

# BANBRIDGE TOWN CENTRE MASTERPLAN



Executive Summary - May 2016



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# 1. PURPOSE

The purpose of the Banbridge Masterplan is to set out the vision and associated action plan for the next 15 years for Banbridge Town Centre. The executive summary will outline the key findings, analysis and recommendations from the final Masterplan report. The Masterplan provides a framework for the promotion, implementation and timing of urban regeneration initiatives in the town centre. Whilst the wider context of the settlement has been considered, the town centre is the geographical focus of the study.

Armagh City, Banbridge and Craigavon Borough Council, in association with the Department for Communities (DfC) as funding partner, commissioned AECOM in June 2015 to lead the multi-disciplinary team and prepare the masterplan. The consultancy assignment was completed by 31st March 2016 leaving a robust plan that can be taken forward.

The Masterplan process has four key stages:

**STAGE 1: Preparation, information gathering and analysis**

**STAGE 2: Visioning and strategic planning**

**STAGE 3: Design**

**STAGE 4: Implementation**



## 2. BACKGROUND AND CONTEXT

### GEOGRAPHICAL CONTEXT

Banbridge developed as a key settlement along the River Bann. The town is uniquely positioned in a key location, supporting its rural hinterland, small towns and villages such as Dromore, Tandragee, Gilford, Loughbrickland and Rathfriland, as well as being situated on the Belfast-Dublin corridor with direct access to the A1-M1 motorway. This marks Banbridge as a 'pearl in the chain' along this vital connection between the North and South of Ireland.



### PLANNING CONTEXT

A review of regional planning policy (RDS 2035) identifies Banbridge as a main hub with a good quality natural and built environment, excellent sports and leisure facilities, an abundance of parks and open spaces and a robust telecommunications infrastructure. Banbridge is therefore expected to continue to have a key role as an important retail and commercial centre within the cluster and to benefit from its strategic location on the Belfast Dublin Corridor.

The Banbridge, Newry and Mourne Area Plan 2015 identified twelve development opportunity sites within the town centre boundary of Banbridge, as well as designating the centre as an Area of Townscape Character (ATC). Furthermore, the Bann River corridor is also identified as a Local Landscape Policy Area (LLPA), which emphasises the important features that contribute to environmental quality in the area and should be preserved in the interests of conservation. This also includes the recently developed Solitude Park, which is identified as being an important local amenity.

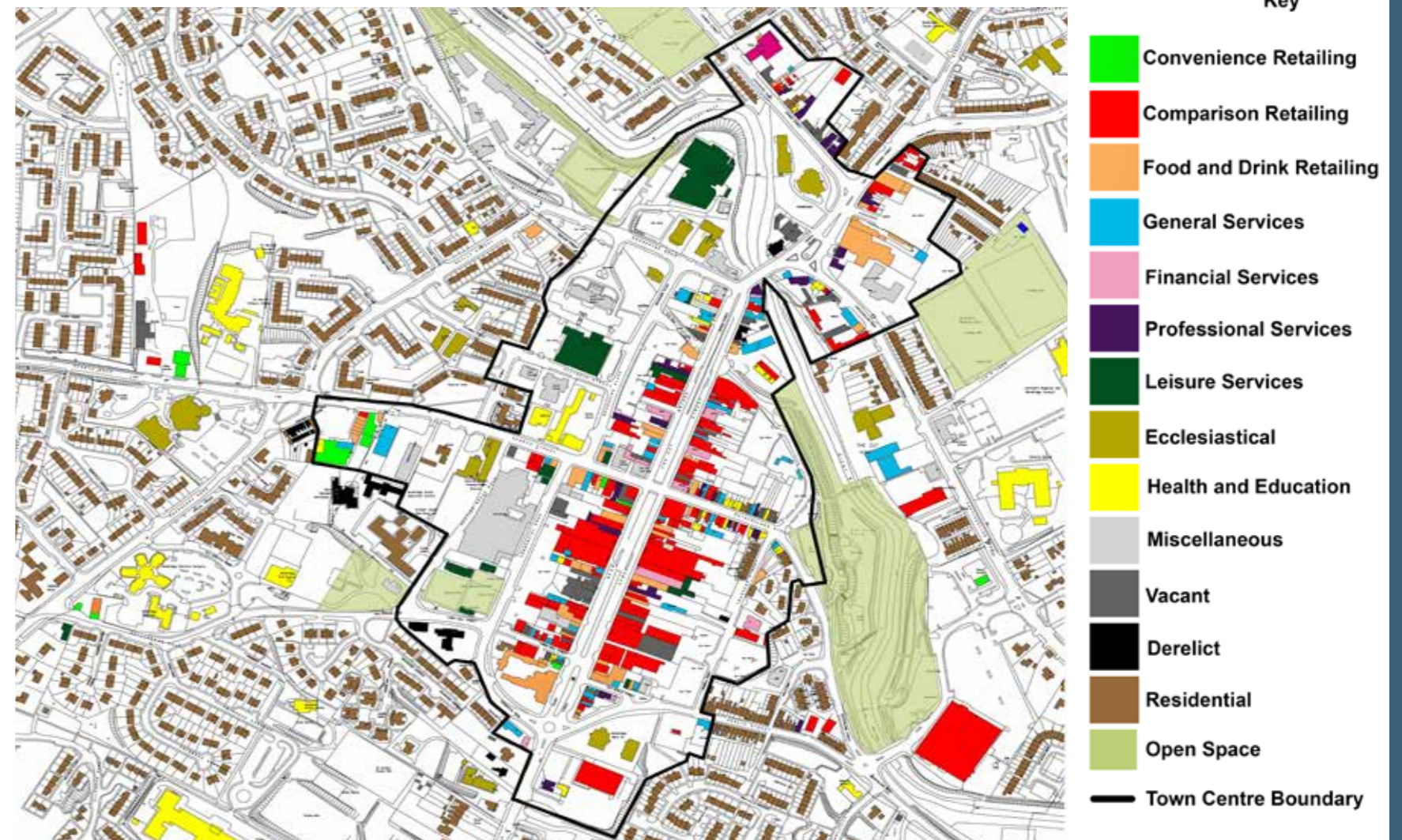
### HISTORICAL CONTEXT

Historical research of Banbridge highlighted the development of the town over the eighteenth century when a bridge was built over the River Bann in 1712, facilitating the development of an extensive linen industry and bleaching yards along the river. Other outstanding historical features of the town are most notably, "the Cut", built in 1834 by William Dargan to allow the passage of coaches and other vehicles through the town, avoiding the steep hill, and the Downshire Arms Hotel, built in 1816 and still in use today.

### 3. KEY ISSUES

The Stage 1 phase of the Banbridge Town Centre Masterplan involved a range of research studies carried out on the town. They included:

- **Planning context – historical and policy**
- **Planning history**
- **Land use survey**
- **Socio-economic profiling**
- **Environmental quality and heritage assessment**
- **Town Centre Health Check**
- **Retail Capacity Study**
- **Tourism Assessment**
- **Transport and Movement Assessment**
- **Public consultation and stakeholder engagement.**



#### SUMMARY

In light of the extensive consultation and analysis carried out, several key themes were apparent. These have been taken forward to inform the key concepts and objectives of the masterplan:

- **Car parking issues**
- **Traffic/congestion**
- **Retail vacancy**
- **Leisure facility development**
- **Connectivity with the river**
- **Lack of pedestrian space**
- **Town centre green space development**
- **Café culture creation and improved evening economy**
- **Gateway/sense of welcome to Banbridge**
- **“The Cut” as a key heritage feature**
- **Housing allocation in development opportunity sites.**

## 4. CONSULTATION

The cornerstone of the Banbridge Masterplan Process has been consultation. The multi-disciplinary consultancy team engaged in a wide variety of consultation methods and received feedback from the key stakeholders both statutory and community throughout the process.

### Consultation assisted the study process in two ways:

- a. it helped provide a baseline of what Banbridge has to offer and what its future needs are,
- b. it assisted in developing a shared vision and concept of how Banbridge might be in 2030.

The detailed Stakeholder engagement plan is contained within the appendix of the final report. However the following key building blocks made up the engagement strategy:

- **Surveys** – with householders, town centre shoppers, local business surveys and pedestrians were counted
- **Workshops** - Business and Local Societies, Statutory Bodies & Council , Churches, Education
- **Ministerial Launch** of Public Consultation and Questionnaire
- **Council presentations**
- **Individual meetings** – councillors and statutory bodies
- **Regeneration Company** meetings
- **Open House** Events
- **Steering Group** Meetings.

### BANBRIDGE IN 2030:



### BANBRIDGE NOW:



# THE VISION

## 5. THE VISION FOR BANBRIDGE

Following the in-depth desktop and on-site research, as well as the extensive consultation and stakeholder engagement exercises, a strategic vision has been developed which encapsulates the findings of the research and expresses the future aims for Banbridge by 2030. This has then been further distilled down into achievable objectives which can be readily implemented through various schemes, projects and initiatives. This section of the executive summary addresses those objectives according to five key themes which are directly linked back to the corresponding objectives.



Following the Stage 1 Research and Analysis, the following vision statement and objectives was formulated:

“In 2030, Banbridge will have a flourishing and healthy town centre backed up by its high proportion of local independent businesses and supported by the introduction of some larger stores that have added value to an already varied retail offering.

Banbridge’s evening economy will have grown and diversified. It will be a town that offers a rich evening café and restaurant culture to complement its strong range of evening entertainment.

New life will have been breathed into brownfield areas, bringing alive residential developments, office space and other mixed use sites.

This balanced town centre will be sustained by its loyal local customer base providing for all as well as opening the door to the wider region by enticing people to Banbridge’s unique experience, attractions and welcoming atmosphere.

The town centre will be similarly accessible for pedestrians and vehicles alike, promoted by the high quality environment, suitable parking provision, public spaces and key buildings and facilities.

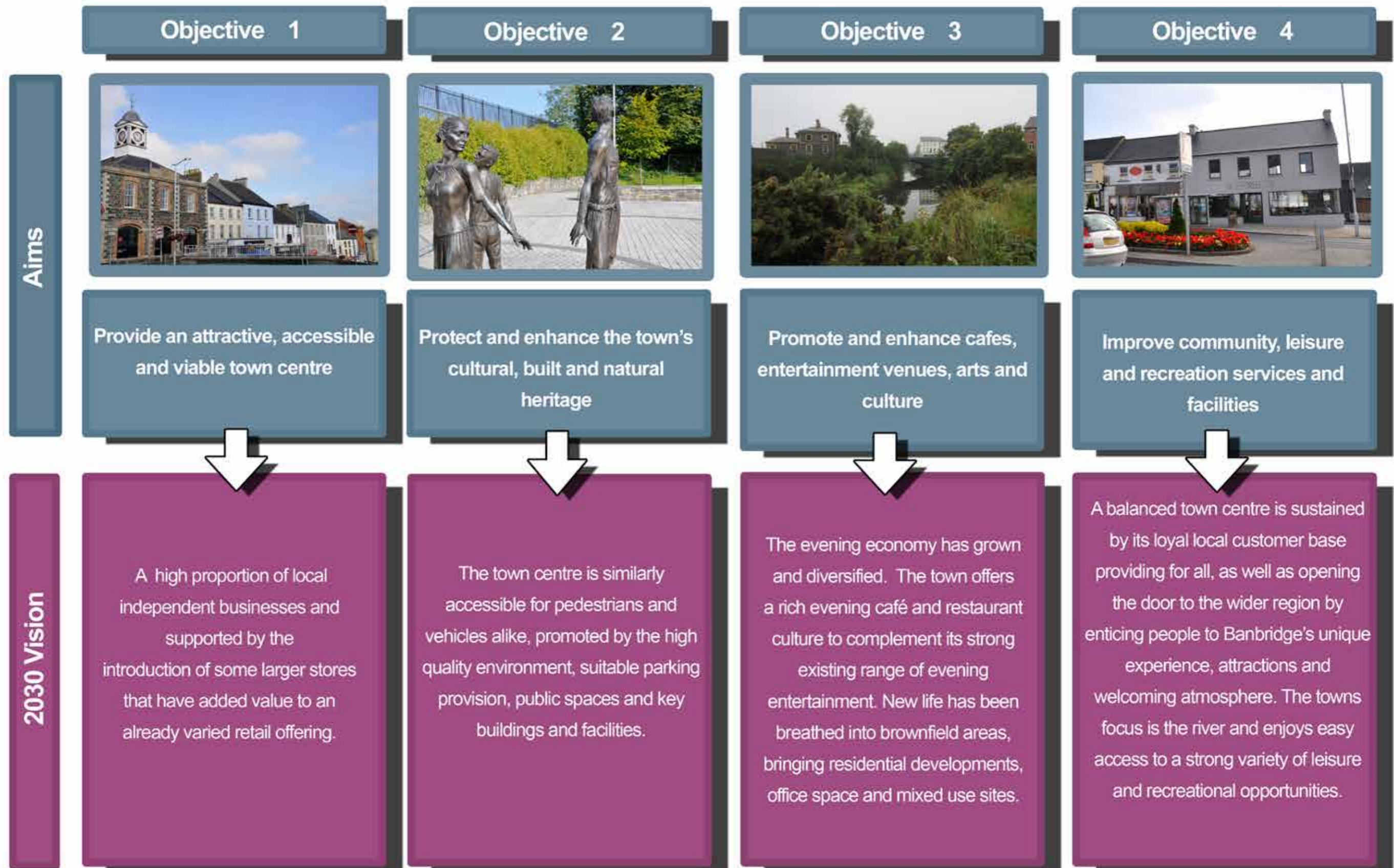
Banbridge will have built upon its excellent geographic location on the River Bann and the A1 strategic road, its heritage, its ambience and its high quality urban environment to become the true ‘star’ of County Down and a prime destination of choice to visit, invest and live”.

# REGENERATION OBJECTIVES

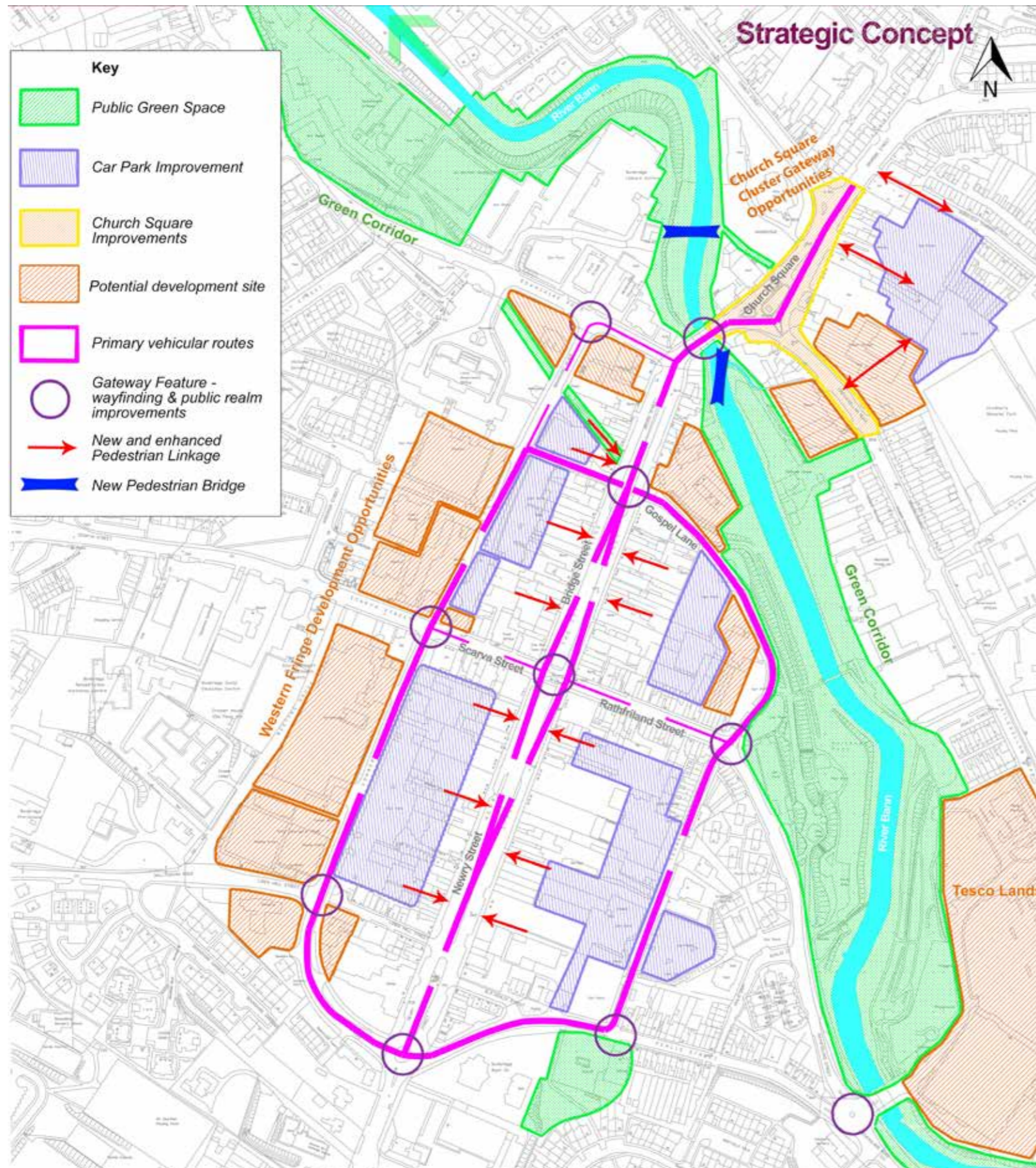
- **Objective 1 – Provide an attractive, accessible and viable town centre**
- **Objective 2 – Protect and enhance the town’s cultural, built and natural heritage**
- **Objective 3 – Create an enriched town centre experience by reinvigorating opportunity sites and the evening economy**
- **Objective 4 – Improve community, leisure and recreation services and facilities**



# REALISING THE OBJECTIVES



# STRATEGIC CONCEPT



The purpose of the Masterplan is to provide Banbridge with an integrated and robust plan for the next 15 years. The individual proposals and projects all tie into a strategic context and are therefore directly inter-related. The five key themes are:

- Green spaces and places
- Gateways and linkages
- Development potential
- Creating future infrastructure
- Town wide initiatives.

These are not stand alone sectors, rather they provide a framework that addresses the needs of the town across the spectrum. The green corridor of the Bann helps frame the town's position and extending this will allow greater connectivity and accessibility to the river. The town core is protected and strengthened in the masterplan building on Banbridge's success in regard to low occupancy and high numbers of independent traders within enhanced pedestrian linkage being a high priority. The peripheral roads network provides opportunity itself for improved access whilst the lands on the edges of the town offer great development opportunity. The component parts of the plan therefore come together to provide a rounded vision for the period up to 2030.



# 6. MASTERPLAN PROPOSALS

The Masterplan is designed to achieve the vision and regeneration objectives presented in the previous chapter. The projects and initiatives detailed within the Masterplan are the physical manifestation of these objectives. Over the next 15 years as individual projects are implemented by various stakeholders, the exciting vision for Banbridge should begin to take shape to both enhance and maintain Banbridge as a thriving town and destination.

The comprehensive range of projects has been collectively grouped into five key themes. Chapter 6 addresses each theme in greater detail. Proposals relating to improving the tourism offering/ infrastructure are integrated within the five key themes.

The themes are:

**Green Spaces and Places**

**Gateways and Linkages**

**Development Potential**

**Creating Future Infrastructure**

**Town Wide and Tourism Initiatives**



Development Potential



Gateways

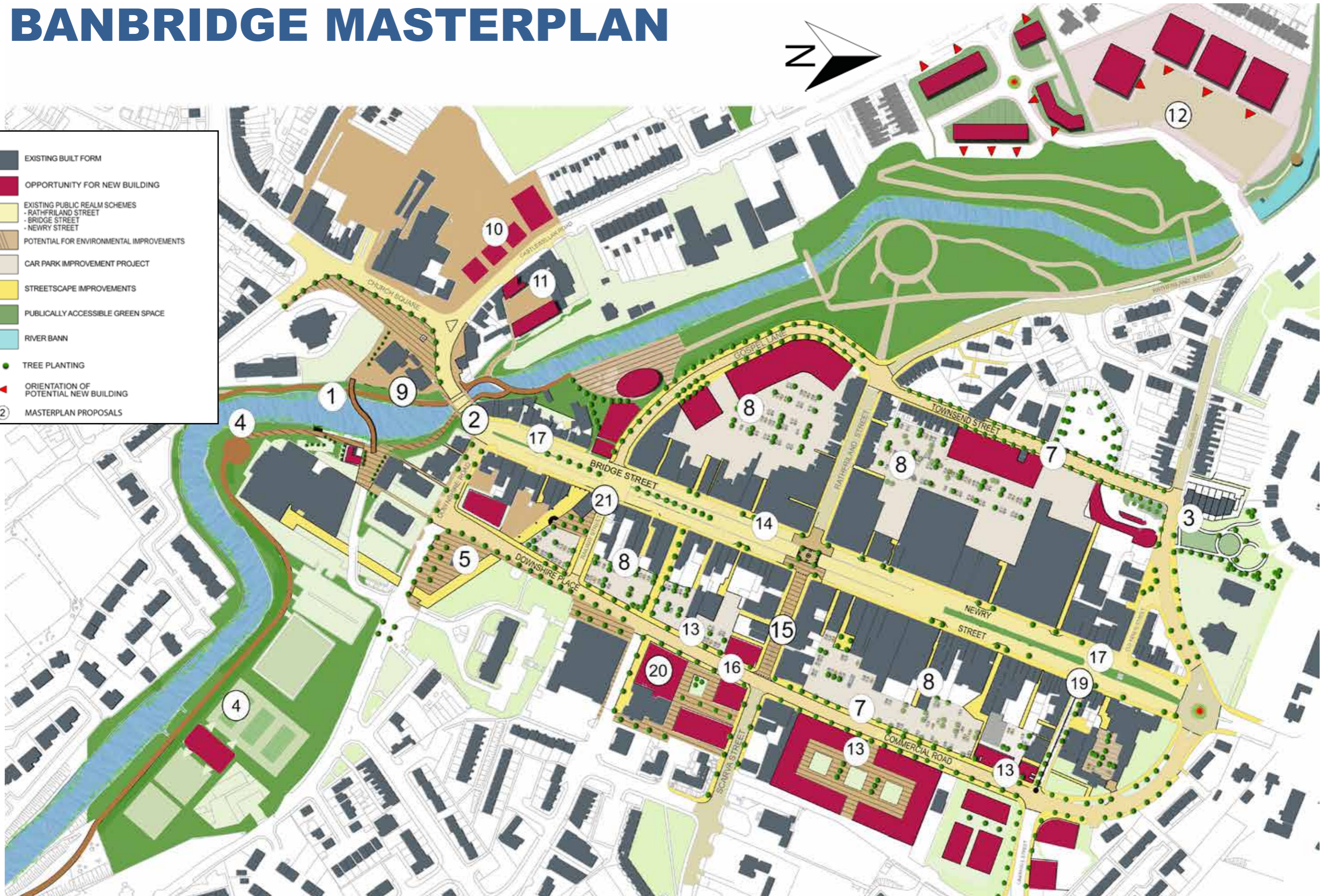


Linkages - Example of Greenway

# BANBRIDGE MASTERPLAN



-  EXISTING BUILT FORM
-  OPPORTUNITY FOR NEW BUILDING
-  EXISTING PUBLIC REALM SCHEMES  
- RATHFRILAND STREET  
- BRIDGE STREET  
- NEWRY STREET
-  POTENTIAL FOR ENVIRONMENTAL IMPROVEMENTS
-  CAR PARK IMPROVEMENT PROJECT
-  STREETScape IMPROVEMENTS
-  PUBLICALLY ACCESSIBLE GREEN SPACE
-  RIVER BANN
-  TREE PLANTING
-  ORIENTATION OF POTENTIAL NEW BUILDING
-  MASTERPLAN PROPOSALS



**GREEN SPACES AND PLACES**

1. New footbridge linking the existing Riverside Walkway to Solitude Park
2. Boardwalks and secondary bridging point linking Riverside Walkway to Solitude Park for pedestrians and cyclists - incorporating a riverside plaza
3. New gateway park at Kenlis Street
4. Relocation and rationalisation of Banbridge's leisure services to a single, multi-functional complex beside the river
5. New pedestrian and cycle linkage along the route of the former railway line – phase 1 of potential re-use of the line

**GATEWAYS AND LINKAGES**

6. Implementation of new gateway features along the A1 corridor to form part of a strategic gateway strategy
7. Environmental improvement schemes to Commercial Road and Townsend Street
8. Rationalise car parking and services within backland sites and improve linkages to the primary retail streets

**DEVELOPMENT POTENTIAL**

9. Refurbishment and re-utilisation of the former police station for leisure use (restaurant, pub, hotel etc.)
10. PSNI development opportunity site - potential future commercial uses and car parking opportunities
11. Development of an arts and crafts village within the grounds and courtyard of the former mill building

12. Potential future use of Tesco lands as a business campus with associated residential developments overlooking the River Bann and Solitude Park

13. Commercial Road development opportunity site. To provide capacity for future growth in the commercial, office or residential market if the future need arises

20. Comprehensive regeneration scheme to include the former Health Trust site, Library and Banbridge Courthouse incorporating a continued judicial function

**INFRASTRUCTURE SPACES AND PLACES**

14. Closing the Downshire Bridge to traffic and creating a new civic space and heart to the Town Centre retaining the "Cut" open to traffic

15. Lessening the dominance of vehicular traffic on Lower Scarva Street - options including pedestrianisation

16. Realignment of the junction between Downshire Place and Commercial Road

17. Environmental improvement scheme for Newry Street and Bridge Street to include new surface materials, street lighting

18. Creation of a historic plaza in Church Square to create an improved setting for the heritage assets in this area

19. Reopening Linenhall Street

21. New link road to facilitate closure of the Downshire Bridge and fully utilise Gospel Lane

**TOWN WIDE & TOURISM INITIATIVES**

23 & 24. Transport assessment and car parking study

Preliminary task: Commission transport consultation to undertake transport assessment that encompasses all projects

25. Marketing, branding and promotion of Banbridge Town Centre

Preliminary task: Implementation of the strategic gateway project on the A1 and physical branding through the Town Centre

26. Creation of a Town Centre Heritage Trail

Preliminary task: Commission consultancy exercise to design a heritage trail which would make the most of Banbridge's historic assets.

27. Shop front improvement scheme

Preliminary task: Agree on eligible shops and budgets



Examples of shop front improvement schemes



Site for potential craft village - Castlewellan Road

# 7. ACTION PLAN



## INTRODUCTION

The overall timescale to develop the ‘vision’, encapsulated within the Masterplan will extend over the next 15 years. Some elements of the Plan will be more suited to meet short and medium term goals, while other areas may be more appropriate for development in the longer term.

Listed overleaf are the detailed recommendations. Each one has been given a priority level, a timeframe for delivery, an indicative cost and listed the relevant key stakeholders.



Newry Street, Banbridge

Key Projects and Proposals		Priority Level	Timeframe for Delivery	Key Stakeholders and delivery agents	Indicative cost*
<b>GREEN SPACES AND PLACES</b>		High	Short (0-5)		
		Medium	Medium (5-10)		
		Low	Long (10-15)		
<b>1</b>	<b>New footbridge linking the existing Riverside Walkway to Solitude Park</b>	High	Short	Council/DfC, TNI, NIEA	£1.0m
<b>1a</b>	<i>Preliminary task: Commission a feasibility or option study to examine the options in specific detail.</i>	Immediate	Short		
<b>2</b>	<b>Boardwalks and secondary bridging point linking Riverside Walkway to Solitude Park for pedestrians and cyclists - incorporating a riverside plaza</b>	High	Short	Council/DfC, TNI, NIEA, Land owners, Sustrans	£4.3m
<b>2a</b>	<i>Preliminary task: Commission a feasibility or option study to examine the options in specific detail and engage in early discussions with various landowners. Consider potential environmental impacts.</i>	Immediate	Short		
<b>3</b>	<b>New gateway park at Kenlis Street</b>	Medium	Medium	Council/DfC, NIHE, TNI, Translink, Adjacent residents	£500k
<b>3a</b>	<i>Preliminary task: Engage with NIHE, property owners and local residents. Instruct landscape design team.</i>	Medium	Medium		
<b>4</b>	<b>Relocation and rationalisation of Banbridge's leisure services to a single, multi-functional complex</b>	Medium	Medium-Long	Council/DfC, Land owners	£2.51m
<b>4a</b>	<i>Preliminary task: Negotiate with current landowners and commission a future study to determine if the highlighted site can accommodate for the services and supporting functions such as parking and access.</i>	Medium	Medium-Long		
<b>5</b>	<b>New pedestrian and cycle linkage along the route of the former railway line to act as Phase 1 of a wider project to reopen the railway line to Newcastle as a greenway for cyclists and pedestrians.</b>	High	Short – Long	Council/DfC, TNI, NIEA, Sustrans	£1.45m
<b>5a</b>	<i>Preliminary task: Engagement between TNI and Council as the two landowners involved. Instruct technical feasibility team.</i>	Immediate	Short-Long		



Key Projects and Proposals		Priority Level	Timeframe for Delivery	Key Stakeholders and delivery agents	Indicative cost*
<b>GATEWAYS AND LINKAGES</b>		<i>High</i>	<i>Short (0-5)</i>		
		<i>Medium</i>	<i>Medium (5-10)</i>		
		<i>Low</i>	<i>Long (10-15)</i>		
<b>6</b>	<b>Implementation of new gateway features along the A1 corridor to form part of a strategic gateway strategy</b>	Immediate	Short	Council/DfC, TNI, Land owners	£375k x 2
<b>6a</b>	<i>Preliminary task: Award tender and commission team to deliver project.</i>	<i>Immediate</i>	<i>Short</i>		
<b>7</b>	<b>Environmental improvement schemes. First phase: Banbridge Linkages. Second phase: Banbridge loop streets to include Commercial Road and Townsend Street.</b>	High	Short-Medium	Council/DfC, TNI, Local traders	£1.2m
<b>7a</b>	<i>Preliminary task: Appoint a design team to take forward the design process</i>	<i>High</i>	<i>Short</i>		
<b>8.1</b>	<b>Rationalise car parking and services within backland sites to the rear of the primary retail streets</b>	High	Short-Medium	Council/DfC, TNI, Local traders, Land owners	£1.42m
<b>8.1a</b>	<i>Preliminary task: Engage with landowners to ascertain feasibility. If feasible, instruct consultants to design scheme.</i>	<i>Immediate</i>	<i>Short-Medium</i>		

Key Projects and Proposals		Priority Level	Timeframe for Delivery	Key Stakeholders and delivery agents	Indicative cost*
<b>DEVELOPMENT POTENTIAL</b>		High	Short (0-5)		
		Medium	Medium (5-10)		
		Low	Long (10-15)		
<b>9</b>	<b>Refurbishment and re-utilisation of the Old Police Station for leisure use (restaurant, pub, hotel etc.)</b>	High	Medium	Council/DfC, Heritage Lottery Fund, Land owner, NIEA, TNI, Private investors	£1.6m
<b>9a</b>	<i>Preliminary task: Facilitate negotiations between the landowner and various statutory agencies/funding bodies who could provide support to safeguard the future of the building.</i>	Immediate	Medium		
<b>10</b>	<b>PSNI development opportunity site - potential future commercial uses and car parking opportunities subject to agreement</b>	Medium	Long	Council/DfC, TNI, PSNI	£3.4m
<b>10a</b>	<i>Preliminary task: Future discussions with PSNI in regards to their plans for the site.</i>	Medium	Long		
<b>11</b>	<b>Development of an arts and crafts village within the grounds and courtyard of the former mill building</b>	High	Short	Council/DfC, Land owners, Local traders, Private Investors, TNI, NIEA	£442k
<b>11a</b>	<i>Preliminary task: Engage with landowners and generate business case</i>	Immediate	Short		
<b>12</b>	<b>Potential future use of Tesco lands as a business campus with associated residential developments overlooking the River Bann and Solitude Park - subject to long term Tesco company proposals</b>	Low	Medium-Long	Council/DfC, Land owners, Local traders, Private Investors, TNI	Phased development of up to £17m
<b>12a</b>	<i>Preliminary task: Engage in discussions with Tesco regarding their future plans for the site and any potential considerations for site disposal. Also plans for the road bridge to secure this crossing.</i>	Short-Medium	Medium-Long		
<b>13</b>	<b>Commercial Road development opportunity site. To provide capacity for future growth in the commercial, office or residential market if the future need arises.</b>	Low	Long	Council/DfC, TNI, Land owners, Private investors, Local traders	Phased development of up to £17.1m
<b>13a</b>	<i>Preliminary task: Engagement between Council and landowner. Ensure provision for alternative industrial site is available should the future need arise for re-location.</i>	Short - Medium	Long		
<b>20</b>	<b>Comprehensive regeneration scheme to include the former Health Trust site, Library and Banbridge Courthouse incorporating continued judicial function.</b>	Immediate	Short – Long	Council/DfC, Land owners, Private investors, TNI, NIEA, Local traders, Health Estates, DENI, DOJNI	Phased development of up to £11.1m
<b>20a</b>	<i>Preliminary task: Council/DfC to undertake a comprehensive regeneration scheme and appoint regeneration/design consultants.</i>	Immediate	Short		
<b>22</b>	<b>Development of SRC site to become an integrated digital hub for the wider Council area.</b>	Short	Short-Medium	Council/DfC, Land owners, Private investors, TNI, DEN	Approx £30m
<b>22a</b>	<i>Preliminary task: Engage with the design team to ensure the campus is fully integrated within the context of the Masterplan</i>	Immediate	Short		

Key Projects and Proposals		Priority Level	Timeframe for Delivery	Key Stakeholders and delivery agents	Indicative cost*
<b>INFRASTRUCTURE SPACES AND PLACES</b>		High	Short (0-5)		
		Medium	Medium (5-10)		
		Low	Long (10-15)		
<b>14</b>	<b>Closing Downshire Bridge to traffic and creating a new civic space and heart to the Town Centre whilst retaining the “Cut”</b>	Immediate	Short	Council/DfC, TNI, Local traders, NIEA	£415k
<b>14a</b>	<i>Preliminary task: Town wide transport study to determine feasibility on traffic circulation</i>	Immediate	Short		
<b>15</b>	<b>Lessening the dominance of vehicular traffic on Lower Scarva Street - examine range of options including pedestrianisation</b>	Immediate	Short	Council/DfC, TNI, Local traders	£978k
<b>15a</b>	<i>Preliminary task: Continue consultation with local traders and landowners. Project would be tied to the completion of Downshire Bridge and comprehensive regeneration of Health Trust site as a key linkage.</i>	Immediate	Short		
<b>16</b>	<b>Realignment of the junction between Downshire Place and Commercial Road</b>	Immediate	Short	Council/DfC, Health Estates, TNI	£1.5m
<b>16a</b>	<i>Preliminary task: This should be undertaken as part of the comprehensive regeneration scheme for the former health site on Scarva Street.</i>	Immediate	Short		
<b>17</b>	<b>Third phase of Environmental Improvement Schemes: Newry Street and Bridge Street to include new surface materials, street lighting and planting</b>	Medium	Short-Medium	Council/DfC, TNI, Local traders, NIEA	£2.3m
<b>17a</b>	<i>Preliminary task: Appoint landscape design team</i>	Medium	Medium		
<b>18</b>	<b>Creation of a historic plaza in Church Square to create an improved setting for the heritage assets in this area</b>	Medium	Medium	Council/DfC, TNI, Land owners, Private investors, NIEA, Heritage Lottery Fund	£1.3m
<b>18a</b>	<i>Preliminary task: Undertake a study to examine the impacts on protected structures, road geometries and existing public realm.</i>	Immediate	Short		
<b>19</b>	<b>Reopening Linenhall Street</b>	Immediate	Short	Council/DfC, Local Traders, TNI	£255k
<b>19a</b>	<i>Preliminary task: Town wide transport study to determine feasibility on traffic circulation</i>	Immediate	Short		
<b>21</b>	<b>New link road to facilitate closure of Downshire Bridge and fully utilise Gospel Lane</b>	High	Short – Long	Council/DfC, Land owners, Private investors, TNI, NIEA, Local traders	£287k
<b>21a</b>	<i>Preliminary task: Engagement between TNI and Council as the two landowners involved. Instruct design team.</i>	Short	Short		

Key Projects and Proposals		Priority Level	Timeframe for Delivery	Key Stakeholders and delivery agents	Indicative cost *
<b>TOWN WIDE AND TOURISM INITIATIVES</b>		<i>High</i>	<i>Short (0-5)</i>		
		<i>Medium</i>	<i>Medium (5-10)</i>		
		<i>Low</i>	<i>Long (10-15)</i>		
<b>23</b>	<b>Transport assessment of all components of the Masterplan</b>	High	Short	Council/DfC, TNI	£35k subject to available data
<b>23a</b>	<i>Preliminary task: Commission transport consultation to undertake transport assessment that encompasses all projects</i>	<i>Immediate</i>	<i>Short</i>		
<b>24</b>	<b>Town Centre car parking study</b>	High	Short	Council/DfC, TNI	£15-20k subject to available data
<b>24a</b>	<i>Preliminary task: Commission consultancy team</i>	<i>Immediate</i>	<i>Short</i>		
<b>25</b>	<b>Marketing, branding and promotion of Banbridge Town Centre</b>	High	Short	Council/DfC, Local traders	£25-100k
<b>25a</b>	<i>Preliminary task: Implementation of the strategic gateway project on the A1 and physical branding through the Town Centre</i>	<i>Immediate</i>	<i>Short</i>		
<b>25b</b>	<i>Preliminary task B: acquire the services of a place branding consultant to prepare a new branding proposal and options for a joint marketing plan for the Outlet and Town Centre to maximise opportunities to promote Banbridge and the Outlet as one unique destination.</i>	<i>Immediate</i>	<i>Short</i>		£25-100k
<b>26</b>	<b>Creation of a Town Centre Heritage Trail</b>	Medium	Short	Council/DfC, DOE, Land owners	£50k
<b>26a</b>	<i>Preliminary task: Commission consultancy exercise to design a heritage trail which would make the most of Banbridge's historic assets.</i>	<i>Medium</i>	<i>Short</i>		
<b>27</b>	<b>Shop front improvement scheme</b>	High	Short	Council/DfC, Local traders, Land owners	£200k
<b>27a</b>	<i>Preliminary task: Agree on eligible shops and budgets</i>	<i>Immediate</i>	<i>Short</i>		
<b>28</b>	<b>Night time economy scheme - initiatives to support the retention of and expansion of night time/leisure and entertainment uses</b>	High	Short	Council/DfC, Local traders	£25-50k
<b>28a</b>	<i>Preliminary task: Agree budget and scope of services</i>	<i>Immediate</i>	<i>Short</i>		
<b>29</b>	<b>Review of funding sources</b>	High	Short	Council/DfC, DOE, Land owners	£5-10k
<b>29a</b>	<i>Preliminary task: Investigate a pilot BID project, undertake an initial feasibility study to examine options and comparative examples – eg Ballymena, Newry etc</i>	<i>Immediate</i>	<i>Short</i>		
<b>30</b>	<b>Capacity building - continued support for existing businesses to build on the opportunities for revitalisation</b>	Medium	Short	Council/DfC, Local traders, Land owners	£10-20k
<b>30a</b>	<i>Preliminary task: Agree budget and scope of services</i>	<i>Medium</i>	<i>Short</i>		

\* Each costing is for construction cost only and relates to completed construction cost: many of the projects are phased. Additional costs should be allowed for preliminaries and design development and construction stage risk. All projects are subject to agreements with landowners and statutory approvals. The Action Plan is subject to change dependent on available opportunities at that particular moment in time. Town wide initiatives based on a basic scope.

## 8. DELIVERY

The Masterplan sets out a comprehensive programme of proposals and improvements that will build upon the foundations of Banbridge Town Centre over the next 15 years. Private sector investment needs to be encouraged and it is essential that statutory bodies and the Council play their part, by seeking the right mix of development and by securing the high quality development expected by the Masterplan.

### Delivery responsibility

The statutory responsibility for urban regeneration will be with The Department for Communities for the foreseeable future and/or the Council so it is vital that officials from Council and DfC are represented on the Project Delivery Team/Steering Group. It is also recommended that officials from TNI and DOE are closely consulted through the implementation phase. It is recommended that the current Banbridge Regeneration Company play an active role in delivering the Masterplan.

### Delivery tools

The masterplan provides a broad range of schemes that vary in their cost and complexity. Some of the more complex projects will require the use of innovative delivery mechanisms such as:

- **Compulsory purchase**
- **Comprehensive development**
- **Developer contributions and planning gain (Article 40 agreements)**
- **Local Asset Backed Vehicle**
- **Business Improvement Districts (BIDs)**

### Quick Wins

- Riverside walkway feasibility study
- Engagement on the re-use of the former railway line
- Implementation of the Banbridge gateway strategy along the A1 corridor
- Backland parking feasibility and landowner negotiations
- Church Square heritage assessment
- Arts and craft market feasibility/business case
- Decide on delivery mechanism for the Health Trust Site
- Ensure the Southern Regional College (SRC) campus links with this Masterplan
- Conduct a town wide transportation study
- Conduct a town wide parking study
- Engage with TNI on the reopening of Linenhall Street
- Agree marketing and branding budgets
- Feasibility of a town heritage trail
- Commence shop front improvement scheme and business capacity scheme.

### Phasing

Phasing and prioritising of schemes needs to be examined on a scheme by scheme basis at the time of programming and by the appointed delivery steering group. Factors which may influence phasing are:

- Funding
- Land availability and ownership agreements
- Temporary arrangements if proposals are co-incident
- Parking, traffic and access
- Local support will be vital

Phasing is based on the following criteria:

- Immediate (within 6-12 months)
- Short (0-5 years)
- Medium (5-10 years)
- Long (10-15 years)

## Stakeholder Responsibility

The following key stakeholders will play important roles in helping to deliver the Masterplan:

- **Council led Project Delivery Team/ Steering Group** - The team responsible for driving forward the Masterplan over the next 15 years.



- **Armagh City, Banbridge and Craigavon Borough Council.** The Council will play a significant role in progressing the plan. Officials will have a direct role as part of the project delivery team/steering group. The Council will also be an important funding source for some projects. The Council's Planning Department will be responsible for overseeing the statutory approvals required for each proposal as well as developing a new Local Development Plan which should reflect the findings of the Masterplan.



- **Department for Communities** – Currently responsible for urban regeneration and renewal. DfC will be heavily involved in the early stages of the Masterplan in terms of expertise, funding and advice, until statutory regeneration powers transfer to the Local Council.
- **Banbridge Community Regeneration Limited** – Continue to have an active role in delivery of future town centre regeneration projects.

## transportni

- **Transport NI** - Transport NI is the authority responsible for highways throughout Northern Ireland. Transport NI manage, maintain and develop the road network. Enhancements are recommended in the plan which Transport NI will be required to support and implement where necessary.



- **DOE** – Considering the sensitivities with regards to built heritage in Banbridge, it is recommended that a presence from DOE Historic Environment Division would be useful to achieve statutory buy-in at an early stage and assist with project delivery.

## Conclusion

The aim of the Masterplan is to enable Banbridge to shine brightly as “the true star of the County Down”. Delivery of the Masterplan will require support from all sectors (public, private and community) in relation to funding, co-ordination and agreement. Detailed information on the analysis, consultation, projects and funding can be found in the main report and also the compendium of appendices.



Impression of the new Bann footbridge to the rear of Banbridge Leisure Centre



Bridge Street, Banbridge

**AECOM**

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**Communities**  
[www.communities-ni.gov.uk](http://www.communities-ni.gov.uk)

**Armagh City  
Banbridge  
& Craigavon**  
Borough Council

