

ROSCREA

TOWN CENTRE ENHANCEMENT PLAN



North Tipperary County Council
Comhairle Contae Thiobraid Árann Thuaidh

An Chomhairle Oidhreachta
The Heritage Council



the paulhogarth company



OUR TOWN



OUR PLAN

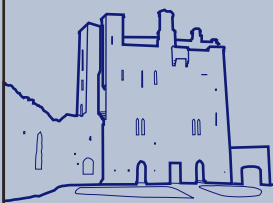


Roscrea Castle Walled Garden

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OUR TOWN OUR PLAN!

FOREWORD

BRIAN KING CHAIRMAN (ROSCREA ENHANCEMENT GROUP)

At the launch of the Roscrea Enhancement plan last May, I said that the Roscrea Town Enhancement Plan will be "owned by the people of Roscrea, it will be driven by the people of Roscrea and it's success or failure will ultimately depend upon the people of Roscrea".

In the intervening months the 'Stakeholder Committee' has done everything it can to help ensure that the first part of this ideology is achieved. Many meetings have taken place with clubs, organisations, local businesses and most importantly the general public to help ensure that this plan is truly owned by the people of Roscrea. Now that we have our plan in place the process of change and implementing the objectives of the plan can commence. This process will be a great challenge but one that the people of Roscrea will rise too as evidenced by the great community spirit that prevails through the many wonderful clubs and organisations that make up the fabric of our town.

We would not have got to this stage without the help of many people. The Heritage Council of Ireland through Alison Harvey and their financial support is so much appreciated. Our consultants for the drafting of the plan, The Paul Hogarth Company, and in particular James Hennessey and Gavin Shivers deserve our gratitude. The consultants have challenged and have been challenged throughout the planning process. After countless meetings and workshops they have helped deliver a plan that should excite the people of Roscrea and herald a new era of growth and development for our town.

The Roscrea Town Enhancement Plan Stakeholder Group was a large group representative of many organisations that all want to see Roscrea prosper. The committee showed great heart and determination throughout the process and deserve lots of credit for their endeavors. To Eileen Doherty who played a key role on a number of our public consultation days we say an extra Míle Buíochas.

Last but not least I would like to acknowledge the role of the project co-ordinator Marion Carey, Heritage Officer, North Tipperary County Council. The County Council has been steadfast in their support for the project. Joe McGrath as County Manager has always showed tremendous support for Roscrea and is fully committed to helping Roscrea to deliver on it's Enhancement Plan.

Despite the economy, the cutbacks on public spending and all the doom this process was a wonderful opportunity for the people of the town to come together and put in place a plan that will revitalise Roscrea, bring vitality back to our streets and hopefully usher in the dawn of a new era of prosperity for our town. The onus is now on us all to make sure that we will all get to share in the success of delivering on the objectives of the Roscrea Enhancement Plan, the peoples plan.

Ni neart go cur le cheile.

Brian King
Chairman
December 2012



HK Holland King
Mortgage, Investment & Insurance Brokers

Wylebor

10 PRINCE STREET
MAIN STREET

G.S

Durlas
THURLES

Oth Cloth
DUBLIN

Clonn E
KINNIT



ROSCREA TOWN CENTRE ENHANCEMENT PLAN

INTRODUCTION

1.1 OUR TOWN, OUR PLAN!

North Tipperary County Council in conjunction with The Roscrea Enhancement Group and local interest groups are committed to ensuring that Roscrea fulfils its potential as a heritage town and operates as an economically viable centre of commercial and social activity. Collectively these organisations have determined the need for a **Town Centre Enhancement Plan** to be developed which demonstrates the effective presentation, management and sustainable development of Roscrea's public realm.

The project was funded by the Heritage Council under grants for County Heritage Plan Projects 2012, with Landscape Architects and Urban Designers The Paul Hogarth Company appointed to assist in the preparation of the plan.

This plan is a key action towards the fulfilment of objectives and policies set out in the Roscrea Local Area Plan (2012-2018). In particular, these are Objectives TC1 (Town Centre Strategy - Partnership) and TC2 (Public Realm), as well as Policy TC2 (Public Realm Plan).

The success of this plan will be dependant on a continued process of dialogue and positive engagement with as many different people and groups from around the town as possible. Above all for the plan to be successful, it must be a plan that **belongs to the people of Roscrea** and not one that is imposed upon them.

The Town Centre Enhancement Plan has been **developed by local people for local people**, as well as those that visit Roscrea. This plan is therefore for all those who live, visit, work and play in Roscrea and will help guide anyone with an interest in improving the town centre, including council, local community groups and businesses.



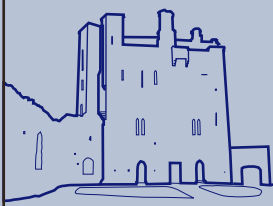
Steering Group Walkabout



Steering Group Meeting



Moneen River



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1.2 REQUIREMENTS OF THE PLAN

One of the key objectives of this Enhancement Plan is to inform the role of the **public realm**, including key urban spaces and pedestrian priority linkages. Of equal importance is the role that the plan plays in unlocking the **tourist potential** of the town, while improving the quality of both the built and natural environment for visitors and residents alike.

The Steering Group was clear from the offset that first and foremost, the Enhancement Plan needed to establish **WHERE ROSCREA WAS NOW** in order to set the groundwork which in turn would help to determine **WHERE WE WANT ROSCREA TO BE**. These aspects are dealt with in further detail within Sections 3 and 4 of the report.

'Public Realm' is a term used to describe all outdoor areas that are **accessible to the public**. This includes all external spaces that are physically and / or visually accessible, regardless of ownership. These can include, but are not limited to, streets, pedestrian routes, squares, parks, waterfronts, cyclepaths and thresholds to prominent buildings.



Limerick Street



Town Plaza



Pedestrian access to car park



Restricted pavement widths



INTRODUCTION

COMMUNITY PARTICIPATION

The Town Centre Enhancement Plan focusses heavily on the input of key stakeholders, community groups and the public, as well as obtaining their buy-in from an early stage. Positive engagement with these groups has resulted in a unity of shared ideas and thinking and has provided an insight into how the town functions, for the good and the bad. This chapter outlines the process of engaging with the people of Roscrea.

2.1 STAKEHOLDER WORKSHOPS

A total of four workshops with local stakeholders were held in Roscrea during August 2012. The purpose of these sessions was to bring together the key groups that contribute to the every day operation of the town, in order to share ideas on those elements of the town that currently work well and those that are considered to undermine the town. Conclusions drawn from these sessions have proved invaluable in the formulation of a series of aims and objectives in accordance with a shared vision.

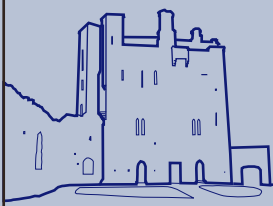
Organisations represented at these sessions included;

- Tidy Towns Committee
- Chamber of Commerce
- Tree Council
- Damer Court Hotel
- Sacred Heart Primary School
- Office of Public Works
- Roscrea Lions Club
- North Tipperary County Council

Feedback obtained from these sessions highlighted a number of issues which attendees identified as key drivers to the future of the town. One such issue which received wide support was the need to raise the status of Roscrea as a **tourist destination** and in turn create **new employment opportunities** through tourist related events. Additional issues related to **improving the existing retail offer** in order to compete with neighbouring towns and villages such as Portlaoise and Nenagh.



Stakeholder Workshop, Damer House



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2.2 PUBLIC WORKSHOPS

A drop-in public consultation workshop was held on 29 August 2012 at the Damer Court Hotel between 2pm and 8pm. The workshop was organised around a total of eight broad themes (listed below), each of which was allotted its own station, including prompts for the purpose of stimulating discussion. A large baseplan of the town centre, measuring 10ft by 8ft, enabled participants to highlight geographically particular issues of interest and concern.

- [1] **Arriving** at the Town;
- [2] **Getting Around** the Town;
- [3] **The Look** of the Town
- [4] **Visiting** the Town
- [5] **Doing Business** in Town
- [6] **History** of the Town
- [7] **Relaxing** in the Town
- [8] **Looking After** the Town



Public Workshop, Damer Court Hotel

COMMUNITY PARTICIPATION

SOME OF THE FEEDBACK RECEIVED

Derelict buildings were highlighted as having a negative impact on first impressions

The town was not considered to be inviting, particularly along its main approach routes

Suggested that Roscrea would benefit from an injection of colour and brightness

Roscrea perceived as being fairly safe from a pedestrians viewpoint

Incorporation of clearer signage would improve circulation in and around the town

Existing artwork and murals considered to have made a positive impact

A lot of empty shops around town

A number of closed buildings could be put to community use

Attractive floral displays would help to improve the appearance of the town

A need for more family fun days and the promotion of additional festivals

Castle complex needs to be enhanced with seating areas and potential commercial enterprises

People visit Ireland / Roscrea for its culture

Need for a web brand to promote the town

RosCre Beo Festival lauded as a great success - great example of a community working together

Bring back market roots of town

Improve employment opportunities

Make better use of OPW buildings and spaces

Work of Tidy Towns had made a huge difference



ROSCREA TOWN CENTRE ENHANCEMENT PLAN

2.3 PUBLIC CONSULTATION EVENTS

It was decided that to properly engage with the people of Roscrea, the Team needed a base within the heart of the town. A vacant shop unit was therefore borrowed along Main Street for the purposes of interacting directly with residents and visitors to gain their input to the process and keep them abreast of progress. A total of three full day 'drop-in' events, facilitated by members of the Steering Group and Consultant Team, were held at this location.

The first of these events, held on 20 September 2012, was a fact finding mission. The aim of this event was to ensure that residents and visitors were aware that an Enhancement Plan was being produced and to gain an understanding of what their thoughts were of the town. The opportunity was taken to focus feedback from the public by way of a short questionnaire (results of which are outlined on pg 16).

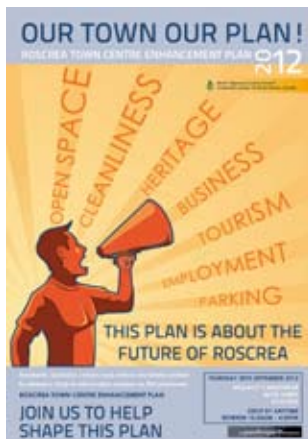


Engaging with residents

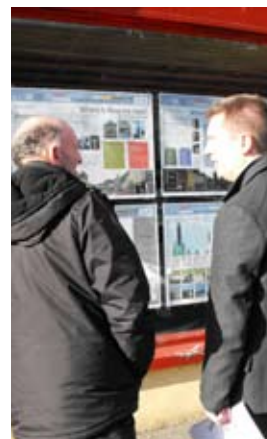
A second event, held on 5 November 2012, was used to formally launch the draft Enhancement Plan and the two week public consultation period. Large presentation boards were put on display within the shop window which outlined the purpose of the plan, the process to date together with draft proposals and initiatives.

The third event, held on 20 November 2012, marked the end of the public consultation period. By this stage the draft proposals had been on public display for two weeks and the people of Roscrea were eager to engage with the Team on details of the proposals. Feedback received during this event has been crucial to the refinement of the plan and proposals.

A special thanks must be given to the owner of the retail unit (formerly Mullally's Menswear), Mr Michael Breen, who kindly gave the Consultant Team full access to the premises throughout the duration of this project.



Questionnaire filling at a drop in session



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ROSCREA TOWN CENTRE ENHANCEMENT PLAN 2012

A FEW QUICK QUESTIONS.....

1 How often do you visit Roscrea?
 Every day Four times a week Once a week
 Two times a month Rarely

2 What are the top three things you like about Roscrea?

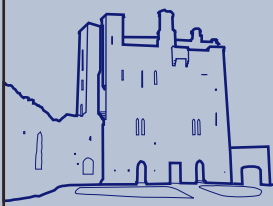
3 What are the top three things you dislike about Roscrea?

4 Do you have any ideas or suggestions on how to enhance Roscrea Town Centre?

HAVE YOUR SAY IN SHAPING THE FUTURE OF YOUR TOWN

THANK YOU!

COMMUNITY PARTICIPATION



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HISTORICAL ORIGINS

One of Ireland's oldest towns with an impressive history and rich heritage that dates back many centuries, Roscrea derived its name from the Irish Ros Cré, meaning 'Wood of Cré'. In ancient times, the town stood in an area of great strategic importance along one of the five ancient roads of Ireland, The Slighe Dhála, that ran from Tara to the South.

The evolution of the town can be attributed to the foundation of a 7th century monastery by St Cronan which flourished in the following centuries as a monastic school and craft centre of note. Notable surviving items of interest from these times include national treasures like the Book of Dimma and the Roscrea Brooch. Its wealth attracted the interest of Viking raiders, who attempted to plunder the town during the annual fair, the Aonach Éile, leading to the celebrated Battle of Roscrea in 845. Thanks to the efforts of the townspeople, the raiders were repelled and the Danish leader, Olfinn, along with 4,000 of his men, were reportedly slain, probably a slight exaggeration!

The entries in the Irish Annals attest to Roscrea's importance and that of its desert church, the famed pilgrimage site of nearby Monaincha, the 31st Wonder of the World. But political events, the rise of the O'Briens and the emergence of a diocesan system at the beginning of the 12th century saw Roscrea lose its independence to Killaloe, but not without a significant struggle which has left its mark on the town. The great ecclesiastical suite of the ruins of the Cathedral Church with its famed west gable, the round tower and the high cross of St Cronan in Church Street all date from about the 1130s, when Roscrea was laying claim to be an independence diocese. The movement was successful, and albeit only for a short time, the diocese of Ros Cré was a reality.

While greatly weathered, the sandstone gable of the church represents one of only two five bay Romanesque doorways remaining in Ireland. Together with the adjoining high cross and neighbouring round tower, these three elements must have been a remarkable sight in the 12th century. The now capless round tower, which operated as a belfry and probable treasury, includes a carving of a single-masted ship on the lowest window jamb. This inscription is ironically one of the oldest pictorial representations of a sailing ship within one of Ireland's most landlocked towns.

Under Killaloe the town became parochial. In 1213 Bishop O'Heyne granted King John permission to erect a castle (a motte and bailey) in the town, a decision made at one of the first Parliaments held in Ireland', and commemorated in 2013 in the town as Roscrea 800. The royal state-of-the-art stone castle (built 1281) was subsequently granted to Theobald FitzWalter, of Butler fame, whose family gained control of the manor of Roscrea soon after, and held it until the early 18th century.

For centuries during the Middle Ages Roscrea was a frontier settlement whose fortunes fluctuated with the fortunes of the Butlers, and the Gaelic chieftans, the O'Carrolls and O'Meachairs. Its Franciscan 15th century foundation was shortlived, but significant ruins remain mainly acting as the modern belfry of the RC Church in its river setting. Along with Nenagh, Roscrea was held by Sir George Hamilton for the Earl of Ormond during the Confederate War. In 1646, Eoin Roe O'Neill took the town in, Carte claims, 'a very bloody manner'. Carte further wrote that O'Neill, 'put man, woman and child to the sword except the Lady Hamilton.....and a few gentlewomen he kept as prisoners.' Again probably much exaggerated. Anthony Hamilton of French Classic fame was born here in 1646. The Civil Survey of 1654 shows Roscrea as little more than a hamlet with castle still dominating.

ROSCREA TOWN CENTRE ENHANCEMENT PLAN

It wasn't until the Butler or Ormond estates fell in 1703 that Roscrea entered a new life. The building of Damer House c1720 was a catalyst in its development. The main streets of Roscrea strongly reacted to the new freedom and many of the town buildings may be dated to this time. Again its pivotal position on the main highway helped and small indigenous industries like woollen mills and distillation prospered. Roscrea Whiskey became quite famous and 'a drop of Roscrea' was not to be sneered at.

The river that runs through Roscrea has played a big role in the growth of the town, so much so it is known by three names: the Moneen as it comes into the town, the Mall within the town and the Bunnow as it leaves the town. With the channelling of the river in the early 19th century, the state institutions began to grow in Roscrea as noted by the many surviving 19th century buildings along Carroll's Row and Gaol Road. These include the Boys National School, now the town's youth centre, the petty sessions (1842) and the town jail built in 1815, which then became the Church of Ireland Community Hall. A new church had been built for the Anglican community in 1812: the demolition of the 12th century one saving only the west façade.

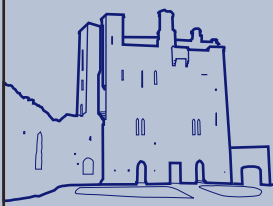
Methodism was the other minority religion to survive to the present day. The arrival of the railway in the late 1850s gradually changed the face of commerce and cottage industries in the town. The Sacred Heart Order arrived in 1842 followed by the Cistercians in 1878. Of major importance was the opening of the first farmers' industrial co-operative Bacon Factory in these islands in 1907. Roscrea Meats followed in the 1930s and Antigen Pharmaceuticals (the modern Tar) in the 1940s.

The 1841 census records a population of over 9,000 in Roscrea, but the Famine and emigration greatly decreased this number. However between the years 1901 - 1961, the town enjoyed a 45% increase in population and the available workforce greatly assisted in the development of industry as named above. In recent times the town has suffered badly from the closure of key industries with no replacements in sight. Today it is relying on its traditional role as that of a market town and is trying to promote its unrivalled visual heritage and its heritage town status to engender business in this one of Ireland's most interesting and oldest settlements.

Special thanks goes to Mr George Cunningham for his invaluable input to this section.



HISTORICAL ORIGINS



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WHERE IS ROSCREA NOW?

The following chapter presents an overview of the analysis work carried out by the Consultant Team, which was derived from local consultation, site visits, desktop research and the Steering Group walkabout. Observations have been made under a number of headings; First impressions, bringing people together, front of house and back of house.

Roscrea represents one of the countries oldest heritage towns which evolved strategically within a gap in the hills along one of the great ancient roads of Ireland, the Slighe Dhála. Despite its steeped history and surviving ecclesiastical and defensive structures, initial impressions of the town centre do not perhaps reflect the national significance of this ancient settlement.

A total of six town centre arrival points or 'thresholds' were identified during the initial analysis work. These were located at the junction of Birr Road/The Crescent (1), Grove Street/Lourdes Road (2), Dublin Road/Church Street (3), Corville Road/Rosemount (4), Rosemary Street/Convent Road (5) and finally Limerick Street/Limerick Road (6).



Grove Street/Lourdes Road

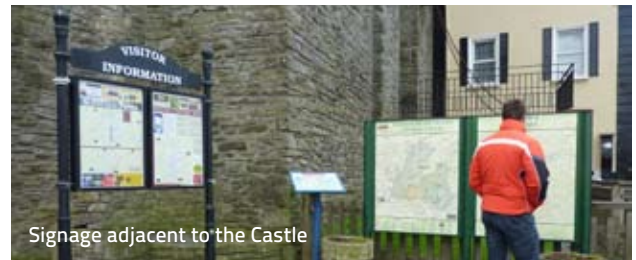


Limerick Street/Limerick Road

4.1 FIRST IMPRESSIONS

Analysis of these six locations concluded that these key entrances did not provide a sufficiently strong sense of arrival to the town centre; a point which was also highlighted on a number of occasions in feedback received during public consultation events.

Roscrea contains an eclectic mix of both interpretative and wayfinding signage which can sometimes cause confusion to its visitors. These range from standardised road traffic signage relating to neighbouring settlements, to signage specifically associated with retail outlets, as well as a range of heritage signage and interpretation boards. The lack of consistency in both the design and use of materials, particularly in relation to the heritage signage on offer, does little to convey the historical relevance of the town or add to the setting of many of the towns heritage assets. It is therefore key that the Enhancement Plan ensures that due regard is given to the future role that signage plays in Roscrea.



Signage adjacent to the Castle



Heritage Signage

WHERE IS ROSCREA NOW?

ROSCREA TOWN CENTRE ENHANCEMENT PLAN

4.2 BRINGING PEOPLE TOGETHER

This plan is one component of a wider town enhancement process. It is not just about realising initiatives and projects, but also about the opportunity it presents in bringing the people of Roscrea together. Consultation feedback indicated that despite the number of active community groups, few opportunities existed for shared thinking. The Roscrea Enhancement Group, responsible for the success of the RoscreaBeo Festival in August 2012, has begun to reverse this trend and together with members of the community, functions as one team with a common goal.



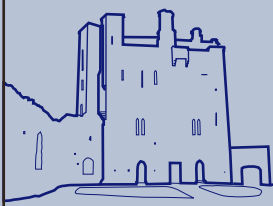
Events and Festivals

The success of the RoscreaBeo Festival demonstrates just what can be achieved when a community works together. Held within the majestic surrounds of Roscrea Castle, this event resulted in unprecedented visitor numbers who came out in force to celebrate the festival. This was an opportunity for visitors and the people

of Roscrea not only to enjoy the many activities on offer, but to immerse themselves in the rich history and culture of the town. This leads one to consider how to best make use of several other underutilised assets on a more regular basis, with potential to directly involve and empower the people of Roscrea.



Underutilised Assets



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4.3 FRONT OF HOUSE

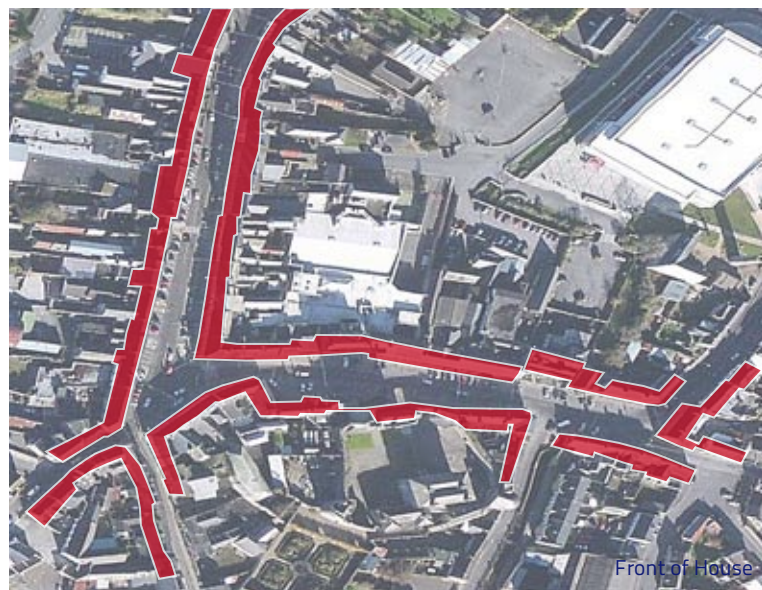
As one of the oldest heritage towns in Ireland, Roscreas street layout can be traced back many centuries, despite the fact that its townhouses and shops are for the most part distinctly 19th century in origin. As can be seen from the figure ground plan below, Roscrea includes a distinctive settlement pattern comprising a network of legible streets emanating outwards from the lower end of Main Street. This pattern largely relates to the town's key commercial streets today which includes Main Street, Castle Street and Rosemary Street.

Collectively these streets represent the **front of house** or public face of the town, which are the central focus of commerce and trade and add interest and vibrancy to its day to day life. While Limerick Street, Rosemount, Abbey Street and Carroll's Row would also form components of this group, these streets are predominantly residential in nature.

It is therefore key that the Town Centre Enhancement Plan includes proposals that aim to support and underpin the important roles that these streets play in the sustained economic longevity of the town.



Figure Ground Plan



Front of House



'Front of house' refers to those streets and spaces within the town centre that function as the public face of the town where most of the activity and movement occurs.



WHERE IS ROSCREA NOW?

ROSCREA TOWN CENTRE ENHANCEMENT PLAN



Rich Asset Base

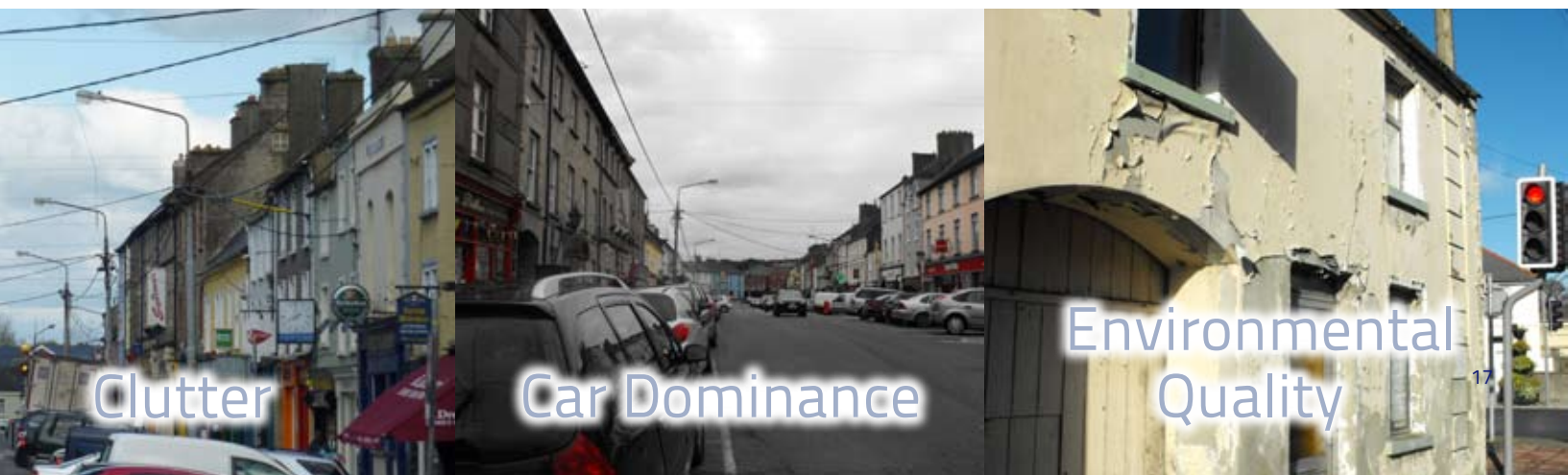
Roscrea is blessed with several surviving medieval buildings and monuments within its town centre. These include the restored 13th century Castle complex, Damer House, the Round Tower, Black Mill and St Cronans monastic ruins. In addition to these many jewels, Roscrea can also boast of swathes of good quality 'backdrop' buildings. These stretches of predominantly two and three storey terraced buildings, comprise traditional shop fronts, pubs and townhouses which have remained unspoilt by modern development. They provide continuity in the streetscape and an appropriate setting and context for the towns rich asset base.

...BUT COMPROMISED BY...

While the structure of the built environment within the town centre is strong, the quality of experience is diminished by a number of issues. These include clutter along the two principle streets of Main Street and Castle Street, which at sections include unnecessary and poor signage, patchwork paving and most notably, overhead cables. The dominance of parked cars, particularly along Main Street, is also a contributing factor. Finally environmental quality is also compromised by the presence of a number of buildings in poor state of repair.



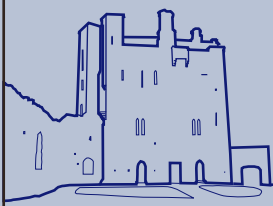
Good Backdrop Buildings



Clutter

Car Dominance

Environmental Quality



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4.4 BACK OF HOUSE

This section examines those areas of the town centre, which while still within easy walking distance of the commercial core, currently play a secondary role in the functioning of the town. Two key areas that immediately spring to mind are New Grove Street and Gantly Road, both of which are located to the rear of Main Street.

While a number of businesses have been established in these areas (most notably Tescos to the rear of Main Street and several dual frontage businesses along Gantly Road), these areas tend to play a key servicing role to the town centre. It is in these locations that a large proportion of the towns surface car parks are located and are therefore frequented by many people during the day. These areas are connected to Main Street and Castle Street via a network of laneways which together with the surface car parks, lack consistent levels of public activity and 'passive surveillance'. This lack of animation, particularly during the evening, can have implications on levels of safety whether real or perceived.

'Passive Surveillance' refers to the casual observance of public and private spaces by users or residents during the course of their normal activities. Such 'eyes on the street' help to make places safer.



Open Space

Good quality open space exists within the town centre, including the much used Glebe Park playground. While other more passive spaces also rate highly, such as the Castle walled garden, access to this 'hidden gem' is not readily apparent. Surface car parking provision was found to be well catered for in areas to the rear of Main Street.

...BUT COMPROMISED BY...

While a number of existing laneways exist, linking Main St and Castle St to lands at the rear, the quality of most of these connections is questionable. Lack of lighting, activity and poor surfaces all diminish the pedestrian experience.



Parking

WHERE IS ROSCREA NOW?



Back of House



Quality of connections

ROSCREA TOWN CENTRE ENHANCEMENT PLAN

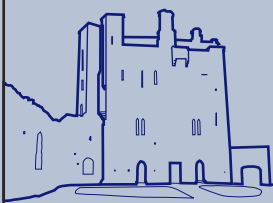


Unlike many Irish towns, Roscrea has not had to contend with the impact of 'edge of town' shopping centres. Due to Roscrea's compact form, larger retail providers such as Tesco's, Dunnes and Lidl have established themselves at the edge of the town core within walking distance of Main Street. Moreover local retailers such as Super Valu benefit from being centrally located along Main Street. In a number of cases, businesses such as Super Valu and the Credit Union have made a conscious effort to incorporate dual frontages by providing commercial edges along Gantly Road, thereby beginning the process of establishing 'fronts onto backs'.

...BUT COMPROMISED BY...

Undoubtedly one of the most apparent observations that could be made of the town centre is the issue of dereliction and resulting poor quality environment. Despite its modest size, a substantial number of rundown and derelict buildings and sites exist within Roscrea's town centre. Regretably the presence of several sites in prominent locations, such as Main Street and Lourdes Road, have had a negative impact on first impressions of the town. However on a positive note, a number of these sites now present new development opportunities on brownfield sites.





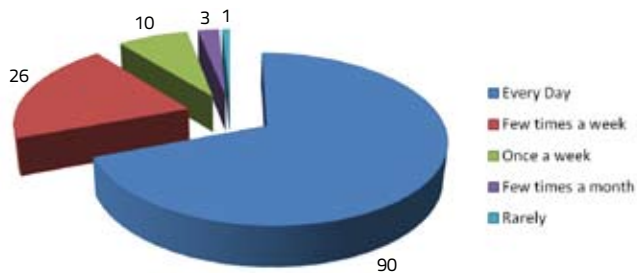
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4.5 CONSULTATION FEEDBACK

A total of **130 completed questionnaires** were received throughout the duration of the public consultation event, the findings of which have been invaluable to the overall process.

How often you visit Roscrea?

90 responses (69%) stated that they visited 'Every Day' while only one respondent indicated that they visited 'Rarely'. A full breakdown of all responses is illustrated below.



Top three things you like about Roscrea?

The top three responses to this question (people/heritage/friendliness) account for approximately 32% of all comments received, while the top six responses combined account for around 50% of all comments received (see below).

Those figures quoted in brackets represent the number of times that particular issue was raised.

WHERE IS ROSCREA NOW?

+ ive

People [41]

Heritage/Historical architecture [27]

Friendliness [24]

Good shops/variety of shops [20]

Leisure centre/Swimming pool [17]

Town Park/Playground [11]

Top three things you dislike about Roscrea?

The top three issues raised under this heading (derelict buildings/empty shops/pay parking) account for approximately 30% of all comments received. While the top six issues combined account for around 46% of all comments received (see below).

- ive

Derelict Buildings [35]

Empty Shops / Shop closures [20]

On Street Pay Parking [19]

Lack of employment [14]

Litter [13]

Lack of shops / services in town [13]



ROSCREA TOWN CENTRE ENHANCEMENT PLAN



A Taste of Roscrea 2012



Surviving west gable of 12th century Romanesque Church



Former Taro Factory, Lourdes Road

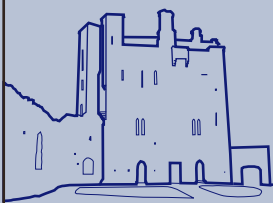


Paid parking, Main Street



Remains of 15th century Franciscan Friary

WHERE IS ROSCREA NOW?



OUR TOWN OUR PLAN!

WHERE DO WE WANT ROSCREA TO BE?

5.1 VISIONING EXERCISES

It is essential that Roscrea has a clear and shared vision for the future. This will provide a common objective for all those with an interest in developing and improving the town.

As part of the public consultation process, visioning exercises were held with members of the public and Steering Group. A total of nine groups participated, during which each group was presented with approximately 70 adjectives from which they had to choose 8 that best described the type of place they would like Roscrea to be. Each group was also requested to select 8 verbs (from 70) which best described the type of activities that they would like to see.

Those adjectives and verbs that were common to a number of the groups final selections are highlighted below. The figure quoted in brackets represents the number of times that adjective or verb was selected.

ADJECTIVES

- Vibrant (7)
- Attractive (6)
- Friendly (6)
- Historic (5)
- Welcoming (4)
- Buzzing (4)
- Safe (4)

VERBS

- Socialising (6)
- Visiting (4)
- Gathering (4)
- Trading (3)
- Working (3)
- Talking (3)
- Entertaining (3)

5.2 SHARED VISION STATEMENT

Informed by the results of the visioning exercises and conclusions drawn from the earlier analysis work, a **Shared Vision** was then formulated following a process of discussion and refinement with the Steering Group (see opposite). This vision statement will form the basis upon which a suite of initiatives and projects will be evaluated.



Visioning Exercises



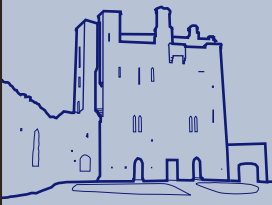
Visioning Exercises



“As one of the oldest settlements in Ireland, Roscrea will re-establish its historical significance as an important market and shopping town that capitalises on its rich heritage asset base. Working together, the community of Roscrea will utilise its extensive skillbase to ensure that the town becomes a strong and welcoming tourist destination and one which boasts a safe and vibrant town centre in which to live, visit, socialise and conduct business”

VISION STATEMENT





OUR TOWN OUR PLAN!

4.3 AIMS AND OBJECTIVES

1 **our welcome**
To improve the welcome experience and sense of arrival while tackling derelict and obsolete buildings and sites

2 **our streets**
To strengthen the retail and cultural offer through targeted public realm improvements

3 **our businesses**
To support existing businesses and community organisations in enhancing the vibrancy of the town

4 **our opportunities**
To identify areas within the town that are suitable for new employment generating uses and community amenities

5 **our heritage**
To raise awareness of existing heritage assets and increase the communities involvement in their operations

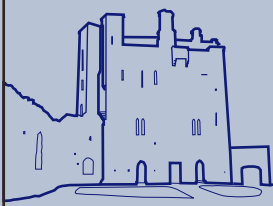
6 **our connections**
To promote walking and cycling in and around the town through a series of legible and safe routes

7 **our tourism**
To encourage the development of an enhanced tourism product and marketing strategy

8 **our future**
To set in place a framework that enables Roscrea to grow in a sustainable manner

WHERE DO WE WANT ROSCREA TO BE?





OUR TOWN OUR PLAN!

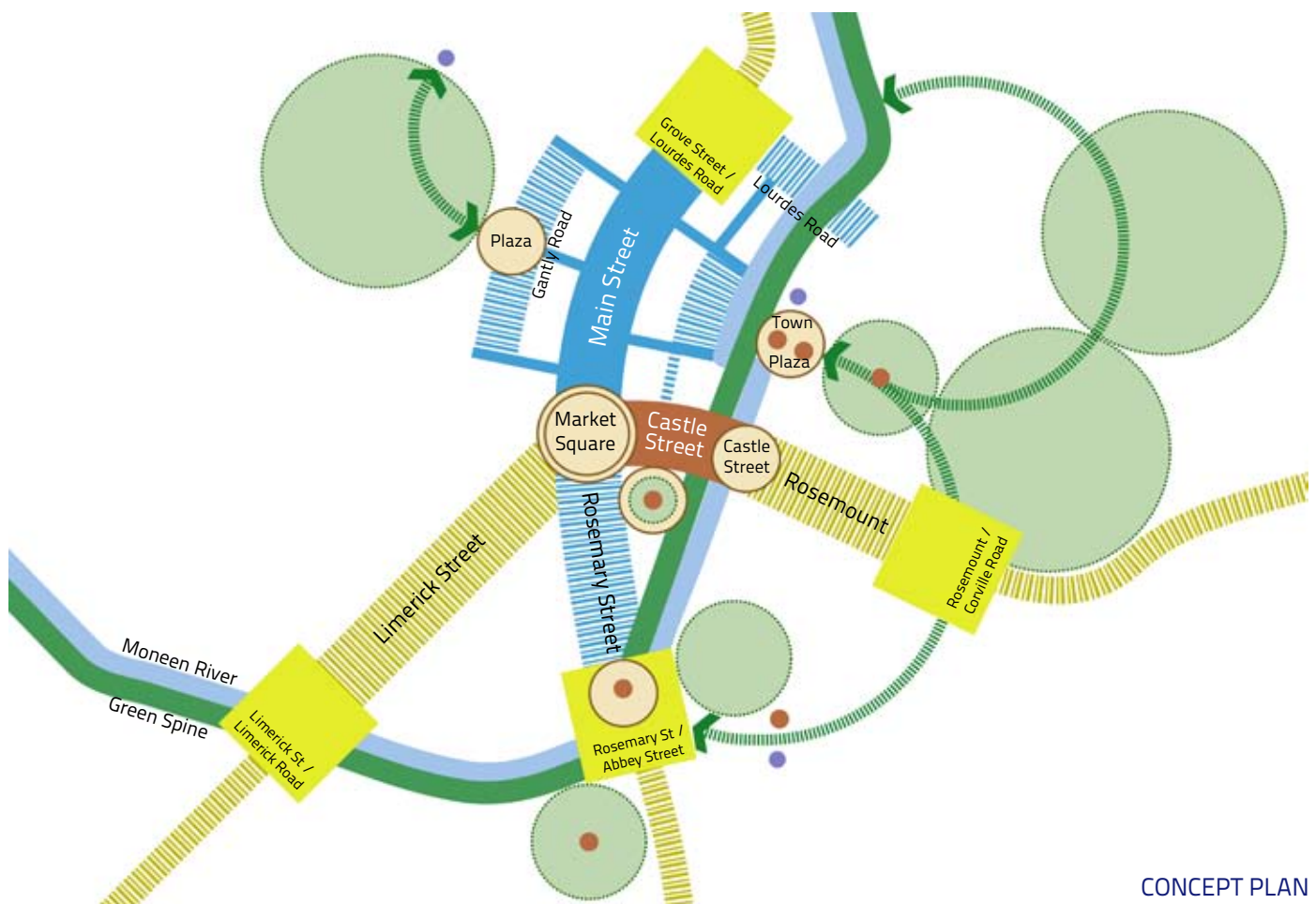
CONCEPT PLAN

The concept plan below illustrates the strategic framework within which the various initiatives and projects have been identified. This plan has been built up by a series of layers (shown opposite), each of which was informed by feedback received during the stakeholder and public consultation sessions, as well as the analysis findings of the team. The combination of these layers identifies how the Town Centre Enhancement Plan will be structured in accordance with key principles.

The first of these layers relates to the need for the plan to support the roles of the key **civic streets (1)** within the town centre, namely Main Street (retail/commerce) and Castle Street (heritage/cultural). Rediscovering the Market Square, once the towns historic **gathering space (2)**, will be a crucial linking factor between both streets.

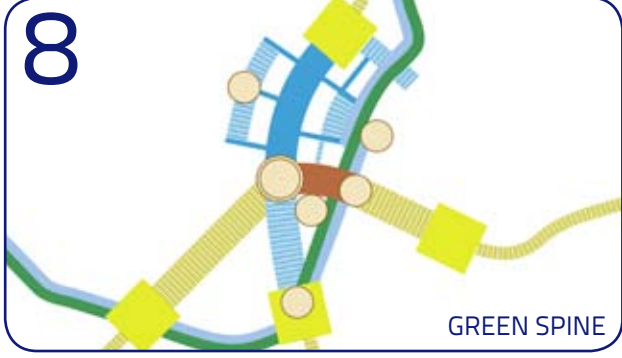
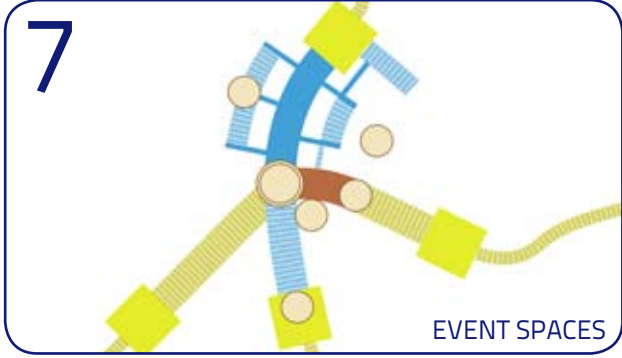
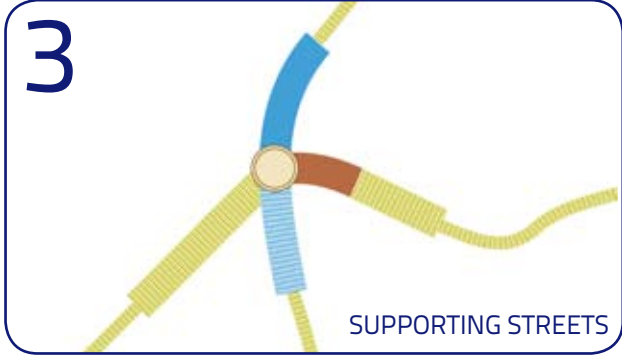
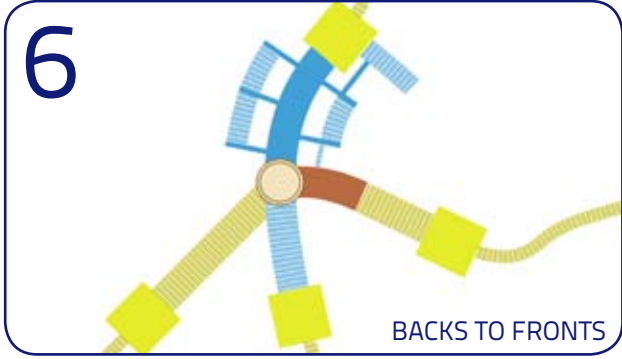
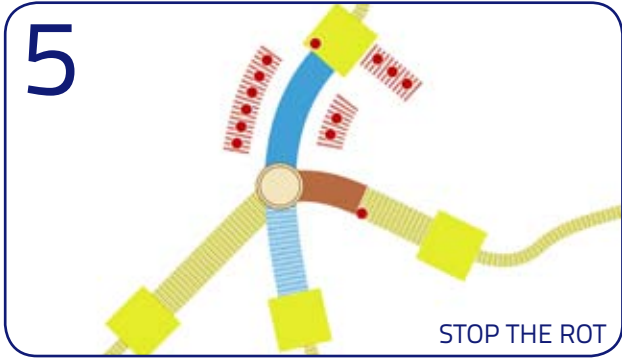
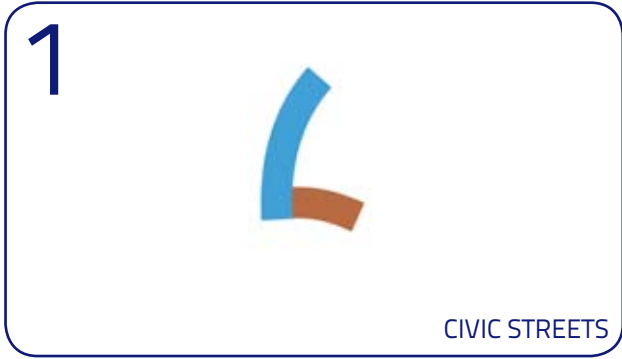
In addition to those key civic streets, environmental improvements would elevate the status of several **supporting streets (3)**, which in turn provide key connections to the town centre thresholds where localised interventions would help to improve the **welcome experience (4)**. While somewhat provocative in its title, **stop the rot (5)** identifies three particular areas of concentrated dereliction/vacancy that require urgent attention. Here the opportunity exists to reverse the trend by transforming these target areas into proper streets and turning what were once **backs to fronts (6)**. Identifying and formalising a series of **event spaces (7)** around the town centre by making better use of existing (and new) will enable Roscrea to celebrate its people and past in a more organised manner. Finally, utilising Roscrea's key natural asset, the Moneen River, as a **green spine (8)** which enables residents and visitors to move freely around the town while providing access to its open and green spaces.

CONCEPT PLAN

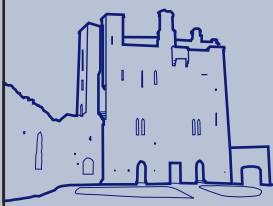


CONCEPT PLAN

ROSCREA TOWN CENTRE ENHANCEMENT PLAN



CONCEPT PLAN



OUR TOWN OUR PLAN!

INITIATIVES AND PROJECTS

The Town Centre Enhancement Plan sets out a series of initiatives and suite of projects that outline how Roscrea Town Centres public realm will be effectively managed and sustained over the next 10 years. This Plan includes improvements to both existing spaces and buildings throughout the town and in particular areas, sets a framework in place for future development.

A direct correlation can be seen between the list of projects/initiatives and the Concept Plan as discussed previously. Here the focus is on the consolidation of the towns key streets and spaces to ensure that they contribute to the vibrancy of the centre, that particular reference is made to the towns heritage offer and that these elements are designed first and foremost for people.

INITIATIVES

- A. Traffic Circulation Study
- B. Vacant and Derelict Property Strategy
- C. Declutter Roscrea
- D. Signage Strategy
- E. Community Festival/Events Programme
- F. Roscrea Promotion Strategy

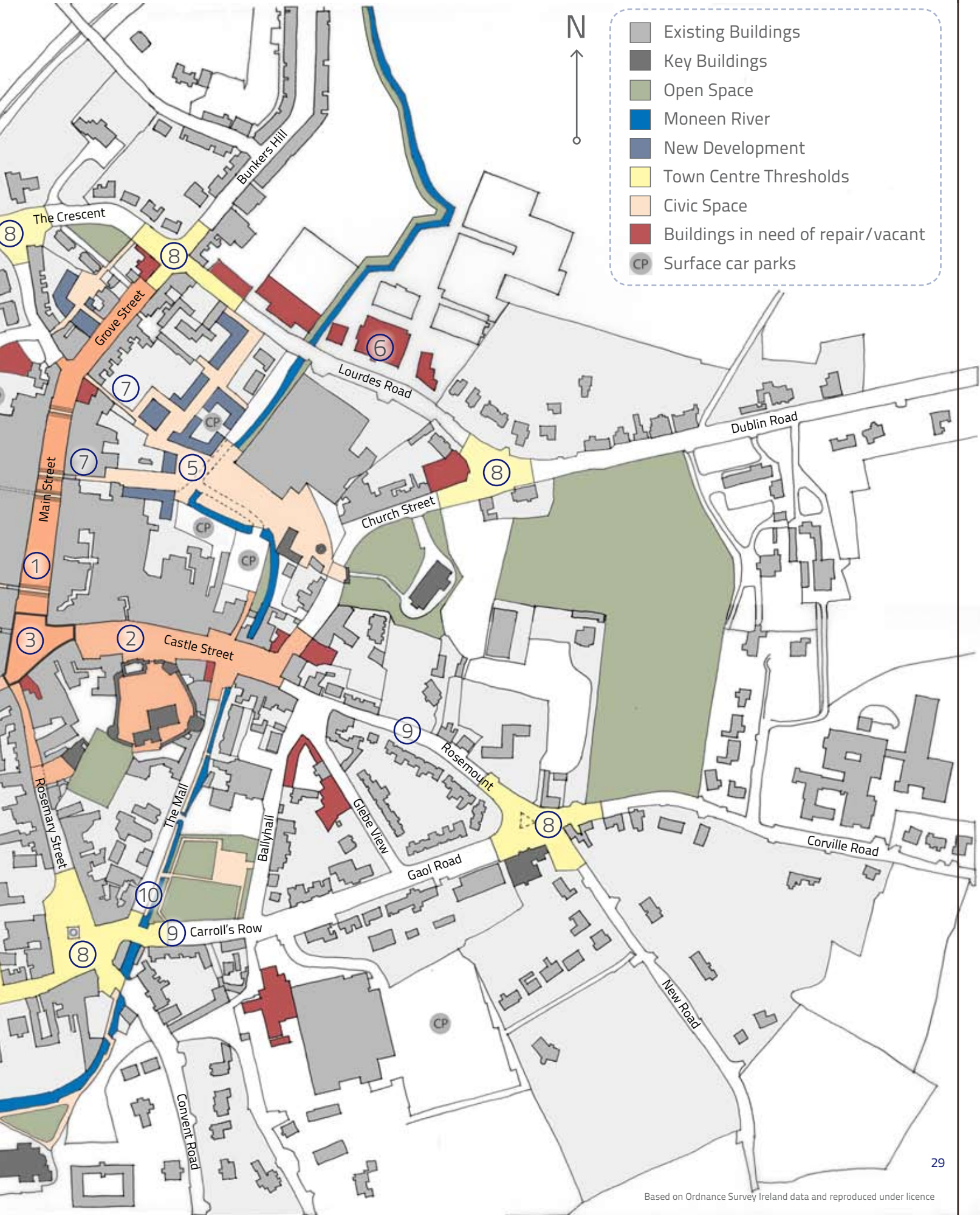
PROJECTS

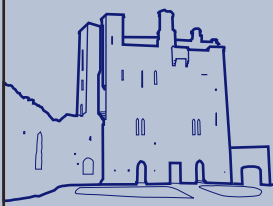
1. Main Street Streetscape
2. Castle Street Streetscape
3. Market Square Redesign
4. Gantly Street Redevelopment
5. Town Plaza and Setting
6. Lourdes Road Redevelopment
7. Main Street Laneways
8. Town Centre Thresholds
9. Supporting Streets
10. Moneen River Community Greenway
11. Chapel Lane Community Allotments
12. New Town Park



INITIATIVES AND PROJECTS

ROSCREA TOWN CENTRE ENHANCEMENT PLAN





OUR TOWN OUR PLAN!

7.1 ENHANCEMENT INITIATIVES

The Town Centre Enhancement Plan has identified a total of six Initiatives, the objective of which is to prepare the groundwork and develop local partnerships that 'pave the way' for the suite of enhancement projects (section 6.2).

These initiatives will establish a series of benchmarks, the findings of which can then be used to define the level of intervention required for each project.

The first initiative for example (Traffic Circulation Study) will help to identify those areas of the town which are not functioning satisfactorily, as well as confirmation of those that are working well. Once these have been identified, and the reasons determined, projects such as the streetscape proposals along Main Street and Castle Street can then be properly designed in accordance with a strong evidence base.

A

TRAFFIC CIRCULATION STUDY

Undertaking a Traffic Circulation Study, building on the findings of the 2002/2003 study, would aim to bring together community stakeholders and residents to identify key traffic issues, evaluate existing traffic conditions and travel patterns and collate up-to-date traffic data. Armed with this information, existing deficiencies can then be identified which would single out locations in need of improvement based on existing and forecasted traffic volumes. For example, the introduction of a one way system on The Mall could be explored.

This study would then produce in a list of findings and recommendations as a basis for moving a number of the proposed initiatives forward.

INITIATIVES AND PROJECTS



ROSCREA TOWN CENTRE ENHANCEMENT PLAN

B

VACANT/DERELICT PROPERTY STRATEGY

From the many stakeholder and public consultation sessions conducted throughout this process, tackling the number of vacant/derelict properties and sites within Roscrea was consistently the number one priority.

The presence of derelict and empty properties can quickly lower the quality of the environment and depict a poor image of a town, particularly if located on prominent sites within the town centre or along key approach routes. Knock-on effects can often include anti social behaviour, heightened perceptions of crime and lower property values.

This preparatory initiative involves establishing a centralised database on all vacant and derelict properties throughout the town, including razed sites and partially completed development sites. This will then enable a cohesive and 'joined up' approach to tackling the issue, based on dialogue with property owners. Here priority would be placed on achieving 'quick wins' in the most problematic cases such as the painting of facades, while exploring the potential of 'meanwhile' uses and longer term solutions.



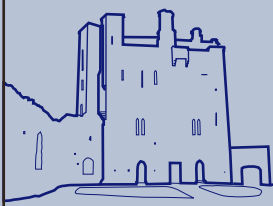
C

DECLUTTER ROSCREA

Declutter Roscrea would seek to remove redundant, poorly designed and temporary items from the towns streets that serve little purpose at present. A priority would be to examine the potential of undergrounding existing overhead cables, in conjunction with those streetscape projects.

Opportunities to combine signage onto one pole for example could also reduce clutter and free up space for pedestrian movement.





OUR TOWN OUR PLAN!

D

SIGNAGE STRATEGY

In order to further enhance visual accessibility to and around Roscrea Town Centre, as well as adding value to its tourism product, the town would benefit from a comprehensive review of existing directional and interpretative signage. The development of a signage strategy, which caters specifically to the needs of Roscrea, would allow for an evidence based review of existing signage in and around the town. Desktop reviews of local signage strategies, such as the existing heritage and walking trails, would form part of this strategy as would consultation with the general public and key tourism operators.

One key objective of the strategy would be the identification of innovative ways in which Roscrea could be made more visually accessible to motorists accessing the town from the M7 and N62. Within the town centre itself, the strategy would seek to identify a range of signage solutions that strengthen links between Roscrea's key 'experiences' and surrounding retail offer, offers additional information for tourists while instilling Roscrea's 'brand' through signage options. However simplicity and logic must be central to any system introduced.



E

FESTIVAL AND EVENTS PROGRAMME

The success of recent town centre events, including the Roscrea Beo and Taste of Roscrea Festivals, has demonstrated the potential for outdoor events to bring new life and activity to Roscrea. Not only are they of value in bringing local people together, they can also bring economic benefits associated with increased footfall and tourism.

It is therefore proposed to establish an annual programme of town centre events. This should include large and established festivals such as those mentioned, as well as smaller events and activities, such as musical performances, street theatre and dance. Importantly, activities should be planned for different parts of the town centre, including the Castle, Town Plaza and Rosemary Square.

By coordinating events through a town-wide committee, the benefits they bring to the town centre can be maximised. For example, it will enable advanced marketing of the programme to take place each year, which will be of attraction to tourists and the tourism industry as they plan the year ahead.



ROSCREA TOWN CENTRE ENHANCEMENT PLAN

F

ROSCREA PROMOTION STRATEGY

Roscrea and its town centre requires an effective promotion strategy by which to attract new visitors, shoppers and investment.

The first step in the process will be the development of a coherent brand identity for Roscrea. This must be accurately based on the unique attributes of the town and result in a clear, concise effective message by which the town can be promoted.

Once this brand has been established, a range of promotion activities for the town can then be planned. These are likely to include marketing campaigns for local and national media and the targeting of tourism related organisations, such as tour operators who may be interested in a stop over in the town. Roscrea would also benefit from a high quality web site that serves to attract visitors to the town and provides them with essential information.



G

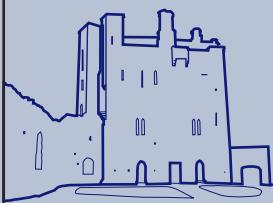
PLACE NAMING STRATEGY

The names we give to our streets and spaces are a critical feature of local identity. They also aid navigation, especially for visitors. In Roscrea town centre there remains some areas without names, such as a number of laneways off Main Street and new roads associated with recent development.

It is proposed to develop a database of town place names by which the significance and history of these can be developed and shared. This will be followed by a short series of place naming guidelines, which will inform those involved in naming and renaming of streets and spaces in the town centre.

Most importantly, this process should involve local people as much as possible. This could include educational programmes relating to local history, as well as competitions amongst local people to name 'new' streets and spaces.

**GAOL ROAD CHAPEL
LANE ROSEMOUNT COIS
AGLISH BEECHWALK
BALLYHALL GROVE ST
ABBAY COURT CARROLL'S
ROW LIMERICK STREET
THE MALL CASTLE STREET**



OUR TOWN OUR PLAN!

7.2 ENHANCEMENT PROJECTS

A range of enhancement projects have been identified that will greatly improve the quality of the built and natural environment within Roscrea, while unlocking its tourist potential. A number of the more longer term initiatives will also enable Roscrea to grow in a sustainable manner and in a way which supports existing businesses and community groups.

The following chapter provides further details in relation to each of the 14 projects identified within the plan. In many cases visualisations and sketches have also been produced, in order to convey the essence of what is proposed and the type of 'place' that could be achieved as a result.

1

MAIN STREET STREETScape

The main objective of this project is the transformation of Roscrea's primary retail street to improve it as a shopping destination and to achieve the right balance between the needs of different user groups, including pedestrians, cyclists and vehicles.

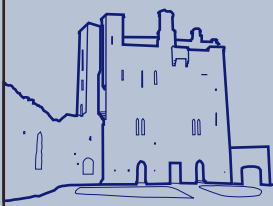
Recommendations include a reduction of street clutter, the incorporation of new high quality natural stone paving, improved crossing points, new street furniture, improved street lighting and shopfront improvements. Subject to the recommendations of the Traffic Circulation Study (pg 26), the potential of providing the first hour of free parking along Main Street, could also be explored.



ROSCREA TOWN CENTRE ENHANCEMENT PLAN



INITIATIVES AND PROJECTS



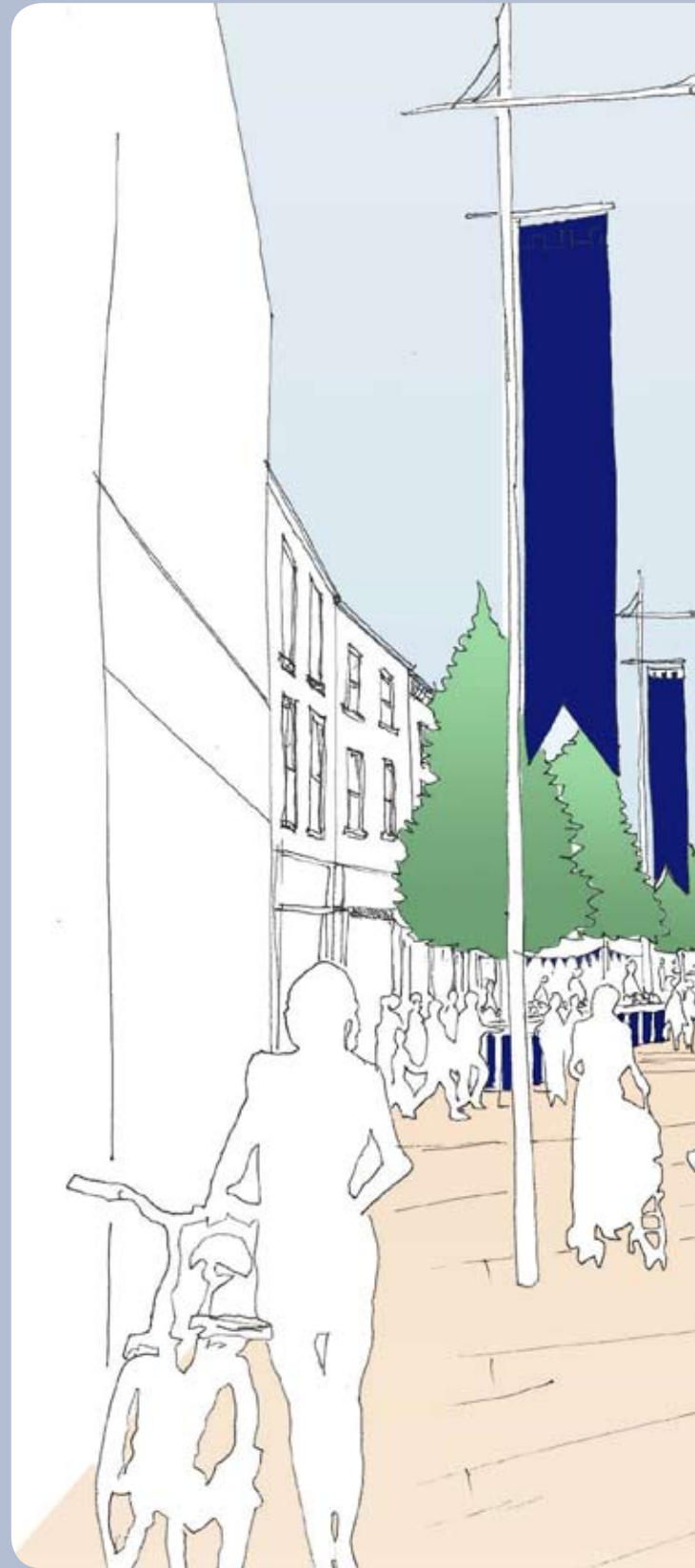
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2

CASTLE STREET STREETScape

Here high quality surface materials are proposed across the full width of the street. This will shift the balance to a more pedestrian friendly environment while catering for the needs of motorists and service vehicles. Such a project would transform Castle Street into a first class destination for visitors and locals, helping to integrate the town and Castle as one visitor experience.

A key focus of this project is to enhance the arrival experience to the Castle through a systematic process of 'decluttering' to free the street of any elements which have a negative impact on the presentation of the Castle. Innovative design solutions, including strategic tree planting and signage, will collectively demarcate the 'front door' of the Castle and blur the boundaries between the street and Castle. This will result in the seamless flow of public space between the Castle grounds and street and the creation of breathing space for holding informal events.

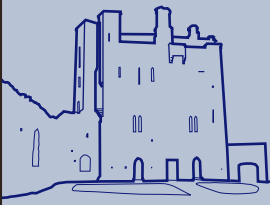


INITIATIVES AND PROJECTS

ROSCREA TOWN CENTRE ENHANCEMENT PLAN



INITIATIVES AND PROJECTS



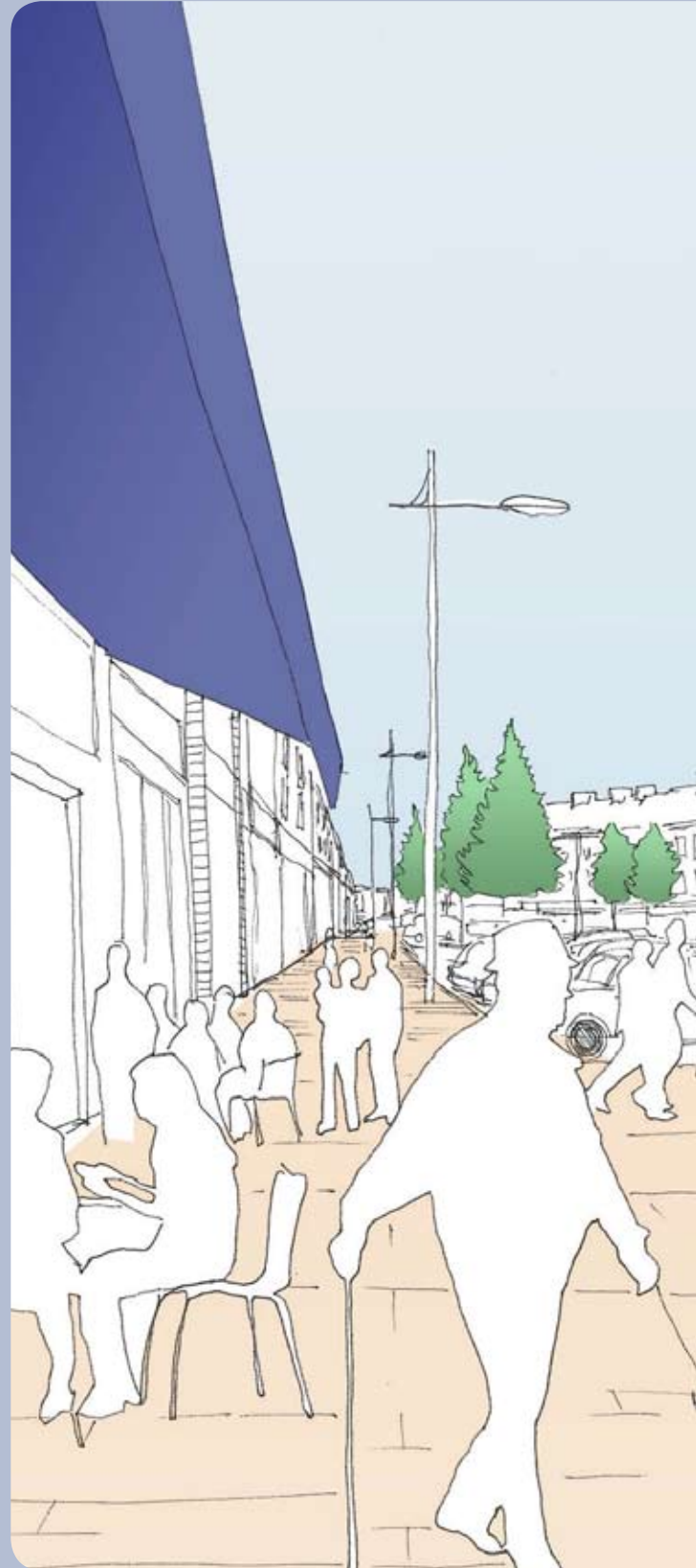
OUR TOWN OUR PLAN!

3

MARKET SQUARE REDESIGN

Historically Market Square represented the principal public space within Roscrea. An important civic space at the meeting point of the towns two key streets, namely Main Street and Castle Street. Over time the civic nature of this space has gradually eroded, culminating in the removal of the original weighbridge and the relocation of the 'Fancy Fountain' to its current position in Rosemary Square. Today the space functions primarily as a large traffic junction.

This project aims to rediscover the civic nature of this historic square so that it functions well as both a gathering space and an efficient traffic intersection. Here the potential exists to promote a shared space street scheme which grants pedestrian and drivers equal status within the space. The central feature could be of either contemporary or traditional design.

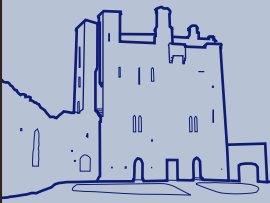


INITIATIVES AND PROJECTS

ROSCREA TOWN CENTRE ENHANCEMENT PLAN



INITIATIVES AND PROJECTS



OUR TOWN OUR PLAN!

4

GANTLY STREET REDEVELOPMENT

Gantly Road currently plays a servicing role to the town centre. At present this area contains a large percentage of the towns surface car parks, however has the potential to become an expansion area for future commercial and residential growth. Appropriately designed and proportioned buildings with active ground floor uses, will help to transform Gantly Road into Gantly Street making it safer and attractive. Early phases of the project could include lighting and street tree planting. Scope for contemporary architecture also exists in this area.

Potential exists to incorporate a new pocket park as an integral part of any new development in this area. Overlooked by future residential opportunities this space would complement the existing Glebe Park. Longer term aspirations would include a pedestrian link over the railway line to a new town park (12).



INITIATIVES AND PROJECTS

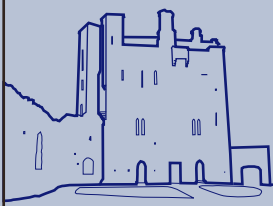
5

TOWN PLAZA AND SETTING

Another future growth area has been identified to the rear of Main Street. Here a network of arcades connected by existing laneways onto Main Street set a framework within which a range of business enterprises could be located. This project would also help to integrate the town centre and Tesco's supermarket more successfully.

The scale and intimacy of this area is informed by the compact nature of the town's central core, resulting in smaller plot sizes and a potential base for creative/tourism led enterprises. As the majority of these new plots would provide new frontage looking out over the town plaza, a reassessment of the role that the existing town plaza plays in the context of this future expansion area will be a crucial element of this project.





OUR TOWN OUR PLAN!

6

LOURDES ROAD REDEVELOPMENT

Like many towns in Ireland, Roscrea has witnessed the closure of a number of its key employers in recent years, leaving a legacy of vacant and derelict buildings, often at key locations.

The former Taro factory along Lourdes Road is one such prominent site. Here the long term aspiration would be to transform the site through the promotion of new employment opportunities. Any future development should however be phased in accordance with an agreed masterplan and vision to ensure that the site engages positively with the town centre and the Moneen River. In the interim potential exists to improve the sites appearance given its prominence within the town. These measures could include a repainting of the buildings facade, street trees and the introduction of soft landscaping to external spaces.



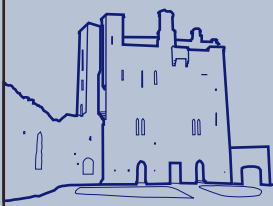
ROSCREA TOWN CENTRE ENHANCEMENT PLAN

7

MAIN STREET LANEWAYS

A series of interconnected and vibrant laneways are proposed within the historic core that promote a diverse alternative to the retail and cultural offer found on Main Street and Castle Street. Here the objective is to transform and regenerate a number of existing laneways. Opportunities exist to promote small business enterprises along these key links which in turn will increase levels of activity and extend the towns tourism offer. The lanes themselves should be paved and new lighting provided, making them an attractive component of the town centre.





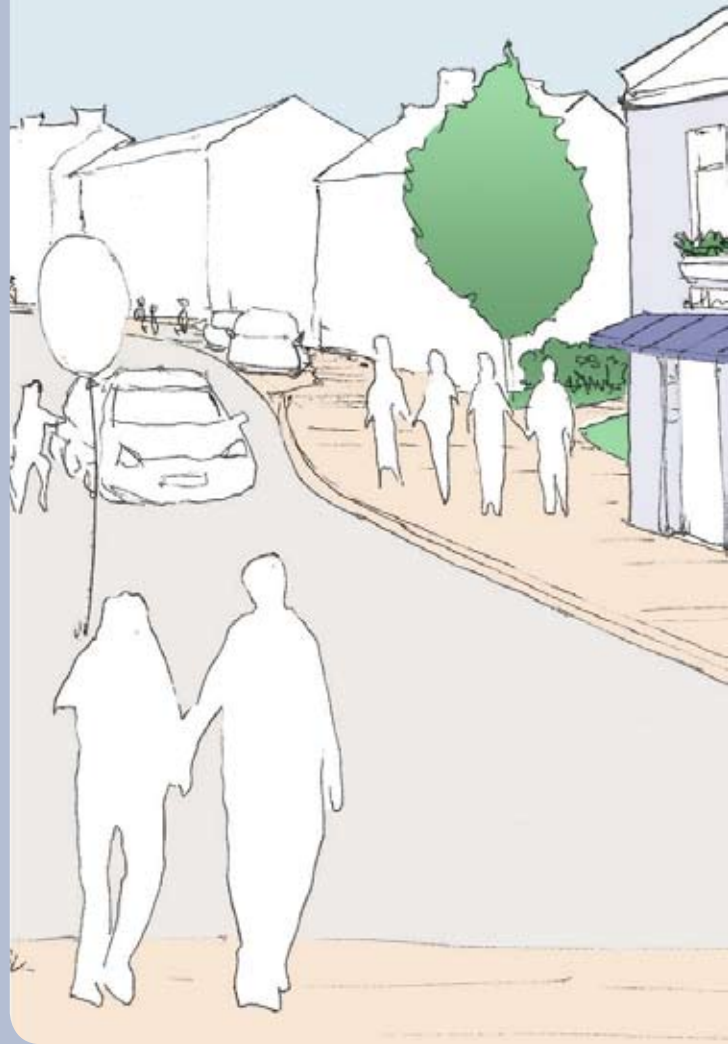
OUR TOWN OUR PLAN!

8

TOWN CENTRE THRESHOLDS

A total of six key town centre thresholds have been identified within the Enhancement Plan. It is proposed that the status of these key entrances and gateways to Roscrea are elevated through a programme of improvement works. These works would include a reexamination of existing surface materials at these locations, and where deemed appropriate, the incorporation of shared surface solutions in order to slow traffic down while enhancing the sense of arrival. Community artwork, tree planting, lighting and the use of gateway markers would all form part of this project which collectively would also improve the setting of several key buildings.

The sketch opposite illustrates one way in which this approach could be applied to the upper end of Grove Street which includes the vacant Breens shop.

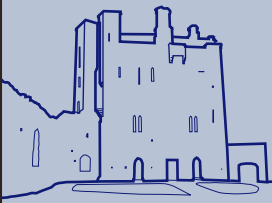


INITIATIVES AND PROJECTS

ROSCREA TOWN CENTRE ENHANCEMENT PLAN



INITIATIVES AND PROJECTS



OUR TOWN OUR PLAN!

9

KEY SUPPORTING STREETS

This project relates to modest scale enhancement works along a number of the towns key supporting streets. These works could include the repainting of residential / commercial facades, new lighting solutions, street tree planting and soft landscaping. The sketch below illustrates one way in which Carroll's Row could be transformed with formalised pavements, new seating, repainting of existing residential properties and pleaching of existing lime trees.



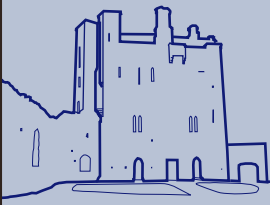
INITIATIVES AND PROJECTS

10

MONEEN RIVER COMMUNITY GREENWAY

The Enhancement Plan advocates that the Moneen River be utilised as a safe and attractive linear green spine through the town centre. This community greenway will play an important role in connecting open and green spaces within the town centre. It will also provide a framework upon which future opportunities to link up with outerlying green spaces and destinations can be explored further (see section 6.3).





OUR TOWN OUR PLAN!

11

CHAPEL LANE COMMUNITY ALLOTMENTS

Based on feedback received during the public consultation events, an allotment site has been identified within the Enhancement Plan. Located within the west of the town and accessed via Chapel Lane, this large open site provides the flexibility to establish a range of plot sizes with room for expansion to meet future demand. In the longer term this site would also include storage facilities and adequate parking provision.



12

NEW TOWN PARK

As a longer term project, a new town park is proposed on a portion of the former gravel pit, located on the northern side of the existing railway line. Proposed on a linear strip of land between the Birr Road to the north and Chapel Lane to the south, the park would be connected back to the town centre via Gantly Street by way of a pedestrian bridge spanning the railway line. This park would represent yet another key component of a wider pedestrian and cycle network around the town.



INITIATIVES AND PROJECTS

ROSCREA TOWN CENTRE ENHANCEMENT PLAN

7.3 LOOKING FURTHER AFIELD

While the Enhancement Plan concentrates on an area loosely defined by the Roscrea Town Centre boundary, a holistic view has been taken. As a result, a number of additional projects which respond to the wider hinterland and sit comfortably with those contained within the plan, are suggested below. The realisation of these projects are key in forging wider connections to outerlying destinations.

(1) Sean Ross Abbey

Examining the potential to formalise pedestrian connections between Sean Ross Abbey and the town via Corville Road.

(2) Monastery Road

Rediscovering the sandstone cobble pathway which ran along Monastery Road out to Mount St. Joseph Abbey.

(3) Old Birr Railway Line

Extending the cycle and pedestrian network along the old Railway line that once ran from Roscrea to nearby Birr.

(4) Scoil Eoin Naofa

Examining potential traffic calming measures and additional parking measures along Golden Grove Road due to the ongoing traffic/parking hazards in the area.

(5) Holy Island of Monaincha

Rediscovering the historic route to Monaincha by Corville and Sean Ross.

(6) Excavations at Camlin

Raising awareness of recent excavations at Camlin that have revealed that Roscrea has had continuous settlement for the last 6000 years.

(7) Outer Approach Routes

Assessing the potential to establish gateway markers at strategic locations along the outer approach routes. Most notably at existing roundabouts where the N62 connects to the R455 and the R445/Limerick Road junction.



Remains of original chapel at Sean Ross Abbey



Mount St. Joseph Abbey



Old Birr Railway Line



Scoil Eoin Naofa



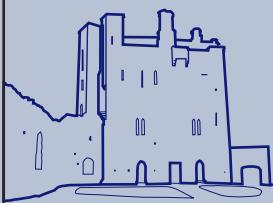
Monaincha



Camlin



Roundabout at junction of N62 and R455



OUR TOWN OUR PLAN!

PLAN DELIVERY

8.1 INTRODUCTION

The Draft Roscrea Town Centre Enhancement Plan has been developed by local people for local people. It is for all those who live, visit, work and play in Roscrea and will help guide anyone with an interest in improving the town centre, including council, local community groups and businesses.

All those involved in the preparation of the Plan are committed to its delivery. But to be successful, it will require the collective input of everyone in the town to ensure that it realises its full potential.

This is your plan and its implementation over future years depends on how well you support it.

8.2 ACTION PLAN

Each of the proposed enhancement initiatives and projects are listed within the Action Plan opposite. This table also includes a range of priorities for each which have been determined depending on need, findings from consultation sessions to date and the likely impact it will have on the town. Indicative timeframes have also been included, in addition to the lead/primary agent and a list of stakeholders that will play key roles in the successful delivery of that initiative or project.

As the 'live' section of this report, this Action Plan should be updated regularly, so that progress on project delivery can be monitored and priorities changed to reflect emerging needs and availability of funding streams. Opportunities should also be taken to add new initiatives and projects, where it is considered appropriate to do so and where they accord with the Shared Vision as well as the established Aims and Objectives.

PLAN DELIVERY

8.3 CHAMPIONING THE PLAN

Following consideration by the Steering Group, a number of initiatives and projects have been identified as 'short term' wins and are highlighted within the Action Plan. It is considered that these projects could be achieved over a relatively short timeframe and would require only moderate funding. Collectively the realisation of these projects would make a discernable difference to the functioning of the town centre and would quickly demonstrate to the people of Roscrea that an integrated approach to the development of the town will lead to the enhancement of the economic and social attractiveness of the town.

The successful progression of the project will require ongoing agency support. The group should consider seeking 'Animation/Mentoring' under the current or upcoming Rural Development Programme (LEADER) for immediate and longer term assistance. The purpose of this support will be to build local capacity, maximise community participation and ensure effective local coordination of the programme of work. To ensure appropriate progression of the programme of work, key tasks for the Mentor will include:

- Identification of funding sources to develop a schedule of short, medium and longer term projects. The implementation of the identified 'short terms' projects will give the enhancement plan substantial credibility;
- Develop local skills in cultural and heritage tourism to encourage a broader range of visitor activities;
- Support local community groups to add value to existing local festivals and events and to develop new events for the area;
- Support the Chamber of Commerce in advancing town business interests.

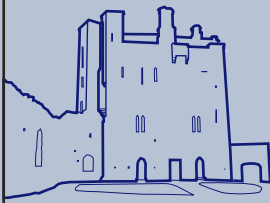
A continued process of consultation and feedback will be key to the realisation of these initiatives and projects.



ROSCREA TOWN CENTRE ENHANCEMENT PLAN

Initiative / Project	Actions	Priority	Timeframe	Lead Agents			Stakeholders
				Community	Public Sector	Private Sector	
A TRAFFIC CIRCULATION AND PARKING STUDY Bringing together stakeholders and residents to identify key traffic and parking issues, collate up-to-date data to inform specific improvements	EVALUATION OF TRAFFIC/PARKING CONDITIONS AND PATTERNS Conduct Traffic and Parking surveys Establish Base Conditions / Trip Matrix Generate and test options Community Engagement Refine Options and Finalise Study	H	S	✓	✓	✓	CC, Comm, NTCC
				✓	✓	✓	
B VACANT/DERELICT PROPERTY STRATEGY Establishing a centralised database on all vacant and derelict properties and sites throughout the town, so to guide improvements over the short and long terms	TACKLING VACANT / DERELICT PROPERTIES AND SITES WITHIN TOWN Establish database and conduct high level condition survey Identify and contact landowners Prioritise remedial actions Identify and deliver short term actions (painting, rendering, fixture repair, meanwhile uses/pop-up shops) Identify and deliver long term actions Establish an 'award' scheme	H	S	✓	✓	✓	CC, Comm, NTCC, PA, TT
				✓	✓	✓	
C DECLUTTER ROSCREA Removal of redundant, poorly designed and temporary items that clutter town centre streets	REMOVAL OF REDUNDANT ELEMENTS FROM STREETS Conduct a street survey and establish a 'Clutter' Schedule Identify and contact landowners and gain consent Seek removal / consolidation of items	H	S	✓	✓	✓	CC, Comm, NTCC, TT
				✓	✓	✓	
D SIGNAGE STRATEGY An evidence based review of existing signage and development of a coherent strategy for all signage in the town	COMPREHENSIVE SIGNAGE APPROACH FOR THE TOWN Establish a Good Practice Guide Conduct a Signage Inventory Community Engagement Implement actions	H	S	✓	✓	✓	AC, FI, NRA, NTCC, OPW
				✓	✓	✓	
E FESTIVAL / EVENTS PROGRAMME Raising awareness of Roscreas heritage and bring vitality to the town through collaborative events using existing spaces as 'stages'	COLLABORATIVE APPROACH TO EVENTS MANAGEMENT Community Engagement Programme Form a town wide events coordination committee Produce a yearly master programme of events, large and small Support delivery of events	H	O	✓	✓	✓	CC, Comm, NTLP, OPW
				✓	✓	✓	
F ROSCREA PROMOTION STRATEGY Developing a clear and unique brand identity and promoting Roscrea as a retail and tourist destination	ADVERTISING AND BRANDING OF THE TOWN Develop brand identity through research and consultation Deliver Actions eg website, marketing campaign	H	O	✓	✓	✓	CC, FI, NTCC, NTLP, OPW
				✓	✓	✓	
G PLACE NAMING STRATEGY A place naming strategy that builds on commonly used names to support navigation and communication	MECHANISM FOR NAMING NEW PLACES / STREETS IN ROSCREA Compile a Place/Street Name Database Establish Place/Street Name Guidelines Community Engagement	H	S	✓	✓	✓	HC, HS, NTCC, Schs
				✓	✓	✓	

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1 MAIN STREET PUBLIC REALM	PUBLIC REALM IMPROVEMENT WORKS TO MAIN STREET				H	O	✓	✓	CC, Comm, FE, NTCC
	SHORT TERM ACTIONS		LONG TERM ACTIONS						
Transformation of Roscrea's primary retail street to improve it as a shopping destination, while achieving the right balance between the needs of different user groups, including pedestrians, cyclists and vehicles	Carry out Stages A-C Concept Design Development for entire street								
	Upgrade Existing Services (overhead wiring etc)	H	S	Stage D Design Development for full streetscape	H	M			
Carry out low cost environmental improvements (reconfigure markings, floral displays, banners, seating)	Carry out low cost environmental improvements (reconfigure markings, floral displays, banners, seating)								
	Selected frontage improvement works			Submit Planning Application					
2 CASTLE SETTING AND STREETSCAPE	PUBLIC REALM IMPROVEMENT WORKS TO CASTLE STREET				H	O	✓	✓	CC, Comm, FE, HC, HS, NTCC, OPW
	SHORT TERM ACTIONS		LONG TERM ACTIONS						
Transformation of Castle Street into a first class destination for visitors and locals, while enhancing the arrival experience to the Castle	Pilot Street Events								
	Carry out Stages A-C Concept Design Development for entire street								
	Upgrade Existing Services (overhead wiring etc)	H	S	Stage D Design Development for full streetscape	H	S			
	Carry out low cost environmental improvements (reconfigure markings, floral displays, banners, seating)			Submit Planning Application					
3 MARKET SQUARE REDESIGN	REDISCOVERING THE CIVIC NATURE OF MARKET SQUARE				H	S	✓	✓	CC, Comm, FE, HC, HS, NTCC, OPW
	SHORT TERM ACTIONS		LONG TERM ACTIONS						
Rediscovering the civic nature of this historic square so that it functions well as a gathering space and an efficient traffic intersection	Undertake high profile design competition and appoint team								
	Pilot Street Events								
	Carry out Stage A-C Concept Design Development for entire square								
	Upgrade Existing Services (overhead wiring etc)	H	S	Stage D Design Development	H	S			
	Carry out low cost environmental improvements (reconfigure markings, floral displays, banners, seating)								
	Selected frontage improvement works			Submit Planning Application					
4 GANTLY STREET REDEVELOPMENT	FUTURE TOWN EXPANSION AREA				H	M	✓	✓	CC, NTCC
	SHORT TERM ACTIONS		LONG TERM ACTIONS						
Transition from road to street, including expansion area for future commercial and residential growth	Develop costed Masterplan through consultation								
	Identify and deliver short term environmental improvements (street tree planting, lighting)								
5 TOWN PLAZA AND SETTING	FUTURE TOWN EXPANSION AREA				M	M	✓	✓	CC, NTCC
	SHORT TERM ACTIONS		LONG TERM ACTIONS						
Establishing a framework to accommodate a range of business enterprises to the rear of Main Street and reassessing the role of the town plaza	Develop costed Masterplan through consultation								
	Identify and deliver short term environmental improvements (lighting, surfacing, public art)								
6 LOURDES ROAD REDEVELOPMENT	FUTURE TOWN EXPANSION AREA				M	M	✓	✓	CC, NTCC
	SHORT TERM ACTIONS		LONG TERM ACTIONS						
Transformation of the former Taro factory site at Lourdes Road for future employment opportunities	Develop costed Masterplan through consultation								
	Identify and deliver short term environmental improvements (planting, public art)								

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7	REVITALISING ROSCREAS LANEWAYS	IMPROVE THE CONTRIBUTION THAT LANEWAYS MAKE TO THE TOWN	H	S	✓	✓	CC, NTCC, NTLTP, Res, TT
	Transformation and regeneration of a number of existing laneways with the town centre	Identify and contact landowners Develop Laneway Design Guidelines Identify and deliver short term actions (surfacing, planting, painting, public art) Phased delivery of long term actions					
8	TOWN CENTRE THRESHOLDS	ENHANCED ARRIVAL AT TOWN CENTRE GATEWAY LOCATIONS	H	S	✓	✓	NPA, NTCC, Res, TT
	A programme of improvement works at key entrance and gateways to Roscrea town centre	Develop Threshold Layout Plans Cost and prioritise actions Identify and deliver short term actions Phased delivery of long term actions					
9	SUPPORTING STREETS	ENHANCEMENT WORKS ALONG KEY STREETS	H	O	✓	✓	Comm, NTCC, NTLTP, Res, TT
	Modest scale enhancement works along a number of the towns key supporting streets	Undertake detailed street surveys Cost and prioritise actions for each street Identify and deliver short term actions (footpath repairs, surfacing, lighting, street tree planting, painting)					
10	MONREEN RIVER COMMUNITY GREENWAY	UTILISING THE MONREEN RIVER AS A GREEN SPINE	H	O	✓	✓	Comm, NTCC, NTLTP, Res, Schs
	Utilisation of the Monreen River as a safe and attractive linear green spine through the town centre	Form Monreen River Action Group Raise awareness of river (fundraising, river clean up events, arranged walks, planned activities) Identify and contact landowners Develop a River Plan Cost and prioritise actions Identify and deliver short term actions (woodland management, habitat creation, pathways) Phased delivery of long term actions					
11	CHAPEL LANE COMMUNITY ALLOTMENTS	ESTABLISHING AN ALLOTMENT SITE WITHIN THE TOWN	H	O	✓	✓	Comm, NTCC, NTLTP, Res
	Identification of an allotment site on the edge of the town centre	Feasibility Study Community Engagement Develop Pilot Project Identify and deliver actions (plots, pathways, fencing, support infrastructure) Appoint a Community Allotment Manager					
12	NEW TOWN PARK	LINEAR PARK CONNECTED TO THE TOWN CENTRE	M	M	✓	✓	Comm, NTCC, NTLTP, Res
	Establishing a new town park on the northern side of the railway line	Develop costed Masterplan through consultation Identify and deliver short term environmental improvements Phased delivery of long term actions					

KEY:

Priority H = High, M = Medium, L = Low

Timeframe O = Ongoing, S = Short (1 - 5 yrs), M = Medium (5 - 10 yrs), L = Long (10 - 15 yrs)

✓ = Primary Lead Agent

Short Term Wins

STAKEHOLDERS:

AC = Arts Community

CC = Chamber of Commerce

Comm = Community

FE = Further Education

FI = Failte Ireland

HC = Heritage Council

HS = Roscrea Historical Society

NRA = National Roads Authority

NTCC = North Tipperary County Council

NTLP = North Tipperary LEADER Partnership

OPW = Office of Public Works

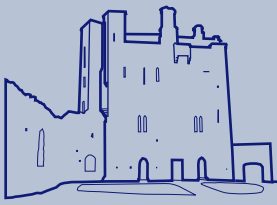
PA = Property Agents

Res = Residents

Schs = Schools

TT = Tidy Towns

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ACKNOWLEDGEMENTS

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Alison Harvey (Heritage Council)
Kate Maloney (Heritage Council)
Eileen Doherty (Roscrea Tidy Towns Committee)
Triona Walsh (Damer Court Hotel / Roscrea Beo Festival Committee)
George Cunningham (Roscrea Heritage Society)
Joe MacGrath (County Manager - North Tipperary County Council)
Cllr. Pauline Coonan (North Tipperary County Council)
Cllr. Michael Smith (North Tipperary County Council)
Cllr. Eddie Moran (North Tipperary County Council)
Karl Cashen (North Tipperary County Council)
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