

Welcome

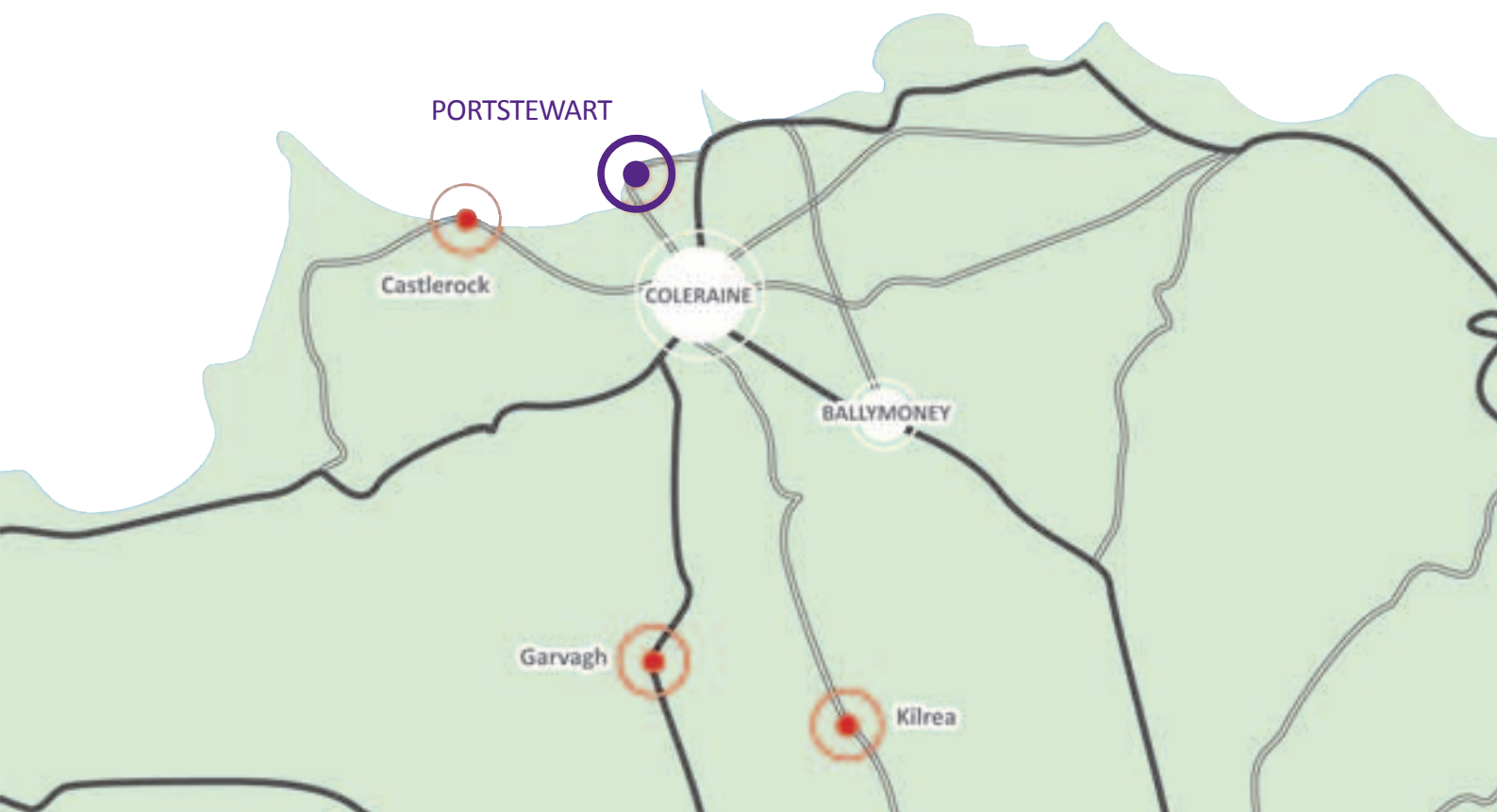
Planning for the Future-Regeneration Strategies for Portstewart, Garvagh, Kilrea and Castlerock

**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.



Portstewart

Key Findings...

	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Location & Context	<ul style="list-style-type: none"> Proximity to Causeway coast Proximity to Coleraine 	<ul style="list-style-type: none"> Proximity to Coleraine 	<ul style="list-style-type: none"> Proximity to Coleraine Proximity to Portrush 	<ul style="list-style-type: none"> Proximity to Coleraine
Demographic & Social	<ul style="list-style-type: none"> Strong community Tourism population fluctuations offset by student population 	<ul style="list-style-type: none"> Limited permanent resident population Limited community provision Limited service provision Dormitory function (Coleraine) Lack of a community focal point 	<ul style="list-style-type: none"> Build on the resort and university functions to support resident population Balance tourism function with the needs of permanent residents 	<ul style="list-style-type: none"> Isolated and ageing resident population Proliferation of second homes and student accommodation Increasing reliance on Coleraine for basic services and amenities Antisocial behavior
Economic	<ul style="list-style-type: none"> Historic resort function Strong interest in upmarket housing on coast Twin drivers of resort and university Balance of activity between resort, university and residential 	<ul style="list-style-type: none"> Trading on past glories with some poor buildings on promenade Tourism offering dated in some respects Competing demands of students and families Narrow employment base Restrictive property prices Limited service provision Tourism spend is currently grossly under-captured with many visiting and leaving without significant spend 	<ul style="list-style-type: none"> Evening economy needs a focus (the Diamond?) Translate visitors into 'doers', by providing activities Maintain emphasis on restricted and high quality development Tie Strand to town so that visitors to former spend money in latter Encourage a uniformly high quality rental market Deepen beneficial links between 'university', 'quality of life' and 'resort' uses Sea power potential 	<ul style="list-style-type: none"> Town congested at peak times, frustrating access to amenities Recent growth has added to pressures on town, but not deepened its offering Current hiatus in the property market Strand may take on its own identity (Perceived) emergence of student 'high jinks' could unsettle reputation Securing investment and infrastructure to support and nurture tourism Edge of town (retail) development eroding town centre function Failure to sustain small businesses
Tourism	<ul style="list-style-type: none"> Location. Sea views The promenade The harbour/ herring pond Portstewart Strand – Blue Flag status Stop off point on the Causeway Coastal Route Proximity of Binevenagh Area of Outstanding natural Beauty River Bann Areas of Special Scientific Interest Flowerfield Arts Centre Walking and Cycling routes Sea angling opportunities Surfing opportunities Visitor amenities Close association with Portrush and Coleraine ('Triangle – three towns work together') Strong reputation Golf courses- outstanding reputation 	<ul style="list-style-type: none"> Need to develop a stronger appeal to the overseas market No 3/4 star hotel accommodation Over dependence on one or two large events Physical appearance of the Promenade and the Diamond Picturesque harbour but no scope to cater for visiting yachts Retail offer going down market Visitor orientation/ 'What's On Guide' a little dated Second Homes 	<ul style="list-style-type: none"> Further hotel development with Conference facilities Improve and enhance existing accommodation base Cultural tourism – more to do Specialist shopping – More Art galleries? Further enhanced opening hours Off season events Better links with Conference facilities at University of Ulster at Coleraine Further development of Surfing/ other water sports Heritage potential Economic downturn has increased domestic tourism demand Signposting of walking routes 	<ul style="list-style-type: none"> Sewage problems could threaten Blue Flag Beach status Anti social activity Over development – small town centre in relation to surrounding estates Planning blight – Strand Road / Diamond Relocation / reduction of University presence 'Holding' visitors for more than a day trip
Physical Environment	<ul style="list-style-type: none"> High quality coastal setting Largely unspoiled landscape setting 	<ul style="list-style-type: none"> Gap sites- vacancy and dereliction Unfinished sites and poor new-build Promenade tired in places Key headland not fully appreciated or readily accessed Gradual erosion of townscape character-inappropriate developments/tired frontages/car dominated spaces Poorly defined gateways to the town, and no sense of arrival at the Promenade Poor links between the traditional core and more recent housing in peripheral areas Limited public open spaces Outgrown its historic origins and character to become a large, indistinguishable commuter town Spatial structure of the Diamond has been lost in the round-about road design, road signage and car parking 	<ul style="list-style-type: none"> Develop gateway to coastal headland and coastal walks more generally, encouraging people to stop on outskirts and walk in Brownfield redevelopment opportunities in key locations Development of the Marina Programme of EI works (including lighting) Where apartments are no longer viable, other opportunities may arise The Diamond is a considerable opportunity to re-establish the town and denote the historic quarter Enhancing the visual and functional link between the Promenade and the Crescent Castle is a fantastic building- consideration of alternative uses Landscape strategy for suburban residential areas need a to give individual identity to the various areas 	<ul style="list-style-type: none"> Over development could threaten town's attractiveness Continued growth would require a more substantial reworking of town, eg bringing supermarket into centre, threatening its special nature Deteriorating image and presentation Edge of town development (sprawl) continues to develop in isolation from the core Promenade is attractive but is dominated by the demands of vehicle traffic rather than the pedestrian. Poor connectivity between the Promenade and the Strand
Movement & Transportation	<ul style="list-style-type: none"> High quality road links to Coleraine etc. 	<ul style="list-style-type: none"> Coast road congestion Congestion along the promenade Over provision of parking along the Promenade On-street parking overloaded at peak times Off-street parking under-used and poorly signed No scope for rear servicing of promenade, deliveries frustrate traffic flow as a result No bus access to central areas Limited provision for cyclists Signage clutter at key arrival points Poor footways along the eastern boundary of the Promenade 	<ul style="list-style-type: none"> Encourage better use of existing off-street car parks Redevelopment of the Promenade to provide an opportunity for better cycle and pedestrian connections along the sea front Improvements to carriageways and footways, parking, bus stops, signage, street furniture, tree planting, and street lighting Consideration of changes to the traffic system 	<ul style="list-style-type: none"> Continued dominance of urban spaces by the private car Poor pedestrian movement network Congestion and overloaded on-street car parking 'Cruising' culture Key assets continue to suffer due to poor linkages, diluting the overall offer

Portstewart

Strategic Objectives...

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



Portstewart

Proposed Actions...

Objective 1- Build on existing drivers

ACTION	IMPACT
Action 1.1- Carry out annual research on local skills needs	Strengthen links between university and local business
Action 1.2- Establish a local business / university forum	Fully utilise the university's expertise in business development
Action 1.3- Set up a 'Triangle' working group amongst Portstewart, Portrush and Coleraine	Work with Portrush and Coleraine towards a common goal, informed by a distinct offer
Action 1.4- Develop craft skills training and promotion at Flowerfield Centre	Fully utilise and promote Flowerfield as a creative hub within the Borough

Objective 2- Support enterprise, business creation & service provision

ACTION	IMPACT
Action 2.1- Brief small businesses in preparation for RPA	Ensure awareness of changing functions and structures
Action 2.2- Evening entertainment clustering	Develop a viable and focussed evening economy (at the Diamond)
Action 2.3- Ongoing training and one to one business support	Continuum of support from pre-start, business start to business growth
Action 2.4- Provide specific training within high value added sectors in line with the Council's Economic Development Strategy	Develop businesses in high value added sectors based on locally available skills and capability
Action 2.5- Enterprise training for 14-16yr olds / Enterprise clinics leading to enterprise support initiatives	Promote entrepreneurship

Objective 3- Strengthen the tourism offer

ACTION	IMPACT
Action 3.1- Carry out a hotel feasibility study	Encourage provision of 3-4 star Hotel accommodation as a priority
Action 3.2- Develop a Heritage Trail	Exploit History & Heritage
Action 3.3- Improve information, signage and promotional material	Consistently high standard of information, interpretation and orientation
Action 3.4- Raise profile of the River Bann resource within marketing and promotional activity	Further exploit the River Bann
Action 3.5- Promote walking and cycling routes including the coastal path between Portstewart and Portrush	Improve awareness of walking and cycling routes
Action 3.6- Develop one community based cultural tourism initiative	Focus community energy and broaden the local tourism offer
Action 3.7- Promote local events / link to other nearby or regional events festivals / event management training	Further capitalise on the success of the 'Milk Cup', Air Show and the 'North West 200'
Action 3.8- Explore principle and feasibility of a possible tourist use for the Dominican site	Possible location for a striking landmark building and use
Action 3.9- Enhance / upgrade the existing path to the cliff head (Portstewart Strand)	Improved access to coastal walks
Action 3.10- On Council land in the middle of the cliff walk add a vista point affording 180 views of coastline from Donegal to Glens	Provide a beacon for the area and a point of interest
Action 3.11- Develop / promote gateway to coastal headland and coastal walks more generally- signage and promotion	Encourage people to stop on outskirts and walk in – a culture of 'park and play' rather than drive and circle for a space to stop on the Promenade
Action 3.12- Further promote activity tourism- website / activity tourism mapping	Raise the profile of activity tourism opportunities, such as sea angling
Action 3.13- Training programmes for accommodation providers / tourism operators / event organisers	Develop tourism products of the highest quality



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Proposed Actions...

Objective 4- Upgrade image & presentation

ACTION	IMPACT
Action 4.1- Upgrade gateways to the town, and create a sense of arrival at the Promenade	Create welcome gateways and a sense of arrival into Portstewart on major routes
Action 4.2- Reinststate the spatial structure of the Diamond.	Reinststate the historic Diamond space as the civic arrival square into Portstewart
Action 4.3- Create a short-form design guide for the Promenade	Maintain an emphasis on high quality development
Action 4.4- Repave the Promenade with high-quality stone. Extend this paving into the Crescent	Upgrade public realm and enhanced visual link between the Promenade and the Crescent
Action 4.5- Prepare a co-ordinated street furniture manual for the Promenade that extends to the Crescent	Upgrade public realm and enhanced visual link between the Promenade and the Crescent
Action 4.6- Encourage all new build along the Promenade to have active groundfloor uses and frontages	Animation and activity along the Promenade
Action 4.7- Along the building façade (eastern edge) of the Promenade consolidate car parking bays into groups	More space given over to people and less space for car parking and vehicle roadway
Action 4.8- Explore the feasibility of a further civic space at the war memorial	A formal focal point along the Promenade
Action 4.9- At Harbour Hill, repave the alleyway leading to the cliff steps and consider additional signage	Improve awareness of and access to Harbour Hill, draw people to make better use of the attractive amenity area
Action 4.10- Reinststate habitat planting to Harbour Hill / Careful management and review of car parking requirements	Give this area a wilderness landscape character
Action 4.11- Explore feasibility of reinstating/upgrading 'Portnahapple' and 'Herring Pond' outdoor bathing areas	Broaden range of attractions / activities in central locations
Action 4.12- Reassess performance and range of facilities at the Warren	Increased use of an important and accessible recreational facility
Action 4.13- Extend public realm and other physical improvements to the harbour	Improve physical appearance of the harbour and improve its function as a focal point
Action 4.14- Harbour Road and Portmore Road- review the possibility of reducing the road bell-mouth into Victoria Terrace	Assist pedestrian crossing / consolidate and denote the Historic Core
Action 4.15- Review how the area around Hillside and High Road could be designed as an entrance space into the harbour	Improved sense of arrival at the harbour/ Promenade
Action 4.16- Reduce width of High Road / Plant slopes with indigenous planting to increase habitat diversity	Upgrade approaches to the town centre/ Promenade
Action 4.17- Upper Heathmount Area- develop an urban spatial strategy for this area - introduce a heritage signage strategy to consolidate and denote the Historic Core	Improved neighbourhood environments and upgraded links to the central area
Action 4.18- Create a series of neighbourhoods within the Development Limit that are logically defined by major routes Develop a planting strategy and planting palette	Improved neighbourhood environments and upgraded links to the central area

Objective 5- Focus community spirit

ACTION	IMPACT
Action 5.1- Promote community working sessions between local students and residents	Integrate permanent, student and 2nd home population / Build on the resort and university functions to support the resident population
Action 5.2- Continue to engage with and build capacity of key interest groups in line with Council Community Support Plan- workshops/ training courses	Focus and unite community energy
Action 5.3- Support one community based event (possibly joint events with Portrush) with input from all sections of the local community	Focus and unite community energy
Action 5.4- Regular distribution of newsletters	Regular dissemination of information at a local level
Action 5.5- Support a social economy reference group/forum	Improved networking
Action 5.6- Provide a 'welcome pack' for new residents/students	Encourage engagement and involvement of all the community

Objective 6- Strengthen linkages & connections

ACTION	IMPACT
Action 6.1- Enhance peripheral residential areas with a stronger landscape structure and treat as suburban areas, contrasting with the creation of a more urban character of the Historic Core	Improved neighbourhood environments and upgraded links to the central area
Action 6.2- Ensure a consistently high quality of public realm throughout central areas and nodes within the town	Improve links between the Diamond, the Promenade and the Crescent. Visually connect the Promenade and Crescent into a single space that frames the bay and draws activity along the entire edge
Action 6.3- Upgrade signage and walkways between headlands and the Promenade	Improved linkages encouraging activity and pedestrian movement between attractions
Action 6.4- Improve signage / interpretation for National Cycle Network Route 93 and provide new cycling facilities (parking etc) along the Promenade and the Crescent	Improved accessibility for cyclists

Objective 7- Relieve traffic congestion and car parking pressures

ACTION	IMPACT
Action 7.1- Gradually reduce the number of short-stay parking spaces along the Promenade and allow for the provision of an additional pelican crossing near to the harbour	Encourage better use of existing off-street car parks and improve pedestrian circulation within the central area
Action 7.2- Improve carriageways and footways, bus stops, signage, street furniture, tree planting, and street lighting	Provide an attractive urban environment that is welcoming to pedestrians, and encourages modes other than the private car
Action 7.3- Carry out review of existing directional/tourist/pedestrian and cycle signage	Improve orientation within and throughout the town
Action 7.4- Upgrade public transport facilities	Improved public transport infrastructure

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Proposed Physical Interventions...

