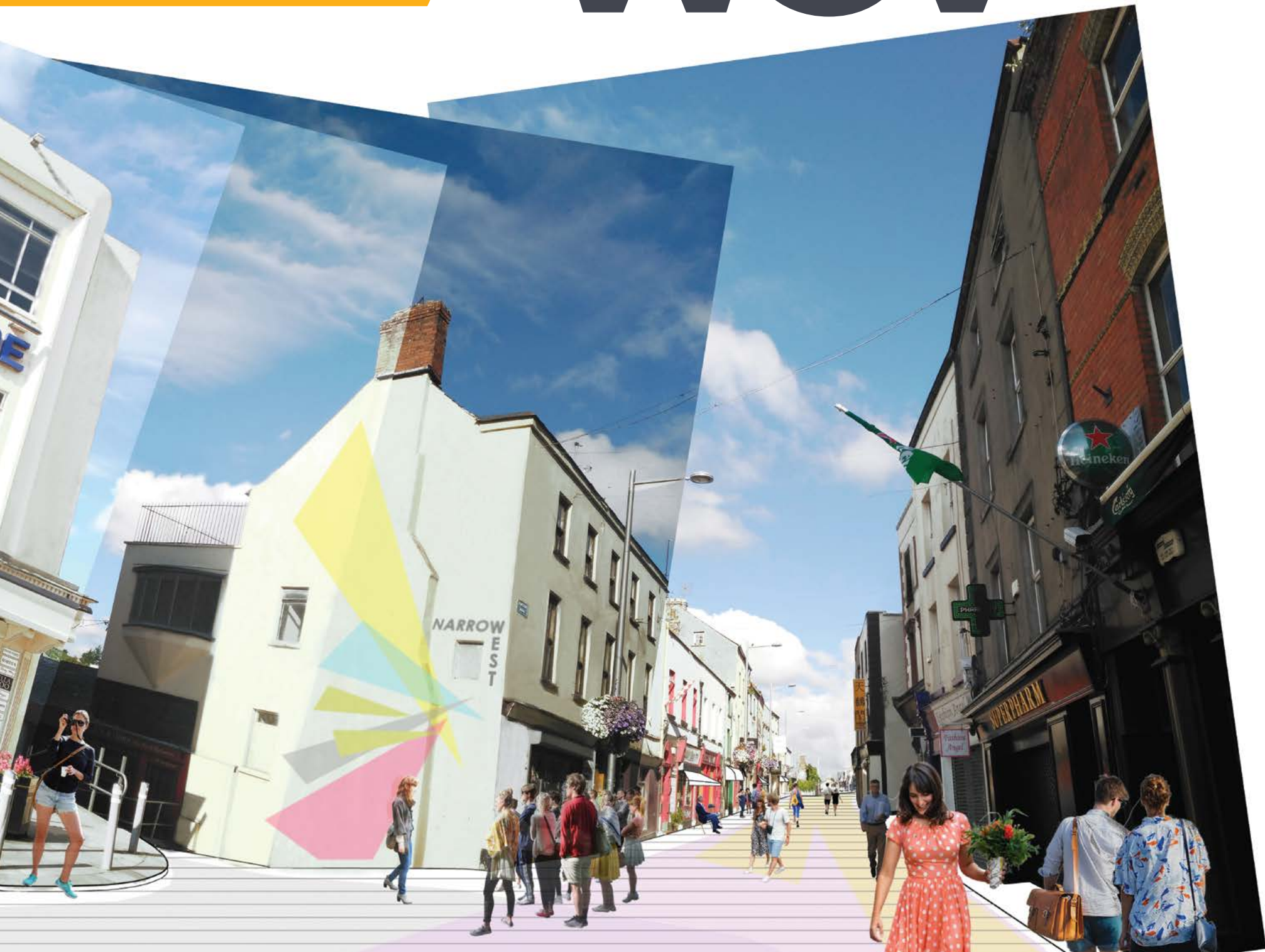




Comhairle Contae Lú
Louth County Council

WGV



WESTGATE VISION

A Townscape Recovery Guide
For Property Owners, Investors and Developers

JUNE 2018





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Westgate Vision

Executive Summary

Drogheda, located at the gateway to the Boyne Valley is a historic international port town on Ireland's east coast. The story of Drogheda is evident in its archaeology, architecture and rich urban heritage. The modern town of Drogheda comprises a historic town core within a broad suburban hinterland.

The town centre vision is a vibrant retail, entertainment and cultural destination, quality home and preferred place of employment at the heart of its suburban hinterland. However, peripheral parts of the town centre in common with many other Irish cities and towns have lost their purpose and are underperforming. This is clearly evident in terms of dereliction, vacancy and lack of vitality in Narrow West Street and the surrounding Westgate area.

The Urban Design Framework Plan for the Heritage Quarter Drogheda 2013, commissioned by Louth Local Authorities, identifies parts of the town as requiring comprehensive urban regeneration including the underperforming area at the western extremity of the circuit of the medieval town walls at Westgate. In response Louth County Council has prepared an urban regeneration Vision for Westgate. The Westgate Vision is a guide for townscape recovery within a 10 year plus delivery timeframe. The guide to townscape recovery is targeted at property owners, investors, developers and their agents.

The Westgate Vision (WGV) Area comprises: The Barlow House Area, between George's Square and Scholes Lane including Narrow West Street and extending north to Fair Street; the Old Abbey Lane Area, between Narrow West Street and the River Boyne extending east to Dominic Street; and west to the Bridge of Peace and the Donaghy's Mills Area west of the Bridge of Peace and south of Trinity Street.

The Westgate Vision comprises the following integrated documents as outlined below:

The Challenge details the historical, spatial and urban context while identifying the interdependent hinterland and local urban planning challenges. The hinterland challenge in principal is suburban growth and town centre decline. The local challenge is the need for urban regeneration in Westgate where there is a high level of vacancy and dereliction.

The Response comprises a clear identification of the spatial extent of Westgate and the need for an urban design vision to recover the streetscape. A vision statement for Westgate and the broader town centre is captured in the opening statement.

The Recovery comprises a guide to townscape recovery, which analyses the existing urban fabric and identifies opportunities where reuse, redevelopment and public realm improvement are possible. The guide to townscape recovery identifies 5 design concepts to support the regeneration of Westgate aligned with the vision statement. A number of opportunity sites are identified where development could be applied for under the provisions of the relevant Development Plan. The urban design vision to recover the townscape comprises an integrated blueprint of possible development and public realm interventions, which would recover the streetscape, transform Westgate and establish a positive regeneration dynamic in the broader town centre.

Delivering the Vision comprises a detailed implementation breakdown in 3 stages over a 10 year plus timeframe. The short term delivery (3 months-3 years), includes a list of 'Quick wins' that are cost effective but can have a significant positive physical impact. The medium-term (3 – 5 years) and long-term (5 – 10 years plus) deliverables are identified as the transformative townscape interventions requiring a greater lead in time. It is proposed to prepare a monitoring report at the end of each delivery stage against 6 identified performance indicators. The final section of the delivery identifies best practice in the preparation of development proposals for assessment by the planning authority.

PART 1

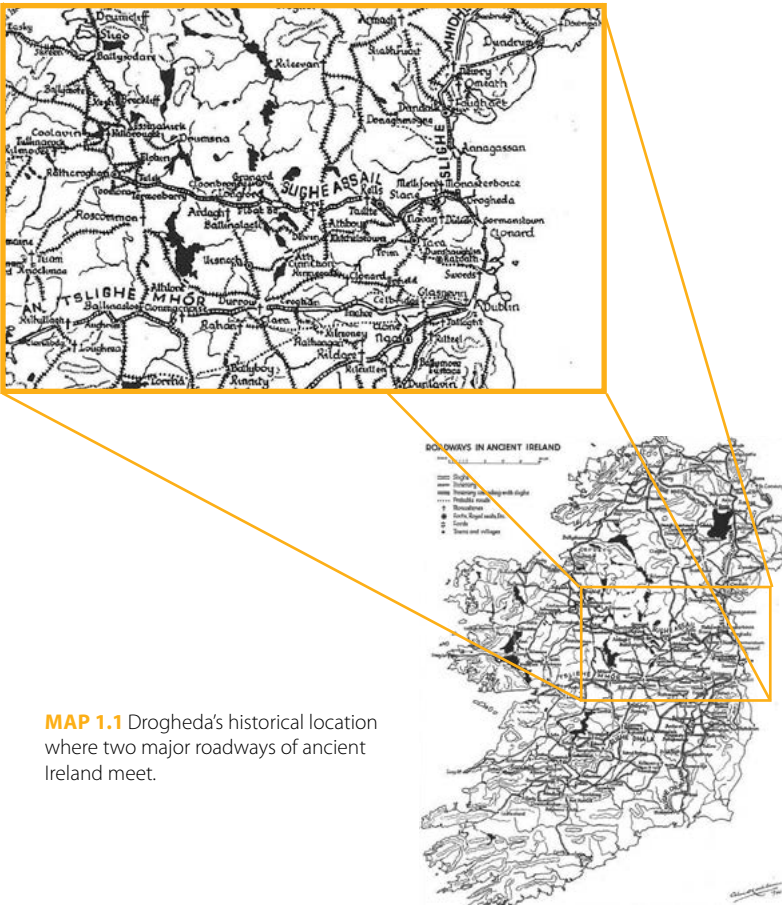
THE CHALLENGE

The Drogheda Story

Drogheda is at a crossroads where two major routes of ancient Ireland meet, connecting the north and south of the island with the west. The port of Drogheda connected the Boyne Valley and this part of the island internationally. Drogheda in modern Ireland retains its gateway status providing ease of access to its hinterland, including the Battle of the Boyne heritage site at Oldbridge and the World Heritage site at Brú Na Bóinne and national access via the motorway and rail network.

The Drogheda story from its foundation in the 12th century comprises significant events in Irish history most notably the sacking of Drogheda by Cromwell's forces in 1649 and the Battle of the Boyne in 1690. The status of the port town in medieval Ireland and its primacy in the life of the Pale, is well documented. Drogheda during this period enjoyed premier status in the Irish urban hierarchy and the broader urban network in these islands as a centre of population and trade.

The Irish Parliament, before the establishment of Dublin as the administrative capital, met in four principal locations on the island: Drogheda, Dublin, Kilkenny and Waterford. The enactment in Drogheda of Poyning's Law in 1494, which made the Irish parliament subservient to the English parliament in Westminster, is an example of Drogheda's status as a national political and administrative centre. The story of Drogheda may have been more gilded if the Irish capital had been settled at the mouth of the River Boyne, cementing the ancient status of the Boyne Valley as the political centre on the island, rather than on the banks of the River Liffey in Dublin.



MAP 1.1 Drogheda's historical location where two major roadways of ancient Ireland meet.



FIG 1.1 Gabriele Ricciardelli 18th century view of Drogheda

Drogheda’s story and significance can be appreciated in the extent, quality and variety of the physical fabric remaining from the medieval and post-medieval town constructed from the 17th to 19th century. The medieval town is evidenced in the remains of churches and religious houses and the network of lanes and streets. The barbican of St. Laurence’s Gate is symbolic of the elevated status, wealth and importance of Drogheda in late medieval Ireland. The post-medieval town can be fully appreciated in the wealth of 18th buildings, in particular the merchant town houses such as Barlow House, as Drogheda entered the modern era.

The Contemporary Challenge

Modern Drogheda is a regional growth centre in the expanding Dublin metropolitan area with Census 2016 showing a higher than average population increase in Drogheda and its hinterland. Drogheda has expanded most rapidly to the south of the Boyne River with less extensive suburbanisation to the north. This expansion comprises a fragmented pattern of residential estates interspersed with car-dependent commercial and industrial areas including significant out-of-town retailing. The location of Drogheda on the Dublin-Belfast economic corridor, with easily accessible road and rail links and proximity to Dublin airport will ensure sustained growth pressures.



FIG 1.3 Dublin-Belfast Economic Corridor

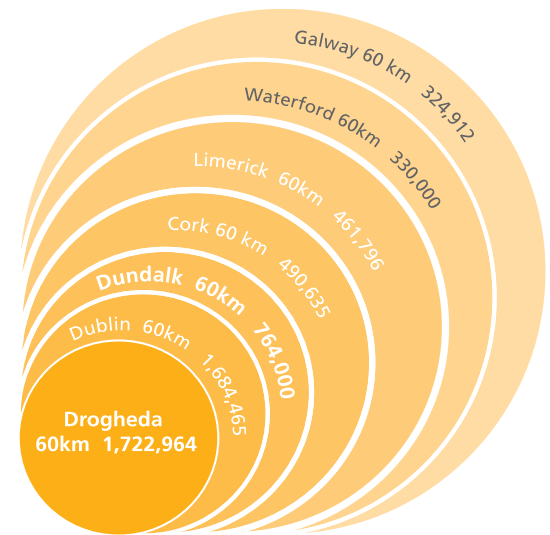


FIG 1.2 Population within 60 km of Irish cities and towns

Drogheda due to its topography and historical development has inherited a unique urban environment. The north side of the town is structured by the urban spine of St Laurence’s Street-West Street with a network of narrow streets and lanes radiating southwards towards the river and northwards towards the higher ground of Fair Street. It is this street / lane pattern of urban space which the visitor experiences as they move through the town from east to west (St. Laurence’s Gate to Narrow West Street) and from south to north (the Quays along Fair Street). Drogheda offers a positive and vibrant urban experience, which comprises quality streets and public spaces with active ground floor uses. However, the experience is not consistent because of under-investment, vacancy and dereliction in peripheral parts of the town centre (see photo 1.2).



MAP 1.2 Derelict sites (blue) and potential derelict sites (green) in WGV Area



PHOTO 1.1 Westgate Vision Area

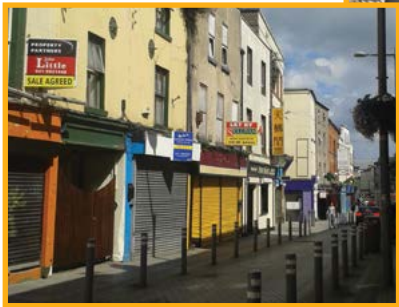


PHOTO 1.2 Narrow West Street

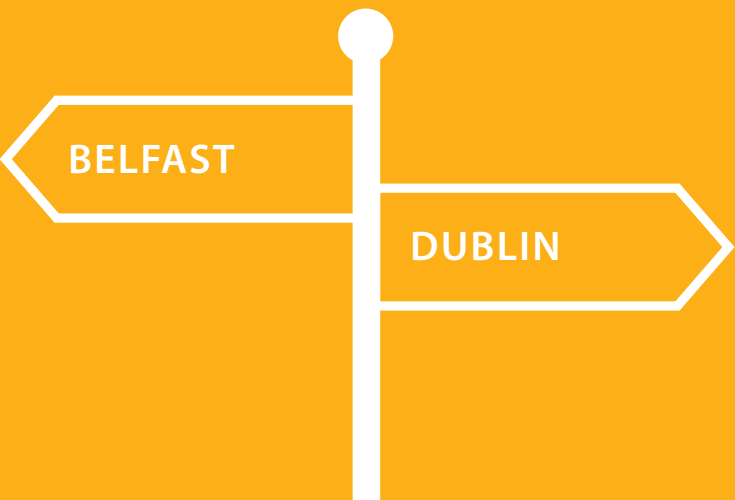
Understanding the Challenge

Development economics dictates that greenfield / suburban development is more cost effective and less complicated than that in towns and cities. In tandem, changes in shopping patterns, lifestyle choices, and car ownership have undermined the functionality of urban centres. Investment is attracted to the edge of towns where greenfield development sites are easily accessible by car, or in defined retail / commercial core areas within town centres. Thus the traditional town centre has suffered under these pressures as towns have retreated to their core and peripheral areas have been hollowed out and lost their vitality and purpose. The suburbanisation of Drogheda in common with other Irish towns and cities is reflected in areas of underuse, dereliction and vacancy.

Narrow West Street and its environs is an area in Drogheda reflective of these challenges. Located to the western extremity of West Street and adjacent to the nodal point of Westgate, one of the former medieval gates of the historic town walls, the Narrow West Street area requires focused intervention (see Map 1.2). The specific challenge of dereliction and vacancy in the Narrow West Street Area is acknowledged and needs to be addressed in combination with the wider challenges. These challenges include:

- How Drogheda meets the needs of future population growth and economic activity within the town core and as a focal point for its expanding modern hinterland;
- Ensuring new development respects and enhances the architecture and urban grain of the historic town.

The response to the challenge is partly contained within the guidance of the Urban Design Framework Plan (2013), commissioned by Louth Local Authorities, as a



DROGHEDA 
INCREASED 
IT'S POPULATION, UNLIKE OTHER
LARGE IRISH TOWNS

THE POPULATION
OF THE
URBAN
AREA OF
DROGHEDA TOWN
HAS **INCREASED**
BY **6.2%** SINCE 2011
TO **40,956**

comprehensive heritage plan for Drogheda town centre. However, it is considered that a more focused, area-based approach is required in order to address the specific challenge of Narrow West Street and environs. The area will be referenced as the Westgate Vision Area (WGV Area).

Environmental Considerations

The WGV has been prepared with environmental considerations being one of the key informants and influences.

The Environmental Appraisal that has been undertaken identifies that the WGV has the potential to contribute towards environmental protection and management across a wide range of issues including sustainable mobility, emissions, cultural heritage, ecology, surface water status and flood risk management (see findings of the Environmental Appraisal).

The Appropriate Assessment (AA) Screening that has been undertaken (an AA Screening Statement accompanies the WGV) demonstrates that the WGV will not affect the integrity of European Sites of ecological value including the River Boyne Special Area of Conservation (SAC) and the River Boyne Special Protection Area (SPA).

Future developments at Westgate are required to comply with the existing provisions of the Drogheda Borough Council Development Plan (DBCDP) 2011-2017 (as extended) and the Louth County Development Plan (LCDP) 2015-2021 (and their successors) including those relating to environmental protection and management. It is recommended that proposals for future development comply with the environmental provisions of the Drogheda Borough Council

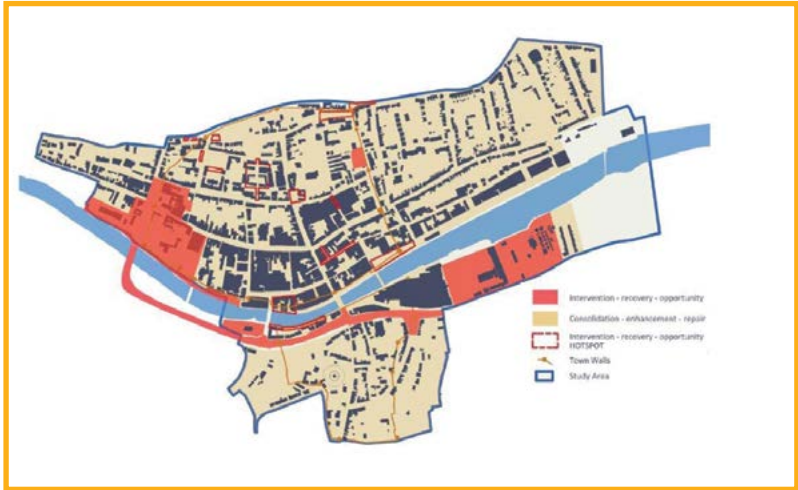
Development Plan 2011-2017 (as extended) until this Plan is replaced by a future urban plan for the town. Furthermore, it is recommended that proposals for future development comply with additional Environmental Appraisal recommendations.

Status of the Westgate Vision

The WGV is a non-statutory, advisory document that illustrates to developers, property owners and investors how to comply with the provisions and zoning contained within the existing DBCDP 2011-2017 (as extended) and the LCDP 2015 - 2021. It is intended to guide the community and developers in their consideration of future development proposals.

The WGV does not define rules and procedures that must be complied with, rather it provides guidance on how the provisions of the Development Plans can be achieved.

Where the WGV includes details that are not covered by the DBCDP 2011-2017 (as extended), these shall be assessed under the provisions of the LCDP 2015-2021 (or any future replacement).



This is Map 5.11 of the Urban Design Framework Plan for the Heritage Quarter, Drogheda (2013) showing Intervention - Recovery - Opportunity.

PART 2

THE RESPONSE

The Vision

The following **six Strategic Guiding Objectives** are identified in response to the challenge in Drogheda:

1

Westgate and the broader town centre as the **vibrant heart** of the **wider hinterland**

2

Westgate as the **gateway** to Drogheda's **historic Town Centre** and the **Boyne Valley heritage sites**

3

Recovery of the townscape in Westgate to **act as a catalyst** for positive regeneration in the broader town centre

4

Delivery of **quality homes** and **employment opportunities**

5

Directional environment for private and public sector **investment decisions** & the co-ordination of built environment **regulation and guidance**

6

Implementation of **Best Practice Conservation**

Westgate is the identifiable principal entry point to the historic town of Drogheda and the premier gateway for visitors to the Boyne Valley. Exploiting the distinctive character and heritage of Westgate, the Drogheda Heritage Quarter Framework Plan 2013 is implemented with creativity, practicality and conviction. Thus is achieved the economic, environmental and social benefits of quality-driven urban regeneration within the Westgate area and within the broader town centre.

WESTGATE VISION

These are aligned with the criteria concerning 'Compact Growth' as outlined in National Strategic Outcome 1 of Project Ireland 2040, which aims to;

- ▶ Enable infill/brownfield development that wouldn't otherwise occur.
- ▶ Improve liveability.
- ▶ Encourage economic development by creating conditions to attract investment.
- ▶ Build on existing assets to create critical mass.
- ▶ Improve accessibility & transition to sustainable modes of transport.
- ▶ Provide affordable houses, improved family services, etc.





Westgate Urban Design Response

Department of Housing, Planning and Local Government (DHPLG) guidelines and accompanying best practice such as the Urban Design Manual (2009) emphasise the importance of urban design in achieving quality outcomes. In the context of the specific challenge of Westgate, it is considered that area based urban design guidance is required in addition to the relevant statutory and non-statutory plans and policy documents.

Area based urban renewal has a proven record in achieving sustainable, systematic and value added urban regeneration. The examples of Temple Bar and the Dublin

Docklands are cited as successful examples of regeneration guided by a shared, and pre-determined urban design vision.

To this end bespoke urban design guidance has been prepared in a Townscape Recovery Guide for Westgate.

The Townscape Recovery Guide will act as supporting guidance in the implementation of the Urban Design Framework Plan for the Heritage Quarter (2013). It is envisaged that both of these documents together with the Statutory Plan(s) will provide full complementary guidance in achieving the regeneration of the WGV Area aligned with the Vision Statement.

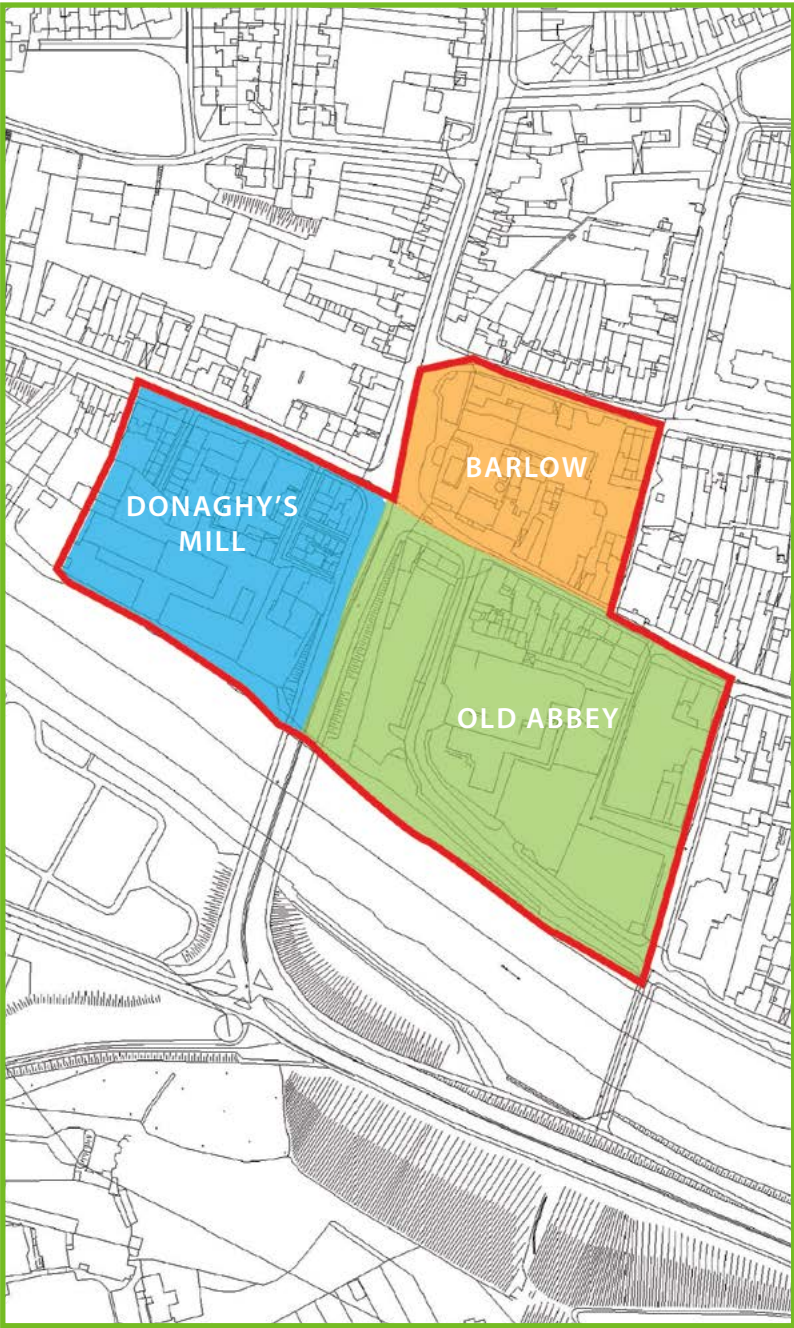
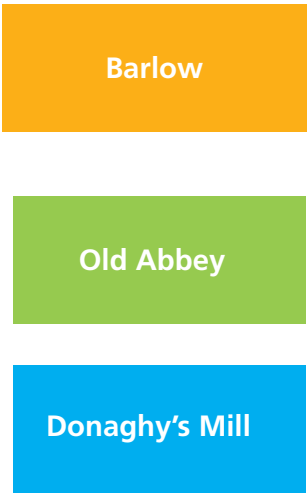
Westgate Vision Area Definition and Description

The WGV Area comprises lands strategically located at the western extremity of the town centre around the medieval West Gate in the town wall. It is a gateway location to the town centre and the wider Boyne Valley. The WGV Area comprises 3 interdependent Study Areas. They are characterised by a high level of underutilised buildings and vacant land. The WGV Area is bounded to the south by the northern bank of the River Boyne which:

- Represents an important natural feature and potential promenade.
- Is bisected at this location by the Bridge of Peace (R132).
- Has an existing under-pass at the Bridge of Peace, albeit is closed at the Donaghy's Mill end.

The 3 Study Areas are

- Barlow
- Old Abbey
- Donaghy's Mill



MAP 2.1 WGV Study Areas



PART 3

THE RECOVERY

- ▶ The Townscape Recovery Guide
- ▶ Identifying the possibilities for urban regeneration to realise the vision
- ▶ Opportunity Sites identified
- ▶ Reuse and Adaption of existing buildings
- ▶ An Integrated Urban Design Strategy to recover the streetscape
- ▶ Westgate Vision supporting regeneration in the broader town centre



The Purpose of the Westgate Vision Townscape Recovery Guide

Project Ireland 2040 (National Planning Framework & National Development Plan) acknowledges that a more strategic and centrally managed approach to enhancing the development potential of publically owned lands is needed. The establishment of the National Regeneration & Development Agency (NRDA) will require co-ordinated planning at strategic and urban levels and in the operation of available funding. Within the WGV Area there are significant vacant and brownfield lands in public ownership which lend themselves to effective strategic land management and enhanced development potential.

The NPF requires co-ordinated strategies for Dundalk and Drogheda at both regional and town levels to ensure they have capacity to grow sustainably. The strategic importance of Drogheda is recognised in the wider Greater Dublin Area and in the Dublin-Belfast economic and transport corridor. The Townscape Recovery Guide analyses the existing urban fabric and identifies a number of exisiting and proposed opportunities where feasibility for redevelopment and public realm improvement is examined within the 3 Study Areas of Barlow, Old Abbey and Donaghy's Mill.

Opportunity Sites

A number of existing Opportunity Sites are identified in Chapter 3 (Table 3.3 and Map 3.1) of the Drogheda Borough Council Development Plan 2011-2017 (as extended). The Plan indicates that Opportunity Sites 1, 2, 3 and 4 are located within the WGV Area, and Policy ED 4 applies to these . The following are the principal identified Existing and Proposed Opportunity Sites in the WGV Area where development could be applied for under the relevant Development Plan:

- ▶ O'Reilly's Yard
- ▶ Murdock's Yard
- ▶ Abbey Shopping Centre
- ▶ Bridge of Peace Gateway Site
- ▶ Donaghy's Mill

It is envisaged that the redevelopment of these sites have the potential to physically transform and recover the townscape. A number of concepts have been devised to guide the community and developers in their

consideration of future development proposals. The following are the principal concepts that could support the Westgate regeneration aligned with the Vision:

- ▶ George's Square - Arrival space – Gateway to Drogheda & the Boyne Valley
- ▶ Old Abbey Lane/ Narrow West Street - Cultural entertainment/ recreation cluster
- ▶ Barlow Area - New Homes
- ▶ Town Scale Public Space (south of Abbey Shopping Centre)
- ▶ Donaghy's Mill - New tourist/ residential/ commercial area & riverside promenade

The Townscape Recovery Guide indicates possible new pedestrian connections, potential uses and building footprint, form and massing that could contribute towards the achievement of sustainable townscape recovery. It provides guidance as to how a co-ordinated and integrated development could take place. It is anticipated that instead of piecemeal development, adherence to the Townscape Recovery Guide would result in greater value added individually and collectively for all stakeholders including landowners and the broader community.

The Vision has 3 distinct delivery timeframes as outlined below:

Short Term Delivery of Vision

3 months-3 years 2018-2021

Medium Term Delivery of Vision

3-5 years 2021-2023

Long Term Delivery of Vision

5-10 years plus 2023-2028 plus

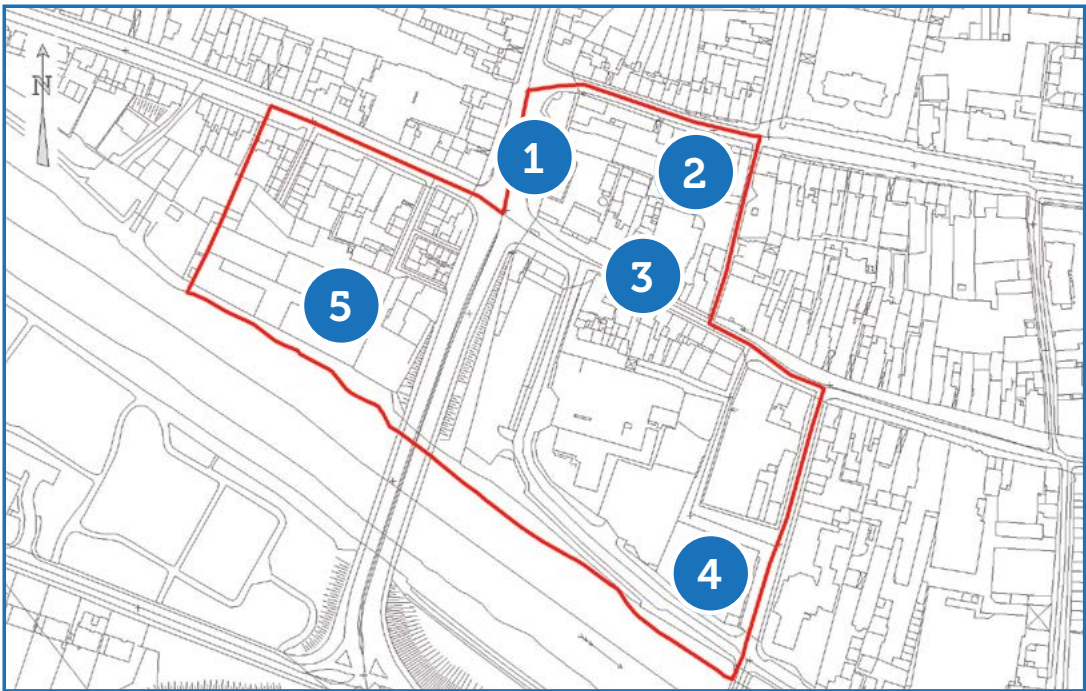
The medium and long-term deliverables are identified as the transformative interventions requiring a lead in time greater than 3 years. The combination of all three timeframes comprises a long term indicative blueprint with a 10 year plus horizon (see Part 4).

It is anticipated that the realisation of development proposals within the WGV Area guided by this Vision will be assessed under the relevant planning documents and would act as a catalyst for appropriate change and enhancement in adjoining areas. This could positively influence regeneration in the broader town core.

In practical terms consideration of The Townscape Recovery Guide will be through private and public sector investment decisions. These decisions will be mediated through the planning process. In the development management process, as is normal practice, development plan standards and best conservation practice will apply in adjudication on all planning applications. However, it is considered that development proposals will be guided in their location, form, scale, massing and use by the Townscape Recovery Guide

NOTE
Development plan standards may be relaxed in instances where there is conflict between the stated standards and building and streetscape conservation objectives. HER 50 of the LCDP 2015-2021 states:
"To ensure that the protection of architectural features of special interest within the ACA are retained as part of any proposed re-development, where there is conflict with other development plan requirements such as open space, car parking etc."

Design Concepts



MAP 3.1 Location of the 5 Design Concepts



Gateway

Entertainment Culture Cluster

New Homes

New Civic Space

Tourist Residential
Neighbourhood

1

Design Concept One

Arrival space at George's Square Gateway to Drogheda & Boyne Valley

The presentation of the medieval walled town of Drogheda has the potential to become a premier regional visitor attraction in Ireland's Ancient East. Design Concept One is to establish Westgate as the visitor access point to the historic town of Drogheda and as the principal access to the adjacent Boyne Valley heritage sites. It is envisaged that George's Square located at the western threshold of the medieval walled town would play an important role in visitor orientation. The reconfiguration of the George's Square road space and the reimagining of that space as a clearly defined and recognisable entrance to the historic town are essential to achieve this objective.

Drogheda's original medieval street pattern remains largely intact, in instances the walls still stand and one of the best examples of a medieval fortified barbican is St Laurence's Gate. The sense of arrival and occasion that would be afforded by visitor access to the town through St. Laurence's Gate can be replicated in Westgate. Westgate is the logical access point to the historic town for the visitor arriving by road. Historic towns and cities have re-interpreted their old medieval town boundaries to give a new sense of place / arrival. It is strongly argued this objective can be successfully achieved in George's Square.



FIG 3.1 Gateway to Drogheda Town Centre

The painting of Siena Town Hall illustrates the physical relationship between the medieval town core and its hinterland, where there is a discernible transition from urban to rural.



FIG 3.2 Siena Town Hall, Italy



PHOTO 3.1 Kilkenny Castle, Kilkenny City



PHOTO 3.2 Bordeaux, France

Similar public space improvements made to Kilkenny Castle (left) and in Bordeaux, France (above) demonstrate how good rationalisation of the conflicting modes of transport, good public spaces and presentation of the old walls of the city can be transformative.



PHOTO 3.3 Georges Square, Drogheda

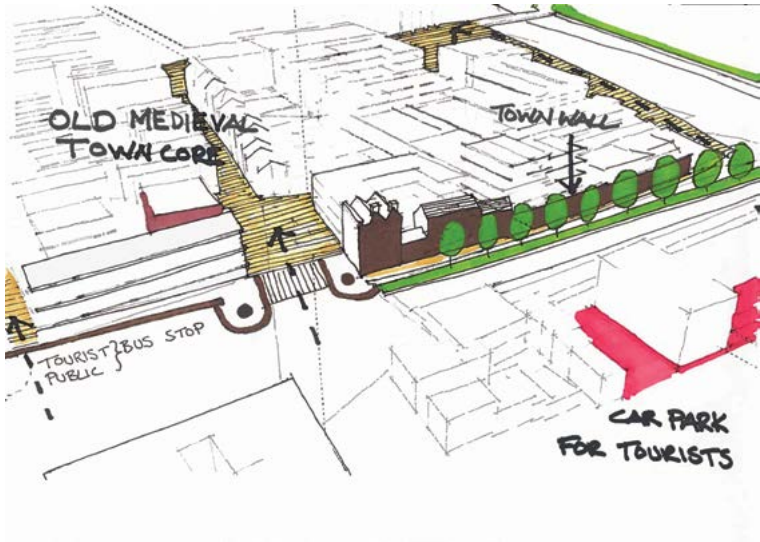


FIG 3.3 Gateway to Drogheda Town Centre

Map 3.2 George's Square
Drogheda



- Improvements would be undertaken by way of a detailed review of the Transport Plan and the preparation of a Landscaping Plan. These would help realise the delivery of specific elements of the WGV.

2

Design Concept Two

Cultural, Entertainment & Recreation Cluster

Drogheda has a very strong cultural, arts and heritage community, which is a positive anchor to develop. The area of Narrow West Street, Patrickswell Lane, Old Abbey Lane and West Street has the highest density of pubs and restaurants. It is also the home of two of the main activity centres - Droichead Arts Centre and the Old Abbey Dance Centre.

Design Concept Two is to enhance and extend Old Abbey Lane in an easterly direction to Dominic Street across Patrickswell Lane. In a potential redevelopment of the Abbey Shopping Centre. In tandem, the virtual extension of the Lane to the west would comprise a visual link to the chimney stack located within the Donaghy's Mill Study Area, which creates a desire line from the Abbey Church to the lands on the other side of the Bridge of Peace.

It is proposed to promote active uses onto the extension of Old Abbey Lane.

To realise the full potential of the WGV Area, pedestrianisation of Narrow West Street is required in order to facilitate the growth of Old Abbey Lane as an entertainment /cultural cluster to counter-balance commercial activity in the east quadrant of Drogheda town centre.

Two potential pocket public spaces are identified for public realm improvements at the eastern extremity of Narrow West Street (See Map 3.3). One at the Scholes Lane / Narrow West Street junction and one at the Patrickswells Lane / Narrow West Street junction.



FIG 3.4 Desire Line - Line of Vision to Donaghy's Mill.



PHOTO 3.4 Entertainment



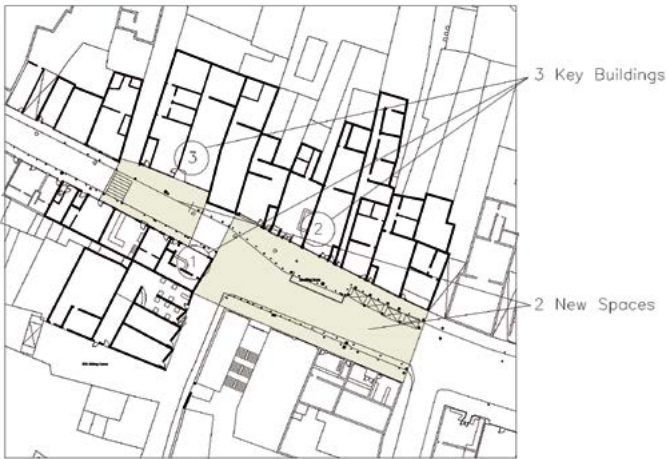
PHOTO 3.5 Shop Street, Galway City



PHOTO 3.6 Old Abbey Lane



PHOTO 3.7 Barlow House, West Street



MAP 3.3 Re-imagining of pocket spaces in Narrow West Street

Two new pocket spaces are possible in the phased pedestrianisation of Narrow West Street (see Map 3.3). The re-imagining of the existing space would enhance the visitor experience at the gateway to West Street providing a punctuation from the George's Square Gateway to the commercial town core.

3

New Homes = New Activation = New Population

Drogheda historically had merchants living over their shops and more recently families lived above their business premises. The medieval town was laid out as a series of oblong burgage plots to accommodate a family and a trade that extended back from a narrow street frontage. The resident shopkeeper has departed in the last 50 years and the tradition has been lost. The loss of a resident community in the town core is evident and is in contrast to areas such as the Cord Road adjacent to the centre where there is a vibrant resident population. Design Concept Three is to attract people back into the urban core, especially in the commercial town centre in vacant space above businesses and to build new homes on vacant land in the town centre.

Drogheda town centre has, in varying degrees high levels of vacancy above ground floor level and in the availability of vacant and / or derelict lands. The lands in the town centre are not only serviced by essential infrastructure such as, water, sewerage and electricity, but also with a multiplicity of other facilities including shops, schools and community infrastructure. There is an on-going housing crisis, but potential residents need more than housing units. They need a comprehensive range of services and facilities to make homes. Drogheda has the services and facilities to create new homes while new residents will support the sustainability of the existing town infrastructure, thus safeguarding the future of Drogheda town centre.



PHOTO 3.8 New Town Centre Housing Waterford City



PHOTO 3.9 Town Centre Housing Development

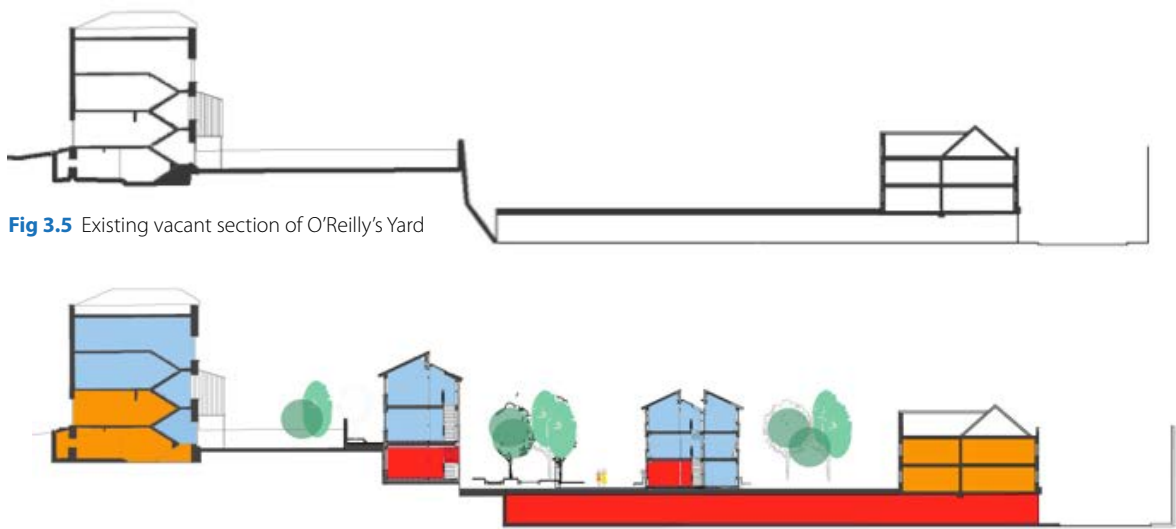


FIG 3.6 Proposed mixed use/residential courtyards of O'Reilly's Yard



MAP 3.4 Proposed mixed use/residential courtyards at O'Reilly's Yard

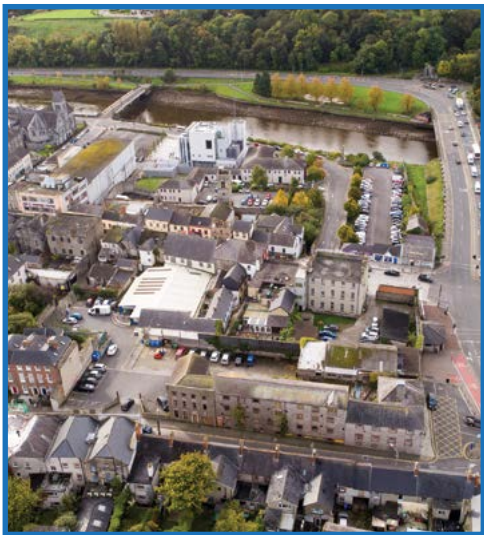


PHOTO 3.10 Barlow and Old Abbey Areas

4

Design Concept Four

Town Scale Public Space

The River Boyne has a significant part to play in the cultural heritage of Ireland. It can be argued that the town of Drogheda like so many other towns has turned its back on the river. Drogheda does not have many public squares or civic focal points. The creation of a large, car free, urban space in the town would be a significant addition to civic amenity and realise the activation of the river promenade.

In 1753 Ricciardelli was commissioned to paint Drogheda. The artist shows a large flat space beside the river which looks like a park or a private garden (See Fig 3.10). Ravells map of 1749 shows something similar located around Wellington Quay,

which were likely civic spaces of their time. The opportunity to provide a public space south of the Abbey Shopping Centre would have historical resonance and is the essence of Design Concept Four. The space would be slightly elevated above the existing ground level to provide undercroft carparking and new buildings would address and enclose the space, providing active ground floor uses to animate this area.

The new public space could be the iconic regeneration project within the WGV Area taking its example from Grand Canal Square which successfully brands the regeneration of the Dublin Docklands.

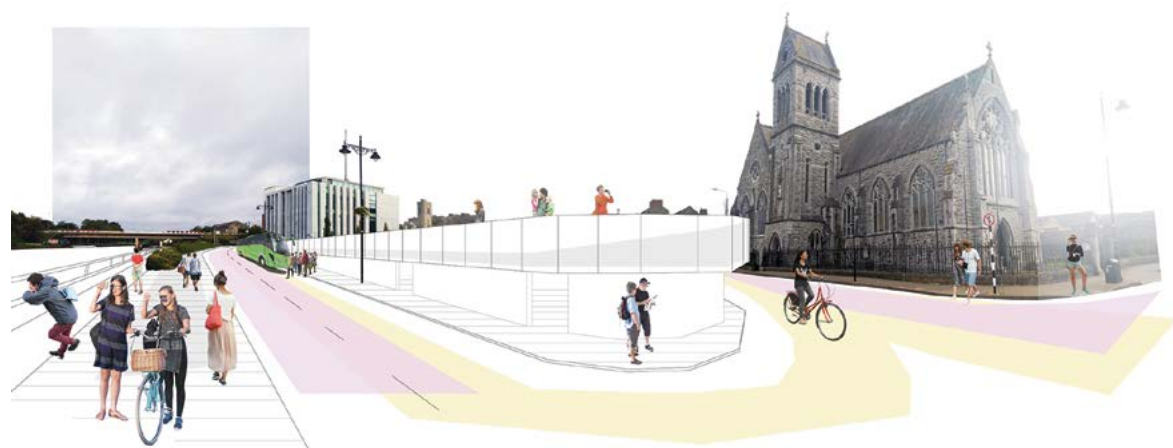


FIG 3.7 Potential Town Scale Public Space



PHOTO 3.11 Old Abbey Area



PHOTO 3.12 Oasis Project, Omagh, Co Tyrone



FIG 3.8 New Town Scale Public Space, Westgate



FIG 3.9 Potential Re-imagining of the Abbey Shopping Centre

New Town Scale Public Space

A new town scale public space south of the Abbey Shopping Centre orientated south is possible. The topography of the site could be used to marginally elevate the space above river level to provide an undercroft public car park. A landscaped civic space at podium level is possible, which would form a south facing terrace to the river.



FIG 3.10 Extract of Gabriele Ricciardelli's 18th century view of Drogheda from Millmount

5

Design Concept Five

Tourist/Residential Neighbourhood & Riverside Promenade

Donaghy's Mill Study Area by reason of its dereliction and its peripheral location is isolated at the western edge of the town, segregated from the town core by the physical barrier of the Bridge of Peace. The Donaghy's Mill complex and adjacent vacant lands provide an opportunity to accommodate tourist facilities in proximity to the visitor gateway location of Westgate to include hotel, hostel, visitor car parking, riverside restaurant, bicycle parking, etc.

It is possible to make the Donaghy's Mill complex and adjacent vacant land's accessible by utilising existing potential access points and by creating new access points from the Bridge of Peace and Trinity Street. A possible pedestrian/cycle route from the town

centre could utilise the existing underpass of the Bridge of Peace. A new gateway building is proposed on the identified existing opportunity site in the south-east corner of the Study Area. The underpass of the Bridge of Peace could access a new river promenade between the Mill buildings and the River Boyne.

By utilising the topography of the site it is proposed to provide visitor car parking in an undercroft car park below the level of the Bridge of Peace. A potential hotel building would demarcate the arrival point to Drogheda from all directions. The scale of the building will reflect the landmark location of the existing opportunity site which is identified in the Drogheda Borough Council Development Plan 2011 - 2017 (as extended).

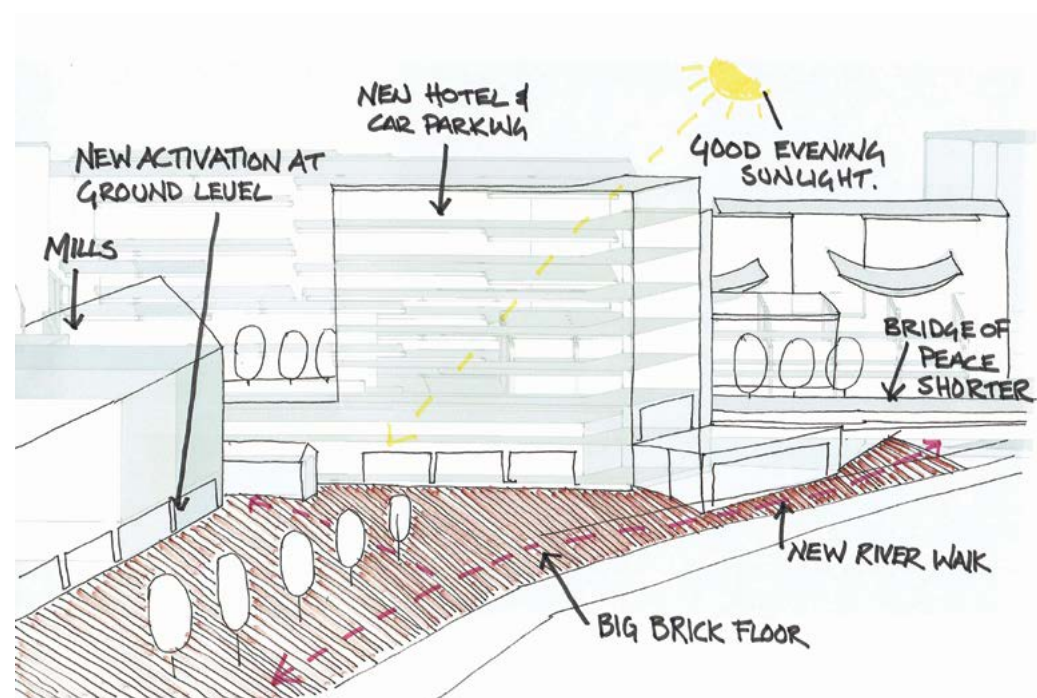


FIG 3.11 Possible design concepts in Donaghy's Mill Study Area

PHOTOS 3.13-3.17 Examples of Re-use, Adaptation & New-build in Dublin



PHOTO 3.13



PHOTO 3.14



PHOTO 3.15

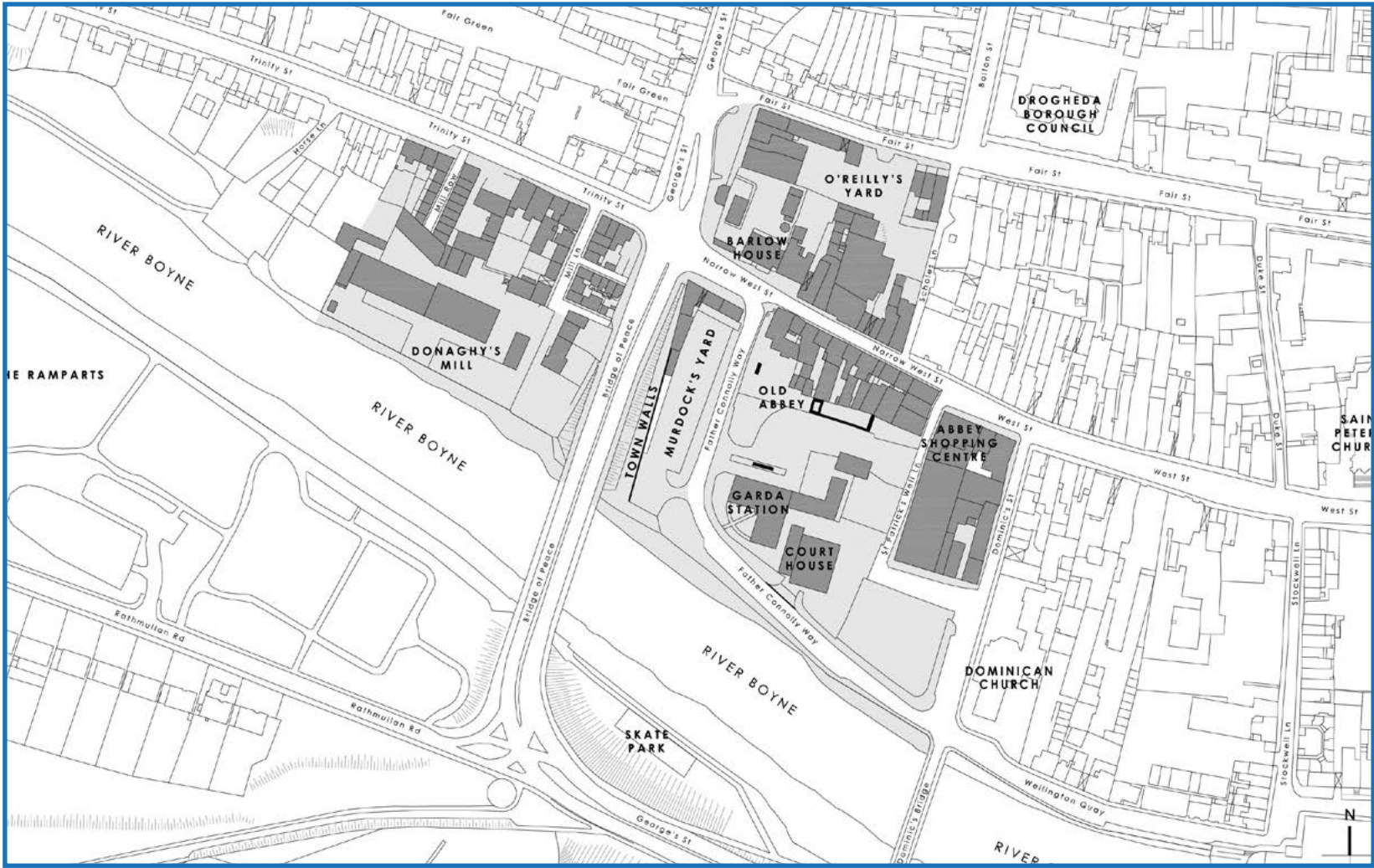


PHOTO 3.16



PHOTO 3.17

Urban Analysis - Westgate Vision Area



MAP 3.5 Landmark Locations and Features Identified in WGV Area

Urban Analysis ➡

Westgate Urban Study Area

Positive Anchors in Westgate

A significant proportion of vacant land in Westgate is in public ownership. The majority of the vacant lands in Barlow and Old Abbey Study Areas are in State and Local Authority ownership.

The existing historical, cultural, social and commercial assets in the WGV Area may act as a catalyst for future development (e.g. Droichead Arts Centre and Dance Studio, Old Abbey Lane). The existing strong and proactive community which supports commercial operators and promotes rejuvenation within the area is a potential for growth. Collectively, the existing assets and potential for growth have the capacity to realise the Vision for this area as the gateway to the town of Drogheda and the visitor sites of the Boyne Valley.

Barlow House

18th century Barlow House is home to a host of cultural and community activities on a daily basis including; classes in drawing, painting, drama, photography, music, yoga, meditation, children’s art, school grinds, flower arranging, and much more.



PHOTO 3.18 Interior of Barlow House, Narrow West Street



PHOTO 3.19 Exterior of Barlow House, Narrow West Street

Urban Analysis



PHOTO 3.20
Dance Studios,
Old Abbey Lane

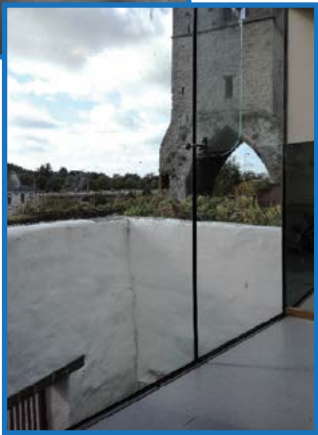


PHOTO 3.21
Dance Studios,
Old Abbey Lane

Old Abbey Dance Studios

The dance studios on Old Abbey Lane are housed in a new building which respects the building line, massing and height of existing structures on the Lane. The studios are an event space within the historic core of Drogheda that act as a destination creating movement on the Lane as visitors enter and exit. The building accommodates three contemporary 'state of the art' dance studios, three music rooms and a recording studio. The use of glass walling affords transparency and supervision of the Lane while allowing internal views of the tower of the Old Abbey Church.

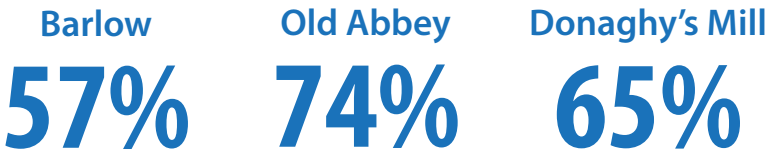
Building Use and Vacancy in Westgate

Analysis of the existing buildings within the WGV Area shows that there is a diverse mix of ground floor uses. The dominance of retail in the Old Abbey and Barlow Study Areas can be compared with the more dominant residential use in the Donaghy's Mill Study Area. However the level of vacancy of the retail units on Narrow West Street is significant and indicates a challenging retail environment at the western extremity of the main shopping street in the town (West Street). The overall vacancy of the buildings in the WGV Area at ground floor level is 36%, first floor level is 44% and second floor level is 70%. The high level of vacancy within the Donaghy's Mill Study Area is evidence of the redundant nature of the 19th century industrial building, emphasising its predominant derelict character.



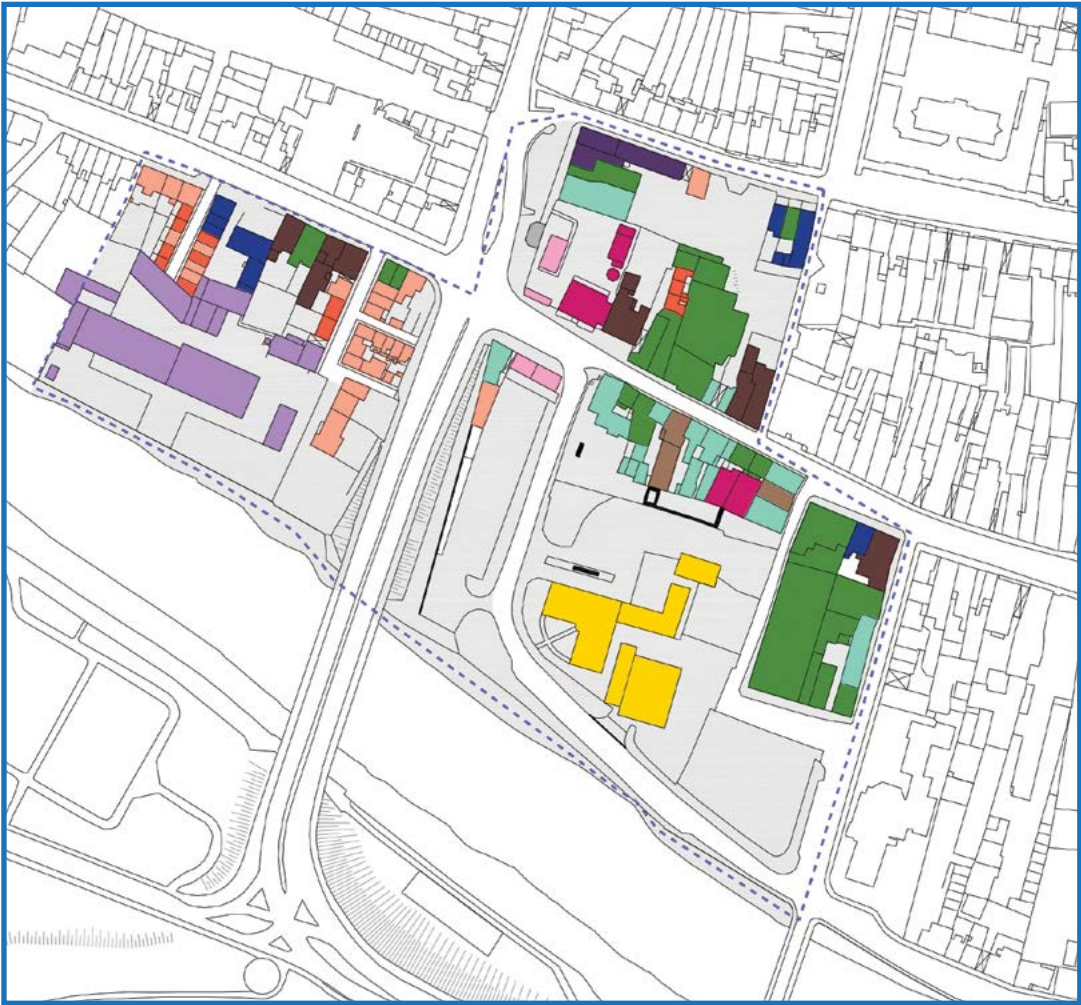
PHOTO 3.22 Old Abbey Area, Westgate

In addition to building vacancy, the following figures show the level of vacant lands in the WGA Area. The vacancy levels (% of overall land not built upon) witnessed in the three Study Areas are as follows:

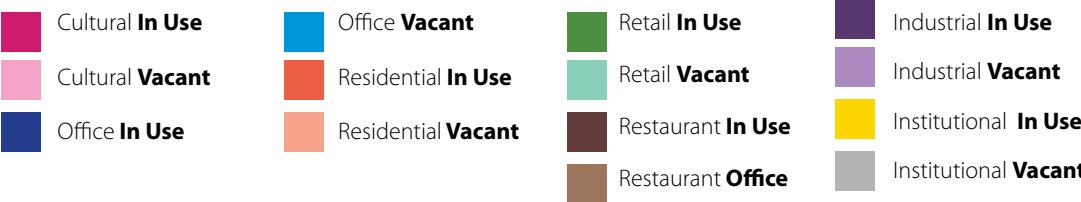


Such vacancy levels present considerable difficulties in retaining the vibrancy and vitality necessary for the success of a town centre. Furthermore, there is the potential of such vacancy causing contagion into adjoining streets as existing or potential stakeholders may be deterred from improving or creating new investment opportunities.

Urban Analysis →



MAP 3.6 Existing Ground Floor Uses



MAP 3.7 Existing First Floor Uses



MAP 3.8 Existing Second Floor Uses.

Urban Analysis →



PHOTO 3.23 Old Abbey Lane, Westgate

Vacant Land Potential

The ratio of vacant land to existing buildings is particularly high within the Old Abbey Study Area. The Donaghy's Mill and Barlow Areas also have significant vacant land. The level of vacant land is confirmation of the townscape analysis conducted as part of the Urban Design Framework Plan for the Heritage Quarter, Drogheda (2013), which identified Westgate and its environs as an area requiring comprehensive intervention in order to recover its townscape coherence. The availability of vacant land affords the opportunity of potential redevelopment and townscape recovery.

Architectural Conservation Areas & Protected Structures

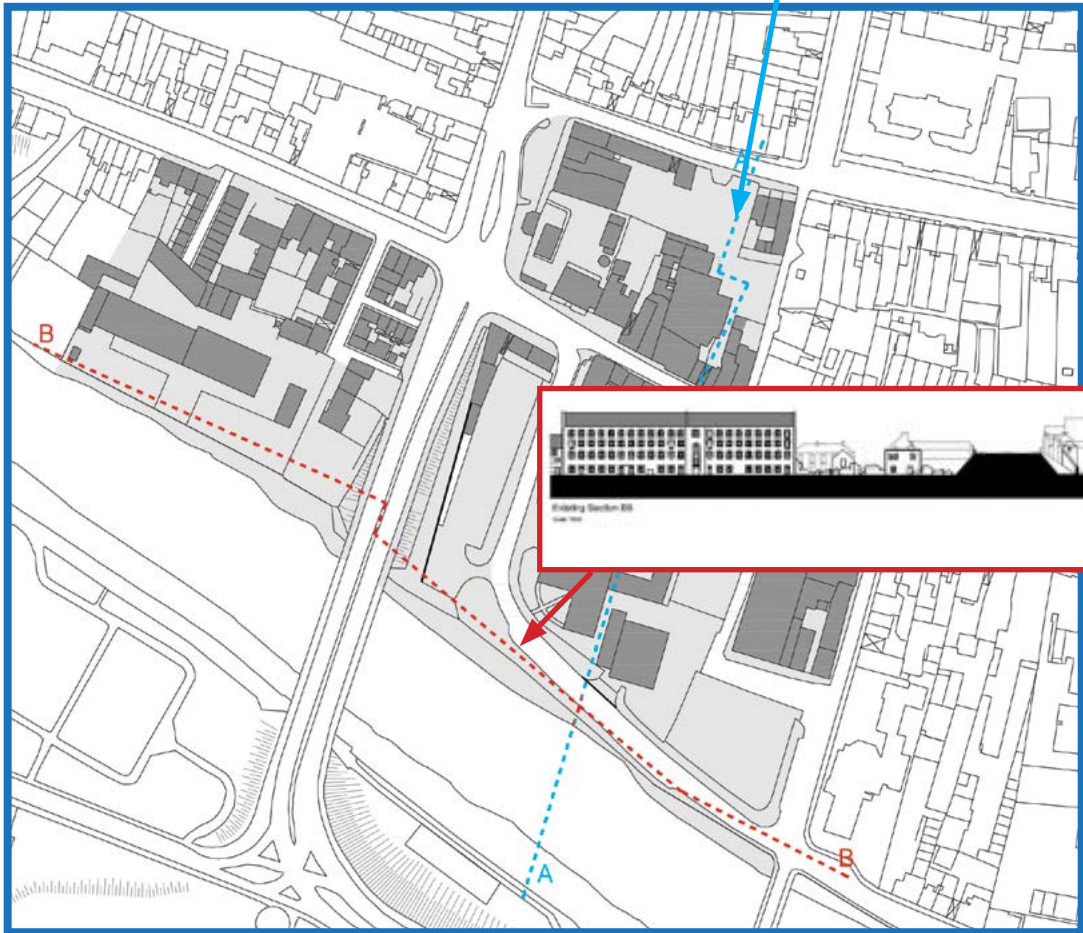
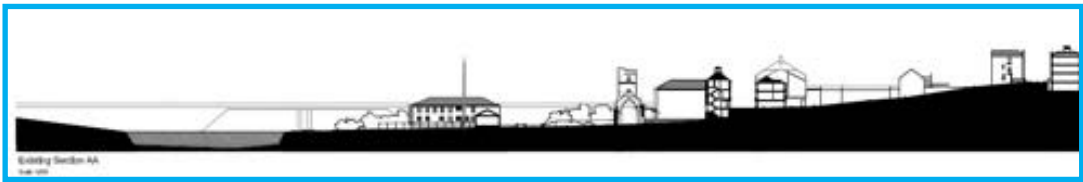
The significance of heritage in the WGV Area is evidenced in the wealth of Protected Structures, ACA's, National Monuments and Zone of Archaeological Interest, all of which contribute to the character of the area. It is acknowledged that the methodology applied in the renovation/ repair and reuse of existing buildings coupled with the respectful relationship between historic and new buildings is pivotal in the successful implementation of the Townscape Recovery Guide.

Landscape & Vistas

The key views and vistas are defined in the Framework Plan and these should be preserved and enhanced. They are from the Bridge of Peace in both directions along the Boyne River and towards the Old Abbey Study Area to the north of the river. The identification of these views recognise the Boyne River as Drogheda's primary natural asset as well as highlighting the need to enhance and promote its potentially significant contribution to the surrounding vicinity. The medieval town wall is another distinctive feature in the WGV Area which should be highlighted and showcased as a visitor attraction, utilising the existing green space between the Bridge of Peace and the town wall and the open area at Murdock's Yard. Other key landmarks in the WGV Area the chimney at Donaghy's Mill and the Old Abbey Tower.

Urban Analysis →

FIG 3.12 Existing Section AA



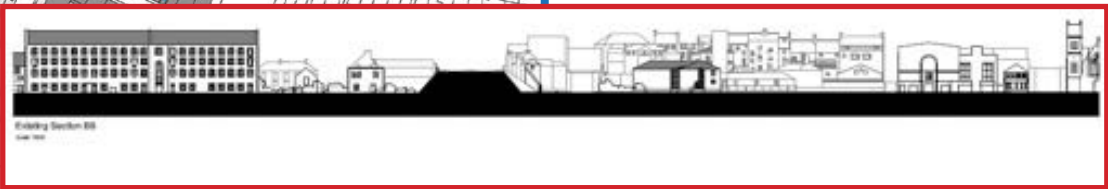
MAP 3.9 Topography of Westgate

Topography

The natural topography of the WGV Area is characterised by the gradual and then more rapid uplift of terrain from the north bank of the River Boyne to a ridge line in the location of Fair Street.

Drogheda's medieval street pattern is influenced by the steep topography and the curve of the River Boyne. The town is laid out in a series of terraces facing south, giving rise to sunlit streets north-south (Peter Street, Duke Street, Scholes Lane, Patrickswell Lane), intersected by a longer curved street east-west and often in shade (West Street) (Fig 3.12).

FIG 3.13 Existing Section BB



The above section from west to east (Fig 3.13) shows the natural topography of the north river bank as a flat flood plain, which comprises in built form a consistent scale and height of development. The maximum height of development is predominantly four-storey capped by traditional pitched roofs.

Urban Analysis

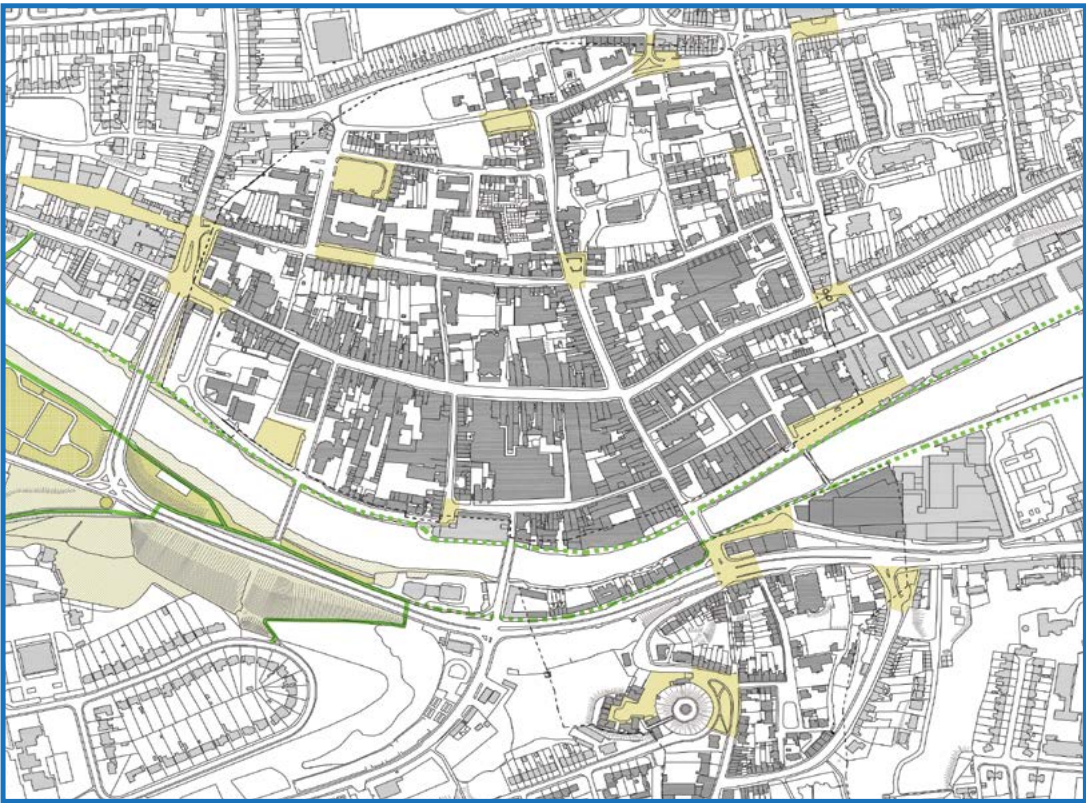
Connectivity & Mobility

This map shows potential public space improvement opportunities within the Heritage Quarter. A number of these opportunities are within the WGV Area.

To promote urban living, traffic management improvements for pedestrians and cyclists to enhance non-vehicular connectivity and mobility may be considered. For example George’s Square is dominated by traffic and disconnects Trinity Street from the town centre. Similarly, the Bridge of Peace is a significant north-south link prioritising vehicular transport over the pedestrian and cyclist.

A re-use of the existing bridge linking Dominic Street to the south bank of the River Boyne is shown highlighted and should be investigated as a long term traffic management possibility.

The River Boyne is at the heart of the town of Drogheda, but it both divides and connects urban space. Enhanced riverside walks/cycle ways for residents and visitors are possible as part of quality urban landscaping. The map highlights the potential for river walk/cycle ways on the north and south bank of the Boyne and their extension into the western hinterland.



MAP 3.10 Connectivity and Mobility in wider Drogheda Town Centre area

- Walking/Cycle Path
- Planned Path
- Public Spaces/ Framework Plan for the Heritage Quarter Drogheda 2013

The potential to link east to Mornington using the north bank of the river to allow the Mornington River walk/cycle way traverse the WGV Area is also a possibility.

There is scope within the WGV Area to extend the natural qualities of the River Boyne corridor. A detailed landscape plan which would prioritise tree planting and soft landscaping within the urban core would enhance the quality of urban space in the town centre. Potential areas for improvement are highlighted in the following section (Fig 3.14).

Availability of Vacant Land Opportunities

FIG 3.14
Section showing potential areas for improvement



O'Reilly's Yard is a good example of the vacant lands between Narrow West Street and Fair Street.



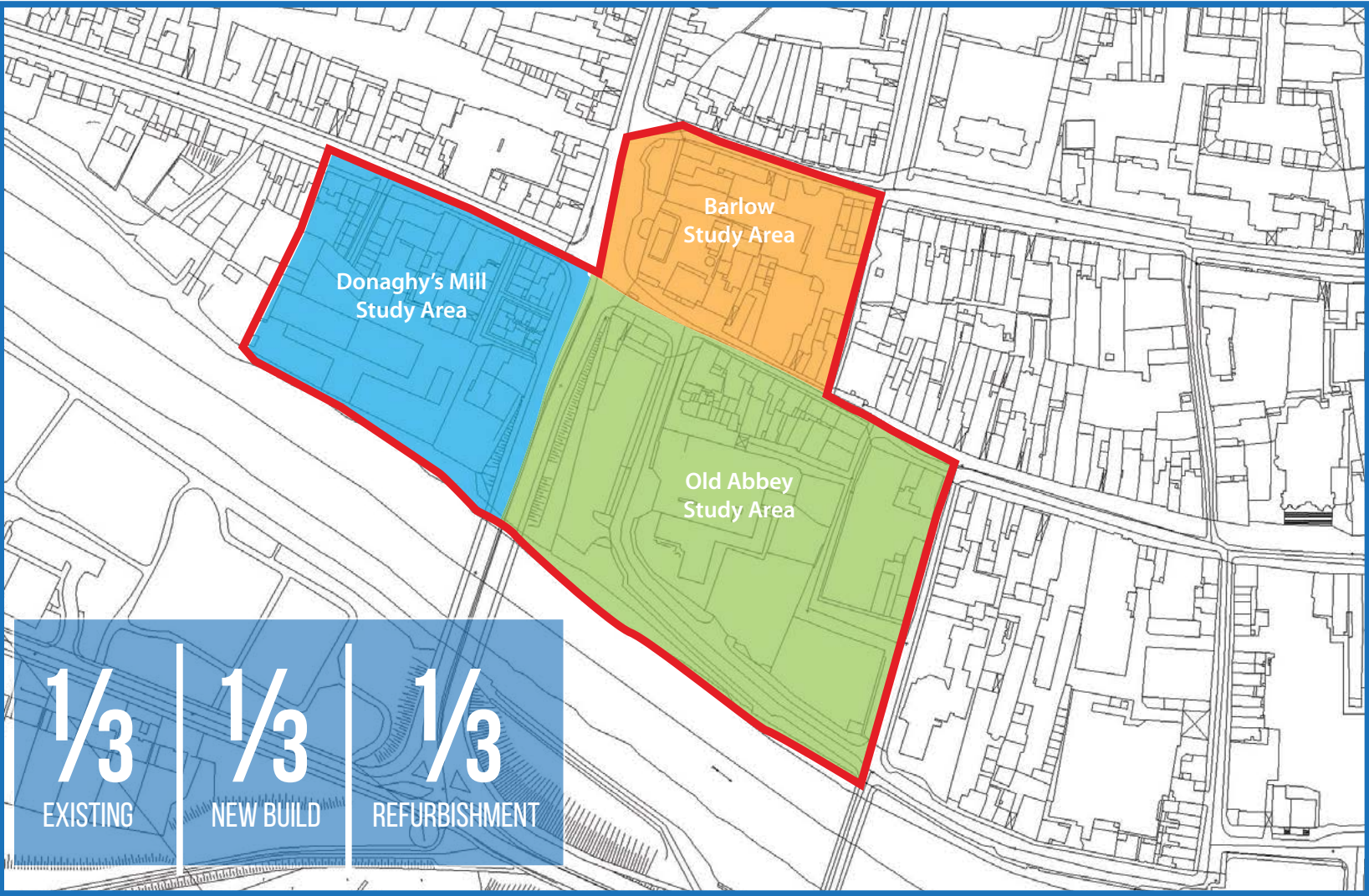
Murdock's Yard is currently being used as a car park facing the extensive remains of the medieval town walls of Drogheda.



O'Reilly's Yard is suffering from the lack of permeability through Drogheda town centre

Conclusion of Urban Analysis: Westgate Occupancy Uncovered

The urban analysis reveals that within the WGV Area there is significant opportunity for investment. Approximately 1/3 of the land area is vacant, another 1/3 accommodates underutilised and derelict buildings requiring refurbishment and the residual 1/3 accommodates buildings occupied and viable.



MAP 3.11 Urban Analysis Occupancy Map, Westgate





BARLOW AREA RESPONSE



FIG 3.15 Possible Conservation / Intervention



FIG 3.16 Proposed Ground Floor Uses



FIG 3.17 Proposed First Floor Uses

Barlow Area Analysis

Conservation / Intervention

Figure 3.15 shows the relationship between the existing historic fabric and potential new buildings within the Barlow Study Area. A pivotal consideration will be the repair, renovation and reuse of existing buildings and the relationship of new buildings with the historic buildings in terms of location, scale and building form. All new buildings and extensions to existing buildings shall exhibit a high quality design in terms of their built form and material finish.

Proposed Ground Floor Uses

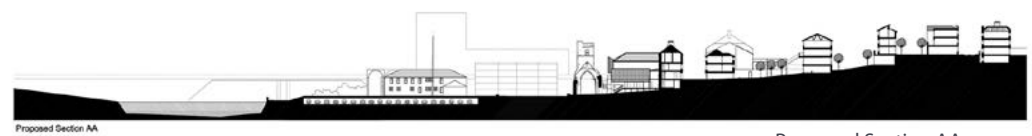
Figure 3.16 shows an indicative ground floor land use strategy for the Barlow Study Area comprising active use at the edges onto George's Square and Scholes Lane with residential use in the interior. A cultural use is proposed to the rear of Barlow House that would build on its existing cultural uses and reinforce the south-west quadrant of the Study Area as a cultural cluster.

Proposed First Floor Uses

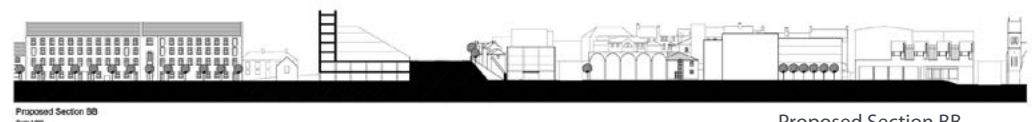
Figure 3.17 shows indicative first floor uses for the Barlow Study Area. Use could be mainly residential in nature, complementing the primarily residential ground floor use.

KEY

Conservation	Office	Retail
Intervention	Residential	Restaurant / Hotel
Cultural	Institutional	Parking



Proposed Section AA



Proposed Section BB

FIG 3.18 & FIG 3.19 Illustrates the relationship between historic fabric and potential new buildings in the WGV Area



FIG 3.20 Indicative footprint of infill housing in Barlow Study Area

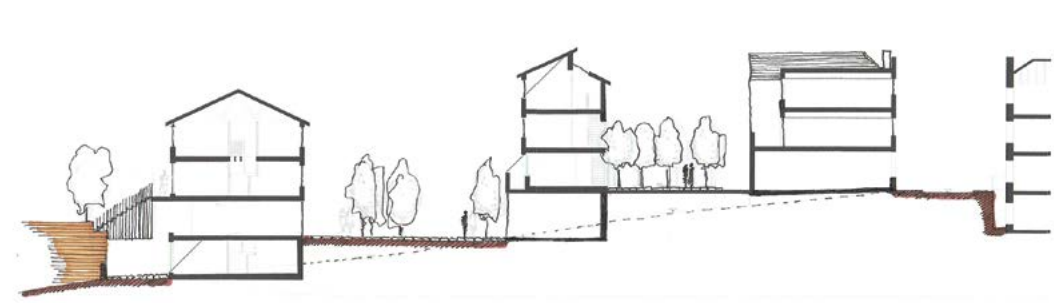


FIG 3.21 Possible opportunity to provide quality housing while achieving permeability in Barlow Study Area, Westgate

Barlow Area Possibilities

There is an opportunity to investigate the development of an infill housing scheme within the interior of the Barlow Study Area (See Fig 3.20) potentially with non-residential active use at ground floor level in strategic locations, for example, at the edges of the urban block where it interfaces with George's Square and Scholes Lane.

The diagram (Fig 3.20) shows an indicative footprint of an infill housing scheme in the vacant lands between Narrow West Street and Fair Street. The configuration of the new-build is dictated by the objective to create permeability for the public through the block. The overall vision is to respect existing building scale and fabric to provide infill housing grouped around semi-private internal courtyards linked to the principal east-west public route through the Study Area.

The section drawing and plan shows the opportunity to provide quality housing while achieving permeability through the Study Area from George's Square to Scholes Lane.



PHOTO 3.24 Good quality housing possible while achieving permeability

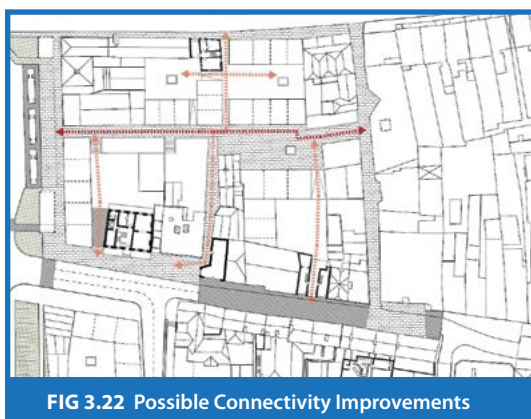


FIG 3.22 Possible Connectivity Improvements

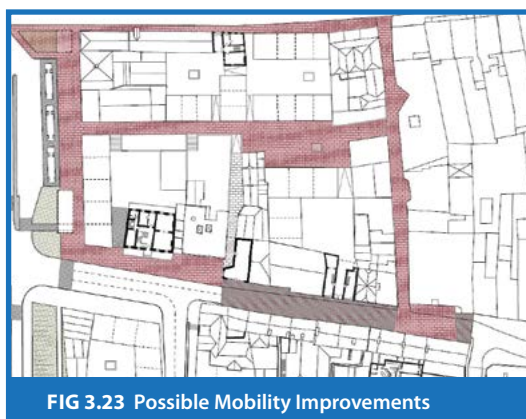


FIG 3.23 Possible Mobility Improvements

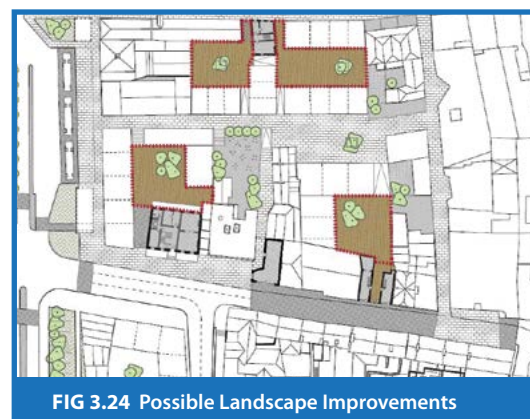


FIG 3.24 Possible Landscape Improvements

KEY

	Primary Connections		Public		Courtyard
	Secondary Connections		Semi-public		Green Areas
	Accessible Laneways		Private		Road Granite Setts (cobblestones)

Public Realm Analysis

Connectivity

The redevelopment of vacant lands within the interior of the Barlow Study Area would facilitate east / west movement between George's Square and Scholes Lane and north-south movement between Fair Street and Narrow West Street. The north-south links will intersect with the primary east-west spine at a number of locations creating a network of pedestrian routes within the Study Area. However potential access points onto George's Lane, Narrow West Street and Fair Street will need to be negotiated with landowners.

Existing & New Connections

The diagram clearly shows the potential public space achievable within and bounding the Barlow Study Area, greatly enhancing pedestrian movement.

Landscape

There is an opportunity for a network of new public/semi private hard and soft landscapes within the interior of the Barlow Study Area. The proposed semi-private public spaces are shown indicatively in the diagram as a network of landscaped recreation areas. These spaces would provide the residential amenity open space for the proposed infill housing scheme to be constructed between Narrow West Street and Fair Street.

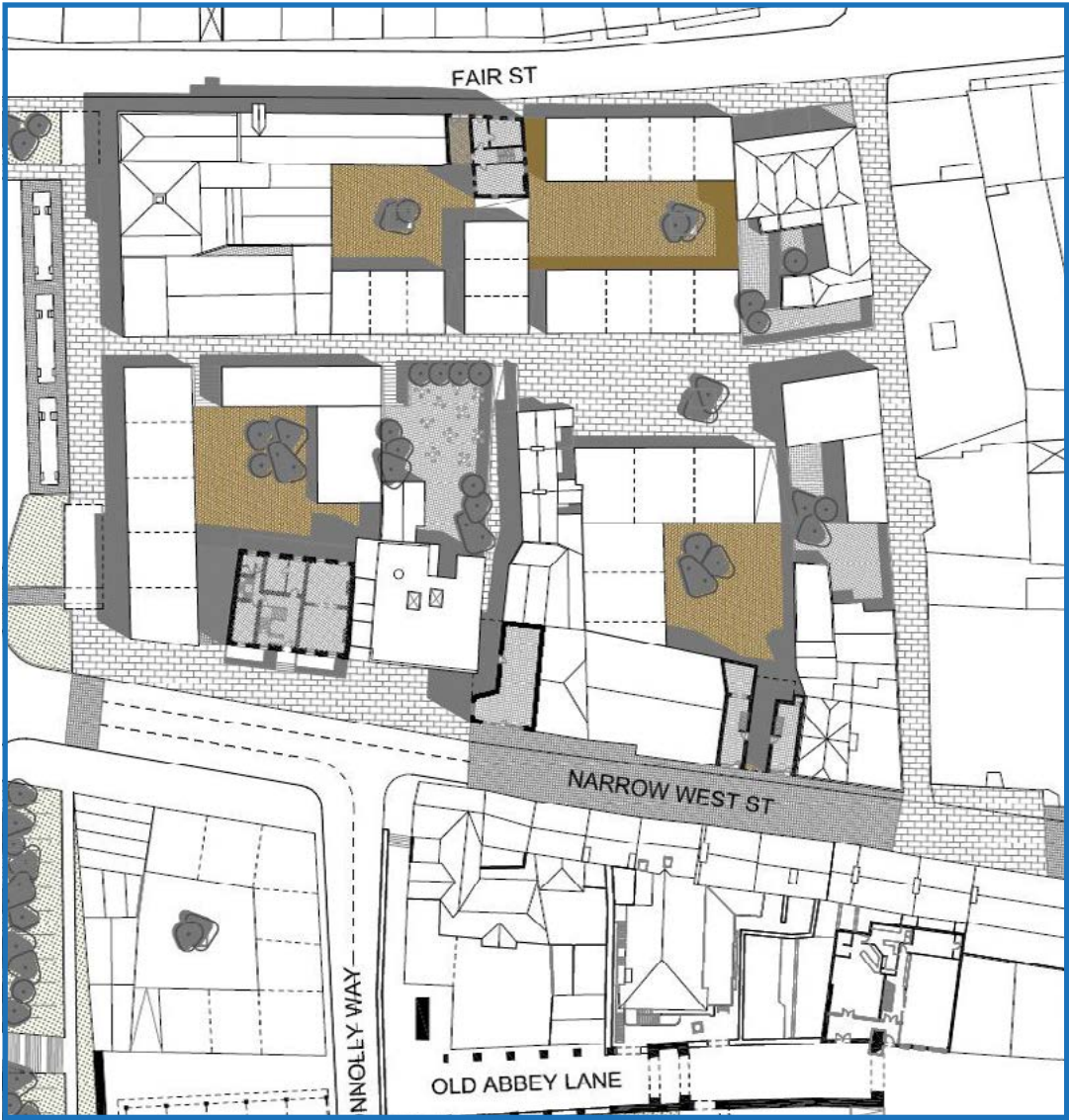


FIG 3.25 Possible Public Realm Enhancements, Barlow Study Area

Public Realm Possibilities

A comprehensive redevelopment opportunity within the interior of the Barlow Study Area is possible where development could be applied for under the relevant Development Plan on vacant lands between Fair Street and Narrow West Street. A redevelopment of these lands would unlock finite serviced urban land while creating access to the interior and movement through the Study Area where there is currently limited permeability.

The creation of new pedestrian routes / lanes and public spaces would potentially provide a visitor pathway to the town centre through the Barlow Study Area linking a proposed tourist bus set down/ visitor stop off point on George’s Square to Scholes Lane and beyond.

Pedestrianisation on the southern edge of the Barlow Study Area would fully realise the potential of the WGV Area as an entertainment/cultural/recreation cluster to act as a counter-balance to activity in the east of Drogheda town centre.

Fig 3.25 identifies a number of public realm enhancements that are proposed.

George's Square Visitor Access & Traffic Calming

George's Square could become the principal arrival point to the town centre for the visitor and a gateway location to access the Boyne Valley heritage sites.

There is potential to reconfigure George's Square to reflect its gateway status. A median or traffic island across the existing traffic intersection would significantly improve pedestrian movement. The eastern section of George's Square could be re-imagined as setdown for tourist buses.

The further development of the gateway concept could investigate the enclosure of the Bridge of Peace / George's Square to form an urban street. A hard built edge to the carriageway alignment subject to conservation constraints is possible.

East / West Tourist Route

A new east-west pedestrian route from George's Square to Scholes Lane through the Barlow Study Area is a possible new tourist trail to the town centre. There is also the possibility of new north / south connections between Narrow West Street and Fair Street.

Narrow West Street Pedestrian Zone

The pedestrianisation of Narrow West Street would realise the full potential of the WGV Area as a tourist/entertainment/cultural cluster.

New Public Spaces

Two new pocket public spaces are possible at the junction of Scholes Lane / Narrow West Street and at the junction of Patrickswell Lane / Narrow West Street (see Old Abbey Study Area) creating a clearly defined pedestrian link from the WGV Area to the commercial town core.

Semi-Private Residential Amenity Spaces

The creation of a network of semi-private public spaces within the interior of the Barlow Study Area in tandem with the redevelopment of vacant lands between Narrow West Street and Fair Street for quality homes is possible.

NOTE

The remains of the town wall north of Narrow West Street may be further back (that is east of the building line on George's Square) than previously thought – see Figure 5.15 of the Heritage Quarter Framework Plan. This may have implications for the possible location of a new terrace of buildings, which could define the western boundary of the Barlow Study Area onto George's Square.

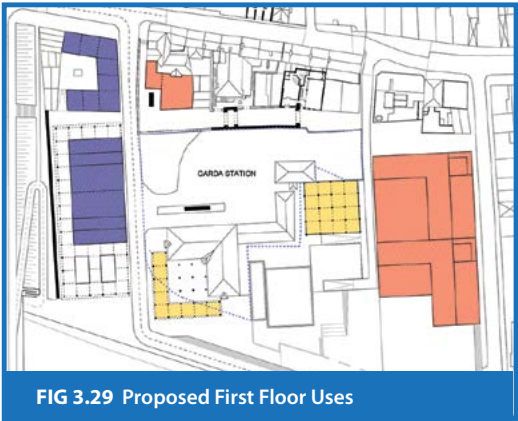
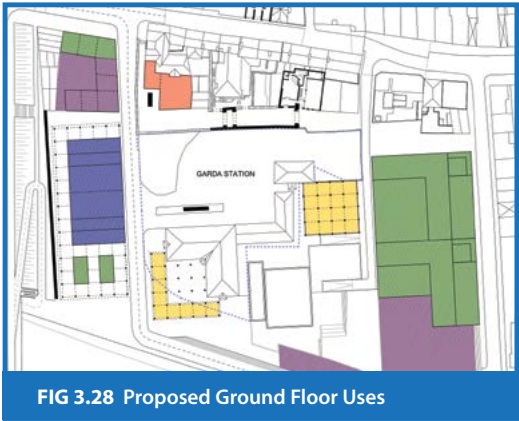
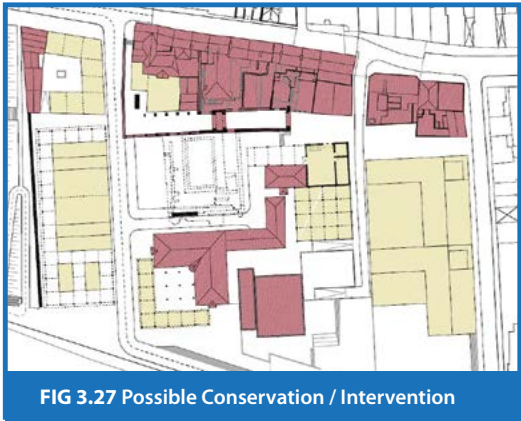
FIG 3.26 Re-imagining of the Public Realm, Westgate





OLD ABBEY AREA RESPONSE

Indicative Land Uses



Key

 Conservation	 Office	 Retail
 Intervention	 Residential	 Restaurant / Hotel
 Cultural	 Institutional	 Parking



Fig 3.30 Gabriele Ricciardelli 18th century view of Drogheda

Old Abbey Area Analysis

Conservation / Intervention

Fig 3.27 shows the relationship between the existing buildings / monuments and potential new buildings within the Old Abbey Study Area. A pivotal consideration in common with the Barlow Study Area will be the repair, renovation and reuse of existing buildings and the relationship of new buildings with existing historic buildings and monuments in terms of location, scale and building form. All new buildings and extensions to existing buildings shall exhibit a high quality design in terms of their built form and material finish.

Proposed Ground Floor Uses

Fig 3.28 is an indicative ground floor land use strategy for the Old Abbey Study Area comprising active uses at ground floor level in strategic locations in order to animate enhanced and expanded public spaces.

Proposed First Floor Uses

Fig 3.29 shows indicative first floor land use. A residential scheme is possible above a high commercial ground floor in the redevelopment of the Abbey Shopping Centre existing opportunity site.

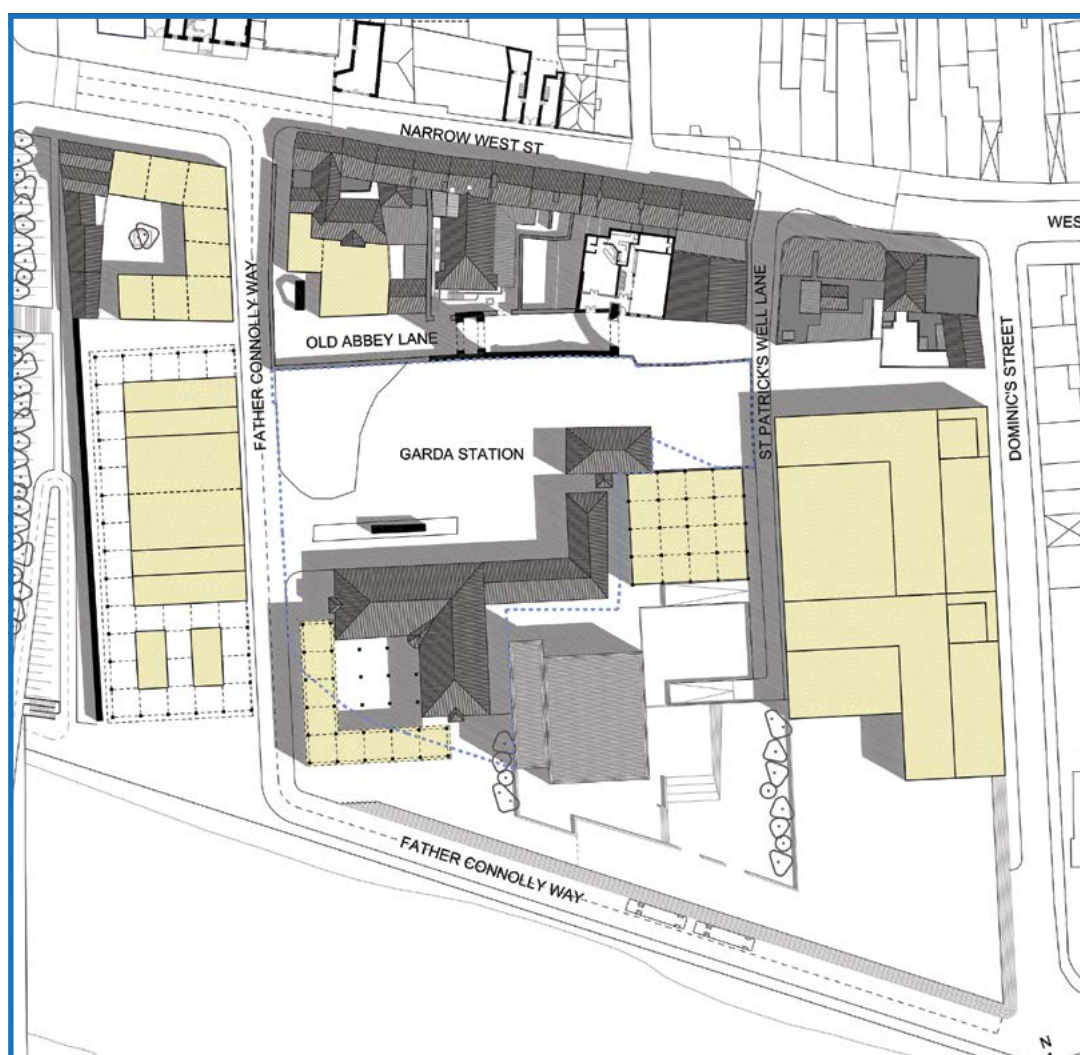


FIG 3.31 Possible redevelopment within Old Abbey Study Area

Old Abbey Area Possibilities

A comprehensive redevelopment of part of the Old Abbey Lane area is afforded by the opportunity of vacant lands and potential redevelopment sites. The potential development of vacant lands could recover the townscape and create an enhanced urban experience.

The development potential of the area known as Murdock's Yard to the east of the town wall fragment is identified as an existing opportunity site where development could be applied for under the relevant Development Plan. The definition of an urban relationship with the town wall while respecting its status as a monument is possible. A new building is proposed that would respect its location and enhance the urban experience within the Old Abbey Study Area.

The potential development site to the east of the town wall fragment is a sensitive location by reason of its proximity to the town wall, potential archaeology and its open nature. The definition of a respectful relationship with the town wall and existing buildings would require ingenuity in building design in terms of scale, massing and material finish. In concept the possibility of a new building or buildings within the town wall and proximate to the wall fragment (but clearly separate and independent) would create a physical distinction between the open area outside the wall and the urban area within. The unique characteristics of the site require a custom made response to its development, which a design competition may achieve.

The redevelopment of the Abbey Shopping Centre is possible. The objective is to retain the distinctive international style (Narrow West Street facade) building and designate the rear of the shopping centre site as an opportunity for redevelopment. The extension of Old Abbey Lane through the Abbey Shopping Centre to Dominic Street would create a clear distinction between the retained Narrow West Street building and the existing opportunity site. (See Fig 3.31).



FIG 3.32 Possible Connectivity Improvements



FIG 3.33 Possible Mobility Improvements



FIG 3.34 Possible Landscape Improvements

Public Realm Analysis

Connectivity

Fig 3.32 shows existing and potential new connections in the vicinity of the town wall fragment and along the eastern side of the redefined Father Connolly Way. The primary east-west movement is along the extended Old Abbey Lane.

Existing and Potential New Connections

Fig 3.33 shows the potential quality pedestrian space achievable in the redevelopment of vacant lands and the reconfiguration of public space within and bounding the Old Abbey Study Area. The spaces are a mixture of public, semi-public and semi-private spaces.

Landscape

A new landscaped civic space south of the Abbey Shopping Centre is possible combining hard and soft landscaping (see Fig 3.34).

A predominantly soft landscaped space with an access ramp negotiating the significant change in gradient from the level of the Bridge of Peace to the north bank of the river is possible.

KEY

 Primary Connections	 Public	 Courtyard
 Secondary Connections	 Semi-public	 Green Areas
 Accessible Laneways	 Private	 Road Granite Setts (cobblestones)



FIG 3.35 Design Concept Three, Old Abbey Study Area

Public Realm Possibilities

The Old Abbey Study Area affords the opportunity of comprehensive redevelopment on vacant lands and intervention in key locations in order to recover the townscape and create a quality urban experience. There is an opportunity to extend and enhance Old Abbey Lane as the primary east-west route within the interior of the Study Area and to create a new Town Scale Public Space.

It is possible to utilise the existing redundant green space located between the Bridge of Peace and the historic town wall fragment.

Fig 3.36 identifies a number of public realm enhancements that are possible to include the following key elements:

New Town Scale Public Space

A new space south of the Abbey Shopping Centre is possible. The topography of the site could be used to marginally elevate the space above grade to provide an undercroft public car park. A landscaped civic space at podium level is possible, which would form a south facing terrace to the river.

Enhancement & Extension of Old Abbey Lane

The extension and enhancement of Old Abbey Lane as a primary east-west route from the town wall through the Nave and Chancel of the Abbey and Abbey Shopping Centre site to Dominic Street is possible.

Landscaped Green Space between the Bridge of Peace and the Town Wall

A landscaped area providing an appropriate open context to the town wall fragment on its outward side is possible. The opportunity for an access ramp from the Bridge of Peace to the north bank of the Boyne within the new landscaped area could be investigated.

Urban Redefinition of Father Connolly Way

There is an opportunity to re-imagine Father Connolly Way as an urban north-south street from Narrow West Street to the River Boyne. A hard built edge to the western boundary of Father Connolly Way could be achieved in any future development at Murdock's Yard.



FIG 3.36 Possible Public Realm Enhancements, Old Abbey Study Area





DONAGHY'S MILL AREA RESPONSE



Indicative Land uses



FIG 3.37 Proposed Conservation / Intervention



FIG 3.38 Proposed Ground Floor Uses



FIG 3.39 Proposed First Floor Uses

Donaghy's Mill Area Analysis

Conservation / Intervention

Fig 3.37 shows that the footprint of the Donaghy's Mill Study Area is dominated by historic buildings. However there are existing development opportunity sites on the eastern boundary of the study area abutting the Bridge of Peace.

Proposed Ground Floor Uses

Fig 3.38 is an indicative ground floor landuse strategy for the Donaghy's Mill Study Area comprising active uses at ground floor level in order to animate the expansive public space within the urban study area and the potential River Boyne walkway. Residential use at ground floor level in the western section of the Mill building fronting the river would enhance the mix to create day and night activity.

Proposed First Floor Uses

Fig 3.39 shows indicative first floor landuse comprising principally residential use.

KEY

Conservation	Office	Retail
Intervention	Residential	Restaurant / Hotel
Cultural	Institutional	Parking



FIG 3.40 Existing Section Donaghy's Mill Study Area

Existing Section e 1:400



Donaghy's Mill Intervention

Proposed Section e 1:400

FIG 3.41 Proposed Section Donaghy's Mill Study Area



FIG 3.42 Proposed redevelopment within Donaghy's Mill Study Area

Donaghy's Mill Area Possibilities

A comprehensive regeneration opportunity exists for the Donaghy's Mill complex where development could be applied for under the relevant Development Plan. The refurbishment and re-use of the existing 19th century mill buildings is a priority project, which would transform the area.

The concept is to create a tourist arrival district at the gateway location of the WGV Area. The WGV Area is the optimum geographic location at the western extremity of the medieval town on the cusp of the Boyne Valley experience to act as the gateway to the historic town of Drogheda and to the visitor sites located in the Boyne Valley.

The provision of tourist facilities in proximity to the gate way location of Westgate to include hotel, hostel, visitor car parking, riverside restaurant, bicycle parking is possible in the Donaghy's Mill complex and adjacent vacant lands. The WGV Area could be the orientation centre for the visitor to both the historic Drogheda medieval town centre and the Boyne Valley strategically combining these tourist assets to create a new visitor experience in Ireland's Ancient East.

A new gateway building is possible on an identified existing opportunity site, where development could be applied for under the relevant Development Plan which acknowledges the gateway location. The topography of the site could facilitate an undercroft car park below the level of the Bridge of Peace. A potential hotel building would demarcate the arrival point to Drogheda from the south, north and west. The scale of the building will reflect this landmark gateway location.

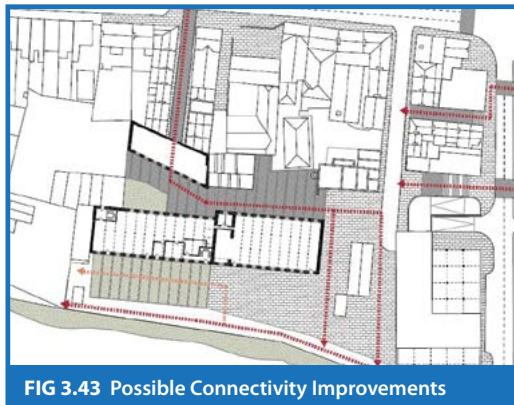


FIG 3.43 Possible Connectivity Improvements

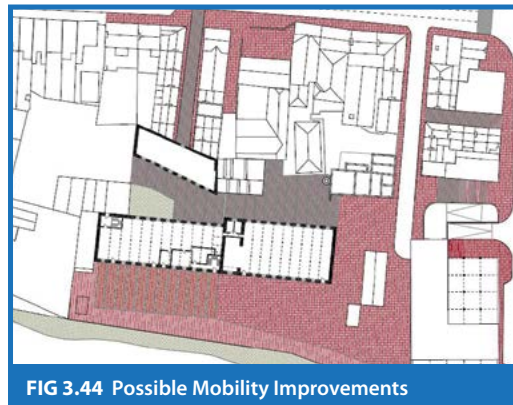


FIG 3.44 Possible Mobility Improvements

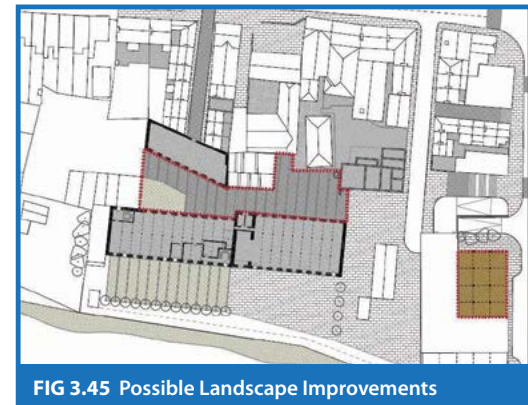


FIG 3.45 Possible Landscape Improvements

Public Realm Analysis

Connectivity

Fig 3.43 shows that the objective of north-south and east-west connection from Trinity Street to the north river bank and from the town centre to Donaghy's Mill can be achieved. It shows potential access points to the Donaghy's Mill Study Area from Trinity Street, the Bridge of Peace and the Old Abbey Study Area utilising the existing closed off underpass beneath the Bridge of Peace.

Existing & New Connections

Fig 3.44 shows the potential quality public space possible within the Donaghy's Mill Study Area.

Landscape

Fig 3.45 shows that the possible open space is envisaged as a predominantly hard landscape area. However to the south of the western section of the Mill building fronting the river soft landscape private strip gardens are possible as dedicated amenity spaces for the potential residential units within the Mill building.

KEY

 Primary Connections	 Public	 Courtyard
 Secondary Connections	 Semi-public	 Green Areas
 Accessible Laneways	 Private	 Road Granite Setts (Cobblestones)

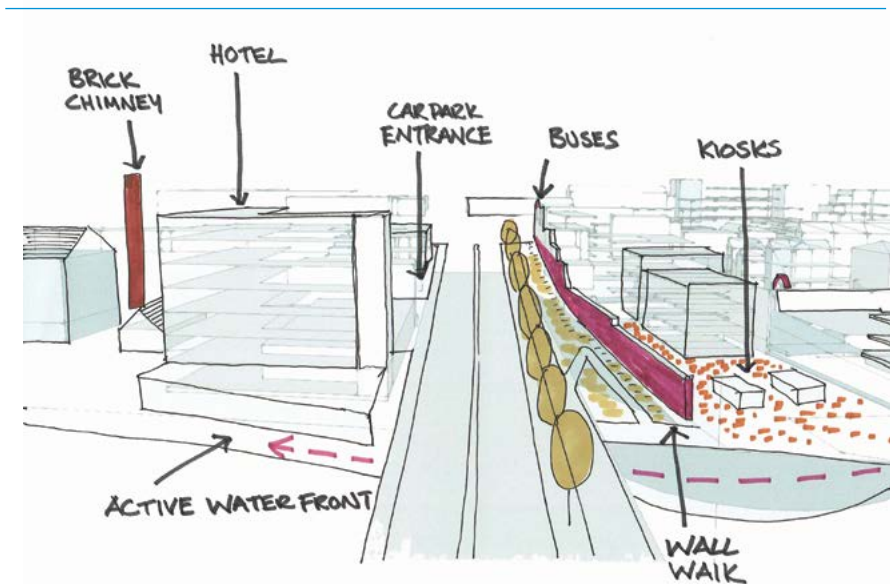


FIG 3.46 Possible Interventions surrounding the Bridge of Peace, Westgate



FIG 3.47 Possible Public Realm Enhancements Donaghys Mill Study Area

Public Realm Possibilities

The Donaghys Mill Study Area affords the opportunity of comprehensive regeneration of this derelict part of the town. The creation of a river promenade along the north bank of the Boyne linked to the town centre via the existing underpass beneath the Bridge of Peace is possible and could be transformative.

The Study Area is isolated by reason of its dereliction and its peripheral location at the western edge of the town segregated from the town core by the physical barrier of the Bridge of Peace.

Fig 3.47 shows how the permeability of Donaghys Mill Study Area and the adjacent vacant lands could potentially be improved by utilising existing potential access points and by creating new access points from the Bridge of Peace and Trinity Street. This could potentially be assisted by utilising the existing underpass to create a pedestrian/cycle link to the town centre running beneath the Bridge of Peace.

The significant change in gradient could be acknowledged by a broad flight of steps rising from Mill Lane to the Bridge of Peace providing for a proposed new pedestrian crossing of the Bridge of Peace visually aligned with Old Abbey Lane to extend into the study area.

The alignment of the desire line from Old Abbey Lane to Donaghys Mill Chimney Stack (See Fig 3.51) has determined the location of a pedestrian crossing at the ramp to the Bridge of Peace. This could provide a defined crossing between the two Study Areas of Donaghys Mill and Old Abbey. Active uses are possible at ground floor level in the existing mill buildings in order to provide animation and supervision of the potential river promenade along the north bank of the Boyne.

Townscape Recovery Vision

FIG 3.48 Westgate Public Realm Possibilities

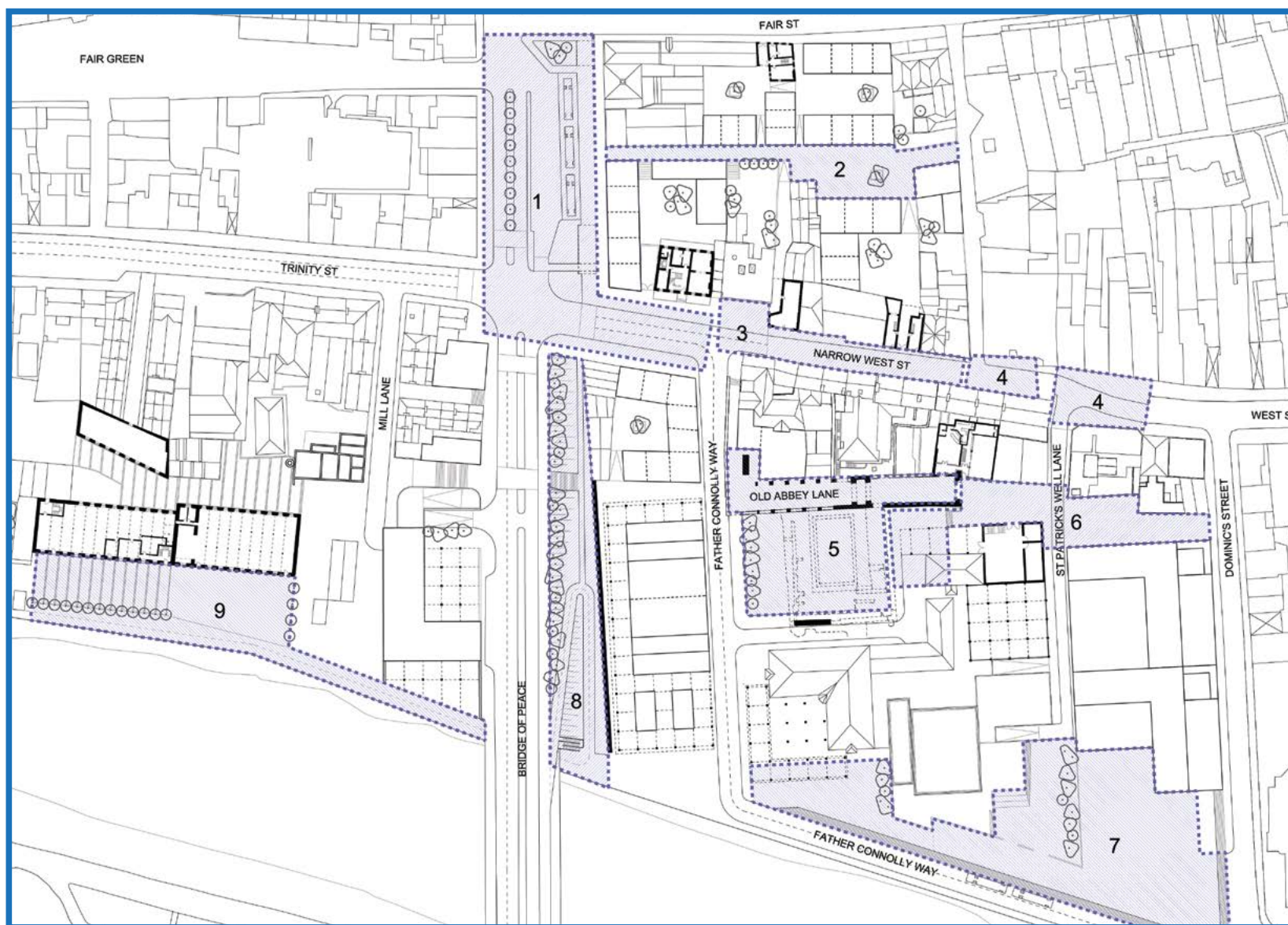


Figure 3.48 shows the principal Public Realm Possibilities in the Barlow, Old Abbey and Donaghy's Mill Study Areas. The diagram shows an integrated public realm improvement strategy for the WGV Area.

Townscape Recovery Vision ➔

1 Westgate Area Arrival

George's Square and Westgate - a new gateway public space, visitor orientation and tourist bus setdown (See Fig 3.49).

The further development of the gateway concept could investigate the enclosure of the Bridge of Peace / George's Square to form an urban street. A hard built edge to the carriageway alignment subject to conservation constraints is possible (See Fig 3.50).

2 Barlow Study Area Connection

George's Square to Scholes Lane pedestrian route through new residential area to the town centre.

3 Barlow Study Area Pedestrian Mobility

Narrow West Street pedestrianisation to fully realise the potential of Westgate as a tourist/ cultural/entertainment cluster.

4 Barlow/Old Abbey Study Areas: Pocket Public Spaces

Two new pocket public spaces to enhance pedestrian links to the commercial town centre.

5 Old Abbey Lane Interpretation

Understanding of the archaeological remains of the Abbey of St. Mary D'Orso.

6 Connection

Extension and enhancement of Old Abbey Lane through the Abbey Shopping Centre site to connect Patrickswell Lane to Dominic Street.

7 Civic Focal Point

New Town Scale Public Space.

8 Town Walls and Green Corridor Experience

Connection to the riverside routes.

9 Connection

Donaghy's Mill Study Area with extended and accessible riverside promenade linked to town centre under the Bridge of Peace.



FIG 3.49 Westgate Area Arrival

Townscape Recovery Vision ➡

FIG 3.50 Westgate Development Opportunity Diagram



Figure 3.50 shows the development opportunities that could recover the townscape in the Barlow, Old Abbey and Donaghy's Mill Study Areas.

Townscape Recovery Vision ➡

- 1

Barlow Study Area (O'Reillys Yard)
New residential neighbourhood with an urban liveability focus.
- 2

Barlow Study Area (Barlow House)
Potential gallery, workshops and offices as extension of cultural use in Barlow House.
- 3

Old Abbey Study Area (In general vicinity of Westgate House)
Commercial development opportunity with a requirement for active ground floor use and potential basement car parking.
- 4

Old Abbey Study Area (Murdocks Yard)
Commercial development opportunity with a requirement for active ground floor use to Father Connolly Way. The new building to define a respectful and transparent relationship with the town wall fragment.
- 5

Old Abbey Study Area (Dance Studio)
Active use of the ground floor of existing and potential new buildings along Old Abbey Lane and Patrickswell Lane.
- 6

Old Abbey Study Area (Garda Station)
Potential to extend the Garda Station and to provide a civic or commercial use onto the river promenade.
- 7

Old Abbey Study Area (Court House)
Potential of the Court House environs to accommodate infill development.
- 8

Old Abbey Study Area (Abbey Shopping Centre)
Commercial development opportunity with active use along the extension of Old Abbey Lane and fronting the new Public Space to the south.
- 9

Donaghy's Mill Study Area (Bridge of Peace)
Commercial development opportunity at the Bridge of Peace with potential to accommodate a gateway hotel with under-croft visitor car parking.
- 10

Donaghy's Mill Study Area (Donaghy's Mill)
Commercial development opportunity with potential as visitor orientation and tourist services zone combined with residential and office uses. Create a visual link from Old Abbey Lane to Donaghy's Mill (Fig 3.51)

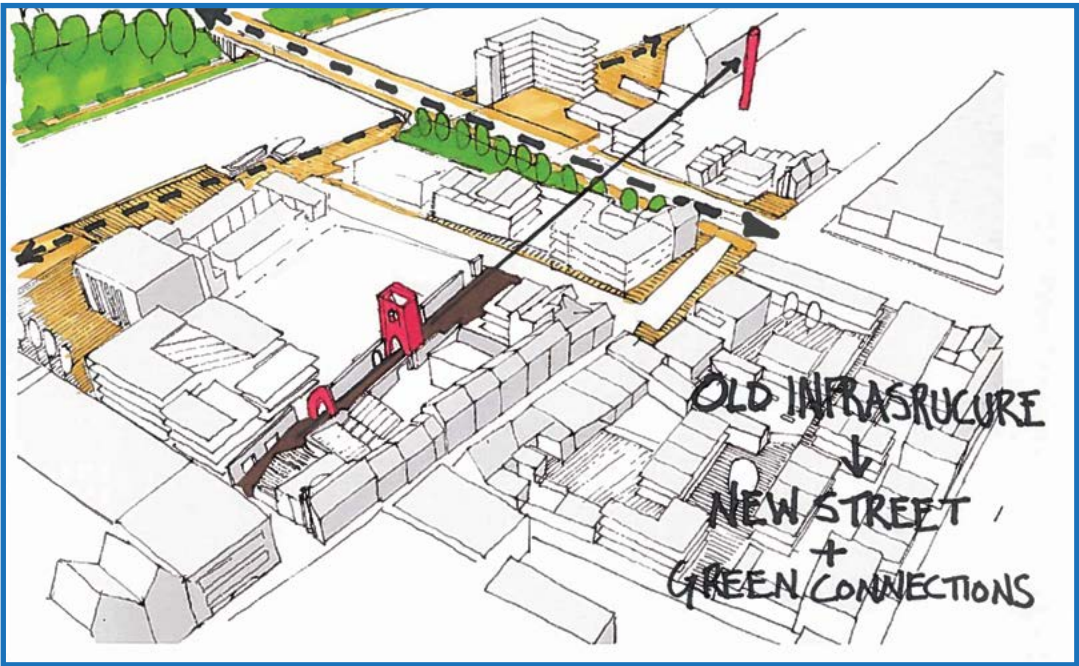


FIG 3.51 Old Infrastructure, New Street & Green Connections

Townscape Recovery Vision ➡

Townscape Recovery Vision

The implementation of the vision would recover the Westgate townscape while improving liveability, connectivity and greater integration within the commercial town core and the broader hinterland. (The public realm and development opportunities illustrated below are on the 3-D model of the WGV Area)

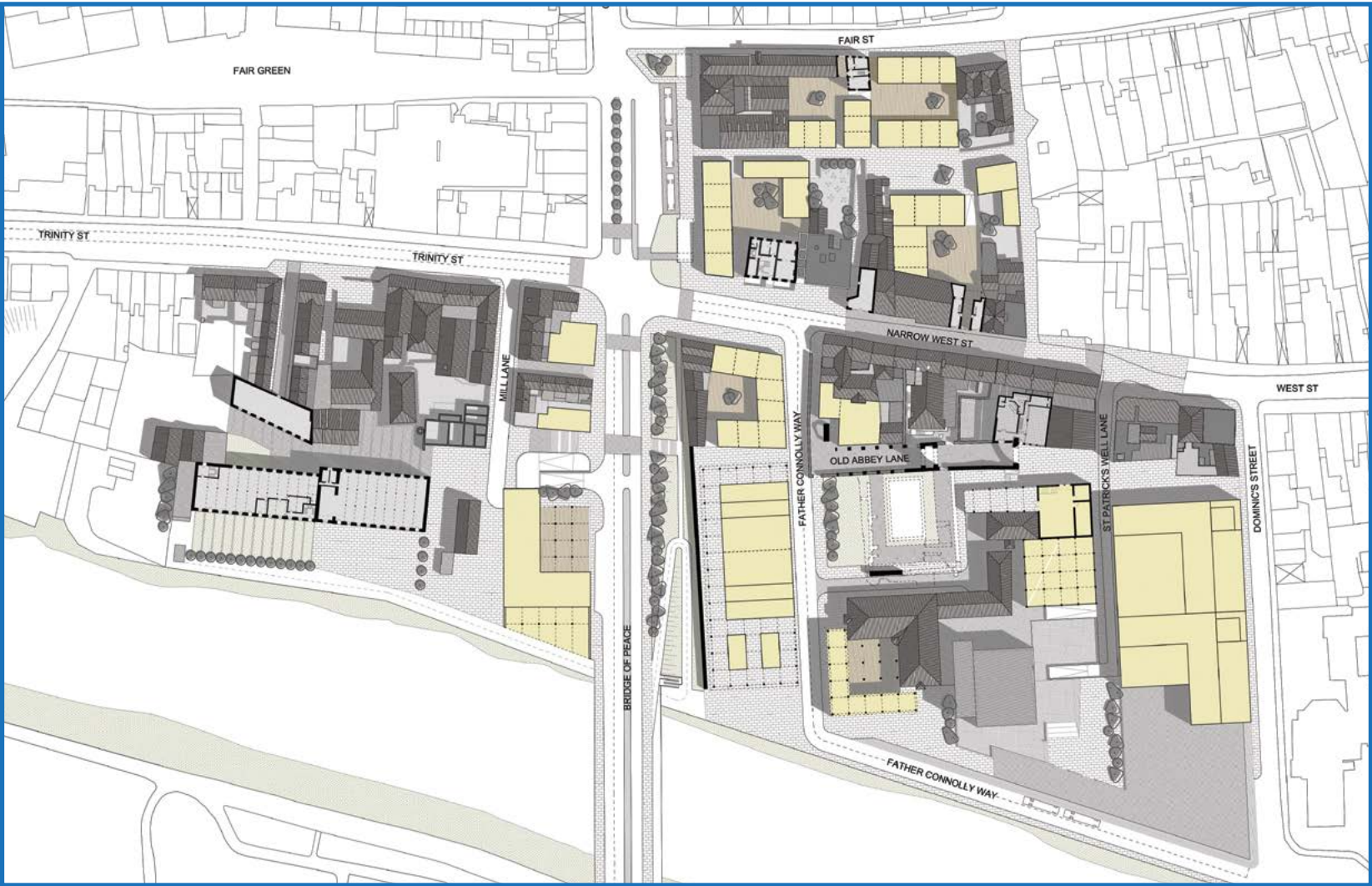


FIG 3.52 The Westgate Vision Diagram





PART 4

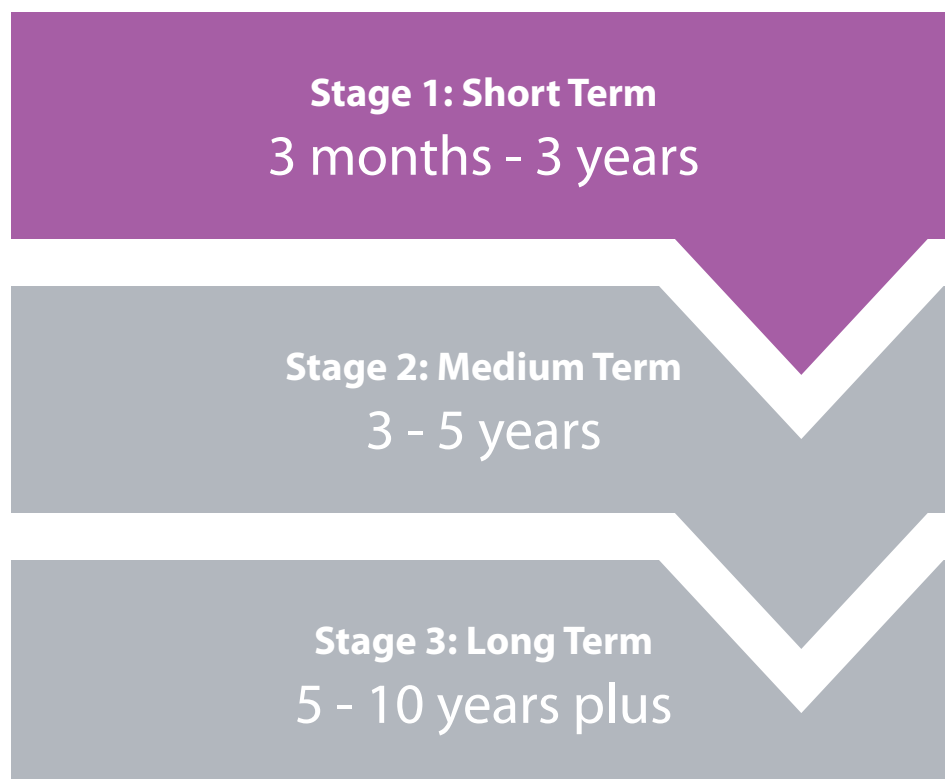
DELIVERING THE VISION

Townscape Recovery Stage 1: Short Term Delivery of the Vision

Stage 1

The purpose of Stage 1 is to provide the Vision with leadership and administrative expertise in order to investigate the feasibility of the concepts and the possibilities.

The Delivery of the Vision is in three stages:



Short Term Delivery of the Vision

3 months – 3 years

The following actions comprise the short term delivery of the vision:

- ▶ Seek funding under the Urban Regeneration and Development Fund in accordance with specified criteria as defined in the National Strategic Outcomes (NSOs) and aligned with the National Policy Objectives (NPOs).
- ▶ Other funding sources
- ▶ Engaging with stakeholders
- ▶ Day-to-day operations, including facilitating private sector investment through the appointment of a project manager to deliver the Vision
- ▶ Defining strategic objectives
- ▶ Marketing, events and advertising, etc.
- ▶ Investigate appointment of design review panel (key building sites, materials, public realm, etc.)
- ▶ Investigate feasibility of a one-stop-shop for all development proposals within WGV Area to include co-ordination of planning, conservation, fire and disability.



PHOTO 4.1 Graffiti at Bridge of Peace, Drogheda

- ▶ Review the Traffic Management Plan and Prepare a Landscape Plan for the historic town core of Drogheda. The Traffic Management Plan Review will consider the feasibility of the following:
 - ▶ *To facilitate the creation of an urban street by defining a built edge to the R132 and to provide traffic calming proposals;*
 - ▶ *Establish and monitor the phased pedestrianisation pilot scheme for Narrow West Street;*
 - ▶ *Prepare a car parking strategy for the WGV Area.*
- ▶ Investigate the feasibility of environmental improvements in conjunction with the Traffic Management and Landscape Plans to facilitate phased pedestrianisation including new public spaces at the junction of Scholes Lane, on West Street, and at the junction of Patrickswell Lane.
- ▶ Investigate feasibility of OAP housing at O'Reilly's Yard between Narrow West Street and Fair Street with the Housing Section of Louth County Council.
- ▶ In conjunction with adjoining land owners parallel to Fr. Connolly way, investigate the feasibility of re-opening the right of way from Narrow West Street through to Old Abbey Lane.
- ▶ Facilitate and promote redevelopment of Donaghy's Mill in accordance with the provisions of the Development Plan and best conservation practice.
- ▶ Support the Irish Walled Towns Network (IWTN) funding specifically for studies and designs for architectural treatments and interpretation of the town walls at this location and elsewhere.
- ▶ Investigate and seek additional heritage funding to benefit conservation works to the Abbey of St. Mary d'Urso.
- ▶ Costing of significant public realm proposals including individual costs specifically for the following: George's Square arrival / visitor orientation space; Old Abbey Lane enhancement and extension; new Town Scale Public Space and phased pedestrianisation of Narrow West Street.
- ▶ Investigate the feasibility of increasing pedestrian movement south of the river via an upgraded St. Dominic's Bridge.
- ▶ Investigate feasibility of the repair and re-use of Louth County Council's building on Fair Street (RPS Ref: DB-061) (NIAH Ref: 13618037). It is envisaged that the economically viable adaption and restoration of this property in the Council's ownership would encourage by example private investment in the re-use and adaption of historic buildings in Drogheda in accordance with best conservation practice.
- ▶ Explore possible location for tourist coach park.
- ▶ Identify a palette of appropriate materials for all projects relating to the public realm, landscaping, street furniture, etc.



SHORT TERM | 3mths-3yrs

Quick Wins

The short term actions include a number of 'Quick Wins' deliverable within a **3-18 month timeframe**, which can bring about physical change with immediate positive impact in a cost effective manner.

Narrow West Street

- ▶ Encourage upkeep of prominent buildings at junctions and elsewhere
- ▶ Inject instant colour at the entrance to West Street by introducing new 'French style planting' and marker trees at limited and carefully chosen locations
- ▶ Create new soft landscaped public realm areas where the footpath is of sufficient width, to include 'French style planting' and appropriate, innovative street furniture
- ▶ 'Warming' the overall street through the introduction of vibrant colours in an appropriate paint palette in accordance with best conservation practice
- ▶ Proactively promote the uptake of both the Shop Front Improvement Grant Scheme and the Business Incentive Scheme (BIS)
- ▶ Encourage the removal of inappropriate shopfront signage/projecting signs and replace with appropriate signage in accordance with LCC Shopfront Design Guidelines
- ▶ Actively seek removal of Estate Agents' advertising signage (as per Planning Regulations)

- ▶ Create visual re-imaging through the introduction of bright contemporary graphics at suitable prominent locations
- ▶ Clean/ replace informational signage
- ▶ Rationalise existing finger post signage (e.g. junction of R132 and Narrow West Street)
- ▶ Provide new clear road markings where appropriate
- ▶ Paint lamp and other appropriate standards
- ▶ Rationalise litter bins

Old Abbey Lane (Abbey of St. Mary d'Urso)

- ▶ Facilitate pedestrian access through Old Abbey Lane to Narrow West Street by removal of existing palisade fencing and continue to keep area clear of all unwanted vegetation
- ▶ General housekeeping
- ▶ Potential venue for events such as farmers market, artisan food stalls, musical performance area, outdoor cinema, heritage trail, etc
- ▶ Continue works to stabilise and repair tower of Abbey of St. Mary d'Urso



PHOTO 4.2 Peter Street



PHOTO 4.3 Narrow West Street



PHOTO 4.4 West Street



SHORT TERM | 3mths-3yrs



PHOTO 4.5 Patrickswell Lane



PHOTO 4.6 Narrow West Street



PHOTO 4.7 Narrow West Street

- ▶ Improve and make more appealing the eastern entrance and approach to the Old Abbey Lane from Patrickswell Lane. Encourage the removal of graffiti from the Abbey Shopping Centre and Old Abbey Lane to improve the visual appearance of the area
- ▶ Address lack of consistency in colours to improve the visual amenity of the area
- ▶ Provide new appropriately located seating
- ▶ Pave any currently unsurfaced areas

Patrickswell Lane

- ▶ Improve poor road surfacing
- ▶ Encourage improvements to the existing vacant buildings, particularly shopfronts
- ▶ Potential for a new terraced seating area on the vacant site east of the Garda Station. Provide planting and make good existing boundary wall. Potential to include historical and natural heritage information

Fr. Connolly Way

- ▶ General housekeeping in the vicinity of the 'Shafts of Light' sculpture by Ronan Halpin to better showcase this impressive artwork by the renowned Irish sculptor. This particular piece could symbolise the revitalisation and renewal of the Westgate Vision Area
- ▶ New 'French style planting' south of Courthouse, including new street furniture
- ▶ New clear road markings

Car Park at Murdock's Yard (Historic Town Wall)

- ▶ Where possible remove overgrown vegetation
- ▶ Delineate car parking bays appropriately
- ▶ General housekeeping at areas along the riverbank, bottle banks and Bridge of Peace
- ▶ Maintenance and painting of light standards
- ▶ New 'French style planting' at appropriate locations

St. Dominic's Bridge

- ▶ Promote increased pedestrian movement
- ▶ Improve overall appearance through painting, wall/plaque cleaning and provision of enhanced bollards
- ▶ Resurface/cobble lock the bridge with provision for pedestrians and cyclists
- ▶ Greening with new 'French style planting' and other appropriate landscaping
- ▶ New street furniture
- ▶ Signage to encourage pedestrian walkway/ movement along River Boyne

Abbey Shopping Centre

- ▶ Encourage the removal of graffiti and inappropriate advertisements from all elevations



SHORT TERM | 3mths-3yrs

Georges Square

- ▶ Encourage the removal of inappropriate shopfront signage/projecting signs and replace with appropriate signage in accordance with LCC Shopfront Design Guidelines
- ▶ Encourage upkeep of prominent buildings at junctions and elsewhere
- ▶ Introduce new ‘French style planting’ and marker trees.
- ▶ New street furniture
- ▶ Rationalise all signage

Miscellaneous (WGV Area)

- ▶ Engage with and encourage local retailers/stakeholders in the uptake of LCC Grants to improve shopfronts including removal/upgrade of existing inappropriate advertising
- ▶ Revitalise green area to west of the historic Town Wall, including re-opening the existing steps adjoining West Gate House, thus providing linkage to the River Boyne
- ▶ Consider up-lighting of historic Town Wall to better highlight and showcase to members of the public
- ▶ Identification and mapping of all historical public realm elements (e.g. iron mongery, paving, etc.)
- ▶ Connect WGV Area to the Boyne Cycle Trail including improved trail signage
- ▶ Improvements to public lighting/painting of lamp standards
- ▶ Where appropriate provide new clear road markings
- ▶ Clean/replace signage
- ▶ Rationalise litter bins

Note:

Engage with and encourage local retailers and stakeholders in the uptake of LCC Grants to improve shopfronts, including removal/upgrade of existing inappropriate advertising throughout the WGV Area

Revitalise the green area to the west of the Historic Town Wall, including re-opening the existing steps adjoining West Gate House, thus providing linkage to the River Boyne

Consider up-lighting of Historic Town Wall to better highlight and showcase to members of the public

Identification and mapping of all historical public realm elements (e.g. iron mongery, paving, etc.)

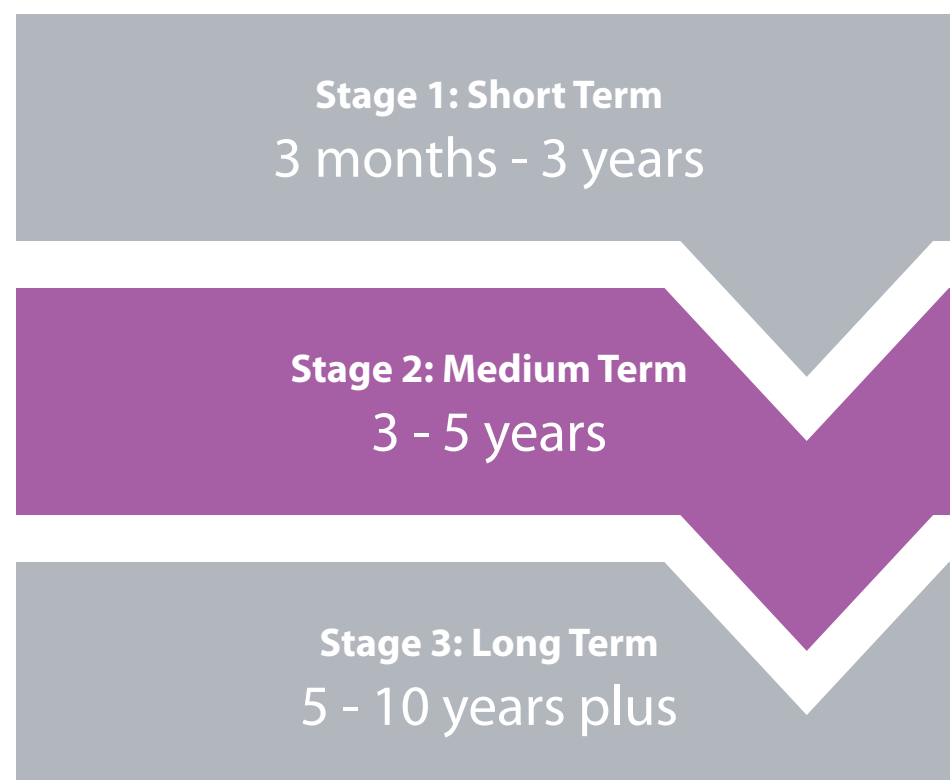


SHORT TERM | 3mths-3yrs

Townscape Recovery Stage 2: Medium Term Delivery of the Vision

Embedding a Positive Dynamic

The purpose of Stage 2 is to guide the future development from feasibility to construction stage while building on the dynamic of regeneration embedded by the short term deliveries. It is acknowledged that implementation will be principally private sector investment. In order to promote infill/brownfield development and encourage re-use of vacant floor area in existing buildings, Louth County Council has significantly reduced and waived development contributions within the Heritage Quarter of Drogheda.



The Medium Term Vision delivery involves examining the feasibility of the following:

- ▶ Work in partnership with stakeholders realising the regeneration of the WGV Area and embedding a positive dynamic.
- ▶ Review the Traffic Management Plan and the Landscape Plan for the historic town core to include an update of the car parking strategy for the WGV Area and environs.
- ▶ Evaluate the phased pedestrianisation of Narrow West Street as part of this review.
- ▶ Redefine relationship with the River Boyne. This may involve a series of public realm interventions to include:
 - ▶ *Further developing and re-opening of the pedestrian link adjoining West Gate House along the Town Wall and connection to pathway under the Bridge of Peace and to the north of the River Boyne which would, with the redevelopment of the lands at Donaghy's Mill allow for a continuation of the pedestrian pathway.*
 - ▶ *Further linkage and encouragement of pedestrian connectivity to the south of the River Boyne and beyond to Oldbridge.*
- ▶ Development of a dedicated tourist coach / bus park.
- ▶ Provision of parking in the development of vacant lands south of the Abbey Shopping Centre and on the Donaghy's Mill lands at the Bridge of Peace, in order to facilitate the gateway arrival location at George's Square.



MEDIUM TERM | 3-5yrs

- Encourage, facilitate and promote a café culture with independent and niche retailers in the general area and specifically in the Narrow West Street / Old Abbey Lane residential, cultural and entertainment cluster.
- Delivery of housing at O'Reilly's car park to include the provision of primary and secondary connections within the urban study area.
- Investigate the feasibility of the redevelopment of Abbey Shopping Centre. In tandem progress the Town Scale Public Space comprising undercroft car parking to be located to the south, which would optimise the development potential of these lands.
- Development of tourist infrastructure, including a potential hotel within the Donaghy's Mill Study Area.
- Investigate and promote the utilisation of Old Abbey Lane and surrounding area for uses including concerts, music festivals, theatre, cinema and farmers markets.
- Develop interactive walks from the orientation point of Old Abbey Lane to the wider Drogheda

experience, including walks to St. Lawrence's Gate along the historic town wall circuit, St. Peter's Church, Tholsel, Millmount and linkage to adjoining leisure uses in the hinterland.

- Louth County Council to facilitate the repair and re-use of Louth County Councils building on Fair Street (RPS Ref: DB-061) (NIAH Ref: 13618037) as a conservation demonstration project in accordance with best conservation practice. It is envisaged that its conservation would encourage, support and guide private investment decisions in the adaptation and re-use of historic buildings in Westgate and within Drogheda's Heritage Quarter.
- Ensure applications for development within the WGV Area are guided by the Urban Design Framework Plan for the Heritage Quarter, Drogheda (2013).
- Showcase the Town Wall fragment as a representative part of the historic circuit of the town wall to enhance the civic experience in Drogheda in conjunction with St. Lawrence's Gate.

Photo 4.8 Drogheda Arts Festival



Photo 4.9 St Lawrence's Gate, Drogheda



Townscape Recovery Stage 3: Long Term Delivery of the Vision

Consolidation & Growth

Stage 3 is to consolidate previous and potential investment decisions. It is to contribute towards the sustainable regeneration of the WGV Area, as a modern mixed-use urban district. A vibrant Westgate will complement the town core and provide a counterbalance to the retail/commercial cluster at the eastern end of the town. This consolidates and promotes the historic town core as the focus for Drogheda and its hinterland. The following will be the performance indicators for the delivery of the Long Term Vision.

Stage 1: Short Term
3 months - 3 years

Stage 2: Medium Term
3 - 5 years

Stage 3: Long Term
5 - 10 years plus

- ▶ Contribute towards achieving the following objectives of the Vision:
 - ▶ *The provision of quality homes on identified existing and proposed opportunity sites within the WGV Area as a whole;*
 - ▶ *The realisation of the concept of George's Square as an arrival / visitor orientation space for the town and its hinterland, including the Boyne Valley;*
 - ▶ *The consolidation of Old Abbey Study Area & Narrow West Street as an integrated residential, cultural & entertainment cluster;*
 - ▶ *The realisation of public space goals and specifically the Town Scale Public Space with undercroft car parking to the south of the redeveloped Abbey Shopping Centre;*
 - ▶ *The redevelopment of Donaghy's Mill and its environs as a residential and tourist neighbourhood;*
 - ▶ *The full recovery of the townscape, the construction of new buildings of quality design to reflect and respect their context and the conservation of the existing historic building stock in accordance with best conservation practice;*
 - ▶ *Catalyse positive regeneration in the broader town core.*
- ▶ Review the Traffic Management Plan and the Landscape Plan:
- ▶ Contribute towards consolidation of pedestrian walkways / greenways on the banks of the Boyne, linking with Mornington / Bettystown to the east and the Boyne Valley to the west;
- ▶ Contribution towards realisation of the potential of Murdock's Yard car park to redefine an urban relationship with the showcased fragment of the medieval town wall to the west and to provide office floor space and / or a residential alternative.



LONG TERM | 5 - 10 yrs plus

- Contribution towards ensuring that the restored Louth County Council building (RPS Ref: DB-061) (NIAH Ref: 13618037) on Fair Street, serves as an exemplar template for building adaptation and conservation in Drogheda.
- To act as an urban regeneration guide for the broader Heritage Quarter to encompass adjoining buildings and vacant lands outside the defined WGV Area.
- To build on the success of regeneration in Westgate to help encourage, promote and facilitate an increase in residential accommodation in vacant upper floors and on vacant infill/brownfield sites in Drogheda in accordance with national policy as set out in Project Ireland 2040 (NPF & NDP).

Monitoring

It is proposed to prepare a monitoring report at the end of each of the **three stages of Delivering the Vision**.

The 6 performance indicators of Delivering the Vision

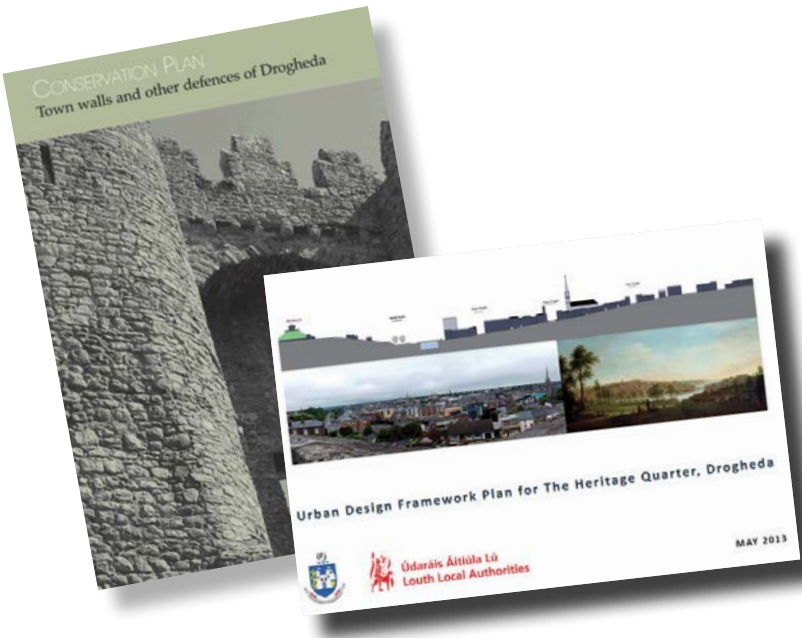
- 1 Heritage:** protect and exploit potential
- 2 Vacancy:** address and eliminate
- 3 Clustering:** create destination to counterbalance east-end Drogheda
- 4 Tourism:** develop and embed
- 5 Urban living:** a template for Drogheda town centre living
- 6 Quality of life:** enhance and transform



Development Management Guidance

The purpose of this section of the WGV is the identification of best practise in the preparation of a development proposal for a streamlined assessment by the Planning Authority. The assessment will be made with regard to the policies and objectives of the relevant statutory plans and development guidance provided by the WGV and the following documents:

- Urban Design Framework Plan for The Heritage Quarter, Drogheda – Prepared by Shaffrey Associates Architects (2013).
- CONSERVATION PLAN Town walls and other defences of Drogheda - Prepared by The Integrated Conservation Group and John Cronin & Associates (2006)



Suggested Stages of Application within the Statutory Context

Pre-planning Stage

- No application should be made without pre-planning
- Documents to be submitted to include contextual plans, sections and elevations, sample materials and finishes.
- For complex applications materiality, scale, form and massing shall be indicated through the use of 3-D modelling, etc.

Planning Application Stage

In order for the Planning Authority to properly assess the impact of a proposed development the following information shall be submitted:

- A Heritage Site and Context Appraisal (see guidance overleaf)
- Impact on Town Walls and Historic Defences
- Impact on Arch of 14th century Abbey St Mary d-Usro.
- Impact on Protected Structures and ACA's
- Impact on urban form, plot, street and roofscape
- Contextual drawing analysis, including elevations, sections at 1:200 scale.
- Scale, form, massing, materiality and volume.
- Housing quality assessment

In addition to statutory Development Management Guidelines, the following additional guidance is advised:



Heritage Site & Context Appraisal

In the context of the development of the existing and proposed opportunity sites and in order to expedite a complex development proposal a Heritage, Site and Context Appraisal is advised and can form an integral part of the planning application. The Appraisal has two key parts:

- **Part A** which is an appraisal of the existing site and context and;
- **Part B** which identifies a set of site specific development principals which seek to maintain and enhance the built environment.

Part A 'Understanding' is to include the following:

- Historical Development of the Site
- Historical Development of the Urban Context
- Character Studies of the Site and Urban Context
- Site Appreciation i.e. animation, heritage setting, views, micro-climate, orientation, connectivity, nature
- Identify opportunities to improve animation, heritage setting, views, micro-climate, orientation, connectivity, nature

PHOTO 4.10 Reuse and Adaptation: National Gallery of Ireland, Merrion Square West, Dublin 2

Part B – Development Principles: Based on the Heritage and Site & Context Appraisal undertaken, the applicant is to **identify key urban regeneration principles that should be satisfied by development proposals on the site including:**

- ▶ Existing buildings to be brought back into viable use. Interventions, extensions and alterations are to respect the existing form, scale, massing and materiality of the existing buildings and the townscape.
- ▶ Protected Structures: Maintain and enhance setting of the adjacent Protected Structures. A Heritage Impact Assessment (HIA) is to be prepared in accordance with the Architectural Heritage Protection Guidelines for Planning Authorities (2011).
- ▶ New buildings to be of high architectural quality which reinforce and compliment local character and townscape.
- ▶ Improve the animation and security of the WGV Area and thereby contribute to the animation, integration and connectivity of Drogheda's Heritage Quarter.
 - ▶ *Encourage pedestrian traffic through the WGV Area.*
 - ▶ *Introduce mixed use to development in the WGV Area.*
- ▶ Encourage residential use at upper floors of existing buildings and new development to:
 - ▶ Provide passive surveillance
 - ▶ Improve the vibrancy and diversity of activity and life in the historic core of Drogheda.
- ▶ Identify possibilities for new public realm and greater connectivity with other areas of interest.
- ▶ Introduce common language of appropriate materials for the public realm with integrated strategy for:
 - ▶ *Hard landscape*
 - ▶ *Soft landscape*
 - ▶ *Street furniture*
 - ▶ *Lighting*

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