

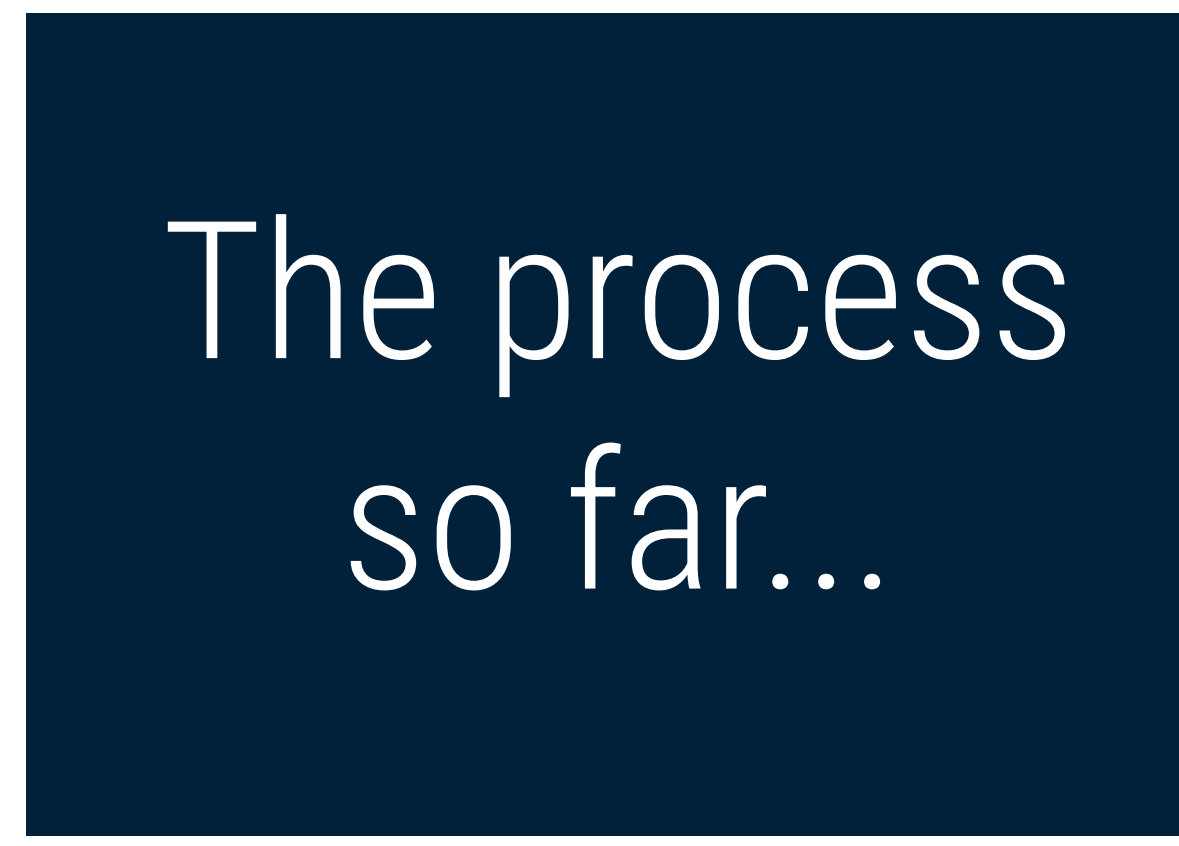
INTRODUCTION

Welcome to the public consultation process for the Draft Greystones Public Realm Plan.

The Greystones Public Realm Plan was commissioned in August 2019 by Greystones 2020 and Wicklow County Council. It reflects recognition that although the town is economically successful and culturally vibrant, it faces ongoing challenges associated with continued growth and development pressures.

Great work has taken place over the years by the local community, business groups and Council. However, a plan is now needed to strategically coordinate a series of projects around an agreed set of objectives.

Upon completion of the plan process, the agreed projects will be prioritised and delivered by a range of different parties over a 10 - 15 year period, subject to the availability of funding and relevant approvals processes.



WHAT IS PUBLIC REALM?

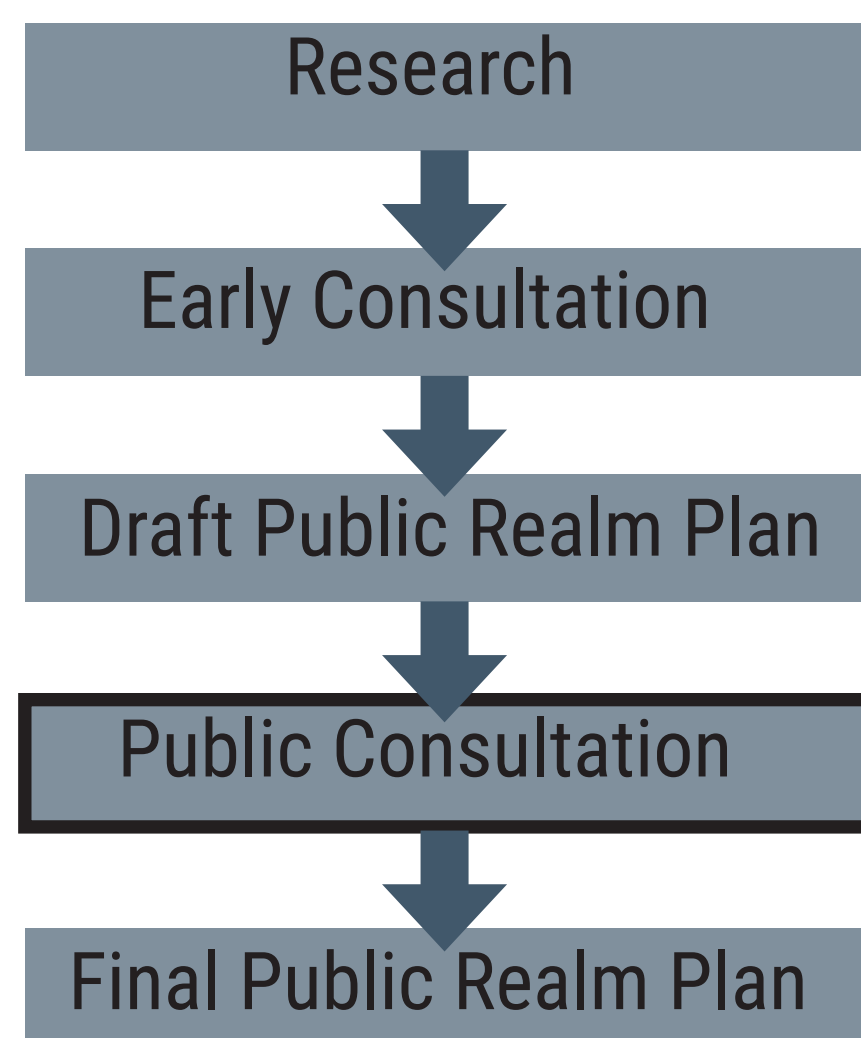
“Publicly owned streets, pathways, rights-of-ways, parks and other publicly accessible open spaces, as well as public and civic buildings and facilities.”



PROCESS

It is important that this plan reflects the views and aspirations of local people.

Therefore the Public Realm Plan is being produced through a collaborative process involving local residents, business owners, community groups, school children, officials and elected members.



How can I have my say?

To help shape this plan we would like to hear your thoughts about Greystones, your feedback on the Draft Plan and your creative ideas for the town.

The Draft Greystones Public Realm Plan is open for public consultation :

Wednesday 20th Nov until Tuesday 3rd Dec 2019

View the Consultation material at:

www.greystones.ie and www.wicklow.ie

Then complete an online survey at:

<https://www.surveymonkey.co.uk/r/TFQJDX9>

Or, complete a written feedback form and:

- leave in the box provided at the public consultation event

- scan or photo your form and email it to:

info@paulhogarth.com

POSITIVES



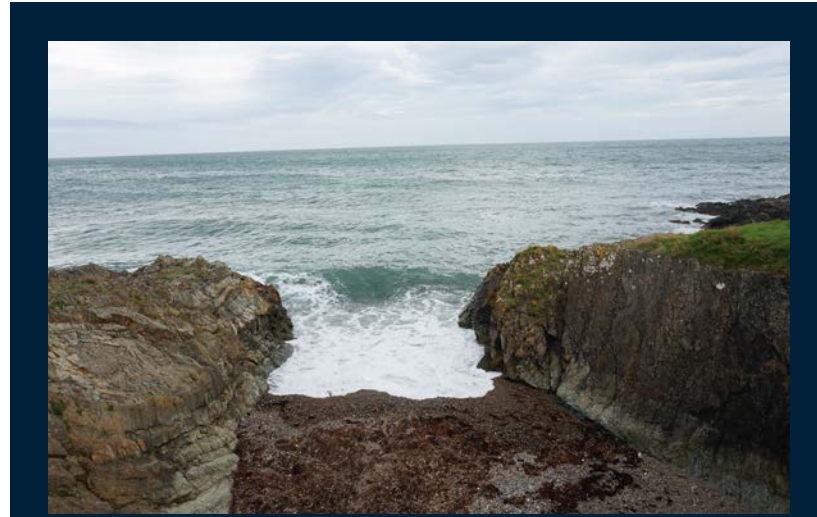
Economic Vitality

A thriving cafe culture and high level of independent businesses have helped Greystones create a strong economic base that caters to both the local and visitor markets.



Regional Location

Strategically well-located, and with local DART and motorway connections to Dublin, Greystones is an extremely desirable place both to live and visit.



Coastline Asset

The coastline is an integral part of life in Greystones and is undoubtedly central to the local identity. The spectacular cliff path is a tourism gem and showcases some of the most stunning views of Greystones.



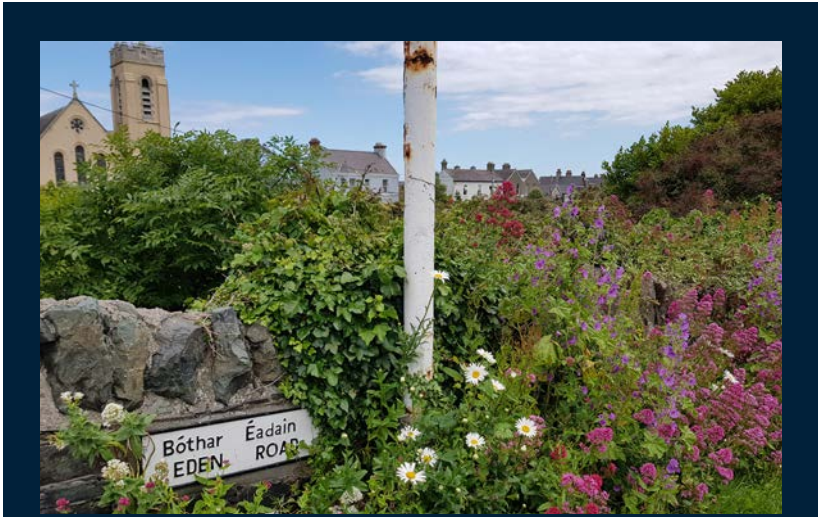
Cultural Life

Greystones's social events calendar is already well-established and highly successful. The vibrant cultural offering and local theatre has helped establish Greystones as a place on the map.



Heritage

Greystones is fortunate to have a wealth of heritage on offer, including a mix of interesting physical features and fascinating social histories that are waiting to be told.



Understated Charm

The town is not dominated by landmark buildings nor an imposing architectural style but instead carries a level of self-confidence in its unique and intrinsic coastal charm.

POSITIVES



Tell us what's working and what's not?

NEGATIVES

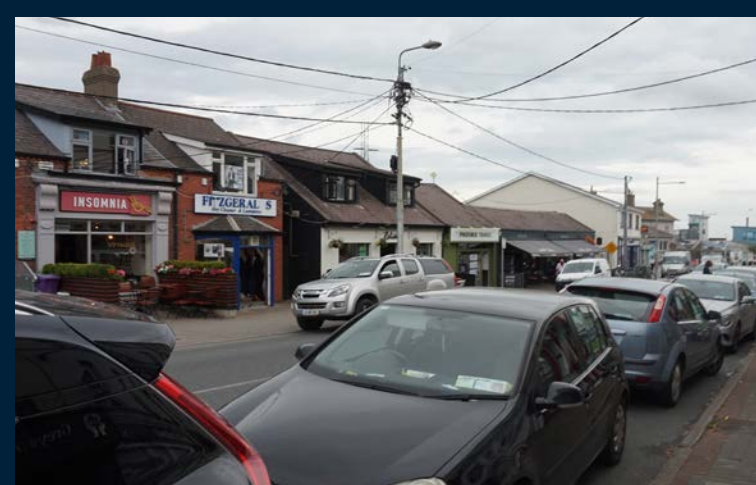
Quality and Consistency

There is a large variation in the quality of the public realm of Greystones. Inconsistencies of road surface treatments, paving materials, signage and street furniture create a lack of consistency and contribute to a poor quality visual appearance.



Compromised Experiences

For locals and visitors, the quality of views and experiences in Greystones are being compromised. Street clutter, overhead cabling, traffic and incongruous and unmaintained public realm elements are all having a negative local impact.



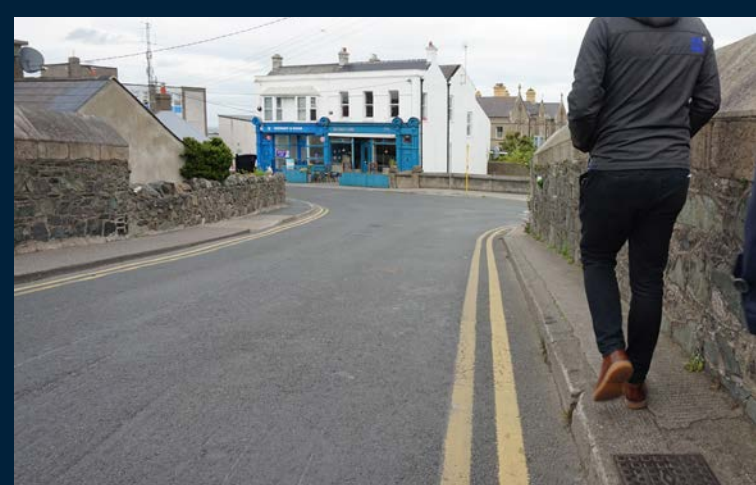
Vehicular Dominance

Currently in Greystones, a disproportionate amount of public space is dedicated to private vehicle use. As a result, space for pedestrian social interaction and areas for community and business spill-out use are dominated by private vehicles.



Walkability

Greystones faces increasing challenges regarding its walkability. More recent large scale residential developments and the location of the towns facilities on the edge of town have negatively impacted upon pedestrian movement.



Variable Legibility

Greystones suffers from poor quality pedestrian linkages. With a lack of clear signage and wayfinding measures, independently navigating the streets of Greystones can be quite difficult, particularly for visitors.



The Impact of Change

Greystones has transformed in recent years, particularly with the introduction of several new large-scale housing developments. The perception of this change varies greatly and there are fears for what the future holds.

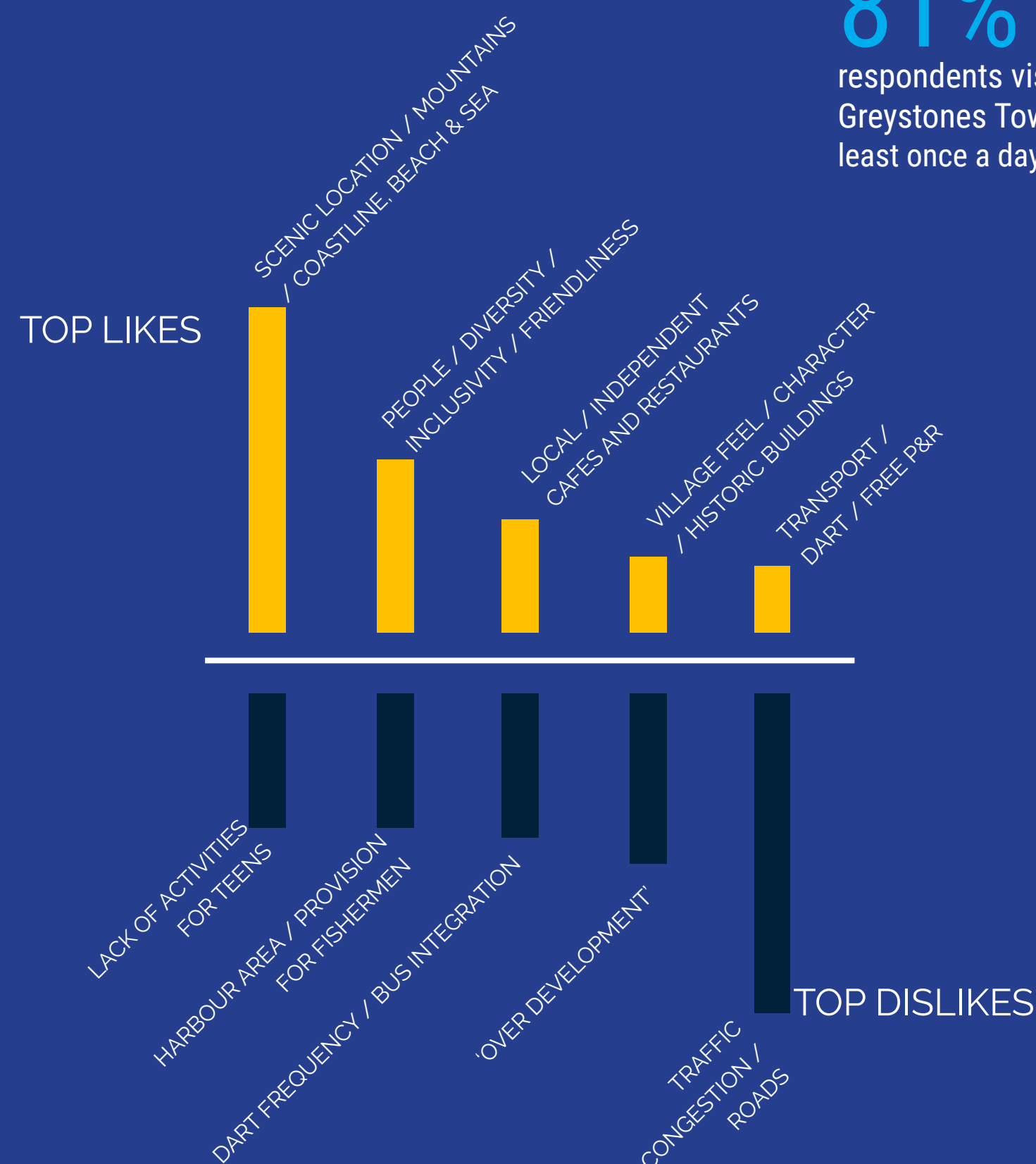


NEGATIVES

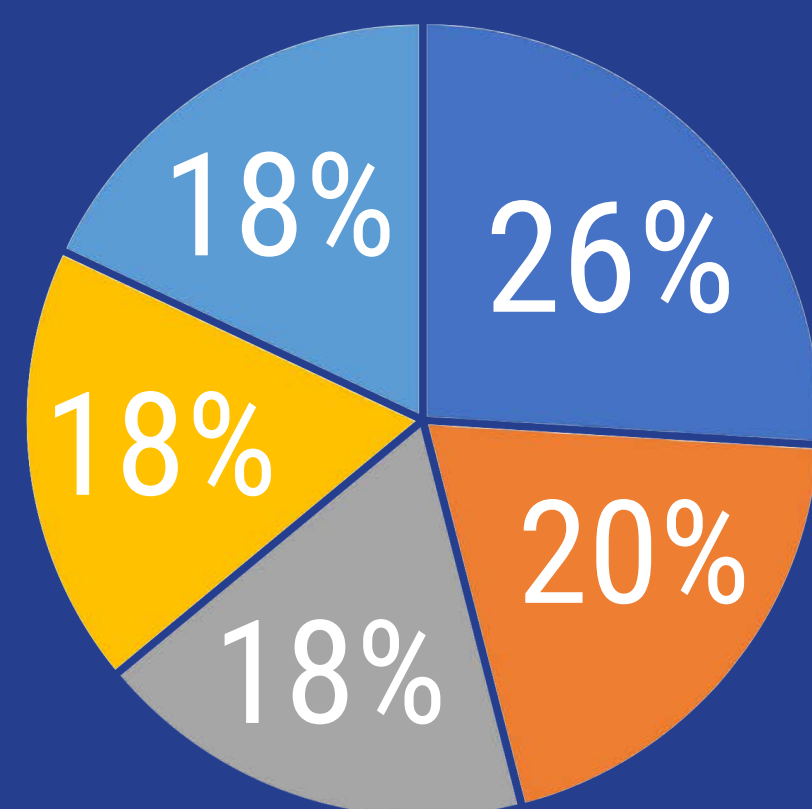
WHAT YOU TOLD US

Thank you to everyone from Greystones who submitted their feedback during the initial consultation process. This was held in September 2019 and included a well attended event at the Whale Theatre. Here are the results:

81%
respondents visit Greystones Town Centre at least once a day

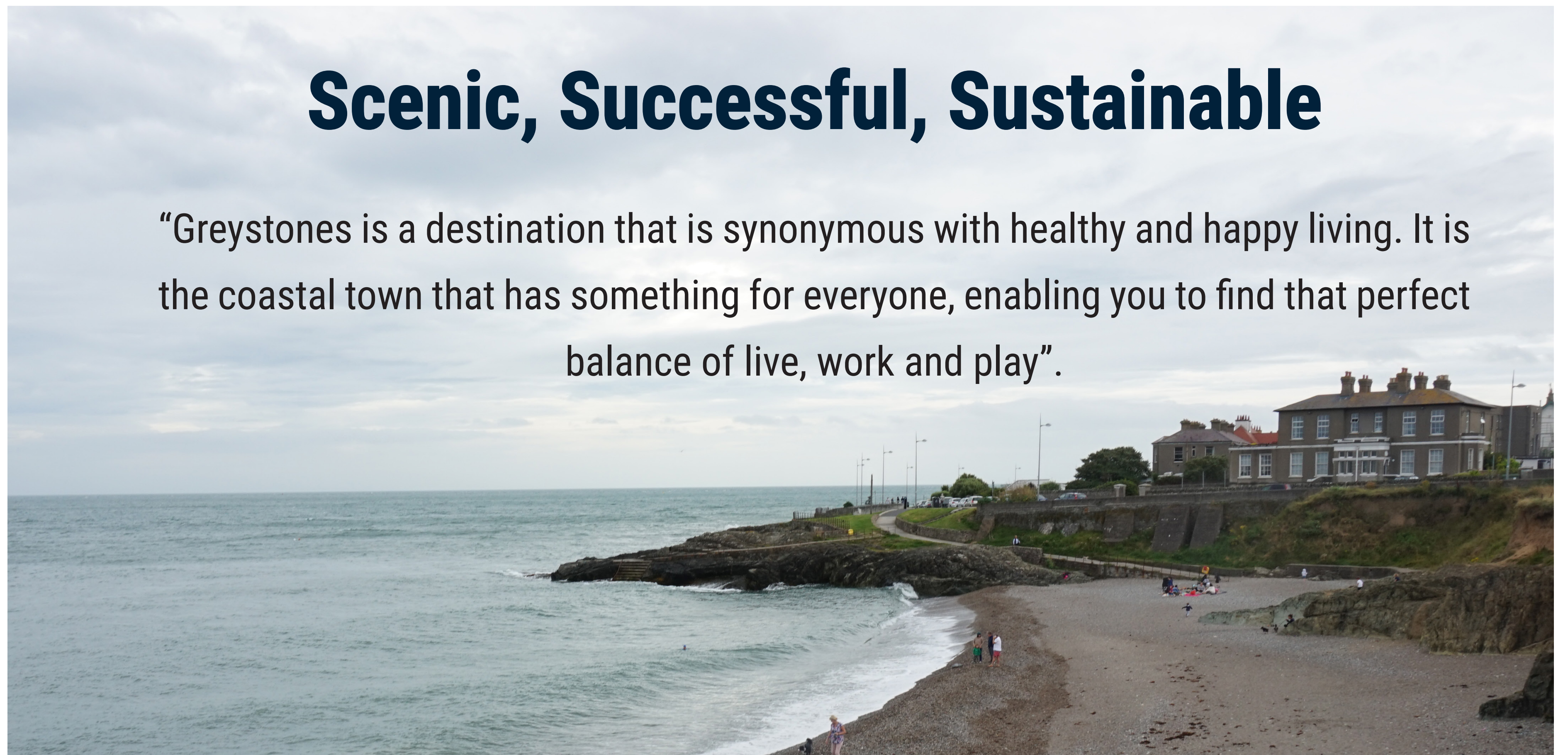


71% respondents wished to remain involved in the process.



Your comments and suggestions :

- WALKING AND CYCLING PROVISION IS DANGEROUS AND NEEDS IMPROVED, ESPECIALLY TO SCHOOLS
- IMPROVE AESTHETIC OF SEAFRONT/ INCREASE WATER ACTIVITIES/ PROVISION OF BEACH TOILETS
- MORE ACTIVITIES FOR TEENS INCLUDING SPORTS FACILITIES
- BETTER CONNECTIONS TO/ FROM GREYSTONES/ INCREASED FREQUENCY OF RAIL AND BUS SERVICE
- BETTER QUALITY STREETScape/ INCREASED SEATING, SIGNAGE AND LIGHTING



Scenic, Successful, Sustainable

“Greystones is a destination that is synonymous with healthy and happy living. It is the coastal town that has something for everyone, enabling you to find that perfect balance of live, work and play”.

PUBLIC REALM OBJECTIVES

1. Investing in quality of experience and quality of life

Create an environment that showcases the aspirations of Greystones

2. Creating spaces for community and visitors

Provide inclusive space that facilitates local interaction and provides an authentic Greystones experience

3. Safeguarding character and identity

Enhance and protect core assets in the face of change

4. Supporting growth and sustainable movement

Support population, visitor and economic growth with a pedestrian and cyclist friendly environment

DESIGN GUIDANCE

The plan will also provide design guidance to assist all those bringing forward new developments in Greystones.

It is essential that new development contributes positively to the public realm - e.g. future development at the Marina and lands south of South Beach car park.

Importantly, the quality of design, materials and craftsmanship must be built into new development from the proposal stage and continued through to delivery.

Urban design principles, such as active ground floor frontages, overlooking and mixed-use buildings, help to ensure that public spaces are safe, attractive and lively.

A number of areas within Greystones have their own distinctive character and quality, including several Architectural Conservation Areas (ACA's). Any future proposed interventions must ensure they complement their existing context.

A. STREETScape

Creating an environment that showcases the aspirations of Greystones



A1. Church Road

The most iconic street in Greystones and the beating heart of the business community. Previous streetscape enhancements of Phase 1 have made a immense contribution to improving local and visitor perceptions of the town and so it is proposed to continue these works in a phased approach.

Phase 2 will direct the improvements from Café Gray to La Touche Place and will involve widening of the pedestrian footpath with high quality paving, removal of on-street car parking, ducting of overhead cables, shopfront design guidance, provision of formalised spill-out space for local business and an increase of public seating and quality lighting.

Phase 3 will continue the same high quality approach in a southern direction from the Library to South Beach Car Park. Consideration may be given to a sheltered walkway along the railway line.



Enhanced space for pedestrians



Consistently high-quality shopfronts



Space to pause and interact

How else can the streets of Greystones be further improved?



Legible and attractive streetscape



High quality and durable materials

A2. Trafalgar Road

“Can you give us directions to the town centre please?”

With the development of the Marina and the popularity of Cliff Walk, Trafalgar Road is becoming an increasingly important gateway into the town. It is also a historic street that has played an important role in the life of the town.

By widening the pedestrian footpath where appropriate and upgrading street lighting, the road should be more suitably defined to the visitor and made a more appealing route for locals to enjoy.

The protection of the Conservation Area should be strengthened through the use of appropriate materials and also by ensuring any future development in the area adheres to the high level of quality in the area.

There is potential for a new pedestrian bridge over the railway line at La Touche Place. This will improve overall connectivity and accessibility of the town, particularly for those with mobility issues, helping increase pedestrian flow in a sustainable manner.

A3. The Lanes

Intricate, interesting, inviting!

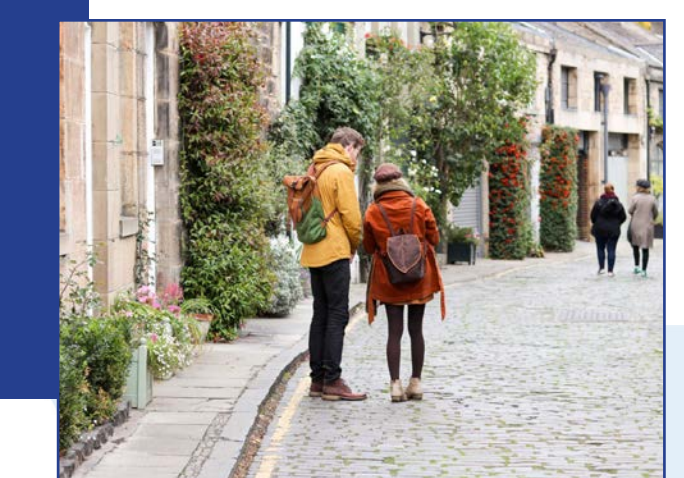
We propose improving the permeability of the town centre for greater pedestrian circulation, making getting from A to B so much easier, but more importantly, so much more enjoyable!

The charming laneways of Greystones, including Bow Lane, Turnpike Lane, and Theatre Lane, have an important part to play in linking key locations within the centre for pedestrians.

Using sensitively scaled lighting, signage and paving upgrades to increase their attractiveness of use, we can elevate their role within the street network hierarchy.



Laneways that make you want to explore



High quality signage



A4. Wayfinding Strategy

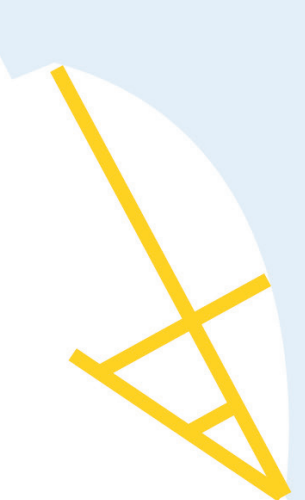
Getting to where you want to go, and discovering new places you did not know.

Its important that a coherent strategy for orientation and wayfinding is designed for the town to promote walking and exploring. Directional information for visitors, including location of amenities and journey distance times, will make people feel at ease as they navigate the town and give confidence to explore further.

This will be delivered through a suite of high quality wayfinding signs appropriate to their context –e.g. town centre, cliff walk.



Interactive elements



B. SEASCAPE

Enhance and protect core assets in the face of change

Inclusive and multi-use public space



B2. South Beach Promenade

Looking to the past, to inspire the future

As Greystones continues to grow and development occurs to the south of the town centre, it is vital that a strong pedestrian movement corridor is established that encourages people to travel in a more sustainable manner.

It is proposed that a promenade is designed for South Beach. This would allow pedestrians, cyclists and buggies to access the area directly adjacent to South Beach car park without having to transverse the sand.

The promenade will be a sociable public space that energises South Beach and will be founded on well-considered contemporary design that uses natural materials.

As part of this, the traditional beach huts will be reinstated, providing opportunities for local groups and pop up businesses to further animate the coast line.



Use of natural and durable materials for boardwalk



B1. Cliff Road and Marine Road

Investment to date along this coastal section has been well received and contains many positive elements. Further interventions proposed will integrate with previous successes and are very much 'light touches', exhibiting a natural and coastal feel.

This will include an upgrade of soft landscaping along the route and removing and/or replacing incongruous elements such as railings. High-quality street furniture should offer further moments to rest and enjoy the stunning views, while public art should be used to convey stories of the area.

Improvements to the existing cycle path will also result in a continuous and safe route for all cyclists.

Interpretative sculptures that help tell the unique story of Greystones



Street furniture that acts as sculptural element



Reintroduction of historic beach huts



B3. Sea Access

"It's part of who we are"

Accessing and enjoying the sea is a core part of life in Greystones. From childhood memories of jumping in the water, to local businesses organising early morning swims, the biggest natural asset of Greystones is undoubtedly its access to the Irish Sea.

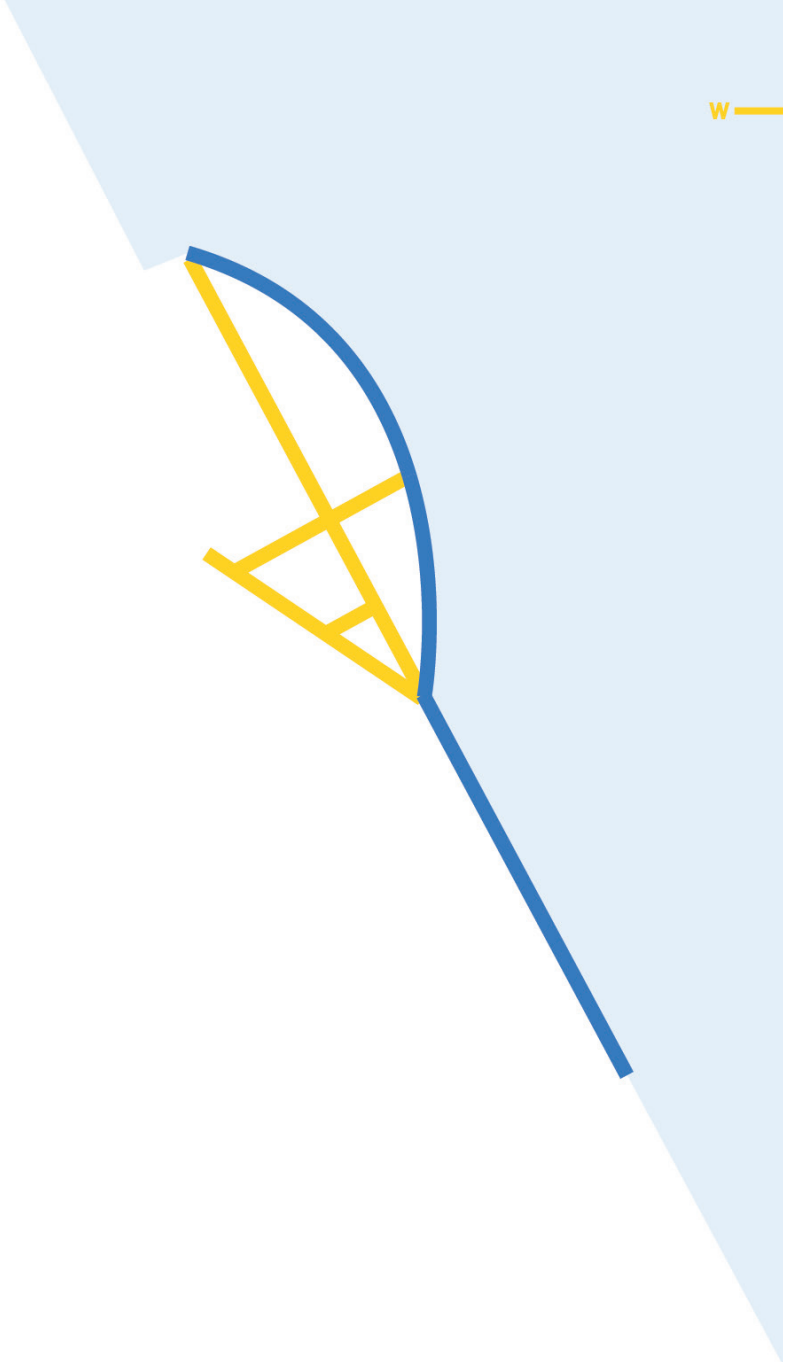
Enabling safe access for swimming other activities will ensure this tradition can continue to be safely enjoyed by all ages.

With the introduction of supporting facilities and amenities, there will be capacity to use the sea all year round.

Safe sea access for everyone



Do the proposals help enhance the coastal assets of Greystones?



C. HERITAGE & COMMUNITY

Inclusive community space facilitating interaction and an authentic local experience



What events and activities would you like to see on La Touche Square?

Food markets celebrating local produce



C2. Town Events Strategy

Developing a comprehensive events strategy that brings the community together, injects town centre vibrancy and adds to the visitor offering is essential for Greystones.

The town is fortunate to have such a busy existing social calendar and key stakeholders are already driving this agenda forward. However, it is important that these events are coordinated and strategically distributed across a variety of locations, including existing venues (e.g. Whale Theatre, Burnaby Park) and new spaces (e.g. La Touche Square). To ensure Greystones remains a place of quality, appropriate advertising should be sensitively integrated into the public realm.

Having a Strategy in place will help to animate Greystone's street and spaces, bring the community together and catering for all ages and visitors, as well as locals.



Town events calendar that covers all seasons



Outdoor events that raise environmental awareness



C1. La Touche Square

Greystone's best kept secret !

With a stunning backdrop of the Irish Sea and views across South Beach, La Touche Square is the community space that Greystones never knew it had.

Taking a phased approach to exploring the use of the La Touche Road Car Park:

- Short-term - explore the occasional use of the car park for potential events.
- Medium-term - increase investment in the site by introducing physical improvements to enhance event capacity such as lighting and power outlets.
- Longer-term - transform the car park into a high quality public event space to enable it to become a new, permanent civic focal point for Greystones.



Unique event space for community groups



Temporary events that attract visitors, increasing demand for overnight accommodation

C4. Heritage Trail

"The hotel where Michael Collins proposed to Kitty Kiernan, the railway line engineered by Isambard Kingdom Brunel, the first housing estate in all of Ireland and the home of the De Valera family..."

Greystones has such a rich and interesting history. Therefore, celebrating the past and sharing the tales of the town's historic people and places is so important.

These histories should be communicated through a range of coordinated interventions, tailored to the suitability of each site or story (e.g. blue plaques, sculptures, feature lighting). Guided and self-guided QR code audio tours can help bring the past to life and be enjoyed by visitors and locals alike.



Heritage features incorporated into the public realm

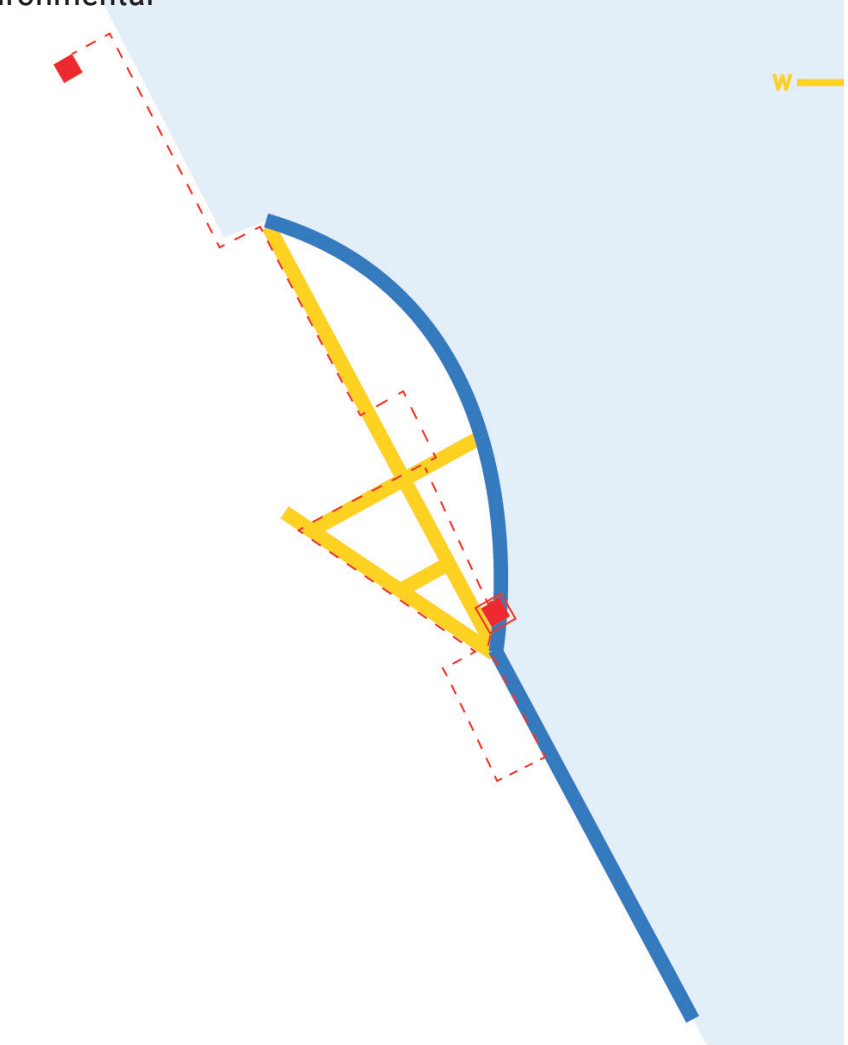


Quality interpretation elements that engage, inform and enlighten

C3. St Crispins Cell and the New Park

Thousands of people enjoy the Bray to Greystones Cliff Walk each year without ever knowing they tread beside such a fascinating site of Medieval history.

Building upon the recent work of the Tidy Towns Committee, a community archaeological dig and sensitively introduced interpretation elements would create a local heritage park at St Crispins that shares the history of the site to visitors and can be used as an educational resource for local schools. This heritage park should be integrated with the Cliff Walk and the new proposed park within the marina development to create a quality, recreational and public amenity space.



D. GREEN GROWTH

Supporting growth and sustainable movement

D1. Coastal Path

Sustainable Tourism

Maximising the town's regional connections and building on the success of the Cliff Walk, Greystones should strengthen its coastal pedestrian linkages with Bray and also south with Wicklow Town.

This should be achieved via an upgrade of path and widening where possible to mitigate safety concerns.

The coastal path has an important role to play in sustainably increasing the tourism offering, bringing more visitors to Greystones and the wider County.

Improved walking route



Bike hire scheme for local and visitor use



Trails with local environmental interest



Growing tourism industry

D2. Greenways

Sustainable Travel

As the population of Greystones continues to grow, it is imperative that safe designated walking and cycling routes are created that integrate residential areas with the town centre and discourage car use for short journeys.

Providing green infrastructure for the sustainable management of future development will not only address the issue of traffic congestion but it will also improve public accessibility to facilities and amenities, reduce carbon emissions and contribute to public health and well-being.

To encourage cycling uptake and cater for visitor demands, there is potential for a public bike-hire scheme to be introduced.

A new off-road greenway along the Three Trout River course would provide a natural corridor for walking and cycling connectivity. This greenway could also be used to protect natural habitats, improve river water quality and raise awareness of the local biodiversity.

D3. Green Space Programme

Sustainable Communities

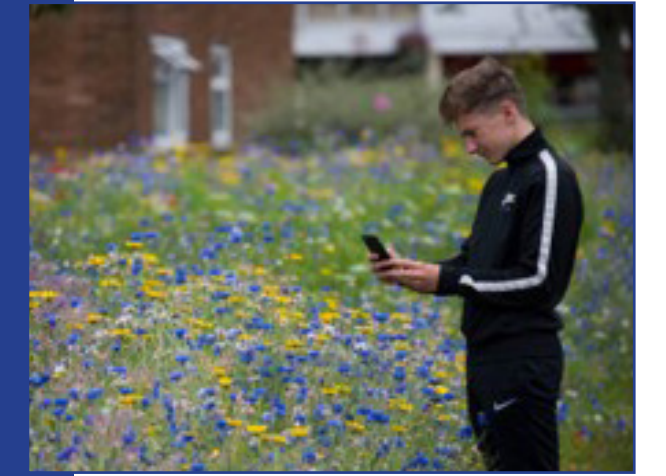
Although not immediately evident, a patchwork of greenspace exists throughout Greystones. These underutilised spaces, often located in residential developments, currently provide little environmental or community benefit.

Community-led green space improvements offer a range of creative opportunities e.g. community allotments, wildflower beds, biodiversity boost, public artwork.

Throughout the town, a community tree planting and management initiative would ensure the sustainability of the urban tree canopy.



Community allotments



Biodiversity boost



Natural play elements

D4. 'Greenstones' Innovation

Sustainable Placemaking

As a place that is environmentally conscious, Greystones will be a national champion of sustainability, aimed at reducing the town's carbon footprint through public realm improvements.

Working in partnership with academia to pilot the latest technologies (e.g. renewable energy powered lighting, smart street furniture), Greystones will set the national standard for Ireland as a place that seeks to create a better environment for future generations.



Wind powered street furniture with high quality design



E. TOWN GATEWAYS

Investing in quality of experience and quality of life

Principal approaches clearly defined



E1. Destination Arrival Points

"Welcome to the worlds most liveable community"

Iconic sculptural gateway features will define the town extents and welcome all to Greystones.

Recent large scale residential developments on the periphery of Greystones have blurred the boundary of the town and so destination arrival points will help reassert the local identity.

These destination arrival points will be located at strategic gateways, including north and south access routes into the town, as well as at the Park & Ride facility and Church Road.

E2. Car Parking Strategy

Review and coordinate town car parking provision.

In doing so, upgrades should be made to town car parking, this should include lighting, surfacing and signage. Opportunities to introduce elements of Sustainable Urban Drainage systems should be explored to further increase the biodiversity and environmental positives of local car parking provision.

At suitable locations, such as the Park & Ride facility, E-Car charging points should be installed to encourage more sustainable forms of travel for those instances where private vehicle use is a necessity.



Introduction of urban rain gardens

Improved first and lasting impressions



E3. Station Enhancements

Creating a lasting impression

Public artworks along the station platforms and site boundaries will provide a unique arrival experience to Greystones and leave a positive lasting experience as visitors depart from the town.

Building on the success of the previous public realm works outside the main station entrance, a revitalisation of the public realm including paintwork, surfacing and lighting upgrades were necessary will ensure the first impression of Greystones is one of quality and pride.



A. Streetscapes

- A1. Church Road
- A2. Trafalgar Road
- A3. The Lanes
- A4. Wayfinding Strategy *

B. Seascapes

- B1. Cliff Road and Marine Road
- B2. South Beach Promenade
- B3. Sea Access *

C. Heritage and Community

- C1. La Touche Square
- C2. Town Events Strategy *
- C3. St Crispin's & New Park
- C4. Heritage Trail *

D. Green Growth

- D1. Coastal Path
- D2. Greenways
- D3. Green Space Programme *
- D4. 'Greenstones' Innovation *

E. Town Gateways

- E1. Destination Arrival Points*
- E2. Car Parking Strategy *
- E3. Station Enhancements

* - Multiple Locations

