

Downpatrick Town Centre Masterplan

PROJECT ACTION PLANS

March 2011

the **paulhogarth** company



Regeneration Initiative			Description	Priority	Timeframe	Stakeholders
Church Street, English Street & Scotch Street	A1	Church Street Redevelopment	Mixed use development, to include public car parking	M	L	DSD, DDC, Priv, PS, RS
	A2	Down High School / County Gaol Site	Comprehensive redevelopment to include schools & hotel	H	S	DDC, DSD, DENI, NIEA, Priv, PS
	A3	Scotch St / De Courcey Square	Infill development, refurbishments of properties, LOTS	H	M	DDC, DSD, DCAL, AC, NIEA, Priv, PS
	A4	Laneways and Reopened Entries	Establishment of routes and associated development	H	M	DDC, DSD, DCAL, AC, NIEA, Priv, PS
	A5	English Street Public Realm	High quality public realm, inc paving, furniture & lighting	H	S	NITB, DDC, DSD, NIEA,
	A6	Saul Street Extension	New street and associated mixed use development	M	L	DDC, DSD, RS, NIHE, Priv, PS
Quoile River Landscape	B1	Quoile River Country Park	Landscape management, paths and visitor facilities	H	M	DDC, NIEA, RA, Priv, PS
	B2	Downpatrick & County Down Railway	Line extension, park & ride development, depot relocation	H	M	DCDR, DDC, DSD, NIEA, NITB, PS
	B3	Centre for Sporting Excellence	Leisure centre and associated sports facilities	M	M	DDC, SNI, PS
	B4	Dunleath Eco Retail Park	Road construction and retail development	M	M	Priv, DDC, DSD, Public, PS
Market Street	C1	Market Street Renewal	Infill development, refurbishments of properties, LOTS	H	S	DDC, DSD
	C2	New Street	New street and associated mixed use development	M	M	DDC, DSD, RS, Priv, PS
	C3	St Patrick's Square	High quality public realm and longer term expansion	H	S	DDC, DSD, NITB, Priv
	C4	The Grove Retail Quarter	Retail led mixed use development	H	M	DSD, DDC, RS, Trans, DCDR, Priv, PS
	C5	SE Regional College & Environs	New college facilities and adjacent development	H	S	DENI, DDC, Priv, PS
	C6	Town Centre Public Realm	High quality public realm inc. paving, furniture & lighting	H	S	DDC, DSD, Priv
St Patrick's Avenue & Downe Hospital	D1	St Patrick's Avenue	Mixed use development to improve street frontage	M	M	Priv, DDC, PS
	D2	St Patrick's Avenue Gateway	Mixed use development, public car parking & civic space	M	M	Priv, DDC, DSD, Priv, PS
	D3	Former Downe Hospital	Mixed use development	H	S	SHSCT, DDC, Priv, PS
	D4	Linear Park	Creation of linear park, including public transport	H	M	DDC, SHSCT, DSD, DENI, RS, Trans, Priv
Complementary Strategies	E1	Lighting Strategy	Specialist plan detailing lighting concept, location & spec	H	S	DDC, NIEA
	E2	Frontage Improvements Scheme	Coordinated programme of frontage renewal, inc signs	H	S	DDC, DSD, NIEA, Priv
	E3	Signage & Interpretation Strategy	Coordinated strategy of signage and interpretive art	H	S	DDC, NITB, NIEA
	E4	Living and Working Above the Shops	Programme to increase Town Centre living and working	H	S	DDC, NIEA, Priv, PS
	E5	Evening Economy Strategy	Strategy to support and grow a varied evening economy	H	S	DDC, Priv
	E6	Transportation and Parking Study	Implementation of transport and parking measures	H	S	DDC, DSD, RS, Trans
Trans	F1	Eastern Distributor Linkages	New linkages between the town and Eastern Distributor	M	L	DDC, RS, Trans, Priv
	F2	Western Peripheral Route	Road and/or rail link to west of town centre	M	L	DDC, RS, DCDR, NIEA, Trans, Priv

Key: Priority H = High, M = Medium, L = Low. Timeframe S = Short (1 - 5 yrs), M = Medium (5 - 10 yrs), L = Long (10 - 15 yrs).

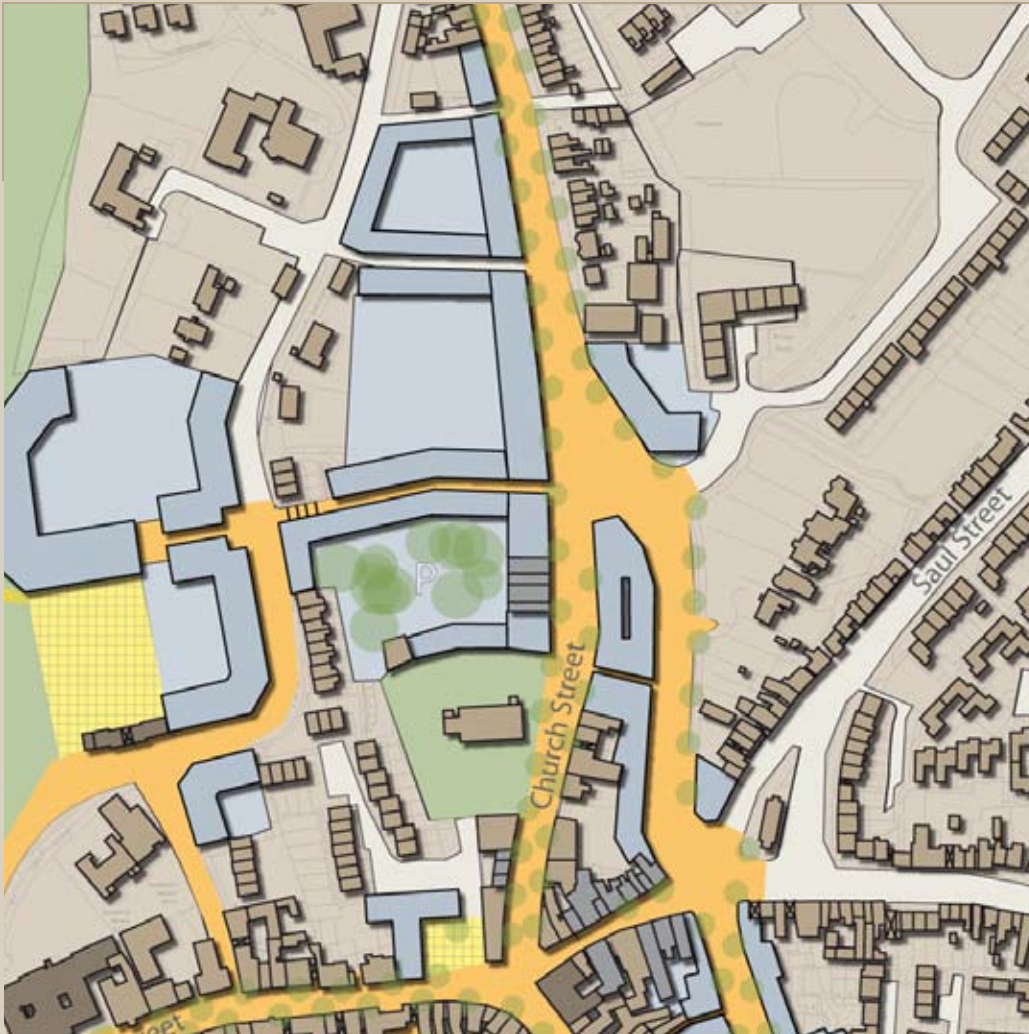
	Immediate
	Near Future
	Long Term

Delivery Agents & Stakeholders:

AC = Arts Council, DCAL = Department for Culture, Arts and Leisure, DCDR = Downpatrick and County Down Railway, DDC = Down District Council, DENI = Department of Education Northern Ireland

DSD = Department for Social Development, NIEA = Northern Ireland Environment Agency, NIHE = Northern Ireland Housing Executive, Trans = Translink, NITB = Northern Ireland Tourist Board,

Priv = Private Sector, PS = Planning Service, RA = Rivers Agency, RS = Roads Service, SHSCT = Southern Health and Social Services Trust, SNI = Sport Northern Ireland



Project:

Church Street Redevelopment

Downpatrick Town Centre Masterplan

A1

Project Description

At present, Church Street comprises long stretches of low rise, stand-alone commercial warehousing interspersed by a mix of two and three storey residential terraces. Surface car parking and storage yards located to the front of commercial warehousing, have resulted in a visible fragmentation of frontages along this strategic route.

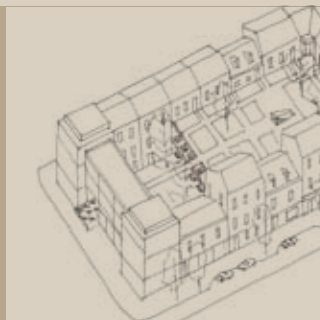
Opportunities exist along Church Street to promote mixed-use development within perimeter block formations whereby public and private access and ownership are clearly defined. This presents an opportunity to introduce new residential and office development to the area.

Three of these perimeter blocks are proposed along the western side of Church Street, between Pillar Well Lane and St. Margaret's Church (Col) including the BT Exchange Building.

The large variations in ground levels between Church Street and the elevated Church View to the west, provides ample opportunity to take advantage of these variations in order to construct a multi-storey car park which are then effectively 'hidden' by mixed use development to provide frontage onto the street.

Next Steps

1. Convene stakeholders and agree project parameters
2. Prepare Outline Business Case, including design options
3. Agree preferred development route
4. Parcel land
5. Develop plans



Benefits	Local Economy / Investment Housing Urban Environment Parking	Priority	Medium
		Related Projects	A2, A6, C6, E6
		Approximate Cost	£25.3m
Risks	Economic climate Multiple land ownership	Stakeholders	DSD, DDC, Priv, PS, RS



Project:

Down High / County Gaol Site

Downpatrick Town Centre Masterplan

A2

Project Description

Current pressures on space and the need for modernised facilities mean that Down High School may relocate from its current site. In the event that the School relocates, the Masterplan proposes that the vacated site be utilised for a gateway hotel, leisure and mixed-use development as well as accommodating new Primary School buildings.

This school site boasts panoramic views across north-west Downpatrick, overlooking the ruins of Inch Abbey and the adjoining ancient Mound of Down.

With access via the listed Gate Lodge, the Masterplan proposes that development blocks within the site be centred on a civic space which is open on its western side establishing a new gateway to the Quoile River Park by allowing the adjoining landscape to integrate into the site.

An additional development opportunity has also been identified directly opposite the listed Gate Lodge on the site of the existing Downpatrick Social Security Office at the corner of Mount Crescent and Gaol Lane Mews.

Next Steps

1. Convene stakeholders and agree project parameters
2. Determine local educational requirements and funding availability
3. Prepare Outline Business Case, including design options
4. Agree preferred development route
5. Develop plans



Benefits	Education Tourism & Heritage Urban Environment Local Economy / Investment	Priority	High
		Related Projects	A1
		Approximate Cost	£31.5m
Risks	Economic climate Heritage restrictions	Stakeholders	DDC, DSD, DENI, NIEA, Priv, PS



Project:

Scotch Street / De Courcey Square

Downpatrick Town Centre Masterplan

A3

Project Description

Now closed to vehicular traffic, Scotch Street provides a crucial pedestrian link connecting the residential areas along Saul Street to the centre of the Town.

Unfortunately the historic shift in emphasis of the retail core southwards down Market Street has had a detrimental impact on Scotch Street, and what was once a busy, thriving retail thoroughfare now suffers from a high degree of vacancy rates and elements of dereliction.

To capitalise on the growing success of the Down Arts Centre the Masterplan advocates the continuation of arts based uses along Scotch Street, in the form of refurbishment of individual units or where larger footprints are required, the sensitive amalgamation of units internally while retaining the historic frontages externally.

The Masterplan proposes a new form of development at the De Courcey Square location which is not only architecturally sympathetic to its surroundings but of a scale that provides an appropriate sense of enclosure to the square and formalises pedestrian connections to St. Margaret's Church.

Next Steps

1. Convene stakeholders and agree project parameters
2. Agree preferred development route
3. Prepare outline proposal with costs



Benefits	Urban Environment Arts & Culture Housing	Priority	High
		Related Projects	A5
		Approximate Cost	£4.3m
Risks	Economic climate Heritage restrictions	Stakeholders	DDC, DSD, DCAL, AC, NIEA, Priv, PS



Project:

Laneways and Reopened Entries

Downpatrick Town Centre Masterplan

A4

Project Description

Within the historic core of the Town Centre and specifically within the area bounded by Market Street and English Street, the urban grain is typically tight comprising long and narrow plot widths with intermittent gaps allowing access to the rear for servicing and car parking. One of the objectives of this Masterplan is to 'reknit' the historic fabric within this area along a network of new laneways, arcades and reopened entries. This framework enables old links to be rediscovered and new ones formalised, promoting north-south connectivity between Market Street and English Street and extending these routes through adjoining blocks where possible.

The smaller plot sizes along these new routes would promote smaller business enterprises and allow opportunities to expand the existing creative sector through the promotion of artist's studios, galleries and crafts industries, which ties in with the Masterplan objectives within the adjoining Scotch Street Cultural Quarter. In addition to the north-south connections, east-west pedestrian linkages would also be developed to ensure the integration of St Patrick's Square within this network.

Next Steps

1. Convene stakeholders and agree project parameters
2. Prepare draft masterplan for the area, potentially in conjunction with C2.
3. Review delivery options, including partnership working and land acquisition



Benefits	Local Economy / Investment Tourism & Heritage Arts & Culture Urban Environment Community Safety	Priority	High
		Related Projects	A5, C1, C2, C6,
		Approximate Cost	£11.8m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, DSD, DCAL, AC, NIEA, Priv, PS



Project:

English Street Public Realm

Downpatrick Town Centre Masterplan

A5

Project Description

The Masterplan proposes the extension of Public Realm improvements along the full extent of English Street from its junction with Church Street to its upper point which culminates at the entrance to St Patrick's Cathedral. English Street contains a fine mix of architectural styles along its length, dominated by stretches of two storey Georgian terraces. However this street is also home to the 18th century Gaol which now houses the highly acclaimed Down County Museum and of course Downpatrick Cathedral erected in 1790, which has largely retained much of its original structure.

The public realm works proposed along English Street include streetscape improvements comprising new high quality surface treatment, seating, tree planting and wayfinding signage.

These works should seek to enhance the setting of historic buildings and give greater space to pedestrian movement. Improvements to the existing lighting arrangements could also form part of the public realm works in order to contribute to the on-going development of a safe evening and night time environment, particularly given the high concentration of visitor attractions along the upper stretch of the street.

Next Steps

1. Convene stakeholders and agree project parameters
2. Prepare sketch layout plan with outline costs
3. Consult stakeholders and refine proposal



Benefits	Urban Environment Tourism & Heritage Arts & Culture Local Economy / Investment Community Safety	Priority	High
		Related Projects	A2, A3, A4,
		Approximate Cost	£2.2m
Risks	Heritage Restrictions	Stakeholders	NITB, DDC, DSD, NIEA



Project:

Saul Street Extension

Downpatrick Town Centre Masterplan

A6

Project Description

As described in Section 4.2 of the masterplan report, three potential new Town Centre streets have been identified. This would involve the extension of Saul Street from the Saul Road Car Park southwards to Irish Street, thus relieving the junction of Market and Irish Street. This new street, however, would require the redevelopment of a number of residential and commercial properties.

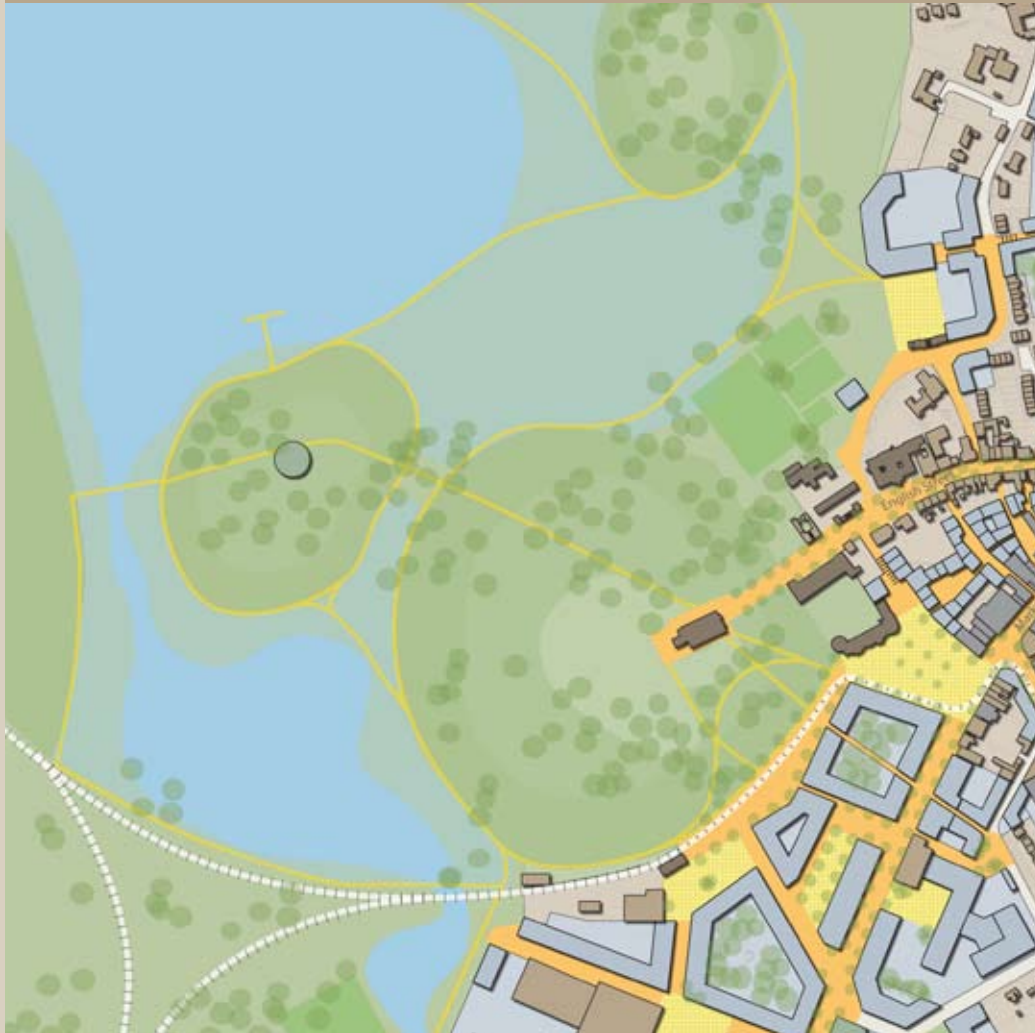
Should, through further study, this road option be advanced, it must form part of a wider, comprehensive regeneration project for this area. Replacement dwellings would be constructed to form good frontage onto the new road, ensuring that it looked and operated as a street. Buildings would be a mix of 2 and 3 stories, with open space provided for residents. Pedestrian linkage towards Irish Street should also be maintained.

Next Steps

- 1) Convene stakeholders and agree project parameters
- 2) Review transport requirements against Transport and Parking Study (E6)
- 3) Refine project objectives and principles
- 4) Develop outline masterplan options
- 5) Undertake economic appraisal
- 6) Consult key stakeholders
- 7) Develop preferred option with costs



Benefits	Access and Circulation Housing Urban Environment	Priority	Medium
		Related Projects	A1, C6, E6
		Approximate Cost	£16.7m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, DSD, RS, NIHE, Priv, PS



Project:

Quoile River County Park

Downpatrick Town Centre Masterplan

B1

Project Description

With the rolling drumlin landscape, historic landmarks, the picturesque River Quoile and wild marshland home to an array of flora and fauna, Downpatrick can boast a beautiful surrounding landscape.

Proposals centre on a network of new walking and cycling links between key destinations such as The Saint Patrick's Centre, Railway Station, Mound of Down and Inch Abbey. These proposals include enhancing the setting of these key sites and developing wetlands, boardwalks, greenways and linear parks to integrate the surrounding landscape with the Town Centre.

A Wildlife and Activity Centre, set discreetly within the landscape would provide a focus for local residents and visitors wishing to watch and study wildlife or take part in activities such as cycling and canoeing.

The Masterplan proposes a programme of water management to increase the flood capacity of the River Quoile while also creating new and enhancing existing wetland habitats.

The combination of these proposals presents Downpatrick with a unique opportunity to create a Country Park of national significance, benefitting local people and attracting tourists to explore the area.

Next Steps

1. Convene stakeholders and agree project parameters
2. Undertake hydrological and ecological survey of the river basin
3. Prepare draft park masterplan
4. Review delivery options



Benefits	Natural Environment Tourism & Heritage Arts & Culture Education Health & Fitness Local Economy / Investment	Priority	High
		Related Projects	B2, F2
		Approximate Cost (paths / centre)	£3m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, NIEA, RA, Priv, PS



Project:

Downpatrick & County Down Railway

Downpatrick Town Centre Masterplan

B2

Project Description

As Northern Ireland's only standard gauge (full-size) heritage railway, the Downpatrick and County Down Railway is a unique asset to Downpatrick and one, which must be protected and enhanced

In order to enhance the visitor offering there are proposals to extend the line to the picturesque hamlet of Ballydugan and the Downpatrick Racecourse, providing sustainable connections between the Town Centre and these key destinations as well as enhancing the unique experience of travelling by steam train.

There are also proposals to extend the line into the Down Business Park. This would provide the opportunity to relocate engineering works and associated 'clutter' to a more appropriate facility, therefore creating a much more pedestrian orientated and visitor friendly location in the Town Centre.

The transport proposals in the Masterplan identify the potential that the railway could play as a mode of public transport and a means to reduce traffic congestion in the Town Centre. Line extensions to Down Business Park, the Belfast Road and Downpatrick Racecourse could provide a very useful people mover route between these nodes and the Town Centre, as part of an integrated Park and Ride Strategy.

Next Steps

1. Convene stakeholders and agree project parameters
2. Develop costed line extension proposals
3. Acquire site for relocated engine houses and prepare costed drawings
4. Seek funding sources



Benefits	Tourism & Heritage Education Arts & Culture Access & Circulation	Priority	High
		Related Projects	B1, C4, D3, D4, E6
		Approximate Cost	-
Risks	Economic climate Flood Risk / Ground Condition Environmental Impact	Stakeholders	DCDR, DDC, DSD, NIEA, NITB, PS



Project:

Centre for Sporting Excellence

Downpatrick Town Centre Masterplan

B3

Project Description

As part of the Quoile River Country Park, the Masterplan proposes a Centre for Sporting Excellence located within this enhanced parkland area. This use would provide an appropriate distribution of recreational and leisure uses between the passive leisure associated with the natural landscape of the Quoile River to the active leisure associated with sports facilities.

With plans to redevelop the Downpatrick Leisure Centre imminent and potential plans to locate a National Velodrome in Downpatrick, an excellent opportunity exists to develop a state-of-the-art facility in this location. Such a sporting complex would not only serve as a major local resource but also be of national significance.

With proposals to increase the flood capacity of the Quoile River, and the nearby public transport links, this area is well placed to cater for such a development. Due to the close proximity of the Town Centre, such a development would bring additional spin-off benefits for local shops and businesses.

Next Steps:

1. Convene stakeholders and agree project parameters
2. Consult findings of hydrological and ecological study (B1)
3. Prepare outline business case for relocating the existing leisure centre and developing centre for sporting excellence
4. Review delivery options



Benefits	Health & Fitness Education	Priority	Medium
		Related Projects	B1
		Approximate Cost	£4.2m
Risks	Economic climate Flood Risk / Ground Condition Environmental Impact	Stakeholders	DDC, SNI, PS



Project:

Dunleath Eco-Retail Park

Downpatrick Town Centre Masterplan

B4

Project Description

The Masterplan recommends the proposal for a highly sustainable Flagship Eco-Retail Park in Dunleath Park, which would be developed at the same time as the proposed link between the Ballydugan Road with the Ardglass Road, as outlined within the Town Centre transport proposals (Section 4.2).

Connecting with the Quoile River Country Park this retail development has an important role to play in blending in sensitively to the surrounding natural landscape. Units within this environmentally conscious retail park would follow highly sustainable practices of building development, incorporate green roofs to enhance biodiversity and minimise visual impact from prominent high points within the Town. Sustainable urban drainage techniques should also be adopted, such as reed bed systems.

With such development various benefits can be achieved, including, meeting the increased retail demand, minimising the visual and environmental impact often associated with this type of land use as well as enhancing the connectivity between the surrounding landscape and the Town Centre.

Next Steps

1. Convene stakeholders and review project parameters
2. Confirm arrangements for relocation of playing fields (Project B3)
3. Undertake Outline Business Case to test viability of development options
4. Review delivery options



Benefits	Local Economy / Investment Urban Environment Natural Environment	Priority	Medium
		Related Projects	A2, A6, C6, E6
		Approximate Cost	£35.3m
Risks	Economic climate Multiple land ownership Flood Risk / Ground Condition Environmental Impact	Stakeholders	DSD, DDC, Priv, PS, RS



Project:

Market Street Renewal

Downpatrick Town Centre Masterplan

C1

Project Description

Market Street is the primary retail corridor within Downpatrick and as such must be supported as much as possible. The street includes those physical elements that are often associated with historic cores such as narrow plot widths, varying eaves lines and narrow passageways providing a secondary public means of access to abutting properties.

The Masterplan acknowledges that there are variations in the retail offering within Downpatrick and this has a direct impact on the scale and design of the built environment. Following the analysis process it was identified that Market Street is made up of three distinct retail character areas. These are small independent units at the north eastern end, high store chains in the central area (Grove Shopping Centre) and large floorplate retail sheds to the south west.

Through a process of phased works, Market Street requires sensitive renewal to modernise retail units, introduce upper floor uses and enhance the general appearance of the Street. 1 storey units should be replaced by 2 and 3 storeys. While comprised of many different privately owned shops, renewal should be coordinated to ensure high quality design, respect of historic integrity and complimentary retail provision.

Next Steps

1. Convene stakeholders and agree project parameters
2. Undertake detailed condition survey of buildings along the street
3. Prepare outline proposals with costs for redevelopment
4. Review delivery options, including partnership, grants and acquisition



Benefits	Local Economy / Investment Urban Environment Tourism & Culture Housing	Priority	High
		Related Projects	A4, C2, C3, C4, C5, C6, D1, E2, E4, E6
		Approximate Cost	£5.4m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, DSD, Priv,



Project:

New Street

Downpatrick Town Centre Masterplan

C2

Project Description

Presently due to the lack of choice, road users wishing to travel through Downpatrick are directed along one of the three main routes into and out of town, namely Irish Street, Market Street or Church Street, all of which culminate at one junction which can often become grid locked during peak times. This is exacerbated by traffic wishing to access English Street, which also shares this busy junction.

Within the Masterplan a new one-way street is proposed between Irish Street and St Patrick's Avenue, the primary purpose of which is to alleviate traffic congestion within the central core of the Town, around the junction of Church Street, Irish Street and English Street. The introduction of this 'relief' route between Irish Street and St Patrick's Avenue will allow through traffic to circulate more freely around the central core

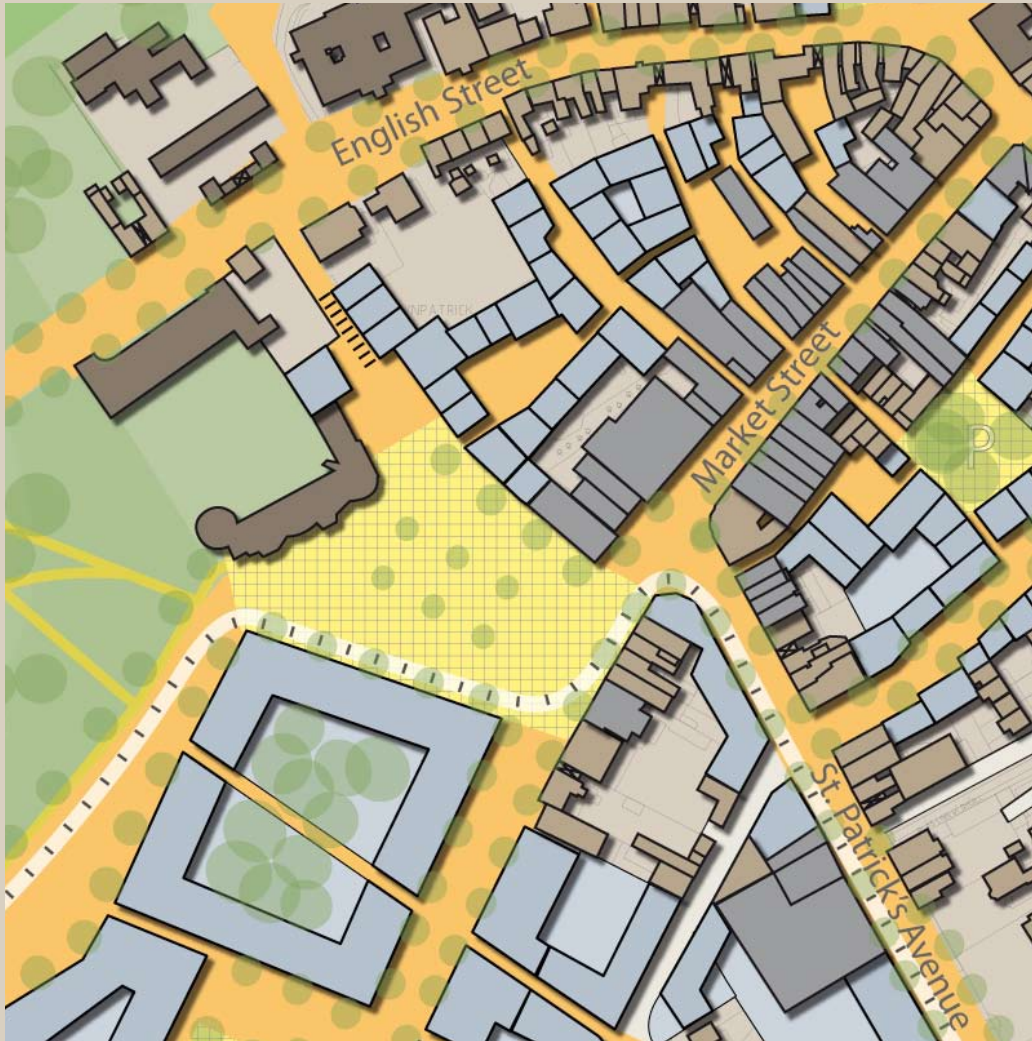
One objective of this new route is that it incorporates the design and feel of a street as opposed to a solely 'engineered' road solution. In this regard active frontages are proposed along its length, which comprise narrow plot widths and pedestrian linkages to the rear, in keeping with the historic nature of the location. Short-stay car parking and public space should also feature in this area.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review transport requirements against Transport and Parking Study (E6)
3. Prepare draft masterplan for the area (potentially in conjunction with A4)
4. Review delivery options, including partnership working, grants and acquisition



Benefits	Access & Circulation Local Economy / Investment Urban Environment Housing	Priority	Medium
		Related Projects	A4, A6, C1, C6, D1, E6
		Approximate Cost	£17.3m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, DSD, RS, Priv, PS



Project:

St Patrick's Square

Downpatrick Town Centre Masterplan

C3

Project Description

In the short term, the Square will be enhanced through the existing public realm works. This will introduce high quality stone surfacing, street furniture and lighting, greatly enhancing this principal public space.

While the existing square does fulfil an important civic role, its functionality is impeded by its present size and layout. In order to build upon the extent of public realm improvement work already undertaken, the Masterplan proposes a second phase to approximately double the Square in size. The main rationale behind increasing the size of the square is largely related to formalising a civic space which is befitting to Downpatrick's status as the administrative centre of Down District, however of equal importance is the potential to open up views west to St Patrick's Cathedral.

By increasing the size of the square and realigning building footprints along its southern edge, new views are then opened up to St Patrick's Cathedral from Market Street and St Patrick's Avenue elevating its setting as the main focal point within the Town. It is envisaged that the proposed square would be capable of hosting major festivals and events as well as continuing to provide a robust platform for more regular local events such as weekly markets and craft fairs.

1. Convene stakeholders and agree project parameters
2. Review progress of Project C4 and assess scope for square enlargement
3. Prepare outline proposals with costs
4. Deliver in conjunction with C4



Benefits	Urban Environment Tourism & Heritage Arts & Culture	Priority	High
		Related Projects	A4, C1, C4, C6, E6,
		Approximate Cost	£3.5m
Risks	Multiple land ownership	Stakeholders	DDC, DSD, NITB, Priv, RS



Project:

The Grove Retail Quarter

Downpatrick Town Centre Masterplan

C4

Project Description

The Masterplan therefore proposes the comprehensive redevelopment of this area to create a new retail-led, mixed-use quarter in the heart of Downpatrick. Not only does this provide the opportunity to enhance and expand the retail offering within the Town Centre but also improve the quality of the pedestrian environment and connectivity between key destinations such as English Street, the Cathedral and the Railway Museum. It would also provide the opportunity to relocate existing community facilities, office space and to introduce living accommodation above the shops.

Most importantly, any reconfiguration of this area must be coordinated through the development of a comprehensive masterplan involving all landowners and other key stakeholders.

The proposed approach moves away from internal shopping malls and large surface car parks, to create a Town Centre environment of streets and squares. Within this urban structure, modern retail units can be located, along with a mix of other uses. The result would be vibrant and attractive area with increased physical, economic and cultural activity.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review findings of hydrological and ecological study (B4)
3. Undertake Delivery Options Appraisal
4. Review delivery options and select preferred route



Benefits	Local Economy / Investment	Priority	High
	Housing	Related Projects	B1, B2, C1, C3, C5, C6, D1, E4, E5, E6
	Access & Circulation	Approximate Cost	£73m
Risks	Tourism & Heritage	Stakeholders	DSD, DDC, RS, Trans, DCDR, Priv, PS
	Community Safety		
	Economic climate		
	Multiple land ownership		
	Flood Risk / Ground Condition		



Project:

SE Regional College & Environs

Downpatrick Town Centre Masterplan

C5

Project Description

The South Eastern Regional College (SERC), a Further Education College, has announced an £80 million investment building programme to be completed by 2011. As part of this programme, SERC is in the process of constructing a new state-of-the art campus along Market Street just south of St Patrick's Square. The first phase of the building was opened in September 2009 and the second phase is due to be completed by end 2011.

Once completed, the Downpatrick Campus will add approximately 30,500 square metres of floorspace including workshops, central hall, fitness and media suites, general classrooms and car parking facilities.

The Masterplan takes on board the building footprints of the proposed SERC campus, ensuring that the layout where possible, is fully integrated into the surrounding network of streets and public open spaces and seeks to encourage the College to interact more fully with Market Street to enhance the street frontage and increase activity. In addition, the Masterplan also proposes a new civic space as part of the college redevelopment.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review progress of existing works
3. Develop outline proposals to enhance environs and town centre connectivity



Benefits	Education Urban Environment	Priority	High
		Related Projects	B3, B4, C1, C4, C6,
		Approximate Cost	£0.6m
Risks	Economic climate	Stakeholders	DENI, DC, Priv, PS



Project:

Town Centre Public Realm

Downpatrick Town Centre Masterplan

C6

Project Description

The objective of public realm improvements along Market Street, between St Patrick's Square and the Ballydugan Road is to remove excess clutter and improve connectivity in order to sustain the vitality and viability of the street as the primary retail thoroughfare. The Masterplan also advocates a marked shift away from traditional traffic engineering solutions in favour of a more legible and coherent street design that redresses the balance between vehicular and pedestrian movements.

One element which is notably missing from Market Street is absence of any significant form of landscaping along its length. This absence of greenery coupled with long stretches that are devoid of ground floor activity, as is the case further out of Town close to Ballyduggan Road, has resulted in an austere environment along particular sections of Market Street.

The introduction of avenue tree planting would help to reduce the visual dominance of the street and provide an element of shelter and definition to the pedestrian footway. Improvement works should also ensure that any new street furniture and tree planting are aligned so as to improve the pedestrian thoroughfare while threshold treatment will help to define new side streets.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review progress of existing works and identify extents of future works
3. Develop outline proposals with costs
4. Review delivery options and phasing



Benefits	Urban Environment Local Economy / Investment Access & Circulation Community Safety	Priority	High
		Related Projects	A1, A3, A4, A5, A6, C1, C2, S3, C4, C5, D1,
		Approximate Cost	£6m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, DSD, Priv



Project:

St Patrick's Avenue

Downpatrick Town Centre Masterplan

D1

Project Description

The Masterplan identifies St. Patrick's Avenue as an increasingly important Town Centre street, connecting Market Street and St. Patrick's Square with the mixed use and leisure development associated with the former Downe Hospital site and the new Cinema Complex. St Patrick's Avenue is also important as it forms a crucial stretch of the proposed people mover route connecting between the Town Centre and the Downshire site.

As well as encouraging the development of the business and commercial sector along this street, the Masterplan also proposes that streetscape improvement works extend along St Patrick's Avenue, thereby enhancing it as a Town Centre street and encouraging pedestrian activity along it.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review findings of traffic and parking study (E6)
3. Develop outline proposals with costs
4. Review delivery options



Benefits	Urban Environment Local Economy / Investment Access & Circulation	Priority	Medium
		Related Projects	C1, C2, C3, C4, C6, D2, D3, D4
		Approximate Cost	£5.4m
Risks	Economic climate Multiple land ownership	Stakeholders	Priv, DDC, PS



Project:

St Patrick's Avenue Gateway

Downpatrick Town Centre Masterplan

D2

Project Description

With recent development of the Eclipse Cinema and major future development opportunities associated with the former Downe Hospital Site, this area has become a very important gateway to the Town Centre. In addition, a number of important streets and roads converge at this location, including St Patrick's Avenue, Irish Street, Killough Road, Pound Lane and Stream Street, making it a key arrival point. The development of this area will become increasingly important as the Downshire Campus develops

As part of the Town Centre Transport Strategy, the Masterplan proposes a multi-storey car park facility in this location, which would be wrapped within the curtilage of new development. This would provide long stay parking facilities for motorists arriving into Downpatrick from the converging roads.

Through analysis it was identified that a major issue facing Downpatrick was that the Town suffered from a poor evening and weekend economy. It is important to recognise, however, that with the recent opening of the Eclipse Cinema complex, this has improved but there is still further potential for growth. The Masterplan identifies the opportunity for new leisure development in this area along with a new civic square in front of the Cinema

Next Steps

1. Convene stakeholders and agree project parameters
2. Prepare Outline Business Case to test development options
3. Review delivery options



Benefits	Local Economy / Investment Urban Environment Access & Circulation Arts & Culture	Priority	Medium
		Related Projects	D1, D3, D4, E6
		Approximate Cost	£30.5m
Risks	Economic climate Multiple land ownership	Stakeholders	DSD,DDC, DSD, Priv, PS, RS



Project:

Former Downe Hospital

Downpatrick Town Centre Masterplan

D3

Project Description

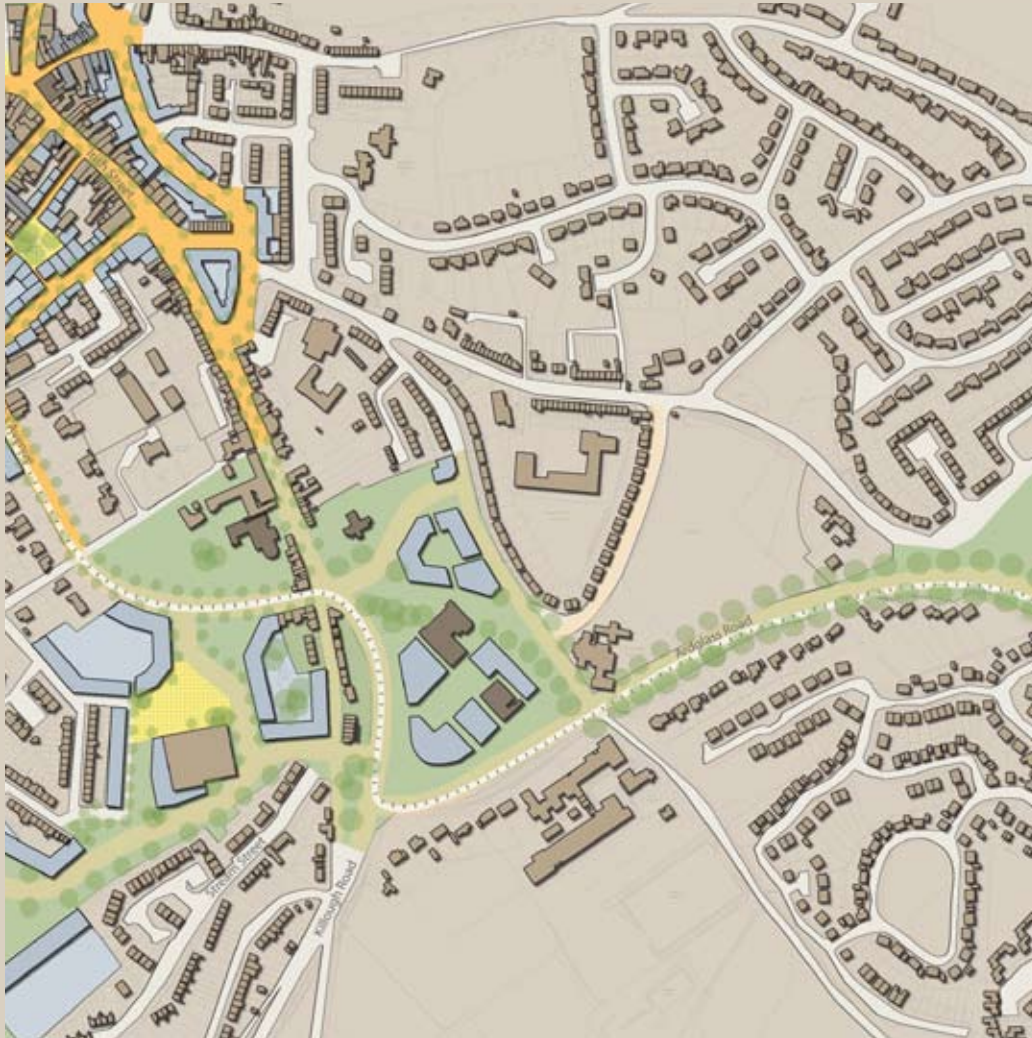
Following the relocation of the Downe Hospital to the Downshire Site, major development opportunities at the former Downe Hospital site and the Downshire have resulted. Plans are already progressing to establish a public sector campus at the Downshire, whilst the South Eastern Health and Social Care Trust are looking at the potential for mixed-use development at the Downe Site.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review progress of existing redevelopment proposals
3. Market development opportunity and identify developer
4. Develop site in partnership with developer



Benefits	Local Economy / Investment Urban Environment	Priority	High
		Related Projects	D1, D2, D4, E6
		Approximate Cost	-
Risks	Economic climate	Stakeholders	SHSCT, DDC, Priv, PS



Project:

Linear Park

Downpatrick Town Centre Masterplan

D4

Project Description

The Masterplan emphasises that any development in this area should complement rather than compete with the Town Centre. To achieve this, the Masterplan highlights the importance of improving pedestrian, cycling and public transport connections between the Town Centre, the former Downe Hospital and the Downshire. The Masterplan shows the concept of a linear park connecting the Town Centre with the Downshire site along St. Patrick's Avenue, the former Downe Hospital site and the Ardglass Road. The Masterplan also shows that this route could accommodate a proposed people mover, therefore providing a sustainable transport connection between these areas.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review progress of hospital redevelopment projects and findings of the Transport and Parking Study (E6)
3. Prepare outline proposals with costs
4. Review delivery options



Benefits	Urban Environment Access & Circulation Health & Fitness Community Safety Education	Priority	High
		Related Projects	D1, D2, D3, E6
		Approximate Cost	£0.7m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, SHSCT, DSD, DENI, RS, Trans, Priv



Project:

Lighting Strategy

Downpatrick Town Centre Masterplan



Project Description

Often overlooked but gaining recognition both locally and internationally, lighting strategies are increasingly becoming a complimentary element within Masterplans, and are particularly relevant to historic Towns such as Downpatrick.

The main objective of the lighting strategy is to formalise a framework which results in an improvement in the quality and design of lighting within Downpatrick's streets and public spaces. Levels of comfort and public safety will be raised by way of a well structured lighting strategy. This will complement both the historical and contemporary components of the Town while subtly picking up on existing themes and colour palettes.

The formulation of core lighting initiatives will help to underpin the strategy and ensure consistency throughout the Masterplan area.

These initiatives can range from functional aspects of the proposed lighting scheme such as the role, positioning and energy efficiency to more aesthetic elements such as design, choice of materials and colour scheme.

Successful lighting schemes can emphasise elements within Downpatrick at night that are not obvious to the onlooker by day. Combined with seasonal light shows and events such as 'son et lumiere', lighting can make a major contribution to Downpatrick's performance as a visitor destination.

Next Steps

1. Convene stakeholders and agree project parameters
2. Commission Lighting Strategy
3. Review delivery options



Benefits	Urban Environment Community Safety Tourism & Culture Local Economy / Investment Arts & Heritage	Priority	High
		Related Projects	All
		Approximate Cost	-
Risks		Stakeholders	DDC, NIEA



Project:

Frontage Improvements Scheme

Downpatrick Town Centre Masterplan

E2

Project Description

The purpose of a Frontage Improvement Scheme is to secure elevational alterations that can introduce a degree of cohesion to the frontages within Downpatrick, picking up on established design themes along key routes. It is envisaged that this scheme would be largely concerned with those frontages along the main 'shopping' streets within the Town, primarily Market Street but would also include sections of Irish Street, Church Street, English Street, Scotch Street and St Patrick's Avenue.

In relation to retail units, a successful shopfront design should complement the building of which it forms part, be it the building's scale, proportion or architectural style. Attractive shopfronts result in a vibrant and distinctive streetscape which ultimately benefits local business and trade.

The advocacy of established shopfront design principles should be encouraged throughout, whether it is within an historic or contemporary context. As part of this process, the use of fortified shutters in Downpatrick Town Centre must be greatly reduced due to the negative contribution they make to the evening and weekend environment.

Next Steps

1. Convene stakeholders and agree project parameters
2. Undertake survey of town centre shop fronts and prepare outline proposal with costs
3. Review delivery options including partnership working and grants.



Benefits	Local Economy / Investment Urban Environment Tourism & Heritage	Priority	High
		Related Projects	A1, A3, A4, A5, A6, C1, C2, C4, C6, D1
		Approximate Cost	-
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, DSD, NIEA, Priv



Project:

Signage & Interpretation Strategy

Downpatrick Town Centre Masterplan

E3

Project Description

Signage plays an important role, providing much needed visual cues and assist greatly in the creation of legible urban environments. Signage generally falls into three categories; interpretative, wayfinding and advertising.

Given the historical significance of Downpatrick, interpretative signage will play a key role in communicating the history of Downpatrick, particularly around the core area and along English Street where the concentration of visitor attractions are located. While the primary purpose of interpretative signage is to convey information to the reader, whether it relates to a historical or cultural element of the Town, such signage should also contribute positively in terms of its design, location and purpose. Interpretation should also be provided through public art and other creative means.

Wayfinding signage, at strategic locations throughout the Town, is directional in its nature and provides the reader with contextual information such as where they presently are and where they might visit next along their journey.

Advertising signage provides the function of directing attention to goods and services at a specific location and tends to be located within the central area in close proximity to the established shopping and office districts.

Next Steps

1. Convene stakeholders and agree project parameters
2. Commission signage strategy
3. Review delivery options



Benefits	Access & Circulation Tourism & Heritage Arts & Culture Urban Environment	Priority	High
		Related Projects	A2, A4, A5, B1, B2, C1, C3, C4, C6, D1
		Approximate Cost	-
Risks		Stakeholders	DDC, NITB, NIEA



Project:

Living & Working Above the Shops

Downpatrick Town Centre Masterplan

E4

Project Description

Living and Working Over the Shops (LOTS and WOTS) are relatively new initiatives based on the traditional concept of greater residential and employment activity within Town Centre locations. In line with National Government Policy, these schemes encourage the conversion of vacant and derelict upper floors of retail and commercial units in Town Centre locations in an effort to see these properties brought back into everyday use for residential or working purposes.

LOTS schemes ensure that our Town Centres are active for longer periods of time extending well into the evening, which in turn provides an additional level of surveillance and heightened levels of safety for inhabitants and visitors. WOTS schemes help to boost the economic activity of our town centres, both directly and indirectly through service and support industries.

Particular care should be taken in the service needs of such schemes, such as the need for separate access and changes to the frontage, which can have implications on the external appearance of the building or terrace which is heightened in the cases of Listed Buildings and Conservation Areas.

Next Steps

1. Convene stakeholders and review project parameters
2. Undertake survey of existing town centre properties and assess potential for WOTS and LOTS schemes.
3. Engage with developers to ensure new projects include LOTS and WOTS
4. Review delivery options, including partnership working and grants



Benefits	Local Economy / Investment Housing Urban Environment Community Safety	Priority	High
		Related Projects	A1, A3, A4, A5, A6, C1, C2, C3, C4, C6, D1, D2,
		Approximate Cost	-
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, NIEA, Priv, PS



Project:

Evening Economy Strategy

Downpatrick Town Centre Masterplan

E5

Project Description

There is a growing trend in the development of frameworks that assist in boosting the 'evening economy' of Town Centres. Differentiation is also being made between the night time economy, which largely relates to the pub and nightclub culture and the evening economy which generally refers to that lull time between workers leaving the Town and residents returning home often covering the period of 6pm through to 9pm

The evening economy of Downpatrick presents opportunities within the restaurant and cafe industries as well as leisure and cultural potential.

Councils are increasingly viewing their evening economy as an activity that needs to be expanded and see these initiatives as making a positive contribution to the vitality of their Town Centres both economically and socially. Main themes that are emerging from initiatives throughout the UK are the extension of the hours of normal daytime offer and making the Town Centre location attractive to a wider audience for a longer period of time.

Next Steps

1. Convene stakeholders and agree project parameters
2. Commission Evening Economy Strategy
3. Review delivery options



Benefits	Local Economy / Investment Community Safety Tourism & Heritage Arts & Culture	Priority	High
		Related Projects	All
		Approximate Cost	-
Risks		Stakeholders	DDC, Priv



Project:

Transportation & Parking Study

Downpatrick Town Centre Masterplan

E6

Project Description

In order to understand the transport impacts of the Masterplan it is considered that a transport strategy informed by a traffic model and a parking strategy should be prepared.

Construction of a traffic model would provide a suitable basis for appraising the potential impact of proposed transport improvements and developments in Downpatrick that arise as part of the masterplanning process. The traffic model would provide a flexible tool to evaluate the impacts of any transport measures that are formulated during the study. The traffic model is capable of outputting detailed statistical results from any option tests as well as being able to display the operation of the network visually. The traffic model can also be retained as an asset by Roads Service for use in future as new developments and transport improvements come forward and require to be assessed.

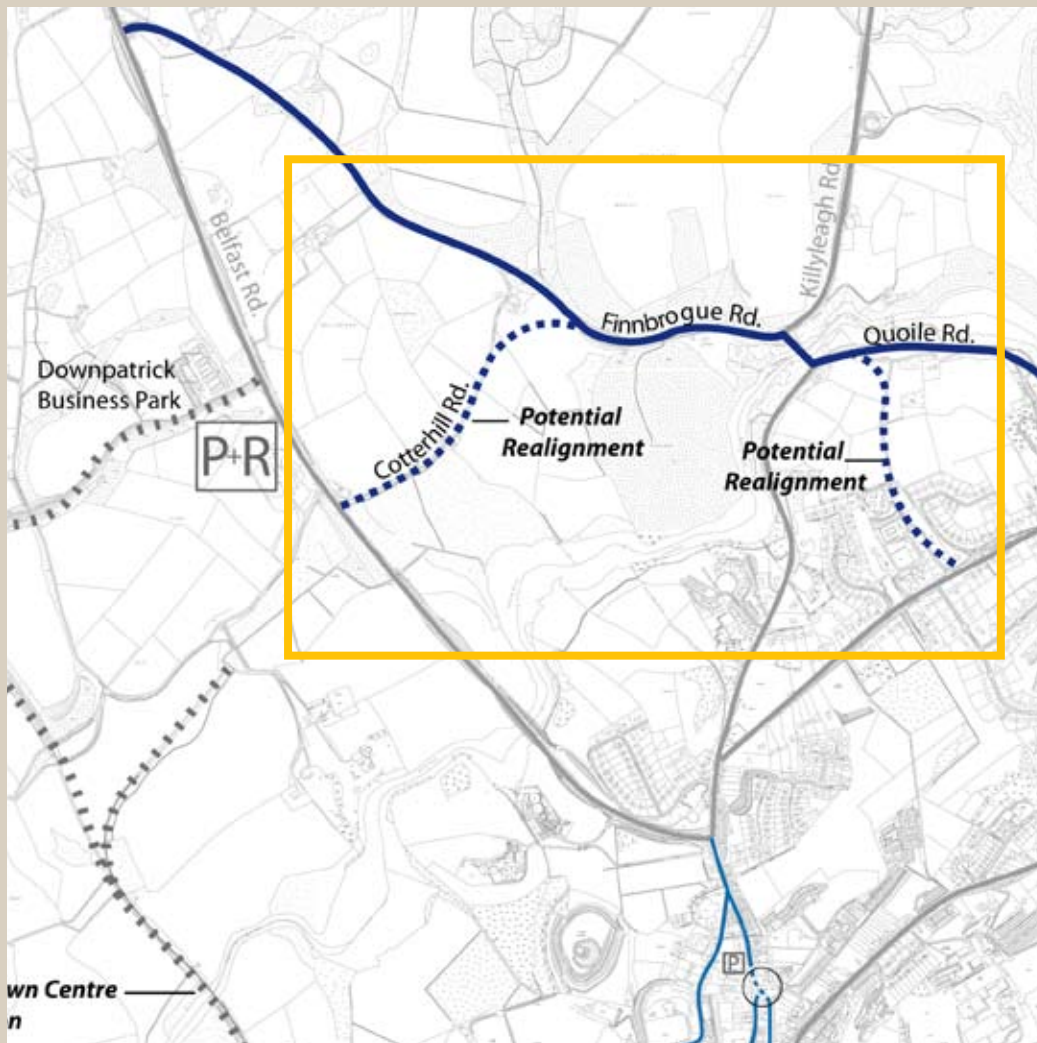
The parking strategy would provide an understanding of the potential impacts of the proposed Masterplan and the most appropriate level of provision, location and management of car parking in Downpatrick. In addition, the measures developed in the parking study could be input into the traffic model to understand the impacts of changes in parking provision on the operation of the road network.

Next Steps

1. Convene stakeholders and agree project parameters
2. Commission Study
3. Use model to test transport proposals
4. Implement parking strategy



Benefits	Access & Circulation Local Economy / Investment Urban Environment	Priority	High
		Related Projects	All
		Approximate Cost	-
Risks		Stakeholders	DDC, DSD, RS, Trans



Project:

Eastern Distributor Linkages

Downpatrick Town Centre Masterplan

F1

Project Description

The proposal for an Eastern Peripheral Route is contained in the Ards and Down Area Plan 2015 and is strongly linked to the proposals to provide significant residential development to the east of the Town. The route will also aid in delivering effective transport links to the recently developed Downe Hospital and other development at the Downshire Hospital site.

Firstly, an extension of the route to link to the Belfast Road and hence provide an alternative route to and from Belfast, the principal traffic generator. Secondly, a proposed Quoile Road to Strangford Road connection constructed in association with the proposed relocation of the High School to make the route more direct.

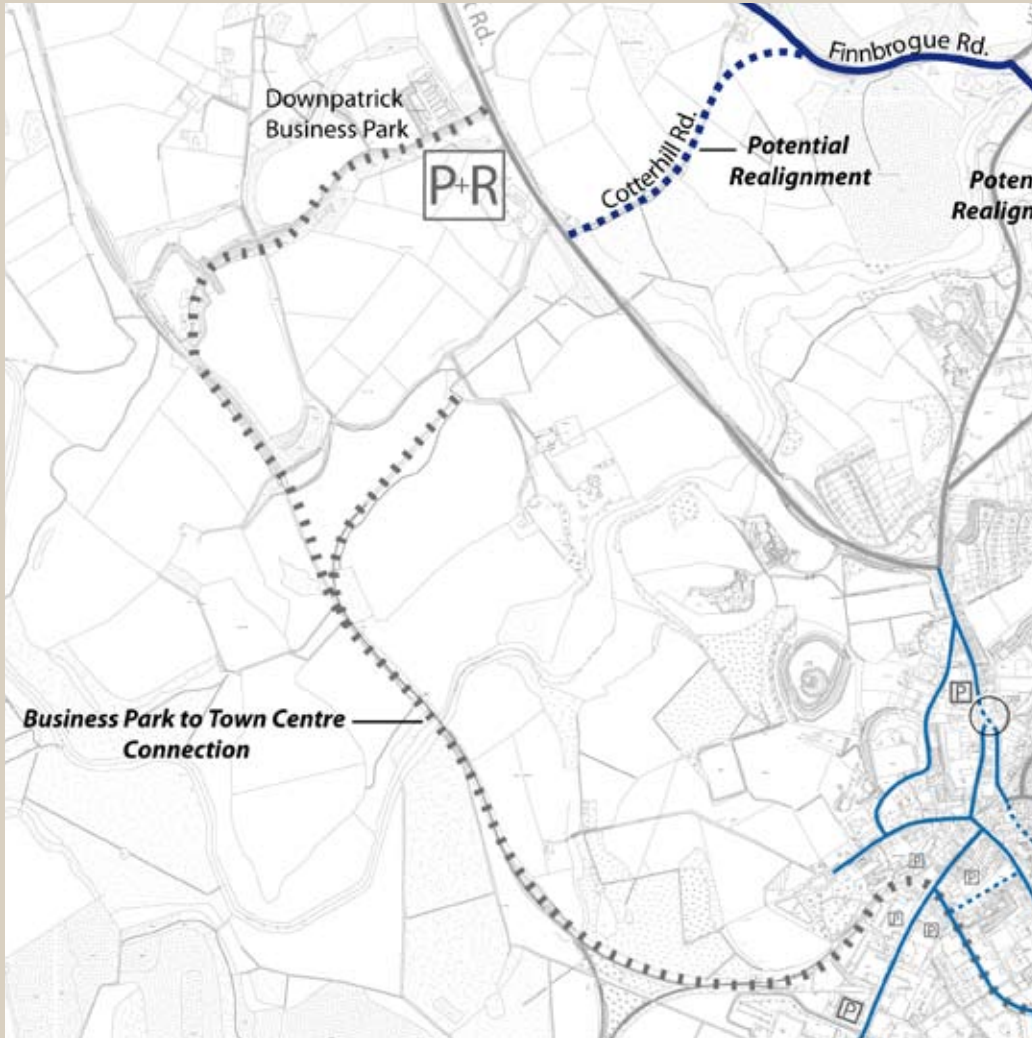
Next Steps

1. Convene stakeholders and agree project parameters
2. Review transport requirements against Transport and Parking Study (E6)
3. Develop outline roads options
4. Test options and select preferred option
5. Review delivery mechanisms via public and/or private sector

Roads Service commissioned an appraisal of the route (August 2005) which demonstrated that the link road had positive economic benefits. Notwithstanding, there is a key risk that the delivery of the scheme, which is principally the responsibility of Developers, may not occur in the short term, leaving congestion issues in the Town Centre. The Masterplan proposes two changes to the current Eastern Distributor proposals.



Benefits	Access & Circulation Local Economy / Investment	Priority	Medium
		Related Projects	E6
		Approximate Cost	£1.5m
Risks	Economic climate Multiple land ownership	Stakeholders	DDC, Priv, PS, RS,



Project:

Western Peripheral Route

Downpatrick Town Centre Masterplan

F2

Project Description

The concept of a Western Peripheral Route providing a by-pass along the western side of Downpatrick has been a long-standing proposal. The Transport Report, provides detailed information on the costs / benefits of such a proposal.

The Report recognises that the proposed route reflects a key movement of vehicles traversing the Town and would significantly reduce traffic through key junctions. However, the Report identifies that the delivery of a road-based solution along the Western periphery of Downpatrick, which demonstrates positive benefits would be very difficult.

The implementation of a public transport service along the the existing railway emerges as a potentially cost effective proposal although more research would be required to ascertain whether there is sufficient demand to operate such a service successfully.

Next Steps

1. Convene stakeholders and agree project parameters
2. Review transport requirements against Transport and Parking Study (E6)
3. Undertake site surveys, including hydrology and ground conditions
4. Develop outline routes options
5. Test options and viability through transport appraisal, economic appraisal and environmental impact assessment
- 6) Select preferred option and review delivery mechanisms via public and/or private sector.



Benefits	Access & Circulation Local Economy / Investment	Priority	Medium
		Related Projects	A6, B1, B2, B4, C4, D4, E6
		Approximate Cost	£13m
Risks	Economic climate Multiple land ownership Flood Risk / Ground Condition Archaeology Environmental Impact	Stakeholders	DSD, DDC, NIEA, PS, RS, Trans

Downpatrick Town Centre Masterplan

PROJECT ACTION PLANS

March 2011

the paulhogarth company

