



Ballymoney Town Centre

2020 Masterplan Review

ARUP

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

Contents

1 /	INTRODUCTION	6
2 /	REVIEW OF 2014 MASTERPLAN	13
3 /	STRATEGIC CONTEXT	19
4 /	TOWN CENTRE CONTEXT AND ANALYSIS	26
5 /	2020 MASTERPLAN REVIEW	35
6 /	ACTION PLAN	64



Megaw Park

NRC Campus

Dalriada School

Ballymoney Borough Council

Museum & Tourist Info

Showgrounds

Community Bowling Club

Home Bargains

Tesco Superstore

Riverside Park

Our Lady Of Lourdes School

Joey Dunlop Gardens

Ballymoney Rail Station

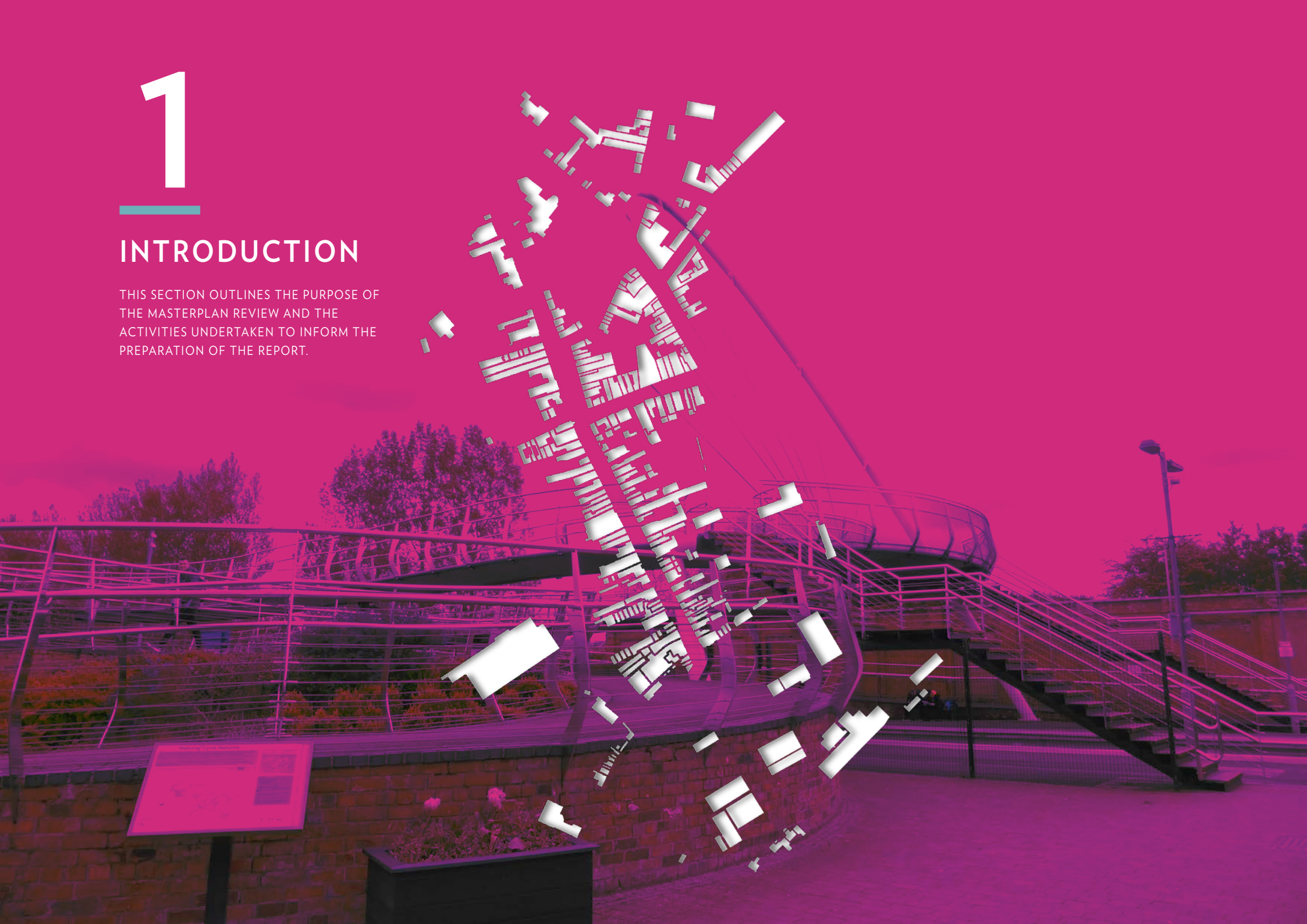


MAIN ST. RALLYMONEY, 1711 W.L.

1

INTRODUCTION

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



The Purpose of the Masterplan Review

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

The specific objectives of this review are to:

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

The 2014 Masterplan and the Masterplan Review

2014 Vision Statement:

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

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

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

Approach to this Report

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

This report is structured as follows:

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

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

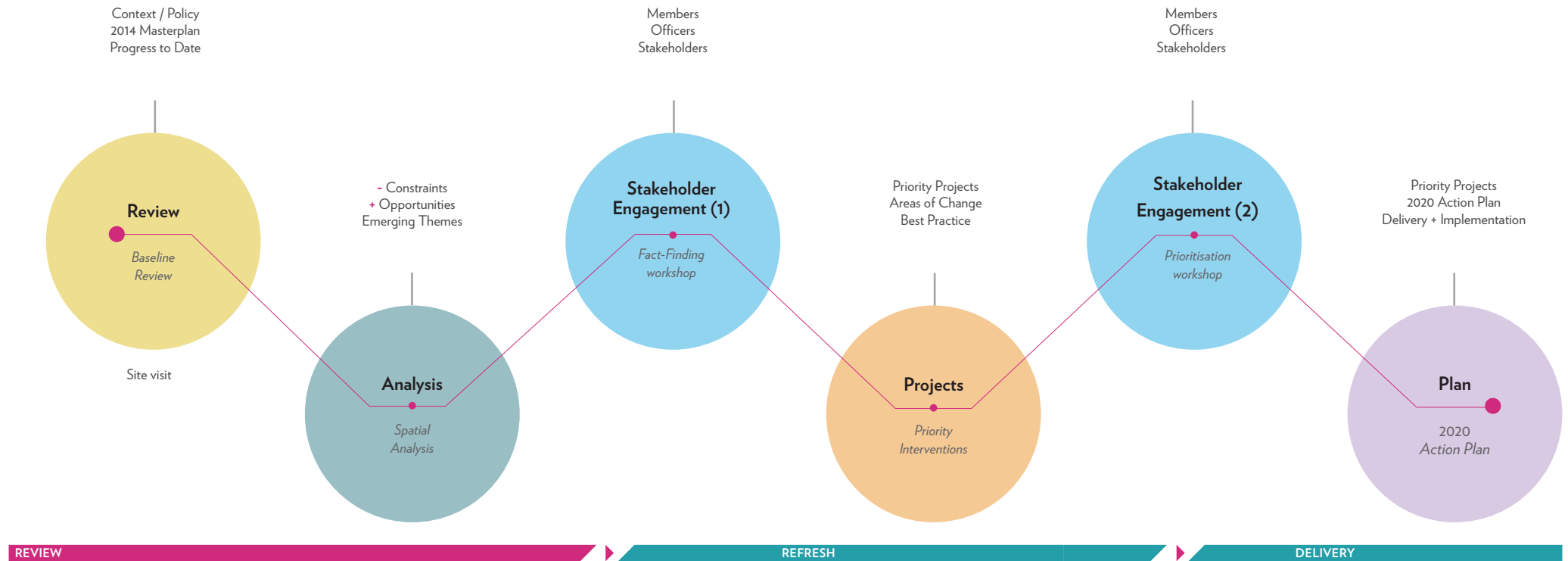
Section 4. Town Centre Context and Analysis: This section briefly summarises the current constraints and opportunities in Ballymoney Town Centre in 2020 building on the analysis of the 2014 Masterplan, stakeholder consultation and observations from site visits.

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

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

Our Approach

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



Engagement

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

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

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

The Process

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

A Collaborative Approach

Stage 1

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

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

Stage 2

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

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



BALLYMONEY WALKING TOUR

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

SITE VISITS



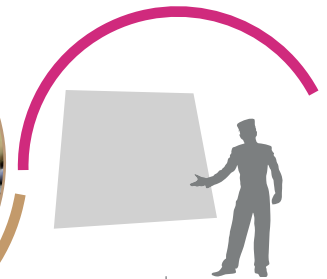
April 2019: Site visits to undertake a thorough analysis of the town centre. This allowed a detailed review of key sites, new developments, public spaces, pedestrian/vehicle routes, townscape quality and public realm.

INDIVIDUAL MEETINGS



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

FINAL REPORT PRESENTATION



2020 MASTERPLAN REVIEW

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

STAKEHOLDER ENGAGEMENT WORKSHOP

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

STAKEHOLDER ENGAGEMENT WORKSHOP

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



2

REVIEW OF 2014 MASTERPLAN

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



2014 Masterplan Review

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

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

In terms of the feedback received:

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

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

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

Delivering The Vision

2014 VISION

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

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

2020

DELIVERING THE VISION

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

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

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

Refreshing The Objectives

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

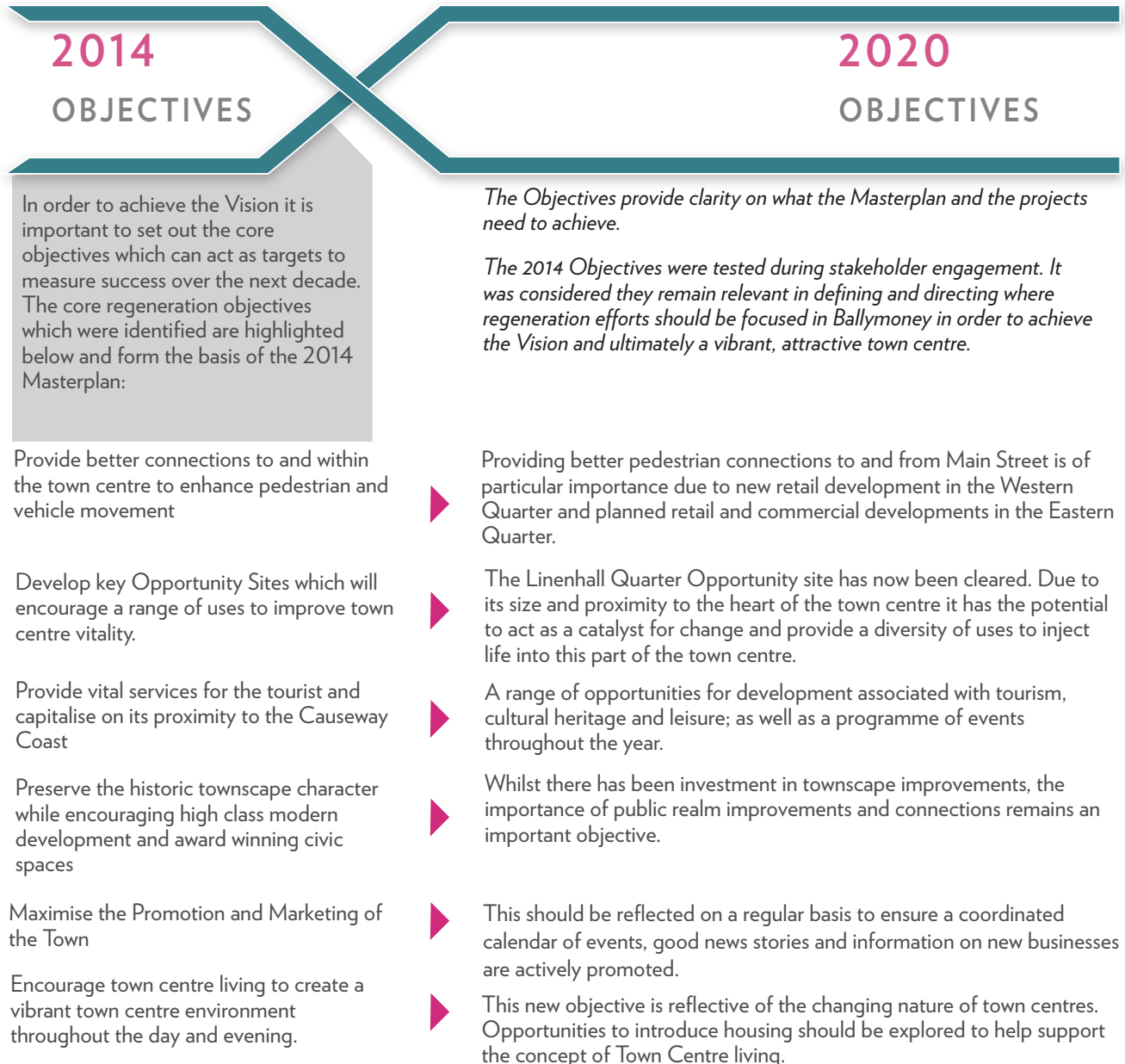
Stakeholder engagement confirmed that generally, the 2014 Objectives were fully agreed, including the need for better pedestrian and vehicle connections to improve movement and the benefits developing key 'opportunity sites' will bring.

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

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

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

NEW



Key Components

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

Proposal Overview:

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

Progress:

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

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

Future Relevance:

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

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

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

Proposal Overview:

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

Progress:

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

Future Relevance:

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

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

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

KC3. IDENTIFYING ACCEPTABLE AND VIABLE PROPOSALS FOR THE BACKLANDS

Proposal Overview:

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

Progress:

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

Future Relevance:

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

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

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

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

Proposal Overview:

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

Progress:

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

Future Relevance:

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

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

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

Proposal Overview:

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

Progress:

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

Future Relevance:

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

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

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

Proposal Overview:

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

Progress:

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

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

Future Relevance:

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

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

3

STRATEGIC CONTEXT

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



Timeline



Strategic Context

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

Review of Public Administration (2015)

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

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

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

Strategic Planning Policy Statement (2015)

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

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

1. Improving Health and Well-being

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

2. Creating and Enhancing Shared Space

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

3. Support Sustainable Economic Growth

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

4. Supporting Good Design and Positive Place Making

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

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

and how it will endure into the future".

5. Preserving and Improving the Built and Natural Environment

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

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

Programme for Government (2016)

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

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

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

Northern Area Plan (2016)

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

Community Plan (2017-2030)

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

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

1. A sustainable accessible environment :

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

2. A thriving economy :

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

3. A healthy safe community :

Contribute to a healthy, connected and safe community, that

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

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

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

Local Development Plan (2030)

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

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

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

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

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

Evidence Base Papers

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

Nexus Retail and Commercial Report (2017)

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

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

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

Key points from this report:

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

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

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

Sproule Retail Report

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

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

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

1) Highest level ‘good scores’

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

2) Highest level ‘poor scores’

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

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

Changing Retail

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

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

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

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

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



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

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

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

RPS Traffic Assessment Report (2017)

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

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

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

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

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

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

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

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

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

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



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

4

TOWN CENTRE CONTEXT AND ANALYSIS

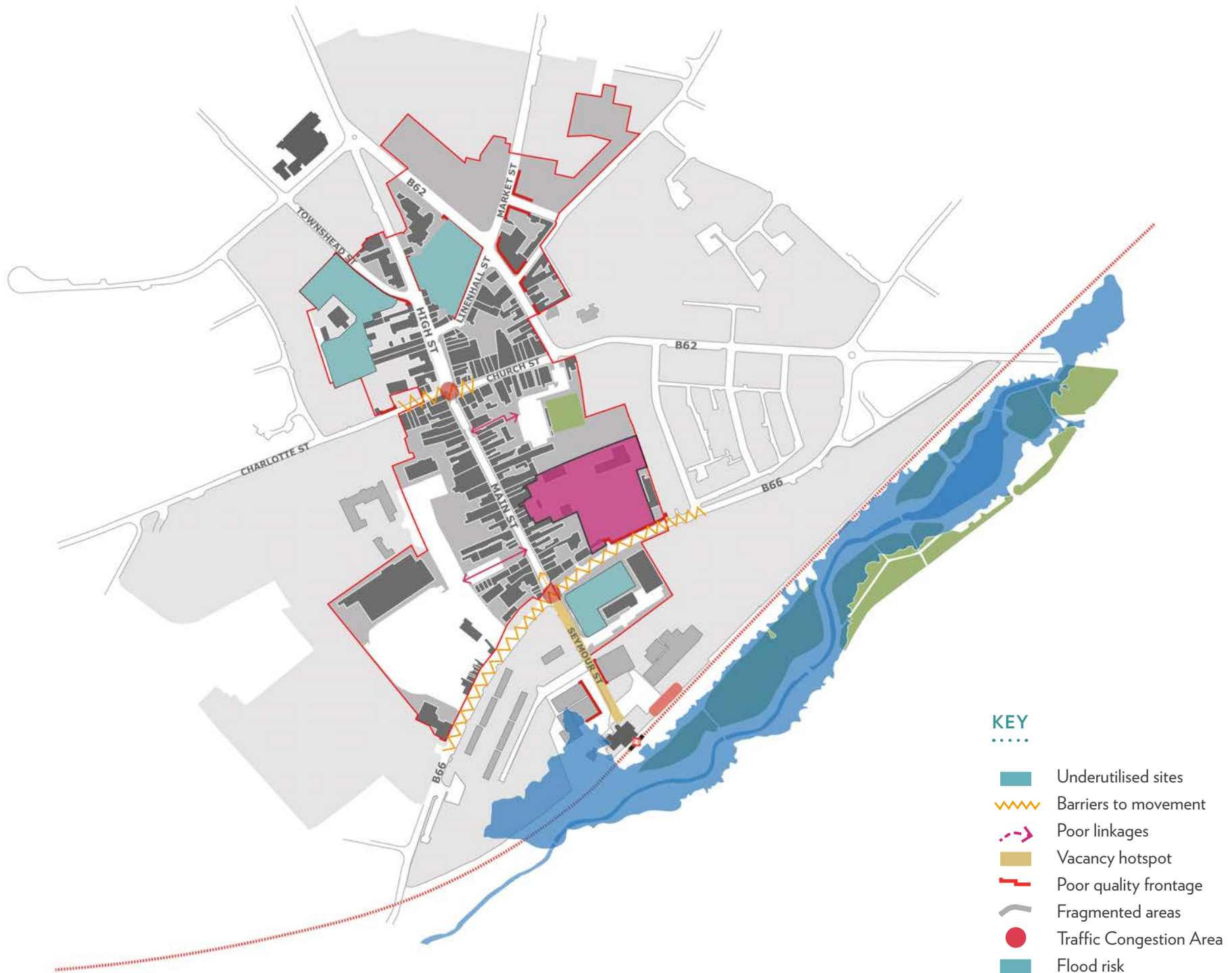
THIS SECTION PROVIDES AN OVERVIEW OF
THE CONSTRAINTS AND OPPORTUNITIES FOR
BALLYMONEY TOWN CENTRE.



The Constraints

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

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



The Opportunities

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

1

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

2

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

3

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

4

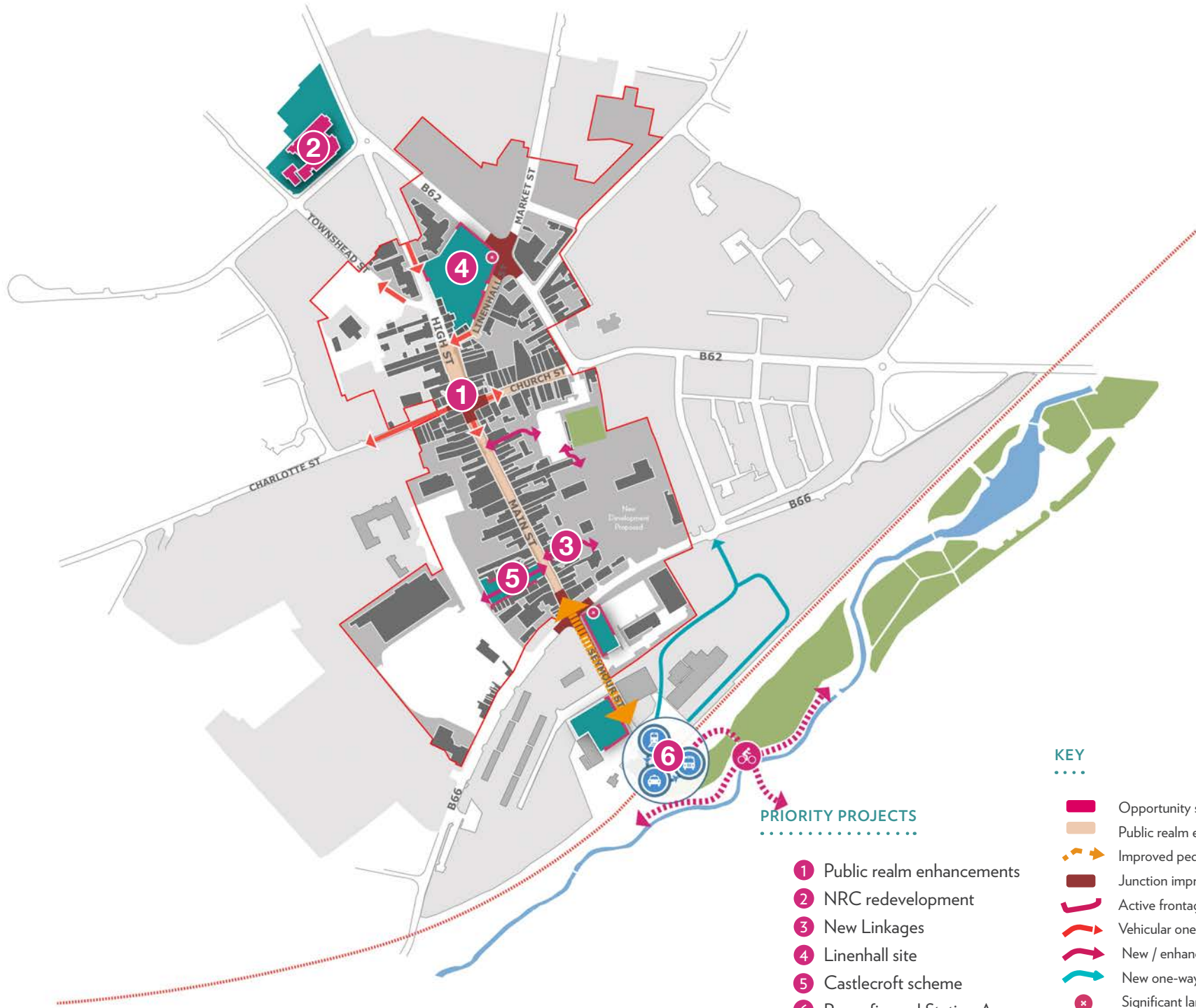
Linenhall Site Redevelopment | The demolition of buildings on the Linenhall site has left a large cleared site in the Ballymoney urban fabric. A flexible framework with temporary interventions would programme the space until the future use of the site is decided. Such interventions open up opportunities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

5

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

6

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



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

KEY

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

Movement & Access

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

Vehicular Movement:

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

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



Pedestrian Access:

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

Car Parking:

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

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

Gateways :

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

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



B66 Junction ,Lower Main Street



Alleyway , Taggart Mews



Inactive frontage, Seymour Street

Townscape

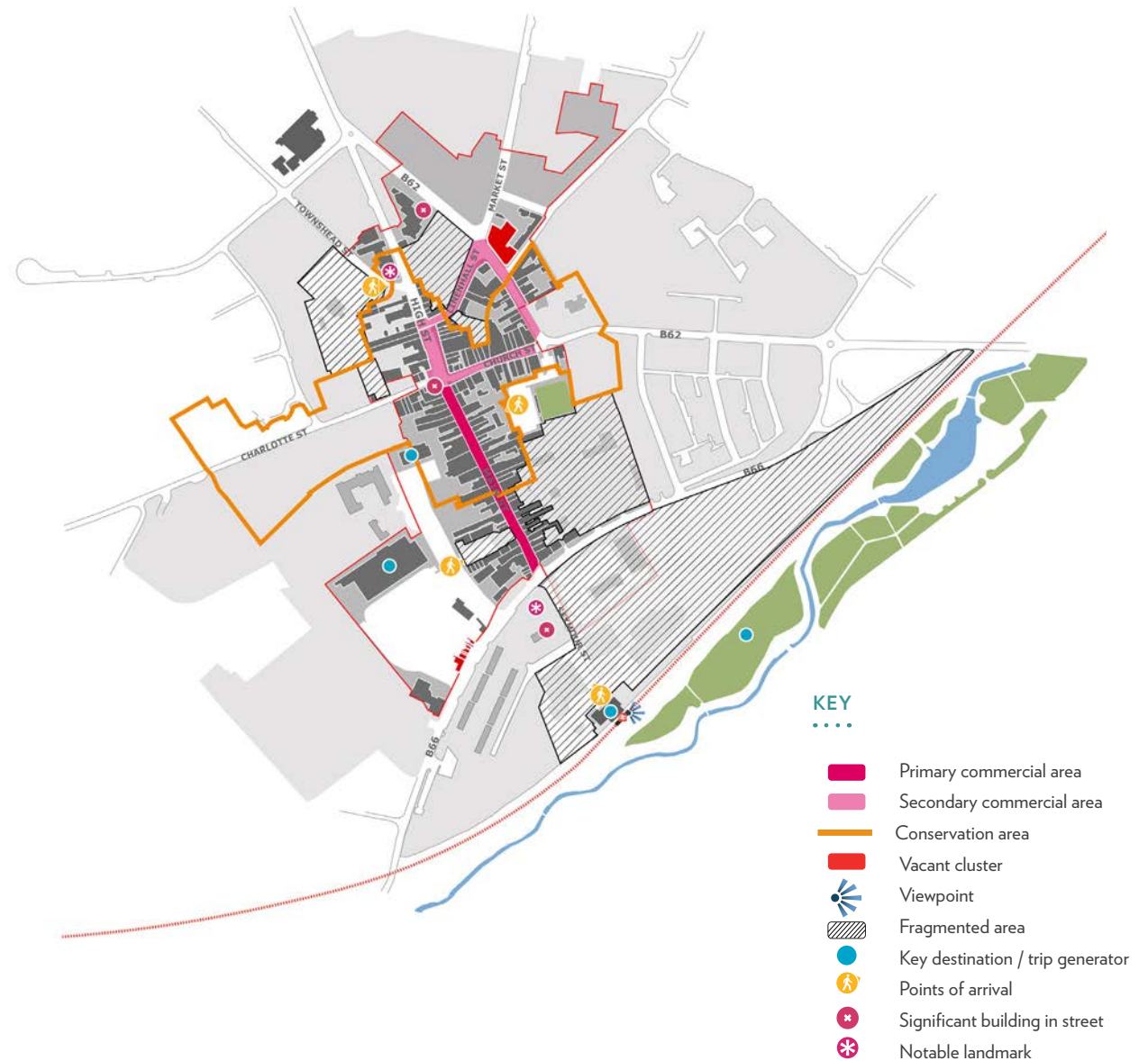
Townscape quality is vital in attracting and retaining investors, visitors and the local community. High quality public spaces combined with a coordinated street environment can strengthen the identity of the town centre catalysing wider regeneration.

Public Realm

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

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

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



Identity & Animation

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

Heritage:

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

Events

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



Ballymoney Spring Fair / Artisan Market, Main Street



Ballymoney Spring Fair / Artisan Market, Ballymoney



Christmas Festive Lights, Church Street



Joey Dunlop Exhibition, Ballymoney Museum



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

5

2020 MASTERPLAN

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

BROTHERS & SISTERS NATIONAL HAZARD RACING VICTORIES	
Currowdore 100	8 Wins
Coolemore 100	11 Wins
Dundalk 100	4 Wins
Dundee 110	2 Wins
Fare 100	6 Wins
Kells 100	8 Wins
Killarney 100	18 Wins
Mid Antrim 100	1 Win
St. Mary's 100	1 Win
Southdown 100	4 Wins
Skerrin 100	17 Wins
Southport 100	31 Wins
Swan Point 100	13 Wins
Tandragee 100	17 Wins
Temple 100	5 Wins

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Priority Themes

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

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

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

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



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

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

Priority Projects



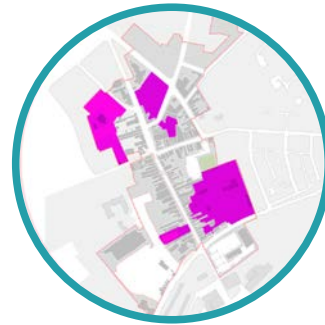
Public Realm Enhancements

A place to visit

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

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

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



Development Opportunities

A place for business

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

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

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



Movement and Access

A place to enjoy

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

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

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



Events and Animation

A place to experience

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

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

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

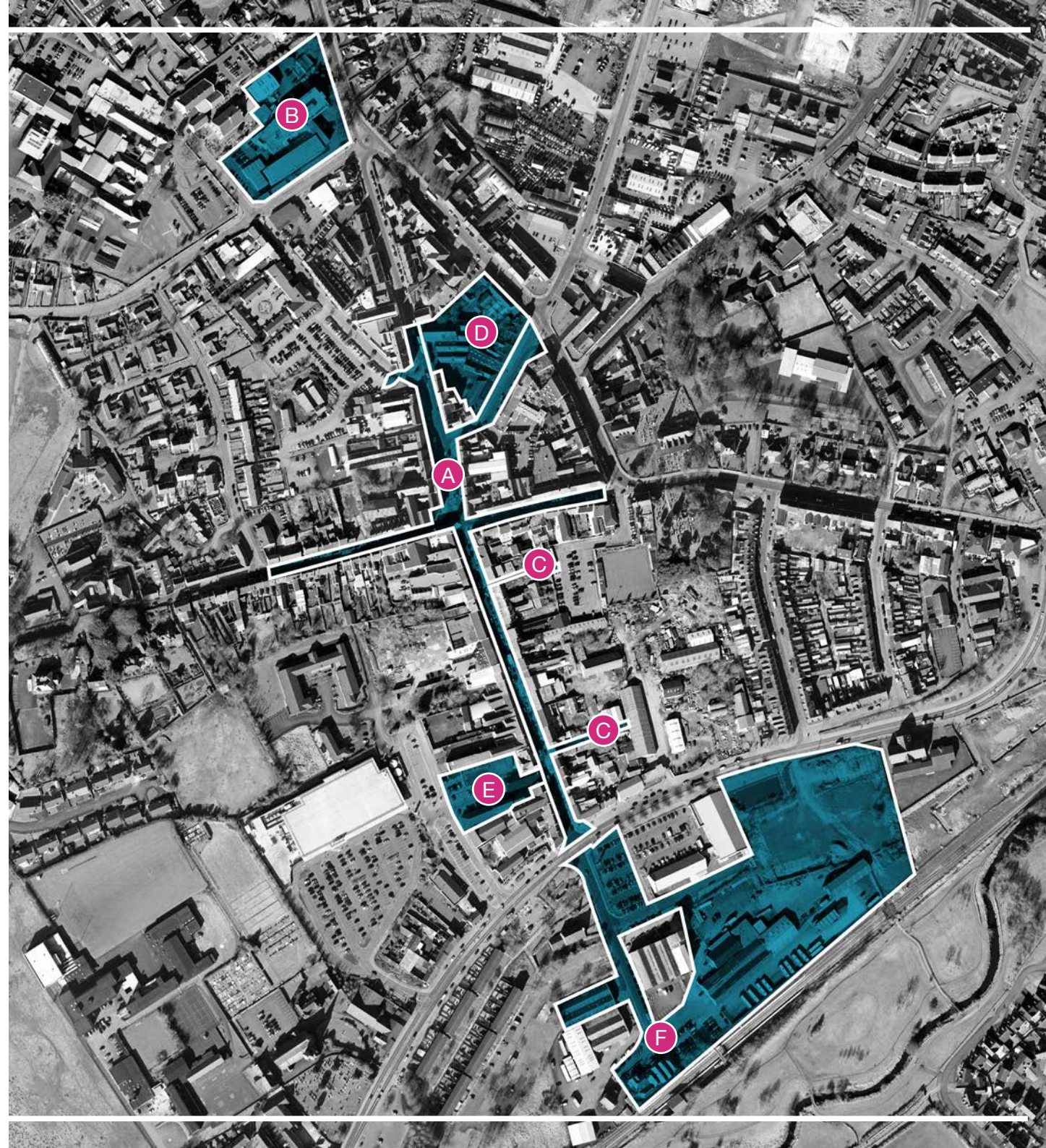
Areas of Change

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

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

The identified sites for these projects are:

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



A Public Realm: Re-animating the Town Centre

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

The Project

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

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

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

Existing and Proposed Interventions

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

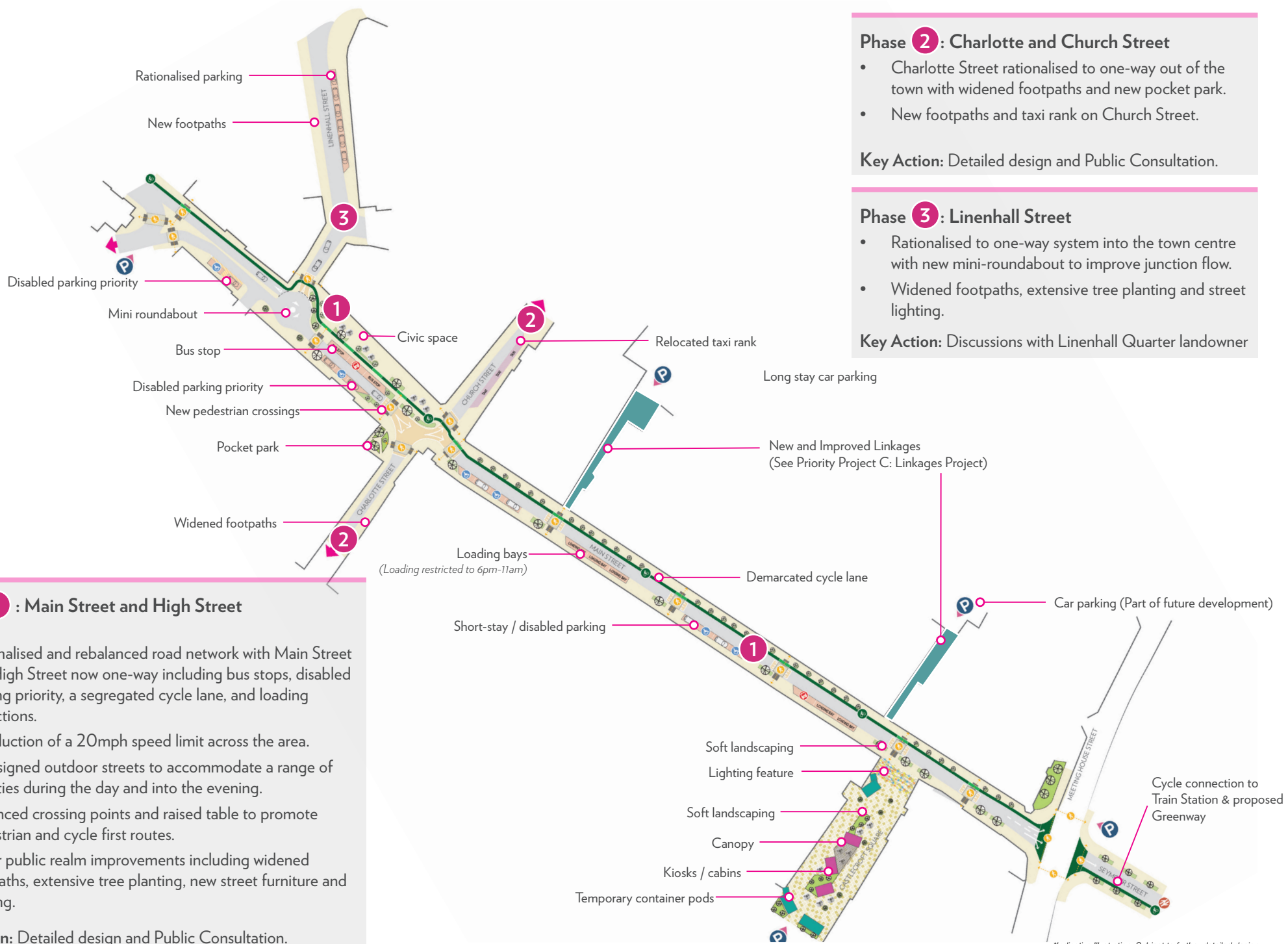
and blister paving to indicate points of crossing. A 20mph speed limit zone is recommended to reduce user conflict.

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

Relevance of Project

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

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



Phase 1 : Main Street and High Street

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

Key Action: Detailed design and Public Consultation.

Phase 2 : Charlotte and Church Street

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

Key Action: Detailed design and Public Consultation.

Phase 3 : Linenhall Street

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

Key Action: Discussions with Linenhall Quarter landowner

**Indicative Illustration: Subject to further detailed design*

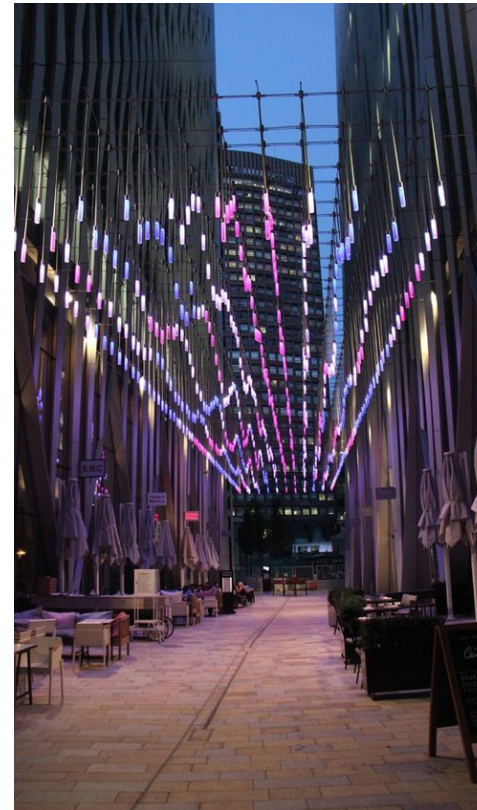
Proposed Interventions

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

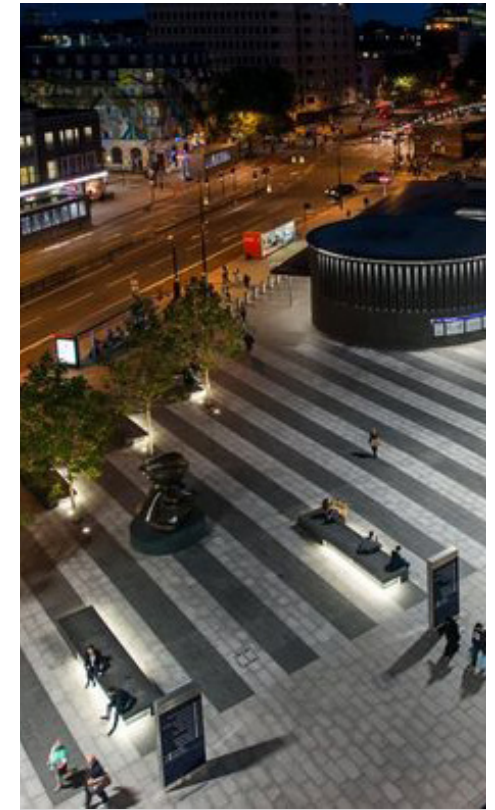
Environmental quality plays a key role in the physical and psychological comfort of a place. It also reflects less obvious 'comforts' such as aesthetic pleasure, a sense of belonging and civic pride.



Improved surfacing / paving



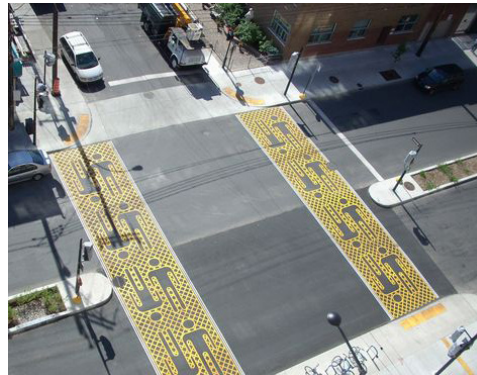
Laneway illumination



Enhanced civic space



Outdoor seating



Improved demarcation of street crossings



Introduction of soft landscaping



High quality seating, Thomas More Square-London.



improved street bin provision



Altrincham Public Realm (© Vantage Point)

Best Practice

Altrincham, Manchester

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

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

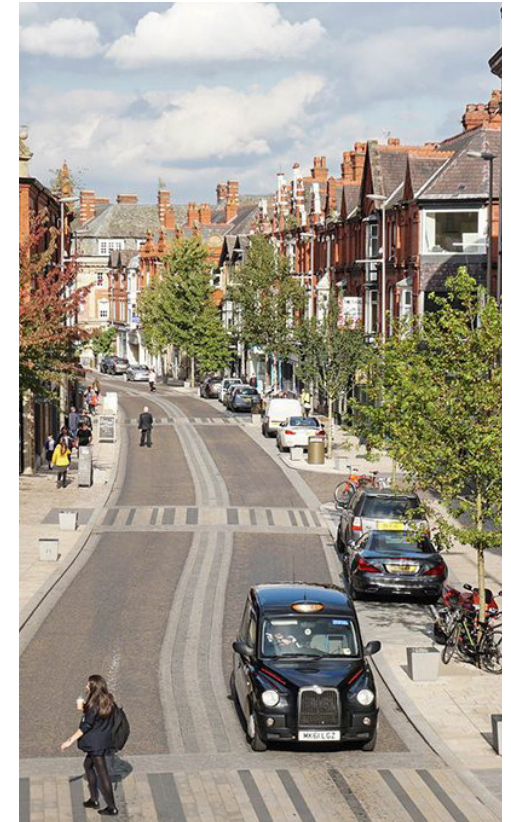
All features consisted of the same 'family' of materials to ensure visual integration through the town centre.



Altrincham Public Realm Gateway (©-Adrian Lambert)



Altrincham Public Realm (© Adrian Lambert)



Altrincham Public Realm (© Vantage Point)

B NRC Site: Re-utilising a Key Asset

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

Site Context

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

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

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

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

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

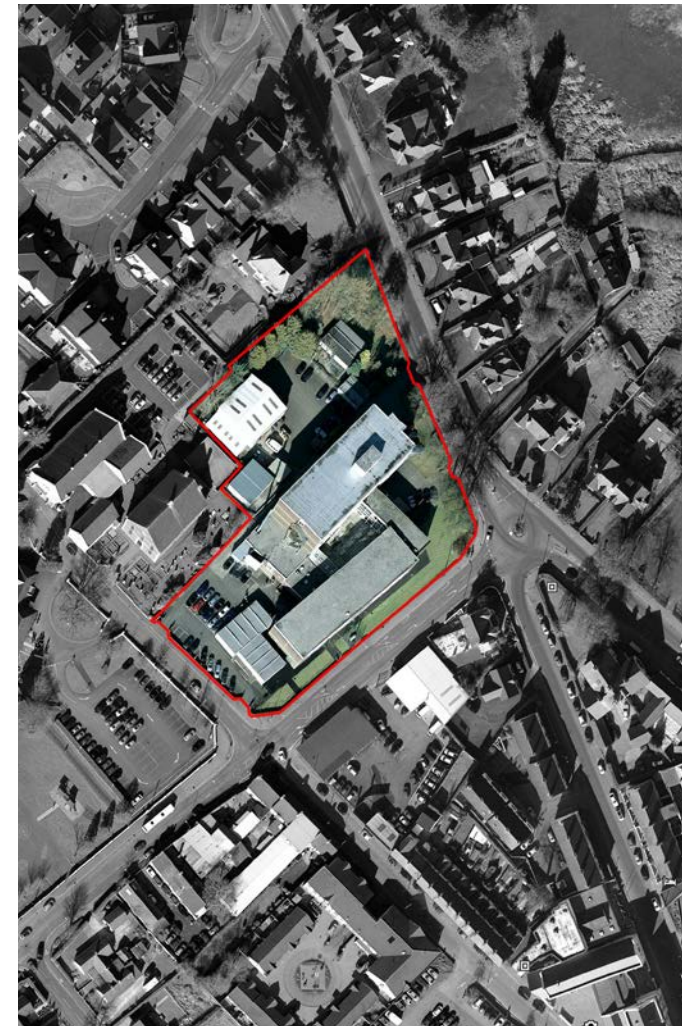
The Project

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

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

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

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



Phase 1: Pre-Disposal Activities

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

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

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

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



Phase 2: Disposal

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

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

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

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



Best Practice



Graham Garden, Lisburn City Centre

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

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

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

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



Potential uses:



Residential



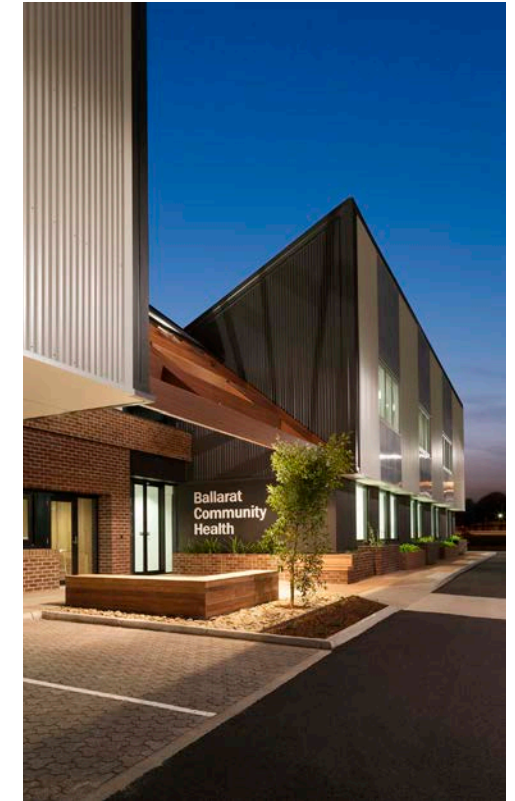
Community Centre and Creche Facilities



School Bus Facility



Integrated Care Centre



Community Health Centre

C Linkages Project: Connecting to the Backlands

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

The Project

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

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

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

Existing and Proposed Interventions

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

Relevance of Project

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

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

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

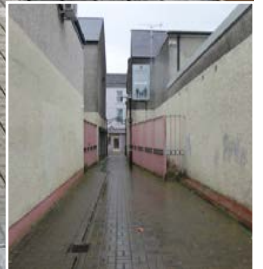
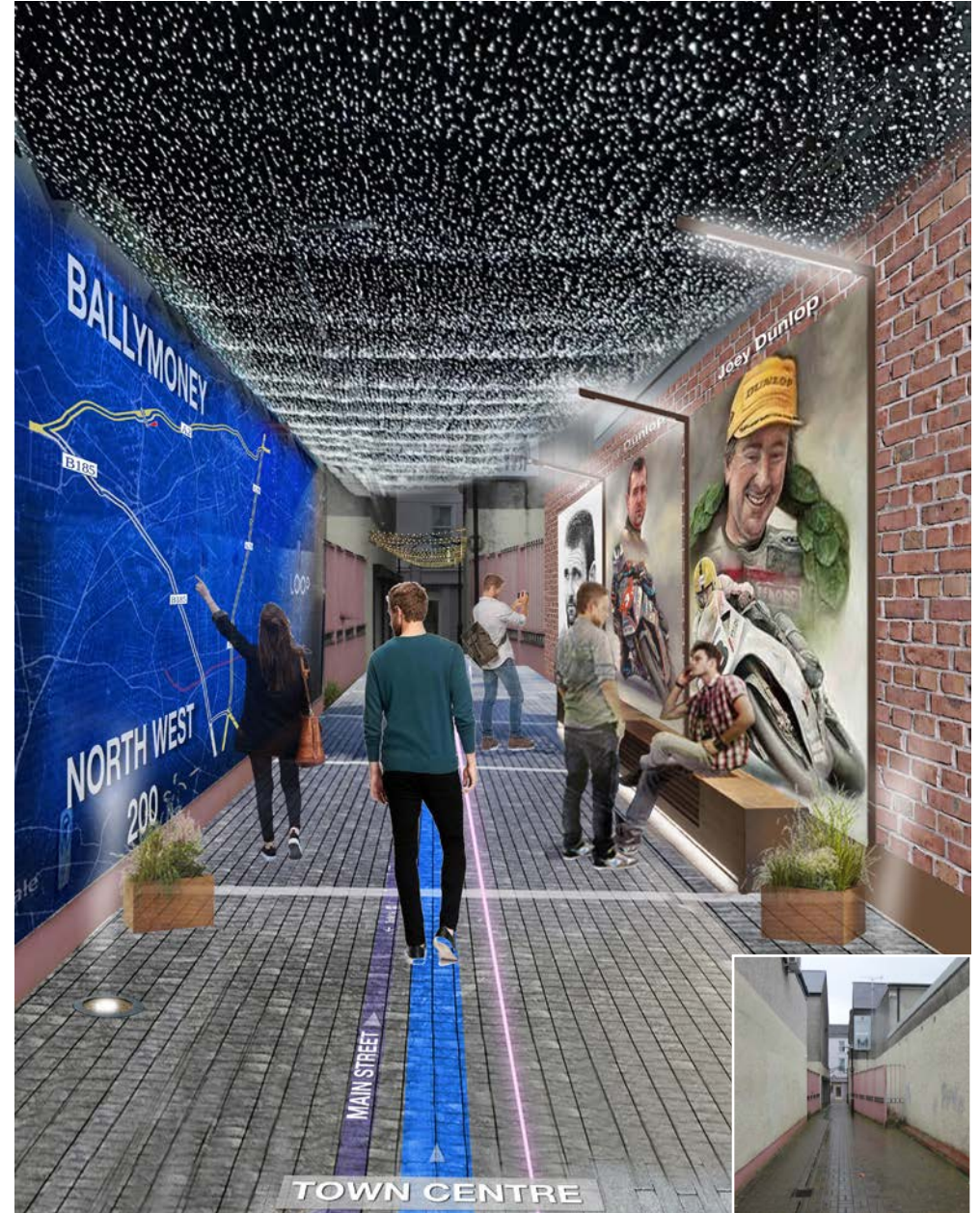
Best Practice

Lisburn Light Festival

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

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

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



Indicative Illustration (Before and After)

D Linenhall Quarter: Maximising the Potential

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

The Project

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

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

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

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

Existing and Proposed Interventions

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

Relevance of Project

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

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

Key advantages include:

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

Phase 1: Engagement on the future of the site

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

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

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

Phase 2: Implementation of temporary / meanwhile uses

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

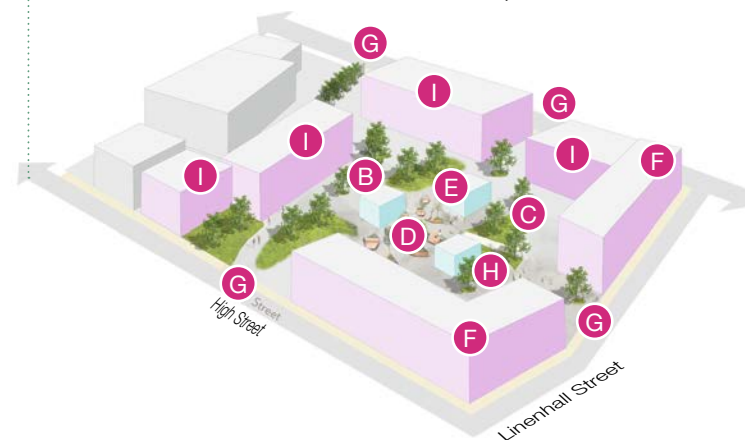
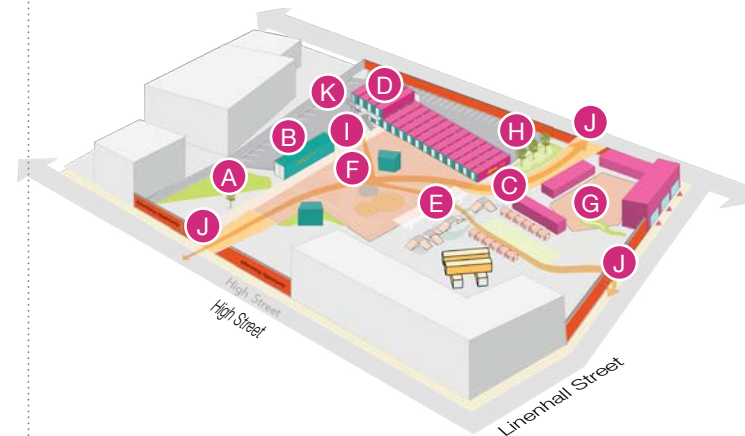
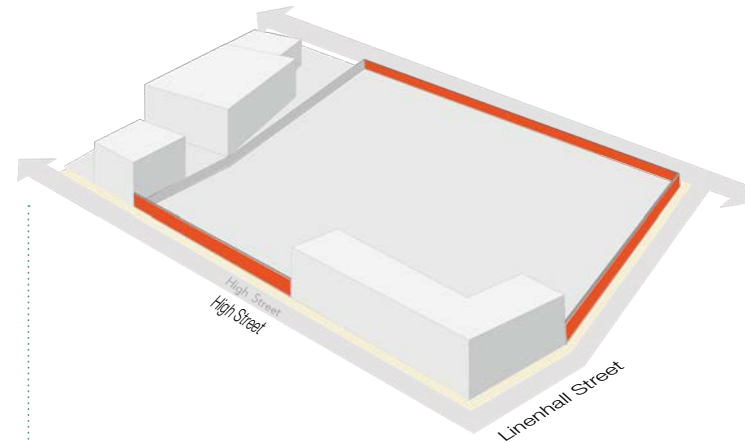
- Business and commercial: Employment workspaces, pop-up food and drink kiosks and start-up incubators.
- Recreational and leisure: Performance spaces, outdoor cinema, skate parks, pump track and play-areas.
- Community: Pocket park, allotments and community hub.

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

Phase 3: Permanent development of site

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

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



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

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

**Indicative Illustration and Dependent on Future Site Uses*

Meanwhile Uses

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

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



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



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



Temporary Play Space - Norway



Formalised Parklet - San Francisco (100 Resilient Cities)



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



Temporary Parklet - Brussels



Temporary Basketball Court - Paris (Dezeen)



Food and Drink Garden - Brooklyn



Cafe Container / Local community Hub



Best Practice

Bangor, County Down

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

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

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



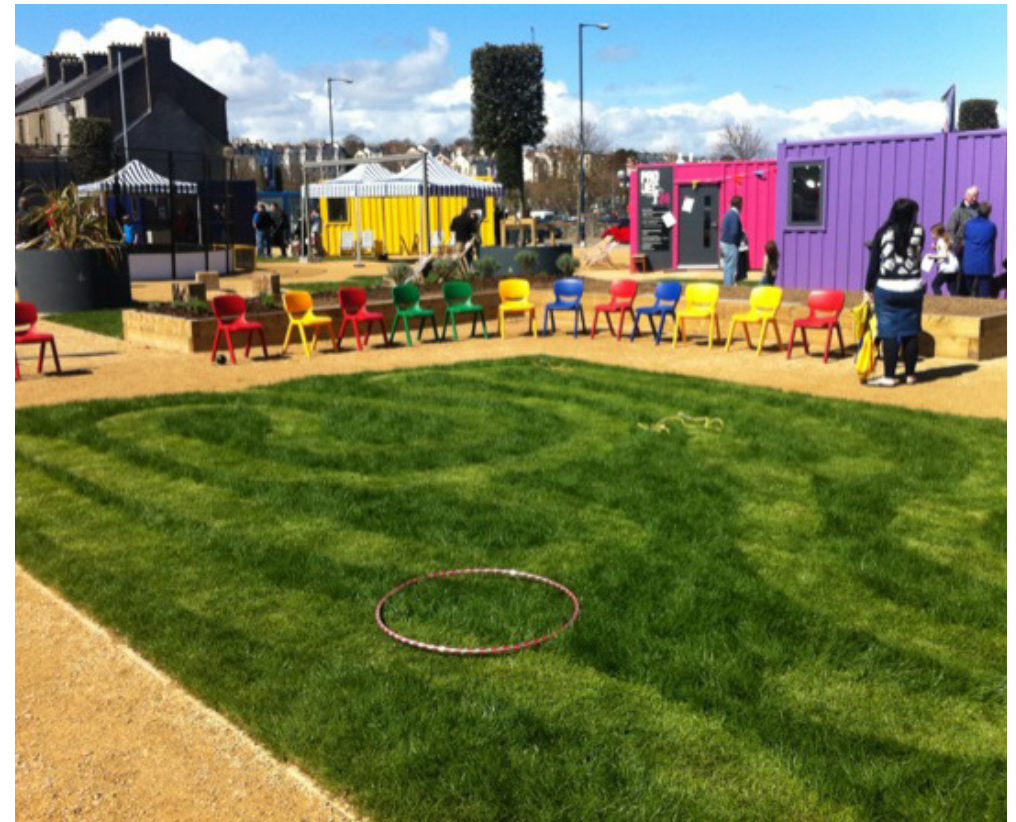
Penny Pods, Penny Market, Lisburn



C.S. Lewis Square, Connswater, Belfast



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



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

E Castlecroft Square: Creating a Place for People

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

The Project

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

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

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

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

Existing and Proposed Interventions

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

Relevance of Project

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

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

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

Events & Animation

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



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

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

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

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

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

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



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

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

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

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

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

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



Proposed Interventions

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



Reinventing the square



Public Art



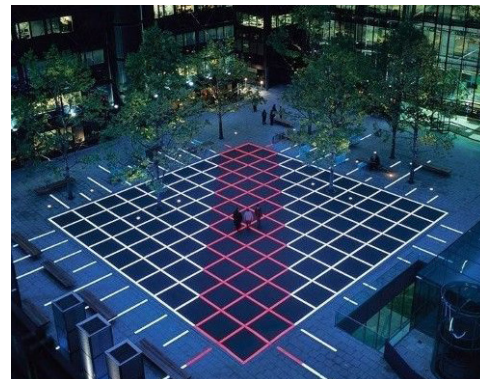
A flexible and dynamic public space



Improved public seating



Diverse landscaping to soften the space



Bespoke lighting features to illuminate the square



Bespoke lighting to illuminate the space

Best Practice

Meeting House Square, Dublin

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

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

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



Market stalls and local produce, Meeting House Square, Dublin



Attractive and modern public space, Meeting House Square, Dublin



Creating a vibrant and active destination



Multifunctional space, enhancing the evening economy



Scheduled evening events, Meeting House Square, Dublin

F Train Station: Announcing the Town

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

The Project

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

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

Existing and Proposed Interventions

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

Relevance of Project

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

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

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

Next Steps

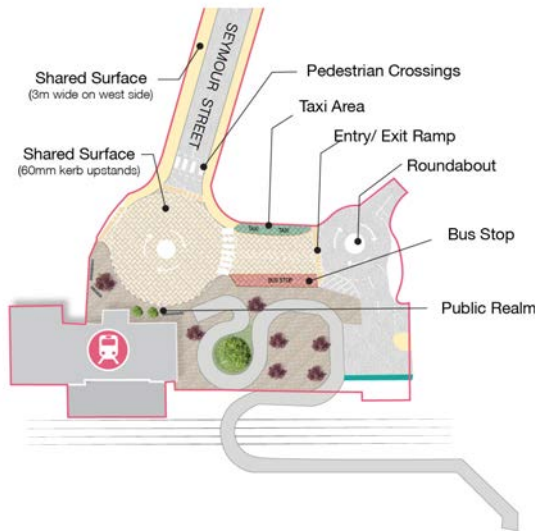
Translink and the Department for Infrastructure (DfI) have been consulted about the revised proposals. Both consultees are satisfied in principle, however further detailed design would be required before moving to the implementation stage.

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

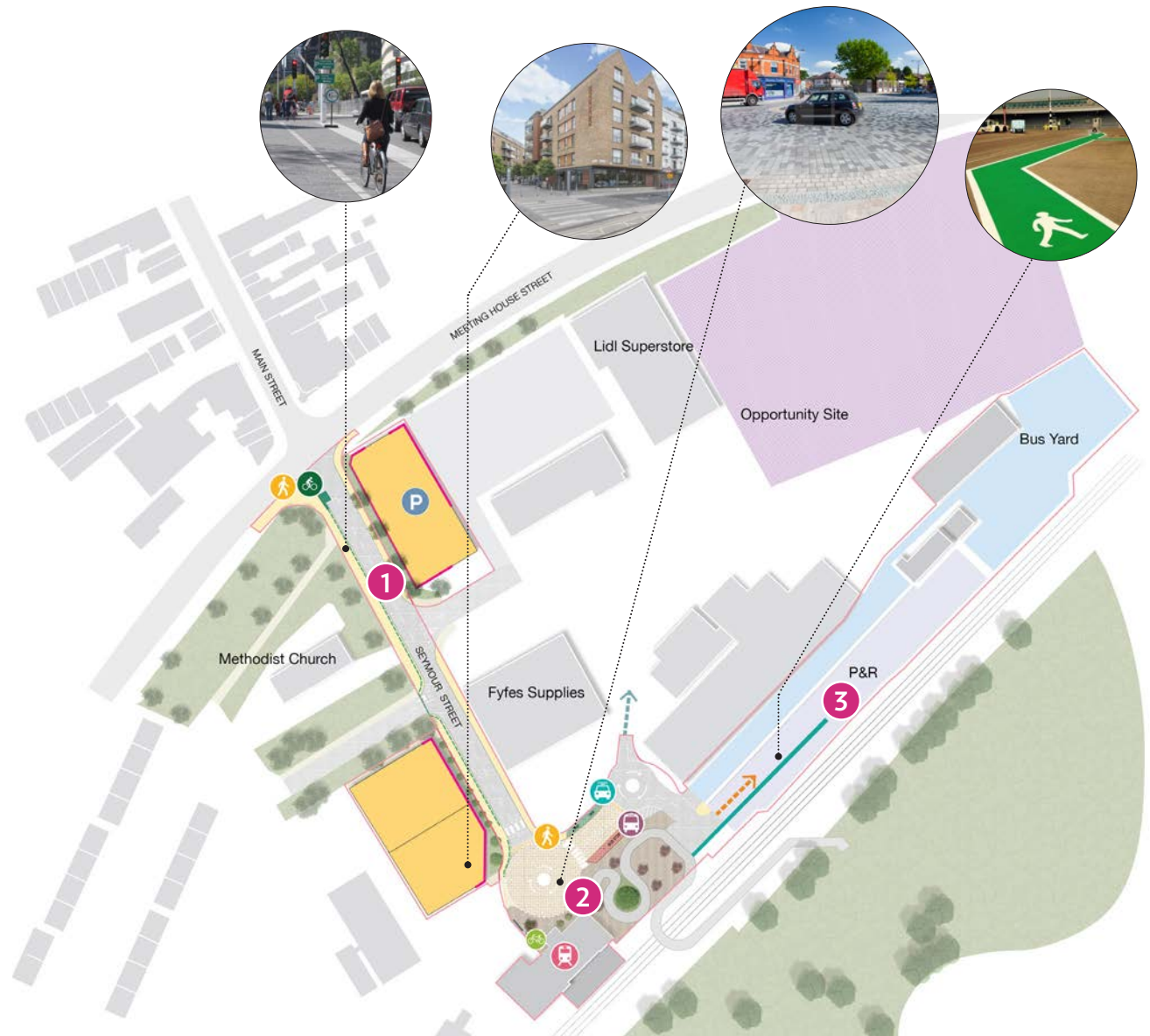
Short Term

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

Key Action: Detailed design and Public Consultation.



Junction design outside Train Station



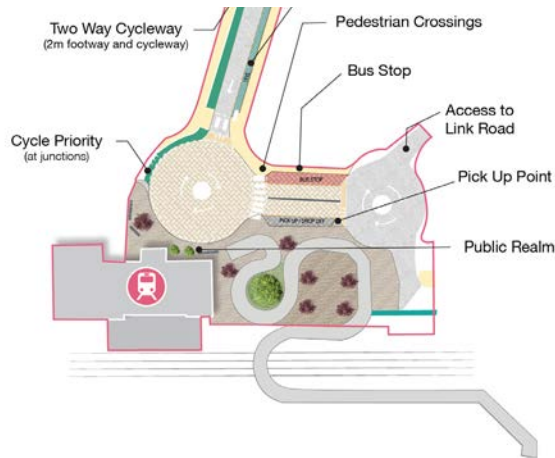
Short Term Option Key

- | | | | |
|--------------|----------------------------|--------------------------|-----------------------------------|
| Taxi service | Cycle storage | Improved footpath | Zoned as opportunity site |
| Bus Stop | On footway cycle lane | Key Public Space | 1 Seymour Street (two-way) |
| Station | Park & ride route only | Improved crossing points | 2 Station public realm |
| Parking | Access to industrial area | New development parcels | 3 Retained park and ride facility |
| | Demarcated pedestrian link | Key frontage | |

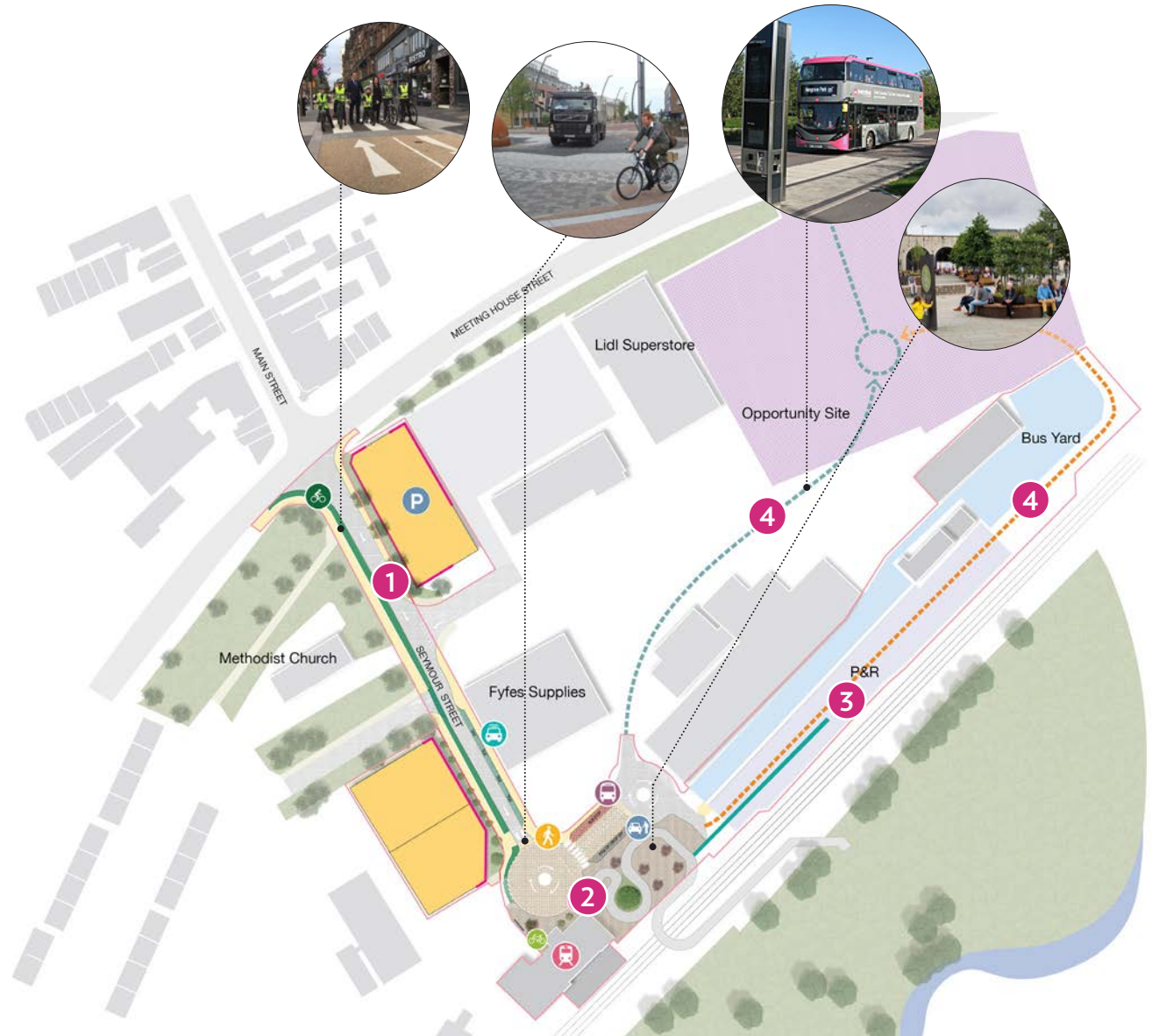
Long Term

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

Key Action: Detailed design and Public Consultation.



Junction design outside Train Station



Long Term Option Key

- | | | | |
|--------------------|----------------------------|--------------------------|-----------------------------------|
| Taxi service | Cycle storage | Improved footpath | Zoned as opportunity site |
| Pick-up & drop-off | On footway cycle lane | Key Public Space | 1 Seymour Street (one-way) |
| Bus Stop | Park and ride route link | Improved crossing points | 2 Station public realm |
| Station | New access link road | New development parcels | 3 Retained park and ride facility |
| Parking | Demarcated pedestrian link | Key frontage | 4 New link road and junction |

Proposed Interventions

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



Strengthened connection with Main Street and Town Centre



Improved seating provision upon exit of station



Bespoke wayfinding upon exit of station



Banbridge Bus Depot.



Improved Bike Storage



Pathway illumination to help strengthen connectivity with town centre



Interpretation panels portraying local heritage



Bespoke public art to reflect local sporting heritage

Best Practice

Lincoln, East Midlands

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

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

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



Movement and Access: Maximising Capacity and Efficiency

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

Opportunities

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

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

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

Minor Improvements

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

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

Major Infrastructure

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

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

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

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

Minor Improvements

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

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

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

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

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

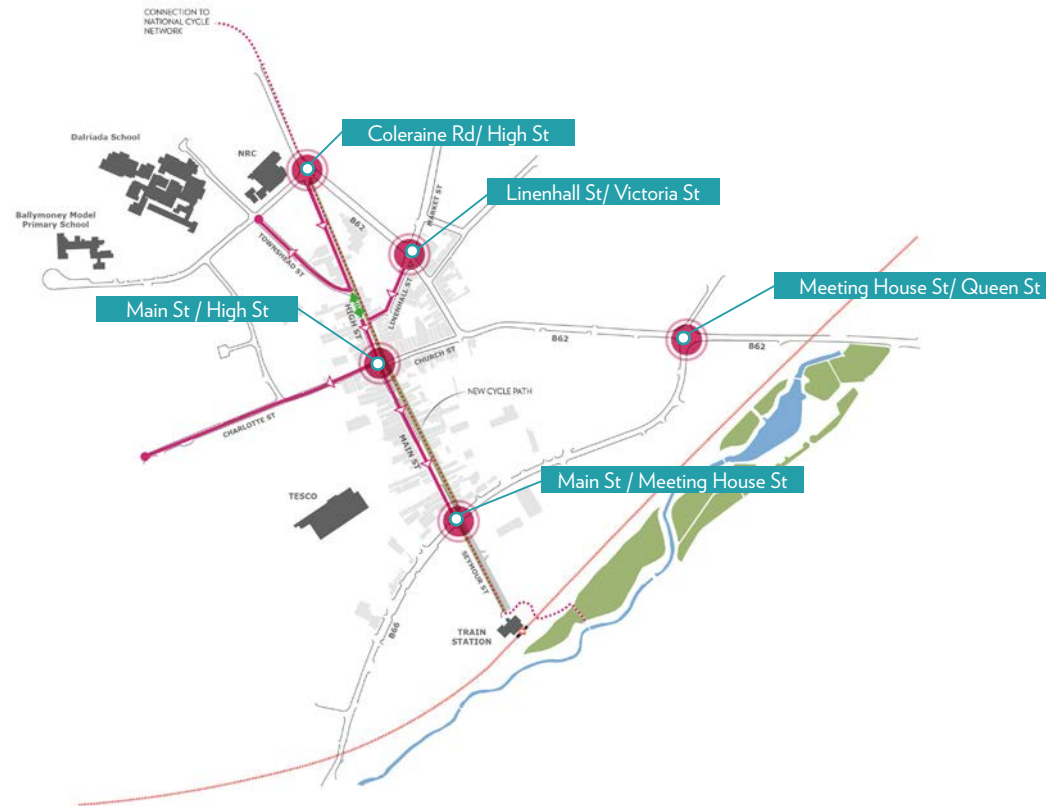
Major Infrastructure

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

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

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

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



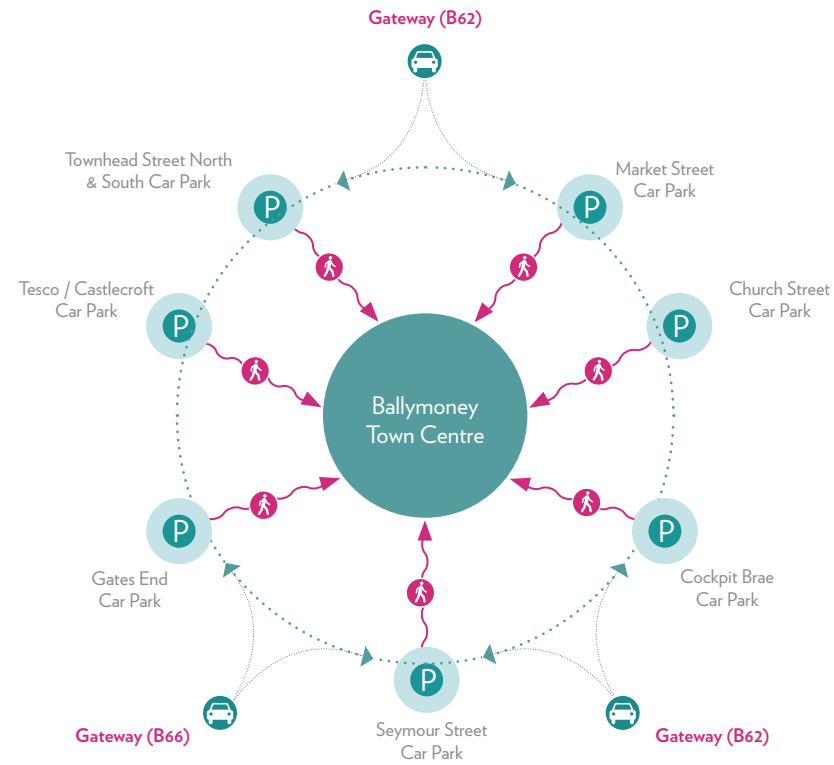
Minor Road Improvement Opportunities

Car Parking

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

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

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



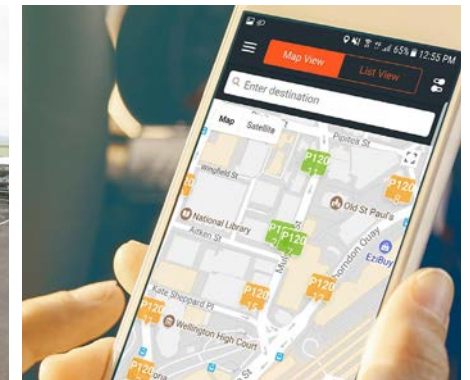
Driving 'to' the nearest Car Park not 'through' the town centre approach



Digital Smart Parking



Wayfinding Totem



Ticketless Payments Systems and Live Information App

6

ACTION PLAN REFRESH

THIS SECTION PRESENTS THE MASTERPLAN
ACTION PLAN.



Delivery and Implementation

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

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

Collaboration and Delivery Mechanisms

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

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

Future Proofing

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

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

Action Plan Framework

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

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

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

The Action Plan Framework:

Key Moves

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

Timescales







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











Priority

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

2020 Action Plan







1 Transport and Connectivity

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

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

2020 Action Plan





2 Access and Linkages



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

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

2020 Action Plan





3 Environmental Improvements









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

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

2020 Action Plan

4 Transformational Developments



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

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

2020 Action Plan

5 Town centre Animation Initiatives

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

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