

## key analysis findings

- strategic location along a major south-east coastal corridor
- substantial physical qualities (wicklow gaol, black castle, etc.)
- significant under-exploited opportunities (seafront, round mound, surrounding hills, etc.)
- strong urban form within central core
- generally poor quality of arrival experience into wicklow
- limited seaward views from town centre
- disconnected public green open spaces in residential areas
- need to manage new development to ensure a positive impact on the existing town centre



## aims

- Enhance the environmental quality of Wicklow for the benefit of local residents, businesses and visitors
- Strengthen the physical, social and economic identity of Wicklow Town by fully maximising existing assets
- Provide a positive physical framework for future development, complimentary to the existing urban core
- Strengthen the role of Wicklow Town as a tourism destination

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the paul hogarth company



# wicklow town PUBLIC REALM PLAN

prepared for  
wicklow town council &  
the heritage council

by  
the paul hogarth company &  
erm ireland limited



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## what is the public realm plan?

The Public Realm Plan has been developed to assess the quality of Wicklow's public spaces and landmarks and to propose a series of coordinated initiatives by which they can be improved. In doing so, a positive impact can be made to the way in which Wicklow both looks and functions, with benefits for local residents, businesses and visitors.

The plan was compiled over a 10 month basis by The Paul Hogarth Company and ERM Ireland Ltd. It was based on a process of site appraisals, research and consultation with local residents and stakeholders.

## public realm plan process

### Information Gathering

- Desktop Research
- Consultation
- Site Appraisals

### Analysis

### Emerging Concepts

### Production of Draft Public Realm Plan

### Consultation

### Production of Final Public Realm Plan

## vision

" Wicklow Town will be a rich, diverse, attractive and fun place in which to live, work, visit and play. Its historic streets and squares will be alive with people, creating a safe and friendly atmosphere. Such liveliness will be generated by numerous high quality places at which to shop, eat and drink, as well as the many events and activities that take place there. Tourist attractions, such as Wicklow Gaol and Black Castle, will welcome visitors from both near and far, who are encouraged to stay in the town, learn about its history and explore its many charms. And Wicklow's natural landscape will never be far away, with its attractive river, coast and hills on its doorstep, making the town an excellent place from which to explore the region. "

## specific initiatives

- the public realm plan consists of 14 specific initiatives and a supporting economic and tourism strategy

### high quality streetscapes



- improvements to the look and function of historic central streets
- use of high quality materials such as natural stone, bespoke street furniture and public art
- rationalisation of car parking and loading arrangements

### marlton road linkage



- landscape and potential development proposals to establish a strong physical connection between new marlton road development and the existing town centre

### the murrough



- continuation of established masterplan process
- guidance on public realm component of the above to encourage good quality new development and open spaces

### lighting strategy



- strategic review of lighting provision to ensure safe night time environments
- feature lighting to accentuate landmark features

### town centre frontage programme



- co-ordinated improvements to prominent street frontages
- improved architectural detailing including windows, doors, colouring and visible guttering
- review of signage to achieve a balance between visual prominence, scale and character

### church lands



- feasibility study with close co-operation of churches to explore potential increased public access to open spaces
- scope for educational and recreational roles to be developed

### leitrim river + broad lough corridor



- improved planting and natural habitat
- increased pedestrian access, including west bank of river, extending to broad lough
- enhanced setting, access and interpretation of the round mound

### open space + linkage strategy



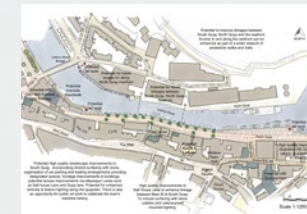
- development of a strategy to review the use, function and design of small neighbourhood open spaces
- close involvement of local residents

### gateways



- identification of key gateways to the town of wicklow
- co-ordinated environmental improvements to each area including surfacing, planting, lighting and public art

### harbour + bay area



- phased environmental improvements to the harbour area
- improved design and management of south quay area
- focused redevelopment of vacant and under used buildings

### seafront enhancement



- sensitive improvements to cliff top pathways
- establishment of a town seafront along the murrough with new development, high quality open spaces and opportunities for events and activities

### hill to sea greenways



- long-term objective to increase public access to hill top areas
- improved natural habitat

### dublin road (+ approach roads)



- environmental improvements to dublin road and other approach roads into wicklow
- structural planting to improve visual character of large commercial areas

### economic + tourism strategy

- developing and maintaining the retail core
- wicklow as a visitor and tourism base
- harnessing natural assets
- Actions
  - traffic management plan
  - marketing strategy
  - integrate the tourism product
  - festival and events strategy
  - feasibility study for developing waterbased, leisure tourism

### interpretation + orientation strategy



- co-ordinated implementation of directional signage
- interpretation of wicklows historic features and stories

### delivering the vision

- wicklow town council
- wicklow county development board
- funding mechanisms
- Recommendations
  - collaborative working
  - active property management
  - council endorsement
  - co-ordinated delivery