



CHAPTER 3

KEY DEVELOPMENT AND CHARACTER AREAS





3 KEY DEVELOPMENT & CHARACTER AREAS

3.1 Introduction

This chapter will identify the key development areas in Dundalk that have the potential to deliver large scale residential, mixed use, and commercial development. These 'Key Development Areas' consist of infill, brownfield, and greenfield lands in the urban core and edge of centre. With regard to revitalising and consolidating the town centre and urban core, the areas of the town that would benefit from public realm improvements to assist in stimulating development have also been identified.

The build out of these areas will seek to connect with the physical, environmental, economic, and social fabric of the town and create sustainable neighbourhoods that meet the needs of the local community. They will also seek to integrate with established communities and neighbourhoods in the town.

As part of the strategy of promoting and supporting development in the urban core of the town, five-character areas in the vicinity of the town centre have been identified, details of which are set out in Section 3.3.

Details of Masterplans and Spot Objectives relating to specific land parcels and development areas are provided at the end of this chapter.

3.2 Key Development Areas

3.2.1 Mount Avenue Area

Located to the west of the town centre, the Mount Avenue area of Dundalk consists of c.35ha of land zoned for new residential development and open space, with a requirement to provide associated neighbourhood and community facilities on the lands by way of a Spot Objective (see Spot Objective F in Section 3.4.2 for details).

The development of these lands will enable the creation of a new neighbourhood that will include a diverse mix of housing typologies, open spaces, community facilities and amenities. The lands are approximately 1.8 kilometres west of the town centre.



Connectivity in the area has been improved by the completion of the Mount Avenue Link Road project, which includes an upgrade to Mount Avenue and the construction of a link road and associated active travel infrastructure between the Castletown Road and the Carrickmacross Road. This Local Infrastructure Housing Activation Funded (LIHAF) project was completed in Q4 of 2024.

An important landmark in the area is Cúchulainn's Castle, which stands on top of the mound of Castletown Motte, which is a national monument, is surrounded by Trees of Special Amenity Value. There are four scheduled monuments in the vicinity of the Castle and part of the Mount Avenue lands fall within a Zone of Archaeological Potential.

In order to preserve its character and setting a buffer of land around the motte has been zoned for open space which could be developed as a heritage park.



The area will include a network of green spaces with permeable links between each of the spaces.

The Mount Avenue Key Development Area includes three Trees and Woodlands of Special Amenity Value (Reference No. 30, 32 and 54). Their landscape, amenity and biodiversity value is recognised. Any future development of these lands should have regard to Section 10.7.2 of Chapter 10 of this Plan. The natural and built heritage features in the area contribute to its attractiveness and distinct sense of place.

Whilst the primary land use in the Masterplan area will be residential, provision shall also be made for local neighbourhood and community facilities. The neighbourhood facilities shall include a shop(s) and local services with an opportunity for a creche to cluster with these services. Lands shall also be provided for educational facilities (i.e. school or other educational use) and playing pitch, with an opportunity to co-locate the playing pitch with a future school (educational facility) and to utilise the facility for community uses in the evenings/ weekends.

Cúchulainn's Castle, located in the Mount Avenue Masterplan Area



To promote synergy in the masterplan area the neighbourhood and community uses shall be adjacent to each other.

On the western side of the Greyacre Road there are lands zoned for General Employment uses.



Whilst these lands have not been included within the Masterplan area, it is important that an element of connectivity is provided between these lands.

To the south of the Masterplan area there are c.26ha of land zoned A3 New Residential Phase 2. In order to ensure connectivity and permeability between the Masterplan area and these Phase 2 Residential lands, future vehicular, pedestrian, and cycle links shall be provided. If the Masterplan lands are being developed at a steady pace consideration may be given to releasing a portion of the lands zoned A3 New Residential Phase 2, subject to the relevant criteria in Section 2.4.5 of the Plan being met.

In addition to the Mount Avenue Link Road, there are also proposals to construct a new road linking the Castletown Road and the Ardee Road.

This road will be required in order to ensure the efficient movement of people and goods around the town as the population continues to grow. It will be developer driven and will include Active Travel infrastructure. The section of the road included within the Masterplan area will be constructed in tandem with the residential properties and associated amenities in the Masterplan lands.



3.2.2 Raynoldstown Village

On the southern fringes of Dundalk, to the west of Blackrock Village, there is c.57ha of land being developed for residential and associated uses. The lands are in proximity to the IDA Science and Technology Parks, DkIT, and the services and amenities in Blackrock.

The primary use of the land is residential however, in order to support the creation of a sustainable community, ancillary amenities, facilities and services will be required. This includes a park with an area of 12ha, a primary school, a neighbourhood centre and a community centre.

In addition to the lands currently being developed there are c.9ha of agricultural lands west of Wadman Park in Raynoldstown Village that are zoned G1 Community Facilities.

The lands have the capacity to deliver c.1,250 - 1,450 units (inclusive of existing units built and occupied). Whilst the original grant of permission on the lands was in 2005, economic circumstances curtailed development activity. Infrastructure works completed to date include a 1km road between the Clermont Road and Marlbog Road and a pumping station in the south-eastern corner of the lands.

Over 600 residential units have been completed to date, with permission granted / construction ongoing on approximately 300 units (c.900 units complete/under construction/with an extant permission). This includes Marlmount to the north of Marlbog Road, which is close to completion; Wadman Park, Green Gates Manor and Dundoogan all of which are to the south of Marlbog Road.

A substantial area of open space has been provided in Marlmount, Dundoogan and Green Gates Manor.

This open space accounts for approximately half of the 12ha linear park to be provided in the overall development.

The continued build out of these lands is supported with local services, community facilities and open spaces to be provided in tandem with residential accommodation.

It is noted however that the Raynoldstown Village area is currently lacking in a community building to meet the needs of the residential population.

In order to support the creation of a sustainable community in this part of the town, a requirement has been included in this Plan that a neighbourhood centre with associated community uses has commenced construction prior to no more than 1,000 units in Raynoldstown Village being occupied. Planning permission shall also be granted for a community building. This building shall be designed to ensure flexibility as to its future use.

A Spot Objective reflecting this requirement is included on the Maps in Volume 2. For further details see Spot Objective E in Section 3.4.2 of this chapter.

This Spot Objective shall be implemented through the Development Management process, with any planning application in Raynoldstown Village required to include details of the number of residential units complete and occupied/unoccupied and the number of units under construction at the time the application is made.

With regard to schools' provision to meet the needs of the increasing residential population, there is c.1.3ha of lands zoned G1 Community Facilities to the north of Dundoogan within the development area that is a potential location for a primary school. In addition there are c.9ha of land zoned G1 Community Facilities on the western side of the link road opposite Wadman Park, part of which could be utilised to provide a post primary school in the area. There is also the potential for these lands to be developed as a shared campus for a primary and post-primary school in lieu of the 1.3ha mentioned above.



The Council will continue to work closely with the Department of Education in the provision of schools in the area.

3.2.3 St. Nicholas Quarter

St. Nicholas Quarter is situated between Clanbrassil Street and the Castletown River. It consists of commercial and residential areas, and public spaces along Bridge Street, Linenhall Street, and Northgate Street.



Prior to the construction of the eastern bypass in the 1990's this was the northern gateway to Dundalk. In recent decades, the area has experienced a gradual decline, partly due to the shift in the retail core in a southerly direction towards The Marshes Shopping Centre.

The lack of investment and reduction in footfall in the area has resulted in high levels of vacancy and an increase in the number of buildings in a poor condition. At the time of writing a number of the vacant properties along Bridge Street were being redeveloped. It is anticipated that this will stimulate further investment in the area.

St. Nicholas Church located at the southern end of Bridge Street is a high quality landmark building adjacent to the project area. Overlooking the Castletown River there is a 5-storey mixed use building that is a gateway building when approaching from the north.

The commercial/office element of this building has struggled to attract tenants resulting in a number of the floors being vacant for a considerable time.

The Council is supporting the regeneration of this area through the progression of the St. Nicholas Quarter and Backland Regeneration Project.

This project is split into two phases, both of which are funded by the Urban Regeneration and Development Fund (URDF). The first phase includes public realm upgrades for the streetscape surrounding St. Nicholas Church, along Bridge and Linenhall Streets and the Peace Park as far as the river, whilst the second phase includes initial feasibility, analysis and preparation of a design concept for the re-development of the Backlands area of the St. Nicholas Quarter.

This Project seeks to re-energise the northern area of the town by creating more usable spaces, improving connectivity, and reconnecting the town centre with the Castletown River.

The Project recognises the opportunities to unlock the potential of the backlands between Bridge Street and Linenhall Street in creating new and reconfigured spaces. This may include the development of a courtyard style layout with natural surveillance from buildings over public spaces. Uses for these buildings could include commercial, cultural, recreational, community, medical/wellbeing, educational, or enterprise activities.

These spaces will give pedestrians greater priority and create a well-connected, accessible, high-quality and enjoyable environment. There are also opportunities to improve the links and the relationship between St. Nicholas Quarter and Peace Park to the east and the Castletown River to the north whilst the creation of a new focal point at St. Nicholas Church will help create a sense of arrival to the area and reinforce the importance of the historic junction.



Phase 1 of the St. Nicholas Quarter project focuses on the rejuvenation of the streetscape. Works commenced on site in Q3 2024. It is envisaged that these public realm works will uplift the perception of the area and act as a catalyst for further investment.

The progression of this Project will be used as an example in highlighting the benefits of town centre living where people can enjoy a high standard of living in an attractive environment close to existing services and amenities.

3.2.4 The Long Walk Quarter

Within the Long Walk Quarter, the remnants of the original demesne landscape remain. It consists of the Carroll Village Shopping Centre (now closed), the Long Walk Shopping Centre, Dundalk Bus Station, areas east of the Long Walk Road, Ice House Hill Park, and The Demesne to the south of the Long Walk Road.

Ice House Hill Park and The Demesne bring character and biodiversity benefits to the area, and any streetscape design should retain and enhance such features.

The Long Walk is a secondary shopping area to Clanbrassil Street. The Long Walk Shopping Centre first opened in 1994.

Whilst Tesco continues to trade in the shopping centre there are a large number of units vacant. The combination of the dated design and layout of the building alongside the completion of a more modern shopping centre at the Marshes has resulted in the decline of The Long Walk. The closure of the Pennys Store in the Long Walk had a particular impact on footfall in the area. The Carroll Village Shopping Centre closed in 2011 following a number of years of difficult trading, whilst the former Toymaster store has been closed since 2008.

The challenges in the retail sector cannot be underestimated, however the location of The Long Walk Quarter in proximity to the retail core and the bus and train station makes the area an attractive location for redevelopment.

The combined area of the Carroll Village Shopping Centre, the Long Walk Shopping Centre, and the former Toymaster Store is c.5 hectares. These lands represent a significant opportunity for a mixed use living and employment quarter on strategically located lands within walking distance of the town centre.

Potential uses on the land could include residential, retail, healthcare, office/professional services, community, or recreational uses.



Any proposals shall seek to maximise connectivity and improve links between the town centre, train station, and Ice House Hill public park. They shall also ensure the creation of a clear urban structure with any new spaces or buildings integrating with the town centre. The primary objective is to create an attractive, vibrant environment where people want to live, work, and socialise.

The Council has received funding for the progression of a regeneration project for the Longwalk Quarter under the Urban Regeneration and Development Fund with an Urban Framework Plan for the area to be prepared.

This Framework Plan will provide for the orderly design and development of a distinctive and sustainable urban quarter in this part of Dundalk.



This funding also includes for the design of a public realm enhancement scheme along The Long Walk and The Demesne that will seek to enhance the streetscape, connectivity, and biodiversity and recreational offering in the area including Ice House Hill Park. The Framework Plan will include a landscaping strategy for both The Demesne and Ice House Hill Park.

In addition to public realm enhancements and the redevelopment of the Long Walk Shopping Centre and Carrol Village, this Plan also supports the upgrade of the bus station, which is located on the Long Walk. A more modern and accessible bus station would complement any regeneration or public realm projects on the Long Walk as any improvement in facilities or increased frequency in services would be likely to result in an increase in footfall in addition to improving the connectivity to and from the area.

3.2.5 Park Street/Francis Street and St. Patrick's Church

In recognition of the success of the public realm works in Market Square and Clanbrassil Street, and in accordance with national and local policy supporting the rejuvenation of town centres and their surrounding areas, Park Street / Francis Street and St Patrick's Church have been identified as a Key Development Area.

Area includes the entire length of Park Street (from its junction with Anne Street/ the Dubin Road) as far as Earl Street, the whole of Francis Street and St Patrick's Church.

These streets are an important location for the daytime economy in the town and provide a range of uses and services. The north-eastern section of Francis Street primarily consists of office-based uses.

This transitions to more retail-based uses as it merges with Park Street. Retailing uses and services on both streets include clothes and footwear stores, and hairdressers and beauticians.

Along Park Street there is a high concentration of food and beverage and entertainment uses, which include café's, restaurants, bars, and nightclubs. These eateries and entertainment venues make Park Street an important location for the night-time economy in the town.



The vacancy rate along Park Street is low, with only 4 units vacant at the time of writing. This includes the former Dunnes Stores, which has been vacant since 2009 and is identified as an opportunity site in the Retail Strategy. It is noted that an application for a 'sports entertainment centre' at this opportunity site was granted in August 2024 and works had commenced in Q4 2024. The former Bank of Ireland, which is one of the most attractive buildings along Park Street is also vacant and has significant potential to be brought back into use.

Vacancy levels are more apparent along Francis Street with vacancy at both ground floor and upper floors. This includes Williamstown Mall (identified Opportunity Site), where there are ground floor and upper floors vacant as well as a large undeveloped site immediately to the east of No. 23 Francis Street.

The potential for redevelopment in the area is apparent with a number of planning applications recently granted along Francis Street including the redevelopment of the abovementioned site and the building immediately adjacent for mixed use developments comprising of apartments, apart-hotel units, office, and retail uses.



The implementation of these permissions would have a positive impact on the character and vibrancy of Francis Street and would act as a catalyst for further development in the area.

The built heritage of Park Street and Francis Street is characterised by a mix of modern and vernacular buildings. The historic buildings are relatively uniform in height interspersed with an occasional prominent building. There are also a number of attractive shopfronts such as the Phoenix Bar which adds to the overall attractiveness of the area, some of which are identified as Protected Structures. The spire of Saint Patrick's Church is an important landmark and contributes to the distinct character of the area.

It is recognised that investment in the public realm along both Park Street and Francis Street could transform its appearance and sense of place, making it a more vibrant and appealing area of the town for businesses, residents, and visitors. There is also the potential for improving the links between The Marshes Shopping Centre and the more traditional shopping areas of the town.

The Local Transport Plan has identified a number of potential options for improving the public realm, reducing the dominance of cars, and giving greater priority to pedestrians and active travel. Details are set out in Section 5 of the Local Transport Plan.

Whilst the options for the public realm works are at an initial stage at the time of writing, this Plan will support the progression of any proposals as the options are decided, and funding applications are made.

The benefits of a successful public realm scheme in this part of the town would make a significant contribution to the daytime and night-time economy, improve permeability and connectivity, and would stimulate further investment in the area.

3.2.6 Dundalk Port

Situated at the mouth of the Castletown River, adjacent to Dundalk Bay SPA and SAC, and to the east of Dundalk town centre, Dundalk Port is an important economic asset to the town as a working port which offers a range of services including cargo handling, pilotage, and customs. In addition to the port services provided, there are a number of commercial premises including a public house/music venue and metal recycling company.



Whilst this Plan supports the current use of the port facility and operations and would seek to support any future upgrades or expansion of these facilities; if the current port-related activities on the site were to cease or relocate there is an opportunity for these lands to be redeveloped.

The lands associated with the port area are approximately 5.8ha in area and are zoned 'C2 Port Harbour Area'. They are accessed from both George's Quay to the west and Quay Street/Point Road to the south and are strategically located off the Inner Relief Road and within walking distance of the town centre.

This location makes the lands suitable for a range of uses including residential, employment, and tourism related uses.

The potential of the regeneration of the area is recognised in Regional Policy Objective 4.23 of the RSES.



One of the challenges in the regeneration of these lands will be to ensure any development makes a positive contribution to the streetscape and is of a design and scale that is appropriate for its waterside location.

Given the visibility of the lands from the approach roads into the town from the north, any buildings will be visually prominent and shall be designed taking this into account.

There is potential for public realm space and improved connectivity to be provided to northern section of these lands to enhance this area as a location for leisure and recreation particularly given the location in proximity to St. Helena's Park and the existing public house/music venue.

The upgrades along the Inner Relief Road proposed as part of a planned Active Travel project will provide the foundation for improved connectivity from these lands to the surrounding area for pedestrians and cyclists in particular.

The development of this area will require further assessment in relation to contamination of the lands, as well as consideration regarding flood risk.

3.2.7 Policy Objectives

KDCA 1

To support and promote the development of the following 'Key Development Areas' in Dundalk:

- i) Mount Avenue Area
- ii) Raynoldstown Village
- iii) St. Nicholas Quarter
- iv) The Long Walk Quarter
- v) Park Street-Francis Street-St. Patrick's Church
- vi) Dundalk Port

into successfully socially integrated neighbourhoods which deliver quality, functional housing, public spaces, services, amenities, and employment opportunities as applicable to each area.

KDCA 2

To support the implementation of any masterplans, urban design frameworks/statements, or public realm schemes prepared for lands within the Plan area, including the Key Development Areas identified in Chapter 3.

KDCA 3

To require the preparation of a masterplan for the Mount Avenue Area in accordance with the details set out in Section 3.2.1 'Mount Avenue Key Development Area' and Section 3.4 'Masterplans and Spot Objectives' (as relevant to the Mount Avenue Area).



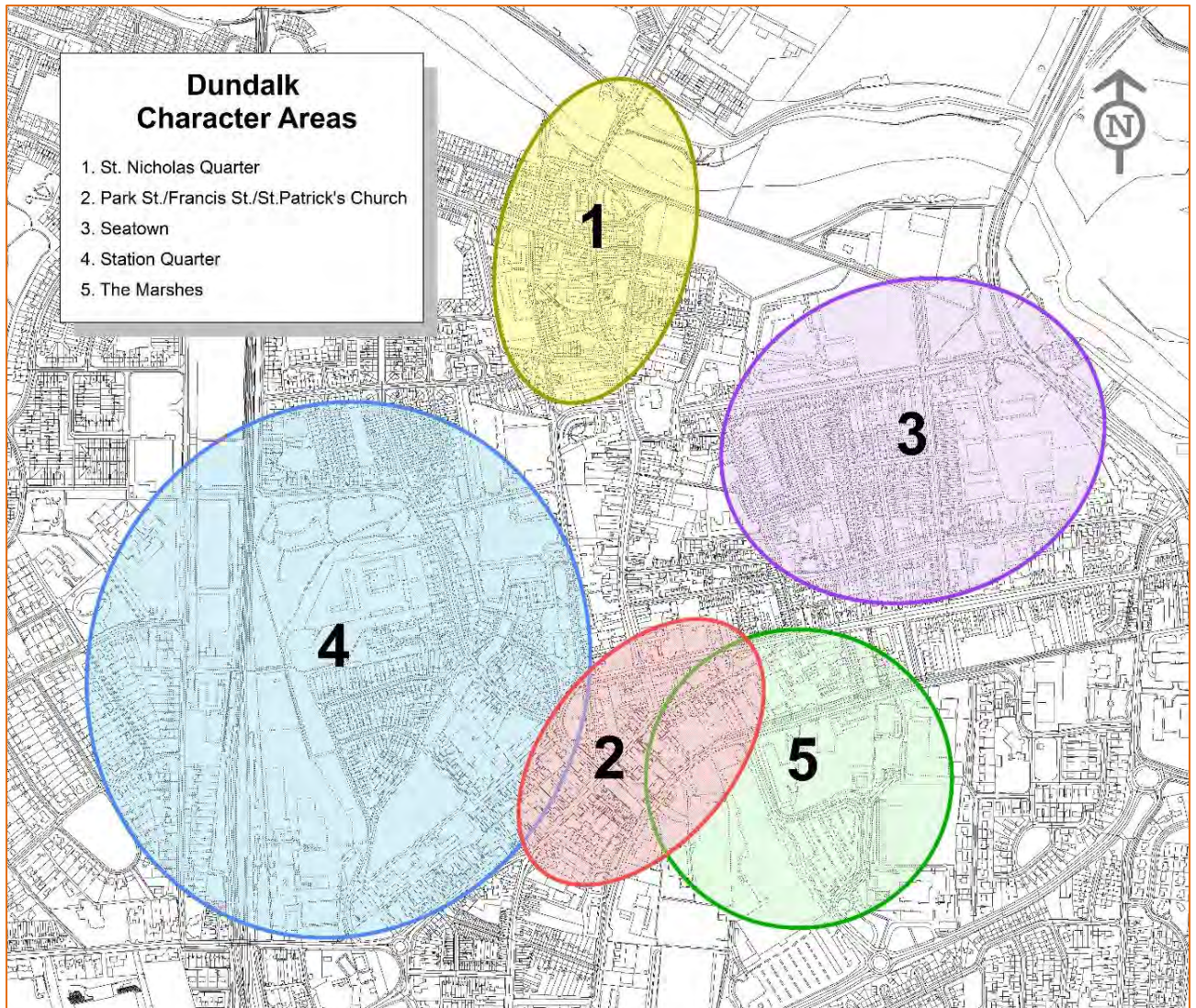
3.3 Character Areas

This Plan has identified five distinctive areas within and in the vicinity of Dundalk's urban core, each with their own unique and distinct character. Within these areas there are opportunities for small scale redevelopment and infill projects, public realm improvements and active travel measures:

1. St. Nicholas Quarter;
2. Park Street/Francis Street and St. Patrick's Church;
3. Seatown;
4. The Station Quarter; and
5. The Marshes.

It is considered that strengthening and enhancing these areas, as well as improving connectivity and permeability with the town centre, has the potential to increase footfall and enhance the vitality and vibrancy of Dundalk. It is acknowledged that there is an overlap between some of the Key Development Areas and the Character Areas. This overlap is a reflection of the importance of these areas in the rejuvenation of the town centre and surrounding area.

Figure 3.1: Dundalk Character Areas





3.3.1 No. 1: St Nicholas Quarter

Study Area

Primarily focused on the Bridge and Linenhall Streets and the Castletown River to the north. The Council is supporting the regeneration of this area through the progression of the St. Nicholas Quarter and Backland Regeneration Project. This project is being funded through the Urban Regeneration and Development Fund. See Section 3.2.3 of this chapter for more details.

Key Focal Points

St. Nicholas Church of Ireland formed the heart of the 'Newtown', is a key landmark in the area and provides a vista along St. Mary's Road. St. Nicholas' Catholic Church terminates views along Clanbrassil Street. The Castletown River to the north is a key feature of the area. There is a five-storey building to the north of Bridge Street which can be viewed from a number of vantage points in the vicinity.

Character

The Clanbrassil Street public realm project extending as far as St. Nicholas's Catholic Church, with its environmental improvements and new civic space, has significantly improved the streetscape and brought new life to the northern part of the town. However, the area from St. Nicholas' Church to the Castletown River is in need of regeneration. The area facing the Castletown River is dominated visually by a confluence of roads, above ground utility infrastructure, vacant properties, and a general lack of ground floor animation.

The area has a tight urban grain, comprising of narrow frontages with underutilised vacant backland plots. Many noteworthy examples of traditional shopfronts are present, which contribute positively to the area's character.

Opportunities

Identity: Build on the success of the new identity for the St. Nicholas' Quarter and rejuvenate the area from St. Nicholas' Catholic Church to the river.

Community: Ensure a platform for a thriving, functioning town and inclusivity for all members of the community.

Heritage: Enhance and build upon the heritage and history of Dundalk.

Connectivity: Create a quality townscape which links to and mirrors other areas of the town - Market Square, Clanbrassil Street; Church Street, Castletown Road, and the Newry Road.

Gateway: Redefine the northern access point to Dundalk Town Centre.

Sustainability: Optimise the balance between users considering vehicles, cyclists, and pedestrians.



3.3.2 No. 2: Park Street /Francis Street and St Patrick's Church

Study Area

Area includes the entire length of Park Street (from its junction with Anne Street/ the Dublin Road as far as Earl Street, the whole of Francis Street and St Patrick's Church). It has also been identified as a Key Development Area in this Plan. See Section 3.2.5 of this Plan for more details.

Key Focal Points

Attractive views of the Cooley Mountains and the spire of St. Patrick's Church are available as you travel northeast along Park and Francis Street and provide a strong sense of place. The former Dunnes and bank buildings are key focal points along Park Street. When travelling eastward along Francis Street the 3-storey buildings on either side and mature treed landscape associated with 'The Crescent' and 'Kellys Monument' enhance the ambiance of the character area.

Character

Located south of Clanbrassil Street, Park Street is a busy vehicular thoroughfare with three significant road junctions. The street is located a short walk from the bus and train stations, Dundalk's town centre and the Marshes shopping centre. Park Street's northeast to southwest orientation allows both sides of the street to benefit from direct sunlight. The street features a wide variety of commercial uses with a notable hospitality offering.

Park Street's built environment presents an eclectic mixture of modern design and vernacular buildings, some of which retain their original shopfronts. Francis Street boasts numerous protected structures which contribute positively to its character, these are intermingled with re-development opportunities including a 'gap site' on its northern side and 'Williamson's Mall'. The area immediately in front of St. Patrick's Church is dominated by hard standing associated with surface car parking.

Opportunities

Permeability: Improving the pedestrian environment and public realm at the Earl Street, Francis Street, Magnet Road, and Anne Street/Dublin Road junctions. Enhance permeability to the bus and train stations and with the Marshes Shopping Centre either through Williamson's Mall and/or via the back lanes/ streets to the south.

Public Realm: Develop a cohesive public realm scheme for the entire length of Park and Francis Street and the area in front of St Patrick's Church. This should incorporate underground cabling and widening of the footpath to maximise sunlight gain as well as public realm improvements. Painting of buildings and extension of the 'SEEK' project would improve the visual amenity of the area.

Sustainability: Promote and encourage the re-use of the former Dunnes Site and Bank building. The Dunnes building has been vacant since 2009, it offers a substantial floor plate and surface car parking in the vicinity. The former bank building is currently for rent/ sale, located equidistant between the Arts Centre and Old Goal it provides an opportunity to introduce a community/ arts use.



Williamson's Mall is located along Francis Street and has been identified as an Opportunity Site. It has the potential to provide a vital link between the traditional town core and The Marshes Shopping Centre. The development of the gap site along Francis Street will enhance the built environment and improve vibrancy.

Promotion: There is an agglomeration of eateries, public houses, and night clubs along Park Street. The clustering of entertainment facilities creates synergy and is an important element of Dundalk's nighttime economy, Park Street could potentially be promoted as a 'golden mile'.

3.3.3 No.3: Seatown

Study Area

Located to the north-east of Dundalk, this study area is bounded to the north by St. Helena's Park, incorporates Mary Street and Castle Road to the west, Seatown and Mill Street to the south, the Inner Relief Road and part of the designated Key Development Area of Dundalk Port to the east. The Seatown area is largely dominated by Georgian and Victorian red brick.

Key Focal Points

The area is primarily defined by the established residential communities. Historically, Jocelyn Street and Seatown Place, along its southern boundary, formed an important arterial link from the town's Market Square eastwards to the Cavalry Barracks and the quay at Dundalk harbour. The windmill along Seatown Place provides a focal point.

Character

The area has suffered from severance because of the Inner Relief Road, a wide corridor with fast flowing traffic, which has effectively cut the town centre and residential area, from the historic quays and waterfront. When travelling along the Inner Relief Road the surrounding built form at the various junctions is ad-hoc and makes no reference or connection to the town centre or the Quays/Port area.

Opportunities

Sustainability: Optimise the balance between users considering vehicles, cyclists, and pedestrians.

Connectivity: Improve connectivity and entice visitors to the town centre and the Port/Quays area through the provision of traffic calming measures and public realm improvements

Open Space: Establish a network of public open spaces which have strong connections to the town centre, including St Helena's Park and the Quays area.



3.3.4 No.4: The Station Quarter

Study Area

The Station Quarter is centred on the bus and railway station and the intervening areas which includes Park Street, the Longwalk and the urban park at Ice House Hill.

Key Focal Points

The bus and railway stations, distillery and railway line are the key landmarks in the area. The railway line defines the character area and presents a barrier to pedestrians, cyclists, and vehicles access from Cox's/Ard Easmuinn area to the town centre. Within the character area there are currently two access points that cross the railway line, one vehicular and one pedestrian.

Character

The presence of Clarke Train Station and the Longwalk Bus Station create a distinct and unique transport hub.

The Great Northern Distillery and Railway Station forms the eastern gateway into the town along St. Dominick's Road, providing the only vehicular crossing on the railway line in the character area. The stone railway bridge and tree lined banks on either side of the railway line below provide an attractive feature.

Ice House Hill is one of the main urban parks in Dundalk. The railway line severs the park from the mainly residential development to the west in Mount Avenue, a pedestrian underpass provides the only crossing point from the park to the residential area.

Opportunities

Permeability: Clarke Railway Station and the Longwalk Bus Station are in close proximity to Dundalk's town centre. An opportunity exists to upgrade the bus station thereby improving connectivity for those residing, working, or visiting the town. There is the potential to improve permeability between the bus and train. It is anticipated that such investment would attract additional footfall into Dundalk town centre.

Connectivity: Improve connectivity by delivering of a high-quality cycle route on Ard Easmuinn Road junction with Castleblayney Road (R934) to the Friary School.

Open Space: Establish a network of public open space which has strong connections to the town centre, including Ice House Hill urban park.



3.3.5 No. 5: The Marshes

Study Area

The area is centred around the Marshes shopping centre, bound to the west and north by the Ramparts Road, to the east by Meadow Grove Estate, to the west Hill Street and by the Long Avenue area to the south.

Key Focal Points

St. Patrick's Church provides the reference point between The Marshes and the rest of the town centre.

Large retail and warehouse type developments are characteristic of the area. The Ramparts River which is partially culverted runs parallel with the northern side of Ramparts Road and is an important natural feature in the area.

Character

The area is characterised by the Marshes shopping centre and new housing development to the west.

There are large scale warehouse and retail units along the Ramparts Road, arranged in a loose urban form and typically surrounded by large areas of surface car parking. Developments are generally set back from the public road. The Marshes area has limited linkages (through Williamsons Mall and a surface car park) with Dundalk's town centre.

Opportunities

Permeability: Enhance permeability thereby encouraging those utilising the Marshes shopping Centre to avail of the retail and services avail in the town centre, and vice versa.

Urban Design: Transform Ramparts Road into a boulevard, establish a new strong building line, with high quality, fine grained active frontage blocks. Introduction of buildings of height in this area may also assist in establishing a stronger sense of enclosure and improve the overall streetscape (height 2.5 - 5 storey). Surface car parking should be located behind buildings and opportunities to engage with the river should be provided.

Public Realm: Maximise the setting of the Ramparts River through public realm improvements.

3.3.6 Policy Objective

KDCA 4

To require any applications within Dundalk's Character Areas as set out in Section 3.3 of this Plan to have regard to the unique characteristics of the area in which it is located and to demonstrate how the proposed development will provide a responsive built form to the local streetscape.



3.4 Masterplans and Spot Objectives

3.4.1 Masterplans

The purpose of a Masterplan is to provide a vision and conceptual guide for the long-term development of a large and/or strategically located area of land and to ensure there is a co-ordinated framework for the planning, phasing, and development of the lands. The County Development Plan provides guidance on the preparation of Masterplans.

The Masterplan areas identified in this Plan are as follows:

Masterplan No.	Description	Status
1	Mullagharlin Masterplan – this consists of c.434 hectares of land situated between the M1 and the eastern edge of the Dublin Road c.2km south of Dundalk town centre. Approximately 267 hectares of the lands remain undeveloped. The implementation of the Masterplan is ongoing at the time of writing, with a range of businesses and educational uses situated within the Framework Plan Area including in the IDA Park, Xerox Business Park, and DkIT campus. Any future development taking place within the Masterplan Area shall comply with the requirements of this Masterplan or any subsequent updates.	Complete – see Appendix 4
2	Mount Avenue Masterplan – this consists of an area of c.35 hectares of land to the north-west of Dundalk town centre with frontage onto Mount Avenue, Greyacre Road and Castletown Road. The lands are zoned for residential, and open space uses, with a requirement for neighbourhood and community facilities as set out in Spot Objective F. Castletown Motte, a heritage site of national importance is adjacent to the Masterplan area. Trees of Special Amenity Value are also identified in the north-western corner of the site. The key principles of any Masterplan will be to establish a coordinated approach to the development of the lands that will include a mix of housing options that will support a sustainable community, the provision of a linear park, the provision of education facilities and local neighbourhood and community facilities. The Masterplan shall include provision for the delivery of new/upgraded road infrastructure including new Link Roads within the Masterplan area and shall demonstrate how these roads will tie in with the alignment of link roads outside of the Masterplan area. See Section 3.2.1 of Chapter 3 for more details.	Awaiting preparation



3.4.2 Spot Objectives

The land use zoning maps include the following Spot Objectives for specific land parcels in the Plan area. These Spot Objectives shall be complied with in the design and/or implementation of any development on these lands.

Spot Objective	Location	Objective
A	Adjacent to Dundalk Racecourse	To provide for the development of a retirement village.
B	East of Red Barns Road	To preserve the ecological value and character of the lands and to provide appropriate recreational and amenity facilities.
C	Xerox Junction, Dublin Road	To provide for a mixture of higher order business uses supported by cafes/restaurants, community facilities, office, health care, residential, and business units. An area of 2.5 hectares shall be utilised as playing pitches and associated facilities and shall be delivered in tandem with any residential development on the lands. If in excess of 50% of the lands are to be utilised for residential development a community building shall also be provided. The playing pitches and community building shall be delivered in tandem with any residential development on the lands. In the event that the primary use of the lands shall be for residential development the developers shall engage with the Planning Authority in relation to the potential requirement for lands to be reserved for a school on the lands. This shall be factored into the design and layout of any development at an early stage to ensure it would be appropriately located. Individual shops in excess of 350m ² gross floorspace or warehousing and distribution will not be considered appropriate.
D	East of the Fairways Hotel, Dublin Road	Any planning application on these lands shall include an ecological assessment of the existing wetland in this location. This ecological assessment shall include measures to protect and enhance the existing wetland, any measures and recommendations of the assessment shall be incorporated into the design and development of the lands.
E	Raynoldstown Village	To require the provision of a neighbourhood centre with associated community uses within the Raynoldstown Village development. No more than 1,000 units in the Raynoldstown Village development shall be occupied until development has commenced on the neighbourhood centre and permission has been granted for a community building. This shall be implemented through the Development Management process with any planning application in Raynoldstown Village required to include details of the number of residential units complete and occupied/unoccupied and the number of units under construction at the time the application is made.



Spot Objective	Location	Objective
		A masterplan shall be prepared for the remaining undeveloped lands in Raynoldstown Village east of the L-7165-0 (Western Infrastructure Road). This masterplan shall set out the proposed land uses for the remaining undeveloped lands with an indicative layout of the land uses included. An outdoor play area for children shall be provided in a central location within the Raynoldstown Village development. A phasing programme shall be agreed as part of this masterplan, with the occupation of units linked to the delivery of the outdoor play area and neighbourhood centre. The masterplan shall ensure that the undeveloped lands provide for permeability and connectivity with the surrounding lands that are developed/under construction or have an extant permission.
F	Mount Avenue Masterplan Area	To require the provision of neighbourhood and community facilities in a centrally located part of the Masterplan area convenient for future residents. These facilities shall be adjacent to each other to promote synergy between the uses. The neighbourhood facilities shall consist of a Neighbourhood Centre consisting of a local shop(s) and services with the potential uses and floorspaces to be based on the 'Generally Permitted' or 'Open for Consideration' uses for B2 Neighbourhood Centre land use zoning as set out in the County Development Plan. Community Facilities shall consist of a 1.3-hectare site to be reserved for future education facilities (i.e. school or other educational use). A playing pitch shall also be provided, with an opportunity to co-locate this pitch with the future school (education facility).
G	Lands to the rear of St. Francis School	This site is zoned 'G1 Community Facilities' to potentially facilitate an extension to St. Francis Primary School. Any development of the site shall include provision for active travel links from the Old Golf Links Road in order to improve permeability and connectivity in the area.
H	Lands west of Hill Street Bridge	Any development within the Flood Zone in this location shall be restricted to the provision of a vehicular and active travel access and service roads and ancillary infrastructure and other 'less Vulnerable development' as set out in Table 3.1 of 'The Planning System and Flood Risk Management Guidelines' (2009).

3.4.3 Policy Objective

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To ensure any planning application and development on lands that include a spot objective as indicated on the Zoning and Flood Zone Map complies with the requirements of the spot objective as set out in Section 3.4.2 of this Plan.