

WELCOME

Introduction

Welcome to the engagement process for the Donaghadee Masterplan Review.

Ards and North Down Borough Council is embarking on a process to undertake a review of the Donaghadee Town Centre Masterplan which was commissioned by the Department for Social Development (now DfC) in 2015. The Masterplan is a non-statutory document which provides the framework for the promotion, implementation and timing of urban regeneration, recreation, tourism, and leisure initiatives.

Taking on board your comments from the drop-in sessions and on-line survey at the end of last year we have developed a series of proposed priorities for the town centre. These seek to address Donaghadee's present day challenges and opportunities, aligning them with mechanisms for funding and delivery.

We invite you to take a look and let us know what you think.

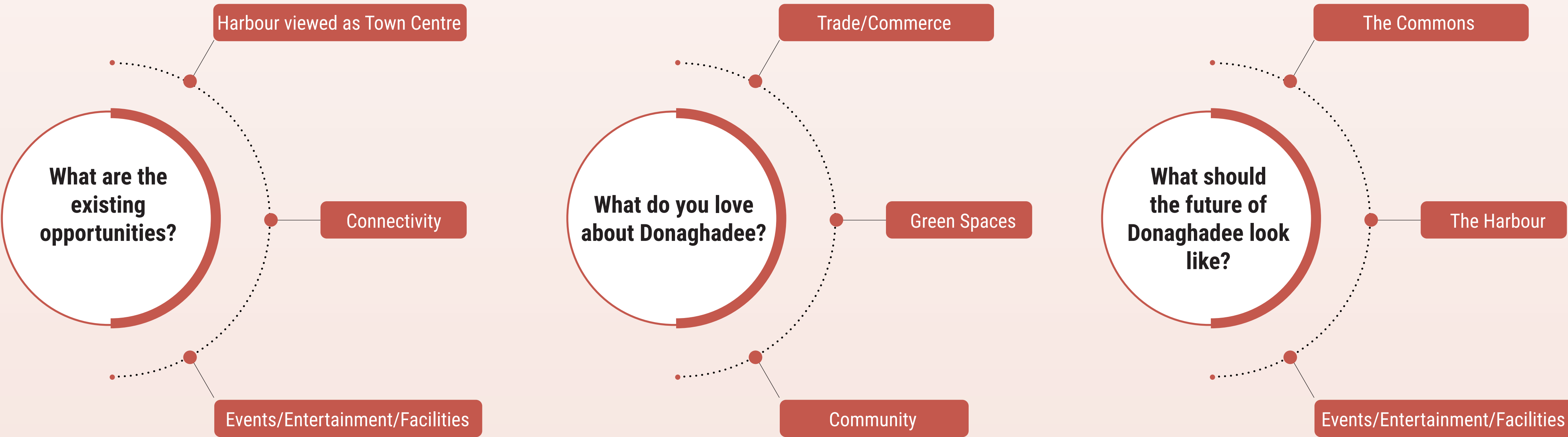
The engagement process is open from:
Monday 13th March to Friday 31st March 2023

Complete the short on-line survey at:
www.ardsandnorthdown.gov.uk/masterplans

Donaghadee
1. Your Feedback

YOUR FEEDBACK

A series of conversations have taken place through the public consultation exercise the Council carried out in September 2022. There were over 160 comments received from the drop-in event and 23 on-line responses, summarised here.



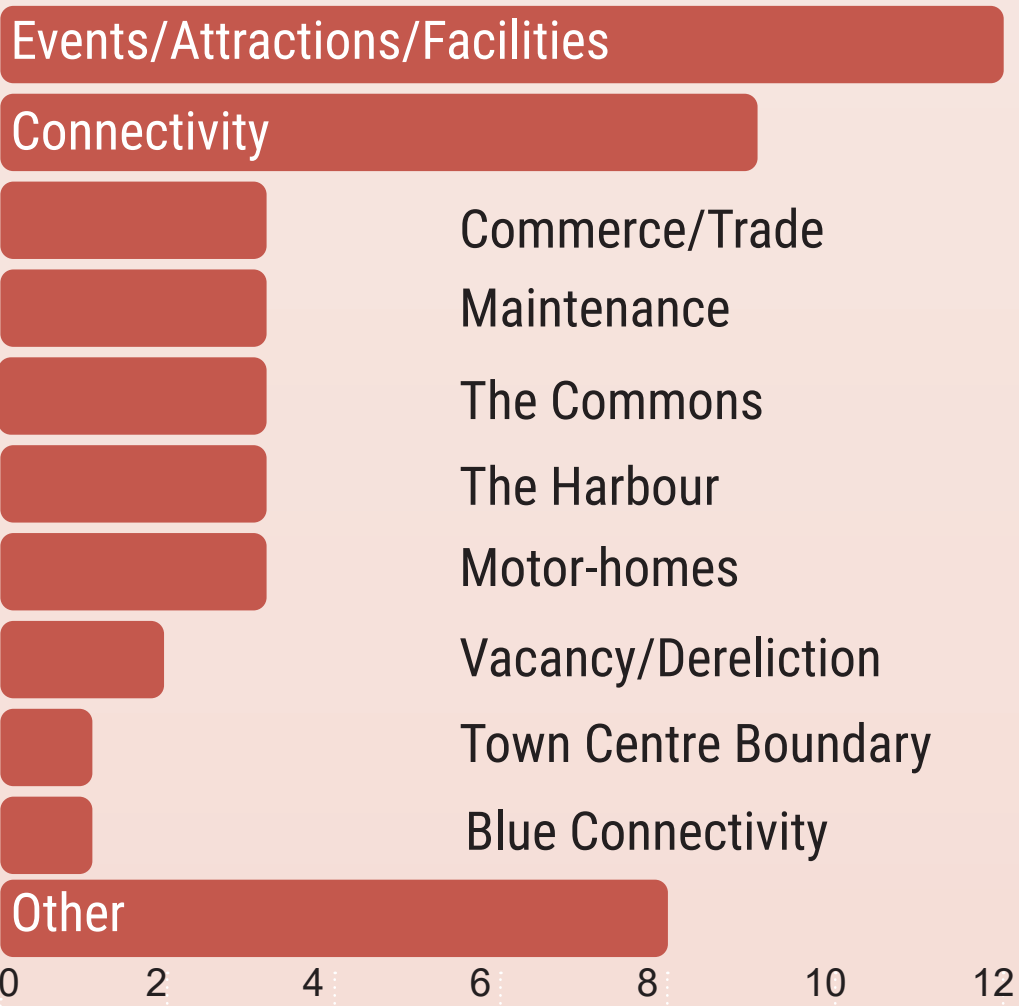
Why live in Donaghadee?

- Blue Connectivity
- Community
- Commerce/Trade

What are the undesirables about Donaghadee?

- Events/Attractions/Facilities
- Connectivity

Areas for Improvement



The Future of Donaghadee



CHALLENGES & OPPORTUNITIES

- S

 - Attractive and thriving town centre
 - Strong organisation and capacity
 - Significant impact of investment in heritage buildings and public realm
- W

 - Some areas of car dominance remain
 - Lack of evening facilities during events
 - Lack of visitor infrastructure
- O

 - Harbour remains a major issue and missed opportunity
 - Increased tourism demand
 - Planned projects such as the Commons Masterplan
- T

 - Growth of town changing the dynamic, largely positive although care needed e.g. through strong pedestrian links
 - Climate and Biodiversity Crisis

MASTERPLAN PROS & CONS

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 - Clear vision and coordinated spatial plan
 - Place-based tool to address multiple challenges
 - Means to attract funding and guide investment
 - Shared vision between organisations
- - Limited delivery of actions
 - Lack of widespread plan use and buy in
 - Inflexibility of plan to adapt to a changing economic and political landscape

SUCCESS SINCE THE MASTERPLAN

Since the Masterplan was completed in 2015 there have been several projects that have already successfully taken place. The Townscape Heritage Initiative provided significant funding benefiting several buildings in the town centre such as Gunpowder Store, which was restored in 2021.

The public realm scheme was successfully completed in the town centre creating a high quality streetscape that responds and celebrates the heritage of the town.

The on-going work of the community has contributed greatly to the success of Donaghadee's town centre through organised events and community projects.



MASTERPLAN VISION

“In 2030, Donaghadee will have re-emerged as a thriving seaside town. The redeveloped harbour has provided the catalyst for visitor and community services to return. The increase in tourism activity has stimulated a vibrant waterfront stretching to the Commons, acting as a focus for leisure and recreation.

The increasing popularity of the town has attracted local entrepreneurs and investment from further afield. The town has also become much more accessible with sufficient parking and public transport to service both local people and the influx of visitors throughout the year.”

Donaghadee Town Centre Masterplan 2015



Donaghadee 3. Priorities for the Town

PRIORITIES

Based on analysis and engagement the following proposed priorities have been identified for Donaghadee Town Centre.

A

Parks for All

Deliver and follow through on the planned transformation of the parks, both the Commons Masterplan and Crommelin Park, tying in with the Local Biodiversity Action Plan, and providing much needed visitor and youth infrastructure, including the visitor hub and activity hub.



B

Heritage and Visitor Experience

Wayfinding and interpretation to tell the stories and add a layer to the visitor experience, showcasing the town's heritage, providing a unique and immersive experience of exploring the town, including connectivity between Hunts Park/Commons and the Town Centre.



C

Destination Donaghadee!

Building the reputation and tourism offer to attract visitors and future investment, such as a hotel and managed workspace/hotdesk facility.



D

Reawakening the Harbour

Animating the harbour through events, raising its profile and momentum towards funding for restoration and increased used.



MAKING IT HAPPEN

Through this masterplan review a series of priorities will be identified for the next 8 years, guided by 4 year action plans.

The Town and City Advisory Groups (TAG/CAG) were established in relation to Ards and North Down Borough Council developing a local approach to masterplanning, community planning, placemaking and other localised issues.

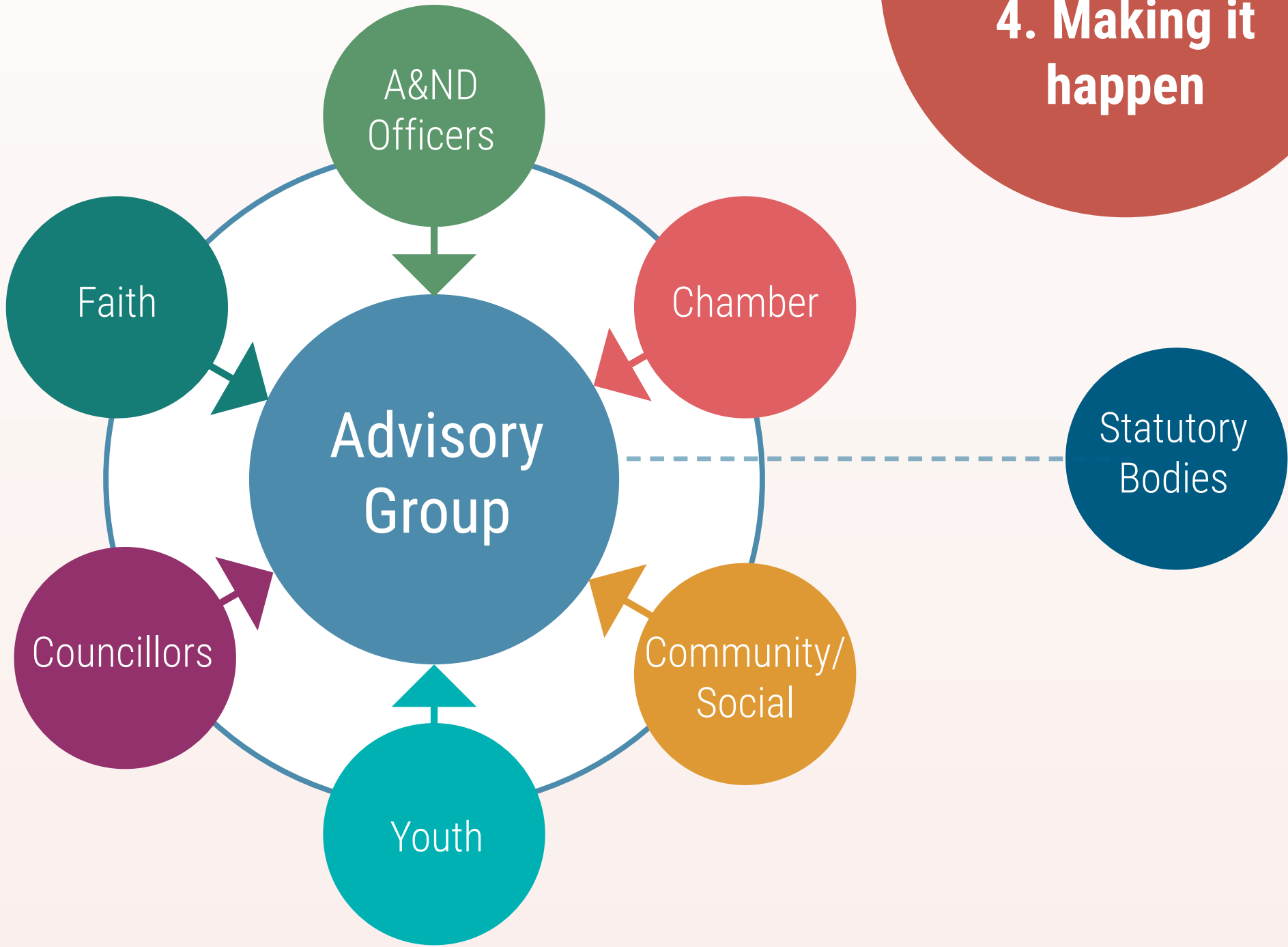
Along with the Council and Executive Departments, the advisory groups will help drive forward regeneration for Donaghadee Town Centre, collaborating, sharing responsibilities and playing to strengths. A key function of the masterplan's new priorities will be attract funding from various sources, including:

Examples of Funding Opportunities

- Community Ownership Fund
- Levelling Up (future rounds)
- Shared Prosperity
- Peace Plus
- Shared Island Funding
- National Lottery (Heritage Fund)
- Ulster Garden Villages
- Groundworks
- Social Finance (e.g. Community Finance Ireland, NESTA)

Donaghadee

4. Making it happen



Case Study: Bath Wayfinding

What they did

City wide information system with circular maps that tap into Bath's unique history as a Roman walled city creating a navigational device and wayfinding system that sits within the fabric of a world heritage site.

What impact did it have

The wayfinding strategy has considered the whole user journey with integrated pedestrian and transport maps that promote walking in the compact city. Wayfinding is complemented with a series of benches, bins, bollards, water fountains and bike stands aimed to transform the streets and public spaces of the city and improve the experience of the city for residents and visitors.



Case Study: Jubilee Pool Penzance

What they did

One of the last remaining salt water lidos in Europe it suffered terrible structural damage, in 2014, due to disastrous storms and under-funding leaving it dilapidated and run down. A group of local people formed Jubilee Pool Penzance and raised funding and support to restore it and in 2016, it reopened as the 'jewel in Penzance's crown' once again.

What impact did it have

Alongside the well known mental and physical health benefits of swimming, Jubilee Pool tackles isolation and depression by serving as a community hub, where local people can meet and engage with each other.

