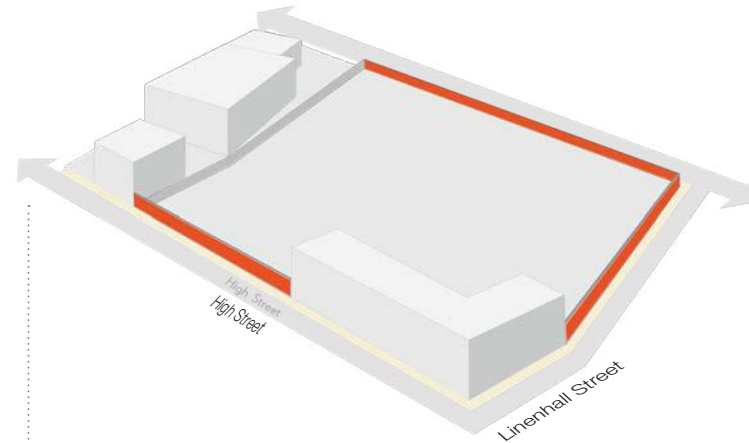
- Business and commercial: Employment workspaces, pop-up food and drink kiosks and start-up incubators.
- Recreational and leisure: Performance spaces, outdoor cinema, skate parks, pump track and play-areas.
- Community: Pocket park, allotments and community hub.

Key Action: Source and cost the kiosks / container pods and seek out potential occupiers. Engage with landowner over siting, costs and occupiers.

Phase 3: Permanent development of site

An established destination is delivered with a mix of permanent and temporary uses. Successfully piloted uses from phase 2 become an attractive proposition for a more permanent and diverse development in phase 3. Entrepreneurs from the meanwhile phase that have become a focus of activity could be incorporated into new scheme to retain existing customers. New entrepreneurs are attracted to facilitate a cycle of innovative uses, ensure the site remains contemporary and attract new customers and visitors.

Key Action: Work with landowner over potential detailed design and implementation. Launch / publicity with landowner and occupiers.



- A** Allotments
- B** F&B Containers
- C** Pop-up Market
- D** Workspace Pods
- E** Leisure Activities
- F** Performance Space
- G** Coffee Kiosks
- H** Pocket Park
- I** Outdoor Cinema
- J** New Access
- K** Temporary Car Park

- A** Soft Landscaping
- B** Hard Landscaping
- C** Pocket Park
- D** Formalised Parklet
- E** Coffee Kiosks
- F** Landmark Building
- G** New Entry Point
- H** Improved Lighting
- I** Increased Surveillance

**Indicative Illustration and Dependent on Future Site Uses*

Meanwhile Uses

The value of temporary uses has been recognised across the property and regeneration industry, not least as a stop-gap for longer-term regeneration and development proposals.

The success of this change relies on occupiers being happy to trade from more unusual space and landlords being willing to take a pragmatic approach to new business concepts.



Window Gardens - Queen's Walk London. (Wayward UK)



Urban Orchard, Union Street, London (Heather Ping).



Temporary Play Space - Norway



Formalised Parklet - San Francisco (100 Resilient Cities)



Shipping container art pods - Project 24, County Down (Project24NI)



Temporary Parklet - Brussels



Temporary Basketball Court - Paris (Dezeen)



Food and Drink Garden - Brooklyn



Cafe Container / Local community Hub



Best Practice

Bangor, County Down

Project 24 utilises 6 bespoke, colourful art pods each split into two mini artist studios where artists take residency. This project has transformed what was once an underutilised and dead space to a vibrant, active and successful space.

Similarly, Boxpark is the world's first pop-up mall – fusing the concepts of modern street food and placing local and global brands side by side to create a unique shopping and dining destination.

Another successful example of meanwhile and temporary uses can be seen in Caravanserai, Canning Town, London



Penny Pods, Penny Market, Lisburn



C.S. Lewis Square, Connswater, Belfast



Bespoke art pods at Project 24, Bangor, County Down.



Creating activity space, Project 24, Bangor, County Down.

E Castlecroft Square: Creating a Place for People

A renewed pedestrian space, Castlecroft Square will support a strong 'calendar of events', whilst fostering vibrancy, activity and people. The square will animate not only the square but its surrounding streets and spaces.

The Project

Public space is key to achieving a balance within a town centre. A well-designed public square can provide an anchor to the town centre. Inclusive spaces where people can meet, socialise, shop or simply rest and relax. A lack of quality civic space within the town centre is widely recognised. At present, Castlecroft Square is the primary public space that is largely underutilised and underperforms as a key arrival point to visitors. The space is dimly lit, lacks animation and activity to entice pedestrians through to Main Street.

The project proposes to create a thriving public space within the town centre. A series of enhancements focus on the pedestrian experience in and around the square connecting key destinations with Main Street. A flexible multifunctional space that supports a broad range of activity and programme of animation will revitalise the space and identity of Ballymoney.

As the project would likely involve private sector investment in the creation of a new mixed use scheme with housing, retail and food and drink uses, the project has been phased to reflect the priority for change over the short, medium and long term as follows:

1. Implementation of a programme of events and animation to bring initial activity and vibrancy to the square.
2. Investment in improving the appearance and functionality of Castlecroft Square.
3. Comprehensive mixed use redevelopment scheme to incorporate town centre living and active ground floor uses.

Existing and Proposed Interventions

- **Civic Space:** Improvements to the appearance and functionality of Castlecroft Square via public realm works. This could include the removal of car parking and introduction of soft landscaping, water-feature, public sculpture and creative lighting installations.
- **Retention of Small Business Units:** Small ground floor business units should be retained as part of any future scheme. This will ensure a degree of variation in the provision of unit size throughout the town centre.
- **Town Centre Living:** Redevelopment of the square to introduce upper floors above ground floor units. Potential exists to introduce 'over the shop' living to provide both footfall and visual surveillance over the square.
- **Multi-functionality:** Redesign of the square layout to ensure year-round use for different events, taking account of solar orientation and maximising the use of sunny spaces. A new convertible weather covering could modernise the square and allow maximum usability. Large trees could help to define the square and humanise the space.
- **Active Frontages:** Expanding the amount of space available around the edges of the square would facilitate spill-out activity from shops and cafés.
- **Events and Animation:** A programme of events dedicated to festivals, markets and events could bring new life to the square. A range of pop-up play spaces, performance exhibitions, cinema/comedy nights and agricultural or motorcycle shows could make the square a key trip generator and focal point.

Relevance of Project

The project could have significant benefits in animating a key space within the town centre. The regeneration of Castlecroft Square could deliver a unique proposition that markets the town and attracts first time, occasional and regular visitors to the town centre.

The project is to capitalise on key east to west links and footfall generated by Tesco and Home Bargains. A distinctive public space programmed by a range of events throughout the year would create a strong and attractive pedestrian route through the square and encourage more linked trips to other town centre facilities.

The re-design of the square could provide wider benefits to the town centre. Opportunities to provide town centre living within the immediate vicinity of the town centre can offer both visual surveillance of the square and help to drive the day time and evening economy. The provision of ground floor uses such as cafés, restaurants and bars would also activate the space, increase the duration of visitors stay and encourage consequential spend.

Events & Animation

A programme of events could bring life to the square and the town centre.



Naturally North Coast and Glens Artisan Christmas Market
Celebrating the local products, food and beverages throughout the borough in a vibrant festive market setting.

North Coast Music Festival
Celebrating the local music throughout the borough in a vibrant setting.

Light the Sky Night
Fireworks display with family and community events.

North Coast Halloween Bash
A community event night to celebrate Halloween through interaction, performances and family activity.

Ballymoney Irish Dancing Festival
Annual Traditional Dance Competition featuring dancing schools from all communities.

North Coast Arts Festival
Celebrating the local arts throughout the borough in a vibrant setting.



Illuminate the Town
A feature lighting event to illuminate the town centre coupled with family events.

St. Patrick's Day Parade
An inclusive community event to celebrate St. Patrick's Day.

Ballymoney Easter Fair
A community event day to celebrate Easter through interaction and activity.

North Coast Culture Night
An inclusive community event to celebrate Equality, Diversity and Inclusion across the borough.

North Coast Orangefest
An inclusive community event to celebrate 12 July celebrations.

Outdoor Cinematic Festival
Outdoor cinematic events coupled with family events and interactive activity.



Proposed Interventions

Rediscovering Castlecroft Square as a reinvigorated pedestrian space is critical in the revival of the town centre. Supported by a 'calendar of events', the space has significant potential to enrich, enliven and animate both the square and its surrounding streets and spaces.



Reinventing the square



Public Art



A flexible and dynamic public space



Improved public seating



Diverse landscaping to soften the space



Bespoke lighting features to illuminate the square



Bespoke lighting to illuminate the space

Best Practice

Meeting House Square, Dublin

Coined as Dublin's 'Outdoor, Indoor Space', the regeneration of Meeting House Square is a successful example of a multi-purpose urban space, and one which is similar in scale to Castlecroft Square.

The flexible nature of the Square and programmed event schedule often sees the space erupt with colour every Saturday to host a food market and transform in the evening, screening an independent film or open-air theatre.

The 'umbrella' canopies in Meeting House Square have helped establish a distinct identity, Castlecroft Square would benefit from the installation of unique structures, public art and feature lighting to ensure it is distinguishable yet functional to hold a variety of events all year round.



Market stalls and local produce, Meeting House Square, Dublin



Attractive and modern public space, Meeting House Square, Dublin



Creating a vibrant and active destination



Multifunctional space, enhancing the evening economy



Scheduled evening events, Meeting House Square, Dublin

F Train Station: Announcing the Town

Stations are at the heart of regeneration and high-quality interventions can act as a catalyst for wider town centre transformations. The station has a pivotal role to play in announcing the town centre by creating a positive first and lasting impression to visitors. A new road and junction layout complemented by public realm enhancements will inject new life into the area and reconnect the station with the heart of the town centre.

The Project

Ballymoney train station is where many commuters and visitors both start and end their day. The need to improve their first impression of the town centre and reinforce a positive sense of arrival is widely recognised. At present, the arrival space outside the train station suffers from being congested, dominated by traffic with a low quality environment. On arrival, the town centre and key destinations are disconnected from the station due to the absence of a coherent and legible route.

The project proposes to resolve this by improving the current road and junction layout, providing a new one-way link road, a revitalised station forecourt and public realm improvements. The project consists of a phased approach with both short term and long term options to reflect the substantial nature of implementing these interventions:

Existing and Proposed Interventions

- **Public Realm Improvements:** Improved public realm improvements including way-finding to enhance pedestrian routes and connectivity from the Train Station to Main Street.
- **Station Forecourt:** Creation of a new arrival forecourt directly outside the train station to encourage greater prominence and use of the station.
- **Reconfigured road network:** A new proposed road layout consisting of two roundabouts to improve traffic efficiency and road safety.
- **One-Way Link Road:** Further rationalising of the road network by downgrading Seymour Street to a one-way road southbound and creating a new link road running and signalled junction onto Meeting House Street.
- **Mixed-Use Developments:** Intensify and make better use of vacant and underutilised space along Seymour Street and to the north-west of the train station. New buildings to create street frontage.

Relevance of Project

The project seeks to capitalise on the strength of the existing train station which offers a significant opportunity for the growth and regeneration of the town centre. The transformation of the external pedestrian environment and provision of an attractive, integrated and easy to use public transport system would dramatically improve the arrival experience.

A series of interventions would deliver an aesthetically pleasing setting and strengthen links with the town centre. Overall, a renewed station area could be a powerful catalyst in supporting the tourism sector and encouraging commuters to journey into the town centre.

A reconfigured road layout would formalise the space and enable commuters to avail of a wide choice of travel modes to continue their onward journey, promote active travel and reduce congestion on Meeting House Street and Seymour Street.

Next Steps

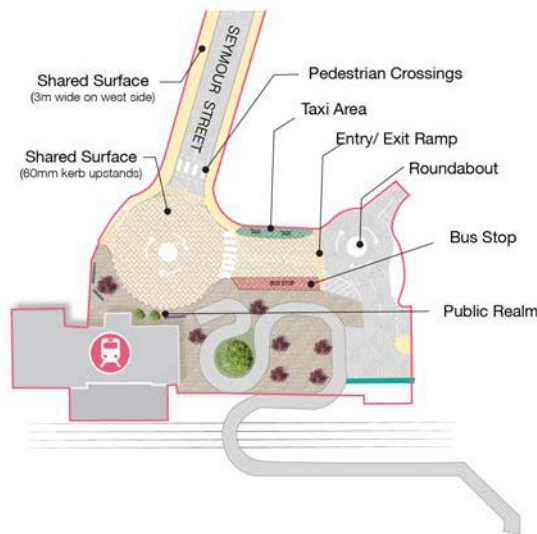
Translink and the Department for Infrastructure (DfI) have been consulted about the revised proposals. Both consultees are satisfied in principle, however further detailed design would be required before moving to the implementation stage.

A high-level transport study should also be undertaken to identify how best to meet the transport needs of the town going forward in the context of the Council's growth ambitions.

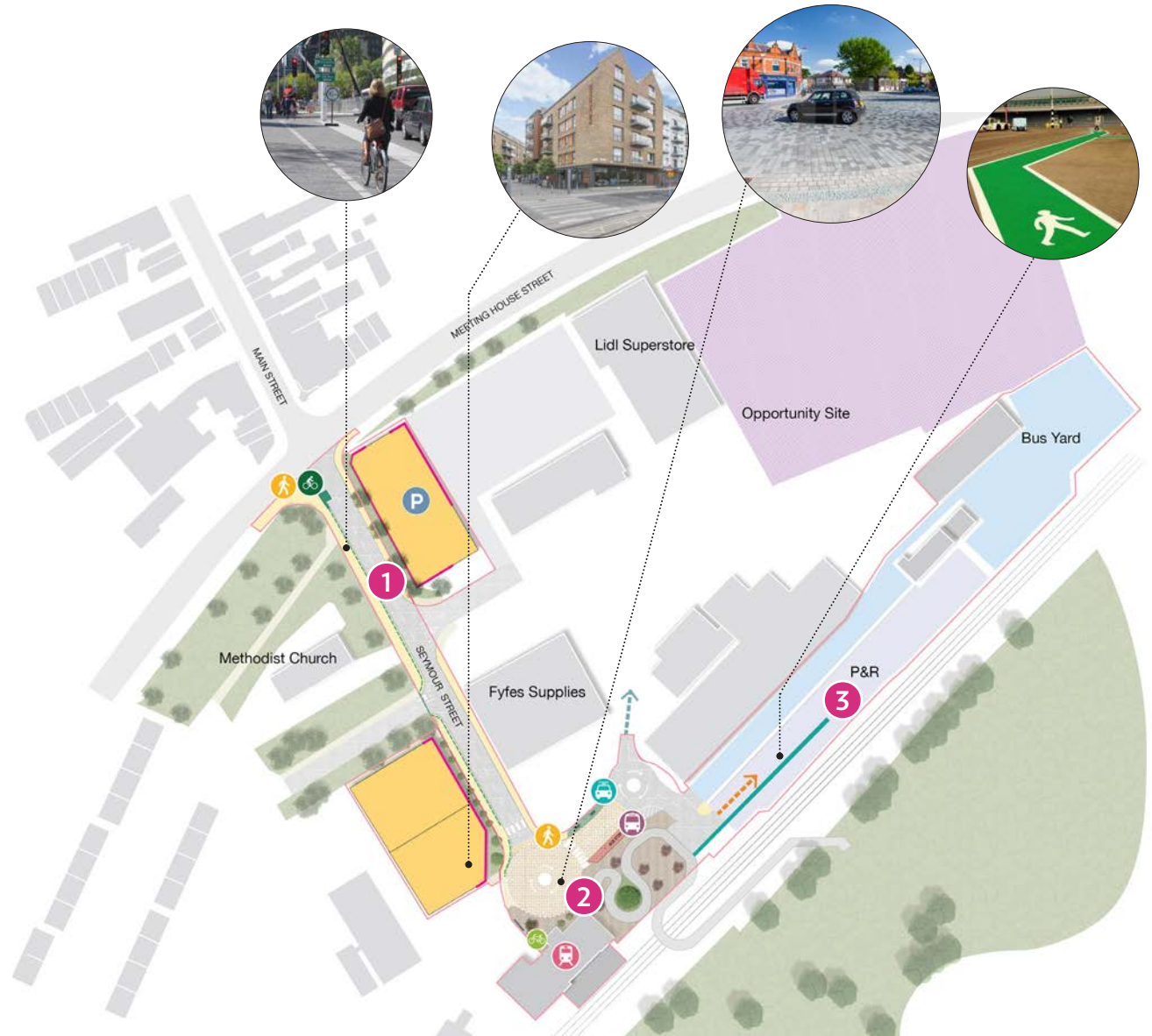
Short Term

- Seymour Street remains a two-way street.
- Introduction of a formal roundabout outside station.
- 3m wide shared surface footway on the west side of Seymour Street to increase cycling connectivity.
- Bus stop provided station side with taxi bay in proximity.
- Provision of an additional roundabout to provide access to existing P&R, industrial units and enable buses to loop.
- Enhanced crossing points and raised table to promote pedestrian and cycle first routes.
- Provision of a demarcated pedestrian walkway through the existing P&R car park.
- Major public realm improvements including widened footpaths, tree planting, new street furniture and lighting.

Key Action: Detailed design and Public Consultation.



Junction design outside Train Station



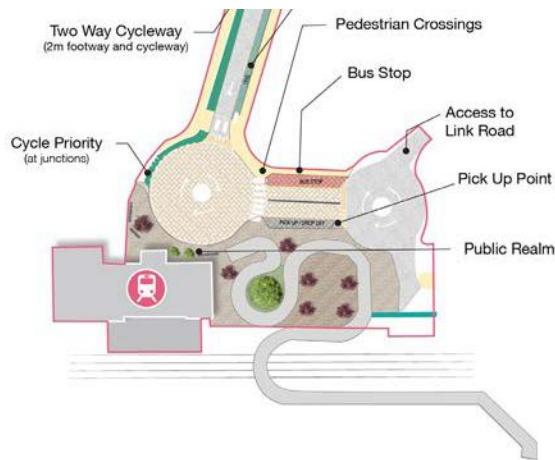
Short Term Option Key

- | | | | |
|--------------|----------------------------|--------------------------|---------------------------------|
| Taxi service | Cycle storage | Improved footpath | Zoned as opportunity site |
| Bus Stop | On footway cycle lane | Key Public Space | Seymour Street (two-way) |
| Station | Park & ride route only | Improved crossing points | Station public realm |
| Parking | Access to industrial area | New development parcels | Retained park and ride facility |
| | Demarcated pedestrian link | Key frontage | |

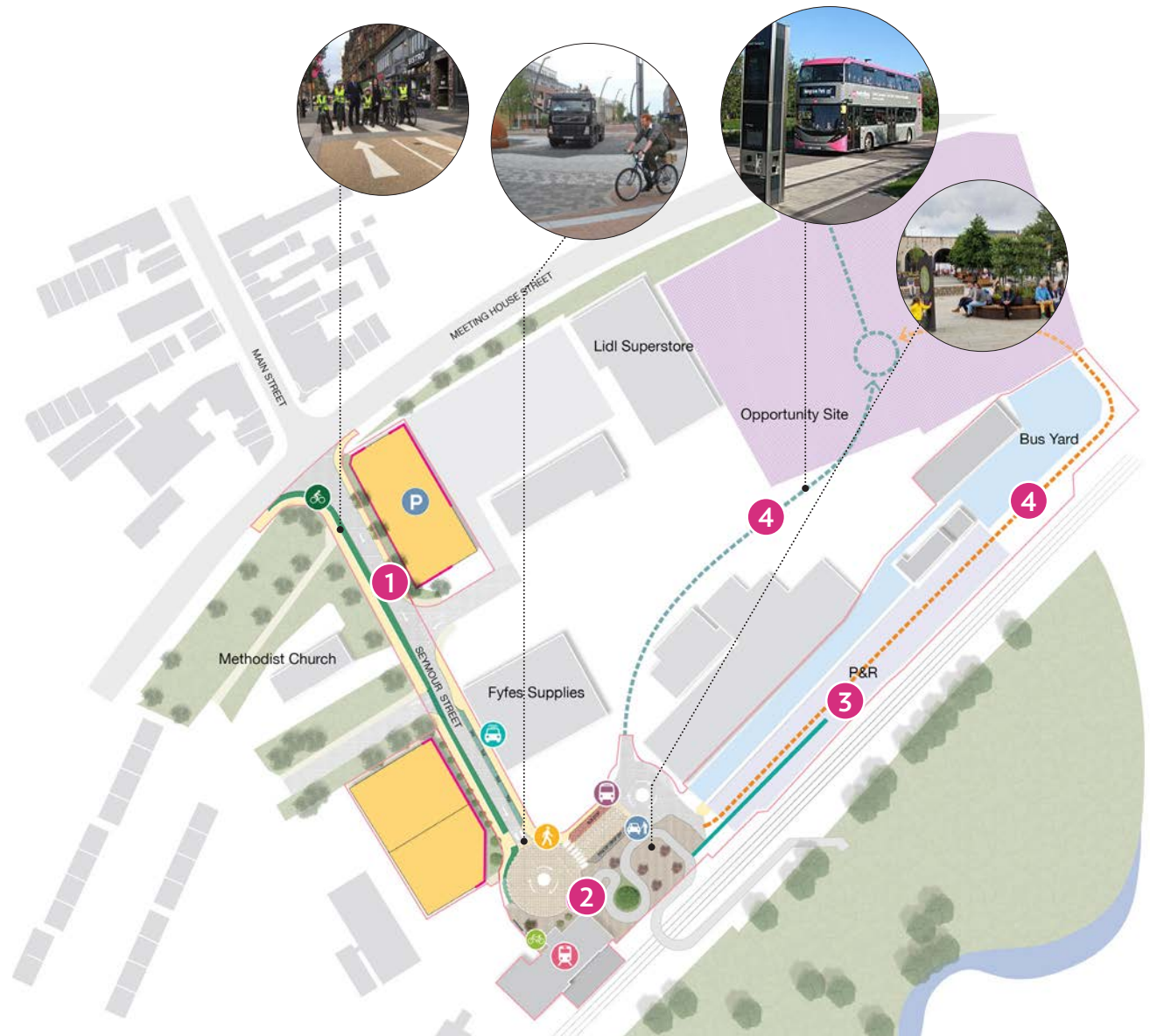
Long Term

- Seymour Street one way southbound.
- New, separated one way road links to Meeting House Street for buses and cars.
- Additional road space from reducing to one way allows a two-way cycle way and 2m footway on the west side of Seymour Street.
- Longer taxi rank provided on Seymour Street.
- Cyclists given priority across junctions.
- Roundabout footprint the same but modifications to the Seymour St arm and link arm.
- One way set down/ pick up section outside the station.
- Roundabout at the P&R side enlarged slightly to allow for the links to the two new proposed link roads.
- Increased provision of pedestrian footways and islands.
- Major public realm improvements including widened footpaths, tree planting, new street furniture and lighting.

Key Action: Detailed design and Public Consultation.



Junction design outside Train Station



Long Term Option Key

- | | | | |
|--------------------|----------------------------|--------------------------|---------------------------------|
| Taxi service | Cycle storage | Improved footpath | Zoned as opportunity site |
| Pick-up & drop-off | On footway cycle lane | Key Public Space | Seymour Street (one-way) |
| Bus Stop | Park and ride route link | Improved crossing points | Station public realm |
| Station | New access link road | New development parcels | Retained park and ride facility |
| Parking | Demarcated pedestrian link | Key frontage | New link road and junction |

Proposed Interventions

Good design of public spaces in conjunction with high quality architectural design can help boost civic pride. The train station plays a key role as both a gateway to Ballymoney and a key destination within the town. The quality and condition of this space is intrinsically linked to the feeling and perception of Ballymoney upon exit of the station.



Strengthened connection with Main Street and Town Centre



Improved seating provision upon exit of station



Bespoke wayfinding upon exit of station



Banbridge Bus Depot.



Improved Bike Storage



Pathway illumination to help strengthen connectivity with town centre



Interpretation panels portraying local heritage



Bespoke public art to reflect local sporting heritage

Best Practice



Lincoln, East Midlands

Lincoln Transport Hub was redeveloped to form a renewed gateway to the city and act as a catalyst for regeneration of the area.

The project included new public realm, café, reconfigured railway station forecourt, state-of-the-art transport interchange with 14-Bay Bus Station with new concourse. Traffic calming measures, cycle lanes, safe pedestrian crossings and new public space leading to the city centre created a safe, accessible and attractive gateway.

The revitalisation of the station has encouraged surrounding development, increased footfall, improved connectivity and facilitated a modal shift.



Movement and Access: Maximising Capacity and Efficiency

A fit-for-purpose network is essential to alleviating town centre congestion and maximising the efficiency of existing system. Both minor and major infrastructure improvements offer the opportunity to improve both the capacity and circulation in and around the town centre.

Opportunities

A fit for purpose road network is essential for the successful functionality of the town centre. The existing system for movement and access within Ballymoney is widely recognised as being a significant issue. The current road network is perceived as heavily congested, under pressure at peak hours of the day and contributing to unnecessary traffic through the town centre

The current layout of the road network encourages vehicular movement through as opposed to around the town centre. Similar to other comparator town centres elsewhere, there are perceptions of congestion 'hotspots' at key nodes. Junctions regarded as being an issue are mainly spread around the town centre, particularly along the key distributor routes of B66 and B62. Most notably Coleraine Road/High Street Junction, Linenhall Street/Victoria Street Junction, Meeting House Street/Queen Street Roundabout and Main Street/Meeting House Street Junction. A series of interventions have the potential to improve the efficiency of the network, ease traffic congestion and improve the pedestrian environment.

There are a range of opportunities that could provide potential solutions. Minor improvements would enhance the management of existing transport infrastructure. Investment in strategic transport infrastructure would also improve the wider transport infrastructure. However, it is recognised that improvements can potentially be delivered as a series of gradual changes to assess the overall impact on the network. The level of intervention required is subject to priority, costs and potential funding sources.

Minor Improvements

The potential to alleviate traffic congestion through minor changes in the existing network is the most feasible and deliverable in the short-term. Minor improvements could improve the efficiency and functioning of the network with a focus on improving the flow of traffic at key congestion hotspots throughout the town centre. The main purpose of these improvements would be to improve the capacity of key junctions that are operating near to or over capacity. Improving junction performance has the potential to reduce delays and alleviate town centre traffic circulation. A programme of coordinated interventions range from upgraded/revised traffic signals, junction re-design and the removal of roundabouts.

Wider complementary interventions detailed within the RPS Traffic Assessment Report 2017, specifically the informal 'gyratory' system by implementing one way streets should also be considered. However it is advised that further analysis is undertaken at North Road / Eastemeade Gardens junction and the Model School Road / High Street / B62 roundabout to ensure they operate at both a capacity level and a delay level. Minor improvements would deal with the flow and circulation of vehicles when within the internal network, however it would do little in tackling the amount of strategic traffic entering the town centre with no purpose other than to get to an alternative destination.

Major Infrastructure

A radical and transformative approach would be a comprehensive remodelling of the network to include a Southern Bypass. The bypass could redirect traffic that would otherwise make unnecessary journeys through Ballymoney town centre. This would minimise cross town trips and reduce the severance effect of traffic volumes between the train station and town centre.

The removal of traffic entering the internal town centre network has the potential to provide congestion relief on both Meeting House Street (B66) and Queen Street (B62). A bypass would also aid the growing residential population located in the south western area of Ballymoney, providing a strategic connection to Coleraine and Ballymena/ Belfast.

A bypass would also present opportunities to make the town centre safer, opening possibilities to redesign streets to function better for pedestrians and make the town more appealing for visitors and shoppers due to ease of access.

However, any future scheme would also require significant funding and be subject to the relevant assessments and public consultation.

Minor Improvements

Coleraire Rd/High St Junction: Rationalisation of entry and exits movements through exit only onto High Street and entry only from Model School Road could alleviate capacity constraints.

Linenhall St/Victoria St Junction: One way southbound only will remove the northbound traffic phase from the signal timings providing more green time to aid congestion.

Meeting House St/Queen St R'bout: Removal of existing roundabout and new signalled system.

Main St/Meeting House St Junction: Review of traffic signal timings to optimise movements, potentially introducing MOVA systems.

Key Actions: Microsimulation assessment of the road network and junctions would identify the key area of constraints and provide a basis to optioneering.

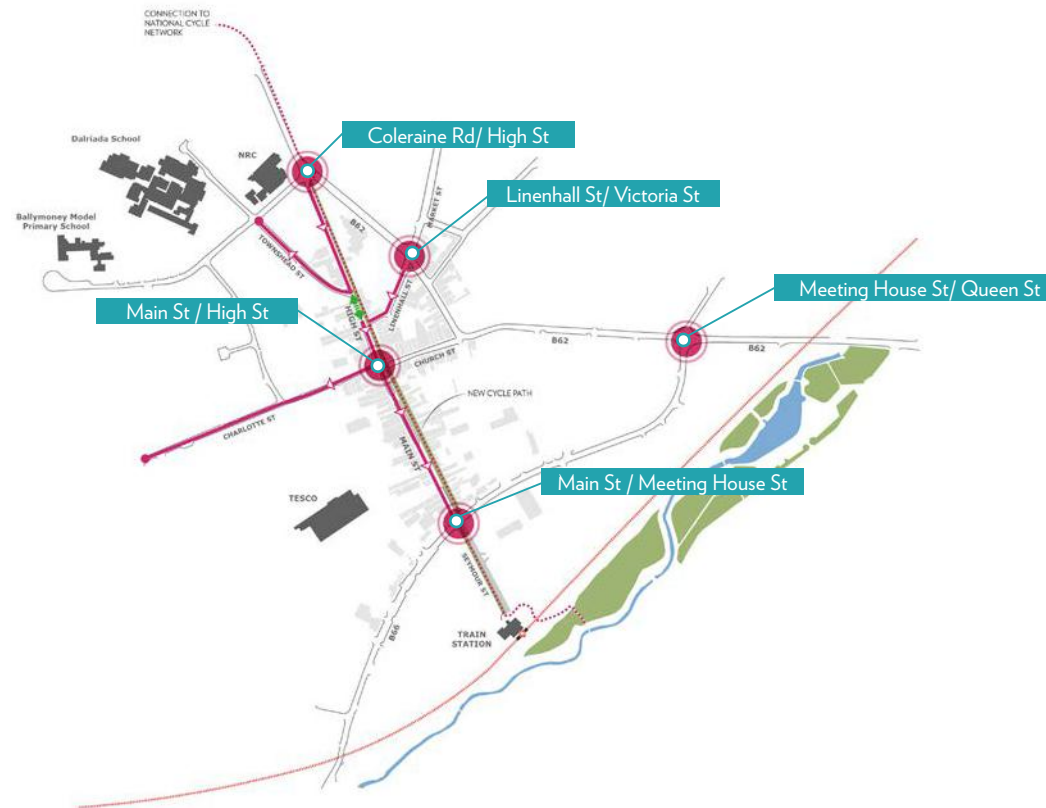
Major Infrastructure

Southern Bypass: An aspirational approach to alleviate traffic congestion in Ballymoney, particularly on Meeting Bypass Street, would be a comprehensive remodelling of the network to include a southern bypass.

A bypass would have the potential to reduce and redirect traffic that would otherwise make unnecessary journeys through Ballymoney town centre.

Key Actions: The first step would be to carry out Origin Destination Surveys to determine whether a southern bypass, or any other measure, could have a significant impact in reducing congestion in Ballymoney town centre.

**Current funding is directed principally to Strategic Routes, with no funding allocated for this project at present.*



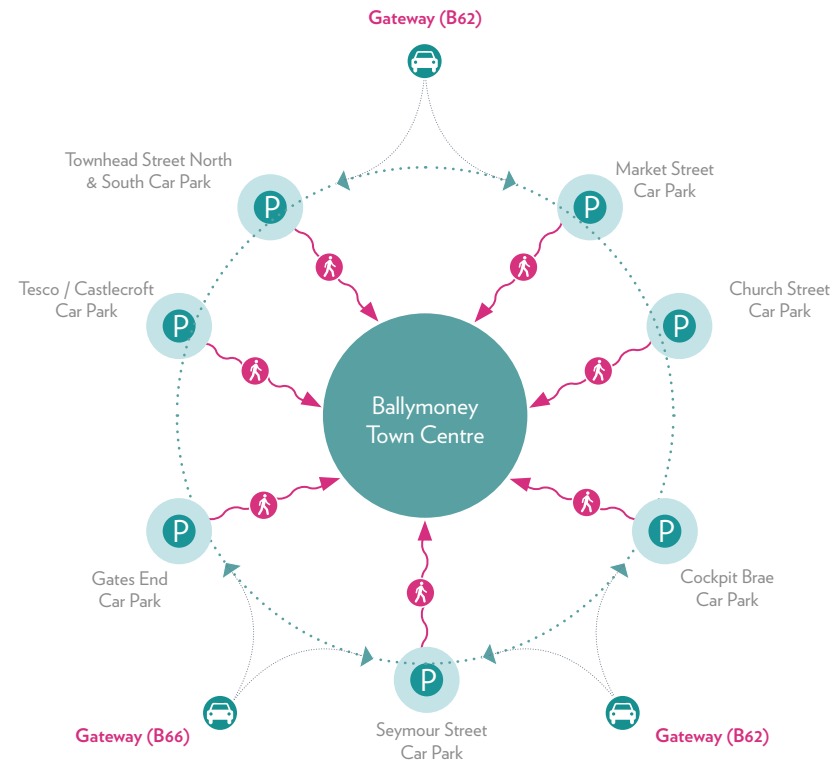
Minor Road Improvement Opportunities

Car Parking

Parking is a key contributor to the volume of traffic and congestion within the network. The location, quality and accessibility of car parking each have a significant impact on the travel movements in and around the town centre. Difficulty navigating to and between car parks, perception of parking capacity and a desire to park directly on the main street each can impact the efficiency of the movement network.

Car parking in Ballymoney is spread throughout the town centre. The existing car parks are within proximity of the towns main streets, operate at a nominal charge and generally function below full capacity. An approach to parking that encourages vehicles to use strategically located car parks before they reach the town centre will become increasingly important in both reducing unnecessary trips and alleviating congestion. Providing sufficient, well-signposted and secure car parking on the edge of the town centre could help to reduce traffic through the town centre, minimise delays associated with vehicle movements in and out of on-street bays and increase overall circulation.

Interventions to aid the efficient management of car parking include the provision of advanced direction signage, Intelligent Transport Systems (ITS) and digital signage. Digital 'Smart' parking systems would enable car parks on the edge of the town centre to be easily accessed.



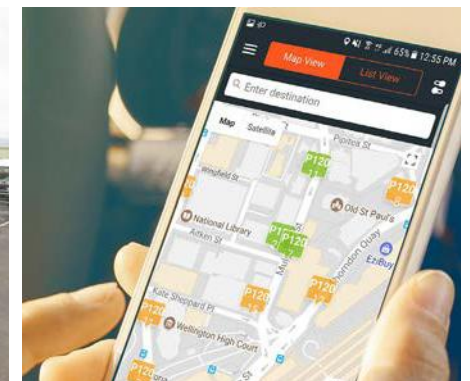
Driving 'to' the nearest Car Park not 'through' the town centre approach



Digital Smart Parking



Wayfinding Totem



Ticketless Payments Systems and Live Information App

6

ACTION PLAN REFRESH

THIS SECTION PRESENTS THE MASTERPLAN
ACTION PLAN.



For Sale/To Let
Central
Retail Unit /
Site
7034 4244
0870 400 400
O'Connor
Kennedy
Tuckey

028 7032 9222

nre
Homecare
Real Estate

TAGGART & CO LTD

44

WEEKEND
Down
Sale

Home
Clothing

MR2 2335

Delivery and Implementation

Many aspects of the 2014 Masterplan remain relevant. However the 2020 Masterplan Review has identified that the circumstances in which the regeneration projects were formulated have changed and a refreshed action plan framework is imperative to delivering change. The framework sets out how each project or initiative can be delivered, an indicative timescale and key steps which could achieve early quick wins.

The delivery of the projects identified in the refresh of the Action Plan will require a dedicated resource, if available, with the requisite skills and experience to help drive, deliver and implement the range of actions identified in the Masterplan.

Collaboration and Delivery Mechanisms

To be successfully delivered, it is essential for all stakeholders, funding partners and local champions to have a clear understanding of how projects and initiatives could be delivered, key actors to engage and project programming.

While the council is expected to perform a key role, future public and private sector collaboration with other agencies is recognised as critical to enabling, funding and delivering the projects. A number of delivery mechanisms could potentially be used to deliver change including private sector delivery, public sector delivery and public/private development partnerships.

Future Proofing

The Masterplan Review focuses on achieving the long-term aspirations of the town centre whilst identifying clear steps to progress each project. There are many key stakeholders involved in the regeneration of Ballymoney and it is therefore critical to ensure an integrated approach to the redevelopment of each area. Delivering this comprehensive approach to development, raising awareness on key projects and the opportunities available will be critical to delivering the long-term vision. It is therefore

important to engage with developers through the planning process to ensure the private sector bring forward developments which benefit Ballymoney and have the greatest impact across the town centre.

Action Plan Framework

The Action Plan is one of the most vital parts of the Review, as it provides a framework for taking forward regeneration projects. These actions have been drawn up to contribute positively to the regeneration objectives of Ballymoney and are a direct result of stakeholder engagement.

As a non-statutory document, this Masterplan should be used to inform planning and design decisions prior to the planning application stage. Responsibility lies with all key stakeholders to promote such use of the Masterplan Review, leading through example and by proactive outreach to key individuals and organisations.

The projects have been categorised within a series of key moves that underpin the 2020 Masterplan Review. Where a phased approach is required, key actions are highlighted and priority areas identified. Potential projects will need to be delivered over time as resources, funding opportunities and favourable market conditions will play a significant role in their implementation.

The Action Plan Framework:

▶ Key Moves

- 1 Transport and Connectivity
- 2 Access and Linkages
- 3 Environmental Improvements
- 4 Transformational Developments (site specific and civic spaces)
- 5 Town centre Animation Initiatives

▶ Timescales







- S Short Term (within the first three years)
- M Medium Term (within four to ten years)
- L Long Term (beyond ten years)











▶ Priority

- L Low Priority
- M Medium Priority
- H High Priority

2020 Action Plan







1 Transport and Connectivity

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		New school bus hub.	School bus hub to facilitate Dalriada and Ballymoney Model schools. Provision of private residential and/or social housing to offer affordable housing within the town centre.	New	<ul style="list-style-type: none"> Audit of existing conditions and future requirements for bus hub and parking (scoping and feasibility assessment). Detailed Transport Assessment. 	Translink, DfC, Dfl, NIHE and Education Authority.			<p>Potential to significantly reduce school traffic on High Street and Model School Road whilst creating a safer environment for school children.</p> <p>Potential to increase the existing level of affordable and social housing within the town centre.</p>
		Reconfigured road layout at the Station Area.	Reconfiguration of the road layout with the provision of formalised areas to include: dedicated bus and taxi ranks, pick-up / set-down area, pedestrian crossing points, and new roundabouts to enable the provision of a new link road.	Refocused Existing (KC5a)	<ul style="list-style-type: none"> Audit of existing conditions and future requirements. Detailed Transport Assessment required. Land title review to facilitate viable new road route. Detailed design 	Translink, DfC and Dfl.			A new public plaza at the Train Station forecourt and clear wayfinding would create an inviting and welcoming entrance to Ballymoney
		Seymour Street to become one-way	Traffic travelling away from the Meeting House Street junction to become one-way (linked to new road proposal above).	Existing (KC5b)	<ul style="list-style-type: none"> Detailed Transport Assessment required. 	DfC, Dfl and Translink.			Realise opportunity to potentially reduce traffic wait at Meeting House Street and Seymour Street junction through utilisation of existing brownfield, underutilised lands.

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Charlotte Street to become one-way	Outbound traffic between High Street and Eastermeade Gardens to become one-way.	Existing (KC6c)	<ul style="list-style-type: none"> Supplementary Transport Assessment. Partnership working to understand impact of traffic/ road proposals and impact on public realm improvements. 	Dfl, DfC.			Town wide understanding of the traffic constraints and how these could be addressed comprehensively.
		Linenhall Street to become one-way	Inbound traffic to the town centre to become one-way	Existing (KC2b)		Dfl, DfC.			In understanding the suitable traffic arrangements in these streets will inform public realm proposals.
		Southern section of High Street to become one-way	Traffic travelling towards Main Street to become one-way	Existing (KC6d)		Dfl, DfC.			
		Minor Road Improvements	<ul style="list-style-type: none"> Coleraine Rd/High St Junction Linenhall St/Victoria St Junction Meeting House St/Queen St Roundabout Main St/Meeting House St Junction 	New	<ul style="list-style-type: none"> Microsimulation assessment of the road network and junctions. 	Dfl, CCGBC.			A fit-for-purpose network is essential to alleviating town centre congestion and maximising the efficiency of existing system. Minor and major infrastructure improvements offer the opportunity to improve the circulation in and around the town centre.
		Major Road Improvements	Southern Bypass	New	<ul style="list-style-type: none"> Origin destination surveys. 	Dfl, CCGBC.			

2020 Action Plan





2 Access and Linkages



Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Town Centre Wayfinding Strategy and Car Park Signage.	New wayfinding around Railway Station, Tourist Information and from car parks	New	<ul style="list-style-type: none"> Wayfinding implementation strategy. 	DfC, CCGBC, DfI and TourismNI.			<p>Quick win project</p> <p>To incorporate wayfinding for pedestrians and drivers entering the town. The benefit of considering vehicular traffic is to encourage and direct them to suitable car parks, or to take the less restricted/ congested routes.</p>
		Linkages Project (Imperial Bar)	<p>Potential to create new pedestrian linkages through Imperial Bar arch.</p> <p>New pedestrian linkages from proposed development in Eastern Quarter to Main Street.</p>	New	<ul style="list-style-type: none"> Facilitate engagement between site developers (Eastern Quarter site) and Imperial site owners. Land title review. 	DfC, Private landowners.			<p>Quick win project</p> <p>Crucial to pedestrian permeability in Ballymoney, clear and navigable routes from Main Street to new development in the Eastern Quarter will retain vitality in existing shops and make new development as attractive as possible to the users of Ballymoney.</p>
		Linkages Project (Taggart Mews)	Pedestrian friendly linkage from existing car park to Main Street.	Refocused Existing (KC5b)	<ul style="list-style-type: none"> Public realm strategy to include this linkage in town centre review. Engage with private owners of adjacent properties to discuss opportunity to widening linkage. 	DfC, CCGBC and Chamber of Commerce.			

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Utilising Main Street backyards.	Potential for new uses in existing backyards (courtyard development)	Refocused existing	<ul style="list-style-type: none"> Carry out land ownership and land availability research. Scoping Report to be carried out to establish potential uses and economic opportunities this would create. Engage with landowners. 	DfC, Private land owners	M	L	Potential to encourage new/ diverse uses within Ballymoney whilst enabling landowners to make income from their underutilised lands/ back buildings. This will create a novel concept for Ballymoney, attracting local people and visitors.

2020 Action Plan

3 Environmental Improvements









Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Public realm improvements to High Street and Main Street (Phase 1) Charlotte Street and Church Street (Phase 2)	Create a high quality, attractive environment through the removal of eastern parking bays to allow for the extension of footpath. Relocation of taxi rank.	Refocused existing (KC6a)	<ul style="list-style-type: none"> Commission Public realm strategy. Public consultation on proposed scheme. Assessment against Supplementary Transport Assessment. 	DfC, DfI, CCGBC.			<p>If funding is available for a comprehensive scheme, public realm improvements should be undertaken on High Street, Main Street, Charlotte Street and Church Street.</p> <p>If limited funding is available, public realm schemes should be prioritised via Phase 1 then Phase 2.</p>
		Removal of parking and extension of footpath on Main Street.	Create pedestrian friendly environment through extension of footpath for new street planting and furniture.	Refocused existing (KC1b)	<ul style="list-style-type: none"> Engage with effected shop owners. Trial over a 2 month period through use of planters to remove spaces. 	DfI, DfC, CCGBC.			Provision of loading/ disabled priority will reduce traffic parking/ backup on Main Street. Ease traffic flow.

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Public realm improvements to Linenhall Street (Phase 3)	Create a pedestrian friendly environment and consider the connectivity to the proposed Linenhall Quarter development opportunity site.	Existing (KC2b)	<ul style="list-style-type: none"> Enter into discussions with Linenhall Site Landowner to ensure continuity of material palette. 	DfC			Potential for this to come forward at a later date when future use of Linenhall Street confirmed. This will result in a public realm which is complementary to new development and which connects it to the town centre.

2020 Action Plan

4 Transformational Developments



Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Encourage the full redevelopment of the Linenhall Quarter development opportunity site	Meanwhile uses (shipping containers) and green/ event space.	New	<ul style="list-style-type: none"> Engage with landowner. DfC input regarding funding/ implementation. Temporary planning permission required. 	Private landowner, DfC, Chamber of Commerce and CCGBC.			<p>Quick win project Opportunity to create new uses in underutilised brownfield site in the intervening period prior to being developed.</p> <p>Creative, start-up businesses encouraged, with some element of public space surrounding to create a positive, enticing environment. Opportunity to create interest in Ballymoney through innovative uses.</p>
			<p>Option 1 - Mixed Use -Residential with ground floor commercial</p> <p>Option 2 - Commercial - Commercial leisure and cultural uses</p> <p>Option 3 - Public Park- New park with a performance space and civic gardens</p>	Refocused Existing (KC2a)	<ul style="list-style-type: none"> Engage with landowner to understand potential site plans. 	Private landowner, CCGBC.			Encourage development that will contribute positively to the vitality of Ballymoney and create strong pedestrian linkages to the town centre.

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Ballymoney Northern Regional College Site	Review the long-term future of the NRC site and investigate potential appropriate use(s) to ensure the site is re-utilised. Potential for private residential and/or social housing.	New	<ul style="list-style-type: none"> Engage with landowner to understand potential site plans. Confirm NRC site disposal process. Detailed Transport Assessment. 	Northern Regional College, Education Authority, DfC, NIHE			The future role of the NRC site and opportunity to create a positive impression on the northern gateway. Exploring viable future uses will be critical to wider regeneration objectives.
		Castlecroft events and meanwhile use space.	Improvements to public realm, landscaping and potential of meanwhile uses to enclose space.	Refocused existing KC4	<ul style="list-style-type: none"> Castlecroft space incorporated in public realm improvement plans to Main Street. 	DfC, DfI, CCGBC & Chambers of Commerce.			Quick win project Opportunity to enhance existing public space to encourage greater use, dwell time and to create a space that hosts events.
		Riverside Park	Introduce temporary/permanent built form between southern railway platform for Café/ creative business space (to include secure bike parking).	New	<ul style="list-style-type: none"> Local chambers of commerce to provide comment on potential for new business interests/ existing owners wanting to diversify/ expand or create new business opportunity. Site review to assess appropriate built form achievable on this site. 	DfC, Translink and Chamber of Commerce.			Encourage better connections between Riverside Park and Town Centre whilst creating a new 'destination' at the Train Station. This could also act as a starting point for the proposed Ballymoney to Ballycastle Greenway.
		Establish built form along Seymour Street (eastern edge).	New development to incorporate town centre living and active frontages to increase sense of connection between Railway Station and Main Street.	New	<ul style="list-style-type: none"> Engage with existing business owners/ landowners to understand ownerships/ leases. 	DfC, private landowners			Although dependant and driven by the private sector, the establishment of suitable town centre uses and living at this location will create a more attractive environment for pedestrians utilising the train and Riverside Park.

2020 Action Plan

5 Town centre Animation Initiatives

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Events Calendar	Scheduled and well publicised Events Calendar for Ballymoney. To take into account and plan events throughout the year.	Refocused existing.	<ul style="list-style-type: none"> Partnership working to assess feasibility of new events. Co-ordinate a schedule of events to take account of all seasons. 	CCGBC, Ballymoney Chamber of Commerce and Causeway Chamber of Commerce	S	H	<p>Quick win project</p> <p>A scheduled events calendar, with new and existing events will maintain vitality in Ballymoney town centre, whilst allowing local businesses to create opportunities to co-ordinate special events during these times.</p>
		Celebrating heritage	Funding schemes to protect and promote Ballymoney's Ulster-Scots, agricultural, motorcycling and built conservation heritage.	Refocused existing 7e.	<ul style="list-style-type: none"> Partnership working and public engagement to understand underutilised assets which could be celebrated/ attract tourists. Further built heritage funding explored. 	DfC, Chamber of Commerce and TourismNI.	S	H	<p>Engage with Tourist Board to understand what attracts tourists to Ballymoney.</p> <p>Following the success of the THI Scheme, review of future schemes could be beneficial in protecting built heritage of Ballymoney.</p>

Key Move	Ref	Project Title	Description	Status	Delivery Stages	Delivery Partners	Time scale	Priority	Comments
		Town Centre Living	To encourage town centre living, and the refurbishments of upper floors of buildings within Ballymoney.	New	<ul style="list-style-type: none"> Assessment of case studies/ similar grant schemes and their success. Identify funding and roll out mechanisms of scheme. 	DfC			This proposal will create a more resilient town centre through the diversification of uses and new residents to support retail footfall and evening economy.

COLERAINE



MASTERPLAN REVIEW 2020



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FURTHER INFORMATION

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ARUP

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Issue: Final
Date: 09/11/20
Prep'd / Choked / Appr'd: MT / CI / DG

Prepared by Arup on behalf of Department for Communities (DfC)

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

In preparing this report we are relying on information contained in reports supplied by the client and third parties, as stated throughout the document. We have relied in particular on the accuracy and completeness of such reports and accept no liability for any error or omission in this statement to the extent the same results from error or omission in the other consultants' reports.

Please note, this report is intended to be viewed and printed as an A4 double-sided document with cover page.

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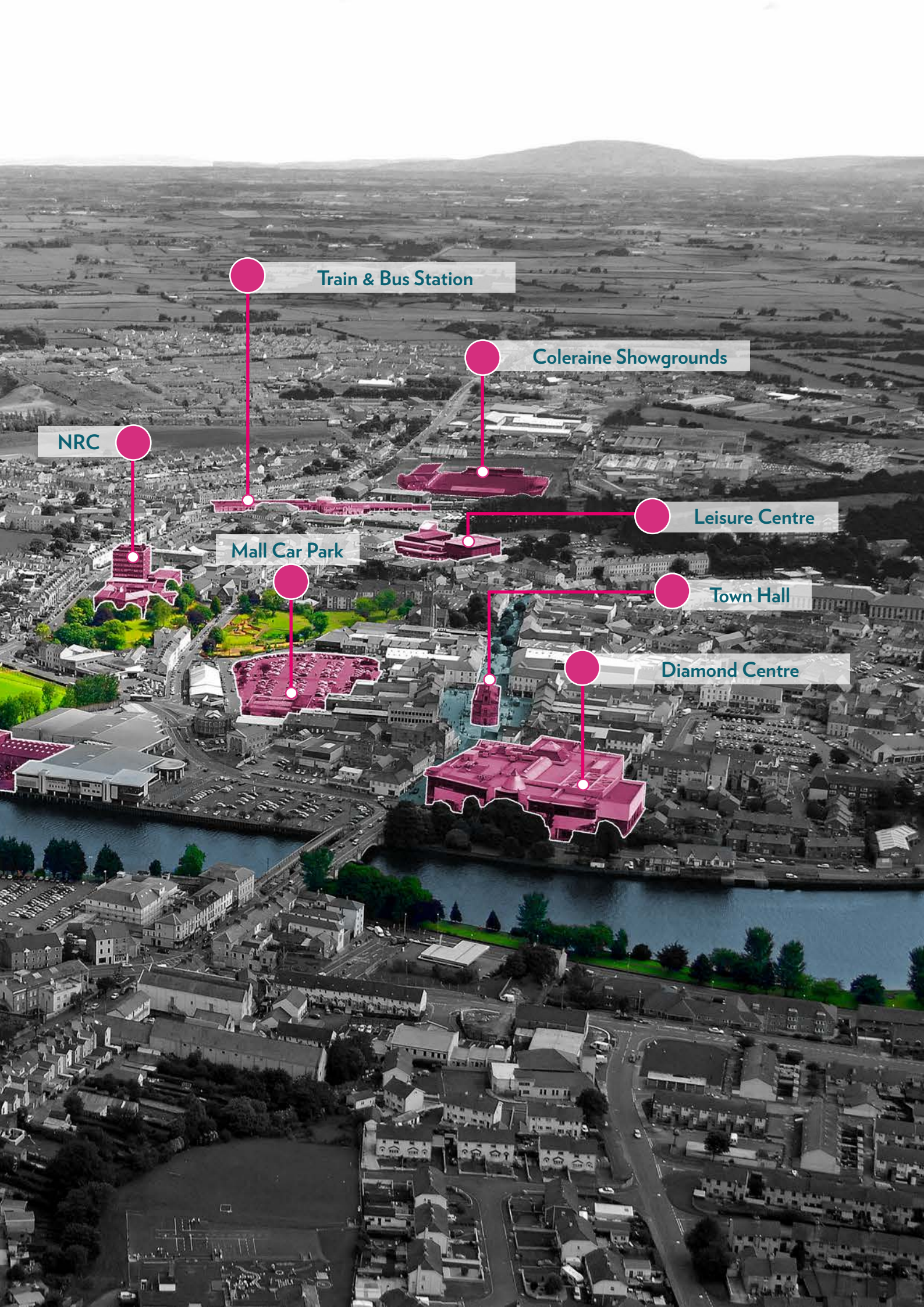


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Coleraine Harbour



Train & Bus Station

Coleraine Showgrounds

NRC

Leisure Centre

Mall Car Park

Town Hall

Diamond Centre



KEY

- 1 River Bann
- 2 Coleraine Harbour
- 3 Anderson Park
- 4 Northern Regional College (NRC)
- 5 Rail / Bus Station
- 6 Coleraine Showgrounds
- 7 Leisure Centre
- 8 St. Patricks Church
- 9 The Diamond / Town Hall
- 10 The Diamond Shopping Centre
- 11 Christie Park
- 12 Tesco Superstore

— Town Centre Boundary (NAP 2016)



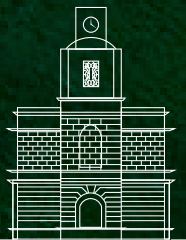
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01

Setting the Scene ◀

This section outlines the purpose of the Masterplan Review and the activities undertaken to inform the preparation of the report.

02

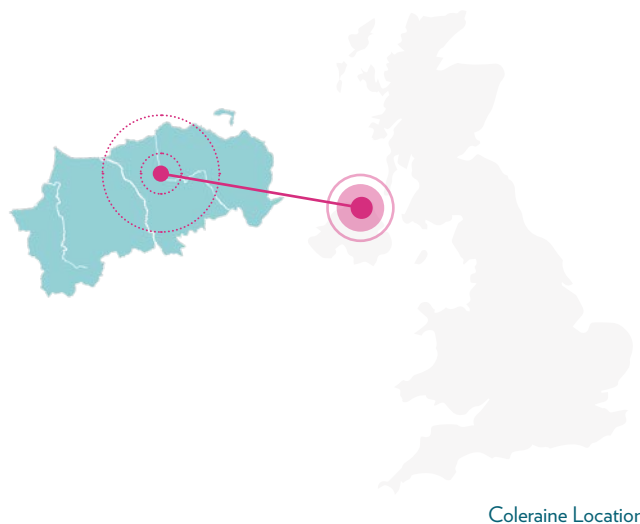


Setting the Scene

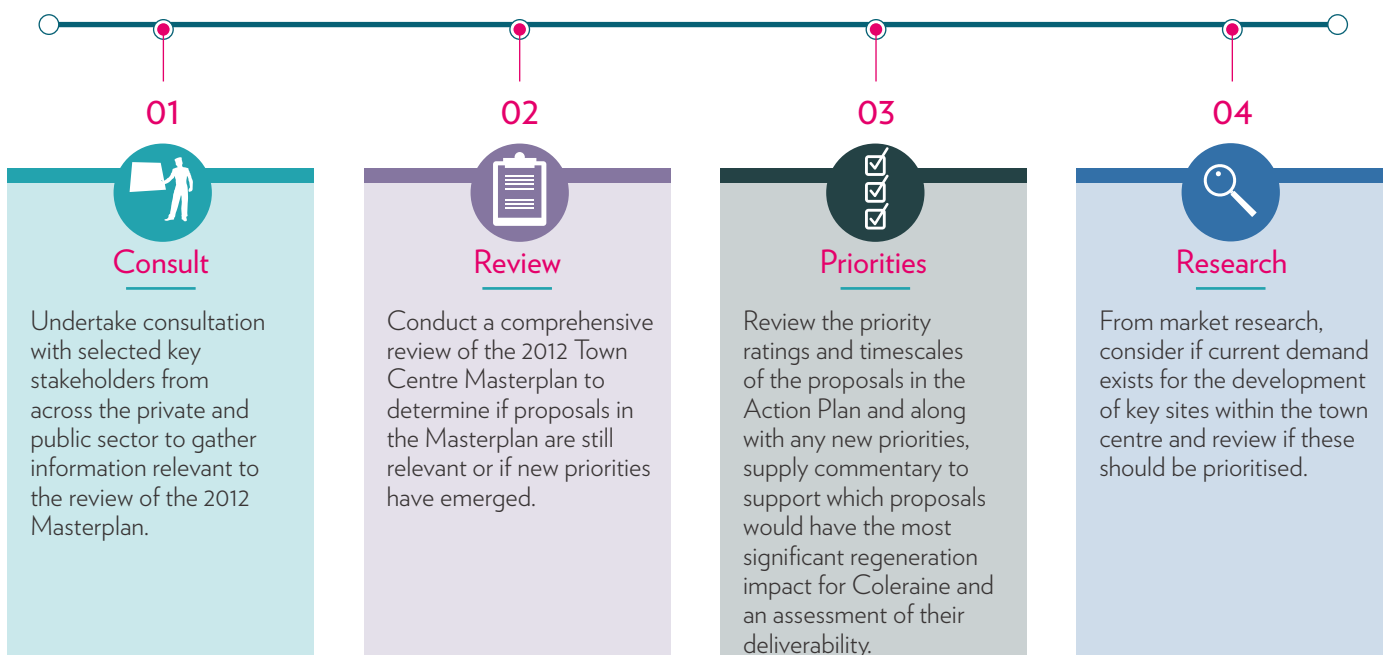
The 2020 Coleraine Masterplan Review provides a framework to guide the future development of Coleraine. The masterplan review reflects on the original aspirations set out in the 2012 masterplan, identifies key interventions to capitalise on Coleraine's unique assets and outlines actions to catalyse and deliver the regeneration of a 21st Century town centre.

The Purpose of the Masterplan Review

The Department for Communities (DfC) appointed Arup to undertake a review of the 2012 Coleraine Town Centre Masterplan to determine if the regeneration proposals for the town are still relevant, achievable by Causeway Coast and Glens Borough Council (CCGBC) and Department for Communities and reflective of the aspirations for Coleraine going forward.



Coleraine Location



The 2012 Masterplan

The Coleraine Town Centre Masterplan, prepared in 2012 set out a 15-year shared vision. Reflective of stakeholder engagement at the time and Coleraine’s strategic location in the North West, the vision describes the type of place that Coleraine could become and forms the basis upon which the Masterplan initiatives would be evaluated.

.....

2012 Vision Statement:

“Coleraine town centre will sustainably develop into a leading historic and cultural destination by drawing on its plantation origins and deep rooted Mesolithic connections associated with the archaeological site of Mountsandel.

Its diverse range of services, underpinned by a state of the art IT network and strengthened University presence, will complement the existing strong retail core and establish Coleraine as a highly competitive location.

Well designed pedestrian routes, streets and spaces, that embrace the River Bann creating a distinctive waterfront, will ensure good connections throughout the town centre and adjoining residential neighbourhoods.”

.....

As with the 2012 Masterplan, the aim of the commission is to prepare a Masterplan which would set out the practical steps that need to be undertaken to ensure the future prosperity of Coleraine town centre.

This Masterplan Review should be read as an addendum alongside the 2012 Masterplan which sets out the original regeneration objectives and projects for Coleraine town centre.

Approach to this Report

The Masterplan Review covers the town centre boundary adopted in the 2012 Masterplan. Key developments outside this boundary which have the potential to impact how people use the town centre have also been considered where applicable to foster interconnection with key destinations and communities. An executive summary is available which summarises the content of this document.

This report is structured as follows:

Section 2: Review of 2012 Masterplan:

A comprehensive review of the 2012 Masterplan, reflecting on the outcomes of stakeholder engagement to inform the vision, objectives and relevance of proposals for inclusion in the Masterplan Review.

Section 3: Strategic Context:

Key findings from planning strategies and reports that have been published since the original Masterplan was adopted in 2012. Summary of the current opportunities and constraints presented in Coleraine town centre in 2020, building on the analysis of the 2012 Masterplan, stakeholder consultation, market research and observations from site visits.

Section 4: 2020 Masterplan Review:

This section sets out the priority projects and initiatives proposed for Coleraine which are considered as offering the most regeneration potential.

Section 5: Action Plan Refresh

This section sets out the key projects, proposals and initiatives identified through the masterplan review process, including those which have been retained, revised and new project proposals. The Action Plan also identifies the level of priority, timescale and delivery body for each proposal.

Our Approach

Throughout the Masterplan Review, a series of site visits, discussions, meetings and facilitated stakeholder workshops were undertaken.

The Review has been carried out with a thorough understanding of the spatial context of Coleraine, the changing nature of the town centre and the characteristics which make Coleraine unique.

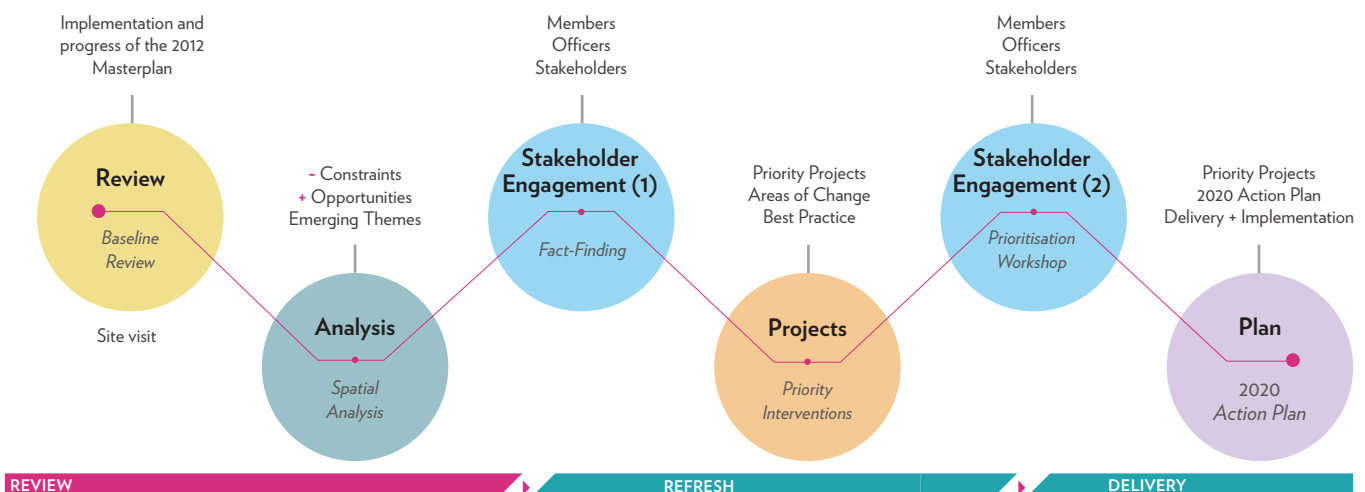
Set out below is an overview of the activities undertaken and how stakeholders have helped shape the 2020 Masterplan Review.

Engagement

Stakeholder engagement was crucial to understanding how Coleraine has evolved since the 2012 Masterplan, and importantly to ensure regeneration proposals align with and reflect the priorities of those invested in the positive development of Coleraine.

The following groups were engaged through workshop sessions and 1:1 meetings. It was considered these groups were representative of the needs of the local community and businesses in Coleraine:

- Officers from Causeway Coast and Glens Borough Council
- Department for Communities (DfC)
- Translink
- Coleraine Town Team
- Landowners of key sites
- Northern Regional College
- Ulster University Coleraine Campus
- The Honourable The Irish Society
- Coleraine BID
- Coleraine Harbour Commissioners
- Department for Infrastructure (DfI)



The Process

Partnership working is recognised as critical to the delivery of the Masterplan and for Coleraine town centre to realise its potential.

Stage 1:

The purpose of the first stage of stakeholder engagement was to explore the 2012 Masterplan and identify the effectiveness of its implementation and delivery of the regeneration proposals. During this stage, the vision, objectives and how these reflect the aspiration for Coleraine town centre going forward were also reviewed and updated where appropriate.

Importantly, a review of the 2012 regeneration projects were considered by their relevance and priority having presented the common challenges and the opportunities faced by the town centre.

This stage of engagement provided an understanding of the distinctive qualities and assets Coleraine exhibits. This helped create collaborative thinking and encouraged participants to explore new, transformational approaches to development and uses within the town centre.

The outcomes from this stage of engagement is reported in Section 2: Review of 2012 Masterplan.

Stage 2:

The second stage of stakeholder engagement was to present the progress of the Masterplan review and the refreshed Action Plan, setting out how the conceptual plans and key projects were informed by the existing evidence, stakeholder engagement and town centre analysis.

Stakeholders also had the opportunity to input into the priority level of proposals set out in the Action Plan, fostering agreement and creating shared ownership of the Masterplan.

The outcomes from this stage of engagement is reported in Section 5: Action Plan Refresh.



1

COLERAINE WALKING TOUR

January 2019: A meeting and site visit with DfC and Officers from CCGBC enabled the team to gain a broad understanding of the objectives of the Masterplan Review, key issues facing the town centre and opportunities.

SITE VISITS

2

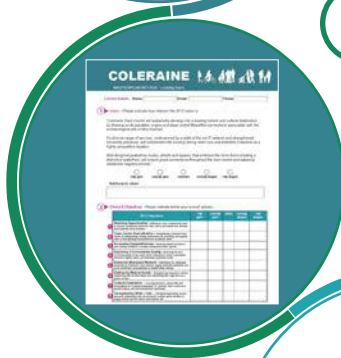
April & May 2019: Site visits were undertaken to identify if 2012 Masterplan projects had been implemented and a detailed review of the town centre including: public realm, townscape quality, wayfinding, vacancy levels and new developments.



3

ENGAGEMENT WORKSHOP

July 2019: A workshop was held with the Coleraine Town Team, comprising of public sector officers, private businesses and organisation representatives based in Coleraine. The outcome of Workshop 1 was for stakeholders to consider how relevant the 2012 vision, objectives and proposals are going forward and initial thoughts on new proposals/ priorities.



INDIVIDUAL MEETINGS

4

July & October 2019: A number of meetings/ follow up discussions were held with those who had specific interests in the future of Coleraine, including landowners of development sites, Coleraine Harbour Commissioner, Northern Regional College and Ulster University to understand their future development plans and impact these could have on the town centre.

A meeting was also held with Coleraine BID members, to understand their aspirations, proposals and to explore where the Masterplan and BID priorities could be aligned/ consistent where relevant.



5

ENGAGEMENT WORKSHOP

February 2020: A Reprioritisation Workshop was undertaken with those previously engaged during the first stage of engagement. This Workshop allowed discussion on proposals, and feedback from the stakeholder group on the level of priority for projects.



2020 MASTERPLAN REVIEW

6

May 2020: Presentation of the 2020 Masterplan Review to CCGBC, setting out how proposals and Action Plan projects were informed by the existing evidence base and stakeholder engagement.





COCKSTOWN DISTRICT COUNCIL

COCKFIELD BOROUGH COUNCIL

CASTLEBROUGH BOROUGH COUNCIL

THE ENGINEER'S MONUMENT 2012
 A 100th Anniversary Commemorative Sculpture

A President's Welcome
 I am pleased to welcome you to the opening ceremony of the Engineer's Monument. This monument is a fitting tribute to the engineering profession and the role it plays in our society. It is a symbol of the ingenuity and innovation that have shaped our world.

The City Council's Role
 The City Council is proud to have been instrumental in the creation of this monument. We believe that engineering is a vital part of our community and that this monument will serve as a lasting reminder of the contributions of our engineers.

Opening the Monument
 It is my honor to open this monument today. I hope that it will inspire the next generation of engineers and remind us all of the importance of the engineering profession.

The Mayor's Welcome
 I am delighted to be here today to inaugurate the Engineer's Monument. This monument is a testament to the hard work and dedication of our engineers and the support of the City Council. It is a source of pride for our community.

Remarks by the Mayor
 The Engineer's Monument is a symbol of the engineering profession's commitment to excellence and innovation. It is a monument to the ingenuity and creativity that have driven our progress. We are proud to have this monument as a part of our city's heritage.

Remarks by the Mayor's Deputy
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01

02

Review of the 2012 Masterplan ◀

This section provides a review of the 2012 Masterplan Vision, Objectives and Initiatives, outlining their relevance going forward and identifying new projects which reflect the outcomes of stakeholder engagement.

03



Review of the 2012 Masterplan

This section provides a review of the 2012 Masterplan Vision, Objectives and Initiatives, outlining their relevance going forward and identifying new projects which reflect the outcomes of stakeholder engagement and town centre analysis.

2012 Masterplan Review

A feedback form was provided to those who attended the Stakeholder Engagement Workshop in July 2019, this asked those in attendance the extent to which they 'fully agree' to 'fully disagree' with the 2012 Masterplan Vision, Objectives and Initiatives. Wider stakeholder engagement throughout the Masterplan Review process has also contributed to refreshed thinking and new priorities going forward for Coleraine.

Vision:

“Coleraine town centre will sustainably develop into a leading historic and cultural destination by drawing on its plantation origins and deep rooted Mesolithic connections associated with the archaeological site of Mountsandel.

Its diverse range of services, underpinned by a state of the art IT network and strengthened University presence, will complement the existing strong retail core and establish Coleraine as a highly competitive location.

Well designed pedestrian routes, streets and spaces, that embrace the River Bann creating a distinctive waterfront, will ensure good connections throughout the town centre and adjoining residential neighbourhoods.”

Vision Review

Although stakeholders agreed with the vision statement, it was indicated that it lacks focus and is not concise in presenting the overarching aspirations for Coleraine town centre.

This has resulted in a refreshed vision for Coleraine which reflects the change and future regeneration priorities of the town centre whilst creating a new common goal for stakeholders.

2012 Vision

1

Develop into a leading cultural destination by drawing on its plantation origins and Mesolithic connections associated with Mountsandel.

Prioritise Mountsandel Fort's potential as a key asset in creating a tourist destination in Coleraine, which would act as a significant footfall driver for the town centre.

2

Its diverse range of services, underpinned by a state of the art IT network and strengthened University presence, will complement the existing strong retail core and establish Coleraine as a highly competitive location.

3

Well designed pedestrian routes, streets and spaces, that embrace the River Bann creating a distinctive waterfront, will ensure good connections throughout the town centre and adjoining residential neighbourhoods.

Regeneration focused around the River Bann, particularly Harbourlands was established as a main priority, with mixed-use, waterfront development having the potential to create a new destination in Coleraine.

Walking and cycling connections to the town centre and wider connections to Ulster University were also established as essential to ensure waterfront development realises its full potential.

Creating a multifunctional town centre through diversity in the offer and experience. Coleraine should aspire to become a resilient town centre by encouraging new experiences and town centre uses such as leisure, living and restaurants which express the unique, cultural qualities of Coleraine.

The 2020 Vision

Coleraine Town Centre will develop into a vibrant, multipurpose and culturally rich destination, which promotes a unique, high quality environment drawing on its plantation origins. Recognising the growing educational presence in the town, Coleraine will become distinctive through its animated waterfront and improved links to the University and Mountsandel, promoting Coleraine as a destination to work, live and visit.



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Vote
Alliance

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NO ENTRY



The Objectives

Relevance:

The eight Masterplan objectives provide a framework for addressing the challenges facing Coleraine town centre and delivering the vision. The objectives would also be used as reference points for benchmarking the success of the revised Masterplan as implementation proceeds.

The outcome of stakeholder engagement identified that the 2012 objectives are still relevant, with feedback showing that most participants either fully agreed or generally agreed with these.

Stakeholders including the Coleraine BID Group members expressed that they neither agreed nor disagreed with Objective 1: Realising Opportunities, specifically that uses proposed on opportunity sites and interventions at key locations, may now require new thinking with greater priority afforded to deliverable projects which meet the changing needs of the town centre. For example, it was suggested that a sporting centre of excellence located at Rugby Avenue is no longer aligned with stakeholders aspirations.

This is similar to Objective 4: Improving Environmental Quality, in that although the principle of the objective should remain, stakeholders suggested that the proposed key routes should be reflective of priority opportunity sites and key destinations in the town centre such as routes to the River, NRC Campus and Train Station.

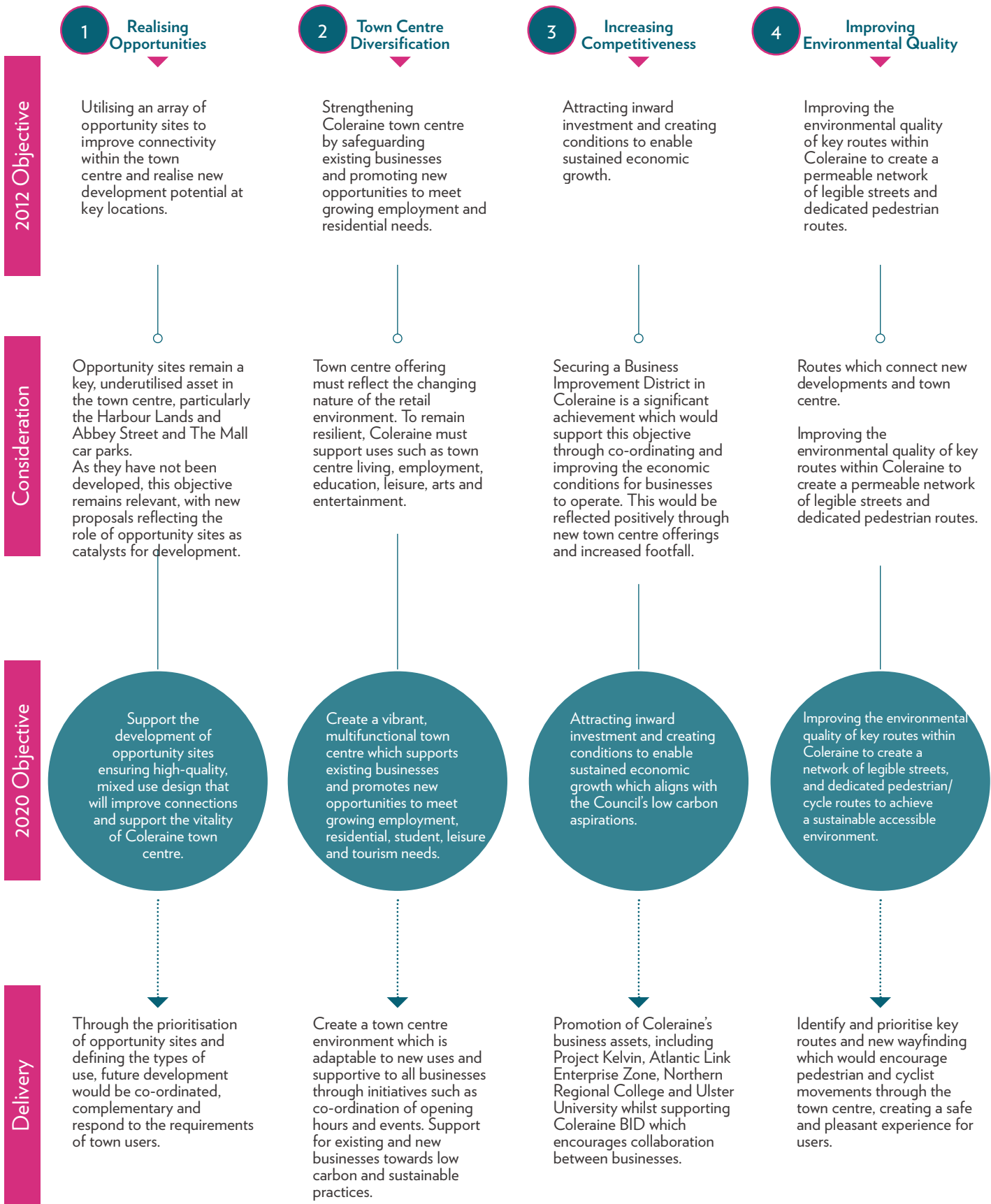
Revised Objectives

Summary:

The Objectives have been reviewed and updated where appropriate to ensure the projects and proposals that form the masterplan review meet and fulfil these cross-cutting objectives.

The eight masterplan objectives reflect the challenges facing Coleraine town centre but also the forward-looking vision of a town centre ready to embrace change. A range of physical developments and non-physical initiatives aimed at addressing these objectives form the basis of the masterplan as described in the following sections of this document.

2012 Objectives: Revised



2012 Objective

5 Enhanced Movement Network

Addressing the challenges presented by Coleraine's road network, forging dedicated pedestrian and cycle connections and promotion of smarter travel choices.

6 Embracing Natural Assets

Strengthening Coleraine's historic relationship with the River Bann and establishing the Lodge Burn as a 'green corridor'.

7 Cultural Destination

Securing the future cultural offer and encouraging the on-going revitalisation of Coleraine town centre as a premier culture, arts and entertainment destination.

8 Strengthening Wider Links

Strengthening existing connections and relationships with the Ulster University, sports facilities at Rugby Avenue and the historic Mountsandal site.

Consideration

The road network in Coleraine, particularly the one-way systems remain a challenge requiring this objective to be retained. Previously proposed traffic and pedestrian zone surveys have not been undertaken, yet still remain a priority.

The River Bann remains underutilised, with stakeholders reaffirming the importance of creating connections to and animation of this asset going forward.

Celebration of Coleraine's plantation origins has not been maximised, or strategically promoted to date.

Strengthening connections to Ulster University and Mountsandel was considered a priority by stakeholders due to potential to increase town centre prosperity through footfall and diversity. New cycle/ pedestrian proposals linking Coleraine with these wider assets are currently being explored. Reference to Rugby Avenue removed due to Leisure Centre relocation no longer identified on this site.

Smarter travel choices and increase in digital solutions to help parking and access to the town centre were identified through stakeholder engagement.

Developing out the Lodge Burn was not considered a priority and the long-term aspirations of this project has resulted in its reference being removed from Objective 6.

A new focus on developing the evening offer, which in turn will draw people from beyond the immediate catchment area will enhance Coleraine's cultural offer.

2020 Objective

Addressing the challenges presented by Coleraine's road network, forging dedicated pedestrian and cycle connections and promotion of smarter travel choices and digital technology.

Strengthening Coleraine's historic relationship with the River Bann through wider access improvements and supporting development and uses which engage the water environment.

Securing the future cultural offer and encouraging the on-going revitalisation of Coleraine town centre as a premier culture, arts and entertainment destination supported by attractive public/ event spaces.

Strengthen existing connections through the town centre and create new connections and relationships with Ulster University and the historic Mountsandal site.

Delivery

Prioritise a comprehensive review of traffic and all movements into and around the town centre.

Improving the quality and accessibility of the River Bann with destinations including Ulster University, Mountsandel and The Diamond will yield multi-functional benefits including health and wellbeing, biodiversity and attractor for visitors.

Programming the contemporary use of key heritage buildings and location areas such as The Market are important elements in celebrating Coleraine's cultural identity. Integration of cultural heritage in the public realm and wayfinding is also encouraged.

Encourage and support new sustainable connections to assets.

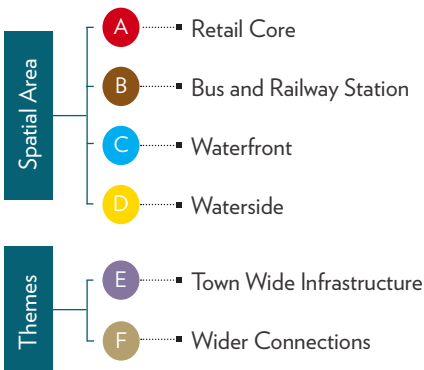
Also raise awareness of these assets through enhanced public realm and wayfinding to contribute to the overall experience of Coleraine for residents and visitors alike.

Initiatives Review

The 2012 Masterplan contained a total of 61 regeneration initiatives in addition to 6 town wide strategies. These initiatives have been reviewed and their relevance assessed below:

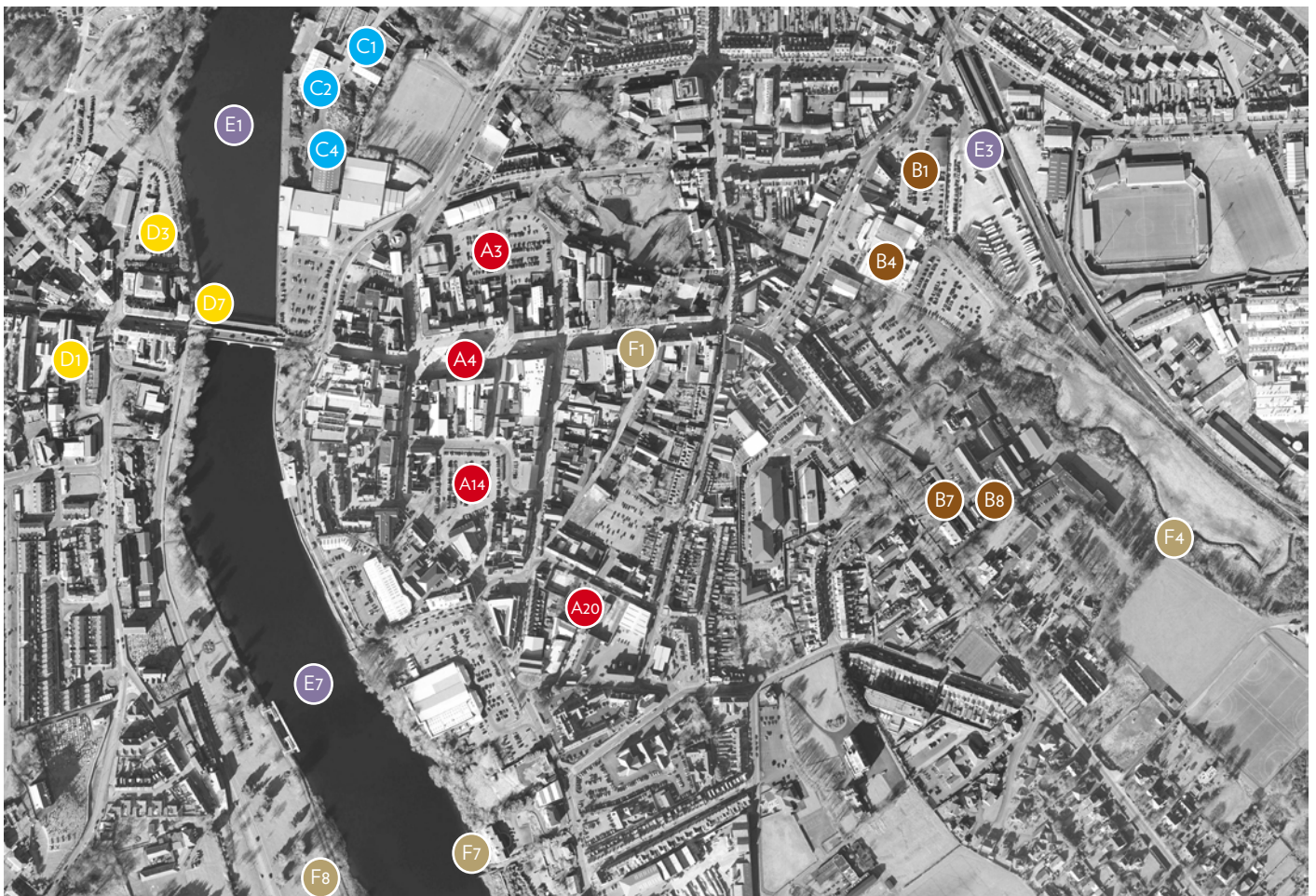
Regeneration Areas and Themes

These initiatives were defined into distinct geographic or key strategic theme as follows:



Key Regeneration Proposals

A selection of key regeneration proposals have been identified and reviewed in terms of their implementation since 2012, and if the initiative still remains relevant and supported by stakeholders, enabling Coleraine to achieve its overarching vision.





Regeneration Area: Retail Core

A3 Ramparts Scheme: Mixed use development on the Mall Car Park.

- Progress** — Although a planning application has been submitted for the western portion of the Mall Car Park for two retail units (2019), a mixed-use scheme has not been brought forward on the site. Some buildings on the eastern portion have been removed. The site remains as a car park.
- Future Relevance** — Mixed use development at this location is still considered desirable by stakeholders, albeit that car park provision would still be included as part of any scheme.
- Going Forward** — Whilst there is no immediate capacity requirement for comparison shopping in Coleraine (see Nexus Retail and Commercial Report, page 39), the opportunity still exists for a high-quality, mixed use scheme which adds to the existing offer of Coleraine, that could provide town centre living with flexible ground floor space which could provide retail, food & beverage or office use.

A14 Lanes Scheme: Mixed use development on Abbey Street Car Park.

- Progress** — No planning applications have been submitted in relation to Abbey Street Car Park since 2010. The site remains as a car park.
- Future Relevance** — Abbey Street Car Park has the potential to offer a desirable mixed-use development scheme which complements surrounding land uses of residential, retail and office development.
- Going Forward** — The opportunity still exists for mixed-use, town centre living with flexible ground floor space which could provide retail, food & beverage or office use. The feasibility of multi-storey car parking at this location should be explored for inclusion in future schemes.

A20 Market Yard: Cultural and Interpretative Centre

- Progress** — A planning application was consented for a multi-purpose space which would be used for occasional local markets, cultural events, performances and exhibitions, while on a daily basis to be used as a paid car park. Permission was granted in November 2018.
- Future Relevance** — Feedback from stakeholder engagement noted how the Market Yard's location was no longer considered desirable for a cultural and interpretative centre. However, activation and use of this space through events would benefit the town centre through additional cultural offerings.
- Going Forward** — Support for the use of Market Yard for events, markets and exhibitions as per planning permission should be actively encouraged and will increase Coleraine's town centre offer and stimulate the night-time economy.

A4 Town Hall: Evening and weekend use to stimulate evening economy.

- Progress** — The Town Hall area supports a successful monthly Speciality Market and Visitor Information Centre, which supports activity during the day and weekends. No regular scheduled events/ uses during the evening or weekends have been established.
- Future Relevance** — As an architectural significant building in the heart of Coleraine, intensifying the use of this asset particularly for cultural and evening events should be encouraged.
- Going Forward** — The animation and extended use of the Town Hall remains a key priority for Coleraine town centre. Flexible uses and events schedule would support increased usage of the Town Hall.



Regeneration Area: Railway Station

B1 Office/ Commercial Quarter: Compact office and commercial quarter.

- Progress** —◆ The built form surrounding the Railway Station has not been developed, nor has any dedicated cultural/ civic space been proposed. Some public realm improvements including public seating has been installed adjacent to Railway Road Car Park.
- Future Relevance** —◆ The low quality built environment surrounding the Train Station makes for an unattractive arrival experience into Coleraine. To draw footfall up to Kingsgate Street and to create a welcoming public environment, development surrounding the Train Station is still relevant.
- Going Forward** —◆ This proposal is still considered a priority for stakeholders going forward, particularly as rail patronage may increase as a result of students travelling to the redeveloped NRC. Smaller, targeted interventions should be considered to help progress regeneration and attract businesses to this area.

B4 Mixed Use Destination: Mixed use development on leisure centre site.

- Progress** —◆ The relocation of Coleraine Leisure Centre has not been progressed to date and remains operational on the Railway Road site. Public space fronting onto Railway Road at this site remains underutilised.
- Future Relevance** —◆ Feedback from stakeholder engagement highlighted the desire for the leisure centre to remain at this site on Railway Road, albeit in a reconfigured and redeveloped site.
- Going Forward** —◆ A redeveloped leisure centre in its current location is considered a priority for the town centre, particularly due to strong links to the Railway Station, Kingsgate Street and redeveloped NRC. Reconfiguration of the Leisure Centre at this location could also create new linkages through attractive public space and encourage ease of pedestrian movement.

B7 Lodge Road & Burn: Low & medium density residential development.

- Progress** —◆ As Coleraine Grammar School operates from the existing school site, this initiative has not been taken forward.
- Future Relevance** —◆ Although not considered a priority by stakeholders, town centre living, as established by this proposal is still considered a relevant for Coleraine.
- Going Forward** —◆ Active engagement with the Education Authority is key to understanding planned closure timescales and disposal options for Coleraine Girls High School, to ensure plans for the site meet the objectives of the Masterplan.



Regeneration Area: Waterfront

C2 Harbourlands: Reconfigured Harbourlands site.

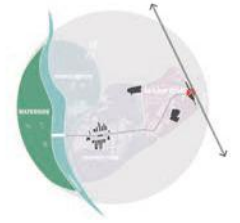
- Progress** —◆ Development of the Harbourlands has not been achieved to date and the site is still owned and operated by Coleraine Harbour Commissioners.
- Future Relevance** —◆ Identified as a priority project by stakeholders, the redevelopment of the Harbourlands has the potential to create a new destination in Coleraine through high quality, mixed use development. Scheme design should take into account previous design proposals such as dual aspect buildings.
- Going Forward** —◆ Negotiations with Coleraine Harbour Commissioners and potential availability of the lands to be developed is a key priority. Potential uses also identified through stakeholder feedback include hotel, restaurants and events to create a leisure destination on the River Bann.

C4 Coleraine Marina: Marina, associated development and car parking.

- Progress** —◆ The site is still occupied by T-Met, as such marina development has not been carried out to date.
- Future Relevance** —◆ Associated with the development of the Harbourlands, a marina would further attract users to engage with the water environment and remains a relevant proposal for the Masterplan going forward.
- Going Forward** —◆ Developing a marina as part of the wider Harbourlands regeneration scheme remains a key project going forward.

C1 Riverside Crescent: Residential development (fronting waterfront).

- Progress** —◆ Residential development has not been progressed on any Harbourland sites. As with the marina element, residential development is expected to come forward through comprehensive redevelopment scheme.
- Future Relevance** —◆ Development of residential accommodation within the town centre is encouraged and particularly at this location will contribute to and sustain the adjacent proposed uses in the Harbourlands and support wider connection proposals.
- Going Forward** —◆ The configuration of any residential development on the Harbourlands should be considered as part of wider comprehensive development to ensure high quality, complementary design which aims to achieve the vision for Coleraine.



Regeneration Area: Waterside

D3 Waterfront Development: High quality mixed use development

- Progress** — Since 2012, mixed-use development has not been progressed on the current Waterside Car Park site. Stakeholders noted how this car park was heavily utilised by office workers and town centre shoppers.
- Future Relevance** — The existing pedestrian and cycle connections of this site to Christie Park and waterside footpath make it a desirable location for residential and mixed-use development. As development on key sites along the River Bann was identified as a priority, this proposal remains relevant.
- Going Forward** — Consideration of redeveloping Waterside lands should consider infrastructure and traffic movements to ensure development is successful, well connected to existing assets and attractive to future users.

D1 Captain Street Lower: Start-up units within courtyard setting

- Progress** — Small business units in a reconfigured courtyard setting have not been developed in the Waterside area.
- Future Relevance** — Although not considered a priority by stakeholders, the development and utilisation of backland sites have the potential to accommodate business start ups which would add to Coleraine's offer and encourage investment in the Waterside area.
- Going Forward** — Although courtyard development proposals should be retained going forward, the location of these require further consideration, for example, courtyard development surrounding the train station, or on secondary streets leading to Kingsgate Street would be considered more desirable and should be prioritised.

D7 Kiosk Opportunities: Implementation of kiosks and pontoons

- Progress** — Two pontoons were developed adjacent to Waterside car park and are utilised, providing waterfront animation at this point.
- Future Relevance** — Further development of pontoons and kiosks would complement the proposed leisure uses on the Waterside and Harbourslands, and would be supported by a new residential population and visitors to Coleraine.
- Going Forward** — Development of pontoons and water related activities should still be prioritised going forward to contribute to the animation of the waterfront and form part of a wider regeneration scheme.



Strategic Theme: Town Wide Infrastructure

E1 Road Bridge: Road bridge linking the Waterside to Millburn Road

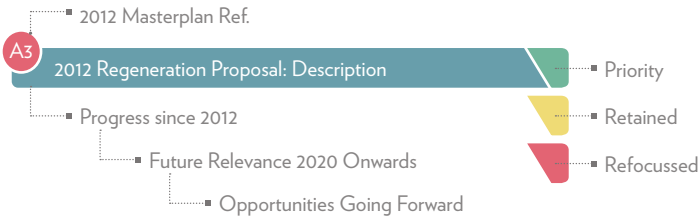
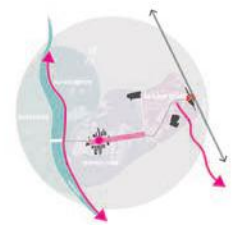
- Progress** —◆ A new road bridge linking the Waterside to Millburn Road has not been developed, nor has any feasibility studies been undertaken for this proposal.
- Future Relevance** —◆ Due to the increase in school size (amalgamated Coleraine Grammar School) and public sector employment, traffic in the Waterside area was raised as an ongoing issue through stakeholder feedback. This proposal presents an opportunity to alleviate traffic crossing the River Bann.
- Going Forward** —◆ Although considered a long-term project, a new road bridge remains relevant and should be supported by a town wide transport assessment to fully understand the benefits which could be achieved.

E3 Railway Station Entrance: Repositioned station entrance.

- Progress** —◆ Construction of a new Railway Station entrance located south on the existing building has not been progressed.
- Future Relevance** —◆ Stakeholders identified this proposal was no longer relevant due to the future strengthened pedestrian desire line from the Station to the redevelopment NRC building and continued links to the town centre.
- Going Forward** —◆ Due to the increase in students accessing the redeveloped NRC building, strengthening the desire line along Union Street from the train station, this proposal should be removed from the Masterplan as it is considered no longer relevant to the aspiration of this area.

E7 Pedestrian Bridge: New pedestrian bridge across the River Bann.

- Progress** —◆ This proposal has not been taken forward to date.
- Future Relevance** —◆ Stakeholder engagement identified that a pedestrian bridge would be better located to connect Mountsandal at The Cutts with Castleroe, to maximise accessibility to this asset. A bridge developed at this location also presents the opportunity to attract development east of the River Bann.
- Going Forward** —◆ The proposed pedestrian bridge should be relocated to The Cuts, creating a longer circular pedestrian and cycle route, extending the waterside path and enhancing Mountsandel as a key tourist attraction.



Strategic Theme: Wider Connections

F1 Streetscape Improvements: High quality public realm.

- Progress** —◆ Streetscape improvements have been carried out primarily focused on Kingsgate Street, Church Street and at The Diamond, surrounding the Town Hall.
- Future Relevance** —◆ High quality public realm is a key priority to create a safe, accessible and attractive town centre environment. Review of key routes to proposed developments and destinations within the town centre such as redeveloped NRC, Train Station and River Bann require updating.
- Going Forward** —◆ This proposal is considered a high priority going forward for all stakeholders. Feedback also identified that Coleraine's cultural heritage could also be expressed through public realm and public spaces.

F4 Lodge Burn Trails / Linear Park: Pedestrian routes along Burn.

- Progress** —◆ Development of the Lodge Burn Trails has not been progressed. This is primarily due to Coleraine Grammar School still operating on the Lodge Road site.
- Future Relevance** —◆ Stakeholder feedback identified development of the Trail and Linear Park as a long-term objective, and not a priority for the town centre at this time.
- Going Forward** —◆ This proposal should be retained in the Masterplan. Future development and access to this natural asset will support the increased town centre population of Coleraine.

F7 Ulster University to Mountsandel Trail: Pedestrian/ cycle routes

- Progress** —◆ Although existing walkways along the River Bann are well utilised, they have not been extended, or new routes added. A walking and cycle trail along the edge of the River Bann linking the town centre to either Ulster University or Mountsandel has not been progressed.
- Future Relevance** —◆ Improving and creating new pedestrian and cycle connections to Mountsandel was established as a priority project by stakeholders going forward. This would ensure a future tourist development scheme at Mountsandel Fort would be supported by direct town centre access and create a new natural asset for Coleraine. Engagement with Ulster University and stakeholders has highlighted this project as a priority going forward. A new waterside connection from UU campus to the town centre would encourage the student population into Coleraine, in turn enabling Coleraine to diversify its offer.
- Going Forward** —◆ This proposal should be prioritised. Creating a dedicated connection from UU Coleraine Campus to the Waterfront, through Harbourlands onwards to Mountsandel would help achieve several Masterplan objectives. Ongoing collaboration with Ulster University and options to relocate their current campus access would further support this proposal.

02

03

Strategic Context ◀

This section provides an overview of key policy and recent strategic reports focussed on Coleraine Town Centre.

04



Our History of a Plantation Town

Cúil Rathain, the 'nook of the ferns'...

The Mesolithic site is early evidence of human settlements in Ireland.

Mount Sandel Fort



7600 B.C.

The Vikings (820 A.D.), Norsemen (1002) and The Normans (1177).

Raids & Ruins



830 A.D.-1177

James I issued Coleraine its town charter status 28th June.

Town Charter



1613

The station opened by architect Charles Lanyon.

Railway Station



1855

The Barmouth was dredged and piers built.

Coleraine Harbour



1888

450 A.D.



Coined 'Coleraine'

St. Patrick passed through the town. After receiving a parcel of land to build a church, the Saint named the it "Cúil Rathain".

1610-1611



First Settlers (Plantation)

The first settlers arrived following the accession of James I and rebuilt Coleraine.

1844



Stone Bridge

A stone bridge was completed in 1844 across the River Bann.

1859



New Town Hall

Coleraine Town Hall constructed in 1859 by McLaughlin & Harvey for £4,147 (over £7m today). It subsequently underwent a major renovation in 1994.

Established 1927, winners of the Irish League title (1973-74) and the Irish Cup on five occasions.

Coleraine F.C.



1927

The Riverside Theatre opens in 1976 and is the fifth-largest professional theatre in Northern Ireland.

Riverside Theatre



1976

The Waterside Millennium foot and cycle bridge was built to improve facilities for cyclists and pedestrians.

Millennium Bridge



2001

A new, purpose-built campus planned on the current site at Union Street, Coleraine.

NRC Redevelopment



Proposed

1924



Bann Railway Bridge

The 800 ft long Bann Railway Bridge opens to carry the Belfast - Londonderry railway across the River Bann.

1968



Ulster University

Built in 1960s outside the town centre led to a growth in population.

1981



Town Twinning

Twinned with French town La Roche-sur-Yon.

2002



Diamond Centre

The Diamond Shopping Centre opened in 2002 providing the town's only enclosed shopping centre.

Movement and Access

Wider Movement Network

Coleraine has good access to the strategic road network with connectivity to the A29 Ring Road, a relief road which runs around the eastern and southern edge of the town centre. The A29 has helped relieve congestion by ensuring the City of Derry, Belfast and Portrush-bound traffic circulates around Coleraine as opposed to through the town centre, however congestion is still perceived as an issue within parts of the town centre.

Inner Movement Network

Access and connectivity through Coleraine is perceived to be poor with the movement network favouring vehicles. The A2 carriageway, which runs along the west of the town centre, creates a traffic dominated character limiting the potential of the River Bann as a functional waterfront space. Although the A2 and Hanover Place provide a key arterial transport function, their prominence has formed a barrier to pedestrian and cyclist movement. Softening the visual character of the A2 and Hanover Place would make a dramatic contribution to the quality of environment for pedestrian and cyclist movement across the town centre.

One-way Gyrotory system

Coleraine operates a one-way gyrotory system aimed to improve and direct traffic flow around as opposed to through the town centre. The one-way system and congestion have both been cited as challenges affecting the legibility and movement around the town centre. The existing gyrotory

system is under pressure at peak hours of the day due to a limited number of river crossings, indirect routes and unnecessary trips attributed to sourcing car parking at multiple destinations.

Pedestrianised zone

A pedestrianised zone is in place at The Diamond extending up to Bridge Street and Kings Gate Street. The zone imposes limitations on vehicular movement within the town centre core. In general, this is a positive feature of the town centre, ensuring a walkable environment. However, the extent of the zone should be considered as part of any strategic town centre transport assessment going forward.

Rail and bus linkages

The rail and bus station are a critical interchange within the town centre. It is important to encourage alternative modes of transport as an opportunity to relieve pressure on the inner movement network.

At present the station is an underutilised asset with poor physical and visual linkages into the town centre. Connectivity to the town centre is hindered by an underwhelming arrival experience for visitors, unattractive walking routes and absence of a civic space in proximity to the station.

Cycle Routes

Coleraine currently lacks a coherent cycle network. Although segregated cycle paths were developed along Millburn Road, there is an aspiration to extend this network throughout the town centre.



KEY

-
- Three lane
- Two lanes
- One lanes
- One-way system
- Bi-directional system

Strategic Context

The Masterplan, although a non-statutory document, is to be reflective of the aims and objectives set out in relevant plans, policies and strategies for the Council area. Since the publication of the 2012 Masterplan, the landscape concerning policies and plans has changed significantly.

Review of Public Administration (2015)

April 2015 marked a significant change in the public administration landscape across Northern Ireland which saw local councils reduce from 26 to 11. As a result, powers of planning, roads, housing, community development, local economic development and tourism were transferred to local councils. This change saw Moyle, Ballymoney, Coleraine and Limavady district councils amalgamate to form Causeway Coast and Glens Borough Council.

Having established this, public administration is fundamental to the reform of public services both across the region and for Coleraine. The 2015 reform of public administration provides Causeway Coast and Glens, working in collaboration with key stakeholders the opportunity to shape a positive future for Coleraine town centre. The relevance of this will mean that Causeway Coast and Glens Borough Council will be responsible for the delivery and stewardship of the Coleraine Masterplan.

Strategic Planning Policy Statement (2015)

The Strategic Planning Policy Statement (SPPS) was published in September 2015. The provisions apply to the whole of Northern Ireland and are key elements in the preparation of Local Development Plans (LDP) and material to all planning application decisions and appeals.

The document sets out the core principles to ‘unlock development potential, support job creation and aid economic recovery’ while achieving sustainable development.

The SPPS identifies 5 core planning principles, which will help achieve sustainable development and would be considered and supported by the Masterplan:

1 Improving Health and Well-being

“The way in which places and buildings are configured, patterns of movement in the space around us and the level of access to quality space are all factors that can make us feel good”.

2 Creating and Enhancing Shared Space

“Utilise development planning, regeneration and development management powers to contribute to the creation of an environment that: is accessible to all and enhances opportunities for shared communities; has a high standard of connective’ and supports shared use of public realm”.



Planning Chronology

3 Support Sustainable Economic Growth

“Planning must balance the need to support job creation and economic growth with protecting and enhancing the quality of the natural and built environment”.

4 Supporting Good Design and Positive Place Making

(A) *“Good design identifies and makes positive use of the assets of a site and the characteristics of its surroundings... Design involves shaping how all elements of the built and natural environment relate to each other through the construction of new buildings, restoration and redevelopment of historic buildings, creation of public spaces and environmental improvements”*

(B) *“Successful place-making promotes accessibility and inclusivity for all, acknowledges the importance of creating hospitable and safe places, and emphasises the contribution that vibrancy, adaptability and diversity of use can make to the viability of place and how it will endure into the future”.*

5 Preserving and Improving the Built and Natural Environment

“An integrated approach to the management of the natural and cultural aspects of the landscape... plays an important role in conserving, protecting and enhancing the environment whilst ensuring it remains responsive and adaptive to the everyday needs of society”.

The SPPS plays a fundamental role in driving and safeguarding the principles of sustainable development in Coleraine.

The SPPS also provides the planning provision for Town Centres and Retailing, with an aim to “support and sustain vibrant town centres across Northern Ireland through the promotion of established town centres as the appropriate first choice location of retailing and other complementary functions, consistent with the RDS” (Paragraph 6.270).

Enshrined within this aim is to “secure a ‘town centres first’ approach for the location of future retailing and other town centre uses” (Paragraph 6.271).

Draft Programme for Government (2016)

The Programme for Government (PfG) is the highest level strategic document of the Northern Ireland Executive. The Draft PfG 2016-21 was published for consultation on 26 May 2016. The final document has yet to be published.

The overarching aim of the Programme is to “improve wellbeing for all by tackling disadvantage and driving economic growth”.

The draft PfG outlines 14 strategic outcomes, which, taken together, set out a clear direction of travel on the essential components of societal wellbeing. They touch on every aspect of government, including the attainment of good health and education, economic success and confident and peaceful communities.

The draft PfG is fundamental in shaping local and regional policy, in turn safeguarding the principles which shape the future of Coleraine town centre.

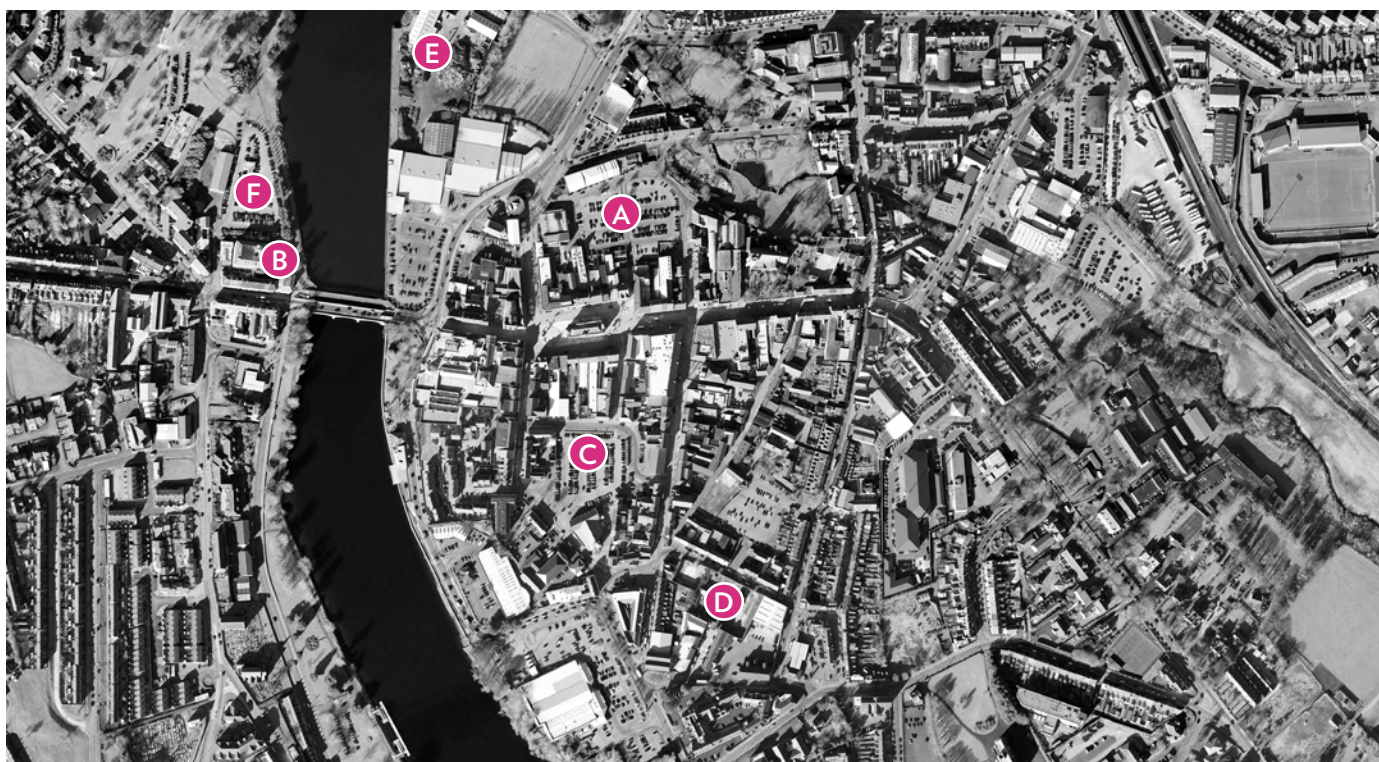
Northern Area Plan (2016)

The Northern Area Plan, adopted in 2015, is the current development plan covering the extents of the Causeway Coast and Glens borough. The Northern Area Plan remains the main statutory framework for development considerations for the area.

This plan will be superseded by the Causeway Coast and Glens Local Development Plan (scheduled for adoption in 2026) which will provide an update to statutory spatial policy for both the district and Coleraine.

The Northern Area Plan recognises Coleraine as the principle commercial centre, with an important sub-regional role for the north east. This is in general conformity with the Regional Development Strategy (RDS) 2035 for Northern Ireland which identified Coleraine as a ‘Main Hub’. The RDS also recognised the potential for urban renaissance which is described as the process of development and redevelopment in urban areas to attract investment and activity, foster revitalisation and improve the mix of uses, which is extremely prevalent in today’s context.

To support the primary retail function of town centres, the Northern Area Plan sets out a town centre priority in the Strategic Plan Framework, specifying that the Plan will seek to ensure any future development of the Riverside Centre (out of town retail) is complementary to, rather than competing with, the town centre, and does not adversely affect the vitality and viability of the latter.



The Northern Area Plan designated the following as Opportunity Sites in Coleraine:

Committed Sites:

- A** Mall Car Park (1.12ha)
- B** Clothmakers' Building (0.09ha)
- C** Abbey Street Car Park (0.53ha)
- D** Market Yard (0.38ha)

Uncommitted Sites:

- E** Harbour Estate (7.37ha)
- F** Waterside Car Park (0.97ha)

Each of the sites were identified for future development in the 2012 Masterplan. Progress of development on these sites and relevance of the proposed uses going forward has been evaluated in the previous section of this Report.

The Northern Area Plan designates an Area of Townscape Character and an Area of Archaeological Potential in Coleraine town centre. These designations are reflective of Coleraine's historical and architectural significance (planned Plantation settlement) and as a 19th Century market town, which has retained many buildings from this period.

Community Plan (2017-2030)

The Community Plan sets out a new long-term vision and direction for the borough up until 2030. The plan takes an all-inclusive approach through partnership working between council, statutory bodies, agencies and wider community. Causeway Coast and Glens Borough Council have developed the plan through integrating various social, economic and environmental priorities.

The plan is built around three core principles:

1 A sustainable accessible environment:

A diverse, sustainable and accessible environment supported by fit for purpose infrastructure that enhances connectivity.

2 A thriving economy:

Build a thriving economy based on culture of growth, entrepreneurship, innovation and learning

3 A healthy safe community:

Contribute to a healthy, connected and safe community, that nurtures resilience, promotes respect and supports everyone to live well together CCGBC's Community Plan offers a collective approach to delivering locally strategic planning and improving the future for everyone who lives, works or visits the area.

The Plan not only provides a strategic vision for the borough, it also ensures a simple and clear framework is available to inform a wide range of subsequent plans and strategies over the 13-year lifetime of the Plan.

The adoption of the community plan provides the basis for developing both the Local Development Plan (2030) alongside its Local Policies Framework

and this Masterplan Review which will play a core role in the spatial development of Coleraine up to 2030.

Local Development Plan (2035)

Since 1 April 2015, Causeway Coast and Glens Borough Council has been responsible for most of the planning decisions within the Council area. The Council is also responsible for the new Local Development Plan (LDP), which places planning at the heart of local government.

The LDP will influence the spatial development of the Council area and provide a policy framework for the future development of the area up until 2030, replacing the Northern Area Plan 2016 and current suite of Planning Policy Statements. In the production of the LDP, there are three stages of consultation: Preferred Options Paper, Plan Strategy; Local Policies Plan.

The Preferred Options Paper (POP) was launched in June 2018 as the first step in developing the new LDP. The Council's LDP vision, outlined in the POP, is that the Causeway Coast and Glens borough will be:

"A vibrant and innovative economy, sustainably delivering health and well-being and high quality built and natural environments, for all citizens and visitors to the Borough".
(LDP: POP, p.28)

The Preferred Options Paper sets out the overarching principles for the LDP as follows:

- Improving Health and Well-Being;
- Creating and Enhancing Shared Space;
- Supporting Sustainable Economic Growth;
- Supporting Good Design and Positive Place Making; and
- Preserving and Improving the Built and Natural Environment.

Evidence Base Papers

In support of the Local Development Plan, a series of topic-based discussion papers have been produced as baseline evidence.

Nexus Retail and Commercial Report (2017)

As part of the emerging CCGBC Local Development Plan (2030), a 'Retail and Leisure Capacity Study' was undertaken by Nexus Planning (Nexus) between November 2016 and October 2017. This Study provides the first opportunity since the Causeway Coast and Glens Borough was established to take stock of the performance of the new Borough's existing performance in retail and leisure, and to quantify any latent capacity for additional facilities.

The Report establishes that Coleraine town centre is nearly 50% larger than the average NI town centre, which is reflected in a higher proportion of vacant units (19.7% units vacant compared to the UK average of 11.3%). In terms of town centre composition, comparison floorspace is dominant in Coleraine at 50.2% of retail floorspace in the town and significantly higher than the UK average of 35.9%. For residents responding to the household survey, Coleraine was the most popular destination for comparison goods compared to neighbouring centres.

In considering likes and dislikes and why residents of the borough who did not visit Coleraine town centre, chose not to do so, the results do not highlight any significant issues with the centre. By far the largest number of respondents answered either that they simply 'had no reason to visit' (39%), or that it was 'too far from home' (29.3%). However, 12.2% of respondents stated 'lack of choice and range of non-food shops' as a reason for not visiting.

Whilst each of the Borough's towns are seen to provide well for their immediate population in terms of convenience goods provision, Coleraine is very much the dominant centre when it comes to comparison goods provision.

This market share is broken down as follows between the towns of the Borough:

- Coleraine – 39.1%
- Limavady – 17.4%
- Ballymoney – 21.2%

Coleraine town centre competes with Riverside Business Park which offers a variety of large plate predominantly comparison units. Survey findings confirmed both the town centre and Riverside proved popular with residents across the Borough.

The NEMS Household survey set out questions relating to where residents of each zone usually undertook their chosen leisure activity. Coleraine featured below both Londonderry and Portrush in terms of popular destination for restaurants, with Coleraine also falling below Londonderry, Ballymena, Portrush and Limavady for bars, pubs, social clubs or nightclubs.

This highlights a lack of offer for leisure uses provided in Coleraine, which is reflected in its evening economy. Moreover, residents from the Borough overwhelmingly travelled to Belfast to access theatre, concerts, museums and galleries, again showcasing a lack of cultural offer. In order for Coleraine town centre to attract leisure users in line with neighbouring centres, consideration to the diversity and provision of offer must be addressed.

Regarding future capacity for convenience floorspace across the Borough, the Nexus report concluded that capacity currently exists for further convenience retail floorspace (equivalent to between 7,700 and 9,700 sqm net), which is largely generated from existing stores' overtrading rather than a growth in expenditure. Having regard to Coleraine in particular, 2020 shows a maximum floorspace capacity of 3,600sqm, increasing to 3,800sqm in 2025 and 2030.

With regard to comparison shopping, the Nexus Report found no immediate capacity requirement, with capacity only forecast from 2025 onwards across the Borough. For Coleraine a floorspace capacity of 2,300sqm was identified for 2025, increasing to 5,500sqm in 2030.

Sproule Retail Report (2017)

As part of the emerging CCGBC Local Development Plan (2030), a 'Public and Business Perception Study' was undertaken by Sproule Consulting (April 2017). The study took the form of 100 business and 100 on-street (general public) surveys.

When questioned about overall perception of Coleraine town centre, almost three-fifths (58%) of respondents (those who worked in Coleraine/ business owners) described their perception of Coleraine town centre as very poor/poor. A third (33%) reported that their perception of the town centre was average, whilst 3% stated that it was very good / good. Price of public parking, vacant shops and the variety of shops were stated as being particularly poor by respondents. From the general public survey findings, visitors to Coleraine were more likely to describe their perception of the town as very good / good compared to residents. Furthermore, those who spent two hours or more in Coleraine were more

likely to describe their perception of the town as very good / good compared to those who spent less time.

The main priorities from residents/ visitors for improvements included more shops (35%), wider variety and better quality of shops. In terms of town centre usage, 39% visited Coleraine for grocery shopping; 34% had visited the town to eat / drink at local cafes, restaurants and pubs; 29% were clothes shopping; 17% were at work / school in the area.

Better parking was considered a priority for visitors and business owners in Coleraine. Aspects the town centre did perform well in includes safety, pedestrian access, good atmosphere and the condition of buildings.

Growth Deal

Causeway Coast and Glens Borough Council is currently in the process of securing a Growth Deal which is a bespoke package of funding agreed between UK Government and local regions aimed at harnessing additional investment.

CCGBC is engaging with associated public sectors to provide a coherent approach to ensuring future funding is tailored to specific growth opportunities throughout the Borough. A key theme of previous town/ city Growth Deal funding is low carbon aspirations and commitments. Any funding secured through the Growth Deal would be matched by NI Executive.

Local Market Insight

An overview of Coleraine's property market was undertaken by Lambert Smith Hampton (LSH) in February 2020.

Considering the office sector, Coleraine is noted as being a traditional market town, comprising of primarily 'above the shop' and Grade B stock accommodation which is largely dated and does not satisfy the demands of modern office occupiers. Although there is a lack of purpose built office space in Coleraine, demand for office space will continue to come from small to medium enterprise's and start-ups.

Similar to the office market, Coleraine's retail sector is also curtailed by the traditional and constrained floorplates within the town centre, which can act as a deterrent to new market entrants. Riverside Park, however, does have high uptake from retailers requiring 'box' type units which are considered more flexible, it is therefore essential to retain A1 uses to the town centre and not extend such uses to Riverside Retail Park. Going forward, LSH expect Coleraine town centre to retain a level of demand from national retailers, which has been demonstrated by recent commitments by these retailers in Coleraine to renew leases or enter into new leases (over the last 2.5 years).

In terms of the hotel and tourism sector, although a major hotel development within the town centre area is not foreseen, a 'destinational' hotel / spa on the northern fringes of the town may prove viable.

A Changing Town Centre

Changing nature of Town Centres

A thriving town centre is key to the success of any place. Traditionally retail has formed the foundations of Coleraine's high street. In recent years the role of the high street has changed with the 'bricks and mortar' retail economy continuing to contract. Notable 21st century developments impacting the retail economy include e-trading, digital innovation and out-of-town retail developments.

Challenging retail environment

The retail performance of Coleraine has performed relatively well when compared to the 'Vacant Properties' average of 25.0% for Northern Ireland. The impact of the challenging retail environment is reflected in a 24.1% vacancy rate for the town centre. The Diamond Shopping Centre, the main shopping centre, is evidence of a challenging retail economy. The once thriving shopping destination has suffered from the closure of several tenants including Argos who have relocated to the out-of-town shopping complex, Riverside Retail Park.

Non-Domestic Vacancy Rates (30 April 2019)

Town Centre	No. of Properties	No. of Vacant Properties	% of Vacant Properties
Ballymoney	273	59	21.6%
Ballycastle	157	33	21.0%
Coleraine	694	167	24.1%
Portrush	120	12	10.0%
Portstewart	98	14	14.3%
N.I. Average	21,533	5382	25.0%

Source: Land & Property Services via Town Centre Database (2019), Department for Communities.

Non-Domestic Vacancy Rates

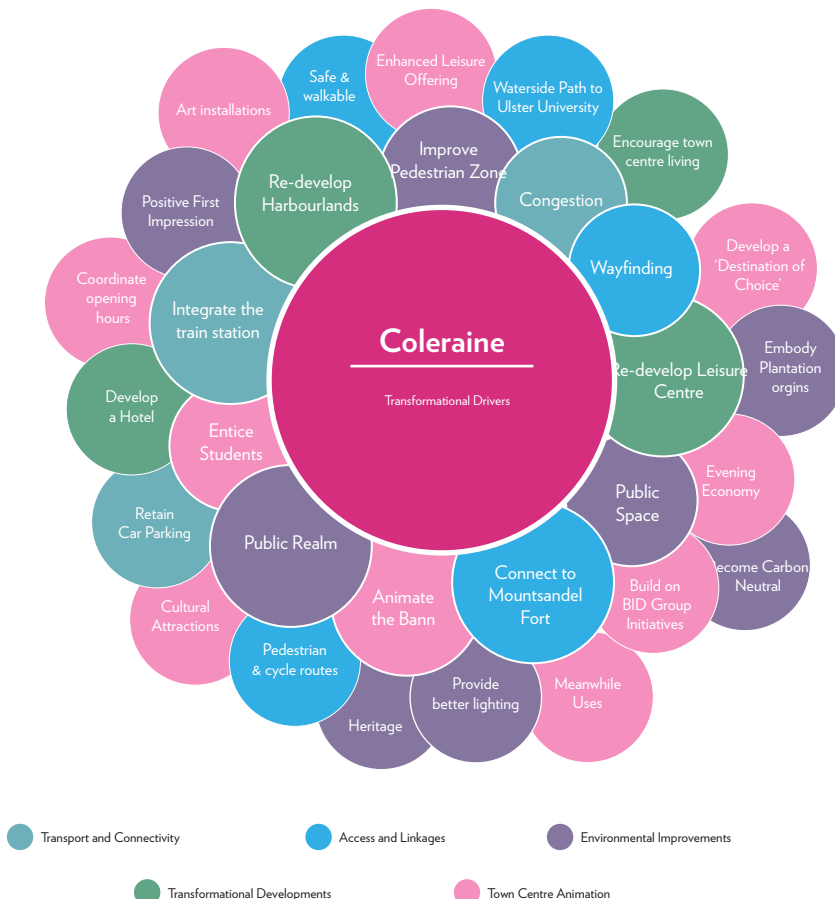
Town Centre	30 April 2016	31 October 2016	7 May 2017*	3 October 2017	30 April 2018	31 October 2018	30 April 2019
Ballymoney	25.9%	26.6%	25.8%	20.8%	21.4%	20.7%	21.6%
Ballycastle	18.7%	16.0%	21.2%	18.5%	18.4%	21.0%	21.0%
Coleraine	24.1%	22.4%	23.2%	22.8%	24.4%	24.3%	24.1%
Portrush	13.4%	10.2%	10.1%	10.9%	10.3%	10.1%	10.0%
Portstewart	19.4%	15.8%	17.9%	14.6%	18.4%	11.2%	14.3%
N.I. Average	24.8%	23.9%	24.2%	24.0%	25.3%	24.9%	25.0%

Source: Land & Property Services via Town Centre Database (2019), Department for Communities.
*7 May 2017 is the earliest data for the 2017/18 rating year due to the delay in Rates Bills being issued.

Diversifying Coleraine

The changing nature of retail provides an opportunity to redefine the future of Coleraine town centre and build a resilient local economy. Broadening the range of activities and offer by encouraging a wider diversity of uses is essential in planning for the town's future. Opportunity exists to enhance the arts, culture, leisure and town centre living offer to reimagine Coleraine as a destination of coordinated town centre experiences. Expanding the offer within the town centre is critical to creating a renewed sense of purpose, generating vibrancy at different times of the day, supporting economic viability for businesses and helping to tackle the challenge of vacant sites and buildings.

The growing educational presence in Coleraine at both the Ulster University and NRC presents a growing number of students and teaching staff. Strengthening the linkages between academia, local business and tourism will be a central consideration in developing a dynamic, multi-faceted place in the future.



Destination Coleraine

Unlocking the Potential for Destination Coleraine

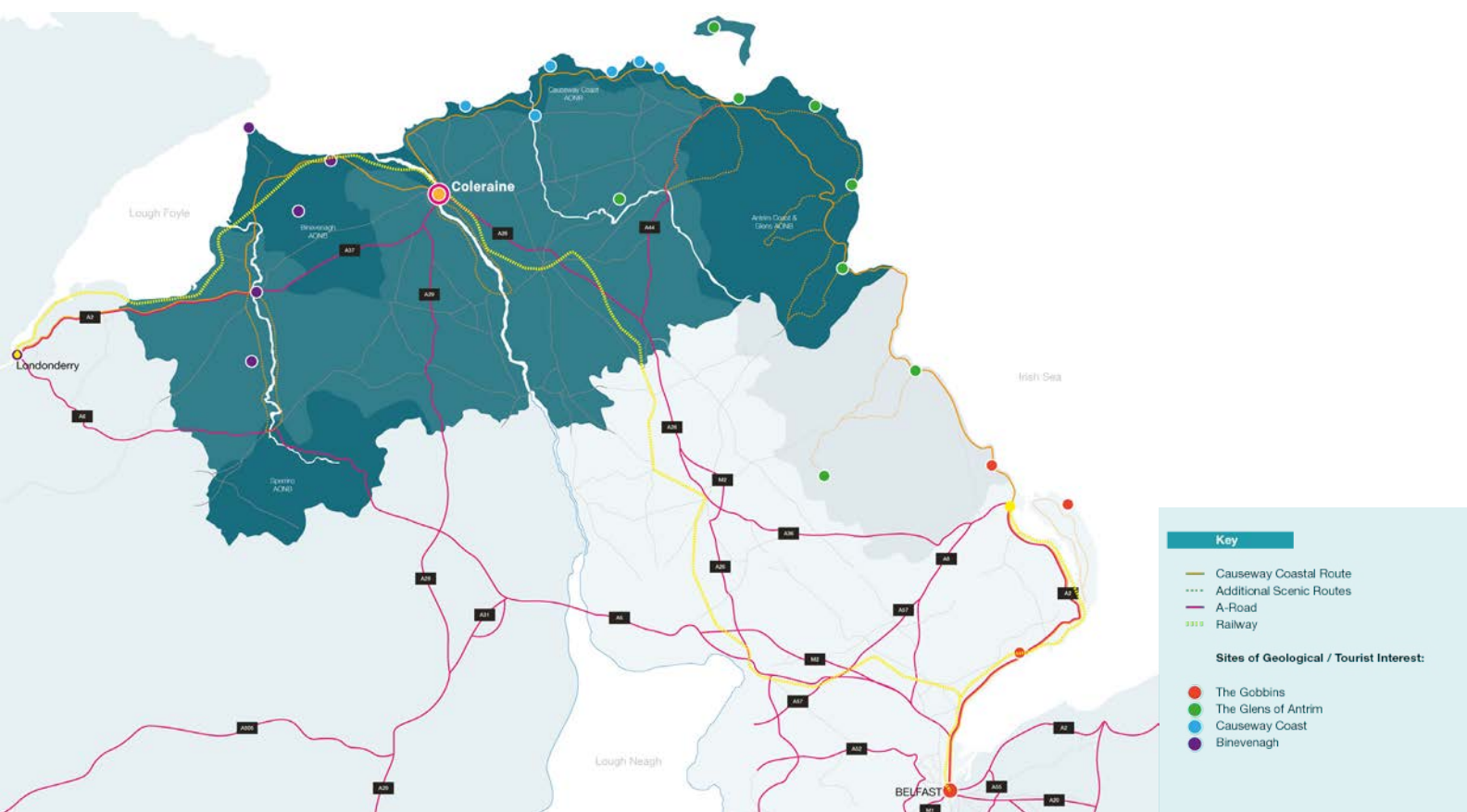
Catalysts for Future Growth

Proximity to Northern Ireland's only UNESCO World Heritage Site the Giant's Causeway, the presence of the Causeway Coast and a strong relationship with the Atlantic Ocean provides Coleraine with the key drivers to catalyse future growth.

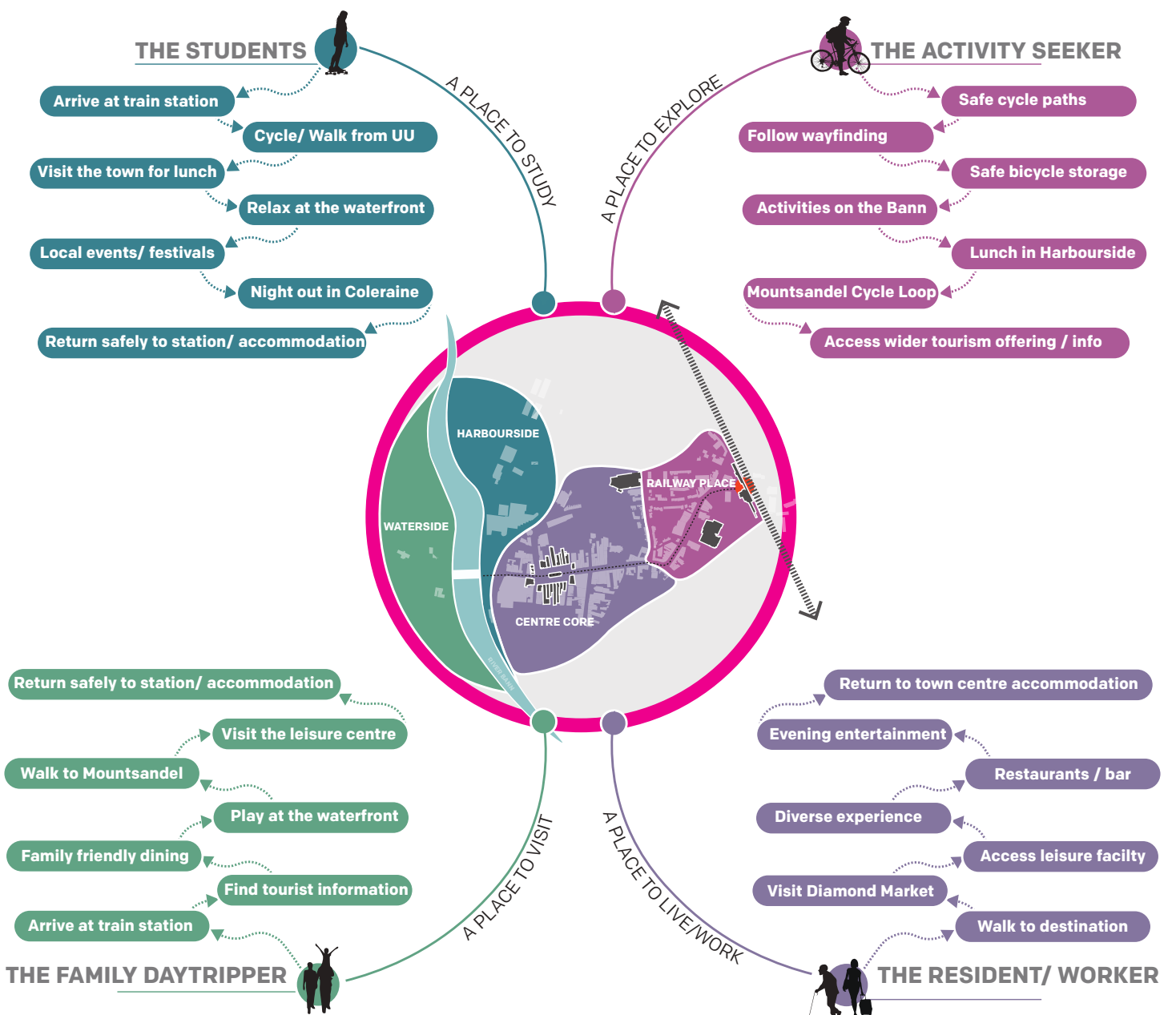
The growing popularity of the north coast's leading tourist attraction in addition to Royal Portrush hosting the 2012 Irish Open and the 2019 British Open Championship has led to a new wave of tourism attracting visitors from all over the world. With a rich local balance of natural, built and cultural heritage, Coleraine has the potential to play its role to become a destination in its own right.

Capitalising on this offer is important for future regeneration objectives. Developing the visitor economy, attracting tourism-focused businesses and enhancing the evening economy could secure economic and social benefits for the town centre. The development of hospitality, cultural, creative and leisure-based activities would bring a layer of experiences drawing visitors to the area, encouraging repeat visits and altering perceptions.

Coleraine's strategic regional positioning near the North Coast and major golf-related events, alongside rich cultural and tourism assets such as Mountsandel Fort, River Bann and plantation origins are key features that set Coleraine apart. Alongside a growing educational presence provided by the NRC and Ulster University, strengthening the links between local business, tourism and academia will be a key tool in unlocking Coleraine's potential.



DESTINATION COLERAINE

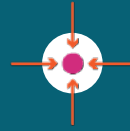




Causeway Coast and Glens

The Borough + Coleraine at a glance

A Strategic Hub



Main Hub

Strategic hub for the Borough

88KM

Approximately north-west of Belfast

A Connected Place



Links

Connected by River, Road and Rail

Belfast + Derry

By rail in 1hr 20 mins and 40 mins respectively

A Growing Population



140,877*
144,200**

Population across the Borough

59,067*
60,004**

Population in Coleraine

A Evolving Economy



Tourism

- Giants Causeway
- Game of Thrones
- NW200

Enterprise

NI's first Atlantic Link Enterprise Campus

A Developing Space



Project Kelvin

Project Kelvin - Direct Telecommunications Link

NRC

Proposed NRC Campus Opening

*NISRA Official 2011 Census Data
**NISRA 2018 Mid-Year Population Estimates

03

04

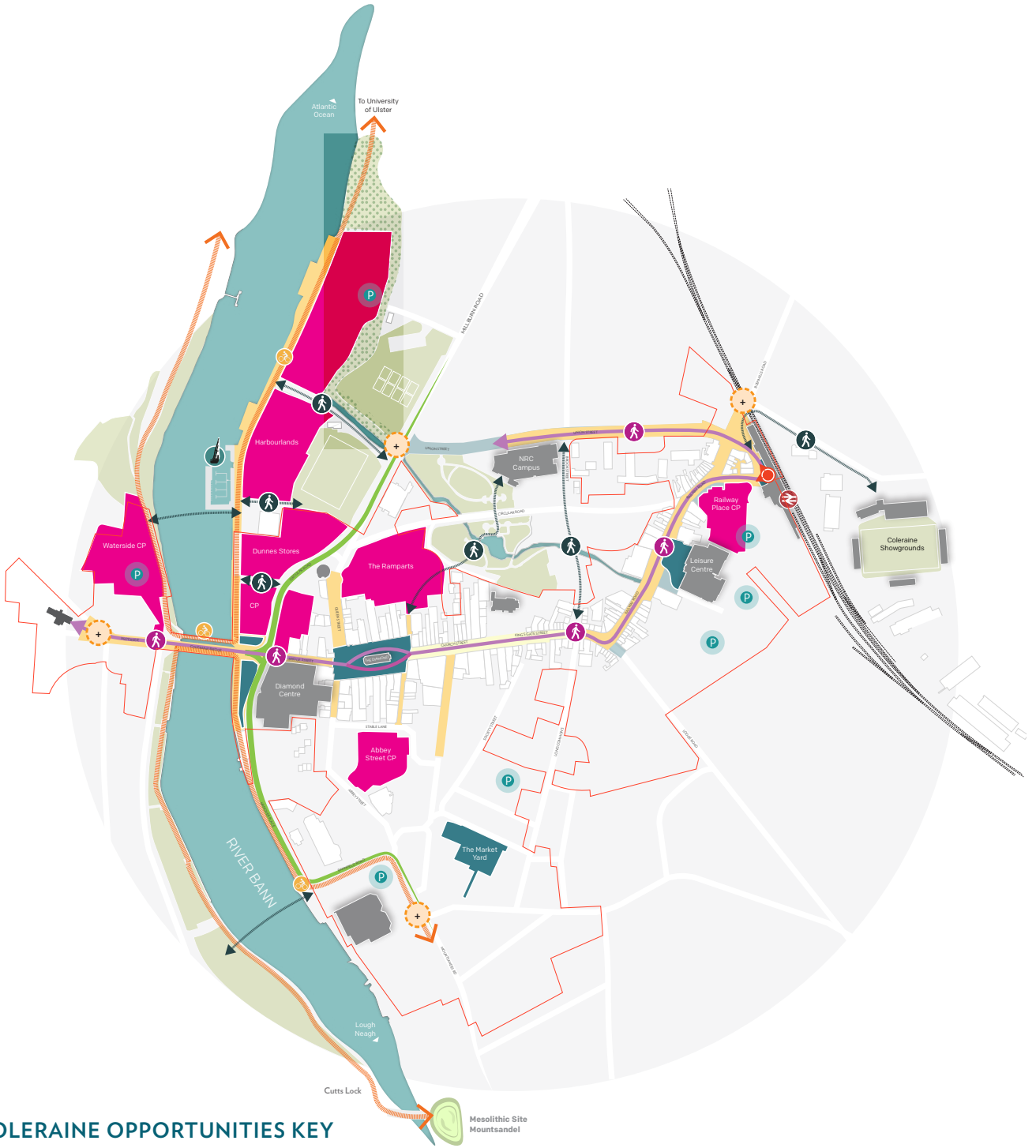
2020 Masterplan Review ◀

This section illustrates priority projects and Proposed Masterplan interventions for Coleraine Town Centre.

05



2020 MASTERPLAN REVIEW



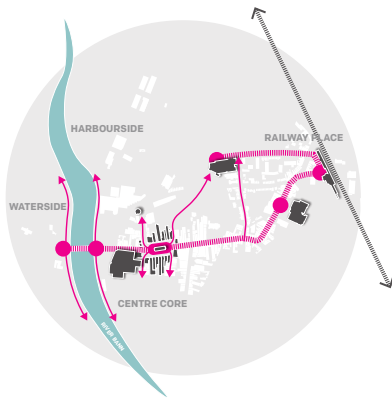
COLERAINE OPPORTUNITIES KEY

- Enhancements to the A2 carriageway
- Animated waterfront
- Enhanced linkages
- Improved gateway
- Enhanced public space
- Development opportunity sites
- Station plaza (enhanced arrival point)
- Pedestrian priority route (Diamond Mile)
- Strategic car parking
- Harbourside Park
- New Bridges

Priority Themes

The following themes have been developed to ensure masterplan projects and future town centre developments fully embody the opportunities identified to help achieve Coleraine's Vision through a forward thinking and sustainable development approach.

01

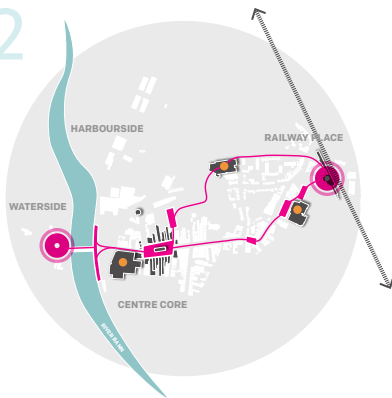


Connecting key destinations and assets

The town centre will consist of a coherent and legible street network that connects people to places of employment, education, culture, leisure and transport through a safe accessible environment. A welcoming arrival at key gateways will provide a memorable first impression, improve the movement network and navigability of the town centre. Wayfinding systems will be improved and pedestrian crossings enhanced to provide a sense of arrival for commuters, visitors and tourists arriving at the station.

A well-designed external environment will activate and integrate the station with the NRC, Leisure Centre, The Diamond (Retail Core), the River Bann and Ulster University, strengthening east-west and north-south movements.

02

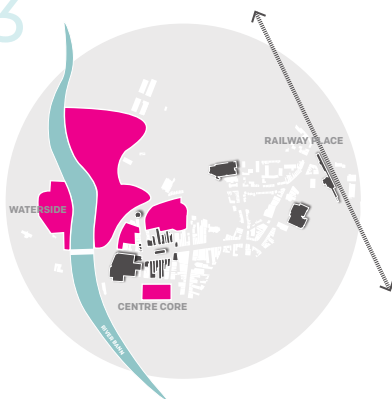


Enhancing the quality of public realm

A consistent, high quality and coordinated phased public realm scheme will deliver a contemporary streetscape along Railway Place, Railway Road, Union Street, Kingsgate Street, Church Street, The Diamond, Bridge Street and the Waterside. A continuous and coherent design will rebalance pedestrian, cyclist, vehicular and business needs to form an attractive, safe and vibrant streetscape. A distinctive and simplified material palette will reflect Coleraine's heritage and strengthen existing linkages between key destinations.

Reinvigorated public spaces at The Diamond, Anderson Park and the Leisure Centre will encourage activity to spill out on to the street and channel more footfall during the day and into the evening. An enhanced setting will help bring the town centre to life and be the catalyst in attracting new investment and supporting surrounding regeneration.

03

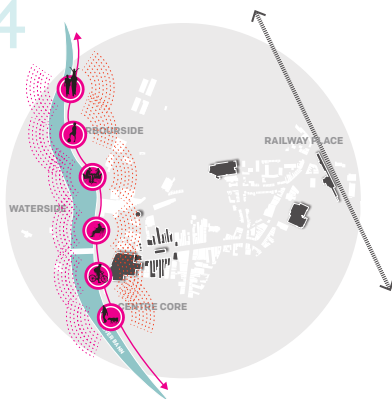


Unlocking the potential of key sites

Key opportunity sites will be promoted to provide a range of development opportunities and encourage private sector investment. The potential of the Harbourslands and town centre Opportunity Sites to help diversify the town centre will be maximised and current uses will be intensified. Acknowledging the importance of these sites in delivering transformational change, future schemes which are high quality, mixed use and complementary to the existing offer will be encouraged to ensure they deliver the design quality and scale of activity required to realise the wider town centre vision.

Through a collaborative approach, new and existing developments should aim to reduce carbon and create resource efficient, sustainable developments.

04



Improving the waterfront experience

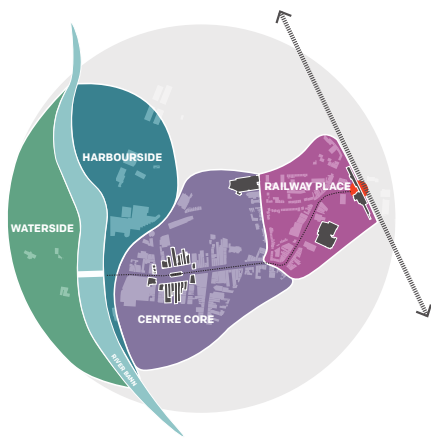
The relationship with the River Bann will be strengthened to reveal the waterfront as a carefully created destination that sets Coleraine apart. An underutilised river asset will be re-imagined to transform and unlock key riverside spaces while reconnecting with the maritime heritage and biodiversity habitats. Capitalising on the attraction of water, the waterfront and river itself will become a platform in facilitating a contemporary programme of waterfront activities comprising of a diverse range of cultural, leisure and recreational uses.

A series of spaces and nodes will facilitate active use of the water, stimulate waterfront activity and connect to key cultural and historical destinations including Mountsandel Fort and educational institutions such as Ulster University.

PRIORITY AREAS

The Masterplan Review identified several potential projects throughout the town centre. These projects have been informed through earlier engagement on the 2012 masterplan.

For each site, a potential future or temporary use has been identified alongside key interventions and examples of best practice. Project priority and potential timescales for development are set out in the Action Plan at the end of this document.



RAILWAY PLACE

- A** Bus and Railway Station
- B** Leisure Centre

CENTRE CORE

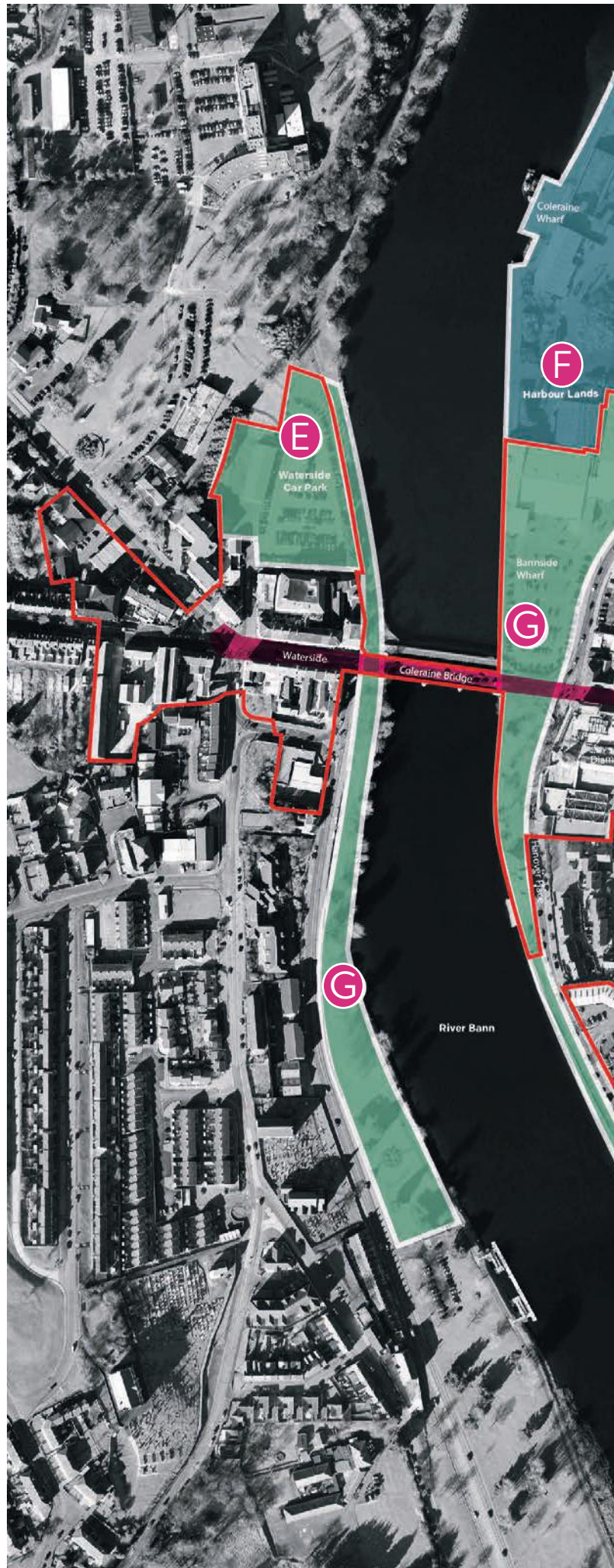
- C** Diamond Mile
- D** Linkages to the Redeveloped NRC
- E** Town Centre Sites

HARBOURSIDE

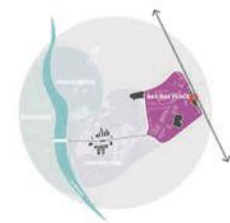
- F** Harbour Lands

WATERSIDE/HARBOURSIDE

- G** Waterfront & Wider Connections







A | Bus and Railway Station

Coleraine's regional transport links and location near the Causeway Coast offers a significant opportunity. A high-quality gateway into Coleraine town centre would provide a memorable first and last impression of the town centre. Reflecting the ambitions of the town centre, the station gateway will offer a safe, welcoming and accessible attraction transforming it into a radically improved entrance to the wider town centre. An enhanced station entrance, high quality station square and reinvigorated public realm will provide the catalyst in delivering of a 21st century interchange and visitor experience.

Key Challenges

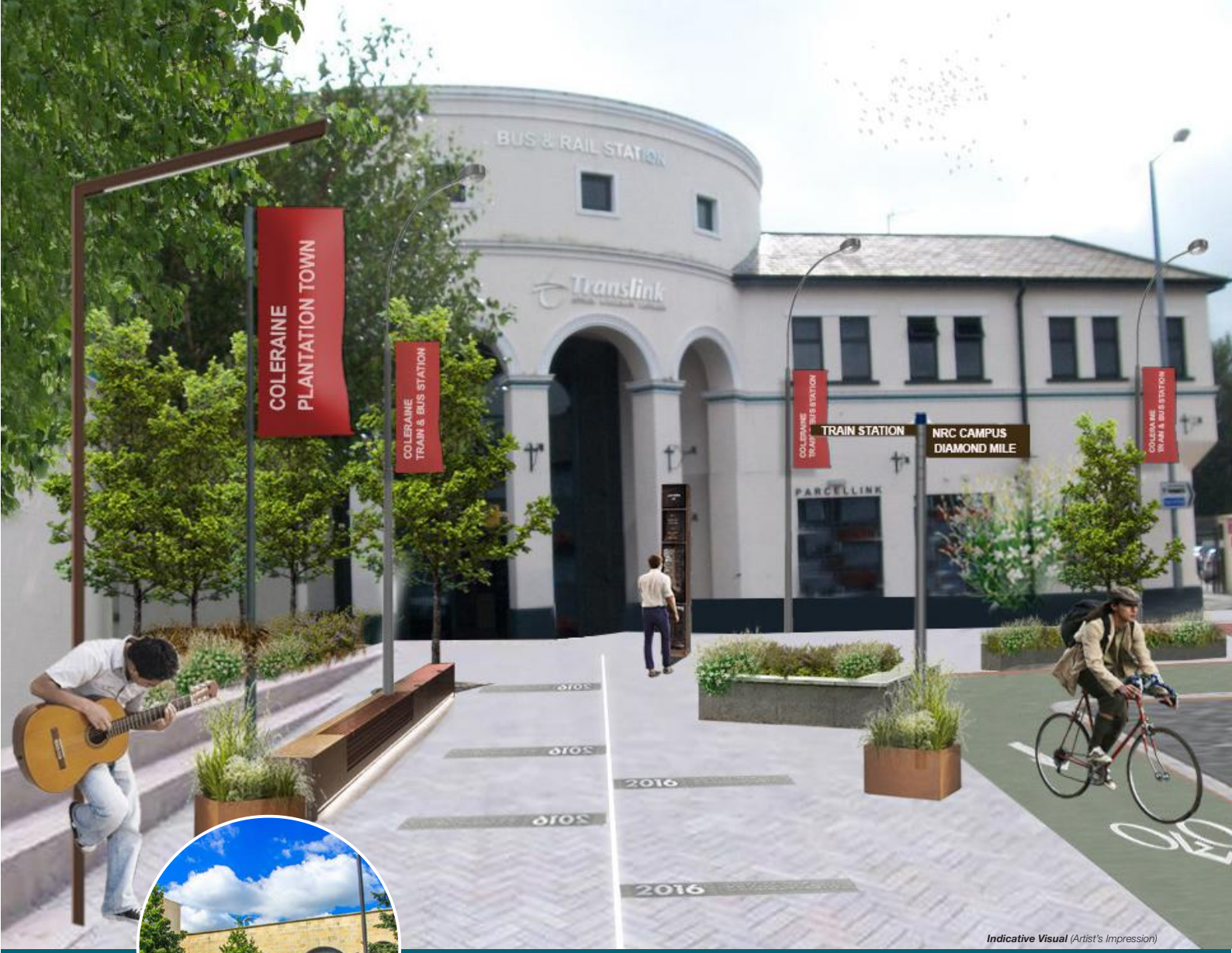
-  **Sense of Arrival**
Poor external environment and arrival experience
-  **User Conflict**
Pedestrians, cyclists, vehicles and buses
-  **Public Space**
Lack of public space for users to wait or dwell
-  **Building Quality**
Poor quality buildings and inactive frontages
-  **Wayfinding**
Low quality wayfinding and visual markers

Relevance

The station is one of the principal arrival points into Coleraine by public transport however the surrounding environment fails to give a high-quality sense of arrival and welcome for visitors. The project seeks to capitalise on the strength of the train station by transforming a traffic dominated, hostile and uninviting environment into a safe, legible and attractive setting for pedestrians approaching and leaving the station. Safe and attractive routes will dramatically improve links between the station and key destinations including the NRC, leisure centre and the Diamond.

Key Interventions

- A1 Station Gateway Public Realm**
Redevelopment of the station entrance with high quality materials, enhanced crossing, widened footpaths, trees, seating, feature lighting and wayfinding.
- A2 New Station Square**
Provision of a new station square as part of the redevelopment of Railway Place car park to provide a pedestrian friendly space.
- A3 Mixed-Use Development (RPCP)**
Redevelopment of Railway Place Car Park to provide a development with contextually appropriate buildings and spaces of appropriate scale, design quality and uses. The regeneration of Coleraine Indoor Market alongside a mix of residential, office, leisure and food and beverage uses could enliven an important entrance to the town centre. Parking should be carefully integrated into any future development or sited nearby where it can support public transport patronage and sustainable onward travel options.
- A4 New Pedestrian Links**
Potential for direct pedestrian link from the Bus and Rail Station to the Leisure Centre through Railway Place Car Park. High quality walkway would provide the main pedestrian spine through the development.
- A5 Road Network Rationalisation**
Rationalisation of Railway Place road outside the station with one-way movements for private vehicles, two-way movements for public transport, reduction of on-street car parking and traffic calming measures.
- A6 Segregated Cycle Lane**
Provision of a cycle hub, cycle lane, storage and repair facilities to facilitate active and 'greener' transport links.
- A7 Extended Park & Ride Facility**
Extended Park and Ride: Extension of existing Park and Ride facility to increase the capacity and usage.
- A8 Junction Improvements**
Enhancements and improvement works to the existing junction at Railway Place and Union Street and new pedestrian crossing points.
- A9 Formalised Collection Area**
Formalised taxi rank and drop off area: Relocation of existing area to a formalised drop down and pick up area.



Indicative Visual (Artist's Impression)

Best Practice

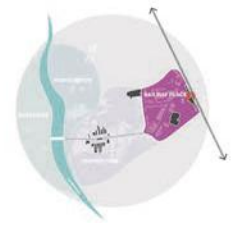
Bath Spa Train Station

Extensive public realm enhancements transformed Bath Train Station into a welcoming, attractive and impressive arrival point. The project focused on SouthGate and Brunel Square outside the train station with interventions primarily focused on pedestrian priority, comfort and safety.

High quality external spaces showcase Bath's iconic character, reference local heritage and key events. Key interventions include moveable planter seats, feature lighting, new pavement, hand-crafted bronze scripted artwork, legible wayfinding totems and sculpted mounded landforms to drive footfall and encourage people to dwell. The station's former car park has been redeveloped to accommodate new commercial units and provide amenities for both short-stay and long-stay station users. Extensive cycle parking is also provided to encourage active onward travel.

The new Station Plaza provides a positive first impression, reinforces directional clarity for users and successfully integrates the station with the wider city centre.





B Leisure Centre

A redeveloped leisure centre complemented by a high quality civic space would positively redefine the appearance and attraction of the existing leisure facility on Railway Road. A new state-of-the-art multi-functional leisure facility would provide a significant anchor to the east of the town centre and be a major catalyst in attracting footfall to the town centre.

A modern multi-purpose hub providing a broader range of leisure and community related facilities would be a major catalyst in transforming the surrounding area, attracting private investment and developing Coleraine as a destination.

Key Challenges



Building Age
Built over 50 years ago



Maintenance Costs
Significant increasing maintenance costs



Public Space
Poor public space outside the leisure centre



Building Quality
Poor quality building with inactive frontages



Wayfinding
Low quality wayfinding and visual markers

Relevance

The redevelopment of the leisure centre would provide a 'flagship' leisure project and re-establish Coleraine as leading leisure-destination. The project seeks to capitalise on the growing health and fitness sector. A redeveloped leisure centre would provide a high-quality attraction that meets the needs and expectations of locals, students, workers and visitors. Strengthening the existing asset could also provide impetus for private-sector led regeneration in the surrounding area.

Key Interventions

B1 Enhanced Public Realm

High quality public realm linking the leisure centre into the surrounding environment. Enhanced soft and hard landscaping including new planting, paving, cycle storage and high quality street furniture.

B2 Renewed Public Space

Regeneration of the existing public space to provide outdoor play facilities and areas that enhance the experience outside the leisure centre. Provision could include outdoor amphitheatre with stepped seating and a flexible performance or event space serviced for year round use.

B3 Redeveloped Leisure Centre

Multi-purpose leisure, entertainment and community facilities including a dedicated youth space to enhance the existing offer and provision. Future location, siting and design subject to consultation, planning permission and detail design.

B4 Railway Place Redevelopment

Redevelopment of Railway Place Car Park to provide a development with contextually appropriate buildings and spaces of appropriate scale, design quality and uses. The regeneration of Coleraine Indoor Market alongside a mix

of residential, office, leisure and food and beverage uses could enliven an important entrance to the town centre. Parking should be carefully integrated into any future development or sited nearby where it can support public transport patronage and sustainable onward travel options.

B5 Ancillary Uses (Units)

Potential for start-up business units, café and restaurant facilities, and car parking incorporated into the redevelopment.

B6 New Pedestrian Link

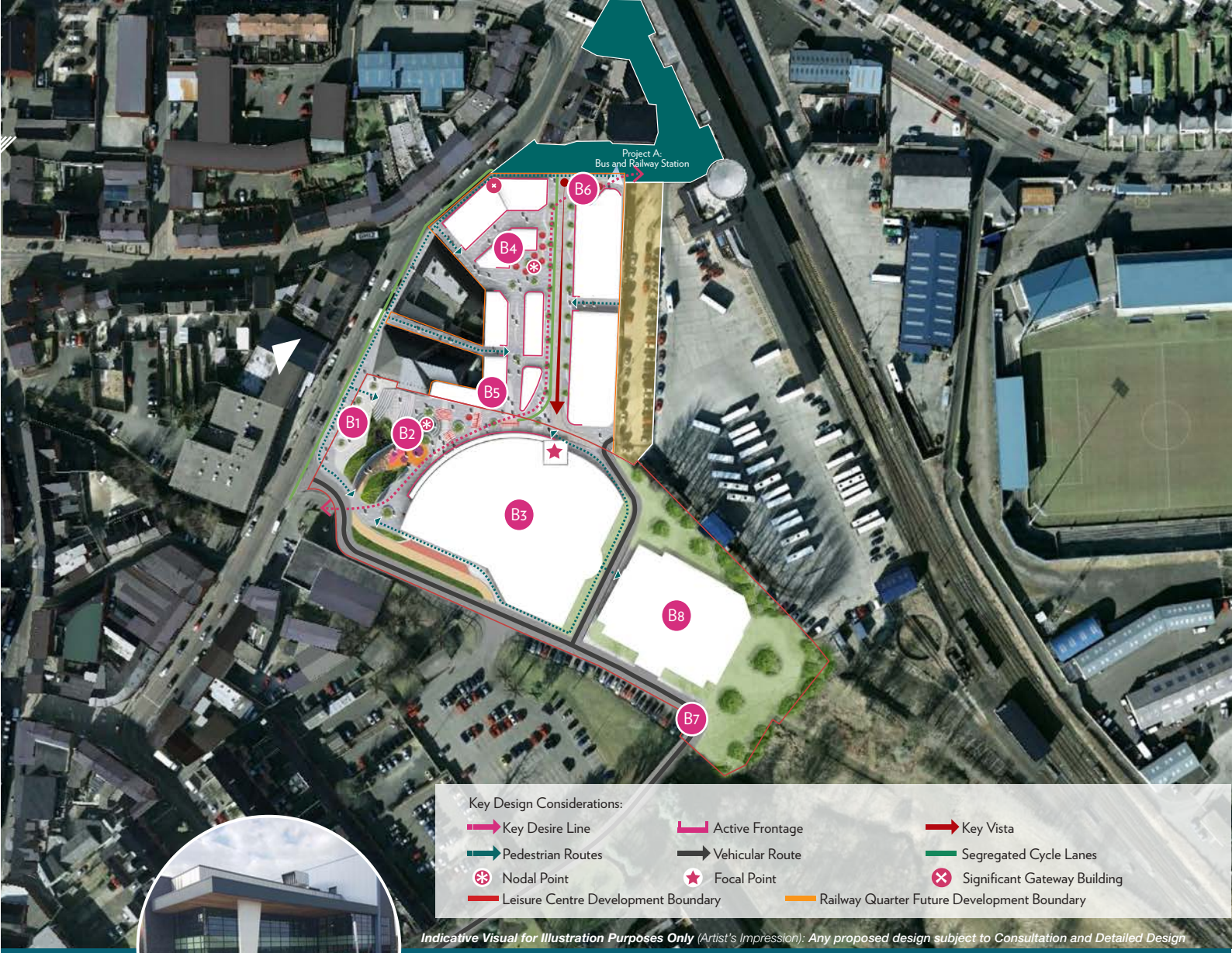
Potential for direct pedestrian link from the Bus and Rail Station to the Leisure Centre through Railway Place Car Park. High quality walkway would provide the main pedestrian spine through the development.

B7 New Vehicular Link (Lodge Rd)

Potential for a direct vehicular link from the leisure centre to Lodge Road, aligned with the entrance to Coleraine High School.

B8 New Multi-Storey Car Park

Potential for a multi-storey car park to consolidate car parking and service town centre attractions, with potential for a direct vehicular link to Lodge Road, aligned with the entrance to Coleraine High School.



Indicative Visual for Illustration Purposes Only (Artist's Impression): Any proposed design subject to Consultation and Detailed Design

Best Practice

Oldham Leisure Centre,

Oldham Community Leisure (OCL) launched a new leisure facility to help catalyse the regeneration of the town centre. The £15 million Oldham Sports and Leisure Centre, developed to international standards, has become the flagship facility connecting the community with health and well-being.

The enhanced facilities include 25m (82ft) eight-lane swimming pool, new gym, two dance studios, bespoke indoor cycling studio, eight-court sports hall, indoor bowls arena, cafe and restaurant facilities. A new public space transforms the external environment and provides space for outdoor play and social activities.

Similar to Coleraine, the building is located on a main approach road into the town centre. The former leisure centre has been transformed into a high-quality gateway facility for residents and visitors with the landmark building bringing much-needed footfall to the area.





C | Diamond Mile

Diamond Mile will provide a single high-quality east to west pedestrian and cyclist priority route knitting together key assets, public spaces and destinations across the town centre. The primary connection spans across key character areas from the railway station, extending east along Union Street to the NRC and south east along Railway Road linking The Diamond, River Bann and Waterside.

Connectivity will be improved to facilitate the flow of pedestrians between key destinations by enhancing the navigability and identity of the town centre. Reaffirming Railway Road as the primary connection from the train station to the heart of the town will create an attractive street scene, channel more footfall to key civic spaces and intensify opportunities for a diverse range of regeneration activities to flourish.

Key Challenges

-  **Sense of Arrival**
Lack of clear street hierarchy and functional
-  **User Conflict**
Pedestrians, cyclists, vehicles and buses
-  **Public Space**
Low quality public realm for users to wait or dwell
-  **Wayfinding**
Low quality wayfinding and visual markers
-  **Footfall**
Low footfall and pockets of inactivity

Relevance

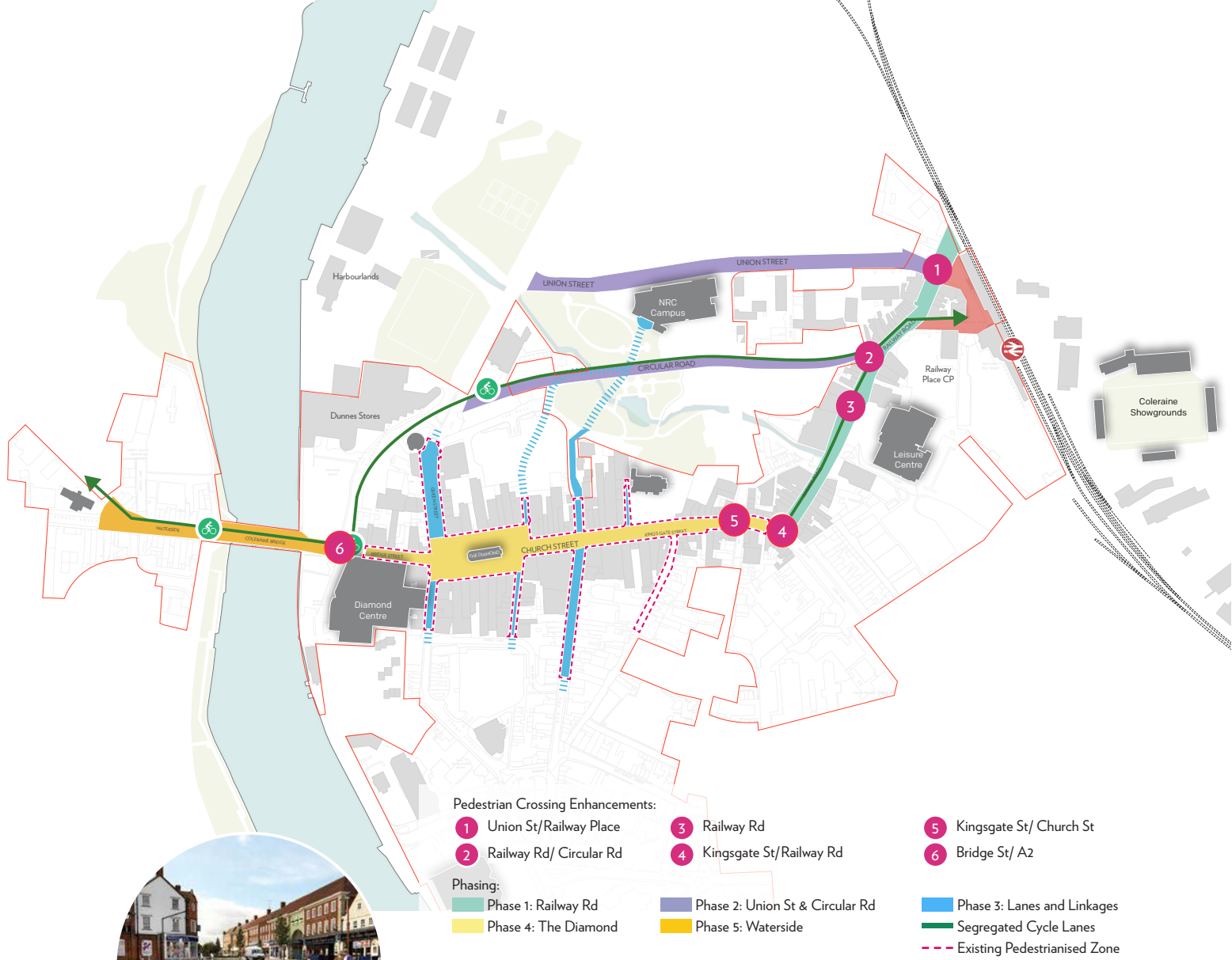
Introducing the 'Diamond Mile' will transform the existing network of streets into a clear and legible pedestrian axis, helping to orientate and direct footfall to key destinations. An 'active' pedestrian-priority corridor will open up underutilised spaces along the route by removing the physical and visual barriers deterring onward journeys. Creating vibrant connections and providing multi-functional public spaces will encourage locals, workers, shoppers and visitors to linger and dwell during different times of the day, week and year.

Rationalising the road network, including assessing the opportunity to introduce traffic to the pedestrian area during off peak times to support an evening economy should be explored.

Key Interventions

- C1 Diamond Mile Public Realm**
Single continuous route of quality, consistent and coordinated material palette stitching together key assets and destinations across the town centre.
Phase 1: Railway Road, **Phase 2:** Union Street and Circular Road, **Phase 3:** Lanes and Linkages, **Phase 4:** Kingsgate Street, Church Street, The Diamond, Bridge Street, and **Phase 5:** Waterside.
- C2 The Diamond Regeneration**
Regeneration of The Diamond to incorporate facilities for use as a street market and evening activities, new water feature and heritage-led art installations.
- C3 Regenerated Civic Space**
Redesign of the civic space outside the leisure centre into a flexible public space, new outdoor play/performance space and attractive pocket park where people can gather, sit and relax.
- C4 Improved Pedestrian Crossings**
New and upgraded pedestrian crossings would simplify movements at key junctions along the route. As illustrated on the map, six key areas have been identified to ensure pedestrian priority at key junctions.

- C5 Improved Wayfinding Systems**
Clear, consistent and branded wayfinding signage directing pedestrians and cyclists to key destinations, links and streets. This could include both distance and time markings.
- C6 20's Plenty Scheme**
Designated 20mph speed limit zone along the route to improve the safety and comfort, particularly for vulnerable road users such as the elderly and children.
- C7 Interpretative Installations**
Contemporary installations reflecting the heritage, culture and identity of key character areas along the route.
- C8 Bespoke Feature Lighting**
Bespoke lighting of key buildings, heritage assets and character areas during evening and night-time to develop a sense of place.
- C9 Laneways & Linkages Project**
A series of coordinated initiatives to transform laneways into inviting and attractive linkages. Interventions such as new paving, creative lighting installations, wall art, wayfinding markers and soft landscaping.



Best Practice

Letchworth Garden City, Hertfordshire

Letchworth Garden City was transformed through a £8m high quality streetscape regeneration scheme. The design is heavily influenced by the heritage of the Garden City and reflects Letchworth's significance as a planned settlement. The underlying concept was to create a 'family friendly' accessible street scene, attractive to all users with pedestrian movement a priority.

The previous street layout was cluttered, street hierarchy confusing for users and over-reliant on signage. The materials of the street had also deteriorated resulting in a 'tired' looking town centre.

A co-ordinated palette of materials for lighting, public art, planting, street furniture, signage and surface treatment emphasise the primary route linking key areas. Bespoke features such as Beacons, high quality natural stone paving, water elements and stone seating form new symbols for the town centre. The railway station is conveniently located at the primary accesses with a single surface emphasising direction to and entry of the town centre.





D | Linkages to the NRC Campus

The programmed redevelopment of the Northern Regional College Campus provides a significant opportunity to grow and regenerate Coleraine town centre. This will be the largest capital investment in Coleraine town centre in recent times (c. 25.5 million). The new, purpose-built campus planned for the existing site on Union Street and self-contained performing arts centre in the adjacent St Patrick's Church of Ireland Hall are expected to generate considerable footfall (approximately 1,070 persons per day).

The relationship between Anderson Park and the new NRC has been considered in its design, particularly linkages through the site to Andersons Park and town centre to strengthen the perceived and physical connection. To capitalise on the integrated site design and proposed footfall will be important for the future vitality of the town centre. Anderson Park will be enhanced to provide a safe, welcoming route between the NRC and the town centre. A high quality landscaped space with improved connectivity, visibility and animation would encourage more students to populate the space, visit the town centre and promote greater usage of nearby amenities.

Key Challenges

-  **Public Realm**
Deteriorating street furniture and material palette
-  **Lighting and Visual Surveillance**
Poor lighting between NRC and town centre
-  **Public Space**
Underused and low quality public space
-  **Activation of Space**
Lack of useable and functional space (Anderson Park)
-  **Wayfinding**
Poor visual and physical linkages to the town centre

Relevance

The redevelopment of the NRC campus is a significant capital investment in Coleraine town centre, with a total capacity for 1800 students and 200 staff at the new campus. The new facility will be open from approximately 8 am to 9 pm.

To realise the potential benefits this could bring, it will be critical to create strong links between the campus and the town centre. A direct entrance through the 'Garden Room' into Anderson Park from the campus means this space will be an important gateway to the town centre. A high-quality linkage is essential to encourage movement through the park during the day and into the evening. Improvements will ensure the park is enhanced to meet the changing needs of the town centre and designed to accommodate a variety of users.

Key Interventions

- D1 Public Realm**
High quality public realm throughout Anderson Park and along Circular Road to reflect the material palette used in the campus redevelopment.
- D2 Informal Gathering Space**
Provide a outdoor performance space to celebrate events, encourage pop-up uses and facilitate a range of activities.
- D3 Anderson Park Redevelopment**
Enhanced soft and hard landscaping including new planting, direct pathways and high-quality furniture.
- D4 New Pedestrian Crossing**
Provision of a formalised pedestrian crossing on Circular Road to ensure pedestrian safety and removal of barriers.
- D5 Improved Wayfinding Systems**
New wayfinding and signage to provide clear visual cues throughout the town centre. This could include both distance and time markings to destinations
- D6 Segregated Cycle Lane**
Provision of a cycle lane along Circular Road to facilitate active and 'greener' transport links between key trip generators.
- D7 NRC Drop Off & Pick Up Point**
Provision of a designated drop off and pick up point to allow safe and convenient access to the NRC campus.
- D8 Feature Lighting Scheme**
A lighting scheme through Anderson Park linking the NRC and The Diamond to provide a safe, well-lit connection.



Indicative Visual (Artist's Impression)

Best Practice

Town Centre Gardens, Stevenage

A forty year old 3.85 hectare park located in the heart of Stevenage was transformed into a contemporary destination. The park had fallen into decline and suffered from low levels of activity and a lack of visual surveillance.

The project established a coherent hierarchy of routes and spaces, which in turn provides a clear identity. Contemporary open spaces have created a strong sense of arrival. Large bespoke concrete planters provide additional seating throughout the park. Shrubs, overgrown vegetation and large trees were removed or relocated to reinstate views, invite natural light and improve the perception of safety. Due to the scale of the park, large areas of wildflower meadow and native species were planted to bring the park to life. Lighting and wayfinding have dramatically increased dwell time and provided a public space accessible 24 hour a day.

The transformation has created a destination rather than just a thoroughfare with students, residents and visitors using it either passively or for functional events.





E | Town Centre Sites

The Mall, Abbey Street and Waterside Car Parks have substantial potential to transform Coleraine. Due to their significance, location or potential to act as a catalyst in attracting investment, developing these sites could provide the impetus for the wider regeneration of Coleraine.

The Mall Car Park is a 1.12 ha (2.8 acres) development site situated to the north of The Diamond. It is a significant development site with the potential to diversify the town centre through a high-quality mixed-use development. A comprehensive redevelopment could potentially deliver a new mixed-use urban quarter with residential, office, retail, food and drink uses. Abbey Street Car Park (0.53 ha, 1.3 acres) has the potential to be intensified into a mixed use development with a new integrated multi-storey car park providing additional capacity to relieve pressure on car parks elsewhere. Waterside Car Park (0.97 ha, 2.4 acres) offers potential for a landmark residential-led riverside building maximising views over the River Bann.

Key Challenges



Opportunity Sites
Long-standing opportunity sites



Underutilised Uses
Surface level car parks



Key Pedestrian Route
Key route connecting the Diamond, NRC and Waterfront



Vacant Units
Presence of vacant units at a key arrival points



Wayfinding
Low quality wayfinding at a key arrival points

Relevance

It is important the town centre remains the primary destination for a mix of retail, residential and commercial activities. Any future redevelopment of the town centre sites should integrate and complement the existing offer. The prominence of each site necessitates schemes of high quality which are contemporary in their nature and helps Coleraine become a more rounded destination. This should include urban living to increase the residential population in the town centre and be supported by a mix of appropriate uses with adequate parking provision. This would enhance and sustain the vitality of the town centre.

Due to the Department for Communities position as retaining control of the Mall Car Park (following public sector reform 2015), future development must be aligned with, and support their strategic objectives in delivering urban regeneration.

Key Interventions

E1 Abbey Street Car Park Redevelopment

Mixed use redevelopment with provision of a new multi-storey car park on the existing Abbey Street Car Park. A continuous building line with a mix of uses would re-establish active street frontages onto Stable Lane and New Row West. A multi-storey car park to offset the loss of surface level spaces could be sensitively designed and wrapped to the rear of ground level activities, providing accessible parking for visitors while retaining an enlivened street scene.

E2 Mall Car Park Redevelopment

A comprehensive mixed-use redevelopment of the existing surface car park, vacant retail units and derelict land surrounding the Mall Car Park. Potential for residential, offices, business start-ups and co-working hub with potential enterprise links to the NRC. This could provide the space for entrepreneurs to test ideas and explore the market.

E3 Waterside Car Park Redevelopment

A significant landmark residential-led development could be delivered on the existing Waterside car park. Any future redevelopment of the site should seek to provide and integrate an appropriate level of car

parking within the site. This would ensure a greater residential population, support both day and evening activities, and maintain the provision of a car park on the west of the River Bann.

E4 Mall Square

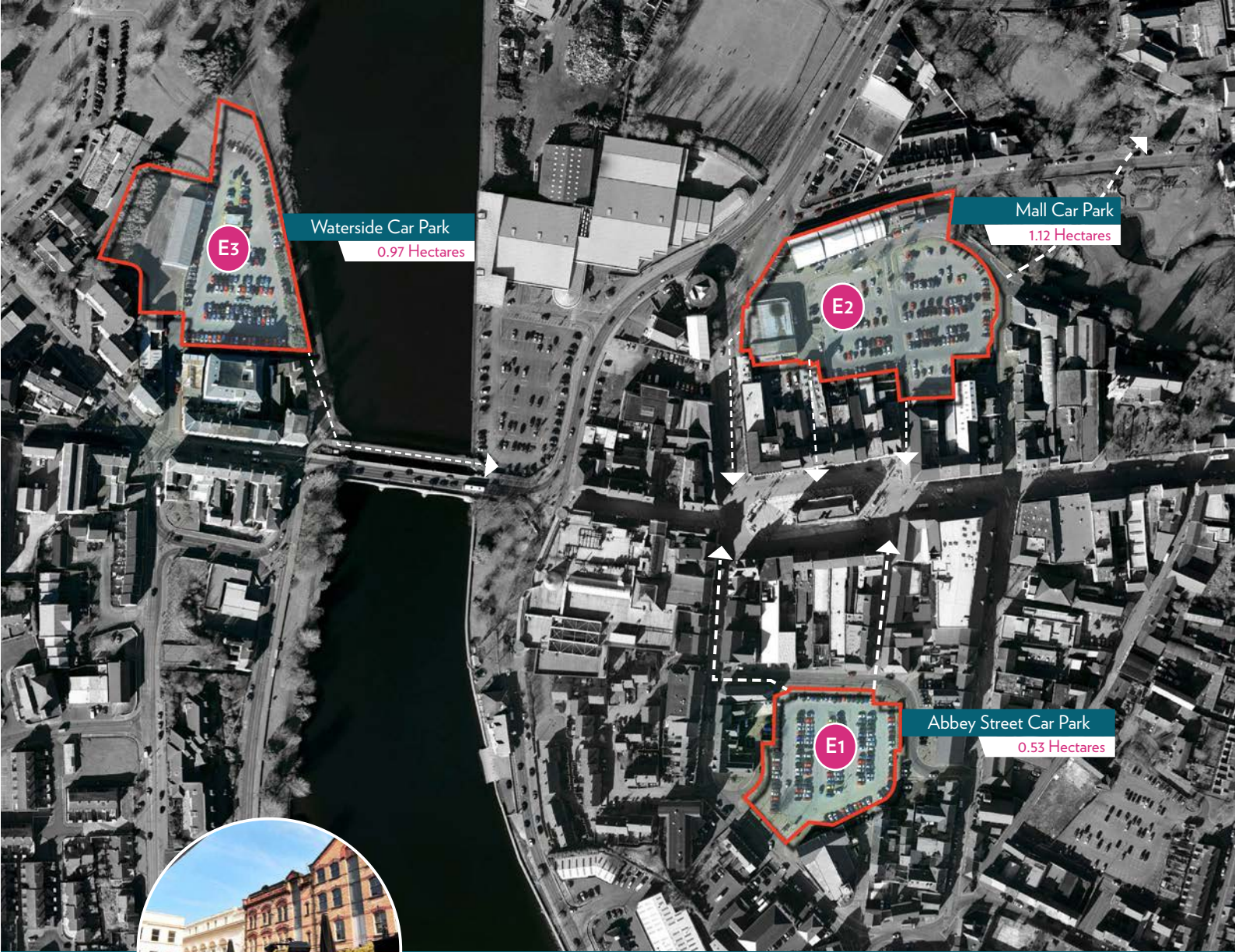
Potential creation of a high quality public realm and semi-enclosed public space to complement the proposed mixed use urban quarter on the existing Mall Car Park Site. This would provide year-round event space for smaller events and a formal gathering space.

E5 Improving Pedestrian/Cycle Linkages

Establish high-quality pedestrian linkages connecting the town centre with the NRC and Waterfront. Linkages include Bell House Lane, Diamond Arcade and Stone Row.

E6 Active Frontages and Massing

All sites should implement active ground floor uses where appropriate. This includes retail, food and drink, and commercial/leisure. New buildings should be of an appropriate scale and massing with an active street frontage. The requirements will help establish high quality and legible routes between key spaces and destinations. This will capture the opportunities offered by each site, improve safety and provide visual surveillance of the surrounding area.



Best Practice

Concert Square, Liverpool

Concert Square is a comprehensive brownfield redevelopment of a vacant building situated on a derelict back street. The regeneration scheme transformed a derelict area into a destination providing residential, employment and leisure-based activities.

The creation of a piazza framed by high quality buildings provided a functional urban square with 20,500 sq ft of commercial space to accommodate a mix of new and vibrant uses. Festivals, open air concerts and exhibition spaces alongside a mix of bars, restaurants, night clubs and creative office space have reinvigorated the area and established a new contemporary identity. 'Loft living' apartments have brought round the clock footfall to the area with the square establishing itself as a hotspot for locals, visitors and tourists during the day and night-time. The project was seen as key to strengthening the pedestrian link between surrounding destinations.





F Harbour Lands

The harbour area presents a significant opportunity to establish Coleraine as a waterfront destination. Occupying an exclusive position, significant redevelopment of the existing industrial land uses would capitalise on the relationship with the River Bann and provide a much-needed reinvigorated harbour lands.

A new mixed-use destination comprising of residential, leisure and employment uses would deliver a high-quality waterfront district including tourism, cultural and commercial activities. Enhanced pedestrian connectivity and waterfront spaces will open the site, draw people to the water and provide opportunities for residents and visitors to dwell.

Key Challenges

-  **Waterfront Site**
Underutilised waterfront site
-  **Decline in Harbour and Port Related Uses**
Reduction in harbour, port and maritime activities
-  **Linkages**
Low level of integration with existing town centre
-  **Ground Conditions**
Likelihood of contaminated land
-  **Ownership**
Site is in private ownership
-  **Flood Risk**
Risk of future flooding event

Relevance

The harbour reflects Coleraine's rich historical identity. However, the significance and function of the maritime industry to the local economy is unfortunately not as strong as it once was with as few as c. 26 port related movements in 2018. This equates to 46,000 tonnes (inward and outward freight) at Coleraine harbour and is not considered as significant when compared to other NI harbours such as Warrenpoint which had 3,446,000 movements and Larne which had 2,902,000 in 2018.

The changing nature of the town's economic base has led to the harbour lands becoming a valuable, underused resource that is disconnected from the town centre. Although challenging, this shift presents an opportunity to securing a new sense of purpose for the town. Broadening the economic base of Coleraine will help create a resilient robust economy relevant in a competitive 21st century economy.

Key Interventions

- F1 New Mixed-Use Development**
Potential for a new mixed-use quarter consisting of residential, office, hospitality and leisure uses.
- F2 New Landmark Hotel**
A new high-quality landmark hotel to accommodate the growing tourism market.
- F3 New Marina & Facilities**
Creation of a new marina and access road to provide yacht berths and amenities to cater for the growing leisure and recreational sailing market. A new slip way to also be integrated into the marina.
- F4 Residential Accommodation**
Potential for residential accommodation to support town centre living and increase footfall.
- F5 Consolidation of Existing Uses**
Remaining operational activities to be consolidated and relocated to the northern end of the existing estate or to suitable accommodation elsewhere.
- F6 Flexible Event Space**
A flexible urban space overlooked by bars and restaurants fronting onto the waterfront.
- F7 Walking & Cycling Board-Walk**
Provision of a walking/cycle board-walk linking to a new riverside park facilitating north connections to the Ulster University campus.
- F8 New Pedestrian Linkages**
New pedestrian linkages and crossing points to improve connectivity between the Harbour lands and town centre.
- F9 Multi-Storey Car Park (MSCP)**
Potential for a new multi-storey car park within the site to allow for the rationalisation of existing surface level car parking elsewhere in the town centre.



— Coleraine Harbour Development Boundary
 Land with Future Development Potential
 Indicative Visual (Artist's Impression)

Best Practice

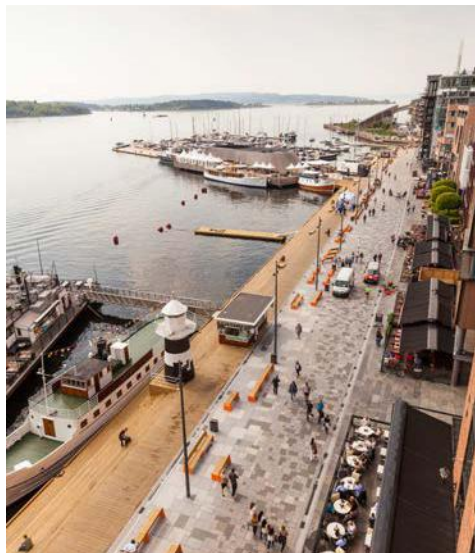
Tjuvholmen & Aker Brygge, Oslo

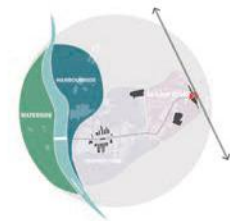
The transformation from harbour to contemporary maritime waterfront district is epitomised on the Oslo island of Tjuvholmen. The once-industrial waterfront has been regenerated into a dynamic commercial and residential area.

A mixed-use phased development comprising of high quality residential living, a landmark hotel, offices, restaurants, cafés, marina and public space has successfully recovered the waterfront.

Although Tjuvholmen may be larger in scale, the principles applied are similar to the aspirations for Coleraine Harbour Lands;

- High quality waterfront residential apartments
- Public spaces, parks and waterfront promenade
- Underground/multi-storey car parking
- Active ground floor frontages
- Mix of uses and functions
- High quality street surfacing, furniture and planting





G | Waterfront & Wider Connections

The River Bann provides a unique selling point to Coleraine and a significant opportunity for reimagining the waterfront as a destination by bringing the river alive. Fully maximising the untapped potential of the River Bann, Christie Park and Mountsandel Fort is critical to developing the waterfront as an attraction and providing a memorable experience to support the visitor economy.

A walking and cycling trail can act as a linking thread between Ulster University and Mountsandel Fort by providing a continuous north-south route providing a seamless and connective visitor experience. A diverse programme of activities layered along the waterfront will create pockets of vibrant, animated and user-friendly spaces while a unique feature lighting scheme will dramatically change the visual appearance of the waterfront.

Key Challenges

-  **Flood Risk**
Risk of future flooding event
-  **Underutilised Asset**
Underused green and open spaces
-  **Poor Connectivity**
Lack of public access in parts
-  **Natural Surveillance**
Lack of activity
-  **Wayfinding**
Low quality wayfinding and visual markers

Relevance

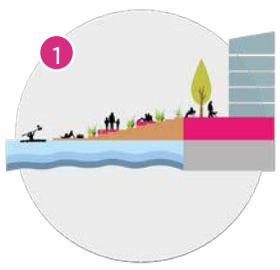
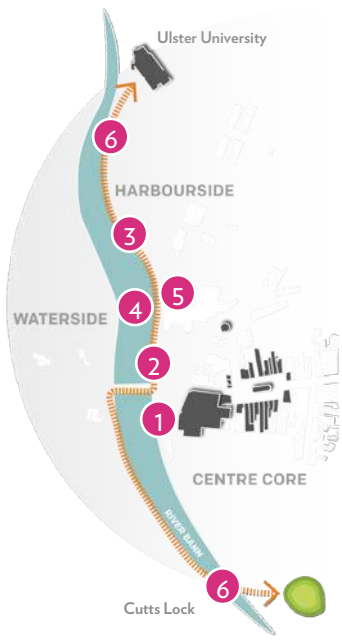
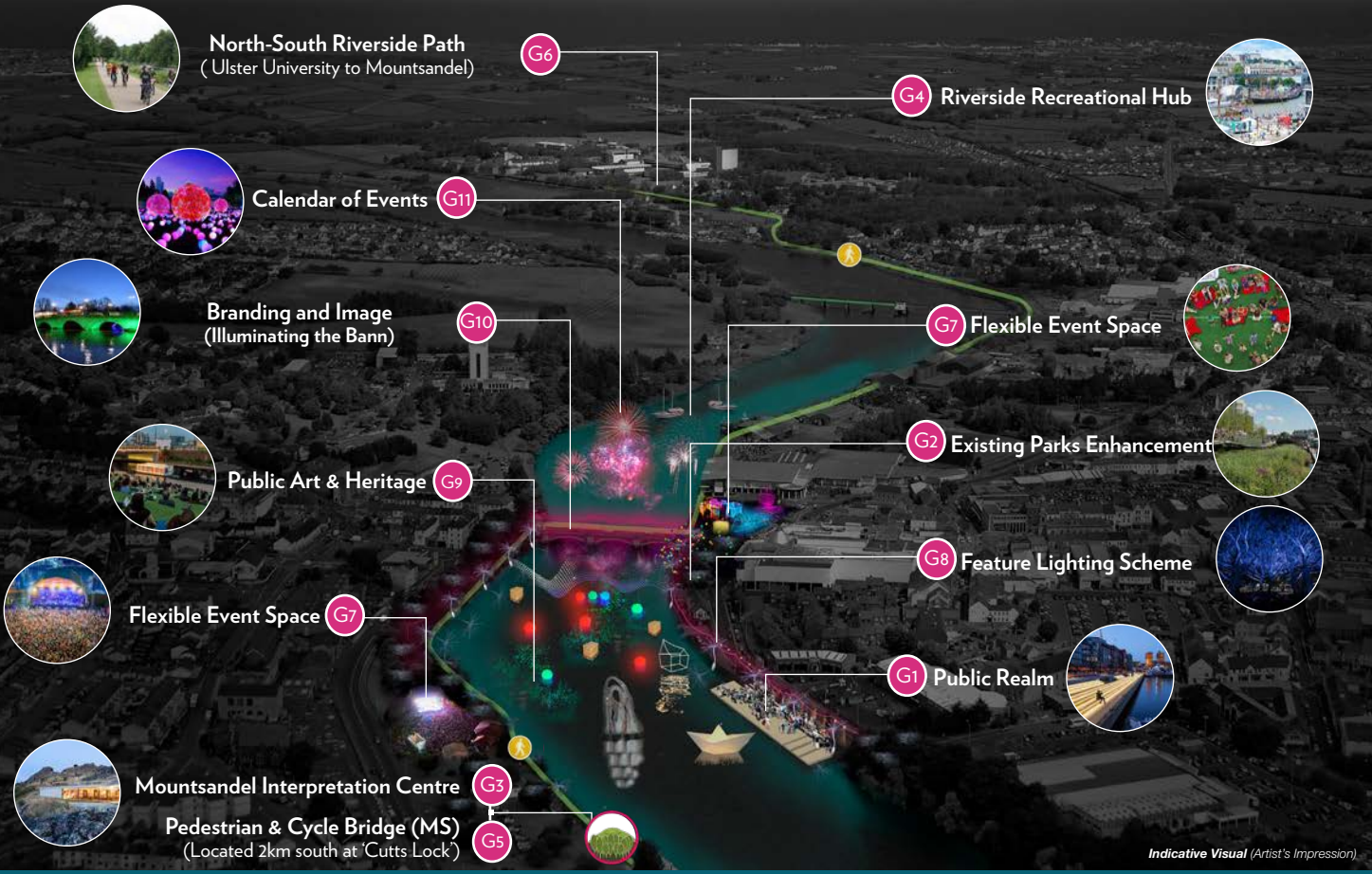
A transformed waterfront layered with clusters of activity would enliven an underutilised asset and provide a continuous pedestrian experience. The river's edge could become an animated destination with recreational, tourist and event facilities to reintegrate the River Bann as a natural defining feature of Coleraine.

The provision of spaces and destinations on or around the river would strengthen the visitor experience, create a unique and diverse offer, and appeal to a wider audience. A mixing of uses that draw people for different reasons at different times of the day could make the waterfront a new destination, celebrate the town's identity and develop a new contemporary economy.

Key Interventions

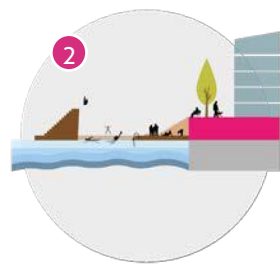
- G1 Public Realm**
To include water-related infrastructure at multiple levels such as promenade (upper level), cascading steps (mid-level) and pontoons (river level).
- G2 Existing Parks Enhancements**
Enhanced soft and hard landscaping along the trail
- G3 Mountsandel Interpretation Centre**
A new interpretation centre near the Mountsandel Fort site to attract both heritage and nature-based tourism.
- G4 Riverside Recreational Hub**
Recreational opportunities including urban active sports including kayaking, sailing and outdoor swimming.
- G5 Pedestrian & Cycle Bridge (MS)**
New pedestrian and cycle bridge at the Cutts Lock, linking east and west of the River Bann to enhance connectivity to Mountsandel.
- G6 North-South Riverside Path**
Provide safe, direct and continuous pedestrian and cycle connections from Mountsandel Fort to the town centre extending to the Ulster University Campus.

- G7 Flexible Event Space**
Provision of a flexible events space with necessary infrastructure to enable year-long use.
- G8 Feature Lighting Scheme**
'State of the art' lighting scheme illuminating the river, bridges and waterfront to provide legibility into the evening. A iconic landmark lighting scheme featuring temporary and permanent light installations to provide legibility into the evening.
- G9 Public Art & Heritage Panels**
Installation of art and interpretation panels.
- G10 Branding & Image**
Visual branding of Destination Coleraine with a potential maritime or plantation theme.
- G11 Calendar of Events**
Develop a diverse programme of events and activities.



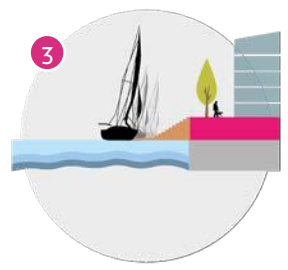
PUBLIC WATERFRONT AREAS

To include water-related infrastructure at multiple levels such as promenade (upper level), cascading steps (mid-level) and pontoons (river level).



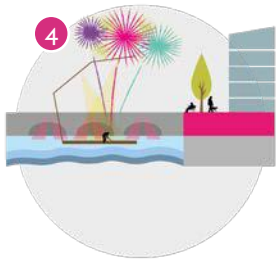
ACCESS TO THE WATER

Provision of water-related activities on the water to establish the waterfront as a public amenity and encourage active recreational use. An example would be kayaking, open-water swimming and water-sports.



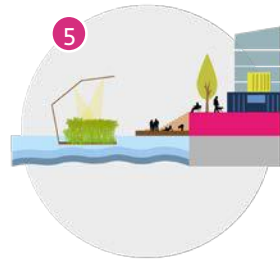
BOATING DESTINATION

Provision of a marina, slip-way and facilities to provide sufficient berths, access to water and electricity.



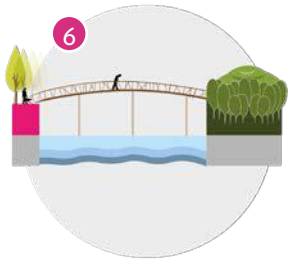
FESTIVALS AND ACTIVITIES

A diverse programme of festivals and activities along key nodes of the waterfront. Primary components to complement each other and attract people to the waterfront year round, e.g. rotating schedule of artwork and installations.



TEMPORARY USES

Provision of temporary uses both on land and on water to generate footfall. Potential for containers pods on existing car park outside Dunnes Stores. Temporary uses generate activity and be supportive of future site uses.



ROUTES AND CONNECTIONS

A waterfront pedestrian and cyclist route connecting the town centre with the Ulster University to the North and Mountsandel to the South. A new pedestrian bridge located 2 kilometres south of the town centre at 'Cutts Lock'.



Best Practice

Bristol Harbourside, UK

Bristol, like many other cities around the UK, has invested in the regeneration and revival of former industrial sites. The former docklands area has been diversified to include a variety of uses to attract a range of users. Pop-up container cafés, bars, pubs, riverside walkways, landing stages and moorings have transformed Bristol waterfront into a tourist destination.

Former workshops and warehouses have largely been retained to emphasise the story of Bristol's historical and industrial past. The warehouses have been re-imagined and converted into contemporary uses and cultural venues building on the tourism and heritage industry.

A series of new public squares and open spaces with cafés, bars, promenades and public artworks redefine the relationship between the waterfront and city centre. Both Harbour Square and Millennium Square provide space for a range of activities including art performances, markets, the Harbourside Festival and waterfront dining. A comprehensive programme of public art has also been established to bring the waterfront back to life.



04

05

Action Plan Refresh ◀

This section illustrates the Action Plan Framework and outlines the approach to Delivery and Implementation



Action Plan

Priority Area ▼ Railway Place



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

A Bus and Railway Station

01 Description

A1 Station Gateway Public Realm

- NP Redevelopment of the station entrance public realm.

A2 New Station Square

- NP Provision of a new station square near the station entrance.

A3 Mixed-Use Development (RPCP)

- RP Redevelopment of Railway Place Car Park (RPCP) into a mixed use scheme.

A4 New Pedestrian Link

- RP New Pedestrian Link to the Leisure Centre via Railway Place Car Park.

A5 Road Network Rationalisation

- NP Rationalisation of the road network outside the station entrance.

A6 Segregated Cycle Lane

- NP Provision of a segregated cycle lane and necessary facilities.

A7 Extended Park and Ride Facility

- NP Extending the existing Park and Ride facility to cater for the increased parking demand.

A8 Junction Improvements

- NP Enhancements and improvement works at Railway Place and Union Street.

A9 Formalised Collection Area

- NP Taxi rank and set down / pick up area.

02 Delivery stages

- Audit of existing conditions around the Bus and Railway Station including the entrance.
 - Detailed Transport Assessment.
 - Public realm and road network design options.
 - Partnership working to understand impact of public realm improvements on traffic/ road operations and agree preferred option.
 - Public consultation.
-
- Engage with Translink on potential to develop a public square.
-
- Assess potential to dispose of publicly owned land.
 - Development brief issued setting out site details, vision statement, design brief and proposal for interested developers.
 - Receive proposals from potential developers.
 - Selection of a Preferred Developer.
 - Planning Application submission and determination.
 - Commence construction of works.
-
- Linkage could be actioned as a standalone project or come forward in conjunction with any future redevelopment of Railway Place Car Park (A3).
-
- Traffic modelling of town centre, particularly around the station, with remodelling proposals developed upon.
 - Detailed Transport Assessment required.
 - Refer to A1.
-
- Consultation between Sustrans, DfC, DfI and CCGBC to identify constraints and feasibility of creating segregated cycle lanes.
 - Refer to A1.
-
- Discussions with Translink regarding future plans to increase the capacity of the Park and Ride facility.
 - Extension to Park and Ride should be coordinated with proposed upgrades to pedestrian routes and new route opportunities (B7).
-
- DfC to enter discussions with DfI to prioritise upgrading.
 - Potential to be integrated into Diamond Mile Public Realm Enhancements (C1).
-
- Engage with DfI and private taxi operators regarding location and requirements.
 - Relocation proposals integrated into Public Realm Enhancements (A1).

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, DfI, CCGBC, Translink.	M/L	H	Regenerated exterior environment to reflect the 'Coleraine Welcome', enabling visitors to orientate themselves and plan an onward journey on foot, by bike or public transport.
DfC, DfI, CCGBC, Translink.	M/L	H	Opportunity for a new station square to encourage greater use, dwell time and activity of the station area. A new square at the gateway to the station would create an inviting and welcoming entrance to Coleraine.
DfC, Private Sector.	L	M	Opportunity to encourage comprehensive redevelopment of an underutilised brownfield site to create a new mixed-use station quarter with housing, retail, office and food and drink uses to transform the area surrounding the station. Any development should seek to re-establish the building line and frontage along Railway Place/ Road, create strong pedestrian linkages to the station and have some element of public space.
DfC, Private Sector.	M/L	M	Pedestrian friendly linkage from existing station to the Leisure Centre is crucial to pedestrian permeability in Coleraine. A clear and navigable route when exiting the station will be important to encourage onward footfall to the leisure centre. It is important to ensure any public realm integrates with the redevelopment of the station entrance public realm (A1) and Leisure Centre Redevelopment (B1 & B3).
DfC, DfI, CCGBC, Translink.	M/L	H	Potential to rationalise vehicular movements, space allocation and on-street car parking to create a less vehicle dominated environment. Road network rationalisation could improve the efficiency of movement to and around the station, increase usability, legibility and create a sense of place.
DfC, DfI, CCGBC, Sustrans.	S/M	M	An opportunity to expand the cycle network to and from the station in the form of cycle lanes, advanced cycle stop lines and storage facilities. This would allow station users to capitalise on greener and active transport for the first and last mile of their journey and help reduce congestion along Railway Place.
DfC, DfI, CCGBC, Translink.	M	M	An extension of the existing park and ride facility to increase the capacity level and facilitate private to public transport integration while reducing traffic on the wider network. Potential exists to integrate this with a new multi-storey car park as part of the any future redevelopment of the leisure centre (B8).
DfC, DfI, CCGBC.	S	H	The project will see improvements to several key crossings points to improve safety for pedestrian at the junction of Railway Place and Union Street. Improvements could range from improving traffic signal controls and signage and rationalising both vehicular and pedestrian movements.
DfC, DfI, Translink.	S/M	M	Provision of a designated and formalised set down and pick up area with disabled priority spaces. Existing taxi rank to be formalised and clearly demarcated. Both to be integrated with the redevelopment of the station public realm (A1).

Action Plan

Priority Area ▼

Railway Place



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

B Leisure Centre Redevelopment

01 Description	02 Delivery stages
<p>B1 Enhanced Public Realm</p> <p>RP Enhanced public realm linking the leisure centre into the surrounding environment.</p>	<ul style="list-style-type: none"> Develop public realm design proposals. Potential for local artist involvement to design/ create art piece to enhance and define public space. Public consultation on design. <i>Project likely be taken forward in conjunction with any future redevelopment of the leisure centre (B3).</i>
<p>B2 Renewed Public Space</p> <p>RP Renewed public space adjacent to Railway Road.</p>	
<p>B3 Redeveloped Leisure Centre</p> <p>RP Redevelopment of Leisure Centre with modern facilities.</p>	<ul style="list-style-type: none"> CCGBC to develop a Full Business Case for leisure centre redevelopment. Develop a new leisure centre (and public space) design concept. Undertake community consultation on emerging proposals.
<p>B4 Railway Place Redevelopment</p> <p>RP Redevelopment of Railway Place Car Park.</p>	
<p>B5 Ancillary Uses (Units)</p> <p>NP Units for start-up businesses, café and restaurant facilities.</p>	<ul style="list-style-type: none"> Scoping Report to be undertaken to establish potential uses and economic viability/ opportunities new business units would create.
<p>B6 New Pedestrian Link</p> <p>RP New Pedestrian Link to the Leisure Centre via Railway Place Car Park.</p>	
<p>B7 New Vehicular Link (Lodge Rd)</p> <p>RP Direct vehicular link from leisure centre and existing park and ride to Lodge Road via the entrance of Coleraine High School.</p>	<ul style="list-style-type: none"> Traffic modelling to identify the viability and potential impacts this proposal would have on the existing one-way road network. Land title review carried out to identify lands being utilised for new routing. Engage with Translink regarding the potential to have an access to the south of the Park and Ride facility linking directly onto new road link.
<p>B8 New Multi-Storey Car Park</p> <p>NP New multi-storey car park to consolidate existing car parking.</p>	

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, CCGBC.	M/L	H	Improvements to the general pedestrian environment surrounding the existing/ proposed leisure centre redevelopment. Integration of public art, lighting, landscape and other features to create a distinctive destination in the town centre. Potential to form part of the wider Diamond Mile public realm enhancements (C1).
DfC, CCGBC.	M/L	H	A renewed public space around the leisure centre would add greatly to the open space provision and act as a catalyst to boost local business and user awareness of the Leisure Centre. The main programme of the space could include an urban sports area, children's play area, active performance space and seated amphitheatre.
DfC, CCGBC.	M/L	H	Provision of a new state-of-the-art leisure providing multi-purpose facilities and ancillary uses. Location of the facility likely to be dependent on various factors including the feasibility of keeping the existing leisure centre operational while a new centre is built. Redevelopment
N/A	N/A	N/A	N/A
CCGBC, Private Sector.	L	L	Potential to encourage new/ diverse uses within Coleraine and broaden the range of uses within and around the leisure centre, integrating with any potential redevelopment of Railway Place Car Park (A3). Facilities could include café, restaurant, co-working units, exhibition space, meeting rooms/auditorium etc.
N/A	N/A	N/A	N/A
DfC, DfI, CCGBC, Translink.	M/L	M	A new vehicular link from Railway Road via the leisure centre onto Lodge Road could alleviate traffic problems at the junction of Railway Road and Kingsgate Street. Potential for the Park and Ride facility at the station to be accessed via the link road to reduce vehicle movements around the station (A5).
DfC, CCGBC.	M/L	M	A new car multi-storey car park to consolidate existing surface level car parking into one place, freeing up sites elsewhere and maximising their wider regeneration potential. A multi-storey would offer the most efficient use of space, enhance safety due to higher occupancy as well as concentrating traffic movements.

Action Plan

Priority Area ▼

Centre Core



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

C Diamond Mile

01 Description

C1 Diamond Mile Public Realm

- RP Co-ordinated phased public realm enhancements.

C2 The Diamond Regeneration

- RP Regeneration of The Diamond.

C3 Regenerated Civic Space

- RP Redesign of civic space outside the leisure centre.

C4 Improved Pedestrian Crossings

- NP New and upgraded pedestrian crossings where required.

C5 Improved Wayfinding Systems

- EP Improved wayfinding and directional systems.

C6 20's Plenty Scheme

- NP Designated 20mph speed limit within the town centre.

C7 Interpretative Installations

- EP Interpretative Materials / Art Installations.

C8 Bespoke Feature Lighting

- NP Bespoke feature lighting of key buildings, heritage assets and character areas.

C9 Laneways & Linkages Project

- NP A series of coordinated initiatives to transform laneways.

02 Delivery stages

- Commission Public Realm Strategy.
- Develop concept proposals indicating spatial arrangements, construction materials and appearance.
- Prepare outline specifications and schedules of materials and maintenance.
- Public consultation on proposed scheme with the local community and statutory authorities.
- Develop detailed cost plan and technical design.

- (Please refer to B2 for more information).

- Statutory partners to review and agree pedestrian crossing upgrades (considering locations set out in this document).
- Design and modelling to be taken forward during detailed public realm design outlined in C1.



















- Develop a Wayfinding implementation strategy.

- Audit of existing conditions.
- Public consultation.
- Engage with DfI regarding implementation of 20mph zone including signage and policing of new limit.

- Prepare a Public Art Strategy to identify opportunities, locations and themes.
- Liaise with Ulster University, NRC and local art groups.
- Identify funding streams with Tourism NI, Arts Council and other potential partners.

- Develop a Specialist Lighting Plan (C8). This could be taken forward within a Coleraine Public Realm Strategy (C1).
- Engage with stakeholders to identify locations and assets.
- Source funding.

- Engage with private owners of adjacent properties to discuss opportunities and garner local support for small scale public realm interventions.
- *If funding available, laneways and linkages could be taken forward in Phases 3 & 4 of public realm strategy (C1).*

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, DfI, CCGBC.			The strategy will ensure the co-ordinated design of the public realm identifying key design principles and parameters, street furniture and materials palette, public art and lighting, management, maintenance and procurement. CCGBC to use and promote this strategy to ensure a uniform public realm is achieved by developers if completing public realm as part of the development package.
DfC, DfI, CCGBC.			Public realm improvements should be phased according to available funding and costs. If limited funding is available, public realm schemes should be prioritised along Railway Road (Phase 1) followed by Union Street and Circular Road (Phase 2).
N/A			(Please refer to B2 for more information).
DfC, DfI, CCGBC.			Opportunity to install new and upgrade existing pedestrian crossings along key routes to improve walkability and safety.
DfC, CCGBC, DfI, TourismNI.			To incorporate wayfinding for pedestrians and drivers entering the town. The benefit is to highlight distances and times between destinations for pedestrians and direct vehicular traffic to suitable car parks, or to take the less restricted/ congested routes.
CCGBC, DfI.			Introduction of lower speed limit on identified town centre streets, potential to include other physical traffic calming measures.
DfC, CCGBC, Chamber of Commerce, TourismNI.			Potential to communicate Coleraine's historical past through creative programming of the town centre's heritage. Co-designing in partnership with Ulster University and NRC to deliver key installations market the town, local artists and visitor experience.
DfC, CCGBC, Coleraine BID.			** Quick Win Project ** Lighting could add significant interest and increase footfall to Coleraine town centre. Building illumination and historical storytelling through the imaginative use of light projections highlighting key buildings would significantly enhance the streetscape.
DfC, CCGBC, Coleraine BID.			** Quick Win Project ** A Lanes Strategy could be delivered as part of the wider public realm strategy (C1). This strategy would detail a programme of smaller interventions suitable for important laneways, alleyways and passages around The Diamond. This would enhance the secondary movement network and create safer more attractive pedestrian connections.

Action Plan

Priority Area ▾

Centre Core



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

D Linkages to the NRC

01 Description	02 Delivery stages
<p>D1 Public Realm</p> <ul style="list-style-type: none"> NP High quality public realm throughout Anderson Park and along Circular Road. 	<ul style="list-style-type: none"> • Scheme design proposals and cost options. • Engagement and consultation with key stakeholders. • Develop detailed cost plan. • Develop technical design. • Procure and appoint a contractor.
<p>D2 Informal Gathering Space</p> <ul style="list-style-type: none"> NP Informal gathering space with outdoor performance area to allow for events, pop-up uses and a range of activities. 	
<p>D3 Anderson Park Redevelopment</p> <ul style="list-style-type: none"> NP Redevelopment of Anderson Park including soft and hard landscaping. 	
<p>D4 Pedestrian Crossing</p> <ul style="list-style-type: none"> NP Provision of a formalised pedestrian crossing on Circular Road. 	
<p>D5 New Wayfinding Signage</p> <ul style="list-style-type: none"> EP New wayfinding and directional signage throughout Anderson Park and Circular Road. 	
<p>D6 Segregated Cycle Lane</p> <ul style="list-style-type: none"> NP New segregated cycle lane along Circular Road. 	
<p>D7 NRC Drop Off & Pick Up Point</p> <ul style="list-style-type: none"> NP Provision of a designated drop off and pick up point on Circular Road. 	
<p>D8 Feature Lighting Scheme</p> <ul style="list-style-type: none"> NP A bespoke lighting scheme throughout Anderson Park. 	

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
Northern Regional College (NRC), CCGBC, Dfl, DfC.	M	H	<p>Redevelopment of Anderson Park to provide a welcoming and safe space for students, staff and the wider community, whilst providing functional space for improved health and wellbeing.</p> <p>Potential exists to provide a network of accessible paths, areas for different user's recreational needs of users and the removal of barriers to link the northern and southern portions of the park.</p>
Northern Regional College (NRC), CCGBC, Dfl, DfC.	M	M	
Northern Regional College (NRC), CCGBC, Dfl, DfC.	M	H	
DfC, Dfl, CCGBC.	S	H	A formalised pedestrian crossing is crucial to pedestrian safety along Circular Road. The introduction of a crossing would increase pedestrian connectivity between Anderson Park North and South.
Northern Regional College, DfC, CCGBC, TourismNI.	S	H	Provision of new wayfinding infrastructure with updated information and refreshed appearance to aid user navigation from Anderson Park and NRC Campus to the station, town centre and waterfront area. Wayfinding and directional signage should incorporate both distance and times.
DfC, Dfl, CCGBC.	S/M	H	A series of interventions to make walking and cycling safer between the Anderson Park and Station. Creation of designated routes and enhancement of infrastructure including cycle parking would expand the cycle network.
DfC, Dfl, CCGBC.	S/M	H	<p>** Quick Win Project **</p> <p>Provision of a designated drop off and pick up point on Circular Road would reduce traffic parking / backup on Union Street.</p>
DfC, CCGBC.	S/M	H	<p>Provision of a lighting scheme to provide clear, safe routes and enliven the streetscape in and around Anderson Park.</p> <p>Custom-designed luminaires with moving light, pattern and colour could be used to highlight tree planting to create a safe legible 'evening' route. This initiative could be considered in conjunction with G8 and G10.</p>

Action Plan

Priority Area ▾

Centre Core



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

E Town Centre Sites

01 Description

E1 Waterside CP Redevelopment

- EP Redevelopment of the existing Waterside car park. Potential to include a landmark residential-led development.

E2 Mall CP Redevelopment

- EP Redevelopment of the Mall Car Park. Potential to include a comprehensive mixed-use development.

E3 Abbey Street CP Redevelopment

- EP Redevelopment of Abbey Street Car Park. Potential to include a multi-storey car park and/or mixed use development.

E4 New Mall Square

- EP Creation of semi-enclosed Mall Square to complement any proposed mixed-use development on the existing Mall Car Park site.

E5 Improved Pedestrian Linkages

- NP High quality pedestrian linkages along Queen Street, Bell House Lane, Diamond Arcade and Stone Row.

E6 Active Frontages and Massing

- NP New developments should include appropriate ground floor uses to create an active street frontage. Scale and massing should be consistent with the surrounding context.

02 Delivery stages

- Business Case undertaken by CCGBC.
- Development brief issued by DfC/ CCGBC setting out site details, vision statement, design brief and proposal details for interested developers.
- Receive proposals from potential developers.
- Selection of a Preferred Developer.
- Submit and have received approval for their planning application within 9 months of the agreement being signed.
- Commence construction of works within 6 months from the date of planning permission.

- Commission a Lanes strategy (C9).
- Engage with private owners of adjacent properties to discuss opportunities and garner local support.

- (To be incorporated as part of E1-E3 Delivery Stages).

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, CCGBC, Private Sector.	M	M	<p>The development of these important town centre sites would be in line with the emerging Local Development Plan to promote the continued growth of Coleraine as a Main Hub, promote high quality design and layout, promote development that enhances the character and identity of existing settlements, and promote the sustainable regeneration of existing town centres.</p>
DfC, CCGBC, Private Sector.	S	H	<p>A site-specific brief would promote each development opportunity and gauge interest. The brief should provide clear guidance on design, layout, mix of uses deemed appropriate to improve the quality of any future development, but allowing some flexibility for an evolving market.</p>
DfC, CCGBC, Private Sector.	M	M	
DfC, CCGBC, Private Sector.	S	H	
DfC, CCGBC, Private Sector.	S	H	<p>** Quick Win Project**</p> <p>A series of temporary and permanent interventions along key linkages leading to key town centre sites. Feature and creative lighting could temporarily create a more welcoming and inviting night-time appearance through projections (static and moving) on vacant buildings and inactive frontages.</p> <p>Streetscape enhancements including resurfacing could be brought forward in conjunction with Diamond Mile Public Realm Enhancements (C1).</p>
DfC, CCGBC, Private Sector.	S/M	H	<p>Linked to completion of E1-E3.</p>

Action Plan

Priority Area ▾

Harbourside



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

F Harbour Lands

01 Description

F1 New Mixed-Use Development

- RP A new mixed-use quarter consisting of residential, office, hospitality and leisure uses.

F2 New Landmark Hotel

- RP A new high-quality landmark hotel.

F3 New Marina & Facilities

- RP Creation of a new marina, slip way and access road to provide yacht berths and facilities.

F4 Residential Accommodation

- RP Residential accommodation to support town centre living.

F5 Consolidation of Existing Uses

- EP Remaining activities to relocate elsewhere in the existing estate or to a new location.

F6 Flexible Event Space

- NP A flexible event space fronting onto the waterfront.

F7 Walking & Cycling Board-walk

- RP New board-walk facilitating north connections to the Ulster University Campus.

F8 New Pedestrian Linkages

- EP New pedestrian linkages and crossing points along Circular Road.

F9 Multi-Storey Car Park (MSCP)

- RP A new multi-storey car park integrated into the site to rationalise existing car parking elsewhere in the town centre.

02 Delivery stages

- Engage with Coleraine Harbour Commissioners to confirm remaining operational harbour activities.
- Carry out lands title review.
- Engage with landowner/s on potential for future redevelopment.
- Develop Harbourlands Masterplan.
- Consult stakeholders and public on site proposals.
- Market site to private developers for investment opportunities.

- CCGBC in partnership with DfI and Ulster University Coleraine to undertake new walking/ cycling boardwalk route, feasibility and costing study.
- Undertake wider consultation on outcomes of the preferred route.
- Explore funding options.
- Detailed design and procurement.

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, CCGBC, Private Sector.	L	H	Potential for the comprehensive redevelopment of a key town centre site to create a new mixed-use waterfront destination. T-Met Ltd currently hold a lease on the site nearing its conclusion in 2021. Dialogue regarding the long-term redevelopment potential is critical as any further lease may delay a potential redevelopment scheme.
DfC, CCGBC, Private Sector.	L	M	An opportunity to broaden the hotel market within Coleraine through the provision of a high-quality waterfront hotel. Potential for this initiative to come forward in conjunction with F1 subject to site becoming available.
DfC, CCGBC, Private Sector.	L	H	Potential for a new marina, yacht berths and necessary storage and maintenance facilities adjacent to the existing Dunnes site. Although dependent and driven by the private sector, a new marina could be a major economic and tourism driver helping Coleraine becoming the 'gateway to the coast'.
DfC, CCGBC, Private Sector.	L	H	Linked to completion of F1.
DfC, CCGBC, Private Sector.	S	H	T-Met Ltd currently hold a lease on the site nearing its conclusion in 2021. Dialogue regarding the long-term future and location of remaining activities.
DfC, CCGBC, Private Sector.	L	H	A flexible event space to provide a waterfront public plaza. Initiative to include a space to accommodate multi-use events with new surfacing, street furniture, lighting, landscaping public art and infrastructure to support events/ pop-up pods.
DfC, CCGBC.	M	H	Opportunity for a new walking/ cycle waterfront boardwalk to accommodate public access along the entire river frontage. Potential to facilitate a northern linkage up to the Ulster University Campus in conjunction with G6.
DfC, CCGBC.	M	H	New pedestrian linkages and crossing points connecting the Harbour Lands to the town centre. Potential for this to come forward with any future redevelopment of the harbour lands. (F1)
DfC, CCGBC, Private Sector.	L	L	Provision of a new multi-storey car park could consolidate existing surface level car parking in the north west of the town centre. Potential for this to come forward with any future redevelopment of the harbour lands. (F1)

Action Plan

Priority Area ▼

Harbourside & Waterside



Status

- NP New Project
- RP Refocused Project
- EP Existing Project

Timescale

- S Short
- S/M Short/Medium
- M Medium
- M/L Medium/Long
- L Long

Priority

- L Low
- M Medium
- H High

G Waterfront & Wider Connections

01 Description	02 Delivery stages
<p>G1 Public Realm</p> <ul style="list-style-type: none"> RP High quality public realm interventions including water-related infrastructure such as promenade, cascading steps and pontoons. 	<ul style="list-style-type: none"> • Project Initiation Assessment. • Develop design and cost new water-related infrastructure. • Engage with stakeholders.
<p>G2 Existing Parks Enhancements</p> <ul style="list-style-type: none"> NP Upgrade of existing parks to include soft and hard landscaping. 	<ul style="list-style-type: none"> • Engagement and consultation with key stakeholders. • Design team engaged to propose interventions. • Proposed upgrades undertaken internally by CCGBC where possible, otherwise procurement activities apply.
<p>G3 Mountsandel Interp. Centre</p> <ul style="list-style-type: none"> NP A new Interpretation centre near the Mountsandel Fort site. 	<ul style="list-style-type: none"> • Project Initiation Assessment. • Scoping, Feasibility and Outline Business Case. • Source funding opportunities to realise proposals.
<p>G4 Riverside Recreational Hub</p> <ul style="list-style-type: none"> NP A new riverside recreational hub to cater for urban active sports including kayaking, sailing and outdoor swimming. 	<ul style="list-style-type: none"> • Local Chamber of Commerce/ Coleraine BID to provide comment on potential for new business interests / existing owners wanting to diversify / expand or create a new business opportunity. • Site review to assess most appropriate location for Riverside Recreational Hub.
<p>G5 Pedestrian & Cycle Bridge (MS)</p> <ul style="list-style-type: none"> NP A new pedestrian and cycle bridge at the Cutts Lock, linking east and west of the River Bann to Mountsandel. 	<ul style="list-style-type: none"> • Project Initiation Assessment. • Scoping & Feasibility Report including proposed route options. • Scheme Assessment Report. • Stakeholder engagement events. • Planning Application.
<p>G6 North-South Riverside Path</p> <ul style="list-style-type: none"> RP A continuous riverside pedestrian and cycle connection from Mountsandel to the town centre, extending to the Ulster University Campus. 	<ul style="list-style-type: none"> • (Please refer to F6 for Delivery Stages).
<p>G7 Flexible Events Space</p> <ul style="list-style-type: none"> RP A new flexible riverside events space with the necessary infrastructure to enable year-round use. 	<ul style="list-style-type: none"> • Project Initiation Assessment. • Develop design proposals for redeveloped space. • Co-ordinate a diverse programme of events and activities (G11).
<p>G8 Feature Lighting Scheme</p> <ul style="list-style-type: none"> NP State of the art 'River Bann at Light' scheme illuminating the river, bridges and waterfront. 	<ul style="list-style-type: none"> • Project Initiation Assessment. • Develop a specialist lighting plan. • Source funding. • Planning Application.

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, CCGBC, Private Sector.	S	H	River front infrastructure to be fully integrated with a transformed river front walkway spaces. Project could potentially be delivered alongside a continuous riverside pedestrian and cycle connection (G6).
DfC, CCGBC.	S	M	Opportunity to enhance existing public space adjacent to Hanover Place to encourage greater use, dwell time and to create a space that hosts events. Works to include removal of barriers and transplanting trees and shrubs to open the parks both physically and visually.
DfC, CCGBC, TourismNI.	M	H	A new interpretation and educational centre near Mountsandel Fort to develop the 'Mountsandel Experience' detailed in A Blueprint for Mountsandel. The development would increase the tourism infrastructure on offer, the visitor economy and branding of Coleraine.
DfC, CCGBC, TourismNI, Private Sector.	L	M	Potential for a new 'destination' riverside recreational hub providing facilities for urban active sports including kayaking, sailing and outdoor swimming. The benefit will be an increase in active recreation along the waterfront.
CCGBC, DfC, DfI, The Honourable Irish Society.	M	H	Opportunity to provide a pedestrian and cycle bridge linking the east and west of the Bann from the Cutts to Mountsandel. Potential to utilise existing structures at The Cutts to improve connectivity. This initiative could be brought forward in conjunction with G6.
DfC, CCGBC.	S	H	Realise the opportunity of Mountsandel and the Ulster University Campus by creating a continuous riverside pedestrian and cycle connection. The initiative could form a wider project and be brought forward in conjunction with G1, G3 and G5.
DfC, CCGBC.	M	M	The potential for a new flexible riverside events/ display space at Christie Park with temporary and pop up uses. This would draw visitors west of the River Bann to the park. Key considerations include drainage, surface reinforcement, power and water connections, sockets for temporary lighting to support use for events.
DfC, CCGBC, Chamber of Commerce, Coleraine BID, TourismNI	S	M	Potential for a bespoke feature lighting scheme illuminating the river, bridges and waterfront. Iconic landmark lighting scheme featuring temporary and permanent light installations.

G Waterfront & Wider Connections - Cont.

01 Description	02 Delivery stages
<p>G9 Public Art & Heritage Panels</p> <p>EP Installation of public art and heritage interpretation panels.</p>	<ul style="list-style-type: none"> (Please refer to C7 for Delivery Stages).
<p>G10 Branding & Image</p> <p>NP Visual branding of Destination Coleraine with a potential maritime or plantation theme.</p>	<ul style="list-style-type: none"> Partnership working and public engagement to develop a branding theme specific to qualities and Vision of Coleraine. Prepare Town Brand Guideline/Strategy. Identify and source funding.
<p>G11 Calendar of Events</p> <p>NP Develop a diverse programme of events and activities.</p>	<ul style="list-style-type: none"> Engage events management company and identify potential locations/ partners. Co-ordinate a diverse and sustainable schedule Appropriate licensing to be acquired. Events programme marketed.

03 Delivery Partners	04 Timescale	05 Priority	06 Comments
DfC, CCGBC, Chamber of Commerce, Coleraine BID, TourismNI.	S	M	Potential to be done in conjunction with C7.
DfC, CCGBC, Chamber of Commerce, Coleraine BID, TourismNI.	S	H	<p>*Quick win project*</p> <p>Opportunity to increase the profile of Coleraine by developing a visual brand for use at all public touchpoints, events and festivals. The benefit of this initiative is generating awareness to a wider audience, boost inward investment and marketing a consistent narrative of Coleraine's maritime or plantation theme.</p>
DfC, CCGBC, Chamber of Commerce, Coleraine BID, TourismNI.	S	H	<p>*Quick win project*</p> <p>A scheduled events calendar, with new and existing events designed to enhance user experience and appeal to a wider audience, whilst attracting footfall to businesses throughout the year.</p>