

Newbridge

Local Area Plan

2013 – 2019

Plean Ceantair Áitiuil Dhroichead Nua
December 2013

Incorporating Amendment No.1
Effective from 16th October 2015

Extended on 19th December 2018 to
22nd December 2021



Newbridge Local Area Plan 2013 - 2019

In accordance with Section 19 of the Planning & Development Act 2000, as amended, the members of Kildare – Newbridge Municipal District at their municipal district meeting on Wednesday 19th December 2018 adopted the following resolution for the Newbridge Local Area Plan 2013 - 2019 ;

“To extend the life, by a further 2 years (up to and including 22nd December 2021), of the Newbridge Local Area Plan (2013-2019), in accordance with the provisions of Section 19 of the Planning & Development Act, 2000, (as amended).

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Amendment No.1

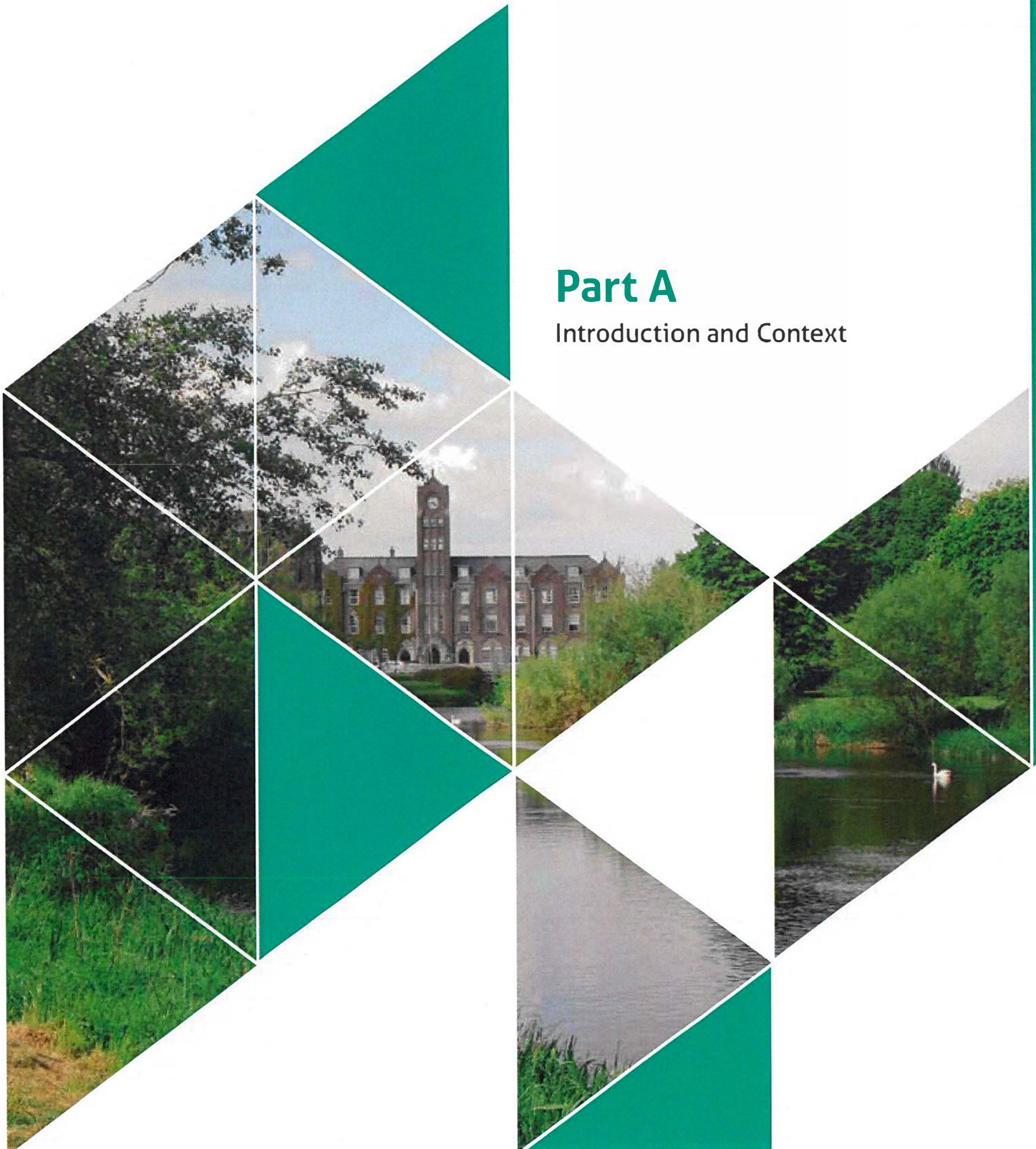
Minor Changes to land use zoning map 7

**Adopted by Kildare/Newbridge Municipal District
On 16th September 2015**

Effective from 16th October 2015

Part A

Introduction and Context



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial statements. This includes not only sales and purchases but also expenses, income, and transfers between accounts.

The second part of the document provides a detailed breakdown of the accounting cycle. It outlines the ten steps involved in the process, from identifying the accounting entity to preparing financial statements. Each step is explained in detail, with examples provided to illustrate the concepts.

The third part of the document focuses on the classification of accounts. It discusses the different types of accounts, such as assets, liabilities, equity, revenue, and expense accounts, and how they are used to record and summarize business transactions.

The fourth part of the document covers the process of journalizing and posting. It explains how transactions are recorded in the journal and then posted to the appropriate T-accounts in the ledger. This process ensures that the accounting records are organized and easy to review.

The fifth part of the document discusses the preparation of financial statements. It outlines the steps involved in calculating the net income, preparing the balance sheet, and the income statement. It also provides examples of how these statements are prepared and presented.

The sixth part of the document covers the process of adjusting entries. It explains why adjusting entries are necessary and how they are prepared. Examples are provided to illustrate the different types of adjusting entries, such as accruals, deferrals, and depreciation.

The seventh part of the document discusses the process of closing the books. It explains how the temporary accounts (revenue, expense, and dividend accounts) are closed to the permanent accounts (assets, liabilities, and equity accounts) at the end of the accounting period.

The eighth part of the document covers the process of reversing entries. It explains why reversing entries are used and how they are prepared. Examples are provided to illustrate the different types of reversing entries.

The ninth part of the document discusses the process of correcting errors. It explains how errors are identified and corrected, and provides examples of common types of errors.

The tenth part of the document covers the process of preparing a trial balance. It explains how a trial balance is prepared and how it is used to check the accuracy of the accounting records.

Aim: *To build on the strengths of Newbridge¹ and to provide a focused approach to planning for future development in a coherent sustainable and spatial fashion. The Plan aims to achieve a more consolidated urban form that facilitates a sustainable economic base and creates sustainable and integrated communities while balancing future development with the conservation and enhancement of the town's natural and built environment.*

1.0 Introduction

The Newbridge Local Area Plan 2013–2019 (LAP) has been prepared in accordance with the requirements and provisions of the Planning and Development Act 2000, as amended. It sets out an overall strategy for the proper planning and sustainable development of Newbridge in the context of the Kildare County Development Plan 2011–2017 (CDP) and the Regional Planning Guidelines for the Greater Dublin Area 2010–2022. It is also informed by Ministerial Guidelines published pursuant to Section 28 of the Planning and Development Act 2000, as amended, together with EU requirements regarding Strategic Environmental Assessment and Appropriate Assessment.

This Plan is set out in a written statement with accompanying maps. It comprises;

- **Part A: Introduction and Context**

Outlines the social, economic and planning context for the town and sets the framework for the plans policies and objectives.

- **Part B: Policies and Objectives**

Sets out specific policies and objectives for the plan relating to housing, economic development, retail, tourism, urban design, etc. This section also includes mapped objectives for transportation, natural and built heritage, protected views, design briefs, etc.

- **Part C: Land Use Zoning**

Sets out the land use zoning objectives, zoning matrix in the Plan which are mapped.

The written statement shall take precedence over the maps should any discrepancy arise between them. In the full interpretation of all objectives for Newbridge, it is essential that both the CDP and the LAP are read in tandem. Where conflicting objectives arise between the CDP and the LAP, the objectives of the CDP shall take precedence. It should be noted that the general development management standards applicable to the Plan are contained in the CDP.

1.1 Local Area Plans Status and Process

Sections 18–20 of the Planning and Development Act 2000, as amended, provide that a LAP may be prepared in respect of any area which a Planning Authority considers suitable, in particular for areas which require economic, physical and social renewal and for areas likely to be the subject of large-scale development within the lifetime of the plan.

A local area plan shall be made in respect of an area which:

- Is designated as a town in the most recent census of population, other than a town designated as a suburb or environs in that census;

¹ To ensure consistency with planning policy documents, Droichead Nua (official title) will be referred to as Newbridge throughout this Plan



- Has a population in excess of 5,000; and
- Is situated within the functional area of a planning authority which is a County Council.

The 2011 census indicated that Newbridge, including its environs within the LAP boundary, had a total population of 21,561 persons. A LAP is therefore required for Newbridge. This LAP was adopted at the Council meeting on 23rd December 2013 and takes effect from January 29th 2014. The Plan shall cease to have effect at the expiration of six years from that date unless this period is extended by resolution in accordance with Section 19 (1) (d) of the Planning and Development Act 2000–2013.

1.2 Strategic Environmental Assessment

Strategic Environmental Assessment (SEA) is the formal systematic evaluation of the likely significant environmental effects of implementing a plan or programme before a decision is made to adopt the plan or programme. The SEA Directive (2001/42/EC), was transposed into Irish Law through the European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (SI No 435 of 2004) as amended by the European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011 (S.I. No. 200 of 2011) and the Planning and Development (Strategic Environmental Assessment) Regulations 2004 (SI No 436 of 2004) as amended by the Planning and

Development (Strategic Environmental Assessment) (Amendment) Regulations 2011 (S.I. No. 201 of 2011).

Mandatory SEA of a local area plan is required where the population or target population of the town is over 5,000 persons, or where the area covered by the plan is greater than 50 square kilometres, or where the local area plan is being prepared for a town and its wider environs. The SEA was prepared in parallel to this plan, informing the plan making process of the likely environmental impacts of alternative actions and contributes to the integration of environmental considerations into the plan making process.

In accordance with Article 13D of the Planning and Development (Strategic Environmental Assessment) Regulations 2004, a Scoping Assessment was prepared for the Newbridge Local Area Plan and sent to the Environmental Authorities. The findings of the SEA are set out in the Environmental Report, which, while constituting part of the Plan documentation, is presented as a separate document. The Environmental Report was prepared in conjunction with the preparation of the Plan, which has also been informed by the environmental considerations of the Environmental Report. The likely environmental effects of the Plan (and the alternative development scenarios considered) are predicted in the Environmental Report and their significance is evaluated with reference to the area's environmental baseline. The Environmental Report therefore

provides a clear understanding of the likely environmental consequences of decisions regarding the location of development in the Plan area. The mitigation measures needed to offset the potential adverse effects of the Plan and future monitoring proposals have been transposed from the Environmental Report into the Plan.

1.3 Appropriate Assessment

The purpose of Appropriate Assessment (AA) of land use plans is to ensure that protection of the integrity of European sites is a part of the planning process at a regional and local level. The requirement for AA of plans or projects is outlined in Article 6(3) and (4) of the European Communities (1992) Council Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora (“Habitats Directive”). Local Area Plans are screened for any potential impact on areas designated as Natura 2000 sites. In any case where, following screening, it is found that the plan may have an impact, a full ‘appropriate assessment’ must be carried out.

The Newbridge Local Area Plan 2013–2019 was screened for AA. This screening found that effects on the integrity of Pollardstown Fen (Site Code 000396) and Mouds Bog (Site Code 002331), arising from the Local Area Plan were not likely, and therefore full Appropriate Assessment was not warranted. However the recommendations of that screening document have been incorporated into the Plan.

All proposed development within the Newbridge LAP boundary will be screened for Appropriate Assessment of its potential impacts on the Natura 2000 network, in accordance with Article 6 of the Habitats Directive. In all such cases the developer shall consult with the National Parks and Wildlife Service of the Department of Arts, Heritage and Gaelteacht (DoAHG).

1.4 Strategic Flood Risk Assessment (SFRA)

Under Section 28 of the Planning and Development Act 2000, as amended, the DoEHLG published guidelines entitled “The Planning System and Flood Risk Management Guidelines for Planning Authorities” (November 2009). These guidelines require planning authorities to introduce flood risk assessment as an integral and leading element of the plan making process. The Draft Strategic Flood Risk Assessment (SFRA) carried out for Newbridge is an assessment of flood risk in the town to inform strategic land-use decisions with the purpose of ensuring that flood risk management is fully integrated into the LAP.

The SFRA has recommended that development proposals for the areas identified as being at risk of flooding outlined on Map 3 and Section 7.8.5. be subject to a site specific flood risk assessment. Some of these areas have been the subject of more detailed investigation and this information is available in the Draft Strategic Flood Risk Assessment Report.

2.0 Newbridge Historic Development and Urban Context

Newbridge has developed in a number of separate stages, which are clearly evident in the town’s structure. The town was primarily shaped as a garrison town with the establishment of the Cavalry Barracks in c. 1815. The town evolved to the north of the barracks with Main St. forming the principal east – west artery. As evident from Figure 1, the barracks originally extended from the River Liffey to Cutlery Road, and from Main Street to Military Road. The barracks was demolished over time and little remains of the military presence save for old walls and gateways which are still visible on the Athgarvan Road.

Newbridge expanded further following the establishment of the Curragh Camp to the southwest in 1855. New streets such as Eyre Street and Edward Street were built in the years 1855–1861, while churches, schools and the railway (1846) also catered for the increasing population.



This period of prosperity continued until the withdrawal of the cavalry in May 1922 on the establishment of the Free State. Although a short period of decline followed, a number of important new industries were founded in the following decades: Irish Ropes (1933), Curragh Tintawn (1937), Newbridge Cutlery (1934), Bord na Mona (1946).

Since the 1960s, Newbridge has become a significant commercial and retail focal point in County Kildare. Two multinational industries – Pfizer (1992) and Oral B (1983) – were established. The town's grid like street pattern reflects its genesis as a relatively modern garrison town. With the closure of some important industries, such as Irish Ropes, and downscaling of others much of this industrial land in the town centre became redundant. The opening of the Whitewater Shopping Centre in April 2006 has contributed to the development of a modern, attractive town centre appropriate for an emerging urban centre of regional importance. This development has also reinforced Newbridge as a key commercial and retail destination in Kildare.

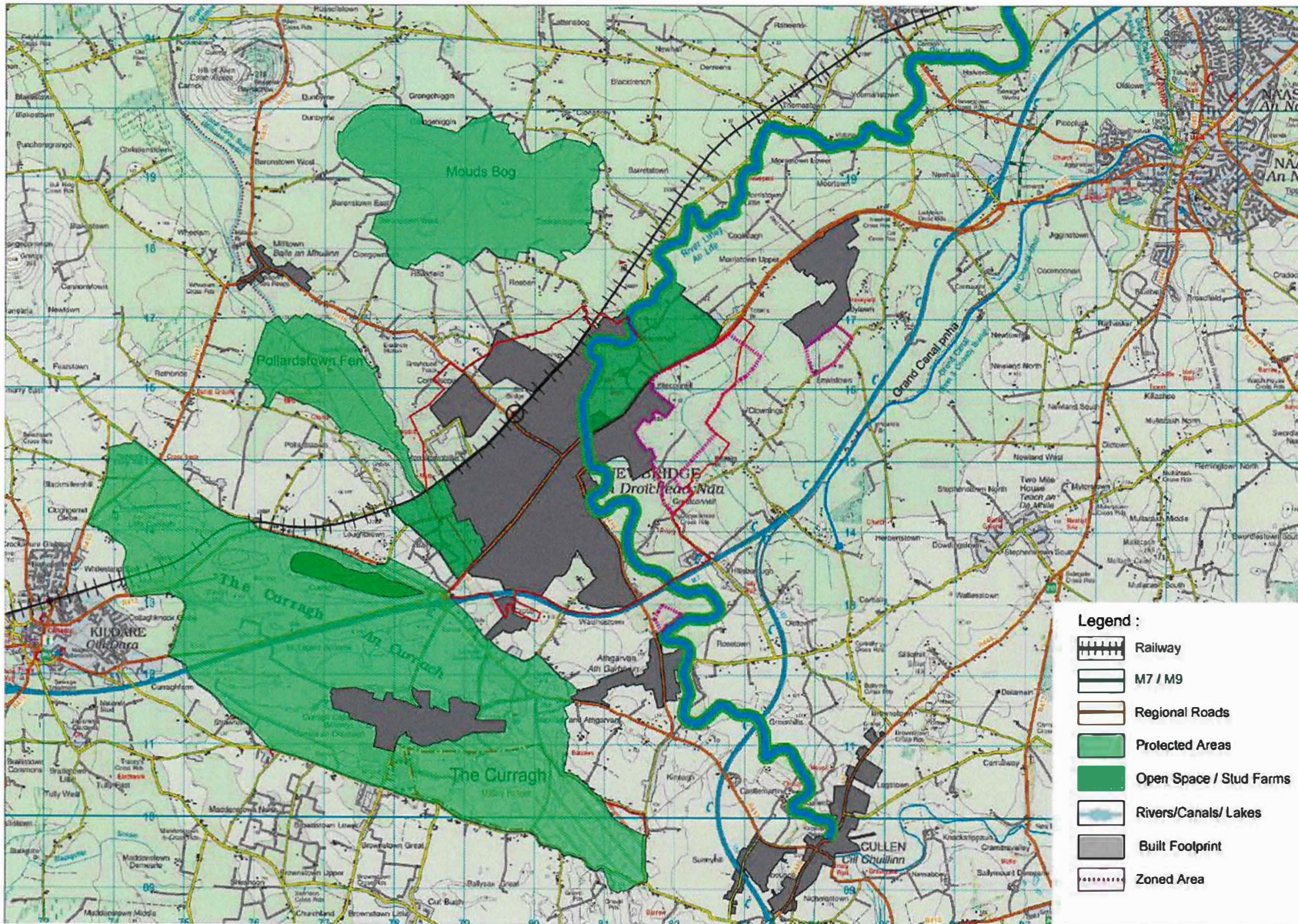
Today, Newbridge is a busy and vibrant commercial town with a substantial resident population of 21,561 persons. Much of the recent residential development in the town has been north of the railway in Roseberry and Cornelscourt and to the south in areas such as Kilbelin and Walshestown.



Newbridge circa 1860

There are a number of natural and man-made constraints which have influenced the historic development of the town – The Curragh (proposed Natural Heritage Area – pNHA) to the south and southwest, the River Liffey to the east, the M7 to the south and the railway to the north. Beyond these immediate areas lie Pollardstown Fen and Mouds Bog (both candidate Special Areas of Conservation – cSAC's) to the north, Kildare Town to the west, Naas to the east and Athgarvan to the south. There are also a number of important stud farms in close proximity to the town. The Plan is cognisant of the local context and environmental landscape in which the town is located (refer to Figure 1).

Figure 1: Newbridge – Strategic Context



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2.1 Newbridge in a Regional Context

The Regional Planning Guidelines 2010–2022 (RPGs) provides the strategic planning framework for all development plans within the Greater Dublin Area (GDA) and set both population and housing targets for the GDA and Co. Kildare within a defined settlement hierarchy. Newbridge is part of the Mid-East Region and is designated in the RPG's as being a Large Growth Town II.

Large Growth Towns are divided into levels I and II. Although designated within the second tier, the CSO 2011 figures demonstrate that Newbridge (including the environs) has become the largest urban centre in Kildare with a population of 21,561 persons.

The strategic planning framework of the RPGs identifies two planning policy zones, the Metropolitan Area and the Hinterland Area. These planning policy zones are supported by a settlement hierarchy with the identification of key growth towns to be consolidated, developed and supported within a sustainable urban form. Figure 2 illustrates the RPG settlement strategy for the Metropolitan and Hinterland Areas and that Newbridge is designated as a Large Growth Town II within the Hinterland Area.

The settlement strategy of the Kildare County Development Plan 2011–2017 is consistent with the RPGs in its designation of Newbridge as a Large Growth Town II. The settlement strategy in the County Development Plan acknowledges that Large Growth Towns II are strategically positioned to make the most of their connectivity and high quality connections to Dublin city centre (rail and motorway), whilst also supporting and servicing a wider local economy. They are important centres for delivery of public services, alongside IDA promoted companies, high order retail businesses and supported enterprise centres providing a strong commercial hub. They also have a key role in supporting and servicing a wider local economy.

Key to underpinning the role of Newbridge as a Large Growth Town will be the provision of water services infrastructure. It is acknowledged that the most

significant infrastructural constraint to the short-term development of Newbridge relates to the wastewater constraints at Osberstown Wastewater Treatment Plant and the construction of the Newbridge Interceptor Sewer Network. It is likely that these constraints will remain in the short term.

2.1.1 Retail Planning Guidelines

The Retail Planning Guidelines for Planning Authorities were published by the Department of the Environment, Heritage and Local Government in December 2000 and updated in January 2005 and again in April 2012. The Retail Planning Guidelines provide a comprehensive framework to guide local authorities both in the preparation of development plans and the assessment of applications for planning permission, and to assist retailers and developers in formulating development proposals.

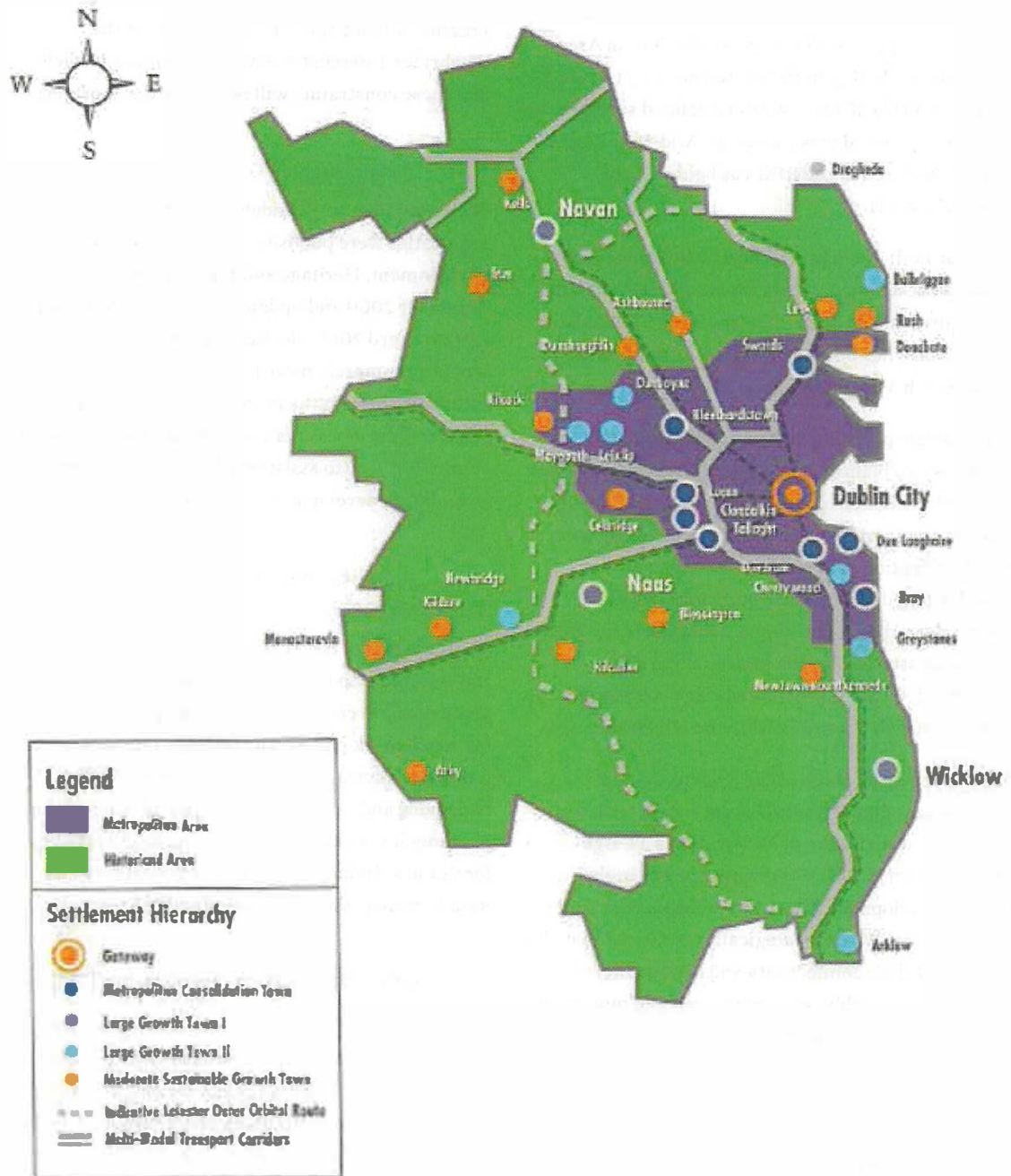
2.1.2 Retail Strategy for the Greater Dublin Area, 2008–2016

The main aim of the Retail Strategy for the Greater Dublin Area is to inform the statutory planning process and to ensure that adequate provision is made for retail development. The strategy provides indicative advice on the scope and need for retail floorspace and how, in accordance with sustainable planning it should be allocated. The Retail Strategy for County Kildare is set within the context of the Retail Strategy for the Greater Dublin Area.

2.2 Liffey Valley Park, Newbridge (2011)

The purpose of this Strategy is to develop a linear park through Newbridge with objectives already contained in the Kildare County Development Plan 2011–2017 and previous plans. Specific objectives have been identified for lands adjoining the Liffey including the linkage of existing open spaces and creation of pedestrian crossings across the Liffey.

Figure 2: Newbridge in Regional Context



Source: RPG's 2010-2022

2.3 Newbridge in a County Context

The County Development Plan sets out the overall strategy for the proper planning and sustainable development of County Kildare over the period 2011–2017. The Plan has a critical role to play in ensuring that the needs of future population growth are planned for. The Plan aims to direct population growth into the main urban centres. It also promotes significant new economic development within defined economic clusters. It is intended/proposed that the primary economic growth cluster of Naas/Newbridge/Kilcullen would develop in a mutually dependent way, so that the amenities and economies of the whole cluster would be greater than the sum of the individual parts.

The Plan also emphasises the need to protect the built heritage, unique landscape, natural heritage and biodiversity of the County for their intrinsic value and as a resource for the tourist economy of the future.

The designation of Newbridge as a Large Growth Town II in the RPGs is reinforced in the county settlement strategy set out in the CDP. Large Growth Towns II are designated to act as important self-sustaining regional economic drivers, accommodating significant investment in transport, housing, economic and commercial activity with high quality transport links to Dublin and other large towns.

The CDP also recognises the sectoral strengths of Newbridge, which has a thriving innovation-driven enterprise sector and high-quality employment across a range of service sectors such as pharmaceutical, distribution, manufacturing, innovation and R&D sectors. Newbridge has a number of major employers such as Pfizer, Bord na Mona, Horse Racing Ireland and the Department of Defence. Furthermore Newbridge has established itself as a key retail destination within the County.

It is envisaged that the town will continue to contribute towards the ‘smart economy’ with an emphasis on securing and creating new high end jobs with a specific focus across the above mentioned sectors.

3.0 Town Profile

3.1 Population

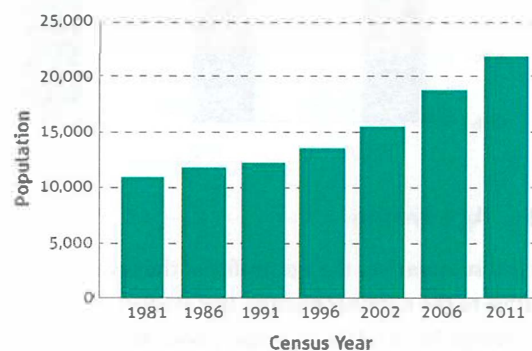
The population of Newbridge has risen steadily since the 1970s. The fastest rate of population change took place between 1996 and 2006 reflecting the growth in residential development in the town at that time. The 2011 census indicated that Newbridge (including environs area) had a total population of 21,561 persons representing a 16% increase since 2006.

Table 1: Newbridge Population and Rate of Change

Census	Population ²	Percentage Growth
1981	10,706	-
1986	11,503	7%
1991	12,069	5%
1996	13,363	11%
2002	15,298	14%
2006	18,520	21%
2011	21,561	16%

Source: CSO

Figure 3: Newbridge Population Growth



Source: Adapted from CSO figures

² Figures combine Newbridge legal town boundary and environs

3.2 Household Size and Profile

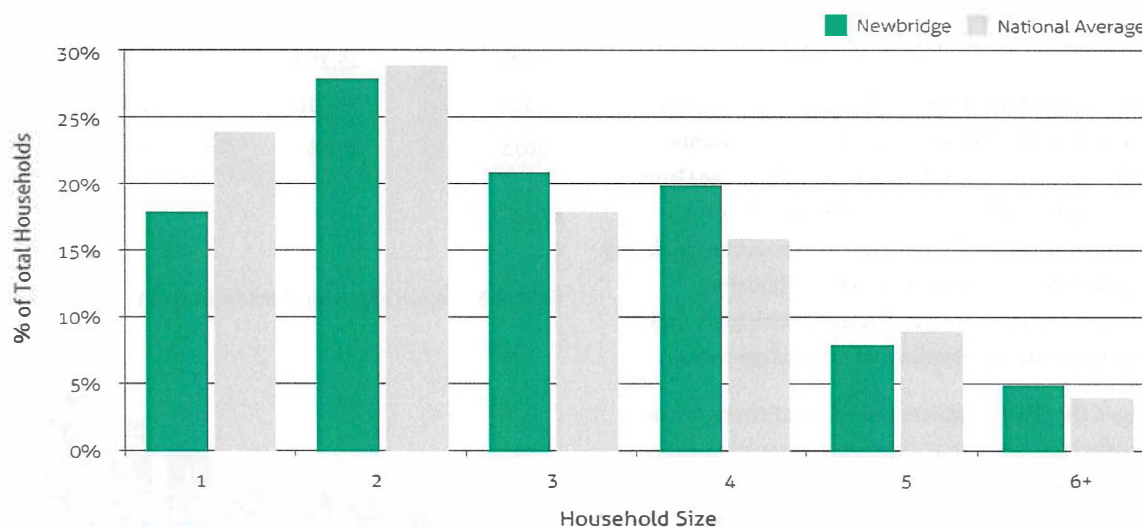
A total of 7,405 households were recorded in the 2011 census in Newbridge. The town's average household size of 2.91 persons is higher than the national average of 2.73 persons. A breakdown of the family unit size

illustrates that nearly 50% of the households in Newbridge is made up of two and three person families. It is also noted that there is a higher than average percentage of four person families, suggesting a young profile within the town.

Table 2: Household Size and Profile

Household unit size	1	2	3	4	5	6+	Total
Total No. of Households	1,306	2,068	1,536	1,498	637	360	7,405
% of Total Households Newbridge	18%	28%	21%	20%	8%	5%	100%
National Average (%)	24%	29%	18%	16%	9%	4%	100%

Figure 4: Newbridge Household profile



3.3 Age Profile

Table 3 summarises the age profile of the town relative to the national average. It is evident that Newbridge has a relatively young population, with 3% and 4% below the national average in the 45–64 and 65+ age cohorts respectively.

Conversely Newbridge is above the national average in the 25–44 and 0–14 age cohorts. The 25–44 cohort is the single largest group amounting to 35% of the total population in the town. Statistically this is not surprising given the substantial growth in population

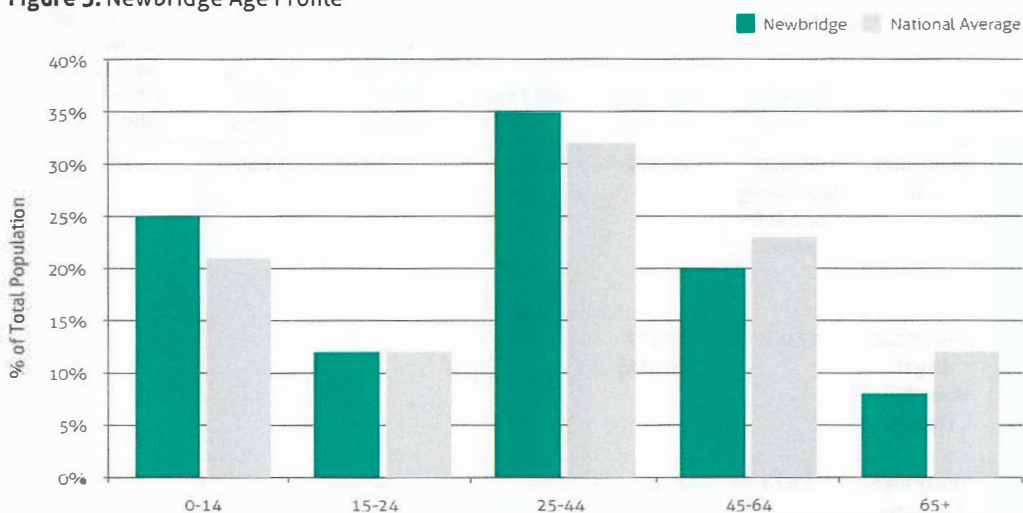
between 2002 and 2011, and in particular the 25–35 age cohort. This would account for the significant growth in the 0–14 age group (25%) cohort of which the 0–4 group represents 38% of all families in Newbridge, a 4% increase over the 2006 CSO figure.

Trends such as those outlined above will inevitably have an impact on the range of services and facilities required in Newbridge. This Plan will therefore endeavour to provide and plan for a range of services and facilities over the period of the Plan.

Table 3: Age Profile of Newbridge

Age bracket	Population	% of total population	National Average 2011 %
0-14	5,366	25%	21%
15-24	2,558	12%	12%
25-44	7,666	35%	32%
45-64	4,261	20%	23%
65+	1,710	8%	12%
Total	21,561	100%	100%

Figure 5: Newbridge Age Profile



3.4 Residential Profile and New Unit Target

Historically residential provision in Newbridge has been concentrated around the town centre and to the north, south and west along the Kildare, Milltown and Athgarvan Roads. Although there has been a pocket of residential development further east at Greatconnell, development has generally been restricted by the natural barrier of the River Liffey.

More recent residential developments have emerged to the north (Roseberry and Cornelscourt) and south (Walshestown) of Newbridge. Such developments have resulted in a 200% increase in population figures in the Newbridge Environs (refer to Table 4).

In line with the policy of the Council, many of these housing developments exhibit a high quality of design

with varying house types, though the most sought after house type are the 3 and 4 bed detached and semi detached family units.

A number of higher density apartment schemes have also been built in closer proximity to the town centre in order to maximise densities in proximity to serviced areas.

The ongoing restrictions at the Osberstown Waste Water Treatment Plant (WWTP) combined locally with the requirement for a new eastern interceptor sewer have curtailed many residential schemes prior to the downturn in the economy.

Consequently Newbridge does not have a significant quantum of unfinished houses in the overall housing stock.

3.5 Future Population Growth and Housing Targets

In line with the town’s position in the County Settlement Strategy and the Regional Planning Guidelines, the residential unit allocation for Newbridge over the lifetime of the CDP 2006–2017 is 2,839 units (refer to Table 4 below).

Newbridge is projected to accommodate 10.1% of the residential unit growth in County Kildare.

The Kildare County total is 3,122 units per year. A total of 10.1% of this annual figure is allocated to Newbridge, equating to 315 units per year. As the timeframe for the LAP is until 2019, two years outside the current CDP (2011–2017), an additional 630 units are subsequently added to the 2017 housing unit target. Therefore there is a net requirement for 3,469 units over the period of the LAP 2013–2019.

Table 4: Newbridge Housing Unit Allocation 2006–2019

Settlement Type	Town	2006 Pop Census	2011 Pop Census	2017 Pop Target	2017 Housing Units Target	2019 Housing Units Target	Percentage of Allocated Growth for Newbridge in the County 2006–2019
Large Growth Town II	Newbridge LAP	18,520 (consisting of A & B below)	21,561	23,254	2,839	3,469	10.1%
A	Newbridge Legal Boundary (Town)	17,042	17,127 (+0.5%)				
B	Newbridge Environs	1,478	4,434 (+ 200%)				

A detailed analysis was carried out with respect to the following;

- Quantum of lands zoned for new residential development under the 2003 LAP;
- Potential housing yield of such zoned lands;
- Unit construction since 2006 and CSO figures 2006 and 2011; and
- Number of units granted permission but not yet constructed.

The 2019 Housing Unit target is based on the provision of 3,469 residential units over the period 2006–2019. It is estimated that 1,216 residential units were constructed over the period 2006–2013 (March), resulting in a remaining target of 2,253 units. Applying the 50% overzoning provision (as required under the DoEHLG Development Plan Guidelines for Planning Authorities (2007)), the target increases to 3,379 units. As approximately 770 units have been permitted but not yet built, this is subtracted to give a net target of 2,609 units over the Plan period 2013–2019.

Table 5: Newbridge Housing Unit Projection

New housing unit target 2013–2019 (this figure excludes units permitted but not yet constructed and those units constructed between 2006–2013)	2,609
Quantum of undeveloped and/or uncommitted residential zoned land which can accommodate residential development	102ha

This Plan retains significant areas of lands previously zoned for residential development under the 2003 Plan. Only a limited quantum of lands are identified for new residential zoning. A total of 28 ha which were formerly zoned residential under the 2003 LAP have been downzoned following a flood risk assessment and a spatial analysis.

The quantum of lands identified for residential development will provide for sufficient residential growth during the plan period. In addition to the residential zoned land in the plan, appropriate intensification of residential uses in existing residential areas and the town centre will be encouraged, where appropriate.

3.6 Economic Profile

The 2006 census indicated that 62% of the total labour force in Newbridge was at work with a 4% unemployment rate. However by 2011, the unemployment rate rose to 13.5% with a corresponding drop in employment rate to 52%.

Table 6 illustrates the labour force breakdown in Newbridge during the inter-censal period from 2006 to 2011. The building and construction sector suffered the largest decline, shedding a total of 621 jobs in the period. However there has been a substantial increase in the professional services sector which increased by 718 jobs in the same period. Overall there has been a net decrease in 700 jobs across all sectors at a time when the labour force in the town increased by 1,882 persons.

3.7 Labour Force and Commuting

The 2011 Census indicates that out of the 7,173 workers who reside in Newbridge, 2,393 workers are employed within the town. A further 3,913 workers travelled into Newbridge to work resulting in a daily working population of 6,306. However the figures also reveal that there is a net daily loss of 12% of the resident population who leave the town to work in the neighbouring towns and counties.

Table 6: Inter-Censal Labour Force Breakdown

Location	Total Labour Force*	At work	Looking for first regular job	Unemployed	Student	Looking after home/family	Retired	Unable to work	Other
Persons 2011 %	16,195 (100%)	8,476 (52%)	187 (0.1%)	2,191 (13.5%)	1,477 (9%)	1,580 (10%)	1,533 (9%)	689 (4%)	62 (0.4%)
Persons 2006 %	14,313 (100%)	9,176 (64%)	147 (0.1%)	613 (4%)	1,139 (8%)	1,501 (10%)	1,115 (8%)	549 (4%)	73 (0.5%)

*Defined as population aged 15 years and over by principal economic status

Table 7: Working Population of Newbridge

Newbridge	Total residents with a fixed place of work	Persons working in the town of usual residence	Persons working outside the town of usual residence	Persons commuting into the town to work	Daytime working population	Net Gain/Loss in daily working population
Workforce 2011	7,173	2,393	4,780	3,913	6,306	-867
Workforce 2006	7,229	2,422	4,807	3,683	6,105	-1,124

3.8 Town Centre

Newbridge town centre has undergone a rapid transformation since the opening of the Whitewater Shopping Centre and adjoining centres such as The Courtyard and Penneys. These retail facilities, combined with the established businesses in the town, have created a vibrant urban retail core of regional importance.

Newbridge had a total trading floorspace of 21,535m² in 2001 and was the largest retail centre in the County. In 2010 Newbridge had a total net retail floorspace of 40,572m², which represented an 88.0% increase since 2001. Although the town's share of the County's retail floorspace has decreased over the interim period from 31.9% to 23.5%, what has significantly improved is the quality and quantum of Newbridge's mainstream comparison offer which has made the town one of the most important shopping destinations in the GDA and further afield³.

Notwithstanding this strong retail base, secondary streets such as Eyre Street, Charlotte Street and sections of the Main Street are currently experiencing some difficulties in securing long term tenants and increasing footfall. There are also difficulties in securing tenants along the open mall of the Whitewater Shopping Centre. Sections 7.5 and 7.6 of this Plan therefore proposes a number of targeted policies and objectives (with Design Briefs) with a view to supporting key areas of the town and by

providing urban design guidance in relation to their future development. The overall goal is to facilitate urban improvement works and high quality development in order to create a more attractive urban environment in which to live and do business.

There are further underutilised backland sites capable of redevelopment particularly to the north and south of Military Road. Opportunities also remain within the established town centre footprint to accommodate higher order uses.

It is acknowledged that there may be relatively limited levels of growth in the coming years due to the downturn in the economy coupled with a number of infrastructural constraints. However it is necessary to ensure a framework is established to develop a strategy for the town centre which may span a 15–20 year period. The development strategy as set out in this LAP is to consolidate Newbridge and to assist the town in evolving with a range of employment, recreational, cultural, retail and educational facilities appropriate for a town of its size.

3.8.1 15–20 Year Town Centre

Strategy

Since the previous Local Area Plan in 2003, progress has been made with regard to redevelopment of redundant industrial lands through the opening of the Whitewater Shopping Centre. There are further underutilised backland sites capable of redevelopment. High quality developments with a

³ Draft Kildare County Retail Strategy 2010

mix of retail, residential, recreational and commercial uses will be encouraged. The Council will endeavour to create a more attractive environment through the development of attractive civic spaces, fine streets and a pedestrian/cycle friendly environment. This strategy encourages the creation of a permeable town centre which is viable and vibrant and builds on the strengths of the existing urban structure and embraces new development opportunities to improve and sustain a high quality environment for all.

It is envisaged that sections of the existing industrial estate to the south of Military Road will be upgraded to facilitate higher order uses which would benefit the vitality of the town centre. It is a key aim of this Plan to consolidate and strengthen the town centre. There are extensive lands zoned for town centre purposes which can accommodate the required expansion within a compact urban environment rather than at peripheral locations.

3.9 Transportation

Traffic management in Newbridge has undergone a major transformation in the last decade, largely due to upgrades in and around the town centre prior to the opening of the Whitewater Shopping Centre.

A Traffic Management Plan was prepared for the town in 2002, (with a review in 2008), and many of the recommendations of this TMP have been implemented. Most noticeably, St. Conleth's Bridge has undergone extensive upgrade works that have greatly improved the flow of traffic across it, while also enhancing the appearance of the bridge.

Military Road has been upgraded to act as an inner relief street, with a number of traffic signals placed at junctions along this route, as well as at other junctions in the town. These signals have been linked using a state-of-the-art Urban Traffic Control system that constantly monitors traffic patterns in the town and alters the operation of the traffic signals based on those patterns.

In addition, sections of the Southern Relief Road (SRR) have been completed, improving movement to the

south of the town, while improvements to Sexes Road, and more recently to the Station Road railway bridge, have improved links to the north of the rail line.

These changes have ensured that, even with the increase in traffic volumes in the town centre due to the success of the Whitewater Shopping Centre, traffic in Newbridge is unhindered outside the peak times that affect most urban centres.

Continuing on from these improvements, under this Local Area Plan the planned link between Military Road and the completed section of the SRR will further improve access to the town centre, while the completion of the Southern Ring Road to join the Naas Road at Littleconnell, including a new crossing of the Liffey, will ease peak congestion. In addition, the provision of new link streets in the town centre will improve permeability that will encourage the use of more sustainable modes of transport for local trips in and around the town and will help to ensure the continued viability of the town centre.

3.10 Environment and Recreation

As illustrated in Figure 1, Newbridge enjoys a unique geographical setting. The town is surrounded by The Curragh to the south and west, the SACs of Mouds Bog and Pollardstown Fen to the north and northwest, the River Liffey to the east, while a number of large stud farms along key approaches from Naas and Kildare all combine to create an unrivalled urban context.

The River Liffey is one of the town's prime recreational and environmental assets. It acts as a green lung flowing through the centre of the town providing opportunities for active recreation along the linear parks and designated walking routes. However there is a need to expand the footprint of the open space areas in the town and intensify the use (nature trails, walking, cycling, water sports etc) and functions (passive and/or active) within the necklace of green spaces along the river.

In recognition of the above, this plan envisages the creation of a major strategic linear park along both



banks of the river, stretching from Tankardsgarden in the north in the motorway to the south. Additional lands are zoned in this Plan for Amenity and Open Space to accommodate the new Liffey Valley Park.

There are also a number of open urban spaces throughout the town, the largest being an 8 ha park (20 acres) linking the developments of Lakeside, Dara Park and Highfield.

3.11 Education

It is recognised that education, training and the upskilling of the town's workforce will be vital to the future economic success of Newbridge and to Kildare as a whole. Census figures in 2011 indicate that while there are substantial numbers with a third level qualification (27%), Newbridge is slightly below the national average (29%).

Table 8: Population aged 15 yrs + by highest level of education completed (ceased)

Education	Newbridge %	State %
No formal Education	1.8	1.4
Primary	11	14
Lower Secondary	17	17
Upper Secondary, PLC's, apprentices etc	34	34
Third Level	27	29
Not stated	5	5

It is important to provide sufficient employment opportunities in the town to cater for the existing and

future population. It is imperative that the necessary physical and social infrastructure is put in place to support, maintain and improve a sustainable economic base, maintain existing jobs and create new employment opportunities.

Newbridge (and environs) has 11 national and 5 post primary schools educating circa 6,400 students. These are listed below. The education sector is also a significant employer with in excess of 300 teachers and support staff employed in the town.

Table 9: Schools in Newbridge and Environs

Primary	Enrolment 2013/14
St. Patrick's N.S.	333
St. Conleth's & Mary's N.S.	374
St. Conleth's Infants N.S.	448
Ballymany Junior N.S.	427
Scoil Mhuire	448
Scoil na Naomh Uilig	467
St. Mark's Special N.S.	64
St. Anne's Special N.S.	75
Gael Scoil Chill Dara	121
Educate Together N.S.	282
Patrician Primary School	340
Post-Primary	Enrolment 2011/12
St. Conleth's VEC	504
Holy Family Secondary School	767
Dominican (Newbridge) College	863
Patrician Secondary Sch	842
Leinster Senior College	90

4.0 Key Challenges

The Newbridge LAP has a critical role to play in guiding and facilitating the future physical, social, economic and environmental development of the town. To achieve this, and in order for the town to reach its full potential, there are a number of key challenges which must be addressed. These include;

- (i) Ensuring that the planning framework is established so that Newbridge can accommodate its population target in order for the town to be a driver of balanced development within the county and the region.
- (ii) Facilitating a high quality of urban design in the town to improve urban streets, spaces and amenities within the town, and encouraging high quality architectural design in new development, making Newbridge an attractive place to live in, visit and do business.
- (iii) Promoting Newbridge as an Economic Growth Town by encouraging and supporting significant new economic and research based enterprises in the town.
- (iv) Encouraging the development of Newbridge in a sequential manner providing for the expansion of the town from its central areas in a coherent way.
- (v) Supporting the re-use of land and buildings, particularly through backland development and regeneration of town centre sites.
- (vi) Expanding the quantity and quality of public open space for an increasing urban population through designating key assets along the River Liffey and key urban spaces within the built environment.
- (vii) Ensuring the availability of local employment opportunities, community and commercial services, recreation and amenity facilities for the existing and future population of Newbridge.
- (viii) Unlocking infrastructural constraints and ensuring adequate investment in infrastructure, to maintain and facilitate the physical, social, economic and environmental development of the town.
- (ix) Minimising the impact of future development on the local environment by ensuring that all future development embraces a green infrastructure strategy.
- (x) Minimising negative impacts on key natural assets such as Pollardstown Fen, Mouds Bog, The Curragh and the River Liffey.
- (xi) Retaining the separate physical identity of Newbridge by avoiding coalescence with nearby towns and villages.
- (xii) Promoting a sustainable transport network including the provision of roads, footpaths, cycle lanes, public transport infrastructure, and promoting inter-connectivity.
- (xiii) Protecting the built and natural heritage and biodiversity of the town for their intrinsic value and as a resource for the tourist economy of the future.
- (xiv) Continuing the protection of the environment at all levels, including air and water quality and to ensure adequate provision for climate change.
- (xv) Facilitating the development of educational facilities for an expanding population.
- (xvi) Supporting and protecting the bloodstock sector in Newbridge and reinforcing the connections with The Curragh and wider tourist related facilities.



5.0 SEA Assessment of Alternative Plan Scenarios

Four alternative plan scenarios were provided by the planning department to the Council's environmental planning consultants as part of the SEA process in order to assess different visions of how the future development of Newbridge might occur. A comparative evaluation of the likely environmental effects of each of the four scenarios was carried out (refer to SEA Environmental Report).

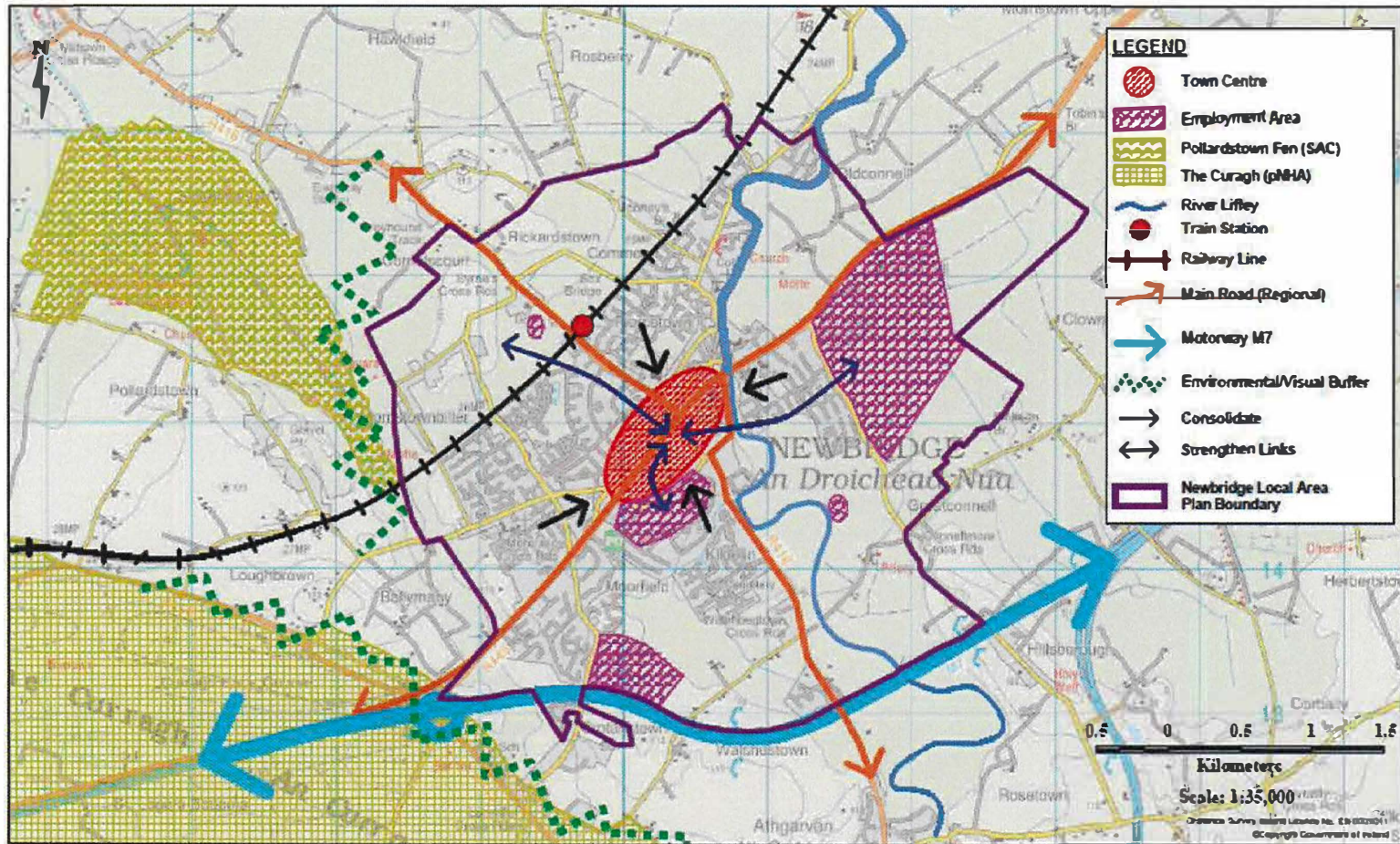
An evaluation of the four SEA alternatives concluded that 'Alternative Scenario 1: 'Consolidation' (see Figure 6 below) of the town with emphasis on reinforcing the town centre and employment areas is the most sustainable option. The preferred alternative seeks to facilitate the targeted population growth of the town by focusing on the following three key development areas:

(i) Consolidation of the existing town centre by encouraging the development of underutilised sites such as the Bord na Mona lands, sites along Military Road and the development of a new street to the northeast of Lidl, the reinvigoration of the Main Street, Edward Street, Eyre Street and the surrounding side streets in a sensitive and appropriate manner.

(ii) Creation of new residential areas in a sequential manner from the town centre and key transport hubs such as the train station. These lands provide an opportunity to provide appropriate residential development including a range of different dwelling types in close proximity to the town centre, educational facilities and recreational areas.

(iii) Creation of a strategic employment land bank to the east of the town and its associated road / transport network, and the expansion of the existing employment areas such as the IDA Business Park and Newbridge Industrial Estate.

Figure 6: Preferred Alternative Scenario 1 – Consolidation



Newbridge LAP Draft Environmental Assessment

File Ref: EDE104881650201

NEWBRIDGE TOWN LAP ALTERNATIVES - OPTION 1: CONSOLIDATION



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6.0 Future Development Strategy

The strategy for the future development of Newbridge is based on the principles established in the previous LAP in 2003 and the framework provided by the Regional Planning Guidelines 2010–2022 and the Kildare County Development Plan 2011–2017.

It provides a blueprint for the development of Newbridge Town for the period 2013–2019, setting out a vision for the area, specifying the type, amount and quality of development needed to achieve that vision while seeking to protect and enhance the environment and amenities.

The vision for Newbridge is that it will continue to grow over the short to medium term to achieve a critical mass which will support competitiveness, sustainability and create opportunities for local and regional economic development. This growth pattern can also generate economies of scale to justify strategic investment into the town achieving sustainable levels of development through the provision of a range of residential, employment, recreational, cultural, retail and educational facilities appropriate for a town of its size.

While the Plan establishes the framework to guide the development of Newbridge for the next 6 years, it also outlines a strategy providing a more focused vision for the town centre over the next 15–20 years.

The strategic direction for the future development of Newbridge will focus on:

1. Smart Economic Growth

This LAP seeks to consolidate and enhance Newbridge's role as a primary economic growth town in Kildare. Key to this will be supporting the existing industrial, manufacturing and pharmaceutical enterprises in the town and to facilitate opportunities for expansion and increased employment.

It is envisaged that the town will continue to contribute towards the 'smart economy' with an emphasis on securing and creating new high end jobs with a specific focus across the above mentioned sectors.

2. Town Centre Consolidation

It is critical that this Plan retains the primacy of the town centre as the commercial heart of Newbridge. Development which undermines the vitality and viability of the town centre will not be permitted. Furthermore the Plan will seek to protect residential areas of the town centre, specifically around the historic areas and streets off Eyre Street.

3. Planning for Residential Expansion

The Plan ensures the supply of suitably zoned serviced land to accommodate the future growth of Newbridge in line with its designation in the Regional Planning Guidelines as a Large Growth Town II. The majority of areas designated for residential growth were previously zoned under the 2003 LAP. The Plan also provides for the services and amenities for the town's residents.

4. Retail Development

Newbridge has a significant retail base which is recognised at a regional level. It is therefore critical that the retail base of the town expands within the identified town centre in tandem with population growth over the period of the Plan. This Plan also provides detailed Design Briefs for key sites within the town. It is important that new retail and mixed use developments accord with the principles of the Design Briefs in order to preserve the town as a thriving commercial area set within a high quality built environment.

5. Transportation Provision

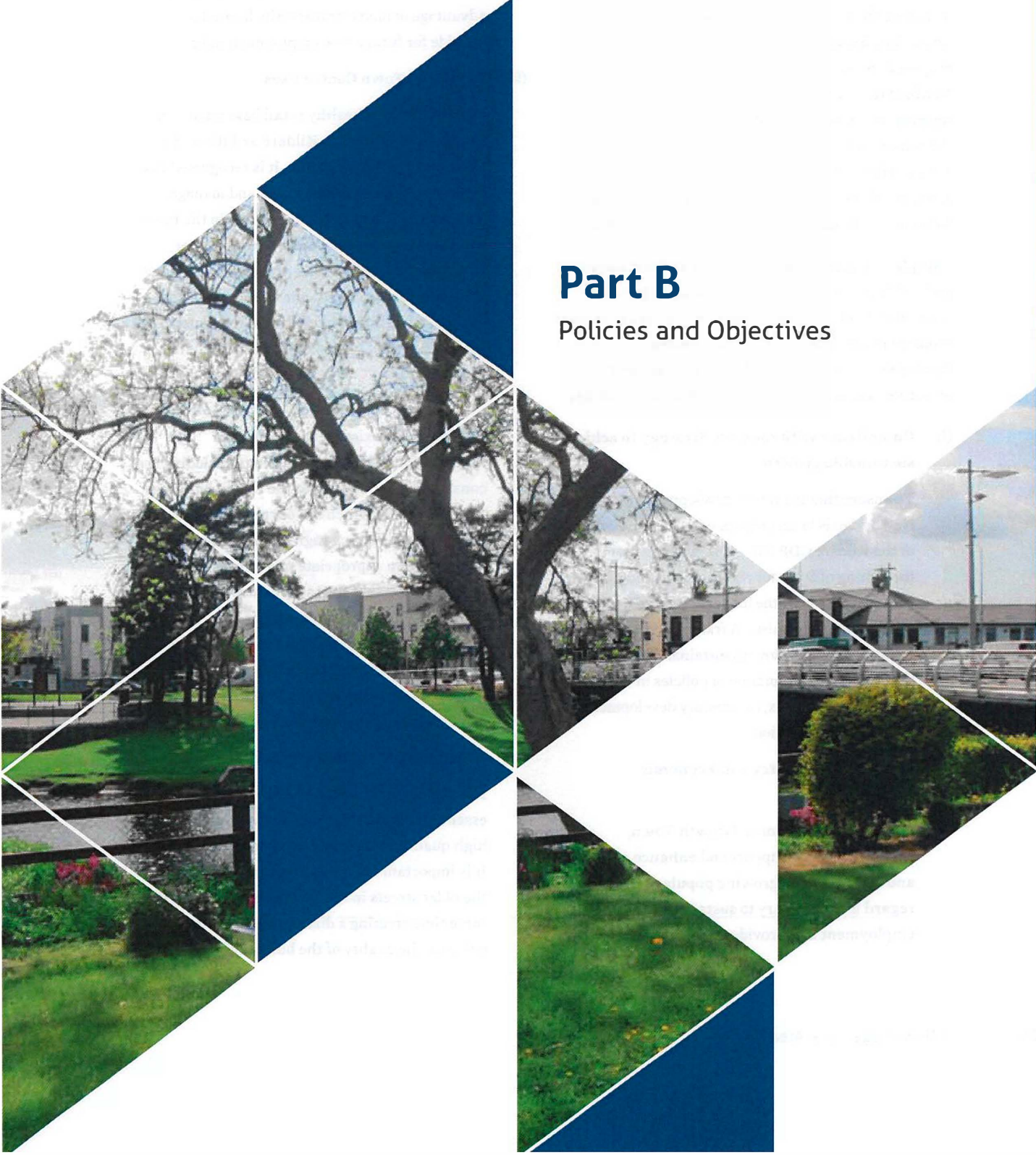
A number of strategic transport objectives are proposed as part of this Plan in order to sustain the planned expansion of the town over the Plan period and beyond. In addition a number of street improvement works are proposed to deliver a sustainable and integrated form of transport.

6. Protection of the Natural and Built Heritage

Newbridge has a unique natural geographic setting in proximity to The Curragh, Mounds Bog, Pollardstown Fen and the River Liffey. The town also has an attractive historic streetscape with a number of protected structures of local and regional importance. This Plan will seek to retain and protect such natural and man-made assets.

Part B

Policies and Objectives



7.0 Introduction

This section outlines specific policies and objectives of the County Council with regard to the development of land within the boundary of the LAP for Newbridge. The overarching policies and objectives of the Kildare County Development Plan (CDP) will also apply to development within the LAP boundary, including the Development Management Standards set out in Chapter 19 of the CDP 2011–2017. All proposed development within and adjoining the Newbridge LAP boundary will be screened for Appropriate Assessment of its potential impacts on the Natura 2000 network, in accordance with Article 6 of the Habitats Directive. In all such cases the applicant/developer is advised to consult with the National Parks and Wildlife Service of the DoAHG.

This plan identifies specific policies and objectives applicable to Newbridge town in order to facilitate integrated land use development in a manner that will promote proper planning and sustainable development. In summary the key policies and objectives are grouped under the following headings;

(i) Compliance with the Core Strategy to achieve sustainable growth

To ensure that the future development of Newbridge is in accordance with the Core Strategy of the Kildare CDP 2011–2017, the plan provides for the zoning of lands for residential and employment uses together with the implementation of a monitoring mechanism. A framework is also established for the town's sustainable growth through the incorporation of policies in relation to density, housing mix, community development and new housing provision.

(ii) Enterprise, Industry and Economic Development

As a Primary Economic Growth Town, Newbridge must support and enhance enterprise and industry for a growing population. In this regard it is necessary to sustain existing employment and provide new employment

appropriate to its size, role and potential. This LAP seeks to encourage and sustain a diversity of employment opportunities, identify potential for inward investment and enhance the tourism economy. To achieve this, the plan sets out policies and objectives that build on the town's retail and heritage strengths to create a unique tourism destination while also taking maximum advantage of lands strategically located to provide for future new employment hubs.

(iii) Retail and Town Centre Uses

Newbridge has a healthy retail base relative to comparative centres in Kildare and the wider GDA. Notwithstanding this, it is recognised that there is a need to carefully plan and manage future retail and non-retail services in the town and local neighbourhood centres to further strengthen the retail offer, protect and enhance the town's unique character while promoting economic vitality and viability in the sector. The LAP is informed by the Draft Kildare County Retail Strategy 2008–2016 which was published in 2010.

Opportunities exist for the re-use and regeneration of land and buildings, including the considerable land banks to the rear of buildings on Main Street, which are currently under-utilised. Encouraging high quality design and facilitating an appropriate mix of uses will also help to ensure that the town centre provides a suitable focus for creating sustainable communities. The protection of built heritage and the integration and linkage of new retail developments with the existing urban form/layout are also key objectives.

(iv) Urban Design and Town Centre Development

It is considered that good urban design is essential if Newbridge is to deliver an attractive, high quality, sustainable place to live and work. It is important that new development respects the older streets in the town centre while at the same time creating a distinct character to enhance the quality of the built environment.

The importance of Newbridge's townscape qualities which are derived from its historic urban structure are noted throughout the plan. In this regard a detailed urban design analysis of the existing townscape is set out together with policies and objectives specific to the future development of the town. The plan encourages the fragmentation and regeneration of the former barrack's block and the conservation and enhancement of the older town centre streets, which exhibit a finer urban grain.

(v) Design Briefs

A number of design briefs are proposed for the following areas;

- (1) Cutlery Road and Bord na Mona
- (2) Edward Street to Military Road – Development of New Street(s)
- (3) Military Road and Athgarvan Road – Perimeter Blocks
- (4) Town Hall and Georges Street

These Design Briefs (refer to Section 7.6) have been prepared to assist in the planning process by setting out broad design parameters for the future development of these areas. Each brief is indicative only and has been formulated following a detailed urban analysis.

(vi) Movement and Transport

The improvement of transportation infrastructure in Newbridge is a key element of the sustainable development of the town. Policies and objectives are outlined to promote integrated land use and transportation planning to further support and encourage more sustainable modes of travel. The plan also sets specific policies for local improvements in and around the town centre and objectives to secure routes for long term roads infrastructure.

(vii) Water, Drainage and Environmental Services

The adequacy of water, drainage and environmental services is necessary to facilitate the sustainable development of the town. These

issues are addressed in various policies and objectives to provide for sufficient water, waste water and water drainage infrastructure to service the predicted requirements of the town over the plan period and beyond. While capacity issues at the Osberstown WWTP are outside the scope of this LAP, policies and objectives in relation to the upgrade of the local foul network are included. Relevant legislative requirements in relation to environmental requirements are also set out including policies and objectives relating to flood risk requirements.

(viii) Energy and Communications

The development of a more sustainable approach to energy use, power generation and energy efficiency in all sectors is vital to reduce greenhouse gas emissions. This includes focusing on renewable energy generation and improving energy efficiency.

(ix) Educational, Community and Cultural

The provision of education and community facilities to support the projected population levels of Newbridge are recognised. In this regard a site has been identified for the provision of a new school while the improvement of local community facilities and sports facilities together with the need to encourage the shared use of existing facilities is advocated.

(x) Architectural and Archaeological Heritage

The protection and enhancement of the built heritage and streetscape in Newbridge is one of the core objectives of this plan. Policies and objectives have been incorporated which seek to protect, preserve and enhance the town's archaeology, built heritage and townscape. Section (v) Design Briefs is also relevant in this respect.

(xi) Natural Heritage and Biodiversity

The importance of green infrastructure is recognised and is based on detailed habitat mapping of the area. The plan maps and describes green infrastructure in Newbridge



including relevant policies for its protection and enhancement. Policies and objectives are also included to ensure the protection of Pollardstown Fen (SAC) and Mouds Bog (SAC) and the Curragh Plains (pNHA), all located on the periphery of the town.

(xii) Recreation, Amenity and Open Space

The plan recognises the importance of the existing River Liffey Park and outlines clear objectives to expand and enhance the provision of this key natural asset. Additional lands have also been designated for open space and amenity purposes along the river corridor to preserve this amenity for future generations and to avoid inappropriate development on the flood plains. A series of local green routes are also identified for recreation and residential use.

7.1 Compliance with Core Strategy to achieve Sustainable Growth

The level of zoned lands in the Newbridge Local Area Plan 2003 exceeded the demands over the life of that plan. Residential and employment lands have been zoned over the life of this Plan in compliance with the Core Strategy of the Kildare CDP 2011–2017 (CDP). Those lands which are zoned will be subject to a monitoring programme to ensure that the future development of Newbridge is in accordance with the Core Strategy of the CDP.

It is the policy of the Council:

PLD 1: To monitor carefully the scale, rate and location of newly permitted developments and apply appropriate and sustainable development management measures to ensure compliance with the core strategy including population targets and to achieve the delivery of strategic plan led and coordinated balanced development within the town.

7.2 Housing

The housing stock in Newbridge increased considerably over the last thirty years. The most notable change occurred in the period from 2006–2011 with the number of housing units increasing from 6,185 in 2006 to 7,405 in 2011. Although the majority of these residential units were constructed in the outer fringes of the town Newbridge has retained a relatively high number of households within the town centre.

The type and scale of residential development in Newbridge is predominately two-storey, terraced, semi detached and detached housing. In more recent years some apartment schemes have been developed within the town centre and within close proximity to the train station.

7.2.1 New Housing Unit Targets

As outlined in Part A (Section 3.5) a total of 2,609 new residential units are required in Newbridge during the period 2013–2019. In light of this target, the County Settlement Strategy recognises that the Newbridge LAP (2003) significantly over-zoned lands for residential use.

Therefore having regard to;

- building completions since the previous plan;
- current valid planning permissions;
- uncommitted residential zoned lands since 2003; and
- downzoning/rezoning of lands;

it has been calculated that sufficient capacity remains within Newbridge to meet the new housing unit target from 2013–2019 without zoning any significant new areas for residential development compared to the 2003 Plan.

At a density of 35 units per ha, a total of 75ha of new residential lands are required (on uncommitted lands) to achieve the 2,609 unit target. In addition, it is recognised that there are 770 units permitted, but not yet constructed, on circa 33ha (committed lands). Combining both figures, a total of 108ha of lands are required to achieve the target. This figure includes the 50% overzoning factor in accordance with the Development Plan Guidelines.

However given that a number of sites with existing permissions (for example C1 and C2) are below the recommended density, and recognising the potential of opportunity sites within the town centre to accommodate residential development, a total of 102 ha are identified for new residential development under this plan.

7.2.2 Housing Location and Density

Table 10 identifies the location, site size and unit potential for each of the sites designated for new residential expansion to meet the remaining unit target of 2,609 units over the plan period.

The sites identified, for the most part, are located on the periphery of the established urban area of the town. It is also recognised that critical infrastructure (transport and sewerage) is required in certain areas in advance of residential development taking place.

The sites in total provide 102 ha of land for new residential development with the potential to deliver the required units. Residential development will be monitored over the life time of this plan in line with policy PLD 1 (Section 7.1) to ensure compliance with the core strategy.

Table 10: Quantum of New Residential Land (zoned C) within the Plan area

Land Use Zoning (Map 7)	Site Area (ha)	Units Granted or Estimate (based on 35 units per ha)
C1	5.2	77 Units Granted
C2*	15.1	190 Units Granted
C3	1.8	63 Units
C4	7.3	242 Units Granted
C5	1.9	67 Units
C6	3.5	123 Units
C7	5.7	200 Units
C8	3.8	133 Units
C9	3.3	116 Units
C10	1.9	54 Units Granted
C11	5.1	179 Units
C12	14.8	518 Units
C13	2.5	87 Units
C14	7.3	255 Units
C15	9.3	325 Units
C16	1.1	20 Units Granted
C17	3.8	133 Units
C18	4.6	79 Units Granted
C19	0.4	23 Units Granted
C20	3.6	126 Units
Total	102 ha	3,010 units⁴

*Note lands zoned C2 have a prescribed maximum density of 15 units per ha. Refer to Table 17

The emphasis in these areas is on developing new communities with uses ancillary to residential such as educational, community and amenity. A residential density of 30–50 units per hectare will fulfil the potential of the suburban sites while higher densities may be appropriate on brownfield town centre sites depending on the maintenance of residential amenity in the locality.

⁴ (3,010–770 units granted = 2,240 units, which is 369 units below the required 2,609. This shortfall is required for residential development in the town centre, commercial mixed use areas and existing residential areas).

In addition to these lands, the existing residential/ infill and town centre zonings provide opportunities for a wide number of uses including residential development as appropriate. To maximise the return on public transport investment, it is important that land use planning underpins the efficiency of public transport services by sustainable settlement patterns – including appropriate densities – on lands within existing or planned transport corridors. Higher residential densities will be encouraged at appropriate locations (for example lands at C4). Generally higher densities will be considered in town centre locations, and edge of town centre locations close to public transport, with medium to lower densities being considered more appropriate at outer suburban and greenfield sites.

It should be noted that the zoning of lands for new residential development within this plan will not in any way infer a prior commitment on the part of the Council regarding their future zoning for residential

purposes within any future amendment or review of the Newbridge Plan. Any subsequent decision will be considered within the framework of national, regional and county policy including new unit and population targets applicable at the time, the core strategy and the proper planning and sustainable development of the area.

Table 11 sets out indicative residential densities for new residential development in Newbridge town, dependent on location. Applications for residential developments should also have regard to design principles outlined in Section 7.5 (Urban Design and Town Centre Development) and Section 7.6 (Design Briefs) of this plan and to Chapter 19 Development Management Standards of the Kildare County Development Plan 2011–2017.

In addition to these lands, the existing residential/ infill and town centre zonings provide opportunities for a wide number of uses including residential development as appropriate.

Table 11: Indicative Residential Densities (Source CDP 2011–2017)

Location for New Residential Development	General Density Parameters
Town Centre and Brownfield sites	Site specific Higher densities generally promoted e.g. 50 units per ha
At strategic locations including public transport nodes and town centre area.	50 units per ha
Inner Suburban/Infill	Site specific
Outer Suburban/Greenfield, Generally new residential zoning areas.	30–50 units per ha
Outer Edge of Urban-Rural transition	20–35 units per ha

Source: DoEHLG Guidelines for Planning Authorities on ‘Sustainable Residential Development in Urban Areas (2009).

Note: The density levels in Table 3 of the CDP are indicative only. Applications for residential developments should have regard to design principles and standards. The DoEHLG Guidelines on ‘Sustainable Residential Development in Urban Areas’ (2009) outline sustainable approaches to the

development of urban areas. These set out national policy of encouraging more sustainable urban development by the avoidance of excessive suburbanisation and the promotion of higher residential densities in appropriate locations.

It is the policy of the Council:

- HL 1: To ensure that the density and design of development respects the character of the existing and historic town in terms of structure, pattern, scale, design and materials with adequate provision of open space.
- HL 2: To facilitate the provision of purpose built dwellings for those with special needs, including the needs of the elderly, young persons in state care, persons with physical disabilities and persons with learning disabilities and in conjunction with state / semi state bodies, voluntary bodies and the private sector.
- HL 3: To encourage appropriate densities for new housing development in different locations in the town while recognising the need to protect existing residential communities and the established character of the area.
- HL 4: To refuse permission for residential development on zoned open green spaces and/or on lands which are designated as public space.
- HL 5: To require applications for residential developments over 20 units, to demonstrate the provision of an appropriate mix of dwelling types having regard to the following:
- The nature of the existing housing stock and existing social mix in the area;
 - The desirability of providing for mixed communities;
 - The provision of a range of housing types and tenures;
 - The need to provide a choice of housing, suitable for all age groups and persons at different stages of the life cycle;
 - The need to cater for special needs groups.
- HL 6: To restrict apartment developments generally to town centre locations or suitably located sites adjoining public transport connections. Apartments will not be permitted where there is an over concentration of this type of development. Higher density schemes will only be considered where they exhibit a high architectural design standard creating an attractive and sustainable living environment. Duplex units shall not generally be permitted.
- HL 7: To facilitate and co-operate in the provision of community facilities in tandem with residential development including, in particular, local services, schools, crèches and other education and childcare facilities, including youth facilities.
- HL 8: To require applications for residential developments over 25 units, to demonstrate how the proposed increase in population will be accommodated in terms of education provision.
- HL 9: To require all new residential estates to provide the “White Light” Compact Fluorescent Lamp (CFL) public lighting concept.
- HL 10: To facilitate sustainable development in Newbridge in accordance with the settlement strategy set out in Kildare CDP 2011–2017.

7.2.3 Housing in the Agricultural Zone

The primary aim for the agricultural zone in Newbridge is to preserve the existing agricultural and equine use of the areas zoned for this purpose and to prevent urban generated development which would interfere with the operation of farming / bloodstock or rural resource based enterprise.

The Sustainable Rural Housing – Guidelines for Planning Authorities (2005) set out principles regarding the siting and design of new dwellings in rural areas, the protection of water quality, the provision of a safe means of access and the conservation of sensitive areas. Within the agricultural zone in Newbridge, housing will be confined to people with a genuine housing need and who can demonstrate that they comply with the relevant category of local need outlined in the County Development Plan.



It is the policy of the Council:

- HA 1: To manage the provision of one off housing on lands zoned as ‘*I: Agricultural*’ . Limited one off housing will be permitted in this zone subject to compliance with the rural housing policy of the CDP 2011–2017 or as subsequently amended (Rural Housing Policy Zone 1). Documentary evidence of compliance with this policy must be submitted as part of the planning application, including a separate statement by the applicant on the need to reside in the area.
- HA 2: To ensure that, notwithstanding compliance with policy HA1, applicants comply with all other normal siting and design considerations.
- HA 3: To protect the physical, environmental, natural and heritage resources of the agricultural zone.
- HA 4: To facilitate working from home subject to relevant planning criteria and the protection of the residential amenity of neighbouring properties.

Housing Objectives

It is an objective of the Council:

- HPO 1: To promote a high standard of architecture in the design of new housing developments and to encourage a variety of house types, sizes and tenure to cater for the needs of the population and facilitate the creation of balanced communities.
- HPO 2: To encourage the appropriate intensification of residential development in existing residential areas and the town centre, subject to compliance with relevant development management criteria and the protection of residential amenity of adjoining properties.
- HPO 3: To provide adequate accommodation for Travellers in accordance with the Council’s Traveller Accommodation Programme.

7.3 Enterprise, Industry and Economic Development

In order to maintain a vibrant and attractive town and a sustainable community, one of the key issues for any town is economic development. Employment opportunities are vital for a town to grow and prosper and, in an increasingly competitive market and changing economic climate, it is important for towns to take advantage of any unique assets or specialist expertise.

Newbridge is identified in the RPGs as a “Primary Economic Growth Town” and is clustered with Naas and supported by Kilcullen to serve the Hinterland area in terms of employment and the provision of goods and services. Critical mass is a core objective, supported by density levels which foster competitiveness,

sustainability and create opportunities for economies of scale to justify strategic infrastructure provision. Newbridge is now the largest town in the County by population and has the potential to be a key economic driver for Foreign Direct Investment (FDI) within the county and mid-Kildare.

Table 12: Employment Profile of Newbridge Residents

Industry	2011		2006		National Average
	Numbers	(%)	Numbers	(%)	
Agriculture, Forestry and Fishing	108	1%	91	1%	5%
Building and Construction	361	4%	1,079	12%	5%
Manufacturing	1,177	14%	1,438	15%	12%
Commerce and Trade	2,497	29%	2,758	30%	25%
Transport and Communications	680	8%	464	5%	8%
Public Administration	718	9%	702	8%	6%
Professional Services	1,701	20%	1,080	12%	24%
Other	1,234	15%	1,564	17%	15%
Total	8,476		9,176		

7.3.1 Existing Economic Profile of the Town

Ensuring the viability of existing employers and attracting new employment opportunities to Newbridge is vital for the town to grow and fulfil its role as a Primary Economic Growth Town. As such, the town plays an important role in developing economic growth and sectoral interests in the county.

The dominant categories of employment of residents in Newbridge recorded in the 2011 census were commerce and trade (29%), followed by professional services (20%) and manufacturing (14%). Given the retail and commercial profile of Newbridge, it is unsurprising that the combined commerce/trade and professional service sectors account for roughly half of the working population.

However the manufacturing sector has declined by 2% (300 workers) between 2006 and 2011, reflecting the downturn in the global economy.

Newbridge has had a strong tradition with manufacturing and industrial activities with a range of high profile industries such as Pfizer, Newbridge Silverware and Bord na Mona. Such companies have developed as important employers, ensuring the town continues to have a strong employment base.

The IDA Business Park is also home to a number of prominent businesses such as Oral-B, and Lily O’Brien Chocolates. The Council and the IDA continue to promote the availability of serviced industrial sites and buildings to appropriate industries.

The town’s historic links to defence were recognised following the opening of the new headquarters for the Department of Defence building on Station Road in 2010. The facility currently employs 250 personnel. The Dept. of Defence base at the Curragh Camp also has a close relationship with Newbridge as a whole. The base employs 1,200 people while circa 5,000 personnel pass through the Camp on an annual basis through its training and educational role.



Horse Racing Ireland has also constructed a state of the art facility at the edge of the town close to The Curragh, reinforcing the towns' profile as an economic hub and as the centre for the bloodstock industry in Ireland.

This LAP also recognises the need to support existing and facilitate new employment opportunities in Newbridge given the current (2011) unemployment rate of 13%, a threefold increase since 2006.

This Plan builds on the central role that industry and enterprise has placed in the economic development of the town to date. This is realised through the provision and zoning of land for industrial, enterprise and other employments uses in appropriately accessible locations.

7.3.2 Strategy for Economic Development, Tourism and Employment

The focus on employment generation in Newbridge is to build on the potential role of the town as a place to live, work, visit and enjoy. Key to Newbridge's economic development will be its ability to reinforce the town's position as a key commercial/retail and trade centre in Kildare and regenerate the industrial and enterprise sector.

Some of the finest stud farms in the country are located in Newbridge and its environs. This resource, combined with the location at the edge of the Curragh Plains, presents opportunities to enhance the profile of Newbridge as a key destination for equine related tourist activities.

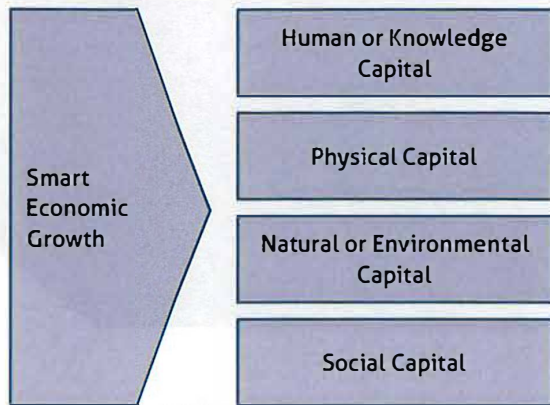
The town must also take maximum advantage of the town's strategic location off Junction 12 of the M7 motorway and the train station to provide co-ordinated opportunities for new employment hubs.

A number of factors contribute to an area's economic competitiveness. These include skills and education, innovation, quality of life, economic infrastructure and these are essential for enterprise development and attraction of investment. The principle of 'smart economic growth' advocates four forms of capital accumulation that drive the economic and social progress of an area. These are summarised in Figure 7. It is critical therefore that Newbridge as a town, and this Plan as a whole, embraces each of the four forms of capital in the policies and objectives with a view to facilitating sustainable economic growth into the future.

Newbridge and mid-Kildare has many of these attributes and the following strategic goals will endeavour to ensure economic competitiveness in the area:

- To improve economic infrastructure in the area including ease of access to markets and customers both physical and electronic, including transport systems, zoned land, waste management structures and secure cost effective energy supplies and communications networks.

Figure 7: Four Forms of Capital for Smart Economic Growth



- To promote the four forms of capital for Smart Economic Growth in Newbridge.
- To ensure excellent quality of life attractive to an internationally mobile workforce with access to cultural activities, health care, high quality built environment and sports and recreational facilities.
- To consolidate commercial and retail development in the existing town centre.
- To consolidate industrial, enterprise and employment lands to ensure the development of employment clusters in appropriate locations with respect to strategic access, residential areas and public transport nodes.
- To expand employment opportunities in the knowledge based economy by fostering links between business and third level institutes by providing access to a high skilled workforce and sources of research and development.

7.3.3 Factors Influencing Employment Creation

A number of key land use factors influence the future economic potential of Newbridge and comprise availability of zoned land, availability of infrastructure, highly educated workforce and quality of life considerations.

Availability of Zoned Land

The Council will ensure that sufficient land is zoned to allow for the provision of a suitable employment mix. While employment can be facilitated in theory on all zoned lands, there is a specific focus on lands zoned Town Centre, Enterprise and Employment and Industrial and Warehousing. This Plan rezones 6.6 ha of lands previously zoned as Industrial and Warehousing to zoning category “Enterprise and Employment” along the southern side of Military Road to allow for and promote growth of higher order knowledge based enterprise and economic development. It is further envisaged that the enterprise and employment designation will elevate the status of the lands with a view to securing higher order uses which require skilled jobs at a higher density. A higher quality streetscape is also envisaged in tandem with this designation.

A total of 204 hectares are zoned for industrial and warehousing uses. Of this, 9.2 hectares are undeveloped in the IDA Business Park on the Green Road while 110 hectares are available in the strategic land bank to the south and east of Pfizer. These sites are considered adequate to serve the needs of a wide range of employment opportunities over the lifetime of the Plan and beyond. Geographically such lands are also located within easy access to the national road network.

Infrastructure

Adequate infrastructure is essential to facilitate future economic activity in the town. This includes water services, effective road and public transport networks, energy, telecommunications, waste management, education, sports and other community facilities.

Newbridge is served by the Osberstown Wastewater Treatment Plant in Naas. This facility is nearing capacity and will be upgraded as part of the Upper Liffey Valley Regional Sewerage Scheme. It is estimated that the first phase of the upgrade will be completed in 2015 (see Water, Wastewater and Environmental Services section). Notwithstanding this, the Council will prioritise employment generating activities in the area in order to cater for



existing industries and potential start up industries and businesses in the Newbridge area.

Newbridge currently receives water from both the Ballymore Eustace Reservoir and the River Barrow (following the completion of the River Barrow Abstraction Scheme in 2013). This is adequate to serve the present needs of the town.

Traffic congestion outside the normal peak times is not an issue in Newbridge. Substantial works were carried out in the town as part of the development of the Whitewater Shopping Centre. The plan also sets out short and long term traffic management policies and objectives designed to allow efficient access to the town centre, new employment and neighbourhood areas.

Quality of Life

The importance of quality of life is a key component to facilitate future economic development. Factors that make a town attractive for both firms and their employees are the key to a successful economic development strategy. Specific actions to improve quality of life include:

- Providing high quality residential developments with supporting social and community facilities;
- Ensuring a vibrant town centre with a high quality public realm;
- Creating an attractive urban environment to facilitate residency of the labour force;

- Ensuring the appearance of development complements existing environments and is of the highest quality;
- Increasing and improving the range of recreational, amenity and cultural facilities.

It is the policy of the Council:

ED 1: To promote enterprise creation opportunities and initiatives, in line with the designation of Newbridge as a Primary Economic Growth Town.

ED 2: To promote and facilitate synergy between heritage, retail and tourism developments that enhances the economic profile of Newbridge town.

ED 3: To engage with existing employers and potential new employers in creating and fostering enterprise and research and development in the town.

ED 4: To facilitate the sustainable development of commercial, office, incubator units, light industrial and warehousing development on appropriately zoned and serviced lands in co-operation with the IDA, Enterprise Ireland, the County Enterprise Board, Cill Dara Ar Aghaidh and the County Development Board.

ED 5: To promote the IDA Business Park (and adjoining H2 lands) and the strategic landbank on the east of the town (H1 lands) as appropriate sites to develop employment uses appropriate to its land use zoning.

- ED 6: To encourage the provision of a number of incubator units for enterprise, as part of larger light industrial or office developments
- ED 7: To support and encourage the development of Newbridge Silverware as a tourism facility of national and international significance, including the improvement and expansion of existing facilities where appropriate in accordance with the proper planning and sustainable development of the area.

Economic Development Objectives:

It is an objective of the Council:

EDO 1: To promote and facilitate the development of an industrial and employment campus on appropriately lands zoned H1 “Industrial and Warehousing” to the east of Newbridge town. Lands zoned H1 (94.5 Ha) shall be the subject of a detailed Masterplan, to be agreed with the Planning Department, achieving a high standard of layout, landscaping, design and phasing of the overall site, with specific reference to infrastructure, layout and the zoning of lands. The overall development shall integrate well with the existing natural and built environment and deliver a high quality-working environment. Design factors that shall be taken into account in the preparation of the Masterplan shall include:

- i. **Green Infrastructure/Landscaping** – A detailed strategy based on the site’s natural setting, views and adjoining land uses and the existing mature trees, hedgerows, and natural boundaries of the site is required. The Pinkeen Stream shall integrate into the scheme as part of a green infrastructure network. All buildings, groups of buildings and open green spaces shall be integrated into the site by using landscaping that reflects the site’s topography, natural context and location.
 - ii. **Visual impact** – The overall design and landscaping of the site shall complement and enhance the surrounding area.
- Particular regard shall be had to all views to and from the existing and proposed roads through the site. The design brief shall detail the appropriate use of key buildings and building frontages, internal green zones, landscape buffers and hard and soft landscaping features which enhance the development of this site.
- iii. **Building design and elevation treatment** – The use of high quality building design will be required along a hierarchy of routes with particular emphasis on creating attractive building elevations at key intersections. High quality materials will be used to create a visually attractive campus style layout and design.
 - iv. **Integrated design themes** – The use of lighting, advertising, signage and information boards that are based on an overall designed theme. The design and location of these elements shall be visually appropriate to the site’s context and reinforce the site as a high quality industrial and employment campus.
 - v. **Transport links** – Generate links to public transport infrastructure. A Mobility Management Plan shall be prepared and implemented which will consider all modes of transport. The overall layout shall be in accordance with the new roads objective (indicative only) as shown on Maps 2 and 7 shall be delivered as part of phase one.
 - vi. **Phasing** – A phasing plan, detailing phasing arrangements in the context of services and infrastructure for the overall site and the individual employment units and associated landscaped areas.
 - vii. **Sustainability** – The overall design and layout shall be based on implementing sustainable building practices in the construction and management of the scheme including the use of suitable materials, the implementation of sustainable drainage solutions and energy conservation measures.

EDO 2: To promote and facilitate the development of an enterprise and employment zone on the south side of Military Road on appropriately zoned lands “Q: Enterprise and Employment”. In order to redress the lack of enclosure and undefined building line, lands zoned “Q: Enterprise and Employment” shall be the subject of a detailed design brief in advance of development. The brief shall include consultation with the appropriate landowners and shall achieve the following:

- High standard of layout, landscaping and design to create an attractive streetscape.
- Key emphasis will be placed on creating an attractive, modern and high quality-working and built environment.
- Investigate the possibility of delivering rear access via the Newbridge Industrial Estate.

Development of these lands will be the subject of Appropriate Assessment screening.

EDO 3: To ensure that sufficient and suitable land is zoned for employment generating uses in Newbridge. Such land will, normally, be protected from inappropriate development that would prejudice its long term development for these uses.

EDO 4: To ensure the provision of adequate and appropriate water, wastewater treatment and waste management facilities to accommodate future economic growth of the town.

EDO 5: To investigate the potential for a Business Improvement District (BID) or similar initiative to encourage business growth in Newbridge.

EDO 6: To acquire suitable land where deemed appropriate, subject to the availability of funding, to stimulate and support creative and innovative entrepreneurial initiatives.

7.3.4 Tourism Development

Tourism has an important role to play in the economic development of Newbridge. The town has much potential for the development of tourism, given its strategic position in the county; however this potential has not been fully realised and opportunities exist for the development of tourist initiatives. The town has an attractive natural environment, which, together with the cultural heritage and proximity to many national transport links (airport, road, rail) make the town a viable tourist destination. Both the natural and man made attractions have the potential to attract large numbers of visitors. The key attractions are as follows:



The Curragh

One of Europe’s largest unenclosed ‘public parks’, the Curragh Plains provides a unique natural setting for Newbridge town. This green lung is vested in the Minister for Defence and extends to over 1,900 hectares (4,700 acres) of rolling plains, and actively caters for a variety of outdoor recreational activities including walking, cycling, running and kite flying.

The Curragh is recognised as one of the oldest natural grasslands in Europe. As such it is a working landscape and is used by the surrounding stud farms for exercising horses and by local farmers for sheep grazing.



The Curragh Racecourse

The Curragh Racecourse, usually abbreviated to The Curragh, is Ireland's most important Thoroughbred race track. Located at the edge of Newbridge, the racecourse hosts some of the most famous races in the world including the Irish Guineas Festival, Dubai Duty Free Irish Derby, Darley Irish Oaks and Gain Irish St Leger.



Whitewater Shopping Centre

The shopping centre is Ireland's largest shopping centre outside of Dublin, incorporating 25,000sqm of retail space. The centre features two anchor stores; Debenhams and M&S plus over 70 leading national and international retailers including H&M, Zara and River Island.



Newbridge Silverware and Museum of Style Icons

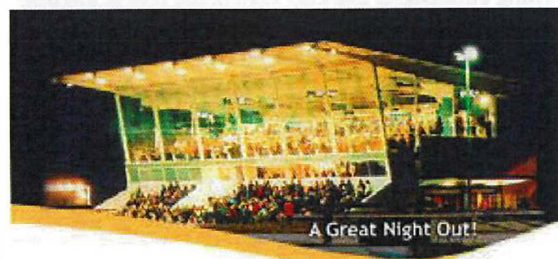
For 70 years, Newbridge Silverware has been designing and producing quality giftware and tableware. The company has evolved and diversified from a brand associated with cutlery production to one of Ireland's premier giftware brands and a popular destination for tourists and shoppers.

Located onsite at the Newbridge Silverware Visitor Centre (which includes the award winning Silver Restaurant), the Museum of Style Icons is a permanent exhibition dedicated to design and style excellence. The Museum features signature pieces from Ireland's most notable designers and showcases artefacts associated with some of the most legendary Stars of Hollywood's silver screen.



The Curragh Golfcourse

Founded in 1883, The Curragh Golf Club is the oldest club in Ireland. It is reputed that golf was first played in Ireland on the plains of Kildare. The golf course is set within the unique landscape of The Curragh at the edge of Newbridge.



Newbridge Greyhound Stadium

This facility is located on the Milltown Rd. and features a 110 seater restaurant and bars. It is Kildare's only dog track and is one of Newbridge's most attractive weekend night-time entertainment venues.



Riverbank Arts Theatre

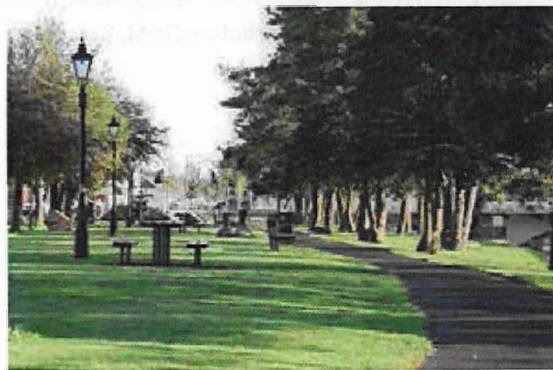
Newbridge has a healthy arts and entertainment scene, all showcased in a 180 seat theatre in the heart of Newbridge.



Pollardstown Fen

Pollardstown Fen National Nature Reserve is located 3km northwest of Newbridge.

The Fen is a Special Area of Conservation (SAC) and has a number of designated walkways and a bird hide. Covering an area of 220 ha, it is the largest remaining calcareous spring-fed fen in Ireland and is recognised as an internationally important fen ecosystem with unique and endangered plant communities



River Liffey

The River is one of the town's prime recreational and environmental assets, flowing through the centre of the town. The river provides a passive function in the network of walks through linear and open parks while fishing enthusiasts can also avail of the course angling.

The River also provides opportunities for water-based recreational activities, in the context of developing the River Liffey Valley Park.



County Library Headquarters and History and Family Research Centre

Newbridge Library was originally established as Kildare County's Central Library and Headquarters in 1936. It was one of the first purpose built library buildings in the country and in 2001, library administration moved to Riverbank Arts Centre. The building now houses Newbridge Public Library and

the History and Family Research Centre.

Newbridge is also close to the national attraction of the Irish National Stud. Established in 1946, the Irish National Stud combines an active role in the development and promotion of Irish bloodstock with its role as one of the country's major tourist attractions. The Japanese Gardens, one of the most famous tourist attractions in Ireland, is contained within the grounds of the National Stud. Also found here is St Fiachra's Garden which has four acres of woodland and lakeside walks designed to represent the monastic movement in 6th and 7th century Ireland.

In terms of international tourist connections, Newbridge is twinned with the following towns;

- Bad Lippspringe in Germany, a city with a population of 150,000. The city lies at the edge of the Teutoburger Forest and the Egge Mountains and is known as 'The spa in nature's heart'.
- Ocala in Florida, the United States, a city of 55,000 and is known as the 'Horse Capital of the World'.

In considering all of the above, an opportunity exists for Newbridge to capitalise further on its tourism strengths and to seek to draw additional visitor numbers to the town and surrounding areas. It is important to recognise that any expansion and future provision of tourism within Newbridge should complement the overall character of the area.

It is the policy of the Council:

- TM 1: To support the County Kildare Fáilte publication 'Focus on the Future, Tourism Development Strategy 2013–2016' in improving Newbridge and the County as a tourism destination.
- TM 2: To improve the visitor experience to the town and to cooperate with all stakeholders and appropriate agencies in promoting tourism and securing tourist based enterprises and facilities in the town.
- TM 3: To capitalise on potential tourist income by



seeking to:

- Increase the number and rate of 'bed nights' in the town.
- Improve the public realm by creating a retail and café culture supporting indigenous boutique style retailing on the Main Street, Edward Street and Eyre Street.
- Promote existing accommodation and new accommodation choices in the town.
- Improve the promotion and marketing of Newbridge as a tourism destination.

TM 4: To encourage and facilitate the development of strong linkages between retail, tourism and leisure sectors within the town.

TM 5: To promote and support the sustainable development of new walking, cycling and biodiversity routes and bridges along the River Liffey in accordance with the Newbridge Liffey Valley Park study prepared by the Parks Department, Kildare County Council in

September 2011.

- TM 6: To enhance and facilitate proposals for alternative forms of tourism such as:
- Promotion of suitable public outdoor festivals and events.
 - Encouraging active recreational tourism through improvements to walks and cycle links along the Liffey River bank which link to wider pathway networks as well as allowing greater river access for fishing and small non motorised boats.
- TM 7: To support the provision of appropriate signage along existing heritage, arts and tourism walking routes in Newbridge.
- TM 8: To prepare a sustainable tourism and retail development strategy for Newbridge. The study will be prepared in consultation with the area committee and will identify appropriate policies and mechanisms which optimise tourism as an important element of the retail strategy for the town.
- TM 9: To support the extension of the Newbridge Town Heritage and Arts Trail to include built and natural heritage sites including Pollardstown Fen and the Curragh. The inclusion of Pollardstown Fen in the Newbridge Heritage Trail will require Appropriate Assessment in accordance with the Habitats Directive to be undertaken.
- TM 10: To support the NPWS in the development and implementation of a management plan for Pollardstown Fen.

Tourism Development Objectives

It is an objective of the Council:

- TMO 1: To facilitate and guide the development of additional attractions and facilities within the town in order to encourage tourists to extend their stay and increase tourism generated expenditure in the town.
- TMO 2: To identify sites, streets and areas of the town for visual enhancement in order to improve the aesthetics of the town
- TMO 3: To identify in consultation with the area committee a high quality and appropriate design and style of civic furniture that will consistently be adhered to. This style and design will be prepared in consultation with local representatives and approved by same.

7.4 Retail

The Council recognises the important role of retailing in the social and economic life of the town centre. The Draft County Retail Strategy 2008–2016, published in 2010 acknowledges that Newbridge is now the second largest retail centre in the County, behind Naas. It remains the most important comparison shopping retail destination in County Kildare with appeal that extends beyond the county's boundaries.

This is mainly due to the development of the Whitewater Shopping Centre and the adjacent Penneys' store. It has been further enhanced through the introduction of the cinema, as part of the expansion of the Whitewater complex. This is an important boost to the evening and night time

Table 13: Retail Floorspace

Year	Convenience	Comparison	Retail Warehousing	Total
2001	4,347	8,751	8,437	21,535
2009	7,236 (66% increase)	24,899 (185% increase)	8,437 (-)	40,572 (88% increase)



ambience of the town centre and a further benefit to trade in local restaurants, cafes and bars. These new developments, including a public plaza area, provide a focus to the town centre and successfully occupy a previously underutilised site, bringing vitality back to the town centre.

Table 13 indicates the town's retail profile at 2001 and 2009. It illustrates that total floorspace in Newbridge has increased to 40,572m² net, comprising 7,236m² (17%) convenience, 24,899m² (62%) comparison and 8,437m² (21%) retail warehousing. Combined, the 2009 figures represent an 88% increase in the net retail floor space since 2001. Although the town's share of the County's retail floorspace has decreased over the interim period from 31.9% to 23.5%, what has significantly improved is the quality and quantum of Newbridge's mainstream comparison offer which has made the town one of the most important shopping destinations in the GDA and further afield.

7.4.1 Current Retail Trends

A healthcheck of Newbridge was conducted as part of the 2010 County Retail Strategy. As a result of the town centre location of both the Whitewater Centre and Penneys, they have been able to provide the catalyst for the major improvement in the ambience and attraction of the town centre through the increased footfall and town centre activity that has been generated. However it is acknowledged that such benefits outside their immediate zone of influence

need to be spread throughout the town centre by facilitating enhanced linkages along Main Street and to the Edward Street/North Main Street /Charlotte Street/Eyre Street area. In light of this, and considering the current economic difficulties, the Planning Authority sets out a number of targeted policies and objectives (with specific design briefs/urban design proposals) to help redress this issue.

It is important that these areas, which form the historic centre of the town's streetscape and character, remain economically vibrant and are reinvigorated with appropriate higher order uses that secure their long term future. Any departure from this is not only detrimental to the overall environmental quality of the town, but also represent an unrealised opportunity for urban renewal and investment that would assist in creating a critical mass of population and services within the town centre in order to secure its long term vitality and viability.

7.4.2 Core Retail Area

The Core Retail Area is that part of a town centre which is primarily devoted to shopping. It is normally defined as the area including, and immediate to, the '*prime pitch*'. This is the area that achieves the highest rentals, best yields, is the highest in demand from retailers/operators/developers and investors and where pedestrian flows are greatest. Outside of this area, there may also be important retail areas or freestanding shopping centres.



Newbridge's Core Retail Area (defined under Map 1) has expanded with the development of the Whitewater Shopping Centre, and now stretches from the River Liffey in the northeast to Edward Street in the southwest. It also includes parts of Charlotte Street, Georges Street and Cutlery Road.

7.4.3 Out of Town Retail/Commercial Areas

These areas are typically made up of Retail Warehousing, Convenience Stores and Neighbourhood Centres. There are also areas which, historically, have assumed commercial uses over an extended period of time.

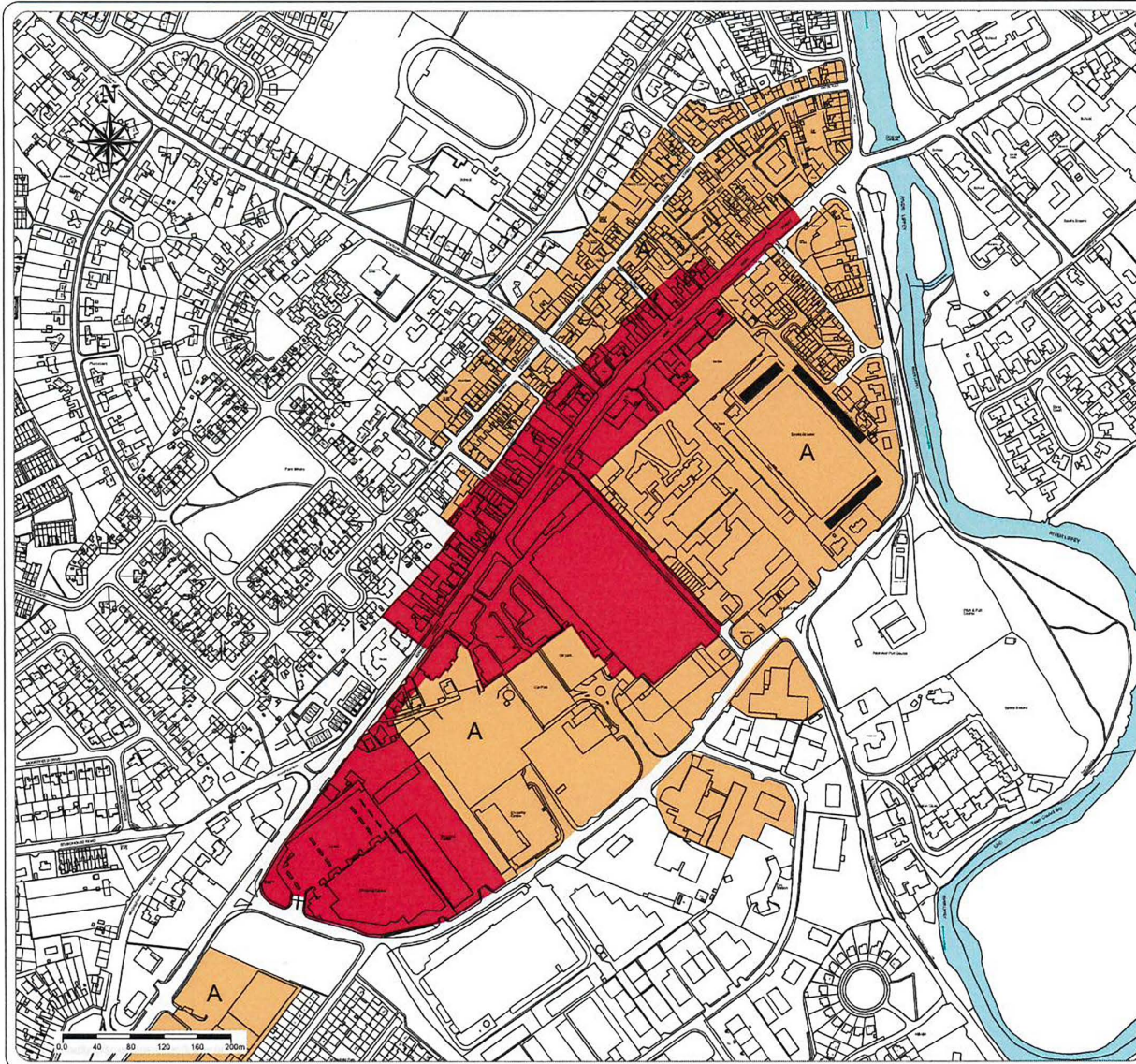
Newbridge has developed with a strong emphasis on the town centre. Therefore there are relatively few commercial areas outside the designated town centre. The planning authority will limit the range of retail opportunities outside the town centre in order to ensure the vitality and viability of the core retail area and other town centre areas. It is also recognised that there are a number of significant brownfield sites which can accommodate large retailers within the town centre.

There are small neighbourhood centres within established residential areas providing a range of local convenience shops and other neighbourhood facilities. It is considered that these are sufficient to cater for existing residential areas. Applications for new neighbourhood facilities will be assessed in conjunction with population expansion.

It is the policy of the Council;

CR 1: To facilitate the needs of existing and growing residential areas through a network of local and neighbourhood centres. All local and neighbourhood centres shall complement rather than detract or displace retail or other activities from the town centre. Large-scale convenience format centres will not be permitted.

Map 1: Core Retail Area



Kildare County Council
Planning & Economic
Development Department

Newbridge Local Area Plan
2013 - 2019

Legend :

-  A: Town Centre
-  Core Retail Area
-  River

Core Retail Area

Date: January 2014
(Adopted December 2013)

Map Ref: 1

Scale: N.T.S.

Drawing No: 200/13/606

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Drawn By: DMCN

This drawing is to be read in conjunction with the written statement, objectives and relevant maps

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7.5 Town Centre

7.5.1 Introduction

Newbridge evolved as a garrison town following the establishment of the Military Barracks in c. 1815. The defensive layout of the Military Barracks meant that the town centre first evolved outside the defensive walls, primarily to the north of Main Street along Charlotte and Eyre Streets. Following the closure of the Barracks and the development of the Irish Ropes site, the town centre expanded further along the east-west artery from the River Liffey to Edward Street.

Newbridge remains one of the strongest economic centres in Kildare and the wider region. In order to retain its status, the regeneration and conservation of the town centre are important objectives over the period of this plan. The key aim is to improve the strength and vitality of the entire town centre and to identify areas that have the potential to develop further.

There are also many individual residences in the town centre which are part of the traditional streetscape. It is equally important that the town centre is also an attractive place to live in order to maintain beneficial uses throughout the day and night.

In order to maintain the character and mix of uses within the town centre, development and growth will be managed and coordinated with the emerging role of the town. In this regard, best practice principles as contained in the County Development Plan 2011–2017, together with the detailed design considerations as outlined in this section, will inform the future development of Newbridge.

7.5.2 Townscape Analysis

The following sections consider the town centre in terms of;

- Legibility, function and image
- Built form and visual appropriateness
- Public open space
- Transport links and movement
- Land use and activity

These criteria provide the detail to inform the urban design strategy and framework plan for the future development of the town centre.

7.5.3 Legibility, Function and Image

Newbridge town centre is defined by one long main street running 1.2km from the River Liffey in the northeast to the junction of Edward Street and Military Road in the southwest. The northern (and more historic) side of the town is characterised by a number of smaller streets forming grid like patterns with a fine urban grain. The southern side of the town centre is less defined, as the streetscape continues to evolve on the former Barracks and Irish Rope sites.

The town centre itself is an attractive and vibrant place with a well maintained urban fabric and mix of uses. Historically both Edward Street and Main Street were the main shopping streets in Newbridge. The addition of Penneys, the Whitewater and the Courtyard Shopping Centres have all consolidated this role. While the shopping centres are a welcome addition to the town centre, increasing the variety of goods and services on offer within Newbridge, there has been a resultant shift in the footfall away from the more historic area of north Main Street and Eyre Street. In particular there is a lack of active frontages along stretches of the south side of Main Street and side streets with some rundown and vacant premises. It is important that these buildings /sites, which form key elements of the town's streetscape and character, are restored and reinvigorated with appropriate uses that secure their long term integrity and beneficial use. Underutilised sites and buildings are detrimental to the overall image of the town. They also represent an unrealised opportunity for urban renewal and investment that would assist in creating a critical mass of population and services within the town centre in order to secure its long term vitality and viability.

The image of the town core is crucial to its vitality and therefore plays an important role in the success of the town centre. Main Street, Edward Street, Georges Street, Charlotte Street, Cutlery Road (on the Whitewater side) all provide the town with a positive

image. However some of the lanes and streets to the rear of Main Street provide a poor quality public realm which detracts from the image of the town. Georges Street at the heart of the town has the potential to strengthen the image of the town centre and increase footfall to this area of the Main Street.

7.5.4 Built Form and Visual Appropriateness

Urban grain can be defined as the pattern and form of buildings, plots and blocks within urban areas. A fine grain is prevalent in the older northern centre of Newbridge. Plots within the southern centre are typically larger and even industrial in scale, particularly east and west of Cutlery Road on former industrial and military sites.

A number of modern infill developments have occurred along the streets and lanes off Main Street. Many insertions have maintained the plot width and have created active frontages. Unfortunately the quality of design combined with ad-hoc advertising detracts from the overall streetscape. The visual clutter further masks the historic rhythm of the street. This is exemplified in comparing the historic photo below of Edward Street with its modern day equivalent. An opportunity exists to transform these routes into bustling urban streets and lanes within the town core.



Edward Street in 1940's



Main Street in early 1900's

7.5.5 Public Open Space

The main areas for passive and active recreational purposes are located along the River Liffey. Market Square is the only designated civic space in the town centre. Apart from these areas, there is a distinct lack of hard and soft areas within the urban core. This is unusual given the size of the town. Historically the main area for congregation would have been within the Barracks. Although an attractive public space/ pedestrian street has been created at the main entrance to the Whitewater Shopping Centre, there is a requirement to create additional spaces as part of this plan with a view to;

- Creating a necklace of connected spaces throughout the town.
- Improving public realm.
- Create a heightened sense of identity for residents and businesses.

Section 7.6 sets out an urban analysis of the existing and proposed open spaces within Newbridge. While some of these areas are attainable in the short term, a long term strategy is also proposed which should inform future plans.

It is a policy of the Council:

TC1: To create a hierarchy of civic spaces in order to increase legibility and the general attractiveness of the town centre.



- TC2: To create a more attractive, vibrant and consolidated town centre by utilising quality urban design principles.
- TC3: To ensure that the important economic, social, cultural and residential role of the town centre is protected and enhanced and that its vibrancy, vitality and environmental quality are maintained and improved.

7.5.6 Transport Links and Movement

A series of significant infrastructural works were completed in and around the town in advance of the opening of the Whitewater Shopping Centre. The most significant was the reconstruction of St. Conleth's Bridge over the River Liffey in 2006/2007.

Notwithstanding these, traffic congestion remains a threat to the success of Newbridge as an attractive urban centre. The morning and afternoon peaks are largely due to the transport of children to and from school. Few students are now walking or cycling to school. It is also recognised that the cycle facilities (lanes and shelters/racks) are insufficient in the town. Therefore the Council will work with the schools (through safer routes to school initiatives etc) and state agencies with a view to facilitating sustainable and safe forms of transport around Newbridge. An opportunity exists to increase permeability within the town centre and improve the

quality of existing connections with residential areas. Section 7.6 presents detailed proposals to improve movement and connectivity throughout the town.

Newbridge Train Station is located circa 800m from Main Street. Improved pedestrian and cycle facilities are required in order to realise the importance of public transport in Newbridge. An opportunity exists to improve the quality of the public realm by creating a safe route from the railway station to the town centre. Cycle lanes are required in this regard linking the station with the town centre and surrounding residential areas. The recent construction of a dedicated pedestrian bridge parallel to the existing bridge has improved pedestrian safety and movement in the area. Dedicated signage for the station at the junction of Main Street and Charlotte Street is also required.

The River Liffey presents an opportunity to create an enhanced amenity area with an attractive pedestrian walkway from St. Conleth's Bridge to the Dominican College. A number of other pedestrian and cycle links are proposed as part of the River Liffey Strategy (refer to Section 7.12.1). Improvement in the quality of the public open space along the banks of the river together with suitable amenities will improve pedestrian permeability throughout the town.

7.5.7 Land use and activity

The predominant uses in the town centre include retailing, financial and professional services, cafes and public houses and community facilities such as the County Library, the Riverbank Arts centre and schools. There are also a number of residences in the town centre, many of which are part of the traditional streetscape. It is important that the town centre remains an attractive place to live in order to maintain beneficial uses throughout the day and night. This Plan therefore actively encourages the development of high quality residential accommodation over existing retail and commercial properties in the town centre. An increase in retail provision within the town centre in particular Main Street is necessary to ensure the vitality and viability of the town centre and reinforce the importance of Main Street as a retail destination.

7.5.8 Renewal, Re-use and Regeneration

While some positive changes have taken place in terms of town centre uses, there remains some derelict premises and vacant sites within the town centre, in particular those directly east of Cutlery Road. Vacant sites threaten the vitality and viability of the town centre. The Plan aims to provide the framework for a more integrated approach to new development in the town centre in particular Edward Street/Main Street /Charlotte Street/Eyre Street area being a focus for achieving greater linkage and commercial synergy.

The 2003 Local Area Plan included an objective to carry out an Action Area Plan to guide future development of an area in the town centre. The Whitewater Shopping Centre now occupies part of these lands which has improved the visual quality of the area. It is not proposed to prepare an AAP as part of this Plan. Instead the Council has prepared a number of Design Briefs for key sites in the town centre (refer to Section 7.6) to guide future development.

7.5.9 Strategy for developing the Retail Offer of Newbridge

The vision for Newbridge town centre is to create a vibrant and bustling town with a diverse mix of activities. This can be achieved by developing derelict and key infill/gap sites in the town centre, enhancing the physical environment and streetscape of the existing town core and creating zones of activity. The overall aim of the strategy will be to achieve a flexible and realistic framework for growth while facilitating appropriate development, regeneration and physical improvement of the town. The regeneration of Newbridge town centre is a complex process of adaptation of existing urban areas and former industrial lands and preservation of the historic town centre.

Newbridge has retained a vibrant and successful town centre during a period of tough economic and market conditions. The retention of the main street as a centre of retail activity is paramount in order for Newbridge to retain its vibrant character. Newbridge

also has the scope and potential to significantly expand its retail and town centre offer within the heart of Newbridge in view of the quantum and proximity of former industrial lands.

In addition to the former industrial lands, the upgrading/redevelopment of the Moorefield/Dunnes Shopping Centre and adjacent lands are key opportunities for further expansion and improvement of the heart of the town centre. This would serve to consolidate it and provide the basis for enhanced linkage between the different parts of Main Street. Linkages between Main Street and surrounding destinations such as the Train Station, Newbridge Silverware, The Whitewater Shopping Centre and the River Liffey also need to be strengthened in order to achieve a coherent and compact town centre. An opportunity exists to utilise the Main Street with its strong sense of place, character and culture as a tool to strengthen the town core. It is necessary to strengthen Main Street in order to reinforce its position as the central hub of activity in Newbridge and to create a vibrant and bustling core with a diverse mix of uses.

As noted in Section 7.4, although the net retail offer in Newbridge has increased by 88% in the last decade, the existing concentration of footfall revolves around The Whitewater, The Courtyard and Penneys. In many cases this has been to the detriment of the existing historic areas of the town. There is a need therefore to re-distribute the existing footfall to other areas of the town centre such as Main Street, Georges Street, Charlotte Street and into Eyre Street, without compromising the established character and urban grain. It is recognised that the existing town centre zone needs considerable regeneration to carefully expand its retailing offer and increase the physical linkages and synergies with other areas in the town. Section 7.6 should be consulted in this regard.

The strategy for this Plan to improve the retail offer in the town centre is to;

- Restrict out of town shopping which would have a negative impact on the town centre.

- Identify brownfield sites within the town centre which could facilitate an expansion of retail and commercial services in line with an expanding population.
- Promote the regeneration of vacant/underutilised/derelict sites.
- Develop strategies to enhance footfall in the historic town centre around Georges Street.
- Encourage the use of upper floors within the town centre for residential and commercial purposes.
- Prepare a Town Improvement Scheme to improve the visual appearance and integration of all modes of transport in and around the town centre.

Three key areas in the town centre identified for town centre expansion are along the northern side of Military Road, the eastern side of Cutlery Road and northeast of Lidl. However any significant development proposal is required to comply with the Design Briefs principles as outlined in Section 7.6.

The strategy therefore seeks to:

- Develop a framework for orderly town centre growth that balances adaptation, preservation and expansion.
- Set out principles for the intensification of use of the existing grain within the established town centre.
- Establish a consistent approach to key redevelopment sites by way of comprehensive design guidelines.

It is the policy of the council:

- RR 1: To encourage the development of the retail and service role of Newbridge as a Level 2 County Town Centre (with Naas) in accordance with the policies contained in the County Development Plan, the Retail Planning Guidelines 2012 and any future Retail Planning Guidelines or strategy that may be issued during the life of this plan.
- RR 2: To secure the continued consolidation of Newbridge Town Centre through the regeneration of backland and brown field areas in the town centre.
- RR 3: To encourage and facilitate the development of a combined and unique heritage, retailing and tourism experience within the town and to encourage strong linkages between these attractions.
- RR 4: To encourage and facilitate the delivery of tourism related retail developments and initiatives in and around the town centre.
- RR 5: To improve the town's attraction as a retail and tourist destination through additional investment in the public realm; attracting a critical mass of new retail investment within and adjacent to the heart of the town centre and, by the enhancement of supporting tourism infrastructure (e.g. hotels, restaurants, bars and car parking).
- RR 6: To reinforce Main Street/Edward Street as a vibrant town centre with a diverse mix of uses and to consolidate the town centre areas surrounding these streets by intensifying development in order to create a compact core.
- RR 7: To provide for sustainable urban expansion areas by prioritising the development of derelict/brownfield and key infill/gap sites.
- RR 8: To promote and encourage high quality urban design and to improve the image of the town by enhancing the physical environment and streetscape.
- RR 9: To seek the provision of higher order retail uses along North Main Street between the Bank of Ireland and St. Conleth's Bridge. In particular the cumulative impact of bookmakers, amusement arcades and take aways will be assessed.
- RR 10: To encourage new residential development in the town centre by encouraging mixed use developments, especially at first floor level and above.
- RR 11: To relieve traffic congestion within the town centre by improving permeability.



Town Centre Objectives

It is an objective of the Council:

- RO 1: To reinforce the heart of the town as the priority location for new retail development, with quality of design and integration/linkage within the existing urban form/layout being fundamental prerequisites.
- RO 2: To encourage and facilitate the re-use and regeneration of derelict /brown field land and buildings for retail and other town centre uses, having regard to the Sequential Approach outlined in the Retail Planning Guidelines.
- RO 3: To facilitate the development of appropriately scaled retail and mixed use development in the sites identified in the Design Brief Study Areas 1 to 4 (Section 7.6.5).
- RO 4: To investigate the potential for a Business Improvement District (BID) or similar initiative in conjunction with Newbridge Chamber of Commerce and/or Newbridge Tidy Towns to encourage business growth in Newbridge town.
- RO 5: To prepare and implement (subject to funding) a detailed Town Improvement Scheme to visually enhance the streetscapes and key urban spaces in the Town Centre. The Scheme shall accord with the National Transport Authority's 'Statement of Strategy 2012-2014' (or any subsequent Strategy) and the Dept. of Transports 'Smarter Travel - A Sustainable Transport Future 2009-2020' and place an emphasis on;
 - a) Delivering a modal shift by creating a pedestrian, cyclist and public transport friendly environment.
 - b) Integrating land use and transport in the town centre with surrounding residential, schools and employment areas.
 - c) Improving the appearance (lighting, signage, environmental, landscaping etc) of the town centre and surrounding streets.
 - d) Undergrounding of utility cables.
 - e) Promote the economic development of the town centre.
- RO 6: To safeguard the important architectural and streetscape heritage of the Town Centre area.

RO 7: In conjunction with objective RO 5, to carry out an audit/review of all signage and surplus poles/road signs and redundant telecommunication kiosks in Newbridge town centre in order to rationalise signage and obsolete structures and to promote a clearly defined signage network and avoid visual clutter. The review shall have regard to the Kildare County Council Signage Policy (2013 or as amended).

7.6 Urban Design and Town Centre Development

7.6.1 Introduction and Background

Through the planning process, local authorities have a key role to play in the formation of the built environment. To reflect this, this section sets out urban design policies and objectives specific to the future development of the town. The section also sets out policy and guidance based on a detailed urban design analysis of the existing townscape. In setting out specific urban design policies and objectives for future development proposals in the town centre, the Council will proactively encourage the regeneration and conservation of the town centre whereby development and growth is managed and coordinated by using the best practice principles and the detailed design considerations. This section should be read, *inter alia*, in conjunction with the relevant national guidelines and policy documents such as;

- *Design Manual for Urban Roads and Streets (2013)*
- *Shaping the Future; Case Studies in Adaptation and Reuse in Historic Urban Environments (2012)*
- *Guidelines for Planning Authorities on Sustainable Residential Development in Urban Areas (Cities, Towns and Villages) (2009)*
- *Urban Design Manual; a Best Practice Guide (2009)*
- *Retail Design Manual (2012)*
- *Government Policy on Architecture 2009–2012 (2009)*



7.6.2 Urban Design Analysis

Newbridge has a wide range of different built and natural elements that combine to establish its distinctive form, character and context. The traditional town core primarily comprises modest nineteenth and twentieth century buildings typical of Irish market towns. The urban design analysis detailed in this section highlights the distinctive nature of the town's built fabric, setting the framework for specific objectives and policies that require all future development to have detailed regard to the town's form, character and context.

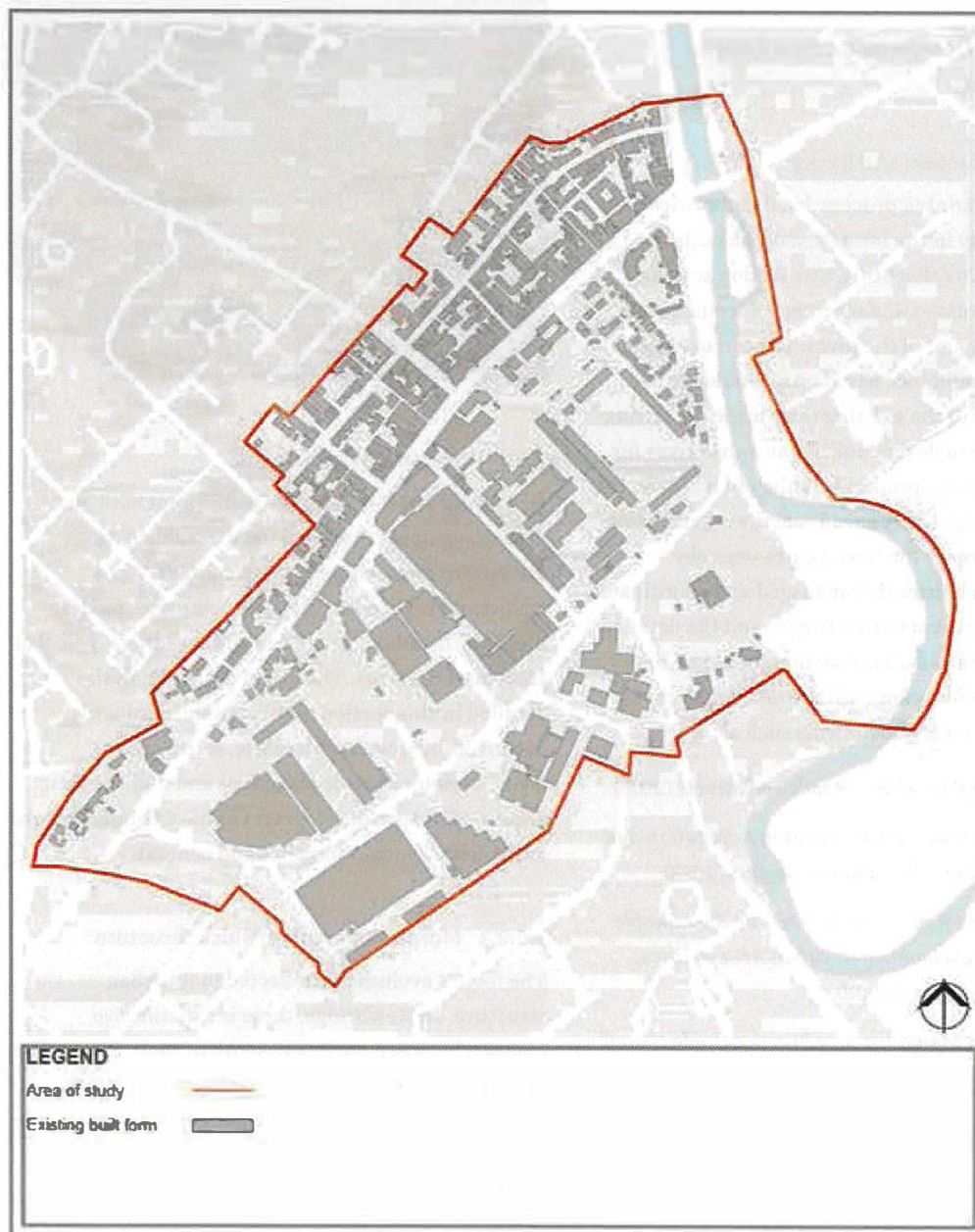
7.6.2.1 Morphology/Urban Block Structure

The town's evolution is reflected in its urban structure. In Newbridge, there is a distinctive contrast between north and south of Main Street. The historical fine urban grain is evident in the north where the existing street and plot configuration are in significant contrast to the larger plots in the south. The morphology is reflected in Figure 8 below.

The blocks and land parcels are characteristic of various periods of development associated with the town. Significantly the larger urban blocks remain on the south side of Main Street – a legacy of the former industrial lands of the Irish Ropes site and the

defensive Military Barracks (now Bord na Mona). Notwithstanding the opening of the Whitewater Shopping Centre, these blocks remain ill-defined and largely impermeable.

Figure 8: Morphology



These larger plots have developed in isolation to the town centre compared to the intricate arrangement of lanes, streets and smaller 'human scale' blocks in the north. Generally these northern plots comprise a fine urban grain defined by a variety of nineteenth and twentieth century two to three storey buildings that have been largely retained. The buildings provide a

mixed streetscape with continuous frontage along Eyre Street, Henry Street, Georges Street and the northern side of Main Street/Edward Street. The overall mix of building types in the town core is reflective of its historic development, giving the town its unique character and form.

Figure 9: Existing Built Form

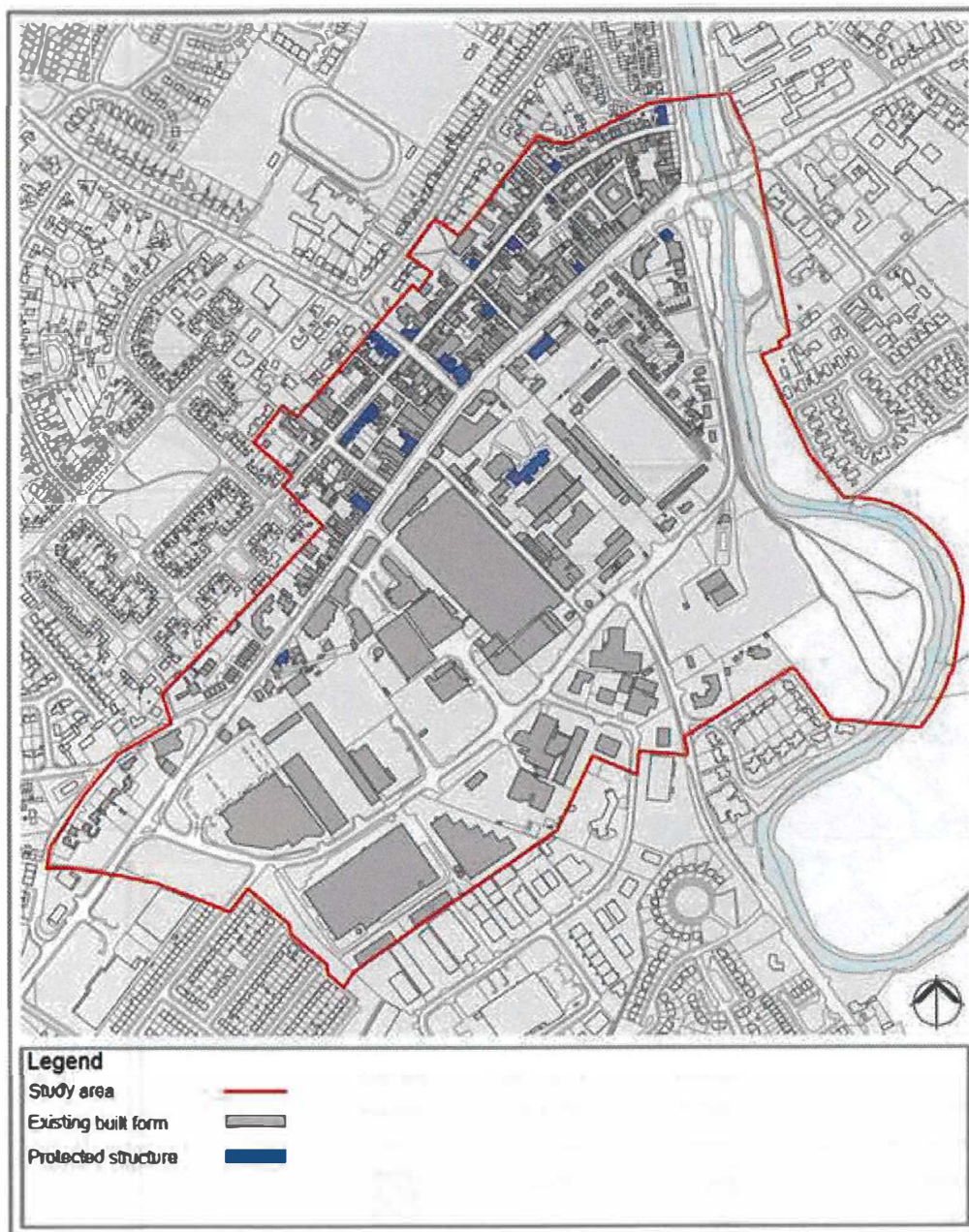
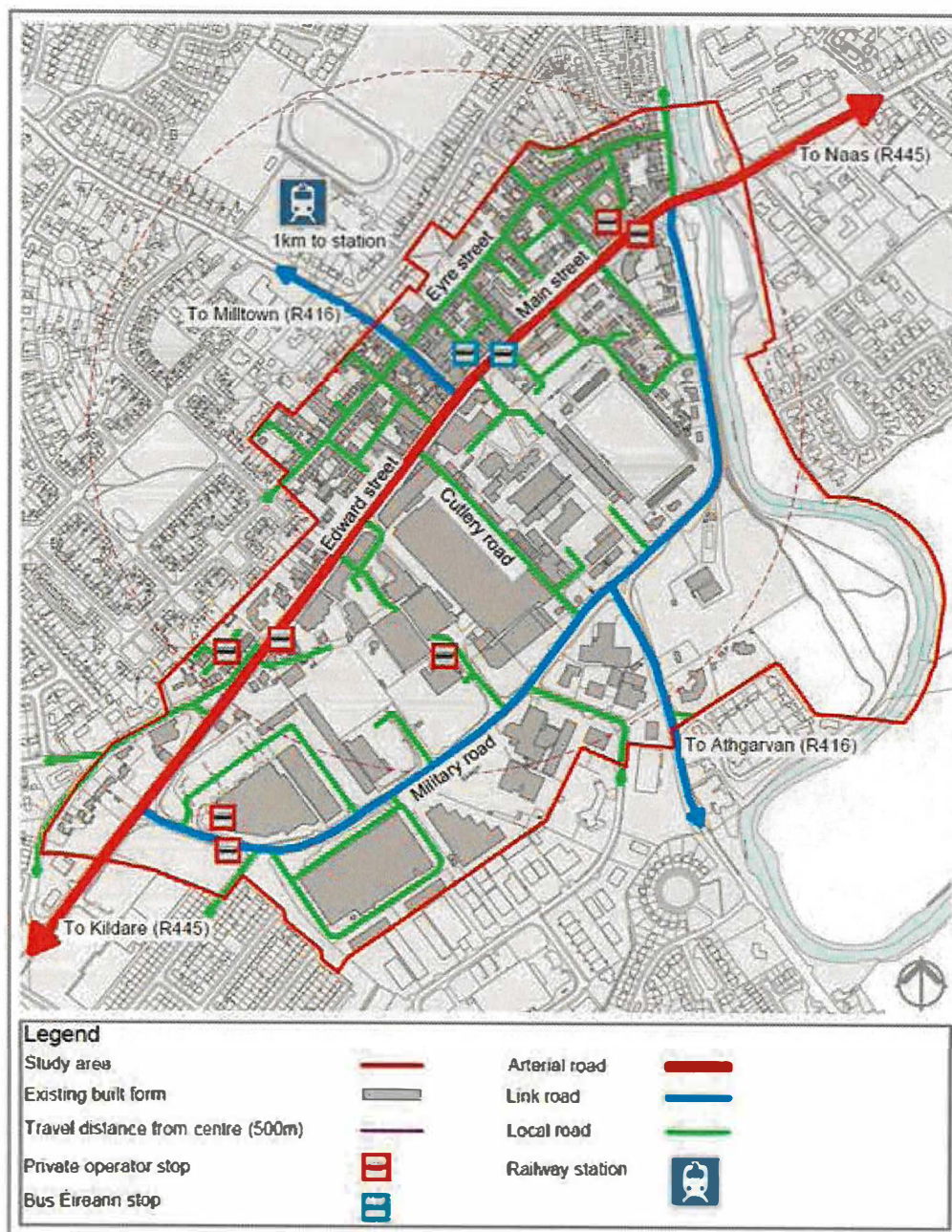


Figure 10: Existing Movement

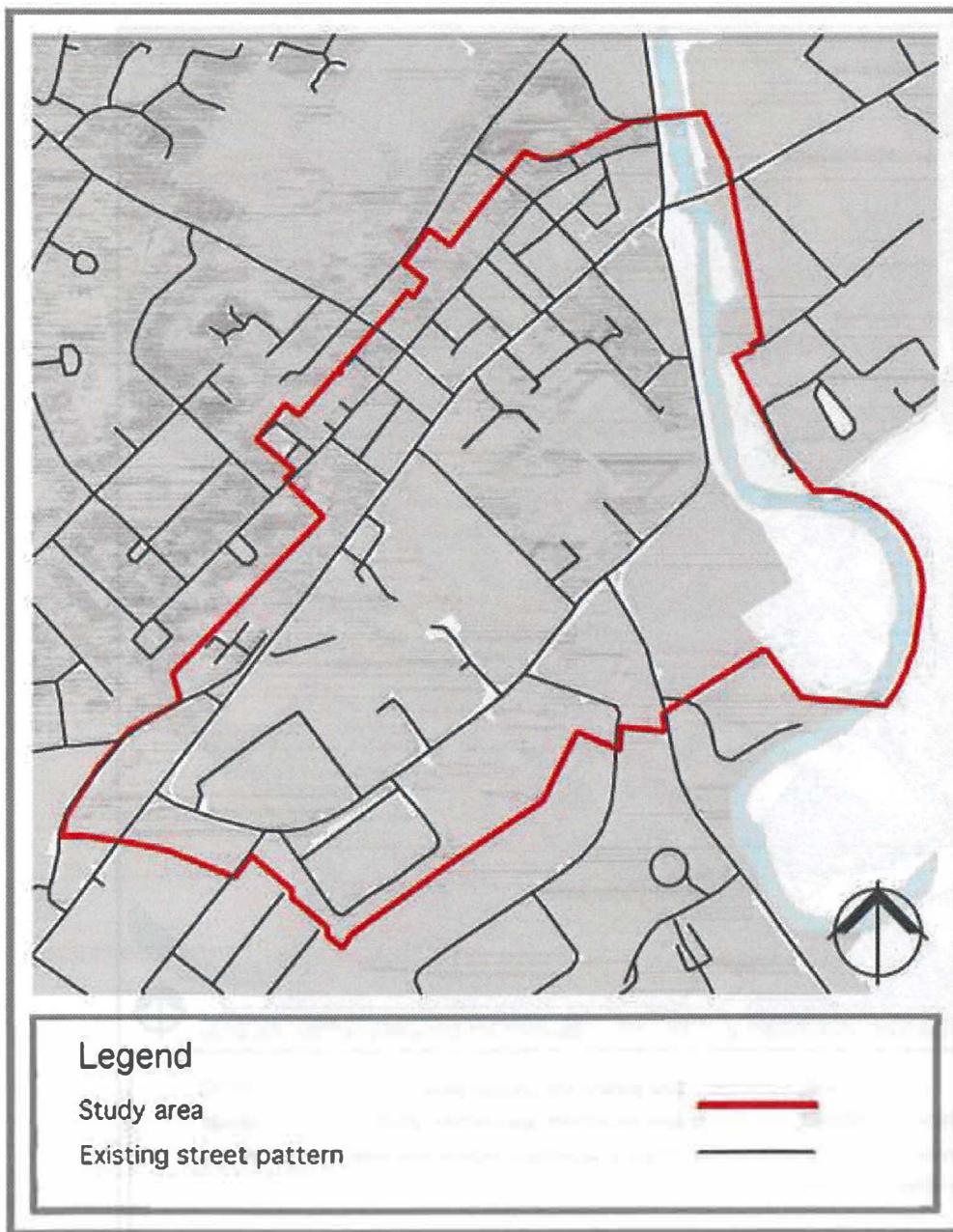


7.6.2.2 Street Pattern and Structure

Newbridge's existing street structure (refer to Figure 10) is dominated by four main approach roads into the town centre – from Naas, Kildare Town, Athgarvan and Milltown. The urban structure of the town centre is created around a dense pattern of streets and lanes

to the north of the Main Street while the south side of the town centre is predominantly served by Military Road and Cutlery Road and the Athgarvan Road. This pattern provides a high degree of permeability within the older town centre while a large area of the southern side remains impermeable, especially given the size of the plots and the lack of through routes.

Figure 11: Street Pattern



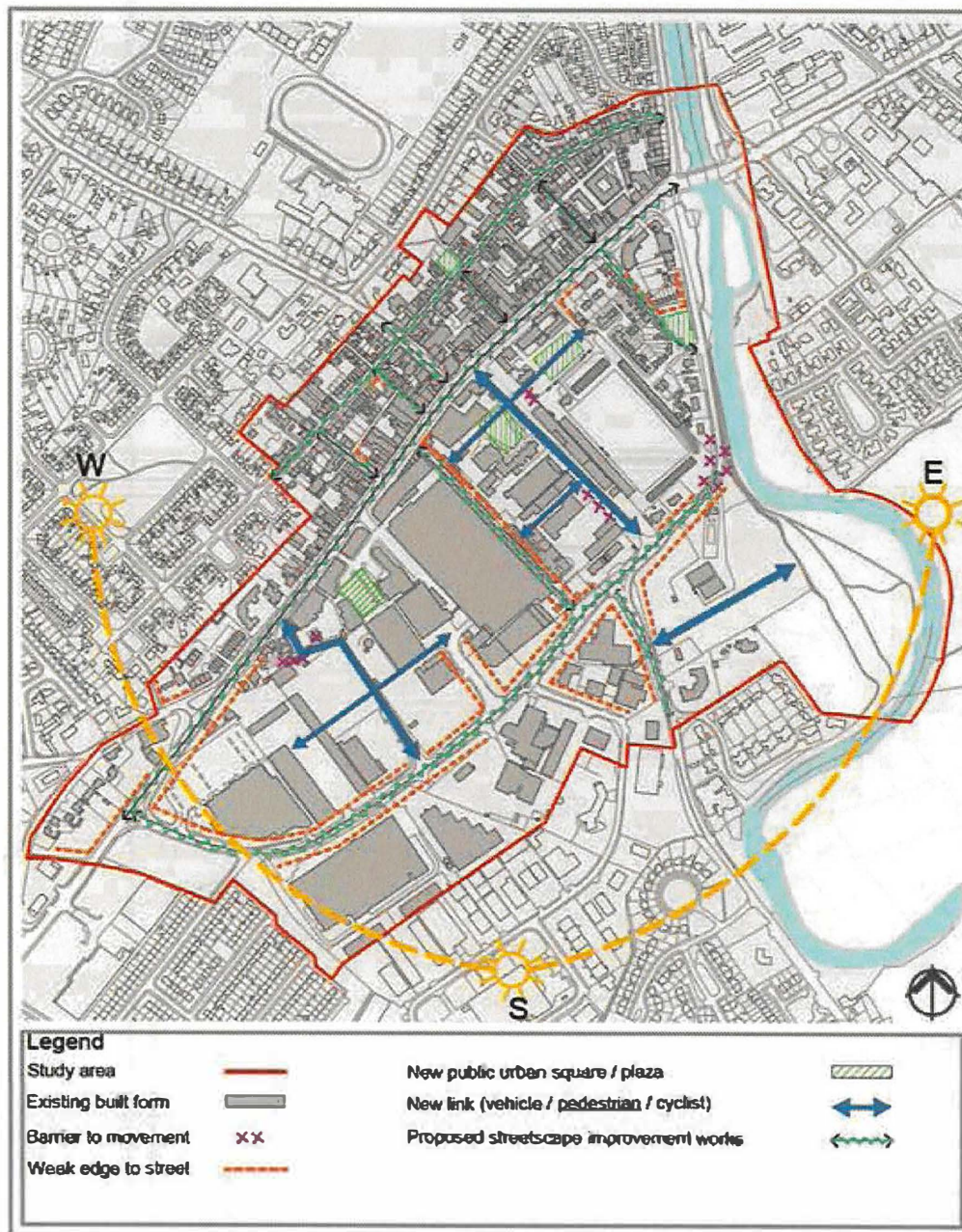
7.6.2.3 Opportunities and Constraints

Figure 12 shows various opportunities to enhance the town centre vis a vis new building edges, streets, public spaces and street enhancements. There are a number of poor street frontages with weak urban edges which detract from the vibrancy of the town

centre. As the town expands, it is critical that new development addresses these issues through appropriate planning and design.

A number of barriers to movement/access within the study area are also highlighted. Such barriers could prevent the sustainable expansion of the town centre in the medium to long term.

Figure 12: Opportunities and Constraints

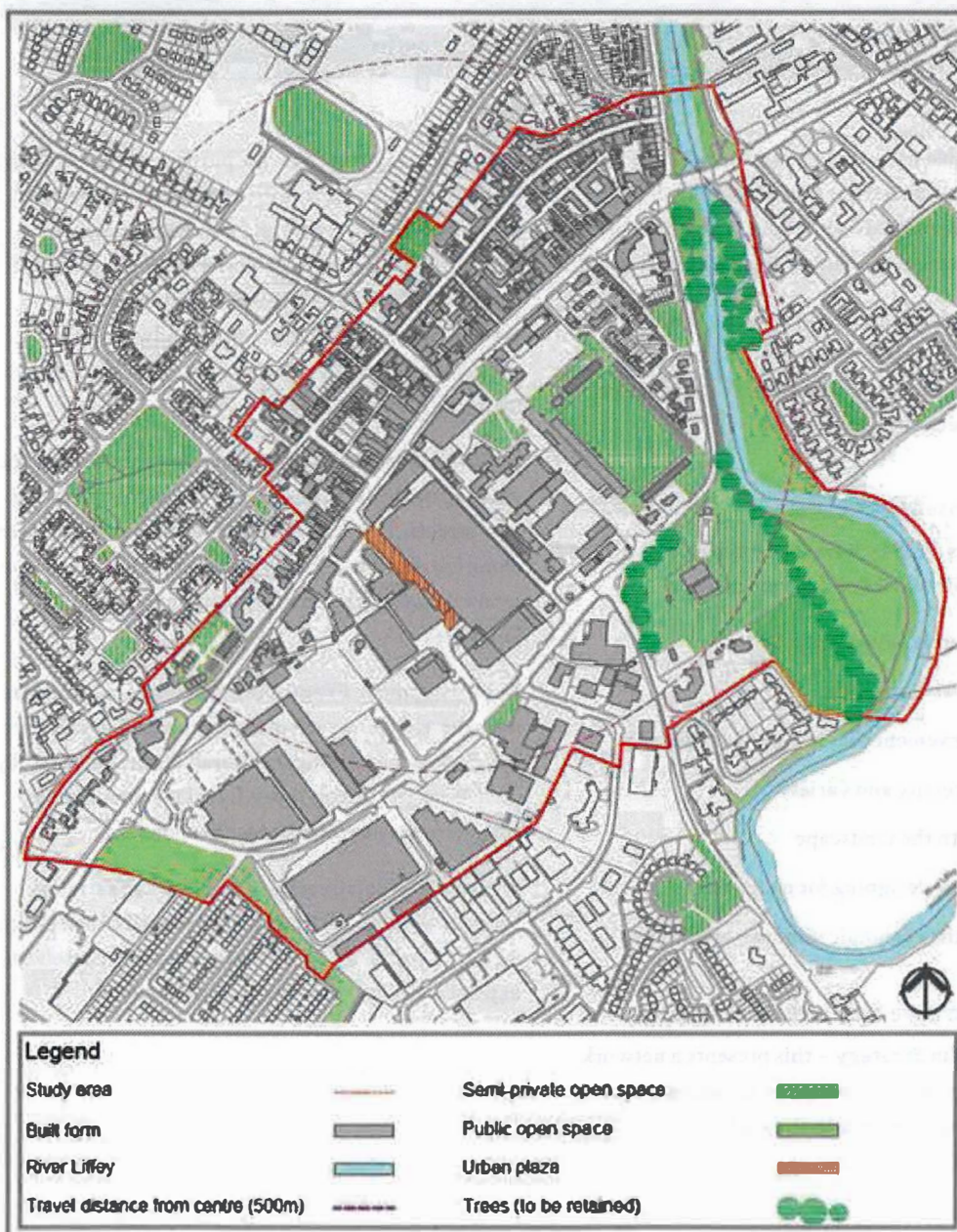


7.6.2.4 Urban Landscape

Figure 13 shows the spatial distribution of landscaped urban spaces (both hard and soft) in Newbridge. Unsurprisingly the concentration of green public spaces is located around the River Liffey in the east of the town. Although further green spaces are evident

at Ryston, St. Conleths GAA Park and in Bord na Mona, these are semi-private with limited access for the public. Small pockets of public open space are also located beside Woodies DIY and Moorefield Park in the extreme west of the town.

Figure 13: Existing Landscape





The most notable urban plaza/pedestrian street is located at the main entrance to the Whitewater Shopping Centre off Edward Street. A smaller trading space is also present at Market Square off Eyre Street.

There is a deficit of public urban spaces (hard and soft) in the town centre. Where these areas exist, there are with little or no meaningful or attractive connections between such spaces.

7.6.3 Proposed Urban Strategy

Four strategies (A to D) have been prepared in accordance with the following principles;

- Enriching the existing urban fabric
- Making places for people
- Allowing movement that is logical and legible
- Creating diversity and variety
- Working with the landscape
- Adaptability – designing for change
- Enhancing the economic vibrancy of the town

Four strategies have been prepared as follows:

A: Public Realm Strategy – this presents a network of green spaces or ‘microclimates’ encompassing pedestrian priority routes in the study area

B: Movement Strategy – the purpose of this strategy is to identify streetscape improvement works within the existing town centre and outline proposals to dismantle the large urban blocks in the south side of Main Street/Edward Street by creating two new primary streets – Military Road to Edward Street (beside Lidl) and the Athgarvan Road to Main Street (through Bord na Mona).

C: Built Form Strategy – this strategy shows how the existing urban structure can be redesigned to create new streets. The lack of enclosure and a sense of place along key sections of main routes are replaced by new active urban blocks with key vistas and landmark buildings.

D: Development Framework Strategy – a composite map showing how each of the strategies a, b and c are interlinked, presenting the overall vision for the study area. Detailed Design Briefs have been prepared for specific areas identified under Section 7.6.5.

Figures 15–18 detail each of the above. Each strategy has been prepared in context of an overall Urban Design Strategy (Figure 14) which seeks to protect, consolidate, expand and strengthen key areas of the town.

Figure 14: Proposed Urban Design Strategy

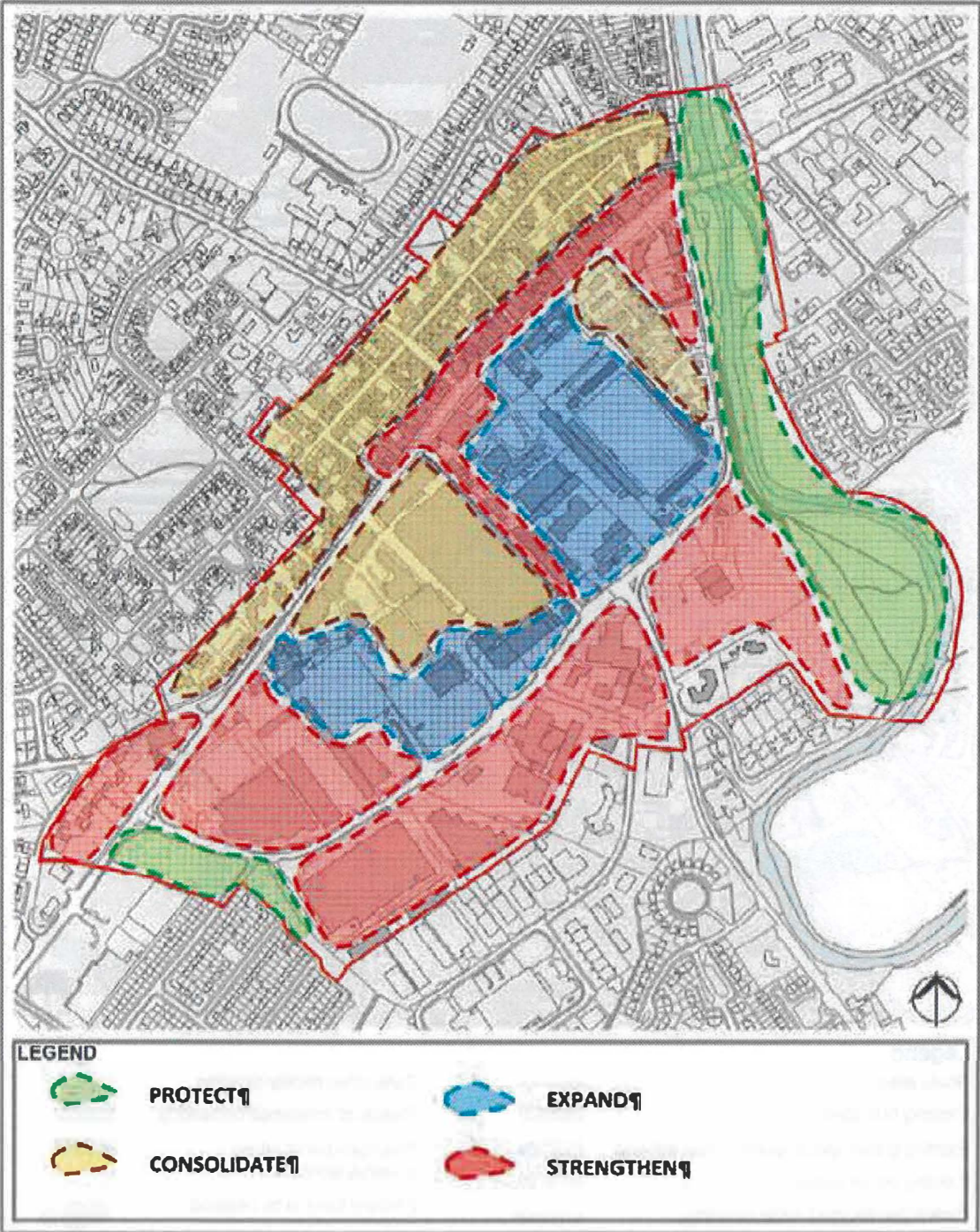


Figure 15: Public Realm Strategy

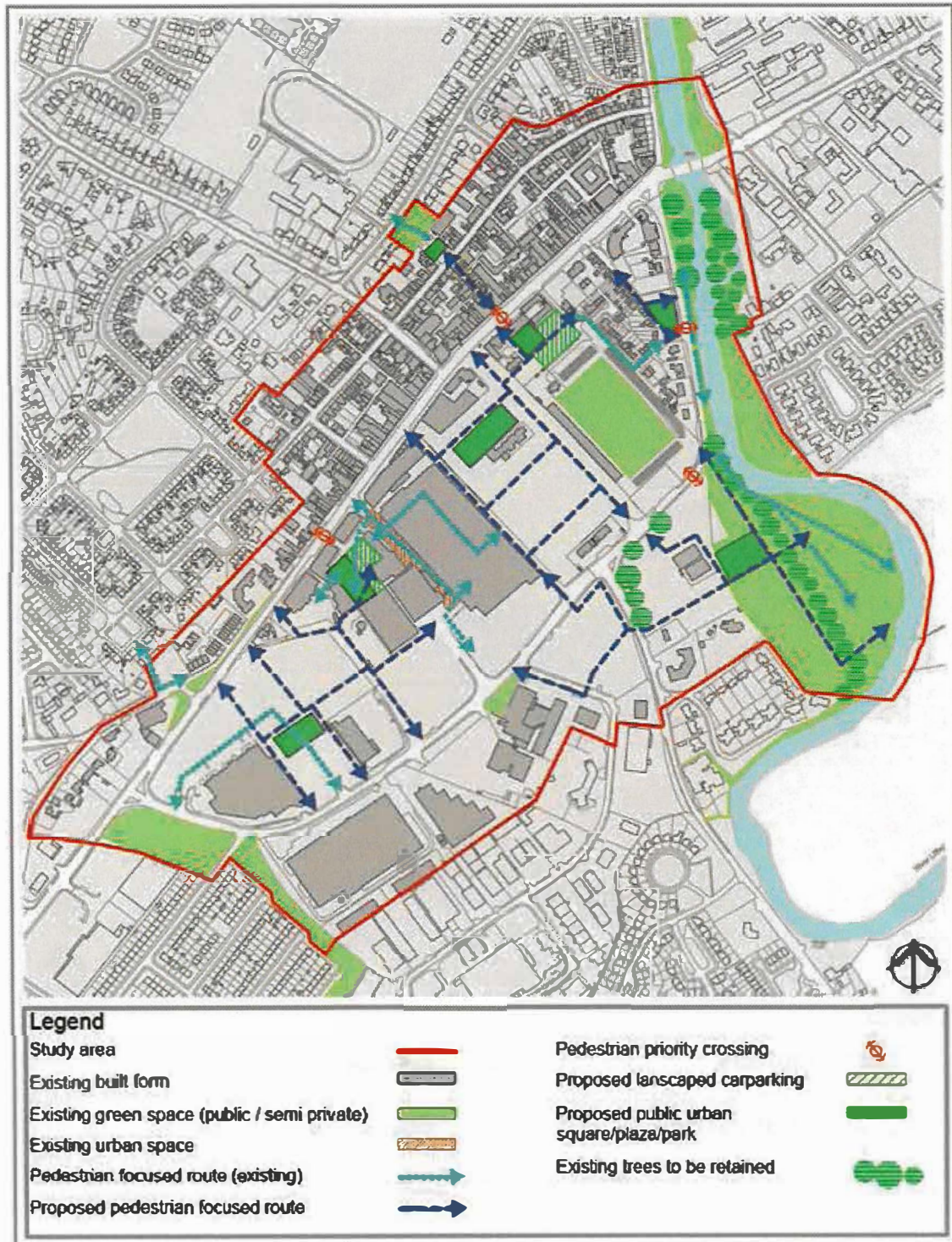


Figure 16: Movement Strategy

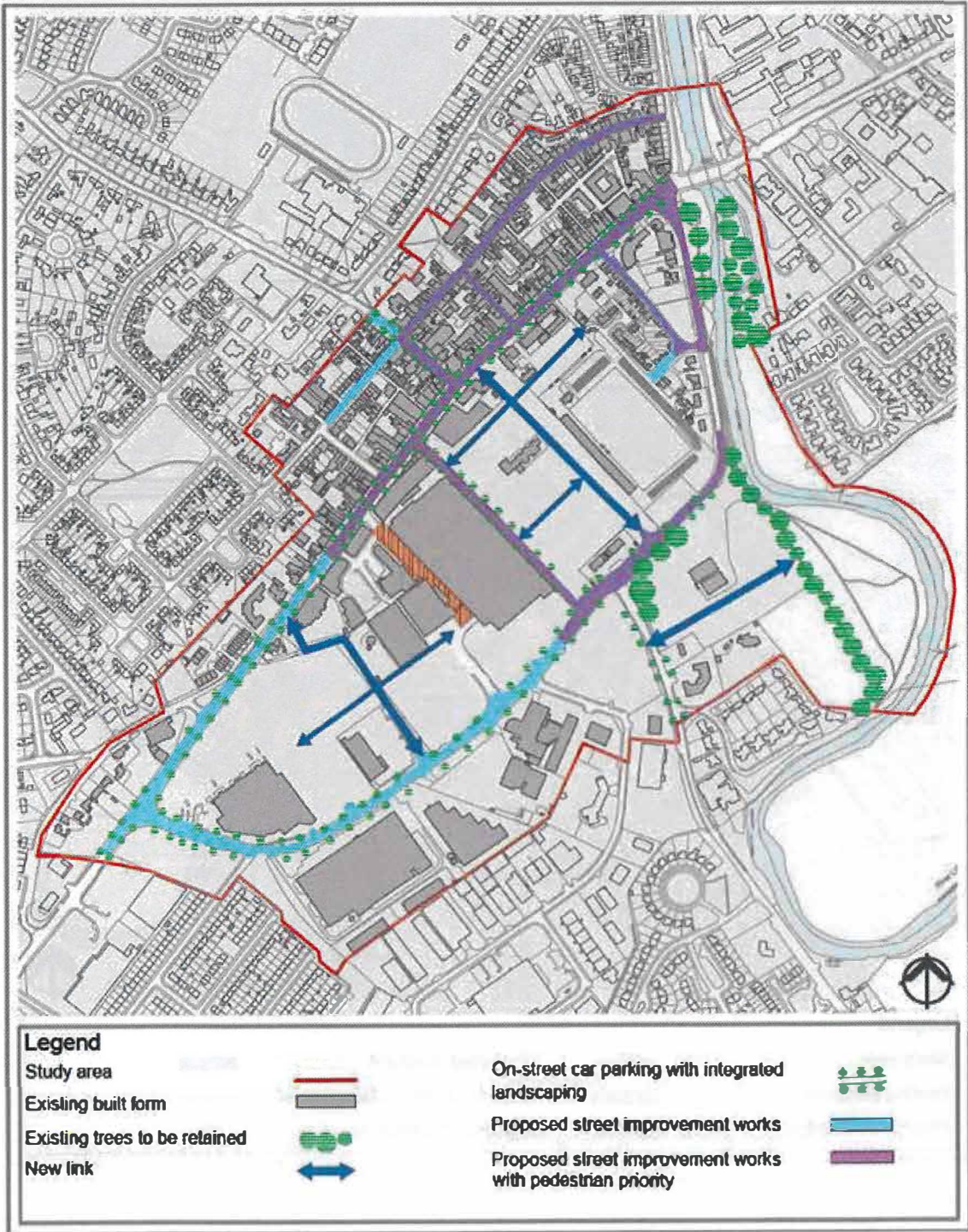


Figure 17: Built Form Strategy

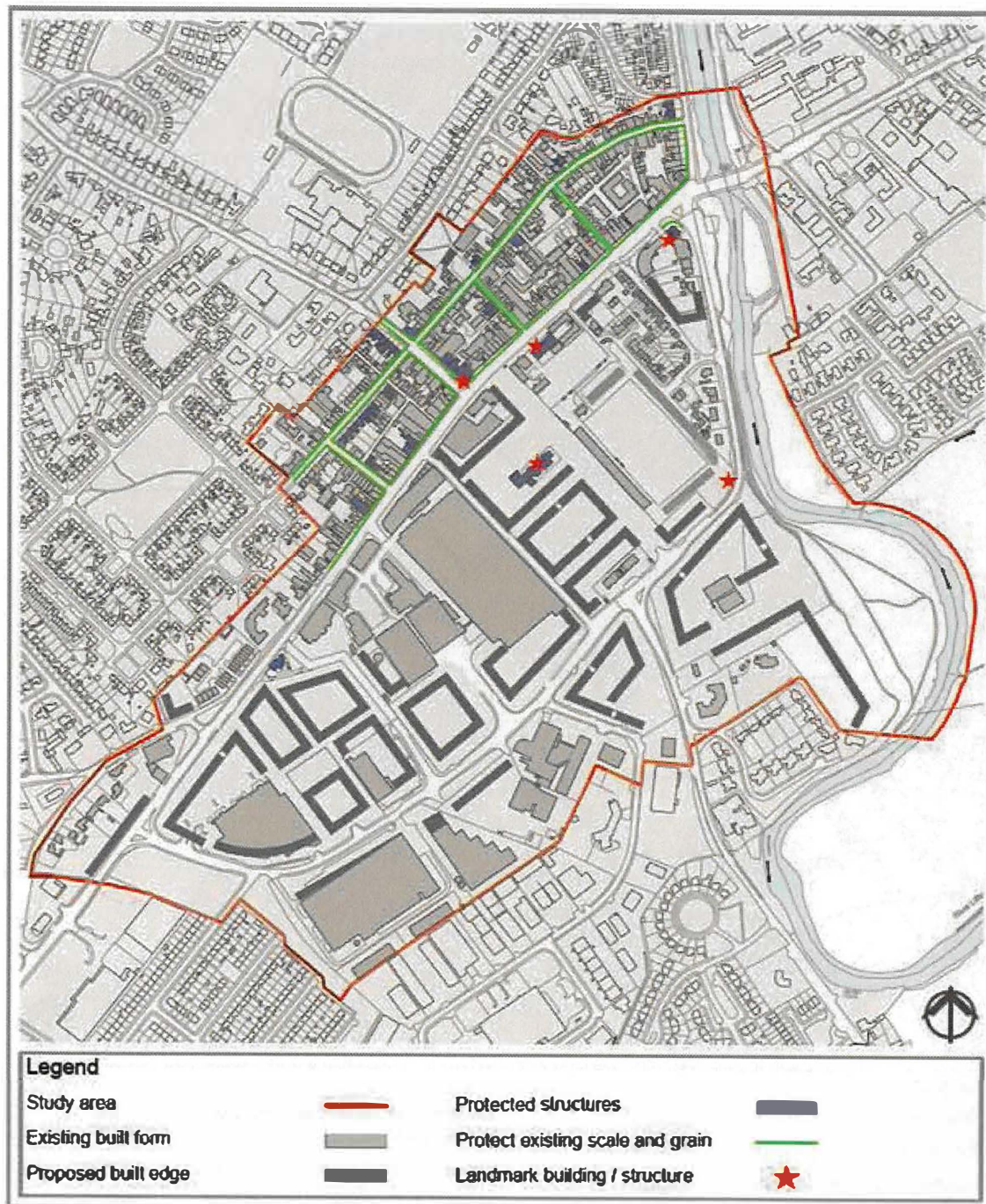


Figure 18: Development Framework Strategy

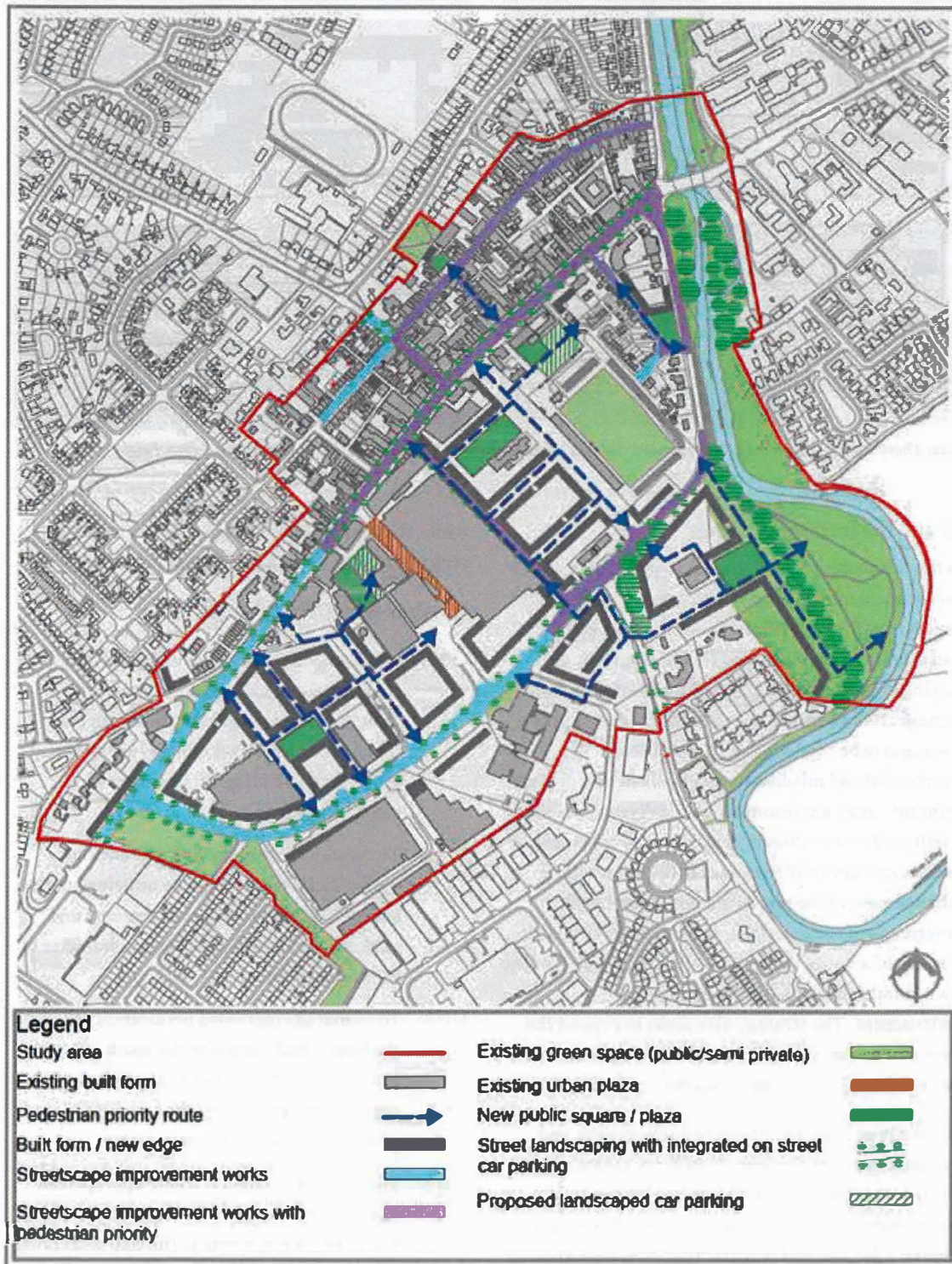
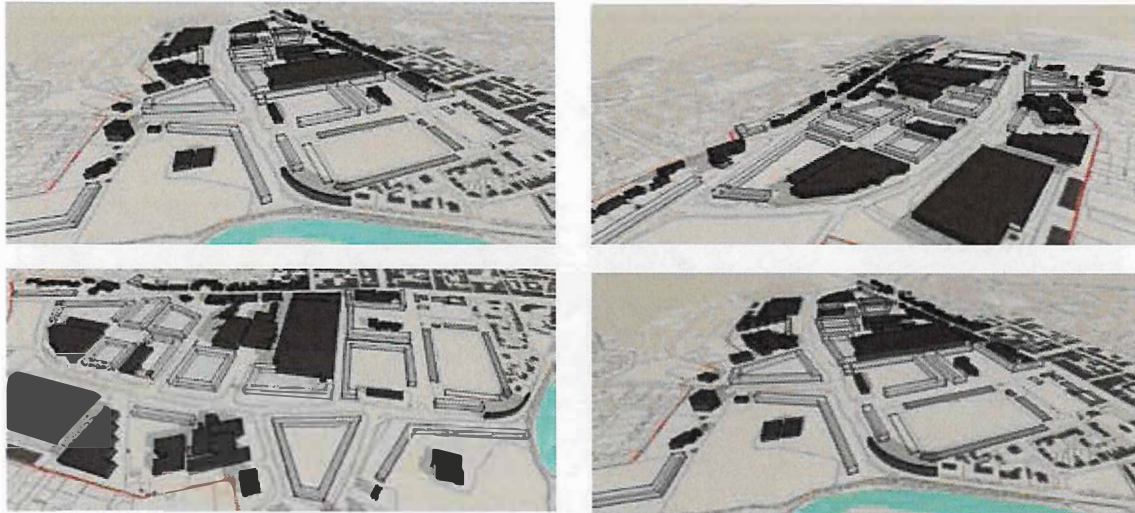


Figure 19: Indicative 3D Views of Development Framework Strategy



Note: These images are an indicative representation of building lines only and do not illustrate building design, height etc.

7.6.4 Urban Design Policies

As the urban design analysis has shown, Newbridge's townscape qualities are derived from a historic structure, which provides a framework for the distribution of land uses and the development of varying building typologies that form a unique built heritage. It is a central objective of this Plan that the town centre be consolidated, providing for commercial and mixed-use development that creates a vibrant urban environment with a diverse mix of activities. Key to achieving this is the development of derelict and key infill/gap sites in the town centre, enhancement of the physical environment and streetscape of the existing town core and the creation of zones of activity that realise the full potential of the town, combining its natural and physical environment. The strategy also seeks to expand the town centre uses in a manner which integrates with the traditional town centre and the core retail area.

Specific proposals are set out to guide growth and manage change in the town in order to create a lively urban core with a mix of residential, commercial, community and amenity uses. The overall aim is to achieve a flexible and realistic framework for growth

while allowing for the continued development, regeneration and physical improvement of the town.

It is the policy of the Council:

- UD 1: To ensure all proposed developments in the traditional and more historic areas are designed to have regard to the urban built fabric of the town including its urban blocks/ grain, plots, buildings, streetscape and connecting lanes.
- UD 2: To create a more attractive, vibrant and consolidated town centre by utilising quality urban design principles that preserve and enhance the existing townscape character of the town centre.
- UD 3: To encourage increased permeability through the larger land parcels to the south of Main Street/Edward Street and to link them to the existing hierarchy of routes and civic spaces within and around the town centre.
- UD 4: To retain and enhance, where appropriate, mature landscaping including hedgerows and trees, which contribute to the character of the town.

- UD 5: To improve access and use of new and existing amenity spaces in the town through well designed developments that provide connections from the town centre by way of good linkages and a higher level of permeability.
- UD 6: To protect key views of the townscape and skyline within the town and from approach roads into the town centre.
- UD 7: To improve the visual approaches to the town from all directions and provide well designed entrances to mark the edges of the town centre at appropriate locations that reflect its character.

7.6.5 Design Briefs

The “Sustainable Residential Development in Urban Areas” and the accompanying “Urban Design Manual – A best practice guide” were published by the Department of the Environment, Heritage and Local Government in May 2009. These Guidelines set out in detail the role of urban design in the delivery of

sustainable communities. In accordance with Section 3.8 of the Guidelines, this Plan includes design briefs to promote the development of a number of key areas within the town centre. These are as follows;

- (1) **Cutlery Road and Bord na Mona**
- (2) **Edward Street to Military Road – Development of New Street(s)**
- (3) **Military Road and Athgarvan Road – Perimeter Blocks**
- (4) **Town Hall and Georges Street**

These design briefs have been prepared to assist the different parties involved in the planning process – landowners, developers, agents, design teams and the planning authority. As each design brief is based on an appraisal of the area and its urban context, development proposals within each area should therefore demonstrate compliance with the respective design brief. This analysis is used to form a vision for the area based on three key principles of urban design – built form, landscape/urban space and connectivity/movement. Figure 21 details the location of the four design brief area.

Figure 20: The Three Key Concepts

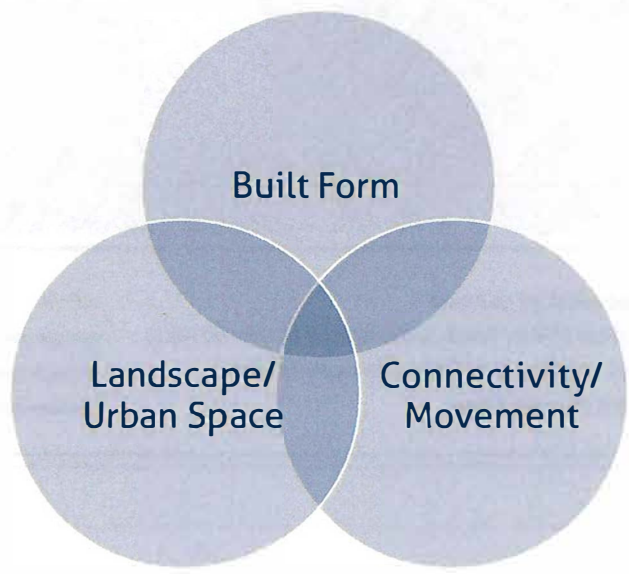
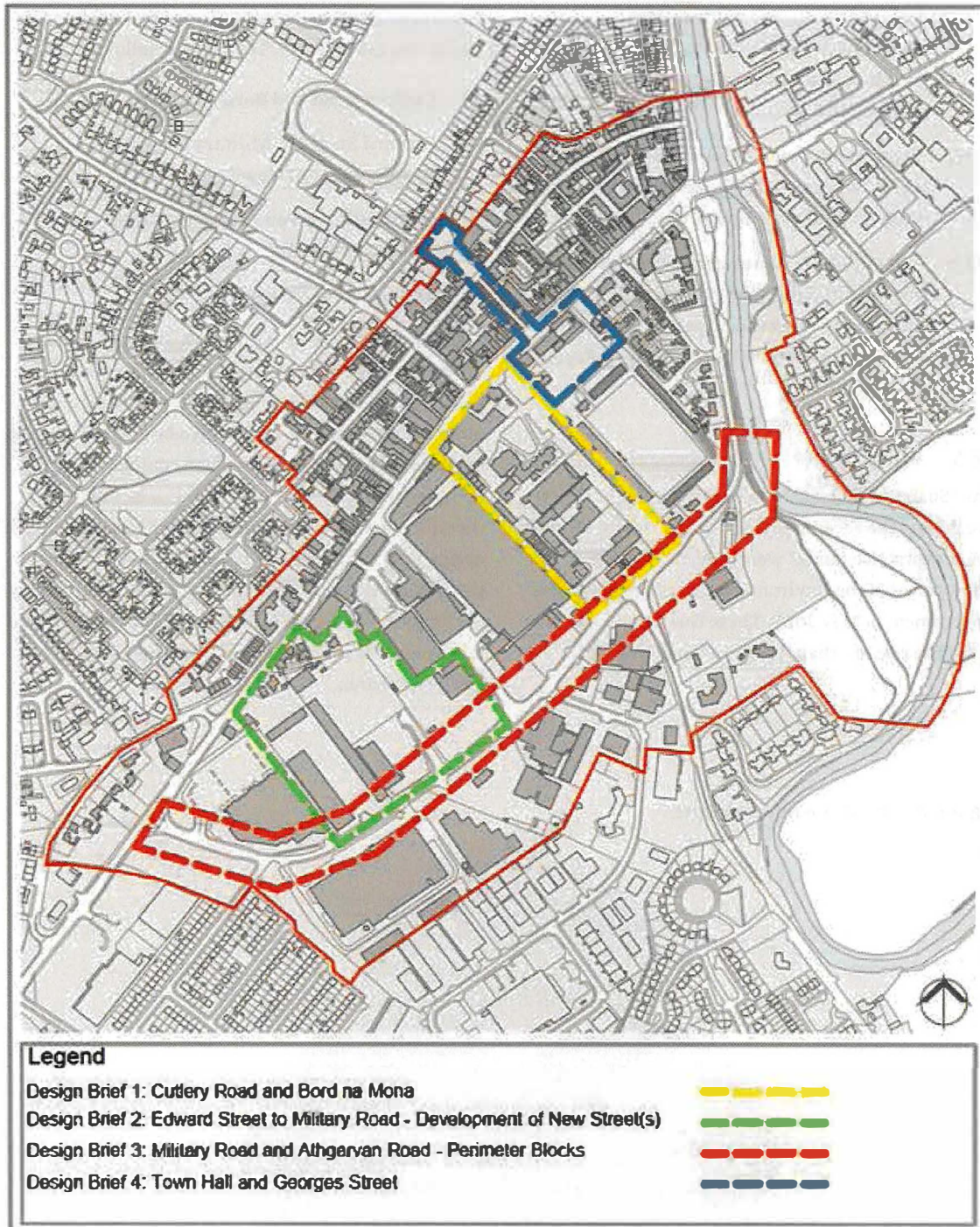


Figure 21: Design Brief Study Areas





Design Brief 1: Aerial View looking East

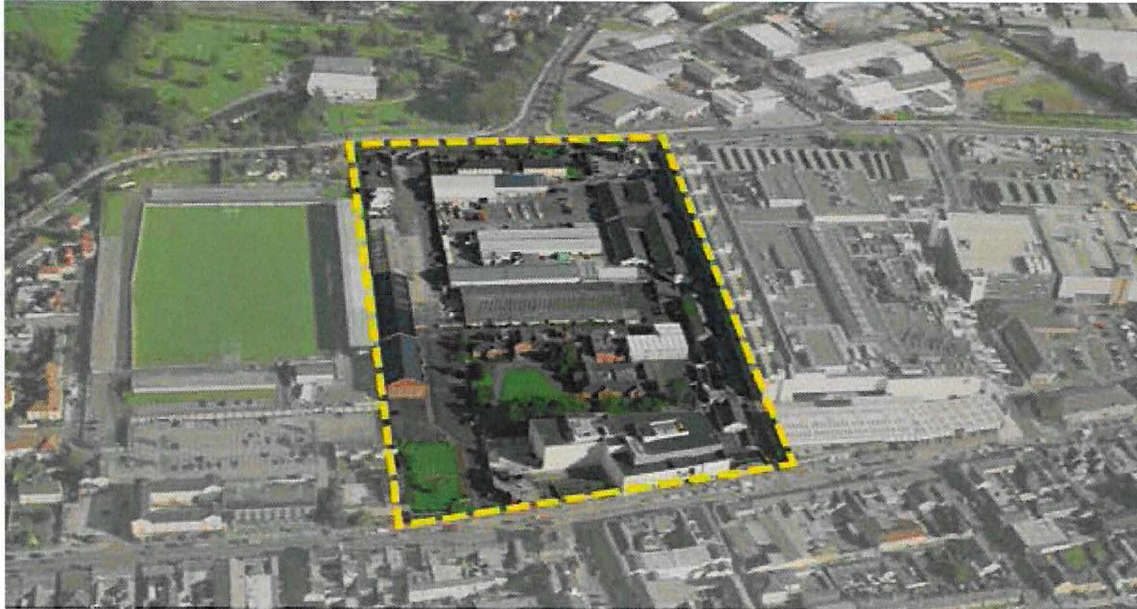
An indicative design framework plan is provided for each area to illustrate how the area could be developed based on the three key criteria. The design framework plan sets out broad design parameters for the development of the sites including movement, the location and type of development blocks, building frontage, civic spaces, the promotion of natural features and the location of landmark buildings. These plans should be used to inform the more detailed layout and design proposals within each site.

While all drawings indicate that the proposals are indicative only, they are nonetheless important in setting a broad framework for future development. A detailed design statement, explaining how any proposed development addresses the relevant design brief and all relevant development management standards (as set out in Chapter 19 of the Kildare County Development Plan 2011–2017, or any subsequent plan), shall be submitted as part of any planning application on these sites

7.6.6 Design Brief 1: Cutlery Road and Bord na Mona

Appraisal

This large urban block is located in the town centre, with a total area of circa 5ha. Although there are a variety of uses in the block such as retailing and commercial, Bord na Mona is the key land user incorporating fine protected structures within an industrial style complex. Higher order commercial uses are concentrated at the periphery – for example the new Penneys store and the Post Office to the northern edge along Main Street while smaller individual retail stores and a builders providers are located along Cutlery Road. The overall block is highly legible with three busy routes defining its edges. Access is currently via Main Street and the Athgarvan/Military and Cutlery Roads. Despite this, there is no through public road and the block is largely impermeable.



Design Brief 1: Aerial View looking South

Vision

Given the strategic location of the site along three main routes in the town, it is critical that this block facilitates the expansion of the town centre within a high quality built environment. The urban block comprises a number of different existing uses and land owners. It is recognised that all lands may not be developed together. The design brief therefore provides an overall strategy within which existing uses are recognised and allowing individual land owners to set out proposals within a clearly defined context.

Built Form

Development along Cutlery Road shall include new 3–4 storey developments set back behind the existing building line to create a new built edge

- New building form should form new corner developments at the junctions of Main Street and the Athgarvan/Military Road

- New built form to create high quality edges to Military Road and the Main Street
- Infill development to vacant plots to create new edge to existing perimeter blocks

Connectivity/Movement

- Increasing permeability through this area is critical to the town centre expansion
- Strategic access points to/from the surrounding road network shall facilitate access to the area
- A new street with vehicular and shared surfaces shall connect the Athgarvan/Military Road to Main Street
- A number of secondary streets and lanes will facilitate pedestrian movement between key spaces

Landscape/Urban Space

- New urban squares – creation of new public places within the town centre



Design Brief 2: Aerial View looking West

- Creating a central active civic space around the existing Bord na Mona complex that acts as a focal point for the extended town centre and connects with the existing network of public spaces within the town
- Creation of a necklace of new urban and green links to and from the river side amenity and surrounding streets, especially the historical town centre

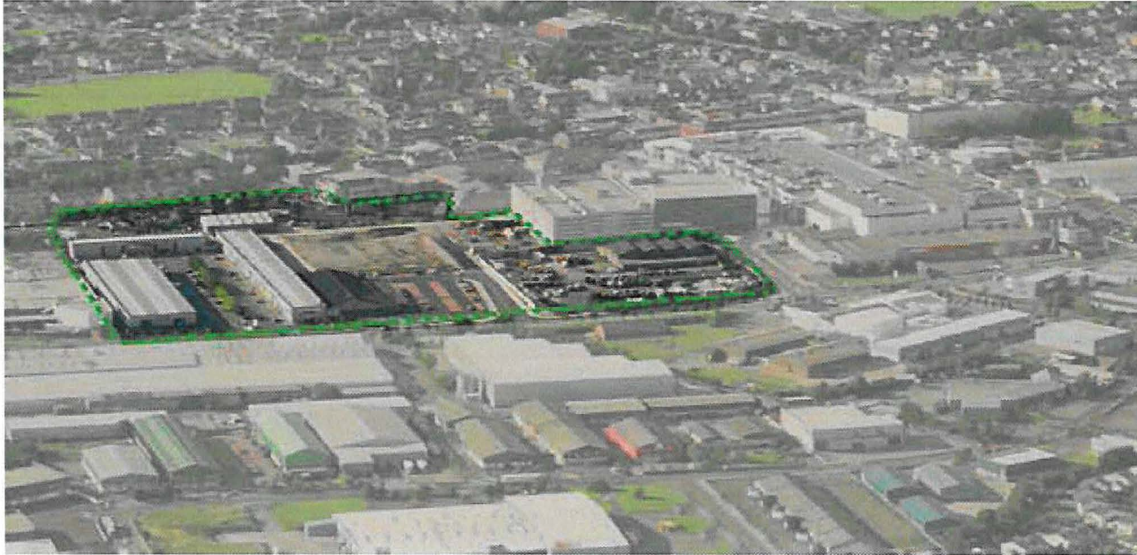
7.6.7 Design Brief 2: Edward Street to Military Road – Development of New Street(s)

Appraisal

This large urban block is located to the eastern side of the town and comprises an area of circa 5.8ha. Two main routes – Edward Street and Military Road – run to the north and south respectively. Kildare County Council operates a machinery yard from a key site along Military Road while a new Lidl store has

recently opened further west. A large vacant brown field site is also evident in the centre of the block. While there are varying uses within the block, it is primarily industrial in form with mono-functional ‘box like’ commercial developments.

There is a distinct lack of connectivity between the various sites. The northern end of the site along Edward Street currently has an ad-hoc arrangement of buildings and uses with an ill-defined built edge. Similarly there is an absence of a built edge along Military Road save for the gable end of the industrial type buildings in Newbridge Retail Park. Overall the block has the capacity to accommodate a significant quantum of mixed use development within a new built form thereby consolidating the role of the town centre in Newbridge.



Design Brief 2: Aerial View looking North

Vision

Given the strategic location of the block on the main route into Newbridge from the south, it is critical that an integrated approach to the orderly expansion of the town centre occurs. As the area is slightly elevated on approach from the south, and given the absence of buildings in the centre of the block, the two large multi-storey car parks dominate the skyline. It is therefore important to;

- redress this imbalance by wrapping new buildings around these inactive edges;
- create new streets with active frontages; and
- re-define the skyline from various approaches.

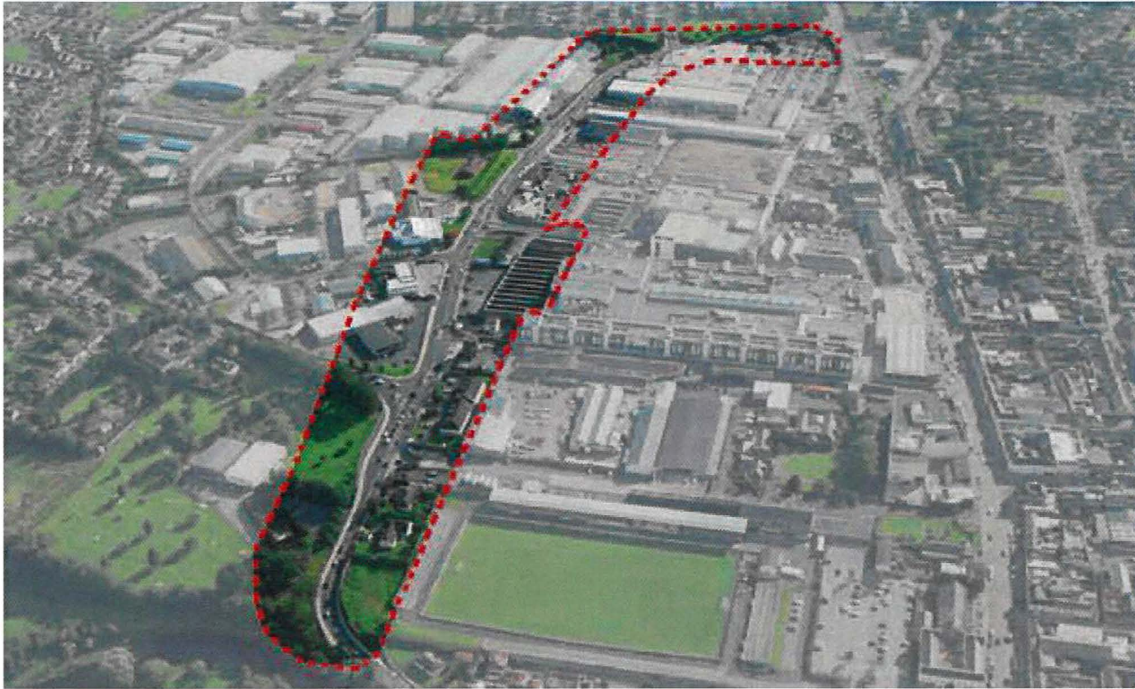
A new street is therefore proposed connecting Military Road with Edward Street. Further internal secondary connections are also proposed off this street to deliver east-west movement both within the area and to adjoining sites. Perimeter buildings are also required along Military Road and Edward Street in order to define a new built edge.

Built Form

- Development along Military Road may include up to 3–4 storey developments to create a new built edge
- New building form should form new corner developments at key junctions within the site and at Edward Street and the Athgarvan/Military Road
- New built form to create strong edges to Military Road
- Infill development to vacant plots to create new edge to existing perimeter blocks

Connectivity/Movement

- New central street north/south to increase permeability linking Military Road to Edward Street
- A number of east/west secondary streets to facilitate additional permeability and pedestrian movement between key spaces
- New pedestrian connections to the Courtyard Shopping Centre, Newbridge Retail Park and The Whitewater Shopping Centre



Design Brief 3: Aerial View Looking West

Landscape/Urban Space

- New urban spaces – creation of new public places
- Priority on mix of hard and soft landscaped areas within car parks to enhance pedestrian and vehicular links
- Create designed and landscaped streets as green routes through the area

7.6.8 Design Brief 3: Military Road and Athgarvan Road – Perimeter Blocks

Appraisal

This urban block is based around Military Road, a former industrial spine road which was upgraded prior to the opening of the Whitewater Shopping Centre in 2006. The road still bears a resemblance to an industrial back street, acting as an inner relief street for the town centre. Poor urban structure has resulted in an ad-hoc arrangement of roads, buildings, landscaping with no environmental harmony. The journey through the street is illegible, lacking a sense of place.

Vision

In order to consolidate the town centre the re-design of this urban street with defined perimeter blocks is critical. The re-organisation of the streetscape must reflect the multiple land use zonings which traverse the area. The individual elements (buildings, streetscape, open space etc) must work together as part of an efficient whole to create an identity for the street. It is also acknowledged that any intervention must be commercially viable for the various landowners in the area.

It is important that the vision for this urban street incorporates many of the proposals identified under Design Briefs 1 and 2. Specifically the new streets proposed through Bord na Mona and beside Lidl must make a seamless transition into Military Road. The movement framework for the entire block must be organised around and integrated into a designed environment.

Built Form

- Development along Military Road shall include new 3-4 storey developments to create a new built edge
- New building form should form new corner developments at key junctions within the area
- New built form to create strong edges to Military Road
- Infill development to vacant plots to create new edge to existing perimeter blocks
- Protect the remnants of the old Military Barracks wall and arches

Connectivity/Movement

- Upgrade the existing road to create an urban street capable of responding to the expansion of the town centre and associated land use zonings in the area
- Integrate the new streets proposed under Design Briefs 1 and 2 in a seamless fashion
- Facilitate the new link road proposed through the Newbridge Industrial Estate to the Southern Relief Road (exiting at Newbridge Silverware) – refer to Movement Objective SRI 1 and Map 2 of this Plan.

- Re-design the carriageway to cater for pedestrians and cyclists
- Enhance pedestrian and cyclist movement from the town centre through Military Road to the River Liffey

Landscape/Urban Space

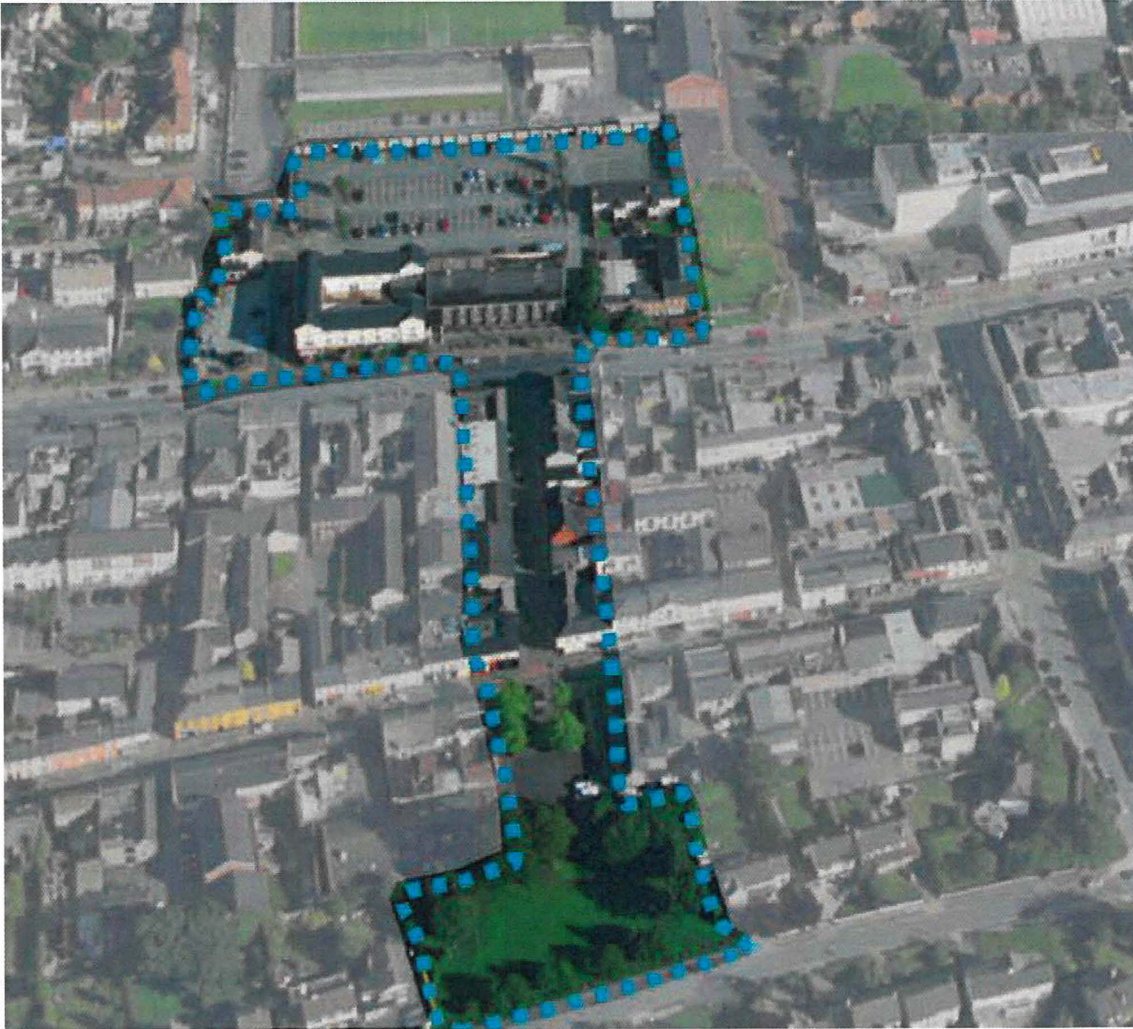
- Re-design Military Road to create a green boulevard street as opposed to a link road around the town centre
- Prioritise multi-modal use – pedestrians, cyclists and plan for future public transport
- Create new urban spaces

7.6.9 Design Brief 4: Town Hall and Georges Street

This urban block is based around the historical central axis of the Town Hall, Georges Street and Market Square. The lack of formality around the Town Hall is noticeable – it is surrounded by inappropriate uses and lacks a physical environment worthy of such a civic building. Views to the Town Hall from Main Street are restricted. However in contrast the building frames the southern view from Georges Street, a pedestrianised street with a wide range of uses – retail, pubs, restaurants, offices etc.

Market Square was once a formal square framed by the Courthouse in Newbridge. The old Courthouse was burnt in 2002 and was demolished shortly thereafter. Consequently the Square lacks a defined edge and sense of enclosure. Views to the Square from Georges Street have also been damaged as the sense of enclosure within a ‘framed’ street has been lost.

The urban fabric of Georges Street is cluttered and lacks a coherent strategy for signage, advertising, lighting, paving etc. Given the pull of the Whitewater Shopping Centre, Penney’s and The Courtyard Shopping Centre further east, it is important that individual businesses and landowners work together to redress the imbalance of footfall in the town.



Design Brief 4: Aerial View looking South

Vision

The vision is to re-invigorate the historic heart of Newbridge around the historical central axis of the Town Hall, Georges Street and Market Square (traversing Eyre Street). While this will not compete with the larger retail multiples, there is an opportunity to develop a cultural quarter focusing on boutique style shopping mixed with a café/restaurant culture.

In order to re-develop this central axis, designed intervention is required in the form of;

- a) Regeneration of the Town Hall as a civic centre of importance linking Main Street to Georges Street in the form of a designed pedestrian priority zone traversing Main Street.
- b) Highlight the role of the Town Hall as a framed view to/from Georges Street
- c) Regeneration of Georges Street – reducing visual clutter on buildings, urban streetscape improvements etc
- d) Redesigning Market square as an urban green space framed by a new civic building to enclose the streetscape and square

Built Form

- Any new interventions must respect the fine historical urban grain of the area
- New builds must respect the roof profile, plot widths and character of the area
- Signage shall be minimum and fit into the overall streetscape and plan for the area
- Range of materials and colour scheme must be compatible with the area
- New building to frame Market Square and Georges Street

Connectivity/Movement

- Enhance movement through the central axis having regard to residential areas further north and proposed movement strategy as identified above
- Create pedestrian priority zones/crossings over Main Street and Eyre Street as both design interventions to strengthen the axis and as traffic calming measures

Landscape/Urban Space

- Re-design Market square as a civic space within the historic core
- Re-design Georges Street which an emphasis on creating a high quality landscaped space
- De-clutter Georges Street with an emphasis on creating a legible urban form

7.7 Movement and Transport

The improvement of transportation infrastructure in Newbridge will be a key element in the sustainable development of the town. Rail services have improved with the upgrade of the station facilities in recent years and the increase in frequency in services including commuter trains. The proposed four-tracking of the line to Kildare would also allow for an increased frequency of services to/from Newbridge.

Levels of road traffic congestion have significantly declined since the opening of the M7 motorway bypassing the town. Traffic management policies and objectives will be needed to continuously improve movement around the town. The improvement of pedestrian and cycling routes is of significant importance to the enhancement of the town centre and its surrounding areas.

The Department of Transport (DoT) in its recent publication *Smarter Travel – A Sustainable Transport Future 2009–2020* sets out five key goals for sustainable transportation, to improve the quality of life, to improve economic competitiveness, minimise negative impacts of transport on local and global environment, reduce overall travel demand and commuting distances and reduce dependency on fossil fuels. An integrated approach between land use and transport is essential in creating sustainable places to live, work and visit.

This plan promotes integrated land use and transportation planning to further support and encourage more sustainable modes of travel. This includes ensuring that the design and layout of new developments provide permeability, linkages and connectivity to their surrounding areas, thereby minimising local trips by private car. Furthermore, it means ensuring new development takes place in the right location in proximity to public transport routes and near local services, reducing travel demand.

General Movement Objectives

It is an objective of the council:

GMO 1: To ensure that the delivery of movement and transport schemes in Newbridge during the plan period is consistent with the 5 year Transport Investment Framework Programme prepared jointly by Kildare County Council and the National Transport Agency.



- GMO 2: That all development proposals would promote walking and cycling modes in Newbridge by ensuring consistency with the relevant measures contained in Chapter 9 of the Draft Transportation Strategy for the Greater Dublin Area 2011–2030 (or as amended) during the period of this plan.
- GMO 3: To review and update the Newbridge Traffic Management Plan on an ongoing basis to ensure that the specific measures contained within it reflect the development of the town.
- GMO 4: To continue to seek the implementation of the recommendations of the Traffic Management Plan, or as may be amended.
- GMO 5: To monitor traffic movements within the town and to provide passive traffic calming measures at appropriate locations as the need arises.
- GMO 6: To investigate the role and use of a lower speed limit within the town centre area to improve safety for pedestrians, cyclists and vulnerable road users.
- GMO 7: To extend/upgrade public lighting throughout the town as the need arises.
- GMO 8: To include all traffic signal controlled junctions within the town within the existing Urban Traffic Control system in operation where it is appropriate to do so.
- GMO 9: To develop a network of safe, high quality pedestrian and cycle routes throughout the town by:
- a) carrying out a Cycle Network Study, having regard to the NTA Greater Dublin Area Cycle Network, to determine appropriate cycle routes, and
 - b) Seeking the provision of suitable cycle infrastructure on these routes, designed in accordance with the NTA National Cycle Manual.
 - c) Upgrading Station Road between the Town Centre at the Charlotte Street/Edward Street/Main Street junction and the LAP boundary as a priority. Such improvement works must deliver a high quality urban environment within a multi-modal corridor.
- GMO 10: To ensure that all works in Newbridge accord with the principles as set out in the Design Manual for Urban Roads and Streets (DMURS), (2013).
- GMO 11: To investigate the feasibility and seek the construction of a pedestrian/cyclist bridge over the River Liffey at Walshestown Cross to reinstate the old Sligh Dala route to connect with the public road (L2028) at Great Connell in consultation with Inland Fisheries Ireland.



GMO 12:(a) To investigate the feasibility and seek the construction of a new walkway/boardwalk from St. Conleths Bridge to the Dominican College (in accordance with Policy OS 4 (Section 7.12.1 Open Space and the Liffey Valley Park)), subject to obtaining the necessary funding/finance.

(b) To seek the provision of a new high quality pedestrian and cycle link between the R445 Naas Road and the L7045 Sexes Road, including a new crossing of the River Liffey and possible link to the school(s), as part of development of the lands zoned C20 in consultation with Inland Fisheries Ireland.

GMO 13: To encourage and seek the provision of landscaped pedestrian and cycle links between and within residential estates and between residential areas, the town centre, industrial areas and the railway station

GMO 14: All Local Authority development will be subject to the policies, objectives and development management requirements of this Plan and the Kildare CDP where appropriate.

7.7.1 Public Transport

Newbridge Train Station is located approximately 800m to the north of the town centre. The station is served by the Dublin to Kildare/Portlaoise, Dublin to Cork/Limerick/Tralee, Dublin to Waterford, Dublin to Galway and Dublin to Westport/Ballina routes. A Park and Ride area is located to the immediate north and south of the train station. The station also provides valuable commuter rail services to Dublin (Heuston station) via the 'Arrow' service, with a peak time frequency of two trains per hour.

Newbridge is also well served by Bus Eireann services including route 126- Dublin/Naas/Newbridge/Kildare/Portlaoise which provides a regular service. Bus Eireann also operate a shuttle service between Naas and Newbridge. South Kildare Community Transport offers a local service between Athy and Newbridge with the support of the Rural Transport Programme which is funded by the Department of Transport.

Public Transport Objectives:

It is an objective of the Council:

PTO 1: To ensure where possible, that all public transport is accessible to people with disabilities.

PTO 2: To support the enhancement of facilities at Newbridge Train Station.

PTO 3: To improve public transport facilities throughout the town including bus shelters and timetable information.

PTO 4: To support the extension of the Kildare Route Project to Newbridge town subject to planning and environmental considerations and Appropriate Assessment Screening.

PTO 5: To work in consultation with Iarnrod Eireann and the NTA to investigate the feasibility and seek the construction of a new high quality pedestrian and cycle link between the L7045 Sexes Road and the R416 Station Road, through the rail station, to improve permeability in this area and increase the

walking and cycling catchment of the rail station. The feasibility of providing such a facility either to the north or south of the rail line, or both, shall be investigated in accordance with the proper planning and sustainable development of the area.

7.7.2 Street and Roads Infrastructure

The objectives of the Council are outlined below. It is envisaged that many of the objectives will be implemented within the lifetime of the plan, subject to the availability of finance. However some more strategic objectives will most likely occur outside the life of the Plan.

It is an objective of the Council:

SRO 1: To prepare and deliver a landscaping plan (hard and soft) as part of any new street or street upgrade in the town.

SRO 2: To provide a high quality footpath network by improving pedestrian facilities through the refurbishment of footpaths, construction of new footpaths and the provision of appropriate crossing facilities as required.

SRO 3: To provide appropriate public lighting and facilities for people with disabilities throughout the footpath network.

SRO 4: To examine the likely future need for a Northern Relief Road to the north of Newbridge, to examine route options for such a road, and to investigate the feasibility of providing same having regard to environmental considerations, including the likely constraints due to the proximity of Pollardstown Fen and Mouds Bog Special Areas of Conservation. This feasibility study will require Appropriate Assessment in accordance with the Habitats Directive.

SRO 5: To seek the construction of the following transport links, subject to environmental and conservation considerations, as identified on Maps 2 and 7 and to preserve these routes free from development:

- a) The Southern Relief Road from the R445 at Littleconnell (A) to the R416 Athgarvan Road at Kilbelin (B), including a new crossing over the River Liffey.
- b) A link from the L7042 Green Road (C) to the L7037 Standhouse Road (E), including a new junction with the R445 Ballymany Road (D).
- c) To prioritise the delivery of a link road/street from Military Road (P) to the Southern Relief Road (Q).
- (d) A link from the L7036 Morrinstownbiller Road (F) to the R416 Milltown Road (G).

The design of these transport links shall be in accordance with the Design Manual for Urban Roads and Streets (DMURS).

SRO 6: To carry out improvement works on those roads and streets identified for road and street upgrades on Map 2 in accordance with the principles and standards of the Design Manual for Urban Roads and Streets.

SRO 7: To carry out streetscape improvements on those streets identified for streetscape improvement works in green dots on Map 2 in accordance with the principles and standards of the Design Manual for Urban Roads and Streets.

SRO 8: To seek the construction of the following new streets, as identified on Map 2 and to preserve the routes of these streets free from development:

- a) From Edward Street (L) to Military Road (M) (adjacent to Lidl).
- b) From Main Street (N) to Military Road/ Athgarvan Road(O) (through Bord na Mona)
- c) (i) From the L7036 Morrinstownbiller Road (H) to the R416 Station Road at the entrance junction to the Department of Defence (I), through the lands zoned C4 & C5, utilising the existing section of street already constructed.

- (ii) From the L7036 Morristownbiller Road at The Meadows at Cornelscourt (J) to the new street proposed under SRO 8 (c) (i) above (K), through the lands zoned C4, utilising the existing sections of street already constructed.

These link streets (i & ii) will ensure that movement to/from the Station is maximised either as part of existing permitted developments or as part of any revised/future development(s).

The design of these transport links shall be in accordance with the Design Manual for Urban Roads and Streets (DMURS).

SRO 9: To realign, widen and/or improve the following railway bridges subject to environmental and conservation considerations:

- a) Blackberry Lane Bridge
- b) Morristownbiller Road Bridge
- c) Station Road Bridge
- d) Sexes Bridge
- e) Mooney's Bridge

Junction Improvements

It is an objective of the Council:

SRO 10: To implement safety and/or capacity improvements as necessary at the following junctions:

- a) The Main St. and Canning Place junction at St. Conleth's Bridge.
- b) The Charlotte Street/Edward Street/Main Street junction.
- c) The Cutlery Road/Edward Street junction.
- d) The Military Road/Edward Street junction (at Dunnes Stores).
- e) The R445/Green Road/Morristownbiller Road (Langton Cross).
- f) The Morristownbiller Road/Standhouse Road junction.

- g) The R415 Athgarvan Road/Kilbelin junction, pending the completion of the Southern Relief Road.
- h) The R445 Naas Road/Great Connell junction (Buckley's Cross Roads).

SRO 11: To investigate the possibility of facilitating two way traffic along the southern section of Cutlery Road between Military Road and the entrance to the Tarmel Centre (at Moore's Builders Providers).

7.7.3 Parking

It is an objective of the council:

PKO 1: To provide accessible car parking spaces, designed in accordance with best practice, at appropriate locations throughout the town.

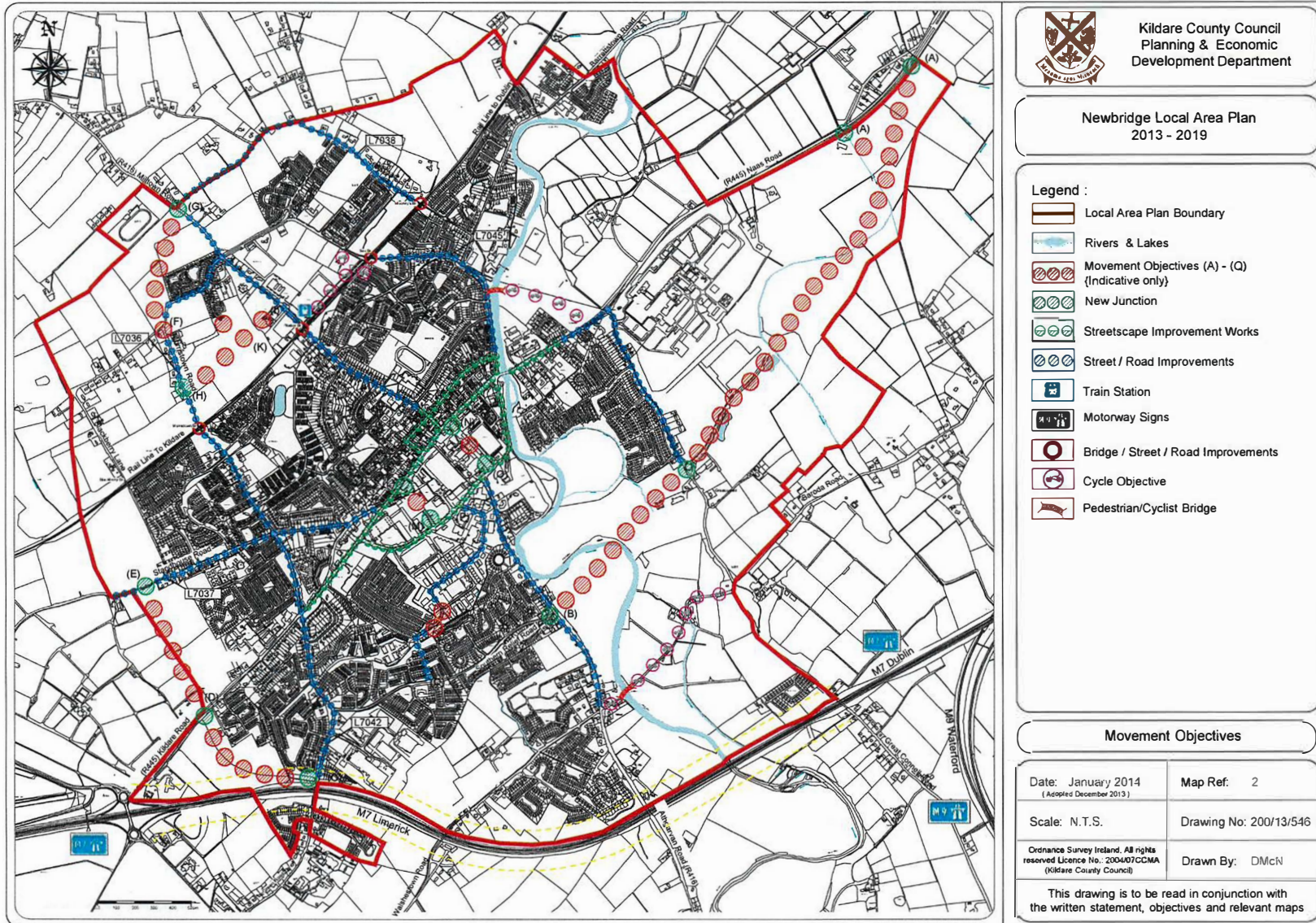
PKO 2: To ensure that all new development contains an adequate level of parking provision with regard to the policies outlined in the County Development Plan, and to the standards set out in Chapter 19 of the CDP (or as subsequently amended)

PKO 3: To ensure that all public and private car parking facilities are constructed with a permanent durable surface and landscaped to a high standard.

PKO 4: To promote and secure the provision of secure cycle parking facilities within the town at all public facilities.












PKO 5: To ensure that adequate and secure bicycle parking facilities are provided as part of new educational, recreational and commercial developments.

Map 2: Movement Objectives



 Kildare County Council
Planning & Economic
Development Department

Newbridge Local Area Plan
2013 - 2019

- Legend :
-  Local Area Plan Boundary
 -  Rivers & Lakes
 -  Movement Objectives (A) - (Q) (Indicative only)
 -  New Junction
 -  Streetscape Improvement Works
 -  Street / Road Improvements
 -  Train Station
 -  Motorway Signs
 -  Bridge / Street / Road Improvements
 -  Cycle Objective
 -  Pedestrian/Cyclist Bridge

Movement Objectives

Date: January 2014 (Adopted December 2013)	Map Ref: 2
Scale: N.T.S.	Drawing No: 200/13/546
Ordnance Survey Ireland. All rights reserved Licence No: 2004/07CCMA (Kildare County Council)	Drawn By: DMcN

This drawing is to be read in conjunction with the written statement, objectives and relevant maps

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7.8 Water, Drainage and Environmental Services

7.8.1 Water Services

Kildare County Council has a primary role in providing and or facilitating the provision of adequate water services at a local scale within its administrative area. The Council's Water Services Assessment of Needs examines how and where the provision of public water services (water supply, wastewater disposal and surface water drainage) should be provided and /or improved and the prioritisation of projects. The scheduling of construction works are set out under the Water Services Investment Programme.

The EU Water Framework Directive (WFD) rationalises and updates existing water legislation and provides for the future management of all waters on the basis of River Basin Districts (RBDs). Newbridge is located in the Eastern River Basin District. Its position in the Greater Dublin Area will lead to further growth in the town over the period of the plan which highlights the need for continued investment in infrastructure in the Newbridge area. The Council will seek to ensure that water supply and drainage infrastructure including the upgrading of existing infrastructure is fully integrated with the planning system to ensure timely and adequate provision. The issue of flooding in both a local and county wide level is important and must be addressed in a sustainable manner.

7.8.2 Water Supply

Presently Newbridge is connected to the Ballymore Eustace Reservoir, as part of the Mid-Regional Water Supply Scheme. Water supply is adequate to serve the present needs of the town and will be enhanced in the long term with the completion of the River Barrow Abstraction Scheme. The Council constructed a distribution main in the Great Connell and Little Connell areas in recent years and this has improved the distribution network within the town.

It is the policy of the Council:

- WS 1: To provide water, sufficient in quantity and quality to serve all lands zoned for development in this plan and where this is not yet possible it shall be an objective of the Council to encourage only as much development as can be provided for, based on available water supply.
- WS 2: To minimise wastage in the water supply network and to ensure that new commercial and industrial developments incorporate water conservation measures.
- WS 3: To preserve free from development the way leaves of all public water mains.
- WS 4: To ensure that all new developments in Newbridge utilise and connect to existing water infrastructure.
- WS 5: To ensure that the EU Water Framework Directive is implemented.
- WS 6: To ensure that specific relevant objectives and measures for individual water bodies set out in the Eastern River Basin Management Plan and associated Programme of Measures will be implemented, where relevant.
- WS 7: To ensure that planning applications have regard to any existing groundwater protection schemes and groundwater source protection zones and/or the likely impacts that the development may have on groundwater.
- WS 8: To ensure the implementation of the Groundwater Directive (2006/118/EC) on the protection of groundwater against pollution and deterioration.
- WS 9: To require developers to demonstrate that their application meets the requirements of the Water Framework Directive and associated Eastern River Basin Management Plan.
- WS 10: To prepare a water conservation strategy for the area during the lifetime of the Plan

7.8.3 Wastewater

The continued improvement of wastewater drainage infrastructure within Newbridge is essential for the towns' growth as a Large Growth Town II in the County Development Plan settlement strategy.

Deficiencies in wastewater treatment services act as a barrier to economic development and population growth. Wastewater for Newbridge is treated at Osberstown Wastewater Treatment Plant, which also services the towns of Naas, Kilcullen, Sallins, Kill and Prosperous. The Wastewater Treatment Plant is currently at capacity and the first phase of the upgrade will be completed in 2015. It is envisaged that upgrading of the Newbridge Eastern Interceptor sewer will commence mid 2015 with the additional necessary network upgrades to the Liffey Valley Catchment to commence mid 2016. It is acknowledged that the capacity constraints act as a hindrance to future development. Employment generating activities will be given priority until Osberstown is upgraded and the local infrastructural constraints are addressed.

It is the policy of the Council:

WW 1: To require developers to provide adequate wastewater service provision for any development proposed where insufficient wastewater facilities are currently in place and to ensure that the requirements of the Eastern River Basin District Plan and associated Programme of Measures are met. In this regard developers should liaise with the Water Services Department of Kildare County Council prior to the lodgement of any planning application, in order to ensure that any proposals made comply with all necessary and relevant standards.

WW 2: To ensure the separation of foul and surface water effluents through the provision of separate sewerage and surface water run-off networks.

WW 3: To ensure the changeover from septic tanks to mains connections in all cases where this is feasible and that all new developments utilise and connect to the existing wastewater infrastructure. The provision of individual septic tanks and treatment plants in the Newbridge area will be strongly discouraged to minimise the risk of groundwater pollution. Where such facilities are permitted, full compliance with the prevailing regulations and standards, including the EPA's a Code of Practice: Wastewater Treatment and Disposal Systems Serving Single Houses (p.e. ≤ 10), (EPA, 2009), as may be amended, will be required.

WW 4: To preserve free from development the wayleaves of all public sewers.

WW 5: To develop a wastewater leak detection programme.

WW 6: To implement and promote the Urban Waste Water Treatment Regulations 2001 and 2004, as may be amended.

WW 7: To ensure that the necessary drainage facilities to serve the needs of all development are provided.

Wastewater Objectives

It is an objective of the Council:

WWO1: To secure the upgrade of the Newbridge Eastern Interceptor Sewer and network upgrade to the Liffey Valley Catchment area.

WWO2: To minimise leakage from the foul sewer network and to minimise surface water infiltration into the foul sewerage system and at the same time reduce groundwater pollution.

WWO3: To upgrade the existing sewers in Newbridge Town Centre.



- WWO4: To construct a new trunk sewer from the Moorefield Road to a new pumping station at Kilbelin.
- WWO5: To upgrade the existing trunk sewer in the townland of Great Connell.
- WWO6: To construct a new sewer north of the Railway from Rickardstown to the Tankardsgarden Pumping Station.
- WWO7: To upgrade the Tankardsgarden pumping station.
- WWO8: To construct a new rising main from the Tankardsgarden Pumping Station to the Newhall Pumping Station.
- WWO9: To upgrade the rising main from the Walshestown pumping station to a trunk sewer in the townland of Great Connell. (Note: this is expected to involve a crossing of the River Liffey with the rising main at Connell Ford).
- WWO10: To upgrade the Walshestowns Pumping Station and/or to secure a new site for the construction of a new pumping station in the Walshestown area .
- WWO11: To upgrade the Rathcurragh pumping station.

7.8.4 Surface Water Drainage

Adequate stormwater drainage and retention facilities are necessary to accommodate increased surface water runoff resulting from current and future developments. The use of Sustainable Drainage Systems (SuDS) in developments can contribute to surface water retention and help to reduce and prevent flooding by mimicking the natural drainage of a site to minimise the effect of a development on flooding and pollution of waterways.

It is the policy of the Council:

- SW 1: To ensure that new developments incorporate appropriate SuDS facilities, designed, constructed and maintained in accordance with the requirements of the Greater Dublin Strategic Drainage Study (GDSDS) for treating and controlling the discharge of surface water from developments.
- SW 2: To ensure that all new development proposals have regard to the requirements of the Kildare Groundwater Protection Scheme 1999 (as amended) and Environmental Protection Agency/Department of the Environment guidelines applicable at the time.
- SW 3: To ensure the implementation of the Groundwater Directive (2006/118/EC) on the protection of groundwater against pollution and deterioration.



SW 4: To require developers to adopt site specific solutions to surface water drainage systems in all cases. In this regard the site specific issues set out in section 7.8.4 Surface Water Drainage shall be considered where relevant.

SW 5: To require on site surface water attenuation measures if, in the opinion of the council, a development is likely to cause flooding or potentially destructive storm surges in existing water courses.

SW 6: To require proposed surface water drainage plans to have regard to the policy and objectives of the Habitat Mapping and Green Infrastructure (section 7.11.6) of the Plan.

SW 7: To require surface water runoff to pass through an oil/petrol/silt interceptor prior to discharging to groundwater, existing sewers or surface water.

SW 8: To maintain, improve and enhance the environmental and ecological quality of surface waters and groundwaters by implementing the Programme of Measures contained in the Eastern River Basin District (ERBD) River Basin Management Plan 2009–2015.

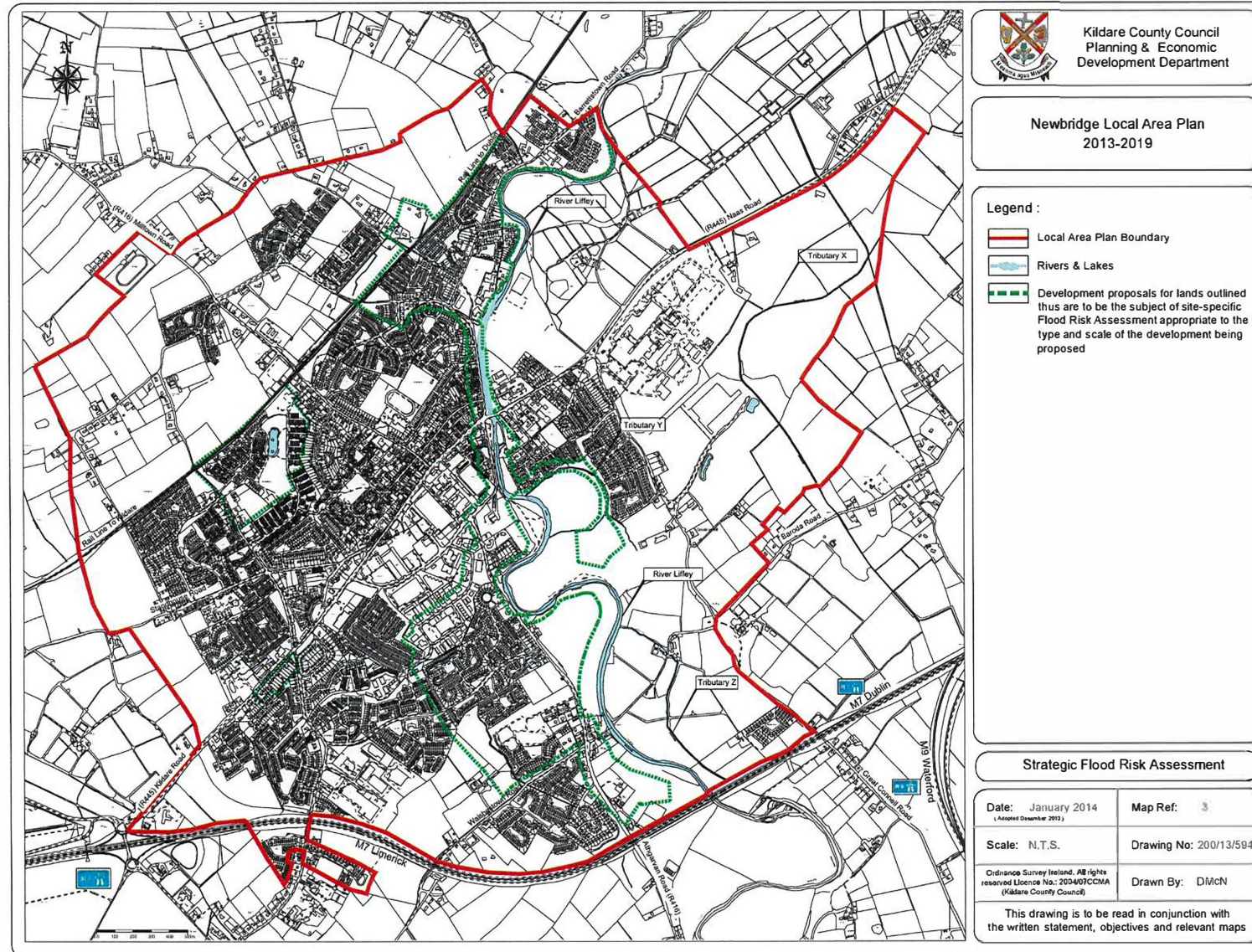
Surface Water Drainage Objectives:

It is an objective of the Council:

SWO 1: To carry out a survey of the surface water culverts in Newbridge to assess their current state, and to improve culverts where necessary.

SWO 2: To carry out a programme of dredging surface water drains in Newbridge and to continue to ensure that the drains are regularly maintained to minimise the risk of flooding.

Map 3: Strategic Flood Risk Assessment



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7.8.5 Flood Risk Management

In line with “The Planning System and Flood Risk Management Guidelines for Planning Authorities (2009)” a Strategic Flood Risk Assessment (SFRA) has been conducted as part of the preparation of the Newbridge Local Area Plan. Stages 1 and 2 of a Flood Risk Assessment have been completed, details of which are detailed below.

(i) The SFRA recommended that development proposals for a number of areas within the Plan Boundary be the subject of site-specific flood risk assessment appropriate to the nature and scale of the development being proposed. A map showing the extent of these areas is provided with the draft report of the SFRA carried out for this Plan.

(ii) The SFRA recommended detailed Flood Risk Assessment where it identified lands for which the flood risk could be considered to be such as to threaten the strategic land-use envisaged in the Newbridge Plan. Detailed Flood Risk Assessment was subsequently undertaken for these lands and Flood Risk Zones established for the 100-year and 1000-year flood events. In accordance with the Guidelines, the Justification test was carried out on those lands where there was significant encroachment of the flood risk zones. Records of the detailed Flood Risk Assessment and Justification Tests are contained in the draft report of the SFRA carried out for the Newbridge Plan.

It is the policy of the Council:

FRA 1: To apply the general policies, requirements and objectives contained in Chapter 7 (Water, Drainage and Environmental Services) of the Kildare County Development Plan for the purpose of ensuring that flood risk management is fully integrated into the Newbridge Plan.

FRA 2: To implement the requirements of the DoEHLG, The Planning System and Flood Risk Management - Guidelines for Planning Authorities (2009) and the Newbridge SFRA in the carrying out of functions during the period of the Plan and to update the SFRA for Newbridge as appropriate.

FRA 3: To ensure that any Flood Risk Assessments conducted in respect of development proposals on lands identified in the Newbridge SFRA as requiring site-specific Flood Risk Assessment are undertaken in accordance with the DoEHLG, The Planning System and Flood Risk Management - Guidelines for Planning Authorities (2009).

FRA 4: To require that Persons/Companies undertaking site-specific Flood Risk Assessments are competent and will certify that the Flood Risk Assessment has been undertaken in accordance with the requirements of the DoEHLG, The Planning System and Flood Risk Management - Guidelines for Planning Authorities (2009) and utilising other relevant flood information as it becomes available.

FRA 5: To ensure that new developments incorporate appropriate SuDS facilities, designed, constructed and maintained in accordance with the requirements of the Greater Dublin Strategic Drainage Study (GDSDS) for treating and controlling the discharge of surface water from developments.

FRA 6: To ensure that the requirements of Inland Fisheries Ireland are adhered to in the construction of flood alleviation measures. This includes, but is not limited to:

- Allowance for dry weather flow conditions to be reflected in channel cross-section;
- Appropriate programming of any ‘instream works’ to reflect the requirements of Inland Fisheries Ireland.

Flood Risk Management Objectives:

It is an objective of the Council:

FRO 1: To carry out a programme of dredging surface water drains and to continue to ensure that the drains are regularly maintained to minimise the risk of flooding.

FRO 2: To fulfil its responsibilities under the Flood Risk Directive 2007/60/EC and cooperate with the Office of Public Works in the development of any Catchment-based Flood Risk Management Plans as necessary. Any relevant recommendations and outputs arising from the relevant Flood Risk Management Plans shall be incorporated into the Newbridge Plan.

FRO3: To integrate into the Plan, relevant findings of the Eastern Catchment Flood Risk Assessment and Management (CFRAM) Study when it is finalised, as appropriate.

7.8.6 Environmental Services

The strategy for environmental services seeks to conform to national and regional policy in relation to pollution control (water, air, noise and light), waste management and to maintain and improve environmental services and environmental amenities in Newbridge town. The strategy has regard to the internationally recognised hierarchy of waste management options which is:

- Prevention
- Minimisation
- Reuse/recycling
- Environmentally sustainable disposal of waste

7.8.7 Pollution Control and Waste Services

The Council's role in relation to water and air is to monitor and promote a reduction in water and air pollution, through implementation of relevant legislation and through the provision of advice and guidance on best practice.

Kildare County Council is actively involved in the protection of all waters primarily by enforcement of the Local Government (Water Pollution) Act, 1977 as amended by the Local Government (Water Pollution) (Amendment) Act, 1990. It also has duties under a wide range of existing legislation that contribute to the protection of all waters and the Water Framework Directive encompasses all of this legislation. River

Basin Management Plans required under this Directive have been adopted which identify the specific environmental objectives to be achieved by the end of 2015 or later, and the programme of measures that will be taken to achieve them.

Newbridge is on the list of towns in Co Kildare that have a bituminous coal ban (smoky coal ban).

The Kildare Noise Action Plan (2013) was prepared in accordance with the requirements of the Environmental Noise Regulations (SI 140 2006). The objectives of the Noise Action Plan are to avoid, prevent and reduce, where necessary, on a prioritised basis, the harmful effects, of long term exposure to environmental noise.

Light pollution can cause problems in a similar way to noise pollution; however the effects can be reduced. External lighting schemes and illuminated signage on commercial and industrial premises, sports grounds, and other developments, should be designed, installed and operated, so as to prevent nuisance to adjoining occupiers and road users, in the interests of amenity and public safety.

Refuse collection in Newbridge is currently carried out by a number of private contractors who have been issued waste collection permits under the Waste Management (Collection Permit) Regulations 2007, as amended. Various recycling areas are located throughout the town. The Council will continue to encourage recycling and the minimisation of waste through its environmental education programme and the Green-Schools programme.

It is the policy of the Council:

PC 1: To enforce, where applicable, the provisions of all relevant water, noise and air legislation to reduce the occurrences of water, noise and air pollution in the town.

PC 2: To preserve and maintain air quality in accordance with good practice and relevant legislation. The Council also aims to manage and control traffic flows, to reduce congestion and queuing times at road junctions within the Plan area, thereby improving air quality.

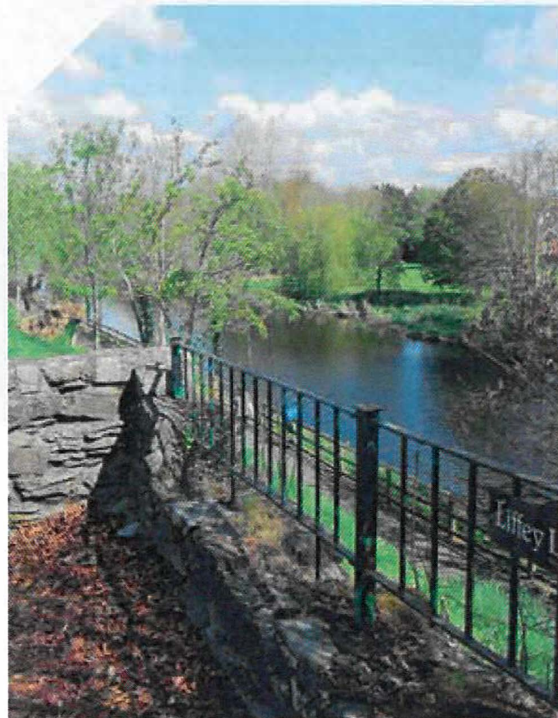
- PC 3: To ensure that Newbridge has an adequate solid waste collection system.
- PC 4: To adequately maintain and screen recycling facilities and to provide additional facilities if required in easily accessible locations.
- PC 5: To require that new shopping centres and commercial neighbourhood facilities associated with new residential developments provide and maintain secure bring centres.

7.8.8 Control of Litter

The Council recognises the importance of maintaining the town free from litter and protecting it from indiscriminate dumping. Accordingly, the Council will carry out its functions under the Litter Act (1997) (as may be amended) and in accordance with the Council's waste and litter management plans to control litter. The litter warden service enables this and members of the public are invited to report littering through the free-phone Litter Hotline.

It is the policy of the Council to:

- CL 1: To enforce, where applicable, the provisions of the Litter Pollution Act 1997.
- CL 2: To continue education and awareness programmes in local schools and to promote grant schemes and initiatives to residents associations and other groups, in particular the Tidy Towns Committee, which aim to reduce litter in the town.
- CL 3: To require the provision of litter bins on or directly adjoining the premises of all neighbourhood facilities.
- CL 4: To enforce, where applicable, the provisions of all relevant water, noise and air legislation to reduce the occurrences of water, noise and air pollution in the town.
- CL 5: To preserve and maintain air quality in accordance with good practice and relevant legislation. The Council also aims to manage and control traffic flows, to reduce congestion and queuing times at road junctions within the Plan area, thereby improving air quality.



- CL 6: To ensure that Newbridge has an adequate solid waste collection system.
- CL 7: To adequately maintain recycling facilities and to provide additional facilities if required in easily accessible locations.

7.8.9 Dereliction

The Council is committed to using its powers under the Derelict Sites Act 1990 in Newbridge town. The Council will continue to liaise with the owners of derelict properties to have the required works carried out in order that a structure will cease to be considered derelict.

It is the policy of the Council to:

- DT 1: To survey derelict or vacant sites and to encourage and facilitate the re-use and regeneration of derelict land/buildings in Newbridge as a priority. The Council will use its powers, where appropriate, to consider such sites for inclusion in the Register of Derelict Sites.



7.9 Energy and Communications

The development of a more sustainable energy sector incorporating power generation and energy efficiency in all sectors is vital if we are to make a substantial contribution to reducing greenhouse gas emissions. This may be achieved by focusing on renewable energy generation and improving energy efficiency. Population growth, modern business practices and technological advancements have increased the demand for mobile services and telecommunications infrastructure. The provision of an efficient broadband service is critical to the development of the knowledge based economy.

Broadband has become readily available in Newbridge in a relatively short timeframe. The 2011 Census revealed that 78% of households in Newbridge had internet access, with broadband accounting for 72% of the total. The corresponding figures under the 2006 Census were 49% and 27% respectively. This shows that significant progress has been made in the telecommunications area.

Newbridge is connected to the natural gas network, supplied via a high pressure spur off the Cork – Dublin high pressure gas transmission pipeline. The high pressure spur line provides a launching pad for a gas distribution system serving the main towns of the county. Central Kildare is served from the transmission pipelines at Naas which is linked to Newbridge, Kildare and Monasterevin.

In terms of electricity infrastructure, one of the twin 400kV lines from Moneypoint, terminates in Dunstown near Naas/Newbridge. There is significant reserve power available in central Kildare. This is particularly advantageous for industries wishing to locate in Kildare.

It is the policy of the Council:

- TEC 1: To promote the expansion of broadband, along with wi-fi and wireless technology. Ducting should be shared where possible and underground services should be placed where they create minimum disturbance to road users.
- TEC 2: To ensure that telecommunications infrastructure is adequately screened, integrated and /or landscaped so as to minimise any adverse visual impacts.
- TEC 3: To liaise with the ESB and other utility providers to investigate and encourage where possible the ducting and underground routing of overhead power/telecom lines in Newbridge in tandem with other work programmes, such as road resurfacing and footpath construction works.

7.10 Community Facilities

7.10.1 Education, Community and Cultural Facilities

An expanding population, such as that in Newbridge generates increased demand for the provision of services, community facilities, school places and amenities. It is imperative that these essential facilities are provided in tandem with new development and as new communities emerge. The primary role of the Planning Authority regarding social and community infrastructure is the provision of the planning framework in the Local Area Plan. This includes the zoning of sufficient lands at appropriate locations, to accommodate educational, community, leisure and recreational facilities along with providing the policies and objectives in the plan which support and facilitate future quality developments of this kind.

An aim of this plan is to build strong inclusive communities in Newbridge that have a sense of place and belonging, with the provision of accessible social and community facilities. Access to education, health and community support services, amenities, leisure services and good quality built environment is a prerequisite for the creation of sustainable communities.

There is a recognised deficit in the provision of certain community and sports facilities in Newbridge such as nursing homes, active play areas, youth centres and a swimming pool. The Council will engage with all landowners and community interest groups with a view to securing sites and funding for such facilities.

Newbridge is served by 10 national and 4 post primary schools educating just over 6,000 students. Presently there is no demand for additional schools in Newbridge. It is considered prudent however to zone additional lands for future educational needs on the Walshestown Road.

It is the policy of the Council:

- CF 1: To continue to liaise with the Department of Education and Skills and Kildare VEC in the provision of school places.
- CF 2: To support and facilitate the improvement of sports, recreational and cultural facilities in Newbridge.
- CF 3: To facilitate the development of health centres, local clinics, nursing homes and residential home care units in or in proximity to the established town centre in Newbridge.
- CF 4: To develop opportunities for career development, retraining and development of links between the employment and educational sectors.
- CF 5: To provide safer routes to school within Newbridge and to encourage walking and cycling as sustainable modes of transport as part of the Green Schools Initiative Programme and other local traffic management improvements.
- CF 6: To encourage shared use of existing educational and community facilities for community and non-school purposes, where possible, in order to promote sustainable use of such infrastructure.
- CF 7: To support the development of the Youth Hub in Newbridge.
- CF 8: To support the Newbridge Chamber of Commerce, Newbridge Tidy Towns Committee, Newbridge Community Development and the people of Newbridge in the provision of community facilities in the town.
- CF 9: To encourage and assist in the development of the arts and to support the ongoing development of cultural infrastructure.
- CF 10: To ensure that all arts and cultural facilities in the ownership and management of the Council are accessible to the wider community and to promote the role of these facilities as focal points for the community.

CF 11: To support all schools in their development and implementation of a Green School Programme.

Community Objectives

It is an objective of the Council:

- CO 1: To provide for an extension to the existing cemetery at St. Conleths on the Athgarvan Road.
- CO 2: To facilitate the use of appropriate sites/buildings within the town for the provision of childcare services in tandem and in the vicinity of all new and existing residential development.

7.11 Architectural, Archaeological and Natural Heritage

7.11.1 Architectural Heritage

Detailed policies for the protection of archaeological and architectural heritage are set out in Chapter 12 Architectural and Archaeological Heritage of the CDP 2011–2017. The CDP identifies a number of protected structures in Newbridge (see Table 14 for reference purposes⁵). It is important that such features are maintained and enhanced. Vernacular architecture makes a strong contribution to the character of the town's streetscapes and it is an objective of the Council to protect where appropriate vernacular architecture in Newbridge for the benefit of future generations

It is the policy of the Council:

- AH 1: To resist the demolition of vernacular architecture of historical, cultural and aesthetic merit, which make a positive

⁵ The list is purely for information purposes as the status of these structures can not be altered by the LAP process. The status of protected structures can only be altered under Part IV of the Planning and Development Acts (as amended).

contribution to the character, appearance and quality of the local streetscape and the sustainable development of Newbridge.

- AH 2: To assist owners of structures of particular significance within Newbridge in their maintenance and repair through advice and to make grant aid available under any future Conservation Grants scheme.
- AH 3: To protect those built heritage items as listed below and shown on Maps 4 and 4a of this Local Area Plan.
- AH 4: To protect and preserve the views to and from those items listed below as shown on Maps 4 and 4a of this plan.
- AH 5: To protect views to/from the River Liffey from St. Conleth's Bridge
- AH 6: To protect and preserve the remaining sections of the original barrack walls and cavalry barracks as follows:
- the Archway and all associated stonework on the Athgarvan Road
 - internal structures pertaining to the original cavalry barracks within the Bord na Mona and Conleths GAA grounds.

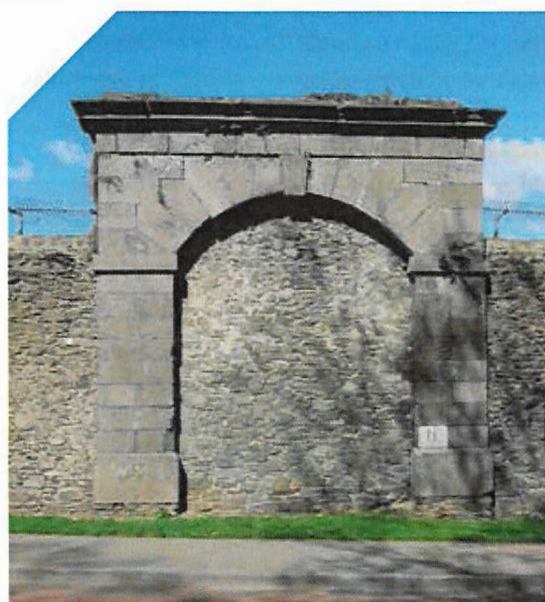


Table 14: Record of Protected Structures in Newbridge

RPS No.	NIAH Ref.	Structure Name and Location	Description
B23-08		Ruins of Great Connell Abbey and Medieval Carved Stone, Greatconnell	Abbey and Standing Stone
B23-11		Old Connell House, Old Connell	House
B23-15	11818050	Bourtrees Lodge, Moorefield Rd., Moorefield	House
B23-16	11818019	Charlotte House, Charlotte Street	House
B23-18	11818013	15 Eyre St.	House
B23-29	11818001	Canning Place	House
B23-30	11818002	Canning Place, Foster Place	House
B23-31	11818020	Delaney Dawson and Company Solicitors, 6 McElwain Terrace, Charlotte St.	Office
B23-32	11818021	5 McElwain Terrace, Charlotte St.	House
B23-33	11818022	4 McElwain Terrace, Charlotte St.	House
B23-34	11818023	3 McElwain Terrace, Charlotte St.	House
B23-35	11818024	McElwain House, 2 McElwain Terrace, Charlotte St.	House
B23-36	11818025	1 McElwain Terrace, Charlotte St./Henry St.	House
B23-37	11818026	Hibernian Bank (former), Charlotte St.	Office
B23-38	11818027	Charlotte Street	House
B23-39	11818028	Bank of Ireland, Main St., Charlotte St.	Bank/financial institution
B23-40	11818029	Newbridge Methodist Church (former), Main St.	Church (former)
B23-41	11818036	Newbridge (County) Library, Main St., Athgarvan Rd.	Library/archive
B23-42	11818039	Saint Conleth's Catholic Church, Piercetown	Church
B23-43	11818040	Holy Family Convent, Piercetown	Convent
B23-44	11818041	The Grand Hotel, Edward St.	Hotel
B23-45	11818042	Moorefield Terrace	Office
B23-46	11818043	Reidy Stafford, Moorefield Tce, Edward St.	Office
B23-47	11818044	Reidy Stafford, Moorefield Tce, Edward St.	Office
B23-48	11818045	Cty. Kildare L.E.S.N., Moorefield Tce., Edward House	Office
B23-49	11818048	Adare House/Moorefield Cottage, Edward St.	House
B23-50	11818049	Moorefield Villa, Edward St.	House
B23-51	11818051	St. Patrick's Church, Moorefield Road, Chapel Lane	Church
B23-52	11818064	Newbridge Railway Station, Station Rd.	Railway Station
B23-53	11818065	Newbridge Railway Station, Station Rd.	Foot bridge
B23-54	11818067	Newbridge Railway Station, Station Rd.	Building misc.
B23-55	11818068	Newbridge Railway Station, Station Rd.	Platform
B23-56	11818096	Newbridge Railway Station, Station Rd.	Station Master
B23-57	11818014	P. Flanagan, Eyre St.	Public House
B23-58	11818017	George's St.	House
B23-59	11818069	Eyre St., Robert St.	House
B23-61		Moorefield Lodge	House

7.11.2 Archaeological Heritage

The historic settlement of Newbridge originated with an Abbey at Great Connell and a nearby crossing of the River Liffey. Any development proposals at this location should be subject to detailed archaeological surveys. The Council will also seek to facilitate the provision of the Great Connell Abbey walking route from Walshestown Cross to Great Connell Abbey. There is no particular archaeological zone of potential identified for Newbridge as it is not a medieval town.

The Record of Monuments and Places (RMP) established under Section 12 of the National Monuments (Amendment) Act 1994 is an inventory of archaeological sites and monuments. The Sites and Monuments Records (SMR) lists all known or possible archaeological sites and monuments mainly dating to before 1700AD.

The record is updated on a constant basis and focuses on monuments that predate 1700AD. Table 15 and Map 5 depict all archaeological sites within or in close proximity to the development boundary of Newbridge.

It is the policy of the Council:

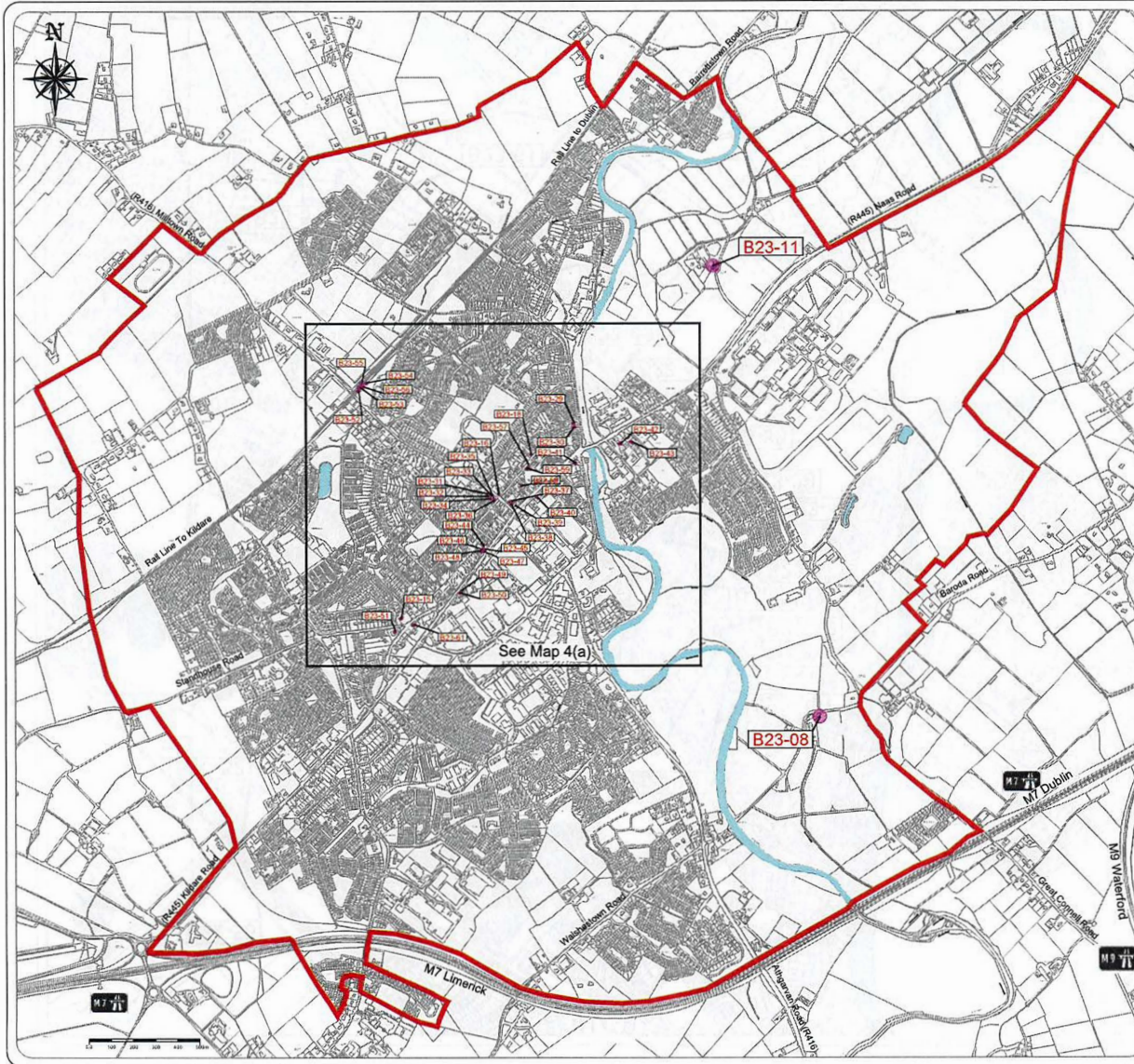
- AH 7: To require an appropriate archaeological assessment to be carried out by a licensed archaeologist in respect of any proposed development likely to have an impact on a Recorded Monument or its setting.
- AH 8: To seek the protection of burial grounds within Newbridge in co-operation with agencies such as the Office of Public Works and the National Monuments Section of the Department of the Arts, Heritage and Gaeltacht (DoAHG), as appropriate.

Table 15: Archaeological Features

Department Reference No.	Description of Item	Townland
KD023-011001	Graveyard	Oldconnell
KD023-011	Church	Oldconnell
KD023-012	Castle-Motte & Bailey	Oldconnell
KD023-011002	Font	Oldconnell
KD023-110	Burial	Littleconnell
KD023-016	Religious House	Greatconnell
KD023-016001	Graveyard	Greatconnell
KD023-016002	Sheela-Na-Gig	Greatconnell
KD023-021	Burial	Kilbelin
KD023-023	Castle	Walshestown
KD023-022	Castle	Walshestown
KD023-028	Mound	Walshestown
KD023-048	Barrow Ring	Curragh
KD023-019	Mound	Ballymany
KD023-020	Church	Ballymany
KD023-101	Barrow Ring	Curragh
KD023-009	Castle – Motte & Bailey	Morrisownbiller
KD023-008001	Graveyard	Morrisownbiller
KD023-008	Church	Morrisownbiller
KD023-112	Enclosure	Roseberry
KD023-001	Castle	Roseberry
KD023-010	Enclosure	Piercestown

Details of all of the above, including zones of notification, are available from the National Monuments Service database at www.archaeology.ie

Map 4: Built Heritage



Kildare County Council
 Planning & Economic
 Development Department

Newbridge Local Area Plan
 2013-2019

Legend :

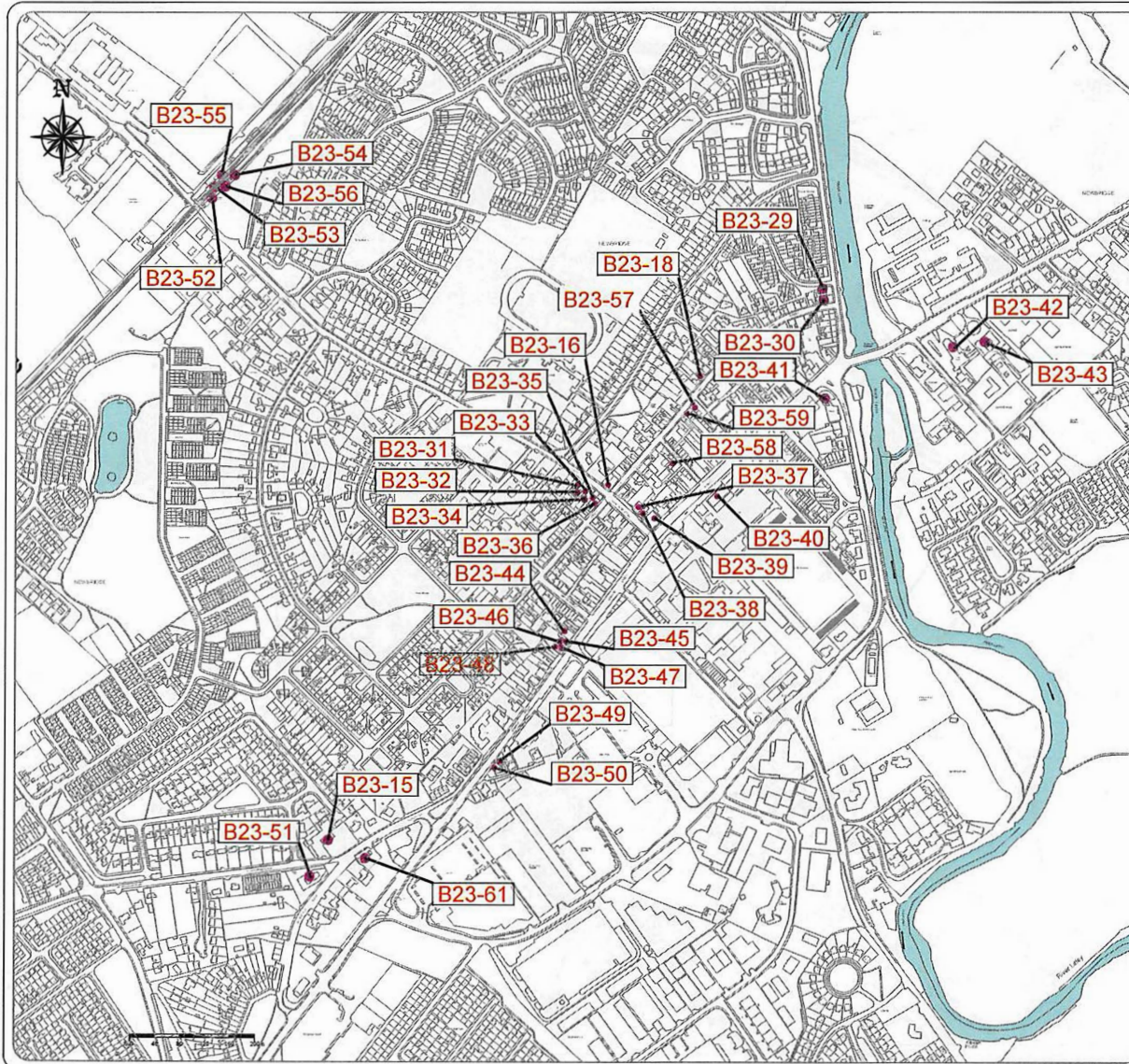
- Local Area Plan Boundary
- Rivers & Lakes
- Motorway Signs
- Record of Protected Structures (RPS)
 B23-08
 (Refer to Table 14 of the Plan)

Built Heritage




Date: January 2014 <small>(Adopted December 2013)</small>	Map Ref: 4
Scale: N.T.S.	Drawing No: 200/13/591
<small>Ordnance Survey Ireland. All rights reserved Licence No.: 2004/07/CCMA (Kildare County Council)</small>	Drawn By: DMcN

This drawing is to be read in conjunction with
 the written statement, objectives and relevant maps

Map 4(a): Built Heritage – Town Centre



**Newbridge Local Area Plan
2013 - 2019**

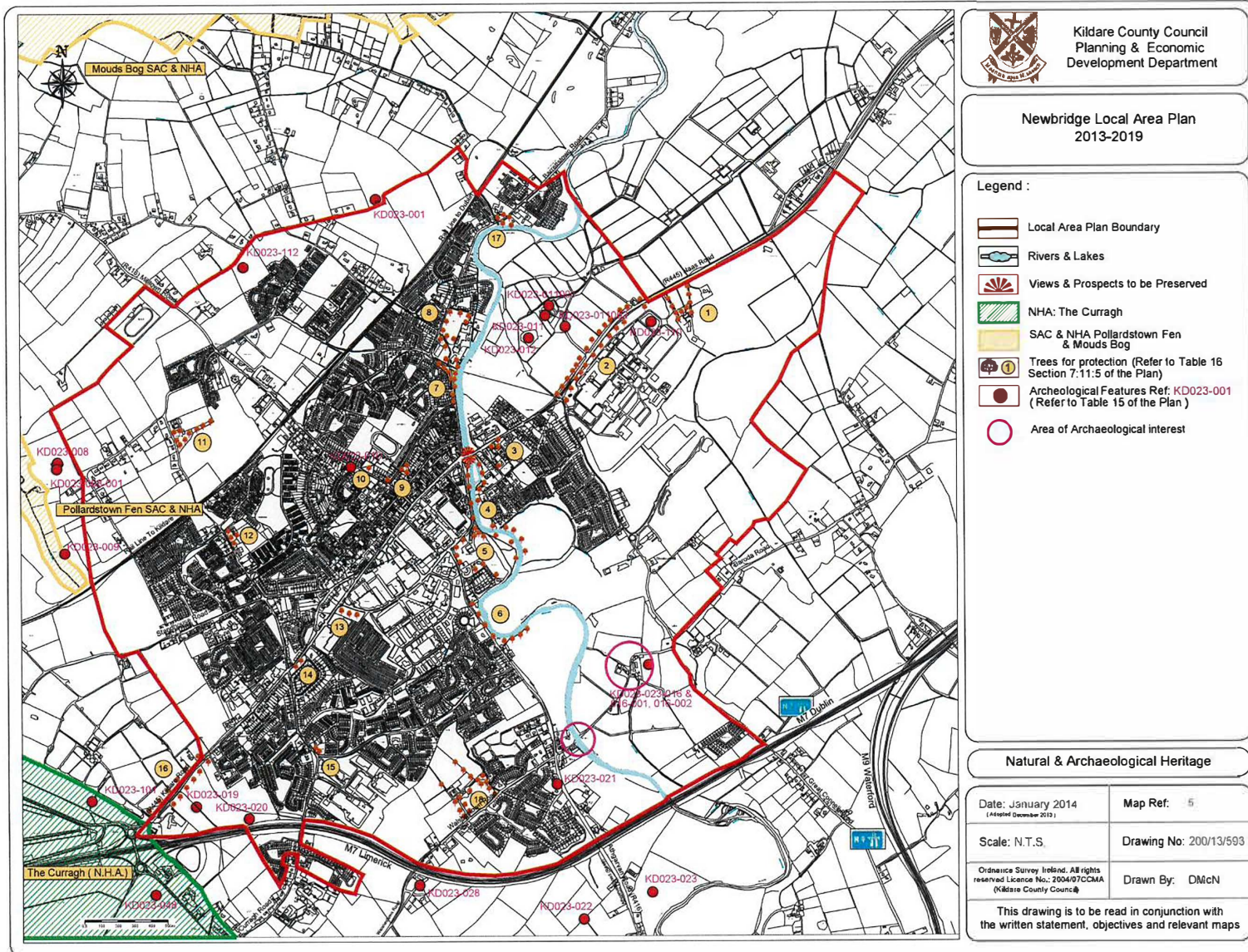
- Legend :**
-  Local Area Plan Boundary
 -  Rivers & Lakes
 -  Record of Protected Structures (RPS)
B23-08
(Refer to Table 14 of the Plan)

Built Heritage - Town Centre

Date: January 2014 <small>(Adopted December 2013)</small>	Map Ref: 4(a)
Scale: N.T.S.	Drawing No: 200/13/591
<small>Ordnance Survey Ireland. All rights reserved. Licence No.: 2004/07/CDMA (Kildare County Council)</small>	Drawn By: DMcN

This drawing is to be read in conjunction with the written statement, objectives and relevant maps

Map 5: Natural and Archaeological Heritage



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7.11.3 Natural Heritage and Biodiversity

Natural heritage encompasses the variety of life we see around us every day and this includes the landscape and geological foundation, the variety of life is often referred to as biodiversity. Biodiversity describes the natural world including people, animals, plants, microbes as well as the places they live which are called habitats. It includes everything from trees to seeds, from mammals to birds, from our back gardens and public open spaces to our countryside, rivers, bogs and hedgerows.

7.11.4 Designated Natural Heritage Sites

There are no designated natural heritage sites within the town boundary. Pollardstown Fen SAC is located adjacent to the boundary in the northwest while Mouds Bog is located c. 500m to the north of Newbridge town boundary (refer to Figure 2 in Part A). The areas should be protected in line with the policies and objectives set out in Chapter 13 of the County Development Plan. A separate Appropriate Assessment screening has been carried out on the Plan in accordance with the requirements of Article 6(3) of the EU Habitats Directive (Directive 92/43/EEC). The Curragh Plains, which is designated as a proposed Natural Heritage Area (pNHA), adjoins the town boundary to the south and east.

The National Parks and Wildlife Service recognises the Curragh as possessing *'a unique and somewhat intangible landscape quality, albeit somewhat compromised by various developments such as the military camp, racecourse complex, railway, motorway and power lines. Despite these, the site is of considerable natural heritage significance, for the diversity of habitats, plants, fungi and animals that it supports'*. The Kildare CDP also designates the Curragh as an Area of High Amenity (refer to section 14.5.1 of the CDP) with specific policies to protect the character of this area.

It is the policy of the Council:

NH 1: To protect the Natura 2000 sites of Pollardsrown Fen and Mouds Bog, and the Curragh (pNHA), in accordance with the policies and objectives as set out under Chapter 13 of the Kildare County Development Plan 2011–2017.

7.11.5 Nature Conservation Outside of Designated Areas

In addition to the sites designated under European Legislation substantial areas of high biodiversity value are found inside the Plan area but outside the existing network of designated sites. For example the River Liffey is not designated for nature conservation as it passes through the town but still provides the main ecological epicentre in the town. Habitat and landscape features have an important role to play as ecological corridors as they allow for the movement of species, and help to sustain the habitats, ecological processes and functions necessary to enhance and maintain biodiversity. It is important that these areas are conserved and managed well.

It is the policy of the Council:

NH 2: To identify, protect, conserve, and enhance, wherever possible, wildlife habitats and species of local importance, not otherwise protected by legislation. Such habitats may include woodland, river, grassland areas and field boundaries (hedgerows, stone walls and ditches). Such features form part of a network of habitats and corridors, which allow wildlife to exist and flourish. Once a locally important habitat has been identified it shall be surveyed to establish its significance and a site-specific conservation plan prepared to establish development guidelines for the area.

NH 3: To seek the protection of the following trees and groups of trees of special amenity value at the following locations; (See Map 5)

Table 16: Trees to be Protected

No. on Map 5	Additional Information
1	Trees along avenue and grounds of farmhouse and farmyard on Naas Rd
2	Trees on both sides of the R445 to Naas in the grounds of Oldconnell stud farm and Pfizer
3	Trees in Convent ground, Naas Rd. and copper beech in Church grounds
4	Trees in the park along the east and west bank of the Liffey Valley Park
5	Trees in grounds of Ryston along Athgarvan Road and at main entrance. Also includes trees along boundary to residential development to the south.
6	Trees along west bank of River Liffey on Athgarvan Rd.
7	Trees along public road boundary in The Grange/The Priory
8	Trees in the grounds of Newbridge College
9	Trees in the open space area behind the Social Protection office fronting College Park and tree at corner of College Park and the Milltown Road
10	Tree on front of primary care centre on Milltown Road
11	Trees in grounds of Morrinstownbiller House
12	Trees in grounds of two houses immediately to the north of St. Patrick's School
13	Trees in open area north of Woodies
14	Chestnut trees at Moore Park
15	Two mature ash trees on Green Road
16	Mature trees on both sides of the R445 to Kildare on the approach to the Ballymany Interchange
17	Trees within grounds of and opposite the farmhouse/yard at Roseberry
18	Trees at Crotanstown House

NH 4: To prohibit development where it is likely that damage would be caused either to trees protected by a Tree Preservation Order or, to those which have a particular local amenity or nature conservation value. Development that requires the felling of mature trees of amenity value, conservation value or special interest notwithstanding the fact that they may not be listed in this plan, will be discouraged.

NH 5: To conserve and protect the natural habitats in the local river systems. In this regard planning applications must;

- (a) Identify all ecological habitats and corridors, which are present on the proposed development lands (including hedgerows and masonry stonewalls) that

are likely to be affected by the development proposal.

- (b) Identify any losses to these habitats and corridors, which would result if the application in question was granted
- (c) Show that such losses would be fully offset if the application was to be granted through the replacement of the relevant corridors, with corridors composed of similar species prior to any losses to the existing corridors
- (d) Show that habitat loss will either be offset should the application be granted or is not locally important to the area

- NH 6: To protect the Curragh pNHA, including any additions or amendments to this site, from any development that would adversely affect its conservation and amenity value.
- NH 7: To ensure that any development proposal within the vicinity of or having an effect on the Curragh pNHA, will provide sufficient detail illustrating how it will limit any possible impact upon the designated site and will include proposals for appropriate amelioration.
- NH 8: To require all proposed development within and adjoining the Newbridge LAP boundary within a 15km radius of a Natura site to be screened for Appropriate Assessment of its potential impacts on the Natura 2000 network, in accordance with Article 6 of the Habitats Directive. In all such cases the developer shall consult with the National Parks and Wildlife Service of the DoAHG.
- NH 9: To ensure the favourable conservation status of Natura 2000 sites in the vicinity of Newbridge are protected.
- NH 10: To promote the maintenance and, as appropriate, the achievement of favourable conservation status of Natura 2000 sites and their associated habitats and species, in association with the National Parks and Wildlife Service.
- NH 11: To promote the protection of Annex I and Annex II – Natural Habitats, Animal and Plant Species respectively of Community Interest whose conservation requires the designation of Special Areas of Conservation and Annex IV – Animal and Plant Species of Community Interest in need of Strict Protection of “Council Directive 92/43/EEC on the conservation of natural habitats and of wild fauna and flora” which occur within Kildare and adjoining areas.
- NH 12: To ensure the protection of the groundwater resources in and around the Newbridge area and associated habitats and species.
- NH 13: To promote and support opportunities for enhancement of local biodiversity features, where appropriate.
- NH 14: To implement measures to control and manage alien/invasive species (e.g. Japanese Knotweed, Giant Hogweed, etc.) and noxious weeds (e.g. Ragwort, thistle, dock, etc.) within the Newbridge area.
- NH 15: To maintain a suitable buffer zone between all water bodies and any development. The extent of the riparian buffer zone should be determined in consultation with a qualified ecologist. In all instances however a minimum buffer of 15 metres of vegetation shall be retained along the riverbank to mitigate against pollution risks, reduce flooding potential and maintain habitats. In the event of lighting being proposed along river corridors an Ecological Impact Assessment (and where necessary an Appropriate Assessment) including bat and otter survey shall be conducted by specialists. The recommendations of the specialist studies shall be implemented. No lighting will be installed without prior consultation with NPWS and shall be in line with advances in knowledge into the impact of lighting on bats and other species and also to reflect advances in technology in the lighting industry.

7.11.6 Habitat Mapping and Green Infrastructure

Green Infrastructure is a strategically planned and managed network featuring areas with high quality biodiversity (uplands, wetlands, peatlands, rivers and coast), farmed and wooded lands, and other green spaces that conserve ecosystem values which provide essential services to society. This green network provides homes for wildlife, trees and wildflowers, but they also provide a wide range of benefits for the humans that live and work in and near them, including opportunities for recreation and relaxation, protection of soil and water quality, flood regulation, carbon sequestration, and sustainable production of food and fuel.



Green Infrastructure networks are made up of core areas of high biodiversity value connected by corridors or stepping stones. Corridors are more or less linear avenues of habitats that link larger areas of habitats and allow animals, birds and plants to move among them. Examples of corridors could be hedgerows linking areas of woodland or rivers and riverside habitats connecting larger areas of wetlands or natural grasslands. Stepping stones are more isolated habitat patches located in built-up areas or intensive farmland that allow animals and plants to jump between core habitat areas. Stepping stones include small wetlands or ponds in farmland, grasslands that have developed on abandoned quarries, or even urban parks. The importance of corridors and stepping stones is that they reduce ecological fragmentation in the landscape, increasing connectivity among habitats and give plants and animals' greater access to living space and other resources.

Under Article 10 of the Habitats Directive planning and development policies must endeavour to conserve and manage sustainably corridors and stepping stone habitat features. In recognition of this the Kildare County Development Plan (2011–2017) proposes actions to address biodiversity in County Kildare and to prepare a plan for its management at a local level. Accordingly, in 2012 Kildare County Council commissioned habitat mapping for Newbridge. This report identified and mapped the various habitats and green infrastructure areas in the town. These maps

are a valuable tool in the future planning of the area and also provide information for the general public and community groups.

The following describes the different Green Infrastructure areas identified in Newbridge and its environs and is shown on Map 6.

1. River Liffey and associated riparian habitats

This is the main core area of ecological importance within Newbridge and includes the main channel of the River Liffey and the adjoining areas of semi-natural grassland, semi-natural woodland and linear woodland habitats.

The River Liffey is not designated for nature conservation as it passes through the town but still provides the main ecological epicentre and is consistently fringed by a buffer of semi-natural habitats as it passes through the town. The most ecologically important habitats within the core and buffer area of the River Liffey include the pocket of wet woodland (WN6) on the island in the river upstream of St. Conleth's Bridge. This is a rare habitat within the Newbridge study area and in the surrounding localised area generally and principally supports willows (sally and white willow), with ash, alder, elm and beech also noted.

The margins of the River Liffey also support pockets of semi-natural grassland and wetland such as those identified at the Strand located upstream of St. Conleth's Bridge. Habitats include species such as rich wet and dry grasslands with unmanaged ancient hedgerows spreading to form a scrub type habitat. Hedgerow species composition included ash, sycamore, elder, bramble and hawthorn.

No development will be permitted on either bank within 80m of the River Liffey, unless as part of the redevelopment of an existing site/development. Development along the river should front onto the river so as to ensure the passive supervision of the proposed linear park.

II. The Curragh

Habitats within the Curragh are dominated by acidic grassland and gorse dominated scrub both of which are mostly absent in other parts of the Newbridge study area. These grasslands are generally semi-natural in origin, support high plant species diversity and have no recent history of reseeding or fertilisation.

III. Pollardstown Fen and Environs

Pollardstown Fen is a spring fed, post-glacial fen occupying an area of 220ha (550 acres) that can be traced back to the end of the last Ice Age, approximately 12,000 years ago (Inland Waterways Ireland). Pollardstown fen is the largest spring-fed fen in Ireland and has a well developed flora and fauna. Owing to the rarity of this habitat and the numbers of rare organisms found there, the site is rated as of international importance.

IV. Mature woodlands at Greatconnell

The woodland parcels at Greatconnell are of both biodiversity and cultural importance as they support the site of an early river crossing and contains ruins of church buildings as well as several graveyards. The most valuable woodland in this area is a stand of a semi-natural wet woodland which has developed on a peat based soil. Tree species include ash and alder and grey willow.

V. Woodlands at Oldconnell

This Green Infrastructure area supports mature treelines (WL2), pockets of mixed broadleaved woodland (WD1), conifer woodland (WD4) and scattered trees and parkland (WD5) surrounding and within the grounds of a demesne dwelling at Oldconnell. The proximity of these woodland habitats to the River Liffey added to their interconnectivity via a series of hedgerows is also of note.

VI. Recreation and Amenity Spaces

Recreation and Amenity Spaces found in Newbridge are generally of limited ecological value. Their main function within Newbridge's green infrastructure network is to act as connection spaces linking ecological areas of habitats and allowing animals, birds and plants to move among them. This category includes the larger public and private open spaces mostly found in housing estates and institutional grounds.

Larger areas of amenity grassland, such as those areas associated with the Liffey Valley Park and those areas fringing the river further north, provide an ecological functionality in terms of water run-off retention and buffering for the River Liffey. These areas of amenity grassland are considered to be of greater ecological value than those other areas associated with private dwellings, residential complexes, commercial units etc.

VII. Key Hedgerows

Key hedgerows are hedgerows that act as stepping stones connecting different local habitats. The hedgerow habitat within the study area typifies those situated on well drained earth banks, supporting ancient hawthorn and blackthorn shrubs with mature ash, elder and bramble. These hedgerows provide valuable habitats in themselves but more importantly provide corridors for wildlife into and out of ecologically important sites such as those adjoining or providing linkages with the woodlands at Greatconnell, Crostanstown House and those woodland habitats fringing the River Liffey.

As outlined above the linear /field margin habitat networks that border the pastoral fields to the north-west of the railway line and east of the River Liffey forms connectivity between the in-situ semi-natural habitats and the wider landscape. The hedgerow network located toward the north-western boundary provides considerable linear connectivity between those semi-natural grassland habitats at Rickardstown and Morrinstownbiller with the wider landscape to the north and more importantly Pollardstown Fen to the west.

VIII. M7 Road Corridor

Given the dominance of agricultural grassland and associated hedges the landscaping along the M7 may provide a lower order permeability ecological corridor for movement of animals, whilst also providing a visual woodland screen to the motorway. As the screen planting bordering the M7 corridor continues to mature it is likely that they will provide more viable ecosystem and connectivity functions. This is especially the case in those areas that adjoin hedgerows and tree lines associated with adjoining agricultural land.

Green Infrastructure Policies and Objective

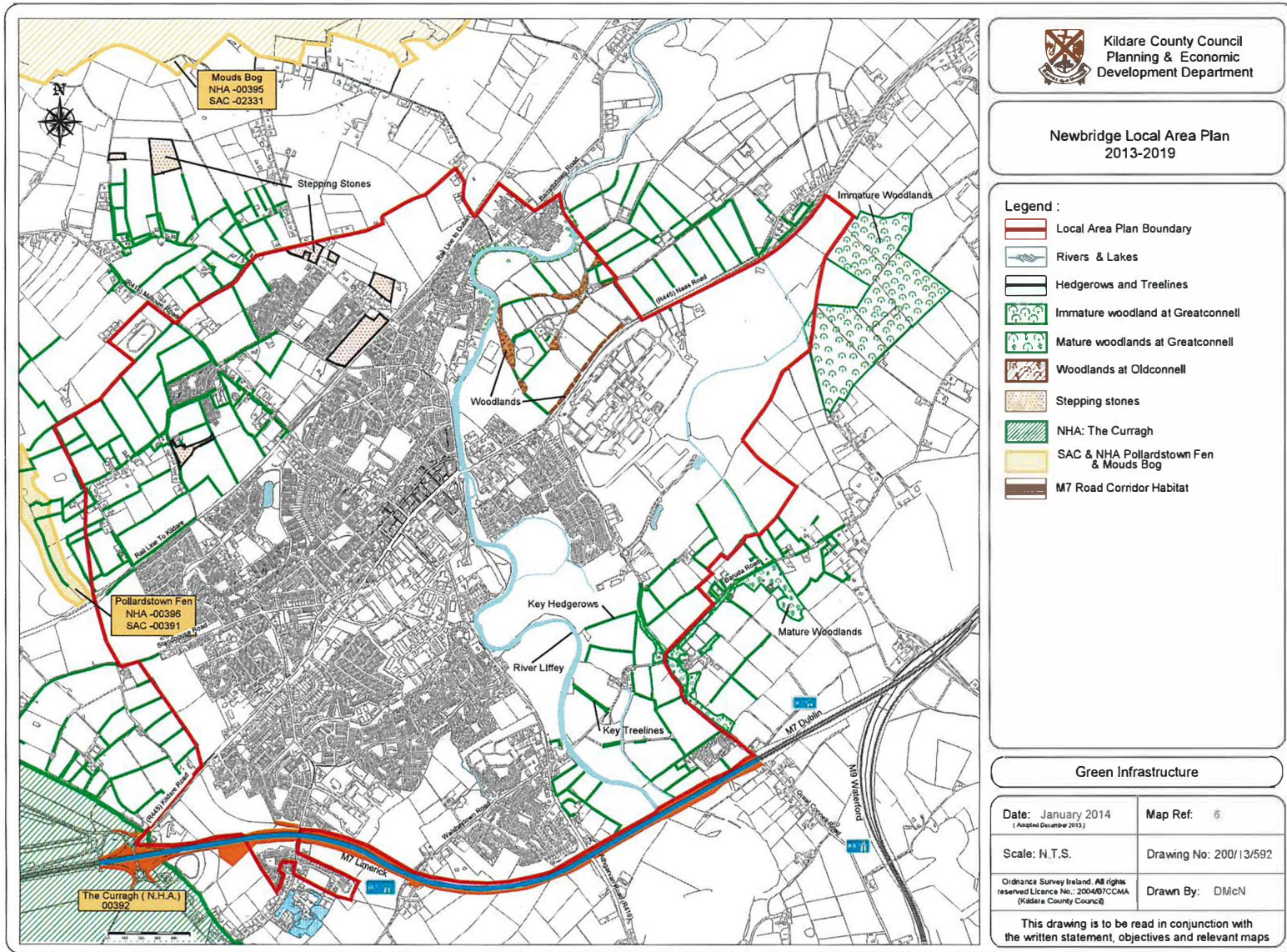
It is the policy of the Council to:

- GI 1: To require all proposals for major developments to submit, as part of the landscaping plan for the proposal, details of how any green infrastructure proposed as part of the development (e.g. green open spaces, hedgerows, tree lines, etc.) contribute positively to the development and protection of the overall green infrastructure assets of Newbridge as identified on Map 6 and how it protects and enhance linkages to the wider natural landscape features.
- GI 2: To seek the provision of links between larger areas of green infrastructure (particularly areas of public open space) where appropriate.
- GI 3: To ensure biodiversity conservation and /or enhancement measures, as appropriate, are included in all proposals for new development.
- GI 4: To ensure that green infrastructure provision and management does not lead to the spread of invasive species.
- GI 5: To ensure all planting within developments is of native species.
- GI 6: To ensure old stones walls are protected where appropriate and the contribution they make to green infrastructure is protected.
- GI 7: To support the development and correct management of semi natural grasslands within new developments and existing amenity grassland areas.
- GI 8: To ensure key hedgerows, identified on Map 6, and the linkages they provide to larger areas of green infrastructure and the wider countryside, are retained where appropriate and integrated into the design of new developments.
- GI 9: To support the development of small wooded areas within new developments.
- GI 10: To seek the creation of new wetlands and/or enhancement of existing through the provision for Sustainable Urban Drainage Systems (SuDS) and Integrated Constructed Wetlands (ICW) where appropriate.
- GI 11: To develop links between larger areas of green infrastructure such as the River Liffey, the banks and buffer zones of the railway/ motorway, the National Stud, the Curragh and the surrounding countryside.
- GI 12: To manage against the spread of invasive species.
- GI 13: To ensure replacement planting of semimature trees where mature trees are removed within developments. Semi mature trees are defined by the BSI as 'Trees with an overall height in excess of 4 metres and or a stem girth measurement circumference of 20 centimetres or larger.
- GI 14: To avoid development within the root protection area of the trees/hedgerows to be retained in a development.

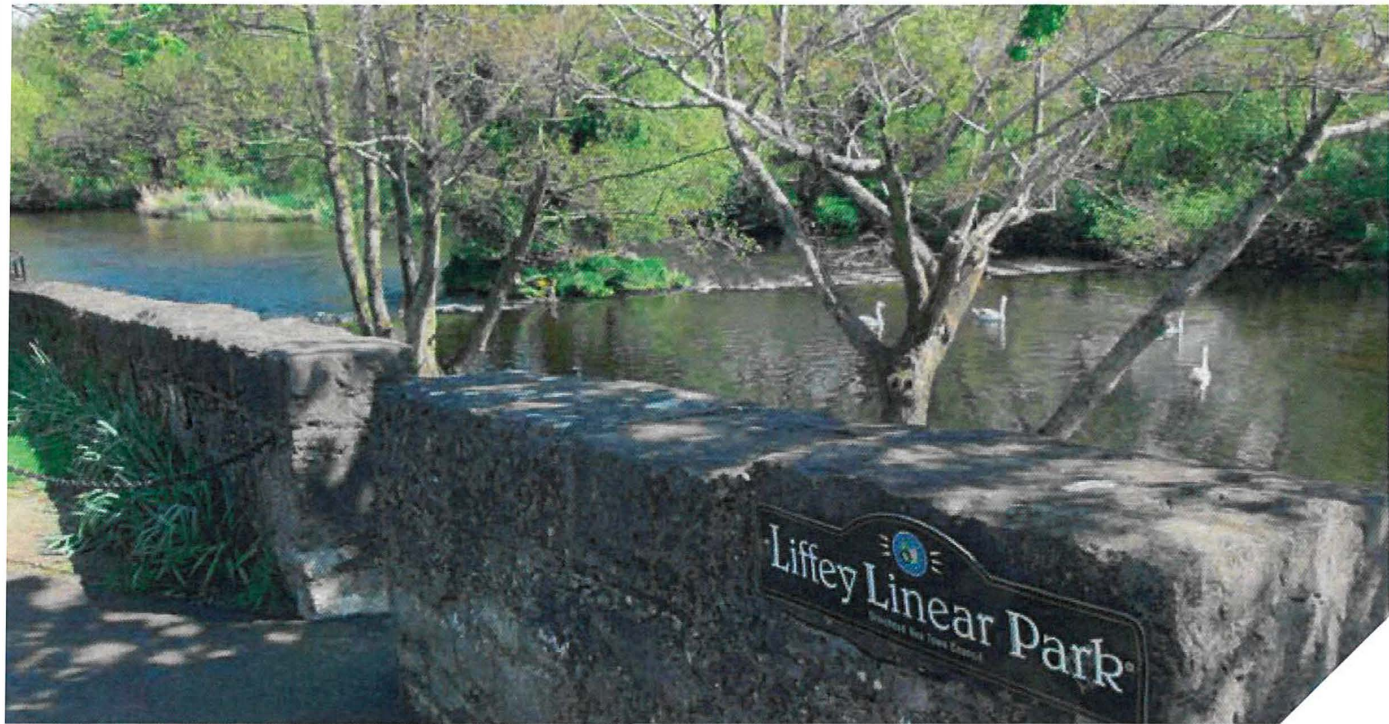
It is an objective of the Council:

- GIO 1: To require all new developments to contribute to the protection and enhancement of existing green infrastructure assets, as identified on Map 6, through the provision of new green infrastructure as an integral part of any planning application.

Map 6: Green Infrastructure



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7.12 Recreation and Amenity

Quality recreation, leisure and amenity facilities have a fundamental impact on the quality of life in a town and on its social integration and cohesiveness. The provision of amenities which can cater for the demands of an increasing population and which will be accessible for all sectors and age groups is a central element in the delivery of sustainable communities.

Sporting, recreation and leisure activities are of primary importance to the quality of life enjoyed by the people of Newbridge.

The town is relatively well served by such facilities with a wide variety of clubs and organisations operating within the town including GAA clubs, soccer and other sports and social clubs. Ryston also provides a valuable contribution to social, sports and recreation activities in Newbridge.

The Council operates the Sports Complex on Station Road catering for a wide variety of indoor sports and owns a land bank at Piercetown in use as sports fields. The Council is aware that other sports are less well catered for and will facilitate the provision of hockey pitches, tennis courts and a skateboarding facility where appropriate. The Council will investigate ways of improving the quality and capacity of existing sporting and recreational facilities and possible sources of funding.

It is the policy of the Council:

- R 1: To encourage the provision, improvement and expansion of more varied social, cultural, recreational and sporting facilities to serve the needs of the town.
- R 2: To support and facilitate the development of indoor and outdoor recreational facilities to cater for all age groups on suitable sites and to ensure that these facilities are accessible to people with disabilities.
- R 3: To encourage recreational /amenity/ community facilities in Newbridge to be multi-functional and not used exclusively by any one group.
- R 4: To co-operate with sports clubs, schools, community organisations and individuals in the provision of sports and recreational facilities to serve the residents of Newbridge.
- R 5: To retain, enhance and develop routes for recreation and tourism use and to increase permeability within and around the town.
- R 6: To improve existing open space areas in housing developments that have been taken in-charge by the Council.
- R 7: To seek the delivery of a skateboard park/Multi Use Games Area (MUGA) on appropriately zoned lands over the life of the Plan, subject to obtaining the necessary funding.

R 8: To seek the delivery of accessible angling stands along the River Liffey Linear Park. Such facilities shall be located at non-intrusive locations and shall be agreed with Inland Fisheries Ireland.

It is an objective of the Council;

RAO 1: To prepare a report during the life of this Plan identifying a site(s) in or in proximity to the town centre for a Multi Use Games Area (MUGA), an active children's playground and a Youth Hub/Centre

7.12.1 Open Space and the Liffey Valley Park

Open spaces are a vital part of the urban environment. Open space amenities create benefits for the enhancement of the quality of life of residential areas and also provide opportunities for recreational activities, ecological, environmental preservation and education. Furthermore, open space fosters a sense of place. The Council is responsible for the maintenance and management of a number of open spaces and amenity areas in Newbridge. The planning process plays a vital role in ensuring that existing parks and open spaces are protected and enhanced. In addition it is key to the provision of appropriate, high quality parks and open spaces to cater for increased demand as new residential areas are created and the population increases.

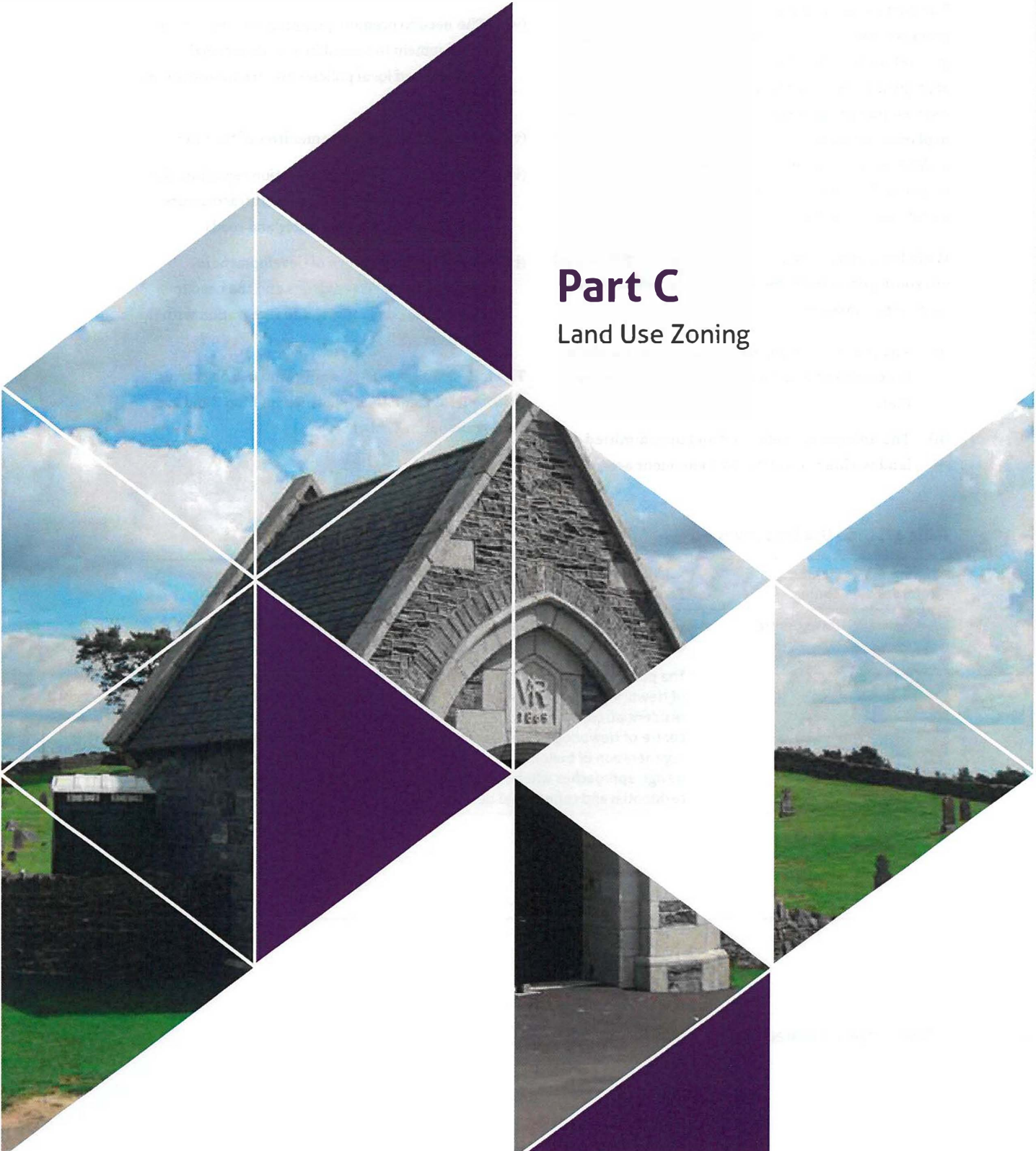
In 2011, the Planning Authority prepared a strategy for the enhancement and extension of the Liffey Valley Park in Newbridge. This identifies the future opportunities for the River Liffey and associated parklands in Newbridge and develops strategies for its development. This LAP supports the implementation of the strategy to extend the Liffey Valley Park in Newbridge.

It is policy of the Council:

- OS 1: To facilitate and encourage a series of high quality open spaces throughout the town, preferably as part of a larger linked network that is available to all ages and accessible to everyone, including people with mobility impairments.
- OS 2: To retain designated open space lands with established recreational uses.
- OS 3: To preserve, manage and maintain to a high standard the existing parks and open spaces in the town.
- OS 4: To extend and develop a linear park along both sides of the River Liffey from Tankardsgarden to the M7 Motorway and to continue the development of the riverside park system in accordance with the objectives outlined in Liffey Valley Park, Newbridge Report and the Liffey Valley Strategy 'Towards a Liffey Valley Park.
- OS 5: To protect existing open spaces and recreational uses from encroachment by other unsuitable and incompatible uses.
- OS 6: To prohibit the loss of existing public and private recreational open space unless alternative recreational facilities are provided at a suitable location.
- OS 7: To facilitate the development of community managed gardens/allotments in the town subject to implementation of sustainable environmental practices.

Part C

Land Use Zoning



8.0 Land Use Zoning Objectives

The key method of implementing this plan is through the identification of Land Use Zonings and Objectives for specific sites in Newbridge. These are shown on Map 7, attached, with terms and indicative land uses set out below.

The purpose of land use zoning is to indicate to property owners, and to the general public, the types of development that the Council considers most appropriate in each zone. It also promotes redevelopment and renewal, which allows developers to plan investment with some certainty. In the control of development, zoning seeks to limit competing and incompatible uses in order to promote greater sustainability and environmental quality.

With due consideration to the extent and types of land use zoning objectives, the following factors have been taken into consideration:

- (i) The present development area, recent trends in development and projections contained in this Plan;
- (ii) The amount of committed and uncommitted land within the existing development area;

- (iii) The accessibility, availability and location of land for development;
- (iv) The location and adequacy of existing social infrastructure (Schools, community facilities, etc);
- (v) The character of the town with regard to the scale and pattern of development;
- (vi) The need to promote planning and sustainable development in accordance with national, regional and local policies and framework plans in this regard;
- (vii) Physical features and amenities of the town;
- (viii) The present and future situation regarding the provision of essential physical infrastructure – especially water, wastewater and roads.
- (ix) The emerging pattern of development in Newbridge and its environs and the need to rationalise connectivity and integration with the town centre.

The following specific planning land use objectives refer to land zonings as identified on Map 7 and are clearly set out in Table 17.

Table 17: Land Use Objectives

Zoning Reference	Land Use Zoning	Zoning Objective
A	Town Centre	<p>To provide for the development and improvement of appropriate town centre uses including retail, residential, commercial and civic uses.</p> <p>The purpose of this zoning is to protect and enhance the special character of Newbridge town centre and to provide for and improve retailing, residential, commercial, office, cultural and other uses appropriate to the centre of Newbridge. The Council will encourage the appropriate re-use and regeneration of buildings, backlands and derelict/obsolete land. Innovative design approaches will be welcomed in the area, particularly with regard to residential and commercial development.</p>

Table 17: Land Use Objectives continued

Zoning Reference	Land Use Zoning	Zoning Objective
B	Existing Residential/Infill	<p>To protect and improve existing residential amenity, to provide for appropriate infill residential development and to provide for new and improved ancillary services.</p> <p>This zoning principally covers existing residential areas. The zoning provides for infill development within these residential areas. The primary aim of this zoning objective is to preserve and improve residential amenity and to provide for further infill residential development at a density that is considered appropriate to the area.</p>
C	New Residential	<p>To provide for new residential development.</p> <p>This zoning provides for new residential development and associated ancillary services. Permission may also be granted for home based economic activity within this zone subject to the preservation of residential amenity and traffic considerations. New residential areas should be developed in accordance with a comprehensive plan detailing the layout of services, roads, pedestrian and cycle routes and the landscaping of open space.</p> <p>Specific objectives:</p> <p>C2 – A maximum density of 15 units per hectare will apply</p> <p>C13 – The provision of a small, high quality designed neighbourhood centre to serve the local population will be acceptable as part of the overall development of these lands.</p> <p>C14 – Given the proximity of the land to Great Connell Abbey and associated ruins, a geophysical survey will be required to be carried out in consultation with the National Monuments Service as part of any development on the said lands.</p> <p>In accordance with the provisions of Section 49 of the Planning and Development Act 2000–2013, a Special Development Contribution Scheme may be required for zonings H1, C12, C13, C14 and C15 to contribute to the strategic objective of delivering a southern relief road in accordance with Objective SRO 5.</p> <p>C20 – The delivery of housing on lands zoned C20 is contingent on the delivery of Objective GMO 12(b). Vehicular access to the lands zoned C20 shall be provided from Buckley’s Cross Roads. This junction shall be upgraded to cater for the provision of a 4th arm to access the subject lands.</p> <p>The development of the C20 lands shall be accompanied by a Site Specific Flood Risk Assessment appropriate to the nature and scale of development being proposed. Such development proposals shall also:</p> <ul style="list-style-type: none"> • Indicate and quantify loss of floodplain storage arising from the development proposal; • Provide compensatory storage located within or adjacent to the proposed development; • Indicate measures to ensure that water-vulnerable elements of the Development would not be flooded during the 1000 year flood (in this regard, a freeboard of 500mm shall be provided); • Ensure that existing flow paths for flood waters will not be compromised.

Table 17: Land Use Objectives continued

Zoning Reference	Land Use Zoning	Zoning Objective
D	Neighbourhood Centre	<p>To provide for new/existing neighbourhood centres and associated facilities.</p> <p>The purpose of this zoning is mainly to provide for new neighbourhood centres to serve the needs of new residential areas. A mix of retail, community and recreational development is permitted in this zone. Limited residential development sufficient to ensure the viable and satisfactory working of the neighbourhood centre will be considered in this zone.</p> <p>The neighbourhood centres are intended to serve the immediate needs of a localised catchment i.e. the local working and residential population and complement, rather than compete with similar retail uses within the established town centre. Medical clinics, professional offices, childcare facilities (crèche), small convenience stores, local shops and cafes are envisaged for these particular areas.</p> <p>The threshold or floor area proposed for each neighbourhood centre will be assessed in relation to the nature and extent of retail provision in accordance with the current retail strategy, the intended catchment area for the neighbourhood centre and the impact that the proposal may have on the vitality and viability of the established town centre.</p> <p>Specific Objective:</p> <p>D1 – A small neighbourhood centre for the local population shall be permitted at this location. The redevelopment of the gate lodge shall form part of any application and this shall be completed prior to the opening of any retail/ commercial unit.</p>
E	Community and Educational	<p>To provide for community and educational facilities.</p> <p>The purpose of this zoning is to provide for community and educational facilities including health care, child care, fire station, courthouse, schools, churches, meeting halls and other community facilities, ancillary neighbourhood uses and services.</p> <p>Specific objectives:</p> <p>E1 – on the Walshestown Road is identified for a school. All mature trees along the eastern and northern boundaries shall generally be retained and integrated into any development.</p> <p>These (and adjoining) lands will be subject to a masterplan as outlined on Map 7. The masterplan shall indicate potential access points/services to the lands to the north.</p> <p>E2 – at Ryston is generally identified for a nursing home with supporting infrastructure.</p> <p>E3 – A Nursing Home shall be provided at this location. The redevelopment/ refurbishment of Kellsborough House shall take place prior to the opening of the nursing home.</p>

Table 17: Land Use Objectives continued

Zoning Reference	Land Use Zoning	Zoning Objective
F	Open Space and Amenity	<p>To protect and provide for open space, amenity and recreational provision.</p> <p>The areas included in this zoning objective cover both private and public open space and are dispersed throughout the town.</p> <p>The aim of this land use zoning objective is to protect recreation, open space and amenity areas, to maintain and improve amenity lands, to preserve private open space and to provide recreational facilities. Existing agricultural uses in open spaces area will continue to be permitted and reasonable development proposals in relation to this issue will be considered on their merits.</p> <p>Specific Objective:</p> <p>F1 – These lands are identified for Open Space and Amenity and shall be retained and landscaped as part of the Nursing Home identified under E3 in order to protect the setting of Kellsborough House.</p>
H	Industrial and Warehousing	<p>To provide for and improve industrial and warehousing development.</p> <p>The purpose of this zoning is to provide for industrial and warehousing uses. Other uses, ancillary or similar to industry and warehousing will be considered on the merits of the proposed development and may be acceptable in this zone. Where employment is a high generator of traffic, the location of new employment facilities at an appropriate scale, density, type and location will be encouraged to reduce demand for travel.</p> <p>Residential or retail uses (including retail warehousing) or incinerators/thermal treatment plants will not be acceptable in this zone.</p> <p>Where any Industrial/Warehousing land adjoins other land uses, particularly residential uses, a buffer zone (minimum 30 metres depth incorporating a landscaped berm) shall be provided</p> <p>Specific objectives:</p> <p>H1 Lands – New employment development to the east (Naas Road) of the town shall be of high quality design and layout. Further development of these lands shall be subject to a detailed Masterplan in accordance with objective EDO 1 under Section 7.3.</p> <p>In accordance with the provisions of Section 49 of the Planning and Development Act 2000–2013, a Special Development Contribution Scheme may be required for zonings H1, C12, C13, C14 and C15 to contribute to the strategic objective of delivering a southern relief road in accordance with Objective SRO 5</p> <p>H2 Lands – These lands are identified for the expansion of the IDA Business Park off the green Road. Access should be provided via the existing spine road through the IDA lands. A masterplan shall be prepared for the 9.2 ha as part of any application for development. Screen planting (minimum 15m depth) must be provided along the entire eastern boundary where the lands abut other land use areas.</p>

Table 17: Land Use Objectives continued

Zoning Reference	Land Use Zoning	Zoning Objective
I	Agricultural	<p>To retain and protect agricultural uses.</p> <p>The purpose of this zoning is to ensure the retention of agricultural uses and protect them from urban sprawl and ribbon development. Uses which are directly associated with agriculture or which would not interfere with this use are open for consideration.</p> <p>This includes limited housing for members of landowners' families/persons who can demonstrate a need to live in the agriculture zone (in accordance with Policy RH 4 as set out in the Kildare County Development Plan 2011–2017, or as amended)</p>
J	Transport Utilities	<p>To provide for the needs of transport and utility uses.</p> <p>The purpose of this zoning is to provide for the needs of public transport and other utility providers. Car parks and commercial development associated with the provision of public transport services are envisaged for this zone.</p>
L	Leisure and Amenity	<p>To protect and improve existing leisure and amenity facilities.</p> <p>The purpose of this zoning is to reflect the established hotel/leisure uses (Keadeen Hotel and The Gables) and to provide for new and improved leisure and amenity facilities and other ancillary uses on site.</p>
O	Department of Defence	<p>To provide for services associated with the Department of Defence.</p> <p>The purpose of this zoning is to reflect the established use on site.</p>
R	Retail/Commercial	<p>To provide for and improve retailing/commercial facilities.</p> <p>The purpose of this zoning is to reflect the existing retailing use on site. Future development in this zone shall be in accordance with the Draft County Retail Strategy 2010 (or as subsequently amended) and other retail/town centre policies and objectives in this Plan.</p>
Q	Enterprise and Employment	<p>To facilitate opportunities for employment and enterprise uses, manufacturing, research and development, light industry, employment and enterprise related uses within a high-quality campus/park type development.</p> <p>It is intended that these lands will be used for enterprise and employment uses in a high quality well designed environment. Sites facing Military Road shall be of high quality architectural design and landscaping in accordance with the principles set out in Design Brief 3 in Section 7.6.</p> <p>Heavy industrial proposals more suitable to Industrial and Warehousing zoned land and retail proposals more suitable to Town Centre zoned land will not normally be permitted.</p>
V	Equestrian	<p>To facilitate high quality equine/equestrian facilities.</p> <p>The purpose of this zoning is to accommodate Horse Racing Ireland headquarters and to allow for other high quality development which is intrinsic part of the equine industry.</p>

8.1 Application of Zoning Policy

Uses other than the primary use for which an area is zoned may be permitted provided they are not in conflict with the primary use zoning objective. The Zoning Matrix (Table 18) illustrates a range of land uses together with an indication of their broad acceptability in each of the land use zones. The land use zoning matrix is intended to provide guidance to landowners and developers and is not intended to supplant the normal planning process. An indication that a proposal would be 'permitted in principle' from the matrix should not be taken to imply a granting of permission, or indeed that a planning application may be necessarily successful.

It is an objective of the Council to carry out its development management function in accordance with the Matrix Table for each zone. However, it should not be assumed that if a proposed development complies with the matrix table, it would necessarily be accepted. The matrix relates to land use only. Other factors including density, building height, design standards, traffic generation, and environmental factors and so on, are also relevant in establishing whether or not a development proposal would be acceptable in a particular location and conforms to the proper planning and sustainable development of the area.

8.2 Definition of Terms

Permitted in Principle

A use which the Local Authority accepts in principle in the relevant zone subject to the normal planning process including policies and objectives outlined in the Plan.

Open for Consideration

Land uses shown as "Open for Consideration" are uses that are not considered acceptable in principle in all parts of the relevant use zone. However, such uses may be acceptable in circumstances where the Council is satisfied that the proposed use would not conflict with the general objectives for the zone and the permitted or existing uses as well as being in the interests of the proper planning and sustainable development of the area.

Not Permitted

Land uses which are indicted as "Not permitted" in the Land Use Zoning Matrix (Table 18) will not be permitted.

Other Uses

Proposed land uses not listed in the matrix will be considered on their merits of the individual planning application, with reference to the most appropriate use of a similar nature indicted in the table and in relation to the general policies and objectives and zoning objectives for the area.

Non-conforming uses

Throughout the town there are uses that do not conform to the zoning objectives for that area. These are uses which:

1. Were in existence on 1st October 1964,
2. Have valid permissions or,
3. Have no permission and which may or may not be the subject of enforcement proceedings.

Extensions to and improvement of premises referred to in categories 1 and 2 above may be permitted. This would apply where proposed development would not be seriously injurious to the amenities of the area and would not prejudice the proper planning and sustainable development of the area.

Transitional Areas

While the zoning objectives indicate the different uses permitted in each zone it is important to avoid abrupt transitions in scale and use at the boundary of adjoining land use zones. In these areas it is necessary to avoid developments that would be detrimental to amenity.

In zones abutting residential areas, particular attention will be paid to the uses, scale, density and appearance of development proposals and to landscaping and screening proposals required to protect the amenities of residential areas.

Development abutting amenity and open space should generally facilitate the passive supervision of that space, where possible by fronting onto it.

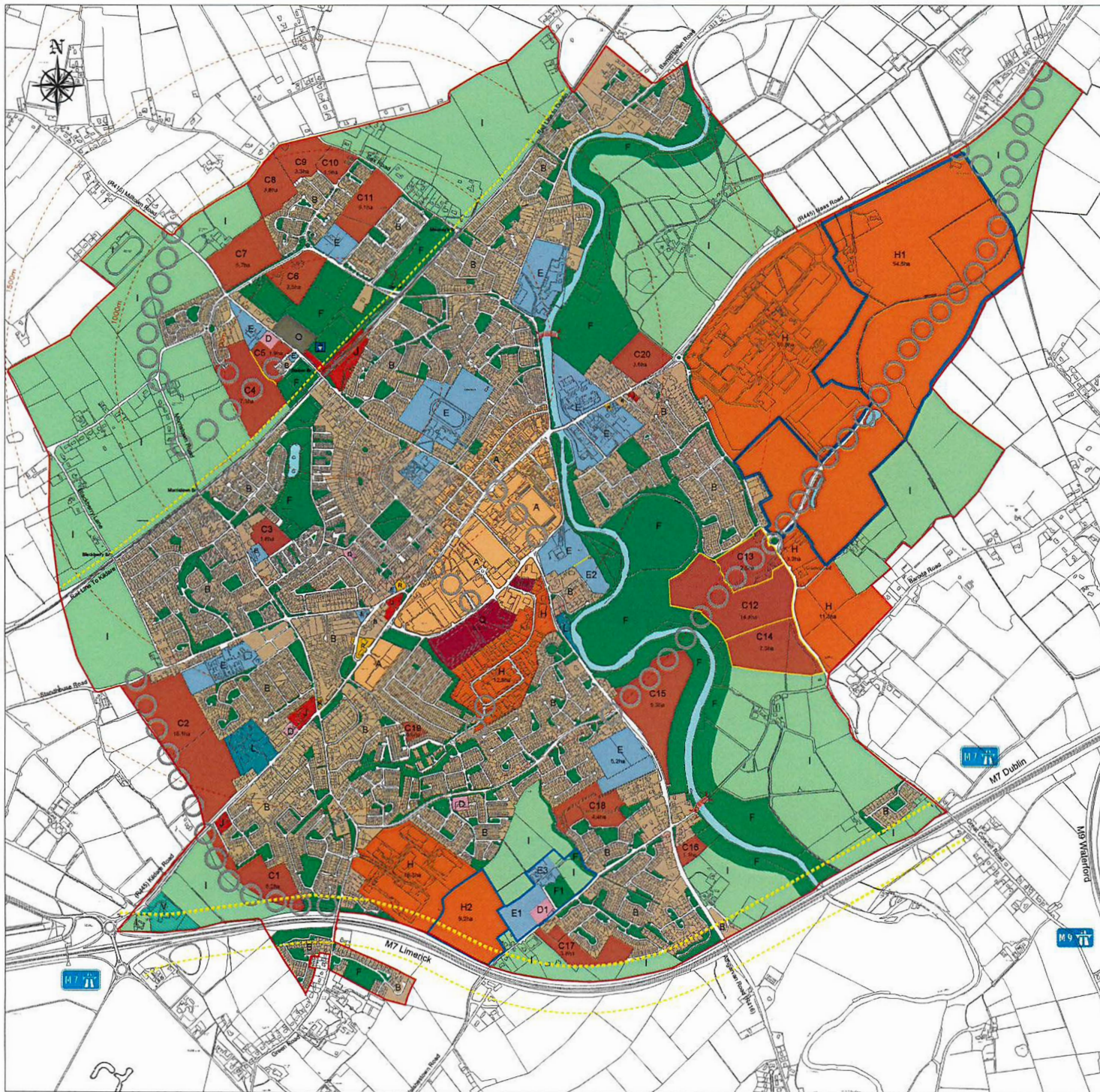
Table 18: Land Use Zoning Matrix

Land Use	A-Town Centre	B- Existing Residential/Infill	C- New Residential	D- Neighbourhood Centre	E- Community & Education	F- Open Space & Amenity	H- Industrial & Warehousing	I- Agricultural	J- Transport & Utilities	L- Leisure & Amenity	M- Retail/Commercial	O- Department of Defence	Q- Enterprise & Employment	R- Retail/Commercial	V- Equestrian
Amusement Arcade	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Car Park	Y	N	N	O	O	O	O	N	O	O	N	O	Y	Y	O
Cattle Shed / Slat- ted Unit / Broiler house	N	N	N	N	N	O	O	Y	N	N	N	N	N	N	O
Cemetery	O	N	N	N	Y	N	N	N	N	N	N	N	N	N	N
Community / Rec- reational / Sports buildings	Y	O	O	O	Y	Y	O	O	O	Y	O	N	N	Y	N
Crèche / Playschool	Y	O	Y	O	Y	O	O	N	N	O	Y	N	O	O	N
Cultural Uses / Library	Y	O	O	O	Y	Y	O	N	O	O	N	N	N	O	N
Dancehall / Disco	Y	N	N	O	N	N	N	N	O	O	N	N	N	O	N
Dwelling	Y	Y	Y	O	O	N	N	O	N	O	N	N	N	O	N
Funeral Homes	Y	N	N	N	Y	N	O	N	N	N	N	N	N	N	N
Garage / Car Re- pairs	N	N	N	N	N	N	O	N	Y	N	N	N	O	N	N
Guest House / Hotel / Hostel	Y	O	O	N	N	N	N	N	N	Y	N	N	N	N	N
Halting Site	N	O	O	N	O	N	O	O	N	N	N	N	N	N	N
Heavy Commercial Vehicle Park	N	N	N	N	N	N	N	N	Y	N	N	N	O	N	N
Hot Food take away	O	N	N	O	N	N	N	N	O	O	O	N	N	O	N
Light Industry	O	N	N	N	N	N	Y	N	O	N	N	N	Y	N	N
Medical Consultant / Health Centre	Y	O	O	Y	Y	N	N	N	N	N	O	N	O	N	N
Motor Sales	N	N	N	N	N	N	N	N	Y	N	N	N	O	N	N
Nursing Home	Y	Y	Y	N	Y	N	N	N	N	N	O	N	N	N	N
Offices	Y	N	N	N	O	N	N	N	N	N	Y	y	Y	O	O
Park / Playground	Y	Y	Y	Y	Y	Y	Y	O	N	O	O	N	O	O	N
Petrol Station	N	N	O	O	N	N	N	O	Y	N	N	N	Y	N	N

Table 18: Land Use Zoning Matrix

Land Use	A-Town Centre	B- Existing Residential/Infill	C- New Residential	D- Neighbourhood Centre	E-Community & Education	F- Open Space & Amenity	H- Industrial & Warehousing	I- Agricultural	J-Transport & Utilities	L- Leisure & Amenity	M- Retail/Commercial	O- Department of Defence	Q- Enterprise & Employment	R- Retail/Commercial	V- Equestrian
Place of Worship	Y	O	O	O	Y	N	N	N	N	O	N	N	N	N	N
Playing Fields	O	O	O	O	Y	Y	Y	O	N	Y	N	N	O	N	N
Pub	Y	N	N	O	N	N	N	N	N	N	O	N	N	N	N
Restaurant	Y	O	O	N	E	N	N	N	N	N	O	N	O	O	N
School	Y	O	O	N	Y	N	N	N	N	N	N	N	N	N	N
Shop (Comparison)	Y	N	N	N	N	N	N	N	N	N	Y	N	N	Y	N
Shop (Convenience)	Y	O	O	Y	O	N	N	N	O	O	Y	N	N	Y	N
Stable Yard	N	N	N	N	N	O	N	Y	N	N	N	N	O	N	Y
Tourist Related Facilities	Y	O	O	O	O	O	O	N	N	O	O	N	O	N	Y
Utility Structures	O	O	O	N	O	O	O	O	Y	N	N	N	O	N	O
Warehouse (Wholesale) / Store / Depot	N	N	N	N	N	N	Y	N	O	N	N	N	Y	N	N
Workshops	O	O	N	N	N	N	Y	O	Y	N	N	N	Y	N	O

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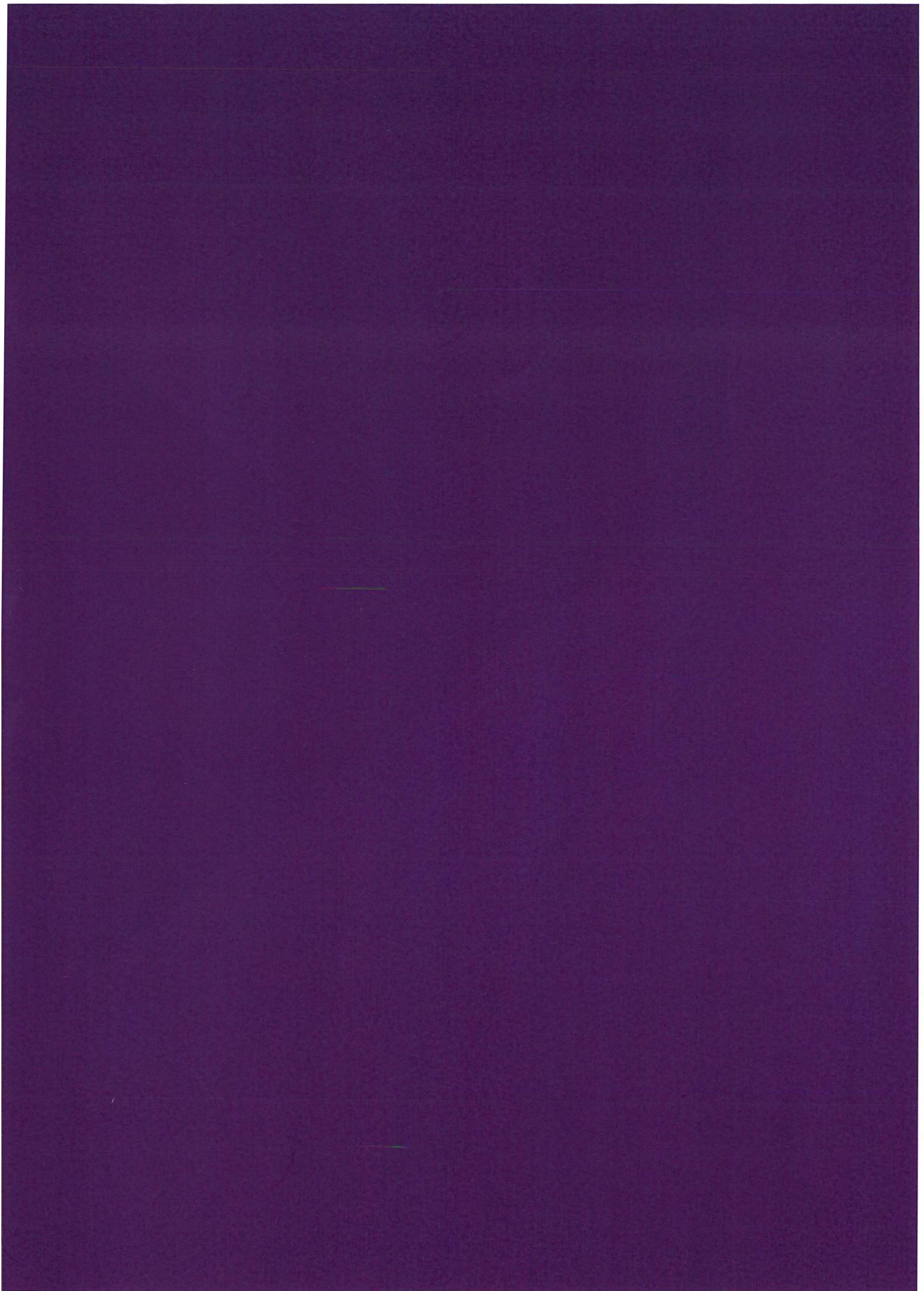
Legend :

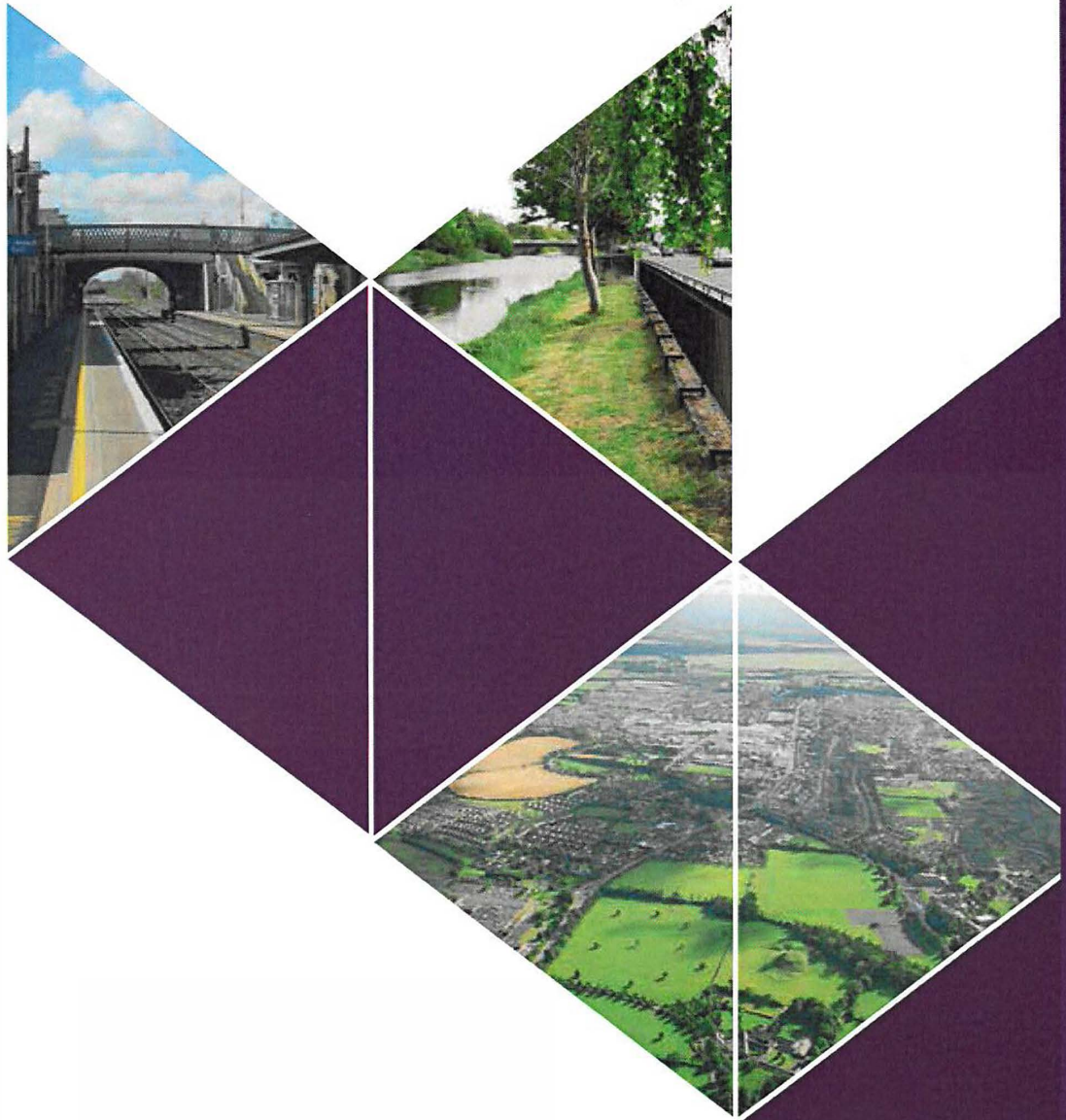
- Local Area Plan Boundary
- A: Town Centre
- B: Existing Residential / Infill
- C: New Residential
- D: Neighbourhood Centre
- E: Community & Educational
- F: Open Space & Amenity
- H: Industrial & Warehousing
- I: Agricultural
- J: Transport & Utilities
- L: Leisure & Amenity
- O: Department of Defence
- Q: Enterprise & Employment
- R: Retail / Commercial
- V: Equestrian
- Rivers & Lakes
- 500m Intervals from Train Station
- Movement Objectives (Refer to Map 2)
- Lands subject to masterplan
- Setback from the M7 Motorway & Rail Line
- Train Station
- Motorway Signs
- Pedestrian/Cyclist Bridge

Land Use Zoning Objectives

Date: September 2015	Map Ref: 7
Scale: N.T.S.	Drawing No: 200/13/546
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This drawing is to be read in conjunction with the written statement, objectives and relevant maps





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