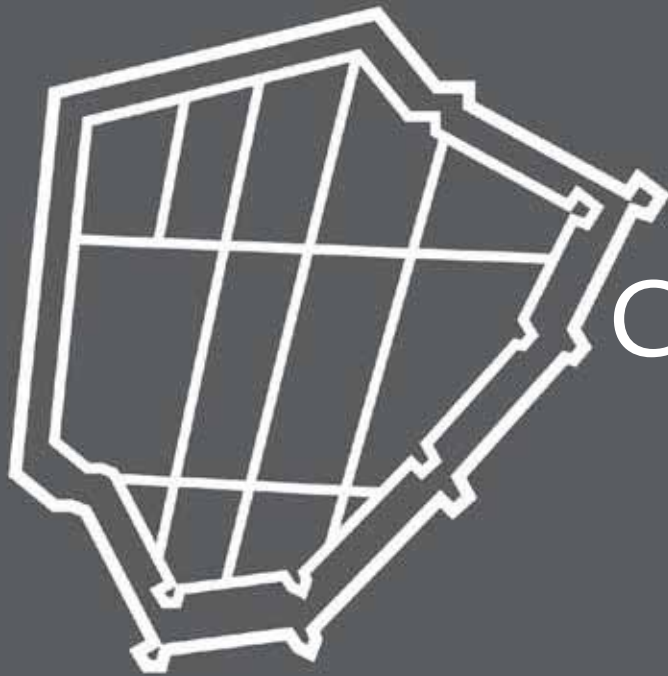


Coleraine Town Centre Masterplan





COLERAINE

TOWN CENTRE MASTERPLAN

May 2012



Department for
**Social
Development**

www.csdni.gov.uk



**COLERAINE
BOROUGH COUNCIL**



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INTRODUCTION

Coleraine has had a long history of settlement which has shaped a diverse cultural and architectural heritage. Now a major commercial centre, Coleraine's regional significance is reinforced by its designation as a major growth area in the Northern Ireland Development Strategy.

1.1 WHY DOES COLERAINE NEED A MASTERPLAN?

A masterplan provides a coherent long-term strategy which includes the steps that are required to realise its vision. While growth of the Town has continued, albeit at a more modest pace, Coleraine does face a number of key challenges including restrictions on movement in and around the Town Centre, an imbalanced relationship with the River Bann and questionable environmental quality particularly along key routes.

The main goal of the Coleraine Masterplan is therefore to identify short, medium and long term proposals, all of which are designed to maximise the social, physical and economic potential of the town. Initiatives contained within the Masterplan have been prioritised and phased within an accompanying Action Plan. Appropriate stakeholders and potential funders have been identified so that individual projects can be taken forward. It is within this context that the Coleraine Town Centre Masterplan establishes a shared vision for the future growth of the Town.

The Coleraine Town Centre Masterplan has been prepared during the harshest economic downturn to affect Northern Ireland in many years. The plan therefore acknowledges the limited availability of funding in the short term particularly in relation to capital projects. It is crucial that all initiatives contained within the Masterplan are therefore positioned so as to maximise social, physical and economic benefits for Coleraine and its people.



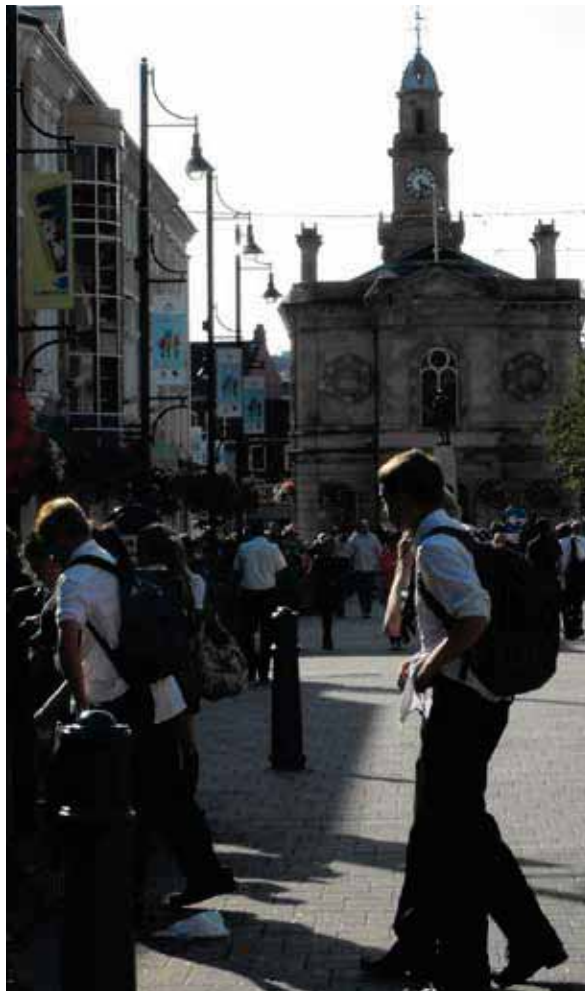


1.2 PROJECT COMMISSION

The Masterplan has been commissioned by the Department for Social Development (DSD) in collaboration with Coleraine Borough Council (CBC), and sets out a 15 year shared vision for Coleraine Town Centre.

The Masterplan will be of particular importance to those organisations and agencies responsible for shaping the future of the Town, including government departments, elected representatives, private developers, voluntary sectors, community groups and members of the public.

While non-statutory in nature, the Masterplan will become a point of reference and where appropriate a material consideration in the assessment of planning decisions and the formulation of future policies.



1.3 PROJECT TEAM

The Masterplan has been developed by a multi-disciplinary team of consultants, led by The Paul Hogarth Company (Masterplanning, Urban Design, Regeneration and Landscape Architecture) under the guidance of a Steering Group comprising representatives of various statutory agencies and personnel from DSD, CBC and the Coleraine Town Partnership Ltd.

In addition to The Paul Hogarth Company, the multi-disciplinary team also comprises DTZ Consulting (Planning and Retail Consultants), JMP (Transport Consultants), Place Solutions (Tourism/Place Management Consultants) and Cleaver Fulton Rankin (Legal Consultants).



the **paulhogarth** company



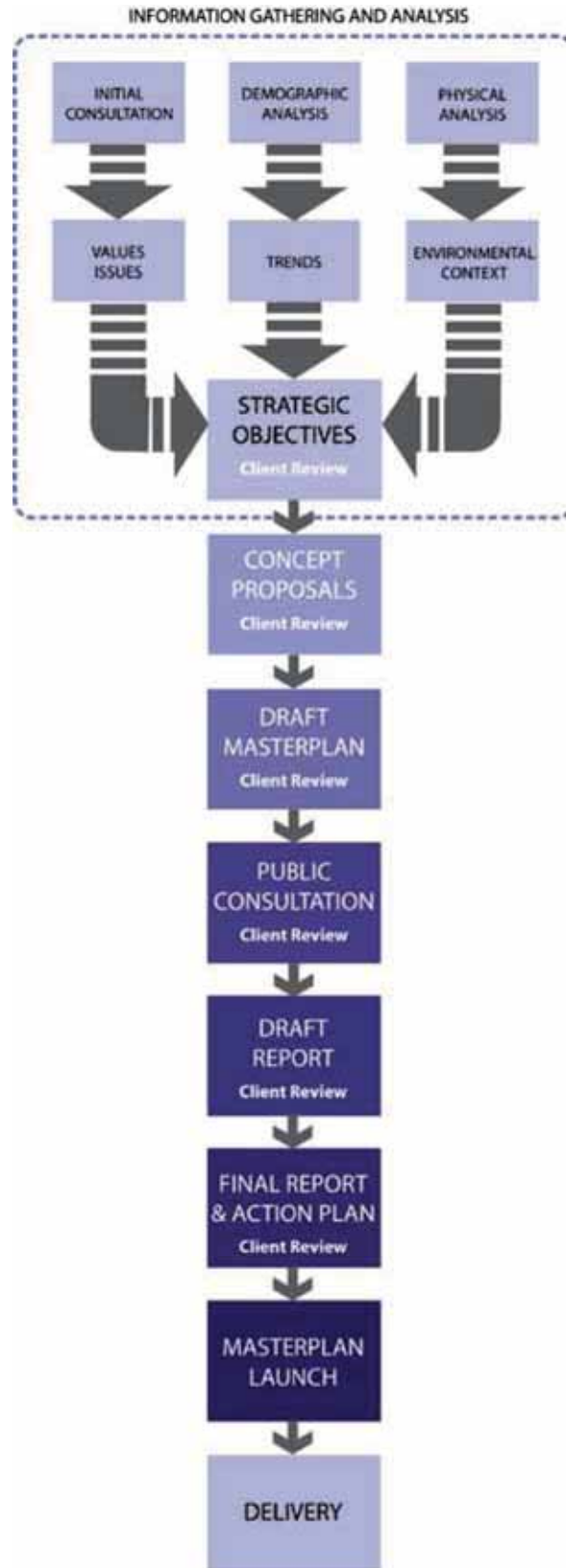
1.4 MASTERPLAN PROCESS

The Masterplan process commenced in August 2010. Work began with detailed information gathering and analysis, comprising consultation sessions as well as demographic and physical analysis.

During this stage the Project Team gained a thorough understanding of the environmental context, trends and values through desktop research, site appraisals, transport studies and a comprehensive Town Centre Health Check with accompanying survey information. The findings of this process led to the development of strategic objectives for the future growth of the Town including a shared vision and concept plan, followed by the production of a draft Masterplan.

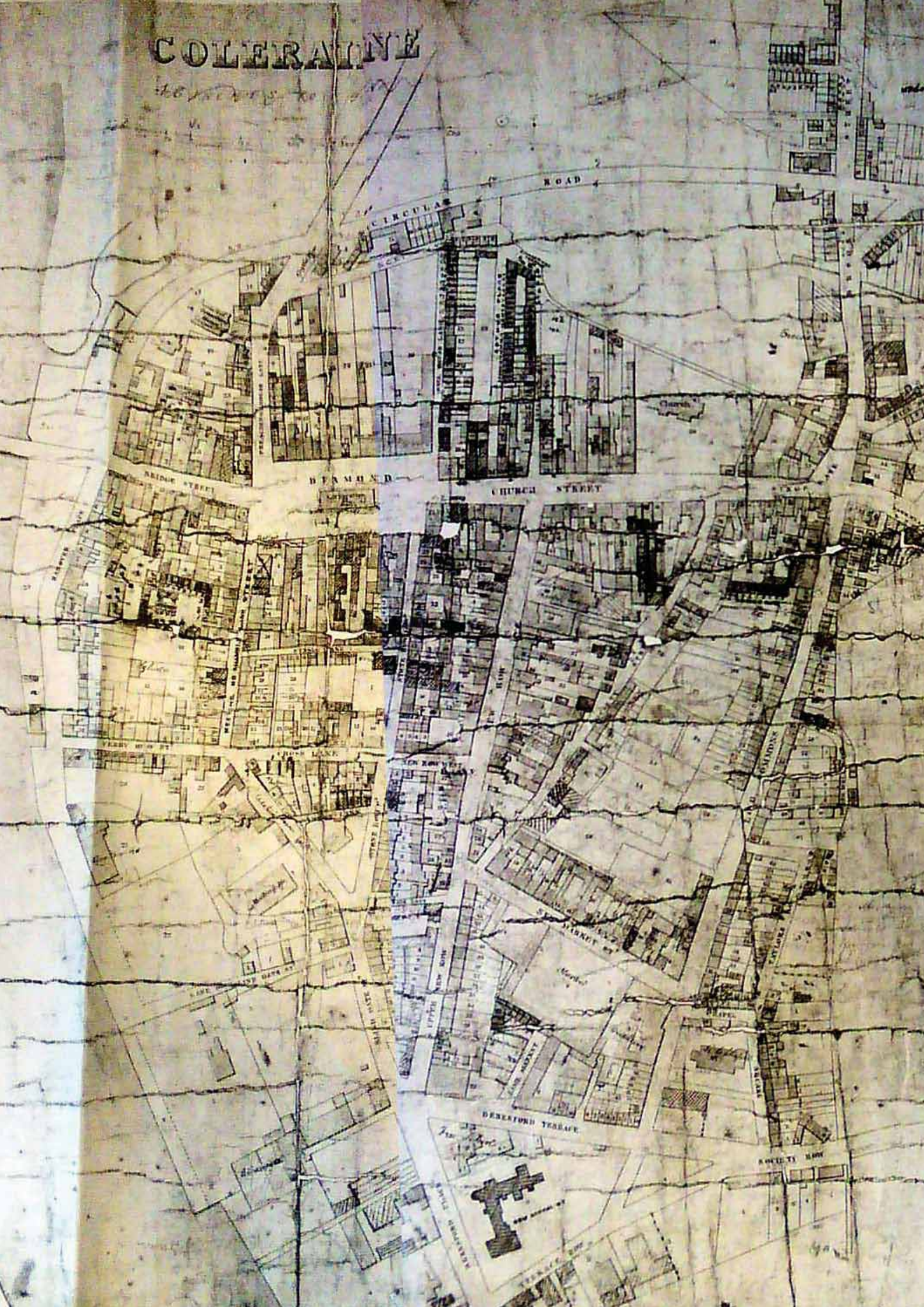
The draft proposals were published in October 2011 and a 12 week process of public consultation followed thereafter. The feedback from this process informed the finalisation of the plan, which was formally launched by DSD Minister Nelson McCausland MLA on 9 May 2012.

Throughout the Masterplan process, a Steering Group, comprising Council and government officials, guided progress and contributed to the development of the plan. The client and Project Team are grateful to members of the Steering Group for their dedication and valued input to this process.



COLERAINE

to New York



ORIGINS OF A PLANTATION TOWN

Coleraine's history can be traced back as far as the Mesolithic period, as witnessed by the presence of Mountsandel Fort along the banks of the Bann around one mile south of the town centre. As one of the earliest known settlements on the island of Ireland, archaeologists have unearthed artifacts at Mountsandel originating from around 7600-7900BC, which points to evidence that nomadic hunter gatherers built shelters and settled in the area. A large proportion of the evidence of Mesolithic man dates from around 4000BC and includes stone tombs and standing stones such as the Druid's Altar at Magherabuoy and the Daff Stone at Moneydig, near Coleraine.

Records made between the 5th and 7th centuries make reference to Dun Da Bhean at Mountsandel Fort, a stronghold of the chieftain Niall of the Shining Deeds. However, differing viewpoints have emerged more recently which point to the Giant's Sconce, a hill fort some six miles west of Coleraine, as the original location of the chieftain's stronghold.

The Town derives its name from the Irish term *Cúil Raithin* meaning 'nook of the ferns', which was later believed to have been anglicised to Colrain, Colerain and finally Coleraine. This term is a direct reference to lands next to the River Bann which were overgrown with ferns on which St. Patrick built a church. This church provided the impetus for the formal growth of the town, which due to its strategic location some four miles from sea astride the Lower River Bann, was subjected to a succession of raids and sieges. Territories were often disputed during the rise of the Ulster clans in the region associated with the ancient and revered Camus Ford, an area in which the Bann disc was later found.



Coleraine Town Plan 1611

Many centuries later at the turn of the 16th/17th century, the region was selected by King James I of Britain and Ireland as part of his 'Plantation' scheme, the aim of which was to colonise and control strategic lands within the ancient Province of Ulster. Coleraine then became the responsibility of The Honourable The Irish Society with its colonists laying out plans for a new fortified settlement comprising a moat and earthen ramparts. The initial town plan essentially followed a rectangular layout with a number of criss-crossing streets contained by five fortified sides, with the River Bann enclosing the settlement along its western edge.



Bann Disc

ANALYSIS

An extensive process of analysis was undertaken by the Project Team comprising desktop studies, document review, site analysis and workshops. This section of the report includes the findings of this work, which collectively has provided a robust base upon which the Masterplan has been informed. Key to unlocking the future growth potential of the Town will be exploring ways in which Coleraine's assets can be capitalised upon while addressing challenges presented by the Town's underperforming elements.

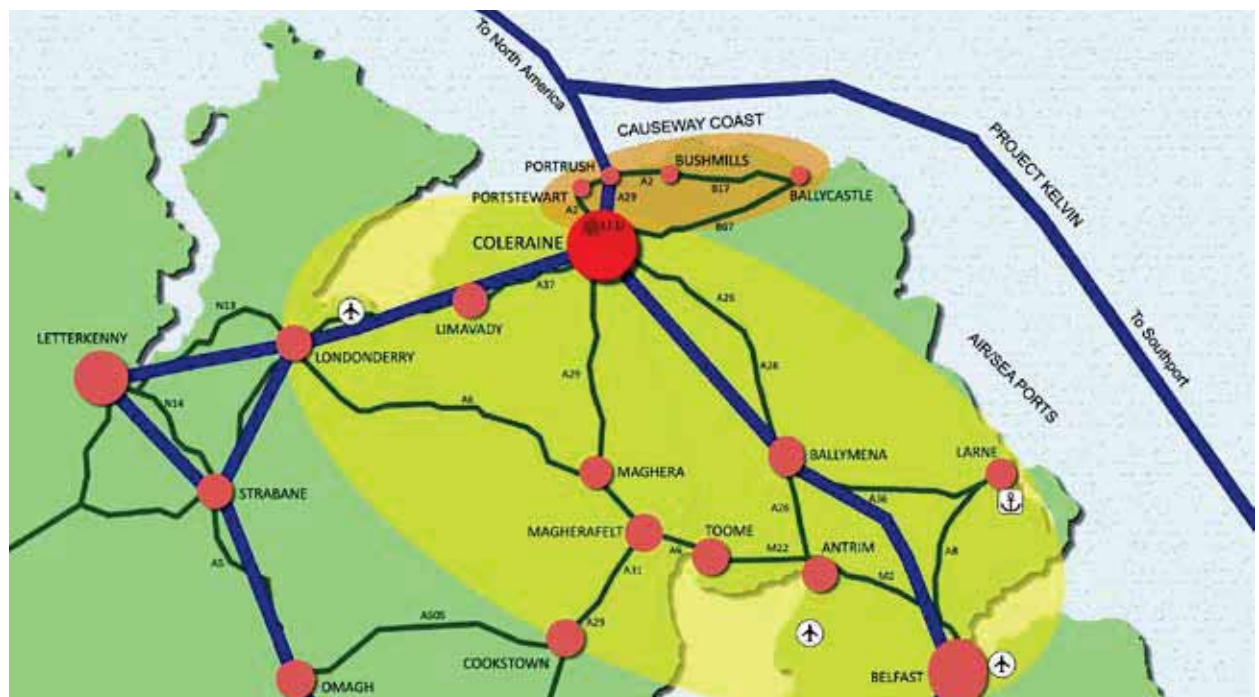
3.1 REGIONAL POSITIONING

Coleraine is a town with many unique qualities, most notably its strategic location along the River Bann and its proximity to the Causeway Coast. Geographically the Town lies approximately thirty miles east of Londonderry and fifty five miles north-west of Belfast, both of which are linked by major trunk roads and railway connections. This transport network also connects Coleraine to the ports of Belfast and Londonderry in addition to the City of Derry, Belfast International and George Best Belfast City Airports. According to NISRA mid year estimates 2008, Coleraine Town Centre had a population of 24,455 and a resident population of 57,000 within the Borough.

3.2 KEY TOURISM HUB

The Masterplan acknowledges the strategic importance of Coleraine as a 'Tourism Hub' and the Borough's top ranking in the league for tourism in Northern Ireland. Tourism is making a positive, and steadily increasing, contribution as a key economic driver for the Coleraine Borough, contributing over £59.4 million in visitor spend. This figure represents 11.7% of the total visitor spend for Northern Ireland, second only to Belfast, out of the 26 district council areas.

The key task for the masterplan will be to identify opportunities for future tourism growth, while expanding upon the existing tourism offer, and prioritise these within the wider series of actions and activities over the plan period.



3.3 STRONG ASSET BASE

Coleraine has been identified as a key growth location within the Regional Development Strategy for Northern Ireland 2025. Significant infrastructural investment in the last ten years has included the opening of the Causeway Hospital, new Council offices and a new bus and rail interchange. The Town has a distinctive retail offer which includes a number of high quality independent retailers. As a major growth area, Coleraine has seen the number of multiple outlets increase from a very low base in 1997 (Goad, 1998) to over one hundred in 2010 (CTP, 2010). The Town has also witnessed an increase in retail floorspace of 57% since 1999 with the service sector almost trebling in size.

Coleraine has an expanding University of Ulster campus with approximately 5,000 students, a large Further Education College in addition to a range of high quality secondary and grammar schools. Initiatives contained within the Masterplan will seek to consolidate the existing tourism offer by capitalising on the town's diverse natural asset base as well as strengthening links with the University, College and schools.

Project Kelvin, a €32-million project, involved the laying of a new underwater cable to North America, resulting in faster broadband speeds for large areas throughout Ireland. As the new cable has come ashore at Portrush with a landing station at Dundooan, Coleraine is strategically well positioned to harness the benefits of Project Kelvin to emerge as a global destination for financial systems, creative media and cloud computing technologies.



3.4 STAKEHOLDER WORKSHOP

A stakeholder workshop, to help inform the preparation of the Coleraine Town Centre Masterplan, was hosted by the Department for Social Development and Coleraine Borough Council at Coleraine Town Hall on Tuesday 12th October 2010.

This workshop was attended by forty four representatives including Councillors, public sector representatives, local businesses and organisations. Preceded by an overarching presentation by the Project Team, the workshop included group analysis sessions and resulted in lively and focussed debate relating to a range of thematic areas. These thematic areas included Coleraine's Unique Selling Points, Undermining Factors, Movement and Parking, Environment, Economy, Tourism, Sustainability and Community.

Feedback gathered from this event has been crucial in identifying the key issues and challenges that the Town faces, whilst providing a solid foundation upon which to establish a long term vision of how Coleraine Town Centre should be developed over the next 15 years.



INVITATION

COLERAINE


town centre masterplan

WORKSHOP INVITATION

The Department for Social Development, Coleraine Borough Council and Coleraine Town Partnership Ltd wish to invite you to attend a workshop in Coleraine Town Hall to help form a new Masterplan for Coleraine Town Centre. The purpose of this workshop is to underpin development of the Masterplan by identifying the key issues and priorities for the Town as well as establishing your organisations view on how the town should be developed over the next 10-15 years. This workshop will be facilitated by The Paul Hogarth Company.

VENUE:	Coleraine Town Hall														
DATE:	Tuesday 12th October 2010														
AGENDA:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">2.00 - 2.15</td> <td>Arrival and Tea/Coffee</td> </tr> <tr> <td>2.15 - 2.40</td> <td>Welcome and Introductions</td> </tr> <tr> <td>2.40 - 2.55</td> <td>Outlining the Aim of the Workshop</td> </tr> <tr> <td>2.55 - 4.15</td> <td>Rotating Brainstorming Tables <small>Coleraine's Unique Selling Points, The things that set Coleraine apart, Movement and Parking, Environment, Economy, Tourism, Sustainability, Community</small></td> </tr> <tr> <td>4.15 - 4.45</td> <td>Feedback Session and Tea/Coffee</td> </tr> <tr> <td>4.45 - 5.00</td> <td>Questions and Answers</td> </tr> <tr> <td>5.00 - 5.15</td> <td>Conclusions and Next Steps</td> </tr> </table>	2.00 - 2.15	Arrival and Tea/Coffee	2.15 - 2.40	Welcome and Introductions	2.40 - 2.55	Outlining the Aim of the Workshop	2.55 - 4.15	Rotating Brainstorming Tables <small>Coleraine's Unique Selling Points, The things that set Coleraine apart, Movement and Parking, Environment, Economy, Tourism, Sustainability, Community</small>	4.15 - 4.45	Feedback Session and Tea/Coffee	4.45 - 5.00	Questions and Answers	5.00 - 5.15	Conclusions and Next Steps
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5.00 - 5.15	Conclusions and Next Steps														

If you are interested in attending the workshop please confirm your attendance by contacting Louise Pollock on (028) 7034 7045 or by email on louise.pollock@colerainebc.gov.uk by Thursday 7th October 2010



3.5 TOWN CENTRE ANALYSIS

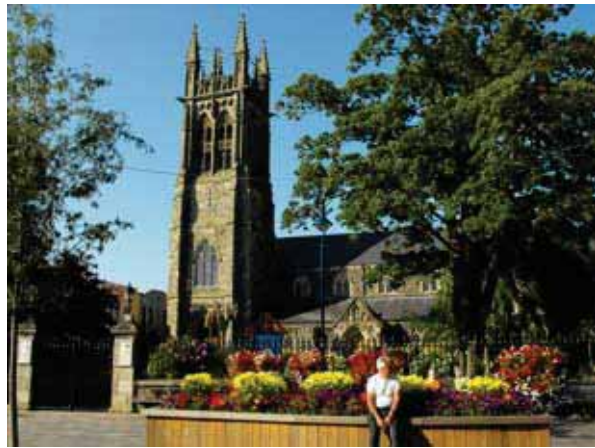
In addition to a strategic overview, the Project Team carried out localised analysis work specifically in relation to the functioning of the Town Centre itself. Conclusions highlighted a number of Coleraine’s unique selling points, including its strong retail offer, enviable river setting, development opportunity sites and eclectic architectural fabric. However analysis also highlighted a number of undermining factors that included the lack of office space, weakened relationship with the River Bann and poor environmental quality along key routes and within the town’s secondary retail areas.

The land use plan overleaf shows that retail uses clearly dominate the service provision within the town centre. This retail offer is largely concentrated around ‘The Diamond’ and along key routes that include Church Street, Kingsgate Street, Queen Street, New Row, Society Street, Long Commons and Railway Road. With the exception of Railway Road, these routes also coincide with the main pedestrianised routes.

While the Masterplan will aim to underpin and support existing retail businesses, it should also strive to encourage a more diverse mix of uses to ensure the future sustainable growth of the Town.



Strong retail offer



Varying architectural styles



Environmental quality



Underutilised river frontage

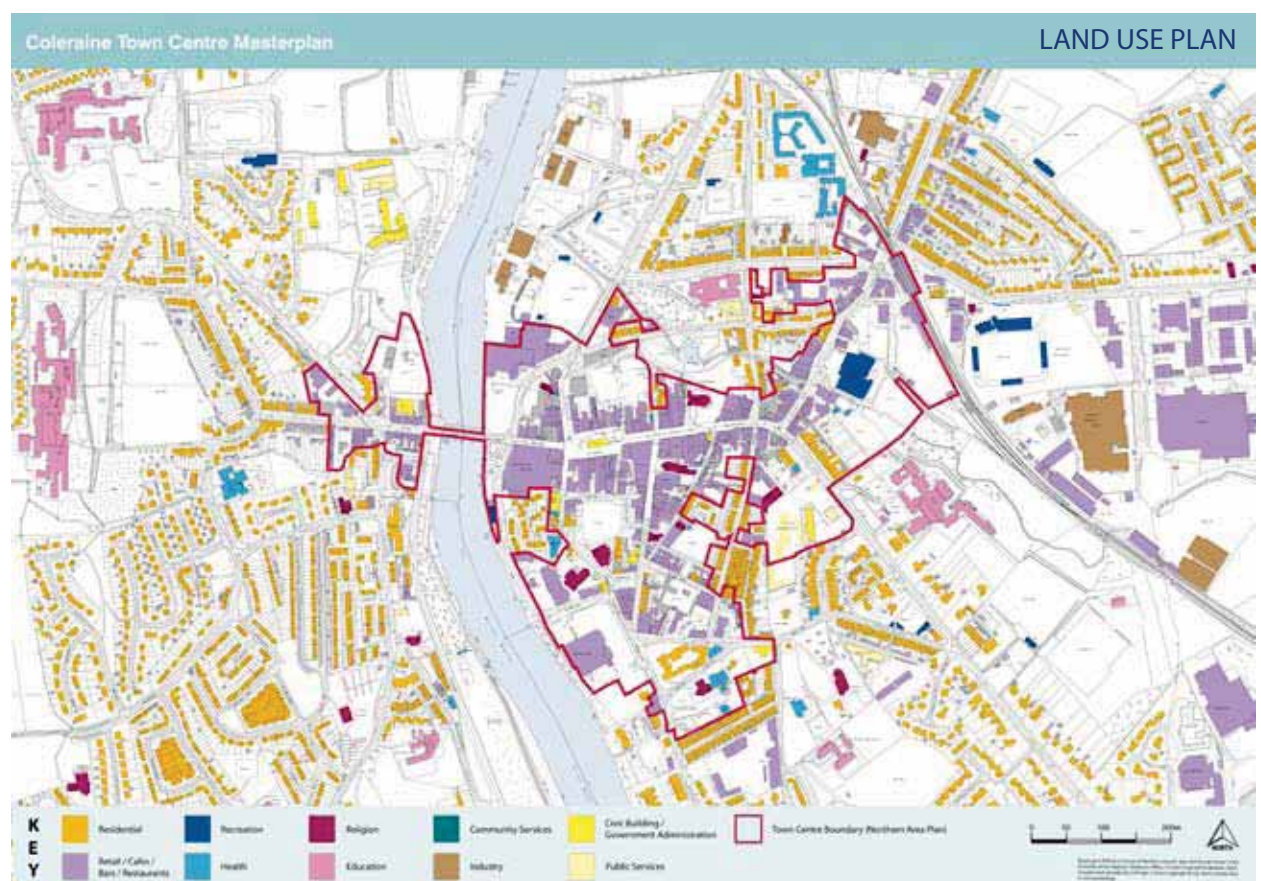
The Masterplan study area is loosely based on the Town Centre boundary as defined in the Northern Area Plan by the Department of the Environment. The extent of the Town Centre boundary is shown on the plan below. However a holistic approach has been taken and as a result a number of strategies look beyond this boundary to ensure that initiatives respond to the wider hinterland. This is particularly key in relation to the forging of wider connections north and south and the future use of key sites such as the existing harbourlands.

As will be seen in Chapter 6, which outlines the details of the Masterplan initiatives, the wider study area extends to include Mountsandel Forest and Rugby Avenue to the south, the Agricultural Showgrounds and Hillmans Way to the east, the Harbourlands and lower section of Bushmills Road to the north and Captain Street Lower to the west.

The land use plan below shows that retail uses dominate the service provision within the Town Centre (coloured purple).

While the Masterplan will aim to underpin and support existing retail businesses, it should also encourage a more diverse mix of uses to ensure the future sustainable growth of the Town.

The plans opposite highlight the distribution of specific uses or activities throughout the Town Centre. The first plan demonstrates the dominance of retail uses, particularly within the heart of the town centre in and around 'The Diamond'.





1

Retail dominance



2

Active frontages



3

Evening economy



4

Figure ground

Active street frontages add interest, vitality and animation to the public realm. This is normally achieved by way of narrow building frontages, the articulation of facades, the presence of frequent doors and windows and the potential for internal uses to extend onto the street

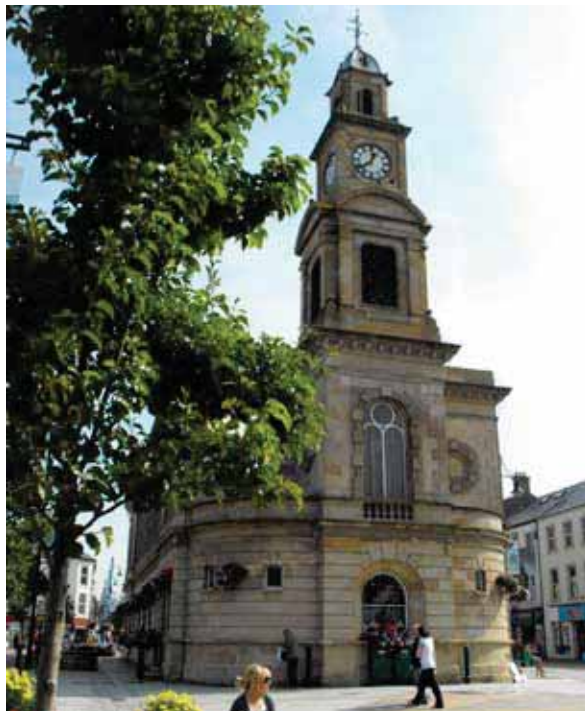
As can be seen from plan 2 above, despite the dominance of retail units within the Town Centre, the resulting active frontages are for the most part restricted to the main thoroughfare of Bridge Street, the Diamond, Church Street, Kingsgate Street and Railway Road. This plan demonstrates that the active retail experience in Coleraine is largely linear in nature anchored between the Diamond and Railway Station. A small concentration of active frontages can also be seen within the Waterside. As can be seen from plan 3, Coleraine's evening economy offer is severely limited and restricted to the peripheral edges of the town centre.

'Urban grain' refers to a measure of the pattern of building plots and streets that make up the fabric of our urban areas. Older areas typically comprise a finer grain made up of smaller plots and multiple streets. As can be seen from plan 4 above, central Coleraine includes a relatively tight urban grain, a legacy of its original plantation plan. Here the urban grain comprises limited space between buildings with an amalgamation of smaller plots also making up larger development blocks.

However further out from the Town Centre this grain becomes noticeably looser as demonstrated by the residential estates of Churchlands, the retail outlets of Dunnes and Tescos and larger industrial footprints along Ballycastle Road. The figure ground plan also highlights 'gaps' in the urban grain, the most notable being the course of the River Bann, Anderson Park and playing fields and the site of Coleraine High School along Lodge Road.

3.6 ENVIRONMENTAL QUALITY

Coleraine includes a number of buildings of architectural and historical merit, reflecting the town's prominence as the dominant retail centre in the north east of the Region. The most notable of these is Coleraine's Town Hall. Designed in the Italiante style by the Belfast based architect Thomas Turner and built in 1859, the Town Hall is the main focal point of the Town Centre, with the sandstone building strategically positioned within 'The Diamond'.



While the network of pedestrianised streets emanating from 'The Diamond' contain the majority of the town's retail and commercial development, numerous gap sites and individual buildings that require redevelopment or refurbishment are also evident in this area.

A number of these gap sites, in prominent locations such as Circular Road, Bridge Street and Queen Street, have a detrimental impact on visitor perceptions and first impressions. While challenges exist in securing private investment in the current economic climate, these sites provide opportunities for future brownfield development within the retail centre.

Travelling to the peripheral edge of town along areas such as the lower end of Long Commons, pockets of poor environmental quality are apparent. Here the combination of buildings which have been retrofitted for commercial purposes together with ill fitting retail frontages, collectively undermine the character of the Town and do little by way of extending the high quality retail offer.



Coleraine also appears to have turned its back on its key asset, that being the River Bann. Here, commercial buildings have been built right up to the waters edge, thereby restricting pedestrian access along its banks at key locations. While gems do exist, such as the Water Margin restaurant nestled between the Bann and Hanover Place and the vacant Clothworkers building at Waterside, very little exists which allows residents and visitors to enjoy what this asset has to offer.



3.7 TRANSPORT AND MOVEMENT

The traffic capacity issues in and around Coleraine are well known. The Coleraine Town Centre network operations are expected to deteriorate through time as traffic growth, alongside the implications of significant new development, take up any existing reserve capacity on the road network. The draft Area Plan has identified a number of proposed improvements, the most significant of which is the future grade separation of the Lodge Road Roundabout and widening of the A29 between Greenmount and Ballycastle Roundabouts. The Plan also proposes improvements to the Waterside Gyratory in the form of improving capacity across the River Bann and seeking to relieve the Town Centre one-way system through traffic management measures.

If Coleraine Town Centre is to function successfully as an attractive place in which to live, work and do business, the Masterplan needs to carefully determine if any new road based infrastructure proposals could be brought forward, alongside the promotion of 'smarter choices' initiatives, to improve overall road network performance.



3.8 ANALYSIS CONCLUSIONS

The findings of the comprehensive analysis has provided clarity in defining those qualities within the Town that need to be built upon as well as highlighting challenges to be addressed.

In conclusion, the broad themes that consistently emerged from the analysis and research work to date include;

- Strategic regional positioning with substantial cultural and tourism potential;
- Prominence of retail within town centre highlights the need to diversify particularly in relation to office tourism;
- Re-examination of traffic and pedestrian movement patterns required;
- Poor evening and late night economy;
- Substantial development opportunities at key sites;
- Enriched natural asset base - but underutilised;
- Further potential to harness IT capabilities and bolster relationship with University.

SHARED VISION

4.1 INTRODUCTION

Following the consultation workshop, a visioning exercise was carried out by the Steering Group based on the analysis work carried out with support from the Project Team. During this exercise, members of the Steering Group were requested to carry out a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the town to determine what they felt were the existing strengths and weaknesses while focussing on the opportunities and threats that may be presented. This exercise challenged both the Steering Group and Project Team into thinking about the type of place that Coleraine could become, identifying future qualities that would complement existing distinctive features while enabling the Town to grow in a sustainable manner. A shared vision was then established following a process of discussion and refinement.

The following vision statement, which reflects the findings of the consultation workshop and analysis work, forms the basis upon which the Masterplan initiatives will be evaluated.



“ Coleraine Town Centre will sustainably develop into a leading historic and cultural destination by drawing on its plantation origins and deep rooted Mesolithic connections associated with the archaeological site of Mountsandel.

It's diverse range of services, underpinned by a state of the art IT network and strengthened University presence, will complement the existing strong retail core and establish Coleraine as a highly competitive location.

Well designed pedestrian routes, streets and spaces, that embrace the River Bann creating a distinctive waterfront, will ensure good connections throughout the town centre and adjoining residential neighbourhoods. ”

4.2 AIMS AND OBJECTIVES

1. Realising Opportunities

Utilising an array of opportunity sites to improve connectivity within the Town Centre and realise new development potential at key locations

2. Town Centre Diversification

Strengthening Coleraine Town Centre by safeguarding existing businesses and promoting new opportunities to meet growing employment and residential needs

3. Increasing Competitiveness

Attracting inward investment and creating conditions to enable sustained economic growth

4. Improving Environmental Quality

Improving the environmental quality of key routes within Coleraine to create a permeable network of legible streets and dedicated pedestrian routes

5. Enhanced Movement Network

Addressing the challenges presented by Coleraine's road network, forging dedicated pedestrian and cycle connections and promotion of smarter travel choices

6. Embracing Natural Assets

Strengthening Coleraine's historic relationship with the River Bann and establishing the Lodge Burn as a 'green corridor'

7. Cultural Destination

Securing the future cultural offer and encouraging the on-going revitalisation of Coleraine Town Centre as a premier culture, arts and entertainment destination

8. Strengthening Wider Links

Strengthening existing connections and relationships with the University of Ulster, sports facilities at Rugby Avenue and the historic Mountsandel site



4.3 URBAN DESIGN PRINCIPLES

The Masterplan aims to promote new development of the highest quality based on the following six urban design guiding principles. These principles will ensure the incorporation of best practice in the implementation of the Masterplan initiatives, building upon the distinctive character of the existing urban structure and Coleraine's unique sense of place.

1. MIX OF USES

One test of a successful sustainable community is the distance people are normally required to travel to access everyday facilities and services. Mixed use developments, where a range of uses are accommodated in a 'layered' arrangement, makes more efficient use of spaces and buildings, can contribute to a more socially diverse community and adds to urban vitality and street life.



2. HIGH QUALITY STREETS

Modern urban regeneration projects are increasingly advocating a move away from the more conventional engineering-led view of streets as purely vehicular routes, to one which explores their multi-functional role. Initiatives contained within the Masterplan should therefore acknowledge the role that good quality streets can play in successful placemaking within Coleraine.



3. WRAP LARGER PLOTS

Where larger development plots are required within the Town Centre, a conscious effort will be made to absorb these elements into the public realm by effectively 'wrapping' them with an outer skin of smaller buildings.



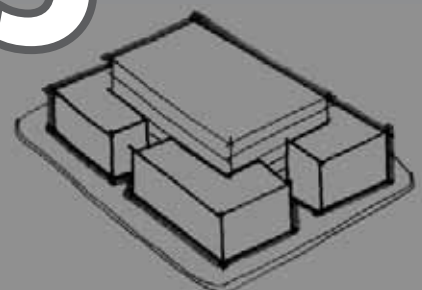
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2



3



4. ACTIVE FRONTAGES

The promotion of frontages that are 'active' adds vitality to the public realm within our town centres. Activity can be achieved through a variety of methods such as the incorporation of multiple doors and windows along frontages, thereby avoiding long blank facades, and the promotion of appropriate uses at key locations that encourage spill out onto the street.



5. RANGE OF BUILDING FOOTPRINTS

Including a variety of building footprint sizes within the Masterplan, will enable a range of commercial unit sizes to be accommodated within the Town Centre. This promotes Coleraine Town Centre as a place for business for both the smaller independent retailer as well as those larger operators who would normally seek out-of-town locations.



6. PASSIVE SURVEILLANCE

The nature of our environment can play a key role in influencing perceptions of safety. The use of good urban design techniques, such as a clear delineation between public and private space, can enhance feelings of safety. 'Passive surveillance' refers to the casual observance of these public and private spaces by users or residents during the course of their normal activities.



“Streets moderate the form and structure and comfort of communities. Their size and arrangements afford or deny light and shade. They may have the effect of focussing attention and activities on one or many centres, at the edges, along a line. The street is a place to be seen.”

Great Streets, Allan B. Jacobs

4



5



6



CONCEPT PLAN

The method of applying the aims and objectives to the Town leads to the establishment of a Concept Plan. This plan will set in place some of the key strategic initiatives that collectively will help to realise the shared vision.

The Concept Plan opposite illustrates in graphic form those key strategic themes proposed for Coleraine that form the basis for the Masterplan. The key features of the Concept Plan are:

a A STRENGTHENED TOWN CENTRE

At present, Coleraine Town Centre can be seen to comprise several distinct geographic areas. Waterside, located on the western side of the River Bann, is primarily residential in nature with its own minor commercial centre. While Waterside has long been considered an integral part of Coleraine Town Centre, the perception is that the area is to a degree visually and physically 'detached' from the main retail centre.

Coleraine's retail centre offers high quality shopping, leisure and retail outlets within a largely pedestrianised core which radiates from 'The Diamond'. A number of key development sites have been identified within the current Area Plan, and future investment is underpinned by two mixed use developments, namely 'The Ramparts' and 'The Lanes', both of which have received full planning permission. At present Coleraine's retail centre is relatively compact in nature and walkable, however it has limited interaction with the riverfront and hence the waterfront. Connectivity with the rail and bus hub via Railway Road is somewhat fragmented and low levels of environmental quality can be seen along its peripheral streets.

Coleraine's existing rail and bus hub along Railway Road, is located in the north east of the Town Centre. While the Railway Station and platforms are relatively close to the Diamond (only some 550 metres away), access to the Station, via Railway Place at the top of Railway Road, is somewhat convoluted and hidden from view. While this may not pose too many problems for frequent users, visitors to Coleraine can quickly become disorientated as pedestrian access to the heart of the Town Centre is not readily apparent.

The Masterplan aims to strengthen the relationship between these three elements through the creation of new streets, civic spaces and improved legibility.

b EMBRACING THE BANN AND BURN

Coleraine has a long standing history with the River Bann that spans centuries. However the Town's relationship with its River has weakened over the last few decades, resulting in a more 'inward' looking Town Centre that has turned its back to the River. The Lodge Burn, a tributary of the Bann which traverses diagonally through the Town Centre, has also been culverted in parts, particularly at its southwestern end.

The Masterplan will aim to unlock the potential of both the River Bann and Lodge Burn as 'green connectors' through the Town, as well as capitalising on the potential for additional recreational and tourism initiatives and examining ways in which opportunity sites can take advantage of a redisc ed wat fr



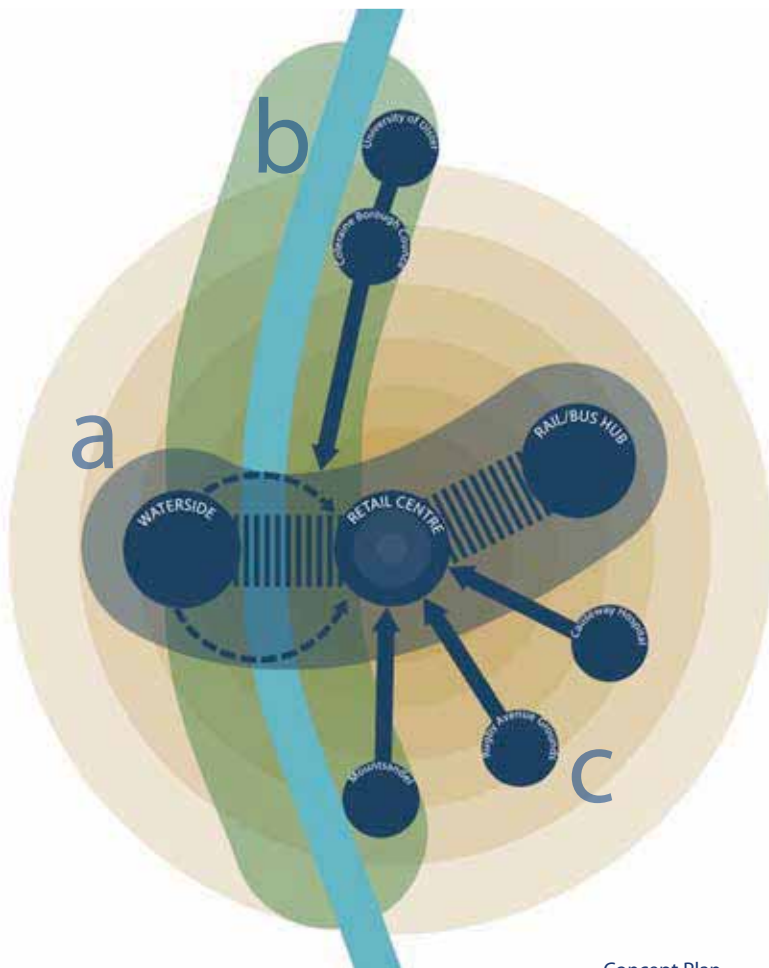
River Bann

“Good plans shape good decisions. That's why good planning helps to make elusive dreams come true.”

Lester Robert Bittel (b. 1918), writer

C IMPROVED CONNECTIVITY

Improving connectivity between Coleraine Town Centre and outerlying destinations is paramount. Given some of the difficulties presented by the Town's existing road, cycle and pedestrian network, the Masterplan must challenge ways in which some of the key outerlying destination sites are currently accessed; with an emphasis placed on the incorporation of 'smarter travel choices'.



Concept Plan



Waterside



Vibrant Retail Centre



Rail and Bus Hub



River Bann



MASTERPLAN INITIATIVES

6.1 INTRODUCTION

The Coleraine Town Centre Masterplan opposite sets out the framework within which the Town can grow over the next 15 years. As well as identifying new development opportunities, the Masterplan includes improvements to existing spaces and buildings, including innovative solutions that will help both pedestrians and road users to move around the Town in a more efficient manner. Key to the Masterplan is the underlying principle of 'consolidation', to ensure that existing businesses are fully supported and complemented by a suite of initiatives that seek to realise the shared vision and accompanying aims and objectives.

The Coleraine Town Centre Masterplan contains a total of 61 regeneration initiatives in addition to 6 town wide strategies. The breakdown of these initiatives and strategies, together with a short description, priorities and potential delivery agents, are included within chapter 8 of this report.

“Underpinning existing businesses and creating a thriving mixed use Town Centre”



Retail Core and Railway Station

Given the defined central core, a legacy of the distinctive plantation plan, the Town's location alongside the River Bann and the existing road layout, the Masterplan initiatives can be grouped into two identifiable areas. The first of these two areas relates to the 'Retail Core and Railway Station' area, stretching from Bridge Steet on the west to Ballycastle Road on the east of the Town. The second area 'North Waterfront and Waterside' includes proposals that aim to strengthen existing businesses within the Waterside while improving access to and enjoyment of the River Bann. Additional initiatives are also included within the plan which look 'over the fence' to ensure that Coleraine's Town Centre is intrinsically linked to outerlying destinations such as the historic site of Mountsandel, sporting venues at Rugby Avenue and trip generators such as the Causeway Hospital and University of Ulster.

The Coleraine Town Centre Masterplan outlines a vision for the Town which, together with the accompanying Action Plan, will provide flexibility in order to respond to changing circumstances.

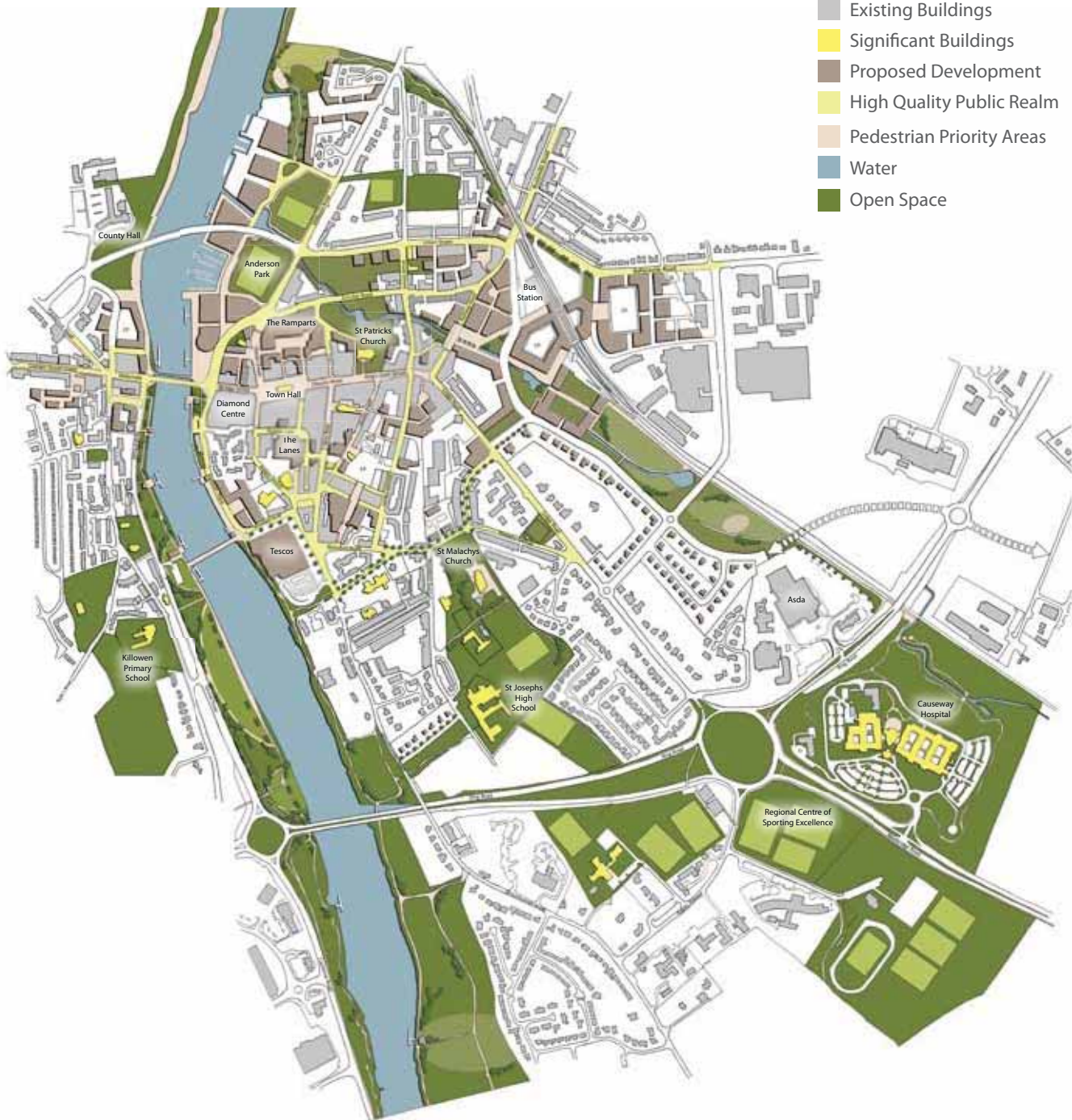
“Creating a premier Town Centre Waterfront of International Quality”



North Waterfront and Waterside



MASTERPLAN



- Existing Buildings
- Significant Buildings
- Proposed Development
- High Quality Public Realm
- Pedestrian Priority Areas
- Water
- Open Space

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Anderson Park

6.2 RETAIL CORE AND RAILWAY STATION

The traditional centre of Coleraine around the 'Diamond' is considered the heart of the Town's economic activity. Initiatives contained within the Retail Core and Railway Station area, aim to strengthen existing businesses by improving the quality of the Town Centre environment, while providing additional opportunities in which it can extend its range of services.

Complementing Coleraine's strong retail base with a diverse range of uses through the utilisation of redevelopment sites, improvements to the public realm, new car parking solutions and the promotion of extended uses at key locations will also help its evening economy. To this end, a strong and more direct mixed use corridor is proposed between Kingsgate Street and the repositioned railway station entrance. Retail uses dominate the ground floor units of properties along this route providing increased animation, while a mix of office and residential units would occupy upper floors.



The extract of the Masterplan below, provides an overview of the main initiatives proposed in this area. Details of these projects, which include a cross reference to the Action Plan within chapter 8, are outlined within the following pages.



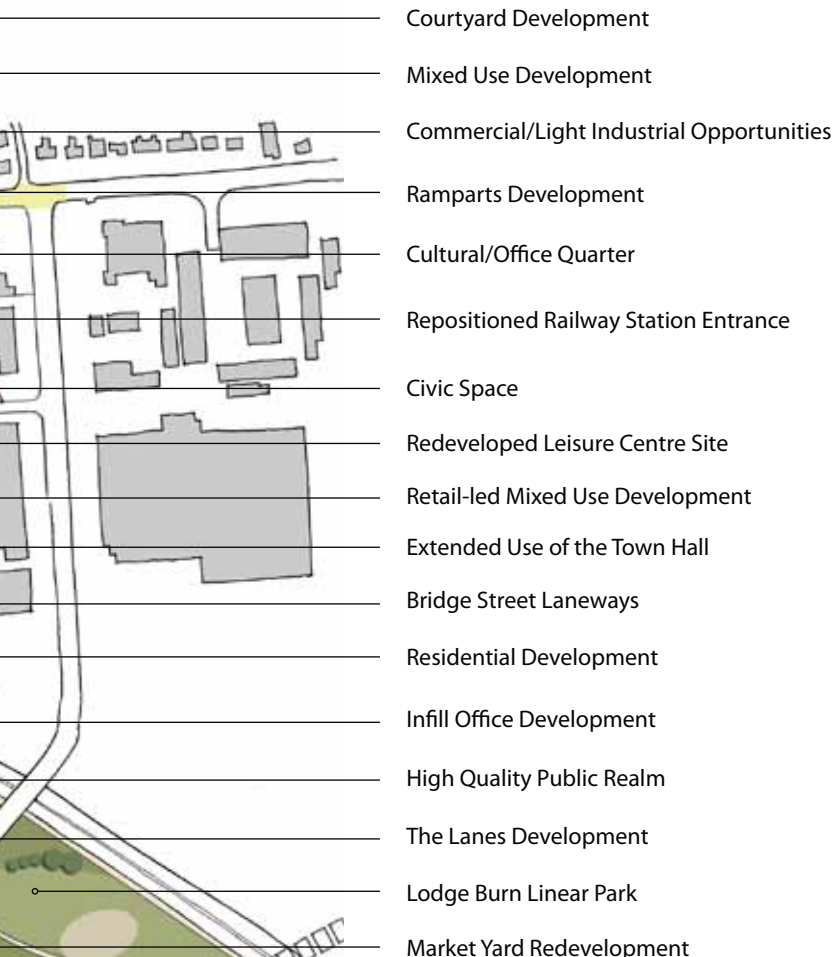
“Underpinning existing businesses and creating a thriving mixed use Town Centre”

Courtyard Development (A8/A9/A18)

Several courtyard development opportunities have been identified. The principle of these small pockets of development arose from the feedback received during stakeholder workshops and the Town Centre Health Check, which pointed to the lack of office accommodation within the Town Centre. By creatively utilising a number of backland gap sites, potential exists to create additional small to medium sized business plots within a courtyard setting and within walking distance of the rail/bus station. The first of these sites is located along Long Commons while the remaining two are accessed off Union Street.

Commercial and Light Industrial Opportunities/Development (B4/B5)

The Masterplan acknowledges the key role that the existing business park at Hillman’s Fancy plays in the servicing of the Town Centre. Proposals are therefore included that allows for the planned extension of this area to accommodate a range of building plot sizes with integrated parking. Pedestrian connections over the railway line will strengthen links to the town centre.



Office/Commercial Quarter (B1)

As a catalyst for regeneration, a new office/commercial quarter is proposed around the existing Railway Station along Railway Road. Responding to analysis findings, which highlighted a lack of office space and the need to promote a more diversified Town Centre, here a range of building plots are proposed around a network of legible streets and civic spaces. This quarter will provide much needed floor space within the centre of town to promote a mix of public and private developments.



Cultural/Civic Space (B2)

A high quality civic space is proposed along Railway Road at its crossing point with the Lodge Burn. This space will complement the more traditional civic space at the Diamond and will act as a spill out space for the adjacent office/commercial quarter as well as being capable of hosting large scale events.

Redeveloped Leisure Centre Site (B4)

Opportunity exists to reshape the Council owned Leisure Centre and adjoining lands to provide a compact mixed use destination site while establishing a more direct pedestrian link to the Railway Station. This project would enable active frontages and integrated car parking arrangements to be provided within a parkland setting. Components of the site should include public and/or private led leisure activities which could contribute both to the evening and daytime economies.

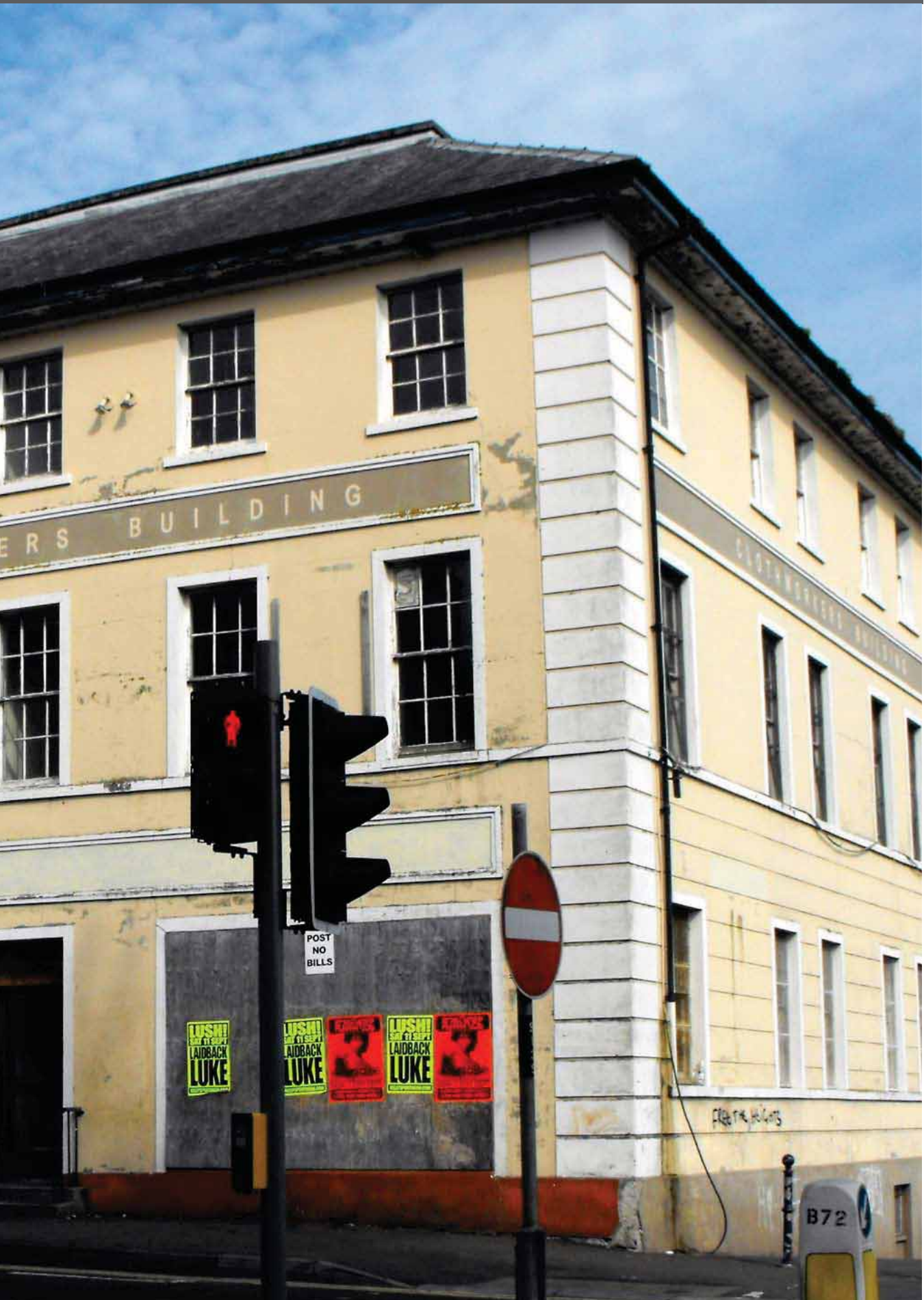


Retail Led Mixed Use Development (B3)

In forging a more direct pedestrian connection from Kingsgate Street to the Railway Station, mixed use development can then be taken forward along this route. In upper floors this will provide good quality Town Centre residential accommodation while at ground floor level allowing the Town's prime retail core to be extended eastwards to the redeveloped leisure centre site and Station.



Kingsgate Street



Clothworkers Building

8.2 ACTION PLAN FOR DELIVERY

REGENERATION INITIATIVE		DESCRIPTION		PRIORITY	TIMEFRAME	DELIVERY AGENTS	STAKEHOLDERS
RETAIL CORE	A1	Bridge Street/Circular Road	Mixed use development (with LOTS)	H	S	DSD	DRD, NIHE, NIEA, PS, RS
	A2	Queen Street	Mixed use development (Library site)	H	M	NEELB	DSD, NIEA, CBC, CCC, PS
	A3	Ramparts Scheme	Mixed use development	VH	S	Priv	DSD, CBC, CCC, PS, RS
	A4	Town Hall	xtended use during evenings and weekends	VH	S	CBC	DSD, NIEA, AC, DCAL, NITB, MAG
	A5	Anderson Park (South)	Mixed use development	H	M	Priv	DSD, CBC, NIEA, PS
	A6	Anderson Park (North)	Residential development overlooking park	M	M	NEELB, Priv	DSD, CBC, NIEA, PS
	A7	Martin's Brae	Of ice development overlooking park	M	M	Priv	DSD, INI, SIB, PS
	A8	Union Street (South)	Start-up units within courtyard setting	H	M	Priv	DSD, INI, SIB, PS
	A9	Union Street (North)	Start-up units within courtyard setting	M	M	Priv	DSD, INI, SIB, PS
	A10	Railway Road (West)	Mixed use development (with LOTS)	H	S/M	Priv	DSD, NIHE, CCC, RA, PS
	A11	Lodge Burn Commercial	Commercial development fronting Lodge Burn	M	M	Priv, RA	DSD, INI, SIB, PS
	A12	Mill Street	Of ice development opportunity	M	M	Priv	DSD, INI, SIB, PS
	A13	Stable Lane	Retail development	H	S	Priv	DSD, CCC, PS
	A14	Lanes Scheme	Mixed use development	VH	S	Priv	DSD, CBC, CCC, PS, RS
	A15	New Row West	Retail development	M	M	DSD	DRD, CCC, PS
	A16	Society Street	Of ice development adjacent to Long Commons Car Park	VH	S	Priv	DSD, INI, SIB, PS
	A17	Society Street/Longcommons	Residential development	M	L	Priv, NIHE	DSD, CBC, PS
	A18	Longcommons	Mixed use courtyard development	M	M	Priv	DSD, INI, SIB, PS
	A19	Tailors Row	Residential development	M	M	Priv, NIHE	DSD, CBC, PS
	A20	Market Yard	Cultural and interpretative centre	H	S	CBC	DCAL, NITB, AC, PS, RS
RAILWAY STATION	B1	Of ice/Commercial Quarter	Compact of ice and commercial quarter adjacent to transport hub	H	M	DSD	CBC, Priv, INI, SIB, PS, RS
	B2	Cultural/Civic Space	High quality civic space adjacent to Of ice/Commercial Quarter	H	M	DSD	CBC, CCC, NIEA, PS, RS, PSNI
	B3	Railway Road (East)	Mixed use development (with LOTS)	M	M	DSD, CBC	CCC, HIHE, PS, RS
	B4	Railway Station	Redeveloped leisure centre site	H	M	DSD, CBC	CCC, SNI, SC, NIR
	B5	Hillmans Fancy	Commercial/light industrial development with MSCP	M	M	DSD, CBC	Priv, INI, SIB, PS, RS
	B6	Hillmans Way	Light industrial development	M	M	DSD, CBC	Priv, INI, SIB, PS, RS
	B7	Lodge Burn Residential	Medium density residential development in parkland setting	M	L	NEELB, Priv	NIR, WT, PSNI, PS, RS
	B8	Lodge Road	Low density residential development	M	L	NEELB, Priv	PSNI, PS, RS
	B9	Adelaide Avenue	Medium density residential development	M	M	NIFRS, Priv	NIHE, PSNI, PS, RS
	B10	Laurel Lodge	Residential development	VH	S	Priv	NIHE, PSNI, PS, RS
WATERFRONT	C1	Riverside Crescent	Residential development (fronting onto Riverside Park - F2)	M	M	HC, Priv	PSNI, PS, RS
	C2	Harbourlands	Reconfigured harbourlands site with dedicated berthing areas	M	L	HC, CBC	RA, IWAI, LA, WI, INI, SIB
	C3	Waterfront Development (Northside)	High quality mixed use development (adjacent to road bridge - E1)	M	L	HC, CBC, DSD	CCC, RA, PS, RS
	C4	Coleraine Marina	Marina, associated development and car parking	M	M	HC, CBC	CCC, DCAL, NITB, IWAI, LA, RA, WI, INI, SIB
	C5	Waterfront Development (Southside)	High quality mixed use development and civic space	M	M	HC, CBC, DSD	CCC, RA, PS, RS
	C6	Hanover Place	Of ice/commercial development within courtyard setting	M	L	Priv	DSD, INI, SIB, PS, RS
	C7	Tescos Superstore	Replacement retail development	VH	S	Priv	CBC, CCC, PS, RS

WATERSIDE	Project Name	Description	H	M	P iv	Notes
	D1 Captain Street Lower	Start-up units within courtyard setting		M	P iv	DSD, INI, SIB, PS
	D2 Castle Lane	Office development (with LOTS)	M	M	P iv	DSD, INI, SIB, NIHE, PS
	D3 Waterfront Development	High quality mixed use development with MSCP	H	S	DSD	DRD, CBC, CCC, RA, PS, RS
	D4 Clothworks Building	Refurbishment of B1 listed building / mixed use development	VH	S	P iv	DSD, NIEA, PS
	D5 Waterside South	Mixed use development	M	M	P iv	DSD, CBC, PS, RS
	D6 Strand Road	Mixed use development (fronting River Bann)	M	M	P iv	DSD, INI, SIB, PS, RS
	D7 Kiosk Opportunities with pontoons	Low key bespoke commercial/tourist structures	H	S	CBC	CCC, RA, NIEA, NITW, WT
TOWN WIDE INFRASTRUCTURE	1 Road Bridge	New road bridge linking Union Street to Castleock Road	M	L	RS	DSD, CBC, P iv, IWAJ, RA, LA, NIEA, PS
	2 Union Street	Improvement of two-way traffic and rationalising of parking	M	L	RS	DSD, CBC, P iv
	3 Railway Station	Repositioned station entrance and lengthened platforms	M	M	NITW, NIR	CBC, PSNI, PS, RS
	4 Ballycastle Road	Relocated bus hard standing area	M	M	Trans, CBC	DSD, P iv, PSNI, PS, RS
	5 Distributor Road	Lodge Road to Ballycastle Road link	M	M	N LB, RS	DSD, CBC, PS
	6 East Link Route	New street linking distributor road (S5) to Union Street	M	M	N LB, RS	DSD, CBC, PS
	7 Pedestrian Bridge	New pedestrian bridge across the River Bann	M	M	CBC	DSD, Sus, RA, LA, IWAJ, WI, PS
	8 Lodge Road Roundabout	Grade separation of Lodge Road Roundabout	H	M	RS	DSD, CBC, NIEA, SIB, PS
	9 New Roundabout	New roundabout on By-pass	M	L	RS	DSD, CBC, NIEA, SIB, PS
		F1 Streetscape Improvements	High quality public realm including paving, lighting and street furniture	H	S	DSD, CBC, RS
	F2 Riverside Park	High quality linear park north from Riverside Road	M	M	HC, CBC	DSD, Sus, PSNI, PS, P iv
	F3 Railway Line Link	Transplanting and dedicated pedestrian/cycle routes	M	M	CBC	DSD, NIR, Sus, PSNI, PS, P iv
	F4 Lodge Burn Trials	Deculping of Lodge Burn and formation of pedestrian routes	M	M	CBC	DSD, RA PSNI, PS, P iv
	F5 Lodge Burn Linear Park	High quality landscaped park	M	L	CBC, N LB	DSD, RA, Sus, WT, PSNI, PS
	F6 St Malachy's Walk	Public walkway through grounds of St Malachy's RC Church	M	M	StM, CBC	DSD, PSNI, Sus, PS
	F7 Mountsandel Trail	Pedestrian/cycle routes linking town centre to Mountsandel	H	S	CBC	NIEA, NITB, Sus, RA, IWAJ, WT
	F8 River Bann Walkway	Improvements to existing pedestrian/cycle routes	H	S	CBC	NIEA, NITB, Sus, RA, IWAJ, WT

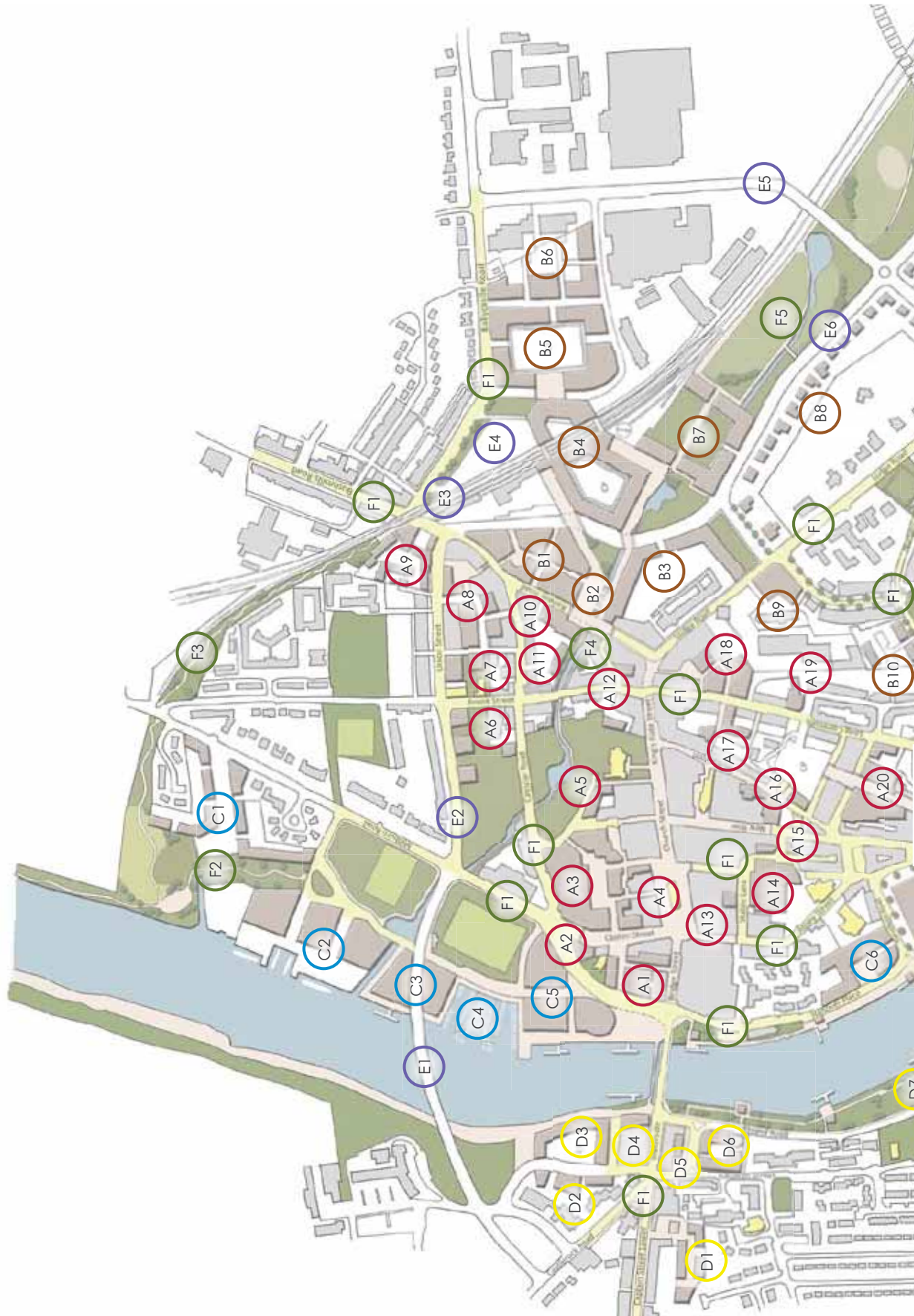
TOWN WIDE STRATEGIES	Strategy Name	Description	H	S	Notes
	S1 Smarter Choices Initiative	Promotion of school/working travel plans, car sharing and cycle training	H	S	CBC, DRD
	S2 "Out of Hours" Traffic Analysis Study	Assessment of vehicular access to central pedestrianised core	H	S	RS
	S3 Interpretation, Orientation and Public Art	Delivery of programme of signage and interpretative art	H	S	CBC
	S4 Evening and Late Night Economy	Expansion and management of evening economy within town centre	H	S	CBC
	S5 Sustainability Indices	Monitoring and management of sustainability indices	H	S	CBC
	S6 Project Kelvin	Implementation and management of telecommunications hub	H	S	CBC

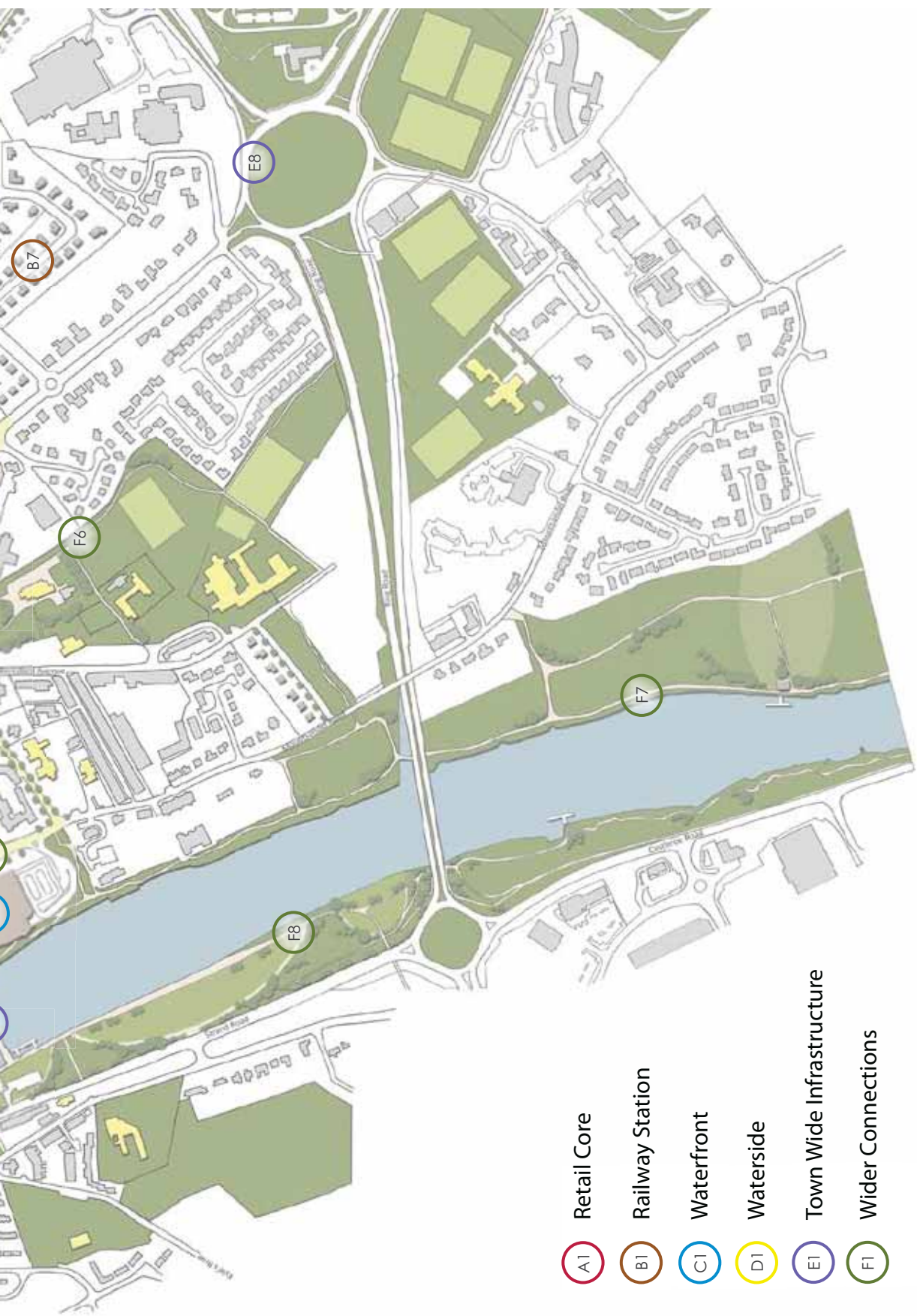
Key: Priority VH = Very High, H = High, M = Medium, S = Short (1 - 5 y s), M = Medium (5 - 10 y s), L = Long (10 - 15 y s)

Delivery Agents & Stakeholders:

AC = Arts Council of Northern Ireland, CBC = Coleraine Borough Council, CCC = Causeway Chamber of Commerce, DENI = Department of Education Northern Ireland, DCAL = Department of Culture Arts and Leisure, DRD = Department for Regional Development, DSD = Department for Social Development, HC = Harbour Commissioners, INI = Invest Northern Ireland, IWAJ = Inland Waterways Association of Ireland, LA = Loughs Agency, MAG = Museums and Galleries Northern Ireland, N LB = No the Northern Ireland Railways, NITB = No the Northern Ireland Tourist Board, NITW = No the Northern Ireland Transport Holding Company, P iv = Private Sector, PS = Planning Service, PSNI = Police Service Northern Ireland, RA = Rivers Agency, RS = Roads Service, SIB = Strategic Investment Board, SNI = Sport Northern Ireland, StM = St. Malachy's RC Church, Sus = Structures, Trans = Translink, WT = Waterside Way Ireland, WT = Woodland Trust

8.3 ACTION PLAN GRAPHIC





- A1 Retail Core
- B1 Railway Station
- C1 Waterfront
- D1 Waterside
- E1 Town Wide Infrastructure
- F1 Wider Connections

8.4 SHORT TERM WINS

Following a comprehensive review of the Action Plan by the Steering Group, several initiatives have been identified as potential 'short term wins' and are included within the table below. The combination of these initiatives, which are achievable over a relatively short time period with a modest funding stream, would have a tangible impact on the functioning of the Town Centre.

The first of these initiatives involves a Restore/Revitalise Programme for key streets within the Town Centre, and would form the first phase of the overarching Streetscape Improvements project (F1). Here improvement works would target prominent derelict, vacant and razed sites, localised public realm schemes and improvements to existing shop frontages, all of which will contribute to the social and economic revitalisation of the Town Centre.

Evidence suggests that our Town Centres are more attractive and vibrant if people are given opportunities to live where they can also work, shop and recreate. A second 'quick win' initiative that would have a discernable effect on the vibrancy of the Town Centre is the commencement of a Strategy that examines ways in which the Evening Economy can be actively promoted, managed and channelled to specific areas within the core area.

Finally, scope exists to examine ways in which the Town Hall could contribute to the Town's Evening Economy. With a focus on its extended use at evenings and weekends, the Town Hall would provide a prime venue with ample seating which could accommodate a wide variety of both public and private events.

REGISTRATION INITIATIVE	DESCRIPTION	PRIORITY	TIMEFRAME
F1T Streetscape Improvement	Phase 1 - Restore/Revitalise Programme along key streets	HT	ST
S4T Evening and Late Night Economy	Promotion and Management of Evening Economy within Town Centre	HT	ST
A4T Town Hall	Extended use during evenings and weekends	VHT	ST





Bertie Paton
1911-1980

8.5 IMPLEMENTATION STRUCTURE

The delivery of the Masterplan will require a co-ordinated yet flexible approach to ensure individual projects and aspirations can be achieved. It is anticipated that the Steering Group set up to manage the Masterplan to date will be maintained going forward. The publication of the Masterplan is an opportune time to utilise the revised Town Centre Advisory Group as a vehicle for the delivery of the Masterplan Action Plan. The current group will be reviewed to include all statutory agencies involved in the town centre as well as business and community representatives who have a stake in the town centre.

Successful delivery will require clarity on the roles and responsibilities of the various representatives within the group. It will be necessary to establish individual project working teams to deliver the various actions contained within the Plan. These project teams may consist of all members of the Town Centre Advisory Group or selected members assisted by co-opted individuals depending on the specific action. This approach will ensure that the Masterplan will be adaptable to future changes both in market conditions and with any government restructuring. Wide participation from stakeholders needs to be encouraged so that a range of skills, expertise and advice can be drawn upon for delivery. Suggested stakeholders would include:

The Masterplan for Coleraine is about people as well as place and the success will depend on the enthusiasm and commitment from all stakeholders involved in its implementation. The Town Centre Advisory Group responsible for driving the Masterplan forward will have a wide range of tasks to perform. These are outlined below and show where specialist skills and input will be necessary to ensure that the objectives of the Masterplan are respected. Tasks for consideration include:

Promotion and Marketing of Masterplan

The Masterplan needs to be promoted both locally and regionally. The document will be key for future investment to the town and needs to be highlighted to local government, NI Assembly, landowners, developers and investors.

Co-ordinating Project Delivery

This is a vital task and will develop over the course of the Masterplan delivery. Overall coordination will be through the Town Centre Advisory Group. Individual actions will be delivered by specific project teams developed from the suggested stakeholders identified. Length of engagement and commitment will be flexible to meet the individual needs of each project. Progress on each project will be reported to the Town Centre Advisory Group.

NB - Some agencies may wish to attend as and when relevant to do so.

Coleraine Borough Council Elected Members	Coleraine Borough Council Officers
Department for Regional Development - Roads	Northern Ireland Housing Executive
Department of Environment - Planning	Northern Regional College
Department for Social Development	Department of Culture, Arts and Leisure
Chamber of Commerce	Arts Council
Invest NI	Department of Education
Translink	Northern Ireland Environment Agency
Coleraine Council of Churches	Rivers Agency
PSNI	Northern Ireland Tourist Board
Commercial Business Owners	Harbour Commissioners
Shopping Centre	Sustrans
Local National retail	Voluntary Organisations
Leisure and Hospitality Providers	Property Owners
Sport NI	Local Independent Retailers
NI Railways	Community Associations

Lobbying for Public Sector Funding

This task is crucial to the delivery of the actions either through securing full or partial funding or to lever in private sector investment. Full public sector funding may be the catalyst to create private sector investment, while partial funding may be necessary to lever funding from other agencies or the private sector.

Allocation of Resources

The nature of the Masterplan is that it is relevant to several government agency remits and it is important that sufficient allocation of resources will be identified from within the various stakeholder groups for each of the actions.

Acting as a catalyst for private investment

The Town Centre Advisory Group has a role in encouraging the private sector to raise funds and develop sites. The promotion and marketing of the Masterplan, clear demonstration of partnership working towards a shared vision as well as the use of land assembly powers will all contribute to attracting private sector investment.

Detailed Design Briefs developed for Capital Projects identified within the Plan

The briefs will reduce ambiguity and provide clear direction for potential developers or government agencies in the development of capital projects within the plan.

Ongoing Consultation

Updating and consulting on the progress and the delivery of the Masterplan actions will be ongoing. Key milestone points will be identified to provide formal updates to the stakeholders.

Monitoring and Evaluation Schedule

Regular monitoring of progress against plan will be part of the remit of the Town Centre Advisory Group. Any proposals for significant changes will be subject to public consultation if necessary. All actions will be dovetailed with ongoing town centre management activities.



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