



Comhairle Contae Thiobraid Árann  
Tipperary County Council

# TOWN CENTRE FIRST CLONMEL: ACTION PLAN

December 2022



## Foreword

As Mayor of Clonmel Borough District, I am delighted this “Town Centre First Clonmel: Action Plan” has been developed. It will position our town as a great place to live, work and visit. It will also greatly assist us in our efforts to secure the necessary capital funding to realise many of the proposed projects and initiatives in the action plan.

We know that Clonmel Town Centre is not unique; that town centres everywhere are changing, due to the development of technology, including online retail platforms; as well as people’s choices about transport; and equally because of what people do with their free time and their disposable income. This urban evolution has an impact on the use and functionality of the built environment of our town centre. The design and appearance of our town centres also has an impact on how people feel about the place.

This report acknowledges the real challenges we face; but equally it takes account of the wealth of opportunities that we have available within Clonmel Town Centre. This action plan recognises the great potential of Clonmel. It harnesses various elements towards a range of projects and initiatives that, when delivered, will bring the heart back into our town centre. Clonmel’s greatest asset is its local community and its people; and by working together to deliver this action plan, we aim to ensure its success into the future.



**Cllr. Pat English**  
Mayor of Clonmel Borough District





## Executive Summary

The purpose of this Town Centre First Action Plan for Clonmel Town Centre is to provide one coherent placemaking strategy focused on the strategic regeneration and compact, sustainable development of the town centre. The goal is to increase the resilience of the local economy, and to provide for an enhanced, accessible, inclusive, biodiverse and healthy urban environment. The ambition for the Action Plan is that it forms a coordinating mechanism that establishes a package of measures and projects that are prioritised, programmed and impactful, and which can be funded as part of the Urban Regeneration and Development Fund and other appropriate funding streams.

Clonmel is a dynamic town which is anticipated to continue growing. The strategy focuses specifically on placemaking within the town centre; aiming to reverse the shift away from the centre to facilitate better placemaking and a more resilient town centre. This is about making the town centre a better place to live, work and visit and positioning Clonmel for the future as a more attractive, vibrant, and resilient town.

This Action Plan has been developed by carefully considering the physical assets and condition of Clonmel Town Centre, along with insights provided by analysis of the considerable body of information already available on Clonmel, good practice elsewhere and from engagement with the existing Town Centre Forum. Themes, principles and actions in the Action Plan are therefore based on a strong foundation of evidence and are in line with the Sustainable Development Goals (SDGs).

A town is never complete and never stops changing. The challenge is to ensure that the change that happens within Clonmel Town Centre is a positive process that will make it a better place to live, work and visit and fulfil its strategic position within County Tipperary and the wider region.

The focus in the Action Plan is upon strategic regeneration and compact development, with a town centre first ethos that celebrates the town's heritage, encourages town centre living and positions Clonmel Town Centre for current and future generations. To achieve this, three themes are identified, each underpinned by a short number of key principles. A series of ambitious, yet achievable, actions and initiatives derive from each of the three themes. Implementation of these will, for Clonmel Town Centre, enable active travel, enhance biodiversity, foster community cohesion, address vacancy/dereliction, reinvigorate the local economy, and ultimately contribute to a more sustainable future.

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## Abbreviations

BID	Business Improvement District
CBD	Clonmel Borough District
DoHLGH	Department of Housing, Local Government and Heritage
FET	Further Education and Training
HE	Higher Education
LCDC	Local Community Development Committee
LEO	Local Enterprise Office
LTP	Local Transport Plan
NDP	National Development Plan
NPF	National Planning Framework
RSES	Regional Spatial and Economic Strategy for the Southern Region
SDG	Sustainable Development Goal
SRA	Southern Regional Assembly
TCC	Tipperary County Council
TCF	Town Centre First
TUS	Technological University of Shannon: Midlands Midwest
URDF	Urban Regeneration and Development Fund

# 01. Introduction

The purpose of this “Town Centre First Clonmel: Action Plan” is to bring forward priority actions and activities focused on the strategic regeneration of the town centre and to ensure the compact sustainable development of the town centre. The goals are to increase the relevance and resilience of the town centre economy to its citizens and to provide for an enhanced, accessible, inclusive and healthy urban environment.

In order to realise the ambition of the role for Clonmel Town Centre as set out in Tipperary County Development Plan 2022-2028, this Action Plan details in a co-ordinated manner all of those projects, plans and actions that will establish a package of measures that are impactful on the town centre and its future sustainability. Such a process will enable the coordination of investment and decision-making across multiple stakeholders, maximising private sector engagement and identifying synergies and opportunities.

This Action Plan focuses specifically on the town centre of Clonmel; aiming to facilitate better place-making and a more resilient, inclusive and relevant town centre. This is about making it a better place to live, work and visit. A relevant inclusive and resilient town has to be agile enough to match to the changing needs of its residents, customers and visitors.

Place-making is central to this process. “**Project for Public Spaces**”<sup>1</sup> has pioneered a place-making approach to public spaces across the world since the mid-1970s. Their approach sets out several key principles/attributes of place-making to facilitate creative patterns of use, while paying particular attention to the physical, cultural and social identities that define a place and support its ongoing evolution - as such, it is an appropriate model to follow in the context of Clonmel.



Figure 1: Attributes of a Great Place (Source: Project for Public Spaces)

In a similar vein in an Irish context, “Town Centre First, A Policy Approach for Irish Towns” was published by the Government in early 2022 and demonstrates a strong commitment to place-making. The guidance indicates that many Irish towns have already implemented significant place-making initiatives that are having a transformative effect on the town centre environment and its ‘sense of place’. Foreign Direct Investment is also recognised as being strongly influenced by the quality-of-life towns can offer to prospective talent. Vibrant towns are furthermore important catalysts for balanced regional development.

<sup>1</sup> Go to [www.pps.org](http://www.pps.org) for further information.

### The Town Centre First policy recognises that successful places:

- Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell;
- Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community;
- Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists;
- Contain a well maintained building stock that creates visual interest and animates streets and spaces;
- Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity;
- Are attractive vibrant places for enterprises to grow and develop;
- Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10 minute town' concept);
- Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort;
- Provide a mix of housing typologies and tenures to cater for diverse communities in terms of age, income and mobility;
- Utilise digital technology to enhance the experience of living and working in towns, enabling greater choices in terms of location and lifestyle;
- Provide opportunities for the amenity, health and well-being of residents, workers and visitors.

Figure 2: Town Centre First, A Policy Approach for Irish Towns (Source: Government of Ireland)

The Town Centre First policy sets out a range of actions centred around improving knowledge and understanding of towns and what they need, enhancing the capacity of delivery agents to implement the ambitious policy it sets out, building new structures at national and local level, and ensuring that new and existing funds are co-ordinated and targeted toward the implementation of Town Centre First.

In developing this "Town Centre First Clonmel: Action Plan" the town centre has been critically assessed (see 3.5) against the parameters/attributes set out in Figure 2 and the Plan then identifies the appropriate actions needed.



## 1.1 Overview of Town Centre First type-activity carried out in Clonmel

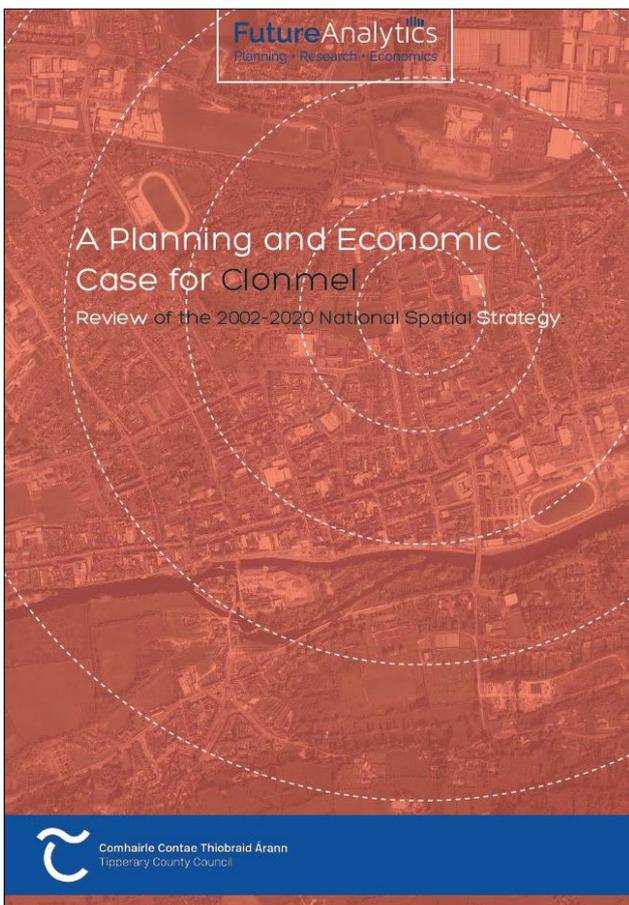
Town Centre First principles are not new for Clonmel. Tipperary County Council<sup>2</sup> has been strongly promoting and supporting a Town Centre First-type developmental approach in Clonmel for over a decade. This was in recognition that the town has to change/adapt its use and functions over time if it wished to remain relevant to its citizen's needs.

The Clonmel and Environs Development Plan 2013 included specific objectives relating to the rejuvenation of the town centre, and wanted development accommodating and actively supporting a top quality, thriving and vibrant town centre area which encompasses strong retail, cultural and community space and activity within a healthy and sustainable environment which respects its unique built, cultural and natural heritage.

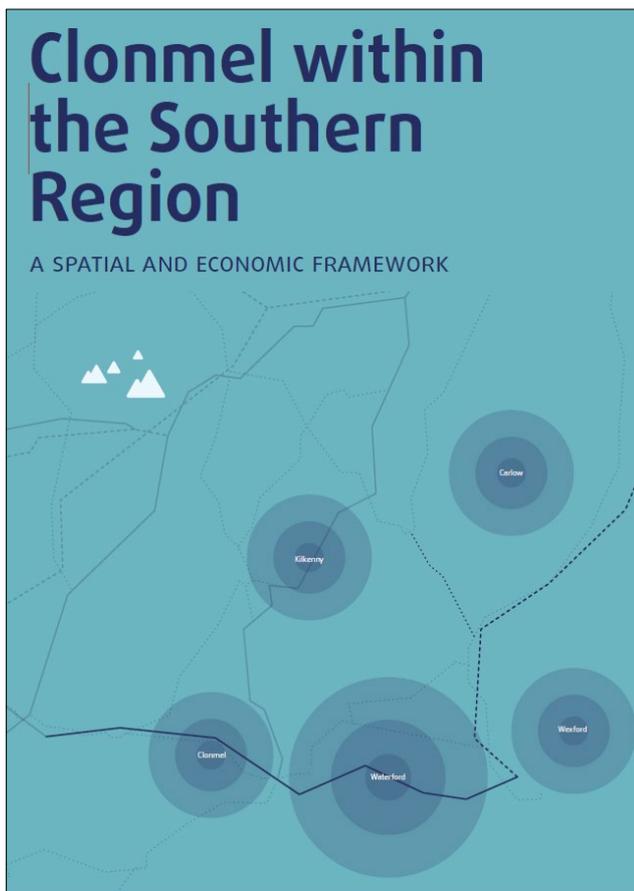
Following publication of the Development Plan, a Study was undertaken for Clonmel in 2013 to look at the trends in retail in addition to what individuals expected to experience from their towns. Clonmel's offering was compared to those towns which seemed to be more successful in retaining and growing footfall and spend. The outcome of that study demonstrated that whereas Clonmel scored particularly well in a number of areas, it scored poorly in areas that were identified as being the future growth areas and key attractors for a town. These deficits included areas where there was poor cultural offering; poorly defined public realm areas; weak tourism destination and no brand; weak in activities/entertainment; and paucity of recreational offerings.

### Based on this report, the Clonmel Borough District elected members agreed to focus on:

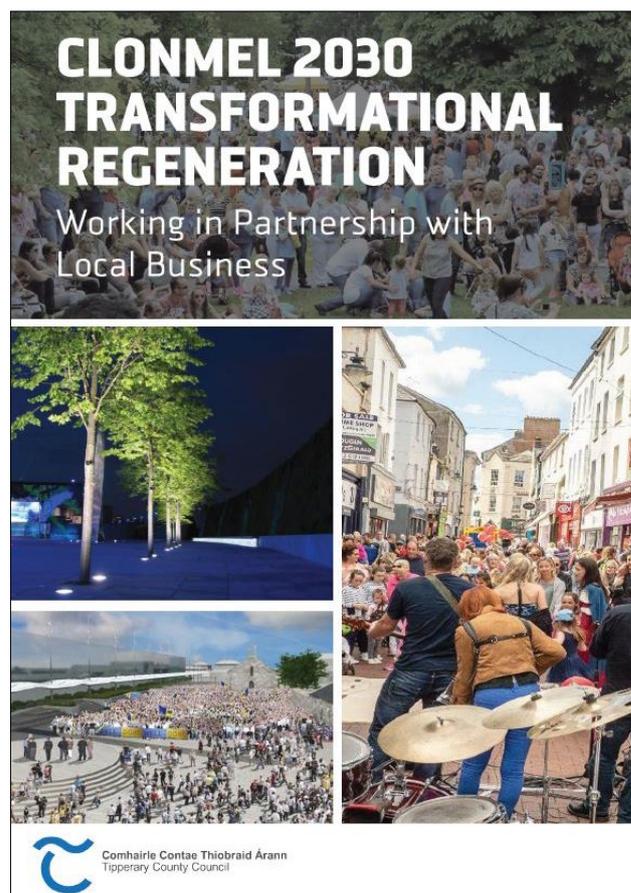
- developing a tourism proposition of scale that could attract up to 100,000 visitors per annum and to improve and broaden the recreational offerings so that the town becomes a destination in itself for recreational and tourism activities and a more attractive place to live;
- reimagining and transforming the streets and creating new public urban spaces that would facilitate the hosting of more experiences around festivals/events and activities. It will also enable and encourage new and different types of retail uses which will meet the new demands and expectations of its citizens;
- to utilise the opportunity afforded by the vacant 11-acre Kickham Barrack site to introduce new and more dynamic uses that would bring different cohorts into the town centre who would be willing to spend more and who would bring different demand opportunities to the service and retail sectors.



<sup>2</sup> And previously Clonmel Borough Council, until its amalgamation with county and urban authorities in 2014 into a single unified Tipperary County Council.



In 2016 a Town Centre Initiative Report by Tipperary County Council for all its urban centres had a focus on the retail environment from two parallel approaches – (1) facilitating town centre groups, and (2) consolidating and focusing a range of other Council supports to town centres, backed by additional measures focusing on retail. In 2018, Tipperary County Council commissioned a report assessing the capacity of Clonmel and its likely role in a national settlement hierarchy based on its services and infrastructure. The report found that Clonmel fulfils the role of a large regional town in all criteria and in many respects, can demonstrate strengths typically found in cities.



Arising from the findings of these various studies and plans, a vision for the town centre – “Clonmel 2030–Transformational Regeneration” – was created encompassing and focusing on transforming the town centre into a space that would meet, accommodate and grow with the changing needs of its 21st century population. This vision could not have been realised without the critical contribution of the local communities, businesses, heritage, sport and environmental groups and the direction and guidance of the elected council members, all of whom added significant value to the project concepts which were devised.

**The vision is structured around four linked and integrated pillars with the purpose of all combined projects leading to an increase in footfall, spend and activity within the town centre:**

1. Kickham Barracks regeneration;
2. Development of Regional Sports Hub;
3. “Flights of Discovery” tourism proposition, incorporating the County Museum, the West Gate, Suir Island and the Bulmers Dowd’s Lane site;
4. Public Realm enhancements.

**A significant number of projects and initiatives have been undertaken since the initial 2013 Study, improving the town centre and encouraging increased footfall and spend in the area, including:**

- Preparation of the Kickham Barracks Masterplan;
- Implementation of elements of the Masterplan with the completion of a new public plaza and public realm at Kickham Barracks;
- Redevelopment of the existing County Museum into a more experiential and immersive “Museum of Hidden Histories” experience;
- Completion of the canoe slalom course on the River Suir at Suir Island and the delivery of a 56km canoe/kayak trail and 26km Blueway on the River Suir;
- Construction of the Regional Sports Hub, incorporating a top-class international-level athletics track, cycle pump trail, skate board park and playground;
- Preparation of the Suir Island Masterplan;
- Implementation of elements of the Suir Island Masterplan to date with the design work undertaken for the Suir Island Infrastructure Links project and the design and commencement of the Suir Island Formal Gardens;
- Town Parking Strategy introduced in 2013; evaluated in 2020 and determined to be working effectively; construction of additional public car parking developments at Suir Island and Kickham Barracks in order to facilitate future planned public realm enhancements;
- Obtaining planning consent for the Urban Realm Design and bringing it to a detailed design stage ready for tendering;
- Enhancement projects on a number of the under-utilised town centre laneways.

A Town Centre Forum has been in place for Clonmel for a number of years consisting of representatives of the town centre trading streets and other groups (such as arts, community, tidy towns, etc). Its purpose and function are to encourage and support the growth of Clonmel by working together. Many of the previously referenced projects/plans have been worked through this Forum from a participative input basis in terms of identifying issues; developing briefs; through to consultative processes around planning consents, etc. In addition, the Forum actively participates on a number of collaborative projects (e.g. Christmas in Clonmel). While much progress has been made by the Forum, and positive contributions given across a number of fronts, the Forum does now need to be strengthened in line with the Town Centre First policy if it is to operate as a representative and effective collaborative partner. This is further addressed later in the report.



## 1.2 Outline Structure of the “Town Centre First Clonmel: Action Plan”



Figure 3: Outline Structure of “Town Centre First Clonmel: Action Plan”

**Section 2** of the report sets out the approach and methodology employed in developing this Action Plan, including defining the town centre area.

**Section 3** examines the town centre in terms of challenges, needs and opportunities and provides an assessment of the town centre against the Government’s Town Centre First policy.

**Section 4** puts forward the response to address the issues identified and sets out a high-level objective, three themes and their key principles and a series of actions broken down by the themes of the Action Plan.

**Section 5** deals with implementation, funding, governance and monitoring arrangements for the Action Plan, including the role that a re-strengthened and re-purposed Clonmel Town Centre Forum should play in such arrangements.

## 02. Approach & Methodology

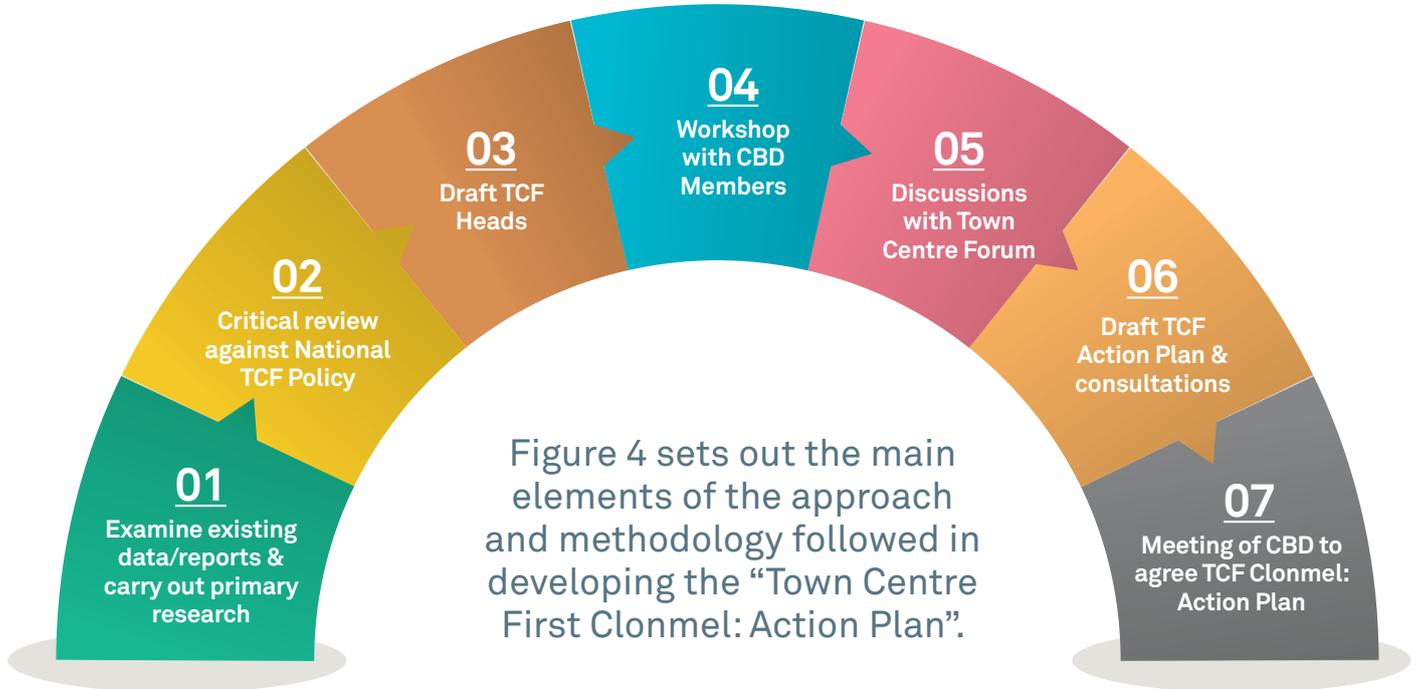


Figure 4: Main Elements of Approach & Methodology

A considerable body of data and information arising from the referenced projects/plans/policies in Appendix 1 was critically reviewed against the parameters/attributes set out in Figure 2. Primary research, such as a town centre ground-floor vacancy survey, building condition survey and residential use in the town centre was also undertaken to augment this information.

Arising from this review and the additional survey work, Town Centre First Heads were developed setting out objectives, themes and key principles, which then formed the basis for discussion with the elected members of Clonmel Borough District and members of the existing Clonmel Town Centre Forum. Thereafter, the Action Plan was drafted and the existing Town Centre Forum consulted with. It was then brought before Clonmel Borough District for their final consideration and approval.



## 2.1 The Town Centre Area defined for this Action Plan

TCC through its County Tipperary Development Plan 2022-2028 supports the NPF's "10 Minute Town" concept. The "10 Minute Town" concept is about creating connected communities – understanding how neighbourhoods work and how a more compact and permeable urban form can provide high quality and safe links to public transport, shops, services, green spaces and to other neighbourhoods, which will reduce the need to travel and therefore reduce carbon emissions.



The SRA have produced a framework and methodology<sup>3</sup> in relation to this concept that supports local transport planning.

The Main Guard is one of Clonmel's most distinctive landmarks in the town centre and bookends one end of O'Connell Street. The Main Guard can arguably be considered as sitting at the epicentre of Clonmel Town. Applying the "10-Minute Town" walking concept from the Main Guard results in a town centre footprint area for the purposes of this Action Plan as outlined in Figure 5. This area broadly correlates to the town centre zoning designation as outlined in the Clonmel & Environs Development Plan 2013.

The perimeter points on this footprint area include the traffic lights at Upper Irishtown (A); entrance to Tipperary University Hospital (B); entrance to Baron Park estate on Cashel Road (C); Clonmel Train Station (D); junction of Davis Road and Davis Avenue (E); roundabout at Coleville Avenue on Coleville Road (F); past the entrance to Hillview Sports Club (G); and junction of Dungarvan Road with Cascade Road (H).

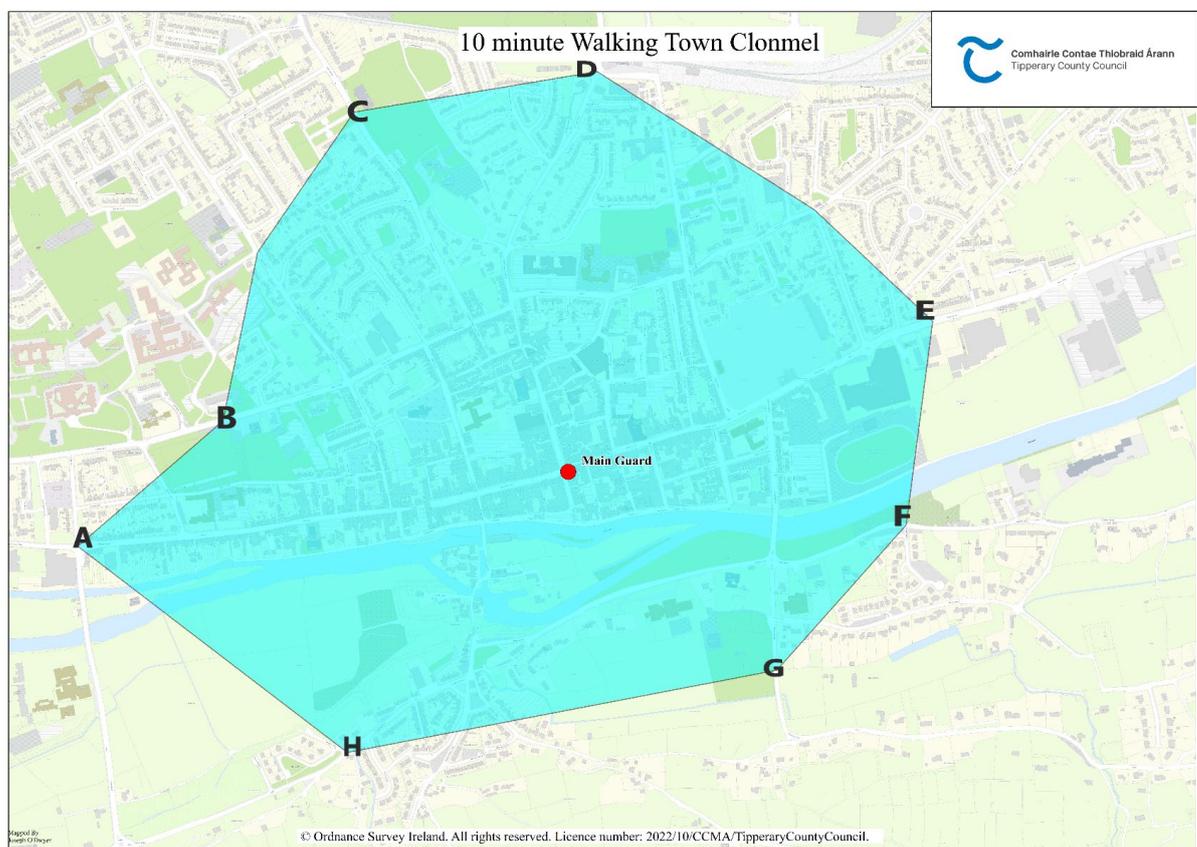


Figure 5: Town Centre Area for the purposes of this Action Plan

### 03. Assessment of Challenges, Needs & Opportunities





### 3.1 Clonmel Town - An Historical Introduction

Clonmel is located on the north bank of the River Suir in County Tipperary. The location was a historic crossing point of the river and the town's name ('Cluain-Meala', meaning the plain of honey) points to the rich agricultural heritage of the surrounding river valley. The development of Clonmel as a significant settlement can be traced to the early Norman period when two monasteries were established – a Dominican Friary in 1269; and a Franciscan Friary in 1265. The Franciscan Friary and its tower, which incorporates medieval fabric, is an important fully intact landmark in the town centre.

Throughout the medieval period, Clonmel was enclosed by fortified walls. Much of the street plan of the modern town centre dates from this period. The town centre was laid out around an east-to-west main street (now O'Connell Street) with secondary streets running north-to-south and a gate leading to a stone bridge to the south. The present-day bridge, constructed in c.1750, (leading to the Old Bridge area) incorporates fabric from this earlier bridge. Sections of the medieval wall and towers survive to the north and west of the fourteenth century St. Mary's Church.

While the walls were important in regulating trade and the passage of goods in and out of the town, they served an important defensive purpose and were heavily fortified. In 1516, the Earl of Kildare captured Clonmel after a siege. In 1650, the town was defended by Hugh Dubh O'Neill during a two-month siege before being surrendered peacefully to Oliver Cromwell.

The historical and architectural heritage of Clonmel is an important component of Clonmel's unique selling point and will be particularly valuable when seeking to maximise and diversify opportunities for a revitalised town centre.

### 3.2 Clonmel Town Today: An Overview

Clonmel is the largest town in County Tipperary. The relatively compact nature of the town, and its suitability to support the '10-minute town concept' and active travel is evident. The town has a population of 17,140 (Census 2016) and is a strategic employment and trading location. Clonmel is identified in the Tipperary County Development Plan 2022–2028 as a 'Self-Sustaining Regional Driver'. Figure 6 provides a profile of the town as illustrated in the County Development Plan.

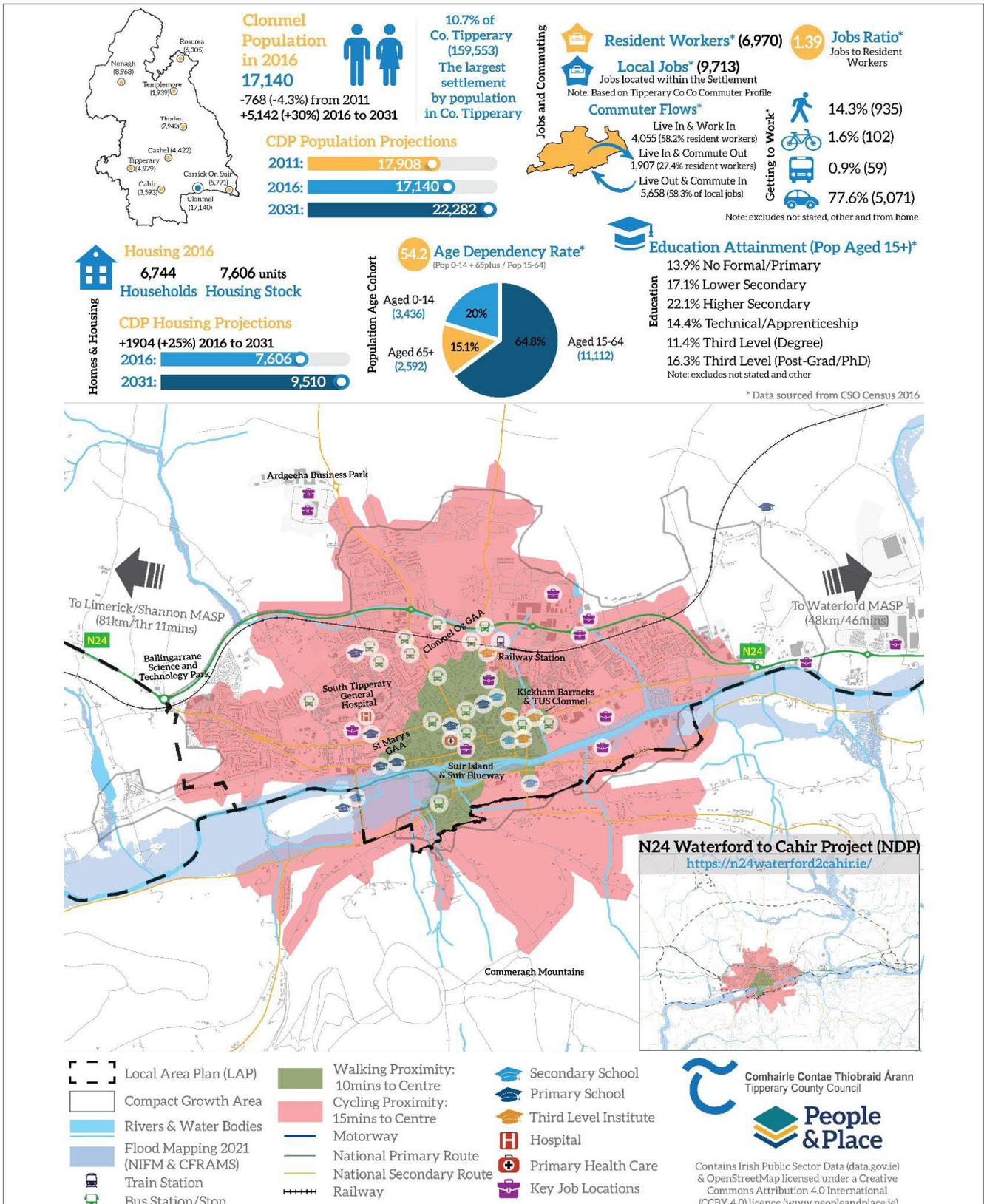


Figure 6: Clonmel Town Profile (Source: Tipperary County Development Plan 2022 – 2028, TCC)

Clonmel is strategically located on the Waterford-Limerick road (N24) and rail corridor with onward linkages to the mid-west and south-west. Clonmel is the main centre in a linear network of towns in South Tipperary (including Carrick On Suir, Cahir, and Tipperary Town) that form part of the strategic inter-regional transport and economic corridor between Waterford and Limerick, with excellent access to Cork, Dublin, Shannon and Waterford airports and connectivity to the ports of Waterford, Rosslare, Limerick-Foynes and Cork. The strategic location of Clonmel opens a number of opportunities to improve linkages both within the region and the county and should be exploited where possible.

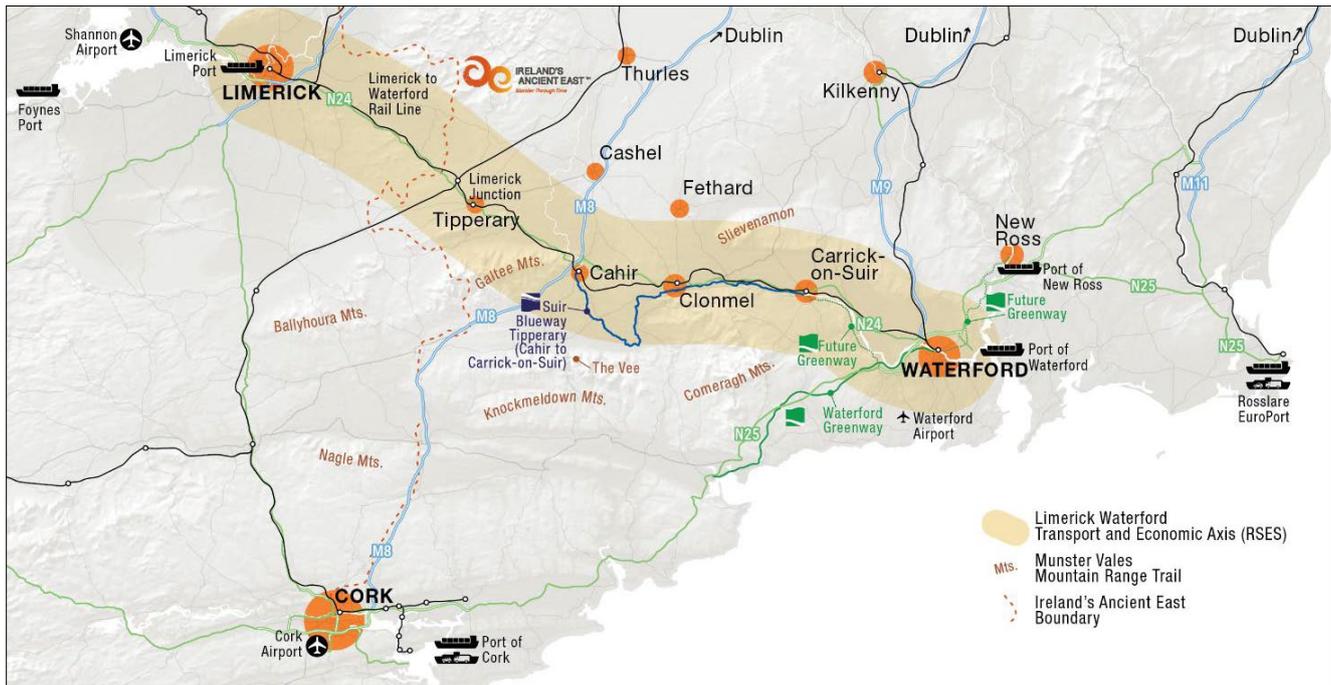


Figure 7: Clonmel on the Limerick – Waterford Transport and Economic Axis (Source: Tipperary County Development Plan 2022 – 2028, TCC)

Although Clonmel plays a key support role to Waterford City, it is nevertheless a major employment centre in itself with a highly-skilled workforce, with 58% of these employed in the town, and in a further illustration of its economic strength, it attracts at least 5,658 workers to the town every day. Clonmel accommodates 22% of all Tipperary jobs, with strengths in pharma, life science and technology, food production and services. Clonmel has a ‘Strategic Employment’ serviced landbank of 121ha at Ballingarrane Strategic Business, Science and Technology Campus available for investment opportunities. The new Technological University of Shannon: Midlands Midwest (TUS) has a significant presence in the town giving Clonmel a prestigious technological university town status.

Clonmel is a vibrant town, a key regional centre for education (in both third level and further education) and has key health services including a secondary university hospital. Social and cultural activities available within the town centre include a county museum, arts centre, theatre, swimming pool, library, cinema and numerous sports clubs. The town also has an international standard athletics track, a national standard slalom course on the River Suir, and it also acts as the hub for a 56km kayak trail and a 26km Blueway trail. In addition, the town accommodates numerous other fine sports facilities. The town plays host to nationally recognised festivals celebrating street theatre, art and music, and is a natural location to support outdoor and adventure sports and activities. The town is situated in the heart of the ‘Munster Vales’ tourism destination and is an important identified access gateway. Fáilte Ireland has identified Clonmel as a Destination Town in their Castles and Conquests Visitor Experience Development Plan within Ireland’s Ancient East tourism proposition.

### 3.2.1 Clonmel Town and the National and Regional Planning Framework

Building on the national vision of the National Planning Framework (NPF), the Regional Spatial and Economic Strategy for the Southern Region (RSES) is based around the development of the three regional cities of Cork, Limerick and Waterford, supported by five Key Towns, one of which is Clonmel.

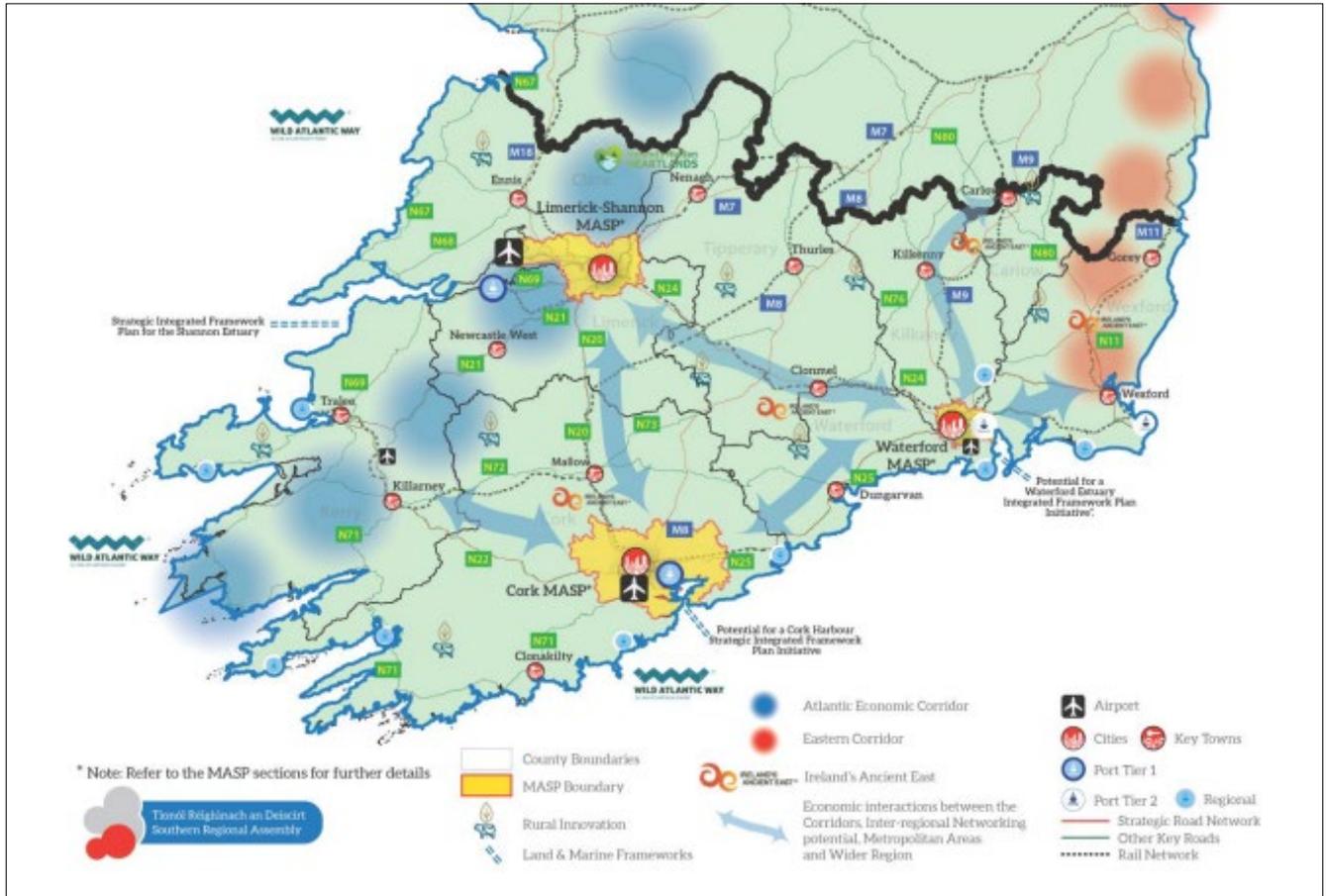


Figure 8: Clonmel Town in the RSES (Source: Regional Spatial and Economic Strategy for the Southern Region, SRA)

Clonmel, along with five other large regional centres, Kilkenny City, Ennis, Carlow, Tralee and Wexford, is identified in the RSES as a self-sustaining regional driver. As a Key Town, Clonmel is targeted for over 30% growth by 2040.



### 3.2.2 Clonmel Town – Strategy for Growth in the County Development Plan

With excellent environmental and infrastructural capacity, the Tipperary County Development Plan 2022–2028 identifies Clonmel's Strategy for Growth (see Figure 9) as a self-sustaining regional economic driver, and a key location for investment and choice, that supports the overall development of the southern region.

#### Clonmel Strategy for Growth

Clonmel is designated as a self-sustaining regional growth centre in the Southern RSES and is a strategic employment location providing regional level services in the county. It acts as a major centre for the delivery of higher order retail provision, transport and public services including education, government functions and health care. In this role, it is targeted to grow by at least 30% in terms of population, and to attract a range of large employers and regional services, amenities and infrastructure. The Council will continue to support the role of Clonmel as a strategic location for large-scale industry, including life-sciences, technology, food production and manufacturing. The Council will continue to actively support the sustainment and expansion of the third-level sector and health services in the town. The Council will support the further development of Clonmel as a strong and attractive residential centre.

The Council will work with the community to support more sustainable transport patterns, active travel and modal shift and will continue to support investment in the Limerick to Waterford rail line and enhanced provision of bus services to improve inter-regional connectivity. In particular, the Council will seek to maximise support under the 'Town Centre First' policy to develop Kickham Barracks and town centre areas, implement the Masterplan for Suir Island and the tourism product plan under 'Flights of Discovery'. The Core Strategy has outlined a population and housing projection, and a projected residential land zoning allocation. The Clonmel Town and Environs Development Plan 2013 will remain applicable to its Plan area, until a detailed assessment and review of land zoning for residential development will be carried out in line with the NPF 'Methodology for a Tiered Approach to Land-zoning' to inform the preparation of a new Clonmel and Environs LAP.

Clonmel's population is projected to increase to 22,282 by 2031 according to the County Development Plan, an increase of 30% on the 2016 Census population. This additional population will have to be catered for in terms of residential provision, with a significant proportion within the town centre area. The County Development Plan's Core Strategy requires at least 30% of all new homes in settlements to be located within the existing built-up footprint of the settlements in an effort to make settlements more compact, and reduce unsustainable urban sprawl and ribbon development. The town centre core area will be strengthened by way of the development of infill sites, brownfield lands, underutilised land/buildings, vacant sites and derelict sites. Detailed residential zoning will be set out in the forthcoming Local Area Plan for Clonmel to be completed by 2024.

#### Takeaway

*Clonmel is the primary urban centre within County Tipperary and is one of five large regional centres of scale acting as drivers within the Southern Region. Measures for the town centre are required in the Action Plan to support, fulfil and maximise the opportunity presented by the town's strategic designation and location.*

Figure 9: Strategy for Growth identified for Clonmel  
(Source: Tipperary County Development Plan 2022 – 2028, TCC)

## 3.3 Challenges & Opportunities

### 3.3.1 Town Centre Experience

Clonmel has an attractive town centre with a clearly defined network of historic streets and spaces, punctuated with unique landmarks such as the Main Guard, Town Hall, Friary and West Gate. While these are of immense value, they are not of themselves sufficient to ensure a vibrant and attractive town. It is vital to objectively consider all aspects of the town centre experience so that issues can be addressed and improvements made accordingly.

#### First Impressions at Entry Points

The routes and areas which act as the first encounter with Clonmel are generally presentable. However, an opportunity does exist to manage their maintenance and development, focus further on biodiversity and introduce signage and artworks that better convey the character and experiences of the town.

Landscaping, trees, maintenance, biodiversity, etc. are a particularly attractive feature throughout Clonmel (having won numerous medals at the annual Tidy Towns awards). The town can further build on this and become a national leader by focusing on the value of planting/landscaping and its contribution to climate change, biodiversity, increasing visual attractiveness, health, education and the overall appreciation of nature at its most natural.

#### Inclusivity

The town centre is currently tired looking with poor quality public spaces providing only one main use (that of transport from one part to another). Whilst it does generally address wheelchair and other disability access issues, it would not be viewed as a welcoming and accommodating urban space for all in society<sup>4</sup>. It needs to be accessible, inclusive and attractive and inviting to all users including parents, young people, the elderly, people with special needs, etc. Linked to this are issues such as healthy community, integration, open accessibility and age friendly.

#### Hidden Gems

Clonmel town has a rich heritage dating back to medieval times and the town centre has two areas designated as an Architectural Conservation Areas and a designated zone of archaeological potential. Special secluded pockets of interest include locations, such as the Old St. Mary's Church and the launch location (now Hearn's Hotel) for Charles Bianconi's pioneering horse-drawn public transportation carriage service of the 19th century. These precious areas require greater visibility and accessibility to maximise their impact on the town centre.

#### Streetscape

Clonmel's central streets owe their character generally to its historic past. However, the streetscape tends in places to be visually 'busy' with unattractive elements such as overhead wires and signage that clutter the view and detract from otherwise characteristic features. A number of properties are in poor condition verging on derelict in places. Footpaths are also of varying quality, with a mix of concrete and other finishes. Clonmel has a wide array of shop and building frontages, with some good and bad examples clearly visible. A number of shop fronts are appropriate in style, character and colour but others are of poor design quality and upkeep. The town centre is also characterised by the lack of external usable public urban meeting spaces of scale with capability to host events of various sizes and purposes such as music, artistic and food festivals, celebratory homecomings, etc. Currently, this contributes to minimising or restricting the town's function as a strategic growth centre for the region.

#### Residential living within Town Centre

Fewer people are living, and choosing to live, within the town centre. There is a need for refocussed attention on town centre living (e.g. over the shop apartments) and the array of benefits this brings from an economic, social and environmental perspective. Encouraging and facilitating people to live in town centre locations presents challenges. It must balance with other commercial and operational needs that the town centre serves. Residential developments should be concentrated at suitable locations within the town centre and be supportive of the 10-minute concept (e.g. on streets adjoining the primary retail streets and within the residentially zoned areas).

<sup>4</sup> This for example is an issue which comes through in recent research with young people which was undertaken by TUS and South Tipperary Arts Centre as part of the Clonmel Healthy Communities initiative.

## Safety

Recent public commentary purports to unacceptable levels of anti-social behaviour and that the sense of feeling safe within Clonmel town centre has been slipping. The factors contributing to this are complex and multi-layered. This significantly influences the quality of experience for people using the town centre. Residents, traders and visitors need to feel safe in their town centre and want spaces to be usable at all times, both day and night. An opportunity exists to re-mobilise all relevant stakeholders in a collaborative, local community-based and sustained approach to address the issues and reduce the risk factors giving rise to such behaviours. A number of the measures in this Action Plan will go towards assisting in this regard and making the town centre a more attractive and safe space to be in.

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## Takeaway

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*The current town centre experience for residents, tourists, workers, etc. is not at the standard required for a modern regional urban centre of scale. But equally, opportunities exist to make much better use of Clonmel's rich urban infrastructure and amenities. Measures for the town centre are required in the Action Plan to meet the expectations that citizens now have for their town centre – not just as a traditional retail destination – but as a visually appealing safe, connective living and social meeting ground that provides interesting and immersive experiences.*

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## Vehicular Dominance

Like many Irish towns, Clonmel carries a lot of traffic through the town centre. Research undertaken towards developing a Local Transport Plan for Clonmel reveals that the car remains the dominant mode of transport, accounting for 84.8% of workplace trips and 67.7% of education trips. Cars are a fact of daily life for many and must be accommodated within the town. However, vehicles (cars and articulated), as well as space devoted to roads and parking, tends to dominate large parts of town centre movement. This greatly affects the quality of experience for people actively using the town and also makes it unattractive and unsafe when seeking to encourage people to visit the town on foot or bicycle. Excess use of cars makes the town centre noisy, unhealthy, unsafe and visually intrusive, which in turn can deter them from dwelling and spending time. In certain locations, the setting of heritage buildings is also compromised.

A car-parking survey conducted in 2019 (see Appendix 3 for further detail) demonstrated that there is sufficient capacity in the off-street car parks surrounding the town centre with some redundancy and this opens up opportunities to explore safer cycling and pedestrian routes. Enhancing the public realm space in the town centre need not compromise overall parking provisions in Clonmel town. There are now opportunities to put space resulting from the loss of on-street parking to better use as urban realm space. An important challenge for Clonmel is to seek to balance the allocation of space within the public realm to try and maximise pedestrian and cycling opportunities and experiences whilst also providing appropriate access to cars and car parking infrastructure that ensures its businesses can remain viable and sustainable.

### 3.3.2 Town Centre Connectivity

The ease with which people and goods can move to, from and around the town centre is a vital consideration for its economy and the quality of life for residents and visitors. This needs to remain a priority in the town centre but there are many options to utilise and Clonmel has overly concentrated on the car option to date.

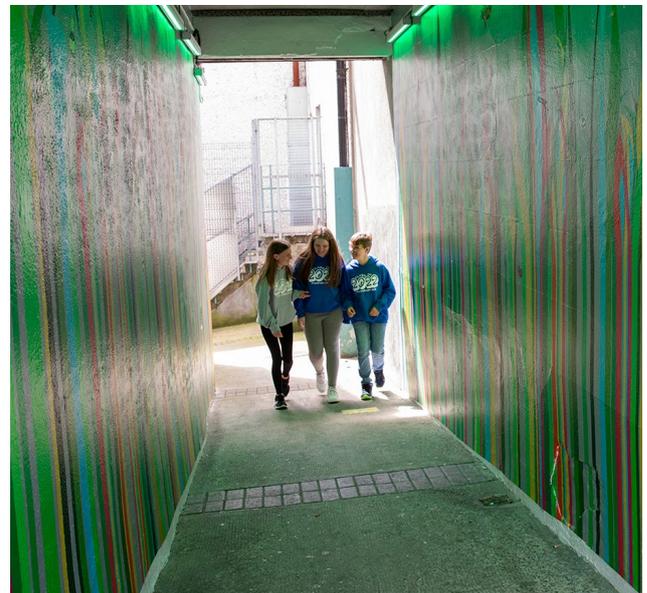
At the regional level the connectivity of Clonmel is very positive, but there are opportunities to further improve the regional connectiveness (N24/railway) which would be of benefit to the town centre. Waterford City is under a 1-hour car journey and the routes west to Limerick and south to Cork are less than 1½ hours journey time. The upgrade of the N24 national primary route will play an important role in the further promotion of Clonmel as a destination for new residents and employers alike. Another aspect of the town's regional connectivity is the under-used railway line. In order for the further economic development of Clonmel and the need for more sustainable transport solutions, it is advocated that every effort is made to ensure a viable railway exists as it would greatly enhance the connectivity of Clonmel and its attractiveness as a destination.

Intra-town level connectivity is a critically important issue for Clonmel. For many people living in the surrounding areas, Clonmel is an important hub for employment, schooling, shopping and leisure. And since the latter parts of the 20th century, the geographic footprint of the town has grown considerably, leading those living on its fringes few alternatives other than to travel by car. To lessen the impact of high car usage, it will be essential to better link the town centre to surrounding neighbourhoods (from all sides but particularly on the southern and northern parts of the town) and surrounding villages through a combination of sustainable transport modes, including public transport, cycling routes and safe walking routes.

Within the centre, Clonmel has a road network comprised of a number of one-way and two-way street streets. While this helps ensure the fluid movement of traffic generally, like many one-way systems, it can be confusing and generate extra trips as vehicles are 'sent' over longer distances that would otherwise not be the case. Moreover, traffic penetrates the very centre of Clonmel in a pervasive manner, so affecting the quality of its streets, spaces and ambience<sup>5</sup>.

### Takeaway

*Connectivity is important to meet the personal, commercial and operational movement needs that the town centre serves. Measures for the town centre are required in the Action Plan to support improvements in its connectivity, both regionally and locally, particularly through sustainable transport modes, including public transport, pedestrian and cycling movements.*



<sup>5</sup> See Appendix 4 for information relating to Clonmel Town Centre Traffic Management Study – 2018 Update.

### 3.3.3 Town Centre Green and Blue Spaces

An ‘Urban Greening’ approach supports compact growth and quality place-making and helps ensure the health and wellbeing of communities by/including building resilience to climate change.

The landscape of Clonmel is a vitally important aspect of its character and identity. A key feature is the River Suir, a vibrant and attractive watercourse that flows through the town. The river is intrinsically linked to the history of Clonmel, while providing habitat for a range of species. It is also a Special Area of Conservation. The Clonmel Flood Relief Scheme has successfully alleviated, in the main, the risk of flooding in Clonmel. This is now allowing opportunities to be explored along the river and Suir Island which can positively impact on the town in terms of creating a sense of place, increasing activity and footfall and as a unique selling point for Clonmel as a destination in itself. There are a variety of green and biodiverse-rich spaces within easy reach of the town centre, including Denis Burke Park, Mulcahy Park, Loreto Park, Toberaheena Well and Wilderness Gorge, as well as a number of sports areas and other small sites associated with housing developments. There also has been a long tradition in Clonmel of planting significant numbers (circa 200) of trees each year. The work undertaken by, amongst others, Clonmel Tidy Towns, Suircan and the Council’s Parks Department, provides a robust platform from which to further build.

However, many of these open spaces are disconnected from one another, reducing their ecological and recreational value. As the importance of nature and our ability to access the outdoors becomes ever more heightened, so too will the role these green and blue spaces play in Clonmel. The opportunity now presents itself to build on, and reinvent further, activities in managing and maintaining our blue and green areas to be more biodiversity based with a clear focus on climate change opportunities.

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#### Takeaway

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*Clonmel is endowed with many fine biodiverse-rich green and blue spaces. This presents a great opportunity for the town centre. Measures for the town centre are required in the Action Plan to support the further development, management and integration of these spaces, in terms of their place-making and climate adaptation capabilities.*

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### 3.3.4 Town Centre Vacancy/Dereliction/Underutilisation

Like many towns around the country, Clonmel currently faces a number of challenges in relation to vacancy, dereliction and the underutilisation of buildings. This is due to a number of competing and complex factors but vacancy, dereliction and poor upkeep not only impact upon specific buildings, but also on surrounding streets and on the general perceptions of the town. It can have a very damaging impact on the vibrancy and vitality of a town centre.

The GeoDirectory Commercial Buildings Report for Q2 2022<sup>6</sup> shows that Clonmel's vacancy rate stood at 18.80%, in comparison to a rate for the County of Tipperary of 14.60% and a national rate of 13.90%.

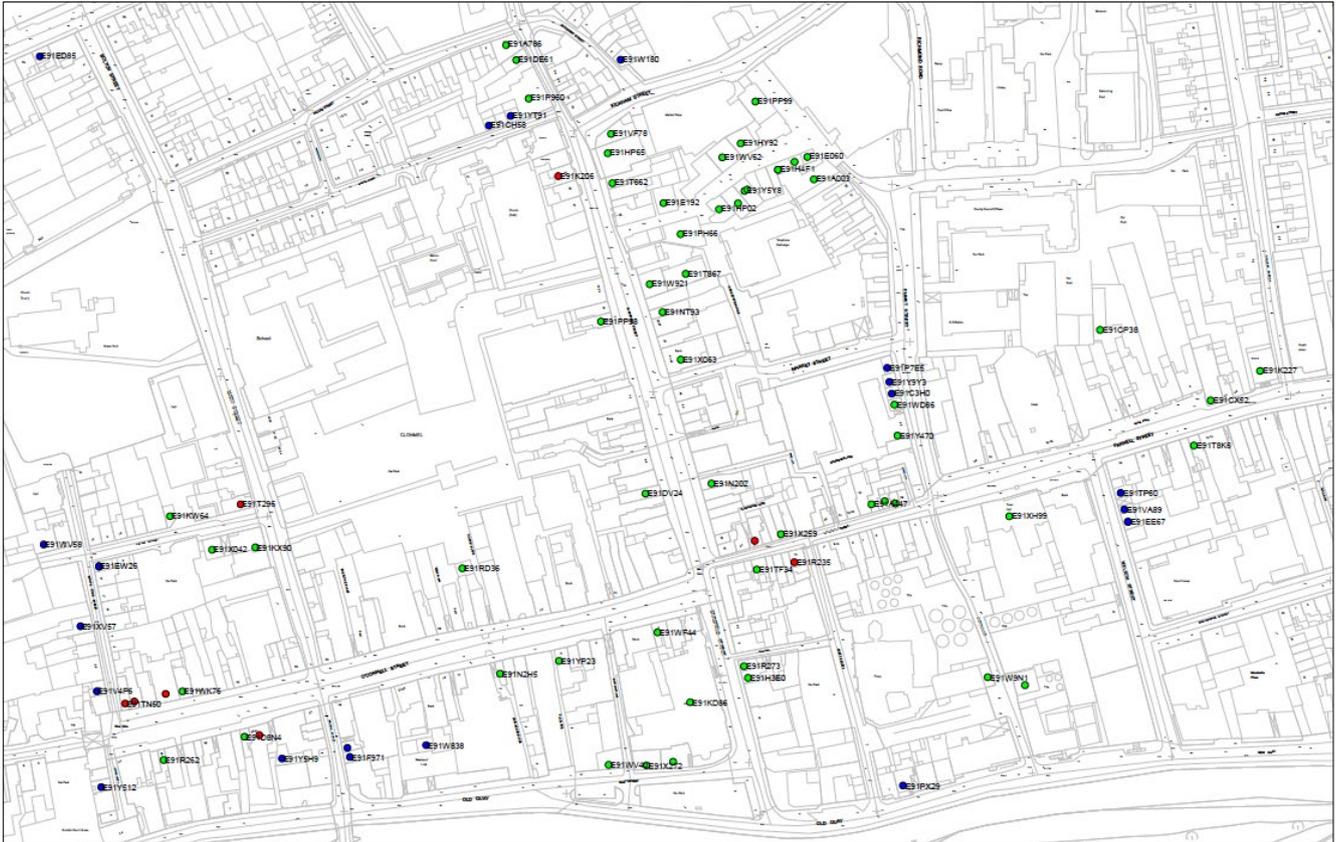


Figure 10: Vacancy in Clonmel Town Centre – Extract from GeoDirectory Directory

A walkaround survey<sup>7</sup> of Clonmel's town centre streets illustrates that vacancy rates on streets within the town centre area range from 6.25% to 43.75%. Some notable vacant sites/buildings within the town centre include the corner of Emmett Street and Market Street; top of Gladstone Street towards Kickham Street; much of sections of both sides of Upper Gladstone Street; part of Bridge Street; large properties on O'Connell Street such as that formerly occupied by Heatons and Dunnes Stores; the former Clonmel Arms Hotel site on Sarsfield Street; and the majority of Market Place.

Derelict properties add to a sense of abandonment and external condition surveys carried out by the Council of those buildings which are in poor condition align with a number of the vacant premises identified under the vacancy survey above.

While this level of vacancy/dereliction negatively impacts the town centre in terms of vitality and vibrancy, permeability and the lack of a sense of a core, it also presents opportunities. Many of these existing underutilised/derelict/vacant buildings and sites are strategically located within the town centre and provide the opportunity to not only deliver new uses (such as employment, community, and innovative forms of residential use), but also to enhance permeability within the town, link uses and space and create a definable town core.

6 Published on a bi-annual basis by EY Economic Advisory Services.

7 Survey conducted between the dates 22nd and 24th August 2022. See Appendix 5 for further detail.

Approaches to reducing vacancy levels, dereliction and underutilisation include the identification of suitable empty or unused space at ground level or above existing ground level shops in the town centre and their conversion into residential, commercial or service accommodation. Funding and grant supports are available to property owners through initiatives/incentives for the refurbishment of buildings (such as Croí Cónaithe (Towns) Fund Scheme, Vacant Homes Scheme, Painting Scheme, etc). The interest in, and take up of, such supports has been accelerating through the work of the Council's Vacant Homes Officer. Opportunities, in appropriate locations, may be created for a mix of social housing, rental tenancy or private ownership that will serve to increase the vibrancy of the town centre. This overall approach can add to the drive towards providing increased levels of housing within the town centre in accordance with national and local Town Plan policy objectives. Vacant and underutilised buildings can also be brought forward for alternative uses such as business start-ups, temporary workspaces or pop-up shops that will draw people back to the town centre in the short-term, while future development proposals for these buildings can then be explored and formulated in the medium to longer terms. Where there is non-engagement by property owners, there are tools available which can be utilised to address the issue as part of this Action Plan.

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### Takeaway

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*Clonmel town centre's building vacancy rate is challenging as it is above the national rate and is impacting negatively in terms of appearance, vitality and vibrancy. Measures are required in the Action Plan to counteract this and to take advantage of the opportunities of the various funding initiatives now available to deliver new uses (such as employment, community, and innovative forms of residential use) for these buildings and sites.*

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### 3.4 Governance and Collaboration in town centre regeneration

The Clonmel Town Centre Forum has existed for a number of years and is in an ideal position to be the fulcrum for future business, community and other stakeholder involvement and collaboration in town centre regeneration. Whilst much progress has been made by the Forum, and positive contributions given across a number of fronts, the Forum does now need to be strengthened and deepened, in line with the Government's "Town Centre First" policy, to continue coming together and operating effectively for the overall betterment of the town centre.

The "Town Centre First" policy outlines that a ***"TCF Town Team is a group of local residents, business people, community representatives and other stakeholders who come together to make their area a better place to live, work, visit and invest. They represent diverse sectors and backgrounds and have a unique position in the community to take a lead on the development of interventions that can make positive long-term changes for a town"***.

That policy sees that development of a Town Team, supported by the Local Authority on a technical multi-disciplinary basis, will ensure that local level knowledge is combined with the correct level of technical support and assistance to successfully drive the implementation of the Town Centre First agenda.

#### Takeaway

*A collaborative approach between public, private, community and other interests will support the future regeneration of Clonmel town centre. Measures are required in the Action Plan to re-strengthen Clonmel Town Centre Forum in line with the Government's "Town Centre First" policy for Town Teams.*

#### Some key aspects that will require addressing in a Clonmel context in this regard include:

- The Forum must be representative of all relevant stakeholders. The "Town Centre First" policy outlines that in addition to the Local Authority, stakeholders for consideration to be included on the Team include Chambers of Commerce, Public Participation Networks, business associations, public representatives, local development sector, community groups, business owners, developers, retailers, landlords, residents, tourism groups, An Garda Síochána, charities, social enterprises, cultural groups, sports organisations, voluntary groups and educational facilities.
- Identification and selection by the Town Team/Forum, from amongst its membership, of a Chairperson and Secretary. The Town Team, while supported by TCC, should be chaired by a non-Local Authority person who can champion and lead the work of the Town Team, represent the considered views of the Town Team and ensure appropriate communication and engagement between TCC and all stakeholders.
- Develop governance mechanisms and re-examine the existing written terms of reference to ensure that it remains valid and can become the Forum/Team's constitution. The constitution should set out what the Forum is going to do and how it is going to do it. It is a valuable document for a number of reasons: it is the fundamental communication tool that allows people to understand what the Forum is about; it sets out the basic rules of the Forum; it allows those outside the Forum (e.g. funders) to see that the Forum has sound fundamental procedures, is democratic and is accountable; and it also serves as a reference point and allows for clarity when decisions are proving difficult or when boundaries are blurred.

### 3.5 Assessment of Clonmel against “Town Centre First” parameters/attributes of a successful place

Arising from the needs, challenges and opportunities facing Clonmel Town Centre as outlined in the preceding sub-sections 3.2 to 3.4, the following table sets out a current ratings assessment of the Town Centre against the parameters/attributes of a successful place as set out in Government’s Town Centre First policy.

#### Rating Definitions



The Government’s Town Centre First policy recognises that successful places:	Assessment of Clonmel Town Centre currently
Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell	Poor
Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community	Moderate
Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists	Moderate
Contain a well-maintained building stock that creates visual interest and animates streets and spaces	Poor
Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity	Moderate
Are attractive vibrant places for enterprises to grow and develop	Moderate
Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the ‘10-minute town’ concept)	Poor
Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort	Poor
Provide a mix of housing typologies and tenures to cater for diverse communities in terms of age, income and mobility	Moderate
Utilise digital technology to enhance the experience of living and working in towns, enabling greater choices in terms of location and lifestyle	Moderate
Provide opportunities for the amenity, health and well-being of residents, workers and visitors	Good

Table 1: Assessment of Clonmel against parameters/attributes of a successful place in Government’s “Town Centre First” policy

## 04. The Response

Arising from the critical review undertaken of data and information available from projects/plans/policies, the challenges presented and the assessment of Clonmel Town Centre in relation to the parameters/attributes of “successful places” as laid out in the Government’s Town Centre First policy, this Section now puts forward the response to address the issues identified.

### 4.1 High-Level Overall Objective of the Action Plan

The key objective of this Plan is that:

People need to be encouraged to make positive choices to use Clonmel Town Centre. To attract people, spending and investment, and to keep pace with changing habits and lifestyles, Clonmel Town Centre needs to reinvent itself and develop a flexible resilience to keep abreast of change and to put the appropriate infrastructure and supports in place to assist in achieving this. This objective will only be fulfilled where there is a genuine collaborative supportive partnership between the local authority and key representative citizen groups, working coherently together to an agreed purpose and vision. This Action Plan will form the basis for this working partnership.



This Plan is centred on the need to improve the offerings, the image and the attractiveness of Clonmel Town Centre as a place where people want to live, work, invest and visit. It will focus on the strategic regeneration and compact development of the town centre, creating more diverse opportunities for the local economy, providing an enhanced, accessible, inclusive, age-friendly and healthy urban environment, and making the town a “go-to” destination for residents, neighbouring communities and visitors.

In order to address this over-arching objective and to address the challenges and opportunities referenced in section 3, three themes have emerged which form the key pillars of this Action Plan. These three themes, as outlined in section 4.2 are each underpinned by a number of key principles

## 4.2 The Themes of the Action Plan & their Key Principles

THEME	KEY PRINCIPLE	THIS MEANS
<b>Attractive</b>	KP1.1 – Putting people first	<ul style="list-style-type: none"> <li>• Design spaces around people rather than vehicles.</li> <li>• Focus on quality and amenity of public space.</li> <li>• Designing around how people can flexibly use spaces.</li> <li>• Focus active uses where people are and want to be.</li> </ul>
	KP1.2 – Making the most of existing assets	<ul style="list-style-type: none"> <li>• Build upon the existing unique urban signature, physical strengths and assets of the town centre.</li> <li>• Have streets and spaces useable by people of all ages and abilities.</li> <li>• Stimulate building frontages to be active in order to benefit the streets and spaces.</li> <li>• Work with private and public stakeholders to preserve and make use of buildings of heritage.</li> </ul>
	KP1.3 – Embracing biodiversity and climate adaptation	<ul style="list-style-type: none"> <li>• Enhance and further connect the greenspace and green and blue elements around the town centre, either on a temporary and/or permanent basis.</li> </ul>
	KP1.4 – Having public spaces which are capable of multiple uses and become destinations in themselves	<ul style="list-style-type: none"> <li>• Safe and usable at all times, both day and night.</li> <li>• Provide shelter and respond to climate conditions.</li> <li>• Encourage social interaction on a formal and informal basis.</li> <li>• Seek to have locations where particular cohorts (e.g. elderly, teenagers) can socially connect and meet in a safe manner.</li> <li>• Enrich and improve open spaces (green, grey and blue) to provide amenity, interest and vitality and opportunity to attract additional footfall.</li> </ul>
THEME	KEY PRINCIPLE	THIS MEANS
<b>Active</b>	KP2.1 – Town centre being first	<ul style="list-style-type: none"> <li>• Encourage and facilitate the location of buildings, amenities and services (where possible and appropriate) in the town centre to generate footfall and support other activities.</li> <li>• Encourage more housing, incl. apartments, at sustainable densities within appropriate locations in the town centre to support inclusive communities and local businesses and make the town centre more vibrant.</li> </ul>
	KP2.2 – Businesses and enterprises being key	<ul style="list-style-type: none"> <li>• Shops/retailers, supermarkets, offices and businesses act as attractors of people during the daytime and at night. Support the town centre as a location for entrepreneurs, social enterprises and small businesses.</li> <li>• Introduce new uses and activities on the streets/public spaces that attract footfall and spend to the town centre.</li> </ul>
	KP2.3 – Building on tourism potential and assets	<ul style="list-style-type: none"> <li>• Continue to promote a collaborative, partnership approach to develop, enhance and deepen tourism experiences.</li> </ul>
	KP2.4 – Re-using vacant/derelict buildings and sites	<ul style="list-style-type: none"> <li>• Implement and support solutions (both short and long-term) for vacant/derelict properties. Encourage and work with property owners to bring empty buildings back into use (commercial and residential), in terms of both their individual potential use and the wider town centre impact that will stimulate.</li> </ul>
	KP2.5 – Supporting music, arts, sport and culture	<ul style="list-style-type: none"> <li>• Develop and invest in sporting and arts/cultural/music events throughout the year to attract footfall, increase spend, boost local pride and bring communities together.</li> <li>• Encourage and support new and emerging uses to meet the growing opportunities provided by events.</li> </ul>
THEME	KEY PRINCIPLE	THIS MEANS
<b>Accessible</b>	KP3.1 – Considering all users and balancing different needs	<ul style="list-style-type: none"> <li>• Ensure the town centre is accessible for all.</li> <li>• Balance the personal, commercial and operational movement needs that the town centre serves.</li> </ul>
	KP3.2 – Encompassing all movement modes, yet refocusing towards pedestrians and cyclists	<ul style="list-style-type: none"> <li>• Take an integrated approach to the movement network to reinforce permeability, including all modes and interchanges.</li> <li>• Evolve to a position where the movement of people on foot or bike becomes the priority and make appropriate provision for same.</li> </ul>
	KP3.3 – A tailored car-parking model supporting the town centre	<ul style="list-style-type: none"> <li>• Provide a car-parking offer which has sufficient quantum of spaces at appropriate locations, aligned with a range of users and uses to encourage and support flexible economic activity and maximum utilisation.</li> </ul>

Table 2: Town Centre First Clonmel: Action Plan – Themes and Key Principles

### 4.3 The Themes and their support of Sustainable Development Goals

Sustainable development means meeting the needs of the present without compromising the ability of future generations to meet their own needs. Ireland has published a Sustainable Development Goals National Implementation Plan 2018-2020 to provide a whole-of-government approach to implementation of the Goals approach (Figure 11) published by the United Nations in 2015.



Figure 11: United Nations SDGs

THEME	SDGS SUPPORTED			
<b>Attractive</b>	3	5	6	7
	8	9	11	12
	13	14	15	17
<b>Active</b>	1	2	3	4
	5	8	9	10
	11	12	16	17
<b>Accessible</b>	3	8	9	10
	11	12	17	

Figure 12: Themes of Action Plan and SDGs Supported

This Action Plan and the key themes outlined above seek to deliver a lasting outcome that aligns with and supports the Sustainable Development Goals (SDGs) that are published in Ireland’s “Sustainable Development Goals National Implementation Plan 2018 – 2020”. Figure 12 below demonstrates how the three key themes align with the SDGs and in particular SDG 11: Sustainable Cities & Communities and SDG 17: Partnership for Goals

It is considered that the three themes identified in this report are an appropriate approach to take towards setting out in a coherent format the relevant actions that need to be taken in Clonmel to make for an enhanced, accessible, inclusive and healthy urban environment. Section 4.4 sets out the proposed actions to deliver on these themes.



## 4.4 The Action Plan

THEME 1 - ATTRACTIVE TOWN CENTRE								
No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source(s)
A1.1	Significantly improve and upgrade the public realm fabric of the town by delivering on Town Centre Urban Design Project which focusses on greater levels of pedestrianisation and more open accessible public spaces for all age groups.	KP1.1 KP1.2	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Town Centre Forum	Very High	Medium	€€€	URDF
A1.2	Continue to work collaboratively with Clonmel Tidy Towns Committee to implement their Action Plan.	KP1.2 KP1.3	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Tidy Towns Committee	Very High	Medium	€€	TCC
A1.3	Improve the carbon footprint and biodiversity profile of the town by developing and implementing a 5-year Landscape Plan mindful of the National Pollinator Plan, National Biodiversity Action Plan and climate change/adaptation requirements so that Clonmel becomes an exemplar in this area.	KP1.1 KP1.3	Provide opportunities for the amenity, health and well-being of residents, workers and visitors.	TCC, Tidy Towns Committee, Town Centre Forum, Environmental Groups, Residents Associations	Very High	Short	€€	TCC / DoHLGH Local Biodiversity Action Fund
A1.4	Reduce the carbon footprint, support greater bio diversity and improve the entrances to the town by developing a Tree Strategy that will enhance the existing urban tree network. Identify opportunities to plant trees along the perimeters of the existing green spaces within the town centre and on entrances to the town. This includes school grounds, sports fields, grass verges, residential green spaces, the River Suir and the parks.	KP1.3	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Town Centre Forum, Tidy Towns Committee, Environmental Groups	High	Long	€	TCC
A1.5	Soften hard paving areas around street corners and other hard landscaped areas by creating green parklets (both temporary or more permanent) where appropriate.	KP1.1 KP1.3	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Town Centre Forum, Businesses/ Retailers/ Commercial Property Owners	High	Medium	€	TCC / Individual Businesses
A1.6	Continue the existing street cleaning programme and refocus it, where required, to areas of concern. Facilitate input by the Town Centre Forum to highlight areas of concern & work with key partners to undertake litter prevention initiatives and education/ awareness programmes. Undertake enforcement action around littering, where necessary	KP1.1 KP1.2	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Tidy Towns Committee, Town Centre Forum	High	All	€€	TCC

## THEME 1 - ATTRACTIVE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source(s)
A1.7	Based on the survey work of vacant and derelict properties, proactively engage with property owners to identify and remove dereliction of buildings/sites, particularly those with heritage value. Utilise the full legislative provisions available under the terms of Derelict Sites legislation if progress is curtailed.	KP1.2	Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity.	TCC, Property Owners	Very High	Medium	€€	Housing for All / Heritage Council / TCC / Private Sector
A1.8	Transform and broaden the parameters of the existing Painting & Enhancement Scheme into a Streetscape Enhancement Scheme in a targeted, time-lined and phased basis, throughout the town centre.	KP1.2	Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity.	TCC, Town Centre Forum, Property Owners	Very High	Medium	€€	URDF / TCC /
A1.9	Build on the enhancement work already undertaken at Shelmaden's Lane, Cahill's and Elbow Lane and East Lane to reimagine other laneways and small pockets of underused urban spaces in the town centre and to bring them back to life/ use through the medium of public realm and/or art enhancements.	KP1.1 KP1.2	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Tidy Towns Committee, Town Centre Forum	Very High	Long	€€	TCC / URDF
A1.10	Facilitate the use of appropriate nature-based water management solutions, urban greening and Sustainable Urban Drainage Systems (SUDS) as part of all new developments and public realm and town centre enhancements.	KP1.3	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Private Developers	High	All	€€	Various
A1.11	The town centre to become an informal welcoming and attractive destination for all age groups by reinvesting in creating places (green and grey) to sit, connect meet and reflect throughout the Town Centre. In particular, consider the needs of the elderly and young people and provide appropriate locations for these cohorts.	KP1.1	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Town Centre Forum, Businesses/ Retailers/ Commercial Property Owners	High	Medium	€	TCC / Various
A1.12	Improve the visual appearance of Clonmel by continuing to support a Painting & Enhancement Scheme leading to a more visually attractive town centre. Deliver the Scheme in a targeted, time-lined and phased basis, throughout the town centre.	KP1.2	Contain a well-maintained building stock that creates visual interest and animates streets and spaces.	TCC, Businesses/ Retailers/ Commercial Property Owners	High	Short	€€	TCC
A1.13	In partnership with community and art groups identify further opportunities for public art and art experiences throughout the town centre and provide support to street art projects.	KP1.1 KP1.2	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, Arts Groups, Community Groups	High	Medium	€	TCC / Arts Council

## THEME 1 - ATTRACTIVE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source(s)
A1.14	Enhance the unique selling point of Clonmel by expanding, improving and updating the existing Butler Heritage Trail.	KP1.2	Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity.	TCC, Tipperary Tourism, Fáilte Ireland, Town Centre Forum	High	Medium	€	TCC / Heritage Council
A1.15	Building on the promotion of attractive public spaces which can become a destination in itself, deliver the recreational, garden and amenity elements of the Suir Island Amenity Park project as outlined in the Suir Island Masterplan.	KP1.4	Provide opportunities for the amenity, health and well-being of residents, workers and visitors.	TCC, Town Centre Forum, Tipperary Sports Partnership	Very High	Medium	€€€	URDF/ Outdoor Recreation Scheme / Healthy Ireland / TCC
A1.16	Provide safe and usable public spaces at all times both day and night by collaborating with An Garda Síochána, in delivering an expanded and upgraded town centre CCTV system.	KP1.4	Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell.	TCC, An Garda Síochána	Very High	Short / Medium	€€	Department of Justice / TCC
A1.17	Create multi-functional spaces that can accommodate multiple uses including the development of the Outdoor Performance Space at Abbey Street Car Park.	KP1.4	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Town Centre Forum, Arts & Culture Groups/ individuals	Very High	Short	€€	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media / TCC
A1.18	Develop a digital smart town centre by working with technology infrastructure providers to deliver high-speed broadband connectivity and facilities throughout the town centre.	KP1.4	Utilise digital technology to enhance the experience of living and working in towns, enabling greater choices in terms of location and lifestyle.	TCC, Technology/ Digital infrastructure providers, Town Centre Forum	Very High	Short / Medium	€€	Private Sector

## THEME 2 - ACTIVE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A2.1	Deliver, with our partners, on the planned tourism projects for the town centre under the "Flights of Discovery" banner, including the development of the Dowd's Lane Bulmers Visitor Experience Centre on the former production site for Bulmers cider.	KP2.3	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	C&C Group plc, TCC, Fáilte Ireland	Very High	Medium	€€€	URDF / C&C Group plc / Fáilte Ireland
A2.2	Under the auspices of the "Flights of Discovery" tourism proposition, and to increase footfall and experiences in the town centre, redevelop the historic West Gate as part of the immersive Interpretative Experience linked in with the Museum of Hidden Histories, Dowd's Lane Visitor Experience and Suir Island activity elements.	KP2.3	Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity.	TCC, Fáilte Ireland	Very High	Medium	€€€	URDF / Fáilte Ireland
A2.3	Under the auspices of the "Flights of Discovery" tourism proposition, and to increase the range of experiences within the town centre, extend the Suir Blueway walking/cycling route from Clonmel Town Centre to Marlfield and onwards to Cahir <sup>8</sup> .	KP2.3	Provide opportunities for the amenity, health and well-being of residents, workers and visitors.	TCC	Very High	Medium	€€€	Transport Infrastructure Ireland
A2.4	Introduce new dynamic uses to the Town Centre on existing vacant brownfield sites through the delivery of the various elements of the Kickham Barracks Masterplan, including the connected 3rd level & Further Education level campus facility.	KP2.1	Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity.	TETB, TUS, TCC	Very High	Medium	€€€	Department of Further and Higher Education, Research, Innovation and Science
A2.5	Create new indoor space to attract and host performances by refurbishing the former Military Chapel in Kickham Barracks into a Performance & Arts Venue.	KP2.5	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Tipperary Arts Office, South Tipp Arts Centre, Arts & Culture Groups/ individuals	Very High	Medium	€€€	URDF
A2.6	Continue to proactively support the OPW on the development of a new Garda Station in Kickham Barracks and thereafter, to achieve an appropriate redevelopment of the existing garda station site.	KP2.1	Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity.	OPW, Department of Justice, TCC	Very High	Medium / Long	€€€	Department of Justice
A2.7	Utilising the Local Area Plan <sup>9</sup> process, designate key streets in the town centre for over-the-shop/back-to-town-centre living and implement appropriate strategies to incentivise take up of same.	KP2.1	Provide a mix of housing typologies and tenures to cater for diverse communities in terms of age, income and mobility.	TCC, Property Owners	Very High	Medium / Long	€€	Housing for All

<sup>8</sup> This will directly complement the proposed linking of the Suir Blueway and the Waterford Greenway.

<sup>9</sup> The statutory process for development of the Clonmel Local Area Plan has commenced – see <https://consultations.tipperarycoco.ie/consultations/clonmel-local-area-plan-2024-2030> for further information in this regard.

## THEME 2 - ACTIVE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A2.8	Reinforce the town centre as the primary location for public service & cultural activity, e.g. progress the redevelopment of a New Library; expanding & promoting exhibitions at the redeveloped Tipperary Museum of Hidden Histories; continuing a full programme of activities at Clonmel Swimming Pool; hosting festivals & events throughout the year with a particular focus on the newly created public plazas and continuing to provide publicly accessible local authority services at Civic Offices.	KP2.1	Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community.	TCC	Very High	Long	€€€	TCC / URDF / Libraries Capital Programme / Arts Council / Regional Museum Exhibitions Scheme
A2.9	Explore with key partners the opportunities to provide a vibrant and safe night-time experience for residents and visitors by reviewing the towns resources through the Purple Flag framework (an international accreditation schemes which seeks to attract greater level of night-time uses to a town) and balance against the desire for living streets.	KP2.2 KP2.3	Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community.	TCC, Town Centre Forum, Hospitality Sector Businesses	Very High	Short	€	TCC / Individual Businesses
A2.10	Provide targeted retail, hospitality and business improvement training for town centre businesses around embracing "experience-led" retailing.	KP2.2	Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community.	Tipperary LEO, TCC, Fáilte Ireland, Town Centre Forum, Business Community	Very High	Short	€	Tipperary LEO / Fáilte Ireland
A2.11	Re-ignite the proposal for a Business Improvement District (BID): stakeholders to re-examine collectively, the business interest, leadership and resources to establish a formal public-private structure for a Clonmel BID that works for all sectors and groups in the town in the interest of economic development towards positive and progressive change and improvement of Clonmel.	KP2.1 KP2.2	Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community.	TCC, Town Centre Forum, Tipperary Chamber of Commerce	High	Medium	€	TCC / Business Community
A2.12	Explore the feasibility of developing a further Digital Hub in the town centre (possibly through refurbishment of a disused vacant building). The hub could be developed via the public or private sector.	KP2.1 KP2.2	Utilise digital technology to enhance the experience of living and working in towns, enabling greater choices in terms of location and lifestyle.	TCC, Clonmel Business Development Park Ltd., Town Centre Forum	High	Medium	€€	Enterprise Ireland / Private Sector
A2.13	Develop the feasibility of developing an enterprise start-up Incubation Hub in the town centre for new business ventures.	KP2.2	Are attractive vibrant places for enterprises to grow and develop.	TCC, Clonmel Business Development Park Ltd., TUS, Town Centre Forum	High	Medium	€€	Enterprise Ireland / Private Sector

## THEME 2 - ACTIVE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A2.14	Develop an investment prospectus for the town centre to promote the town to investors and entrepreneurs.	KP2.1 KP2.2	Are attractive vibrant places for enterprises to grow and develop.	TCC, Town Centre Forum, Tipperary Local Enterprise Office (LEO)	High	Short	€	TCC, Tipperary LEO
A2.15	Develop, with tourism stakeholders, tourism packages that continue to promote Clonmel as the base from which to explore Tipperary and surrounding areas (e.g. Butler Trail, Ireland's Ancient East, Munster Vales, Thoroughbred Country Initiative). In addition, and as a key gateway location within the "Munster Vales" destination region, market <sup>10</sup> Clonmel as a Munster Vales Hub from which to explore the tourism offerings and experiences in the region.	KP2.3	Are attractive vibrant places for enterprises to grow and develop.	TCC, Tipperary Tourism, Munster Vales, Tourism Businesses, South Tipperary Development Company	High	Medium	€€	LEADER
A2.16	In collaboration with strategic statutory and local stakeholders, explore approaches to realise the full potential of Clonmel's designation as a Destination Town that will increase footfall and dwell time in the town centre.	KP2.3	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Fáilte Ireland, Tipperary Tourism, Munster Vales, South Tipperary Development Company, Tourism Businesses	High	Medium	€€	TCC / Fáilte Ireland / LEADER
A2.17	Develop ways to increase the use of smaller open/heritage spaces through the spectrum of arts and cultural activities.	KP2.5	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Town Centre Forum, Arts & Culture Groups/ individuals	High	Medium	€	TCC / Arts Council
A2.18	In order to encourage the use of vacant or derelict sites for residential or other uses, utilise fully the legislative provisions available in relation to the Vacant Site Levy and the Residential Zoned Land Tax <sup>11</sup> and other support measures (financial and otherwise) which exist.	KP2.4	Provide a mix of housing typologies and tenures to cater for diverse communities in terms of age, income and mobility.	TCC, Property Owners	Very High	Long	€	TCC
A2.19	In order to remove dereliction and to promote underused vacant sites, collaboratively work and engage with property owners to take up financial support measures and initiatives aimed at bringing vacant properties back into housing and other uses.	KP2.4	Contain a well-maintained building stock that creates visual interest and animates streets and spaces.	TCC, Property Owners	Very High	Medium	€€	Housing for All / TCC / Private Sector

<sup>10</sup> With linkages to the Munster Vales brand refresh and ensuring the brand is used across tourism, business and community actions.

<sup>11</sup> See <https://www.tipperarycoco.ie/rzlt> for detailed information regarding the Residential Zoned Land Tax.

## THEME 2 - ACTIVE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A2.20	Explore ways, in conjunction with Tipperary Sports Partnership, to further support and leverage added value to the hospitality sector from outdoor adventure activities/sports through the River Suir Community Sports Hub and Regional Sports Hub.	KP2.5	Provide opportunities for the amenity, health and well-being of residents, workers and visitors.	TCC, Tipperary Sports Partnership, TUS, Town Centre Forum, Tipperary Chamber of Commerce, Hospitality Sector Businesses	High	Medium	€	TCC / Tipperary LEO / Private Sector
A2.21	Develop a collaborative cultural partnership model for Clonmel that promotes cohesive and collaborative activities focusing on the arts, creative industries and cultural tourism ("creative placemaking").	KP2.5	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Tipperary Arts Office, Arts & Culture Groups/ individuals	High	Medium	€	TCC / Arts Council
A2.22	Develop/deepen further the calendar of town centre festival and events throughout the year <sup>12</sup> . This is to include developing a year-round Animation & Activities Programme for the new Kickham Barracks Plaza & other appropriate public realm spaces.	KP2.5	Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists.	TCC, Town Centre Forum, Arts & Culture Groups/ individuals, Festival/Event Organisers	High	Medium	€€	TCC / Arts Council / Fáilte Ireland / Private Sector
A2.23	Establish an initiative encouraging local landlords to make their vacant ground floor buildings available for rent as pop-up shops ("Meanwhile Use").	KP2.4	Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community.	TCC, Property Owners	High	Medium	€	TCC / Private Sector
A2.24	Continue to collaborate with the Clonmel Arts Studio Group to transform underutilised town centre property into viable studio space for the creative community and artist sectors.	KP2.5	Contain a well-maintained building stock that creates visual interest and animates streets and spaces.	TCC, Clonmel Arts Studio Group, Property Owners	High	Medium	€	TCC / Clonmel Arts Studio Group

<sup>12</sup> Appendix 8 outlines some of the main festivals and events during 2022 in and around Clonmel.

### THEME 3 - ACCESSIBLE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Key Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A3.1	Enable ease of movement and connectivity around the town centre and improve pedestrian experience by implementing the traffic flow movement enhancements that form part of the Town Centre Urban Design Project (in tandem with A1.1)	KP3.1 KP3.2 KP3.3	Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort.	TCC, Town Centre Forum	Very High	Medium	€€€	URDF
A3.2	Develop the Suir Island Pedestrian & Cycling Bridge, connecting the southern part of Clonmel to the Northern part of Clonmel thereby providing opportunities for the schools, hotels and residents to access the town centre by foot/bicycle in a safe and accessible manner and reducing need for car journeys	KP3.2	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, Town Centre Forum	Very High	Medium	€€€	Transport Infrastructure Ireland / URDF
A3.3	Enable ease of movement/ connectivity and reduce private car use in and around the town centre by delivering on the Active Travel projects and initiatives <sup>13</sup> in the town centre (such as Safe Routes to School and Cycleways), and in signage and way-finding systems, with particular concentration on achieving the "10-minute" town concept via a connected network of walking/cycling routes.	KP3.1 KP3.2	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, Schools, Town Centre Forum	Very High	Medium	€€€	Transport Infrastructure Ireland / National Transport Authority / TCC
A3.4	Critically support, with relevant stakeholders, the continued development of Waterford-Clonmel-Limerick Junction rail line. Promote as a scenic rail journey in the Munster Vales tourism region.	KP3.2	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, Town Centre Forum, Irish Rail	Very High	Medium	€€€	National Transport Authority / Transport Infrastructure Ireland
A3.5	In order to increase footfall to the town centre, improve local transport linkages and connectivity to the town centre from surrounding rural areas by engaging with Tipperary Local Link to identify current gaps and deficiencies in local public provision to Clonmel Town Centre.	KP3.1	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, Tipperary Local Link, Town Centre Forum	Very High	Short / Medium	€€	National Transport Authority
A3.6	All connectivity projects to address the needs of persons with impaired mobility so as to increase their accessibility into and around the town.	KP3.1	Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort.	TCC, Town Centre Forum	Very High	Medium	€	National Transport Authority / Transport Infrastructure Ireland / TCC

<sup>13</sup> See Appendix 6 for current suite of TCC Active Travel projects and Appendix 7 for map of National Transport Authority's proposed Clonmel Urban Cycle Network as part of "Cycle Connects", which is intended to form a comprehensive cycle network for all cycle user types across each county in Ireland.

### THEME 3 - ACCESSIBLE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Key Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A3.7	To meet future climate change demands in the transport area, further develop the electric charging capacity within the town centre at appropriate off-street locations.	KP3.1	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, Electricity Providers, EV Charging Point Operators	Very High	Medium	€€	National Transport Authority / Climate Change funding sources
A3.8	Ensure that the car parking model remains "fit for purpose" and apposite contributor to the town centre by undertaking periodic evaluations of the Clonmel Town Parking Strategy.	KP3.3	Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort.	TCC, Town Centre Forum	High	Medium	€	TCC
A3.9	In order to ensure that movement and accessibility of all forms, across all modes of transport, is considered as a key component in the development of areas at a local level to the town centre, prepare a Local Transport Plan (LTP) for Clonmel in line with the requirements of the RSES.	KP3.1	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, National Transport Authority	High	Short	€	National Transport Authority
A3.10	In order to make the town centre more accessible and amenable to coach/bus transport, identify and develop an appropriate town centre site to locate coach parking facilities and transit bus stops.	KP3.1	Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort.	TCC, Town Centre Forum, Tipperary Local Link, Bus Operators	High	Medium	€€	National Transport Authority
A3.11	Provide further and enhanced connectivity from the redeveloped Kickham Barracks through to the town centre by progressing, initially to design stage, the Delahunty Square Public Realm project.	KP3.2	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC, Town Centre Forum	High	Long	€€€	URDF
A3.12	Provide a secure covered bicycle storage/parking space in appropriate areas throughout the town to encourage cycling and identify and deliver connective cycling routes throughout the town.	KP3.2	Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10-minute town' concept).	TCC	High	Medium	€€	National Transport Authority / TCC

### THEME 3 - ACCESSIBLE TOWN CENTRE

No.	Action	Key Theme Principles Addressed	Key Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Time-frame*	Cost Profile**	Indicative Funding Source
A3.13	Continue to examine and promote the possibilities for full and/or partial pedestrianisation of town centre streets, whilst always seeking to balance the personal, commercial and operational movement needs that the town serves.	KP3.1 KP3.2	Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort.	TCC, Town Centre Forum	High	Long	€€€	National Transport Authority / TCC

### SUPPORTING THEME

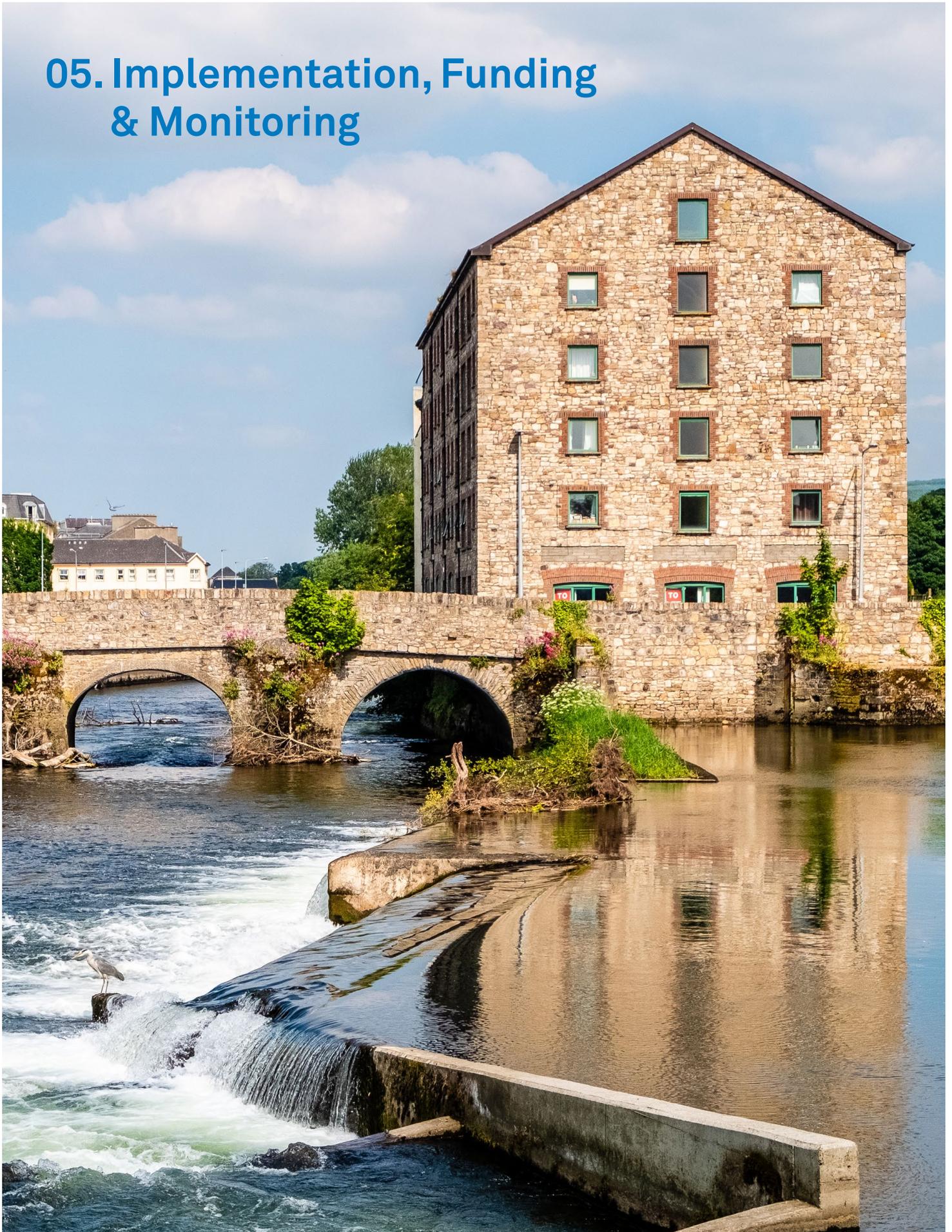
No.	Action	Key Theme Principles Addressed	Key Impact of Action as per Government's TCF Policy	Contributors / Stakeholders	Priority	Timeframe*	Cost Profile**	Indicative Funding Source
A4.1	Undertake a strengthening process for the Town Centre Forum. This process should be facilitated, at the outset, by TCC as an impartial stakeholder, acting in an 'honest-broker' role for the Town Forum/Team. This will be achieved by means of bringing in an independent external facilitator to manage the change. Once correctly established, the Council should exit the organisational lead role. TCC though, via the Clonmel Borough District office, will then continue to be an active stakeholder member of the Forum/Team.	All	All	TCC, Town Centre Forum	Very High	Short	€	TCC
A4.2	Reimagine the online marketing of, and communication about, Clonmel Town Centre through the <a href="http://www.clonmel.ie">www.clonmel.ie</a> domain to create a refreshed town brand initiative around this Action Plan with strong visuals. In tandem with this, a targeted social media campaign to promote the Action Plan on social media platforms should be developed.	All	Utilise digital technology to enhance the experience of living and working in towns, enabling greater choices in terms of location and lifestyle.	TCC, Town Centre Forum	Very High	Short	€	TCC, LEO

Table 3: Town Centre First Clonmel: Action Plan – the actions

\*Timeframe: Short = circa 1-2 years / Medium = <5 years / Long = >5 years

\*\*Cost Profile: € = Low / €€ = Moderate / €€€ = Significant

## 05. Implementation, Funding & Monitoring



## 5.1 Implementation & Enabling

The outcomes that the town centre needs will only be achieved through a collaborative partnership. Projects and actions will be delivered in a number of different ways. Whilst a delivery agent directly itself for certain projects and initiatives, TCC will also in many other cases act as a conduit for development. Partnerships with stakeholders will be formed in key strategic areas to drive the development of other actions and initiatives. Pooling skills and resources across the stakeholders will be a key determining factor in the success of this Plan. A re-constituted Town Team/Forum provides an excellent means by which to bring local groups together, to share information, expertise and to identify tasks for joint delivery.

Clonmel Town Centre community groups and social enterprises have significant scope to benefit from a broad range of funding opportunities. It will be important to build community capacity and to renew and strengthen the community and voluntary sector in the town into the future so that it can access funds to collaborate with the Council in delivering on these actions.

Larger transformative projects will be resourced, in the main, through Government funding, i.e. bids to relevant competitive funds in partnership with TCC or other agencies/partners. Joint venture and legal partnerships may be required to be set up in some cases. Projects on this scale will require significant preparatory work such as strategic assessment and detailed business-case development to secure support from funders. The lead-in time for projects of scale can stretch to years, and this will require constant communication with all stakeholders.

As proposals progress to delivery, the opportunity should always be taken to highlight how they've derived from this Action Plan. Formal engagement processes will be a feature of implementation, primarily through the provisions of the planning system but early active engagement with the Town Centre Forum will also be a key part of proposals. Specific proposals will also be developed through close engagement with those directly affected, including land and business owners and neighbouring residents.





## 5.2 Funding

The following table illustrates some of the potential funding opportunities available to support the delivery of this Action Plan. Projects delivered by TCC and its partners will be funded through bids to competitive funds and will require significant preparatory work in accordance with the Public Spending Code, including Strategic Assessment and Business Case development following community consultation. The delivery of aspects of this Action Plan will need to be phased in line with available resources and capacity to manage. While prioritisation will to a degree depend on the availability of funding, it is of utmost importance to prioritise projects that will deliver the most impact and value for money.

While the requirement for capital investment in Clonmel Town Centre is undeniable, there will need to be significant enabling funds in order to bring projects through the preparatory stage to 'shovel readiness', giving them the best chance of success under the relevant competitive processes. TCC and its partners will continue to work together, within their available own resources, to ensure the continuation of this arrangement.

### Potential avenues for accessing significant capital and other funding include:

Project Ireland 2040 Funds - Urban Regeneration and Development Fund	Housing for All Funding Schemes - a New Housing Plan for Ireland <sup>14</sup>	Enterprise Ireland – Regional Enterprise Funding Streams
Libraries Capital Programme	Outdoor Recreation Infrastructure Scheme	Sports Capital Programme
Department of Further and Higher Education, Research, Innovation and Science - FET College of the Future Major Projects Fund / FET Strategic Infrastructure Upgrade Fund	Southern, Eastern & Midland Programme 2021-2027 (ERDF) for towns via the Southern Regional Assembly	Transport Infrastructure Ireland & National Transport Authority – Active Travel and Greenways Investment Programme
Fáilte Ireland Funding Schemes	Heritage Council Funding Schemes	Arts Council Funding Schemes
LEADER Programme	Social Inclusion Community Activation Programme (SICAP)	Local Property Tax

Table 4: Potential capital funding avenues

<sup>14</sup> Such as Repair & Lease; Croí Cónaithe; etc.

## 5.3 Monitoring & Ongoing Evaluation

Ongoing monitoring and evaluation will be an important aspect of the plan. Progress will be regularly monitored/measured. TCC (through the elected members of Clonmel Borough District) and the re-constituted Town Centre Forum will undertake this. Annual progress bulletins will be made available for the public through online channels, e.g. websites and social media forums.

Progress reviews should happen twice yearly (early December and early June) to ensure that goals and actions are being progressed/achieved. TCC will prepare a progress report for consideration by both the members of Clonmel Borough District and the Town Centre Forum.

This Action Plan is not a static Plan, not open to refinement. Circumstances will evolve, in terms of the general and economic environment, legislative requirements, planning consents, funding becoming available, etc. Adjusting the Action Plan as such circumstances arise will form a constituent ongoing element in the monitoring process.



# Appendices

## Appendix 1:

Documentation and other material reviewed which focuses on town centre place-making and/or relates to Clonmel Town Centre

- Tipperary County Development Plan 2022-2028 (TCC, 2022)
- Town Centre First, A Policy Approach for Irish Towns (Government of Ireland, 2022)
- Feasibility Study: Clonmel Digital Hub/ Remote Working Facility (Clonmel Business Park Development Ltd., 2022)
- Blue Green Infrastructure and Nature-based Solutions Framework: Our Green Region (Southern Regional Assembly, 2022)
- The Way Ahead: Tipperary Festival and Events Strategy (TCC, 2022)
- Part 8 planning consultation process for Suir Island Gardens Project (TCC, 2022)
- Cycle Connects: Draft Tipperary Cycle Network – Technical Note and Maps (National Transport Authority, 2022)
- Public Consultation process as part of the Clonmel Local Transport Plan Study (TCC, 2022)
- The Thoroughbred Country Destination Experience Development Plan – Kildare & Tipperary (Fáilte Ireland, 2022)
- Healthy Communities Clonmel – Creative Research Project with 3-24 year olds in Clonmel (draft, not yet published) (TUS and South Tipperary Arts Centre, 2022)
- Housing for All: A new Housing Plan for Ireland (Government of Ireland, 2021)
- Leaba Te: Hotbed of Meanwhile Use – Meanwhile Use of Vacant Buildings as a positive disruption for regeneration of Irish Town Centres (Anois, 2021)
- Five Cities Demand Management Study (Government of Ireland, 2021)
- Climate Action Plan: Securing Our Future (Government of Ireland, 2021)
- Our Rural Future: Rural Development Policy 2021-2025 (Government of Ireland, 2021)
- National Development Plan 2021-2030 (Government of Ireland, 2020)
- Regional Spatial and Economic Strategy for the Southern Region (Southern Regional Assembly, 2020)
- Clonmel Town Parking Strategy 2013-2020, Effectiveness/impact of the Strategy – An Evaluation (TCC, 2020)
- Tipperary County Council Corporate Plan 2020-2024 (TCC, 2020)
- 10 Minute Towns – Accessibility & Framework Report (Southern Regional Assembly, 2020)
- Tipperary Transforming – Tourism Product Development Plan 2020-2030 (Alan Hill Tourism Development Ltd. and John Ruddle Consulting, 2020)
- Developing the Tourism Potential of the Munster Vales: Strategic Tourism Development Plan 2020-2025 (KPMG Future Analytics, 2020)
- The Town Centre Living Initiative - Six Pilot Towns: Synthesis Report (Department of Rural and Community Development, 2020)
- Suir Island Masterplan (Kenneth Hennessy Architects, 2019)
- Part 8 planning consultation process for Town Centre Urban Design Project (TCC, 2019-2020)

- Tipperary County Council Climate Adaption Strategy 2019-2024 (TCC, 2019)
- National Planning Framework (Government of Ireland, 2018)
- A Strategy for a Healthy Tipperary 2018-2020 (Tipperary LCDC, 2018)
- Clonmel 2030 Regeneration – Supporting Report to URDF Application (Future Analytics Consulting Ltd., 2018)
- Green & Blue Infrastructure Masterplan Roadmap for Tipperary Waterways (Future Analytics Consulting Ltd., Altemar & DBA, 2018)
- Clonmel within the Southern Region: A Spatial and Economic Framework (Future Analytics Consulting Ltd., 2018)
- Tipperary Age Friendly Strategy 2018-2020 (TCC, 2018)
- Visitor Experience Development Plan: Castles & Conquests (Fáilte Ireland, 2018)
- Development Guidelines for Tourism Destination Towns (Fáilte Ireland, 2018)
- Local Authority Retail Support: Improving Our Cities and Towns (Association of Irish Local Government, 2018)
- Clonmel Flights of Discovery (Mirador Media & Crane Beg Consulting, 2017)
- Tipperary-A Creative County: Tipperary Arts Strategy 2017-2021 (TCC, 2017)
- Town Centre Initiative Final Report Clonmel (TCC, 2016)
- Tipperary Heritage Plan 2017-2021 (TCC, 2016)
- Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021 for County Tipperary (CHL Consulting Company Ltd., 2016)
- Tipperary Sports Partnership Strategic Plan 2016-2022 (Tipperary Sports Partnership, 2016)
- Town Centre Toolkit (Scottish Government, 2015) – updated at <https://towntoolkit.scot/>
- County Tipperary Local Economic & Community Plan 2015-2020 (Tipperary LCDC, 2014)
- Kickham Barracks Masterplan (Sean Harrington Architects, 2015)
- A Planning and Economic Case for Clonmel (Future Analytics Consulting Ltd., 2014)
- County Tipperary Local Development Strategy 2014-2020 (Tipperary LCDC, 2014)
- Clonmel and Environs Development Plan 2013 (TCC, 2013)
- South Tipperary Active Travel Towns: Walking and Cycling Strategies (Kieran Boyle, Consulting, 2013)

## Appendix 2:

### Current and Proposed Town Development Projects

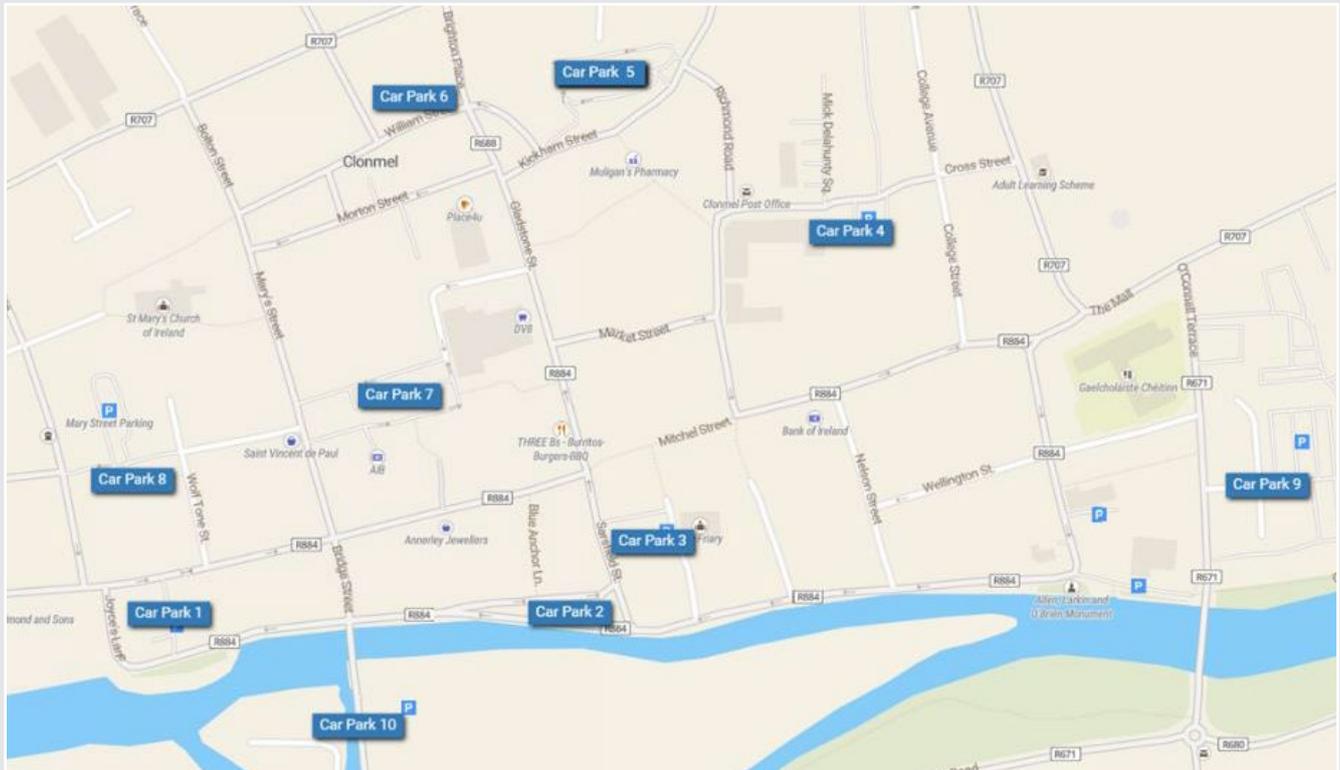
PROJECT	STATUS (AT NOVEMBER 2022)
<b>Clonmel Town Projects of Significant Scale</b>	
Kickham Barracks Phase 1 – Public Plaza and Public Realm	Expected completion date December 2022.
Davis Road Car Park	Completed.
Clonmel Regional Sports Hub at LIT Campus	Expected completion date February 2023.
Phase 2 Kickham Barracks – TUS/TETB Integrated Connected HE/FE Campus	Strategic Assessment Report submitted by TETB to DFHERIS for application to the College of the Future Major Projects Fund.
Military Chapel Arts and Cultural Venue at Kickham Barracks	Minor works being undertaken to allow Chapel be used by South Tipperary Arts Centre. Major works to form part of next URDF funding application.
Refurbishment of derelict building(s) at Kickham Barracks	To form part of next URDF funding application.
Town Centre Urban Design and Public Realm	Part 8 planning secured. At Detailed Design stage. To form part of next URDF funding application.
Delahunty Square Public Realm	Project on hold.
Flights of Discovery – Dowd’s Lane Bulmers Vat House Visitor Centre	Discussions ongoing with C&C Group. To form part of next URDF funding application.
Flights of Discovery – Suir Island Amenity Park projects	<ul style="list-style-type: none"> <li>Island House and Gardens – Part 8 planning secured. Construction in 2023.</li> <li>Pedestrian/Cycling Bridges &amp; Plaza – Finalising documentation necessary for planning approval process. To form part of next URDF funding application or be funded through a travel/transport funding stream.</li> <li>Amenity Park – to form part of URDF funding application.</li> </ul>
Flights of Discovery – West Gate Interpretative Centre	To form part of URDF funding application.
Digital Hub	Feasibility Study undertaken by Clonmel Business Development Park.
<b>National Transport Authority Funded Projects Clonmel Town</b>	
Coleville Road	Completed.
Marlfield Road	Completed.
N24	At Option Selection stage.
Davis Road	At Preliminary Design stage.
Old Bridge to Suir Blueway	At Preliminary Design stage.
Convent Road – Cahir Road	At Preliminary Design stage.
Fethard Road	Complete.
Loretto /Gaelscoil – Safe Routes to School	At Option Selection stage.

PROJECT	STATUS (AT NOVEMBER 2022)
<b>Transport Infrastructure Ireland Funded Projects Clonmel Town</b>	
Clonmel – Marlfield Greenway	At Preliminary Design stage.
Marlfield – Cahir Greenway	At Feasibility Stage stage.
<b>Other Clonmel Projects</b>	
Laneway Projects	<ul style="list-style-type: none"> <li>• Shelmadens, Cahills, East &amp; Elbow Lanes completed.</li> <li>• Hopkins Lane – to be progressed when funding source confirmed.</li> </ul>
Tree Strategy & 5-year Landscaping Plan	Development of both in progress.
Clonmel Town Hall – Roof and Internal Works	Exterior roof repairs completed; interior repairs to historic Chamber to be carried out Summer 2023.
Outdoor Performance Space - Abbey Street Car Park	Design work ongoing.



## Appendix 3: Off-Street Car Parking Survey 2019

A parking study was undertaken in mid-June 2019, as part of the Urban Design Project, to investigate and quantify the capacity of the off-street car parks in the vicinity of the Clonmel Town Centre. This parking study was informed by a car parking survey undertaken on the 14th June 2019 during the period from 07:00 hrs to 19:00 hrs. The locations of the car parks surveyed are shown in the Figure below and the results of this parking study are given in the Table which follows.



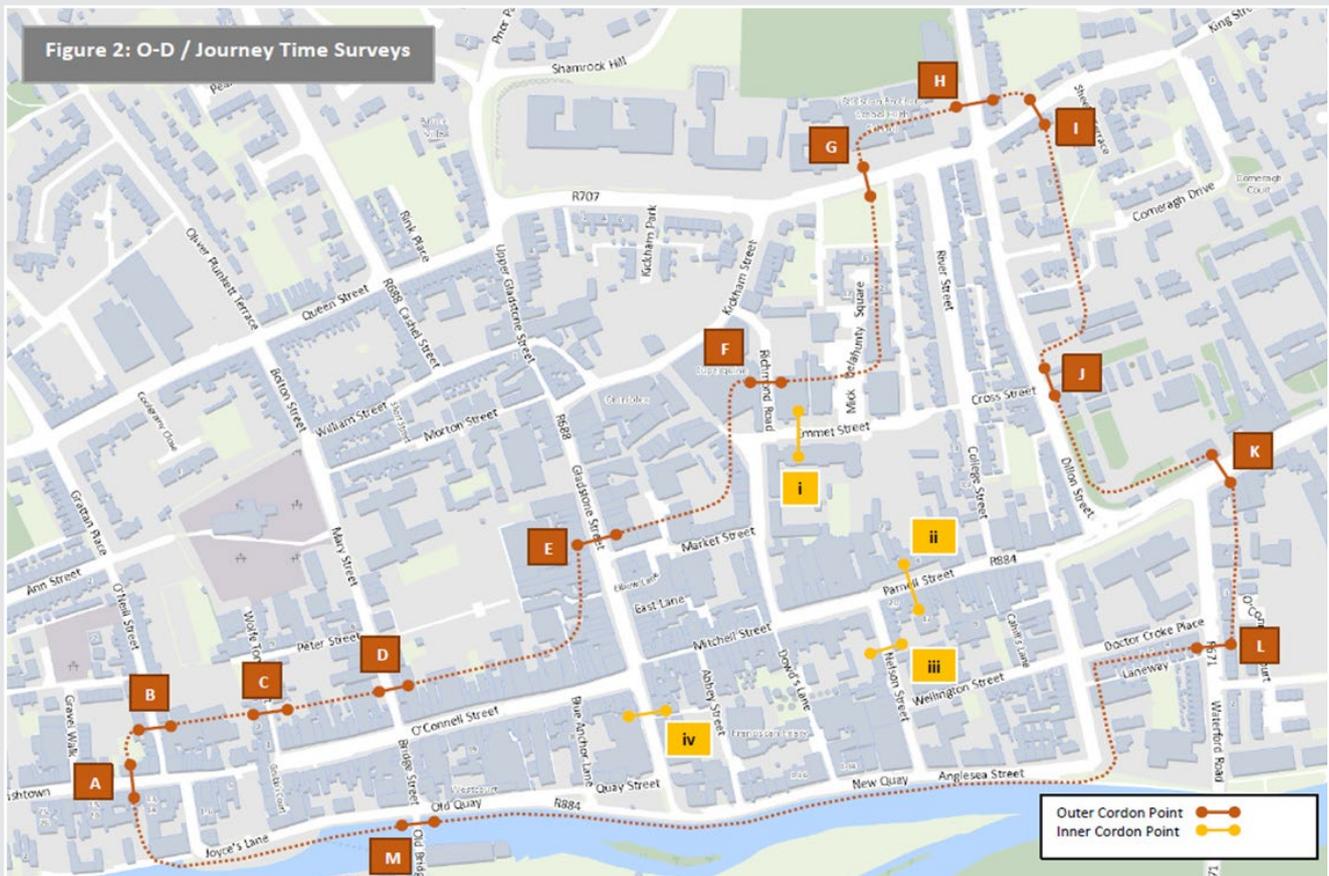
Car Park	1	2	3	4	5	6	7	8	9	10
	Joyce's Lane Car Park	Quays Car Park	Bank Lane Car Park	Council Offices Car Park	Kickham St. Car Park	William St. Car Park	Mary St. Car Park	Gordon Place Car Park	Greyhound Stadium Car Park	Suir Island Car Park
Spaces Available at peak time	7	1	1	1	59	-	13	61	0	204
Max Observed occupancy	85%	97%	97%	100%	72%	-	98%	51%	100%	20%

Note: Car Park 6: William Street Car Park (privately owned so capacity not considered)

The survey results demonstrate that there is sufficient capacity in the car parks surrounding the town centre and with some redundancy. Enhancing the public realm space does not compromise overall parking provisions in Clonmel Town Centre. There is a modal shift required in societal thinking on car parking spaces. The space resulting from the loss of on-street parking is put to better use as urban realm space. For example, the two car parks operating at the least capacity are Car Park 8 – Gordon Place, which is approximately 210m (3-minute walk) from the centre of O'Connell Street and Car Park 10 – Suir Island, which is 120m (2-minute walk) from the centre of O'Connell Street.

## Appendix 4: Clonmel Town Centre Traffic Management Study - 2018 Update

An update to the Clonmel Town Centre Traffic Management Study Traffic was undertaken in 2018. Surveys were carried out using Automatic Number Plate Recognition cameras on a neutral weekday. The survey involved a cordon of 12 sites (A-M), plus 4 additional sites (i-iv) at locations inside the cordon. These sites are illustrated in the Figure below.



Based upon the information and analysis detailed within the Study, it demonstrated that:

- Whilst the population of Clonmel increased by 10.7% between 2006 and 2016 (17,140 residents) corresponding traffic flows in the core town centre had fallen slightly (between 2006 and 2018). Nevertheless, vehicle volumes along town centre orbital routes such as Kickham Street, Dillan Street and Davis Road had generally increased in both the AM and PM peak hour periods.
- A significant level of rat-running<sup>15</sup> traffic (approximately 65.7% on average) was traveling through the heart of the sensitive town centre. This level of traffic, which has no need (or desire) to be in the core commercial area (other than availing of quicker journey times to external destinations) generates a significant negative impact upon the general ambience and road safety levels experienced by all users within the town centre.

The Study found that there is merit in implementation of the following initiatives with the objective of reducing through traffic along these highly sensitive streets:

- The introduction of 'environmental cells' within the town centre where access for local traffic is retained however the potential (e.g. level of attractiveness) for through traffic is reduced or even removed.
- Maximise the capacity of the orbital routes (and junctions) around the sensitive town centre to ensure that these key routes remain attractive for vehicle drivers currently rat-running through the town centre. Consider the need to provide dedicated infrastructure that will enhance the attractiveness of sustainable modes of travel, particularly for local journeys to / from the town centre.

<sup>15</sup> This is traffic that is not entering the town centre for a specific purpose, however it travels though the centre to reach its intended destination as located outside of the centre.

## Appendix 5: Overview of findings of ground floor vacancy survey

A walkaround survey was conducted between the dates 22nd and 24th August 2022. The determination of whether a property was occupied or vacant at ground floor level was made on the basis of an on-street observation of the property. The streets surveyed were:

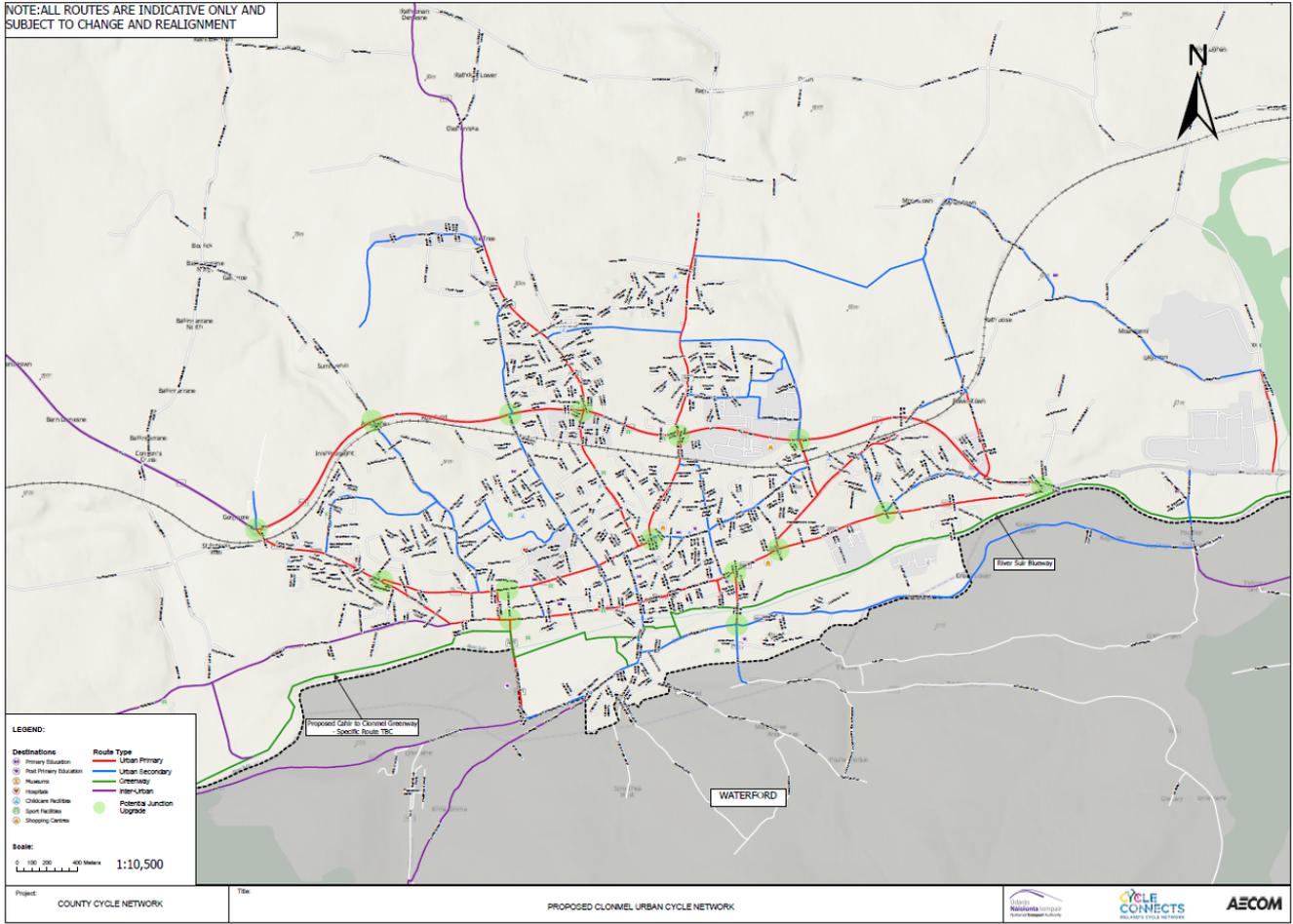
Parnell Street, Nelson Street, Mitchell Street, Abbey Street, Emmett Street, Market Street, Gladstone Street, Upper Gladstone Street, Sarsfield Street, O'Connell Street, Bridge Street, Mary Street, Irishtown.

**Market Place was not surveyed as it is common knowledge that nearly all units/properties in this location are vacant.**

STREET SURVEYED	VACANCY RATE
Parnell Street	15.91%
Nelson Street	12.50%
Mitchell Street	8.82%
Abbey Street	25.00%
Emmett Street	21.74%
Market Street	6.25%
Gladstone Street	17.77%
Upper Gladstone Street (not incl. residences towards Queen Street intersection)	43.75%
Sarsfield Street	22.22%
O'Connell Street	22.85%
Bridge Street	33.33%
Mary Street (from Old St. Mary's Church/Sisters of Charity N.S. to intersection with O'Connell Street)	7.69%
Irishtown (from St. Mary's Church to West Gate)	30.61%
<b>Vacancy Rate for Clonmel as per GeoDirectory Commercial Buildings Report Q2 2022</b>	<b>18.80%</b>
<b>Vacancy Rate for County Tipperary as per GeoDirectory Commercial Buildings Report Q2 2022</b>	<b>14.60%</b>
<b>Vacancy Rate for Munster as per GeoDirectory Commercial Buildings Report Q2 2022</b>	<b>13.80%</b>
<b>Vacancy Rate Nationally as per GeoDirectory Commercial Buildings Report Q2 2022</b>	<b>13.90%</b>



# Appendix 7: National Transport Authority's proposed Clonmel Urban Cycle Network as part of "Cycle Connects" Programme



## Appendix 8: A selection of the main festivals and events in 2022 in and around Clonmel

MONTH	FESTIVAL
January	
February	National Coursing Meeting
March	<ul style="list-style-type: none"> <li>• Finding a Voice</li> <li>• St. Patrick's Day Parade</li> </ul>
April	Camida Clonmel Duathlon
May	
June	
July	<ul style="list-style-type: none"> <li>• Nire Valley Drop</li> <li>• Clonmel Junction Arts Festival</li> </ul>
August	<ul style="list-style-type: none"> <li>• Busking Festival</li> <li>• Boston Scientific Half Marathon</li> </ul>
September	Applefest
October	Halloween & Zombie Walk
November	
December	Christmas in Clonmel





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