

# Welcome

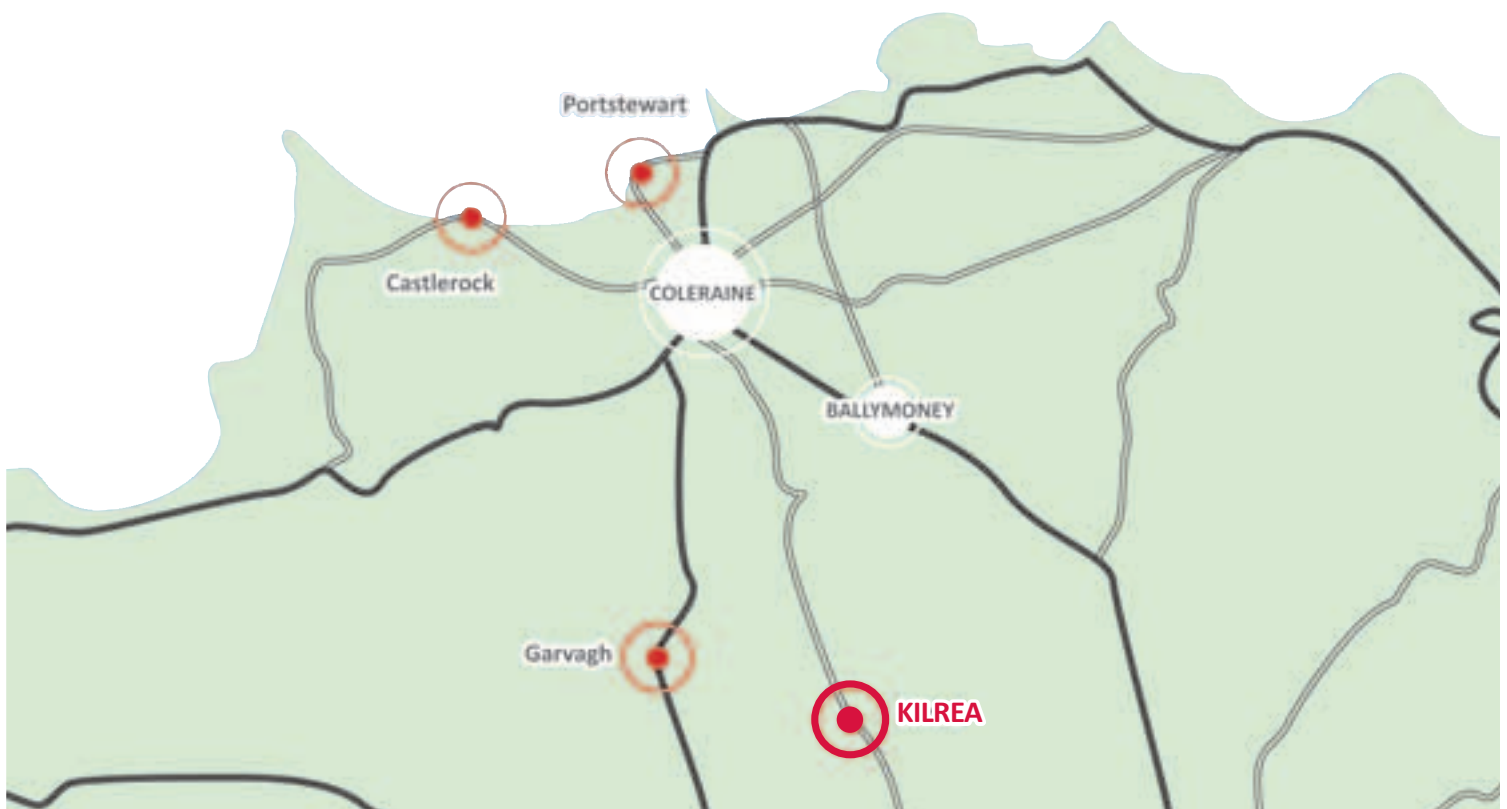
## Planning for the Future-Regeneration Strategies for Portstewart, Garvagh, **Kilrea** and Castlerock

**Thank you for sharing your thoughts with us  
about your town.**

We have listened to your concerns, thought about the issues and now present them back to you along with ideas about what we need to include in any plan for the future.

The purpose of this week's clinic is to provide you with an opportunity to discuss aspects of the work in more detail.

Members of the team will be on hand on Thursday evening (7-9pm) to talk you through the thinking so far.



# Kilrea

## Key Findings...

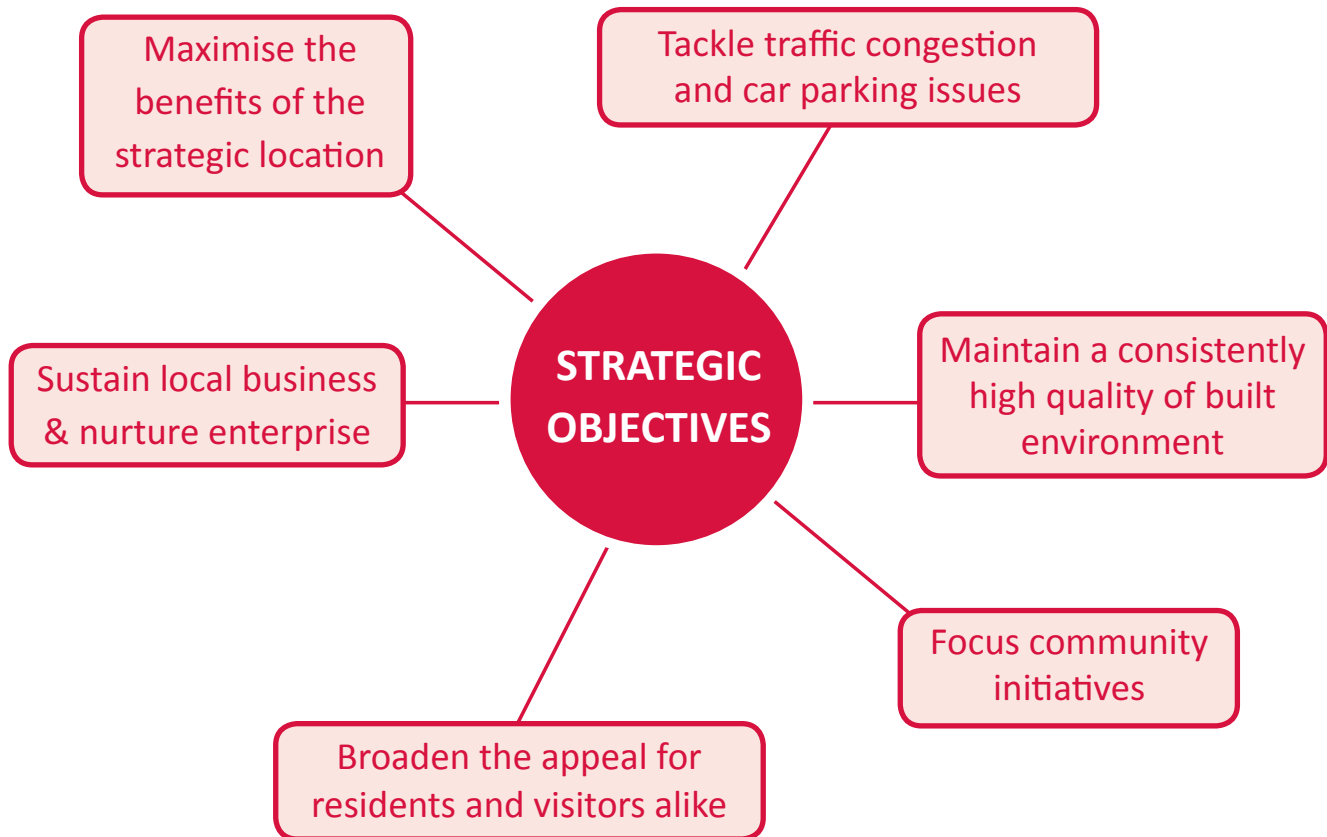


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	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<b>Location &amp; Context</b>	<ul style="list-style-type: none"> <li>Service centre for significant rural hinterland and catchment</li> <li>Proximity to Ballymena/ Coleraine</li> </ul>	<ul style="list-style-type: none"> <li>Remote location</li> <li>Heavy through-traffic</li> </ul>	<ul style="list-style-type: none"> <li>Build on relationships with other towns and villages- Garvagh</li> <li>Gateway to the Sperrins</li> <li>Gateway to the Causeway Coast</li> </ul>	<ul style="list-style-type: none"> <li>Poorly defined profile and identity</li> </ul>
<b>Demographic &amp; Social</b>	<ul style="list-style-type: none"> <li>Strong sense of community</li> <li>Significant rural population</li> <li>Large catchment area</li> </ul>	<ul style="list-style-type: none"> <li>Dispersed rural population</li> <li>Community diluted by dispersed character</li> <li>Lack of youth community infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Rural community is key</li> <li>High 'Quality of life' on offer</li> <li>A focal point for the community</li> </ul>	<ul style="list-style-type: none"> <li>Maintaining population retention &amp; growth</li> <li>Lack of community leadership</li> <li>Perception as 'flagged'- community tension</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>Enterprise centre at heart of town- focused effort through Kilrea Enterprise Group</li> <li>Manor House- golf and garden centre</li> <li>Arbutus restaurant</li> <li>Heritage buildings such as Northern Bank</li> <li>Specialist retail such as Beeswax (antiques)</li> <li>Successful companies, with a strong orientation to, and reputation in, food related businesses, a sector with stability and growth potential</li> <li>Rural enterprise in evidence in surrounding area</li> <li>Good mix of businesses</li> <li>Livestock Market a key driver</li> </ul>	<ul style="list-style-type: none"> <li>Very low awareness outside local area, attractions little known rather than underappreciated</li> <li>Limited work opportunities for graduates</li> <li>Under-achieving industrial sector</li> <li>Lack of evening economy</li> <li>Telecommunications- broadband access</li> </ul>	<ul style="list-style-type: none"> <li>Potentially very attractive place to live and within commutable distances of larger settlements</li> <li>Square has presence but should be more active</li> <li>Potential development sites</li> <li>Rationalisation of enterprise centre</li> <li>Visitor accommodation potential</li> <li>Build on existing activities, expanding rather than transplanting, encourage intensification of use</li> <li>Enterprise centre needs to be linked into town, but kept separate from it</li> <li>Transform heavy through traffic into potential custom / footfall</li> <li>Gateway development needed to signify arrival, slow through traffic</li> <li>Broaden appeal, including a strong food offering</li> <li>Nurturing a sense of place</li> <li>A unifying theme is needed- Kilrea and other towns do not currently speak of a greater identity as within Coleraine council area.</li> <li>Need for good linkages with other Bann towns</li> <li>Green energy potential- fastest flowing river in Britain</li> </ul>	<ul style="list-style-type: none"> <li>Backlands in multiple ownership restricting potential for comprehensive development</li> <li>Remote location</li> <li>Recession dampening investment</li> <li>Budget pressures limit road expenditures to main routes</li> <li>Lack of private investor confidence</li> <li>Potential loss of small businesses</li> <li>Over-reliance on livestock market</li> </ul>
<b>Tourism</b>	<ul style="list-style-type: none"> <li>Townscape and listed buildings</li> <li>The Diamond</li> <li>Business ethic</li> <li>Places to eat and shop</li> <li>Lower Bann Touring route (but this has still to become established)</li> <li>River Bann/ Pontoons (though servicing issues need to be tackled)</li> <li>Waterbus ( but very infrequent service)</li> <li>Golf club</li> </ul>	<ul style="list-style-type: none"> <li>No visitor accommodation</li> <li>No wet weather attractions</li> <li>Traffic management issues</li> <li>Some gap sites and ugly buildings detract from the overall quality of the townscape</li> <li>Kilrea has not been designated as a conservation area</li> <li>The Market – Inadequate parking</li> <li>No visitor orientation or interpretation. No Tourist Information Point</li> <li>No real evening economy</li> </ul>	<ul style="list-style-type: none"> <li>Boutique Hotel – COI site or Mercers Arms</li> <li>Game and coarse angling</li> <li>Further development of the River Bann</li> <li>Develop the Diamond as an attraction in itself</li> <li>Heritage Trail within the town</li> <li>Conservation Area Status - to safeguard built heritage and listed buildings</li> <li>Exploitation of Plantation heritage</li> <li>Nearby potential at Portna</li> </ul>	<ul style="list-style-type: none"> <li>Political instability/ Sectarianism</li> <li>Anti social activity</li> <li>Loss of built heritage particularly key buildings such as the Mercers Arms</li> <li>Continued deterioration of public realm</li> <li>Portneal facility falls into disrepair</li> <li>Quality of fishing declines</li> <li>Continue to ignore traffic management issues</li> </ul>
<b>Physical Environment</b>	<ul style="list-style-type: none"> <li>The historic core has a human scale and street-level interest that reflects the origins of the settlement</li> <li>Historic origins and character of Kilrea are still evident today and add charm</li> <li>Mix of buildings that line the streets are well proportioned and have a quality of detail that enhances interest</li> <li>Exclusion of tree planting within the central core, apart from Church Street which is wider than the other spurs</li> <li>Lake &amp; river</li> <li>High quality landscape setting</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructural constraints on development (sewerage)</li> <li>Limited sense of arrival from some approaches, notably from south</li> <li>Tired housing stock in places- mixed quality throughout</li> <li>Tired and dated shop frontages</li> <li>Diamond is over-whelmed with road usage with little pedestrian quality</li> <li>Pavements are generally too narrow to allow random pedestrian movement and café outdoor activity into the public realm space</li> <li>Overall space is dominated by cars, car parking and a clutter of road signage</li> <li>Some vacancy and dereliction in prominent locations</li> </ul>	<ul style="list-style-type: none"> <li>Need for consistent quality of public realm throughout (public art?)</li> <li>Evolve urban design parameters</li> <li>Backland development potential</li> <li>Diamond as the heart of the community</li> <li>The raised walkways to Bridge Street and Coleraine Street have potential to announce the historic core of the town</li> <li>Introduction of a more structured landscape to the town outside the core</li> <li>Retaining, reinforcing and maintaining the hedgerows around the town, will allow long-distant views towards the town to focus on the church spire,</li> <li>Need to develop a strong yet simple public realm strategy to reinforce the inherent urban structure of the town</li> </ul>	<ul style="list-style-type: none"> <li>There is no clear transition between the historic environment and the rings of development that occurred after this period</li> <li>As the town has expanded, it has begun to dominate the surrounding landscape within which it sits</li> <li>Poorly maintained public realm</li> </ul>
<b>Movement &amp; Transportation</b>	<ul style="list-style-type: none"> <li>Ample parking to support local business needs</li> <li>Good links to regional roads infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Heavy traffic in centre</li> <li>Congestion and parking have a negative impact on town appearance</li> <li>Limited turnover of parking along Coleraine Street</li> <li>Parking along both sides of Bridge Street presents a problem for through traffic and service vehicles</li> <li>Overspill of parking onto Maghera Street when Kilrea Livestock Market is operating. This presents a road safety issue for approaching traffic</li> <li>Off-street car parks are poorly signed and under utilised</li> <li>Directional/pedestrian signage on the approach to and within the town centre needs to be reviewed to include local tourist attractions</li> <li>No signage has been provided for the bus depot</li> <li>Footway quality is very poor in places</li> <li>Limited facilities for cyclists within the town centre</li> <li>Lack of signage to Bann Valley cycle route</li> <li>Limited public transport provision</li> </ul>	<ul style="list-style-type: none"> <li>Promote and enhance existing relief road- consideration should be given to signing Mill Road as a route 'avoiding town centre' for through traffic</li> <li>Review of existing waiting restrictions, increasing the turnover of spaces</li> <li>Review on-street parking provision around The Diamond with a view to reassigning some space for pedestrians.</li> <li>On-street parking is available along Church Street and Coleraine Street which is not fully utilised</li> <li>Improve signage to off-street car parking from the town centre</li> <li>Review existing directional/tourist/pedestrian signage on key approaches</li> <li>Consider removal of clutter of road directional signage around the War Memorial</li> <li>Divert HGV and agricultural traffic away from the town centre</li> </ul>	<ul style="list-style-type: none"> <li>All day parking deterring visitors</li> <li>Cars continue to dominate key urban spaces, restricting opportunities for pedestrian movement</li> <li>On-street parking frustrating flow of through traffic</li> <li>Increased traffic congestion without increased visitor spend</li> </ul>

## Strategic Objectives...

In response to the key findings of the audit, a series of strategic objectives have been identified for Kilrea. These are the particular elements where intervention is required most urgently, and those that have the potential to act as 'springboards' for future development.



# Kilrea

## Proposed Actions...



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### Objective 1- Maximise the benefits of the strategic location

ACTION	IMPACT
<b>Action 1.1</b> - Review promotional and marketing strategy/material	Improved promotion and marketing of Kilrea in the context of the Borough and the wider region, as a gateway to the Sperrins and the Causeway Coast, and as a key access point to the River Bann
<b>Action 1.2</b> - Promote local events / link to other nearby or regional events	Further capitalise on the success of the 'Milk Cup', Air Show and the 'North West 200'
<b>Action 1.3</b> - Strengthen public transport links	Improved connectivity between settlements by modes that are accessible to all
<b>Action 1.4</b> - Support a joint working group / forum for local towns, exploring opportunities associated with community/business/enterprise/tourism	Further explore existing and potential relationships and opportunities for cooperation

### Objective 2- Sustain local business & nurture enterprise

ACTION	IMPACT
<b>Action 2.1</b> - Review expansion opportunities at the enterprise centre	Grow enterprise centre to create an enterprise street to integrate the enterprise centre with the town, but also kept separate from it to avoid compromising heritage character
<b>Action 2.2</b> - Improve telecommunications (broadband)	Increasing viability as a place to do business
<b>Action 2.3</b> - Consider initiatives like a 'mad day', with businesses offering exceptional sales, menus, items for sale, displays unto street etc	This should be developed as a promotional tool, raising awareness and one that opens the town from a slightly staid air, bringing visitors to the town, its attractions then encouraging repeat visits
<b>Action 2.4</b> - New food units could be advanced through the development of a linkage to Loughry College, building on freshness and an emphasis on reducing 'food miles' which aids local producers as well as the environment	Build on existing focus on food sector, through physical development and linkages with support structures and development organisations
<b>Action 2.5</b> - Conduct a local business / rural enterprise survey	A more detailed understanding of the challenges facing local business and existing employers, including rural enterprise
<b>Action 2.6</b> - Brief small businesses in preparation for RPA	Ensure awareness of changing functions and structures, and the implications for local business, e.g. allocation of resources within a larger geographical area / assistance with tendering
<b>Action 2.7</b> - Provide training and business support including retail training and support for managers and owners (customer care / management etc)	Support, retain and strengthen local business, retail and service provision

### Objective 3- Broaden the appeal for residents and visitors alike

ACTION	IMPACT
<b>Action 3.1</b> - Create packages combining accommodation and activities	Build on existing high quality offerings including golf, antiques, restaurant
<b>Action 3.2</b> - Promote and raise awareness of walking, cycling and angling opportunities, in particular river access	Further exploit (river based) activity tourism opportunities
<b>Action 3.3</b> - Promote local events (e.g. reinstate 'Fairy Thorn' festival but make it more visitor focused) / link to other nearby or regional event	Deepen the local tourism offer / Further capitalise on the success of the 'Milk Cup' and the 'North West 200'
<b>Action 3.4</b> - Test feasibility of further visitor accommodation	Explore the viability of additional visitor accommodation in the town centre e.g. small boutique hotel, B&B, Guest Inn
<b>Action 3.5</b> - A 'Pub Welcome' initiative	A first step towards developing broader appeal, including a strong food offering
<b>Action 3.6</b> - Support expansion of Portneal Lodge / Enhance provision for visiting boats / Create better links with the town centre	Further develop Portneal Lodge as a hub of river-based activity
<b>Action 3.7</b> - Introduce tourist and events signage	Exploit local culture & heritage, improve visitor information and orientation, provide interpretation
<b>Action 3.8</b> - Develop a heritage trail (way markers, interpretation, literature)	Exploit local culture & heritage, improve visitor information and orientation, provide interpretation
<b>Action 3.9</b> - Explore evening economy feasibility through consultation with local stakeholders	Encourage evening economy activity

### Objective 4- Focus community initiatives

ACTION	IMPACT
<b>Action 4.1</b> - Consult with local community groups to establish demand for a range of activities for young people	Further develop youth activities
<b>Action 4.2</b> - Support one community based event with input from all sections of the local community	Strengthen sense of community, identity and ownership, while broadening the appeal for visitors
<b>Action 4.3</b> - Define a civic / public space as a focal point for the community (The Diamond)	A focal point for the community and a clearly defined central space within the core of the town
<b>Action 4.4</b> - Provide a 'welcome pack' for new residents	Encourage engagement and involvement of all the community



### Objective 5- Maintain a consistently high quality of built environment

ACTION	IMPACT
<b>Action 5.1-</b> Environmental Improvement scheme for town centre, focusing on the Diamond	Upgrade the presentation of key spaces
<b>Action 5.2-</b> Consider the benefits of an architectural or townscape character designation	Preservation of character and built heritage
<b>Action 5.3-</b> Establish a 'rolling building preservation fund'	Preservation and enhancement of built heritage
<b>Action 5.4-</b> Upgrade gateway presentation through the introduction of landscaping, public art etc...	Signify arrival, slow through traffic to a speed that appreciates the town and which permits the signing of readily available parking opportunities that make breaking a journey seem attractive
<b>Action 5.5-</b> Create a lighting and signage strategy for the Diamond and the historic core, with specific reference to festival/seasonal lighting	Upgrade the presentation of key spaces
<b>Action 5.6-</b> Develop a street furniture strategy for the Diamond and the historic core that is different from surrounding residential areas	Further define the central space with points of interest and places to stop and rest
<b>Action 5.7-</b> Introduce shop front design guidance / Introduce a colour strategy for individual building facades / Encourage retail operators to install more appropriate store signage to historic buildings	Create a vibrant central space, a café culture environment, generate activity and footfall, ensure active frontages throughout
<b>Action 5.8-</b> Introduce limited tree planting within the Diamond, and over-sized civic planters for seasonal planting	Define and soften pedestrian spaces
<b>Action 5.9-</b> Introduce street planting to the Mace car parking area	Enclose the space and bring some interest / diversity into this corridor space
<b>Action 5.10-</b> Remedial actions to buildings to clean stonework, co-ordinate render colours, replace/remove unsightly services, improve façade lighting	Modest improvements and ongoing maintenance will have a significant impact on perceptions of the town centre as tired and run-down
<b>Action 5.11-</b> Introduce quality stone pavement paving to Coleraine and Bridge Street from the Diamond to the end of the historic terraces.	Coleraine Street and Bridge Street have a dramatic rise up to the Diamond space which should be emphasised / This key arrival point should be reflected in the streetscape
<b>Action 5.12-</b> Review the possibility of removing the traffic round-about at the end of Church Street and creating a T-junction, reduce road widths and increase pavement widths	Facilitate pedestrian movement around this area. This will allow for greater visual connection between the Church façade and the Diamond. A small civic space could be created here to terminate Church Street
<b>Action 5.13-</b> Consolidate on-street parking into groups of say five bays	Allow for some 'spill-out' activity from retail and restaurant uses
<b>Action 5.14-</b> Create a new square in front of the former Northern Bank building	Visually terminate views from the Diamond along Maghera Street (rather than the existing visual 'leakage' along Garvagh Road and New Road)

ACTION	IMPACT
<b>Action 5.15-</b> Edge-of-town residential areas could be enhanced with a stronger landscape structure and treated as suburban areas	Define areas in contrast with more urban character of the Historic Core
<b>Action 5.16-</b> Introduce a formal tree avenue to Coleraine Street to frame the view towards the Diamond and the Church spire.	Upgrade key routes and ensure a sense of arrival at the Diamond
<b>Action 5.17-</b> Explore the creation of a series of circular walking routes around the town, these routes could have different characters (urban/ rural) to reflect the surrounding built or natural environment	Re-connect peripheral residential areas
<b>Action 5.18-</b> Plant habitat screen belts around most recent residential expansion areas	Improve wildlife diversity, settle new-build into the landscape setting, and provide some screening from surrounding areas

### Objective 6- Tackle traffic congestion and car parking issues

ACTION	IMPACT
<b>Action 6.1-</b> Liaise with Translink / DRD Roads Service/Planning Service with a view to improving facilities for users of public transport	Promote and upgrade public and rural transport
<b>Action 6.2-</b> Consideration should be given to signing Mill Road as a route 'avoiding town centre' for through traffic where it forms its junctions with Bridge Street and Coleraine Street	Minimise congestion on Bridge Street/ Coleraine Street
<b>Action 6.3-</b> Carry out review of existing waiting restrictions within the town centre	These measures should complement traffic management measures and maximise parking utilisation in a way that best supports economic vitality
<b>Action 6.4-</b> Consider consolidation of some on-street parking around The Diamond	Reassign space for pedestrians
<b>Action 6.5-</b> Improve signage to off-street car parking from the town centre	Increase use of off-street parking, reduce reliance on on-street parking
<b>Action 6.6-</b> Carry out review of existing directional/tourist/pedestrian signage	Improved orientation and ease of movement
<b>Action 6.7-</b> Remove road directional signage around the War Memorial	Minimise visual clutter around this significant focal point



# Kilrea

## Proposed Physical Interventions...

