

Newbridge Town Renewal Masterplan

Urban Design Analysis & Town Renewal Plan

Metropolitan Workshop I Aecom I MacCabe Durney Barnes

Newbridge Town Renewal Masterplan
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Metropolitan Workshop
Architecture + Urbanism



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Executive Summary

In 2018, the Strategic Projects and Public Realm team in Kildare County Council appointed a team led by Metropolitan Workshop to conduct a Town Renewal Plan for Newbridge after securing funding from the Department of Arts, Heritage, Regional, Rural and Gealtacht Affairs. As part of the implementation process of this project, KCC are required to complete the following steps:

Step 1: Conduct a town 'Health Check' and Urban Design Analysis to assess the vitality and viability of the town centre.

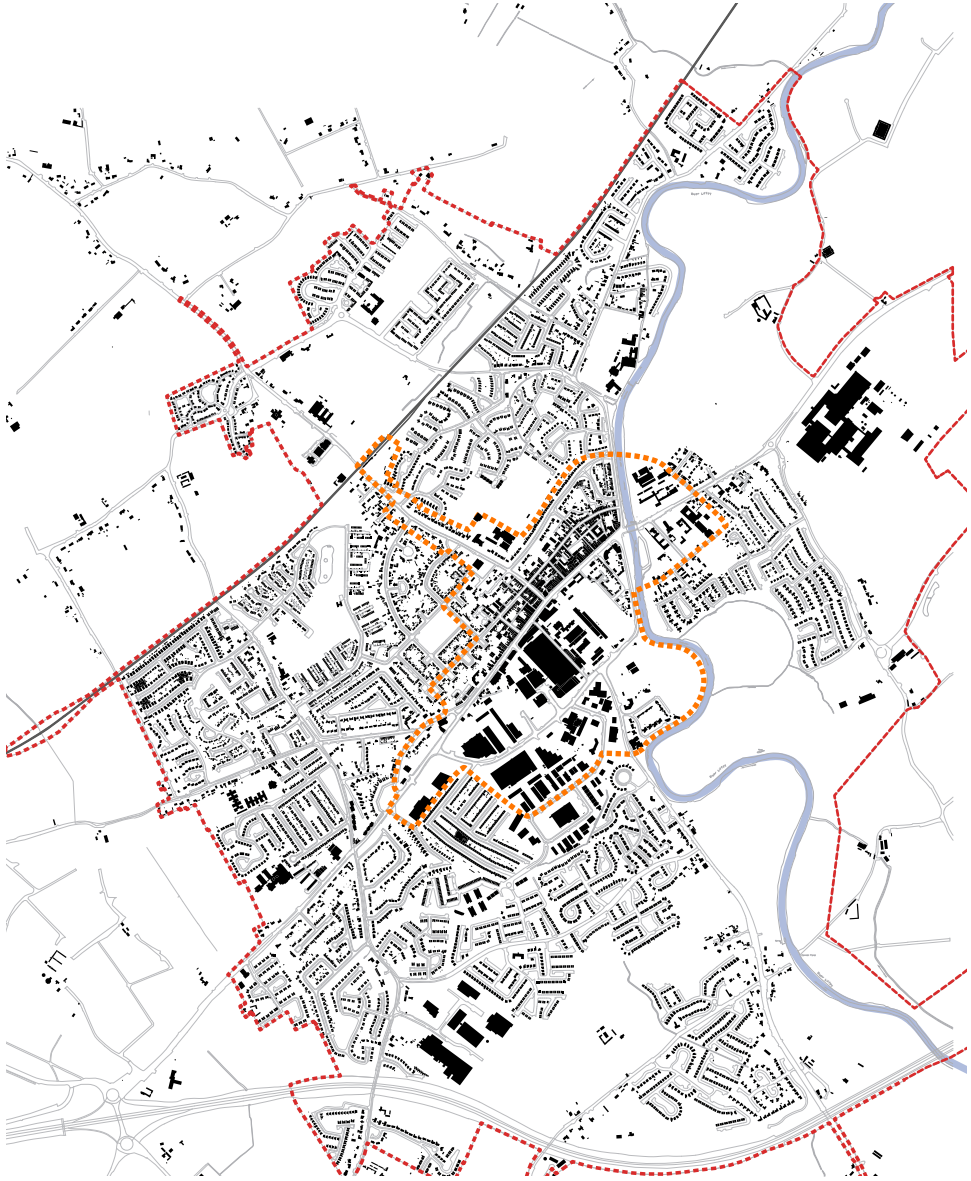
Step 2: Establish a Town Renewal Committee with the involvement of the Local Authority, Local Business representatives, residents and the wider community,

Step 3: Prepare a Town Renewal Plan on the basis of the results of the Health Check, setting out in detail the measures to be taken to support the renewal and revitalization of the town;

Step 4: Implement the Town Plan

The Town Renewal Plan includes a masterplan and an implementation strategy for the town with several projects designed and ready to be developed to Part 8 approval stage including the establishment of the Newbridge Cultural Quarter and a Area Based Transport Assessment.

Identification of the key projects in the town were informed by the Health Check and the urban design analysis as well as an extensive consultation process ranging from public events through to discussions / workshops with local stakeholders and in-house KCC project team.



Wider Context Area of Analysis

Town Renewal Plan Study Area

Area of Study

Urban Design Analysis

Urban settlements contain many layers of complexity, therefore in order to develop a clear picture of the town, many strands of research are required.

We carried out on-site analysis, which was then supplemented by desktop studies. Ahead of carrying out any work, the study area as shown on the previous page was agreed with Kildare County Council. In Newbridge Town there are a number of existing projects prepared which have been noted and built upon to inform this town renewal plan.

Our analysis focuses on forming a detailed understanding of Newbridge Town framed initially through a strategic and historical analysis, a series of detailed studies into policies relating to the town and population / socio economic profiling informs the development of this plan. A movement analysis also presented the opportunity to understand how the town is used in the context of both vehicular and pedestrian movement.

Secondly, we have looked at how the buildings of the town are inhabited and how this affects the streetscape. We have produced a series of quantitative maps which relate to urban massing, land use, vacancy and public realm culminating in the presentation of existing strategies and proposals in and around Newbridge Town.

This analysis has been conducted with the aim of not only determining how the town is organised but also to identify key assets and opportunities within the town.

The analytical work is underpinned by a rigorous consultation process which informed the propositions later in the document.

Main Street, Newbridge, c.1916

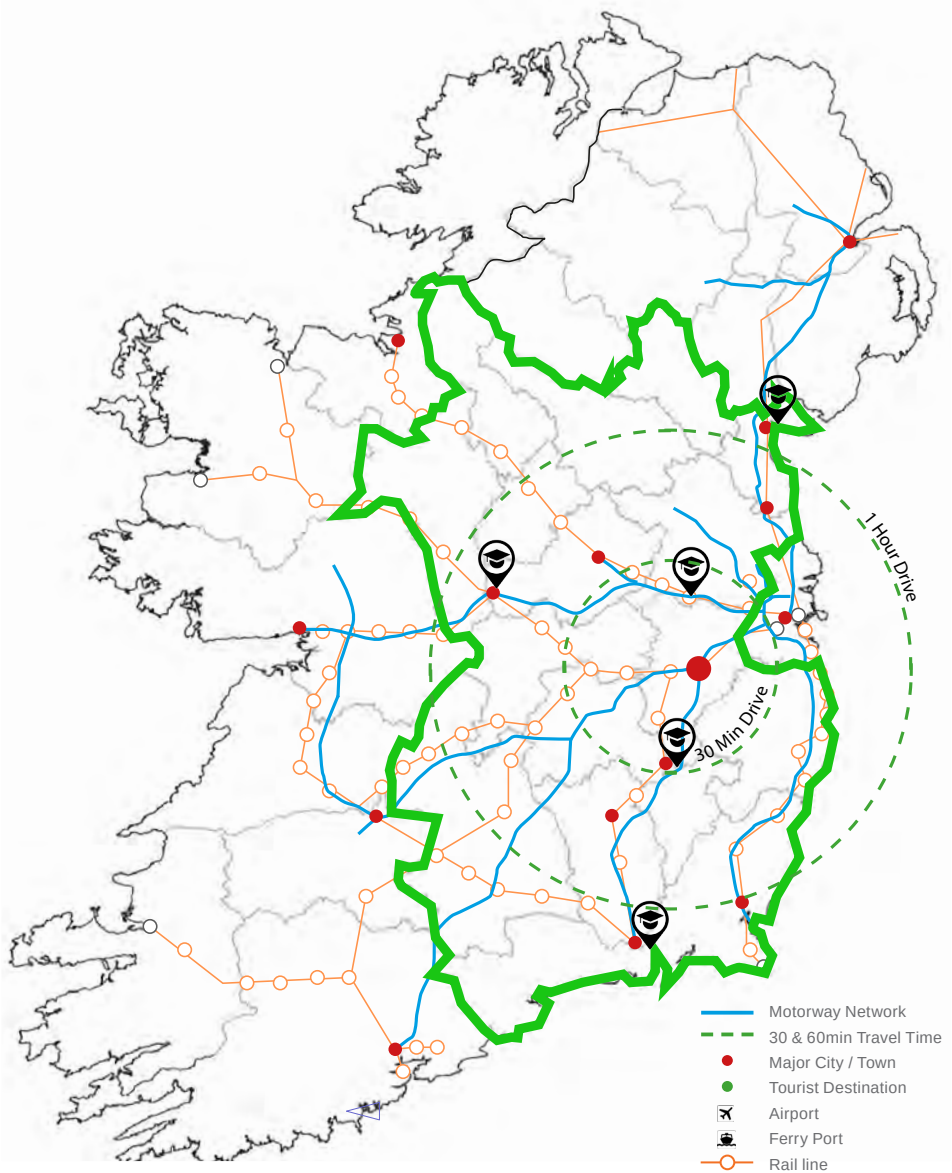

LEINSTER HOUSE
HYERS

Strategic Context

Newbridge is the largest town in Kildare and is located on the banks of the River Liffey. Upriver are towns such as Athgarvan, Kilcullen and Blessington, while downriver are the towns of Caragh, Clane and Celbridge.

Newbridge is bounded by the Curragh Plains to the west, Pollardstown Fen and the Bog of Allen and Moulds Bog to the north west. Around the Curragh, and to the east are a number of stud farms. To the south the motorway now forms a boundary to the town.

The town is situated on the main Dublin-Cork railway line and a regular commuter train service operates between Newbridge and Dublin



Regional Context


Newbridge Town Aerial Image







Historical Photos of Newbridge
Taken between 1890-1915

Historical Development

Newbridge has developed in a number of separate stages, which are clearly evident in the town's structure and architectural heritage. The town was primarily shaped as a garrison town with the establishment of the Cavalry Barracks in c. 1815 and evolved to the north of the barracks with Main St. forming the principal east - west artery. The barracks originally extended from the River Liffey to Cutlery Road, and from Main Street to Military Road. The barracks were demolished over time and little remains of the military presence except 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 (1933), Newbridge Cutlery (1934), Bord na Mona (1946). Newbridge Cutlery and Newbridge Jewellery are both now internationally known firms in terms of quality design.

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.

Newbridge is home to Kildare Gaelic Athletic Association's county grounds St. Conleths Park, hosting both inter-county and club matches throughout the year approximately three to four times a week. The designation of Newbridge as a Self-Sustaining Growth Town in the RSES is reinforced in the county settlement strategy set out in the County Development Plan (CDP). Self-Sustaining Growth Towns are towns with a moderate level of jobs and services – includes sub-county market towns and commuter towns with good transport links and capacity for continued commensurate growth to become more self-sustaining. The CDP recognises that Newbridge will continue to attract a moderate level of jobs and services through a range of employment types including biotechnology, ICT, high-tech manufacturing and research, bloodstock, tourism and food and beverage products.

The CDP identifies the Naas to Newbridge Strategic Economic and Employment Zone. The long-term vision for this area between Naas and Newbridge is for two dynamic and vibrant town centres linked by a strong economic corridor focused on the eastern side of the R445. Each town will offer a wide range of retail, commercial, leisure, social and cultural enterprises, and civic amenities (civic squares/public realm interventions and a vibrant evening economy sustaining a strong residential base that will be served by a future DART service (electrification of the rail line from Sallins to Newbridge).

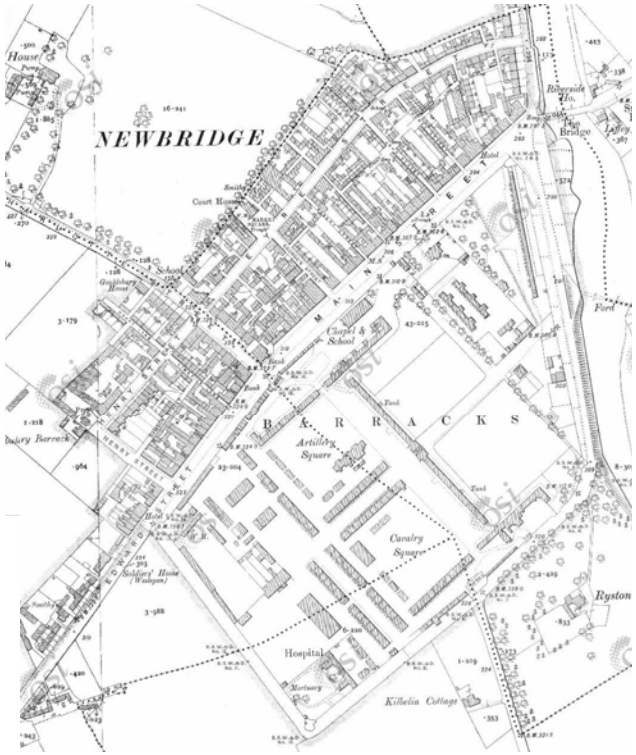
Background Context



Protected Structures in Newbridge Town Centre



Newbridge 1837



Newbridge 1880-1915



Newbridge 1995

Working with Planning Policy

A number of policy documents have been analysed and evaluated as part of the development of this Town Renewal Plan. Detailed within the appendix the documents listed below fall under three categories all informing the future development of Newbridge Town.

These are as follows:

National Policy
- Project Ireland 2040 - National Planning Framework
- Smarter Travel- A Sustainable Transport Future 2009-2020
- Design Manual for Urban Roads and Streets 2019
- National Heritage Plan
- All Ireland Pollinator Plan 2021-2025

Regional Policy
- Regional Planning Guidelines for the Greater Dublin Area 2010
- Regional Spatial and Economic Strategy for the Eastern Midland Regional Assembly 2019-2031
- Transport Strategy for the Greater Dublin Area 2016-2035

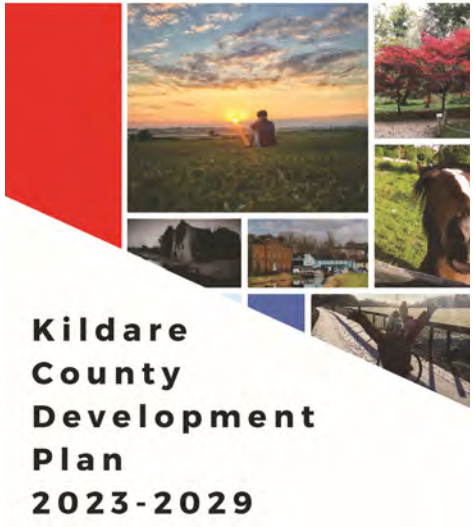
Local Policy
- Kildare County Development Plan 2023-2029
- Kildare – Culture and Creativity Strategy 2023-2027
- Kildare Local Economic and Community Plan 2023-2029
- Green Infrastructure in Kildare, Newbridge and Kilcullen, 2011
- Newbridge Settlement Plan
- Newbridge Area Based Transport Assessment (NABTA see p.27)
- Project Ireland Urban Regeneration Fund

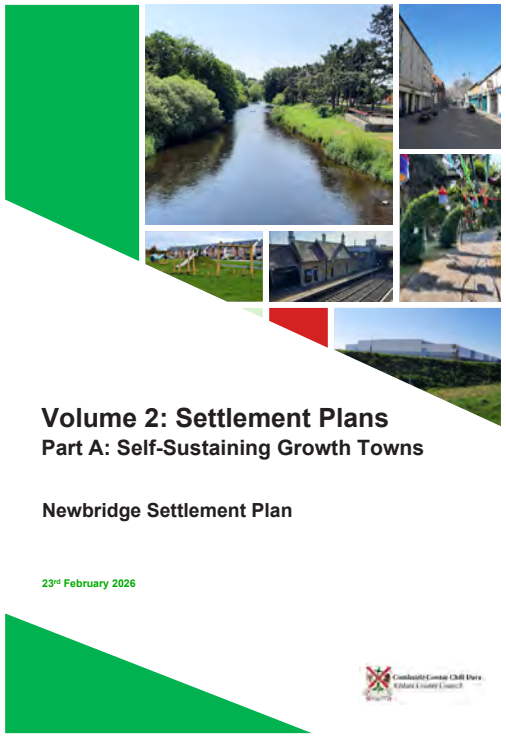
The following pages take a more focused look at planning documents closely impacting the Town Renewal Plan.



Background Context







Newbridge Settlement Plan

The Newbridge Settlement Plan launched in 2026 to replace the LAP and fulfil the objective of the CDP to establish settlement plans for Kildare settlements in accordance with the obligations of the planning legislation in accordance with relevant Ministerial Guidelines, regional planning Objectives and the CDP.

The Settlement Plan considers challenges facing the town, in particular how to facilitate a high quality urban design to improve urban streets, spaces and amenities and the expansion of the quality and quantity of public open space through the designation of key assets along the River Liffey and urban spaces within the urban fabric.

The Plan also includes a Social Infrastructure Audit (SIA) which examines the existing social infrastructure provision in the Newbridge. The Audit also identifies the future requirements of the town and makes recommendations on priority areas for investment within the plan area. The Audit identifies relevant social infrastructure that will contribute to quality of life, forming a key part of the fabric of an area, not just in terms of well-being, but also in terms of sense of place and local identity.

A Settlement Capacity Audit (SCA) is a comprehensive audit of sites with the potential for development. It is carried out to inform the appropriate zoning of residential lands across the Plan area, in accordance with Section 3.2.2 of the Development Plans – Guidelines for Local Authorities (2022). The SCA distinguishes between lands that are ‘Serviced’ (Tier 1) and those that are ‘Serviceable’ (Tier 2) within the lifetime of the Plan. The Audit will ensure that an informed decision can be made as to whether or not to zone land or sites for residential development. This approach has also been applied to employment lands (where appropriate) to apply an order of priority to ensure the zoning of land takes account of proper planning and sustainable development.

The plan outlines a Strengths, Challenges, Opportunities, and Threats analysis of Newbridge Town. This SCOT analysis highlights the balance between Newbridge’s strengths and the challenges it faces, while identifying opportunities for sustainable development and risks to be mitigated. This analysis is detailed in table 1.1 in the Settlement Plan and illustrated in the SCOT analysis Graphic.

Part of the Council’s long-term strategy for Newbridge is to create a more attractive environment through the development of attractive civic spaces, fine streets and a pedestrian/cycle friendly environment. Greater permeability will also help the town centre to be more vibrant and viable.

One significant challenge for Newbridge is to retain its own physical identity and prevent possible coalescence with other settlements.

The vision for the plan is ‘To reinforce the town’s strong sense of place by building upon its profile as a thriving centre for economic and retail activity; to address such issues as congestion, community safety and deficiencies in social infrastructure; to plan for more walkable/ cyclable neighbourhoods which are vibrant, affordable and inclusive to all age groups; to better harness the area’s unique natural,

Background Context





cultural and built heritage assets - all in an effort to create an environment where residents and visitors can flourish and foster resilience in the face of the urgent climate challenge.'

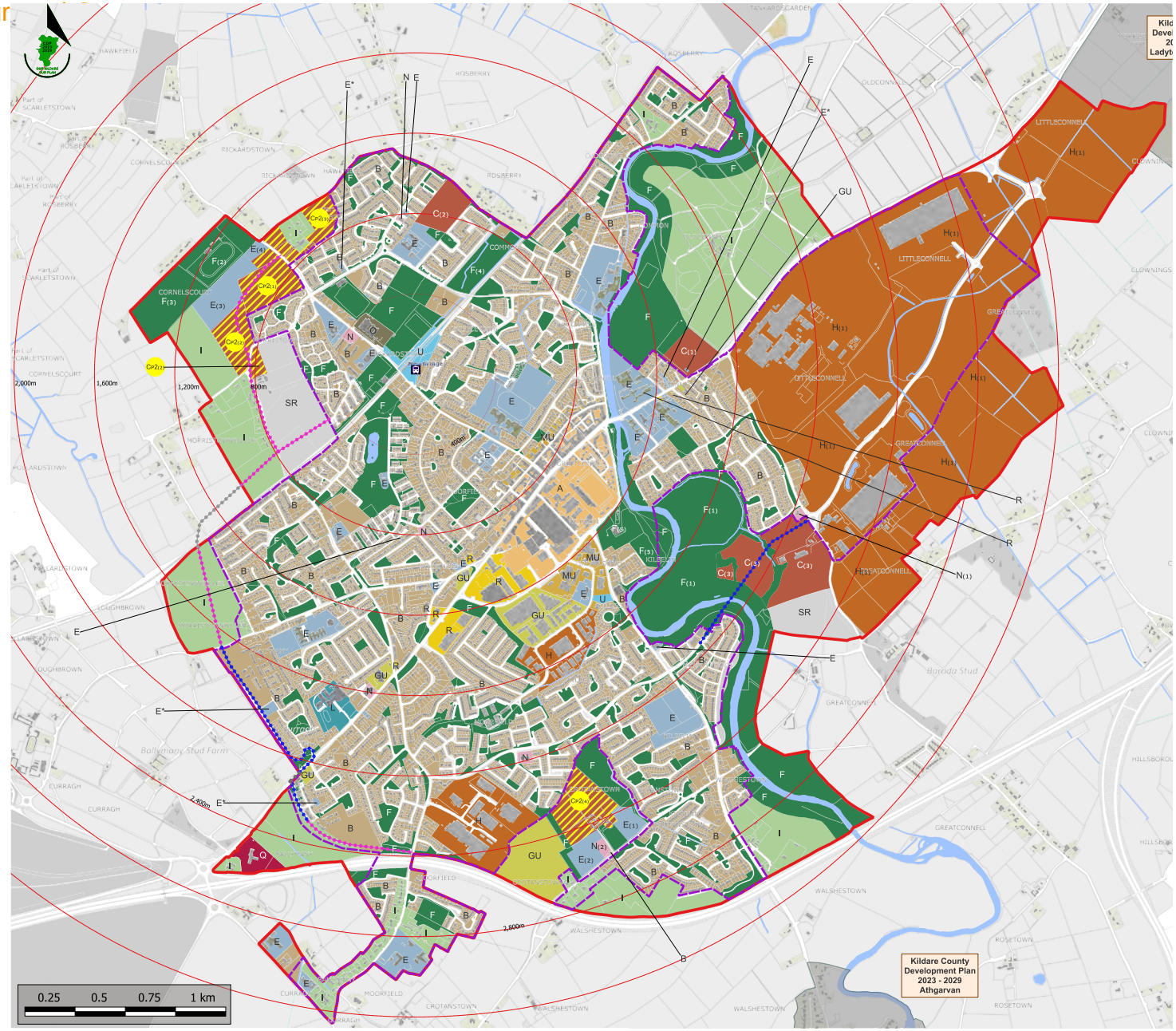
A key priority of the plan is to ensure that Newbridge is a vibrant cultural quarter and bustling hub to live, shop, work visit, socialise and invest in. The many assets in and around the town, such as the Newbridge Silverware and Museum of Style Icons, the Curragh, the Curragh Racecourse, the Whitewater Shopping Centre, the Newbridge Greyhound Stadium, Riverbank Arts Theatre, the River Liffey, Pollardstown Fen National Nature Reserve and County Library Headquarters and History and Family Research Centre will help strengthen the economic base of the town.

In order to cater for greater quantity and quality of open space, the Council considers that there is a requirement for the creation of a 'necklace' of connected spaces throughout the town. This is outlined in chapter 4 of the plan. Consolidation and Renewal of Central newbridge.

Connection and connectivity are intertwined with the town's public realm enhancement and transition to other modes than the private car. The plan is informed by the Newbridge Area Based Transport Assessment which presents a comprehensive analysis of the transport infrastructure and service provision across all modes of transport in Newbridge.

Transportation and movement are key to the sustainable development of Newbridge seeking to achieve and enhance a pedestrian and cyclist-friendly environment. While the NABTA has not been wholly replicated in this Plan its comprehensive and wide-ranging measures have informed the development strategy and land-use zoning of this Plan. The natural heritage of Newbridge is particularly rich and sensitive. The River Liffey is a significant ecological corridor and is preserved thanks to a 80m buffer zone. A habitat and green infrastructure mapping exercise has been carried out and is detailed in the appendices of this report.

Backgr



Legend:

- Settlement Plan boundary
- Built-Up Footprint boundary

Land Use Zonings

- A — Town Centre
- B — Existing Residential / Infill
- C(1–3) — New Residential
- Cp2(1–4) — Phase 2 New Residential
- E - E(1–4) — Community and Education
- F - F(1–5) — Open Space and Amenity
- GU — General Business Use
- H - H(1) — Industry and Warehousing
- I — Agriculture
- L — Leisure and Amenity
- MU — Mixed Use
- N - N(1–2) — Neighbourhood Centre
- O — Department of Defence
- Q — Enterprise and Employment
- R — Commercial and Retail
- SR — Strategic Reserve
- U — Transport and Utilities

Transport Objectives

- Permitted New Road (inside Settlement Plan boundary)
- Permitted New Road (outside Settlement Plan boundary)
- Proposed New Road (inside Settlement Plan boundary)
- Proposed New Road (outside Settlement Plan boundary)
- Neighbouring County Development Plan 2023-2029 Boundaries
- 400m intervals from the train station

Extract from Newbridge Settlement Plan



Design Brief 1: Cutlery Road and Bord Na Mona

The vision for this block is to facilitate the expansion of the town centre within a high-quality built environment. It considers a new building form along Cutlery Road, Military Road and Main Street to create a new built edge, with new corner developments at the junctions of Main Street and Athgarvan/Military Road.

The brief also seeks to provide for greater permeability through the site, with new strategic access points to and from the surrounding road network. It considers a new network of streets, with a new road connecting Athgarvan / Military Road to Main Street and a number of secondary streets and lanes to facilitate pedestrian movement between key spaces. Shared surfaces should be considered.

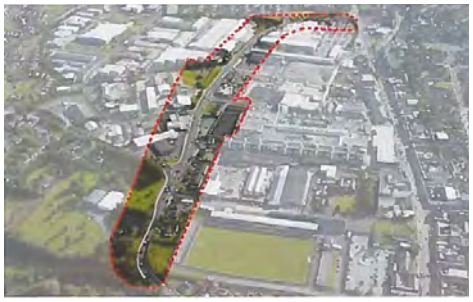
Bord Na Mona have carried out a masterplanning process on their part of the landbank. With their new headquarters which faces out onto the main street set to open later this year.



Design Brief 2: Edward Street to Military Road – development of new streets

The block is generally characterised by a lack of connectivity and identity. The vision for the site includes the wrapping of new buildings around the inactive edges of the site, the creation of new streets with active frontages and a re-definition of the edge condition.

Additional urban spaces, with the creation of new public spaces, supplemented by soft and hard landscaping and green routes would improve connectivity.



Design Brief 3: Military Rd & Athgarvan Rd

This area is characterised by its industrial backland-type character, which lacks a sense of place. The vision for the area includes a re-organisation of the street-scape, with harmonisation despite the variety of land uses. It will take its cues from the other design briefs which somewhat overlaps with this area, specifically where new streets and links are proposed.

Athgarvan road could become an urban street. Through a redesign which also considers the pedestrian and cyclists the road can respond to both the expansion of the town centre and the existing land uses.



Design Brief 4: Town Hall and Georges Street

This area is characterised by inappropriate uses and lacks a physical environment. Market Square, once a lively place in Newbridge, has lost its defined edges and sense of enclosure. Georges Street is noted as cluttered and lacking a coherent visual strategy. The analysis also notes the imbalance of footfall between the various parts of the town, Whitewater and Penney's, being the key generators, but located away from this block.

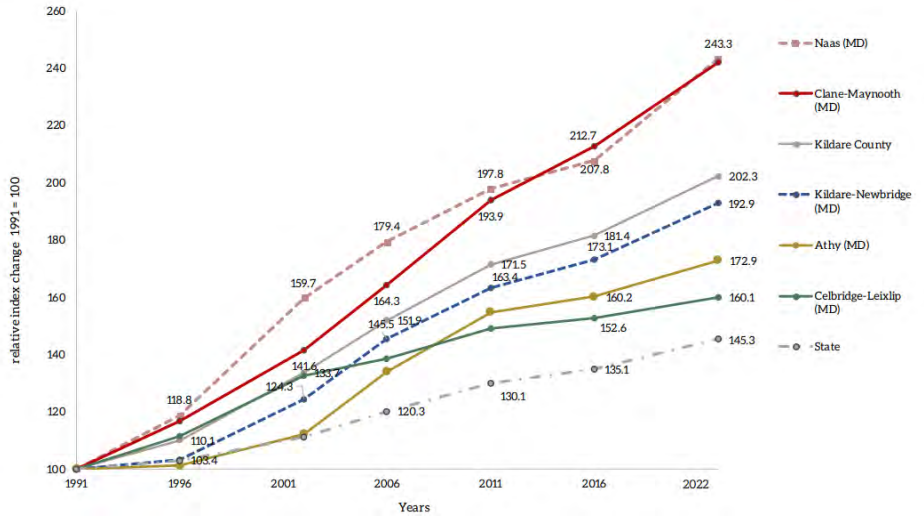
The vision for this block is to reinvigorate this central axis, with regeneration of the public realm around town hall. Priority will be given to pedestrians traversing Main Street and linking with residential areas further north.

Population & Socio-Economic Profiling

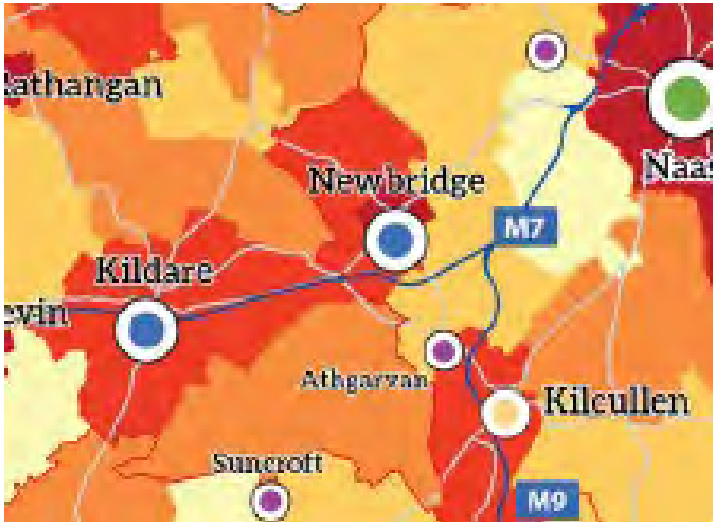
Population over time

The study area is composed of the Electoral Divisions of Newbridge Urban and Morristownbiller. Based on an analysis of the 2022 Census, the Electoral districts accommodate a population of 22,543 which approximates to 27.5% of Kildare county population and accounts for 15% of the aggregate town population for the whole of Kildare. The population of the town and its environs have been growing rapidly and consistently over the past 30 years from 11,503 in 1986 to 24,366 in 2022.

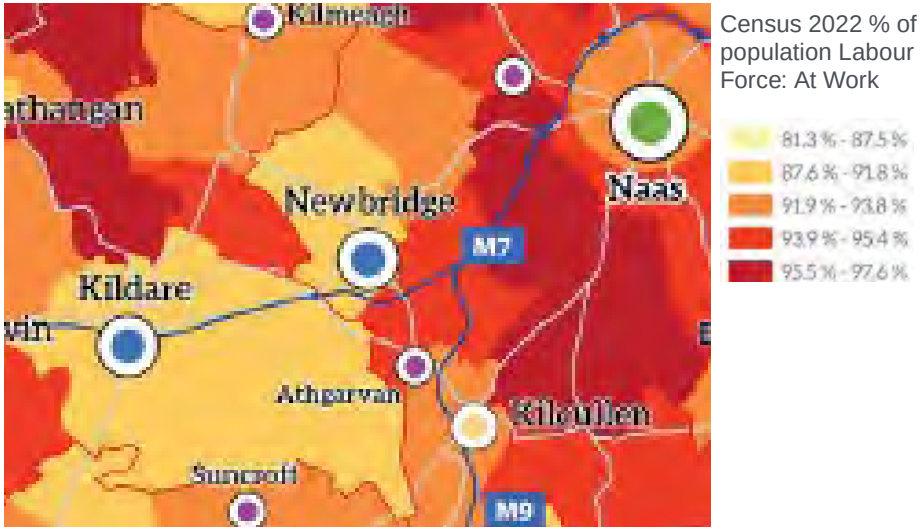
The table (right) compares growth in population of Newbridge, the County and State over a 30 year time frame with an index of 100% in 1991. The County and State's population has risen by 102 % and 45% respectively. However, in same period, Newbridge Town and environs experienced a 92% increase in population.



Population Over Time Source: Census.ie



Percentage of 2022 Population under 25



Percentage of 2022 Population Labour Force: At Work

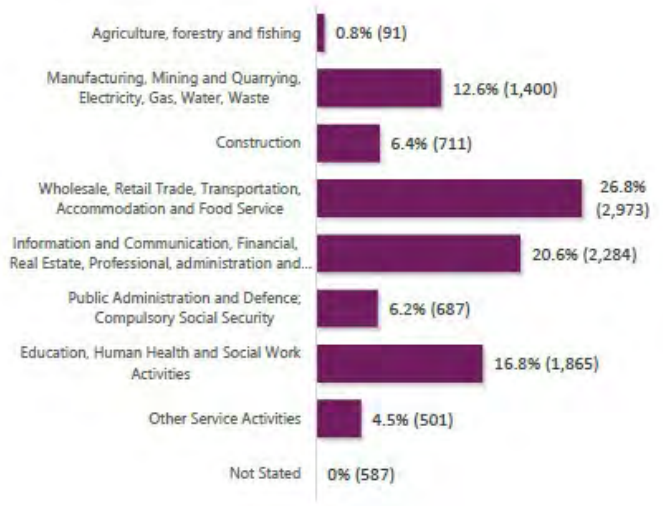
Age Profile

Newbridge and the State have a broadly similar profile nearly 34% of the Newbridge population is in the 0-24 age category, 62.9% are under 45 years of age compared to a national figure of 63% under age 45. It would be prudent to explore the future needs of these population cohorts as they age.

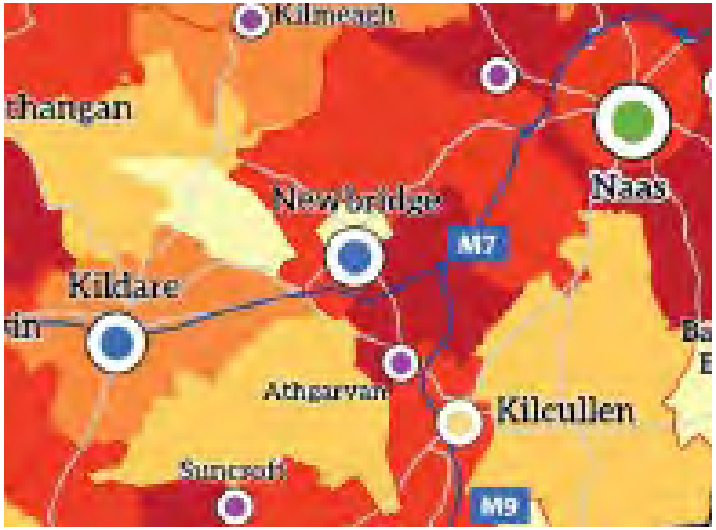
The figure above illustrates the under 24 year old age cohort across the county. As expected, there is a higher percentage in this category in the suburban area

Socio Economic Profile and Employment

The Census provides information on 'socio economic group' at small area level that can be useful to consider. These groups are classified from A to J based on the person's role in employment. Groupings A, B and C together shows the relative distribution of people that are employers, managers, and professionals, whereas grouping from D to J includes people with non-manual, manual, skilled, semi-skilled, farmers and agricultural workers. The percentage in the ABC group is a relatively low compared with the surrounding area. Of the 24,366 persons that reside in Newbridge 11,082 persons are at work. The graph (right) provides a breakdown of the occupation of residents in Newbridge in 2022.



Occupation of Residents in Newbridge 2022

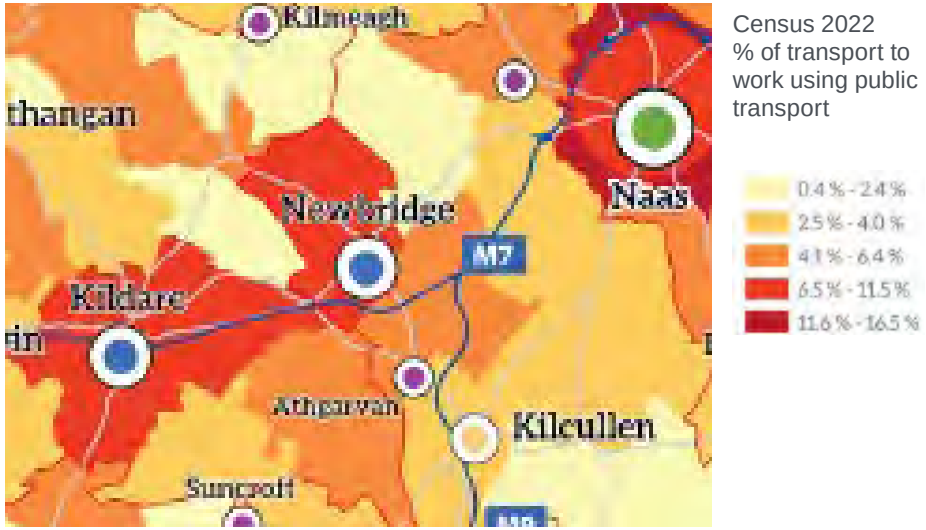


Percentage of Houses Owned through a Mortgage or a Loan, Census 2022

Households and Housing Tenure

There are 8,306 households recorded in Newbridge. 86.5% of the total housing in Newbridge are Houses/Bungalows and the remaining 13.5 are Flats/Apartments.

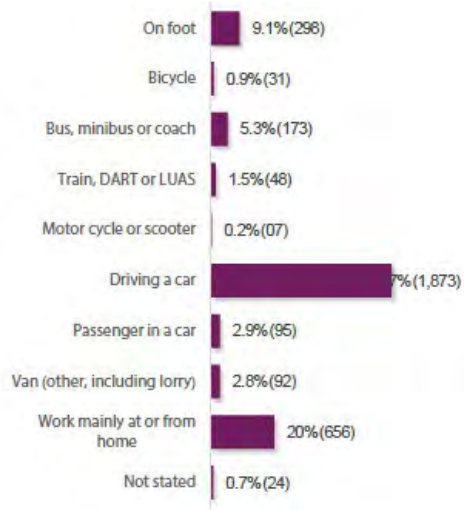
The most popular housing tenure is Owned with Mortgage/Loan at 35.6% compared to the 39.1% for the County. The least popular tenure is Social Rented housing at 13% this figure is higher then the 8.6% for the county.



Percentage of Transport to Work using Public Transport, Census 2022

Means of Travel

The means of travel to work, school or college is broadly in line with the rest of the County. The predominant form of travel in Newbridge is by car, either as driver or passenger with a combined overall figure of 57%. The share of people using active mode transport to work or school in Newbridge is marginally below that of the county average at 10%. Given that it is an urban area, it might be expected that a higher percentage than that of the County as a whole would travel by foot. However, there is only a single percentage point in the difference for travel on foot when the Town is compared to the County.



Means of Travel by Residents in Newbridge 2022

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Retail Health Check

A Retail Destination

Newbridge is designated a Level 2 Major Town Centre in the Kildare County Development Plan 2023-2029. In 2016, it had a net retail floor area of 9,224 sqm of convenience, 25,396 sqm of comparison and 7,475 sqm of retail warehousing. The town's retail offer is set to become even more significant with an additional 6,000 sqm of retail floorspace permitted at the Courtyard Shopping Centre. The town's appeal expands beyond the County's boundary, but probably not nationally.

As the home of Kildare GAA, the matches draw large number of patrons during match days. This provides the towns' hospitality, cafés and restaurants with additional revenue.

Enterprise and Employment

Newbridge identified as a primary economic growth towns in the County Development Plan. The town along with its twin town of Naas, is assigned to the creation of the delivery of critical mass to deliver employment opportunities on a regional scale. As noted in previous sections, Newbridge is an employment draw with Naas owing to the location of large employers, such as Bord na Mona, Pfizer and the Defence Forces. Construction recently began at the new Lidl Headquarters in Newbridge which create 100 jobs once in operation, adding to the 250 employees working at the Newbridge distribution centre.

Tourism

A number of attractions have been highlighted in previous sections of this report. Newbridge Silverware Museum of Style Icons is rated at one of the country's top ten most visited free attractions Failte Ireland data indicates that 211,000 people visited Co. Kildare in 2017. International tourists spent € 91m last year compared to € 115m the year before. Domestic tourist numbers to Kildare were up on the previous year.

There is very limited tourist accommodation in the town, despite having a locally important stadium and being located close to a nationally known racecourse. While there are a lot of takeaway restaurants in the town, there is a limited number of restaurants for dining.

Ireland's Ancient East is a tourism initiative launched by Failte Ireland and aims to attract domestic tourists and to maximise the history and heritage in the East and South of Ireland and bring it to greater visitor attention.

Urban Design Analysis



Newbridge Town Main Attractions



Whitewater Shopping Centre



Newbridge Silverware



Kildare County Library



St Conleths Park Stadium



The Curragh Racecourse

Movement Analysis

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/ Balina 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) 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 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.



O/D	PT Service Number	No. of Services Mon-Fri	No. of Services Sat	Number of Services Sun
Newbridge-Rathangan	126	2	0	0
Newbridge-Naas	126	40	26	12
	726	24	24	0
	826	8	0	0
Newbridge-Kildare	126	15	12	8
Newbridge-Kilcullen	129	11	7	0
Newbridge-Monasterevin	726	24	24	0
	826	8	0	0
Newbridge – Dublin City Centre	Dublin Coach	24	24	24

Public Transport Routes

Vehicular Movement

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 and Military Road has been upgraded to act as an inner relief street. 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.

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.

In 2018, the National Transport Authority and Kildare County Council have drafted a transport framework plan for Newbridge to provide the context for future transport requirements. It identifies high level issues and opportunities for improvement for both transport and the public realm.

Kildare County Council appointed AECOM Transport to prepare an Area Based Transport Assessment for Newbridge (NABTA). The NABTA presents a comprehensive analysis of the current transport situation in Newbridge and presents measures to improve transport conditions. The NABTA informed the development of the Newbridge Settlement Plan.



Primary Roads Network

Urban Design Analysis

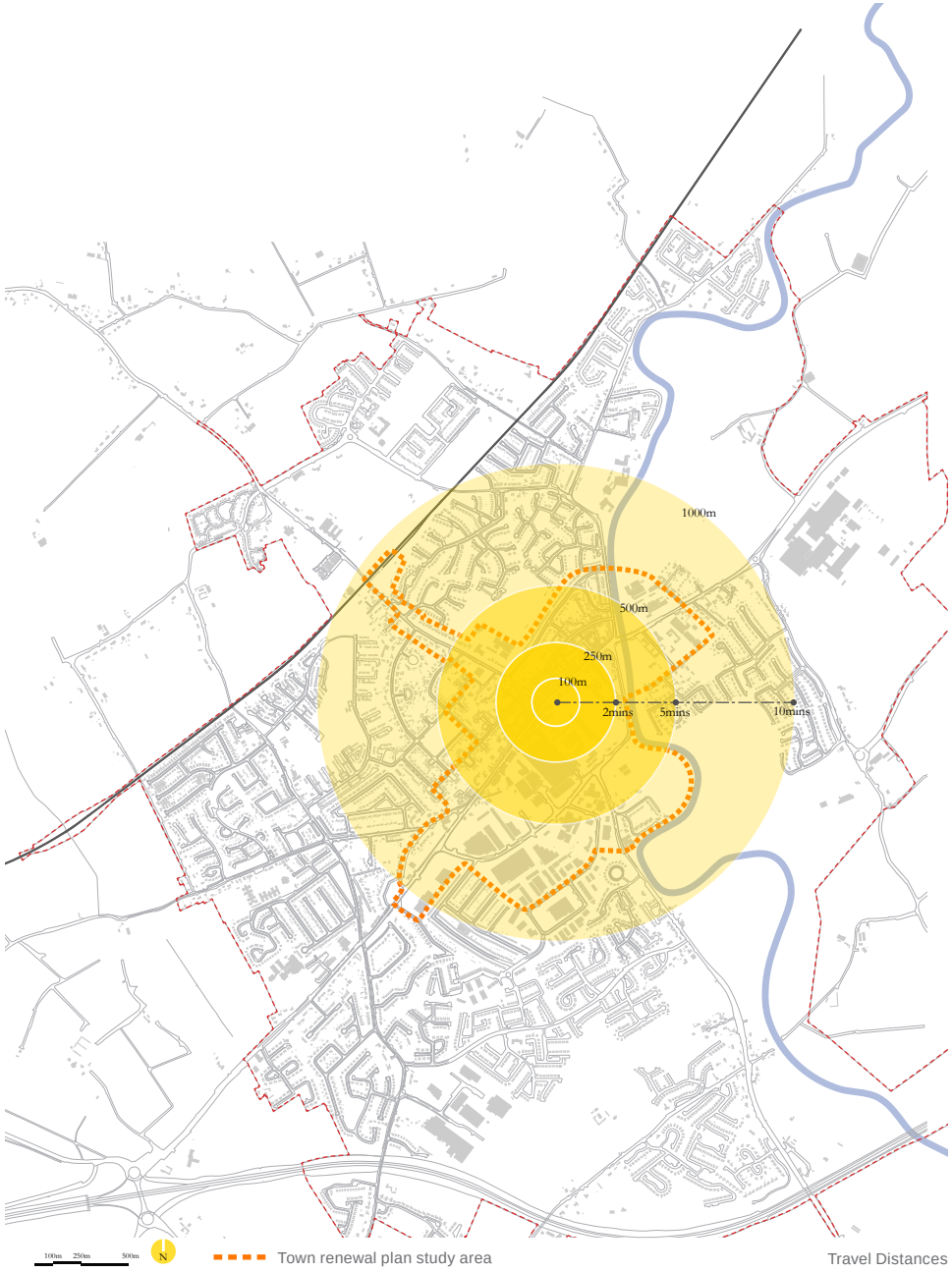








Main Street is dominated by vehicular movement in Newbridge



Travel Distances

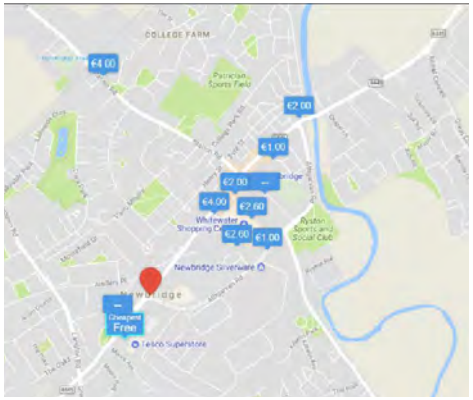
Car Parking in the Town Centre

This study was carried out in 2018 by Metropolitan Workshop.

There are several parking areas within the town centre. This includes two multi-storey car parks located off the main street. The Whitewater shopping centre has roughly 1,700 no. spaces and The Courtyard shopping centre car park has roughly 850 spaces . The town centre has on street parking throughout. There is also parking provided at the train station.

All of these car park locations within Newbridge are located within a 1km radius from Newbridge Town Hall. There is an estimated 10 minute walking distance between the furthermost car parks.

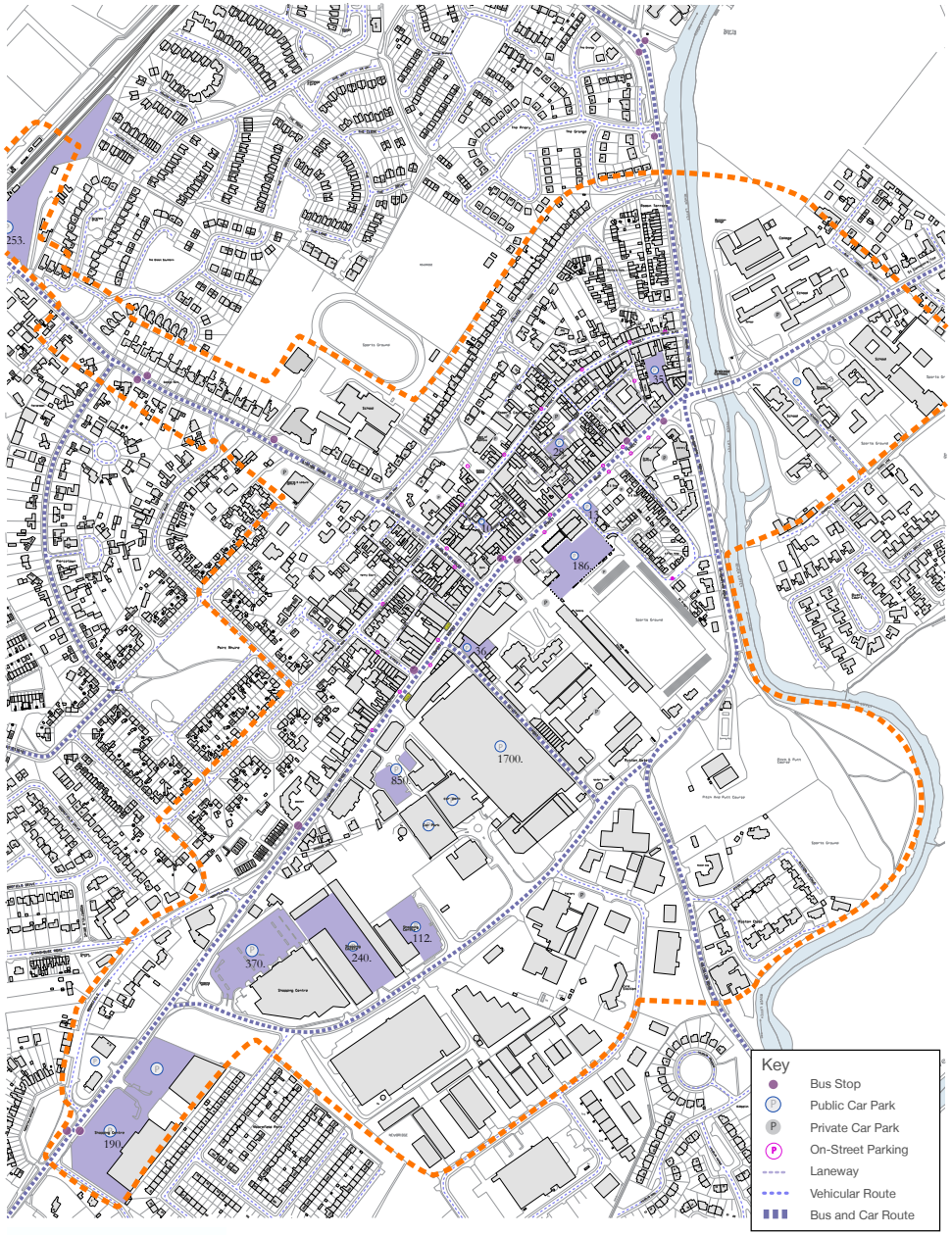
The location and position of all publicly accessible parking facilities is highlighted in to the right



Pricing /hour in Newbridge Car Parks



The most common street condition has parking to its side seen here on both sides of Eyre St



Town renewal plan study area

Vehicular Strategy

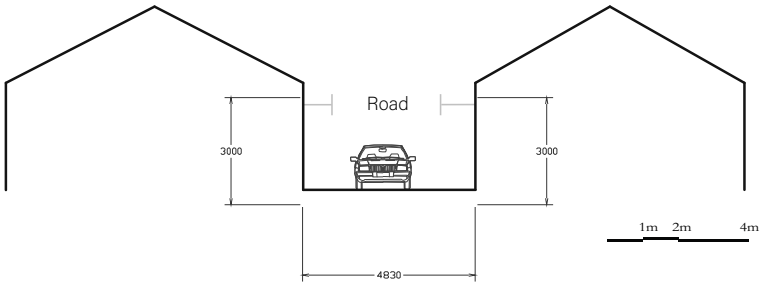
Pedestrian and Cycling Networks

This study was carried out in 2018 by Metropolitan Workshop.

There is currently little evidence of a cycle network in Newbridge and there are very few cycle lanes in the town. They do not form a coherent network and are weakened by poor design at junctions.

Pedestrian permeability is reasonable to the North side of Main street owing to the fine grain development of the town. The larger blocks to the South of the Main street are a memory of the large barrack blocks which once occupied the area. Pedestrian permeability is more challenging here, especially movement in an east-west direction. Many of the streets and spaces appear dominated by car movement and this is apparent from the scale of small laneways which are fully terraced without pedestrian paths through to larger roads such as the Athgarvan Road where junction design and signage all point towards a preference for car movement.

Providing a permeable and walkable town centre will be key to creating a vibrant town centre where shoppers can move between shopping centres, the main street as well as surrounding retail streets and cultural attractions.



Section 1 through John Street which property fronts onto



Laneway Network between Main St and Eyre St





Many laneways have no footpaths for pedestrian movement

Wheelchair Users

This study was carried out in 2018 by Metropolitan Workshop.

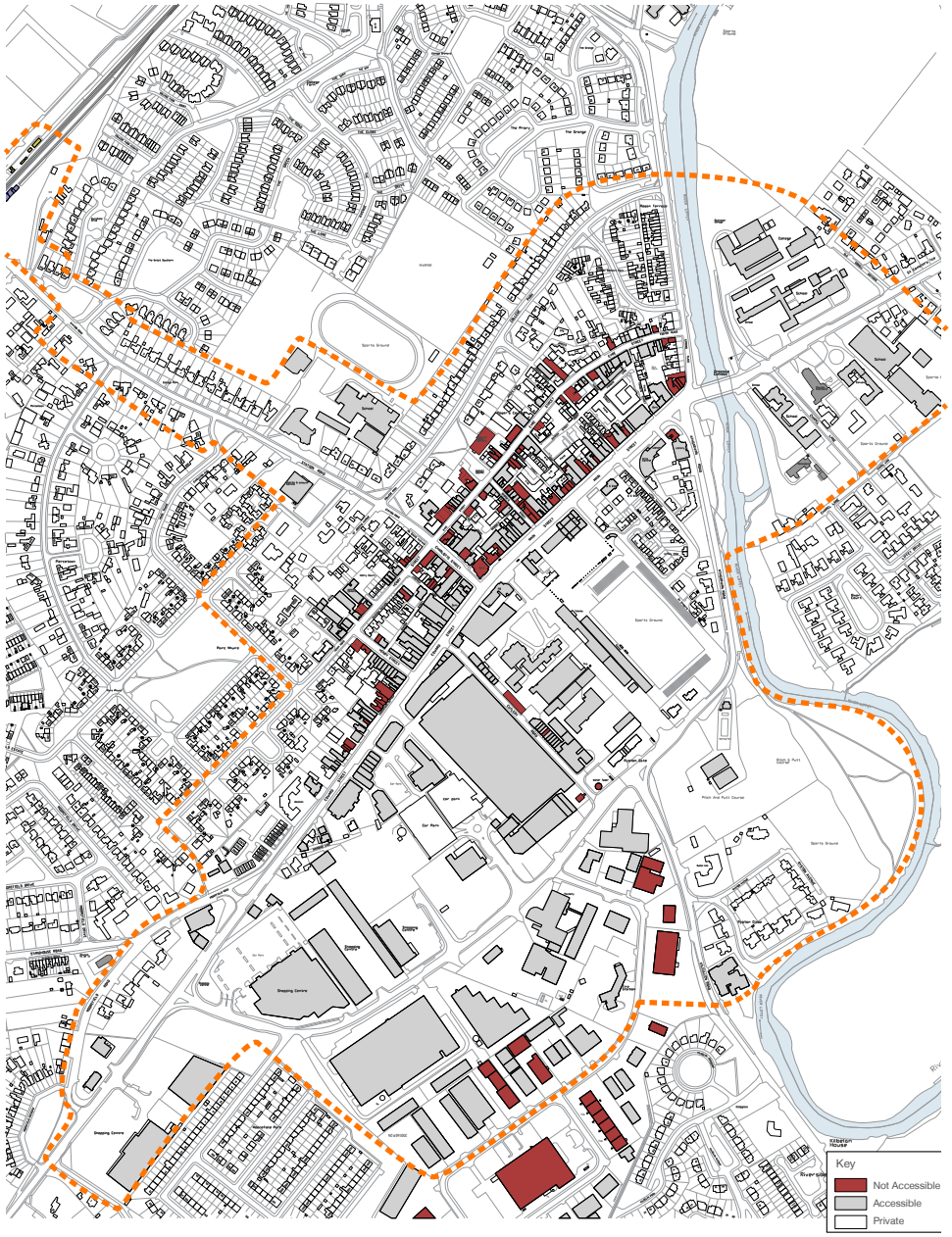
Pedestrian accessibility, especially for those in wheelchairs, those with buggies and older people, is vital to the successful working of the town. The map opposite identifies inaccessible properties within the town, where accessibility is considered from the perspective of a wheelchair user.

There would appear to be a concentration of inaccessible properties around the lanes to the north of the main street. It has already been noted that many of the lanes lack proper pedestrian facilities ans are car dominant.





There are a number of inaccessible units in Newbridge Town Centre



Building Accessibility



Georges St is the only fully pedestrianised street in Newbridge

Pedestrian Counts

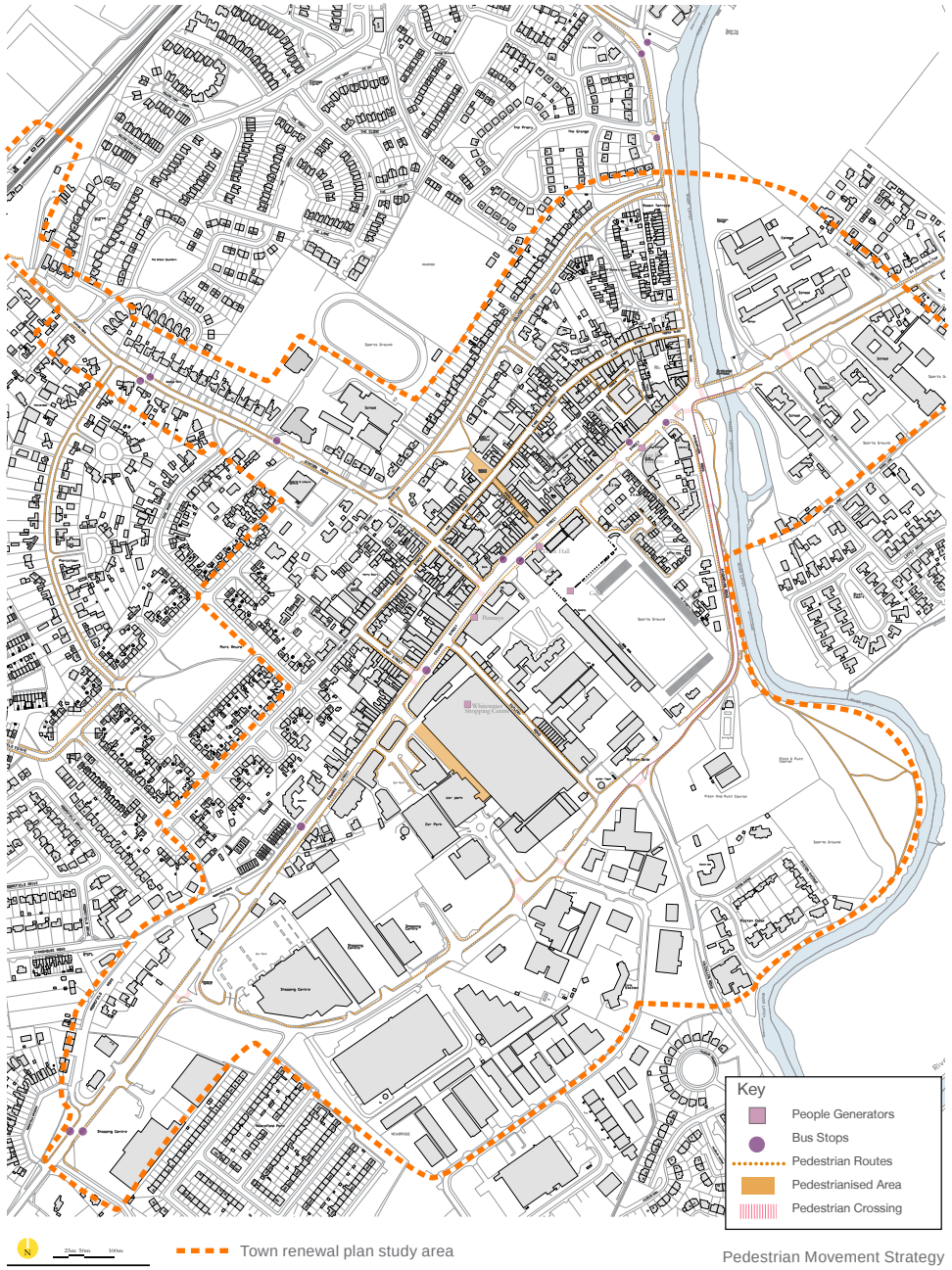
Pedestrian counts were undertaken in Newbridge on the 1st November 2018 and the 2nd of November 2023 between 10 am and 2pm. Data was collected over the course of one day by a team of individuals at different points in Newbridge. The above surveys were designed to allow for comparison. Data at each location was noted at intermittent periods throughout the day to provide a variety of potential comparative blocks. A number of points were surveyed over 20-minute periods with the full counts documented in the appendix of this document. The position of the survey points is presented in the map below:



Pedestrian Count Locations

This study was largely focused around the Main St locale of Newbridge and how people accessed the street. The movement (directions seen in blue arrows in later images) documented and quantified highlighting particular areas of heavy movement and frequency at 7 particular sites.

- Whitewater and the Courtyard Shopping Centre
- Moorefield Road
- Cutlery Road / Main Street / Charlotte Street
- Cutlery Road / Athgarvan Road
- Eyre St, College Park, Georges Street and Johns Street
- Town Hall to Riverbank Arts Centre
- Athgarvan Road / Main Street / St Conleths Bridge



Pedestrian Movement Strategy

Whitewater and the Courtyard Shopping Centre

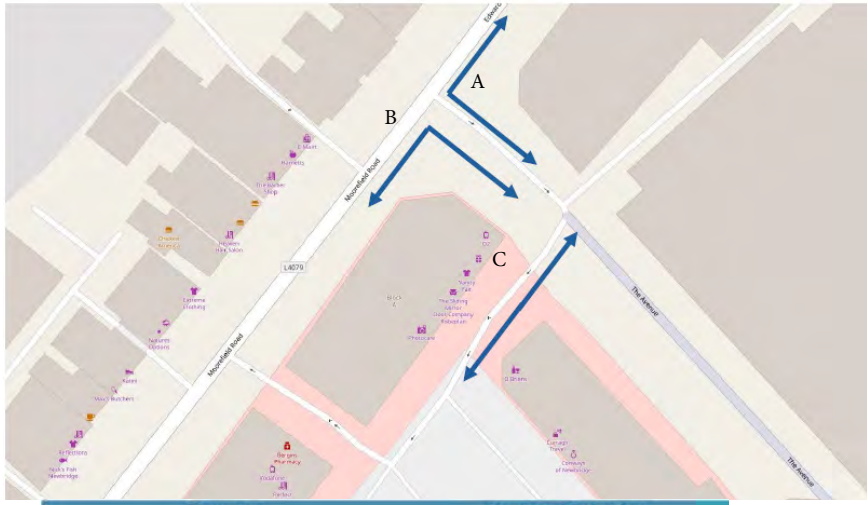
Three types of movements were surveyed from 10;30 am (shortly after the opening of Whitewater Shopping Centre) to 10:50 am. These are shown in the map opposite and quantified in the accompanying table.

Movement between the Courtyard Car Park and the Whitewater shopping centre has increased. This is in line with the general increase in pedestrian use of Newbridge. However, considering that this flow is from the car park to the shopping centre, it suggests that there is a similar tendency to park as close as possible to shopping areas. Most change is visible in pedestrian choice to exit onto Moorefield Road and turn left, this supports the rising popularity of Newbridge south as suggested by a rise in usage of the Edward Street exit.

Moorefield Road

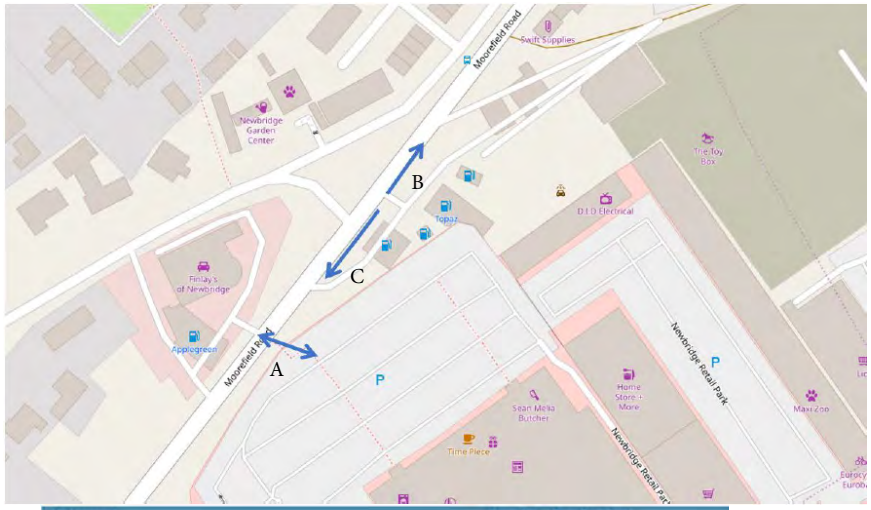
Three types of movement were surveyed from 10:00am (Opening of Whitewater Shopping Centre) to 10:20 am. These are shown on the map below and quantified in the accompanying table.

The Dunnes Stores Car Park has remained free to use. While there was less pedestrian movement both in and out of the car park and along the Moorefield Road in 2018, the figures align with the overall increase in pedestrian use of Newbridge. It seems that the Aldi which has recently opened in proximity to Dunnes Stores has not had an impact on the use of the Dunnes Stores Car Park as a base for shopping both in Dunnes itself and in the rest of the town. The Aldi Car Park's lower capacity may be a factor.



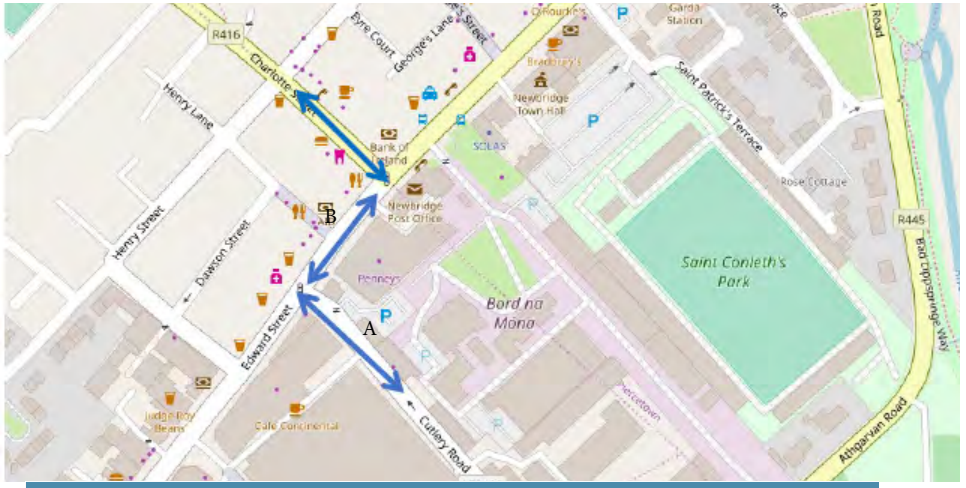
	Movement	Number of Pedestrians	
		2018	2023
A	Whitewater <-> Edward Street	60	41
B	Whitewater <-> Moorefield Road	5	23
C	Courtyard SC Car Park <-> Whitewater	111	162

Whitewater and the Courtyard Shopping Centre Pedestrian Counts



	Movement	Number of pedestrians	
		2018	2023
A	To/From Dunnes Stores Car Park	35	50
B	Moorefield Road, heading north toward Edward Street	23	41
C	Moorefield Road, heading south toward Dunnes Stores	20	32

Moorefield Rd Pedestrian Counts



	Movement	Number of Pedestrians	
		2018	2023
A	Cutlery Road <-> Edward Street	109	124
B	<-> Edward/Main Street	314	339
C	Charlotte Street <-> Main Street	83	161

Cutlery Road / Main Street / Charlotte Street

There has been an increase in pedestrian use of the stretch between Cutlery Road and Edward Street. Yet in comparison to other regions of the town, the increase is not significant. This s ection of road was already popular in 2018, with both the Penneys and Insomnia attracting large volumes of customers. Taking the negligible pedestrian usage of upper Cutlery Road into account, it appears that this street is not used as a through road but rather as an access point for the Whitewater shopping centre (back entrance) or for the shops along the north side of the road.

The new pedestrian crossing outside the shopping centre has not significantly increased pedestrian numbers on the street. However, it has resulted in a reduction of random street crossings and in pronouncing the preference for using the north footpath The newly established seating was not utilised during the survey period either.

The pedestrian flow on Edward/Main Street has increased in a similar manner to that on Cutlery Road. This suggests that movement patterns are the same as in 2018. The Insomnia and Penneys have both been operational on the corner of Cutlery Road since before the first survey was conducted and are popular destinations for walkers. Usage of this section of road is also unlikely to change greatly due to the functional importance of the pedestrian crossings either side of Penneys.

Pedestrian movement from Charlotte Street to Main Street and vice versa has doubled in the past five years. This street is home to several small cafés (though one has closed and another moved location since the 2023 survey), a school, playschools and a playground. It is the main route from central Newbridge to the train station and there has been residential development in the station area since the 2018 survey. Pedestrian counts were collected shortly after the opening of the bistro and during a school holiday on both occasions, exhibiting that Charlotte Street is used for a variety of functions excluding school access.

This location is also an important hub for Newbridge's civic functions. The post office, pharmacy and the Bank of Ireland on the corner of main street have been consistently well frequented across survey periods and draw many individuals to the corner between Charlotte and Main Street.

Town Hall to Riverbank Arts Centre

The Riverbank Arts Centre was less popular at the time of the 2023 survey. There were no events on either day so use of the centre can likely be attributed to the café in both cases. This is the only café north of George Street.

North Main Street has seen more of an increase in pedestrian use than Edward/ Main Street. Access to George Street is from this section of road. This increase is not related to requirements for parking space, as St. Conleth's Car Park saw a reduction in pedestrian flow, though this could change after the planned increase of stadium capacity.



	Movement	Number of Pedestrians	
		2018	2023
A	Riverbank Arts Centre	23	12



	Movement	Number of Pedestrians	
		2018	2023
B	Main Street <-> St Conleth's Car Park	42	24
C	Up/down Main Street	72	179



Movement	Number of Pedestrians	
	2018	2023
Cutlery Road <-> Athgarvan Road	49	15

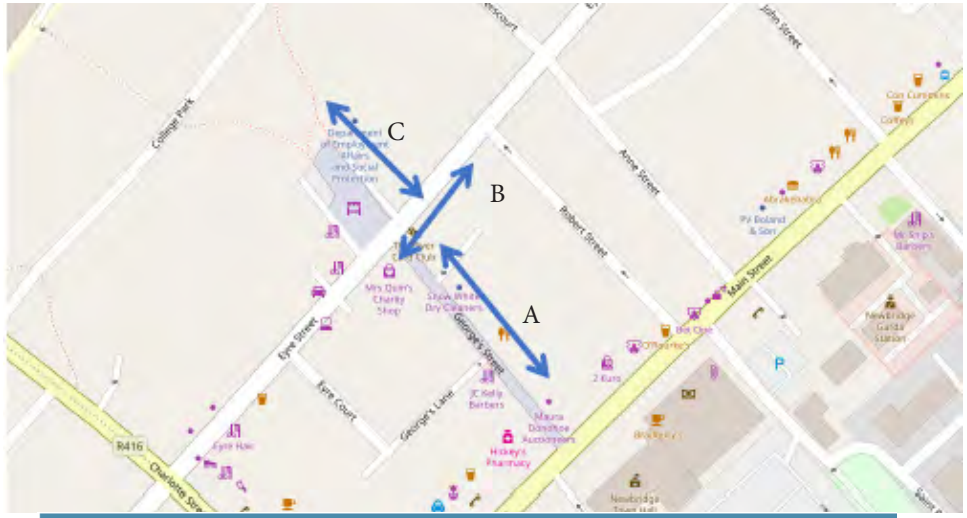
Cutlery Road / Athgarvan Road

Cutlery Road / Athgarvan Road

The region of the Cutlery Road/Athgarvan junction has significantly diminished in pedestrian activity which is particularly notable in light of increased activity in other areas of Newbridge. Despite the wide and inviting footpaths along the Athgarvan Road, pedestrian flow is not being channelled down Cutlery Road towards the businesses or Newbridge Silverware Museum. There is ample parking and good vehicular access to the Athgarvan Road which might influence pedestrian counts.

Eyre St, Market Square, Georges Street and Johns Street

George Street has increased in popularity as a pedestrian route since 2018. The cluttered cluster of commercial glass bins has been removed from the corner and outdoor seating for the bar and café units has been installed along the street. The dominant direction of flow (from Main Street) has not changed, though there was more of a disparity between the use of Eyre Street and George Street in 2023. Despite the general increase in use compared with the rest of the town, pedestrian counts along Eyre Street, which has a mix of commercial and residential units, have not risen significantly. There are several vacant/to let businesses and apartment development in motion here. The path between College Park Square and Eyre Street was not regularly used as a route to George's Street in either year, however during term time this pattern might change.



	Movement	Number of Pedestrians	
		2018	2023
A	George Street / Main Street	51	81
B	Eyre Street (both ways)	48	66
C	Eyre Street <-> College Park	14	17

Eyre Street, Market Square, Georges Street and Johns Street

Athgarvan Road / Main Street / St Conleths Bridge

This junction has greatly increased its pedestrian count, particularly in the direction to and from Athgarvan. This is along Liffey Park and provides an alternative pedestrian route to the Athgarvan Road (see 4.5). Being the closest nature trail to Newbridge, the route could either be used as a route to access Newbridge east or for recreational purposes. Schools were closed on both survey days, so school attendance does not account for the pedestrian movement over St. Conleth's Bridge. Many of the main bus routes through Newbridge (including the bus to Dublin) run through this junction, with stops situated 50 m south and 250 m north of the bridge.



	Movement	Number of Pedestrians	
		2018	2023
A	Crossing St. Conleth's Bridge (both ways)	12	41
B	Towards Rickardstown	5	21
C	Towards Athgarvan	8	61

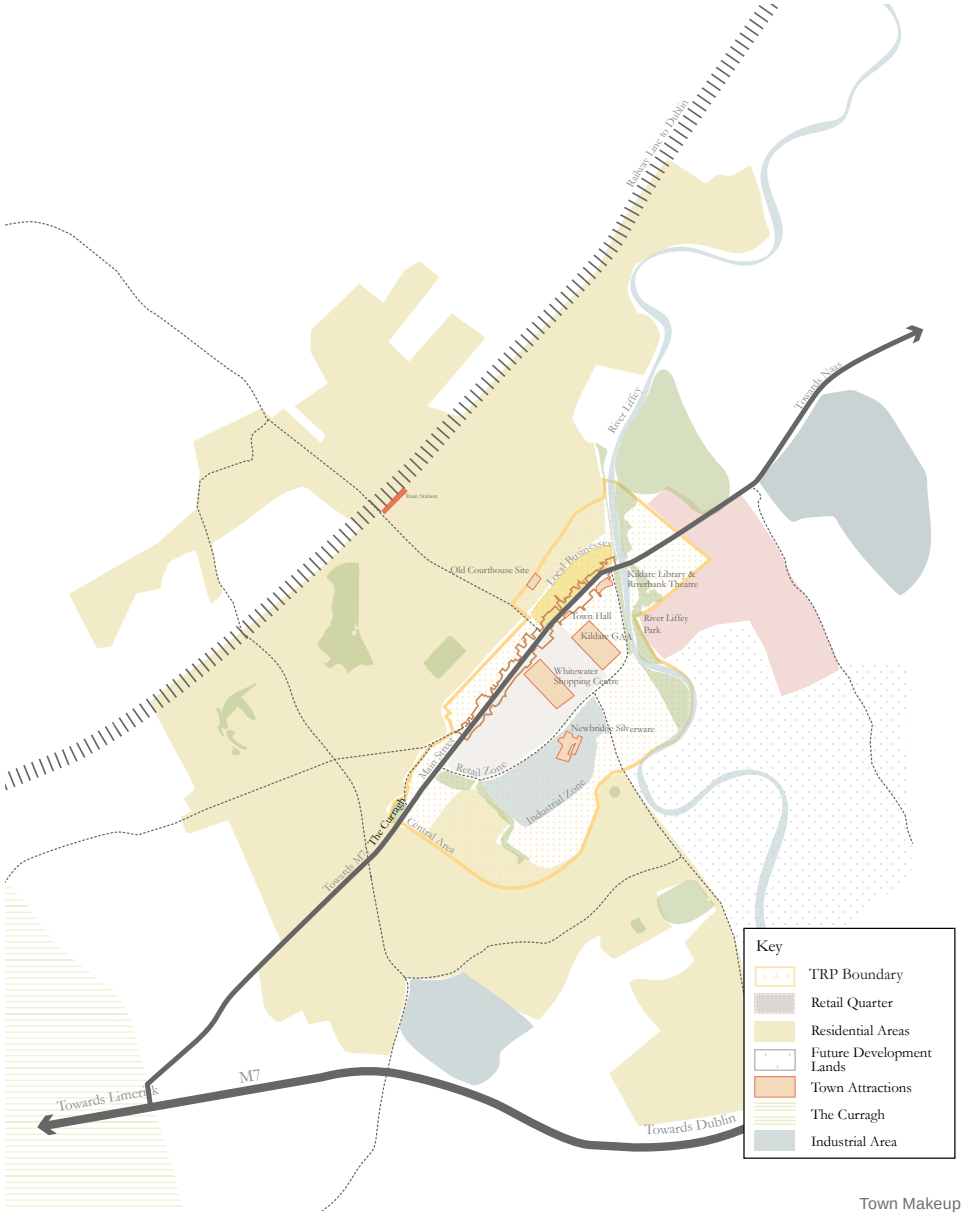
Athgarvan Road / Main Street / St. Conleth's Bridge

Urban Grain

Town Makeup

The town's grid like street pattern reflects it's genesis as a relatively modern garrison town (see pages 10-11). As noted previously the area to the South of Main Street has a more course grain than that of the North and with the closure of some important industries such as Irish Ropes and the down-scaling of others much of this industrial land in the town centre has become redundant.

Newbridge is a busy and vibrant commercial town. Typically residential development has occurred around the periphery of the town centre with many of the residential development taking place North of the railway in Rosberry and Correls Court and to the South in areas such as Kilbelin and Walshestown.



Town Makeup

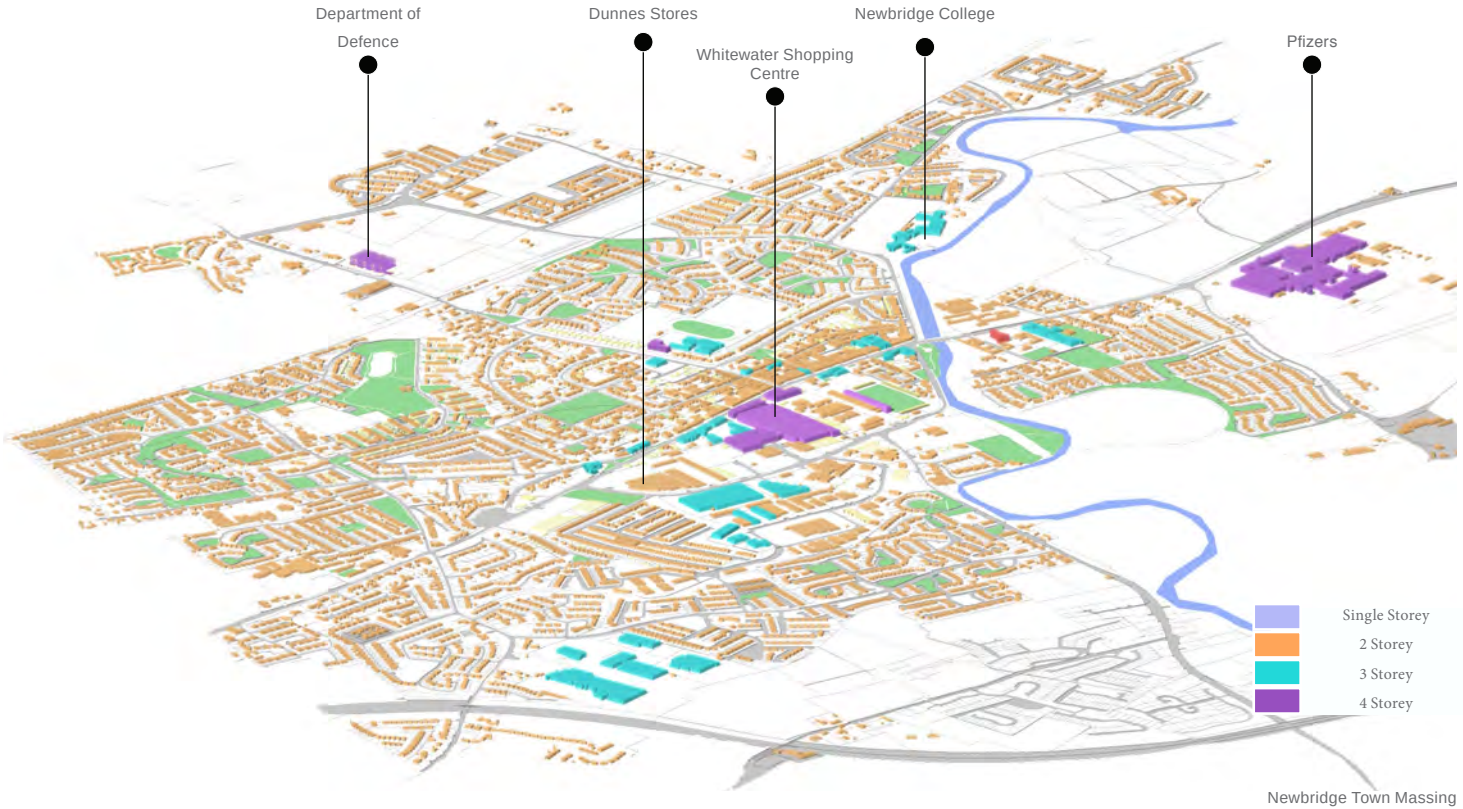
Town Massing

Generally the town of Newbridge would be considered low rise. The majority of the main street and surrounding areas are made up of 1-2 storey buildings however there are several 3/4 buildings reflective of the principle attractions in the town. Such attractions are both cultural (Riverbank Library) and retail (Whitewater, Penneys) in use.

There are few high elements punctuating the skyline however the clock tower at Newbridge College is an exception. However this clock tower is some distance from the town centre.



Newbridge Town Centre Massing



Newbridge Town Massing

Land Use & Vacancy

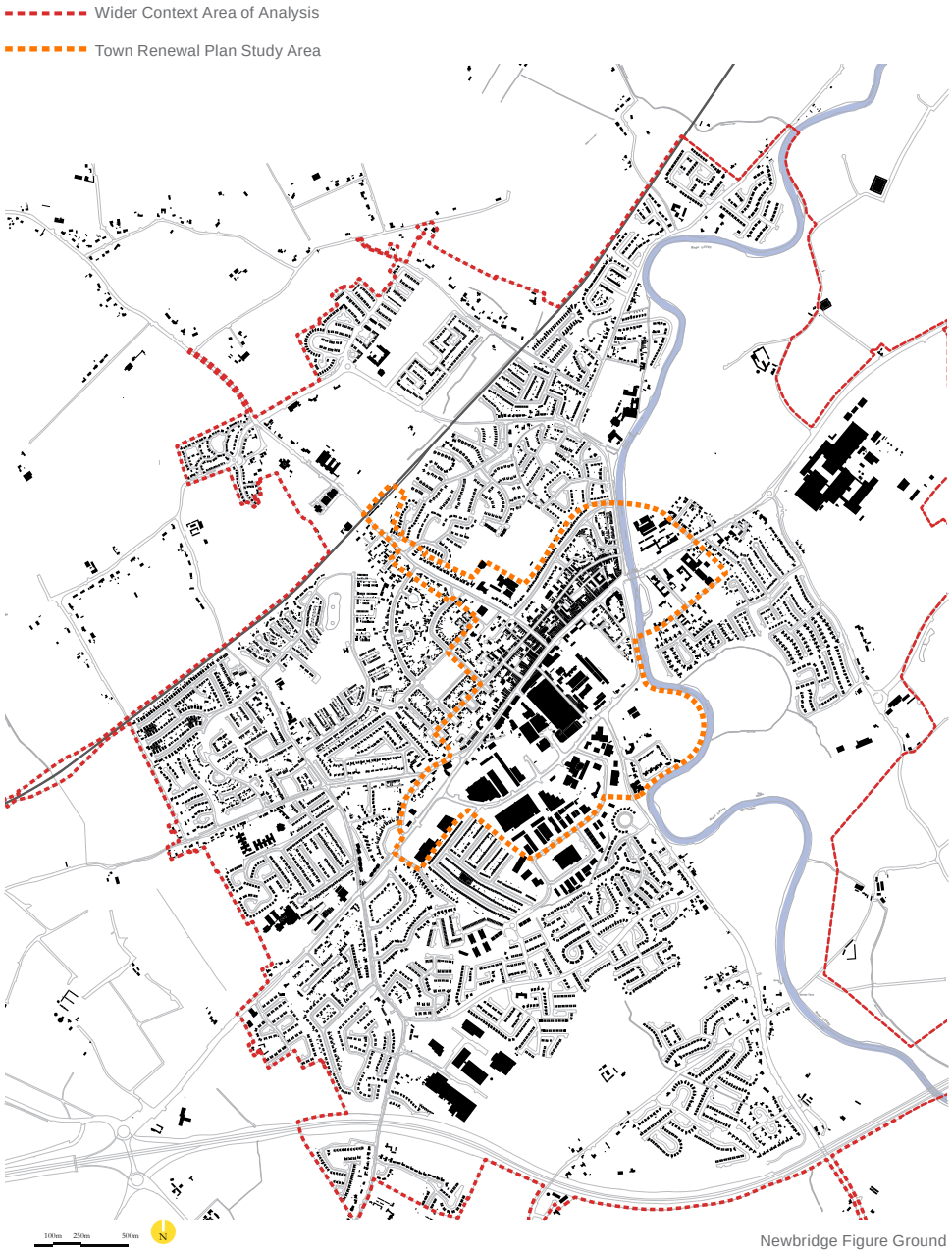
This study was carried out in 2018 by Metropolitan Workshop.

Land Use

Whitewater Shopping Centre is the principal location for multiples and high street retailers, which seek larger and more modern units. The role of Whitewater Shopping Centre will likely be further enhanced with the permitted expansion of the Courtyard Shopping Centre. Two large and modern units are located on Main Street, these are Penney's and Michael Murphy, which both occupy prime locations.

There are significant differences between the east and the west of Main Street in terms of retail offer and quality of the offer. This is largely due to the type of units available on either side of the street. The historic core of Newbridge offers smaller and older units which are not suitable to high street retailers.

There are a number of key locations on the east side of Main Street such as the Library, the Garda Station, the Stadium and Bord na Mona which currently limit further retail expansion on that side of Main Street.



Newbridge Figure Ground

Urban Design Analysis

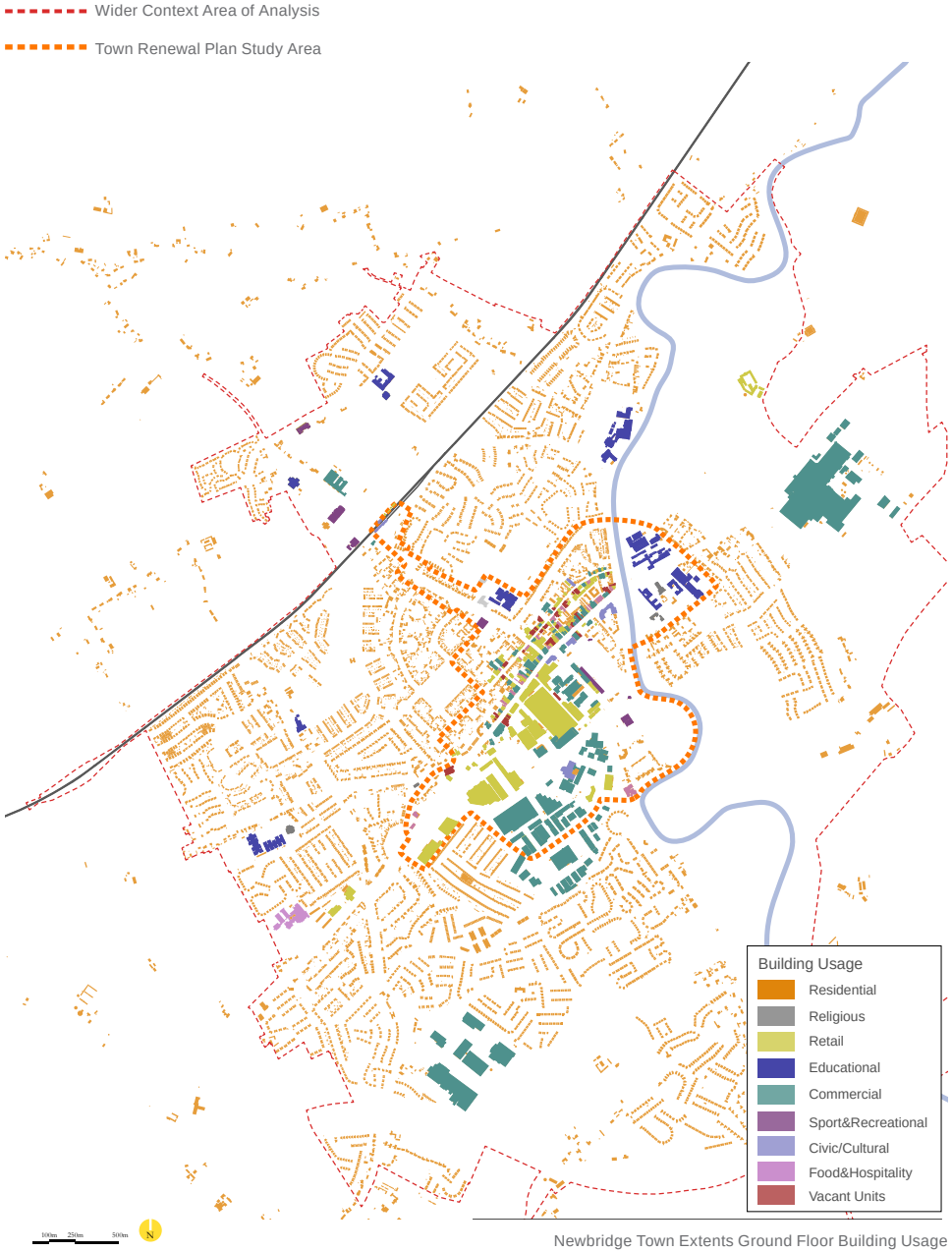








Local run businesses are common on the Northern Section of Main St whereas larger retailers are focused around the Southern section of Main St



Newbridge Town Extents Ground Floor Building Usage

The share of convenience units is not reflective of the actual surface occupied by the units. The main units are occupied by Dunnes Stores, Supervalu and Lidl which are located on parcels on land bounded by Edward Street and the Athgarvan Road.

Mark and Spencers in the Whitewater Shopping Centre completes the convenience offer in the town. There are few units used by independents, such as greengrocers, butchers, bakeries, etc.

Almost 40% of the total number of units in Newbridge are dedicated to comparison shopping. The Heath Check Survey allowed to make a number of observations:

- To the exception of Penneys, most units along Main Street are independent retailers. A similar observation can be made for the Courtyard Shopping Centre, where only TKMax and EuroGiant are multiples.
- Whitewater Shopping Centre is almost entirely occupied by high street retailers. This is likely due to demand for larger and more modern surfaces.
- Cutlery Street provides a good mix of services and comparison retail, mostly operated by independents.
- Penneys appears to be the key units on Main Street, triggering many of the pedestrian movements.

There is also a strong service base in Newbridge with 30% of units providing services such as banking and financial, phone repairs, hairdressing, etc.

There is relatively a large food court in the Whitewater Shopping Centre which includes 18 units. This tends to skew the results of the health check. All units in the court are cafés and fast food types units to the exception of two units, a Japanese and an Italian restaurants.

There is a substantial number of takeaways in the town, those are generally





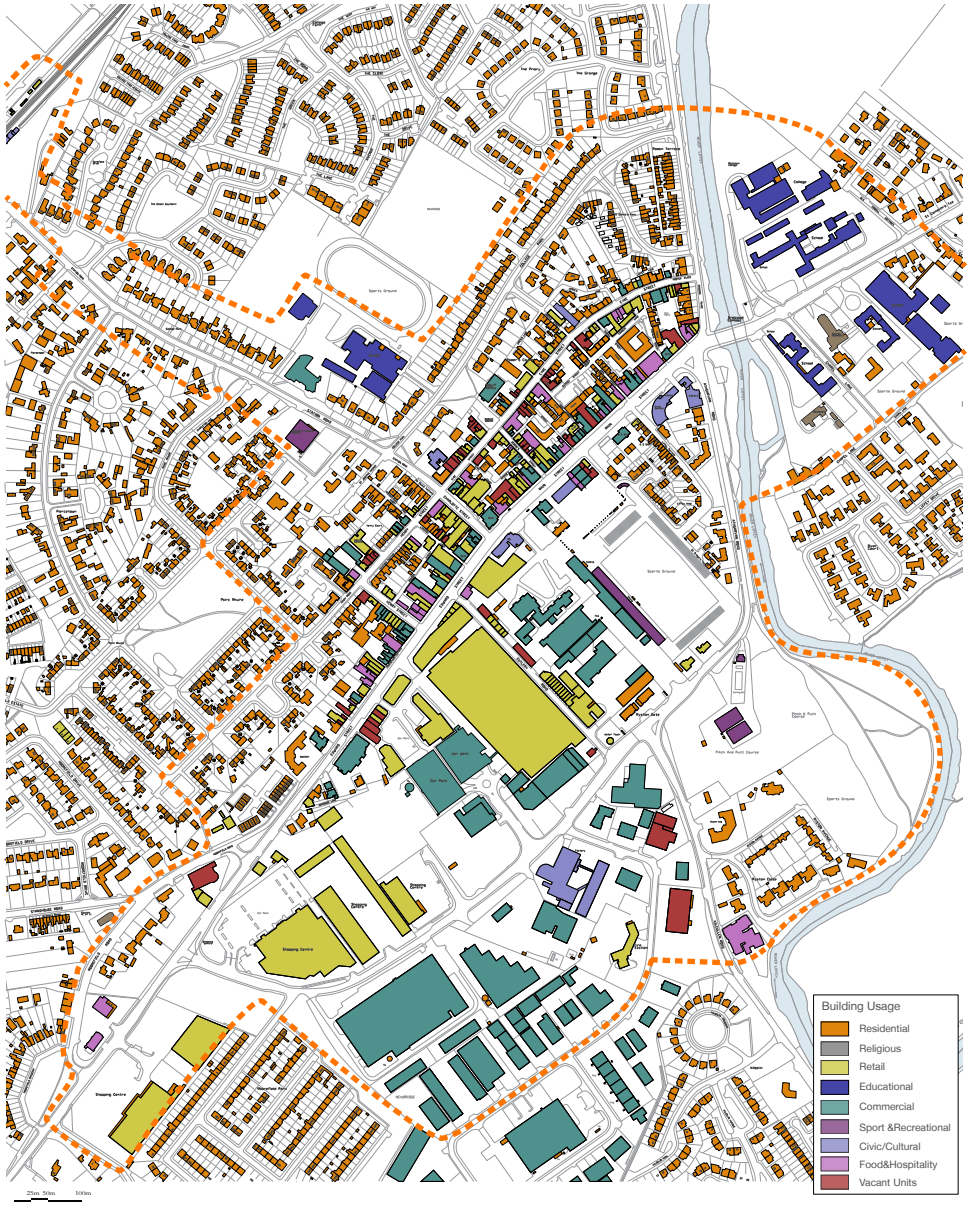
Service Units in Newbridge Town

	Total Convenience	Total Comparison	Total Services	Total Pubs Cafes / Restaurants	Vacant @ Ground Floor	Total Takeaways	Total Units
Main Street	4	31	37	16	10	8	98
Courtyard / Whitewater	2	56	6	17	3	0	84
Athgarvan	3	4	0	1	1	0	9
Eyre St / Georges St / Charlotte Street	6	14	37	14	16	8	87
Cutlery Street	1	10	13	2	0	1	27
Town Total (in units)	16	115	93	50	30	17	305
Town Total (in %)	5.25	37.7	30.5	16.4	9.9	5.6	100

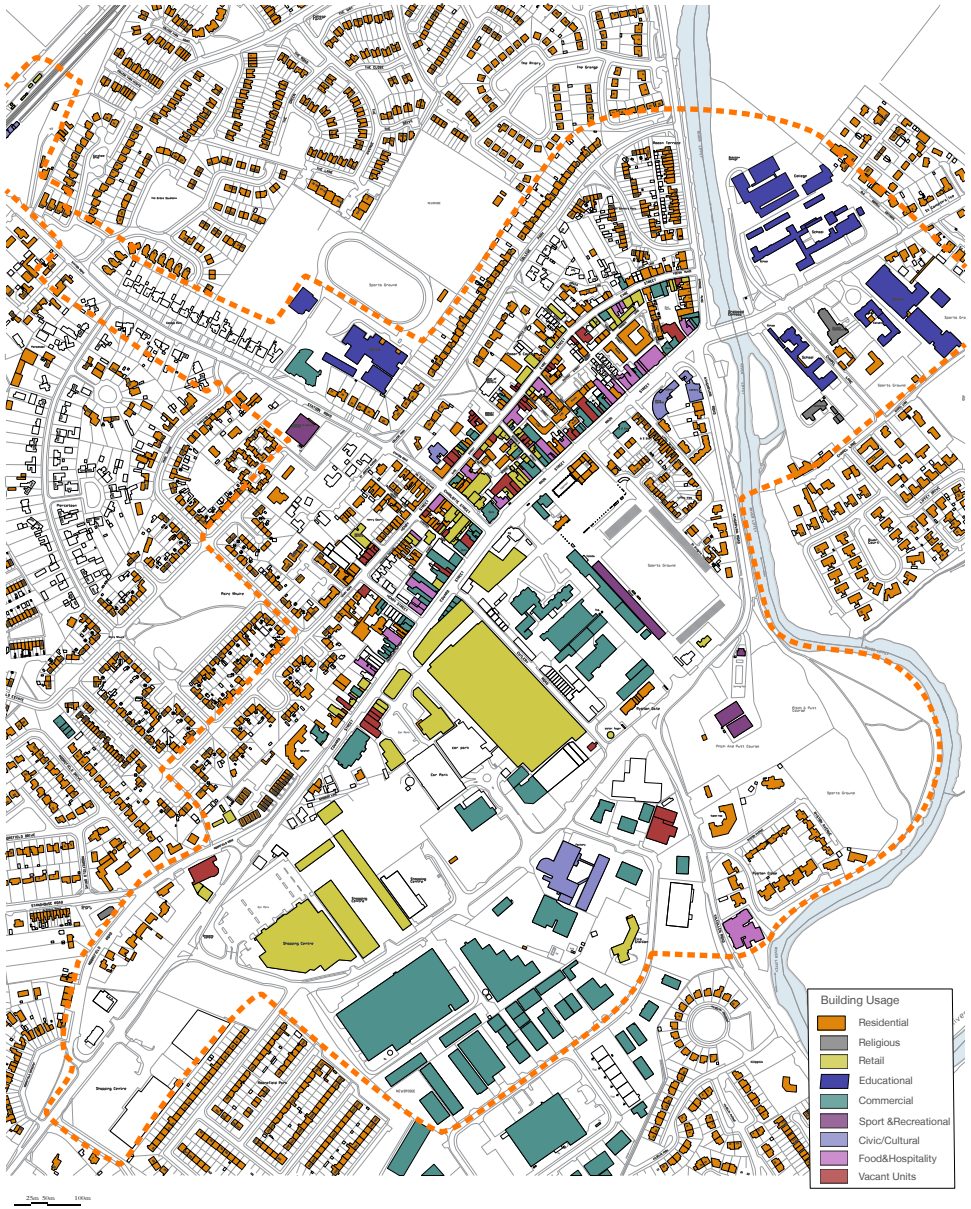
Newbridge Town Centre Units Breakdown

Urban Design Analysis

Town Renewal Plan Study Area



Ground Floor Building Usage

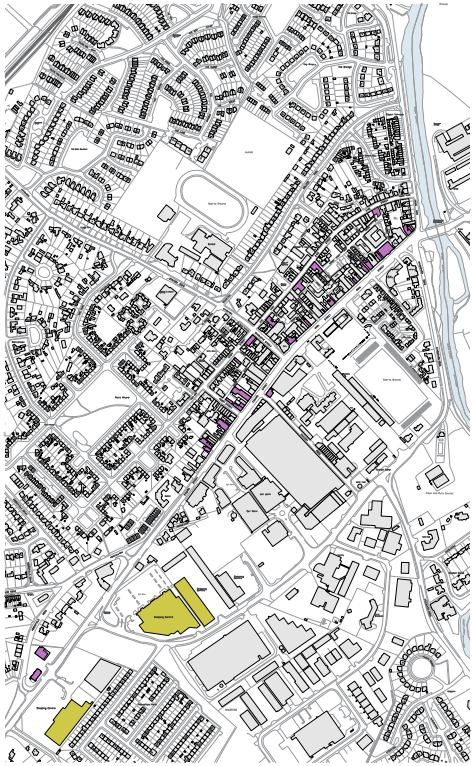


1st Floor Building Usage

concentrated into two broad areas, the Whitewater Shopping Centre and the north Main Street / Eyre Street area. In general, there are few restaurants in the Town Centre. Similar observation is made for cafés. There are few independent cafés, but these appear to perform well and were busy on both survey days.

Night-time activity within Newbridge Town largely runs along Main Street with a number of traditional pubs and fast food outlets. Large retailers such as Dunnes and Tesco close between 9 and 11pm. The chain fast food outlets located on the Western side of Edward Street stay open till 12pm with local offerings also offered on Eyre St as well as Main Street.

There is no hotel offer in the centre of Newbridge Town with The Keadeen Hotel being located a 15-20 minute walk from the town centre along Edward Street.



Open Buildings after 6pm

Vacancy

Vacancies in the town are concentrated to the northern end of Main Street and the historic core and increase as distance from Whitewater Shopping Centre increases.

The total number of vacant ground floor units was just under 10% of the total number of units surveyed. These were largely concentrated in the Eyre Street/ Robert Street/Charlotte Street and to the north of Main Street. There were a few vacant units on the street sides of the Whitewater Shopping Centre, whereas the shopping centre itself counted no vacant units.

There are underutilised backyard sites capable of redevelopment particularly to the North and South of Military Road.

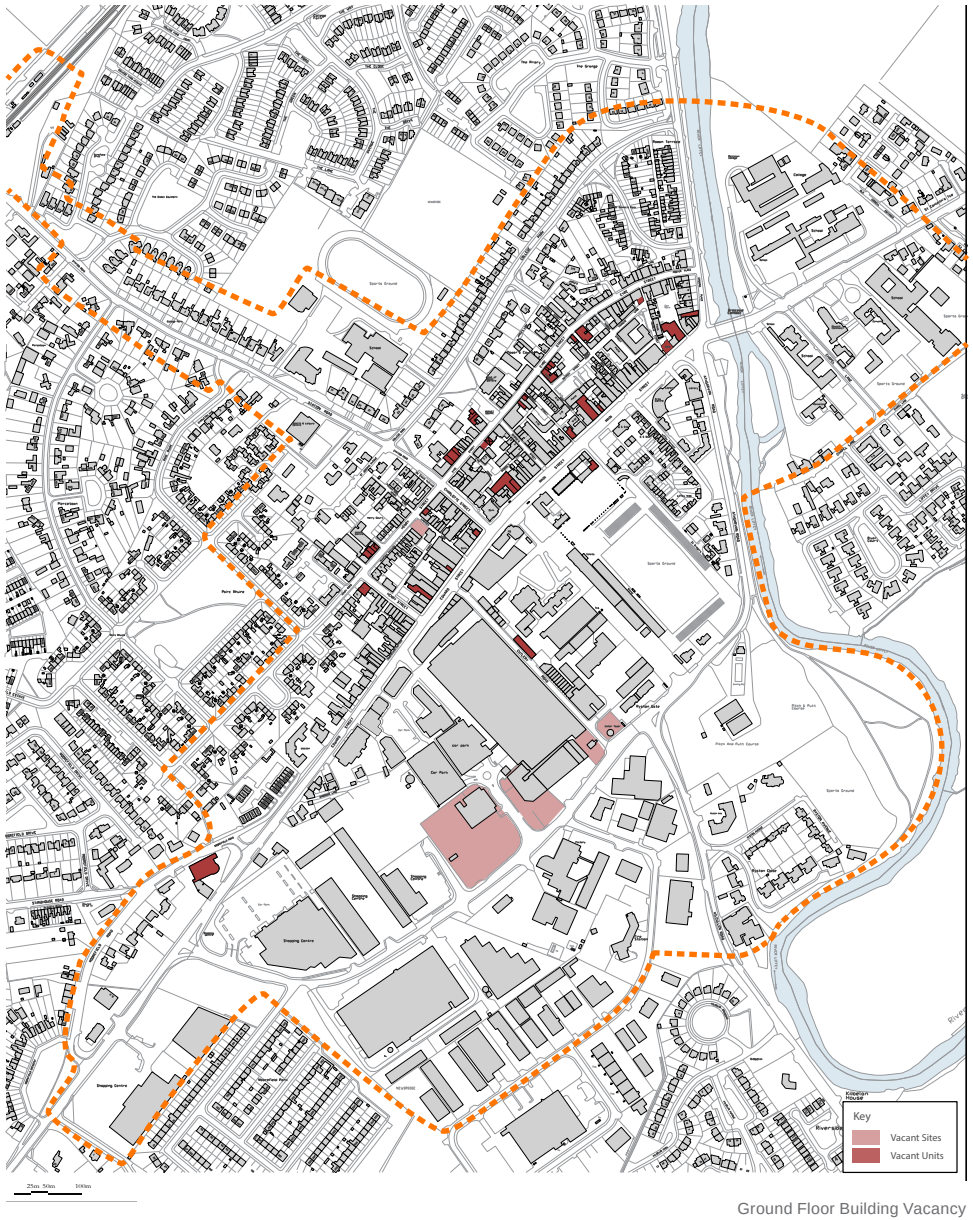




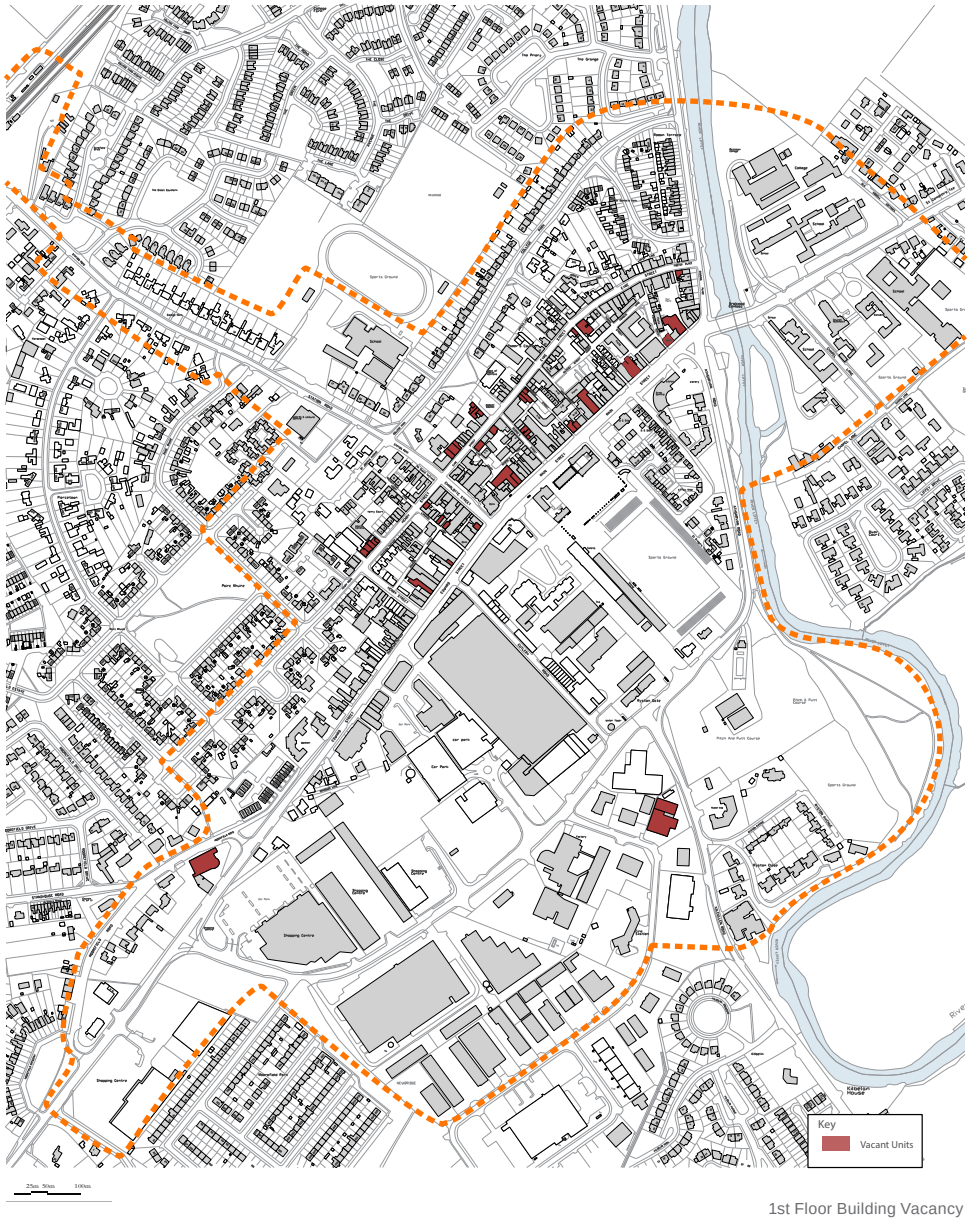
Vacant Units on the Northern Side side of Main St

Urban Design Analysis

Town Renewal Plan Study Area



Ground Floor Building Vacancy



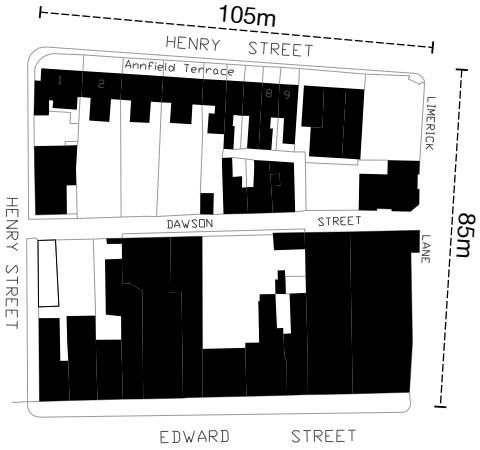
1st Floor Building Vacancy

Block Sizes

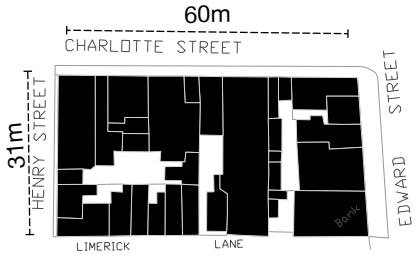
Any urban design proposals must have regard to block sizes within a street network and how they impact on permeability. Smaller, more compact blocks would generally be focused around Centres to optimise connectivity. Larger block sizes may occur away from Centres, through less intensively developed areas.

According to DMURS a block dimension of 60-80m is optimal for pedestrian movement and will sustain a variety of building types. This range of dimensions should be considered for use within intensively developed areas to maximise accessibility.

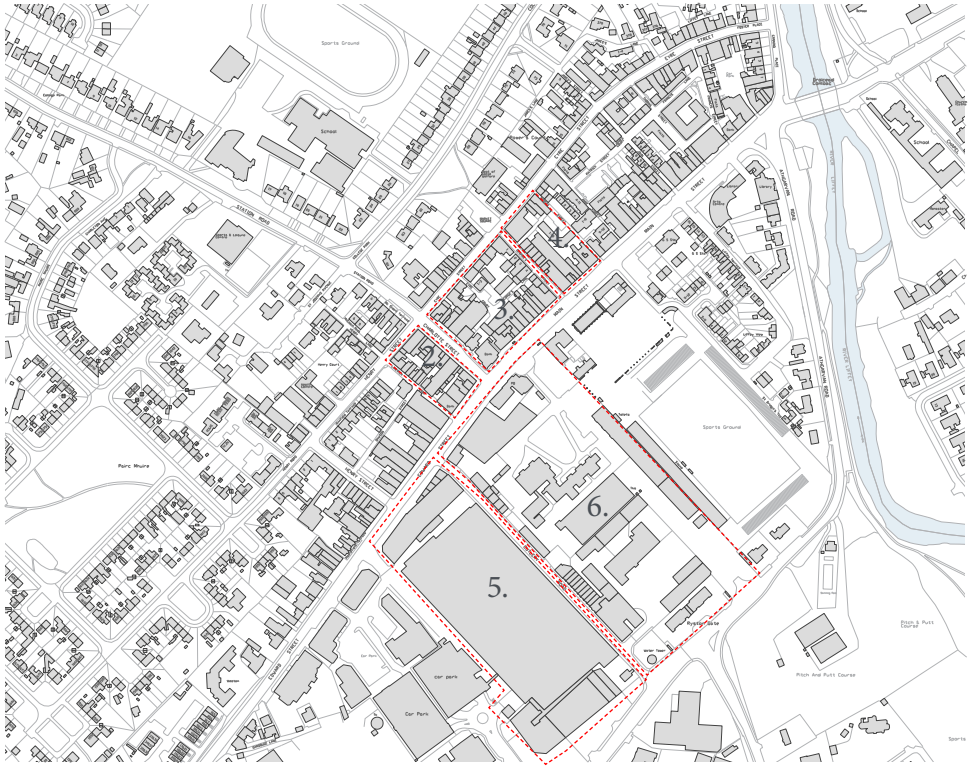
In Newbridge there is a notable contrast between the urban blocks to each side of Main Street. Smaller, more permeable blocks developed organically to the north while larger retail based blocks such as Whitewater Shopping Centre have tended to favour the coarser grain of the original Barracks. Sites such as Bord Na Mona have the potential for mid block pedestrian linkages to increase accessibility and permeability as they develop in the future. The inclusion of a greater volume of trees as part of this would help achieve a better sense of enclosure in these large blocks



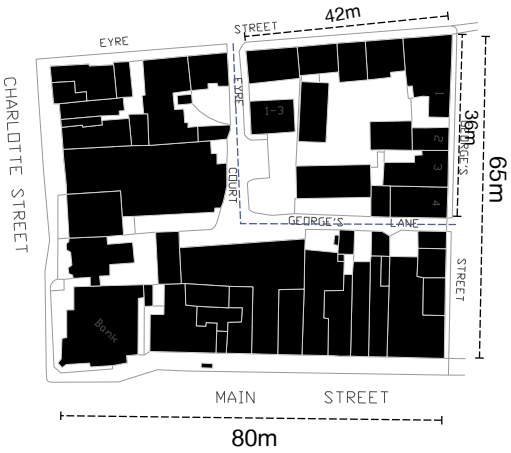
Block 1: Between Henry and Edward Street



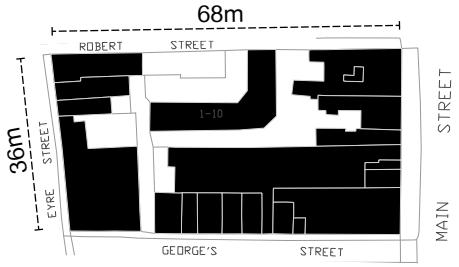
Block 2: Between Henry and Edward Street



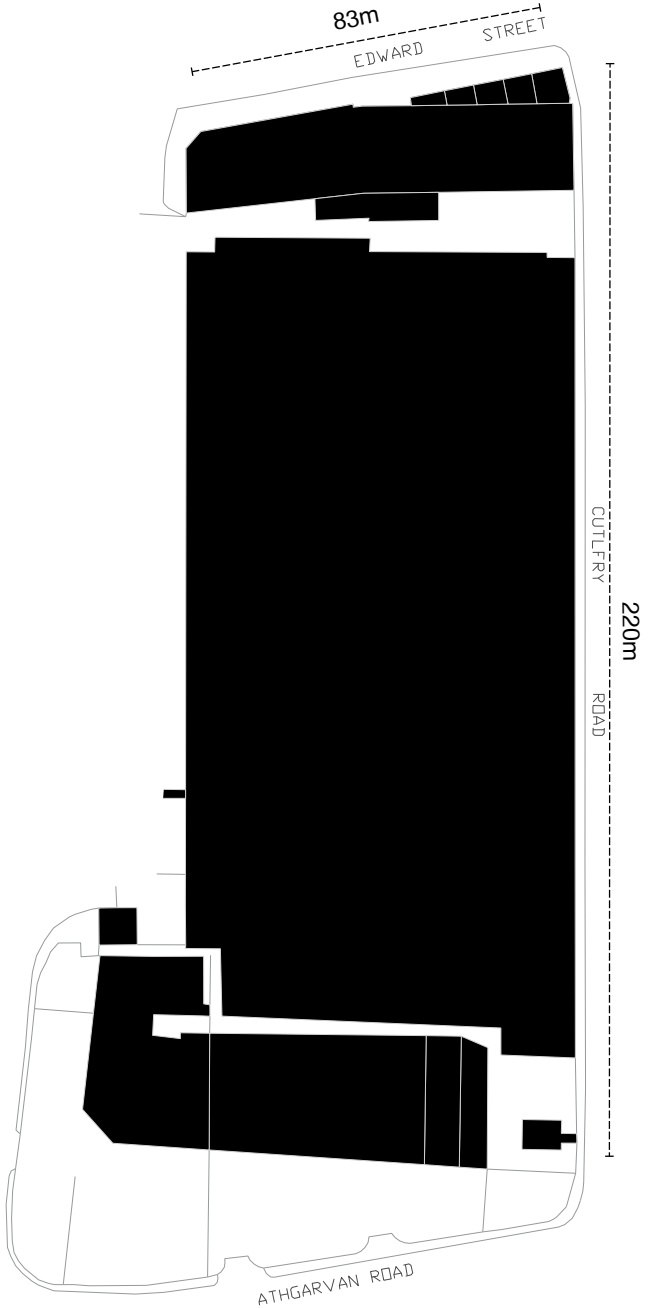
Block Analysis Locations



Block 3: Between Eyre and Main Street



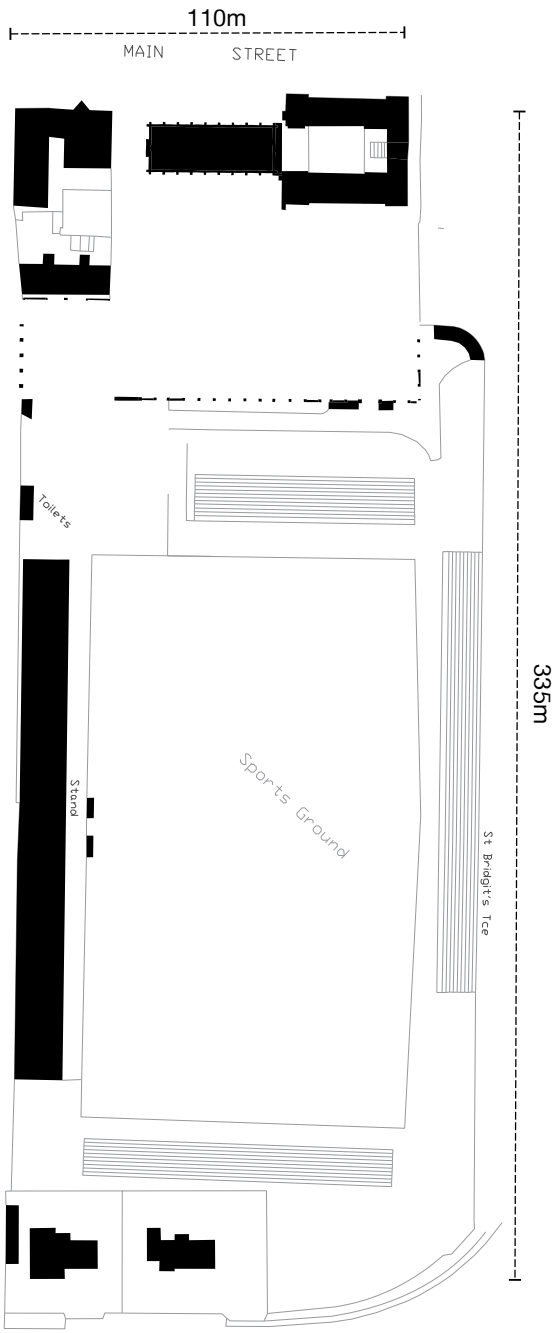
Block 4: Between Eyre and Main Street



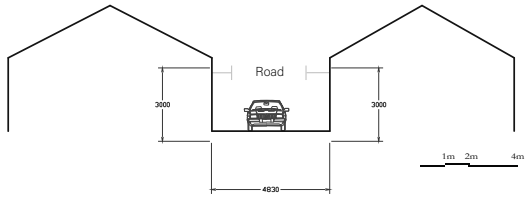
Block 5: Whitewater Shopping Centre



Block 6: Between Main Street and Athgarvan Road



Block 7: From Main street and Athgarvan Road (Taking in Bord na Mona Site)



John Street, Section 8 RATIO 1:1.6

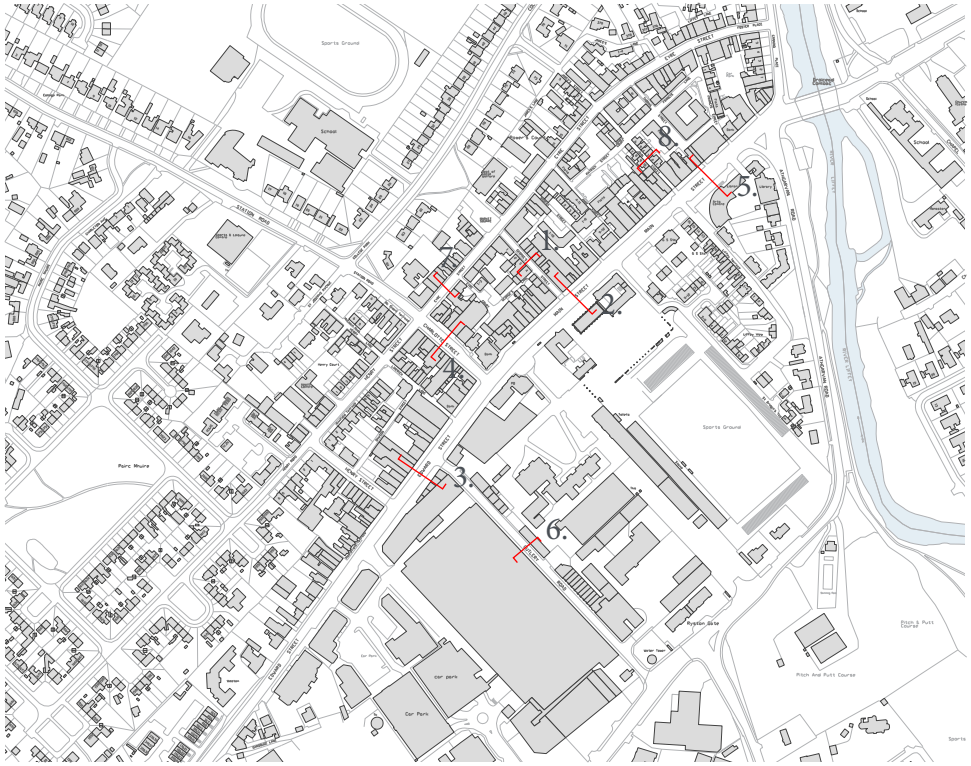
Street Enclosure

Street enclosure is generally measured as a ratio where height of a building (measures from front building line to front building line) is measured against the width of a street. Consideration needs to be given as to how consistently this ratio applies along length of a street wall.

Enclosing streets with buildings helps to define them as urban places and can create a greater sense of intimacy. According to DMURS (section 4.2.1) for example, a building height to street width ratio of 1:2 creates a strong sense of enclosure 1:3 is moderate and so on.

A strong sense of enclosure may be difficult to achieve where the total street width exceeds 30m wide, such as on parts of main street. In such circumstances the planting a continuous line of street trees may help create a more intimate scale between building line and pavement edge.

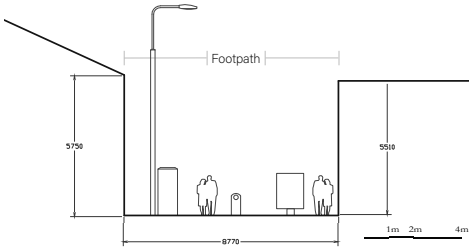
In order to better understand the level of street enclosure a series of common street sections were taken with building heights to street width ratio noted.



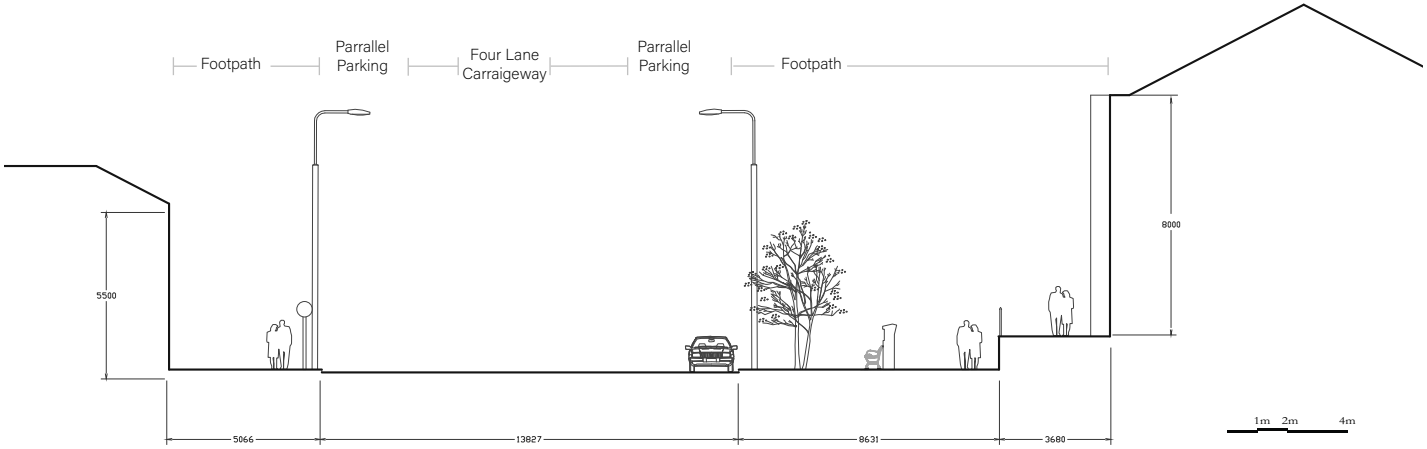
Section Locations

Location	Ratio
GEORGES STREET	**1:1.5**
MAIN STREET	**1:5.5**
through Town Hall	
EDWARD STREET	**1:4.8**
CHARLOTTE STREET	**1:4.8**
MAIN STREET	**1:4.8**
through Riverbank Theatre	
CUTLERY ROAD	**1:4**
EYRE STREET	**1:2.5**
JOHN STREET	**1:1.6**

Table highlighting Street Width-Height Ratio on Main Streets



Georges Street, Section 1 RATIO 1:1.5



Main Street through Town Hall, Section 2. RATIO 1:5.5

Footpath Widths

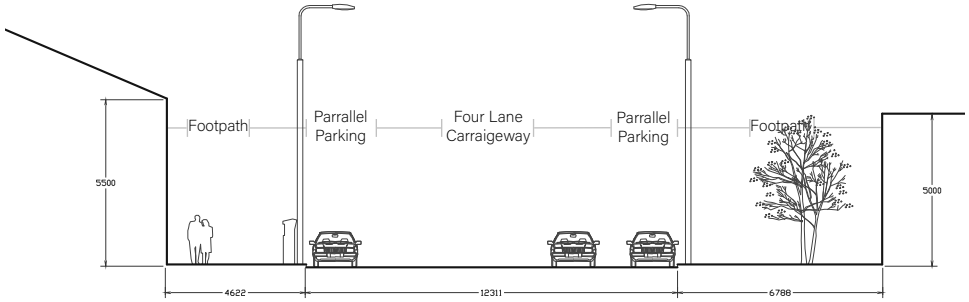
Throughout these street sections it is evident that there is not a regular footpath width throughout Newbridge.

Pavement width in general would appear to be reasonably generous although there are instances where paving materials appear old or tired.

From these studies there appears to be no areas where the widths fall below 1.8m except in the cases of lanes where there is no provision of footpaths as seen on John Street (left).



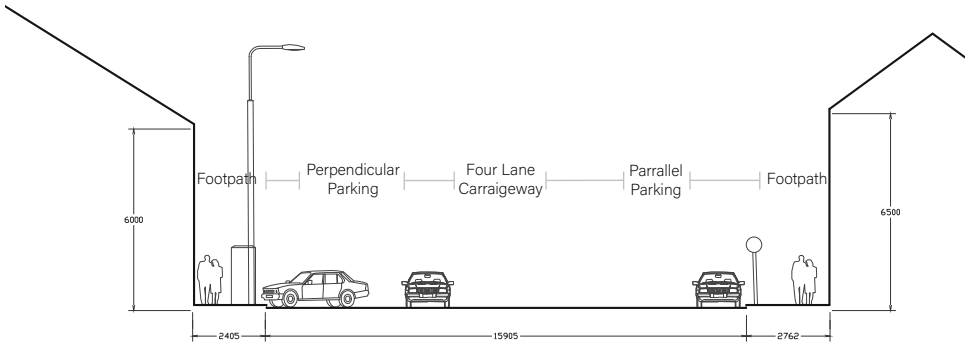
Edward Street



Edward Street, Section 3 RATIO 1:4.8



Charlotte Street



Charlotte Street, Section 4. RATIO 1:3.4

Urban Design Analysis



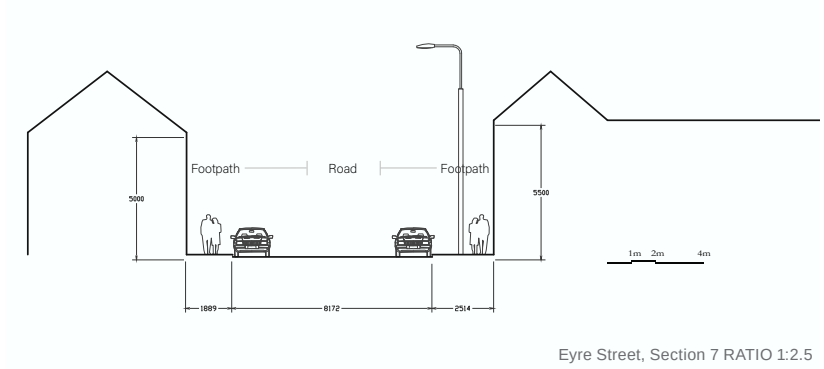
Eyre Street



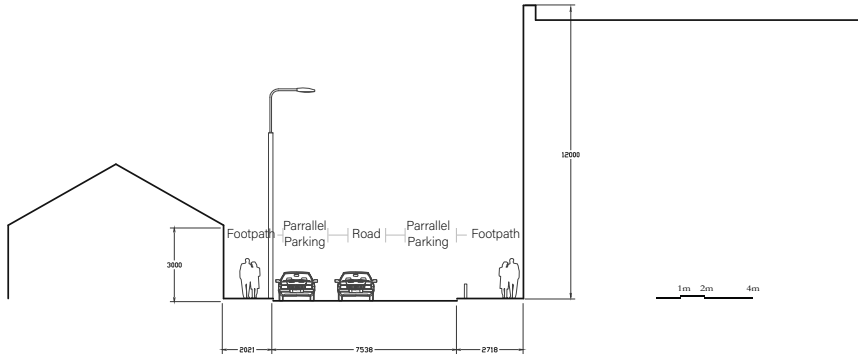
Cutlery Rd



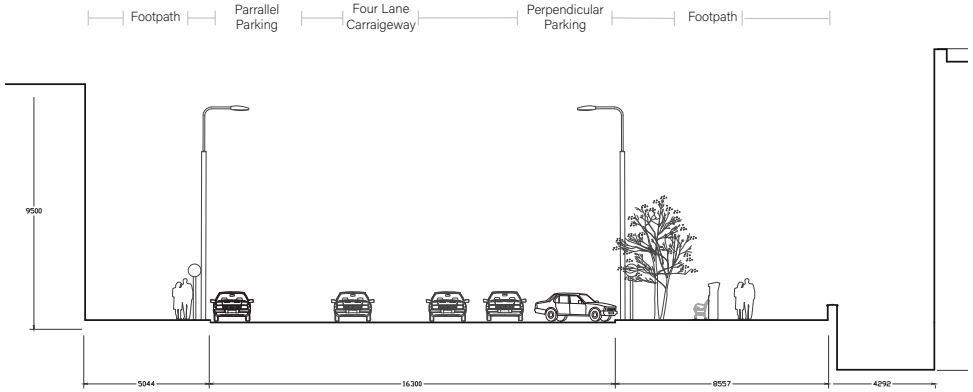
Views to and from the Riverbank Theatre



Eyre Street, Section 7 RATIO 1:2.5



Cutlery Rd, Section 6 RATIO 1:2.5

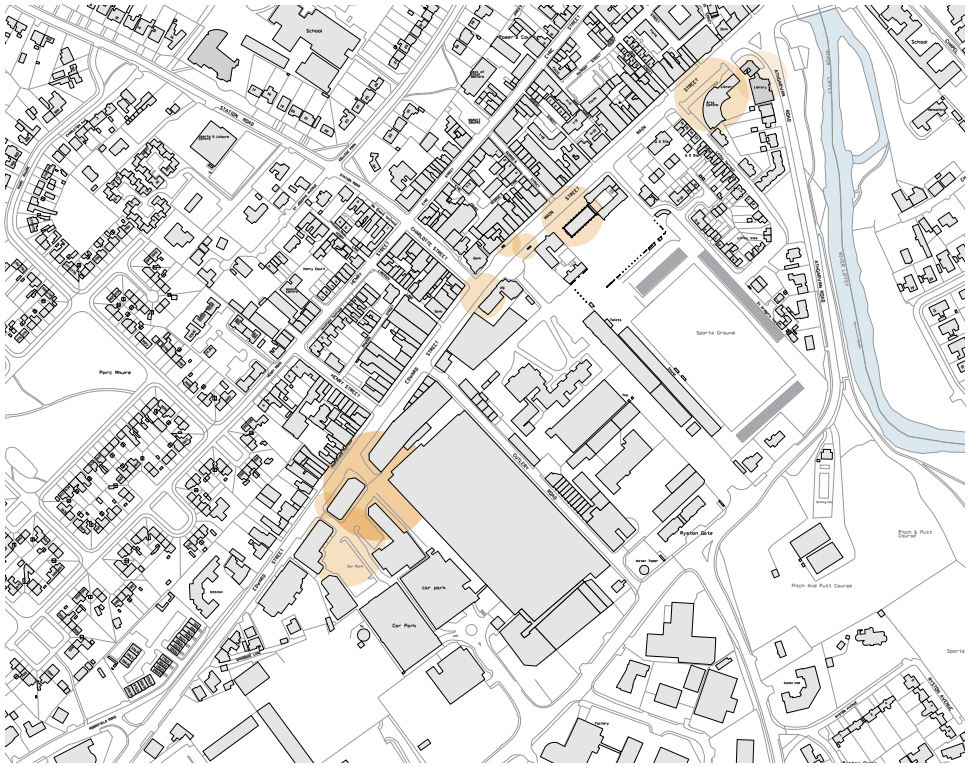


Main Street by the Riverbank Theatre, Section 5 RATIO 1:4.8

Urban Nodes

The main gathering spaces in Newbridge Town are centred along Main Street. Areas around Whitewater Shopping Centre and the Courtyard Shopping Centre have become key urban nodes.

The Riverbank Theatre with an in house cafe is a popular destination for all ages across the week hosting a number of weekly classes, shows and workshops for the community. Similarly the library, located at the north-east and of the town is a popular sport and has plans to expand.



Existing Key Urban Nodes and gathering spaces in Newbridge Town Centre



An Post Streetfront



Kildare County Library

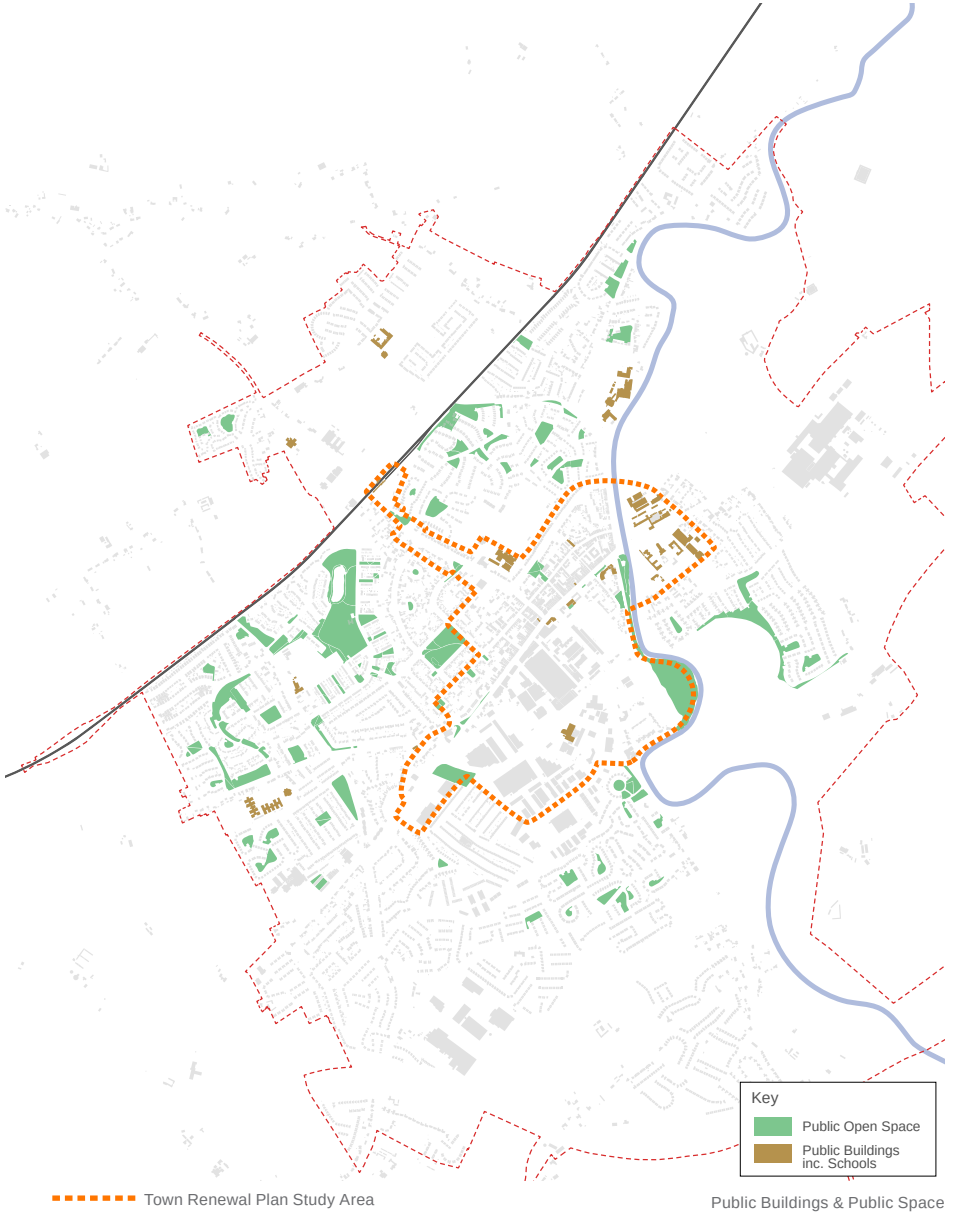
Public Realm

Existing Public Spaces in Newbridge

The main public park in Newbridge is the River Liffey Linear park which spans an area of just under 10 acres along the banks of the river as it makes its way through the town. This is a popular destination for families and walkers in Newbridge.

There are a number of green spaces located between housing development as seen in Dara Park (image right).

The main public community spaces tend to be located along the main street such as the town hall, Kildare County Library and Riverbank Theatre but there is no specific community civic space in Newbridge Town Centre. This is one of the issues the Town renewal Plan seeks to address.



Public Buildings & Public Space



Newbridge Town Hall hosts a Saturday Market









The Riverbank Arts Cafe opens onto outdoor seating on Main St



Market Square



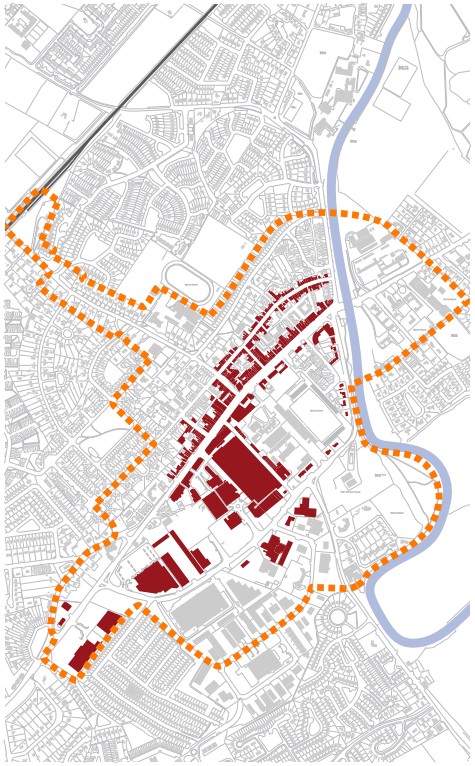


River Liffey Linear Park is a popular public walking route in Newbridge

Quality of Public Space

The main thoroughfare in Newbridge is Main Street which runs down to Edward St. Depicted in the photos on the right, the street (with four lanes) of traffic has varying footpath widths that are generous but more often than not lacking street furniture and greenery.

In general, there appears to be a priority for either parking provision or prevention within these spaces leading to cluttered public space with numerous street signage, bollards and railings. These often prevent and restrict any potential public use of the town's key thoroughfare.



Main Thoroughfares & Enclosure



Edward Street looking towards Main Street



Main Street looking towards Main Street



Market Square



Whitewater Shopping Centre Entrance Plaza



Main Street Landscaping



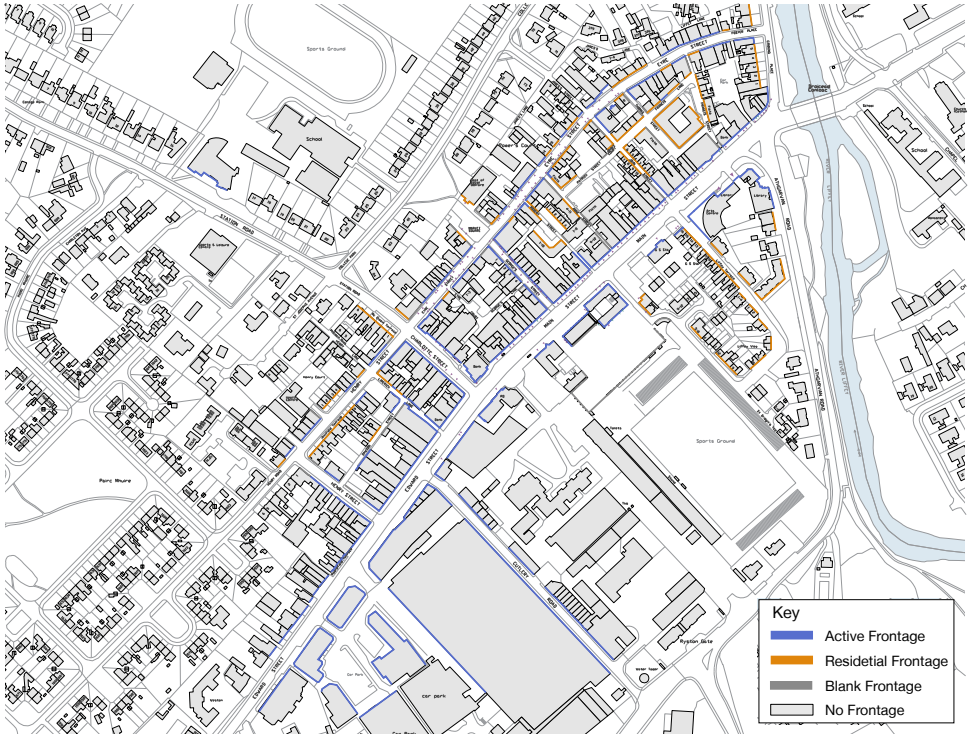
Georges St

Building Frontages

Nearly 100% of the building frontage is active along Main Street up to Edward Street. This is assuming tenancy of vacant property. As you move off these streets onto secondary streets such as Charlotte St and Cutlery Road which act as the main vehicular connections between Athgarvan Rd and Eyre Street also have a 100% active frontage with a mix of retail and commercial units.

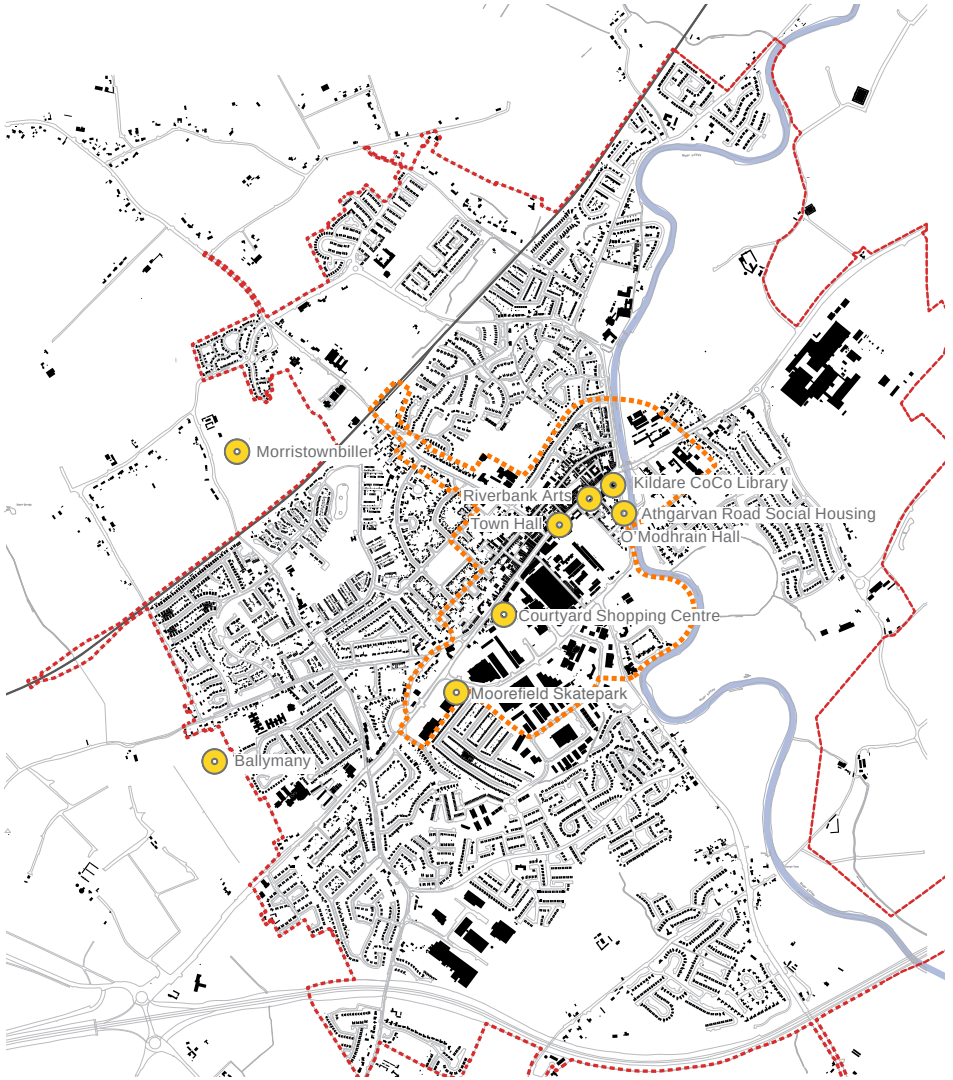
In contrast to this Eyre Street has a mix with residential (without a front garden/ privacy strip) frontage forming a near 50/50 split with retail active frontage.
The laneways connecting Eyre Street to Main Street are largely fronted with inactive residential gables.

While it is generally positive to have residential front doors opening up onto the street the lack of any privacy strips mean that some of the buildings are defensive in their appearance.



Future Development Proposals for Newbridge

Location Map



Riverbank Arts Centre

Newbridge Main St

The Council operates an integrated Library and Arts Service which has initiated a wide range of cultural programmes throughout the County. A key part of the Library and Arts Strategy was the development of Riverbank County Arts Centre at Newbridge. In parallel with the library, The Riverbank have plans to redevelop their facilities allowing for a full refurbishment of the theatre which will bring improved and increased seating in the theatre as well as increasing the size and depth of the stage.

The theatre has been expanding its range of productions and attracting larger touring groups in recent years. These improvements will allow it to continue that growth and bring leading shows to a wider Kildare audience.

Kildare CoCo Library

Main St, Athgarvan Rd

(Dev Ref No. P82022.2)

Kildare County Council proposes to construct a high-quality building on the site of the existing facility incorporating the best in library design of 2260 sq metres of accessible, welcoming and free cultural space. Physical access into and throughout the building will be of the highest standards and will be informed by the Council's ongoing learning from its engagement with the disability sectors both statutory and voluntary.

It will act as a force for social inclusion given its ability to act as a bridge between the urban contexts of the North and Centre and more rural communities of the South and West.

Town Hall Renovation

Newbridge Main St

The town hall is a former Methodist church built in 1859 on the grounds of the former cavalry barracks. The barracks have now been substantially demolished. The church was deconsecrated after the closure of the barracks in the 1920s and was subsequently used as a recreation hall, the Town hall, a community training workshop and the parking wardens office. The building is a 9 bay gable ended gothic revival church.

The Town Hall has undergone a substantial restoration project funded by Kildare County Council and is now available for public use. The project was originally conceived in three phases and phase one and two are now complete. The last phase involves improvements to the public realm and landscaping to the exterior of the building.

Newbridge Courtyard Shopping Centre

(PA.Reg.Ref 17488)

Planning permission was granted by An Bord Pleanála in August 2018 for the expansion of the Newbridge Courtyard Shopping Centre. If constructed, the development will include 6,085 sqm of retail space at ground, first and second floor, car parking to the third and fourth floors and the new block will link to the existing multi-storey car park.

Bord na Mona HQ

(PA.Ref. 22802)

Construction of a 5 storey headquarters office building with setbacks and external terrace area at 4th floor levels. The proposed accommodation totalling 3,343 sqm gross floor area includes office accommodation and all ancillary uses and staff facilities. It was granted planning permission in September 2018. An access road will facilitate the Council's objective for a link road connection from Main Street to the Military Road/Athgarvan Road (R416) to be delivered in future phases, subject to separate planning permission

Westbank House, Cutlery Road

(PA.Ref. 211340)

Planning permission granted for the demolition of an existing three-storey vacant office building, general site clearance, change of use of the site from office to residential, and the construction of: a five- storey apartment building with the fifth storey set back comprising 12 no. 1-bed units and 8 no. 2-bed units. Provision of new vehicular access from Cutlery Road.

O'Modhrain Hall, Cutlery Road

(PA.Reg.Ref. 18740)

Application granted in 2019 to demolish a derelict building known as O'Modhrain Hall, on Cutlery Road. The development of a four-storey high building which includes four shop units at ground floor and some office space and residential development at upper floors.

Part VIII, Moorefield Skateboard Park

Complete

Works commenced in September 2018 for the development of a skatepark at Moorefield Park. The skatepark will occupy an area of c. 500 sqm.

The Former Newbridge Metal Products Factory

(ABP.Ref. 316145 - 23)

Planning granted in 2024 with conditions for the demolition of existing structures and construction of a 5 to 6-storey mixed-use development.

Conclusions

Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths

- Several institutional and semi-state employers
- Large pharmaceutical employer based in Newbridge
- Strong retail employment base.
- Rich natural environment.
- Recent upgrade of Athgarvan Road
- Strong comparison retail offer which gives the town a regional role.

Opportunities

- Vacant and derelict sites dotted around the town core providing opportunity for redevelopment
- Redevelopment of St Conleth GAA Stadium
- Successful application for URDF funding directed at the historic town core.

Weaknesses

- Only one crossing point over the Liffey
- Principal thoroughfare through Newbridge is Main Street.
- No town square or civic space
- Failure to secure funding for a second crossing point over the Liffey.
- Irrational car parking pricing strategy with different prices applying to different places) due to different parking operators in charge.
- Limited tourist accommodation and restaurants.

Threats

- Large upcoming delivery of residential units at the outskirts of the town.
- Vacant and derelict sites dotted around the town core.
- Continued use the Main Street / Edward Street as the main thoroughfare through Newbridge.

Consultation

From the outset of the process, it was deemed critical to engage with the relevant stakeholders continuously in an open and transparent way to ensure clarity of understanding in the development of this plan. As a result, it was decided to approach the consultation in two initial stages.

- Continuous Stakeholder Engagement
- A Public Consultation based around initial ideas for the Newbridge Cultural Quarter and the Draft Transport Framework




Newbridge
Town Renewal Plan
Urban Design Analysis & Health Check
Newbridge Cultural Quarter - Overview
NTA
Údarás Náisiúnta Iompair
National Transport Authority

Strategy

Stakeholder Engagement

Throughout the development of Newbridge Town Renewal Masterplan and Urban Design Analysis there has been a number of meeting, discussions and conversations with key stakeholders in the area. These have informed and provided clear direction for the initial studies and then developments of the delivery projects within Newbridge Town

Key Stakeholders engaged with throughout this process:

- National Transport Authority
- GAA
- Kildare County Library
- Riverbank Arts Theatre
- Bord Na Mona
- Crooked House Theatre

A number of key ongoing projects and themes arose from these discussion as highlighted earlier in this report as part of the existing strategies for Newbridge.

Public Consultation

On Wednesday 27th of February 2019, a consultation event was held in the Riverbank theatre focusing on the NTA Newbridge Traffic Management Plan (by others) and Newbridge Cultural Quarter as part of the Town Renewal Plan. Plans for the Cultural Quarter were drawn up in response to an application for urban regeneration development fund (UDRF). Organising the event in collaboration with the NTA highlighted the relationships between these particular schemes but also emphasised the commitment for a combined approach in the growth of Newbridge.

The event ran from 3-8pm attracting visitors of varying ages allowing members of the community to engage with the projects and inform the progression of others before the town renewal strategy is finalised. This provided the opportunity to gain a crucial insights into town needs, wants and opportunities.

Using a handout questionnaire and open online survey a number of submissions were received from people who live in (260 responses) or around (51 responses) the town.
In these responses a number of common themes and ideas emerged and are presented in the following pages.

In addition to responding to the draft designs consultees were asked more open questions and invited to put forward proposals which could help inform the development of delivery projects for town renewal. These submissions were analysed and mapped to guide the town renewal strategy in particular areas. This is depicted across pages 82-95.

Where possible these comments summarised and illustrated in the coming pages with all responses (listed in appendix) being evaluated to inform the development of this Renewal Plan.

Public Consultation











Photos from the Public Consultation Day

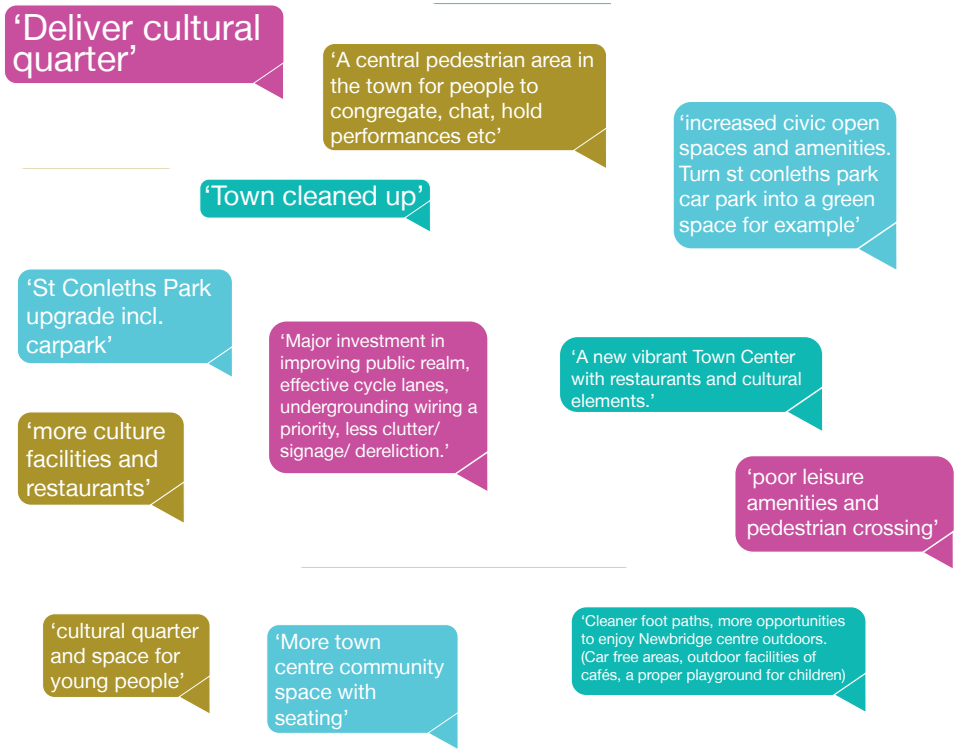
Findings

Public Consultation Feedback

In general, there was an energy and positivity to the consultation session with a general consensus that this is a crucial time in the growth and development of Newbridge Town.

The aim was to learn what they thought best described Newbridge, where they felt was undervalued, how they imagined the town could develop in the coming years and respondents were also asked if they supported the schemes presented with 92% supporting the initiatives proposed with the Newbridge Cultural Quarter

What initially emerged was the need for a strategy that tied together what Newbridge town has to offer while also improving the old town centre. This was enforced by the urban design analysis and stakeholder conversations. The common theme arriving from the responses was the necessity for improvements to be made in the north end of the town and also improving the congested traffic and transport networks.



A selection of responses to a question asking for communities key town needs over the next 5 years

Q3 What three words do you feel best describe Newbridge Town?

Answered: 300 Skipped: 14



Q4 What areas of Newbridge Town do you feel could be improved?

Answered: 302 Skipped: 12



Word Cloud Generated survey responses (most common answers highlighted, full list of responses attached in Appendix)

Concerns

Parking
The main concern throughout the responses was how parking would be dealt with on the site and around the cultural quarter. Generally there is the feeling that parking should still be provided on the St. Conleths Square area and that main street could benefit from a reduction of on street parking.

There was a worry that the area behind the town hall is the cheapest car park located centrally and removing this would detract from potential town centre usage.

Traffic
Secondly there was a general consensus that without the implementation of either the proposed or amended transport plan that any development of the cultural quarter would not be possible. Town centre traffic congestion was a key issue highlighted in Newbridge and how to manage this with potential increased traffic was seen as a primary concern.

Connectivity
A general concern for this proposal and Newbridge as a whole was connectivity. Being able to easily get from place to place by walking, public transport, bike or car was discussed and it was the feeling that all travel methods and age group should be considered within the cultural quarter.

Also discussed was how there is a clear split between the north and south of the town with investment and development being mostly in the south. Activating the poorly developed end of town was a positive discussed, but there was a feeling that some retail offers should be integrated into the proposal to balance this split

Needs

Community / Youth Facilities
A key need highlighted was the provision or improvement of community and youth facilities in Newbridge. It was highlighted that there is currently no sufficient indoor/ outdoor community space in the town. As part of the development it was felt that the inclusion of both an indoor and outdoor facility was extremely important

Cycling Opportunities
The provision of both bicycle parking and lanes was another need regularly witnessed. With the growing number of students in the area opportunities to cycle are limited and unsafe. Provision of a safe cycle network could help reduce traffic at peak times making it safe to cycle to and from school

Safety
Creating a safe and friendly main street and side street network was an important need discussed in many submissions. The lack of safe crossing points, lighting at night and poor pavement quality were all highlighted as aspects that need to be addressed in any development especially with the number of schools in the town.

Civic / Public Spaces
Prioritising the development of a town square for Newbridge became a common comment. The need for an attractive outdoor public space / spaces that would provide the facility for various community events could work in close proximity with projects like St Conleths Park redevelopment.

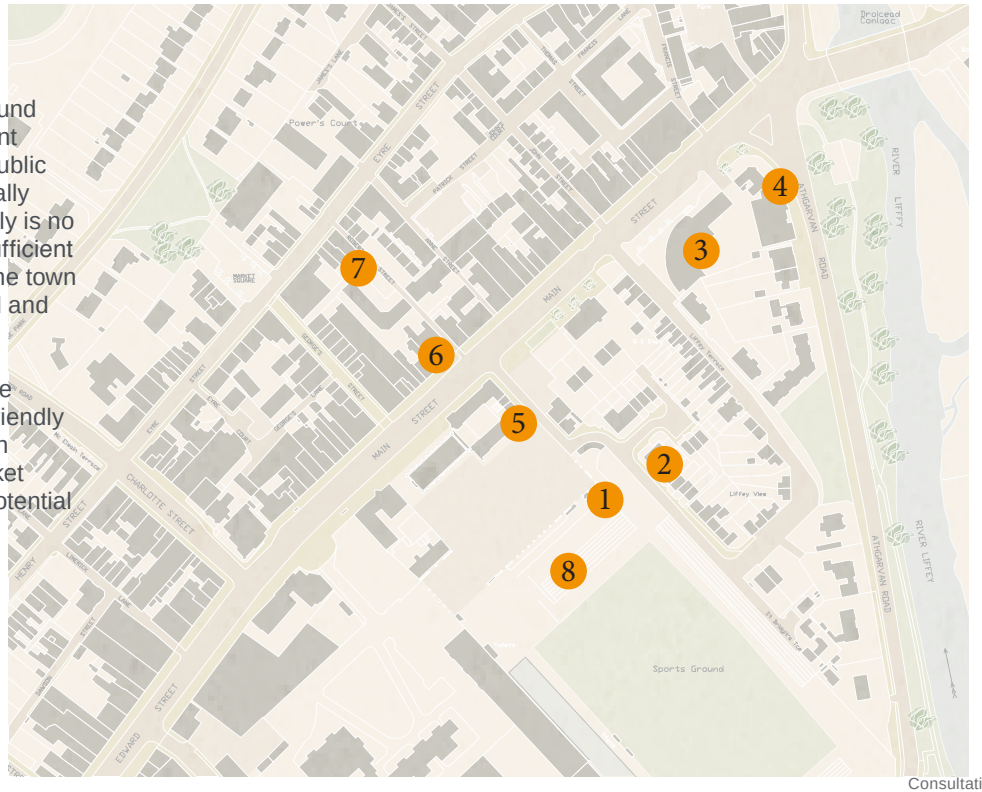
Secondary Street / Pedestrian Crossing Improvements
A number of streets were highlighted as being unsafe and/or in poor condition needing immediate improvements in particular Eyre Street. Varying age groups highlighted the lack of safe crossings points on Main Street which need to be assessed and improved in this plan.

Public Consultation

Northern Town Centre

Responses for this area centred around improving the pedestrian environment and creating more usable, friendly public spaces at different locations. Generally people highlighted that there currently is no public square in Newbridge and insufficient areas to rest and relax outdoors in the town with the street-scape being cluttered and dominated by parking measures.

Comments also related to making the street-scape a greener more cycle friendly zone with safer crossing points. Main Street. Georges St and the Old Market square were seen as having huge potential but are currently underused.



Consultation Diagram

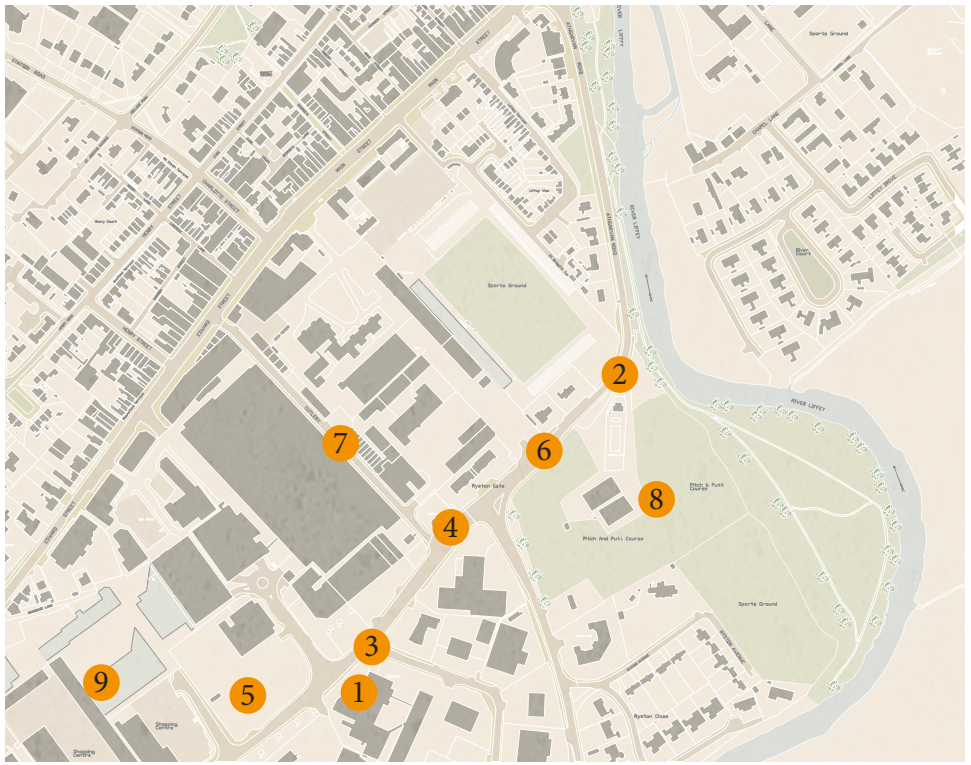
1. Create a usable friendly public space which has potential for outdoor activities & events
2. Rearrange existing parking without a significant loss of the spaces already there
3. Improve pavements and clean up the street-scape
4. Increase the opportunities for cyclist on main thoroughfare street
5. Make the area safer for pedestrians with more crossing points at important locations like the town hall
6. Improve the public realm to develop area as a central restaurant and cafe street in Newbridge
7. Liven it up with public realm improvements to increase use of square and reduce antisocial behaviour in space
8. Important that the site development works with the GAA developments

Athgarvan Road

Athgarvan Road and the sites that fronts onto the busy secondary route in Newbridge Town received comments centred around two main issues: improvement traffic management and improving the connectivity of the street to Main Street through public realm works.

Sites such as Newbridge Silverware, the River Liffey Park and Ryston Park were highlighted as important town assets which seem disconnected from the town centre itself. It was suggested that through street-scape and strategies that would connect these assets enabling a more fluid and permeable town.

Also noted was the isolation between the larger land parcels such as Dunnes, Whitewater Shopping Centre and Lidl. It was noted that there are large underused land parcels in between these sites which could improve the accessibility around the area to Main Street and Athgarvan Road



Consultation Diagram

1. Improve links to Newbridge Silverware
2. Provide more fluid connections to River Liffey Park
3. The area around Newbridge Silverware could be cleaner and tidied up
4. Liven it up with public realm improvements to increase the connectivity between Athgarvan Road and Main Street
5. Develop and reimagine vacant and underused sites between along Athgarvan and Cutlery road so they are more attractive places to walk
6. Improve traffic management to ease congestion on main street
7. Provide better social spaces for young and old people around the town
8. Develop Ryston park site as a leisure hub connecting to River Liffey Park
9. Improve the connections and permeability through retail centre

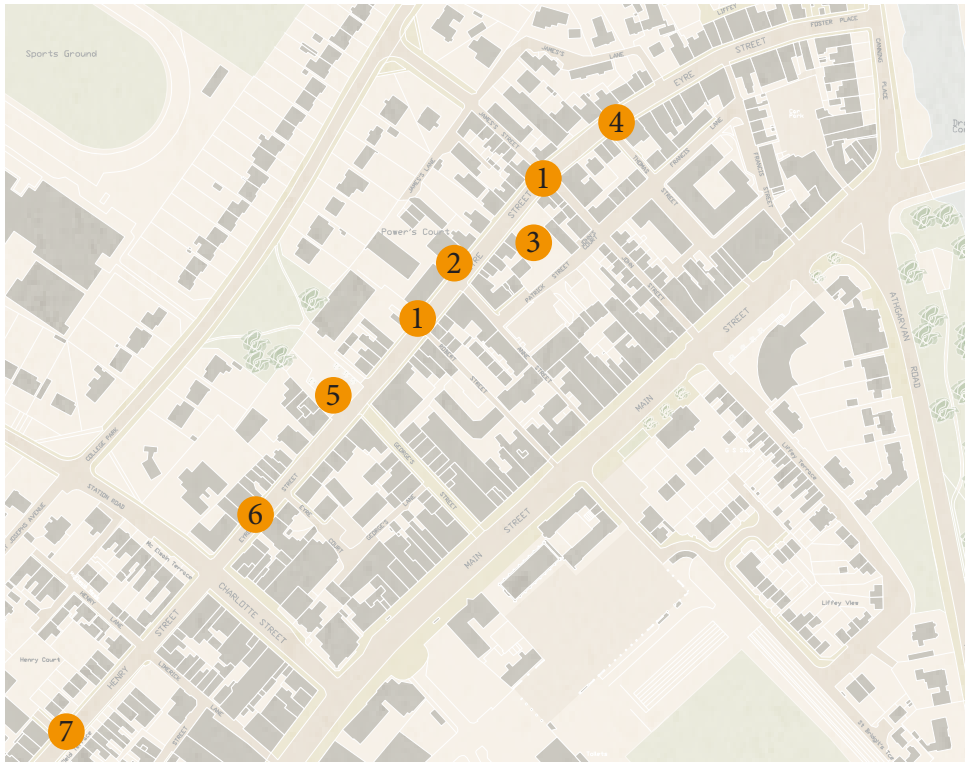
Eyre Street

Eyre Street was highlighted throughout consultation as an underused and disconnected area within the town. Described by many as an important historic secondary street in the town, it was commented that the area is in need of renewal to increase the use, safety and opportunity for investment.

A number of vacant sites were highlighted for potential development and renovation which would increase footfall on the street. The old Courthouse site looking down Georges Street towards the Town Hall was highlighted as unsafe in need of improvements to create a safe and attractive public space.

Also noted was the amount of on street parking and with the possibility of reducing this in keeping with the NTA traffic management plan to create potential breakout spaces along the street with improved seating and landscaping.

Many laneways connecting Eyre Street to Main Street were also described as unsafe for pedestrian and in need of improvements.



Consultation Diagram

1. Create a safer and brighter street for pedestrian activity as it once was
2. Reduce the existing on street parking on either side of the street
3. Improve and provide paving on laneways between Eyre Street and Main Street to improve links between one and other
4. Improve pavements and clean up the street-scape with more lighting and less clutter
5. Develop a focal point on the old Market Square / Courthouse site along Eyre Street as part of proposed Newbridge Cultural Quarter
6. Reuse and develop vacant buildings alongside street-scape improvements
7. Investigate the reuse and / or renovation of the old Oscar Cinemas on Henry Street

Next Steps

The current growth pattern in Newbridge has been centred upon varying degrees of development historically prioritising different parts of the town seemingly leaving the town unbalanced. This, highlighted in the Urban Design Analysis, was further emphasised during the consultation process while referencing the varying offers in the town.

The next steps are the establishment of a series of catalytic projects and strategies. These strategies will look into areas that strengthen the town centre core through varying renewal proposals. Projects which can enhance existing and develop new linkages and arrival points to connect both the town centre and the many valuable offerings around the town.



Public Consultation

Town Renewal Strategy

Following the detailed Urban Design Analysis & Public Consultation process a Town Renewal strategy has been developed arising from the findings from these studies.

A town renewal strategy focusing on developing a clear, connected and coherent language to enable good town growth. An overall strategy for town renewal informs each specific delivery project detailed later in this report where they are assessed and merited in accordance with this strategy.




Eyre Street
Newbridge Cultural Quarter
Athgarvan Road
Town Renewal Plan Study Area
Newbridge Cultural Quarter
Athgarvan Road
Eyre Street

Our Approach
Key Themes & Rationale

Delivering Good Growth

The places which deliver good growth are characterised by a number of common themes which contribute to the creation of sustainable, successful town centres and urban districts. Good growth tends to rely on a combination of a number of factors including the following themes:

- Excellent connections and accessibility
- Balanced offer of town centre uses
- Reputation as a cultural destination
- Distinctive heritage and identity
- Opportunity for investment

Growth and evolution is often triggered by a particular asset, but the most successful examples often involve a combination of factors which allow places to establish a competitive advantage and initiate a sustained upward trajectory.

Themes of Good Growth

All of the projects identified in this Town Renewal Plan fall within five over-arching themes of good practice in delivering good growth. They are

- Connectivity and accessibility
- Deliver a balanced and appealing town centre that feels safe and usable
- Realise Newbridge Town's potential as a cultural destination
- Renew and celebrate Newbridge Town's heritage and identity
- Create a centre for opportunity and investment in a growing urban town



Rooted in the Place

These five themes are borne out of the site analysis and public consultation. The projects which come out of this will aid the delivery and creation of a 'step change' in the perception of and confidence in Newbridge Town.

Telling the Story

There is a need to communicate the story of these interventions and the approach Clearly understanding the needs of the town in direct conversation with its users is a crucial aspect already highlighted in previous sections.

Through consultation we have learned of the communities vision for the towns improvement and renewal. Communicating and representing communities needs forms part of all the projects proposed as part of this Town Renewal Plan.

Public Realm Strategy

There is a need to commit to quality. If new schemes don't deliver the requisite quality, their effects will not be sustained. This is a policy that must be operated in the short, medium and long terms and will be pioneered by the Renewal Plan project to demonstrate its efficiency and how important it is for Newbridge Town's future success.

In addition to the town renewal plan a public realm strategy has been developed to inform and guide the delivery projects to establish a clear, coherent design guide for the plan.

The public realm encompasses everything from pavements, street lighting, street furniture (such as bollards, benches, litter bins, etc) municipal signage and greening features such as street trees and planters. Signage and advertising on building are also part of the public realm.

A problem common to Newbridge's streets and spaces is the discordant positioning of street furniture, variety in ground finishes, arrays of cabling, lighting, alarm boxes and variety signage scarring the façades of historic buildings. Much of this is redundant or no longer in use. These elements detract from the often finely detailed upper floors of historic buildings and spoil the wider streetscape. More subtly invasive is electrical and television cabling strung down façades or trunked above shop fronts, while projecting floodlighting and fascia lighting is often bulky and cumbersome.

Furthermore, extensive areas of car parking, and minimal pedestrian zones lessen the potential for pedestrians to linger and enjoy the architectural quality of the existing streets and spaces.

Care and attention is required when adding new utilities or when undertaking refurbishment that might allow for the removal of redundant elements. A process of rationalisation is required, so that the elements of the public realm are provided in a controlled and in a coordinated manner. Careful consideration should be given to the balance of pedestrian and vehicular zones.



Further quotes from Public Consultation

Delivery Projects

The projects are aligned with the Council's vision and work with Kildare's current planning policy. They also respond to public consultation held upon the completion of the urban design analysis conducted as part of the development of this document.

The Delivery Plan identifies discrete projects that are realistic, achievable, that will change perceptions and create confidence. Some projects relate to major sites that already have a clear trajectory, but provide additional focus with the aim of accelerating delivery, while others suggest the development of supporting briefs or strategy to enable investment.

Others suggest direct intervention by the council, or by public/private partnership vehicles. There are also a range of 'early wins' and catalytic temporary projects to help ignite interest and change perceptions, which could promote discussion for further enhancement as part of a longer term strategy.

Newbridge Cultural Quarter

P1	Georges Street
P2	Main Street
P3	KCC Town Library (presented earlier in this report, pg. 69)
P4	Riverbank Theatre (presented earlier in this report, pg. 68
P5	Town Hall Car Park
P6	Old Market Square

Eyre Street

P7	Eyre Street
P8	Laneways

Athgarvan Road Environs

P9	Athgarvan Road

Newbridge Cultural Quarter

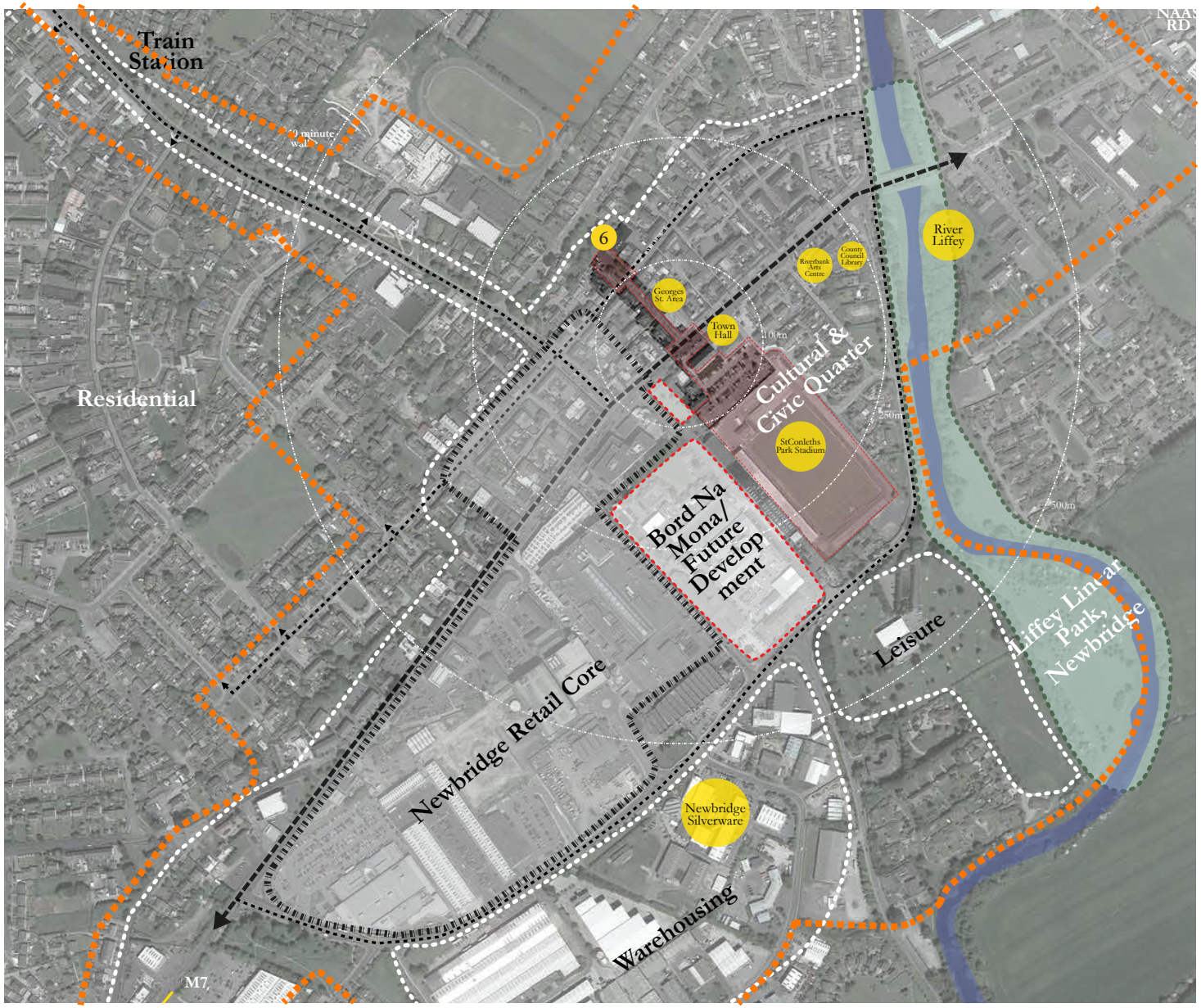
P1	Georges Street
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P7	Eyre Street
P8	Laneways
P9	Athgarvan Road

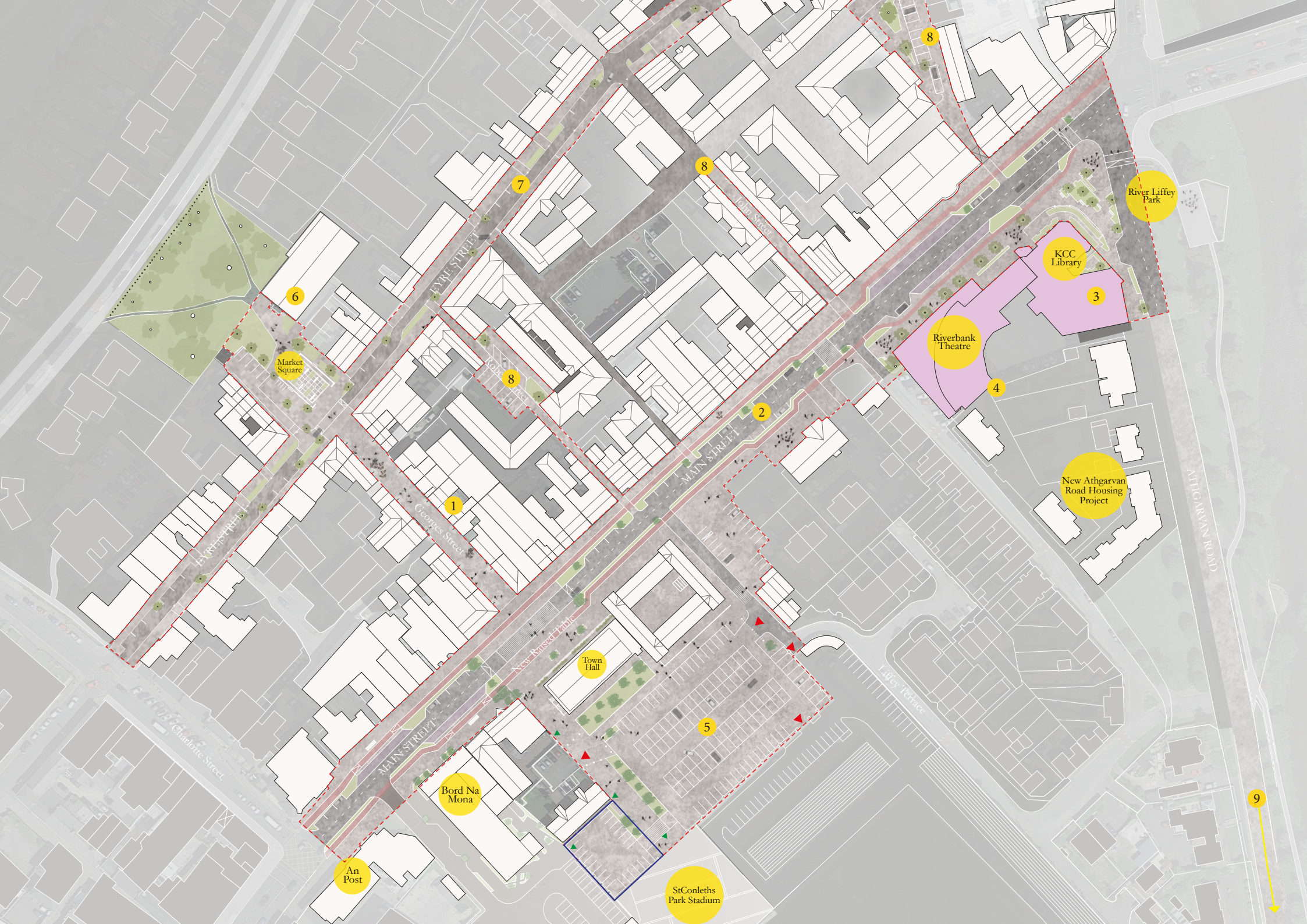
Town Renewal Plan Study Area

A focused strategy to increase the cultural offer in Newbridge Town Centre and reinvigorate an area of important historical significance.

Qualities

Excellent Connections | Cultural Offer | Town Centre Living | Strong Identity | Investment Opportunity




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9
Market Square
EYRE STREET
EYRE STREET
George Street
John Street
MAIN STREET
MAIN STREET
New Ross Rd
Charlotte Street
Liffey Terrace
ATTIGARVAN ROAD
River Liffey Park
KCC Library
Riverbank Theatre
New Athgarvan Road Housing Project
Town Hall
Bord Na Mona
An Post
StConleths Park Stadium

Delivery Projects

Background

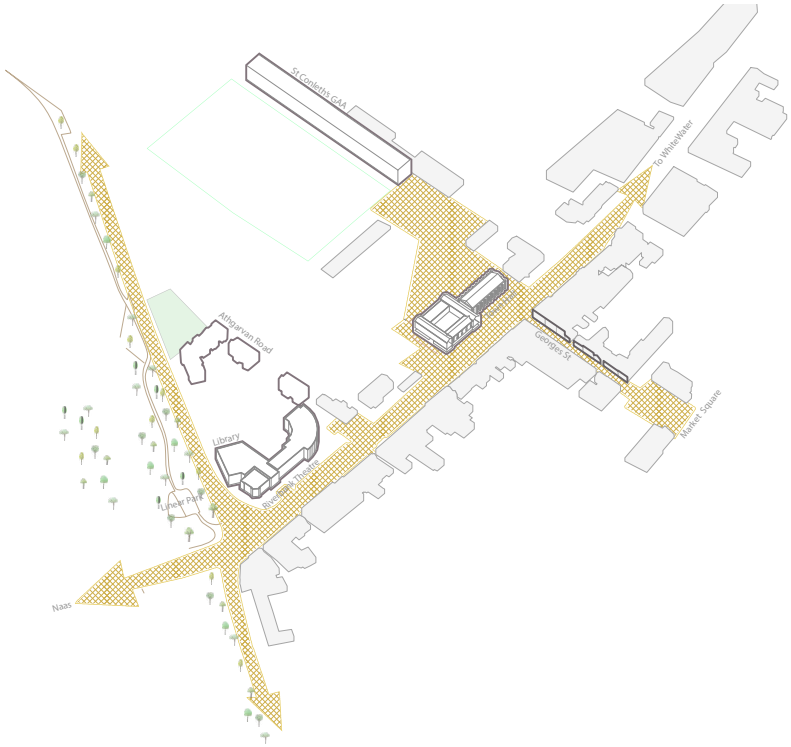
The Newbridge Settlement Plan acknowledges that it is necessary to establish a development strategy to consolidate Newbridge and to assist the town in evolving through a range of employment, recreational, cultural, retail and educational facilities. It is a key aim to consolidate and strengthen the town centre and 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.

While current market conditions are buoyant, there has been little development coming forward in the north east of the town , particularly in relation to the car park lands behind the Town Hall and the old Court House site. This generally poor environment has suppressed market values and appetite, compromising viability and preventing development.

The projects detailed will contribute to a much-enhanced environment that will stimulate private sector investment. This approach to regeneration and investment was adopted in Dublin Docklands, where public realm works including Grand Canal Square and the Campshires were undertaken prior to development. This stimulated development in an area where development was previously not possible and is now the highest value in the State.

To make such an improvement, investment is needed and KCC have endeavoured to break the cycle of stagnation by becoming a stronger stakeholder and participant in the process, rather than relying on its reactive role as the development control authority. It needs to combine the two processes of major stakeholder and manager of Newbridge future to improve the quality and impact of both roles.

The transformation of this central zone will then drive change in other locations and a beneficial cycle of investment and renewal that has been suppressed by recession and perceptions can be achieved.



Proposed New Cultural Quarter

Delivery Projects

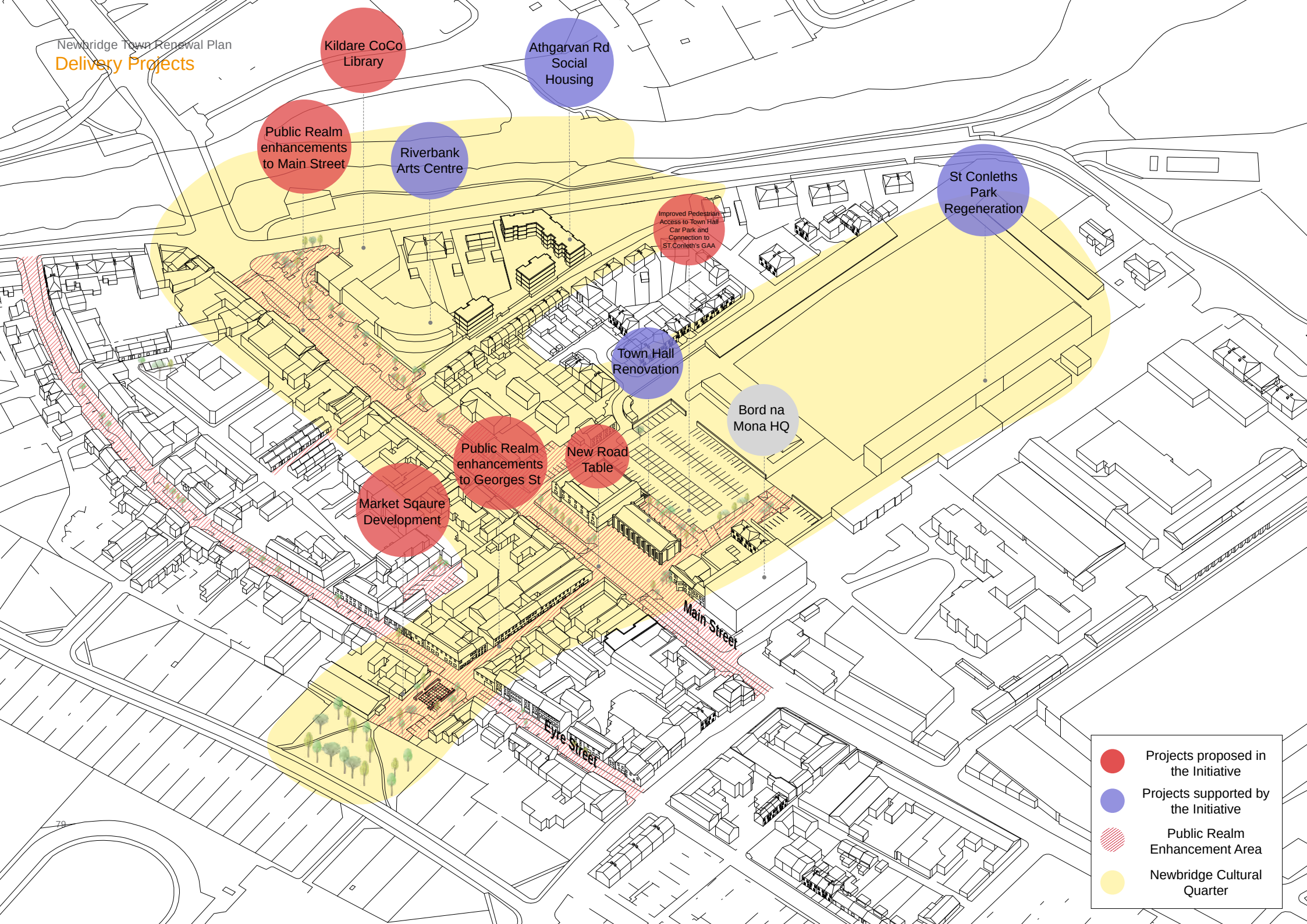




Photo Key



The Place

What
The military barracks located to the south of Main Street were demolished over time and the various sites were redeveloped as large land parcels. However this coarse grain is still evident in the town today and a network of streets and spaces, evident in the north of the town, is harder to find on the south side. Slowly these sites have become woven back into the urban fabric of the town, however there now exists an opportunity to integrate the east end of the town into this fabric.

The town's evolution is reflected in its urban structure. In Newbridge, there is a distinctive contrast between north and south 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.

Why
To re-invigorate the historic heart of Newbridge and establish a "Cultural and Civic Quarter" drawing on the synergies, and in particular, the clustering of existing assets including the Riverbank Arts Centre, Kildare Central Library, Newbridge Town Hall and St. Conleth's GAA.

Priority
This area is of high priority as highlighted within the Newbridge Settlement Plan and has been given further emphasis after a successful bid for Project Ireland 2040's Urban Regeneration Fund to develop the area.



Site Boundary and Observations

Delivery Projects

Opportunities

The site analysis and stakeholder comments have influenced the opportunities and constraints drawing as shown on the right.

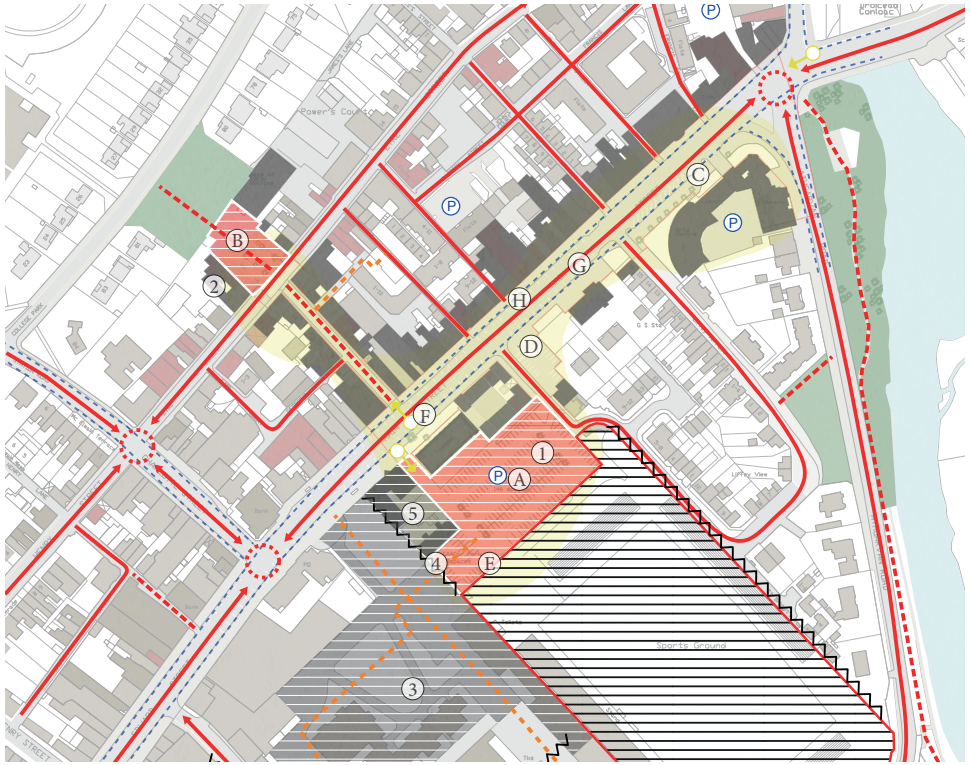
St Conleths GAA Carpark and Market Square are sites of development potential for both public and private amenities while also being key sites to important areas to increase town connectivity.

Main Street itself because of its width offers potential to vastly improve the pedestrian and cycle experience without having a detrimental affect on vehicular movement patterns

Constraints

Particular areas of private ownership and traffic movement and parking provisions will need to be negotiated and managed within this strategy.

The current levels of vacancy make the area unpleasant for investment and general usage and walkability with some areas unsafe.



Opportunities and Constraints

Key

- Opportunity Area
- Granted Planning Permission
- Inaccessible Lands
- Significant Building
- Green Space
- Barrier to Movement
- Potential Character Area
- Node
- View
- Parking
- Vehicular Link
- Pedestrian Link
- Potential Link
- Potential Cycle Link

Opportunities

A Car Park site offers opportunity for mobility hub and improved pedestrian connection to newly developed St. Conleth's GAA
B Site offers opportunity for development and public space works
C Potential to use wide street-scape to create and more usable public space for KCC Library and Riverbank Theatre
D Site could be used generate a more formal entry to car park site
E New GAA development could be integrated into opportunity area of the car park
F A road crossing could activate the connections between potential developments and existing Georges St - Town Hall axis
G Road width allows for the introduction of cycle carriageways
H Current pavement parking facilities are not necessary allowing for footpath widening measures

Constraints

1 Site houses 178 car park spaces used frequently
2 Derelict property fronts one side of Market Square
3 Site is owned by Bord Na Movna and publicly inaccessible
4 No current access from Bord Na Mona site to St Conleths car park
5 Site in private ownership being developed by Bord na Mona


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Market Square
Town Hall
Bord Na Mona
An Post
StConleths Park Stadium
Riverbank Theatre
KCC Library
River Liffey Park
New Athgarvan Road Housing Project
MAIN STREET
EYRE STREET
Georges Street
Charlotte Street
ATHGARVAN ROAD
B
B
B

Proposed Town Centre Plan

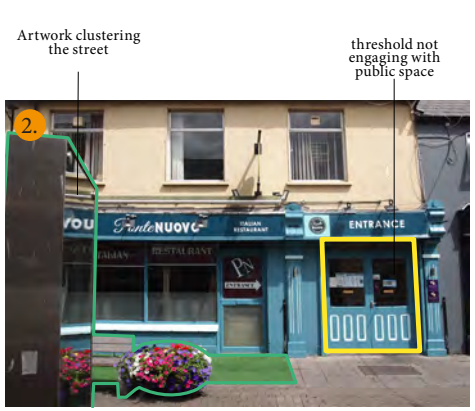
- Ongoing Projects
- Proposed Cycleway
- B Proposed Bus Stops
- Improved Pedestrian Crossing
- Vehicular Access
- Pedestrian Access
- Potential Pedestrian Access
- Parking on private owned land
- 6 No. Private parking spaces relocated to Town Hall car park

Material Improvements to Public Realm

1. Main Street public realm improvements
2. Town Hall Car park proposed as a ‘Park and Stride Facility as per NABTA, improved pedestrian access and public realm connection to Main Street
3. Relocated 6 private parking spaces to Town Hall Car Park
4. Junction upgrade between Main Street and Station Road as per NABTA
5. Georges Street redesign improved lighting and reduced clutter
6. Eyre Street redesign to one way with parking reduced and improved public realm
7. Market Square redesign and improved connection to Georges Street and park
8. Robert Street local access only improved connection for better active mode use
9. John Street improved connection for better active mode use
10. Francis Street local access only improved connection for active mode use

Note: see NABTA for wider town cycling strategy







Site Analysis & Observations

Georges Street

Project 1 - Public Realm Improvements

What
Georges Street is a primarily retail based promenade linking the town hall to the site of the former courthouse. It was pedestrianised in the early 1990's and over the years some additions have been made such as public art and landscaping.

The street terminates to the south on Newbridge Main Street, a busy road of considerable width and volume. There is no safe crossing point to the town hall without walking some distance (minimum 150m) to the North and South.

Georges Street has some thriving businesses, however the public realm is looking tired and some of the street furniture serves to inhibit movement and views.

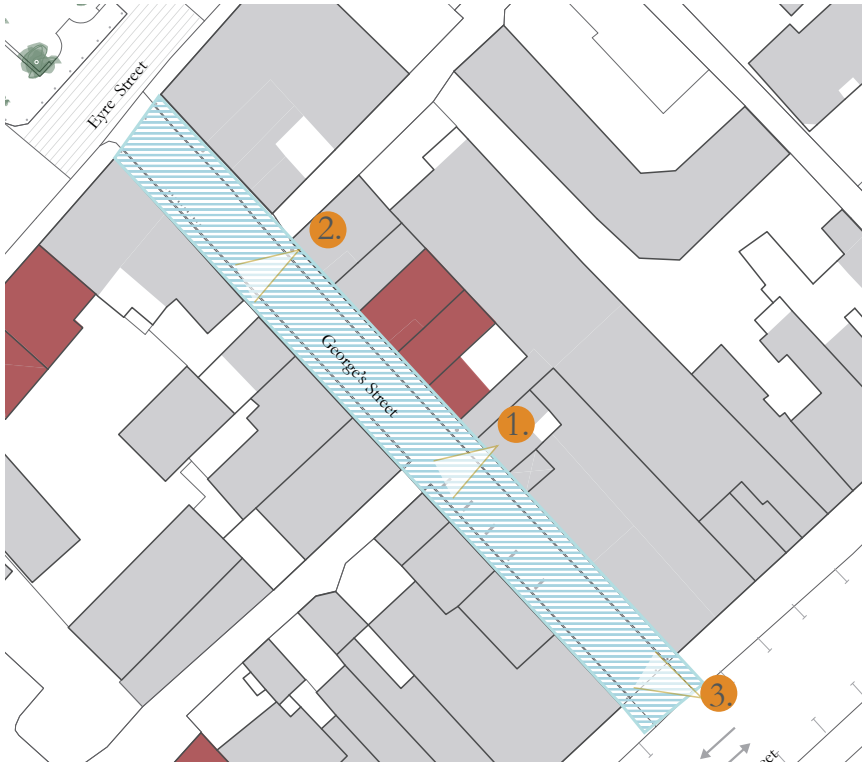
Why
- Enable an inviting public realm for shops to open out onto the street to provide for a cafe/restaurant culture.
- Reanimate an important historical axis between Market Square and Newbridge Town Hall.
- Provide a more inviting area with resting points in the town within public space
- Support the local economy providing a more attractive investment opportunity to retailers on both Georges St and in turn Eyre St to the North

How
Regenerate Georges Street through reduction of clutter, resurfacing of street/ improvement of public realm, provision of better facilities including lighting, drainage, waste management etc.

Priority
Georges Street is the subject of a priority design as it is earmarked in the Newbridge Settlement Plan as part of the town centre renewal strategy.

Qualities





Site Boundary of George's Street

Delivery Projects



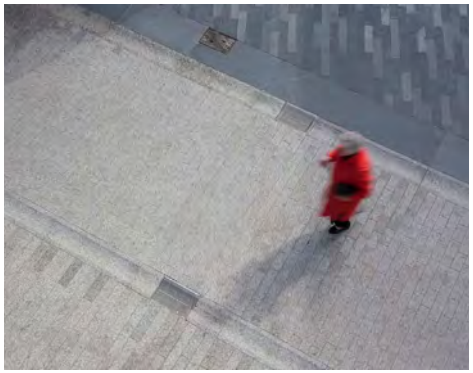


Precedent: Hildreth St, Balham. Before & After, Metropolitan Workshop



Potential Initial Site Works Diagram









Viking Triangle, Waterford. GKMP Architects



Main Street

Site Analysis & Observations

Project 2 - Public Realm Improvements

What

Main Street before the development of the M7 motorway formed part of the Dublin - Cork/Galway routes. A four way carriageway with parallel parking on both sides. The street is still highly congested forming the main thoroughfare and travel routes.

The existing street structure is dominated by four main approach roads into the town centre to Main Street. There is a dense pattern of streets and lanes to the north of the Main Street while the southern side is predominantly served by Military Road and Cutlery Road and the Athgarvan Road.

Why

- Emphasise the cultural axis proposed through public realm enhancements connecting the River Liffey Park to St. Conleths Gaa Park passing KCC Library, Riverbank Arts Centre and Town Hall
- To create a more pedestrian friendly environment with areas to rest, park your bike thereby reversing the car dominant street-scape
- Support the further development of the Northern side of the town to support more local business.
- Compliment the built proposals with public space that provides an attractive arrival point from the North
- Connect and important cultural sites providing more accessible and connected routes to and from one and other.

How

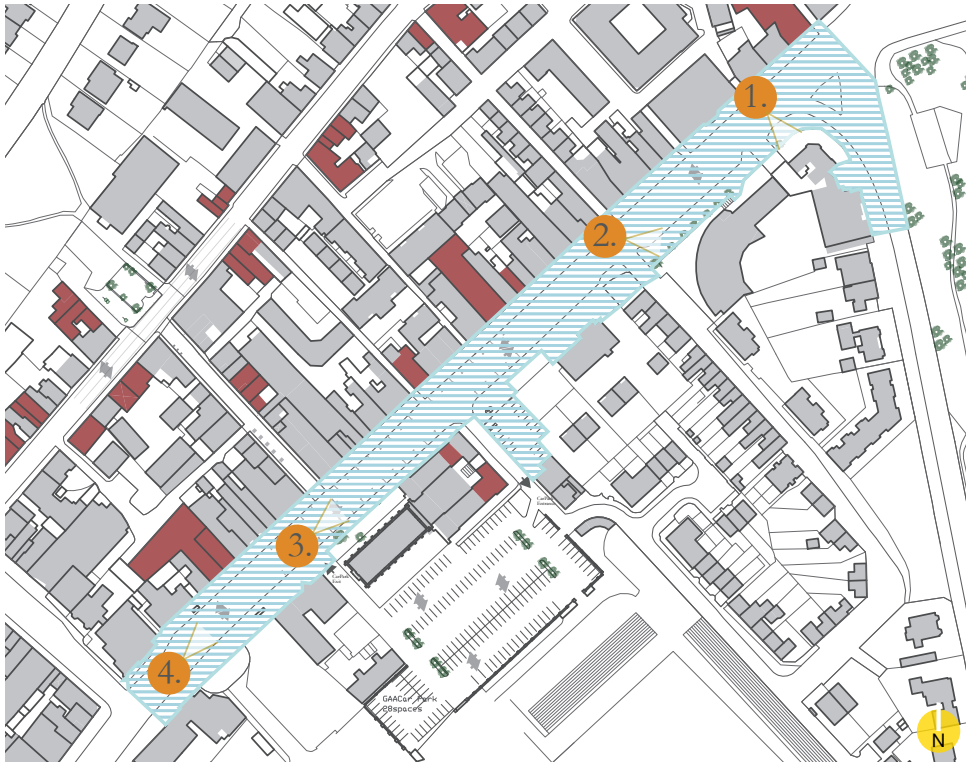
Studies to be progressed in tandem with other town proposals (especially NABTA plan) , ownership and boundary lines to be established, utility constraints to be understood, parking options to be reviewed etc.

Priority

This project has a medium priority in the sense that it will not, on its own, directly leverage private investment into the town. The improvements however will likely have a positive effect on the economic future of the area.

Qualities





Main Street


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3
River Liffey Park
KCC Library
Riverbank Theatre
New Athgarvan Road Housing Project
Market Square
Town Hall
Bord Na Mona
MAIN STREET
New Raised Table
Robert Street
Georges Street
John Street
Charlotte Street
1 Main street view towards library
2 Main street view towards Riverbank theatre
3 Main street view at new crossing point from Town Hall to Georges Street
Private parking
6 No. Private parking spaces relocated to town hall car park



Existing View

Main Street View 1





Rendered View from Kildare County Library Part 8 Showing Improved Public Relam



Existing View

Main Street View 2





Rendered View from Main Street Looking to Riverbank Theatre



Existing View

Main Street View 3





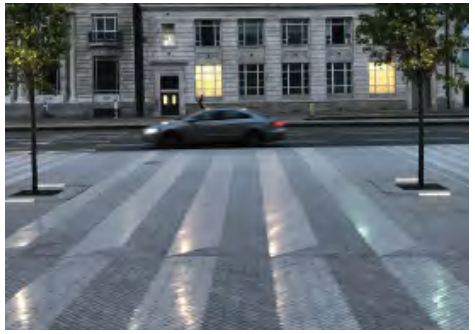
Main Street Rendered View at new crossing point from Town Hall to Georges Street

Kildare County Library

Project 3 - Part 8 Planning



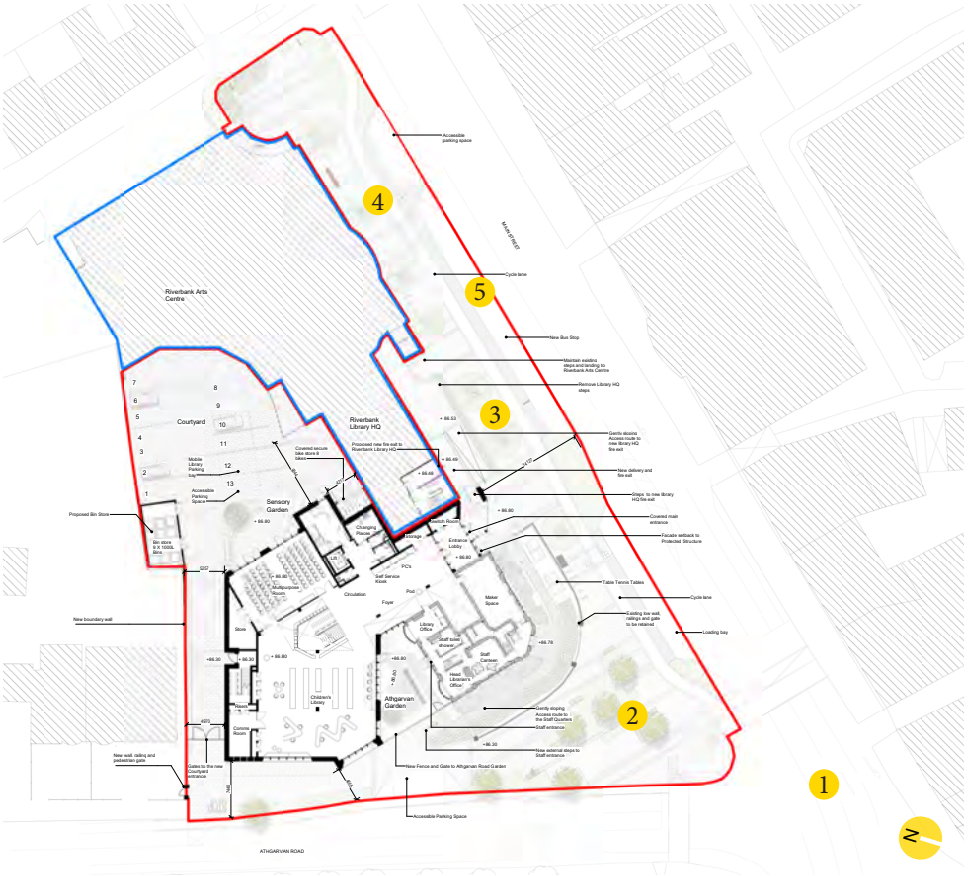
The Voyage public realm



Herringbone paving of alternative shades and textures



Street trees to soften landscape



1. Improved road junction.
2. New planting, seating, and paving to provide a public open space in front of the library.
3. Removal of on street parking to the south side of Main Street allows for widened foot paths and improvement of public realm.
4. Introduction of separated cycleway alongside main carriageway on Main Street.
5. Extended bus stop bay to allow for Bus Priority transport throughout Newbridge Town Centre.



CGI Main Street



CGI Athgarvan Road

Part 8 Site Context Plan, Metropolitan Workshop



Site Panorama

Town Hall Car Park

Project 5 - Public Realm Improvements

Where
Town Hall Car Park, Liffey Terrace
Adjacent to St Conleths GAA Stadium.

What
The site is currently used as a surface car park where cheap ‘all day’ rates apply. While the layout of the car park is efficient, there is a question mark over the opportunities of the use of such a key site in the town and, in particular, as a setting for the town hall.

The car park exists as an interstitial space between the Main Street and St Conleths GAA grounds. This means that the entrances to the stadium are not visible and there is potential for conflict between vehicles and GAA fans. On match days the car park is closed to allow for sufficient spill out space without any obvious effect on the functionality of the town.

Why
The provision of a much needed “Town Square” has long been an aspiration of Kildare County Council and the local Chamber of Commerce. This will be achieved through the re-planning of the existing surface car park between St. Conleth’s Park and the Town Hall which will unlock improved pedestrian access around the car park and provide a direct link from the main street to the redeveloped GAA entrance. The scheme will provide better pedestrian access to the stadium and a “front door” to Newbridge for visiting fans.

The car park is also noted in the NABTA as a ‘Park and Stride facility’ for all schools located along the Nass road.

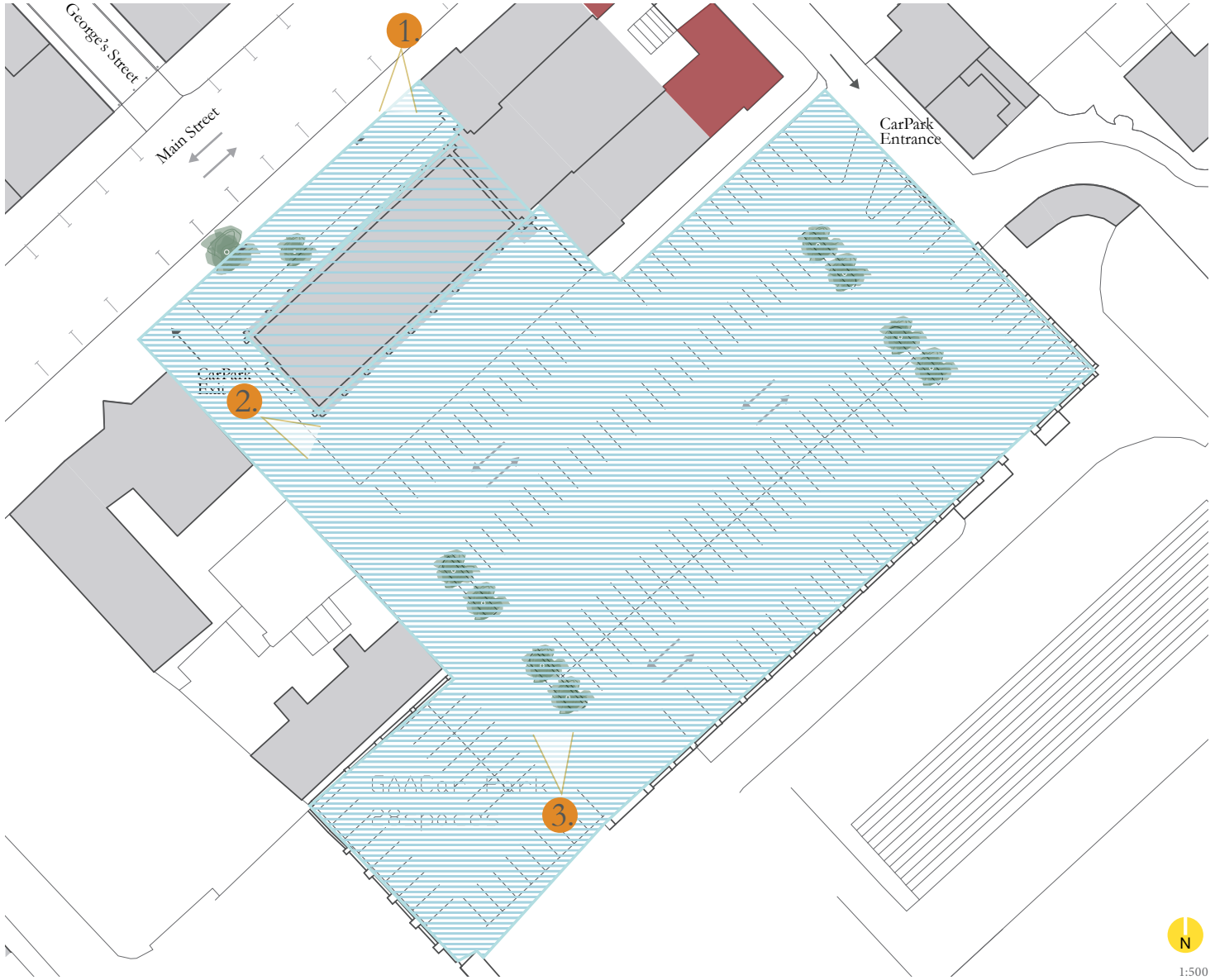
The proposal will also:
- Provide an opportunity for the Town Hall and GAA grounds to have a public space for further events and functions
- Enhance the axis of the Town Hall and Market square to include the GAA grounds

How
Improve the pedestrian access from Town Centre to the car park by improving the public realm. Connecting to the newly developed St. Conleth’s GAA.

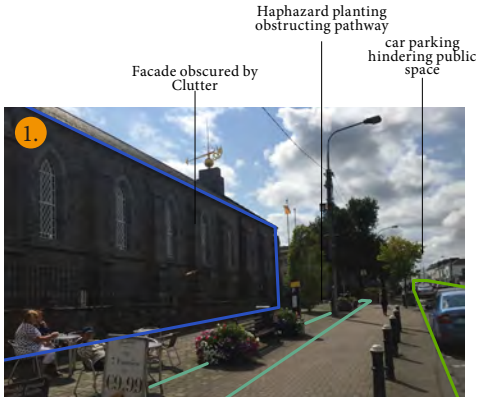


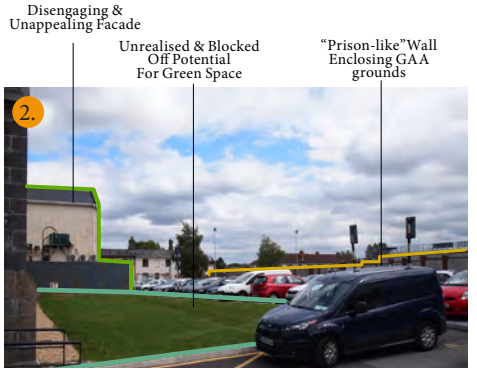
Site Location

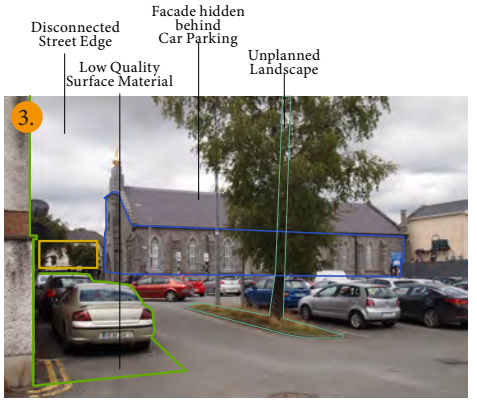
Delivery Projects



Plan showing existing extents of St. Conleth's GAA Car Park





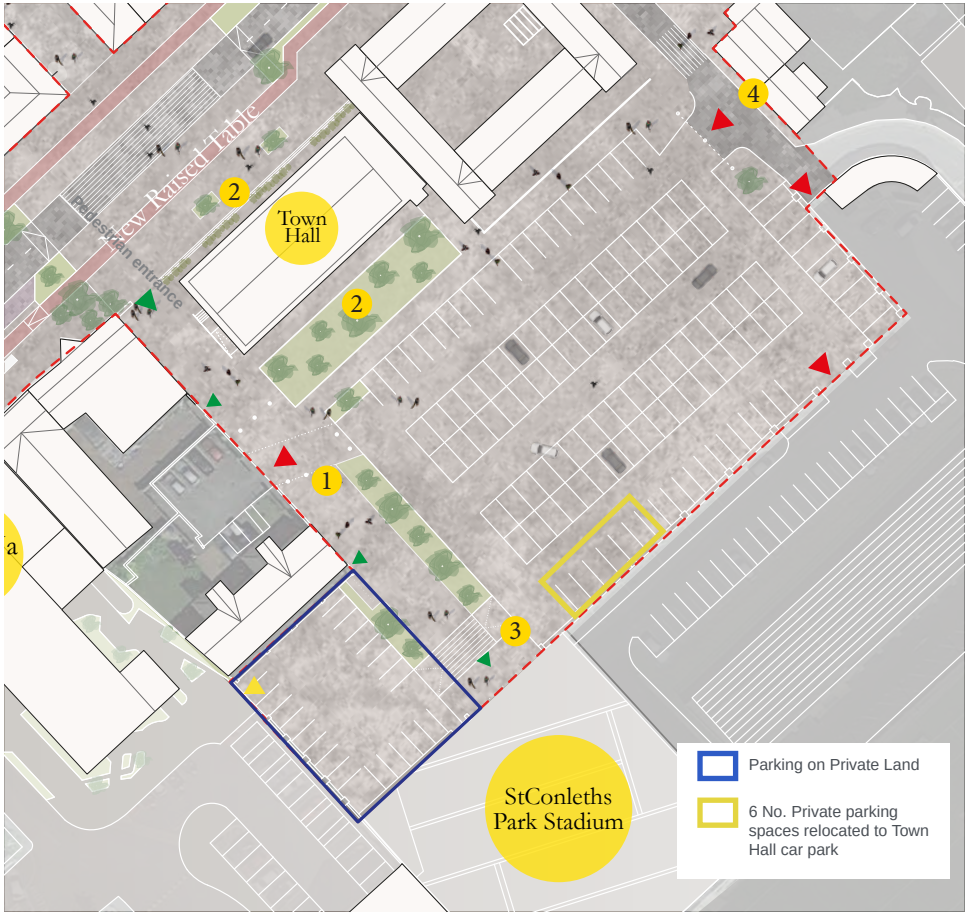


Site Analysis & Observations

Delivery Projects

1. New public realm to improve pedestrian connection from Main Street and Town Hall Car Park and GAA.
2. New planting, seating, and paving.
3. Raised table to connect public Town Hall car park with private car park.
4. Redesigned entrance and exit to Town Hall car park.

- Vehicular entrance
- Pedestrian entrance
- Potential pedestrian link



Proposed Plan of Town Hall Car Park



Boerenhol' [Park]ing, Wagon Landscaping



Place Rotrou, Espace Libre



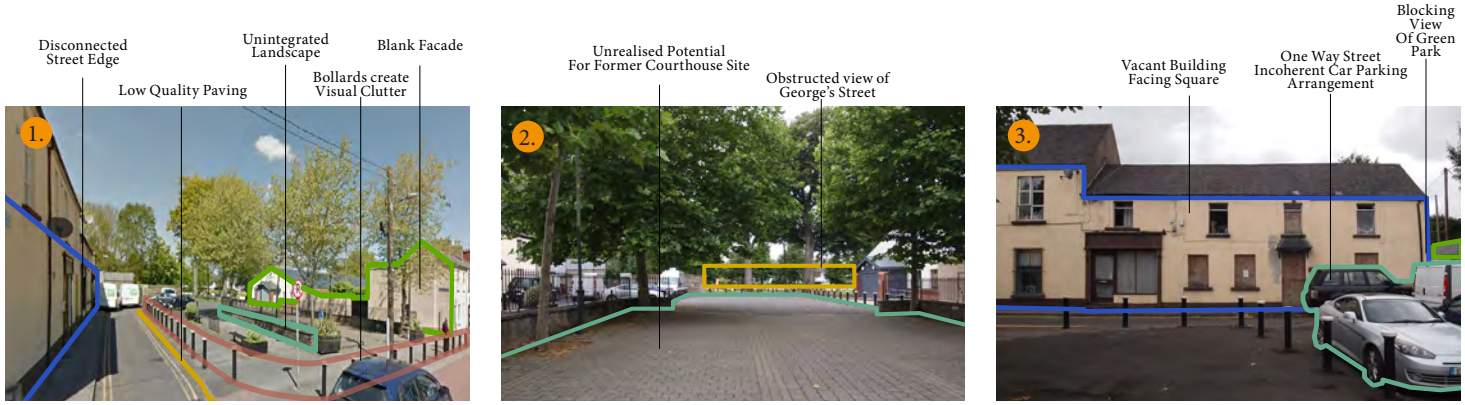
Waterford Triangle, GKMP



Rendered View of Town Hall Car Park from Main street

Market Square

Project 6 - Public Realm Improvements



Site Analysis & Observations

What
The Market Square once housed the town courthouse, a two storey structure with a formal facade which formed a framed view from Georges St and was set on a formal axis with the Town Hall. The courthouse was lost in a fire several years ago and the site has remained vacant ever since. Perhaps owing to the loss of footfall in the area, some of the buildings adjacent are in poor conditions and vacant.

In general the public realm is of poor quality, with bollards and railings blocking views. There are some high quality trees which provide an important function to the area.

Why
Newbridge Courthouse was extensively damaged by fire in 2002 and eventually the site was cleared. This unfortunate event has left a scar in the set piece of framed views along Georges Street looking south to the Town Hall and north to the Courthouse. The building formed an imposing architectural feature on the street-scape of Market Square and is now conspicuous by its absence. There is an opportunity for a new landmark building on the square with a high quality public space to compliment this. Activation of this could re-energise the historic axis from Town Hall - Georges St - Market Square

How
KCC to investigate the options for redesigning the area to create an attractive through route from Georges Street and soft public open space.

Priority
As a standalone project it could be delivered as soon as a suitable tenant is found. Public realm upgrades to the surrounding area will improve the attractiveness of the proposition.

Qualities



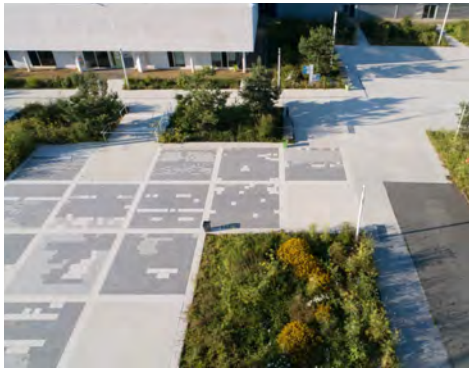


Site Boundary of Market Square

Delivery Projects

1. Raised table crossing from Georges Street to Market Square
2. New planting, seating, and paving. Improved visibility through reconfiguration of existing trees, removal of high metal gate on stone wall around market square, and new entrances created in stone wall.
3. Carriageway repaved to align with market square and footpath to the south west of market square widened.
4. Carriageway repaved to align with market square and footpath to the south west of market square widened.
5. New green space to connect back to existing small public park behind Market Square
6. Planting to encourage main walking route through the centre of Market Square.





Parc des Expositions, Saint -Brieuc, PRAXYS



Potential Initial concept Diagram



Perspective from Georges St looking towards a potential Market Square Public Realm

Project Ireland Urban Regeneration & Development Fund



In November 2018, the Government announced the projects which had been successful in securing funding under the Urban Regeneration and Development Fund (URDF). The fund is key in activating a move towards the achievement of the Project Ireland 2040. Kildare County Council was successful in securing funding for one project in Newbridge: the Newbridge Cultural and Civic Quarter. The project, funded under Category B1, the project will focus on the west end of Newbridge and comprises three specific but linked projects, namely:

a) The redevelopment of Kildare Central Library:
The development will be on the site of the existing library on Main Street and benefit from locational synergy with the Arts Centre.

b) Public realm enhancement to support development opportunities and provide a high-quality town centre environment along the historic axis formed by Market Square / Georges Street /Town Hall:
This element will focus on the delivery of a new crossing point and raised road table between the Town Hall and George Street; a rejuvenation of Georges Street through decluttering, public realm improvement works and better linkages along Main Street and key spaces and places around the town centre.

Qualities



Eyre Street

Project 7 - Public Realm Improvements

Where
Eyre Street historically was the main secondary street from Main Street with an abundance of life, boutique shops and property onto the tight street.

What
More recently, high vacancy rates and poor public realm suggest that the area is in need of urgent renewal.

This need for action was further highlighted through public consultation with a growing need to improve a once vibrant part of Newbridge Town.

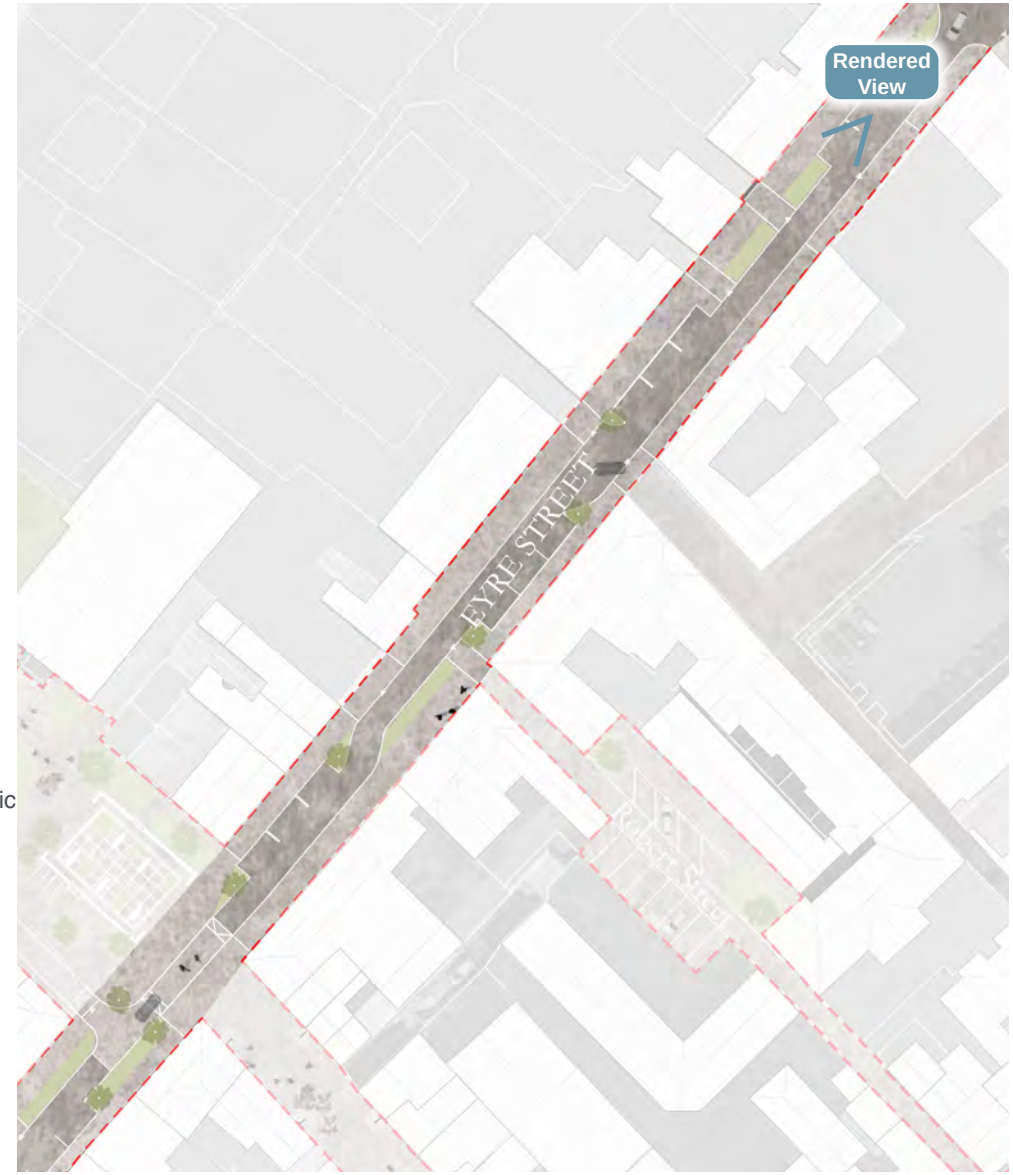
Why
There is an opportunity to shift this street as a car dominated street into a shared street for cars pedestrians and cyclists.

Qualities



The street would greatly benefit from increased footfall. Its proximity to the historic laneways allows for a filtered permeability from Main Street and its interaction with both George's Street and Market Square allows for a connection to the Town Centres main axis.

How
The NABTA has outlined a series of strategies to help improve the use of Eyre Street for all types of users. By tightening the carriageway to impose a one way traffic flow from Canning Street to Station Road. This allows for the street to be redesigned to improve the public realm by widening footpaths, landscaping and a raised table at Georges street. The street connects to a series of public realm improvement projects also outlined in this document. This includes Georges Street, Market Square and the Laneway revitalisation project.



Eyre Street Public relam Proposal

Delivery Projects



Eyre Street Public realm Proposal



Eyre Street Current View

Laneways

Project 8 - Public Realm Improvements

Where
Laneways between Eyre Street and Main Street

What
A series of laneways run east west connecting Main Street back to Eyre Street. Most of these lanes are largely residential in nature and some contain courtyards often used as car courts.

A public realm renewal strategy is proposed to revitalise the existing historical laneway network and provide a model for future laneway developments in Newbridge Town.

Why
The narrow lanes connecting Eyre Street to Main Street could help enhance permeability and strengthen character.

How
The NABTA outlines a series of laneways as local access only promoting a filtered permeability from Main Street to Eyre Street.



Delivery Projects



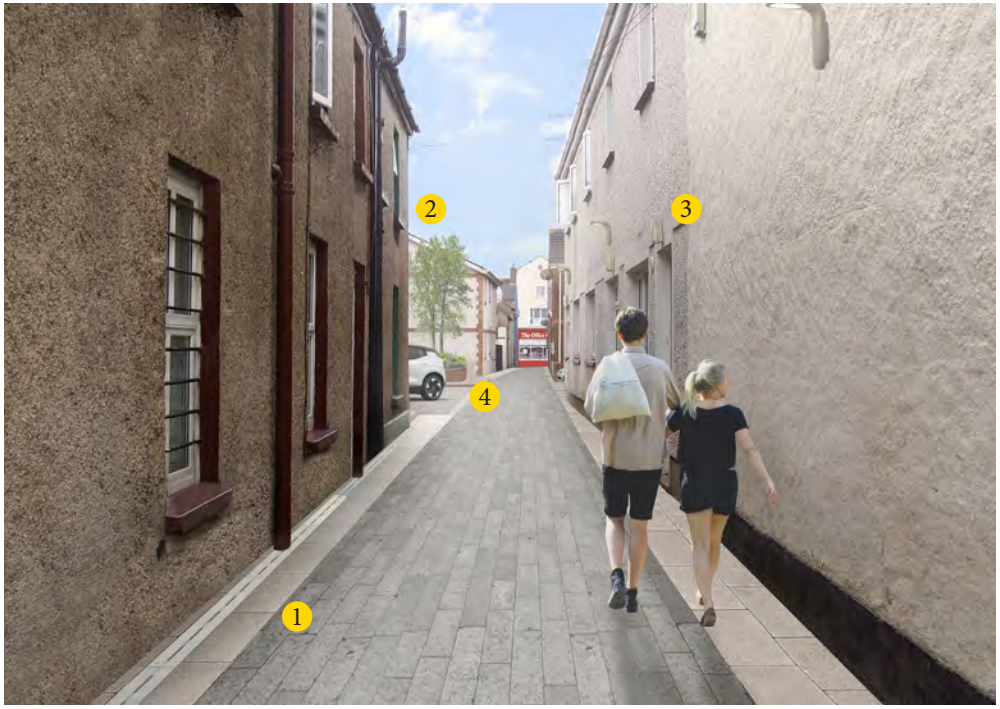
Robert Street

Qualities

Excellent Connections | Cultural Offer | Town Centre living | Strong Identity | Investment Opportunity

1. Repaved lane to provide clear unobstructed laneway and delineate vehicular and pedestrian zones.
2. New planting.
3. New lighting to front entrances.
4. Repaved and delineated residents parking.







John Street

Qualities

Excellent Connections | Town Centre living | Strong Identity

1. Repaved lane to provide clear unobstructed laneway and delineate vehicular and pedestrian zones.

2. New lighting to front entrances.





Delivery Projects



Francis Street

Qualities

Excellent Connections | Cultural Offer | Town Centre living | Strong Identity | Investment Opportunity

1. Repaved lane to provide clear unobstructed laneway and delineate vehicular and pedestrian zones.
2. New planting.
3. Repaved and delineated residents parking.
4. Opportunity for outdoor seating for business' with areas in laneways





The Place

Where
Athgarvan Road

Where
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.

Why
In order to consolidate the town centre, the renewal of this urban street with defined perimeter blocks is critical. The re-organisation of the street-scape must reflect the multiple land use zoning which traverse the area. The individual elements (buildings, street-scape, 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 within other projects to create a seamless transition and coherent town renewal.

Priority
This area is subject to a design brief within the Newbridge Settlement Plan being viewed as a high priority area crucial to the towns expansion and growth

The NABTA notes a series of improvements to active mode uses and pedestrian walking route improvements in order to create better permeability through to Town Centre. This is envisioned through the form of new crossing point improvements and active mode links along Athgarvan Road.











Initial Site Observation Photos

Initial Observations

1. No pedestrian or cycle path which cuts off connection to the linear park entrance

2. Wide Road Junctions creating a disconnection for the pedestrian

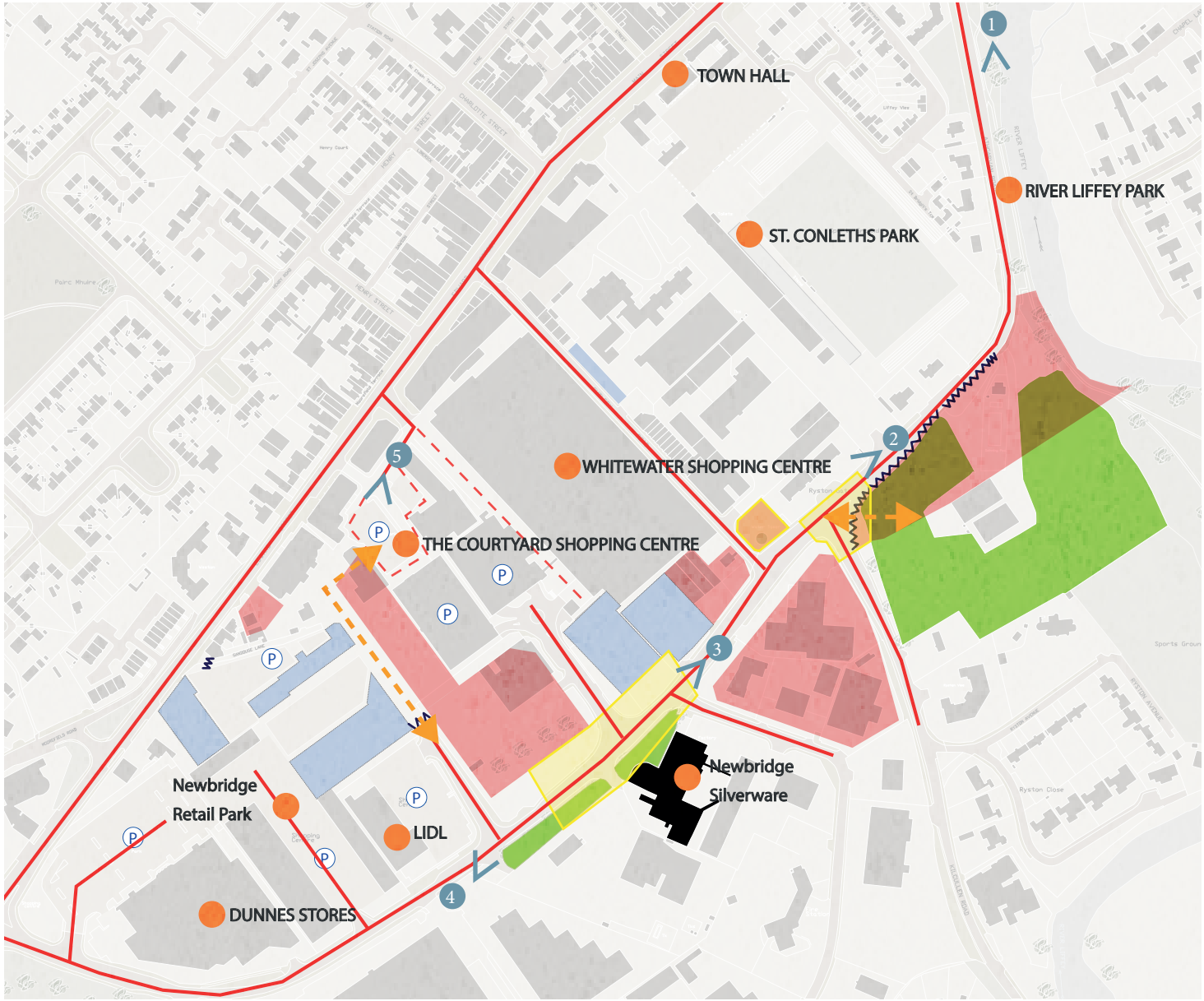
3. Disconnection towards Newbridge Silverware building

4. Inactive road frontage

5. Pedestrian unfriendly shopping area

Key

- Opportunity Area
- Granted Planning Permission
- Significant Building
- Green Space
- Barrier to Movement
- Potential Character Area
- Parking
- Vehicular Link
- Pedestrian Link
- Potential Link



Initial Site Observations and Boundary

Athgarvan Road

Project 9 - Development Strategy

Where
Athgarvan Road

What
A series of planning applications have already been granted and /or muted in the area however the Athgarvan Road remains largely under developed and lacks enclosure. The Whitewater and Courtyard shopping centres both have ambitions to expand in a southerly direction although plans are yet to be realised.

There is an opportunity to establish a movement strategy for the area which could begin to set up a retail loop between the two centres enlivening Cutlery Road, better connecting Newbridge Silverware and giving this stretch of the Athgarvan Road the enclosure it so badly requires. The proximity of Ryston Park to this stretch of Athgarvan Road also affords the opportunity to extend the Liffey Park in a westerly direction towards the aforementioned retail loop, creating a new green finger stretching as far as the junction of Cutlery Road.

Why
Despite recent upgrades, the road continues to have an industrial backland type character. The Newbridge Settlement Plan considers that the road should become an urban street which should be capable of responding to both the expansion of the town centre and to the existing land uses.

Qualities





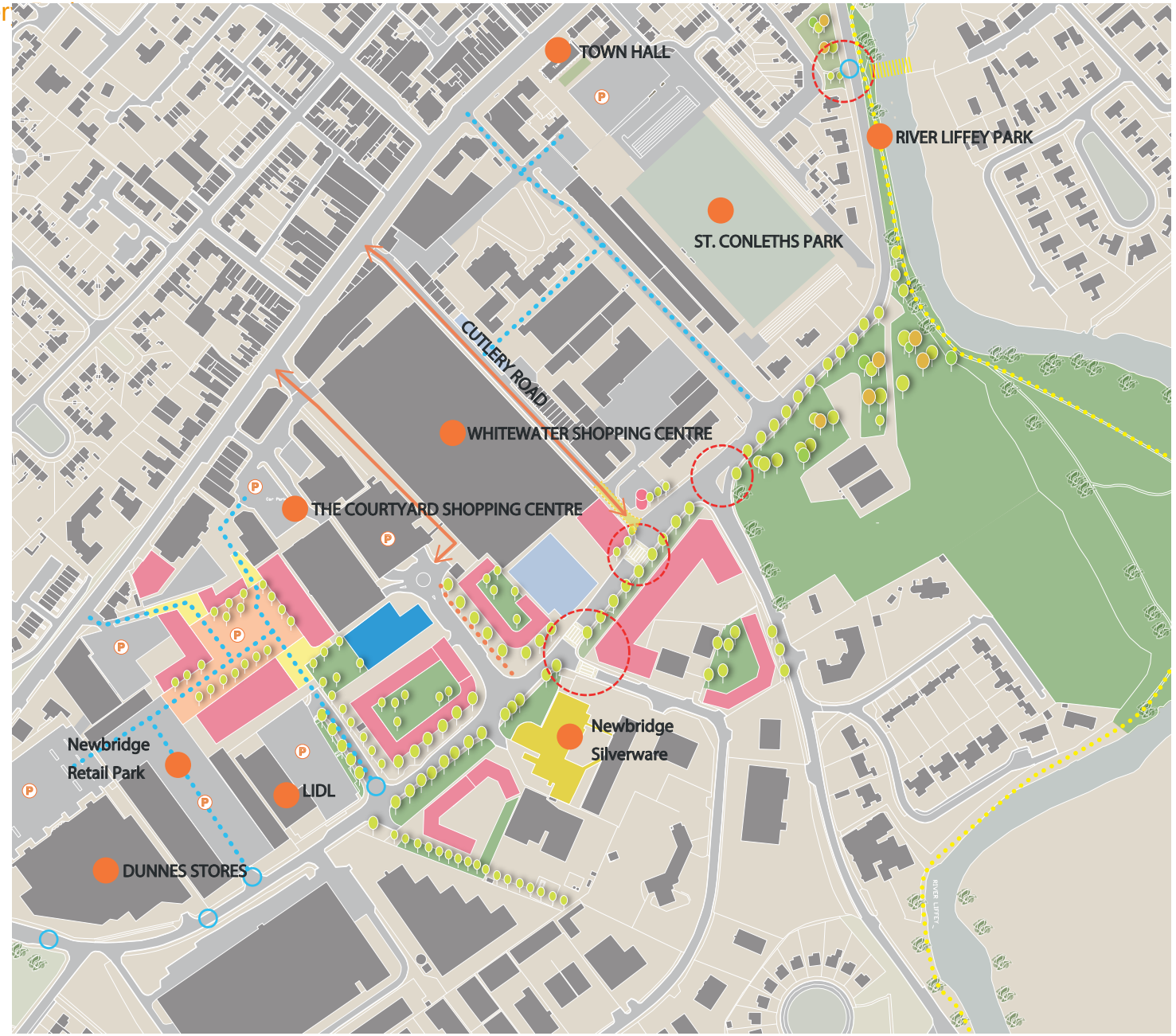
New Road, Brighton & Hove, UK



Queen Elizabeth Park, Stratford, London, UK



Stratford Shopping Centre, UK

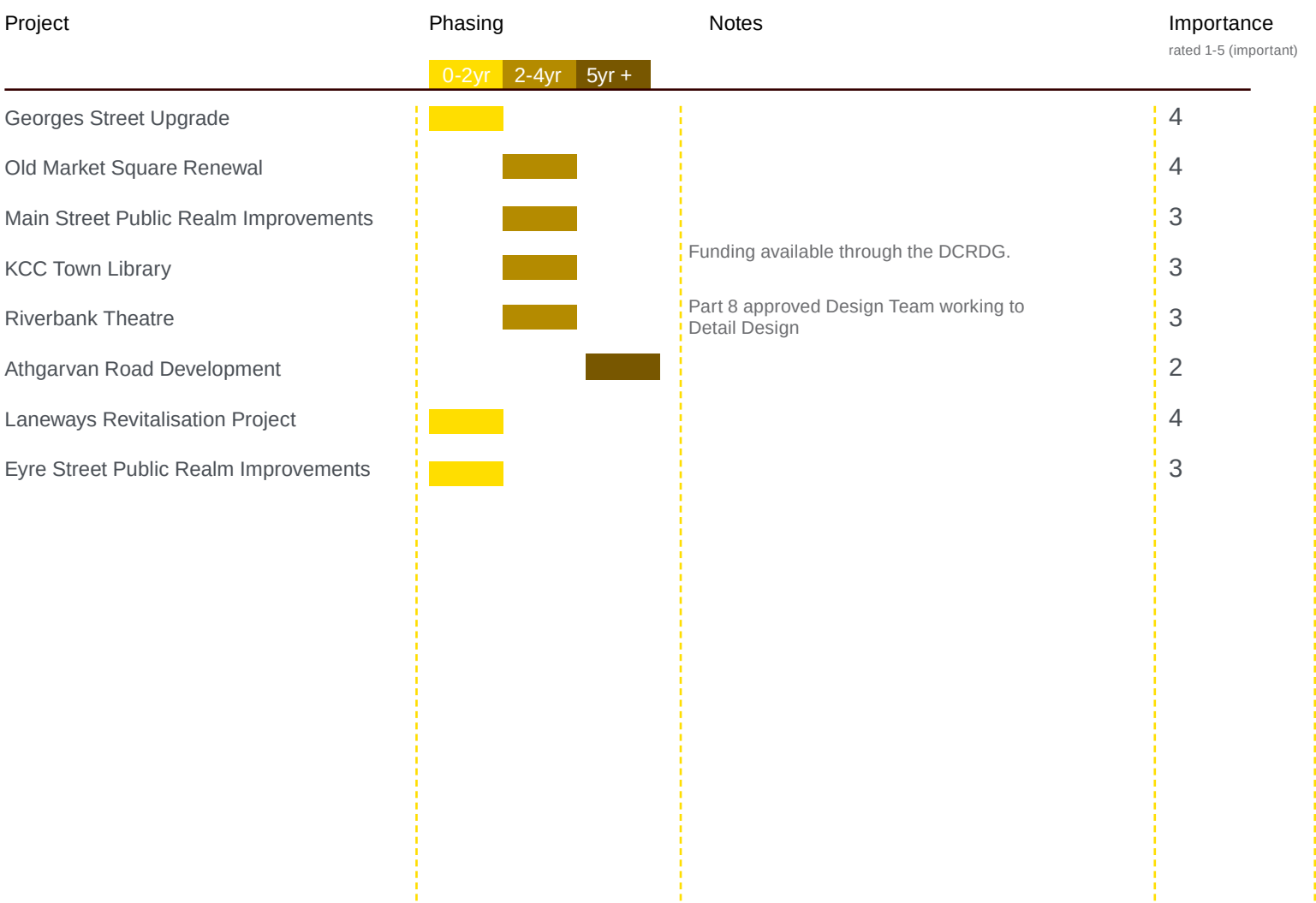


Athgarvan Road Strategy Plan

- Suggested Block Strategy
- Potential primary care centre
- P Parking
- Improved Pedestrian Connections
- Existing Pedestrian Routes from Main Street
- Potential Pedestrian Routes From White Water Shopping Centre Courtyard
- Greenway (cyclist and pedestrian)
- Active Mode Link outlined in NABTA
- Potential Future Crossing Point Improvement outlined in NABTA
- New Bridge
- Two-Way Section on Southern end of Cutlery Road as per NABTA

Note: see NABTA for wider town cycling strategy

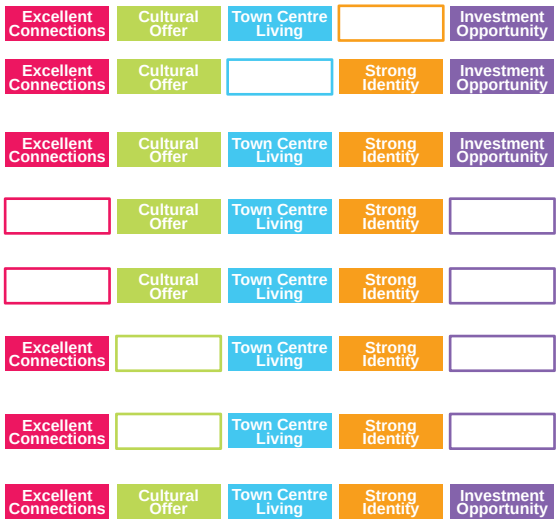
Project Delivery Plan



Delivery Projects

Benefits

Estimated Costing



Delivery

A Project Delivery Plan is shown to the left, with phasing, importance & benefits to town growth, costs and comments about inter relationships with other projects.

It is recognised that the delivery of comprehensive projects such as those detailed within this report is reliant upon the availability of funding which is likely to be limited or spread over time.

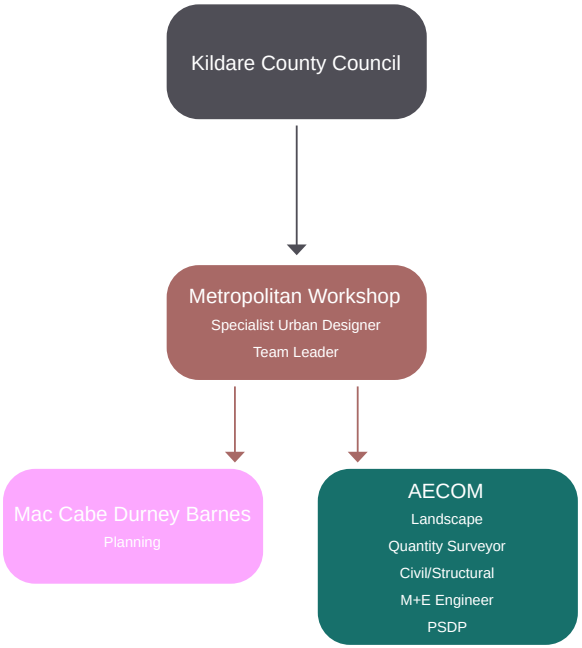
It is recommended that where funding opportunities are scarce, an incremental approach can be taken to the implementation of these projects, allowing progress to be made as and when funding is received.

This approach enables projects to commence at an earlier stage, achieving change and ‘quick wins’ ahead of full project completion.

Our Team

Metropolitan Workshop have assembled a team for this commission who have worked together previously. The team brings unparalleled experience for projects of this kind and are committed to delivering an exemplary scheme for Kildare and Newbridge.

Individually and collectively we are passionate about making successful places and would relish the opportunity to work with Kildare County Council and local stakeholders. Our Team is:



Metropolitan Workshop
Architecture + Urbanism

Specialist Urban Designer- Team Leader

Through our architecture and urban design, in our research and press articles and through our involvement in national, regional and local design review panels, we strive to influence and improve the way people live.

Metropolitan Workshop principles have more than eighty-five years of combined experience of designing mixed-use, housing-led urban schemes and working with private sector developers and public sector housing agencies in the UK Norway and Ireland.

The perspective that our broad range of experience provides, gives the organisations we work with early confidence in the deliverability of their projects.

From bespoke houses to major urban residential-led, mixed-use projects, we bring the highest possible standards of design thinking and delivery to the built environment at every scale and context.

We are experienced communicators and believe that resident and public consultations are crucial to finding the right solution, to give the community the opportunity to ensure proposals meet their needs and in doing so, those of the client.

We believe that there is always more than one good way to do something so we always offer options – this helps everyone engage with the issues and see that different solutions offer different virtues.

MacCabe Durney Barnes

Planning

MacCabe Durney Barnes is a multi-disciplinary practice providing specialist planning, environmental and economic services. The practice provides spatial planning, chartered surveying and marine spatial planning. Their mission is to promote planning, environmental sustainability and economic development as a process for achieving an enhanced physical environment and consequent improvement to the quality of people's lives.

AECOM

Landscape, Quantity Surveyor, Civil/ Structural, M+E, PSDP

AECOM is global network of experts working with clients, communities and colleagues to develop and implement innovative solutions to the world's most complex challenges. Delivering clean water and energy. Building iconic skyscrapers. Planning new cities. Restoring damaged environments. Connecting people and economies with roads, bridges, tunnels and transit systems. Designing parks where children play. Helping governments maintain stability and security.

AECOM connects expertise across services, markets, and geographies to deliver transformative outcomes. Worldwide, AECOM designs, builds, finances, operates and manages projects and programs that unlock opportunities, protect our environment and improve people's lives.

Appendices

Newbridge Town Renewal Plan

Public Realm Design Manual

AECOM

21.08.2019

Metropolitan Workshop | Aecom | David Slattery | Mac Cabe Durney Barnes

> First life, then space, then buildings. The other way around never works.
>
> - Jan Gehl
> Life Between Buildings:Using Public Space

Public Realm Design Manual

1
Overview and Approach
Design Principles
Public Realm Vision
Regulation and Policy

2
Materiality: Hardworks
Materiality: Softworks
Design Elements
Urban Integration

3
Townscape Visualisations
Design Summary & Next Steps

Overview & Approach

The purpose of this manual is to determine an appropriate palette of materials, furniture and details for the public spaces identified as part of the Newbridge Town Renewal Plan. It is designed to offer an easily-accessible guide for those looking to propose and implement any public realm improvement works in Newbridge Town.

This design manual aims to assist in addressing the unique mix of public spaces - old and new - by forming a clear palette of materials that are categorised under the headings of *Hardworks*, *Softworks* and *Details*. Further assessment has been made with design guidance offered on how best to integrate any future design propsal into the existing streetscape of Newbridge Town.

All materials have been chosen to ensure their accessibility, sustainability and applicability with existing conditions nad townscape heritage. As demonstrated (left), the report is broken into three easy-to-follow sections.

Design Principles

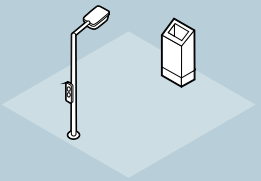
People: *Comfort in Movement*

Vibrant street life of the town is determined by those who occupy the public realm: the comfort of residents, visitors and the local working population is central to the success of the design of open space in Newbridge Town.



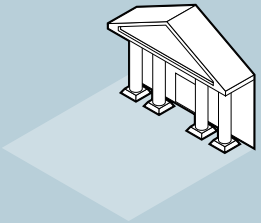
Place: *Clutter Reduction*

A considered and pro-active approach to consolidating physical items that populate the public realm of Kildare will be taken so as to ensure that visual clutter is reduced.



Form: *Respect Heritage*

Cultural references and historic assets of the town will take precedence so as to offer a respect for the built heritage of Newbridge Town.



Public Realm Vision

> **"The public realm of Newbridge Town will be developed and implemented as a comprehensive package of robust and sustainable elements, offering a suite of interventions that ensures a vibrancy and quality of place-making, offerering strong pedestrian connections, celebrates the town's unique assets, and contributes to the vitality of the townscape and region."**

Regulation & Policy

County Development Plan
(2017 - 2023)

As of February 2017, Kildare County Council have been tasked with enforcing the principles and strategies as outlined in detail in the County Development Plan. The primary aim of this is to ensure, support and promote quality and sustainable development across the county.

Each of the plan's key chapters focus on the delivery of specific objectives - many of which relate to the development of town centres through quality means. Various objectives relate to the delivery of quality public realm works and town centre improvements.





Sustainable residential and public realm development in established urban areas is a key focus of Chapter 4 (Housing).
Kildare County Development Plan, 2017 - 2023

Extrusion of objectives from the 2017 County Development Plan establish that it is an objective of the council to:

- (WC 01) Prioritise Sustainable modes of travel by the development of high quality walking and cycling facilities within a safe street environment.
- (WC 03) Ensure that connectivity for pedestrians and cyclists is maximised in new communities and improved within the existing areas in order to maximise access to town centres, local shops, schools, public transport services and other amenities.
- (PS 01) Ensure that all residential development is served by a clear hierarchy and network of high quality public open spaces that enhances the visual character, identity and amenity of the area.
- (R 41) Pursue all avenues of funding, including State funding, to secure resources for the enhancement, renewal and regeneration of the public realm of the county's town and villages.

"The provision of public space that is functional, appropriately designed and well located is a key element of high quality residential environments. Larger public open space should have active and passive recreation areas that enhances the visual character, identity and amenity of the area.

- Public Open Space (4.10)
Kildare County Development Plan 2017-2023

Newbridge Local Area Plan
(2013 - 2019)

The Newbridgc 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 Arca 2010-2022







"To build on the strengths cf Newbridgc 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 comnmnities while balancing future development with the conservation and enhancement of the town's natural and built environment.

- Local Area Plan (Part A, 6.0)
Newbridge Local Area Plan 2013-2019

Kildare County Policy on Signage
(April 2013)

The purpose of the county signage policy is to establish the baseline principles for signage on public roads and streets, signage that requires further permissions, signage that is exempted, and regulatory signage (exluding emergency signage).

As such, any further site detailing or design application from this document is to be read in conjunction with this County Policy on Signage, ensuring design compliance in areas such as directional, heritage, informational and event signage.

In addition to the above, and as stated in Section 3.1.2 of the Policy, the design regulatory signs shall be undertaken in accordance with the Traffic Signs Manual 2010.





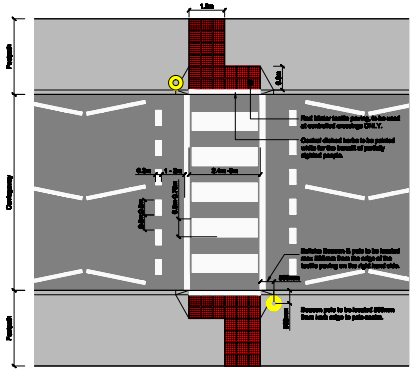
Road & Street Design for All
(2013)

Kildare local authorities currently work to the design standards and aspirations of the 'Road And Street Design For All' report, in tandem with guidance as issued by the Department of Transport, Tourism and Sport.

The Local Government Management Services Board Steering Group has developed guidelines on 'the accessibility of streetscapes' in reviewing, auditing across all administrative areas which are to be taken into account by designers.

These guidelines offer guidance on the following:

- The design of tactile Paving surfaces takes visually impared pedestrians primarily into account,
- Street furniture such as bollards, bins and cycle standing areas should be carefully placed to accomodate both pedestrians and motorists,
- Bicycle racks should be marked clearly, allocated off footapaths and in colour contrast to surrounding enviornment.



Design Manual for Urban Roads and Streets (DMURS) (2013)

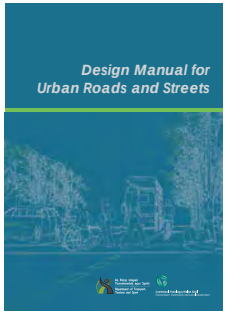
Published in 2013 by the Department of Transport, Tourism and Sport, DMURS aims to consolidate the many design codes and standards that are both best practice and required for street design across Ireland. It seeks to address street design within urban areas, and to set out an integrated design approach across areas, disciplines and typologies.

Relating specifically to urban design, key objectives noted in the manual include:

- A design must be influenced by the 'type of place';
- Balance the needs of all users;
- Within the heart of every community, well designed streets should promote the use of walking, cycling and public transport;
- In due course, the vehicular traffic will be reduced and more sustainable forms of transportation will emerge;
- Differing Neighbourhoods will be well connected with identifiable centres and easily accessed by both pedestrians and cyclists.

Such objectives as outlined above should be cross-referenced with Local Area Plans, Strategic Devlopment Zone Planning Schemes & Land Use and Transportation Strategies.

As roads and streets are designed accordingly, the heritage and history within an area will be protected - this will have the potential to develop economic, social and enviornmental opportunities.



> "Careful place-making will protect heritage and tourism potential whilst facilitating growth and new uses. Better quality public realm will promote civil confidence and can attract stakeholder investment, thus creating jobs.
>
> - Introduction, page 4
> Design Manual for Urban Roads and Streets 2013



Materiality: Hardworks

Demonstrated opposite, a hierarchical categorisation of paving finishes is described for the application of any public realm improvements within Kidare Town.

The success of any paving structure is dependant on the appropriate associated structural build-up, bedding and jointing associated with the surface material. The full specification of these structural elements must be detailed by suitably qualified engineers, and constructed in accordance with capable and experienced design contractors.

Specification

The main factors which influence the design of the surface layer of paving are the support structure and the magnitude and type of loading applied to the paved area. This directly impacts on the possible options for the size and depth of the paving unit and will also affect the recommended build up, bedding and jointing.

A properly constructed pavement, with a build-up appropriate for its use, will be more robust over time and avoid failures leading to uneven paving and trip hazards. Before any natural stone paving unit is specified, the 'SCOTS Natural Stone Surfacing – Good Practice Guide must be consulted.

At present the preferred materiality is cast in situ concrete with an aggregate finish and should be considered as a base specification for particular interventions.

Aging and Maintenance

Paving will change in colour and appearance over time due to environmental factors. UV light, freeze thaw action, salt damage, chemicals, general staining, graffiti, fungus, algae and moss all will affect the appearance of the paving surface.

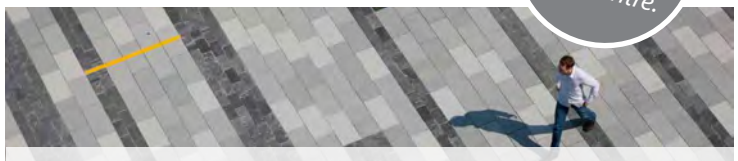
The use of protective substances can reduce the affect these factors have upon the surface.

Contemporary Paving

Ideal for feature areas in town centre.

Overview

Offering an indication of the general approach to the materiality, these three hardworks types are chosen in the context of the town's foremost public spaces. Each of the **Contemporary**, **Feature** and **Standard** hardworks palettes are developed through consideration of existing conditions and best-practice public realm improvement works.



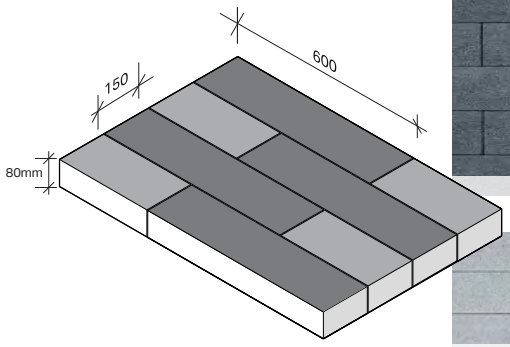
Contemporary paving has the versatility to complement many types of application whilst meeting project challenges head-on, offering the capability to handle heavy-duty traffic, and detailed streetscape designs.
Stuggart, Germany

Contemporary block paving with an attractive plank-style and a modern, minimalist look offers a fresh, clean design.

Materiality & Modularity

These materials offer consideration for the quality of the space, simplicity and availability of proposed materials, and consistency of workmanship across all public realm works.

Developed in detail opposite, each of the three hardworks palettes are demonstrated as a modular system of readily available component parts and materials. The texture and colour of each ensures compatibility with the surrounding areas and elements of Kildare Town centre, depending on the spatial typology and built environment that it is designed to complement.





Graphite



Mid grey

Material
Suitable for pedestrianised areas with occasional vehicular overrun, Manhattan is a linear block paving product with a hard-wearing surface and a contemporary, minimalist look.

Finish
Flamed finish is to be used for pedestrian thoroughfares.

Durability & Workmanship

For any proposed hardworks in the town, Kildare County Council is to require a sample panel of pavement to be constructed for all paving materials, so as to establish specified standards and finishing for the scheme.

All materiality and construction is to adhere to British Standards (BS), ensuring quality of goods and build.



Belltree Park, Clongriffin, Dublin



Maintenance
Low maintenance and very high durability, plank style block paving offers great strength and resilience in busy environments.

Approval of materials must be obtained in advance of bulk order.

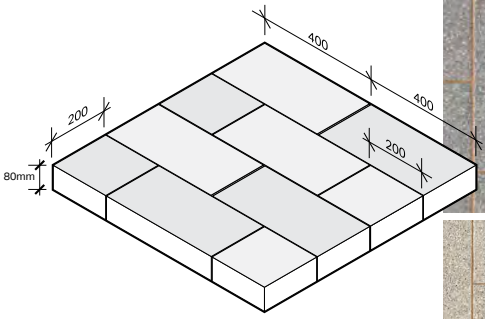
Feature Paving

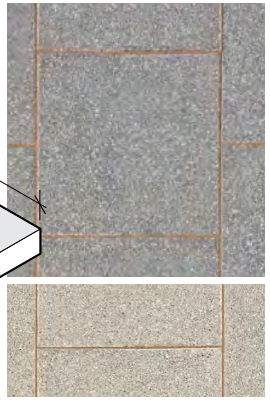
Ideal for high-traffic pedestrian areas



A mix of exposed granite aggregates, set into pre-cast concrete paving units, offer high-quality and durable finishes

For town centre and feature areas of high pedestrian movement, activity and congregation, a high-quality granite aggregate paving system is proposed.





Material
A contemporary style that uses a unique blend of natural granite aggregates, enhanced with a high-quality surface finish. These are to use a 200mm modular system.

Finish
Silver grey, mid-grey and graphite colours; each are solid modular units with a skimmed surface finish.



Maintenance
Very low maintenance requirements, on

Drainage

Each flag is to allow for water drainage into joints between flags and into the sub-base.

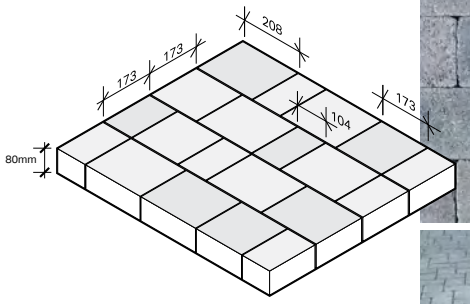
Standard Paving

Attractive, durable and cost-effective design.



A durable and well-worn material

Pre-cast 'Tegula' style concrete units are to be adopted for local and residential areas.





Material
A durable and versatile material, it can be used in a variety of areas such as; driveways, car parks and pathways.

Finish

Silver grey, mid-grey, graphite colours and burnt red/orange colour; each are solid modular units with a n polished skid resistance surface finish.



Maintenance
Need for topping up joints early as it requires a committed management regime.

Drainage

Each flag is to allow for water drainage into joints between flags and into the sub-base.

Materiality: Softworks

Overview

The importance of street trees, particularly in active urban environments and dense public spaces, cannot be understated. Beyond providing a pleasing and valuable aesthetic to the urban environment, healthy tree planting offers a multitide of benefits to the managing authority, to the user of the space, to the local resident population, and to the environment at large.

Kildare is home to a number of quality specimen trees throughout its centre. This design manual offers guidance on their management and growth.

Urban tree planting offers key benefits to the locality and the end user:

- Enhances property desirability and liveability
- Contributes strongly towards townland or regional drainage strategy, eg - SuDS system
- Mitigates the urban heat island effect
- Provides increase in adjacent property values
- Frames public realm functions (market spaces)
- Functions as part of the regional biodiversity network and habitat provision of the town.

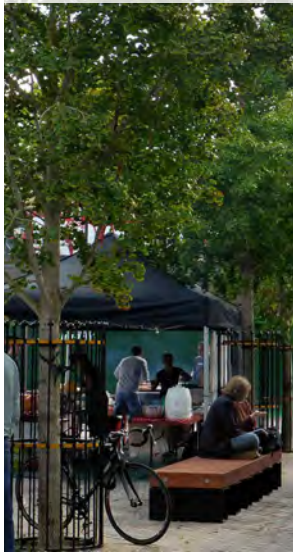
Looking south west along Edward Street which offers a strong tree canopy and quality tree coverage in parts, but is dominated by vehicular parking.

Newbridge town centre, Kildare



Protecting the street trees, while allowing for greater at-grade activities.

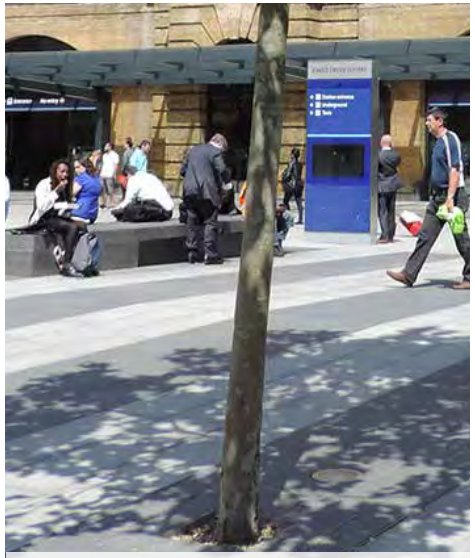
Leonard Circus, London



Specimen Trees

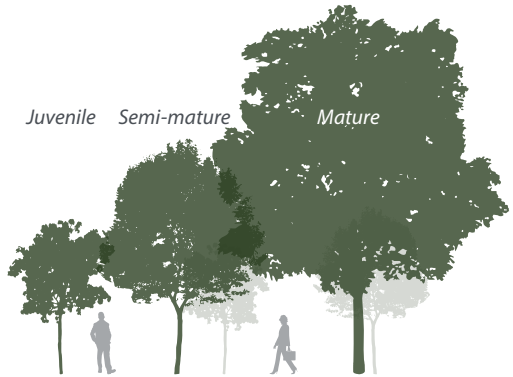
Quality on-street specimen examples of Lime tree (*Tilia cordata*) are seen throughout the town centres of Kildare, Newbridge, Leixlip and Maynooth, offering a strong a strong townland connection between urban settlements across the county.

Further on-street planting at town centre nodes (plazas, primary streetscape connections, market squares) should adopt and continue this application of quality Lime species. Demonstrated below, this is to be developed in tandem with the application of quality on-street paving material and furniture.



In-paving tree pits are developed around a concealed modular cell network that ensures the protection of the tree's root system.

King's Cross Station Square, London





Acer platanoides 'aurea'. Clear-stem form ensures that the tree offers a dynamic and elegant character to the urban streetscape.

London Street, UK

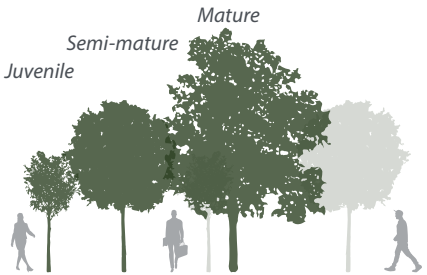


Fagus sylvatica 'purpurea' offers a robust form, ensuring resilience and tolerance to urban conditions.

Richmond, London

Street Trees

Street trees and planting are emphasised as a strategically important design component across all of Kildare County, particularly in areas to alleviate the negative impact of bare concrete walls and boundary thresholds (6.8: Road and Street Design).





Resin-and self-bound tree pits offer flexibility, permeability, ease of installation and a cost-effective solution to on-street tree planting.

Kilkeel, County Down



Various species of Norway Maple (Acer platanoides, above) offer a desirable solution to on-street tree planting, while birch species (below) develop a desirable habit and form for residential street planting due to their columnar habit and robustness in urban environments.



Ground Plane

Planters are a good method of creating quality urban spaces and comfortable environments.

Temporary and permenantly-fixed planters can be used in establishing a functional ground plane.



Movable Planting

Per Section 3 of KCC 'Road And Street Design For All' policy, all townscape hedges and planting are to be maintained regularly to prevent overgrowth onto pedestrian accesses.



Townshed, London Permenant Planting



Marine Street, Dun LaoighairePermenant Planting

Design Elements

Overview

Kildare local authorities apply the standards and practice guidance on streetscape accessibility as developed in the 'Road and Street Design For All' document, as made available through KCC. In this, a broad set of design principles are established in relation to tactile paving, street furniture, vehicular parking, and cycle parking.

These headings are examined (see right) in tandem with best design practice and guidance from a variety of schemes and townscapes. This offers a consolidated design approach for Newbridge Town.



Open-Space design Slovenska Boulevard

Seating

Street furniture must take cognisance of hazard reduction for the visually impaired, while contributing to the wider visual qualities of the town environment. Location should also be determined by shelter and good clear views.

Seating must be no more than 450mm high, and offer 100mm of heel space. Units should be placed 600mm back from any line of movement, flush with surrounding levels, and offer an 800mm x 1300mm square of firm paving for an adjacent wheelchair. Headroom of less than 2100mm should be avoided.



Seating with back support offers user comfort and directional focus, ensuring an element of containment for the wider space.

Seating should be provided at regular intervals: located no more than 50m apart where possible. This should be planned so as to ensure that the resting points are along defined routes.



Simple and contemporary seating with stone and timber materiality, offering adjacent space for wheelchair access.

Lighting

In accordance with observed town-centre heritage elements, accent lighting should adopt an equally ornamental quality, as demonstrated below.

Per KCC's Street Lighting Technical Specification (2015), lighting columns in public space shall be designed in accordance with BS EN 40.



Section 4.2 outlines in detail the various lighting classes required for a number of public spaces including

- Traffic Routes
- Residential Areas
- Car Parks
- Pedestrian Crossings
- Traffic Calming
- Cycleways
- Footpaths and Inaccessible Areas



Kerbs

Creating an edge or boundary, drop kerbs are ideal on secondary routes (DMURS). Designed kerbs also take disability users into account near parking spaces and level access to buildings.

In shared spaces and along tertiary streets, kerbs should remain flush.



On transitional and vehicular thoroughfares, a raised kerb of 125mm (h) and 300mm (w) seperates footpaths and roadway.



At town centres where raised tables offer traffic control, a 300mm (w) flush kerb of contrasting colour safely delineates carriageways.

Bollards and Bins

Per the Kildare County Council policy on Street Furniture (3.0 of the Road and Street Design For All), bollards should be a minimum of 1000mm in height, 250mm in width and tonally contrasted with any background elements.



Contemporary and functional, providing an aesthetic appeal: stainless Steel that contrasts well with surrounding enviornment.

Refuse bins and public rubbish collection points are to be located out of the way of pedestrian routes on bin collection days. Sandwich boards are prohibited from all pedestrian routes.



Important features which provide guidance for pedestrians and motorists, creating a definite boundary and edge.

Street Names

Per the KCC Signage Policy, the use of effective signage is to 'provide a consistent standard, where appropriate' (pg. 3).

Appropriate height of signage text is provided by the Traffic Signs Manual (2010), ensuring legibility for all road and street users.



ClassicStreet Signage



Residential Street Signage



Modern Street Signage



Tactile Paving

As described in Road and Street Design For All, tactile installation should involve an assessment of the surrounding environment: the surrounding footpath should be examined for hazards such as uneven levels and for removal of obstacles.



Aggregate paving provides visual contrast in attractive tones, tying in with the Feature Paving styles (under Hardworks Materiality).

Tactile paving should be considered as part of a wider package of measures to assist visually impaired people in relation to hazard warning, guidance or the presence of an amenity.



In areas of high quality heritage paving, granite tactile units offer distinct quality to the public realm environment.

Urban Integration

Urban Integration looks at the proper use and management of land use within an area while also taking the proposed and existing design elements into account.

A variety of differing design elements aim to arrange land use that 'are spatially organised arounfd strategic connections and nodes' (DMURS, p33)

> The Integration of land use and transportation encourage the consolidation of development along strategic connections around nodes (city, town, village centres)....sustabable forms of transportation, thus reducing car dependency'
>
> - Street Networks (p33)
> Design Manual for Urban Road and Streets







Catering for the central functions of a market square while allowing for the safe transition of multi-modal transport (including cylists and motorists), with a robust and resilient planting scheme in self-binding gravel tree pits.

Leonard Circus, London

Public Realm Wayfinding

Signage and public information is informed directly from Kildare County Council's Policy on Signage (April 2013). Under this guidance all public signage requires either planning permission or S254 license (Planning and Development Act 2000, amended).

Tourist / Leisure Attractions

Required as white text on brown background (for the purpose of clarity) as defined by section 2.1.1 of the NRA's *Policy on the Provision of Tourist and Leisure Signage on National Roads*.



Tourism signage in Kilcullen, County Kildare.

Heritage Signage

Ideally located along a tourism route or trail, and toward or about a significant attractor (ie - Kildare Heritage Centre); to display mapping, trails, history, landmarks and local orientation points.



Heritage signage across the wider region (above: Wexford town)

On-street Bicycle Parking

Per the Kildare County Council policy on cycle parking (5.0 of the Road and Street Design For All), bicycles should always be parked in a place and manner that is not hazardous to pedestrians, and not located directly on footpaths (5.2).



Constrasting colours and a tapping rail (towards base) are encouraged so as to provide for the visually impaired.

It is recommended to use the standard Sheffield bicycle stand; these must be in good contrast to the surrounding environment (5.5). This should be considered in tandem with hardworks materiality.



Cycle stand parking set back from the pedestrian thoroughfare with cobble kerbs, against a surface colour and texture change.

Bristol, United Kingdom

Public Transport Points

Newbridge Town is serviced by a number of local and regional bus routes. In the case that any further major bus stops are updated or additional stops required, a stainless steel unit (per the KBS-4000 product below) is recommended.





Break-out Seating

Moments of passive and active street life are encouraged throughout the town centre, offering vibrant public street life and the opportunity for congregation. These areas combine consideration of paving, furniture and overhead tree canopies.

In line with the County Signage Policy (2013), tables & chairs (or similar) may be permitted and provided on the road/footpath outside a premises (e.g. coffee shop/public house). Any signage associated with same, such as on wind breakers, umbrellas, etc shall be kept to a minimum and relate to the specific premises (see policy 3.2.5).



Table and Chair Policy (3.2.5), KCC Policy on Signage (2013)



Paving variation (colour, tactility and finish) with overhead canopy and adjacent raised recreation areas offer congregation nodes.

Clonakilty, County Cork

Public Facilities

Public facilities provide the amenities for people to use on a daily basis. Integrated into the design of a place, it gives the opportunity for people to use a space more efficiently.





Residential and Home Zones

A design thats ensures compact and easily walkable forms of development that will make walking and cycling, especially for local trips near homezones, more attractive than using the car.





Residential areas require traffic-calming measures, while ensuring a safe environment for the comfort and enjoyment of local residents. Distinct standard (Tegula) paving material across both the pedestrian and vehicular areas are divided using a granite aggregate kerb of reduced dimensions: 25mm (h) x 150mm (w).

Streetscape Summary

Overview

Kildare local authorities apply the standards and practice guidance on streetscape accessibility as developed in the 'Road and Street Design For All' document, as made available through KCC. In this, a broad set of design principles are established in relation to tactile paving, street furniture, vehicular parking, and cycle parking.

These headings are examined (see right) in tandem with best design practice and guidance from a variety of schemes and townscapes. This offers a consolidated design approach for Newbridge Town.



> "The streetscape should be characterised by quality buildings and a high consistent standard of finishes and treatments such as paving, landscaping and street furniture, thereby creating an environment with a definite sense of place.
>
> - Overall Layout Design Considerations (17.8.3)
> Kildare County Development Plan 2017-2023

Key Considerations

Quality & Durability

All materiality specified at further detailed design for any streetscape or public open space in Newbridge Town must be of a high quality and standard - offering a strong and durable solution to the challenging urban environment of the town.

+

Suitability & Sensitivity

Detailed design of Newbridge Town's streetscape and public realm must take cognisance of the surrounding materiality, heritage and local history - ensuring the built environment is developed with consistency towards its context.

+

Availability

Ensuring that the material is available in ample quantity and with ease of accessibility is central to ensuring that the proposed scheme is developed with the greatest ease and through avoiding logistical hurdles.

+

Affordability & Economy

Financial and environmental viability will be key considerations in ensuring that any public realm improvements are developed in-line with best economic practice for the scheme, for the town and for the region.

> Materials must be appropriate, durable and of good quality. Careful consideration must be given to the design of hard surfaces such as streets, squares, open spaces, paved areas, footpaths and driveways. Hard landscaping design shall have regard to the use of Sustainable urban Drainage Systems (SuDS) to minimise runoff and maximise efficient management of surface water.
>
> - General Development Standards (17.2.7)
> Kildare County Development Plan 2017-2023

*See **Tertiary Street** Indicative Design*

*Quality option for **Primary Open Space***

*Quality option for **Primary Open Space***

*See **Secondary Street** Indicative Design*

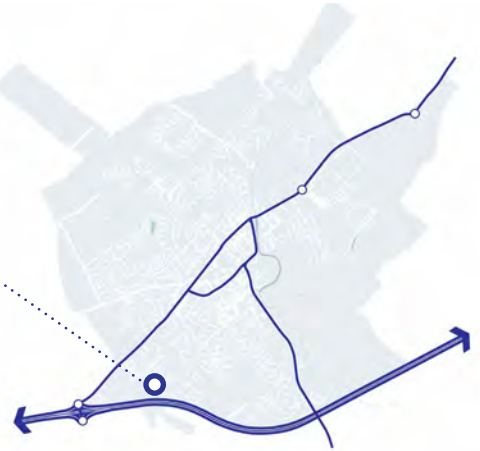
		Suitable for		
Common Name	Height (m)	Public Open Space	Streets and Confined Spaces	Tubs, Containers, Raised Beds
Alder	22m	Yes	No	Yes
Alder Buckthorn	6.	Yes	No	Yes
Ash	28m	Yes	No	No
Aspen	24m	Yes	No	No
Arbutus	8m	Yes	No	Yes
Bramble	2m	Yes	No	Yes
Broom	2m	Yes	No	Yes
Burnet Rose	2m	Yes	No	Yes - Vigorous
Common Gorse	2.5m	Yes	No	In a rural setting
Crab Apple	6m	Yes	No	No
Dog Rose	2m	Yes	No	Yes - Vigorous
Downy Birch	18m	Yes	Yes ✓	Yes
Elder	6m	In hedge	No	No
Guelder Rose	4.5m	Yes	No	No
Hawthorn	9m	Yes	Yes	Yes
Hazel	6m	Yes	No	No
Holly	15m	Yes	Yes	Yes
Honeysuckle	Climber	Yes	On walls	No
Ivy	Climber	Yes	Yes	Yes
Juniper	6m	Yes	No	No
Pedunculate Oak	30m	Yes	No	No
Rowan / Mountain Ash	9m	Yes ✓	Yes	Yes
Scots Pine	24m	Yes	No	No
Sessile Oak	30m	Yes	No	No
Silver Birch	18m	Yes ✓	Yes	Yes
Sloe / Blackthorn	3m	Yes	No	No
Spindle	7.5	Yes	No	No
Whitebeam spp.	12m	Yes	Yes ✓	Yes
Wild Cherry	15m	Yes	Yes	Yes
Wild Privet	3m	Yes	Yes	Yes
Willow spp.	6m	Some	No	No
Wyck Elm	30m	Yes		No
Yew	14m	Yes	No	Yes

Native Trees and Shrubs for County - *Kildare County Development Plan 2017 - 2023*

Public Realm Studies

Primary Street

Edward Street Newbridge Town





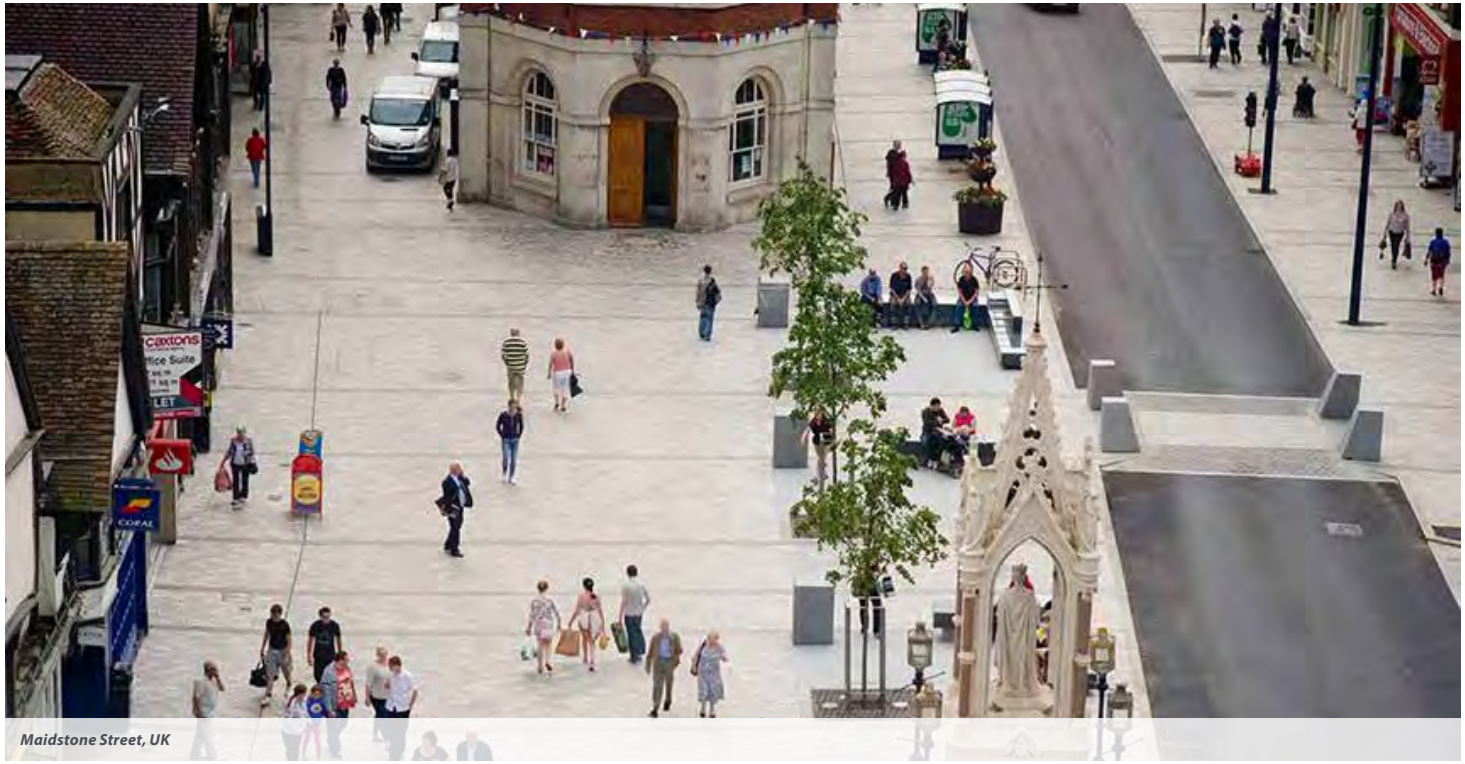
Seasonal Interest through Street Threes
Acer platanoides



Town Centre Pedestrian Comfort
Though a main retail space for the wider community that caters for a wide number of transport modes, the street design should cater for the safety of pedestrians as a primary design driver.

Contemporary and Durable
Contrasting granite and pre-cast aggregate paving systems are proposed for primary thoroughfares throughout Newbridge, offering a clean and contemporary appearance with robust qualities that are proven to age well in urban environments.





Maidstone Street, UK

Secondary Street

Local connection routes offer a variety of key functions, including their role as residential corridors and key connections between civic institutions such as schools and retail areas.

Cutlery Road Newbridge Town





On-street Parking

Street Tree Planting
Sorbus aria

Tree Pit and Grille

Crossing beacon

Footpath Extension

Linear Kerb Line
Pre-cast concrete

Hot-Rolled Asphalt

Poured surface
Brushed concrete

Crossing beacon

Wayfinding Signage

Concrete Paving
Crossing Tactile Units

Crossing Table
Ramped Precast Units

“Raised tables may be placed strategically throughout a network to promote lower design speeds [...] and enable pedestrians to cross the street at grade. Key locations where these should be considered include:

- On longer straights where there is more than 70m between junctions.
- At equal priority junctions.
- At entrance treatments where Local streets meet Arterial and Link street.
- Outside Focal Points and areas of civic
- importance (such as schools).
- At pedestrian crossings.

- Chapter 4: Street Design (4.7)
Design Manual for Urban Roads and Streets, 2013







Quality Street Trees
Sorbus aria Lutescens is examined as a feasible and attractive softworks option, in line with the County Development Plan list of recommended native species.

Nodal Wayfinding
Simple, contemporary and modular systems allow for an adapting network of features and urban attractions.

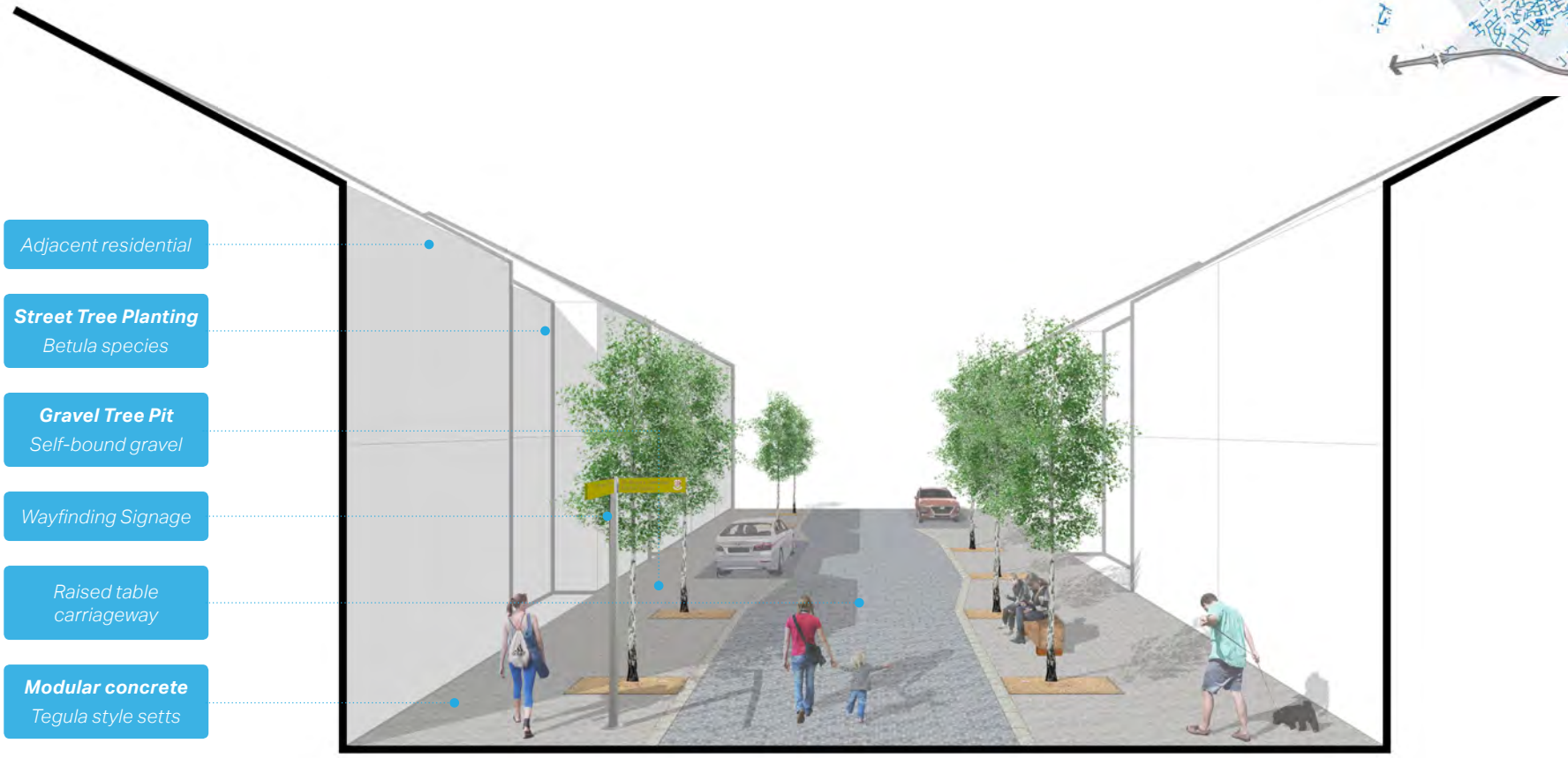


Local Street

Local connection routes offer a variety of key functions, including their role as residential corridors and key connections between civic institutions such as schools and retail areas.

Eyre Street Newbridge Town









Raised Table Carriageway
Permeable concrete paving provides appropriate drainage with slight colour differentiation allowing for spatial division and accent banding.
Manor Kingsway, Derby, UK

Feature Seating
Timber seating provides accent and character to the urban environment, while providing warm tones and textures to the streetscape.
Timber 'Drifter' bench by StreetLife



Gravel Treepit Planting
Self-binding gravel (or optionally a resin-bound alternative) allows for ease of installation and maintenance, and retains a simple finish.
Red Cross Way, London, UK





> These streets should be designed as shared level surfaces, where pedestrians and cyclists have equal priority with vehicles, therefore having the advantage of providing sufficient space for large vehicles to approach close to buildings without giving the impression of a 'tarmac prairie'.
>
> - excerpt on local / shared surface streets (15.8.7)
>
> Kildare County Development Plan 2017-2023

Conclusions

Summary and Next Steps

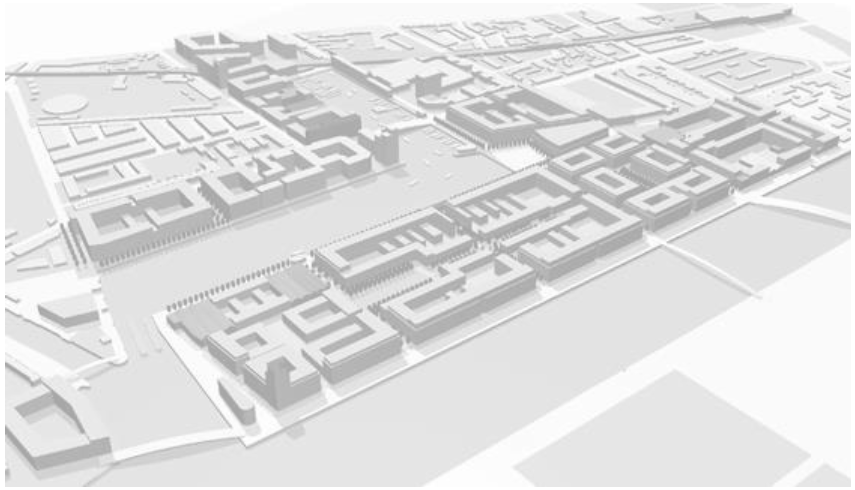
A series of high-level material proposals are presented in this design manual. It is anticipated that a series of council-led multi-disciplinary design exercises and workshops under the direction and guidance of a landscape architect and urban design practice will conclude with the emergence of priority streets and action areas across Newbridge Town.

It is anticipated that this next step would be hosted by Kildare County Council, and attended by specialists from each disciplinary sector. The focus of this working group is to improve the public realm environment for those who use it (people and community), the quality of place (reducing clutter and ensuring high specification items across the street environment), and ensuring an on-going respect towards the existing townscape heritage areas.



Usable open space that caters for the safe passage of pedestrians at vehicular junctions ensures vibrant edges of buildings and streets.
Charenton le Pont, France (Agence Babylone Landscape Architecture)

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Newbridge Town Pedestrian Survey 2023

Prepared for Kildare County Council

6 June 2024

MacCabe Durney Barnes
Planning Environment Economics

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Newbridge Town Pedestrian Survey 2023

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1. INTRODUCTION

1.1 Project Background

In 2018, MacCabe Durney Barnes (MDB) and Metropolitan Workshop (MW) were commissioned by Kildare County Council (KCC) to prepare the Newbridge Town Renewal Plan. As part of this work, MDB carried out pedestrian counts to inform the background report for the plan. This report included an overview of the collection and analysis of pedestrian flows, along with a review of other aspects, The overarching aim of the Town Renewal Plan was to revitalise the town centre.

In 2023, KCC requested that new pedestrian counts were undertaken with a view to compare with the 2018 data. This report therefore provides a summary and comparative analysis of the 2018 and 2023 pedestrian counts.

1.2 Brief Requirements

Both 2018 and 2023 surveys were comprised of the collection of pedestrian counts, directional information and general observational data about the survey locations' surroundings. Data was collected over the course of one day by a team of individuals at different points in Newbridge. The above surveys were designed to allow for comparison. Data at each location was noted at intermittent periods throughout the day to provide a variety of potential comparative blocks.

1.3 Overall Methodology and Parameters

- Survey data collected respectively on the 1st of November 2018 and the 2nd of November 2023.
- 13 pre-determined points in Newbridge Town were surveyed.
- Pedestrians were counted at the moment they crossed the point in either direction, thus measuring two-way traffic.
- Teams of surveyors moved between either three or four points, with 5-minute intervals allowed for relocation.
- Data was collected over 20-minute periods.
- All controllable factors were aligned. In particular, the team was careful to select comparable days. This means that the survey days were both during school holidays and that there was no particular event that could skew pedestrian flows (e.g market days).
- The survey slots chosen for comparison in the report were those with the greatest comparability. The surveys started around 10 am and were completed by the early afternoon on both days.
- The weather on both days was comparable. Both days were cold. While it did not rain during the survey period in 2018, one shower occurred during the final survey slots in 2023. During the rest of the day, the weather was similar to the 2018 weather.

1.4 Aims of the Report

The aim of this report is to provide a summary and comparative analysis of pedestrian flows in Newbridge between 2018 and 2023. This will provide an overview of pedestrian usage of the environment at the chosen

locations and provide insight into similarities and changes that have occurred in pedestrian usage of the town. This will help the Council gauge changes which have occurred in the town over a period of five years. During this period, the Covid-19 pandemic altered how people interact with the urban environment in many respects. Many people are now working from home, either full or part-time.

1.5 Structure of the Report

The report is structured as follows:

- Section 1 Introduction
- Section 2 Analysis of Pedestrian Counts 2018
- Section 3 Analysis of Pedestrian Counts 2023
- Section 4 Comparative Analysis of Pedestrian Counts 2018 and 2023
- Section 5 Conclusion

2. ANALYSIS OF PEDESTRIAN COUNTS 2018

2.1 Introduction

Pedestrian counts were undertaken in Newbridge on the 1st of November 2018 between 10 am and 2 pm. The weather was sunny on the day of survey. A point was determined, and pedestrians were counted over a 20-minute period at the moment they crossed a particular point in either direction.

The position of the survey points is presented in the map below:

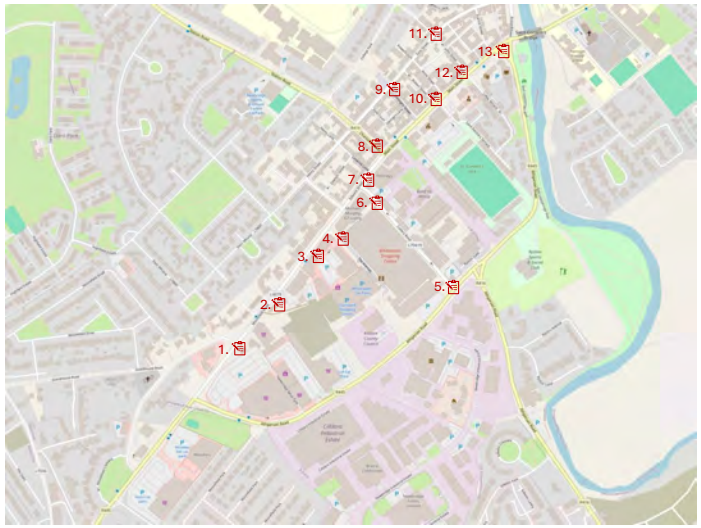


Figure 1: Location of the Survey Points

2.2 Points 1 and 2: Dunnes Stores Car Park and Moorefield Road

2.2.1 Overview

Three types of movements were surveyed from 10 am (opening of Whitewater Shopping Centre) to 10.20. These are shown on the map below and quantified in the accompanying table.



Figure 2: Points 1 and 2 Observed Movements

2.2.2 Results

Movement	Number of pedestrians
To/From Dunnes Stores Car Park	35
Moorefield Road, heading north toward Edward Street	23
Moorefield Road, heading south toward Dunnes Stores	20



2.2.3 General Commentary

Car parking at Dunnes Stores was free of use in 2018 and became full relatively early in the day. At the time of surveying (10 am), there were no more spaces available. The surveyors noted that the pedestrians counted were all carrying bags either bearing the brand names of shops in Main Street or Whitewater, suggesting that these used the supermarket car parking to do shopping in the town centre, while availing of free parking outside Dunnes Stores. Free parking at the supermarket appears to be distorting pedestrian movements.

Furthermore, it must be noted that the pedestrian environment from the south of the Intreo Centre, all the way to the pedestrian access at Dunnes Stores was very unpleasant. Footpath width varied and its quality was very poor. The environment near the petrol station was particularly unwelcoming and unpleasant with priority

allocated to vehicles and levels of visual clutter and overall messiness, specifically where the clothes bins were located.

2.3 Point 3: Courtyard Car Park to Moorefield Road south

2.3.1 Overview

One bi-directional type of movement was recorded here from 10.30 am (shortly after the opening of Whitewater Shopping Centre) to 10.50 am.



Figure 3: Point 3 Observed Movements

2.3.2 Results

Movement	Number of pedestrians
Courtyard SC Car Park <-> Moorefield Road south	37

2.3.3 General Commentary

There was a high volume of movement recorded between the Courtyard Shopping Centre Car Park and Moorefield Road south. This is particularly notable when compared with the other routes from the car park (see section 2.4).

2.4 Point 4: Whitewater and Courtyard Shopping Centres

2.4.1 Overview

Three bi-directional types of movement were recorded here from 10.30 am (shortly after the opening of Whitewater Shopping Centre) to 10.50 am.



Figure 4: Point 4 Observed Movements

2.4.2 Results

Movement	Number of pedestrians
Whitewater <-> Edward Street	60
Whitewater <-> Moorefield Road	5
Courtyard SC Car Park <-> Whitewater SC	111



2.4.3 General Commentary

The movements observed confirmed the attraction of Whitewater Shopping centre. The Courtyard Shopping Centre Parking also operates as a base for other parts of the town. There were very few pedestrians counted along 'The Avenue', the pedestrian passage bounding Whitewater in an east-west manner. There was also limited movement from Whitewater to Edward Street, suggesting that the southern corner block at the junction of Whitewater and Edward Street was perhaps underutilised as it was occupied by phone service providers. Notwithstanding this, the Continental Café appeared to attract a significant number of patrons either by foot or by car.

2.5 Point 5: Cutlery to Athgarvan Road

2.5.1 Overview

One bi-directional type of movement was recorded.



Figure 5: Point 5 Observed Movements

2.5.2 Results

Movement	Number of pedestrians
Cutlery Road <-> Athgarvan Road	49



2.5.3 General Commentary

Pedestrian movements were generally coming from the south and south-east of the town and heading toward Main Street. Most the movements accounted for involved crossing Athgarvan Road. Furthermore, it must be noted that turnover in the Old Water Tower Car Park, located at the junction of Athgarvan Road and Cutlery Road was quite high, suggesting that its pricing might have been appealing to people visiting the town centre.

2.6 Point 6: Cutlery Road

2.6.1 Overview

One bi-directional type of movement was recorded.



Figure 6: Point 6 Observed Movements

2.6.2 Results

Movement	Number of pedestrians
Cutlery Road <-> Edward Street	109



2.6.3 General Commentary

Pedestrian flow at the survey point was heavy, particularly considering that the survey took place on a weekday. Penneys appeared to be a key destination on Edward Street. A lot of movement going to/from Whitewater/Penneys was recorded. It was noted that there were random pedestrian movements on Cutlery Road, owing predominantly to two factors:

- Narrow footpaths
- Lack of crossing facilities near the back entrance of Whitewater.

Most of the movements counted on Cutlery Road occurred on the northern side of the street. It should be noted here that the southern side of the Cutlery Road lacks in vitality and activity. A significant portion of the façade of the shopping centre is allocated to either the parking entrance or ventilation, creating bland spaces.

2.7 Point 7: Edward/Main Street

2.7.1 Overview

One bi-directional type of movement was recorded.



Figure 7: Point 7 Observed Movements

2.7.2 Results

Movement	Number of pedestrians
<-> Edward/Main Street	314



2.7.3 General Commentary

Pedestrian flow at the survey point was heavy, particularly considering that it was a weekday. Penneys appears to be a key destination on Edward Street and a lot of movement was recorded in front of it. Both pedestrian crossings at Insomnia and the Post Office saw significant usage during the survey

2.8 Point 8: Charlotte/Main Street

2.8.1 Overview

One bi-directional type of movement was recorded.



Figure 8: Point 8 Observed Movements

2.8.2 Results

Movement	Number of pedestrians
Charlotte Street <-> Main Street	83



2.8.3 General Commentary

Pedestrian movements on Charlotte Street were more subdued than the other streets. Key attractions on the street were the pharmacy and bank which generated much of the pedestrian movement.

2.9 Point 9: Eyre and George Street

2.9.1 Overview

Three bi-directional types of movement were recorded here.

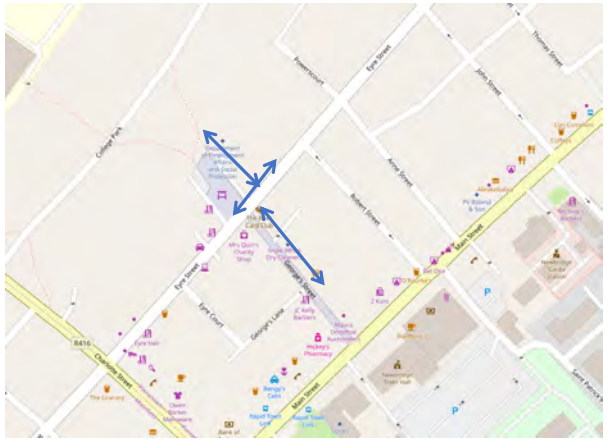


Figure 9: Point 9 Observed Movements

2.9.2 Results

Movement	Number of pedestrians
George Street / Main Street	51
Eyre Street (both ways)	48
Eyre Street <-> College Park	14



2.9.3 General Commentary

At the time of the survey, very few of the units were opened on George Street. Furthermore, the unit located at the corner of George Street and Eyre Street, a pub, left half a dozen commercial glass bins at the top of George Street (see picture). As a result, the environment was very cluttered and unfriendly for pedestrians, though this was an inconsistent feature as the bins were removed and replaced intermittently depending on collection days.

2.10 Point 10: Main Street and St. Conleth's Car Park

2.10.1 Overview

Three types of movement were recorded at 1.30 pm.

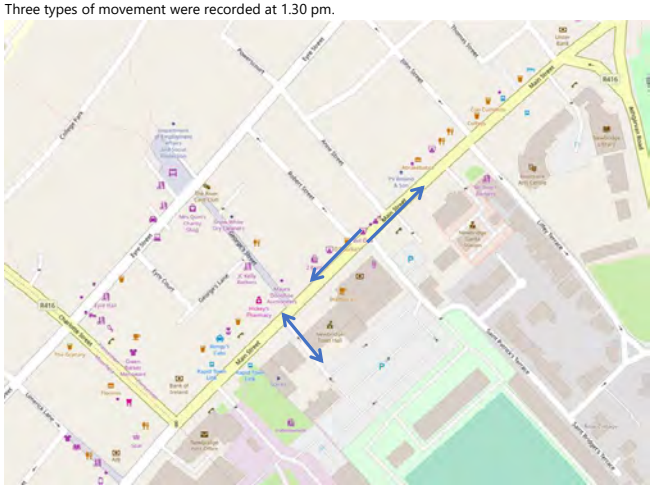


Figure 10: Point 10 Observed Movements

2.10.2 Results

Movement	Number of pedestrians
Main Street <-> St. Conleth's Car Park	42
Main Street / Liffey View (looking north)	72
Main Street / Robert Street (looking south)	43



2.10.3 General Commentary

At time of the survey (1.30 pm) the car park at St. Conleth's stadium was not at capacity.

2.11 Point 11: Eyre/James Street

2.11.1 Overview

Two bi-directional types of movement were recorded.



Figure 11: Point 11 Observed Movements

2.11.2 Results

Movement	Number of pedestrians
Eyre Street <-> James/John Street	7



2.11.3 General Commentary

There were almost no pedestrian movements counted on the section James/Eyre Street. This was likely due to the lack of pedestrian facilities in the street, which was principally used as a backland vehicular access.

2.12 Point 12: Riverbank Arts Centre

2.12.1 Overview

One bi-directional type of movement was recorded.

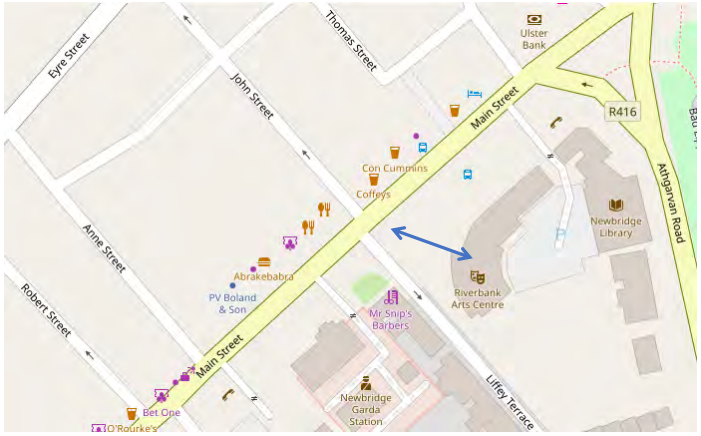


Figure 12: Point 12 Observed Movements

2.12.2 Result

Movement	Number of pedestrians
Riverbanks Arts Centre	23



2.12.3 General Commentary

The café in the Riverbank Arts Centre proved to be a very busy meeting place, with many mothers and children attending the premises, which are child-friendly.

2.13 Point 13: St. Conleth's Bridge Junction

2.13.1 Overview

Three types of movement, all bi-directional, were recorded.



Figure 13: Point 13 Observed Movements

2.13.2 Results

Movement	Number of pedestrians
Crossing St Conleth's Bridge (both ways)	12
Towards Rickardstown	5
Towards Athgarvan	8



2.13.3 General Commentary

Pedestrian counts were low at time of the survey, probably due to the fact that it was not a school pickup time.

3. ANALYSIS OF PEDESTRIAN COUNTS 2023

3.1 Introduction

Pedestrian counts were undertaken in Newbridge on the 2nd of November 2023 between 10 am and 3 pm. The weather was cloudy with light drizzle during the final two data collection slots (2.10 – 3 pm). A point was determined, and pedestrians were counted over a 20-minute period when they crossed the particular point in either direction, so two-way traffic was measured.

The position of the survey points is presented in the map below:

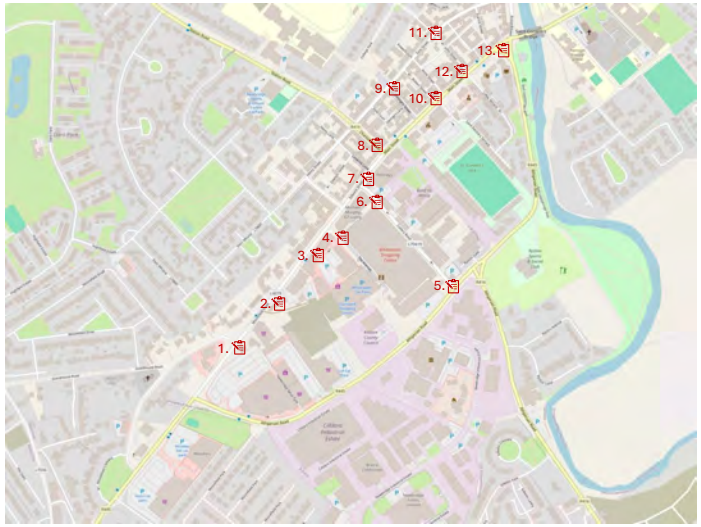


Figure 14: Location of the Survey Points

3.2 Points 1 and 2: Dunnes Stores Car Park and Moorefield Road

3.2.1 Overview

Two bi-directional types of movements were surveyed from 10 am to 10.50 am (20-minute data collection slots at each of the two points). These are shown on the map below and quantified in the accompanying table.



Figure 15: Points 1 and 2 Observed Movements

3.2.2 Results

Movement	Number of pedestrians
To/From Dunnes Stores Car Park	50
Moorefield Road, heading north toward Edward Street	41
Moorefield Road, heading south toward Dunnes Stores	32



3.2.3 General Commentary

Parking in the Dunnes Stores Car Park is free of charge and its location in southern Newbridge makes it useful for access to businesses on this side of town.

The high volume of pedestrian traffic both in and out of the car park and along the Moorefield Road points to this car park 's usage by patrons of other more central regions of the town. Its less peripheral location also provides an increased likelihood of obtaining free parking for patrons.

3.3 Point 3: Courtyard Car Park to Moorefield Road south

3.3.1 Overview

One bi-directional type of movement was recorded here from 10.50 am (shortly after the opening of Whitewater Shopping Centre) to 11.10.



Figure 16: Point 3 Observed Movements

3.3.2 Results

Movement	Number of pedestrians
Courtyard SC Car Park <-> Moorefield Road south	90



3.3.3 General Commentary

There was a high volume of movement recorded to/from the Courtyard Shopping Centre Car Park and heading onto the Moorefield Road, in a southerly direction. This is particularly notable when compared with the other routes from the car park (see section 3.4). An Aldi opened farther south on Moorefield Road in 2021, which may be the source of some of the foot traffic exiting the Courtyard Car Park via this exit.

3.4 Point 4: Whitewater and Courtyard Shopping Centres

3.4.1 Overview

Three bi-directional types of movement were recorded here within Whitewater SC opening hours.



Figure 17: Point 4 Observed Movements

3.4.2 Results

Movement	Number of pedestrians
Whitewater <-> Edward Street	41
Whitewater <-> Moorefield Road	23
Courtyard SC Car Park <-> Whitewater SC	162



3.5 Point 5: Cutlery to Athgarvan Road

3.5.1 Overview

One bi-directional type of movement was recorded.



Figure 18: Point 5 Observed Movements

3.5.2 Results

Movement	Number of pedestrians
Cutlery Road <-> Athgarvan Road	15



3.5.3 General Commentary

Pedestrian movement here was negligible and it is not a commonly used access route to Edward Street from the Newbridge Industrial Estate/Newbridge Silverware area or from the estates at Kilbelin. The abandoned building and protective barriers on the south side of the road are not visually appealing and despite the Old Water Tower Car Park's proximity to retail units on the east end of Cutlery Road, the centrally situated car parks might be more appealing.

3.6 Point 6: Cutlery Road

3.6.1 Overview

One bi-directional type of movement was recorded.



Figure 19: Point 6 Observed Movements

3.6.2 Results

Movement	Number of pedestrians
Cutlery Road <-> Edward Street	124



3.6.3 General Commentary

Pedestrian flows along this stretch were heavy. Due to the boutique nature of many of the shops along the north side of the road (travel agent/hairdresser/holistic gift shop), it is likely that the Whitewater SC's back entrance is being heavily used. There are two pedestrian crossings, one opposite the entrance to the shopping centre and another at the T-junction to Edward Street. Since 2018, seating areas have been placed along the northern footpath.

Cutlery Road is largely visually unappealing, particularly from its junction with Edward Street to the Cutlery Road Car Park. On the southern side, a great portion of the frontage consist of vents and car parking/servicing entrances to the Whitewater. The opposite site includes a vacant/derelict site with significant frontage. While

the outlook improves from the Cutlery Road Car Park to the Arthgarvan Road junction, the high building along the southern side blocks sunlight along its base for most of the day during winter months. Both delivery and parking entrances increase vehicular traffic across the footpath. As a result, the northern side of the street is where most individuals choose to walk.

3.7 Point 7: Edward/Main Street

3.7.1 Overview

One bi-directional type of movement was recorded.

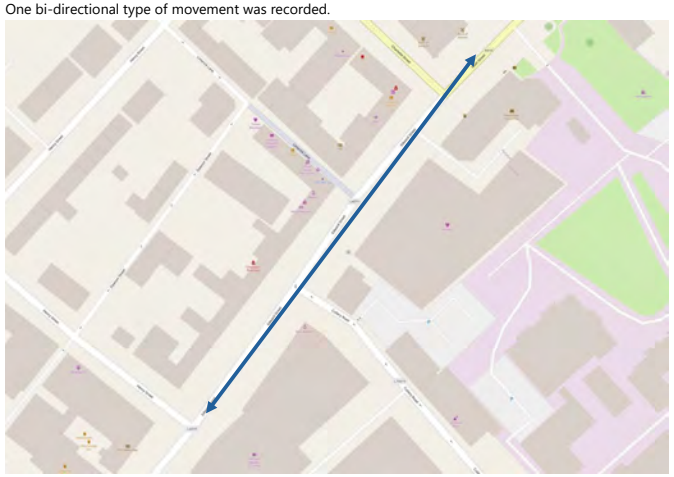


Figure 20: Point 7 Observed Movements

3.7.2 Results

Movement	Number of pedestrians
<-> Edward/Main Street	339



3.7.3 General Commentary

A high volume of pedestrians walked along this stretch which is facilitated by wide footpaths on both sides of the road. The corner between Penneys, Insomnia and Cutlery Road is particularly busy, potentially because shoppers frequenting Whitewater SC also visit Penneys. Use of this area may also be increased by the four pedestrian crossings of Edward/Main Street that lie in close proximity here. There are no other crossings for 200 m north or south.

3.8 Point 8: Charlotte/Main Street

3.8.1 Overview

One bi-directional type of movement was recorded between 11.15 and 11.35 am.



Figure 21: Point 8 Observed Movements

3.8.2 Results

Movement	Number of pedestrians
Charlotte Street <-> Main Street	161



3.8.3 General Commentary

There was a high volume of pedestrian movement surveyed along this stretch. Charlotte Street/Station Road is one of the main access routes to the housing estates and train station to Newbridge's west. One of the town's two playgrounds is also situated 150 m along the road. As data was collected during the autumn mid-term break, the potential for these facilities to be in demand was increased.

3.9 Point 9: Eyre and George Street

3.9.1 Overview

Three bi-directional types of movement were recorded here.

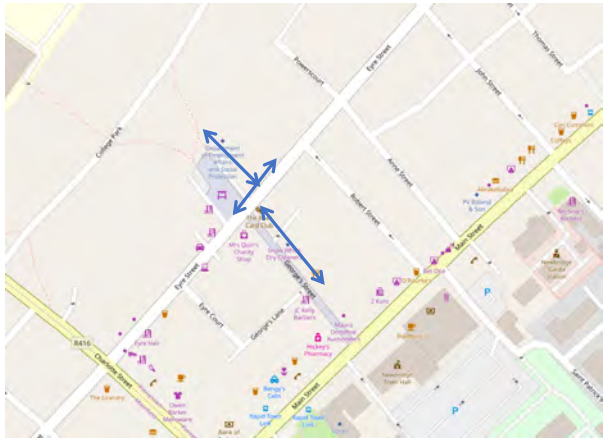


Figure 22: Point 9 Observed Movements

3.9.2 Results

Movement	Number of pedestrians
George Street / Main Street	81
Eyre Street (both ways)	66
Eyre Street <-> College Park	17



3.9.3 General Commentary

Survey data was collected at lunchtime, and George Street which is a pedestrianised zone was busy. There are several recently established cafés and small businesses along the street that draw customers from the town centre. Outdoor seating is present, a significant amount of which has been set up by businesses for customers since Covid-19, but as it was cloudy and about to rain it is likely that the street would be frequented even more in better weather.

As an alternative north-south route through Newbridge parallel to Main Street, Eyre Street had a significantly lower pedestrian count than its counterpart. Parking along the street is paid and the buildings are a mixture of commercial (high density of ethnic supermarkets and specialty shops) and residential units.

The College Park Square was not regularly used as a route to George's Street during the survey.

3.10 Point 10: Main Street and St. Conleth's Car Park

3.10.1 Overview

Three types of movement, one bi-directional and two one-directional were recorded at 1.30 pm.



Figure 23: Point 10 Observed Movements

3.10.2 Results

Movement	Number of pedestrians
Main Street <-> St. Conleth's Car Park	24
Up/down Main Street	179



3.10.3 General Commentary

This stretch of Main Street saw about half the foot traffic that the region around Penneys did (see 3.7). The car park was not a popular choice for parking at this time of day, yet as data was collected at a time that there was no event in the stadium, comment cannot be made on its capacity at match times. The retail choice in this part of the town centre is of lower order and includes a high quantity of takeaways.

3.11 Point 11: Eyre/James Street

3.11.1 Overview

One bi-directional and one one-directional type of movement was recorded.



Figure 24: Point 11 Observed Movements

3.11.2 Results

Movement	Number of pedestrians
Eyre Street <-> James/John Street	54



3.11.3 General Commentary

James/John Street is narrow with no footpath on either side, yet still saw a large amount of pedestrians. This road appears to be the main pedestrian route from the north-westerly housing estates into the centre, which may work to explain its popularity despite the lack of infrastructure.

3.12 Point 12: Riverbank Arts Centre

3.12.1 Overview

One bi-directional type of movement was recorded.

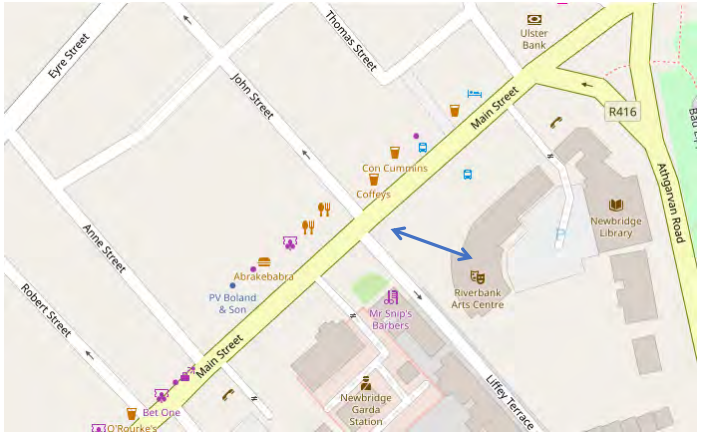


Figure 25: Point 12 Observed Movements

3.12.2 Results

Movement	Number of pedestrians
Riverbanks Arts Centre	12



3.12.3 General Commentary

The café in the Riverbank Arts Centre was open at the time of the survey, a facility which is child-friendly. There was no particular event held at the time of survey.

3.13 Point 13: St. Conleth's Bridge Junction

3.13.1 Overview

Three types of movement, all bi-directional were recorded.



Figure 26: Point 13 Observed Movements

3.13.2 Results

Movement	Number of pedestrians
Crossing St Conleth's Bridge (both ways)	41

Towards Rickardstown	21
Towards Athgarvan	61



3.13.3 General Commentary

Pedestrian counts were high at the time of the survey, despite the school holiday. It began to rain at around the time that data was collected here which could provide cause for pedestrian movement from Liffey Park along the Athgarvan Road and back towards Newbridge Town. Most pedestrians travelling to/from the Athgarvan direction were using the linear park along the Liffey.

4. COMPARATIVE ANALYSIS OF PEDESTRIAN COUNTS 2018 - 2023

4.1 Introduction

Efforts were made to align conditions in Newbridge during the 2018 and 2023 data collection sessions. Both days were weekday school holidays, and while data collection carried on for an hour longer in the second survey, the data compared in this report has been sourced from analogous timeslots. Certain key factors, such as the weather being sunny on the 1st of November 2018 and cloudy with drizzle on the 2nd of November 2023 should be taken note of. However overall, the data is comparable.

In each case, bi-directional pedestrian data was collected over 20-minute periods. The surveyors maintained their position for the length of the time and additionally observed any particular patterns in pedestrian choice of where to walk, direction or other environmental factors which they believed might influence walking behaviour.

Overall, pedestrian usage of Newbridge Town has increased since Covid-19, with all but 2 of the chosen survey locations exhibiting a higher pedestrian count (see figure 27 below). This was despite the rain which occurred during the final survey slots.

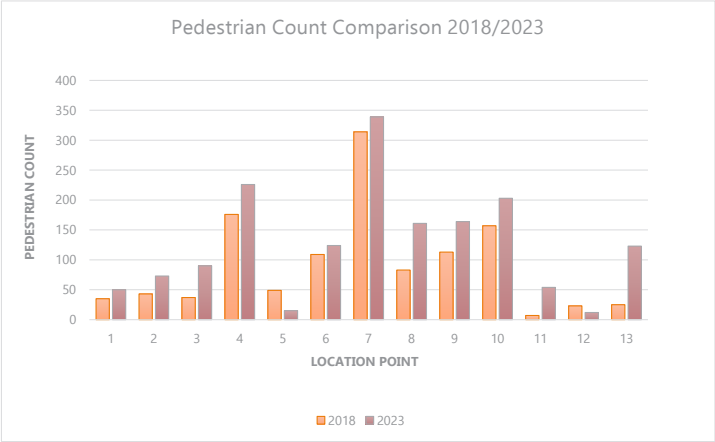


Figure 27: Newbridge Pedestrian Distribution

4.2 Points 1 and 2: Dunnes Stores Car Park/Moorefield Road

4.2.1 Overview

One one-directional and two bi-directional types of movement were recorded here in both 2018 and 2023.



Figure 28: Points 1 and 2 Observed Movements

4.2.2 Results

Movement	Number of pedestrians	
	2018	2023
To/From Dunnes Stores Car Park	35	50
Moorefield Road, heading north toward Edward Street	23	41
Moorefield Road, heading south toward Dunnes Stores	20	32



The Dunnes Stores Car Park has remained free to use. While there was less pedestrian movement both in and out of the car park and along the Moorefield Road in 2018, the figures align with the overall increase in pedestrian use of Newbridge.

It seems that the Aldi which has recently opened in proximity to Dunnes Stores has not had an impact on the use of the Dunnes Stores Car Park as a base for shopping both in Dunnes itself and in the rest of the town. The Aldi Car Park's lower capacity may be a factor.

4.3 Point 3: Courtyard Car Park to Moorefield Road south

4.3.1 Overview

One bi-directional type of movement was recorded here from 10.30 am (shortly after the opening of Whitewater Shopping Centre) to 11.10.

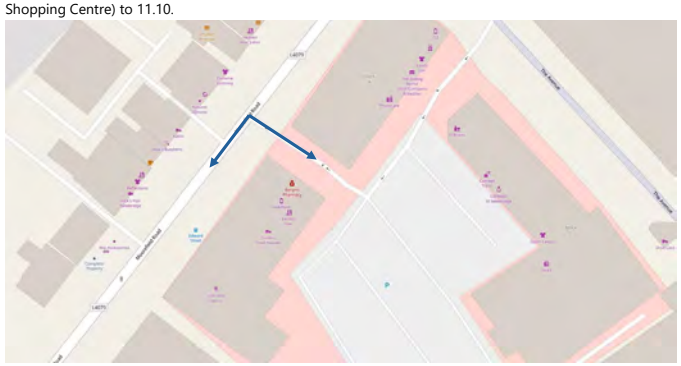


Figure 29: Point 3 Observed Movements

4.3.2 Results

Movement	Number of Pedestrians	
	2018	2023
Courtyard SC Car Park <-> Moorefield Road south	37	90



4.3.3 General Commentary

The Moorefield Road exit was used significantly more in 2023. While the use of this exit in 2018 was roughly balanced with the use of the corresponding exit onto Edward Street, now it is used approximately 50% more often. It is unclear whether this should be attributed to development in the south side of Newbridge (Aldi), to increased flows of traffic entering the car park from the Whitewater entrance deterring pedestrians from taking the alternative route, or to other factors.

4.4 Point 4: Whitewater and Courtyard Shopping Centres

4.4.1 Overview

Three bi-directional types of movement were recorded here within Whitewater SC opening hours.

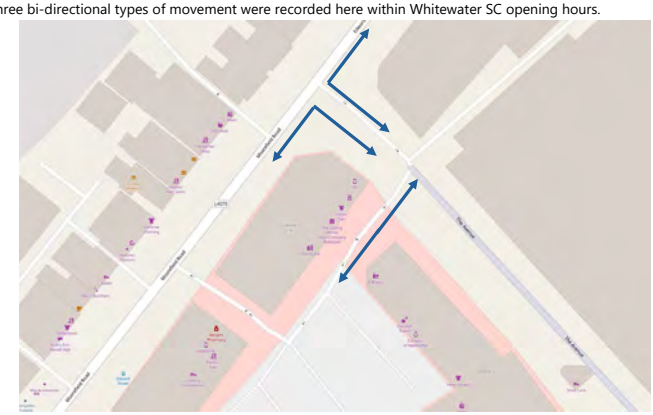


Figure 30: Point 4 Observed Movements

4.4.2 Results

Movement	Number of Pedestrians	
	2018	2023
Whitewater <-> Edward Street	60	41
Whitewater <-> Moorefield Road	5	23
Courtyard SC Car Park <-> Whitewater	111	162



4.4.3 General Commentary

Movement between the Courtyard Car Park and the Whitewater shopping centre has increased. This is in line with the general increase in pedestrian use of Newbridge. However, considering that this flow is from the car park to the shopping centre, it suggests that there is a similar tendency to park as close as possible to shopping areas.

Most change is visible in pedestrian choice to exit onto Moorefield Road and turn left, this supports the rising popularity of Newbridge south as suggested by a rise in usage of the Edward Street exit.

4.5 Point 5: Cutlery to Athgarvan Road

4.5.1 Overview

One bi-directional type of movement was recorded.



Figure 31: Point 5 Observed Movements

4.5.2 Results

Movement	Number of Pedestrians	
	2018	2023
Cutlery Road <-> Athgarvan Road	49	15

4.5.3 General Commentary



The region of the Cutlery Road/Athgarvan junction has significantly diminished in pedestrian activity which is particularly notable in light of increased activity in other areas of Newbridge.

Despite the wide and inviting footpaths along the Athgarvan Road, pedestrian flow is not being channelled down Cutlery Road towards the businesses or Newbridge Silverware Museum. There is ample parking and good vehicular access to the Athgarvan Road which might influence pedestrian counts.

4.6 Point 6: Cutlery Road

4.6.1 Overview

One bi-directional type of movement was recorded.



Figure 32: Point 6 Observed Movements

4.6.2 Results

Movement	Number of Pedestrians	
	2018	2023
Cutlery Road <-> Edward Street	109	124



4.6.3 General Commentary

There has been an increase in pedestrian use of the stretch between Cutlery Road and Edward Street. Yet in comparison to other regions of the town, the increase is not significant. This section of road was already popular in 2018, with both the Penneys and Insomnia attracting large volumes of customers. Taking the negligible pedestrian usage of upper Cutlery Road into account, it appears that this street is not used as a through road but rather as an access point for the Whitewater shopping centre (back entrance) or for the shops along the north side of the road.

The new pedestrian crossing outside the shopping centre has not significantly increased pedestrian numbers on the street. However, it has resulted in a reduction of random street crossings and in pronouncing the preference for using the north footpath. The newly established seating was not utilised during the survey period either.

4.7 Point 7: Edward/Main Street

4.7.1 Overview

One bi-directional type of movement was recorded.

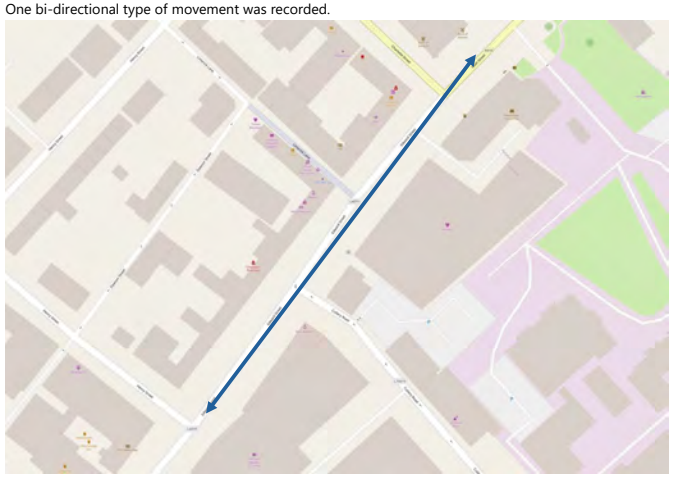


Figure 33: Point 7 Observed Movements

4.7.2 Results

Movement	Number of Pedestrians	
	2018	2023
<-> Edward/Main Street	314	339



4.7.3 General Commentary

The pedestrian flow on Edward/Main Street has increased in a similar manner to that on Cutlery Road. This suggests that movement patterns are the same as in 2018. The Insomnia and Penneys have both been operational on the corner of Cutlery Road since before the first survey was conducted and are popular destinations for walkers. Usage of this section of road is also unlikely to change greatly due to the functional importance of the pedestrian crossings either side of Penneys.

4.8 Point 8: Charlotte/Main Street

4.8.1 Overview

One bi-directional type of movement was recorded between 11.15 and 11.35 am.



Figure 34: Point 8 Observed Movements

4.8.2 Results

Movement	Number of Pedestrians	
	2018	2023
Charlotte Street <-> Main Street	83	161



4.8.3 General Commentary

Pedestrian movement from Charlotte Street to Main Street and vice versa has doubled in the past five years. This street is home to several small cafés (though one has closed and another moved location since the 2023 survey), a school, playschools and a playground. It is the main route from central Newbridge to the train station and there has been residential development in the station area since the 2018 survey. Pedestrian counts were collected shortly after the opening of the bistro and during a school holiday on both occasions, exhibiting that Charlotte Street is used for a variety of functions excluding school access.

This location is also an important hub for Newbridge's civic functions. The post office, pharmacy and the Bank of Ireland on the corner of main street have been consistently well frequented across survey periods and draw many individuals to the corner between Charlotte and Main Street.

4.9 Point 9: Eyre and George Street

4.9.1 Overview

Three bi-directional types of movement were recorded here.

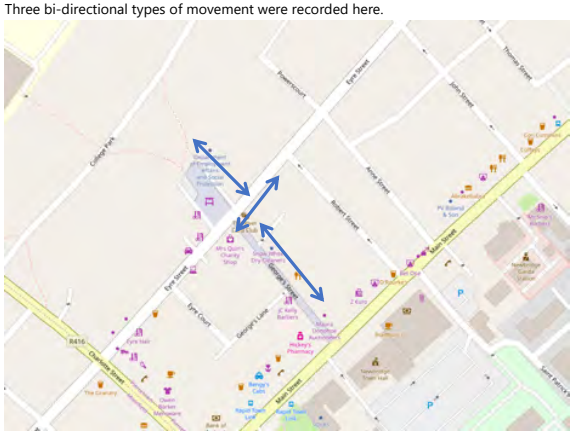


Figure 35: Point 9 Observed Movements

4.9.2 Results

Movement	Number of Pedestrians	
	2018	2023
George Street / Main Street	51	81
Eyre Street (both ways)	48	66
Eyre Street <-> College Park	14	17



4.9.3 General Commentary

George Street has increased in popularity as a pedestrian route since 2018. The cluttered cluster of commercial glass bins has been removed from the corner and outdoor seating for the bar and café units has been installed along the street. The dominant direction of flow (from Main Street) has not changed, though there was more of a disparity between the use of Eyre Street and George Street in 2023.

Despite the general increase in use compared with the rest of the town, pedestrian counts along Eyre Street, which has a mix of commercial and residential units, have not risen significantly. There are several vacant/to let businesses and apartment development in motion here. The path between College Park Square and Eyre Street was not regularly used as a route to George's Street in either year, however during term time this pattern might change.

4.10 Point 10: Main Street and St. Conleth's Car Park

4.10.1 Overview

Three types of movement, one bi-directional and two one-directional were recorded at 1.30 pm.



Figure 36: Point 10 Observed Movements

4.10.2 Results

Movement	Number of Pedestrians	
	2018	2023
Main Street <-> St Conleth's Car Park	42	24
Up/down Main Street	72	179



4.10.3 General Commentary

North Main Street has seen more of an increase in pedestrian use than Edward/Main Street. Access to George Street is from this section of road. This increase is not related to requirements for parking space, as St. Conleth's Car Park saw a reduction in pedestrian flow, though this could change after the planned increase of stadium capacity.

4.11 Point 11: Eyre/James Street

4.11.1 Overview

One bi-directional and one one-directional type of movement was recorded.

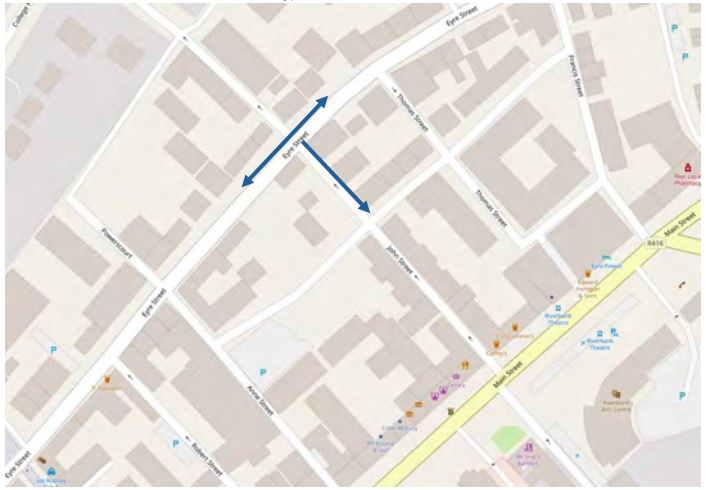


Figure 37: Point 11 Observed Movements

4.11.2 Results

Movement	Number of Pedestrians	
	2018	2023
Eyre Street <-> James Street	7	54



4.11.3 General Commentary

Despite the lack of pedestrian infrastructure on James/John Street, foot traffic here increased five-fold from 2018 to 2023. The narrowness of the street necessitates slow movement of vehicular traffic and not only are there residential units along the street itself, but it is also the most direct route from the estates around College Park to Main Street. This lines up with Main Street being busier than 2018 when compared to the south side of Newbridge.

4.12 Point 12: Riverbank Arts Centre

4.12.1 Overview

One bi-directional type of movement was recorded.

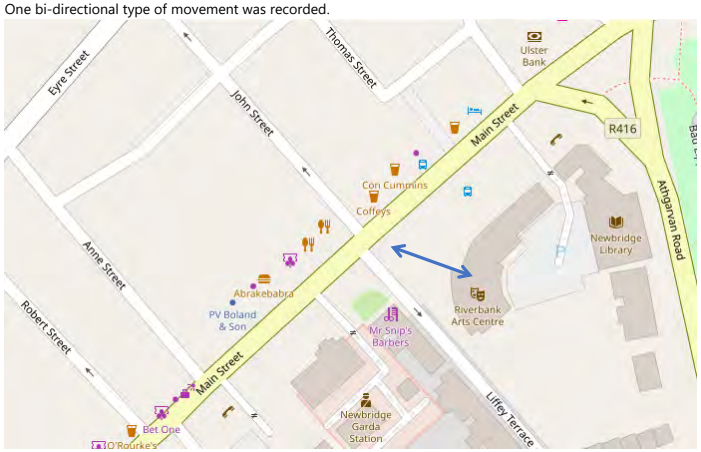


Figure 38: Point 12 Observed Movements

4.12.2 Results

Movement	Number of Pedestrians	
	2018	2023
Riverbank Arts Centre	23	12



4.12.3 General Commentary

The Riverbank Arts Centre was less popular at the time of the 2023 survey. There were no events on either day so use of the centre can likely be attributed to the café in both cases. This is the only café north of George Street.

4.13 Point 13: St. Conleth's Bridge Junction

4.13.1 Overview

Three types of movement, all bi-directional were recorded.



Figure 39: Point 13 Observed Movements

4.13.2 Results

Movement	Number of Pedestrians	
	2018	2023
Crossing St. Conleth's Bridge (both ways)	12	41

Towards Rickardstown	5	21
Towards Athgarvan	8	61



4.13.3 General Commentary

This junction has greatly increased its pedestrian count, particularly in the direction to and from Athgarvan. This is along Liffey Park and provides an alternative pedestrian route to the Athgarvan Road (see 4.5). Being the closest nature trail to Newbridge, the route could either be used as a route to access Newbridge east or for recreational purposes.

Schools were closed on both survey days, so school attendance does not account for the pedestrian movement over St. Conleth's Bridge. Many of the main bus routes through Newbridge (including the bus to Dublin) run through this junction, with stops situated 50 m south and 250 m north of the bridge.

5. CONCLUSION

- There has been an overall increase in pedestrian numbers in Newbridge between 2018 and 2023, apart from the Cutlery/Athgarvan road junction and Riverbank Arts Centre.
- The free Dunnes Stores Car Park has continued to be used as a base for shoppers in central Newbridge.
- Foot traffic along the Athgarvan Road, home to Liffey Park, has seen a marked increase. This could reflect a tendency towards the use of local nature areas in the wake of Covid-19.
- The following alterations to the urban furniture and their influence on pedestrian movements were noted:
  - The population of Newbridge is growing by approximately 1% per annum and residential developments in northern Newbridge may have contributed to increased pedestrian counts on Charlotte Street/Station Road.
  - Seating areas outside the units of George Street and removal of the cluttered bins on the corner have improved the aesthetic and functional value of the area which was more heavily frequented by pedestrians in 2023.
  - The addition of an Aldi to the Moorefield Road might be a factor in the high volume of pedestrians moving between the Courtyard Shopping Centre Car Park and along Moorefield Road south.
  - The new seating areas along Cutlery Road north were not being utilised during the survey periods.

Stage 2 - Town Information Report



20 Fitzwilliam Place, Dublin 2, D02YV58,
Ireland
Phone. +353 1 6762594
planning@mdb.ie
www.mdb.ie

Metropolitan Workshop LLP

Tower 1, Fumbally Court
Fumbally Lane
Dublin 8, D08 PX95
T. 00 353 (0) 1531 4889

14–16 Cowcross Street
Farringdon
London EC1M 6DG
T: 020 7566 0450

www.metwork.co.uk

E: info@metwork.co.uk