



Title of Report:	Review of the 2011 Limavady Town Centre Masterplan.
Committee Report Submitted To:	Leisure and Development Committee
Date of Meeting:	19 November 2024
For Decision or For Information	For Decision
To be discussed In Committee YES/NO	NO

Linkage to Council Strategy (2021-25)	
Strategic Theme	Improvement and Innovation
Outcome	The Council facilitates towns and villages in the Borough to continue to provide quality environments which evolve to meet the needs of their citizens, businesses and visitors to them.
Lead Officer	Head of Prosperity & Place

Estimated Timescale for Completion	
Date to be Completed	Ongoing – 5 – 10 years

Budgetary Considerations	
Cost of Proposal	N/A
Included in Current Year Estimates	N/A
Capital/Revenue	N/A
Code	N/A
Staffing Costs	N/A

Legal Considerations	
Input of Legal Services Required	NO
Legal Opinion Obtained	N/A

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	No	Date:
	EQIA Required and Completed:	No	Date:
Rural Needs Assessment (RNA)	Screening Completed	No	Date:
	RNA Required and Completed:	No	Date:
	Screening Completed:	No	Date:

Data Protection Impact Assessment (DPIA)	DPIA Required and Completed:	No	Date:
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1.0 **Purpose of Report**

The purpose of this report is to seek approval from members for the adoption of the review of the 2011 Limavady Town Centre Masterplan.

2.0 **Background**

2.1 In November 2023 Council appointed Hall Black Douglas to review the Limavady Town Centre Masterplan (2011). The purpose of the review was to determine if the regeneration proposals for the town are still relevant, achievable and reflective of the aspirations for Limavady town going forward.

2.2 The Masterplan provides a framework to guide the future development of Limavady and reflects on the original aspirations set out in the 2011 Masterplan, identifies key interventions to capitalise on Limavady's unique assets and outlines actions to catalyse and deliver the regeneration of a 21st century town centre.

2.3 The outcome of this review was to create a strategic vision for the physical, economic, social, cultural and environmental development of the area and identify regeneration opportunities for the area; enabling evidence for any potential funding opportunities that may arise. As per the Terms of Reference, *an important element of the review was to:*

‘Conduct a full review of the 2011 Limavady Town Centre Masterplan. Baseline research, site visits and stakeholder engagement will provide evidence as to how the town has changed over the 12 year period. The outcome of this work will then support the assessment of the regeneration projects from the previous masterplan and their relevance going forward’.

2.4 Baseline research, site visits and stakeholder engagement will provide evidence as to how the town has changed over the 12 year period. The outcome of this work will then support the assessment of the regeneration projects from the previous masterplan and their relevance going forward.

2.5 A community engagement process was undertaken in preparing the Plan, which included:

- *Several site visits involving public, private and community sector stakeholders.;*
- *Online survey, email and website responses; and*
- *Ongoing discussions and presentations with local businesses, elected members and input from the public, private and community sectors via the Limavady Town Forum.*

3.0 **Proposals**

3.1 Eleven specific projects were identified as high priority, some involving the public sector and some involving the private sector. These are summarised below:

1. Public Realm strategy;
2. Frontage enhancement strategy;
3. Signage strategy;
4. Entries strategy;
5. Council Office forecourt;

6. Car parking strategy;
7. Traffic calming project;
8. 42 Main Street – new building;
9. Market Yard – new buildings, new public realm, new landscape;
10. Corner of Connell St/Irish Green St – new buildings, new public realm; and
11. 27-29 Catherine Street.

4.0 Options

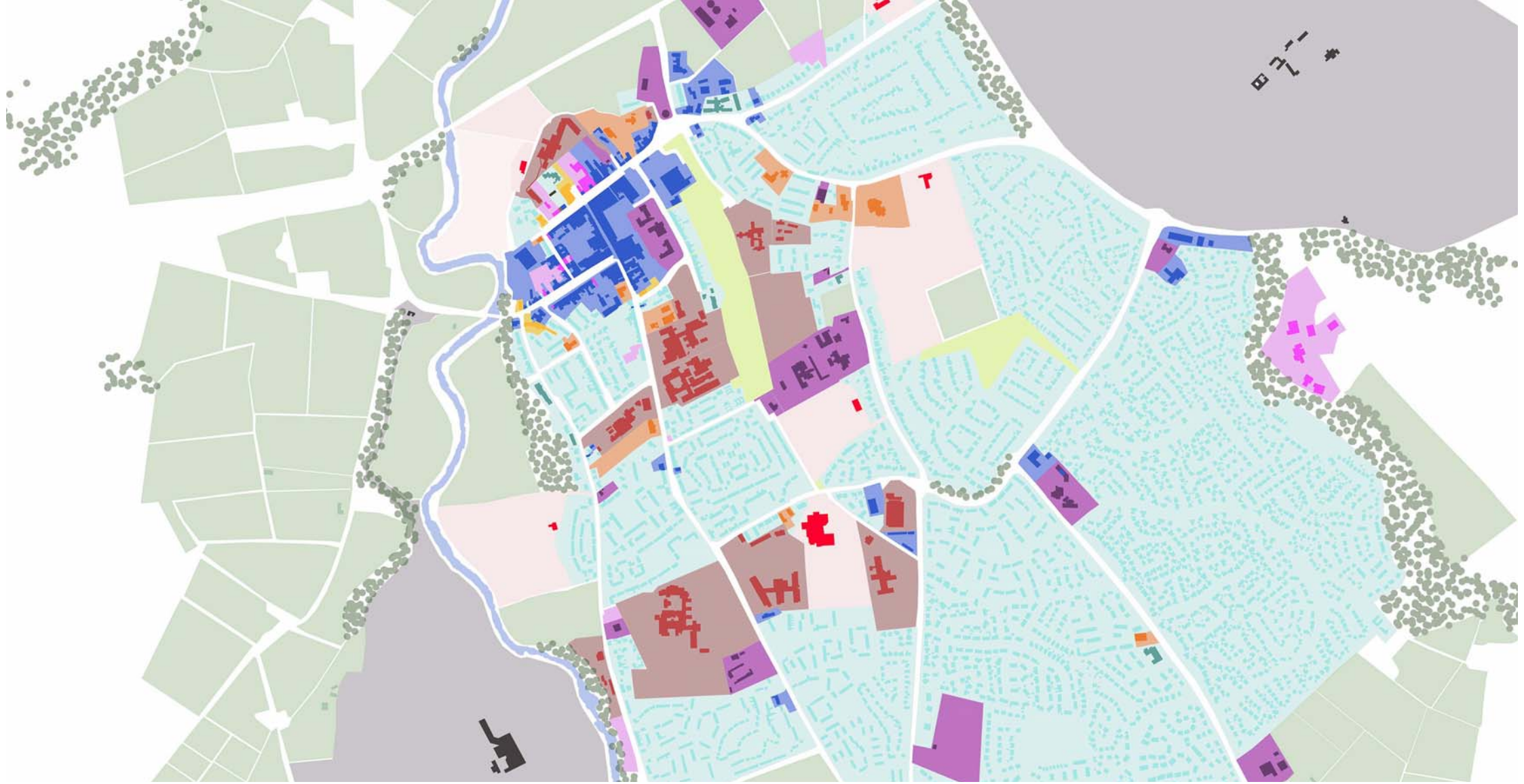
- 4.1 See **Annex A** for a copy of the final Limavady Town Centre Masterplan Review (2024).

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

In addition, Council will work with stakeholders to target any future investment opportunities to achieve the greatest regeneration impacts through the implementation of the resultant Masterplan priorities.

5.0 Recommendation

It is recommended that Leisure and Development Committee approve the Review of the 2011 Limavady Town Centre Masterplan. Further update reports will be brought to Committee at key milestones in the delivery of the Masterplan.



Limavady — Masterplan Review 2024

Limavady as Market Town

HALL BLACK DOUGLAS

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A document prepared by

HALL BLACK DOUGLAS

in association with



Introduction

The following report is a review and update to the Limavady Town Centre Masterplan 2011. The following pages identify the former proposals, consider an update to those and explore more opportunities to enhance Limavady as a town for its residents and visitors.

to Derry / Londonderry

to Coleraine

A2

Town Centre

Drenagh Estate

River Roe

B68 Ballyquin Road to Durlighen

Edenmore Road

Roe Park Resort

Town Structure

Baseline Review

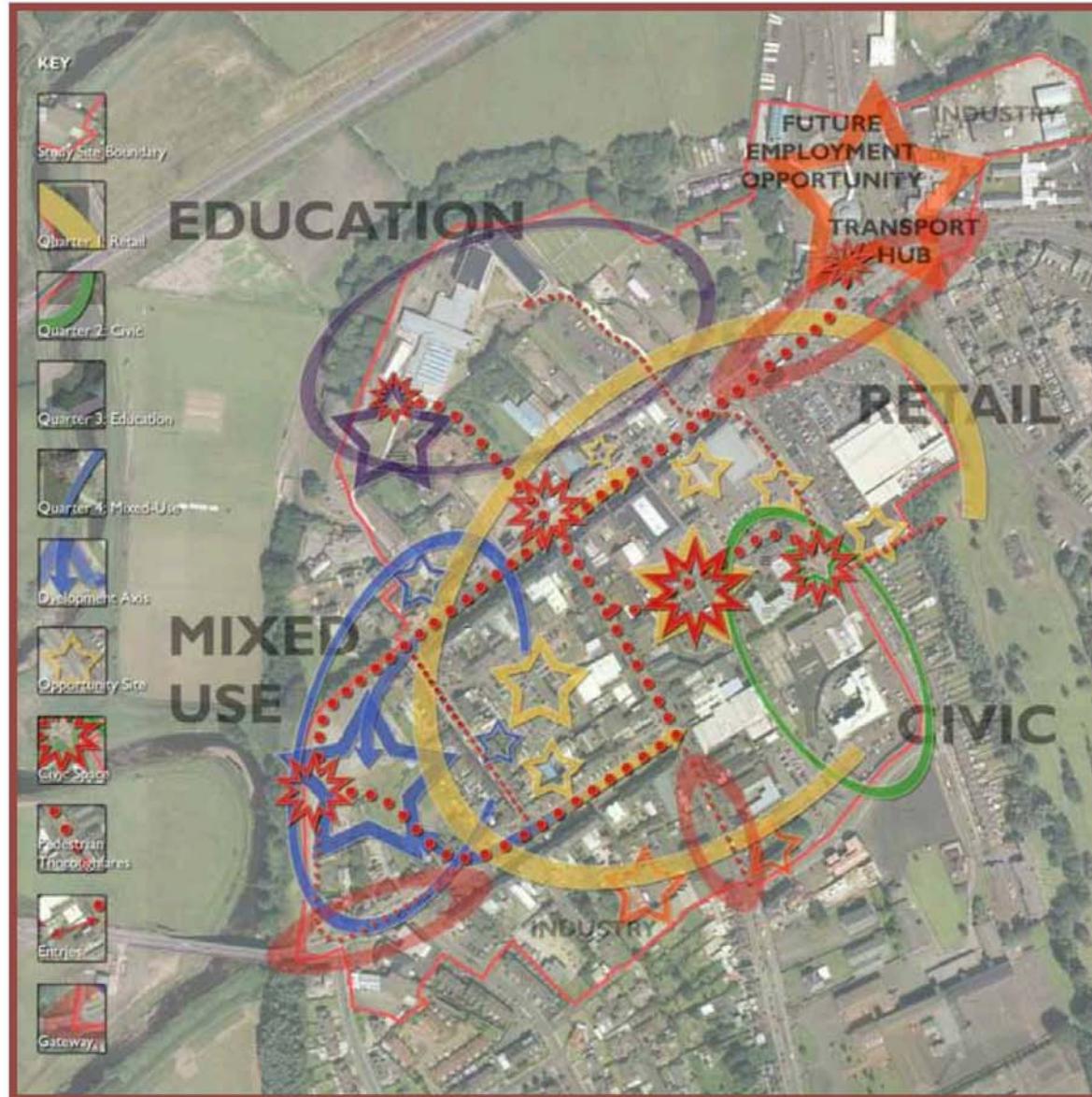


Limavady Masterplan Review

- Quarters not appropriate at town scale or disjointed from current concentration of uses.
- Necessity for new building in each pilot project?
- Strategies for connections proposed but not mapped.
- Micro / Human scale given little consideration at this stage.
- Gateways given more focus
- Focus needed to make streetscape conducive to lingering.
- New pedestrian and cycle network connecting to national cycle strategy.
- Vacancy audit required identifying :
 - ownership
 - dereliction
 - first floor occupation
 - vacant / infill sites
- Traffic assessment
- Analytical drawings needed to identify town character

Baseline Review

Baseline Review



◀ 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



Baseline Review

The High Street Task Force Report

- 1.1. This report summarises the findings, advice and recommendations of a High Street Task Force (HSTF), appointed by Ministers in August 2020, to deliver the following agreed vision:
“Sustainable city, town and village centres which are thriving places for people to do business, socialise, shop, be creative and use public services as well as being great places to live.”
- 1.2. The report represents a genuine collaboration across sectors, including expertise from central and local government, academia and the third sector, as well as businesses that are based on the high street. It is accompanied by and reflects the views contained within the [“Call for Evidence Report 2022”](#) on the extensive consultation and engagement which got us to this point. This report has been developed by the independent HSTF¹ to prioritise those actions that can drive delivery and build momentum. It cannot capture all of the views expressed, but those views will be taken on board as we move ahead.
- 1.3. That collaborative approach must continue over the coming years to deliver high streets, village, town and city centres that are fit for the 21st Century. The HSTF proposes that, in the first instance, there is a five-year programme of work to reinvent our high streets led by the Executive and the Assembly.

The Challenges

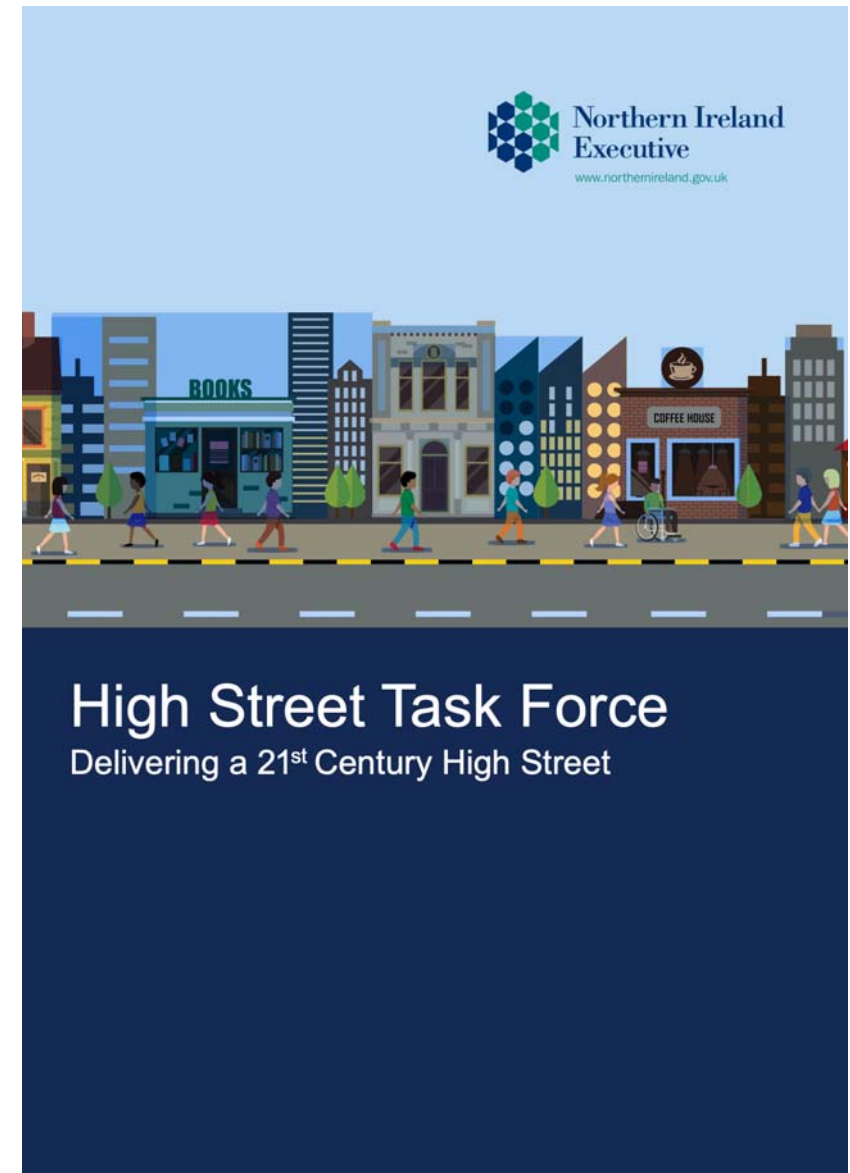
- 1.4. Our high streets have experienced constant and increasing change, particularly in recent years. Technology has changed how we shop and communicate for ever. This fundamental change, together with a global financial crisis, and, most recently, COVID-19, has created a huge set of challenges for the high streets that we value so much.

The Opportunities

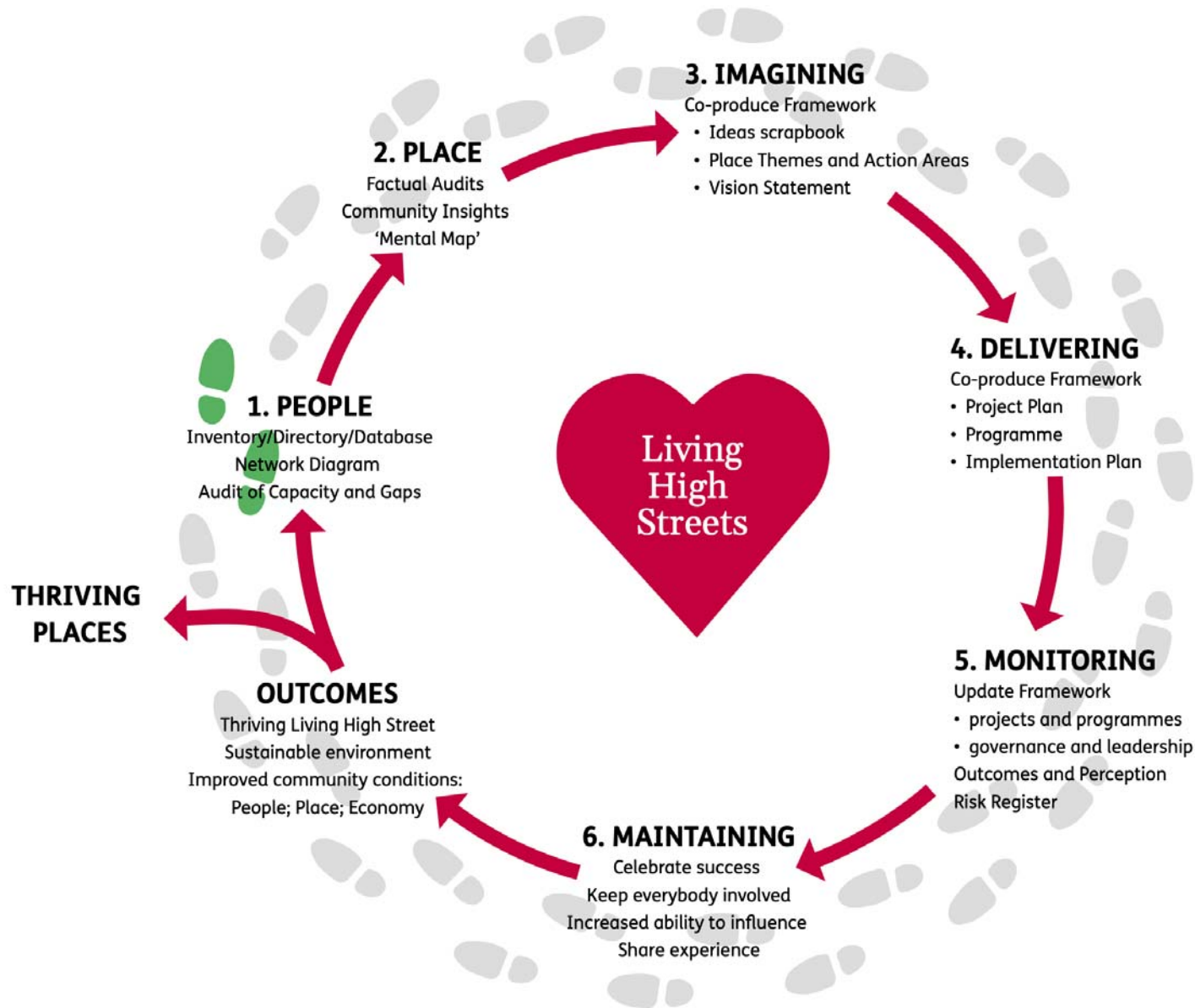
- 1.5. There are also new opportunities: specifically, to create a more diverse high street; to address social needs as well as economic sustainability; and to deliver green growth. More than ever before, it is clear that our actions must focus on people and communities. Rather than viewing the empty premises in our town centres as derelict buildings or eyesores, let us be ambitious and see them as homes for new enterprises of the future.

The Approach

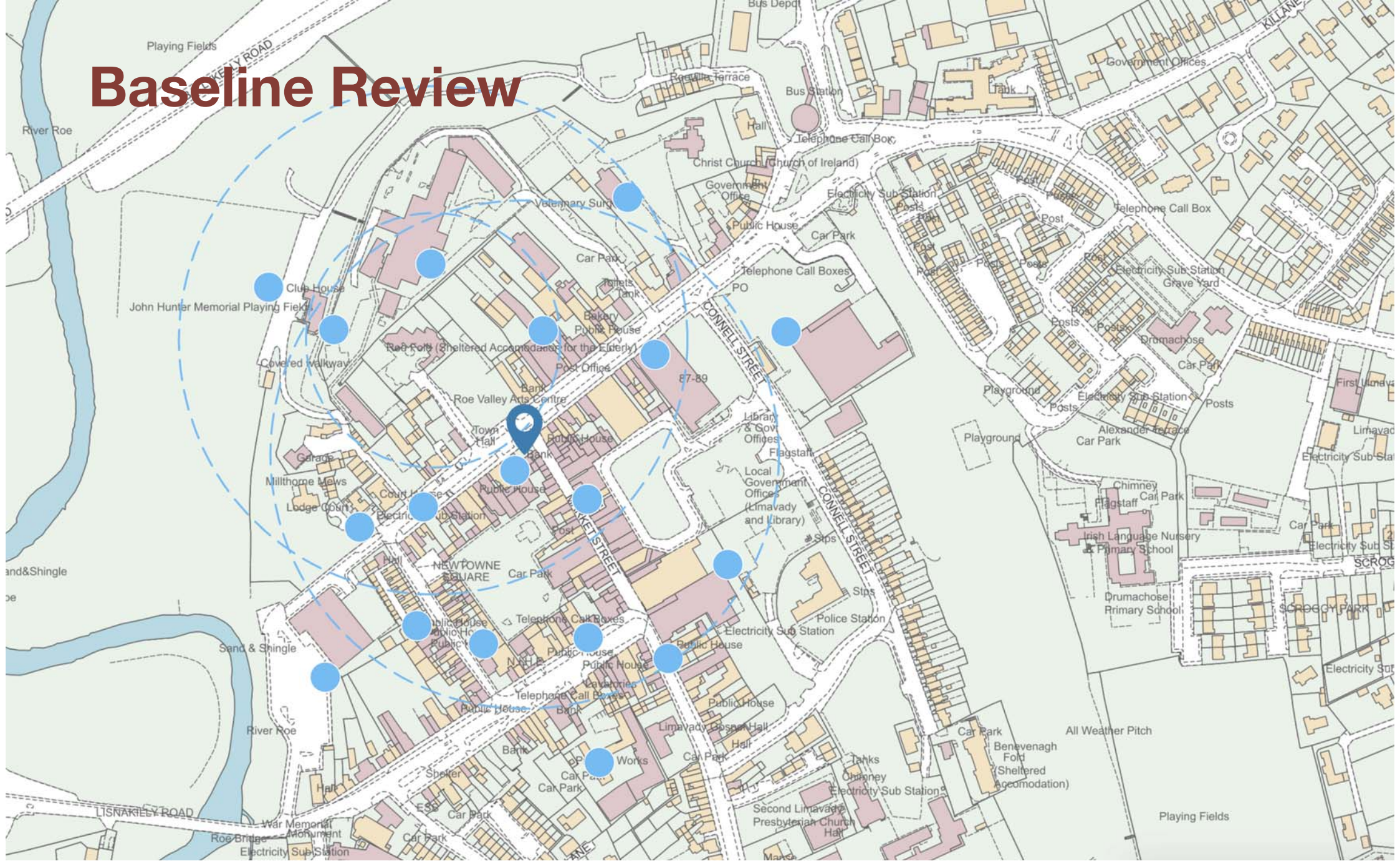
- 1.6. We need our high streets to be clean, green, fun, family-friendly destinations that are welcoming for everyone, including residents, visitors, entrepreneurs and workers.
- 1.7. Meeting the challenges which have been identified will include significant changes in planning, business rates, regeneration, and infrastructure investment. That, in turn, means involving and working closely with everyone who has a key interest in and ability to transform our high streets in line with the vision.
- 1.8. The approach that we set out here is not about top-down or one-size-fits-all solutions; it is about empowering people and communities to reshape and repurpose their local villages, towns and cities. The role of central and local government should be to support local leadership and encourage and resource the local action, working across sectors, to realise our vision.



Baseline Review



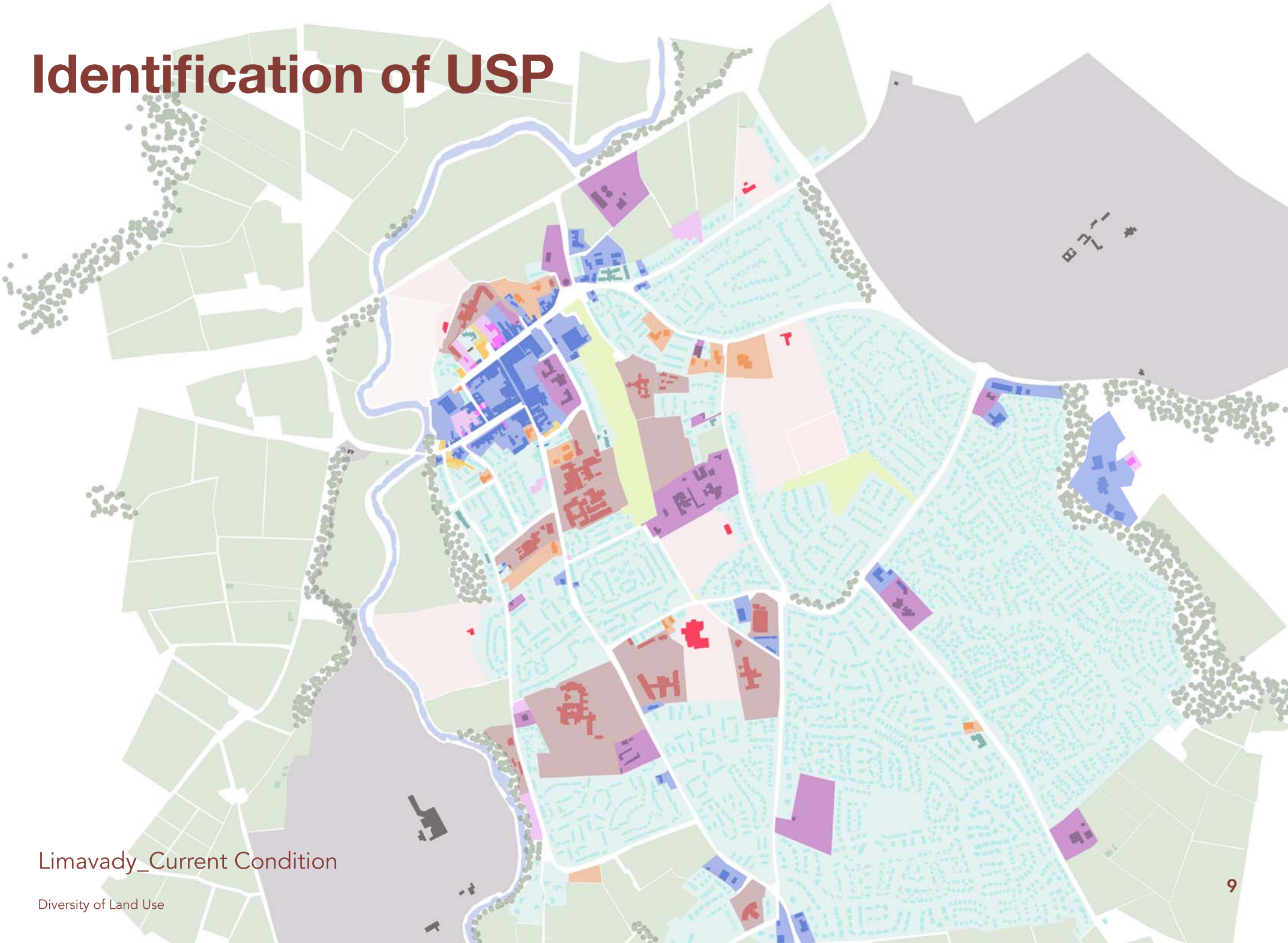
Baseline Review



Review of Planning Applications in Town Centre

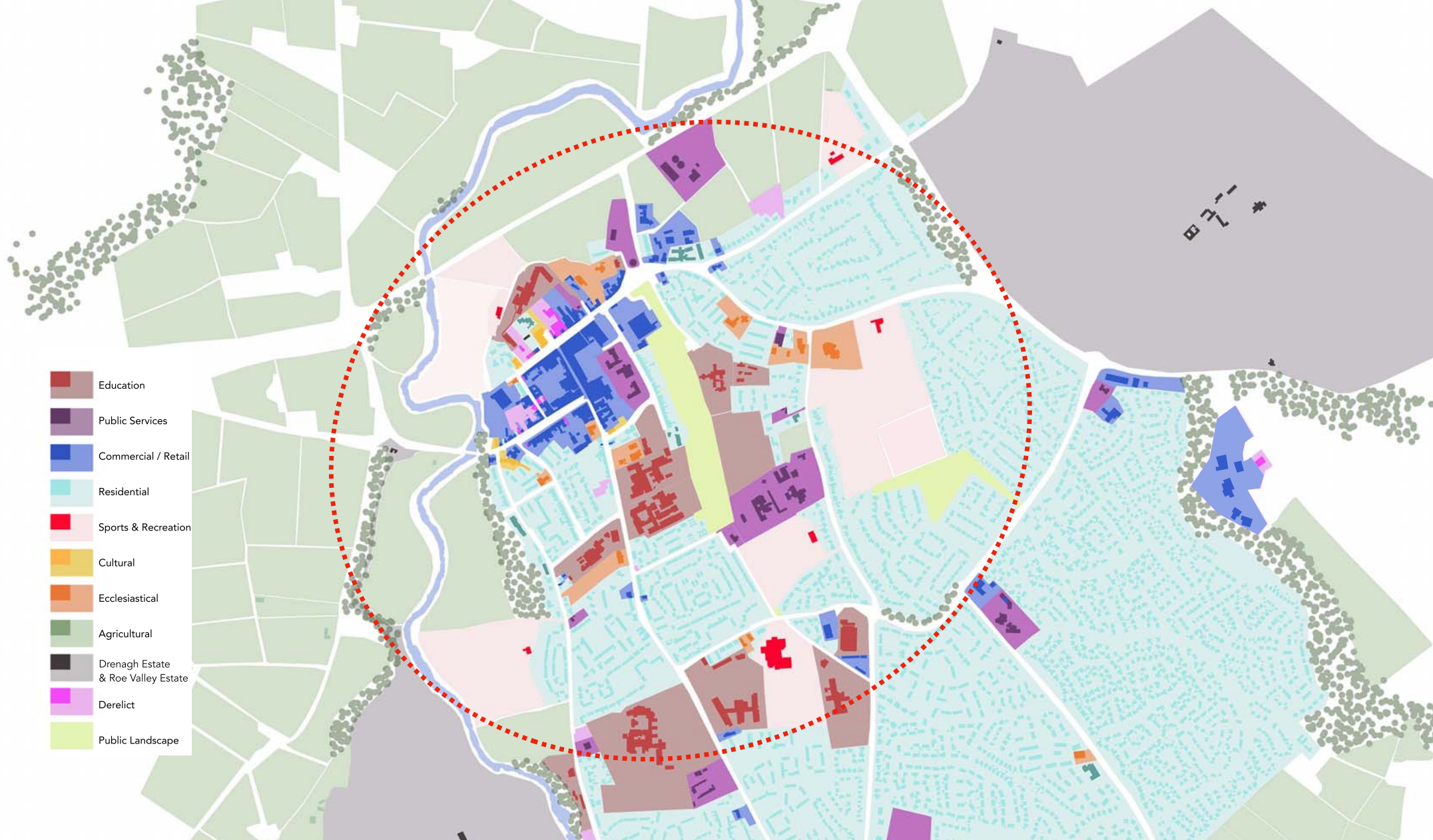
May 2024

Identification of USP



Limavady_Current Condition

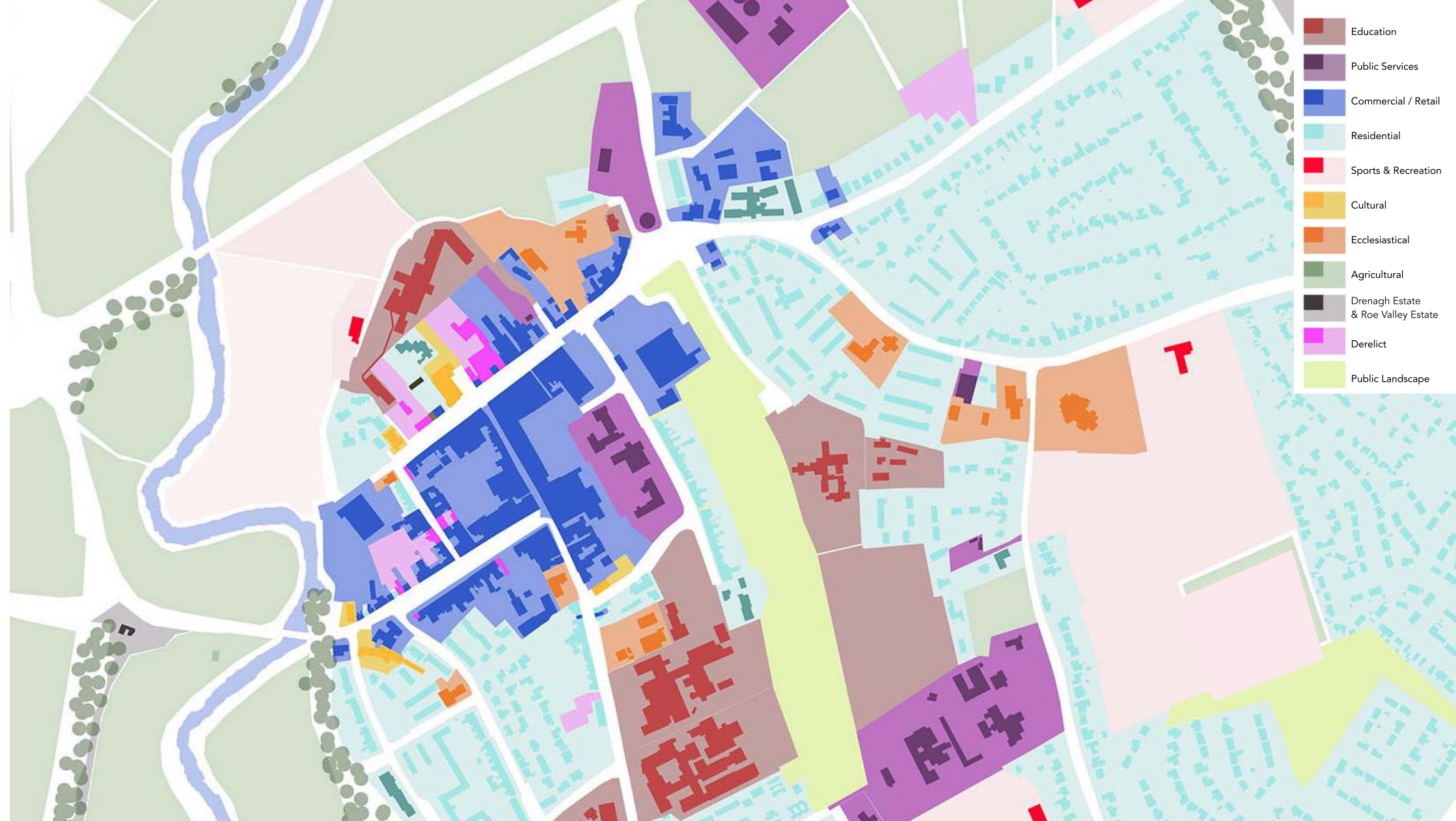
Diversity of Land Use



Town Centre Analysis

Land Use

Limavady has a relatively compact town centre. Most of the principal activities are centralised within the commercial core of the town. A study of land use highlights 1. opportunity to strengthen the town core with meaningful development of derelict sites and buildings. 2. Protection of existing natural and built assets, particularly those not currently protected by the Historic Building Register. 3. The value in connecting green infrastructure across the town.



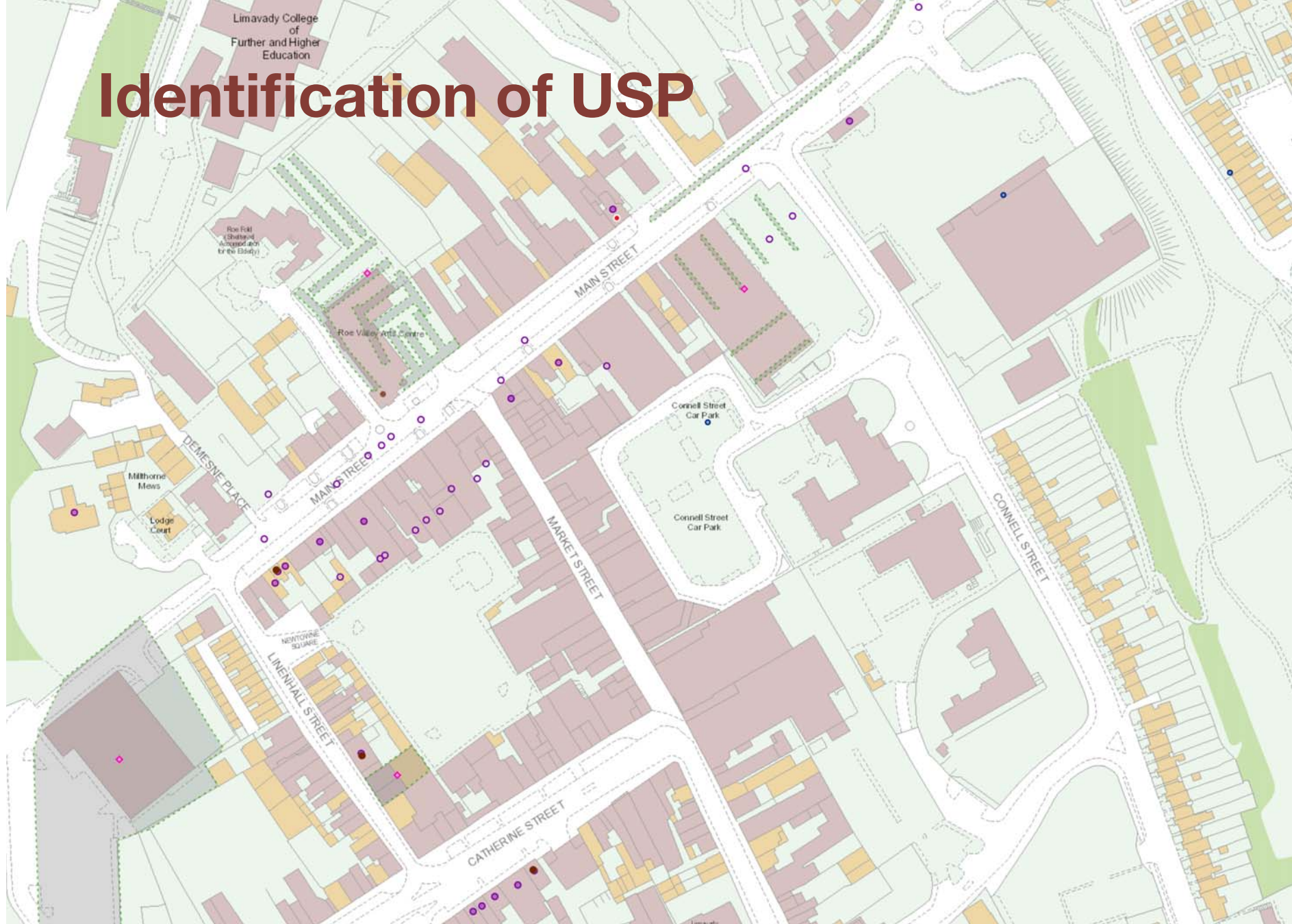
Town Centre Focus Area

Land Use

A closer look at the town centre land use explores

1. potential to make the existing urban blocks more permeable.
2. To enrich the pedestrian experience with legible routes through to car parking and market/ public spaces.
3. The need to facilitate meaningful public space and connect to existing green space.
4. The lack of connection to the river.
5. Potential to improve walkability and safe streetscapes for pedestrians and cyclists.

Identification of USP



- Archaeological Investigations**
◆
- Archaeological Investigation (Extents)**
▲
- Sites and Monuments**
●
- Defence Heritage**
●
- Industrial Heritage**
●
- Heritage At Risk**
● Heritage at Risk
● Saved
● Demolished
- Historic Buildings**
○ Record Only
○ Record Only (Grade D1)
○ Delisted
○ Other
- Historic Parks & Gardens**
▲
- Scheduled Zones**
▲
- Area of Significant Archaeological Interest**
▲
- Historic Wrecks**
Designation
● Designated Historic Wreck
○ Non-Designated Historic Wreck

Identification of USP

Limavady as Market Town

- + Limavady holds the potential for food innovation.
- + Incubation scheme for food suppliers/producers.
- + Businesses for students / collaboration with NWRC.
- + New Commerce opportunities explored.

Catherine Street

- + Potential for enhanced hospitality and evening economy
- + Facilitating easy pedestrian flow to connect to Arts Centre
- + Currently no connection through to car park from Catherine Street

Linenhall Street

- + Single lane vehicular traffic.
- + Significant Georgian property at a prominent location along the street.
- + Considered locally as a problem street.
- + Potential to link through to market / civic space to replace car park.

Alexander Arms Development: Housing

- + Opportunity for inner town housing provision.
- + Potential for difficult planning conditions.
- + Potential for working with Arts Centre.

Social Housing

- + Request from HBD for CCG to confirm current demand.
- + No known housing development imminent.
- + Affluent residential and high-end but also pockets of socially deprived housing.
- + NIHE - extremely low provision.

Civic Development

- + Council offices potential to relocate.
- + Jobs and benefits office has potential to relocate.

Greenways and Blueways

- + Rugby and Cricket club (active travel and DFI)
- + Access to River not currently maximised.
- + Green Infrastructure requiring overall strategy.

Linear park - Blackburn / Backburn Park

- + Anti-social behaviour.
- + Poor and unsafe Lighting.
- + Natural surveillance needed from local schools, businesses and adjacent housing.
- + Education amenity adjacent to park.
- + Potential to better connect to wider Cycle network.

Diversity Park

- + Well used
- + Sports fields adjacent underused

Identification of USP

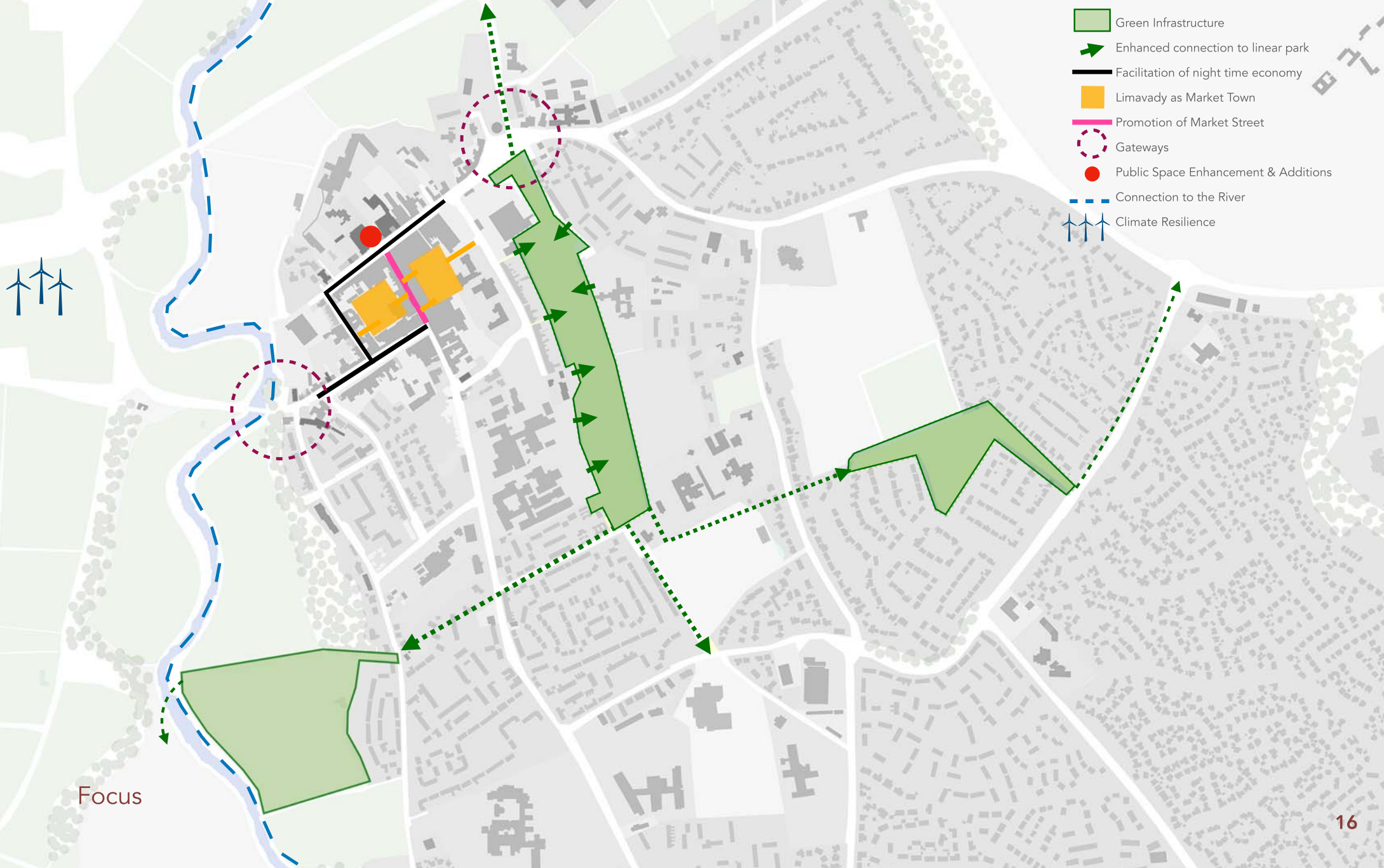
Notes _ further consideration

- + Access through field to rear of arts centre to College?
 - + Derelict site next to Courthouse currently underused - Courthouse not fully utilised.
 - + Potential for development on the privately owned Market Yard - Charlie Mullan.
-
- + Within Masterplan - strategic themed uses for funding and setting building principles (important).
 - + Priorities - 6 Short to Medium terms and 12 longer terms as a guide.

Review Focus

- + Golf, Roe Valley Resort
- + Market Street
- + Steinbeck Heritage
- + Roe Valley Arts Centre & Public Space
- + History
- + Workhouse
- + Courthouse

Focus



Focus

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+

Focus Projects 2011 & 2024 Update

- + Opportunity 1 - Connell Street Car Park
- + Opportunity 2 - Connell St / Lidl Car Park /Tesco Car Park
- + Opportunity 3 - Central Car Park & Site 12
- + Opportunity 4 - 27-19 Catherine Street
- + Opportunity 5 - Hanna Browne & Adjacent Land
- + Opportunity 6 - 16 Connell Street
- + Opportunity 7 - 42 Main Street
- + Opportunity 8 - Borough Council Offices Forecourt
- + Opportunity 9 - North West Regional College - Limavady Campus
- + Opportunity 10 - Market Yard
- + Opportunity 11 - 6-8 Main Street & Adjacent Land
- + Opportunity 13 - Connell Street & Irish Green St
- + Opportunity 14 - Rear of NI Fire & Rescue Station
- + Opportunity 15 - Bus Station & Surrounding Area

Opportunity Projects explored in Limavady Masterplan 2011

Opportunity Site 1 - Connell Street Car Park

- Status update** - Since 2011, the car park remains in use as such. Lidl has been constructed at ●. The colonnade and civic/community building has not been constructed and no further tree planting has happened to the perimeter of the car park. Pedestrian access from Market Street exists however it is restricted to the shop opening hours of the retail unit it passes through or adjacent to.
- Current condition** - The pedestrian experience in Connell St car park remains hostile. Car dominance and narrow footpaths without safe zebra crossings, appropriate landscaping and/or a road surface which encourages slow moving traffic makes the external space uncondusive to spending time as a pedestrian. The rear of the new supermarket does not engage with the car park due to the inactive frontage and substantial change in level. There remains a high barrier between the Govt. Offices & Library and the car park. And many of the retail units that bound the car park use the perimeter of the space for bin storage or service access making it a negative and unsafe pedestrian experience.
- Current Relevance** - As this external space holds the potential to become a better planned and safer, healthier public space, it remains relevant as a focus for the Masterplan. The specific site design however would need to be considerably updated.
- Priority** - Given the lack of meaningful public space in Limavady, we would propose that Opportunity Site 1 - remains a high priority.
- Additional Design Considerations** -

 - An audit of each retail units potential to better address the car park with frontage / concealed services/ controlled deliveries etc. should be carried out. — — — — —
 - In addition to the audit an appropriate service delivery period of prior to 11am potentially could be established as a trial to determine the potential for the public space to become a safer delivery free zone for the remainder of the day.
 - The potential for removing or substantially reducing the boundaries to the rear of the library and creating active frontage to the proposed public space should be examined. —————
 - Creating an active buffer / landscaping to the rear of Lidl and in any locations requiring screening. —————
 - Beyond the red line of the previous Masterplan's design consideration, there is scope to establish a strong link to the future green infrastructure strategy for Limavady which connects the linear park. Scroggy Road playing fields, Diversity Park and the River Roe. — — — — —



Figure 5.2
Proposed Block Plan



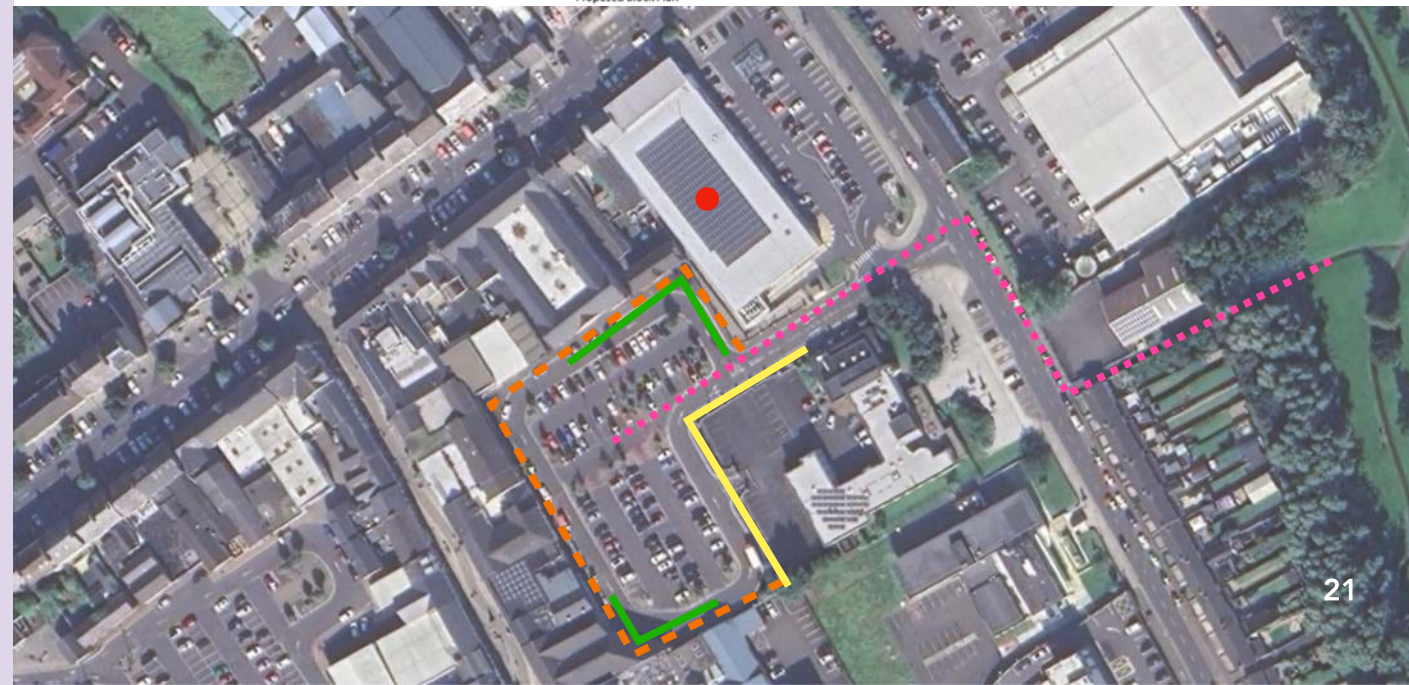
Figure 5.3
Aerial View of proposed streetscape (1)



Figure 5.4
Aerial View of proposed streetscape (2)

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.



Opportunity Site 2 - Connell Street/ Lidl Car Park/ Tesco Car Park

- Status update** - Given the construction of Lidl the potential highlighted for Opportunity Site 2 is significantly reduced.
- Current condition** - The pedestrian experience at the entrance to the Connell St car park from Connell St remains in need of attention. Inactive frontage, high boundaries and car dominance retract from the town character and pedestrian enjoyment.
- Current Relevance** - Safer crossings along Connell Street would generally improve the pedestrian experience in Limavady and strengthen the connection to the linear park and wider green infrastructure. This alone would not offer much to the improvement of town character and enjoyment. However along side the development of safer crossings, strategies to consider the softening of hard inactive boundaries, improvements to the pedestrian experience and landscaping strategies would have a positive impact of the character of the area and strengthen the connection between the town centre and the linear park.
- Priority** - Given the urgent need to address the pedestrian experience in Limavady, we would propose that Opportunity Site 2 - remains a high priority. However it would rely on Opportunity Site 1 being considered in tandem.

5. Additional Design Considerations -

- Connection between the town centre to Blackburn Park and Blackburn residential development beyond could be improved with some consideration given to safer road crossings along Connell St and traffic calming measures. —————
- Inactive frontage creates a hostile edge to a pedestrian thoroughfare. Softening the edge of Lidl with landscaping would improve the experience. —————
- Addressing the boundary to Govt. Offices and Library as per Opportunity Site 1 would enhance Site 2 also. —————
- Beyond the red line of the previous Masterplan's design consideration, there is scope to establish a strong link to the future green infrastructure strategy for Limavady which connects the linear park. Scroggy Road playing fields, Diversity Park and the River Roe. ●●●●●●●●

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 functional 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.



Figure 5.6
Proposed block plan



Site Location



Figure 5.7

Lidl Car Park from Connell Street.



Figure 5.7

Birds eye illustration of the proposal

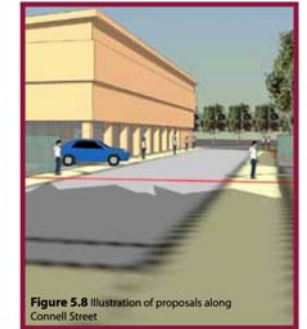
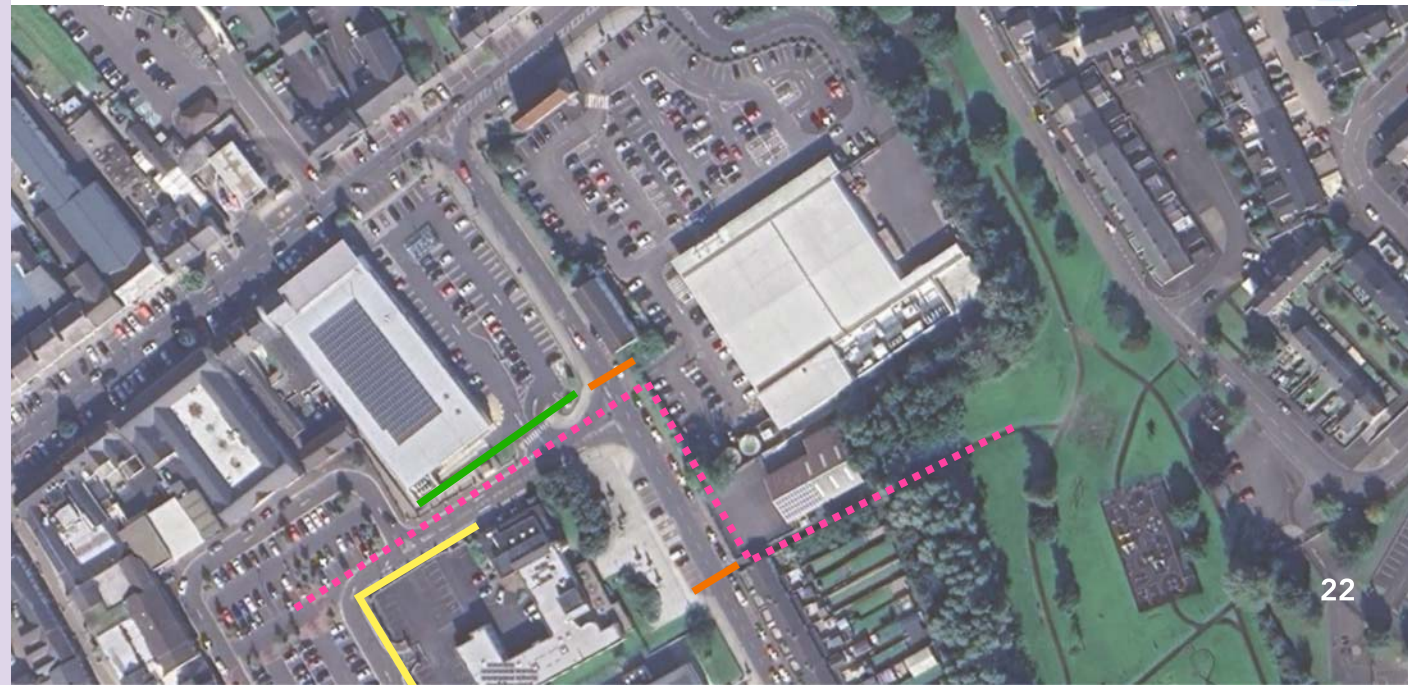


Figure 5.8 Illustration of proposals along Connell Street



Opportunity Site 3 - Central Car Park & Site 12 - Grade B2 listed derelict buildings on Linenhall Street.

1. **Status update** - Car parking remains an urgent issue to address in Limavady.
2. **Current condition** - The existing Central car park is bound by retail properties which for the most part provide satisfactory active frontage to the car park.
3. **Current Relevance** - Car parking across Limavady continues to be an issue. Relieving the parking pressure on Main Street and Catherine Street would improve the character and enjoyability of the town centre. The proposal to consider increasing the density of parking in Central Car Park should be considered.
4. **Priority** - Given the urgent need to resolve car parking in the town centre a higher density/ multi-storey/ decked parking solution should be examined as a High priority.
5. **Additional Design Considerations** -
 - Enhanced connections to Market Street from the central car parking plaza should be established. ■■■■■■
 - Beyond the red line of the previous Masterplan's design consideration, there is scope to establish a strong link to the future green infrastructure strategy for Limavady which should connect the town centre more comfortably to the River Roe. ■■■■■■
 - Dead frontage and blank gables surrounding the central car park could be addressed with landscaping. ■■■■■■
 - Derelict buildings surrounding the outer edges of the urban block could unlock potential connections outwards from the carpark into the adjacent shopping streets. ■■■■■■
 - Consideration of enhancement to the gateway for vehicles and pedestrians to improve the aesthetics of the entrance and the safety for pedestrians. ○
 - Frontage enhancement for the Limavady Outreach Centre and shared uses to activate the facade during the day could improve the entrance area. ■■■■■■
 - Potential to form new pedestrian links to Main Street and Linenhall Street to improve connections between parking and shopping areas and facilitate the nighttime economy of Limavady. ■■■■■■
 - An assessment of the need for proposed corner buildings at the edges of the proposed parking deck should be carried out prior to further development of that aspect of the proposal. Derelict buildings in the close vicinity and neighbouring streets and a necessity to consider climate resilient proposal would invite design consideration of Adaptive Reuse or Restoration of existing building stock currently derelict or underused.
 - An assessment of the Heritage value of existing buildings and those in need of repair should be carried out to inform a clear strategy for the protection of built heritage in Limavady.



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



Opportunity Site 4 - 27-29 Catherine Street

1. **Status update** - In February 2024 planning permission was granted to replace the existing public house and beer garden with a two storey retail premises.
2. **Current condition** - Currently the site is used for a two storey public house and single storey beer garden. There is currently no pedestrian connection through the site to Central Car Park.
3. **Current Relevance** - The proposed development will create a more appropriately scaled built edge to Catherine Street and active frontage to Central Carpark.
4. **Priority** -The proposed development for 27-31 Catherine Street has been granted planning permission and so will follow a timescale from construction commencement to completion which is dictated by the limits of the private developer/owner in line with the Planning Grant.
5. **Additional Design Considerations** -
 - The proposed development allows for a through route from Catherine Street to Central car park but only during shop opening hours. Some consideration should be given to creating active entry that connects Catherine Street to Central carpark at all times of day. ■■■■■■

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

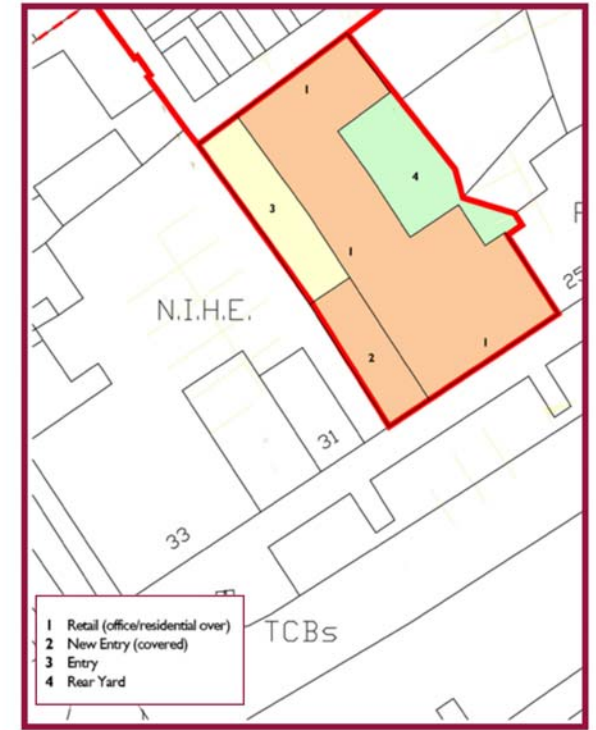
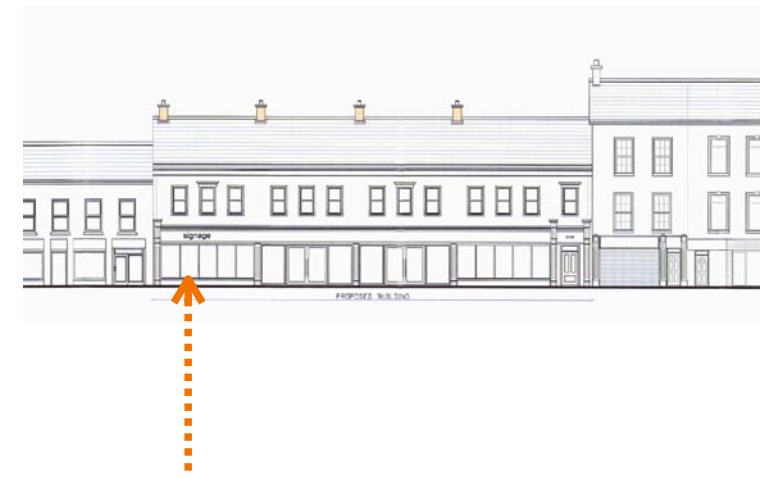
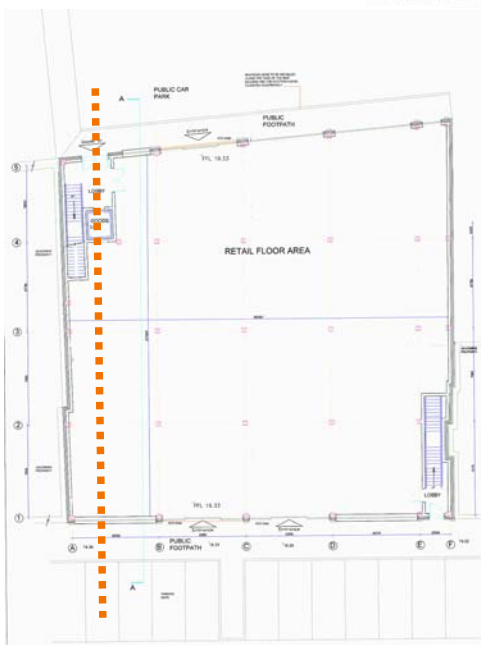


Figure 5.18
Proposed block Plan



Opportunity Site 5 - Hanna Browne & Adjacent Land

1. **Status update** - Lidl's recent building and car park has been constructed on the land in questions.
2. **Current condition** - The existing Lidl shop and car parking site is in regular use.
3. **Current Relevance** - The initial proposal, in addition to infilling with built form, set to improve connectivity from Main Street through to Connell St car park. The existing proposal for Lidl has not served this purpose and so further enhancement of alternative connections from Main St through to Connell St car park should be considered.
4. **Priority** - Given Lidl is constructed the previous Masterplan's proposal for this site is no longer relevant and so needs no further priority assignment.
5. **Additional Design Considerations** -
 - Consideration could be given to alternative connections from Main Street through to Connell St car park. ■■■■■■■■■■

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 public realm, 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

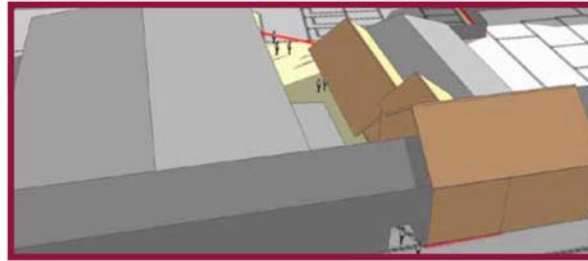


Figure 5.22

Illustration of the proposals from Main Street

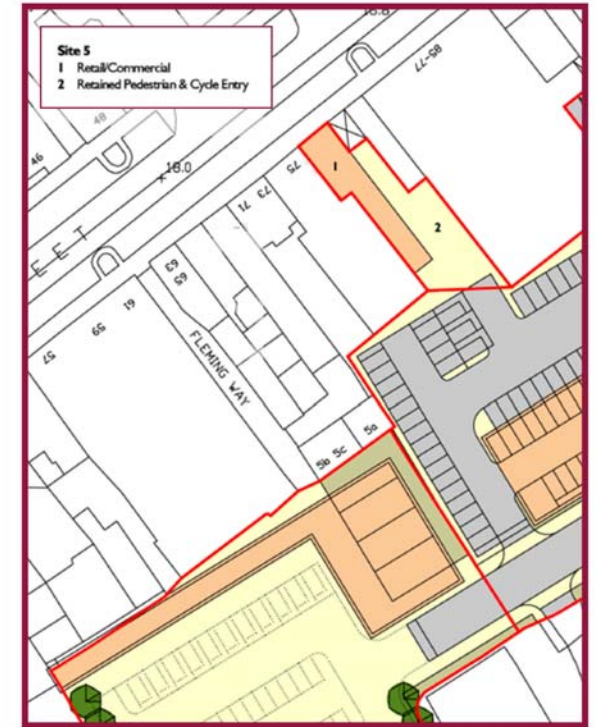
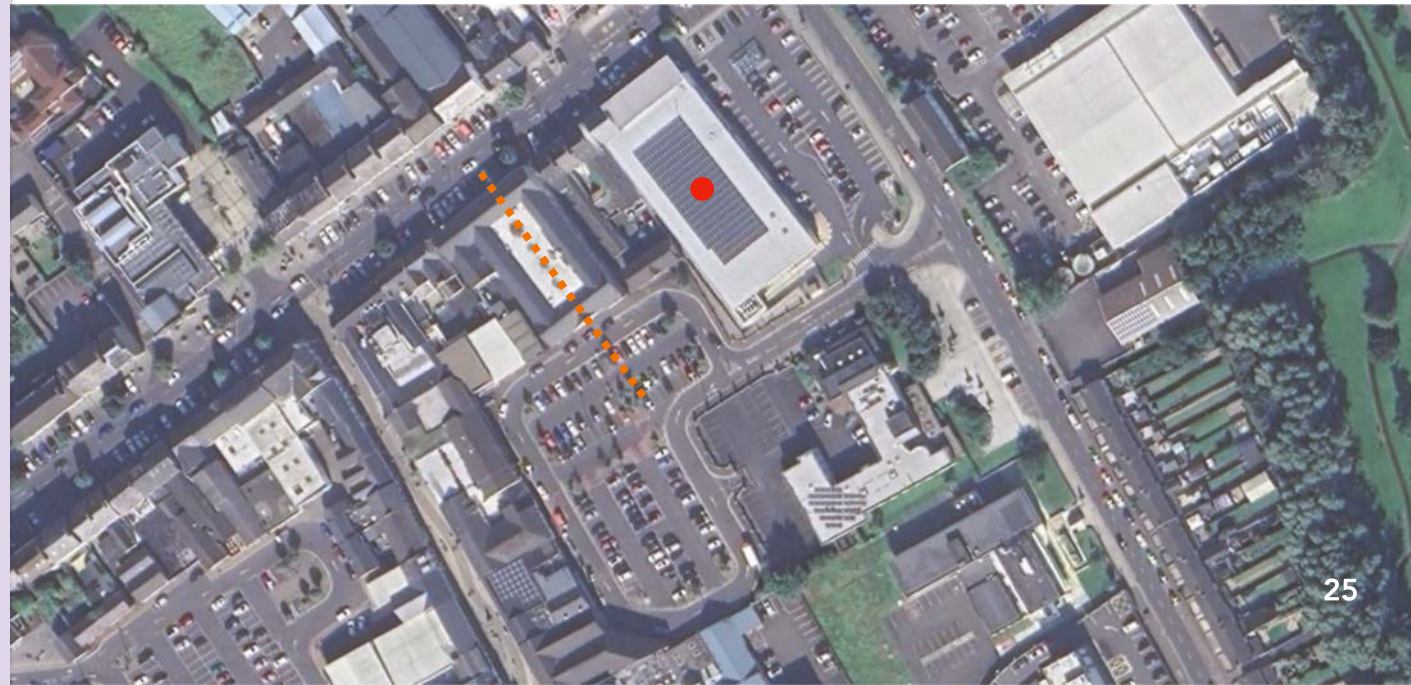


Figure 5.21

Proposed Block Plan



Opportunity Site 6 - 16 Connell Street

1. **Status update** - This project has not been developed any further since the 2011 Masterplan.
2. **Current condition** - There is existing pedestrian access to Blackburn Park but this is a hostile route which feels unsafe.
3. **Current Relevance** - Along with the enhancement of Opportunity Sites 1 & 2, this proposal remains relevant due to the unsafe nature of the route currently.
4. **Priority** - Landscaping and street lighting along this route should be implemented as a matter of urgency to ensure the safe use of the passageway from the town centre through to Blackburn Park.
5. **Additional Design Considerations** -
 - Connection between the town centre to Blackburn Park and Blackburn residential development beyond could be improved with some consideration given to safer road crossings along Connell St and traffic calming measures.
 - A safer route with improved street lighting, passive surveillance from neighbouring buildings and soft landscaping which encourages safe passage and long views across the linear park should be implemented.

X

5.2.6 Site 6: 16 Connell Street

At present the existing pedestrian route from Connell Street to Blackburn 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.



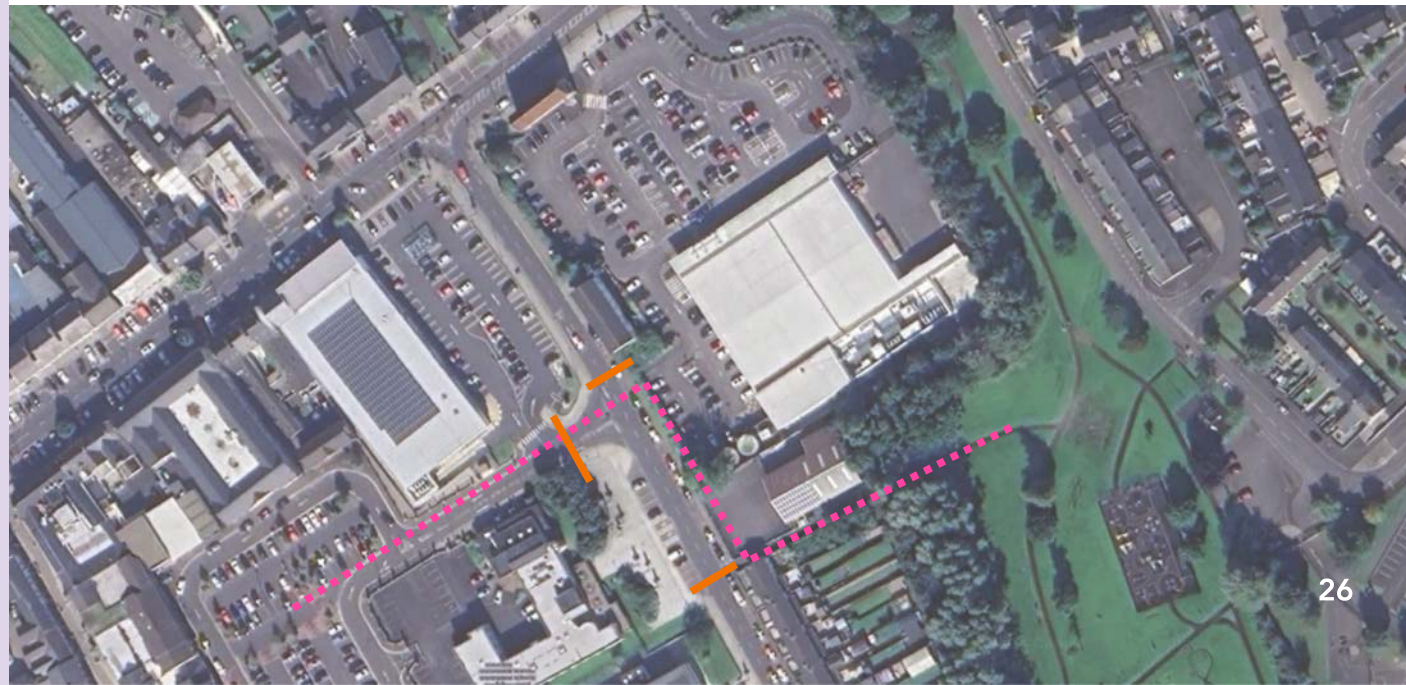
Site Location



Figure 5.23
Pedestrian access point to Blackburn Path



Figure 5.25
Proposed Block Plan



Opportunity Site 7 - 42 Main Street

1. **Status update** - 42 Main Street Limavady has been constructed to include 3 storey retail.
2. **Current condition** - The current property is in regular use.
3. **Current Relevance** - The proposal for Opportunity Site 7 is no longer relevant.
4. **Priority** - 42 Main Street has already been infilled with a new 3 storey retail premises and so will not require a priority assignment.
5. **Additional Design Considerations** - no additional design considerations.



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



Opportunity Site 8 - Borough Council Offices Forecourt

- Status update** - The public realm improvement works have been commenced but not yet completed.
- Current condition** - Improvement to the plaza forecourt in terms of landscaping, surface finishes and street furniture have been carried out. However this proposal includes safer road crossings across Connell Street which have not yet been carried out.
- Current Relevance** - As per Opportunity Site 6 - safer crossings have not been implemented yet across Connell St. This car dominated thoroughfare restricts safe and enjoyable pedestrian movement from the town centre through to Blackburn linear park and Blackburn residential development beyond.
- Priority** - Given the complexity of traffic management in a one way system the design considerations and stakeholder engagement required to facilitate this change should be commenced at the earliest opportunity to ensure this change is implemented in the short to medium term.
- Additional Design Considerations** -
 - With the newly established methods of remote working, hot design and flexi-time, the nature of the office environment has changed. An increasing number of companies and public bodies are reducing their office space capacity to support the new models of a working week. The future of the council offices should therefore be considered alongside any proposals for change in this area.

 Forecourt to council offices

 Route between Connell St Car Park & Blackburn Park

 Potential Pedestrian Crossings

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 Blackburn Park entrance, providing an integrated approach with Site 6 proposals.



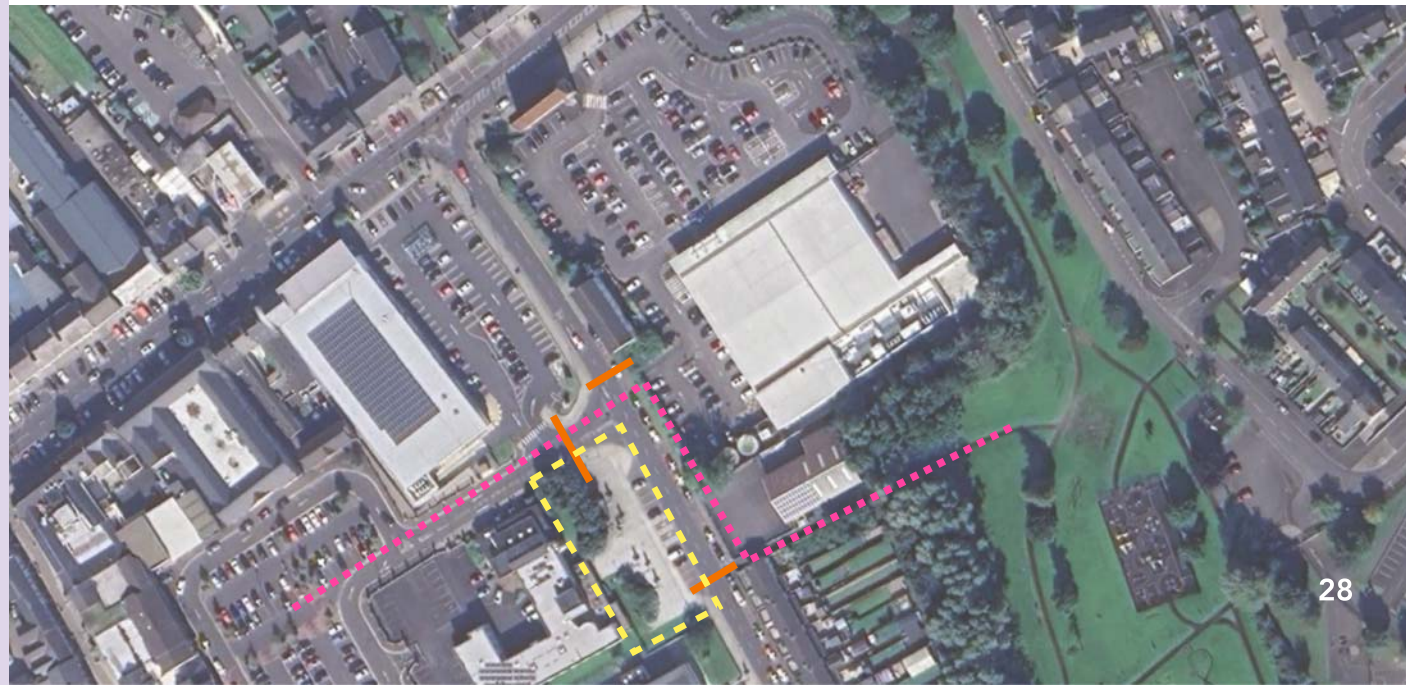
Site Location



Figure 5.30
Forecourt of Limavady Borough Council offices



Figure 5.31
Proposed Block Plan



Opportunity Site 9 - North-West Regional College - Limavady Campus

1. **Status update** - NWRC Limavady remains as an institution of the same scale in terms of buildings associated with the College Campus.
2. **Current condition** - Due to the decline of student numbers the campus has not required further expansion.
3. **Current Relevance** - An assessment of the NWRC's intended further growth should be carried out to establish the impact on the town of expansion of the College or availability of facilities for community use.
4. **Priority** - It should be a medium to long term priority to establish whether NWRC requires lands/buildings for future expansion. Derlict properties may be considered in the first instance for this purpose.
5. **Additional Design Considerations** -
 - Limavady continues to expand to the south of the town centre but has capacity for growth of the town centre facilities, access to the River Roe and connections to walking trails to the North beyond the NWRC but with a view to the future expansion plans of NWRC would be desirable.



North West Regional College, Limavady

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.)



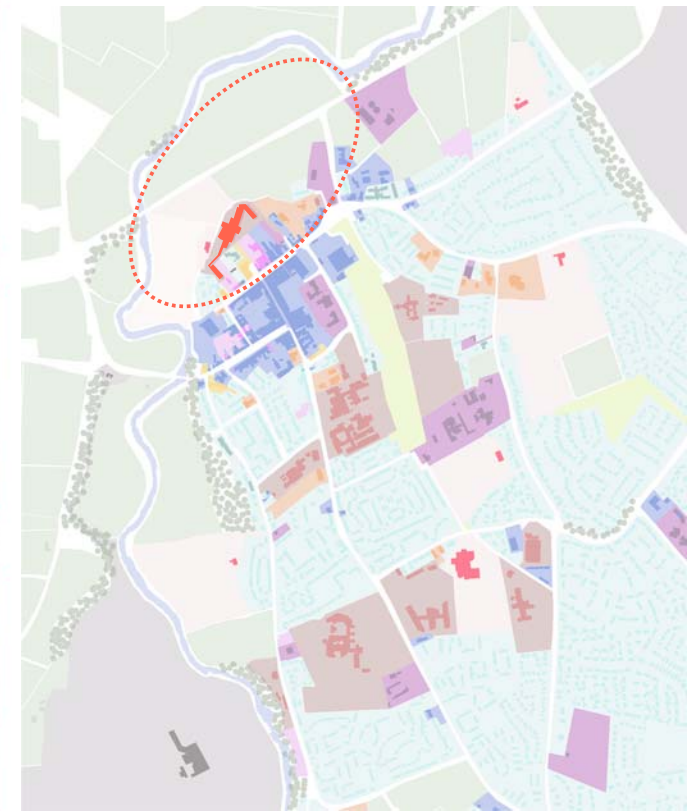
Site Location



Figure 5.35
Front entrance to the NW Regional College



Figure 5.36
Rear entrance to the NW Regional College



Opportunity Site 10 - Market Yard

- Status update** - Market Yard has been partially developed for a large footprint retail unit. However there remains enormous development opportunity in this part of the town.
- Current condition** - The area accessible from Catherine Street is mostly empty and used as a private yard/car park. The retail units utilise the western edge of the identified site adjacent to the River Roe. There does not seem to be any relevant approved planning applications identifying intended development for the redundant market yard.
- Current Relevance** - Connection to the River Roe is minimal in Limavady and therefore should remain a priority for this site. The site is located along a principal gateway to the town centre. The scale of the site also makes it a critical catalyst for unlocking the town centre's development potential.
- Priority** -Further discussion with the private land owner may establish the imminent potential for development of the site. The meaningful development of this site in line with the town centre character and need, should be considered a high priority.
- Additional Design Considerations** -
 - There is a need for housing-led mixed use development in the town centre.
 - A strategy for identifying the potential methods of public-private development may be worth investigating for this site to ensure that any development happens in harmony with the town character and identified needs.



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

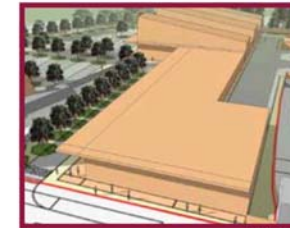


Figure 5.42
Illustration of proposals from Catherine Street



Figure 5.43
Illustration of proposals from Ballykelly Road




Opportunity Site 11 - 6-8 Main St & Adjacent Land

- Status update** - 6-8 Main St remains vacant and overgrown next to the historically and architecturally significant Courthouse building.
- Current condition** - In addition to 6-8 Main Street's disused status, 10-12 Main Street is a three-storey derelict Georgian property with no current planning approval in place and at the time of writing the property is up for sale. A planning application for the development of 6-8 Main Street was submitted to CCG in September 2023. A final decision has not been made on that at the time of writing this document.
- Current Relevance** - In terms of town centre residential provision and the existing housing need as identified by key stakeholders, 6-12 Main Street in its entirety would provide a substantial offering to resolve current housing issues.
- Priority** - The overgrown state of the empty unused site at 6-8 and the derelict buildings at 10-12 are an eyesore in close proximity to the neighbouring architectural built heritage of the Courthouse. As such, this site should remain a key focus of the CCG agenda as a High priority and further feasibility study considered to identify its full potential.
- Additional Design Considerations** -

- With provision of access via both Main Street and Desmesne Place, an overall housing strategy for this site would significantly improve Limavady in terms of:
 - Town character and aesthetics
 - Passive Surveillance
 - Uplifting of the town's nighttime economy
 - Partial resolution of the local housing need
 - Safety and enjoyability of the town centre, particularly after shopping hours.
- A high quality and cohesive design solution for 6-12 Main Street would be advisable to ensure it meets the Masterplan agenda, contributes to the improvement of the overall town character and creates a meaningful, resilient community focused town centre development.

 10-12 Main Street

 6-8 Main Street

 Courthouse

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

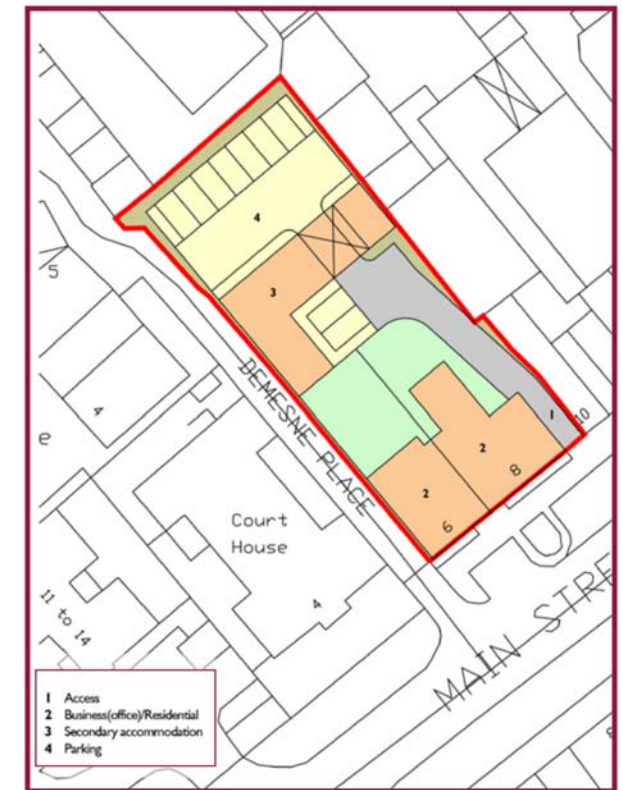
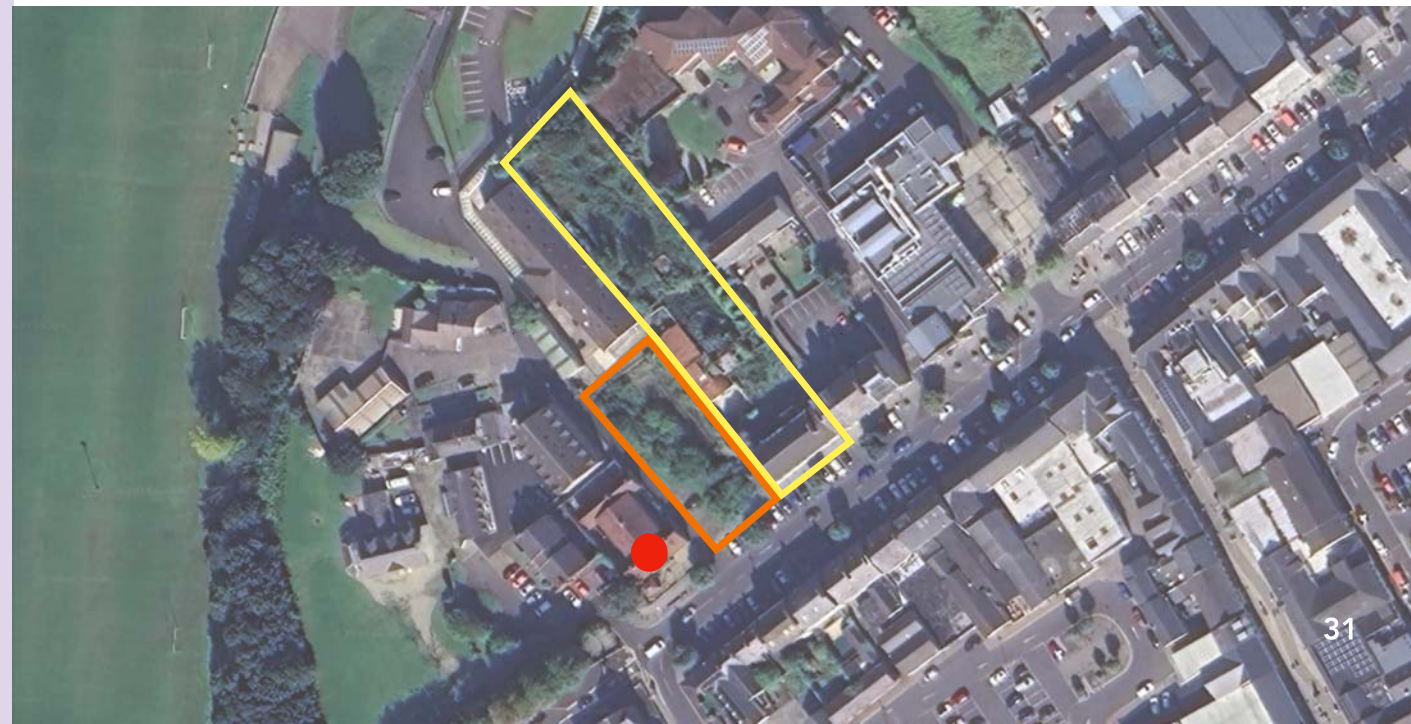


Figure 5.45
Proposed Block Plan



Opportunity Site 13 - Connell Street & Irish Green Street

1. **Status update** - The formerly derelict building at the corner of Connell Street & Irish Green Street is now occupied and used as Halla Phádraig Naofa.
2. **Current condition** - The current property is in regular use. The proposal for Opportunity Site 13 has been partially commenced. The other derelict properties identified for consideration as part of this site masterplan remain unchanged. In addition to this the valuable amenity space highlighted as part of this proposal has not been constructed.
3. **Current Relevance** - As a principal gateway to the town centre this site holds visual prominence. The derelict properties along Irish Green Street would need to be identified as part of a wider town vacancy audit and future strategy for addressing same.
4. **Priority** -As a principal gateway into the town centre this site should remain a high priority. Less intervention is required than previously proposed however to meet the desired outcome.
5. **Additional Design Considerations**
 - The derelict properties along Irish Green Street would need to be identified as part of a wider town vacancy audit and future strategy for addressing same.

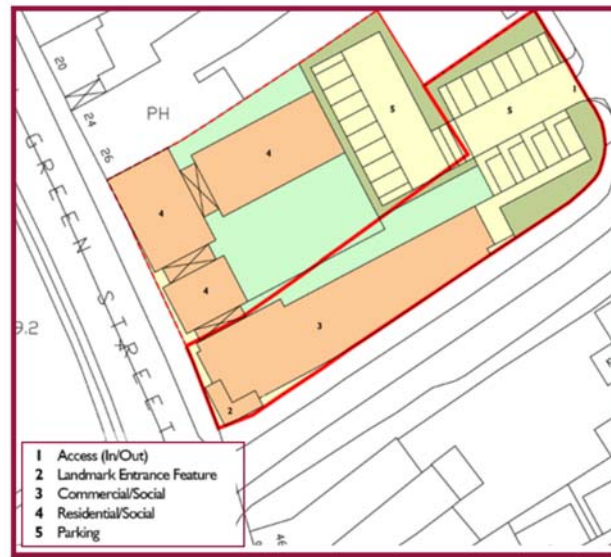


Figure 5.54
Proposed Block Plan

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.



Opportunity Site 14 - Rear of NI Fire and Rescue Station

- Status update** - This project has not been developed since the 2011 Masterplan proposal.
- Current condition** - 28 Catherine Street remains derelict and the current uses of the site to the rear of NI Fire and Rescue Station continues to be used for commercial uses which contribute little to the town character and vibrancy.
- Current Relevance** - In terms of town centre residential provision and the existing housing need as identified by key stakeholders, The lands to the rear of the NI Fire and Rescue Station would provide a substantial offering to resolve current housing issues. 28 Catherine Street is a building of substantial architectural heritage value and as such should be carefully restored to protect its future.
- Priority** - An urgent condition survey would establish the critical repairs and restoration works required to protect the future longevity of 28 Catherine Street. An investigation into the potential relocation of the NI Fire and Rescue Station to a more suitable site which is town centre adjacent should be considered to improve the future development potential of the overall site.
- Additional Design Considerations** -
 - A cohesive approach to the site which includes 28 Catherine Street, the NI Fire and Rescue Station building and the lands to the rear of same would ensure any future development is carried out in respect of the Masterplan agenda which is to the benefit of the town centre character and vibrancy, climate resilience and community need.
 - A more appropriate location for the NI Fire and Rescue Station would ensure that the service provided occurs in a free-flowing and efficient manner which best serves the locale and is unhindered by traffic congestion in a principal parking and shopping area of the town centre.
 - The High Street Task Force Report and Living High Streets Report both encourage town centre living to contribute to the town's diversity, vibrancy and character, this project would facilitate the embedding of these principles of contemporary urban life in Limavady.

-  28 Catherine Street
-  Lands to the rear of Fire Station
-  NI Fire and Rescue Station

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.



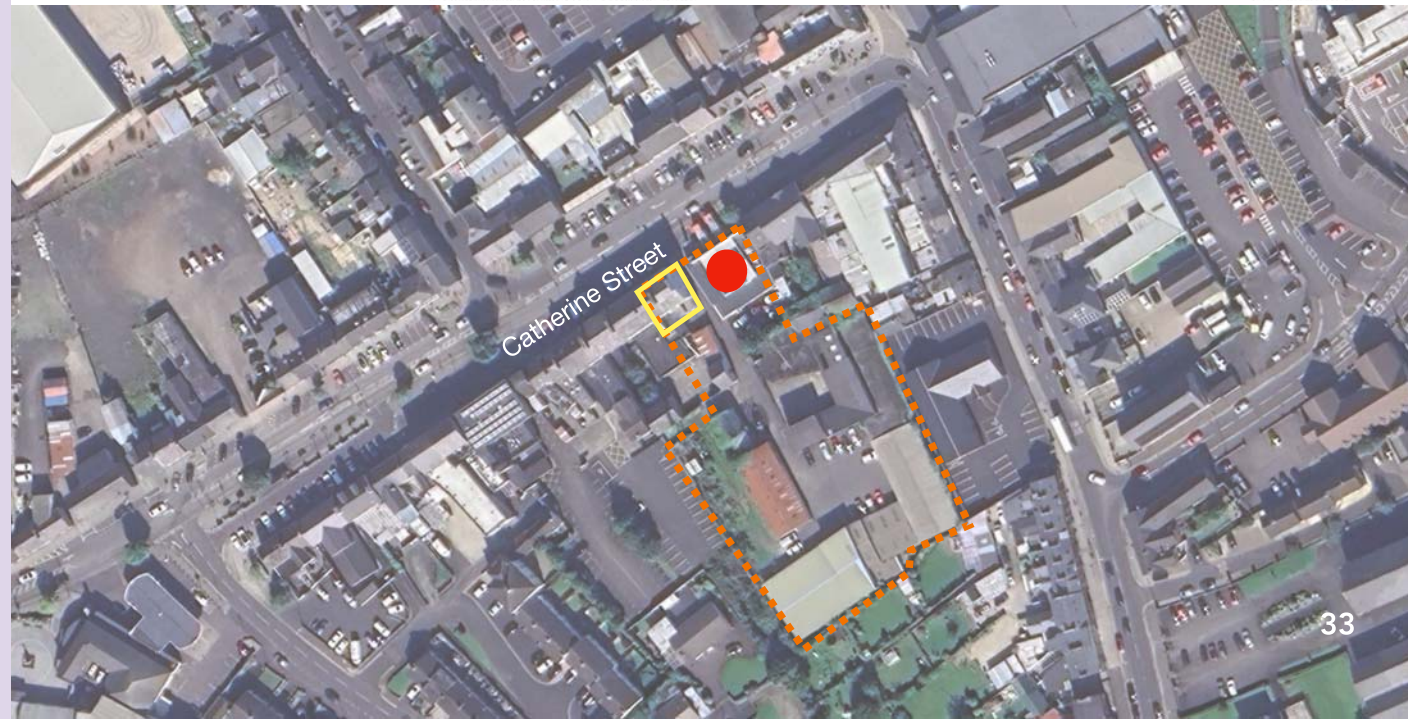
Site Location



Figure 5.59
Entrance to former Limavady Printing Company site



Figure 5.60
Proposed Block Plan



Opportunity Site 15 - Bus Station & Surrounding Area

- Status update** - This project has not been developed since the 2011 Masterplan proposal.
- Current condition** - The Bus Station which is at a prominent junction at the end of Main Street is ripe for enhancement.
- Current Relevance** - As the principal hub for public transport the Bus Station is a key threshold to Limavady being a visitors first impression of the town and a local's regular experience on their commute. The building and surround area is visually prominent and acts as a gateway to the town centre.
- Priority** - As a gateway site and a first impression to the town centre, its character and vibrancy the bus station and surrounding area should remain a high priority on the Masterplan agenda.
- Additional Design Considerations** -
 - A cohesive approach to resolving the bus station and surrounding area would positively impact the north and 2north western gateway to the town centre.
 - Consideration of alternative commercial uses, sustainable transport support and hot desking facilities could be considered to improve diversity of uses on site and encourage longer time spent at a location that will require financial investment to undergo visual enhancement.
 - Reconsideration of the expansion land associated with the NWRC could also be considered in tandem with a wider context site strategy for the bus station.
 - Connection to the National Cycle Network and encourage of more sustainable modes of travel should also be factored into any proposal.
 - The current site has minimal planting and landscaping to soften its need for substantial areas of hardstanding. A landscape enhancement strategy would not be financially intensive but could significantly improve the aesthetic and enjoyability of this gateway area.
 - Strengthening the green infrastructure of Limavady with the bus station site acting as a connection between Blackburn Park and the rural landscape to the north of the town, as part of a Grey to Green Strategy.

 Primary Gateway

 Area surrounding the bus station

 Bus Station

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.



Site Location



Figure 5.64
Bus Station



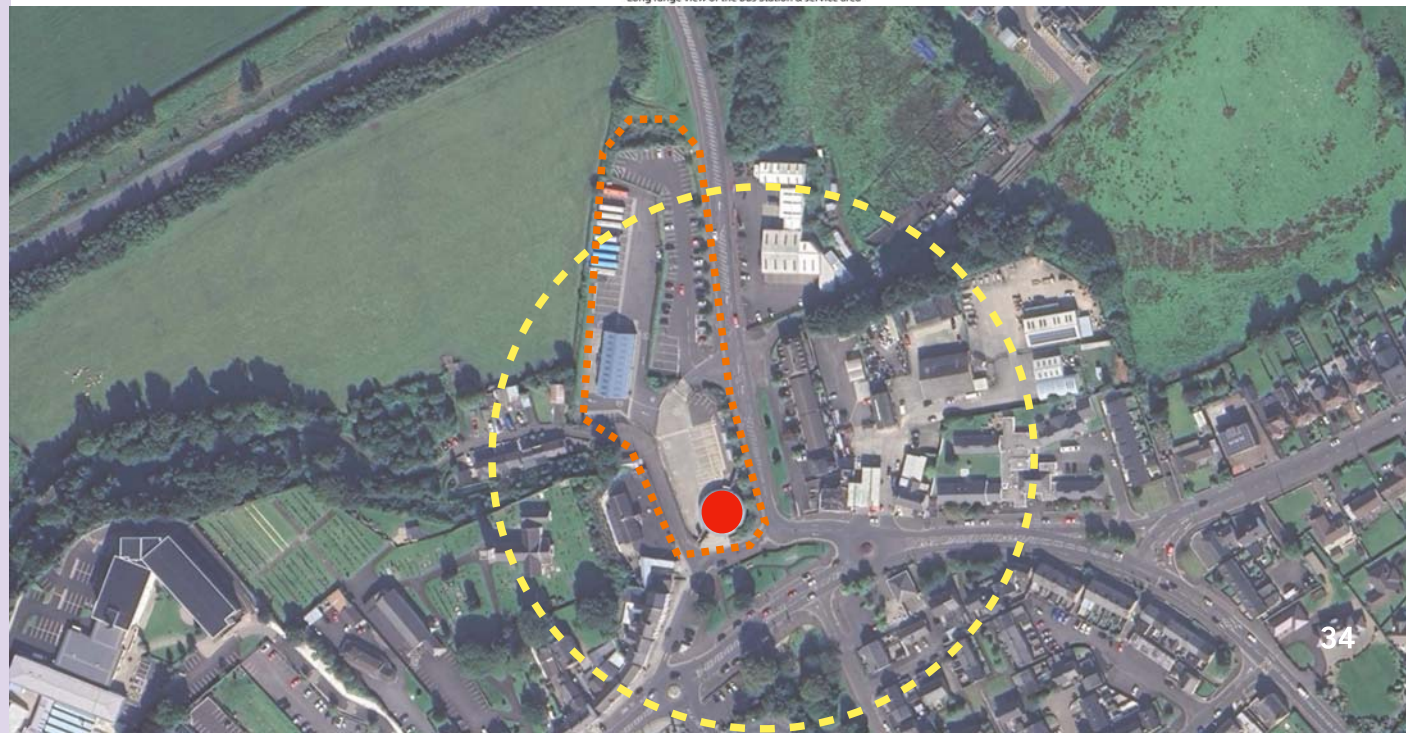
Figure 5.65
Long range view of the Bus Station & service area



Example of the Grey to Green Strategy in Sheffield



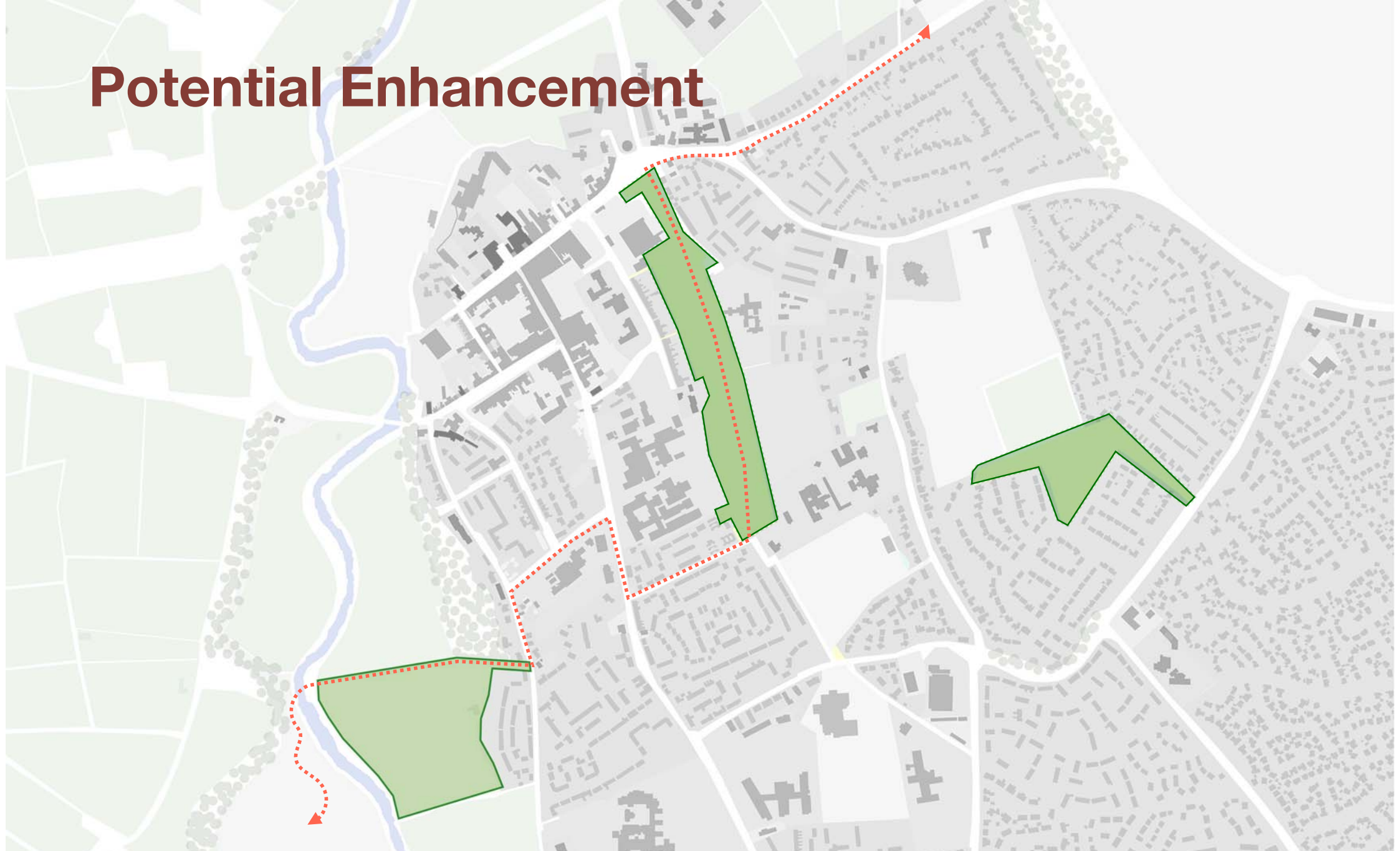
Example of the Grey to Green Strategy in Sheffield



Proposed Additional Considerations

- + Potential Enhancement
- + Future Town Context
- + Additional Opportunities
- + Public Realm Strategy Review
- + Green Infrastructure
- + Culture, Arts & Heritage
- + National Cycle Network
- + Potential Town Centre Development [Housing & Public Space Enhancement]

Potential Enhancement

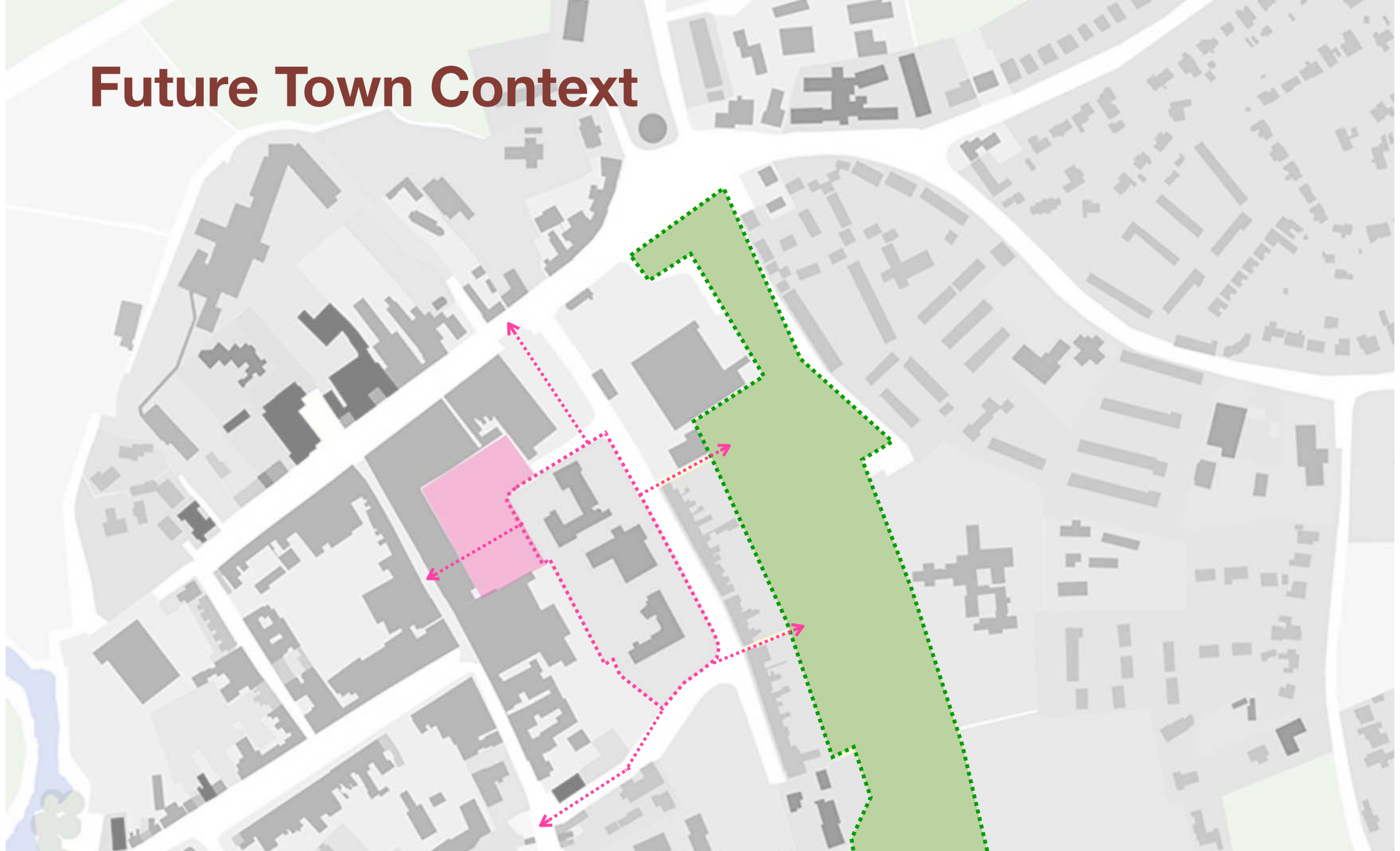


Embracing the existing Community Initiatives

Wellness Walk_ May 2024 above

Community Events such as the Wellness Walk 2024 for Mental Health could be better facilitated by a safer, less car dominated streetscape with improved walkability and accessibility routes throughout the town centre.

Future Town Context



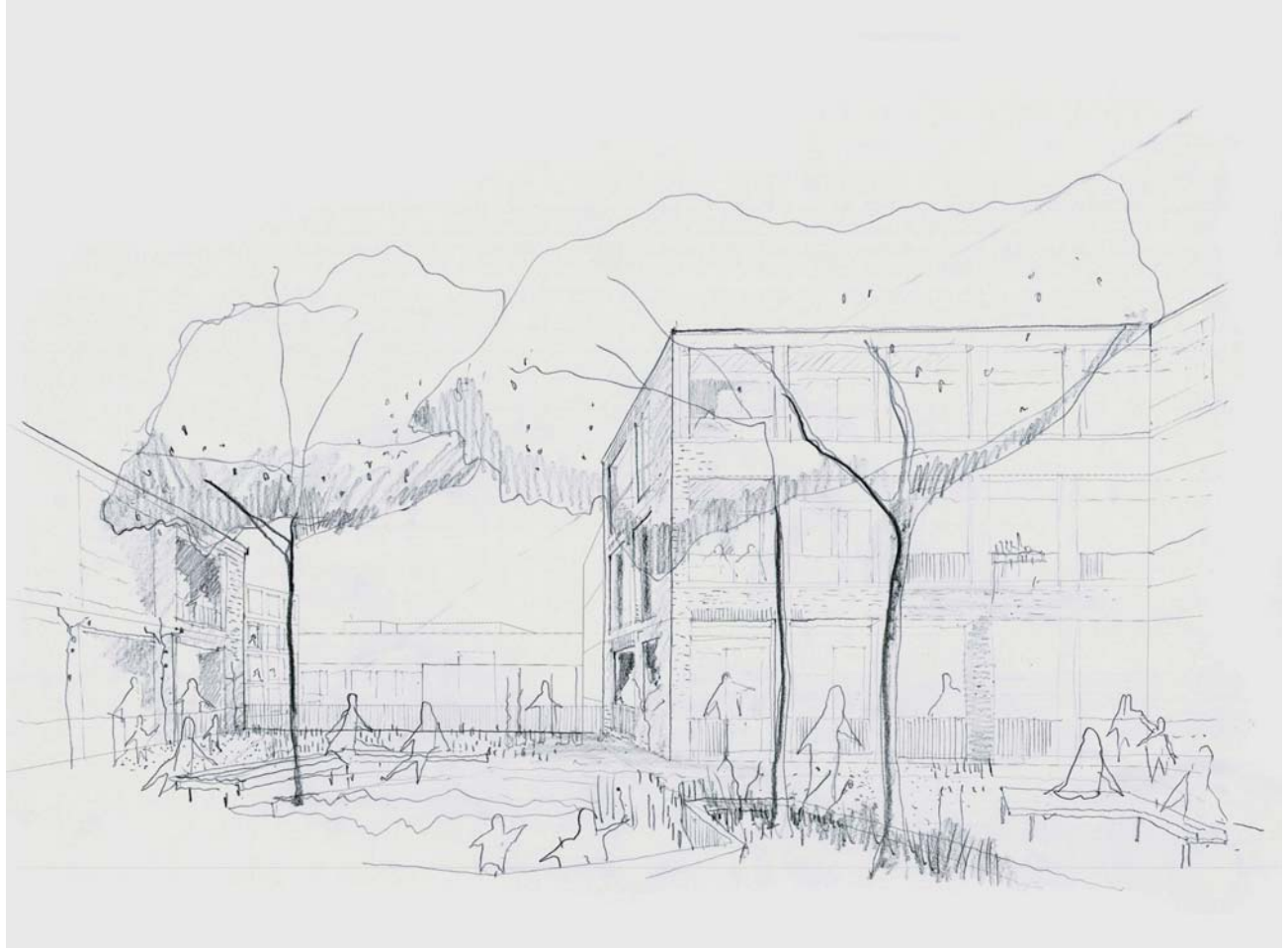
Potential Impact due to Future Relocation of Public Services

CCG Offices & Library, Jobs&Benefits Office and PSNI Station

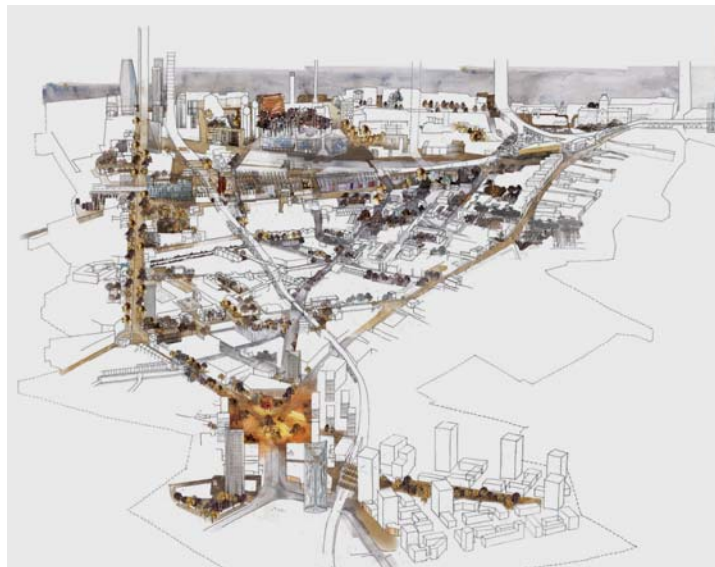
Relocation of Public Services from their town centre location would create an opportunity for satisfying the future town centre needs and desires. A large site centrally located holds the potential to create a more permeable town centre, better connected to its green infrastructure and public space.

Additional Opportunities

1. Walkability of the town
2. Green Infrastructure Strategy
3. Improvement to sustainable methods of transport
4. Climate Resilience Strategy
5. Vacancy Audit - Live Register to tackle dereliction
6. Community - led charter to establish a stepped approach to a community focused town centre and the public-private partnerships required to facilitate same.
7. Stitching Strategies - doing a lot with a little and enhancing the existing with small scale interventions to connect and improve the public realm.
8. Built heritage strategy to ensure those buildings which should be listed and are currently recorded are processed through the necessary channels to ensure the future protection of the historic townscape character. Main Street Georgian properties, Linenhall St, Courthouse etc.
9. Meaningful Event Space - power points, investment in stalls/ furniture to facilitate markets, indoor facilities adjacent for toilets and storage, partnership agreements to ensure ease of weekend management if commercial properties are inaccessible.
10. Promotion & Marketing - generating further visitor interest in Limavady. Improving way-finding across the town.
11. Analysis of the previously coined Civic Quarter and the potential for near future changes to the built environment or requirement for office space.
12. Analysis of sports and leisure facilities to ensure that the most people have access to high quality health and fitness facilities to encourage a healthier future for the local people.
13. Heart of the town. Steinbeck Square. - creating a sense of enclosure. A more meaningful public space which is safe and facilitates events without the risk of vehicular access across it.



1. Example of designing from the human perspective - new ways to live in the town centre. 2. Bankside Urban Forest. 3. Flat Iron Square



Public Realm Strategy Review

- Status update** - There has been some attention given to the highlighted public realm sites since 2011.
- Current condition** - There remains a need for substantial intervention and an overall public realm strategy for the town.
- Current Relevance** - Public realm and the careful treatment of street space, street furniture and
- Priority** -As a gateway site and a first impression to the town centre, its character and vibrancy the bus station and surrounding area should remain a high priority on the Masterplan agenda.
- Additional Design Considerations** -
 - Contributing to the wildlife corridor as part of the Green Infrastructure Strategy.
 - Carrying out analysis of the most appropriate areas of the town for development of public space based on potential future changes in the town centre.
 - Improved public space could facilitate more community engagement with the town centre, providing space for local community and national events and festivals.
 - Planting and green landscaping could also improve water attenuation across the town to mitigate future threat of flooding and negative impact from increasing frequency of heavy rain showers.
 - Including a wider context strategy to improve the walkability of the town and surrounding landscape.
 - Access to the river improved with a second bridge.
 - Restoration of the previous river walk which has fallen into disrepair.
 - Analysis of existing and implementation of required pedestrian crossings / pedestrian friendly thoroughfares to improve walkability and a sense of safety on foot.
 - Further traffic calming measures to reduce the town centre and perimeter speed of movement.
 - An public realm strategy which designs a stitching plan for connecting existing pedestrian accessible routes to make a consistent network of that allow you to comfortably and safely traverse the entire town and engage with the natural landscape.

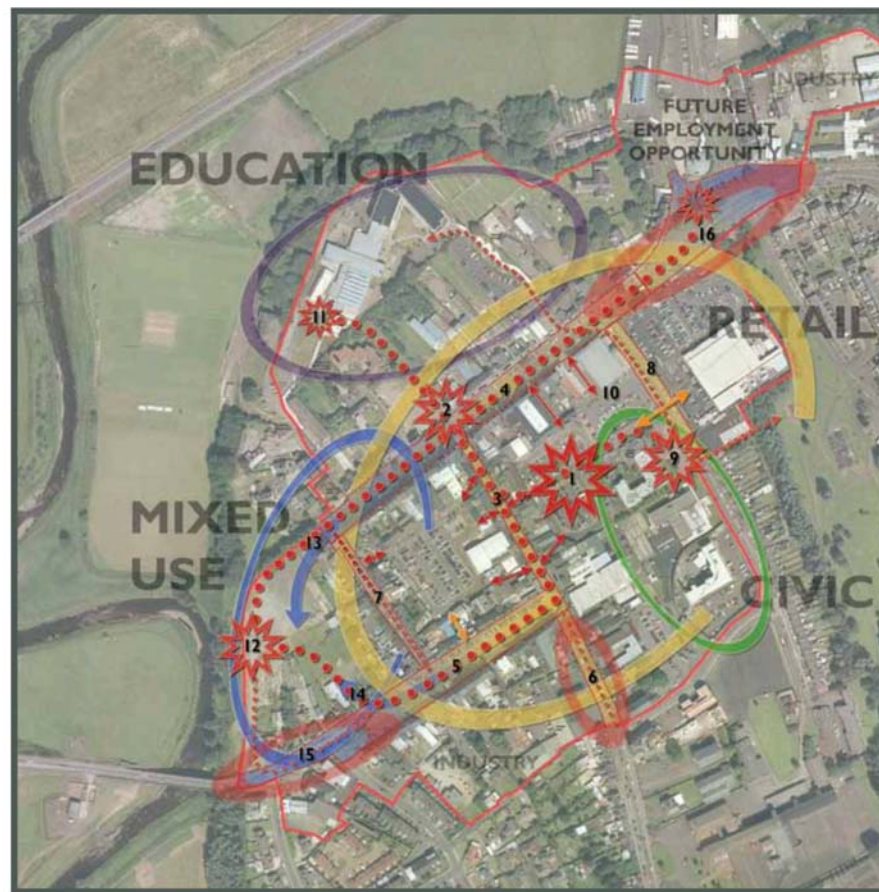


Figure 6.2 Overall Concept

PUBLIC REALM

Retail Quarter

- 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
- Drumceatt Square
recently created civic space
- Market Street
streetscape improvements
- Main Street
streetscape improvements and creation of mixed-use / retail development axis linking to Market Yard site
- Catherine Street
streetscape improvements and creation of mixed-use / retail development axis linking to Market Yard site
- Southern Gateway
streetscape improvements
- Linenhall Street
streetscape improvements
- Connell Street
streetscape improvements including improved pedestrian connections to east and west

Civic Quarter

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

Education Quarter

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

Mixed-Use Quarter

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

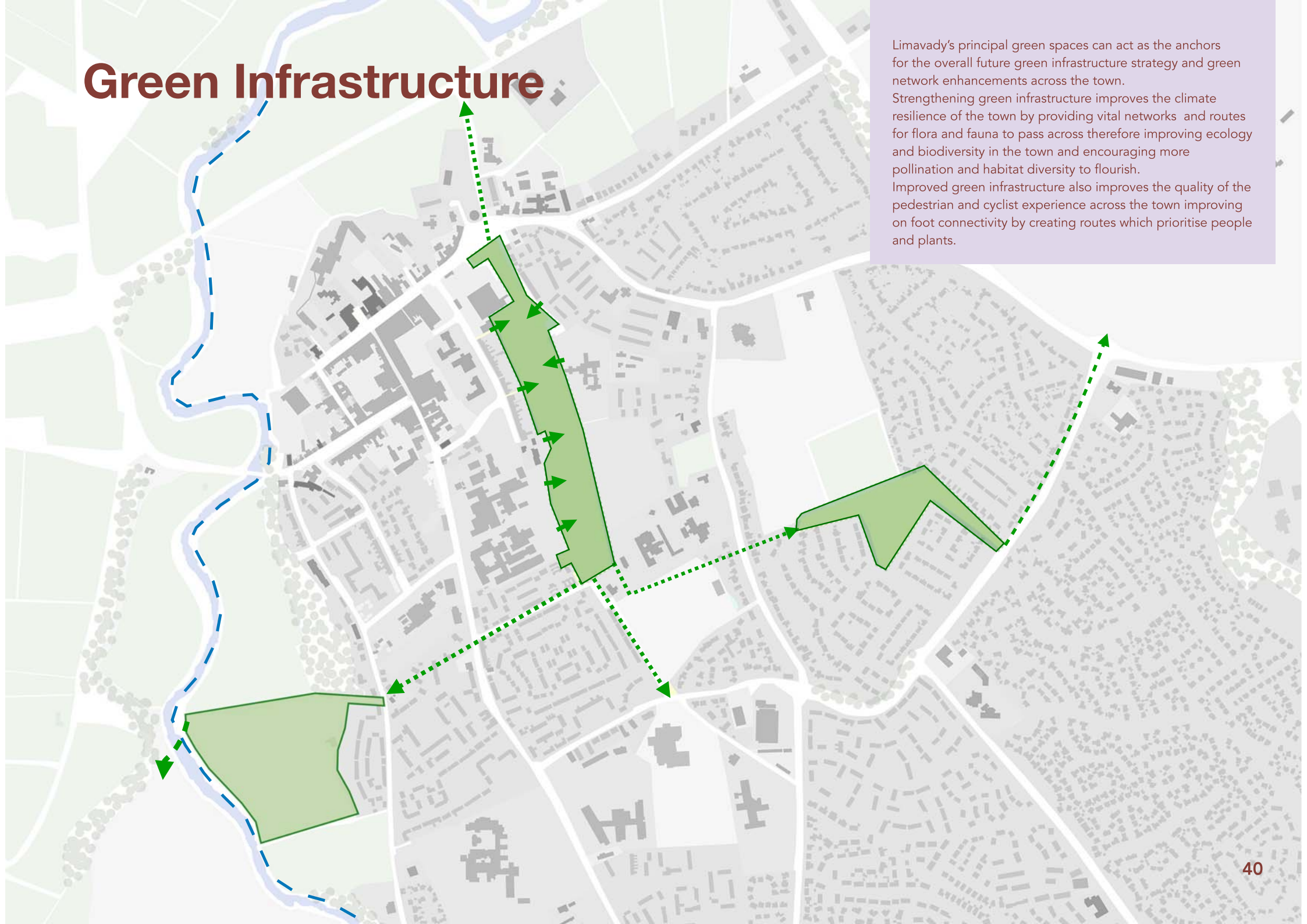
Other Sites

- Bus Station Gateway
streetscape improvements and public art



Green Infrastructure

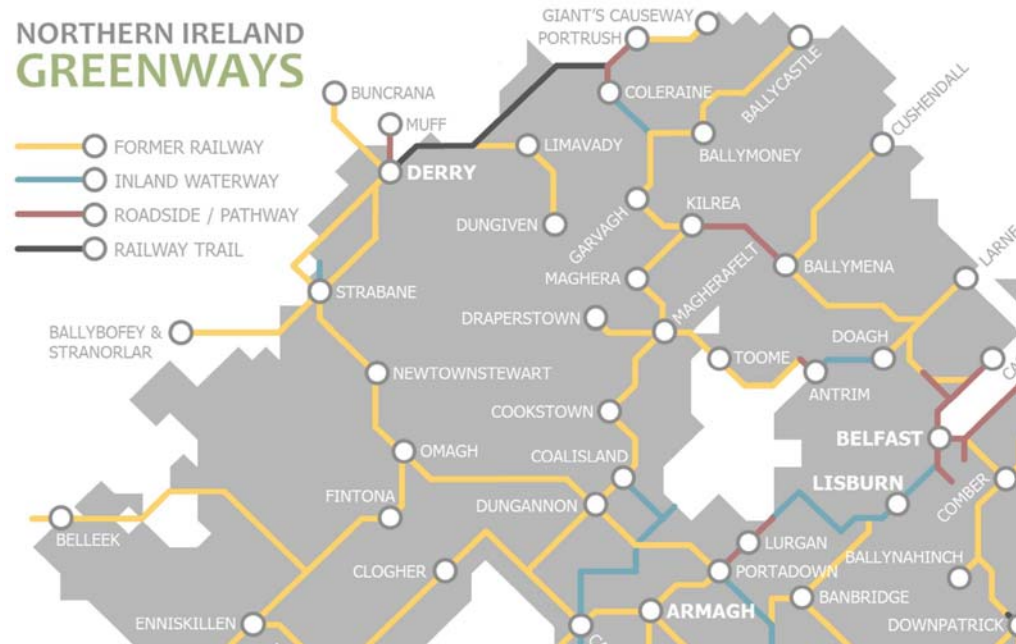
Limavady's principal green spaces can act as the anchors for the overall future green infrastructure strategy and green network enhancements across the town. Strengthening green infrastructure improves the climate resilience of the town by providing vital networks and routes for flora and fauna to pass across therefore improving ecology and biodiversity in the town and encouraging more pollination and habitat diversity to flourish. Improved green infrastructure also improves the quality of the pedestrian and cyclist experience across the town improving on foot connectivity by creating routes which prioritise people and plants.



Green Infrastructure

- Dungiven to Limavady Greenway - utilising historic railway lines will contribute to the overall Green Infrastructure and Walkability for the town.
- Safe Cycling strategies generally across Limavady and its surrounds would motivate more people to utilise that form of transport on a daily basis and encourage a tourist industry associated with that activity.
- Safe Pedestrian routes which could combine with the cycle network could be facilitated with solar powered, energy efficient lighting.
- A Wellness Walk took part between Limavady Recreation Club and Roe Park Resort. Other initiatives like this would be facilitated and supported via a safer, healthier streetscape and pedestrian network which overlap with Limavady's Green Infrastructure Strategy.

NI Greenways Proposal Map ►



There seems to be the possibility of the Wild Atlantic Way extending towards Limavady. This could be transformative for the town and will contribute to a significant uplift in footfall.

Waterford Greenway ►



Culture, Arts & Heritage

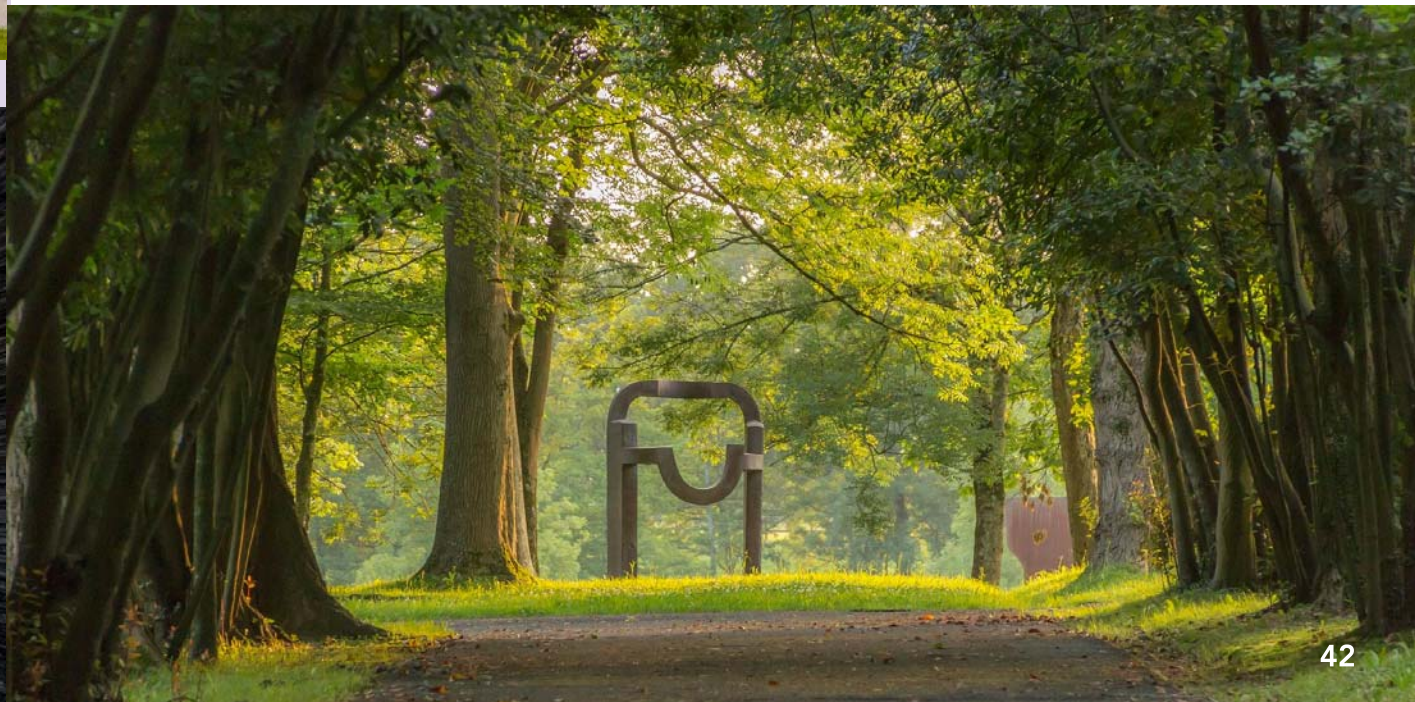
Limavady is rich in history and legend. There is ample opportunity to invite public artwork to reflect this. Some key sites have been highlighted as part of the consultation process, for example on the Ballyclose Street roundabouts or adjacent green space to celebrate for example - Danny Boy and/or Steinbeck histories.



Viento XV by Eduardo Chillida - Pulic Art - Sculpture ▲

▼ Eduardo Chillada Public Artwork

Public Art Installation _Quebec Triennale. ▲ & ▼



Courthouse

Protection of our built heritage not only by understanding the needs and maintenance of the building fabric but also meaningfully updating the buildings use. An occupied and active building is important for architectural heritage structure. This ensures the building is monitored and observed regularly and any updates or improvement works or repairs are carried out in a timely manner. Social sustainability when coupled with the active use of Architectural Built Heritage can lead to successful community focused future proofed spaces.

Community-led proposals for ensuring the long term use of the Courthouse would be welcomed.



Workhouse

Further funding could support the future facilities at the Workhouse and improve its offering a vital resource in the community.



National Cycle Network

1. Route 93
2. Rest at the base - Bicycle Cafe
3. Sustainable Travel Hub
4. Climate Resilience Strategy

On Road Cycling: Sustrans: Limavady Borough

Distance: 45.03 km Duration: 03:14

Activity Type: On Road Cycling Total Ascent: 590.17 m

Today: 9°C, Moderate rain, 100%
Upcoming Days: Tue 5°C, Wed 8°C, Thu 8°C, Fri 10°C

Description: [show](#)

Export GPX, 3D Fly-through, Share

Elevation: Total ascent: 590 m
0 m, 334 m, 141 m
0.00 km, 22.52 km, 45.03 km

Points:
 Add waypoint labels to route
 Add distance markers to route

Waypoints: All Points

Start:
Finish: 45.03 km

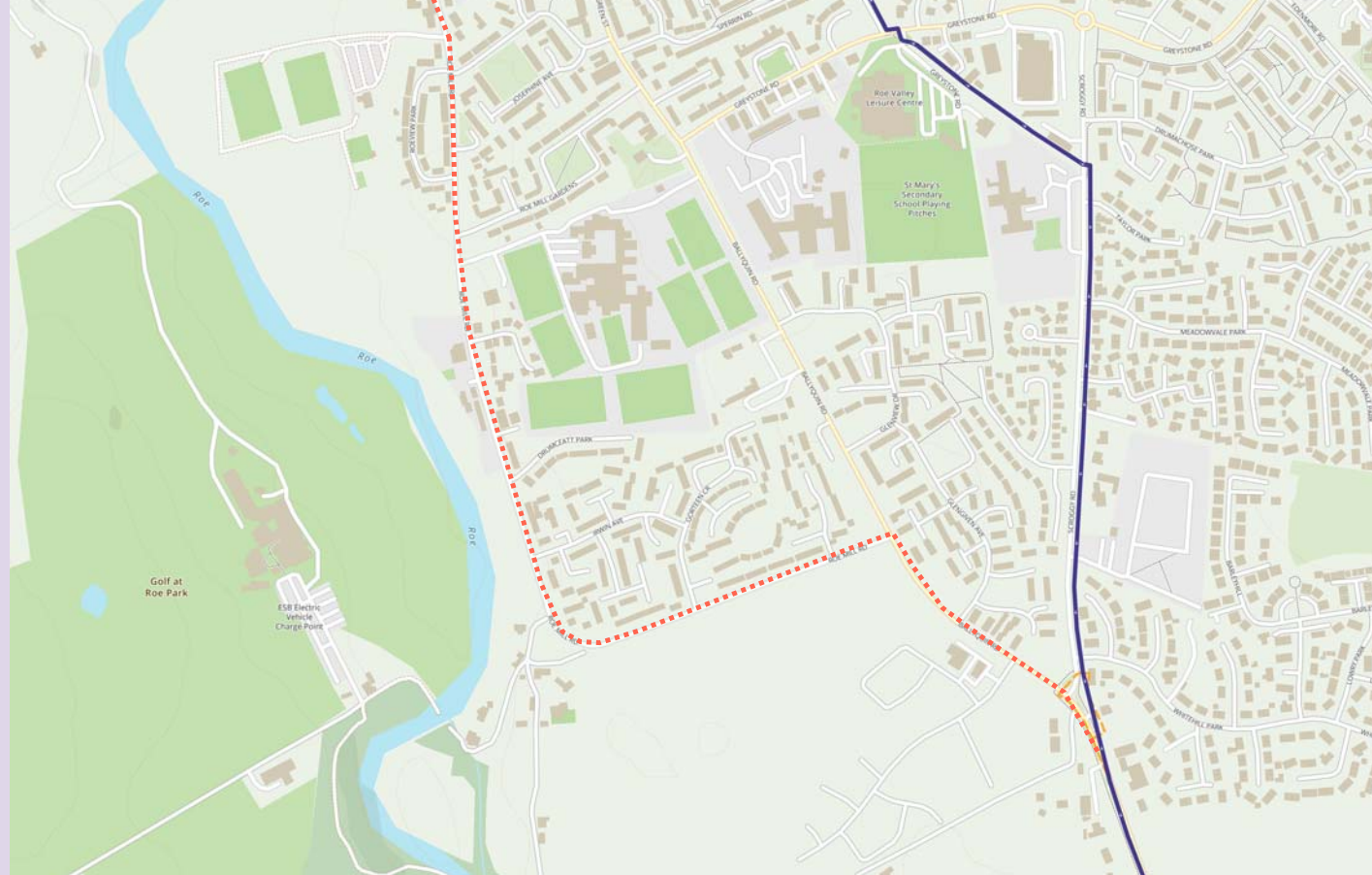


Ballyquin Road - Scroggy Road - Blackburn Park - Killane Road



National Cycle Network

- 1. Alternative Routes
- 2. Bicycle Cafe - Food Incubation Businesses



Ballyquin Road - Roe Mill Road - Diversity Park - Blackburn Park - Killane Road



Pedestrian neighbourhoods & Active Travel




Potential Town Centre Development


Alexander Arms Development & Steinbeck Square:

1. Cohesive design proposal to improve the public realm and public space in front of Roe Valley Arts & Cultural Centre
2. Potential for Public-Private Partnering.
3. Land swap.
4. Meaningful Public Space.
5. Town Centre Living.
6. Improved connections between NWRC and Main Street.

← - - - Alternative vehicular entrance (requiring demolition)

 Steinbeck Square (pedestrian access only)

 Enclosed Public Space (Planting and built enclosure)

 Potential land swap

 True pedestrian connection to Market Street

 Potential Development Area for meaningful housing provision.

 Roe Valley Arts & Cultural Centre



