



LIMAVADY TOWN CENTRE MASTERPLAN

2011



LIMAVADY TOWN CENTRE MASTERPLAN

CONTENTS

1.0 INTRODUCTION

- 1.1 Preamble
- 1.2 Background
- 1.3 Methodology
- 1.4 Structure of the Document

2.0 CONTEXT

- 2.1 Geographic Context
- 2.2 Policy Context
- 2.3 Historical Context
- 2.4 Built Heritage & Archaeological Context
- 2.5 Access & Movement
- 2.6 Town Centre Health Check
- 2.7 Retail & Commercial Capacity Studies
- 2.8 Opportunity Sites
- 2.9 SWOT Analysis
- 2.10 Vision

3.0 CONSULTATION

- 3.1 Stakeholder Engagement
- 3.2 Public Exhibition

4.0 THE MASTERPLAN: OVERALL STRATEGY

- 4.1 Introduction
- 4.2 Quarters
 - 4.2.1 Overview & Rationale
 - 4.2.2 Retail Quarter
 - 4.2.3 Mixed Use Quarter
 - 4.2.4 Civic Quarter
 - 4.2.5 Education Quarter
 - 4.2.6 Future Employment Opportunity
 - 4.2.7 Gateways
- 4.3 Opportunity Sites
- 4.4 Public Realm

5.0 THE MASTERPLAN: OPPORTUNITY SITES

- 5.1 Introduction
- 5.2 Opportunity Sites in the Retail Quarter
 - 5.2.1 Site 1: Connell Street Car Park
 - 5.2.2 Site 2: Connell Street / Lidl Car Park / Tesco Car Park
 - 5.2.3 Site 3: Central Car Park
 - 5.2.4 Site 4: 27-29 Catherine Street
 - 5.2.5 Site 5: Hanna & Brown, and adjacent land, Main Street
 - 5.2.6 Site 6: 16 Connell Street
 - 5.2.7 Site 7: 42 Main Street

5.0 THE MASTERPLAN: OPPORTUNITY SITES .cont

- 5.3 Opportunity Sites in the Civic Quarter
 - 5.3.1 Site 8: Borough Council Office Forecourt
- 5.4 Opportunity Sites in the Education Quarter
 - 5.4.1 Site 9: North-West Regional College Limavady Campus
- 5.5 Opportunity Sites in the Mixed Use Quarter
 - 5.5.1 Site 10: The Market Yard
 - 5.5.2 Site 11: 6-8 Main Street & Adjacent Land
 - 5.5.3 Site 12: 9-11 Linenhall Street
- 5.6 Other Opportunity Sites in the Town Centre
 - 5.6.1 Site 13: Corner of Connell Street & Irish Green Street
 - 5.6.2 Site 14: Rear of the NI Fire and Rescue Station
 - 5.6.3 Site 15: Bus Station & Surrounding Area

6.0 THE MASTERPLAN: PUBLIC REALM STRATEGIES

6.1 Introduction

6.2 Traffic & Transportation

6.2.1 Vehicle Movement & Circulation

6.2.2 Car Parking

6.2.3 Pedestrian Network

6.2.4 Cycle Network

6.2.5 Public Transport

6.2.6 Servicing

6.3 Heritage & Built Environment/ Urban Design & Conservation Strategy

6.3.1 New Development

6.3.2 Listed Buildings & proposed Area of Townscape Character

6.4 Public Realm Strategy

6.4.1 Surfacing Materials, Hard and Soft Landscaping and Planting

6.4.2 Signage

6.4.3 Entries

6.4.4 Lighting

6.4.5 Frontage Enhancement

7.0 DELIVERY & IMPLEMENTATION

7.1 Introduction

7.2 Management

7.3 Delivery Mechanism

7.4 Phasing / Timing

APPENDIX (SEPARATE REPORTS)

Appendix A – Town Centre Health Check

Appendix B – Retail and Commercial Capacity Study reports

MAPS AND PHOTOGRAPHY

All maps and aerial photography within this document and associated appendices are based upon Land and Property Services data with the permission of the Controller of Her Majesty's Stationery Office, Ó Crown copyright and database rights NIMA CS & LA 155.

INTRODUCTION

1.1 Preamble

Limavady is a long established settlement with a rich cultural and environmental heritage, providing a significant service and administrative centre for the wider Roe Valley and Magilligan areas. Its surrounding natural assets include Roe Valley Country Park, Drenagh Estate and the River Roe (Figure 1.1) which contribute to its distinctive setting and enhance the town's appeal as an attractive residential location. Like any modern settlement however, the town faces physical, economic and social challenges, emanating mainly from the changing economic, administrative and employment climate.



Figure 1.1
River Roe

This Masterplan addresses these challenges and avails of the many exciting opportunities offered by the town centre, as a basis for instigating positive change to the physical, social, economic and environmental fabric of Limavady. Although a non-statutory document, this Masterplan is the first step in delivering an overall strategy for urban regeneration in Limavady, and includes a range of short, medium, and long term proposals to maximize the regeneration potential in the town centre.

It will provide a basis and justification for decision making on the promotion, implementation and timing of urban regeneration initiatives in the town centre for the foreseeable future or until superseded. It provides a common point of reference to all with direct interest in the sustainable development and regeneration of Limavady.

The Masterplan will assist in the recovery of the town centre from the recent economic downturn and enable it to take structured advantage of any subsequent upturn and improvement in the economic climate. The opportunities identified for redevelopment and regeneration will provide the physical backdrop and additional improved capacity, and the Quarters approach will assist with future marketing strategies, to attract investors, traders, employers and visitors alike.

1.2 Background

The Department for Social Development (DSD) in partnership with Limavady Borough Council, commissioned RPS to prepare a Regeneration Masterplan for Limavady Town Centre to explore how its full potential should be realised. The Department has strategic responsibility for urban regeneration within Northern Ireland (NI) and is responsible for establishing policy and strategy and for the implementation of programmes to target social need and address the social, economic and physical regeneration of cities, towns and villages in Northern Ireland.

The Masterplan process has been based on a partnership approach, and its policies and proposals have been developed in conjunction with a Steering Group led by DSD, comprising Limavady Borough Council, Planning Service, and Roads Service. In addition, extensive consultation and discussion has taken place with key agencies and stakeholders in the Town Centre, to ensure the development of a cohesive and sustainable regeneration strategy for Limavady.

This Masterplan has been prepared to address the following key challenges stipulated by the project brief:

- Building capacity across the town and its hinterland to support existing retail and commercial enterprises, support new retail and office development and claw back some of the leakage of trade to other commercial areas; and
- Identify potential redevelopment opportunities within the town centre to meet modern requirements, particularly in regard to size, layout and accessibility, whilst ensuring that the character of the town is retained and enhanced.

The Masterplan study area comprises Limavady Town Centre (Figure 1.2, page 5) as defined by the draft Northern Area Plan 2016. The overall aim of the Masterplan is to provide a guide for the future development of Limavady Town Centre, and to achieve optimum regeneration outcomes by maximizing the use of its resources.

1.3 Methodology

The multidisciplinary consultancy RPS was appointed by DSD to prepare a Masterplan for the town centre in Limavady. RPS was assisted by Osborne King, and together they provide a broad range of skills and expertise in successful urban regeneration. The project was completed in the following key stages:



Figure 1.2
Limavady Town Centre Study Area

- Project Inception
- Information Gathering and Contextual Analysis
- Concept Development & Initial Proposals
- Stakeholder Consultation & Public Exhibition
- Draft Masterplan
- Delivery & Implementation Plan
- Final Masterplan
- Equality Impact Screening

1.4 Structure of the Document

The Regeneration Masterplan for Limavady Town Centre is a non-statutory document intended to inform the regeneration decisions of DSD, Limavady Borough Council, other key stakeholders within the town, and all further potential regeneration partners. This document is intended to lead regeneration in the town centre, acting as a catalyst inspiring innovation in all future developments. It should be noted however that this is not a commitment to resources, financial or otherwise.

2.0 CONTEXT

This Section of the Report establishes the context for Limavady Town Centre from a physical, historical and policy perspective, informing the overall framework for development.

2.1 Geographic Context

Limavady Borough is located in the northwest of Northern Ireland. The main centre of population is Limavady Town. The Borough encompasses an area of 226 square miles, stretching from the Sperrin Mountains in the south to Benone beach, on the North Coast. The local landscape is rich and diverse, and includes five National Nature Reserves, seven Areas of Special Scientific Interest (ASSI) and two Areas of Outstanding Natural Beauty (AONB). There are also a number of sites of European significance, each known as a Special Area of Conservation (SAC), at Banagher, Binevenagh (Figure 2.1), Carn/Glenshane Pass and Magilligan.

Occupying a strategic location on the Northern Key Transport Corridor (as designated in the Regional Development Strategy - Figure 2.2) has provided ongoing investment in road infrastructure to improve the town's connectivity with Derry~Londonderry City and Coleraine. The new bypass, opened in 2003, has removed a significant amount of the traffic from the town centre, improving the general quality of life in the town and improving access to local community facilities.

The City of Derry Airport and the Port of Londonderry are important assets in the wider area in terms of industrial and commercial development. Limavady is located on the Causeway Coastal Route which focuses on NI's historic landscapes and unique natural assets. The town provides an important element on this tourist trail which stretches from Belfast to

Derry~Londonderry, along the north coast, including the key attractions of the Radisson Blu Roe Park Resort and the Roe Valley Country Park (Figures 2.3 & 2.4), the public art feature commemorating Jane Ross (Danny Boy), the statue of William Massey, the features of Mullagh Hill or Drumceatt Mound and the new Roe Valley Arts & Cultural Centre/Ionad Ealaíon agus Cultúir Ghleann na Ró.

Limavady Town, Dungiven and Ballykelly comprise the main settlements in the Borough with an overall population of 32,600, with 12,669 residents living in Limavady urban area (Source: NINIS 2008).



Figure 2.2
Key Transport Corridors

2.2 Policy Context

Several key statutory and non statutory documents provide the planning and development context for the study area. These policy documents shape the form and function of Limavady and as such, are directly relevant to the Masterplan.



Figure 2.1
View from Binevenagh



Figure 2.3
Radisson Blu Roe Park Hotel



Figure 2.4
Roe Valley Country Park

The Regional Development Strategy (RDS) is the strategic planning framework for Northern Ireland. Moving beyond typical land use planning, the RDS presents a holistic approach which appreciates the need to consider economic, social, transportation and environmental issues. It promotes a Spatial Development Strategy to promote balance and integrated growth across Northern Ireland. Limavady is designated as one of 16 development hubs occupying a strategic location on the Northern Key Transport Corridor and proposed Northern Economic Corridor, providing an important strategic link in promoting regional growth, economic activity and accessibility.

The RDS promotes the continuing renewal and revitalization of towns, and encourages vitality and viability of town centres in areas such as Limavady, which suffers from pockets of deprivation. It notes that Limavady is an important market town serving a large rural population, with the potential to enhance the tourism capability linking Derry~Londonderry to the Causeway Coast.

Development Plans set out the broad land-use and policy framework for the physical development of designated areas for a specified duration of time. Limavady Area Plan 1984-99 remains the statutory plan for the District. In May 2005 the draft Northern Area Plan 2016 was published (Figure 2.5 – Source: Planning Service), presenting a variety of policies and proposals to guide development within the town and the Borough over the next 10 years. The proposals for the town centre include the designation of an Area of Townscape Character, land use zonings, and opportunity sites. The Independent Examination to consider objections to the Draft Plan commenced in September 2011.

Planning Policy Statements (PPS) outline prevailing policies in relation to particular aspects of

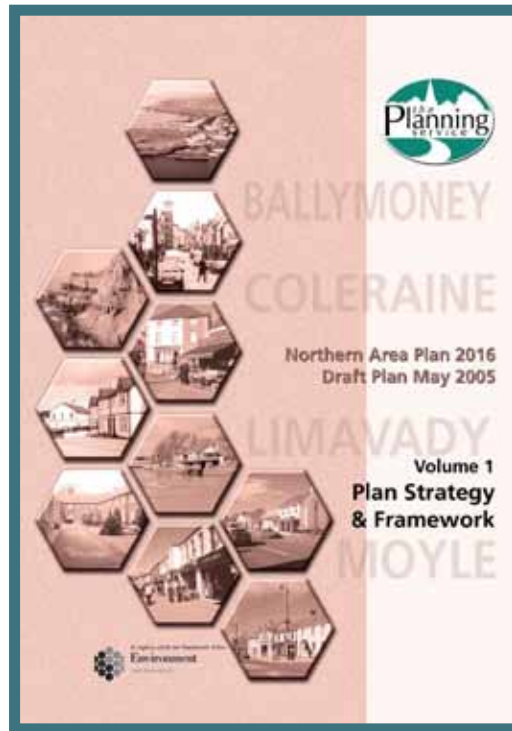


Figure 2.5
Northern Area Plan 2016

land use planning as they apply to the whole of Northern Ireland. This report was prepared having cognisance to the contents of this catalogue of information as well as all other relevant planning policy and guidance.

2.3 Historical Context

Limavady town and its surrounding villages have Celtic roots. The Celts first arrived in Ireland about 350 BC and settlements in Limavady Borough date from before the 5th century AD. One of the earliest records describes how Saint Colmcille presided over the Drumceatt Convention (575 AD) at Mullagh Hill, which is now part of the Radisson Blu Roe Park Resort.

The predominant clan in the Limavady area, from the 12th century until the 17th was called O' Cahan and the site of their castle can be seen in the Roe Valley Country Park. The district of Limavady was granted to Sir Thomas Phillips in 1612, who commenced the building of the present "Newtown of Limavady" about a mile and a half north of the earlier O' Cahan settlement. The town was granted a borough charter in 1613, and from then until the Act of Union in 1800 returned two members to the Irish



Figure 2.6
Historical Map of the Town Centre 1830

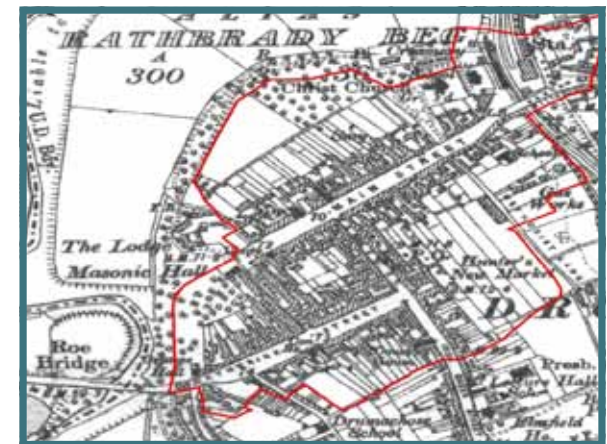


Figure 2.7
Historical Map of the Town Centre 1904

Parliament. In 1870 the word Newtown was officially dropped from the name. On March 1st 1989 Borough status was officially reinstated.

Despite an early association with the linen industry, Limavady did not benefit from the subsequent expansion of linen manufacturing in the nineteenth century, and consequently remained a modest sized market town until the late twentieth century. The growth of the town is shown in Figures 2.6 & 2.7 (Page 7). During the past 50 years however the town has experienced sustained growth, related to significant development of modern industry and its perception as an attractive residential town. Limavady continues to function as a prosperous service centre for the Roe Valley, but as a retail centre it is the subject of increasing competition from Derry~Londonderry, Coleraine and to a lesser extent Ballymena.

2.4 Built Heritage & Archaeological Context

The evolution of the town from its Celtic roots to the present day has bestowed the area with a rich built heritage worthy of protection. As such, the draft Northern Area Plan 2016 proposes an Area of Townscape Character (ATC) within Limavady Town Centre. Focused on Main Street, the area extends from The Lodge in the southwest as far as Christ Church to the northeast and is designated to protect and enhance the character of this area. Main Street is primarily comprised of 2 and 3 storey terraces retaining the scale and alignment of the original Plantation settlement. The streetscape also contains many Georgian buildings (shown in Figure 2.8) dating from the early part of the 19th Century.



Figure 2.8
Georgian buildings on Main Street



Figure 2.9
Historic terrace on Linenhall Street

On the northern side of Main Street the majority of buildings are within the ATC boundary. On the southern side all buildings extending from No 1 to No 73 – inclusive – are within the designated area. To the immediate southwest, an attractive terrace of 2 storey Victorian dwellings situated on the south-western side of Linenhall Street is also included within the ATC (Figure 2.9).

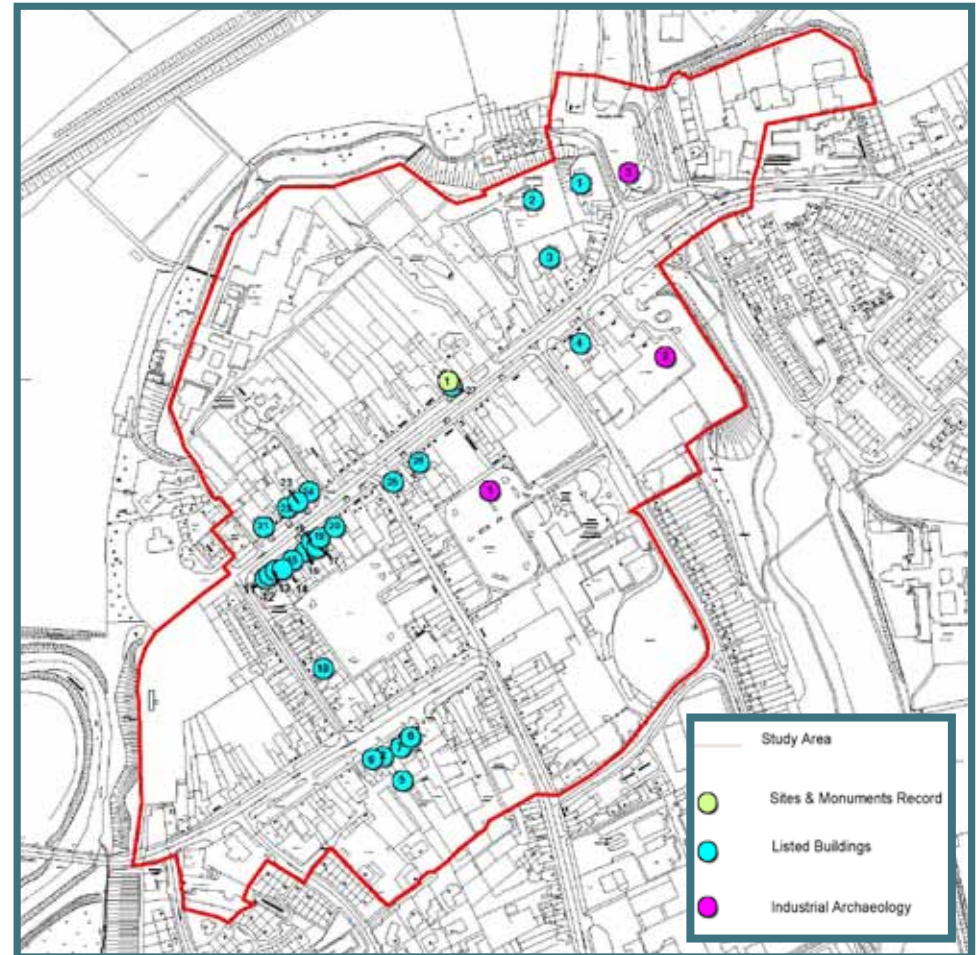


Figure 2.10
Built Heritage in Limavady town centre

The Northern Ireland Environment Agency (NIEA) database reveals there are numerous listed buildings within Limavady, the majority of which date from the 19th Century. Some are more recent, including 7-11 Main Street, a block of three Edwardian dwellings built around the turn of the 20th Century (Figure 2.10 Source: NIEA Built Heritage Database). In recent years, inappropriate alterations to and the loss of original architectural detailing from a number of buildings has reduced the heritage value of Limavady's Town Centre.

An Area of Archaeological Potential encompassing Limavady Town Centre and further lands to the west and northwest is highlighted within the draft Northern Area Plan. The presence of this designation denotes a potentially hidden heritage associated with the earlier urban settlement.

2.5 Access & Movement

The town centre is dominated by a one-way system for vehicular traffic, circulating around the principal routes of Irish Green Street, Catherine Street, Linenhall Street, Main Street and Connell Street. With the exception of Linenhall Street (Figure 2.11), these are wide carriageways accommodating considerable vehicular traffic each day, providing connections to the wider residential populations within the town and links to the Bypass and beyond. Existing vehicular circulation is shown in Figure 2.12. Access to the Bypass is via Catherine Street and Station Road, identifying them as key Gateway areas, which are currently underutilized.



Figure 2.11
Narrow carriageway along Linenhall Street

Perpendicular parking is provided along Main Street and Catherine Street, and provides controlled on-street parking for the town's retail stores and services. There are two major surface level car parks at Central Car Park and Connell Street, providing considerable town centre parking, as well as car parking area adjacent to the North West College and the Tesco Store on Main Street.

Market Street links Irish Green Street and Main Street, and is a pedestrian only area with a key vista to the new Roe Valley Arts & Cultural Centre/ Ionad Ealaíon agus Cultúir Ghleann na Ró. It also benefits from excellent pedestrian connections to the adjacent car parks at Connell Street and Central Car Park via a system of entries. These are a distinctive feature of a local streetscape, and are well used by the public. A network of footpaths along the main vehicular routes facilitate pedestrian movements in and around the town centre, however there are currently no dedicated cycle lanes or cycle storage areas within the centre itself (Figure 2.13, Page 10).

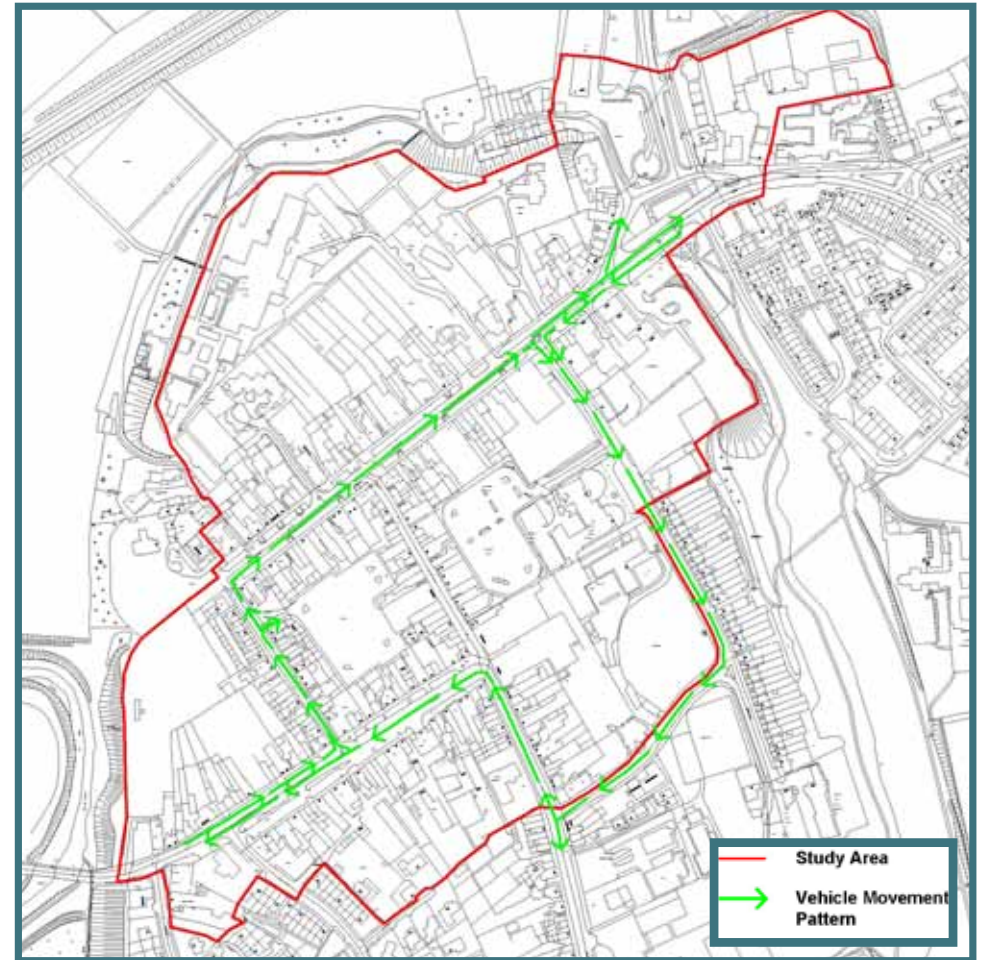


Figure 2.12
Vehicular circulation within the town centre

Proposals are being prepared for a new pedestrian movement route along the River Roe. The aim is to allow pedestrians and cyclists the opportunity to enjoy the natural landscape, provide alternative movement routes, greater accessibility and promote health and well being. This route may comprise walking trails and canoe steps along the green space adjacent to the River Roe banks, with connections to the existing movement routes within the town centre.

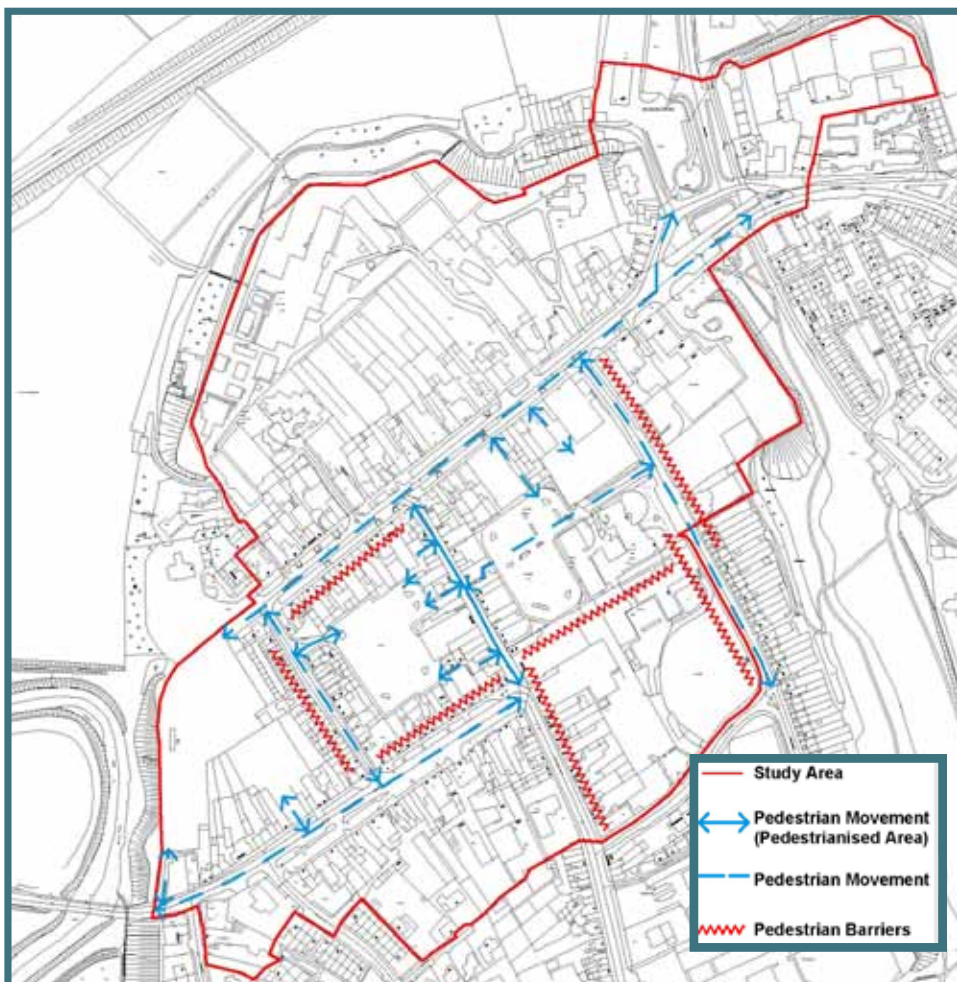


Figure 2.13
Pedestrian movements in the town centre

2.6 Town Centre Health Check

A key component of preparing and delivering a regeneration strategy is establishing how well the town centre is performing, and identifying issues for improvement. As part of the Masterplanning process, a Town Centre Health Check has been undertaken to inform the current vitality and viability of the town centre. Vitality is a measure of how busy a centre is, whilst viability is a measure of its capacity to attract ongoing investment. The results of this are included in Appendix A (Separate Document).

2.7 Retail & Commercial Leisure Capacity Study

Retail, commercial, leisure and residential capacity studies were completed in accordance with guidance in draft PSS5, and informed by the Town Centre Health Check, which provided essential context for the studies.

The retail and commercial studies involved survey and research to determine shopping patterns, land uses and floorspace in the town. Expenditure data was used to calculate turnover, and to assess levels of under-trading and leakage, as well as the potential for the town centre to accommodate further floorspace of this nature.

In terms of the leisure studies, information relating to current leisure and recreation provision was sourced, as well as figures on past usage and proposed new developments. This informed the potential for new resources in the town centre and throughout the Borough. Similarly, research was carried out on the existing residential commitments within the town centre, including those permissions not yet built. Consultation was carried out with local estate agents to inform market demand, and this allowed the potential capacity for town centre living to be assessed.

The capacity studies are provided in Appendix B (Separate Document).

2.8 Opportunity Sites

During the site appraisal of the town centre and stakeholder engagement process, several key opportunity sites emerged. These sites were analysed in more detail to assess the redevelopment potential and regeneration benefits they could offer:

- **Site 1: Connell Street Car Park** (Figure 2.14)

This is a surface level car park, accessed via Connell Street in the town centre. It accommodates almost 120 spaces and functions as a service route for delivery vehicles for retail operators fronting onto Market Street and Main Street. The north eastern boundary is open onto Connell Street and the Lidl car park, the eastern boundary adjoins Limavady Borough Council offices, and the southern boundary is marked by the blank gable facing the Supervalu car park. Building heights around the car park are generally two-storey, with various building typologies presenting both a front and rear aspect. The car park is popular with pedestrians accessing Market Street and the Council Offices, particularly via the entries. There are street lights and randomly placed trees within the car park.



Figure 2.14
Connell Street Car Park

- **Sites 2 & 5: Lidl Car Park & Connell Street** (Figures 2.15 & 2.16)

This opportunity site comprises part of the car park at Lidl, the adjoining road space along Connell Street, land adjacent to Hanna & Browne, and the two storey buildings opposite (The Tile Shop). The car park is surface level, accommodating approximately 90 spaces serving the one storey Lidl store, which fronts onto Main Street. The northern boundary of the site is marked by the actual Lidl store, whilst the other three sides are bounded by a 1-2m



Figure 2.15
Lidl Car Park

high wall/railing. Connell Street is part of the one way circulatory system, and lacks substantial building frontage bounding it. The Tile Store is a two storey building with a pitched roof, fronting Connell Street, and backing onto the car park at Tesco. There is a noticeable gradient change between the road and the Tesco car park.



Figure 2.16
Land adjacent to Hanna & Browne

- **Sites 3, 4 & 12: Central Car Park** (Figure 2.17 & 2.18)

This opportunity site comprises another popular town centre surface level car park, located between Market Street and Linenhall Street. It provides approximately 150 parking spaces, with the main access and egress from Linenhall Street. It is bounded by buildings fronting Linenhall Street, Main Street, Catherine Street and Market Street. With the exception of those fronting Catherine Street, these buildings are mostly two stories in height, and present either a rear aspect or a blank/vacant façade onto the car park. Part of this opportunity site encompasses the derelict buildings at 9-11 Linenhall Street, which are Grade 2 Listed, and also included as a potential housing zoning in the draft Northern Area Plan (LYH 11).



Figure 2.17
Central Car Park



Figure 2.18
Entrance to Car Park

- **Sites 6 & 8: Connell Street and Council Offices** (Figures 2.20 & 2.21)

This opportunity site encompasses the existing forecourt of the Borough Council offices, Connell Street, the Electrical Shop opposite, and the entrance to Blackburn Park from Connell Street. The Council forecourt area comprises a hard surface public realm, with strategically placed green landscaped areas, bollards, street lighting, information boards and public art. There are a number of car parking spaces located to the front of the building also. This area also bounds the unsightly black mesh fencing enclosing the Jobs & Benefits Office, and lies along the one-way Connell Street. The Electrical Shop has been recently renovated however its curtilage remains underutilised. This area encompasses an entrance to Blackburn Park, leading to a rear entrance to Tesco and the Blackburn Playground. The Council is due to implement several minor environmental improvements as part of neighbourhood renewal at this entrance shortly, to increase security, lighting and signage to encourage greater usage.



Figure 2.20
Limavady Borough Council Office Forecourt



Figure 2.21
Electrical Shop & Blackburn Path entrance

- **Site 7: 42 Main Street**

(Figure 2.22)

This site is a small gap site in an otherwise built up, strong built frontage along Main Street. It occupies a long narrow plot of land (characteristic of Limavady building plots), between a tall three storey terrace and a two storey building. It is understood that permission was granted for a new three-storey development on this site, and these works have recently commenced.



Figure 2.22
42 Main Street 2010

- **Site 10: Market Yard** (Figure 2.23 & 2.24)

This opportunity site comprises a large expanse of previously developed land on the edge of the town centre, accessed via both Main Street/Linenhall Street and Catherine Street. The site formerly accommodated the Livestock Market in the town, which was relocated over ten years ago. The current owner has secured planning approval for both a retail-led scheme and a residential-led scheme, and it is understood that initial site works for both approvals have commenced. The east and south of the site is bounded by the rear aspect of two storey buildings fronting onto Linenhall Street and Catherine Street. The northern boundary is delineated by a stone wall and a strong line of mature trees, and the western boundary slopes down to the River. This is an important Gateway location for the town centre, with important views in/out of the site from the By Pass. This site is identified in the draft Northern Area Plan as an opportunity site.



Figure 2.23
The Market Yard from Catherine Street



Figure 2.24
The Market Yard from the Bypass

- **Site 11: 6-8 Main Street** (Figure 2.25)

This gap site lies in close proximity to the Limavady Courthouse along the frontage of Main Street, which previously accommodated two listed buildings. A satisfactory redevelopment scheme for the site has not yet been agreed, and the site remains derelict. It is located at the end of a distinctive 3 storey terrace, which accommodates ground floor retail / commercial uses, with offices and storage on the upper floors. It also lies within the proposed Area of Townscape Character.



Figure 2.25
6-8 Main Street

- **Site 13: Connell Street & Irish Green Street** (Figure 2.26)

This opportunity site comprises a derelict 3-storey building on a prominent corner location, at the junction of Irish Green Street and Connell Street. The site includes a number of derelict properties fronting Irish Green Street, opposite the Gospel Hall, and the underutilized site to the rear of the three-storey building, currently accommodating a car wash. This site is currently accessed via the entrance to Supervalu. This is a key Gateway location for Limavady, and a key opportunity for a landmark building to provide a sense of arrival to Limavady Town Centre.



Figure 2.26
Connell Street & Irish Green Street

- **Site 14: Land to rear of the NI Fire and Rescue Station, Catherine Street** (Figure 2.27)

The site comprises the former premises of the Limavady Printing Company and is located to the rear of the NI Fire and Rescue Station on Catherine Street. These premises are currently rented, and the site is currently accessed via a route between Browns Funeral Undertakers and the NIFRS Station.



Figure 2.27
Land to the rear of the Fire Station

2.9 SWOT Analysis

SWOT analysis was used to determine strengths, weaknesses and areas for improvement within the town centre. Following the site analysis, appraisal and consultation, clear opportunities and challenges have emerged to form a clear basis for the regeneration strategy.

This Masterplan strives to build on identified opportunities and to resolve, where possible, existing constraints. These are summarized below:

Strengths

- Unique and distinctive town centre location on the north-western periphery of the urban area;
- Surrounding natural assets including; Roe Valley Country Park, Drenagh Estate and River Roe;
- A growing population, particularly in the wider hinterland;
- Strong resource of local independent traders;
- Reputation as an attractive residential location;
- A strategic location on the Northern Key Transport Corridor;
- Accessibility of the town centre via the main arterial routes;
- Status as a Development Hub, identified in the RDS;
- Proposed Area of Townscape Character along Main Street;
- Considerable heritage and historical values and associations;
- Proximity to Derry~Londonderry City, University of Ulster at Coleraine and Derry City Airport;

- A pedestrian zone along Market Street;
- Compact town centre area;
- Proximity to excellent Radisson Blu Roe Park Hotel and Golf Resort as a major tourist location on the north Coast; and
- Location of North West Regional College Campus in the heart of the town centre.

Weaknesses

- An Area of Archaeological Potential throughout the town centre, creating a level of uncertainty for future developments with regard to delays in construction timing and costs;
- Under-representation of high street multiples throughout the town centre
- Proximity to larger centres of population, including Derry~Londonderry City and Coleraine;
- Deficiency in hospitality provision to serve the evening economy;
- Lack of large scale civic space;
- Lack of town centre living accommodation;
- Several large previously developed sites throughout the town centre;
- Significant levels of dereliction;
- Areas of unattractive townscape especially along Connell Street;
- Deteriorating public realm along some key movement routes, especially along Market Street;
- Absence of landmark or gateway buildings at key landmark locations;
- Lack of coherent or consistent signage or orientation throughout the town centre.

Opportunities

- Potentially significant economic driver and employment location to be realised at the Market Yard site;
- Creation of an improved public realm to include an events space capable of facilitating large festivals / markets and major gatherings;
- Tourism potential, building on the natural heritage resource and geographical attributes of the surrounding region and existing festival resource including: Danny Boy Festival, the Limavady Jazz and Blues Festival, the Roe Valley Folk Festival and the recently instigated Stendhal Festival
- Improvements and enhancements to the quality of and condition of the setting of the town centre's built heritage
- Creation of new vistas, viewpoints and landmarks to take advantage of the location of the town centre and proximity to the countryside
- Creation of landmark / Gateway buildings at key entrance nodes and convergence points
- Opportunity to improve accessibility and linkages to River Roe west of the town centre
- Creation of further town centre living, town centre uses and development of the evening economy

Threats

- Proximity to Derry~Londonderry and Coleraine has resulted in considerable 'spend leakage';
- Market challenges in attracting viable and appealing uses, attracting people into the town centre to live, work and socialise;
- Creation of uses and spaces which are economically viable and sustainable within the current economic climate, and which will respond to market demand
- Ensuring a balance between the creation of an attractive site for investors, and maintaining control over new and existing buildings, to protect and enhance the overall integrity and character of ATC
- Status and protection of the listed and non-listed buildings may inhibit potential alterations and uses
- Internal modifications to protected buildings can be expensive and place onerous liabilities on the owner
- Potential creation of civic spaces may have knock-on impacts for car parking;
- Lack of interest / demand for developable land in Limavady Town Centre

2.10 Vision

Masterplans take many forms: some are designed to facilitate the comprehensive short-term physical development of a large site; others to provide aspirational social and economic objectives for an entire city or region. Many, including this Masterplan, fall somewhere in between.

The creation of a Vision for a Masterplan can provide it with focus and direction, and ensure that established objectives, whether they are short, medium or long-term, or physical, social or economic, share one common factor: that they must work together.

The shared Vision for Limavady is outlined below. It has evolved from research, investigation, analysis and consultation and establishes the core objectives for the Masterplan to deliver.

'Limavady is a historic market town, where a rich, cultural past meets a lively and vigorous present. Surrounded by a verdant landscape and bordered by the River Roe, the town centre retains its distinct identity. With its reinvigorated retail and commercial function reinforced by a strengthened civic and social confidence, the town has become an attractive place to be for residents, workers and visitors alike.'

3.0 CONSULTATION

3.1 Stakeholder Engagement

As part of the masterplanning process, a process of stakeholder engagement was undertaken to assist the evolution of the options and initial conceptual ideas for the town centre. A list of key stakeholders was agreed with the Client Team at the outset of the Masterplan process. Discussions were undertaken with the following organisations, and their comments were taken on board for the Masterplan options:

- Department for Social Development
- Limavady Borough Council
- Department of the Environment Planning Service
- Department for Regional Development Roads Service (Northern Area Office)
- Northern Ireland Environment Agency
- Northern Ireland Housing Executive
- Limavady Neighbourhood Renewal Partnership
- Limavady Youth Council
- Limavady District Policing Partnership
- Roe Valley Chamber of Trade and Commerce
- Local Developers
- Northern Ireland Tourist Board
- Northern Ireland Fire & Rescue Service
- Police Service for Northern Ireland (Estates)
- North West Regional College – Limavady Campus (Estates)
- Department for Employment and Learning (Jobs & Benefits Office)
- Tesco
- Supervalu

3.2 Public Exhibition

A public exhibition was held in February 2011 to display the draft Masterplan proposals and engage with local businesses, organisations, local developers, and the wider community. This invited the public to get involved in the design and development process, providing useful feedback for the team, and encouraging a sense of ownership for the Masterplan.

A presentation of the draft masterplan proposals was also given to the Elected Members of Limavady Borough Council, to outline the issues and key development concepts in February 2011.

4.0 THE MASTERPLAN: OVERALL STRATEGY

4.1 Introduction

The overall town centre regeneration strategy outlined in this Masterplan comprises two elements as shown in Figure 4.1 (Page 17):

- The redevelopment of key **Opportunity Sites**;
- The revitalization of sections of the **Public Realm**.

To set a framework within which this strategy can be effectively delivered, this Masterplan proposes the creation of four 'Quarters' within the town centre:

- Retail,
- Civic,
- Education
- Mixed-Use

The Quarters are effectively sub-divisions of the town centre. Along with the development of the opportunity sites and public realm improvements, the Quarters will provide for a wide range of regeneration interventions within both the public and private realm over the short, medium and long-term.

Some of the interventions described in this Masterplan will be the subject of subsequent, detailed, project-specific planning and/or design guidance.

4.2 Quarters

4.2.1 Overview & Rationale

Every Regeneration Masterplan needs a coherent and long-lasting core value, otherwise there is the risk that it will fail the test of time and become redundant before its aims and objectives have been achieved to any meaningful extent.

Limavady Town Centre retains certain key strengths and qualities, namely:

- **Historic Fabric:** Limavady Town Centre has retained much of its historic built fabric, notably along Main Street and Catherine Street.
- **Vitality:** Whilst some comparable town centres have become commercially fragile Limavady Town Centre has to some extent retained its role as the commercial / retail, business and social core of the town.
- **Identity:** Whereas there is often a blurring between a town centre and its surrounding suburban areas, Limavady Town Centre has to some extent retained a distinct core and identity.



Figure 4.3
Retail Quarter



Figure 4.4
Mixed Use Quarter



Figure 4.5
Civic Quarter



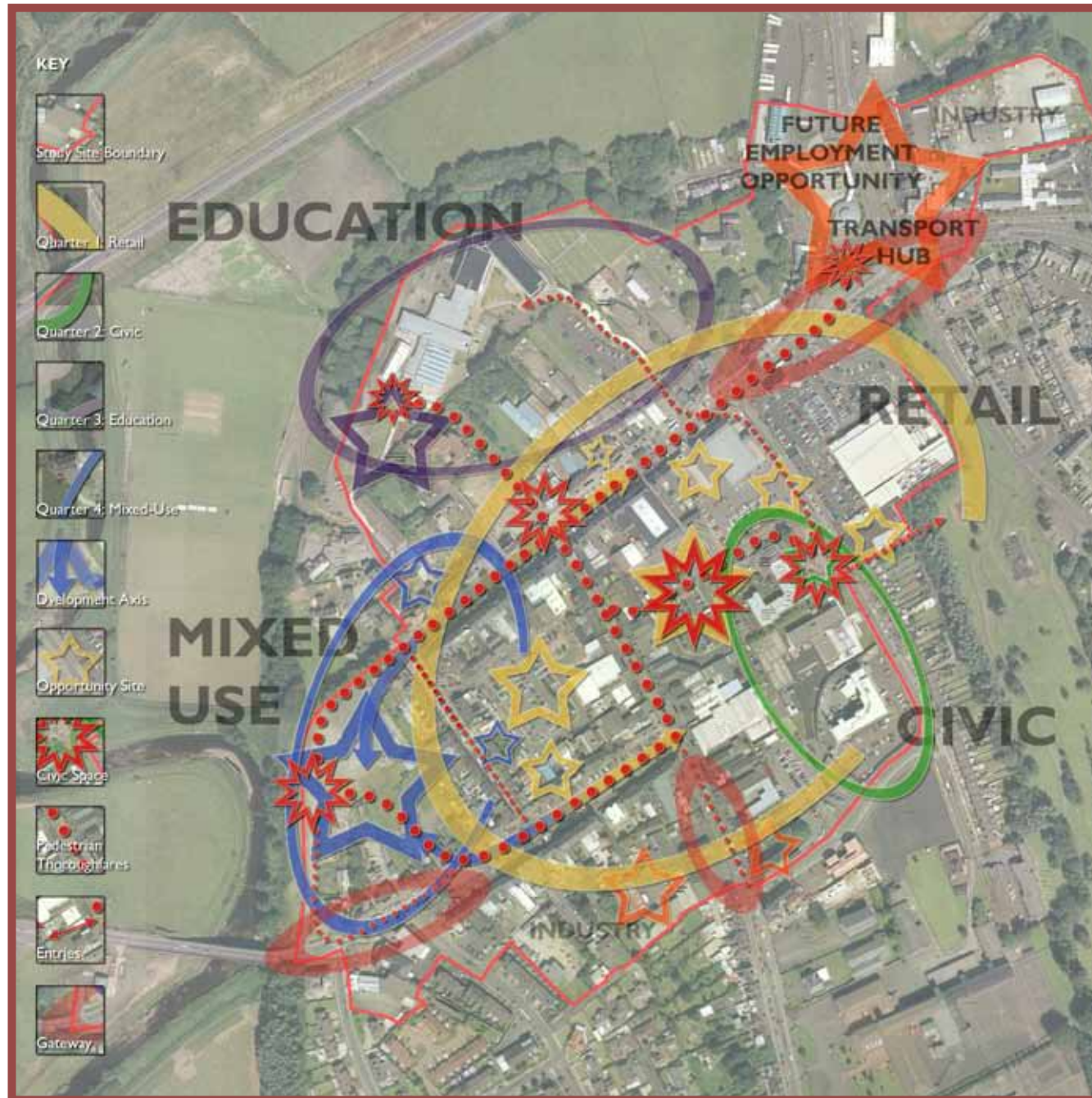
Figure 4.6
Education Quarter

Whilst these attributes provide a base for this Masterplan to build from, there is still a need to develop a flexible and robust strategy for the regeneration of the town centre to stimulate growth and attract investment without compromising the town centre's existing strengths and qualities.

The creation of four 'Quarters' facilitates the ability to deliver against identified short-term priorities whilst ensuring that longer-term aims are not ignored, or predicated. This will focus investment in a targeted manner allowing businesses, enterprise and services to feed off one another to their mutual benefit.

The four Quarters are noted below and shown in Figure 4.2 (Page 18):

- **Retail:** Focused in the core of the town centre along Main Street, Market Street and Catherine Street (Figure 4.3);
- **Mixed-Use:** Focused on the largest Opportunity Site – the Market Yard – on the western edge of the town centre (Figure 4.4)
- **Civic:** Focused around the Borough Council offices on the eastern edge of the town centre (Figure 4.5); and
- **Education:** Focused around the North-West Regional College campus on the northern edge of the town centre (Figure 4.6).



◀ Figure 4.1 Overall Concept

CONCEPT

Retail Quarter

- creation of new dedicated civic space / marketplace within Connell Street car park
- decking of Central car park
- increase in provision of (modern) retail floorspace within retail quarter (and mixed-use quarter) to secure town's retail function within town-centre
- synergous relationship with mixed-use quarter via creation of 'development axes' along Catherine Street and Main Street
- improvements to existing entries and creation of new entries and pedestrian connections
- co-ordinated environmental and streetscape improvements (notably to Market Street)
- shopfront, streetscape and signage design guides

Civic Quarter

- existing buildings retained in enhanced townscape including reconfigured civic space in place of existing council office forecourt
- cross town pedestrian route to education quarter
- improved pedestrian connection to adjacent park
- co-ordinated environmental and streetscape improvements
- provision of public art
- new streetscape and signage design guides

Education Quarter

- potential for future development of education campus

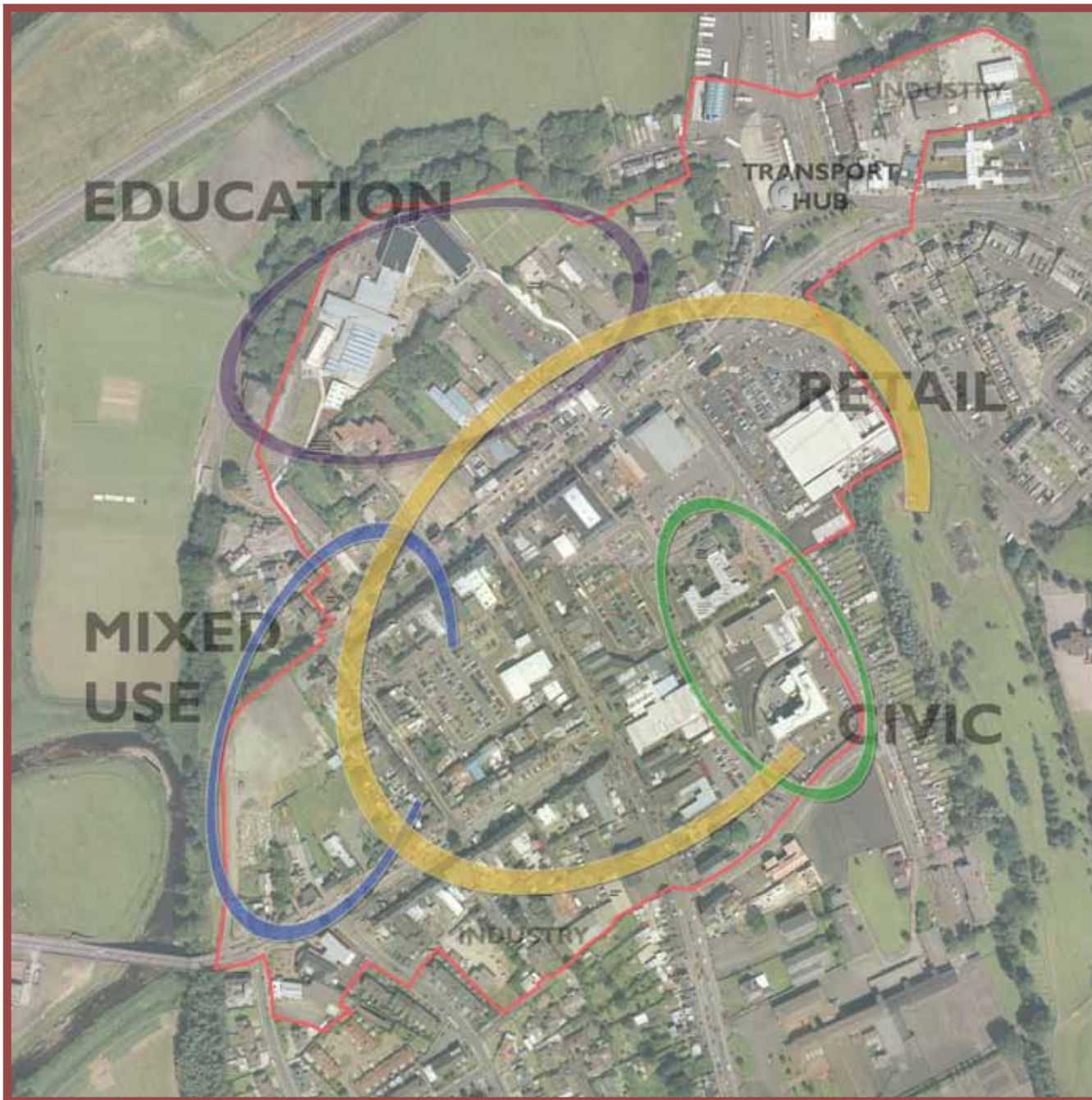
Mixed-Use Quarter

- creation of new mixed-use quarter with focus around riverfront walkway
- combination of retail, business (office), hotel and residential use
- refurbishment of historic buildings on Linenhall Street
- synergous relationship with retail quarter via creation of 'development axes' along Catherine Street and Main Street
- new development on Main Street
- co-ordinated environmental and streetscape improvements (notably to Linenhall Street)
- provision of public art
- new streetscape and signage design guides
- new development design guide

Other Sites

- future creation of future employment opportunity around existing bus station
- new commercial, community and residential development





◀ Figure 4.2 Overall Concept

Retail Quarter

1. Connell Street Car Park
creation of civic space/marketplace, including new enclosing frontage development; reduction in parking to be balanced by decking of Central Car Park
2. Drumceatt Square
recently created civic space
3. Market Street
streetscape improvements
4. Main Street
streetscape improvements and creation of mixed-use / retail development axis linking to Market Yard site
5. Catherine Street
streetscape improvements and creation of mixed-use / retail development axis linking to Market Yard site
6. Southern Gateway
streetscape improvements
7. Linenhall Street
streetscape improvements
8. Connell Street
streetscape improvements including improved pedestrian connections to east and west

Civic Quarter

9. Borough Council office forecourt
improved streetscape and creation of civic space
10. Civic - Education Development Axis
streetscape improvements and redevelopment opportunities to physically and visually link civic and education quarters

Education Quarter

11. North-West Regional College (Limavady Town-Centre Campus)
potential for future development of education campus

Mixed-Use Quarter

12. Market Yard site
mixed-use development focused on new riverfront civic space
13. Linkage to Main Street
extension of primary pedestrian route and streetscape improvements along Main Street
14. Linkage to Catherine Street
link to streetscape improvements along Catherine Street
15. Western Gateway
streetscape improvements and linkage to Market Yard site

Other Sites

16. Bus Station Gateway
streetscape improvements and public art



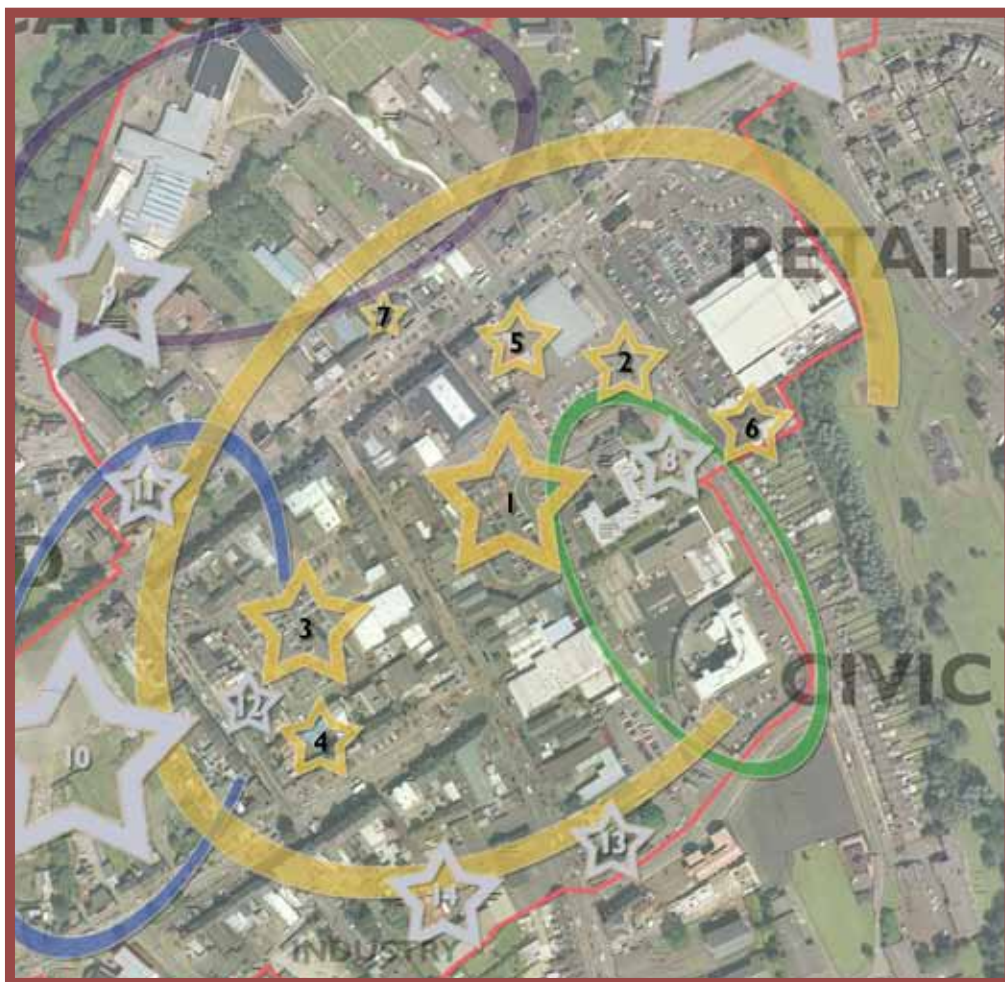


Figure 4.7
Retail Quarter opportunities

In addition to these four Quarters, this Masterplan also proposes a **Future Employment Opportunity (FEO)** around, and to the north-east of the existing bus station. Finally, the **Gateways** into the town centre have been identified as key elements in the area's regeneration. Exact boundaries have not been defined for any of the Quarters, Gateways or the FEO to allow sufficient flexibility for the long term delivery of the Masterplan.

4.2.2 Retail Quarter

The Retail Quarter extends from Tesco in the east to Linenhall Street in the west and from Irish Green Street/Connell Street in the south to the northern side of Main Street, embracing most of the core retail function of the town centre (Figure 4.7). At present, the majority of the retail provision within the town centre comprises independent/niche traders accommodated in relatively small-scale units within historic buildings; there are only a few modern units of the type desired by larger sizeable chain-store operators. With the exception of the Market Yard site, there is also a scarcity of redevelopment opportunities within the town centre for modern, large footprint, retail stores.

Due in part to this physical constraint, and in part to the stronger retail draw emanating from the larger neighbouring settlements of Derry~Londonderry and Coleraine, there has been, and continues to be, a limited ability to attract larger chain retail operators to Limavady. Limavady continues to be attractive to residents and shoppers alike, due to the clusters of smaller, independent and niche traders - this should be cultivated and bolstered.

Objectives for the Retail Quarter:

- To secure and retain the existing independent and niche retail provision; and
- To introduce new (small-scale) retail opportunities to underpin the existing retail provision.

Masterplan Approach:

- Improvements to the public realm (i.e. the streetscape environment within which people shop) to improve people's shopping experience, including the creation of a new major Square capable of accommodating a farmers' market;
- The development of new/additional small-scale retail units within the Retail Quarter;
- The development of modern large footprint retail units on the Market Yard site only;
- The development of new civic, educational and employment opportunities within the wider town centre, to support the core retail provision.

Whilst the focus within the Retail Quarter is on retail uses, this should not preclude the development of other complementary uses. However, retail development is the core function and provides a strong foundation on which to develop successful projects to stimulate positive regeneration change.

Key physical interventions:

- The creation of a Civic Square within the existing Connell Street car park, with new buildings, public realm and limited parking. The majority of parking to be relocated to the nearby Central Car Park;



Figure 4.8
 Mixed Use Quarter opportunities

- The redevelopment of Opportunity Sites 2-7 for retail-led and other complimentary uses;
- Streetscape improvements along Market Street, Main Street, Catherine Street, Irish Green Street, Linenhall Street and Connell Street; and

- Improved pedestrian entries and connections, particularly between and across the main streets and car parks.

In addition, the creation of the four Quarters and the refocusing on independent niche retailing provides an excellent marketing opportunity not available to the larger neighbouring settlements.

4.2.3 Mixed-Use Quarter

The Mixed-Use Quarter includes the area of land bounded by Catherine Street to the south, Linenhall Street to the east and the River Roe to west, otherwise known as the Market Yard site and the western end of Main Street (Figure 4.8). The underlying principle is to create a mix of compatible uses, rather than focusing on one land use. This is the only site in the town centre with the physical capability to deliver the modern large footprint buildings required by some retail and commercial operators.

The Mixed-Use Quarter provides the opportunity to attract new larger, chain, retailers into the town centre. The potential impact of larger, chain, stores has been carefully considered in the preparation of this Masterplan; the primary concern being the potential for these new stores to divert custom from the small, independent and niche traders in the Retail Quarter.

This concern has been addressed in the suggested layout shown for the Market Yard site (see Section 5) which shows the development of a limited number of modern large footprint stores, possibly within a single building. The size of these units dictates a specific retail offer suitable for modern large retail units, different to the retail offer of the smaller independent and niche traders in the Retail Quarter; therefore supporting (as opposed to hindering) the function of the adjacent Retail Quarter; and providing complimentary uses bringing new custom and purchasing power into the town centre.

Objectives for the Mixed Use Quarter:

- To introduce new modern large footprint retail opportunities to support the retail draw of the town centre as a whole;
- To provide opportunities to deliver other large-scale uses such as office floorspace and/or a hotel, that cannot otherwise be accommodated elsewhere within the town centre; and
- To regenerate this site to the benefit of residents and visitors alike.

Masterplan Approach:

- The development of a series of modern large footprint retail and commercial (office, hotel, etc) units (including car parking); and

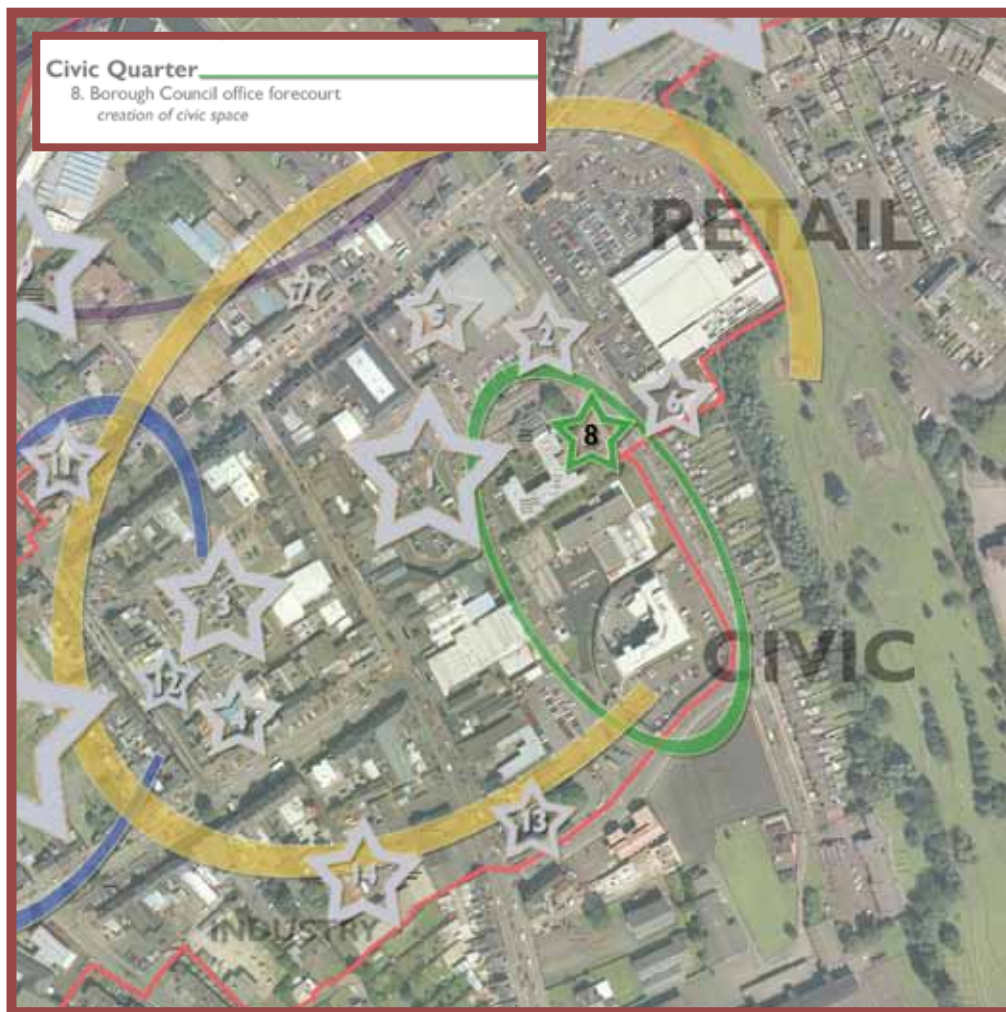


Figure 4.9
Civic Quarter opportunities

- The creation of a riverfront public urban space to complement and add to the growing collection of civic spaces within the town centre.

Key physical interventions:

- The redevelopment of Opportunity Site 10 for mixed-use retail-led redevelopment potentially also including office, hotel, residential and/or other uses, including surface-

level car parking, all focused around a new riverfront civic space along the Quarter's western boundary;

- The redevelopment of Opportunity Sites 11 and 12 for business (office) and/or residential-led redevelopment (Site 12 is also suitable for retail-led redevelopment);
- The extension, for pedestrian and cyclists, of Main Street into the Market Yard site and along the Quarter's western boundary, providing access to the River and Roe Bridge;
- Streetscape improvements along Main Street, Catherine Street and Linenhall Street and;
- Improved pedestrian entries and connections between this Quarter and the Retail Quarter (see Section 6).

4.2.4 Civic Quarter

The Civic Quarter comprises the area to the west and north of Connell Street on the eastern edge of the town centre, currently occupied by the Borough Council offices, the Jobs & Benefits office, and the PSNI Station (Figure 4.9). The PSNI Station is enclosed by a circa 10m high wall, and the Jobs & Benefits Office is bounded by 10m high security mesh fence. As the security situation continues to improve, it is hoped that there will be scope to enhance the perimeter of these buildings. This Masterplan identifies scope for enhancing the public realm to improve the relatively poor relationship between the existing civic buildings and the rest of the town centre.

Objectives for the Civic Quarter:

- To maintain and further develop the current grouping of civic buildings within the Civic Quarter;
- To encourage increased interconnectivity and an improved relationship between the Civic Quarter and the rest of the town centre.

Key Physical Interventions:

- The creation of an improved civic space within the forecourt to the Borough Council offices;
- Streetscape improvements along Connell Street; and
- Improved pedestrian connections between this Quarter and the Retail Quarter.

4.2.5 Education Quarter

The Education Quarter comprises the area to the north of Main Street between the Cricket & Rugby Club to the west and Christ Church to the east, between the rear of Main Street properties to the south, and the surrounding countryside to the north (Figure 4.10, Page 22). The North-West Regional College (Limavady campus) offers training and education for the town and the wider community.

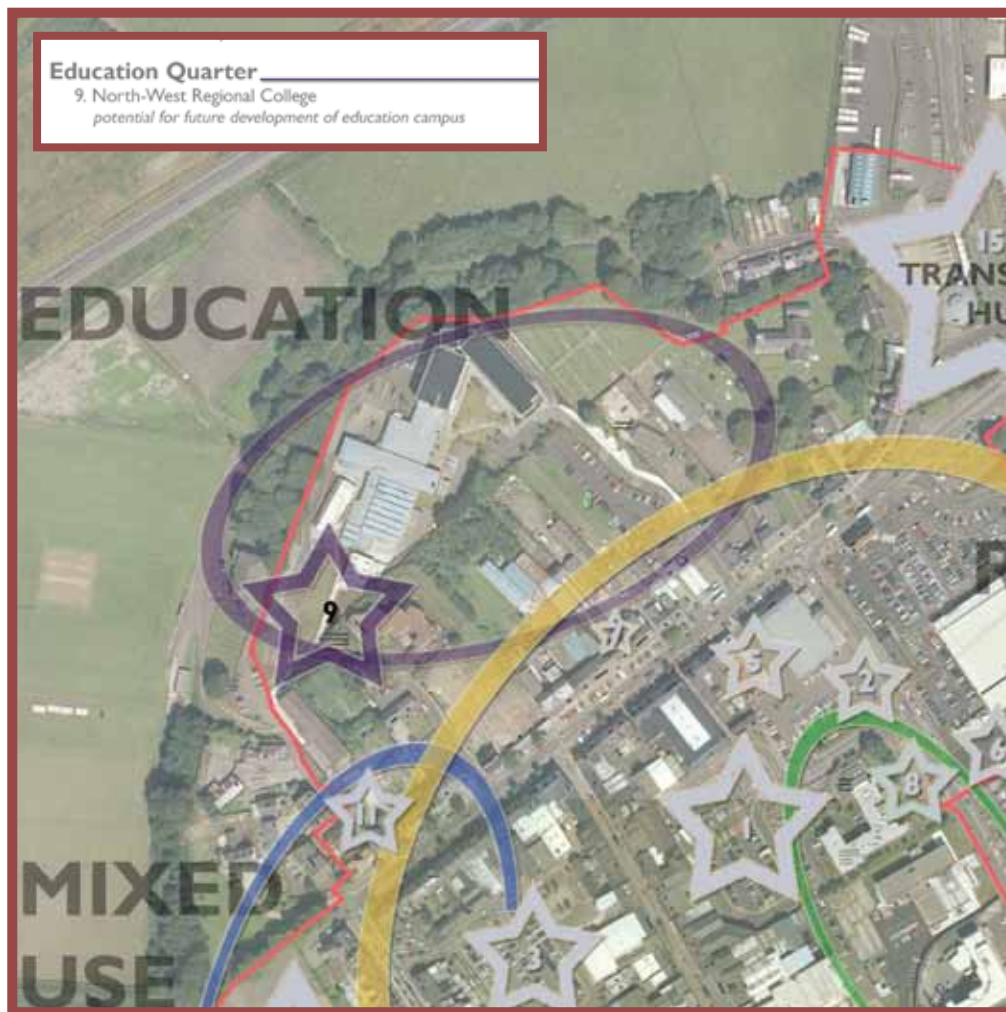


Figure 4.10
Education Quarter

Objectives of the Education Quarter:

- To ensure that the potential for future growth and development of the education campus is not predicated by other short-term priorities; and
- To provide a targeted focus for educational investment in the town.

The long term objective for the site is to provide an expanded education hub, with the development of other educational facilities, and used by other education sites in the town such as Limavady High School and the Greystone Centre. Whilst this Masterplan does not identify any particular development opportunities within the Education Quarter, it does identify improved pedestrian connections to Main Street, the rest of the town centre, and the River as being of particular benefit.

4.2.6 Future Employment Opportunity

Whilst the four Quarters described above provide for retail, office, civic, educational and other town centre uses, they do not offer the potential for any significant development of employment uses, including industrial development or Research & Development (Figure 4.11, Page 23).

The reason for this is two-fold: firstly, there are few such businesses within those parts of the study area covered by the four Quarters thus there is no existing base on which an employment core of this type could be built; and secondly, the only site that was considered to have the potential for redevelopment for such businesses uses (the Market Yard site) was considered necessary to ensure the delivery of the remainder of the masterplan strategy. However, to the north of the existing bus station is a small industrial / commercial area that currently includes various types of employment including some that might not normally be considered compatible with other town centre uses in the proposed Quarters.

As a potential 'fifth' Quarter, this Masterplan therefore proposes the establishment of an Future Employment Opportunity (FEO) including the existing employment area, as well as the area immediately surrounding the bus station and out towards the wider countryside and A2. The FEO is a **long-term objective** of this Masterplan, to facilitate the ability to deliver against identified short-term priorities whilst ensuring that longer-term aims are not ignored, or predicated. It also aims to focus investment in a targeted manner that will allow businesses, enterprises and services to feed off one another to their mutual benefit.

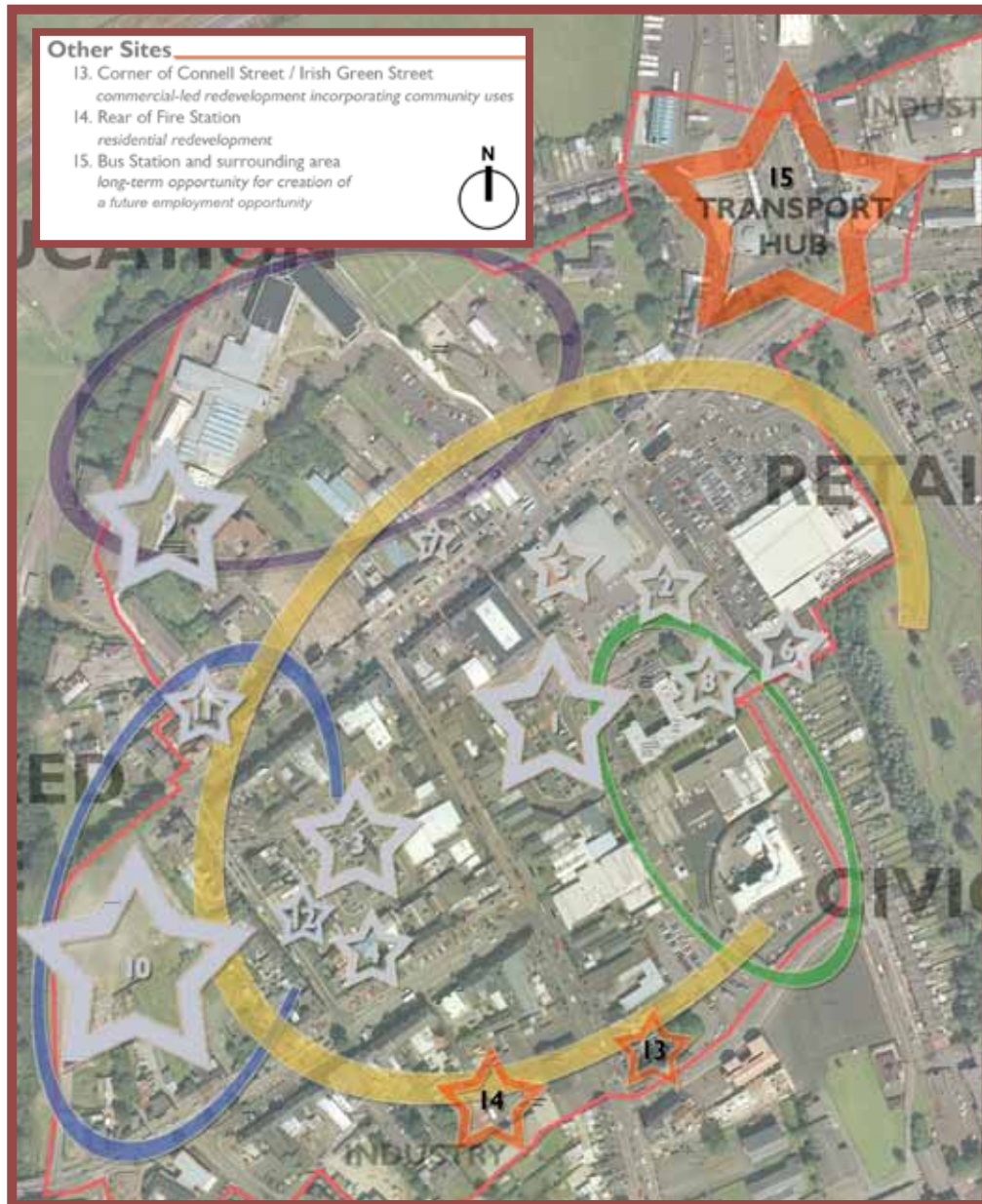


Figure 4.11
Employment Enterprise Zone

4.2.7 Gateways

Gateways are an important element of the town centre and for this Regeneration Masterplan. Whereas in many comparable towns there is a blurring between the town centre and the surrounding, suburban areas, the town centre has retained a distinct core and identity. As one of the town centre's key strengths, this distinct identity will be reinforced through a combination of new buildings and upgrades to the public realm.

The Masterplan focuses on the creation of legible and identifiable entrances to the town centre to reinforce its identity. Whilst these Gateways are not, in themselves, opportunity sites, they are each closely related to individual sites and/or public realm improvements. The Gateways are effectively a series of thresholds - points or spaces beyond which a resident or visitor has the perception that they are in the town centre, rather than within one of the surrounding suburban areas. The creation of Gateways provide a sense of arrival into the town centre.

Three Gateways into the town centre are identified in this Masterplan:

- **North & East:** Main Street (around the junction with Station Road & Ballyclose Street – Figure 4.12);
- **South:** Irish Green Street (at the junction with Connell Street – Figure 4.13); and
- **West:** Catherine Street (around the junction with Ballykelly Road and Roemill Road to the east of the Roe Bridge – Figure 4.14).

The treatment of each Gateway is described in Section 6 of this Masterplan.



Figure 4.12
North and East Gateway



Figure 4.13
Southern Gateway



Figure 4.14
Western Gateway

4.3 Opportunity Sites

The redevelopment of key opportunity sites will be crucial to the success of this Masterplan. In conjunction with the identified improvements to the Public Realm and marketing activities, these sites represent the principal opportunity to attract new investment into Limavady, stimulating and continuing regeneration activity.

A total of fifteen Opportunity Sites are discussed in this Masterplan. However, more will undoubtedly become apparent over time, and should be developed in a manner consistent with their relevant Quarter. Each Opportunity Site has been considered in terms of its constraints, uses and opportunities. In some cases this Masterplan includes relatively detailed solutions for a site (illustrative only), in others the recommendations are more general in nature. In each case the level of detail provided is proportional to a combination of the site's location, surroundings, size and potential uses.

4.4 Public Realm

Between the existing and potential buildings, and connecting the Quarters and Opportunity Sites, is the Public Realm – this is the area used by those who live, work and visit the town centre.

The Masterplan approach to the public realm is outlined in Section 6 of this Masterplan, and focuses on:

- A traffic & transportation / access & movement strategy;
- A heritage & built environment / urban design & conservation strategy that addresses the built fabric of the town centre, both existing and suggested/proposed; and
- A public realm strategy, that addresses those areas between the built elements of the town centre – the roads, footpaths, car parks, areas of public urban space and public art, amongst others.

5.0 THE MASTERPLAN: OPPORTUNITY SITES

5.1 Introduction

This Section runs through each Opportunity Site and describes the issues relating to it, and the proposed approach as advocated by this Masterplan in terms of use, layout, architectural design and/or public realm works.

The forms of development, and scale and massing of buildings indicated in this Masterplan, are for illustrative purposes only. The layout of sites and design of buildings should be considered on an individual basis as sites come forward for development. The detailed design will be subject to all statutory approvals at the time of submission and will be assessed in that context.

5.2 Opportunity Sites in the Retail Quarter

5.2.1 Site 1: Connell Street Car Park (Figure 5.1)

This Masterplan proposes the transformation of the Connell Street car park into a new public urban Square. It is large enough to host markets, events, exhibitions, festivals, whilst still retaining a role as a car park at times when no event is being held. Although it is located within the Retail Quarter; it will also perform a significant civic role within the town centre, due to its close proximity to the Civic Quarter. The proposed concept is shown in Figure 5.2, Page 26

A number of properties front onto this existing car park, however as a whole the existing built form does not provide the appropriate degree and type of enclosure required to create a successful Square. This Masterplan proposes a series of measures to redress this, and provide a greater sense of enclosure and security in the new space.

The suggested creation of a new public urban square shown in Figure 5.3 (Page 26) with surrounding three-storey buildings enables a co-ordinated approach to the strengthening of the weak urban fabric in this part of the town centre. The wide open space occupied by the car park provides the opportunity for the creation of a public space of a size that doesn't currently exist within the town centre, thereby allowing the hosting of events that cannot currently be accommodated elsewhere.

The suggested concept includes measures to enclose the new space including new tree planting to the east and west of the new space, with a new colonnade along the northern boundary, which would connect to a new three storey building at the north-eastern corner to anchor this end of the space. At the southern end of the new space, and providing a



Site Location



Figure 5.1
Connell Street Car Park

focus and backdrop to it, the layout suggests a significant new three storey building be constructed. On typical weekdays the space will provide for servicing, some car parking and a mid-sized public space capable of hosting long-running art displays, etc. On days where a larger space is required, the entirety can be given over to use as a public space.

The proposed colonnade should be sufficiently tall (at least two stories) to provide a sufficient sense of enclosure and should be designed to ensure that any existing retail frontages are not disadvantaged (Figure 5.4, Page 26), as should the peripheral tree planting. Interposed in front of the existing retail frontages, the colonnade offers the opportunity for future improvements to these frontages, integrating the retail units directly to the colonnade. In the interim, shop name signage could be affixed at high level to the colonnade subject to this being designed as an integral part of the structure. The new three-storey building to the north would be suitable for retail uses on the (recessed) ground floor with civic, community or business (i.e. office) use(s) on the upper floors. The uses suggested for the new building at the southern end of the space should ideally be retail, civic and/or community use. Active public frontages at ground floor level to both new buildings would assist in creating new life and vitality within the new space.

The suggested layout includes for service provision to be retained along similar lines to as existing, with adaptations/alterations to the existing service road around the periphery of the car park. The new space itself should be the subject of a comprehensive design and package of public realm improvements including resurfacing as a shared-surface with planting, signage and street furniture around the periphery of the space. Variations in materials can be used to discreetly identify the layout of the car parking and servicing areas rather than kerbs and changes in level. Only lighting, public art and a very limited amount of street furniture should be accommodated within the heart of the space itself to reduce the possibility of it becoming 'cluttered'.



Figure 5.2
Proposed Block Plan

The architectural style of any new buildings, or enclosing structures, should respect their surroundings but should otherwise be modern and if necessary take its cues from, but not seek to compete with the recently completed Roe Valley Arts & Cultural Centre / Ionad Ealaíon agus Cultúir Ghleann na Ró. The design of any new buildings should incorporate the following design principles:

- The new building at the southern end of the new marketplace should be striking and provide an appropriate focus for and backdrop to what will be the new public Square within the town centre.
- The new buildings should be three stories in height.
- The new buildings should be recessed at ground floor level on their public frontages to provide shelter and definition to the space and to prevent any signage associated with the ground floor uses becoming unduly prominent.
- Signage relating to the ground floor uses should be located under the first floor overhang or designed to complement the architecture of the building and not detract overly from the civic nature of the new marketplace.



Figure 5.3
Aerial View of proposed streetscape (1)



Figure 5.4
Aerial View of proposed streetscape (2)

5.2.2 Site 2: Connell Street / Lidl Car Park / Tesco Car Park

Site 2 comprises part of Connell Street, no. 4 Connell Street, the car park to the rear of Lidl (which fronts on to Main Street to the north), and the access road from Connell Street to the car park to the west (Figure 5.5). At present the only building within the site is no. 4 Connell Street, which is currently occupied by The Tile Shop. With no other active use other than as a car park and collection of highways and footpaths, the site has a transitory atmosphere and other than its functionary role, offers little to the character and enjoyment of the town centre.

This Masterplan therefore proposes that a new building be introduced over part of the Lidl car park to add physical structure to the area, and a comprehensive package of public realm improvements to improve the surrounding streetscape (Figures 5.6). The new building should be no more than three stories in height, with the ground floor car park remaining (full or in part) as a car park screened with a metallic mesh with printed images. These images should be consistent with a town-wide approach to public art, including the approach taken to environmentally enhancing the entries. The southern elevation of a building could be utilised to provide a northern backdrop and enclosing feature to the new plaza proposed by this Masterplan to the front of the Borough Council Offices (see Site 8).

The uses are likely to be business/office use with the possibility of community or student accommodation on the upper floors. The architectural style of any new building should respect its surroundings and be of a contemporary/modern design. A comprehensive package of public realm improvements should be undertaken including new pedestrian crossings of Connell Street (as part of a more direct and safer pedestrian route from the Civic and Retail Quarters to Tesco together with a ramped access to the rear of no. 4 Connell Street) and the access road to Connell Street car park, the resurfacing of footpaths and improvements to planting, signage, street furniture and lighting. This proposal also interconnects and enhances the links between the Civic Quarter and Blackburn Path (Site 6) to provide an integrated approach to pedestrian movement. Illustrations of the proposals are shown in Figures 5.7 & 5.8, and 5.9 & 5.10 on Page 28.



Site Location



Figure 5.5
Lidl Car Park from Connell Street.



Figure 5.6
Proposed block plan



Figure 5.7
Birds eye illustration of the proposal

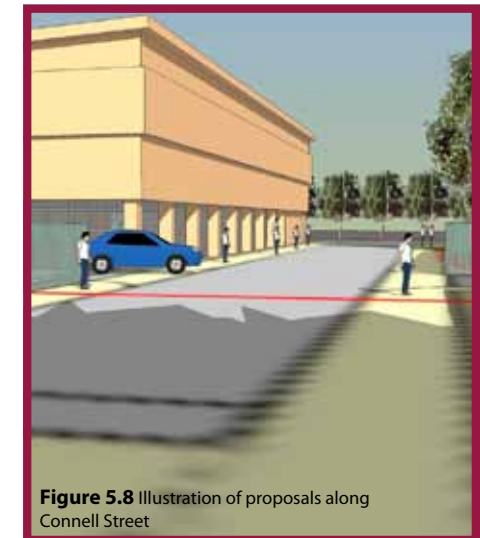


Figure 5.8 Illustration of proposals along Connell Street



Figure 5.9
Proposed new building
along Connel Street



Figure 5.10
Mass and scale of proposed
new build

5.2.3 Site 3: Central Car Park

The opportunity offered by Site 3 (Figures 5.11 & 5.12) is inherently linked to the suggested proposals for Site 1 (and to a lesser extent to Site 2). The existing frontage development currently surrounding the site is weak and provides a poor backdrop for any public space. To facilitate development of Site 1, considerable car parking should be relocated to Site 3. This Masterplan identifies a new decked car park, with the addition of a single tier to form two stories, approx 3.5m high (Figure 5.13, Page 29). This ensures the structure can be satisfactorily integrated into the existing urban fabric.

From an architectural perspective, the new car park should be modern and utilitarian. At the ground floor, around the periphery of the lower level it is suggested that there be a metallic mesh screen, with printed images as a visual screen. These images should be consistent with a town-wide approach to public art, including the approach taken to environmentally enhancing the entries (see Section 6).

In addition, the Masterplan proposes the creation of a pocket park in the north eastern section of the site. A comprehensive package of public realm improvements should be undertaken including the resurfacing of the surrounding access roads and footpaths and improvements to planting, signage, street furniture and lighting. Illustrations of the proposals are shown in Figures 5.14-5.16 (Page 29).



Site Location



Figure 5.11
Central Car Park spaces



Figure 5.12
Central Car Park circulatory system

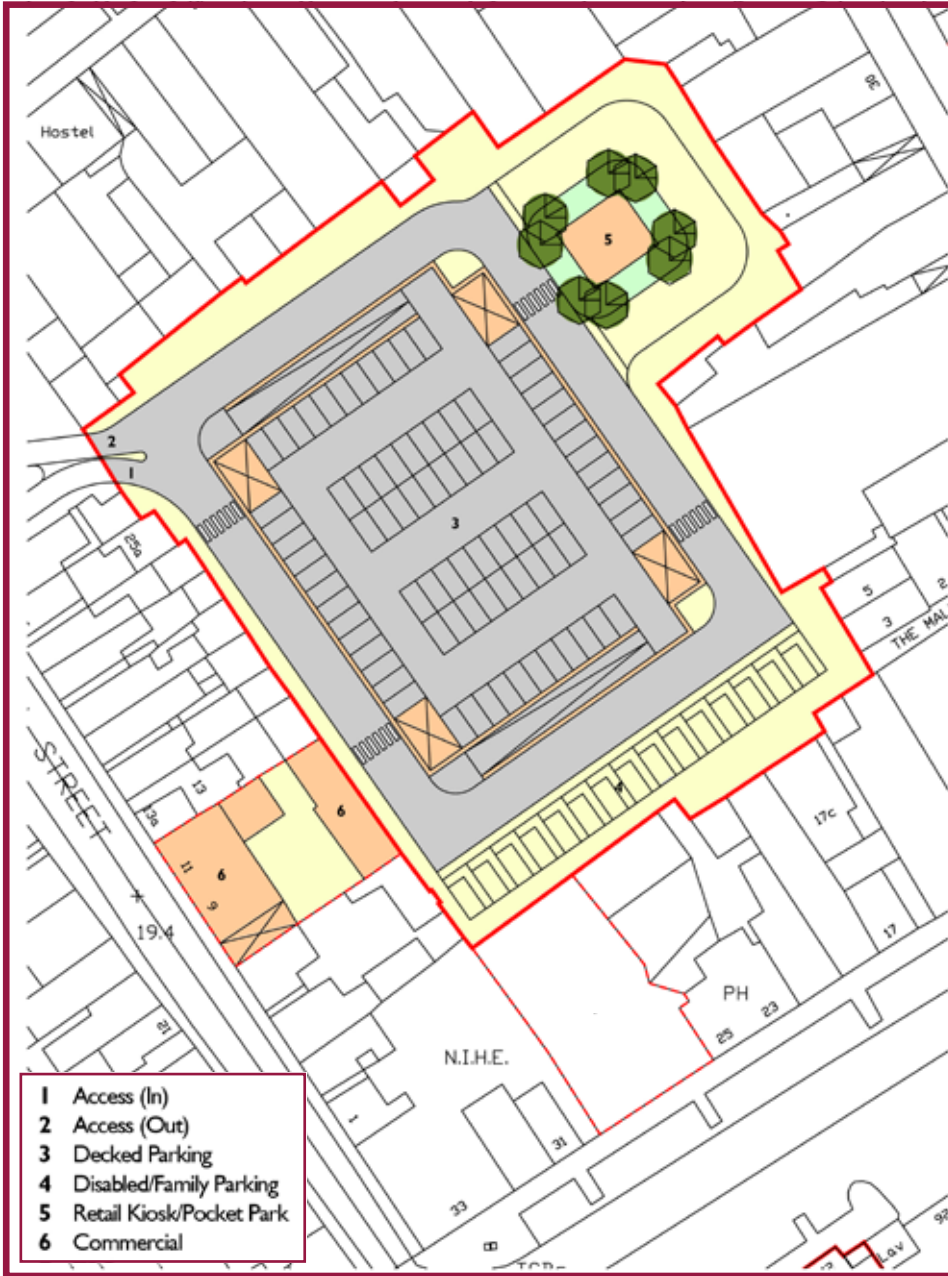


Figure 5.13
Proposed block Plan



Figure 5.14
Illustration of the proposals
from Linenhall Street



Figure 5.15
Illustration of the proposals
from Catherine Street



Figure 5.16
Illustration of the proposals from
Market Street

5.2.4 Site 4: 27-29 Catherine Street

Site 4 offers an opportunity to develop a new mixed-use building in the heart of Limavady Town Centre on one of the main shopping streets, to contribute to the town centre's integrated vitality (Figure 5.17). This should incorporate a retail use on the ground floor, with either office, residential or a mix of these uses on the upper floors (Figure 5.18).

A new pedestrian entry could be created through the site between Catherine Street and the Central car park, and should include active frontages to both Catherine Street and to the Central Car Park to the rear. The design of any redevelopment should take the opportunity to create a three-storey building of comparable height and scale to nos. 17-21 Main Street thereby serving to reinforce the enclosure of the northern side of Catherine Street between Irish Green Street and Linenhall Street. An illustration is shown in Figure 5.19.

Given the unremarkable appearance of the existing buildings to either side of the site – no. 31 and The Inn public house at nos. 23-25 Catherine Street, there is the opportunity for a design that complements the existing buildings on Catherine Street but includes aspects that are more typical of the 21st Century. The site secured planning approval for a three storey building in 2003, with ground floor retail and upper floor residential uses.



Site Location



Figure 5.17
27-29 Catherine Street



Figure 5.19
Illustration of the proposals from Catherine Street

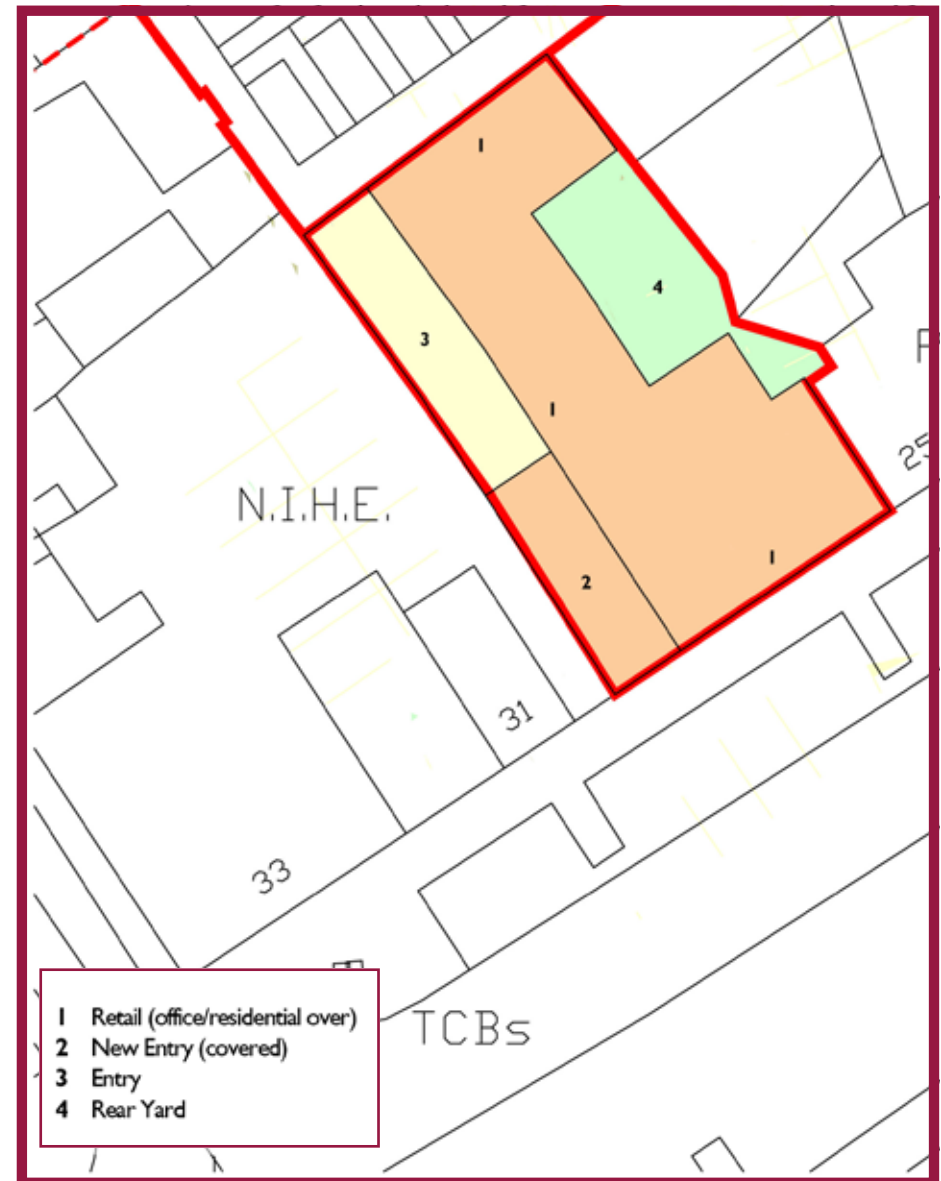


Figure 5.18
Proposed block Plan

5.2.5 Site 5: Hanna Browne & Adjacent Land, Main Street

Site 5 offers the opportunity to develop a small mixed-use building at an enhanced crossing point on one of the town's main thoroughfares (Figures 5.20). The site includes no. 75 Main Street and the adjacent land/entry between no. 75 and Lidl. The existing entry is wider than necessary, however a pedestrian link should be retained and enhanced between the Civic and Education Quarters, on a narrower footprint. This will create an integrated and seamless strategy, and with frontage enhancements and public art proposals, as part of a wider strategy, will create a strong building frontage and attractive movement routes for pedestrians.

It is suggested that any redevelopment or extension to no 75 should incorporate a retail use on the ground floor; with either office, residential or a mix of these uses on the upper floor. The design of any redevelopment should be comparable to the new Roe Valley Arts & Cultural Centre / Ionad Ealaíon agus Cultúir Ghleann na Ró, and limited to 2-3 stories to the design approach adopted (Figures 5.21 & 5.22).



Site Location



Figure 5.20
Existing gap site adjacent to Lidl on Main Street

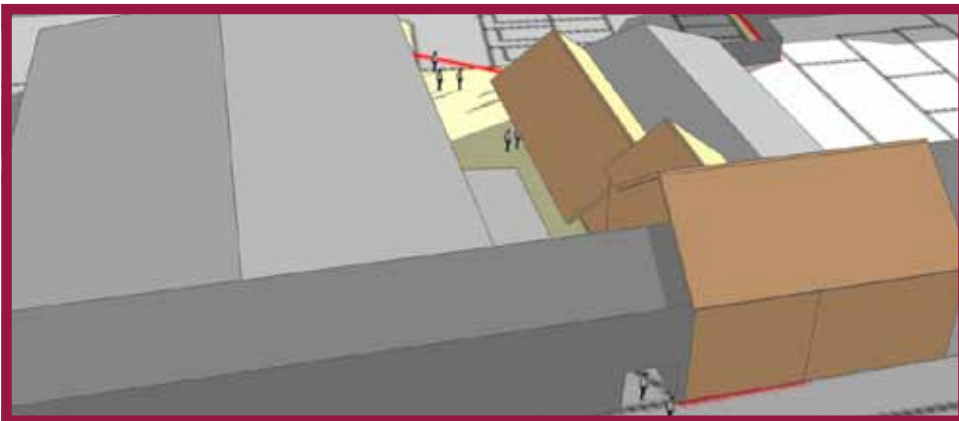


Figure 5.22
Illustration of the proposals from Main Street

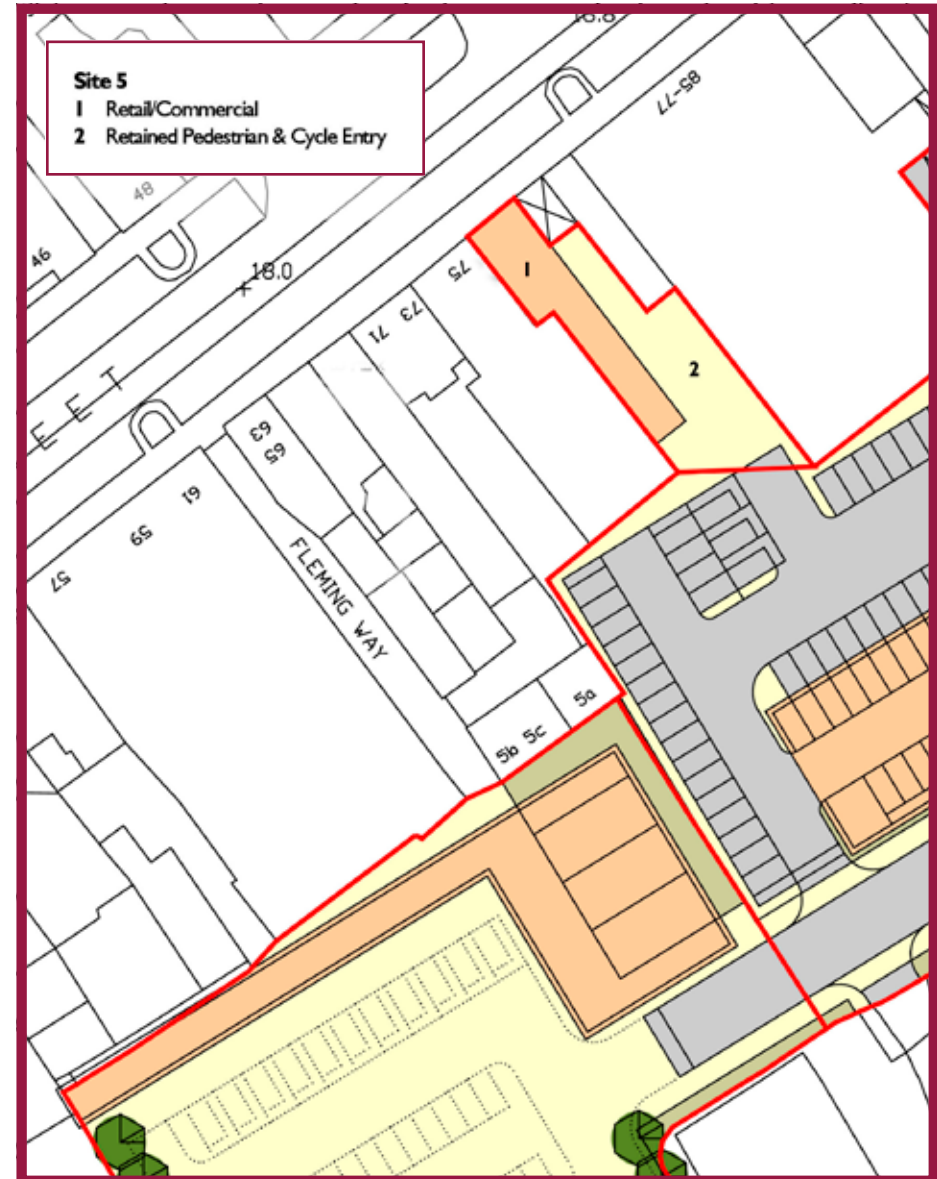


Figure 5.21
Proposed Block Plan

5.2.6 Site 6: 16 Connell Street

At present the existing pedestrian route from Connell Street to Backburn Park between 16 and 24 Connell Street is relatively uninviting, narrow and dark (Figures 5.23 & 5.24 Page 33). Site 6 offers the opportunity to widen the pedestrian route by incorporating a narrow strip of the adjacent commercial property (16 Connell Street) which is currently occupied by an electrical wholesale company (Cable Accessories).

As part of any widening proposal it is also suggested that the treatment of the route should be softened, albeit with tree planting designed to admit as much light as possible, but also the existing trees at the Park end of the route lopped sufficiently to improve visibility along the length of the route. The improvements should include appropriate street lighting along the route, and signage to indicate that entry to the Park.

The proposed layout (Figure 5.25) also includes a new pedestrian crossing of Connell Street to improve connectivity between the Park and the Civic Quarter; including the new plaza to the front of the Borough Council offices (Illustrations shown in Figures 5.26 & 5.27 Page 33).

There is also some scope (not shown) for further built development on this site, which could establish an improved 2-storey frontage and architectural definition along Connell Street.



Site Location



Figure 5.23

Pedestrian access point to Backburn Path



Figure 5.25
Proposed Block Plan



Figure 5.24
Existing access point to Connell Street car park



Figure 5.26
Illustration of proposals from Connell Street



Figure 5.27
Illustration of proposals (2)

5.2.7 Site 7: 42 Main Street

As noted in Section 2.0 this site benefits from an extant approval for a three storey commercial building, along one of the main shopping streets, which contribute to the town centre's overall vitality. The uses and form / scale approved are appropriate for the site, and the ground floor use maintains an active element in the shop frontage (Figures 5.28 & 5.29).

It is understood that permission was granted for a new three-storey development on this site, and these works have recently commenced. Any amended design or further redevelopment should be compatible with the existing buildings to either side (38-40 and 44-46 Main Street), and pay due regard to the strong architectural presence of 32-40 Main Street. This could include aspects atypical of the 21st Century, such as the new Roe Valley Arts & Cultural Centre / Ionad Ealaíon agus Cultúir Ghleann na Ró.



Site Location



Figure 5.28
Existing gap site along Main Street



Figure 5.29
Proposed block plan

5.3 Opportunity Sites in the Civic Quarter

5.3.1 Site 8: Borough Council Offices Forecourt

This Masterplan proposes numerous public realm improvements, which, in conjunction with the surrounding developments proposed (Site 1, 2, 5 & 6), will create a new and improved streetscape in what is presently an area dominated by the adjacent highway. No new development is proposed at this location. At present the site is occupied by a collection of car parking, paved areas, raised planting beds, trees, a small decorative fountain and various street furniture (Figure 5.30). Whilst serving its necessary functions, the space, offers little to the wider public realm. The Masterplan proposes a reconfiguration of the space to reduce its functional appearance (Figure 5.31) and improve its sense of enclosure (particularly along the eastern side of Connell Street). The improvements will increase the ability of the site to host small-scale civic or cultural Council events. Illustrations of the proposal are shown in Figures 5.32 – 5.34 (Page 35).

As part of this reconfiguration a comprehensive package of public realm improvements are proposed including the resurfacing of this part of Connell Street, the footpaths and plaza itself, and improvements to planting, signage, street furniture and lighting. The proposed layout also includes a new pedestrian crossing on Connell Street to improve connectivity between the Civic Quarter, including the new plaza, and Backburn Park entrance, providing an integrated approach with Site 6 proposals.



Site Location



Figure 5.30

Forecourt of Limavady Borough Council offices



Figure 5.31
Proposed Block Plan



Figure 5.32
Illustration of proposals from the adjacent Jobs and Benefits office



Birdseye Figure 5.33
Illustration of proposals



Figure 5.34
Illustration of proposals from Connell Street

5.4 Opportunity Site within the Education Quarter

5.4.1 Site 9: North-West Regional College – Limavady Campus

At the time of writing, no definitive plans were in place for future development on the existing College campus. However, the purpose of establishing the four Quarters within Limavady Town Centre is to provide a focus for short, medium and long-term redevelopment, regeneration and sustainable growth.

The establishment of the Education Quarter around the College campus will enable the College, and other educational institutions to develop long-term investment plans and proposals for this area, referred to for the purposes of this Masterplan as Site 9*, safe in the knowledge that the area should not be redeveloped for competing uses such as retail, offices or residential development. Any new development should take its design cues from the recent, modern, College buildings (Figures 5.35 & 5.36)

(*For the purposes of this Masterplan, Main Street Car park is included within the Education Quarter and Site 9.)



Site Location



Figure 5.35
Front entrance to the NW Regional College



Figure 5.36
Rear entrance to the NW Regional College

5.5 Opportunity Sites in the Mixed Use Quarter

5.5.1 Site 10: Market Yard

Site 10 forms the majority of the Mixed-Use Quarter, and is the most important opportunity site in the town centre at present. The site benefits from easy access from the A2 bypass, an elevated position above the River Roe with views west to attractive countryside, and from being cleared of existing structures (Figures 5.37 & 5.38). It is understood that the site is within the control of a single landowner with the exception of one parcel of land. The DSD and Borough Council support and encourage, as far as possible, a comprehensive approach to the redevelopment of this site.

Planning permission has recently been granted for the redevelopment of the site for both retail and residential use. This Masterplan recommends retail-led, mixed-use redevelopment to ensure satisfactory integration with the existing urban fabric (Figure 5.39 Page 37). Given the location of the site above the River, with open views to the west, the redevelopment of this site should comply with the two-pronged approach outlined in Section 4, namely:

- The development of a series of modern large footprint retail and commercial (office, hotel, etc) units (including car parking) orientated towards the river; and
- The creation of a new riverfront walkway linking Main Street to the Roe Bridge, and connecting to the parallel riverside greenway, to complement and add to the growing collection of public spaces within the town centre.

There are three potential vehicular access points, including two from Catherine Street and one from Main Street, and the detailed design should carefully consider vehicular, service, pedestrian and cycle access to the site. The location of the site along the River Roe offers much potential to provide key connections to the River towpath proposed by the Council, and these pedestrian linkages should form part of the detailed design.

The Masterplan proposes retail use on the ground floor; however acknowledges scope for the inclusion of other commercial uses (consistent with town centre uses) on upper floors, including a potential hotel, residential or retail services. In addition, to the rear of the properties fronting Catherine Street, the Masterplan proposes a small amount of housing accessed via the wider car park, to encourage daytime and night-time vitality.

Although built development in Limavady is predominantly two or three storey, there is scope on this site for the development of taller buildings, which could represent a significant and attractive landmark when viewed across the River from the west. The Masterplan suggests that the site could accommodate a building with features rising to 3-5 stories in height. The key factors determining the acceptability of these heights will be high quality design and

interaction with existing development. Buildings fronting, and immediately to the rear of Catherine Street should be no more than three stories in height in order to preserve the overall massing along the northern side of the street. The ability to build vertically opens the possibility of non-retail uses being accommodated above ground floor retail units (Illustrations are shown in Figures 5.40 – 5.43 Page 37). The new riverfront urban space, together with the car park between the new buildings and the riverfront, should be the subject of a comprehensive package of public realm works including surfacing, planting, signage, street furniture, lighting and public art.

The design principles for this site are:

- The development of large footprint retail stores, potentially in a single building, along the eastern part of the site, with active frontages to the west to contribute to the vitality, and provide natural surveillance, of the new riverfront walkway.
- At least one café/bar/restaurant unit should be incorporated at the northern end of the site between Main Street and the new riverfront walkway, to provide a linkage to Main Street uses.
- An active frontage to be provided to the westward extension of Main Street, and with careful and sensitive design of a new street frontage along Catherine Street.



Site Location



Figure 5.37
Market Yard from the ByPass



Figure 5.38
Market Yard site from the Catherine St entrance



Figure 5.39 Proposed Block Plan

- The creation of a new vista along Main Street into the Market Yard site, with similar public realm and landscape treatments.
- Non-retail commercial uses to be provided above ground-floor retail units, with careful consideration given to their appearance in short and long-distance views and relationship to neighbouring properties, especially those along Linenhall Street.
- Servicing should take place to the rear (east) of the new retail (and other) properties.
- A new pedestrian route should be provided around the western and northern boundaries of the site, from the Roe Bridge to Main Street, and with a connection to the proposed River Towpath. This route should border the edge of the site, provide views across the countryside to the west and be wide enough to enable tree planting and seating without becoming overly restrictive.



Figure 5.40
Illustration of proposals from Ballykelly Road



Figure 5.41
Birdseye Illustration of proposals from the River Roe



Figure 5.42
Illustration of proposals from Catherine Street



Figure 5.43
Illustration of proposals from Ballykelly Road

5.5.2 Site 11: 6-8 Main Street & Adjacent Land

Site 11 offers an opportunity to develop a new, sizeable building, or complex of buildings at the end of one of the town's principal thoroughfares (Figure 5.44). The Masterplan proposes redevelopment for business/office or residential purposes, including the possibility of supported, assisted or special needs-provision or student accommodation (Figure 5.45). Retail use may not be an attractive use at present due to low footfall, however redevelopment of the Market Yard will create new pedestrian movement routes past this site, therefore creating the potential for retail use at ground floor level.

The Masterplan proposes a layout including a shared-surface access via a narrow passage or archway to a rear area where secondary accommodation and off-street car parking could be provided (Illustrations are shown in figures 5.47-5.48 Page 39). The design of any redevelopment should be compatible with the existing buildings at 10-12 Main Street, which are three stories in height. Architecturally, the design of any redevelopment proposal should pay regard to the historic buildings along the western part of Main Street, and in particular 10-18 Main Street, and seek to strengthen the overall streetscape at this end of Main Street.



Site Location



Figure 5.44
Derelict site adjacent to the Courthouse on Main Street

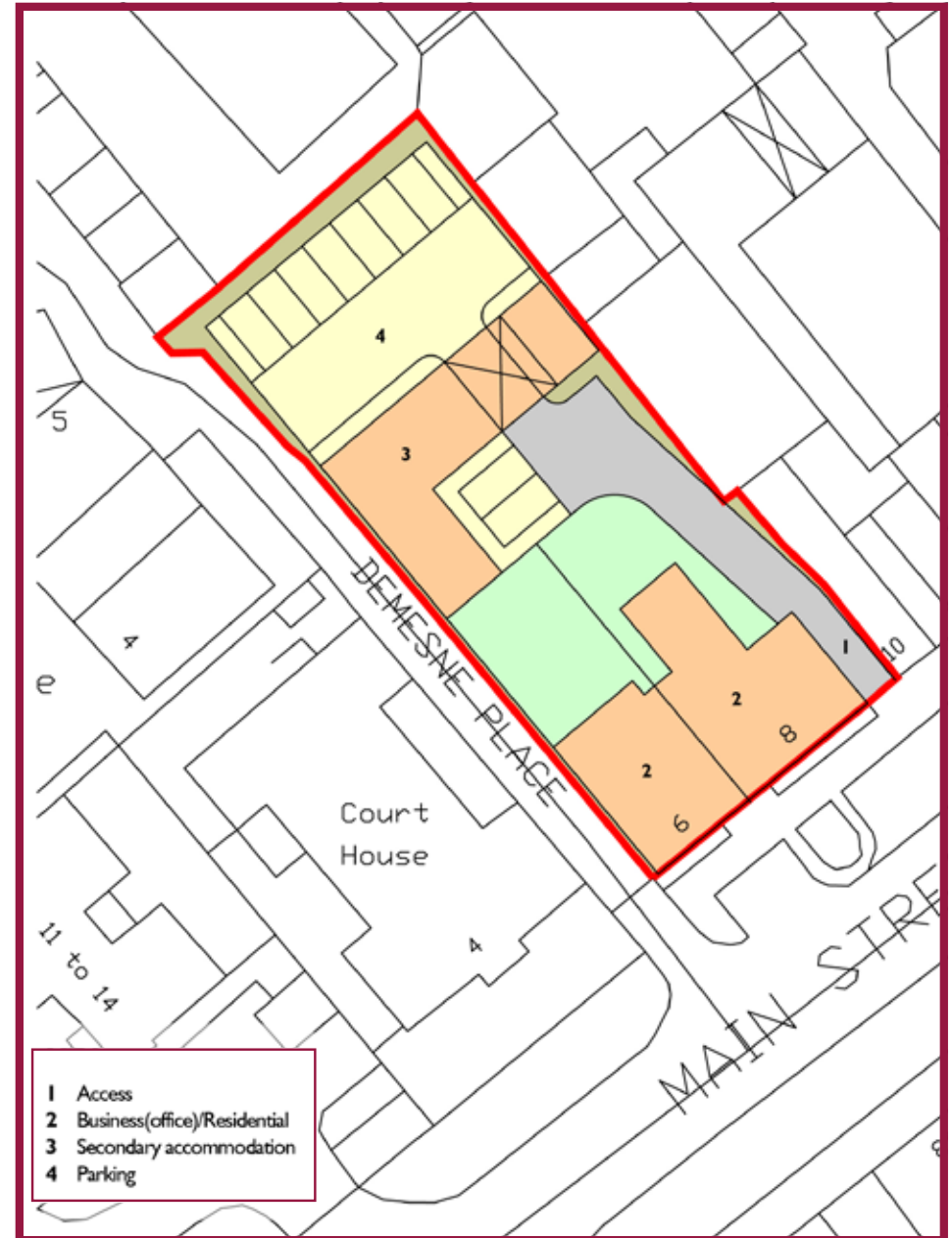


Figure 5.45
Proposed Block Plan

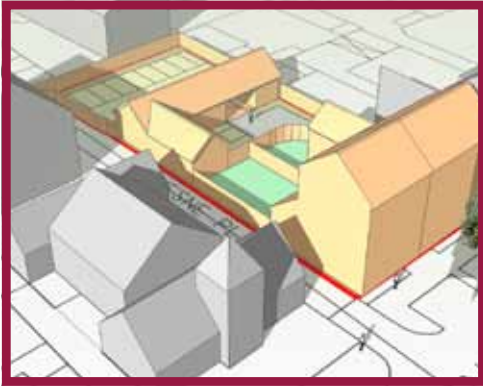


Figure 5.46
Illustration of proposals from
Main Street



Birdseye Figure 5.47
Illustration of proposals

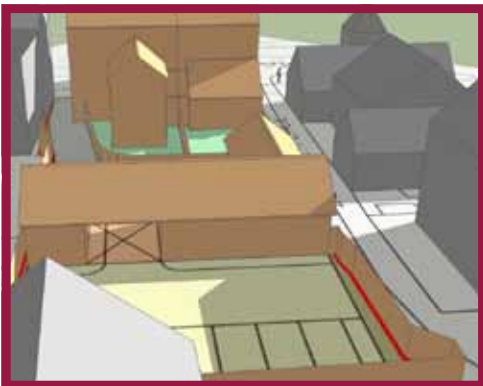


Figure 5.48
Illustration of proposals from
Demesne Place

5.5.3 Site 12: 9-11 Linenhall Street

The historic built fabric of Limavady Town Centre forms a fundamental part of its attraction to residents and visitors alike and should be conserved and re-used (Figure 5.49). Site 12 offers an opportunity for the re-use of a historic building, and the Masterplan proposes the restoration of these buildings for an active use, to prevent further decay and dereliction (Figure 5.50 Page 40). Alternative uses may include office, retail and/or residential purposes. The site could be sub-divided into two parts and, subject to relatively minor conversion works, could be converted for a multi-use purpose (Figure 5.51), although any conversion works should properly respect and not threaten the inherent character of this important building.

The site includes an access via a narrow archway to a rear yard. However, although not shown on the illustrations, subject to some works to the building at the rear of the site, a new access could be formed from the service road around the Central Car Park, thus obviating the need to use the archway with its restricted width and visibility. Proposed traffic calming measures along Linenhall Street will also assist in improving the attractiveness of this refurbishment and re-use.



Site Location



Figure 5.49
Derelict listed buildings fronting Linenhall Street



Figure 5.51
Illustration of proposals from Linenhall Street



Figure 5.50
Proposed Block Plan

5.6 Other Opportunity Sites in the Town Centre

5.6.1 Site 13: Corner of Connell Street & Irish Green Street

Site 13 is currently occupied by a single derelict building that could be viewed as a recessive landmark, but which fails to make the most of its location. The site therefore offers an opportunity to develop a landmark mixed-use feature building at this key Gateway into the town centre, to replace the existing three storey building and adjacent derelict properties (Figures 5.52-5.53). The Masterplan proposes redevelopment of this site for business / office use, including residential and/or community use. In addition, active retail uses at ground floor level should be encouraged along Irish Green Street, to enhance the character and vitality of that locale and maximise the opportunity to extend commercial life along the full length of this part of Irish Green Street (Figure 5.54 Page 41). As with the existing building however, it is considered that the focus of any new development should be on the corner of Irish Green Street and Connell Street, and along Irish Green Street itself, rather than along Connell Street, the character of which is strongly influenced by the roadway, rather than as a pedestrian space or thoroughfare.

The Masterplan concept utilizes the existing access to the site, from the Supervalu access road, leading to off-street parking, which should be appropriately designed to the rear of the site.



Site Location



Figure 5.52
Existing vacant building along Connell Street



Figure 5.53
Existing vacant buildings fronting Irish Green St

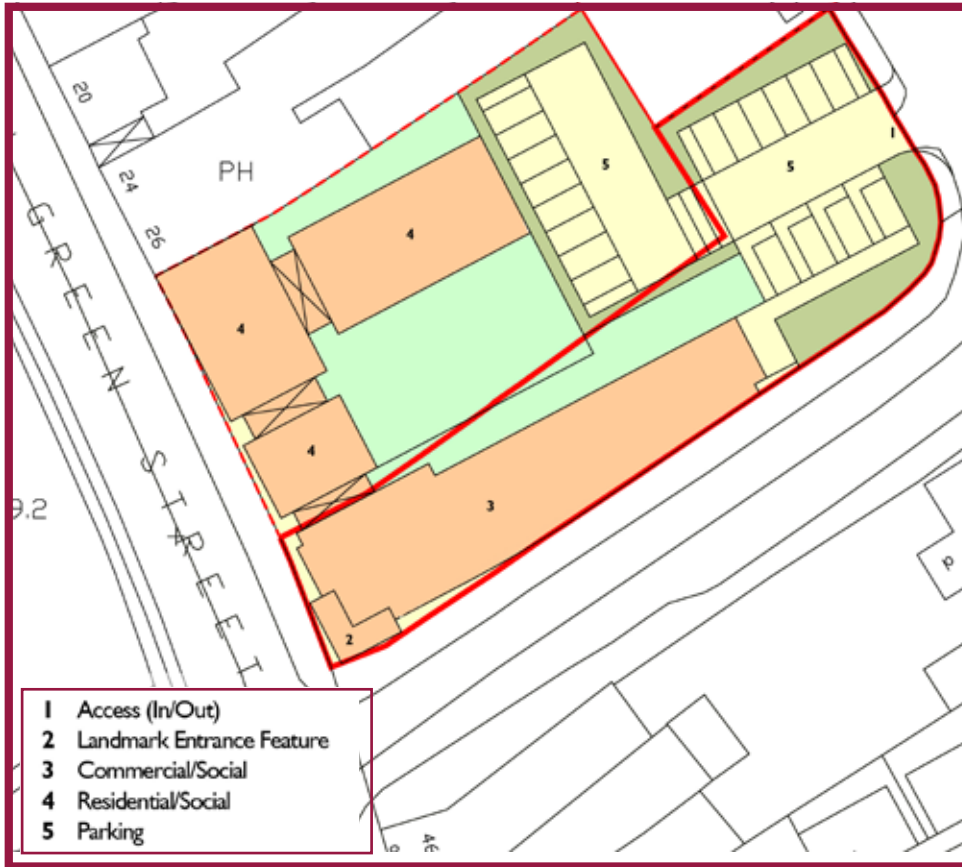


Figure 5.54
Proposed Block Plan

There is potential to create an outdoor amenity space or private amenity area to the rear or on the roof space (for example, an urban garden). Redevelopment of this site should be taken forward in a comprehensive manner. The architectural style of any redevelopment should respond actively to the site's prominent context but respect its surroundings, especially the adjacent buildings on Irish Green Street, however a modern/ contemporary approach is encouraged to create a unique landmark development to signify the Gateway and entrance into Limavady Town Centre (Figure 5.55-5.58).



Figure 5.55
Birdseye Illustration of proposals



Figure 5.56
Birdseye Illustration of proposals



Figure 5.57
Illustration of proposals from Connell Street



Figure 5.58
Illustration of proposals from Irish Green Street

The design of any redevelopment should incorporate the following additional principles:

- A new building must be designed to act as a striking entrance feature to the town centre;
- Building heights should be 2-3 stories depending on location, however; the building should rise to at least four stories at the corner of Irish Green Street / Connell Street to create a landmark feature;
- A sinuous ground floor elevation should be incorporated at the back edge of the footpath along the entire Connell Street frontage; and
- An extension of the building line of The Crown Bar south towards the Irish Green Street / Connell Street junction would result in the gradual widening of the footpath to the benefit of pedestrians and drivers alike.

5.6.2 Site 14: Rear of NI Fire and Rescue Station

A crucial part of the vitality of any town centre is its residents, those that live within the bustling core and rely on its services and their accessibility. Where a town centre becomes devoid of the living it can develop a defunct evening / night time environment - people come there to work and play during the day, however shops and services close for the night removing all elements of vitality and vibrancy, and any potential for an evening economy.

At present Site 14 is occupied by a variety of commercial buildings that contribute little to the architectural and visual appeal of the town centre. The site therefore offers an opportunity to create a new residential courtyard, such as family townhouses, to introduce town centre living to underpin and reinforce Limavady's bustling core. Access is likely to utilize the existing access from Catherine Street, alongside the NIFRS Station. The Masterplan encourages the refurbishment of the listed building at 28 Catherine Street, as part of the wider development of the site, with potential to extend to the rear to address the access into the site, with residential or office uses on the upper floors (Figure 5.60).

Internally, the courtyard design creates development, with a shared surface at the core, surrounded by townhouses. This offers potential for a shared amenity space for the residents. Given the site's discrete location, it is suggested that the built development on this site may comprise three-storey townhouses and that the architectural style of the new buildings should respect their surroundings but should otherwise be contemporary / modern in both layout, design and detailing (Illustrations shown in Figures 5.61-5.63 Page 43).

The site also offers the potential to create a development of mixed uses, including business / commercial uses at ground floor with residential on the upper floors. This site is unlikely to provide a suitable space for ground floor A1 retail uses or heavy industrial uses.



Site Location



Figure 5.59
Entrance to former Limavady Printing Company site



Figure 5.60
Proposed Block Plan

5.6.3 Site 15: Bus Station & Surrounding Area

With an existing diverse range of uses, Site 15 represents the only opportunity within the town centre for the significant development of new large footprint employment development. Located on the northern edge of, and Gateway to the town centre, the area is highly accessible with excellent links to the A2 and also with the rest of the town centre, making it an excellent focus for economic activity and an attractive location for inward investors in business and industry (Figures 5.64 & 5.65). At present, the urban fabric of the area is weak with a lack of defined enclosure and a great variety in micro-level but no over-riding sense of character or place other than that of transition.

This Masterplan proposes the establishment of a Future Employment Opportunity (FEO) including the existing employment area to the east of Station Road, as well as the area immediately surrounding the bus station. This is a long term opportunity site and requires a different approach to delivery than the other opportunity sites. It is likely that any development will be private sector-led although land assembly and infrastructure provision might well require public-sector intervention, subject to prevalent planning and economic policy. It is anticipated that the delivery of this site may fall outside the timeframe for this Masterplan.

As with the four Quarters, the exact boundary of the FEO has not been defined in order not to predicate any inventive proposal although the extent of the FEO should not be considered as extending much beyond the area shown. Redevelopment may include the rebuilding of the bus station closer to Main Street. It is suggested that the FEO should be seen as having more potential for wide-scale physical redevelopment (including demolition and rebuilding) than most of the other Quarters (with the exception of the Market yard site), with all employment-generating uses being considered acceptable, except those such as retail that would be more suited and able to be accommodated within the four Quarters.

Due to the long term potential of this area, no proposed layout or design guidance has been prepared. It is proposed that this is the subject of separate follow-up planning and design guidance following this Masterplan, this guidance seeking to establish a strong sense of character and place at this important entrance to the town centre. To encourage investment the area should be considered in a comprehensive manner. With regard to delivery, any and every opportunity to encourage inward investment in the FEO should be investigated and acted upon including European, National and Regional funding sources.



Figure 5.61
Illustration of proposals
from Catherine Street



Birdseye Figure 5.62
Illustration of proposals
from Catherine Street



Birdseye Figure 5.63
Illustration of proposals
from Annadale Lane



Site Location



Figure 5.64
Bus Station



Figure 5.65
Long range view of the Bus Station & service area

6.0 THE MASTERPLAN: PUBLIC REALM STRATEGIES

6.1 Introduction

This Section is divided into three sub-sections:

- **Traffic & Transportation / Access & Movement Strategy:** which addresses the town centre movement network;
- **Heritage & Built Environment / Urban Design & Conservation Strategy:** which addresses the built fabric of the town centre, both existing and suggested/proposed; and
- **Public Realm Strategy:** which addresses those areas between the built elements of the town centre – the roads, footpaths, car parks, areas of public urban space, amongst other elements. This will also include other strategies, including public art, frontage enhancement, signage and lighting.

Collectively these three elements make up the public realm (i.e the areas used by those who live, work and visit the town centre) and the townscape (i.e. those parts of the town viewed in the process of its use). This Masterplan identifies the principles that should be adopted within Limavady Town Centre to facilitate its ongoing regeneration. Whilst improvements might be suggested to a street, or a link between areas to increase its legibility, the Masterplan advises that detailed design and specification of any such improvements should be carefully considered and addressed comprehensively across the entire town centre. The key physical interventions to the public realm are set out in this section, and recommendations for further work are identified (Figure 6.2 Page 45).

Retail Quarter

- The creation of a Square within the existing Connell Street car park (Figure 6.1);
- Streetscape improvements (Including surfacing materials, planting, improved pedestrian signage, lighting and street furniture along Market Street, Main Street, Catherine Street, Irish Green Street, Linenhall Street and Connell Street; and the provision of dedicated on-line cycle lanes along all streets except Market Street).



Figure 6.1
Example of a new urban square

- Improved pedestrian entries and connections, particularly between and across the main streets and car parks: See below in relation to the pedestrian network and public art (entries).

Mixed-Use Quarter

- The creation of a new riverfront civic space along the western boundary of the Market Yard site;
- The extension, for pedestrians and cyclists, of Main Street into the Market Yard site.
- Streetscape improvements (Including surfacing materials, planting, improved pedestrian signage, lighting and street furniture along, Main Street, Catherine Street and Linenhall Street; and the provision of dedicated on-line cycle lanes along all streets).
- Improved pedestrian entries and connections between the Mixed-Use Quarter and Retail Quarter:

Civic Quarter

- The creation of an improved civic space within the forecourt to the Borough Council offices;
- Streetscape improvements (Including surfacing materials, planting, improved pedestrian signage, lighting and street furniture along parts of Connell Street; and the provision of dedicated on-line cycle lanes along the entire Street);
- Improved pedestrian connections between the Civic and Retail Quarters;

Education Quarter

- Improved pedestrian connections to Main Street and the rest of the town centre;

Gateways

The detailed design of public realm improvements to the Gateways should be carefully considered and addressed comprehensively across the entire town centre. The Gateways are noted below:

- **North & East – Main Street, around the junction with Station Road and Ballyclose Street:**
- **South – Irish Green Street, at the junction with Connell Street:**
- **West – Catherine Street, around the junction with Lisnakilly Street and Roemill Road to the east of the Roe Bridge**

This Masterplan recommends an approach including improvements to the streetscape (surfacing materials, tree planting, improved welcoming and pedestrian signage, street furniture, lighting and public art), together with the provision of dedicated on-line cycle lanes;

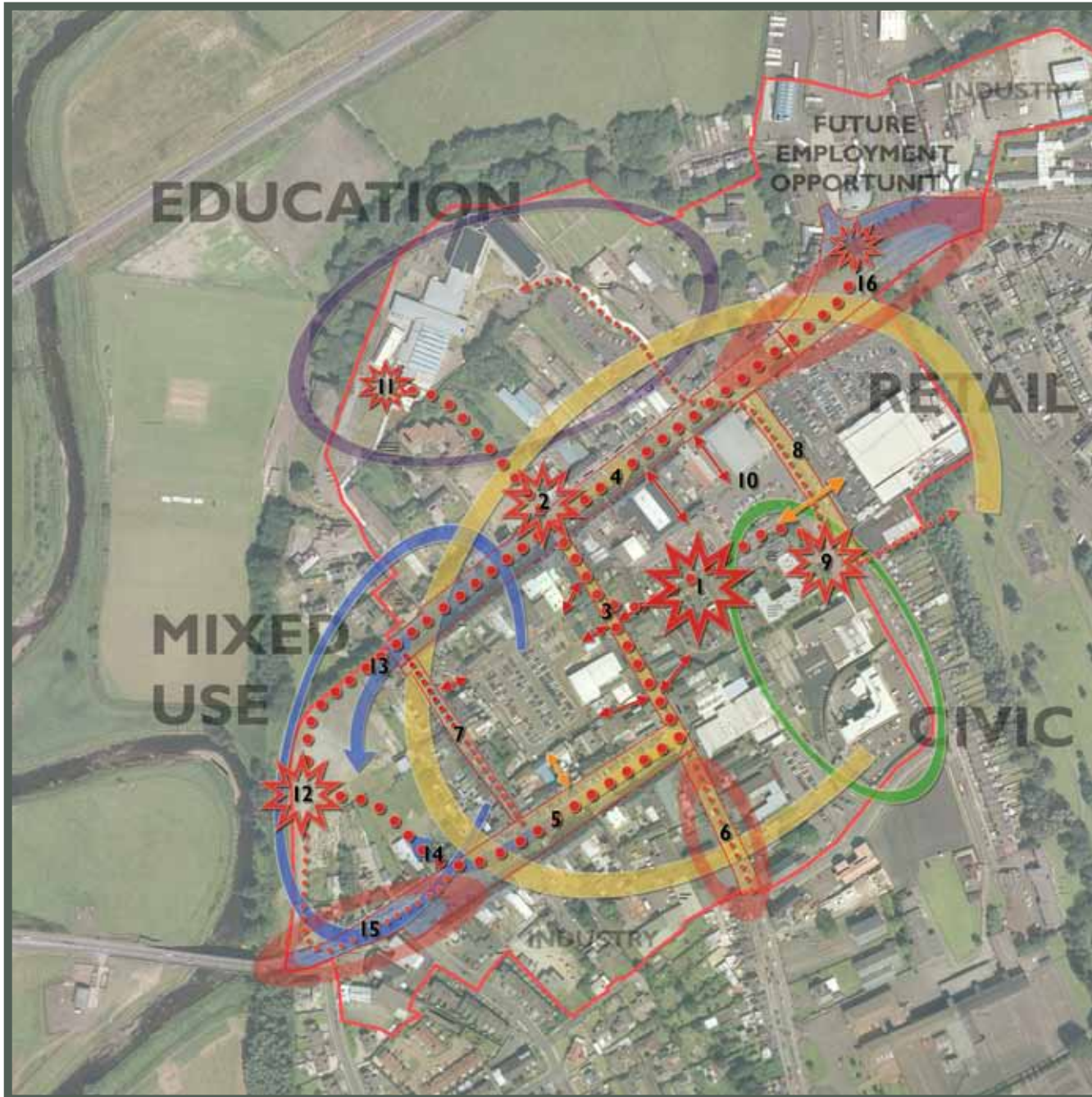


Figure 6.2 Overall Concept

PUBLIC REALM

Retail Quarter

1. Connell Street Car Park
creation of civic space/marketplace, including new enclosing frontage development; reduction in parking to be balanced by decking of Central Car Park
2. Drumceatt Square
recently created civic space
3. Market Street
streetscape improvements
4. Main Street
streetscape improvements and creation of mixed-use / retail development axis linking to Market Yard site
5. Catherine Street
streetscape improvements and creation of mixed-use / retail development axis linking to Market Yard site
6. Southern Gateway
streetscape improvements
7. Linenhall Street
streetscape improvements
8. Connell Street
streetscape improvements including improved pedestrian connections to east and west

Civic Quarter

9. Borough Council office forecourt
improved streetscape and creation of civic space
10. Civic - Education Development Axis
streetscape improvements and redevelopment opportunities to physically and visually link civic and education quarters

Education Quarter

11. North-West Regional College (Limavady Town-Centre Campus)
potential for future development of education campus

Mixed-Use Quarter

12. Market Yard site
mixed-use development focused on new riverfront civic space
13. Linkage to Main Street
extension of primary pedestrian route and streetscape improvements along Main Street
14. Linkage to Catherine Street
link to streetscape improvements along Catherine Street
15. Western Gateway
streetscape improvements and linkage to Market Yard site

Other Sites

16. Bus Station Gateway
streetscape improvements and public art



As part of these proposals, traffic calming and a 20mph speed limit is recommended along:

- Junction of Main Street and Connell Street and the imposition of a 20mph speed limit from this point;
- Linenhall Street;
- Eastern end of Roe Bridge.

6.2 Traffic & Transportation Strategy

Limavady has a highly permeable town centre, however the interaction between traffic and pedestrians can cause conflict. The provision of sufficient car parking is also important. The overall strategy for the traffic and transportation is shown in Figure 6.3.

6.2.1 Vehicle Movement & Circulation

This Masterplan has considered various highway design changes and realignments, however concludes that substantial betterment is not achievable at present to provide the continued free-flow of traffic. Therefore, there are no significant highway changes proposed. However, it is recommended that any long term proposals for redevelopment as part of the Future Employment Opportunity should consider potential realignments to the overall highway system.

This Masterplan does not propose to create any further areas of pedestrian-only movements however; shared surfaces are advocated as part of Opportunity Site redevelopments, most notably within Sites 1, 3, 8 and 10. This Masterplan also advocates the future consideration of a lower speed limit within the core of the town centre, which would assist traffic flow, increase road safety for pedestrians and cyclists,



Figure 6.4
Example of traffic calming on main streets



Figure 6.5
Example of raised pedestrian crossings

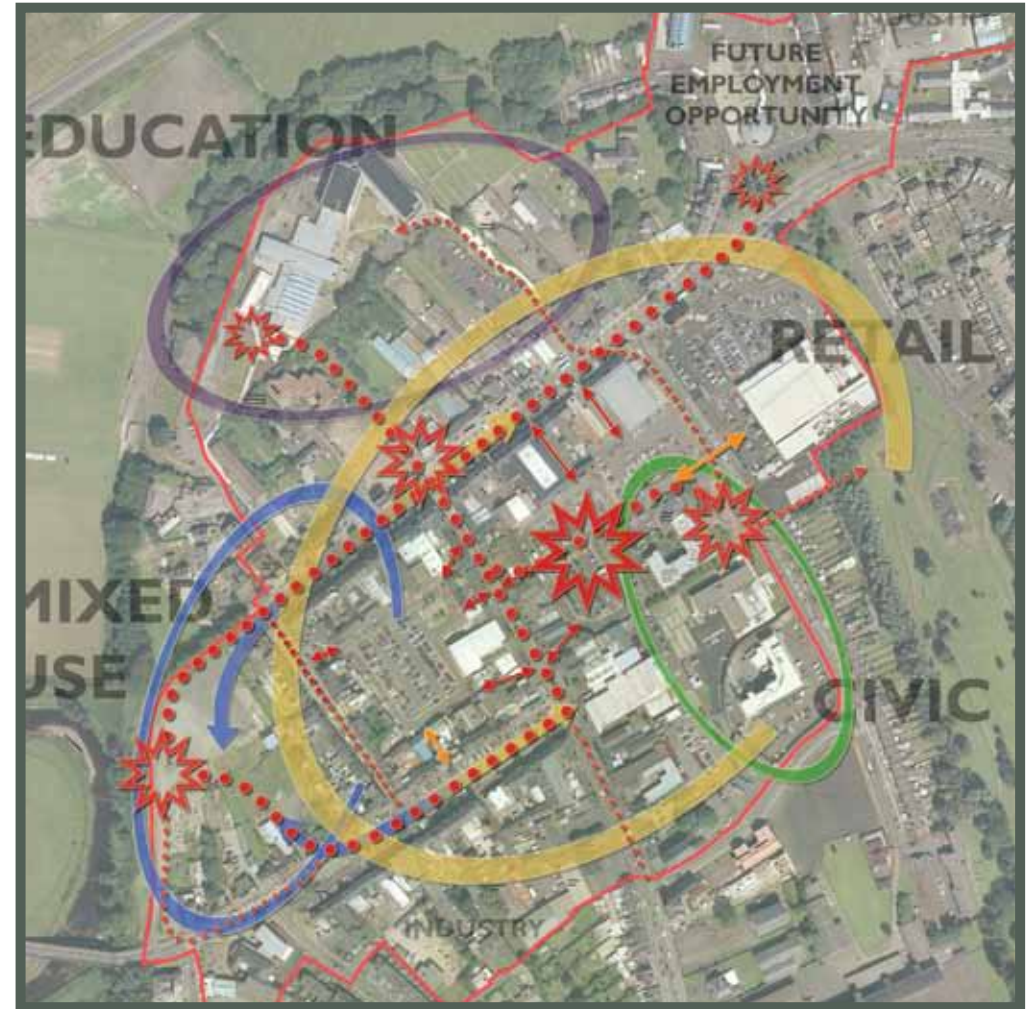


Figure 6.3
Traffic and Transportation Strategy

and improve connectivity between the various parts of the town centre. Traffic calming at the entrance to and within the town centre should also be considered, particularly along Linenhall Street (examples shown in Figures 6.4 & 6.5).

Recommended Action: Traffic calming within the town centre.

6.2.2 Car Parking

As with many smaller towns the availability of low-priced and well-located car parking is of utmost importance to the continued economic viability of the town. However, car parking can easily become overly dominant, with off-street parking encompassing large swathes of a town centre, on-street parking hindering traffic flow, and neither contributing positively to townscape or streetscape character.

Existing provision in Limavady Town Centre falls within the two categories mentioned above – on-street and off-street. On-street provision is principally provided along Main Street and Catherine Street, with secondary parking also along Linenhall Street and Irish Green Street, along with small pockets elsewhere in the town centre. The two main car parks at Connell Street and Central Car Park provide approximately 274 parking spaces. Further parking is available at Tesco on the eastern periphery of the town centre, at Main Street car park, and on various other sites.

However, as with many towns, the main surface car parks now represent the only significant undeveloped parts of the town, whilst new shops, businesses and residential accommodation is squeezed onto small sites, the car parks remain. The three most important Opportunity Sites discussed in this Masterplan, Sites 1, 3 and 10, are the two main car parks and the Market Yard Site. The Masterplan advocates a reallocation of car parking spaces within the town centre, in conjunction with the redevelopment of the relevant Opportunity Sites, as follows:



Figure 6.6
Provision of disabled parking



Figure 6.7
Restricted parking in certain areas

- Connell Street car park: a decrease in spaces from 119 to 47;
- Central Car Park: an increase in spaces from 155 to 187-253;
- Market Yard car park: approximately an additional 150-160 spaces; and
- Main Street car park: approximately 71 spaces.

This Masterplan recommends an ideal No Net Loss of car parking approach to any (re) development within town centre, whilst at the same time advocating the provision of as much car parking as possible where it can be accommodated without undue adverse impact on all the other aspects of the town centre (examples shown in Figures 6.6 & 6.7).

This Masterplan therefore proposes a re-examination, through a separate study, of:

- **Car parking restrictions:** For example the possibility of restricting the majority of on-street car parking to adjacent residents only and/or to no more than 60 minutes; and
- **Car parking enforcement:** Identifying what can be done to increase enforcement of existing restrictions, with the objective not being to increase revenue but to identify whether current revenue levels can be continued whilst the availability of car parking increased.

Recommended Action: Preparation of a car parking strategy in co-ordination with the proposed pedestrian and cycle network, streetscape and landscape strategies.

6.2.3 Pedestrian Network

The pedestrian network within Limavady Town Centre is straightforward, with Market Street at its core, and connections between the streets and the main car parks being via a collection of entries. However, beyond these principal streets and entries, the provision for pedestrians is passive – i.e. simply based on footpaths alongside roads. Whilst dedicated crossing points are provided at some junctions, these are often not on pedestrian desire lines and in many cases it is apparent that pedestrians are placed lower in priority to vehicles (Figure 6.8 & 6.9 on Page 48).

This Masterplan proposes the creation and improvement of a series of development axes (strategic connections between the Quarters) between key parts of the town centre, as follows:

- Extension of Main Street west (pedestrians and cyclists only) into Opportunity Site 10 – the Market Yard – to create an east-west **Mixed-Use / Retail Development Axis** between Sites 10 and 15 – the Future Employment Opportunity – at the north-east of the town centre;

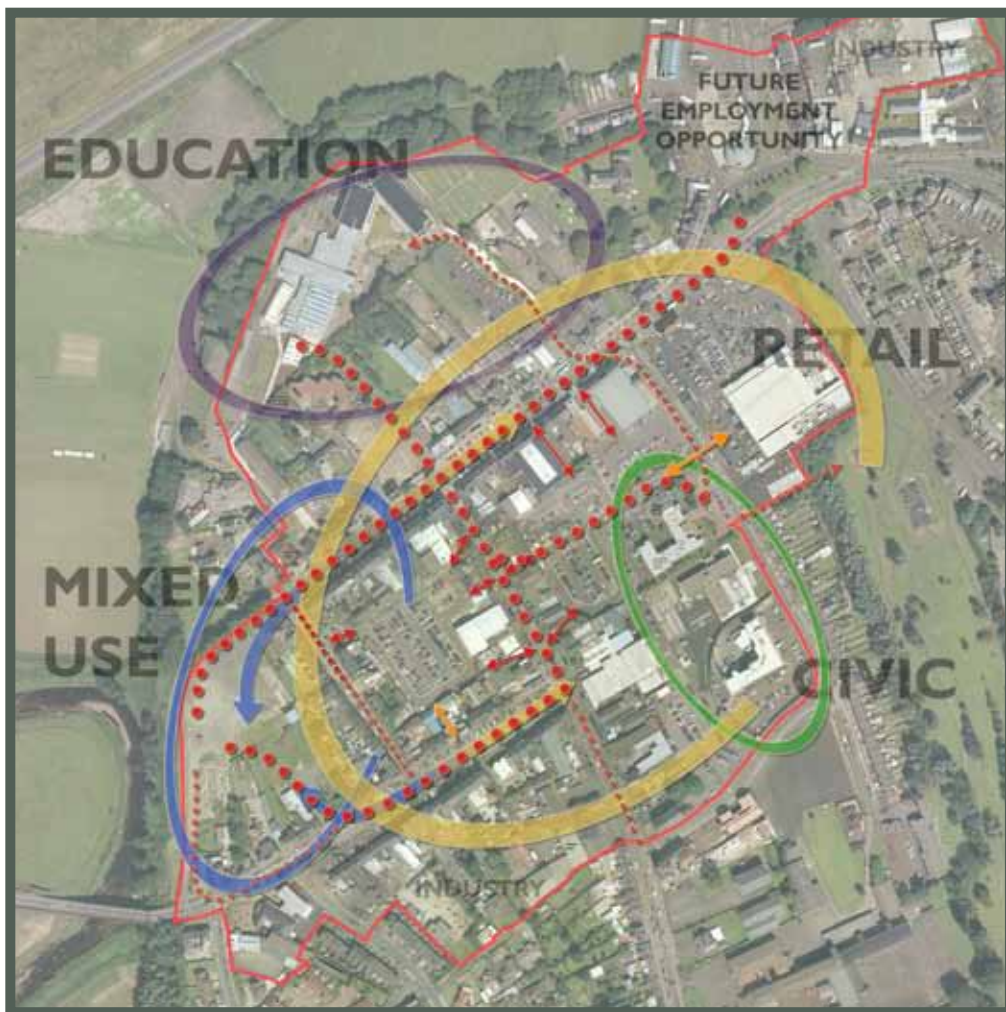


Figure 6.8
Pedestrian Concept

- Creation of a second east-west **Mixed-Use / Retail Development Axis** along Catherine Street between Opportunity Site 10 and the southern end of Market Street at the junction with Irish Green Street;
- Creation of a north-south **Civic / Education Development Axis** between the Education Quarter and college campus, the Roe Valley Arts & Cultural Centre / Ionad

Ealaíon agus Cultúir Ghleann na Ró, the new marketplace and the Borough Council offices and library. The exact route of this axis will require further detailed work to examine land-ownership and physical constraints.

Recommended Action:

Preparation of a detailed pedestrian network strategy, comprising strategic connections and entry improvements, in co-ordination with the proposed car parking, cycle network, streetscape and landscape strategies.

6.2.4 Cycle Network

With the exception of the National Cycle Network (Route 93) through Backburn Park, the cycle network in Limavady Town Centre is notable by its absence. There are various groups of cyclists: long-distance, commuter, shopper, recreational and children, with different types of facility being required by each group, which are not provided for in the town centre. The Masterplan advocates the provision of on-line cycle lanes along the main roads and the provision of cycle racks in appropriate locations such as car parks and certain Opportunity Sites, as an integral part of their redevelopment proposals (Figures 6.10-6.12).

Recommended Action:

Preparation of a cycleway strategy incorporating the implementation of a new, co-ordinated town centre-wide network of cycleways and cycle parking facilities in



Figure 6.9
Creation of active streets



Figure 6.10
Provision of cycle paths along key routes



Figure 6.11
Better signage to encourage cyclists



Figure 6.12
Provision of bicycle storage



Figure 6.13
Improving bus accessibility



Figure 6.14
Encouraging bus priority

co-ordination with the proposed car parking, pedestrian network, streetscape and landscape strategies.

6.2.5 Public Transport

Whilst Limavady no longer has a railway station, it does have a dedicated bus station located within the north-western part of the town centre. This Masterplan makes no specific recommendations in relation to public transport, with the exception of:

- Bus stops should be clearly identifiable by those not familiar with the town or a service (Figure 6.13);
- Bus stops should be at least partially on-line to provide the bus with priority when pulling away (Figure 6.14)
- Opportunities for improving public transport services and facilities should be considered in any redevelopment of Opportunity Site 15, with the potential for rebuilding the bus station closer to Main Street investigated.

6.2.6 Servicing

The provision of acceptable service access is important, particularly in the attraction and retention of business and retail operators, and in the daily operation of the town centre, with badly parked service vehicles often hindering other road users. However, the inclusion of excessive servicing provision (e.g. dedicated loading bay for a retail unit that only receives deliveries twice a week) can lead to servicing infrastructure becoming overly dominant in the public realm.

Notwithstanding these principles, the provision of service access can only realistically be considered at detail design stage in relation to individual sites. This Masterplan thus makes no specific recommendations in relation to servicing arrangements other than that appropriate provision for service vehicles should be considered in the detailed layout and design of all Opportunity Sites, public realm improvements, and any other site coming forward for (re)development or regeneration, with the aim being to ensure sufficient provision but to minimise such provision and infrastructure as far as possible.

It should be noted that all proposals for pedestrian, cycle, vehicle movement, car parks, traffic, management, access, will be subject to all statutory approvals at the time of the proposed development and be assessed in that context.

6.3 Heritage & Built Environment / Urban Design & Conservation Strategy

This Masterplan recommends no differentiation in the treatment of the public realm between the four Quarters - the Quarters are intended as tools to guide the location of development and to aid marketing measures. This Masterplan recommends an overall comprehensive and compact town approach to the development and revitalization of the public realm, to ensure visual consistency and integration.

However, within this approach, special consideration is required within the setting of the listed buildings and/or the proposed Area of Townscape Character, where the conservation of the historic fabric is an important component of the local setting.

6.3.1 New Development

This Masterplan provides guidance on the scale, massing, elevational design and architectural approach to potential built development on all identified Opportunity Sites. Whilst not considered crucial to the success of this town centre regeneration Masterplan, it would be prudent to consider the preparation of a generic Design Guide for all new development within the town centre to ensure ongoing consistency of approach and treatment, not just on the identified Opportunity Sites, but also on other sites that may come forward during the lifetime of the Masterplan.

This Masterplan recommends that the architectural style of new development should, except where a more cautious or conservation-orientated approach is necessary, respect and pay due regard to its surroundings but otherwise be contemporary and modern and if necessary take cues from, but not seek to ape or compete with, the recently completed Roe Valley Arts & Cultural Centre / Ionad Ealaíon agus Cultúir Ghleann na Ró (examples shown in Figure 6.15 & 6.16).

It is considered that the historic fabric of the town centre is sufficiently strong to accept the development of high quality modern buildings, which will in turn serve to highlight the high quality historic fabric that is retained.

Recommended Action: Preparation of a Design Guide to guide the design of all new built development in co-ordination with the detailed design guides relating to other elements of the town centre townscape and streetscape.

Figure 6.15
Example of modern building design in a Conservation Area



Figure 6.16
Example of modern residential development in a Conservation Area



6.3.2 Listed Buildings / Proposed Area of Townscape Character

During the preparation of the Masterplan and the site analysis, the complexities involved in controlling works to listed buildings were highlighted. The Masterplan recommends that the Design Guide for new development should include a section specifically relating to this issue, provide further guidance on these issues in accordance with prevailing planning policy PPS6 (examples shown in Figures 6.17-6.19). This guide should incorporate principles such as:

- Any extensions or alterations should take place to the rear of, and be subservient to, the main building;
- Materials used should be sourced to match those used in the original building where possible;
- Traditional shop frontages and designs should be utilized to retain the character of the town centre;
- Replacement windows and/or doors should match the design of the original or where this is not known, a design typical of the original age of the building will suffice.

Recommended Action: Include within the recommended Building Design Guide a section advising on appropriate design and material for Listed Buildings and the proposed Area of Townscape Character; in co-ordination with the detailed design guides relating to other elements of the town centre townscape and streetscape.

Figure 6.17
Sensitive restoration in a Conservation Area



Figure 6.18
Example of a sensitive restoration in a town centre



Figure 6.19
Example of high quality setting for a listed building



6.4 Public Realm Strategy

This Masterplan recommends that there should be no differentiation in the treatment of the public realm between the four Quarters – these are intended as tools to guide the location of development and to aid marketing measures. This Masterplan recommends an overall comprehensive and compact town approach to the development and revitalization of the public realm, to ensure visual consistency and integration (Figure 6.20).

The Masterplan advocates a coordinated approach to the treatment of the streetscape, which should always include:

- Surfacing materials / hard landscaping;
- Planting / soft landscaping;
- Signage
- Lighting
- Street furniture;
- Frontage Enhancement
- Public art / Entries.

6.4.1 Surfacing Materials, Hard and Soft Landscaping, and Planting

This Masterplan recommends the development of a consistent palette of surfacing materials for use throughout the town centre, to be used for public areas and for areas in private ownership that fulfil a public role – e.g. the entries and the new riverfront urban space within Opportunity Site 10. This approach will bring a sense of cohesiveness to the town centre, serving to increase a sense of local identity and distinctiveness, assisting in bolstering civic pride.

Carefully considered surfacing materials will also aid legibility of a townscape for pedestrians, cyclists and vehicle drivers, the latter having to be able to read road direction, priority, etc faster than pedestrians; an excessive proliferation of highway signage is often an indication that the townscape is not providing drivers with as much assistance as it might. At present there is a wide variety of materials used including tarmac, block paving, cobbles and concrete and stone paving slabs (various types thereof). There is evidence of cobbles being used along pavement edges, pavements in paving slabs and pedestrianised areas in bloc paving, however this has not been progressed through other areas of the town centre (examples shown in Figures 6.21-6.22 Page 53).

This Masterplan recommends the further development of this co-ordinated approach with a consistent palette of materials and design details with the aim being a clear distinction between:

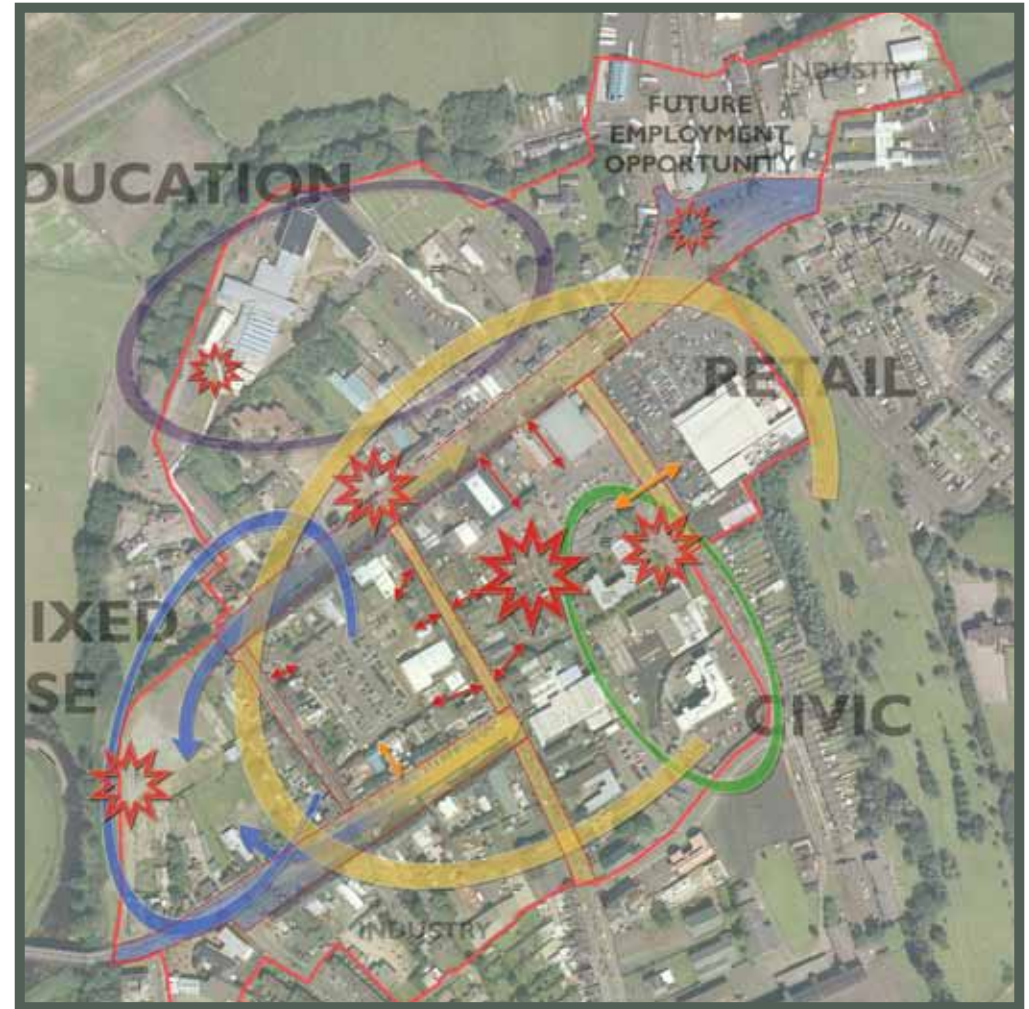


Figure 6.20
Public Realm Concept

- Vehicular highway for through traffic (with dedicated cycle routes clearly indicated with a different surface treatment);
- Parking and servicing areas predominantly used by vehicles but where pedestrians might also be encountered; and
- Pedestrian areas.



Figure 6.21

Example of high quality paving



Figure 6.22

Example of high quality, traditional paving



Figure 6.23

Example of paving and trees in an urban setting

Limavady Town Centre does not include any substantial public area of soft landscaping, however it is surrounded by substantial areas of parkland or countryside on many sides. Existing planting comprises a combination of trees and raised planting beds. The mature trees along the western part of Main Street constitute a significant asset and should be preserved. The more recent tree planting along the eastern part of Main Street and along Catherine Street has been carried out in a similar manner and layout and thus just requires time before it can fully contribute to the town centre's character, but should be retained.

There are several projects which could be undertaken immediately, to initiate the overall regeneration initiatives within the town centre, including:

- Public realm improvements to Market Street, comprising high quality new paving, trees, lighting and street furniture;
- Public realm improvements to Linenhall Street, comprising high quality shared surfaces, new paving, lighting and trees, to encourage reduced traffic speeds and a higher quality pedestrian experience.

This Masterplan also proposes additional planting throughout the town centre (in addition to the planting suggested within the various Opportunity Sites, see Section 5), and options should be considered for:

- The introduction of additional street trees to the central and eastern parts of Main Street;
- Planting along Irish Green Street and Connell Street;
- The scope to introduce tree planting to Linenhall Street;
- The approach to tree planting along Market Street (whilst some exists at present the approach taken appears haphazard and could be greatly improved);
- Replanting those trees recently introduced to the Connell and Central car

parks as part of the regeneration and/or redevelopment of the various Opportunity Sites.

Recommended Action: Preparation of a Public Strategy, to provide a new, co-ordinated town centre-wide streetscape surfacing scheme in co-ordination with the proposed access and movement strategy. It may include separate sections / strategies for public art (entries), landscape, signage, lighting, and furniture, and frontage enhancement.

6.4.2 Signage

Signage can play a vital role in the function of a town centre. Whilst residents generally know the layout of a town and how to get around, visitors require assistance and without this can easily miss parts of the town thus depriving those parts of their custom. Any signage, lighting and/or street furniture should be consistent throughout the town centre to provide a sense of cohesiveness that aids a sense of local identity and distinctiveness and can assist in bolstering civic pride.

As part of the overall public realm strategy, detailed design advice should be provided on appropriate signage. This may include some best practice examples or the adoption of a distinct type of signage, appropriate to the town centre. Consultation with NI Tourist Board is also recommended to ensure new signage takes cognizance of the potential benefits for increasing tourism / visitor potential offered by the Causeway Coastal Route. Signage will be particularly important at the Gateway areas. Examples of high quality signage are shown in Figures 6.24 and 6.25

Recommended Action: Preparation of a Signage Strategy, to provide a new, co-ordinated town centre-wide signage for the town centre, and possibly the wider Borough. This should include detailed guidance on design of new signage, and identify key locations. This may be prepared independently, or as part of a wider Public Realm Strategy.



Figure 6.24

Example of high quality information boards



Figure 6.25

Example of high quality signage

6.4.3 Entries

The entries are a unique feature within Limavady Town Centre, and the Masterplan recommends promoting these, as a movement route, a public art feature, and a unique tourist asset. An Entries Strategy will seek to identify appropriate entries within Limavady Town Centre which could benefit from environmental improvements with a view to both enhancing the visual appeal of the streetscape whilst also enhancing linkages and pedestrian circulation within the town centre. Where feasible, it may also be possible to create new entries, enhancing linkages between nodes of points of interest.

A key element of the strategy would be the provision of improved lighting (in the context of a wider lighting strategy) through the inclusion of lighting, uplighting and LED strip lights to create an improved, safer environment for pedestrian users and also to serve as a directional key through the entries. Provision of improved surface finishes, signage and associated fixtures would further enhance the entries. The interaction with the strategy for Public Art, within the overall Public Realm Strategy, could also utilise these entries as tourist or historic features, providing an opportunity to emphasise the town's heritage with the creation of new names and historical imagery.

The key principles for this strategy will be:



Figure 6.26

Restored entries in Belfast City Centre encouraging active streets



Figure 6.27

Restored entries in Belfast City Centre with high quality materials



Figure 6.28

Example of public art in a restored Entry

- Each entry should, insofar as is possible, be straight with a clear line of sight from start to end to improve the sense of safety and security; in some cases this might require assistance from the public sector or co-operation between different private sector landowners/tenants.
- All entries should be provided with adequate lighting to a standard design.
- All entries should have appropriate street signage located at each end to indicate the linkages.
- The flank walls of entries should be, wherever possible, reconstructed to remove potential hiding places, increase opportunities for passive surveillance, and accommodate artwork.

In conjunction with the programme of artwork, consideration should be given to naming the entries. Examples of regenerated entries are shown in Figures 6.26-6.28

Recommended Action: Preparation of an Entries Strategy, to provide a comprehensive and consistent package of environmental improvements, enhancing linkages, pedestrian circulation and visual appeal, to the Entries throughout the town centre. This will identify those entries which require environmental upgrade, the specific improvements required, as well as opportunities for public art and community involvement. This may be prepared independently, or as part of a wider Public Realm Strategy.

6.4.4 Lighting

In light of the need for both consistency and an approach appropriate to both the historic areas of the town centre and new developments that might be designed in an unashamedly modern manner, this Masterplan recommends the preparation of a detailed design guide for lighting, as part of the overall public realm strategy. It will include examples of appropriate lighting and street furniture and sources for these or the adoption of a distinct individually-designed set of lighting in partnership with a secured supplier.



Figure 6.29

Example of high quality lighting in an urban setting



Figure 6.30

Lighting and street furniture in an urban green space

A clear distinction will be made between lighting provision for vehicular use and that for pedestrians. In addition, a balance needs to be struck between the subject requirements and the risk of unnecessary light pollution. It will consider street lamps, bollards, uplighters, floor level strip lights, shop windows as sources of lighting, which may be used to create a particular effect. These will be coordinated with other elements of the public realm, including street furniture and signage, as part of the public realm strategy. Examples of high quality lighting are shown in Figures 6.29 and 6.30, Page 54.

Recommended Action: Preparation of a Lighting Strategy, to provide a new, co-ordinated approach to lighting in the town centre, and possibly the wider Borough. This should be coordinated with the other elements of the Public Realm. This may be prepared independently, or as part of a wider Public Realm Strategy.

6.4.5 Frontage Enhancement

The Masterplan notes that there is currently no consistent approach to the design and/or control of shop fronts within the town centre. The development and implementation of a frontage enhancement scheme would bring a sense of cohesion to the frontages within Limavady Town Centre. Creation of an attractive shopping environment through frontage enhancement results in a vibrant and distinctive streetscape which in turn benefits local business and trade. Frontage enhancement would be concentrated throughout the main commercial streets within the town centre, particularly Market Street, Main Street, Catherine Street and associated linkages

The Public Realm Strategy may comprise a section on frontage enhancement measures, including the creation of consistent style principles for commercial frontages. Frontages should be reflective both of the building's scale, proportion, architectural style and the context in relation to adjacent buildings and other public realm features. Consistency would be gained through use of common materials and design principles which should also be reflective of the buildings historical or contemporary context.

The Limavady Town Centre frontage enhancement scheme shall also be required to consider the issue of lighting and signage associated with commercial premises in particular, and will be coordinated with other elements of the Public Realm elements. Consideration of scale and placement, along with use of consistent palettes of materials, colours and fixtures would help to create a sense of uniformity, typical of traditional frontages.

Removal of existing features which detract from street frontages would also form part of an enhancement scheme. Use of toughened glass and internal shutters for example, could be implemented in place of external fortified shutters which detract greatly from the physical

environment. This will also be coordinated with the design guide for the Listed Buildings and the New Development.

It recommends that a Design Guide is prepared to provide such detailed advice, and should incorporate underlying principles and design requirements such as:

- Shop fronts should be limited to the ground floor of the host building, where possible;
- Shop fronts should be designed with due regard to the age and architectural style and character of the host building – e.g. older properties should not seek to include solely glazed shop fronts but the more traditional stall riser, pilaster, cornice, fascia, etc;
- Shop fronts should be constructed of materials appropriate to the host building – e.g. large colored plastic panels should not be utilized on older buildings;
- Projecting / hanging signs should be confined to within the upper part / fascia of the shop front and project no further than 0.75m from the front elevation of the building;

The term 'shop front' includes the frontage to all commercial premises including pubs, restaurants, etc. In recognition of the associated fiscal implications of amending an existing shopfront, this Masterplan does not advocate any enforced redesign of or alteration to any existing shopfront, but instead advocates the adoption of a Design Guide that can assist in ensuring appropriate treatment is applied to all future changes to existing, or installation of new, shop fronts (Examples of high quality shop fronts are shown in Figures 6.31-6.33). This should be coordinated with the detailed design guides relating to other elements of the town centre townscape and streetscape

Recommended Action: Preparation of a Frontage Enhancement Strategy, to provide a new, consistent approach to the design of shop fronts in the town centre, and possibly the wider Borough. This should be coordinated with the Buildings Design Guide. This may be prepared independently, or as part of a wider Public Realm Strategy.



Figure 6.31
Example of sensitively restored shop front



Figure 6.32
Example of sensitively restored shop front



Figure 6.33
Example of a high quality shop front at ground floor

7.0 DELIVERY & IMPLEMENTATION

7.1 Introduction

This Masterplan reflects a range of ambitious and aspirational projects and initiatives, both public and private sector led, which together present an exciting regeneration 'road map' for the future development and revitalisation of Limavady Town Centre. These proposals seek to address many of the issues and challenges facing the town, its traders, residents and visitors, by presenting opportunities and guidance for directing and implementing positive change. They focus on the economic, social and physical revival of the town centre, and aim to provide an exciting and forward-thinking foundation for stimulating further investment and growth in the town centre and throughout the wider Borough.

However it should be noted that this Masterplan should not be read as a commitment that public resources would be provided for any specific proposal. These will be subject to economic, social, financial and environmental assessment, and will also be considered having regard to the overall availability of resources.

7.2 Management

It is clear that management of the delivery process will require a coordinated input from several key public organisations and Government Departments, as well as the private sector. It is important that an agreed organisational structure is in place to take ownership of and responsibility for progressing the Masterplan and coordinating its delivery over the next 10 years. At present, the key organisations playing an important role are DSD and Limavady Borough Council, and this should continue with support from other Government Departments.

The Review of Public Administration (RPA) will see changes to the structure of local governance and the delivery of public services throughout Northern Ireland. Although RPA is currently on hold, there is an expectation that the process could recommence with a new implementation date within the timeframe of the Masterplan. Within the new scenario it is anticipated that Limavady, Coleraine, Ballymoney and Moyle Councils will come together to form a new Causeway Coast and Glens Council. In the interim, the Masterplan will be driven forward by the Department for Social Development as per its statutory responsibility to encourage and deliver on urban regeneration initiatives. It is recommended that the current Steering Group is retained, and continues to work in partnership to progress the delivery and implementation of this Masterplan. These proposals can be reviewed once the new Assembly confirms the future programme for RPA.

7.3 Delivery Mechanism

Successful delivery of the Masterplan will require clarity on the roles and responsibilities of the various organizations, bodies and individuals involved in development and regeneration. It will also require a coordinated approach, with careful thought and management over many years. This Masterplan does not represent a single comprehensive development driven forward by a single body, rather a way to structure and facilitate the bringing forward of individual sites within an agreed framework. The implementation of this Masterplan is dependent on the availability of funding and resources, which is a key issue in this extremely difficult economic climate. Careful consideration will be required by Government to prioritise and resource the regeneration opportunities, in order to reap the benefits required.

The aim has been to ensure that the Masterplan is adaptable enough to respond to any future changes in market conditions, and flexible enough to receive a favourable response from the private sector during the development brief and later stages. The private sector is an attractive delivery option because it will bring value engineering, financing and project management skills to the delivery of the scheme, as well as market facing knowledge.

The local community will be a key component in the successful delivery of these regeneration initiatives. Consultation with the traders, residents and town centre users is an important aspect in preparing strategies and detailed design works, and eventually delivering positive changes which will benefit the town centre as a whole. Community involvement can achieve better solutions, a more inclusive process, and ownership of positive change, which will maximize regeneration potential within the town centre and further afield.

Land necessary for the development of the supporting infrastructure should be secured in the short-term, through negotiation and formation of working partnerships. These partnerships are likely to involve other Government Departments and private individuals. The Action Plan (Table 1) overleaf provides a more detailed outline of the next steps, roles and responsibilities, and provides an essential tool for the coordinated approach to the Masterplan delivery.

7.4 Phasing / Timing

This Masterplan for Limavady town centre offers an extensive and exciting strategy for future development within Limavady. Careful consideration is required by the Department for Social Development and key public sector organisations, in particular Limavady Borough Council, to the strategic deployment of investment and resources to instigate the regeneration process, with quick wins and short-term gains.

The Action Plan (Table 1) outlines the priorities and timings (short, medium and long-term).

Glossary	
Department for Social Development	DSD
Department for Regional Development	DRD
North West Regional College	NWRC
Limavady Borough Council	LBC
Community Groups	CG
Local Traders	LT
DOE Planning NI	PS
DOE Landscape Architects Branch	LAB
Translink	TL
Rivers Agency	RA
Northern Ireland Environment Agency	NIEA
Strategic Investment Board	SIB
Department of Education	DE
Department of Finance and Personnel	DFP
Northern Ireland Housing Executive	NIHE
Land & Property Services	LPS
Northern Ireland Tourist Board	NITB
Department for Employment & Learning	DEL
Department of Culture Arts and Leisure	DCAL
NI Fire & Rescue Service	NIFRS
Police Service of Northern Ireland	PSNI
Sustrans	ST

TABLE 1 GLOSSARY OF TERMS

Regeneration Priority:

- H – High
- M – Medium
- L – Low

Priority:

- S – Short Term (0-5 years)
- M – Medium Term (5-10 years)
- L – Long Term (10+ years)

Table 1: Action Plan

Proposal	Location	Priority	Public / Private Led Development	Lead Agencies	TimeScale
Public Realm Strategy (Streetscape and Landscape)	Town Centre	H	Public	LBC/DSD/ DRD	0-5 years
Frontage Enhancement Strategy	Town Centre	H	Public	LBC/DSD/ PS	0-5 years
Signage Strategy	Town Centre	H	Public	LBC/DSD / NITB/ DRD	0-5 years
Entries Strategy	Town Centre	H	Public	LBC	0-5 years
Council Office Forecourt - New public realm	Civic Quarter	H	Public	LBC	0-5 years
Car Parking Strategy	Town Centre	H	Public	DRD/DSD/ LBC	0-5 years
Traffic Calming Project	Town Centre	H	Public	DRD	0-5 years
42 Main Street - New Building	Retail Quarter	H	Private	Site Owner	0-5 years
Market Yard - New buildings (retail led mixed use) - New public realm - New landscape	Mixed Use Quarter / Gateway	H	Private	Site Owner	0-5 years

Corner of Connell Street & Irish Green Street - New buildings - New public realm	Gateway	H	Private	Site Owner	0-5 years
6-8 Main Street & adjacent land - New buildings	Mixed Use Quarter	H	Private	Site Owner	0-5 years
27-29 Catherine Street	Retail Quarter	H	Private	Site Owner	0-5 years
Public Art Strategy	Town Centre	M	Public	LBC/DSD/ DCAL	0 -5 years
Lighting Strategy	Town Centre	M	Public	LBC/DSD/ DRD	0 - 5 years
New Development Design Guide	Town Centre	M	Public	PS/DSD	0 -5 years
Connell St Car Park	Retail Quarter	M	Public	DSD/DRD	5-10 years
Connell St / Lidl Car Pk	Retail Quarter	M	Public	DSD/Site Owner	5-10 years
Central Car Park	Retail Quarter	M	Public	DSD/DRD	5-10 years
Hanna & Browne & adjacent land	Retail Quarter	M	Private	Site Owner	5-10 years
16 Connell St	Retail Quarter	M	Private`	Site Owner	5-10 years
Pedestrian Network Design Guide & Improvement Strategy	Town Centre	M	Public	DSD/ DRD	5-10 years
Rear of Fire Station - New buildings - New public realm / amenity space	Town Centre	M	Private	Site Owner	5-10 years

	9-11 Linenhall Street - Building refurbishment	Mixed Use Quarter	M	Private	Site Owner	5-10 years
	Cycleway Design Guide	Town Centre	M	Public	ST DRD/PS	5-10 years
	North-West Regional College - Long term opportunity	Education Quarter	L	Public	NWRC/DEL	10-15 years+
	Bus Station & Surrounding Area - Future Employment Opportunity - Highways improvements	Town Centre / Gateway	L	Public	DSD/DRD/ DEL/ Translink	10-15 years+

