



# MOVILLE

*Moving . Forward . Together*

A Regeneration Strategy & Action Plan

The Draft Regeneration Strategy & Action Plan . February 2025



Ár dTodhchaí  
Tuaithe  
Our Rural  
Future



Comhairle Contae  
Dhún na nGall  
Donegal County Council

**G/M** Design  
Associates



An Roinn Forbartha  
Tuaithe agus Pobail  
Department of Rural and  
Community Development



Aerial view of Merville (Not to Scale)

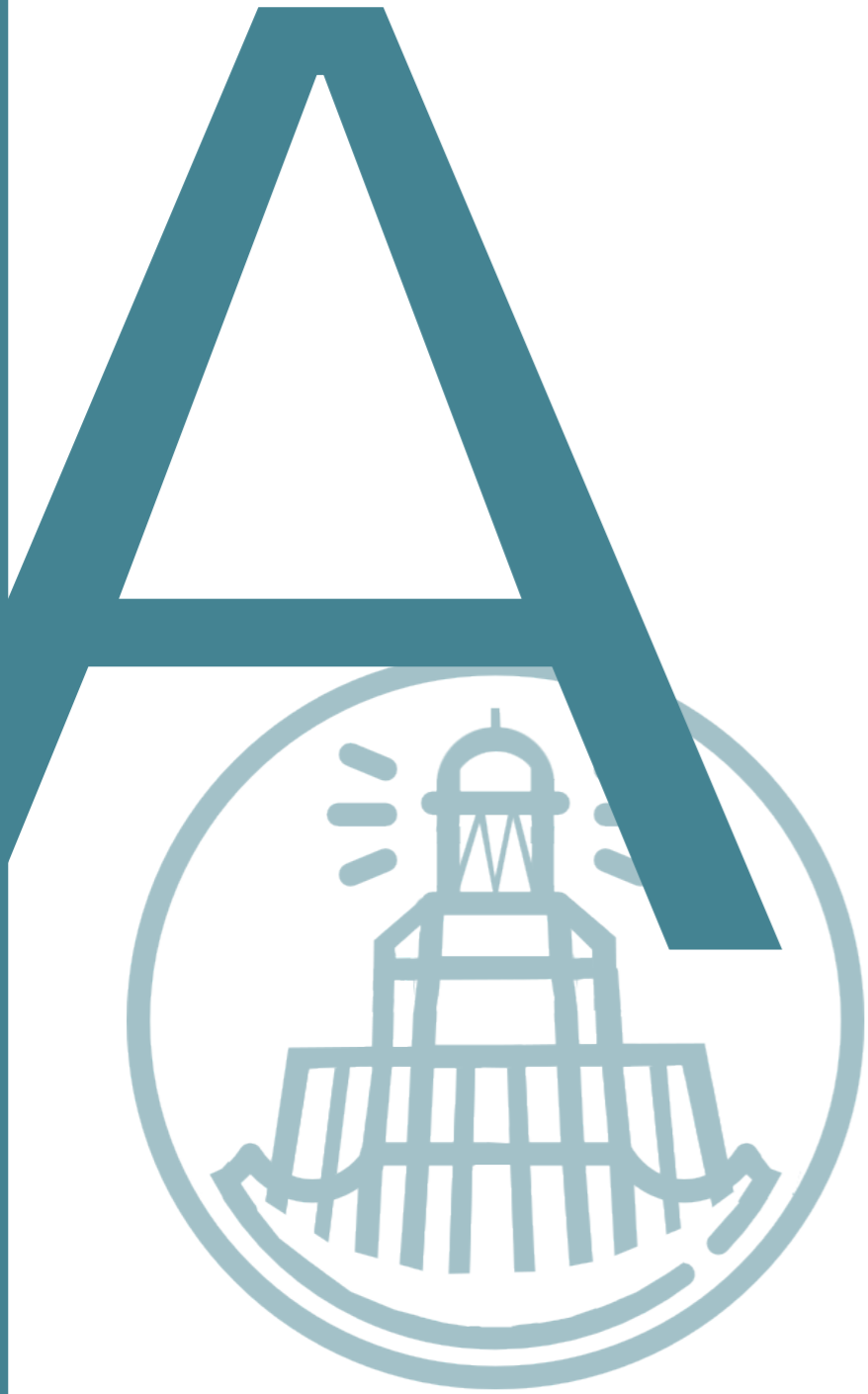
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# Section



An introduction

# The background, purpose & process



## The background

Mid 2024, GM Design Associates, a multi-disciplinary practice, were appointed by Donegal County Council to prepare a Regeneration Strategy & Action Plan for Moville (thereafter referred to as “*Moville: Moving Forward Together*”, “*Moville RS&AP*” or “*The Strategy*”).

Moville is a planned settlement located along the western shore of Lough Foyle at the northern end of the Inishowen Peninsula. It’s population at the last census was 1,390 people. The settlement functions as a service centre for the resident’s located within the wider town boundary and the adjoining rural hinterland, with retailing, community, health and education uses. Much of the town centre’s attractive historical settlement pattern is still evident and many simple attractive buildings from the past remain. The town is strategically well placed, located approx. 30km northeast of Derry and the wide range of services, employment, and amenities this large centre has to offer. It is either the first or last major settlement located along the highly popular tourist route, the “Wild Atlantic Way”, and is also in close proximity to a number of regional tourist amenities such as Malin Head, the Lough Foyle Ferry crossing, and the well known Causeway Coastal Route beyond. Other more local attractions include Bath Green/The Shore Path, and numerous attractive coastal features including Stroove Beach and Lighthouse. However, despite these many attractive qualities and reasonable input/efforts of many committed sections of the local community, the town centre has suffered significant decline in recent years. There are high levels of dereliction/vacancy and a number of “key” and “heritage” properties are in poor condition. Furthermore there is a lack of good quality central/shared public realm/space and some issues exist around movement/connections to, from and within the town centre. Cumulatively this all potentially contributes to what is becoming an increasing lack of vibrancy, vitality and attractiveness within the town centre. There is clearly under-utilisation of the settlements particular charm and potential, however there remains significant opportunities to avail of, in order to regenerate and reinvigorate the town centre. “*Moville: Moving Forward Together*”, which is prepared in line with the new National Policy “*Town Centre First – A Policy Approach for Irish Towns*”, can assist in this process.

The geographical extent of the area to be covered by the plan is identified on the adjacent map and focuses upon the town centre area but also includes the wider town area (both as defined by Donegal County Council's County Development Plan, 2018-2024 (as varied)).



Moville's location in the context of Ireland and the Donegal County Council area (not to scale)

The study area (scale 1:10,000)

The purpose of the Strategy

The Strategy provides an evidenced based framework, setting out key aspirations and priorities in supporting the sustainable regeneration of the town and the wider area to 2029 and beyond to 2040. It provides a mechanism for the delivery and implementation of a vision of the future development and regeneration of Merville that will help facilitate the unlocking of the potential of the town including its strategic location, unique architectural and cultural heritage and attractive land/waterscape setting.

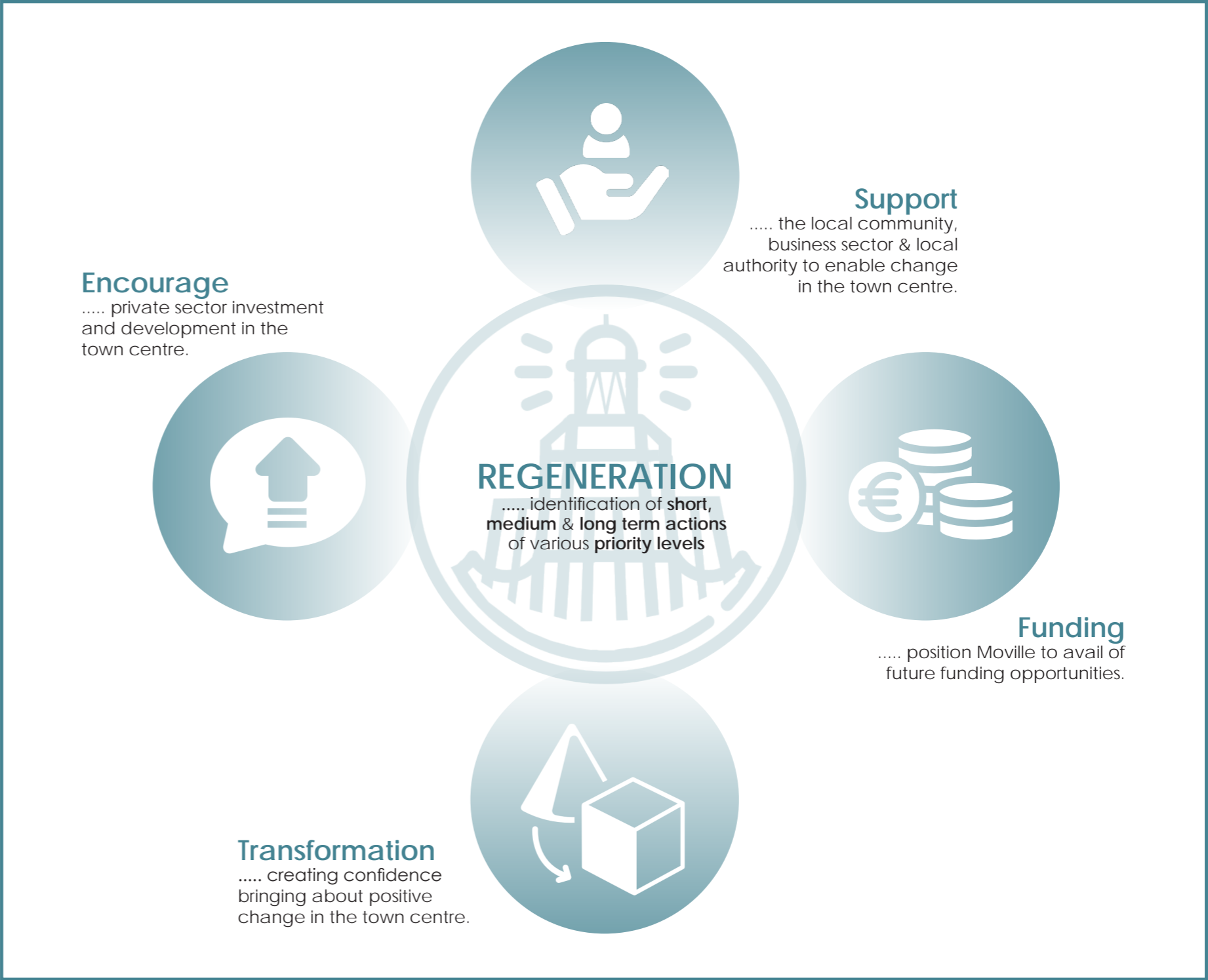
The Merville RS&AP is regeneration and renewal focused with a view to strengthening the role, image, vibrancy, vitality and resilience of Merville town centre in particular. It puts place-making at the centre of the value proposition for the town as a means of enabling and attracting investment and regeneration.

It considers key thematic areas including: marine opportunities/coastal location; access, parking and infrastructure; dereliction/vacancy; regeneration/opportunity sites; commercial/economic development opportunities; community provision; walking, sport and recreation; public realm; built/natural heritage; the “Wild Atlantic Way”; tourism, festivals and events; and biodiversity, climate change and sustainability.

Furthermore the Strategy provides for the convergence of community vision, business interests, local knowledge and key Sectoral Stakeholder and Local Authority multi-disciplinary expertise in co-designing a roadmap for the regeneration and future development of Merville together with the more detailed design of actions in respect of key sites.

The Strategy aligns with Donegal County Councils Local Economic and Community Plan in terms of being a spatial articulation of the sectoral priorities emerging from this process and pays cognisance to relevant planning policies, most specifically the County Donegal Development Plan 2018-2024 and Draft County Donegal Development Plan 2024-2030. It has due regard for the Town Centre First Approach for Irish Towns and emerging actions, and where possible, aligns with funding programmes such as the Leader programme, PEACEPLUS, RRDF, Town and Village renewal, CLAR, FLAG, ORIS etc to facilitate delivery.

This project is funded through the Town and Village Renewal Fund programme implemented by the Department of Rural and Community Development as a part of Our Rural Future.



The process of the Strategy

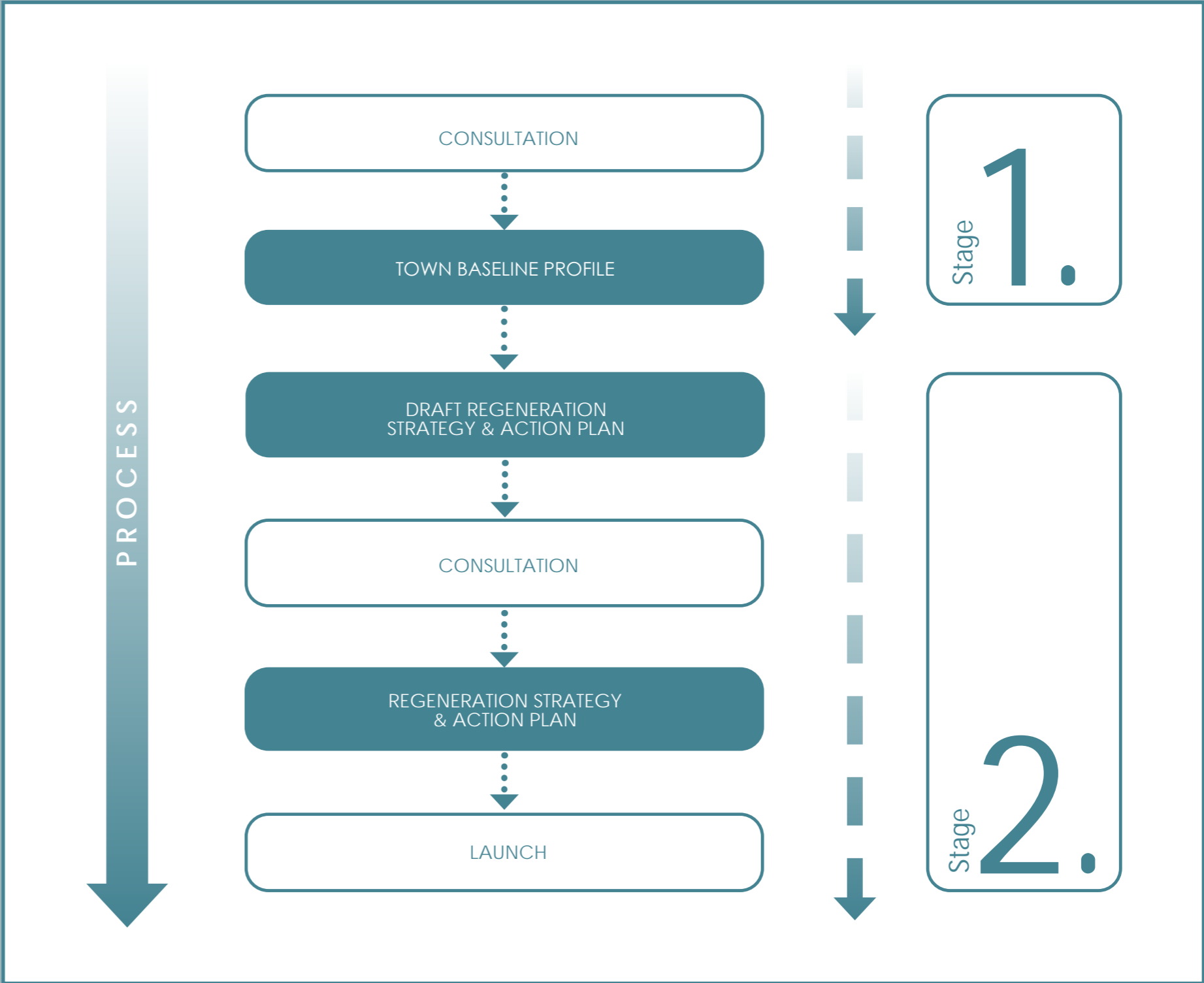
The Moville Regeneration Strategy is the outcome of 2 work stages, which are identified and detailed in the adjacent diagram. These work stages comprised of a range of integrated and iterative analysis, appraisal, masterplanning and design outputs that ultimately leads to and provides a viable pipeline of regeneration actions, interventions and projects.

Stage 1 of the process involved the completion of a Town Baseline Profile which would inform the project and subsequent completion of a Masterplan and Action Plan. The Baseline Profile was an evidence based analysis of the current context/"state" of the town as supported by a range of physical surveys and assessments of the demographic, social, economic, and physical aspects of the village, covering all aspects of relevance to the project. It was also resulting from a review of previous studies by and initial consultations with the public authorities, service providers and key stakeholders. The findings were collated and factored into the development of an Emerging Strategy which formed the basis for the completion of work stage 2.

Work stage 2 comprised of the preparation of a Draft Regeneration Strategy and Action Plan to Concept Design. The Strategy provides a strategic framework that identifies a range of potential improvements and new developments to regenerate the town that will address local needs and significantly benefit Moville through maximising the resulting economic, social and environmental benefits. It identifies a number of phases to be implemented over its lifetime up to 2029 and beyond to 2040. Using the "traffic light" method, indicative priority, timeframe and cost bands have been identified for each identified action. As appropriate some of the actions have been developed to identify a possible concept design option (or options), demonstrating the key design principles required, such as appropriate access, movement, layout, building form etc. The Strategy suggests a vision, themes, and high level objectives which aim to make the most of the assets and to address the issues arising from the Stage 1 Baseline Profile and consultation process.

During the spring/summer of 2024 "Reimagine Moville" took place. This was a community consultation process funded a Hometown Architect Grant from the Irish Architecture Foundation. It's purpose was to imagine, design and create a new future for Moville and consisted of a series of inclusive, collaborative conversations for change. The team producing is RS&AP were fully involved with the "Re-Imagine Moville" consultation process and this strategy aims to ensure the appropriate integration of the public consultation response and project outcomes and outputs within it. The findings have, in forms, been collated and factored into the development of this Strategy.

Following to the drafting of the Strategy, further consultation has taken place and subsequently integration of appropriate amendments followed, allowing it to be finalised. The various consultations carried out throughout the Strategy process have been very well supported and attended, with positive and informative feedback received, being highly beneficial to Council and the consultant team.



The process of the Moville Regeneration Strategy & Action Plan.



# A summary of findings from the Stage 1 Baseline Profile

Stage One of the Moville Regeneration Strategy process involved the completion of a town centre Health Check, which informs the project and subsequent completion of a Masterplan and Action Plan. The Health Check is an evidence based analysis of the current context/"state" of the town centre as supported by a range of physical surveys and assessments of the demographic, social, economic, and physical aspects of the town. The completed Health Check is provided as a separate document, however this section provides a brief summary of the key strengths of the town, and the challenges it faces, as evidenced from the Health Check.

### COMMUNITY

A good sense of **community organisation & ambition** to improve their town centre. As shown by recent participation in & outcomes of the IAF's successful *"Reimagine Moville"* process.

### LOCATION

Located approx. **30km northeast of Derry**. Moville is close to the wide range of services, employment & amenities this large centre has to offer. It is also located in **close proximity** to a number of attractive coastal features and amenities.

### THE BREDAGH RIVER & ITS SETTING

A part of the town has an aspect to the Bredagh River, an **attractive, quiet & natural setting** just metres from the town centre. Furthermore a **River Trail** exists that offers public access to the river.

### THE "WILD ATLANTIC WAY"

Located at the start/end of the highly popular tourist route, the *"Wild Atlantic Way"*, and is also in close proximity to a number of **regional tourist amenities** such as Malin Head, the Lough Foyle Ferry crossing, and the well known **Causeway Coastal Route** beyond.

### BATH GREEN, THE FORESHORE & COASTAL PATH

A large formal green space which slopes down to the rocky foreshore of Lough Foyle. Contains some **tree/woodland planting** on it's upper banks, **large areas of grasslands** & various **leisure features** (e.g. play park etc.). A **long coastal path** starts/ends from this historical public recreational space.

### PARTICIPATION & ORGANISATION OF LOCAL CLUBS & SOCIETIES

Including Soccer; GAA; Tidy Towns, Active Retirement Group, Mens Shed, Scouts etc.

### BUILT & CULTURAL HERITAGE

An historic planned settlement with **numerous protected / vernacular buildings** of particular **heritage value**. Much of the **historical settlement pattern** is still evident & many **simple attractive buildings from the past** remain in varying condition in some form or other.

### USES / SERVICES

The town centre & immediate environs has a **relatively good service & community offer** including chemists & primary care centre, churches, Family Resource Centre, convenience goods shops, public bars /restaurant, An Post, Credit Union, Garda & Fire Stations, & several schools, including a secondary.



STRENGTHS

### A LACK OF GOOD QUALITY CENTRAL/SHARED PUBLIC SPACE

Public amenity at the towns existing central space, Market Sq. is of poor quality and dominated by vehicles. Improvements can /will add to environmental quality, visual amenity & help to create a sense of place.



### A NUMBER OF “KEY” PROPERTIES ARE REQUIRING CONSIDERABLE IMPROVEMENT/REPAIR

Including prominent heritage buildings & properties. A number of these have been inappropriately modernised and/ or are vacant/derelict. inappropriately “modernised” and/or vacant/derelict.



### HIGH LEVELS OF VACANCY/ DERELICTION

Potential total vacancy & dereliction (over all floors) could be upward of c. 15% of all properties within the “Town Centre Area”. Furthermore it is known that the electoral ward has one of the highest second home rates in all of Ireland (c. 19% of all dwellings).



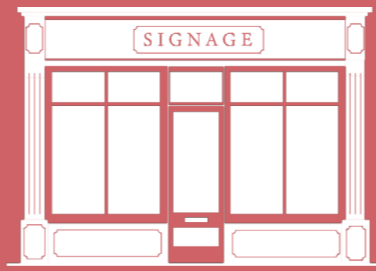
### VEHICLE PARKING

Despite decent levels of existing parking provision within the town centre, it appears to be at capacity for much of the week. The availability of sensitively located & convenient car parking, in proximity to town centre services, is a challenge faced by most Irish towns & villages.



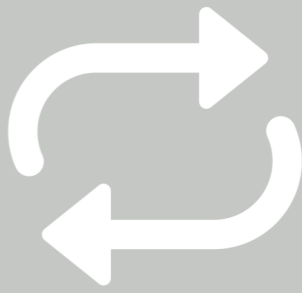
### A LOSS OF TRADITIONAL BUILDING/ SHOP FRONTAGES

The vast majority of shop frontages within the town centre are of a modern & not necessarily appropriate design & detailing, particularly for a place with a valued “heritage town” status.



### MOVEMENT / CONNECTIVITY

There appears to be some issues with movement/ connectivity to, from & within the town centre, particularly evident is the poor quality of connection between the town core/Main Street & the foreshore.



### SPEED & VOLUME OF VEHICLES TRAVELLING THROUGH / ALONG MAIN ST., MARKET SQ., & BATH TR.

The connections & linear nature of Main St/Market Sq/Bath Tr., results in high volumes of through traffic & can contribute to higher vehicle speeds.



### VACANT HOTELS & LACK OF OVERNIGHT ACCOMMODATION

In recent years two significant hotels have ceased business, leaving these large prominent premises empty. It is noted however that one of these premises is currently being used as temporary accommodation.



### “HEALTH” OF THE RIVER & MARINE ENVIRONMENT

Particular issues related to wastewater treatment, surrounding uses/activities & its impact upon these highly sensitive environments.





# A summary of findings from the Engagement Process

Consultation with and the participation of a range of stakeholders is a critical component of the Regeneration Strategy process. The Strategy provides for the convergence of community views, business interests, local knowledge and key Sectoral Stakeholder and Local Authority multi-disciplinary expertise. The outcomes of the engagement and consultation undertaken informed the preparation and development of the Strategy. The Health Check details this feedback and has been provided as a separate document, however this section provides a brief summary of the key consultation findings, as follows:

### DONEGAL COUNTY COUNCIL DEPARTMENTS .....

There is demand for **Social Housing** in the town.

The town centre is **Traffic sensitive**, particularly during the tourist season.

Issues with **Wastewater incapacity** with untreated discharge to Lough Foyle & the Bredagh River.

Town is now designated as an **Architectural Conservation Area**.

**Sensitive sustainable new uses** are needed for vacant buildings, to keep them in use for the benefit of the structures and the local community.

Moville is in need of **greater overnight accommodation** for visitors, with the closure of hotels having a negative impact on tourism growth.

There are currently **32 applicants** on the **housing waiting list** for Moville. Out of the 32 applicants, 24 are in receipt of Housing Assistance Payment, therefore are excluded from the gross need, leaving a **net housing need of 8** for Moville.

Bedrooms	1	2	3	4	5	6	Total
Gross Need	5	15	11	1	0	0	32
Net Need	2	2	4	0	0	0	8

### LOCAL RETAILERS & BUSINESSES ...

Best things about Moville from a retail / business perspective:

- location... proximity to border**
- Scenery & tourism attractions**
- supportive local community**

Challenges faced by retailers and businesses in Moville:

- parking issues**
- lack of hotel & tourist accommodation**
- decline of younger people in the town & lack of employment opportunities to retain them**
- high running costs**

### ELECTED MEMBERS

As part of the Stage One consultation process, engagement was undertaken with Elected Members of the Inishowen Municipal District. The purpose of this was to introduce the process to the members and discuss the challenges and opportunities within Moville. This consultation was a very useful process with the following initial key issues and opportunities raised and considered:

- The number of key vacant properties within the town, especially the hotels and bank buildings.
- Wastewater incapacity and pollution issues - having an impact on people and the environment.
- Future works planned to the Shore Path.
- Potential to improve the setting and function of Market Square, at the centre of the town.
- Business activity in the town has slowed in recent times and is in need of a boost.

### RE-IMAGINE MOVILLE

In March 2024, it was announced that Moville would be one of three towns in Ireland being reimagined under the Irish Architecture Foundation’s Reimagine Hometown Architect initiative. The initiative for Moville, delivered eight participative workshops which were attended by approx. 160 participants, including Moville residents and key stakeholders. This process cumulated with a public exhibition/participation event, held in the town on Saturday 7th September, where visions from the Re-Imagine Moville process were presented to the entire community. The Council’s Regeneration team and consultant team engaged and participated in the Re-Imagine Moville process and have aimed to ensure appropriate integration of the project outputs and visions into the Emerging Regeneration Strategy. This has included the review and integration of ideas presented to the project team by the three Re-Imagine Moville focus groups, whom had been working on developing visions for three different areas of the town. The three areas of focus and the key issues and visions presented for each are summarised as follows:

- 1. Sea Front - James Street, the Lanes and Bath Green**  
The group emphasised how this area is the centre of much of the town’s heritage, however resources are not currently being optimised in a way that connects natural resources with respectful and sustainable economic activity.
- 2. Lower Moville - Quay Street, River Row and Moville Pier**  
The group envisaged Moville in the year 2040, with a hive of activity at the Pier, stunning unobstructed views of the Foyle, sky, County Derry and beyond. Lower Moville is now the perfect spot for leisure, seating, small events and gatherings.
- 3. Market Square, Malin Road and Bredagh River**  
The third group focused on Market Square, Malin Road and the Bredagh River, with eight community led regeneration project suggestions identified that could help promote growth in Moville. These included Heritage Trails development, improvement/extension of the Bredagh River Walk and development of Market Square with communal pedestrian open space / sheltered areas for meeting / multi-use for recreation.

### COMMUNITY CONSULTATION .....

Community consultation, arguably the most important element of engagement, took place at key intervals throughout the process. The first public engagement event of the Moville Regeneration Strategy and Action Plan took place on 19th September 2024. The drop-in event was held at Glencrow Hall and was very well attended with approx. 50 people dropping in throughout the session, which lasted from 3:00pm to 8:00pm. In addition to the drop-in consultation event, a 3 week period of public consultation was facilitated, running from Thursday 19th September to Thursday 10th October 2024. This proved to be a highly productive and engaging process. In terms of the key findings and outcomes of the community consultation, the following highlights were of particular relevance to the development of the Strategy.

Areas/projects/facilities which require particular focus & attention

Parking improvements and traffic lights

Hotel accommodation

Derelict buildings need addressed

Teenage / youth facilities or activity hub

Other notable comments / feedback

"Culture Centre that can accommodate plays & concerts"

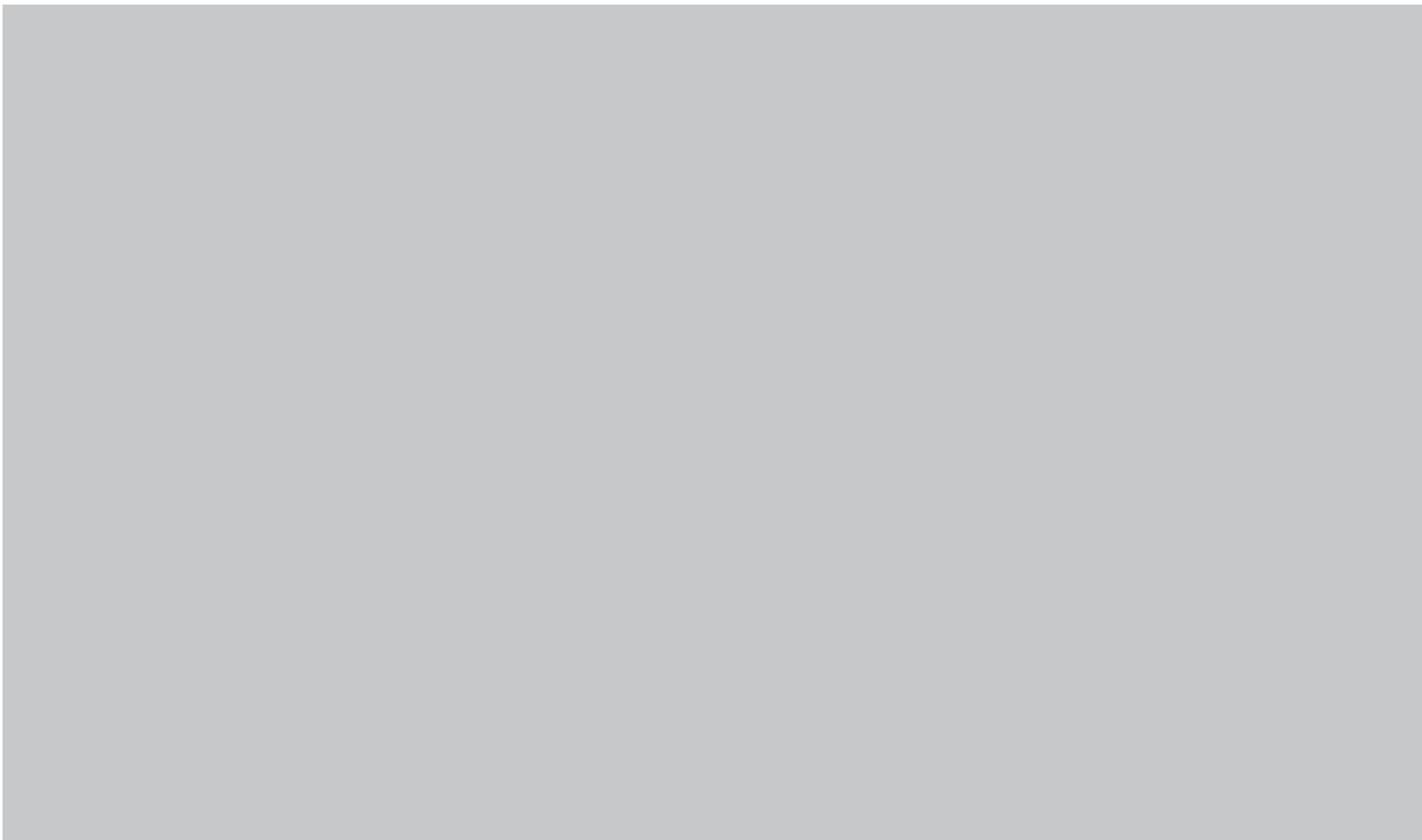
"Showbands - town needs a bandstand / stage area"

"Moville needs a larger variety of shops"

"More seats, shelters & bins required along Shore Path"

"Provide an enclosed, open water swimming area on the shore front"

"Tourist signage required e.g. to Cooley Cross"



# Section

# B



The vision, priorities,  
themes & objectives

## A Vision for Moville

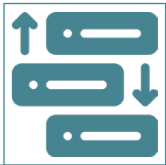


*“Capitalising on its built heritage, unique maritime history and attractive coastal setting, the town of Moville will fulfil its full potential. Existing **heritage buildings will be brought back into productive use, public and civil spaces** will be **transformed** and **community and social amenities** delivered, providing a **vibrant, liveable and fully functioning town centre**, where **residents and visitors flourish**.”*

*Moville will be revitalised by a **vibrant and pedestrianised Market Square**, and the **enhanced foreshore** setting will attract visitors throughout the year. With **Hotel accommodation being brought back into use**, and with **local amenities utilised**, Moville can again be seen as a **key destination** on the Inishowen Peninsula.*

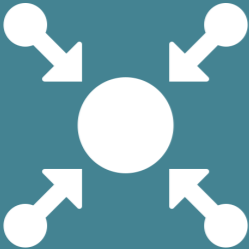
*The successful delivery of sustainable physical, social and economic regeneration will leave the town of Moville with a **stronger local economy, a greater employment choice and a higher quality of life.**”*






# Key Priorities of the Strategy


To assist in the realisation of this vision, and further to and as a result of the Town Baseline Profile and the extensive accompanying engagement carried out, a number of ambitious but necessary Key Priorities have been identified:




Create improved opportunities for a wider range of town centre living types, bringing life and vibrancy into the streets and adjoining spaces.




Enhance the appearance, quality and functioning of footpaths and roadways, through traffic calming and public realm improvements.




Create a town with safe and pleasant walking and cycling routes, where a high proportion of residents choose, by preference, to walk and cycle into and from the village centre and towards the surrounding natural amenities.




Address social and community challenges through positive urban design and physical interventions.




Achieve a positive and dynamic mixed-use town centre, appropriate to the size, character and location of Moville, attracting investment and employment.




Improve access to the town's surrounding recreational assets.




Resolve any issues with vacant, derelict and physically obsolete buildings and deliver the redevelopment of existing cleared and underused sites.



Safeguard and enhance Moville's built heritage features by identifying and improving the town's historic buildings.



Create a sense of arrival to the town for locals and visitors alike, by enhancing and developing gateway features/ areas.



Incorporate carbon neutral principles, in line with the EU Sustainable Development Goals, where practicable in all aspects of proposed actions, interventions or development.

# Themes & Objectives of the Strategy



The delivery of the priorities and realisation of the vision will require significant progress on the following strategic regeneration themes and objectives:

Theme  
1

The **Setting**  
- The unique location, amenity & recreation

**Objective:**  
"Utilise the town's unique location, particularly it's coastal setting and related marine environment, as well as it's proximity and access to Derry and it's standing as an important settlement on the Inishowen Peninsula."

Theme  
2

The **Place**  
- Placemaking & public realm

**Objective:**  
"Deliver a series of integrated high-quality multi-functional public spaces, including at the key areas of Market Sq., and the foreshore. These spaces should be designed with a high level of pedestrian priority and with a focus on improving aesthetics, biodiversity, amenity, recreation and civic inclusiveness."

Theme  
3

The **Connections**  
- Transport & movement

**Objective:**  
"Prioritise a pedestrian and cyclist friendly environment; improve public transport facilities; ensure the essential needs of car drivers and passengers are sensitively provided for; and strengthen links and physical connections between the town centre/Market Square and the wider area & features, in particular existing and potential facilities at the foreshore & Bredagh River."

Theme  
4

The **Heritage**  
- Built & cultural

**Objective:**  
"Capitalise on and enhance the town's unique "planned settlement" features and other cultural heritage through building conservation/ revitalisation and developing the town's cultural interpretation and related activities/events."

Theme  
5

The **Economy**  
- Business & tourism

**Objective:**  
"Use regeneration and placemaking to support and assist the development and enhancement of new and existing businesses and tourism uses, capitalising on it's 'special economic function' as a designated Layer 2b settlement, including particular opportunities related to the Wild Atlantic Way, and the Causeway Coastal Route"

Theme  
6

The **Community**  
- Sustainability & facilities

**Objective:**  
"Nurture and strengthen the strong community spirit, and high levels of participation/activity through the provision of quality services, facilities, environmental enhancements, and housing in a sustainable way that will improve the people of Moville's quality of life."

# Section

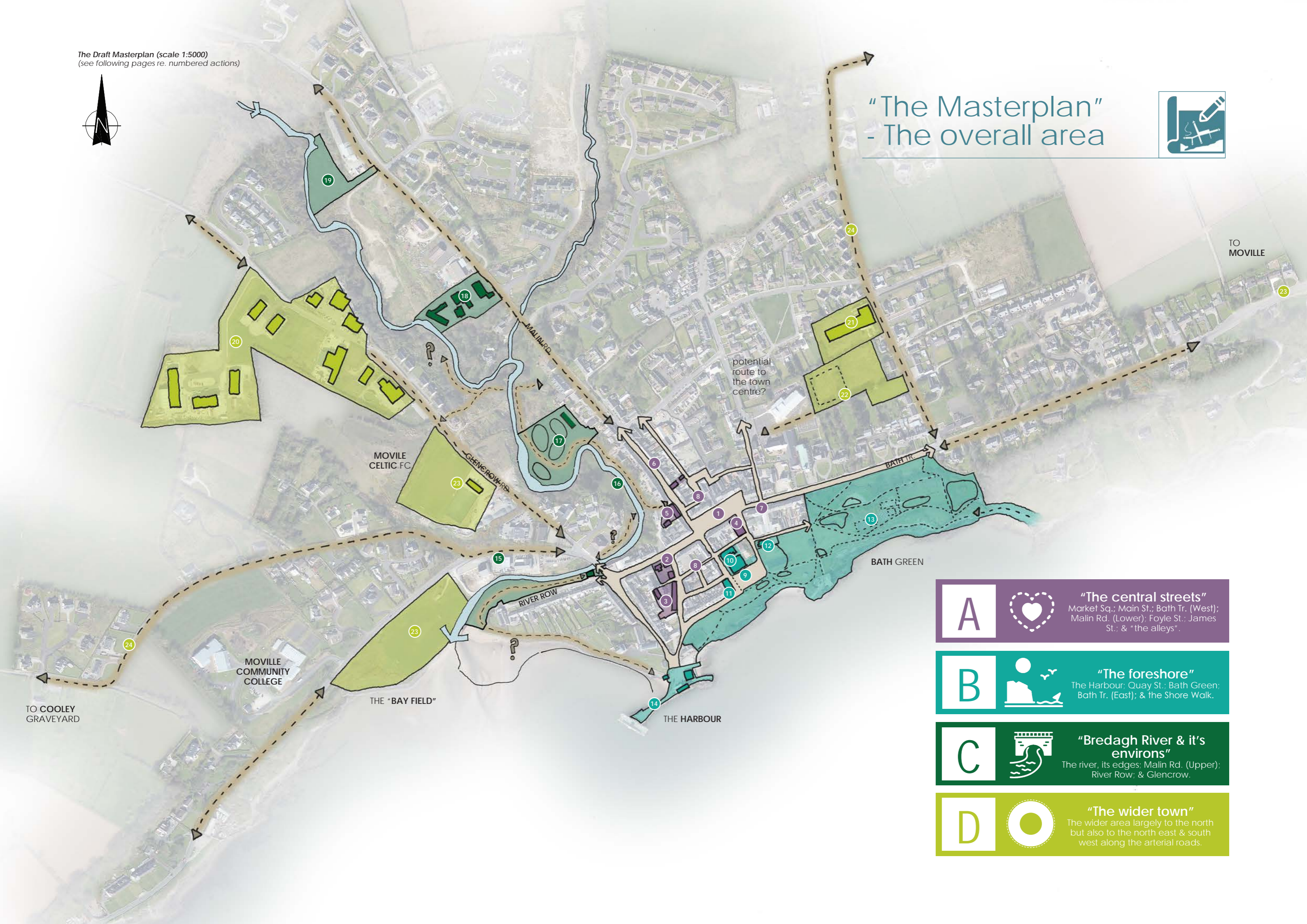


The Masterplan

The Draft Masterplan (scale 1:5000)  
(see following pages re. numbered actions)



## "The Masterplan" - The overall area



A



**"The central streets"**  
Market Sq.; Main St.; Bath Tr. (West);  
Malin Rd. (Lower); Foyle St.; James  
St.; & "the alleys".

B



**"The foreshore"**  
The Harbour; Quay St.; Bath Green;  
Bath Tr. (East); & the Shore Walk.

C



**"Bredagh River & it's  
environs"**  
The river, its edges; Malin Rd. (Upper);  
River Row; & Glencrow.

D



**"The wider town"**  
The wider area largely to the north  
but also to the north east & south  
west along the arterial roads.

# A

## “The central streets” - Market Sq.; Main St.; Bath Tr. (West); Malin Rd. (Lower); Foyle St.; James St.; & “the alleys”.



This most central area of the town which contains the largest proportion of commercial activity. The historical street pattern gives the streets a “human scale”, a good sense of enclosure & structure. However some buildings/public realm have been inappropriately altered, are generally in a “tired” condition and in need of revitalisation.

The aim of the potential actions are to “improve movement & public realm, creating an attractive central civic space, & also address vacancy, in doing so, generating opportunities for new & enhanced town centre living, working & play”.

- Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St.** Se Pl Cn He Ec Cm  
Potential to re-imagine Market Sq. to create an enhanced multi-functional civic space. At the connecting streets, there is potential for carriage/footway resurfacing; improved pedestrian crossings; connecting of footpaths; traffic calming; review & definition of on-street parking; green infrastructure enhancements; updating street furniture, way-finding, public art; & enhancement of bus stop facilities.
- Historic & vernacular building improvements A: The former “AIB” bank** Se Pl Cn He Ec Cm  
There is potential for a new sustainable use, e.g. a mixed use scheme with well designed family homes with gardens & parking, would best support the aim of getting people living in the town centre, bringing vitality. There may be potential for c.1no. 90sqm ground floor commercial unit, 2no. 2bed apartments within the existing building, & c.3no. 3bed new build family townhouses.
- Regeneration Opportunity A: The Former “Caiseal Mara” Hotel** Se Pl Cn He Ec Cm  
Review of the buildings/land use. There could be potential for a comprehensive redevelopment scheme, e.g. this could again be hospitality, but more likely alternatives such as a mix of residential, with some family provision & possibly specialist over 55’s units etc. The sites overall massing requires careful re-design as the current arrangement is considered to be inconsistent with the adjoining historical town centre.
- Address the vacancy of The Former “Foyle” Hotel** Se Pl Cn He Ec Cm  
There is an opportunity to explore what the barriers are to it’s future functioning, & the potential to produce draft proposals to assist in the realisation of the sustainable operation of the facility (e.g. availing of views of the Lough, upgraded rooms, spa facilities etc.)
- Redevelopment of lands at Malin Rd. containing a derelict apartment building** Se Pl Cn He Ec Cm  
There is particular opportunity to produce & realise proposals for the comprehensive redevelopment of the building/lands. E.g. a town centre residential scheme of family homes with gardens & parking, would best support the aim of getting people living in the town centre, bringing vitality. There may be potential for c.2no. 3 / 4 bed terrace townhouses over 2 1/2 or 3 floors; 1no. 3/4 bed end terrace townhouse over 2 storeys; all fronting Malin Rd; & facing the river, either another 3 or 4 bed townhouse or 2no. 2bed apartments.
- Identify & progress town centre “Right Size Housing” / “Bring Back Housing” opportunities** Se Pl Cn He Ec Cm  
There is potential to identify a number of existing terraces &/or vacant commercial units which could accommodate residential uses but are currently inappropriate for the modern day family living. Potential to provide proposals for improvements/adaptation in order to make these premises more attractive to the market (e.g. the combining of units creating larger, more comfortable spaces; adjustments to internal layouts to create better flow; creating connection between the living & gardens; & provision of private off street parking etc.).
- Shop frontage improvements at Market Sq. & the connecting “commercial” streets** Se Pl Cn He Ec Cm  
Explore the potential for traditional enhancements, in order to help return the historic character and charm back into the streets. Produce proposals and realise the enhancement of the aesthetics and functioning of the buildings and setting including Heritage Shop front improvements in line with the Donegal County Council Guidance (e.g. achieving better proportions, use of natural materials, appropriate signage/signwriting, re-instatement of heritage windows, lime render, authentic eaves, and rainwater goods etc.).
- Re-imagining of “The Alley” spaces** Se Pl Cn He Ec Cm  
Consider any development opportunities / public realm enhancements to make these important & intimate routes more aesthetically pleasing & functional. E.g. potential interventions could include cable style lighting, resurfacing, landscaping (e.g. planted beds, climbing plants), painting/artwork/murals etc., covered space. Possibly the key intervention would be the improvement of existing/development of new active frontage with uses such as mews housing, providing overlooking, as well as commercial uses, creating vibrancy.



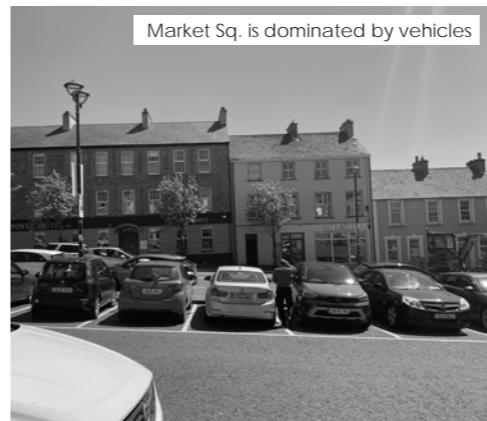
The “central streets” area and potential actions map (scale 1:2000).



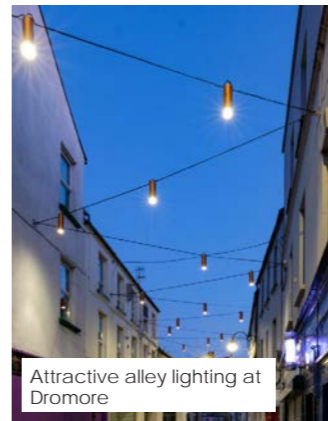
Successful public space creating a heart to the settlement & a place where people want to spend time in at Clonakilty



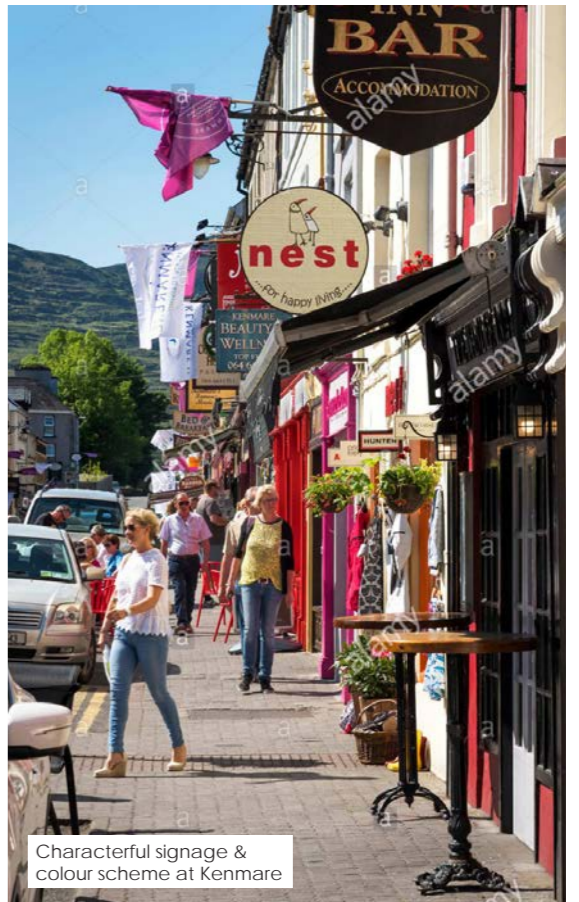
Street trees & planting/greenery on buildings at Clonakilty



Market Sq. is dominated by vehicles



Attractive alley lighting at Dromore



Characterful signage & colour scheme at Kenmare



Characterless shop fronts



Clutter created by inappropriate signage & street furniture



Attractive alley way at Youghal, with accesses, overlooking & lighting



Unwelcoming pedestrian routes



Attractive street furniture, planting, & pedestrian crossings at Westport



Charming heritage wayfinding at Dromore



Vacant buildings at the heart of the town centre



Exemplary sheltered housing at Gorey



Bright & attractive traditional Irish shop frontage in Cork

A mood board for "The Central Streets" - images of the existing situation and other "best practice" examples demonstrating the ambition.

## 1 Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St

### Potential actions/opportunities

- Working along with the relevant Authorities (Donegal County Council Roads) and Stakeholders, define the advantages, need, amount, appropriate locations & phasing for public realm improvements/new facilities, as well as the potential impacts upon adjacent uses. Develop a "Design Code" to ensure appropriate high quality principles are applied & interventions/features are consistent throughout the town.
- Review parking provision & controls. A parking strategy is required to help ensure spaces are being used in the most appropriate way to support the town centre economy & community. The review should analyse & model existing & potential off-street/on-street parking provision & controls. With the aim of producing evidence based recommendations so that short stay visits to the most central areas are prioritised, & longer-term parking is located on more peripheral locations. A review of lorry/service parking also needs to be considered, and in particular coach parking so that the town can benefit from "cruise ship" visits/trips. The review should identify lands with potential to assist in parking provision, particularly well integrated smaller pocket areas close to & can be linked to the town centre, & engagement with the relevant landowners should be undertaken.
- Leading to the production of proposals & realisation of improvements/new facilities which are of a high design quality & that do not dominate the spaces within the centre or impact negatively upon heritage value or functioning of other uses, but do improve permeability, pedestrian priority & safe movement. This could be on a phased/priority/selective basis.

The subject land required for improvements is generally publicly owned/controlled/maintained, & could be progressed beyond this conceptual stage by the relevant authority subject to priority, budgets, capacity etc.

Throughout all this central area, moving & parked vehicles dominate & there is little "feel" that this is the primary urban place where pedestrians/cyclists should have higher priority. Public spaces & footpaths are dated, tired & in poor upkeep & the streetscape is cluttered with street furniture, lacks greenery, & is dominated by the roadways. Market Sq. is in need of particular improvement. Some interventions had been previously made, to enhance the, aesthetics, & to improve vehicle/pedestrian movement within the space, however the current situation is again dated, tired, & appears cluttered, particularly by vehicles. Furthermore, passing buses stop at Market Sq. but there is a lack of identifiable facilities, such as shelter etc. The junction at the bottom of Main St. (West) / Quay St. also has issues where pedestrian movements can be difficult.

- Quay St./Main St. (west) junction** - Adjust the geometry to redefine this junction to create an environment where pedestrians can safely use & vehicles can conveniently maneuver though at lower speeds. This could potentially be achieved by the tightening of the carriageway widths & radii, widening of pavements, creating a "raised table" with "courtesy crossings", the use of alternative surfacing (e.g. setts, bound gravel etc.), re-imagined landscaping (e.g. street trees etc.). The creation of an enhanced space adjacent the Pub could be beneficial where occasional seating/canopy could be facilitated adding to activity & vibrancy.



### KEY AREA - BATH TR.

- Main St. (west), Malin Rd., Foyle St., James St. & Bath Tr.** - Marginal adjustments to the geometry of these arterial roads including tightening of widths & radii, courtesy crossings at desire lines with raised tables using alternative surfaces, defining "layby" parking spaces with kerbing/surfacing rather than white lining, & incorporating significant numbers & sizes of street trees, all to assist with slowing vehicles & give a "feel" of a more urban space.

- Market Square** - Potential enhancements to improve this central key civic space. These could include a redesign of parking/access arrangements to create of a larger pedestrian area, "de-cluttering", new traditional/modern type street furniture/features/lighting, public/heritage information points, & introduction of enhanced public transport facilities.

- Parking at Foyle St.** - Potential to "formalise" the parking area which serves "Gillens" shop, by defining the spaces with surfacing & kerbing, and enhancing the appearance with street tree planting.

### Themes & objectives primarily addressed

The Setting	The Place
The Connections	The Heritage
The Economy	The Community



The "central streets" area and potential actions map (scale 1:1000).

### KEY AREA - MAIN ST. / QUAY ST. JUNCTION

# KEY AREA - MARKET SQ.

Market Sq. has the highest concentration of commercial and community uses and should “feel” more like a central urban place where pedestrians and cyclists are more comfortable and have higher priority. The route should have less of a vehicular “through way” “feel” and whilst occasional larger vehicles can be accommodated, the space should not be dominated by them. Opportunities where the enhancement of public street/land can assist the businesses and residents located here should be considered. For example the area could be defined with the use of a suite of consistent public realm elements, such as surfacing, street furniture and landscaping.

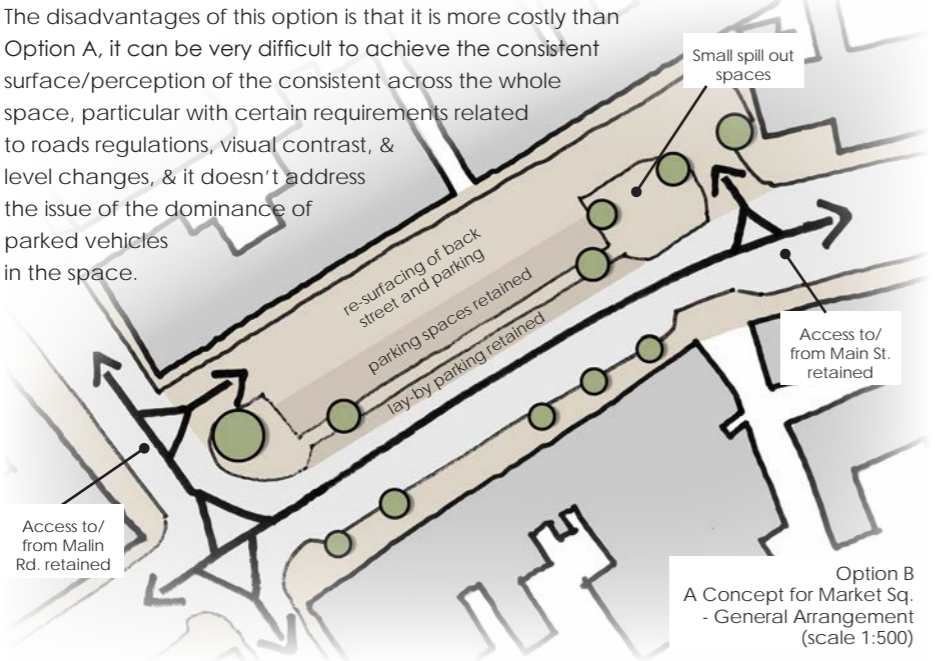
**Option A** - A lower level of intervention: Replacement of the existing surfacing & features  
This conceptual option basically retains the existing situation including geometry, parking numbers, & access roads, however it proposes to resurface/repave the existing pavements/ footpaths (with natural stone etc.), de-clutter the space & replace selected street furniture with improved designs.

Whilst this option would be of lower cost than others, maintain high level of parking options, & improve the appearance & aesthetics of the Square it does not address the dominance of vehicles or the speeds that they can travel through the space. Furthermore it does not provide a sizable recognisable, dedicated and/or connected public space which businesses & the community could avail of (e.g. spill out uses, events etc.)

**Option B** - A medium level of intervention: Upgrading of the existing layout & features  
This conceptual option basically retains the existing road layout/geometry, however with some adjustments which could include better defining of kerbing & radii, & removal of some parking spaces to create small spill out spaces. The option would also propose to resurface/repave the existing pavements/footpaths (with natural stone etc.), de-clutter the space & replace selected street furniture with improved designs.

The most significant intervention is the treatment of the “back street” and related vehicle parking spaces, where there is potential to surface this in a similar manner to the replaced pedestrian areas/footpaths. This would create a consistent surface across the whole Square. The advantage of this is that along with the de-cluttering of the square and “opening it up” more, vehicular traffic could be restricted should larger events happen, and it would look and function as a single large space.

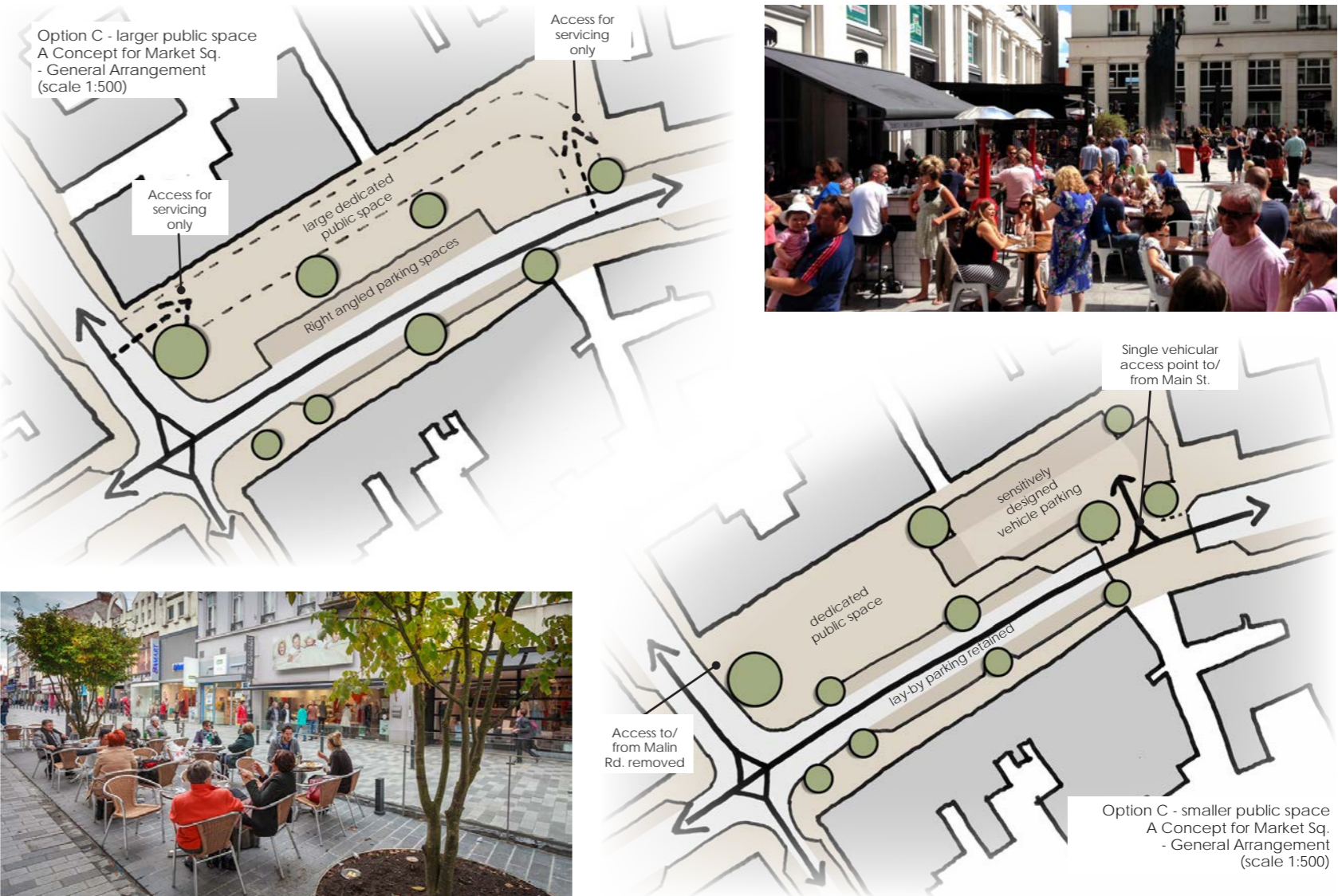
The disadvantages of this option is that it is more costly than Option A, it can be very difficult to achieve the consistent surface/perception of the consistent across the whole space, particular with certain requirements related to roads regulations, visual contrast, & level changes, & it doesn’t address the issue of the dominance of parked vehicles in the space.



**Option C** - A higher level of intervention: Creating of a re-designed/re-imagined layout & features  
This conceptual option proposes to remove the “back road” & related vehicle parking so as to create a large dedicated public space where businesses can spill out onto & community events could be held. This would help to address the dominance of vehicles in the space. “Right angled” parking spaces would be created in lieu of the parallel parking at the primary road through the square, which could help in slowing vehicle speeds along this route. New public realm features can be incorporated into the re-design which could include planting, cable lighting, performance space & permanent/semi-permanent canopies/shelters.

The disadvantages of this option is that it is more costly than other options, & there would be a substantial reduction of parking spaces within the square, furthermore it maybe difficult in convincing Roads to accept the “right angled” spaces, although there are examples where this has worked well.

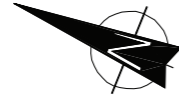
An alternative version of this option may be to reduce the size of the proposed dedicated public space to the south western half of the square, where there is generally more existing/potential for commercial activity, footfall & features (i.e. in & around the junction with Malin Rd., Maguires Pub, the large mature tree etc.). This is realistically for a town the size of Moville, & the scale of events it may have, a more appropriate scaled public space, & it would allow for the remaining space to be used for a sensitively designed vehicle parking area, resulting in a much small reduction of spaces & maintaining convenient parking for users of businesses etc. on the square.





# KEY AREA - MARKET SQ.

Option C: Creating a re-designed/re-imagined layout & features - Perspective sketch (not to scale)



- 1 Public square
- 2 Vehicle parking
- 3 Street trees.
- 4 Improved street furniture
- 5 Defined vehicle parking
- 6 Cable lighting

# KEY AREA - MAIN ST./QUAY RD. JUNCTION.

- 1 Speed control measures & pedestrian crossing
- 2 Improved boundary planting (e.g. hedging etc.)
- 3 Boundary walling defining the Quay Rd. space, with siting out space at the pub.
- 4 Street trees & defined parking at Quay Road.



Conceptual sketch - Artist's impression of a potentially refurbished grouping towards the centre of Main St. (not to scale)

# KEY AREA - BATH TERRACE.

- 1 Speed control measures
- 2 "Spill out" spaces for use by cafes & shops
- 3 Defined vehicle layby parking.
- 4 Planted beds
- 5 Street trees lining Bath Terrace.



Conceptual sketch - Artist's impression of a potentially refurbished grouping towards the centre of Main St. (not to scale)

PUBLIC REALM FEATURES

Street furniture

These items can include seating, benches, bins & performance/canopy areas etc. The overall aim is to ensure that the design of these items are of a consistent style, which reflect the heritage attributes and character of the town, which could be traditional or contemporary in look. It is important that these items are of a robust construction, easily maintained, and affordable. Features such as seating/rest areas should be regularly placed (e.g. every c.200m) throughout the key pedestrian routes to achieve “age-friendly” principles.



Canopy example



Provision of regularly spaced & well designed bins.



Street seating / benches.

Signage & Lighting

These items can include wayfinding & storytelling signage such as fingerposts, street names, information boards, plaques, and etchings into the actual surfaces of the pavement etc. Again it is the overall aim to ensure that the designs are consistent, robust, easily maintained, and affordable. Fingerposts should be located regularly on the primary pedestrian routes at junctions/points of decision. Refreshed information boards at their current locations, and the development of a walking trail/route through the town with smaller information points/plaques a places of interest (e.g. the Churches etc.) would be significant benefit to the tourism offer.



Attractive information / heritage boards



Heritage wayfinding signage.



Example Gateway feature.



Public realm Identifying places



Heritage lighting at Dromore, Co. Down. Both attached to the building & “cable” type.

# PUBLIC REALM FEATURES

## Hard landscaping

This includes the hard surfacing elements of any potential public realm improvements. Consistency of simple (non-fussy) design & selection of materials is important. Any materials will have to be robust, and obviously satisfy the maintenance regime/requirements of the Local Roads Authority. Due to costs & maintenance it is likely that the majority of the main carriageways will be finished as asphalt & footpaths as asphalt/concrete, however it would help the urban “feel” of the place, and make a statement of higher pedestrian/cycling priority/lower vehicle speed within the town centre, if specific nodes we finished in a more aesthetically pleasing natural materials, and these areas could include for example in and around Market Square. Example materials could include granite/ limestone setts/pavers, and coloured (e.g. buff) resin bound finishing surfaces. Paths in and around areas that are highly landscaped and of a more natural “feel”, such as any proposal at Bredagh River or Bath Green, may benefit from a less “intrusive” design using materials such as loosely bound gravel/quarry dust, and or boardwalks.



## Soft landscaping

This includes shrub, hedge and tree planting. Potential small “pockets” of shrub and tree plant have been identified along Main St., Market Sq., Bath Tr. & Malin Rd. where space may allow it. The realisation, maturity and long term maintenance of these pockets would greatly enhance the look and feel of these routes, and would help to transform their perception a vehicle dominated carriageways to more of a “human scaled” place where people would want to spend more time. Planting will also assist in improving the overall bio-diversity of the town, providing foraging and homes for a range of wildlife. Examples of appropriate soft landscaping at these pockets could include “rain gardens” using hardy low level perennial shrubs and grasses, wildflowers, and appropriate street trees such as oak, birch, ash etc. It would also be beneficial for significantly more “defensible space” planting related to the buildings/ properties along these routes, e.g. shrub beds at frontages, climbing plants on walls, hanging baskets & window boxes. There is little space for this type of planting within the lands under public control so it would have to be mainly on private homeowners. However this could be encouraged and possibly facilitated/assistance with maintenance provided where possible (e.g. Tidy Towns?).



2 Historic & vernacular building improvements A: The former “AIB” bank

A vernacular building of distinct heritage value considered to be “at particular risk” (due to its current vacancy), at a prominent location at the western approach to the town centre.

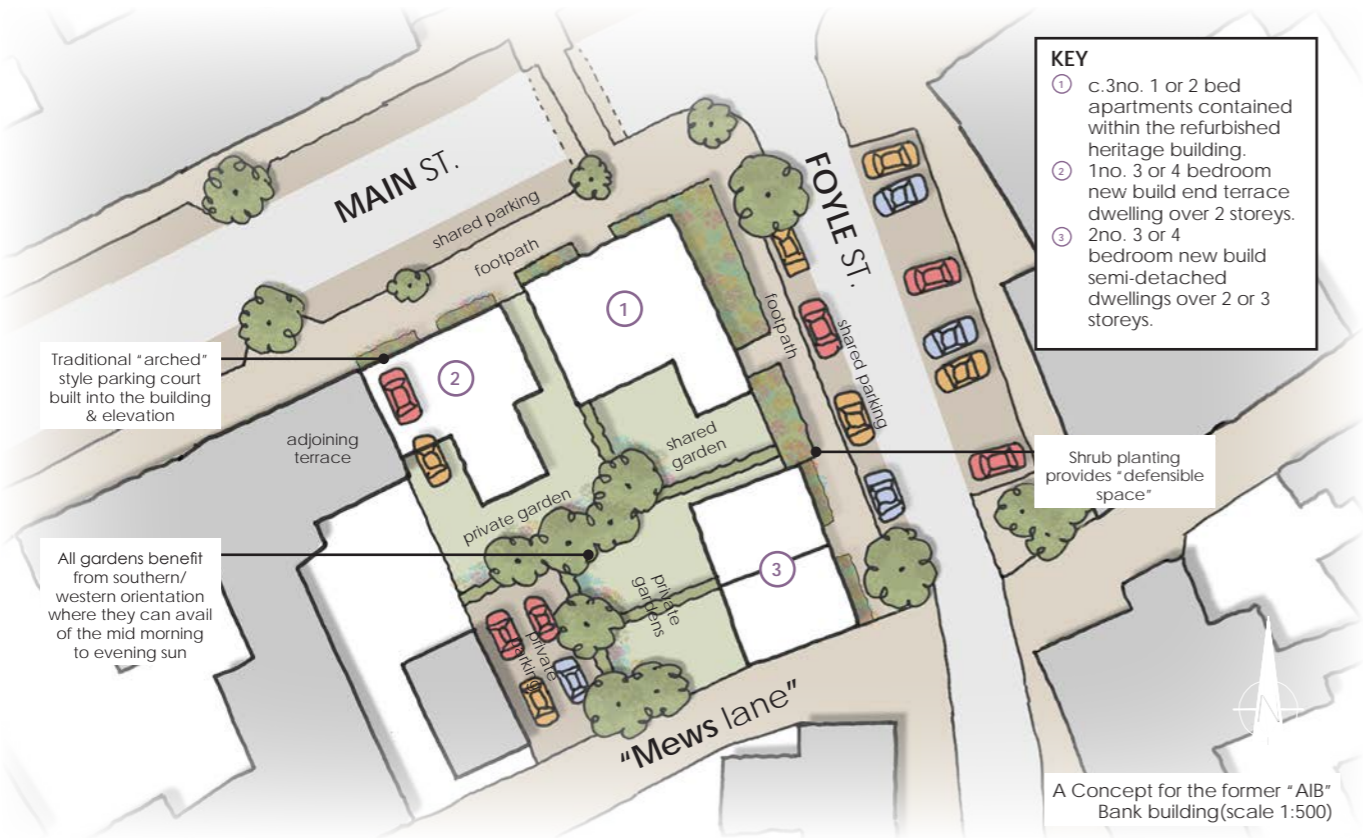


The existing situation

Potential Actions/Opportunities

- Devise & produce proposals for a new sustainable use for the building & lands (via a Feasibility Study/Development Brief). E.g. a mixed use scheme with well designed family homes with gardens & parking, would support the aim of getting people living in central areas, bringing vitality. There may be potential for c.1no. 90sqm ground floor commercial unit, 2no. 2bed apartments within the existing building, & c.3no. 3bed new build family townhouses.
- Research & potential application for & possibly securing any grant funding available.

As this building is privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



Themes & objectives primarily addressed

The Setting

The Place

The Connections

The Heritage

The Economy

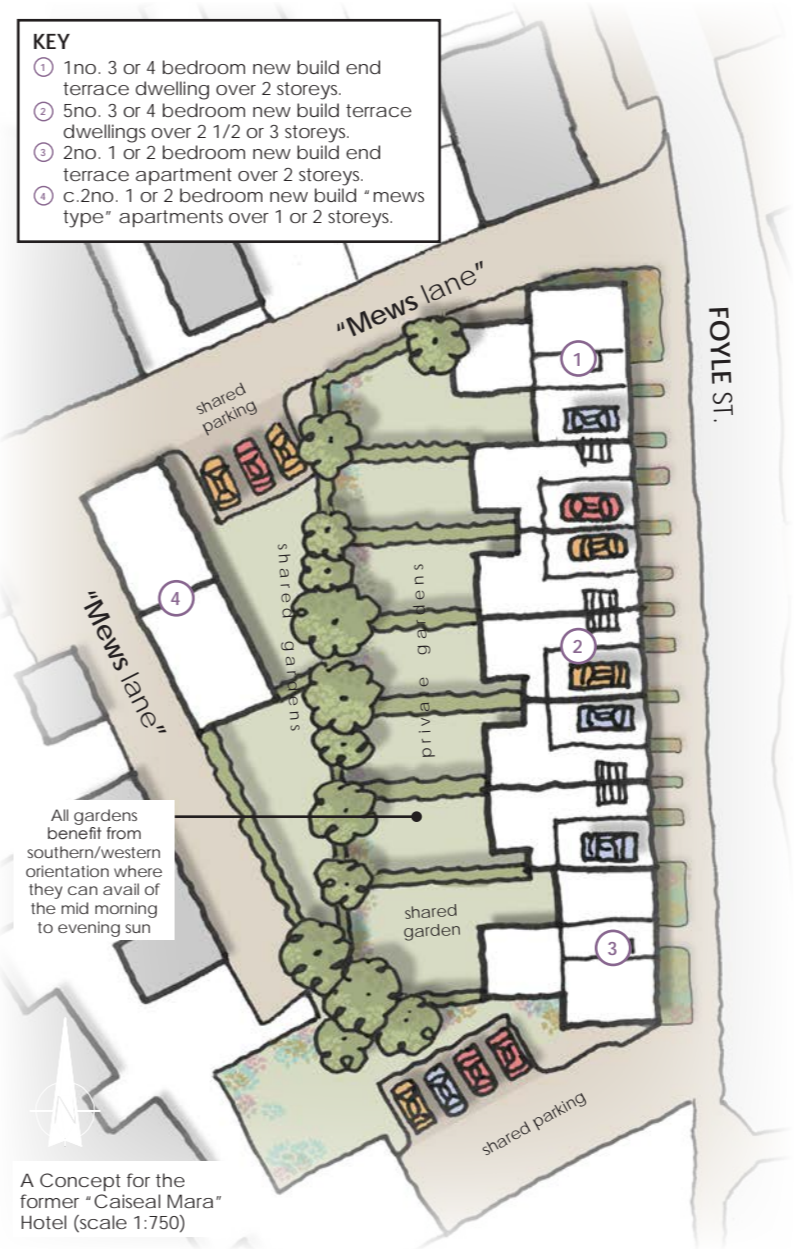
The Community

3 Regeneration Opportunity A: The Former “Caiseal Mara” Hotel

A large hotel close to the centre of the town which is currently vacant and because it has been for sometime, it creates an opportunity to review the role the buildings/land use could potentially play in the regeneration of the town centre. Particularly if it's current hospitality role is viable and if alternative uses could contribute to the creation of a more vibrant place.



The existing situation



Potential Actions/Opportunities

- Consider the regeneration options (via the completion of a Feasibility Study/Development Brief), possibly progressing to the realisation of a comprehensive redevelopment scheme which could include a range of uses which support the future needs of the town centre. For example, appropriate uses could again be hospitality, but more likely alternatives such as a mix of residential, with some family provision and possibly specialist over 55's type accommodation etc. This could, but not necessarily crucially, involve retaining and incorporating the existing front portion of the building grouping as it has some heritage value due to its form. The overall massing at the site requires careful re-design as the current arrangement is considered inconsistent with the adjoining historical town centre.

As this land is privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting

The Place

The Connections

The Heritage

The Economy

The Community

## 4 Address the vacancy of The Former “Foyle” Hotel

A physically smaller but very central “boutique” style hotel, which is currently vacant but being used as temporary accommodation. The building would have been refurbished in fairly recent times and its physical appearance and contribution to the streetscape of Market Sq. could be good/positive. There is an opportunity to explore what the barriers are to it’s future functioning.



### Potential Actions/Opportunities

- Engage with the owners to assist with the completion of a study/assessment of the issues/opportunities in relation to the functioning of the premises for hospitality/tourism (e.g. are alternative/additional facilities required e.g. leisure?, what is the most appropriate type of offer/visitor experience/marketing?, are there issues with parking etc.? does more need to be made of the potential views of the Lough from the buildings? etc.). There is potential to produce draft proposals to assist in the realisation of the sustainable operation of the facility, therefore positively contributing to the tourism and evening economy.

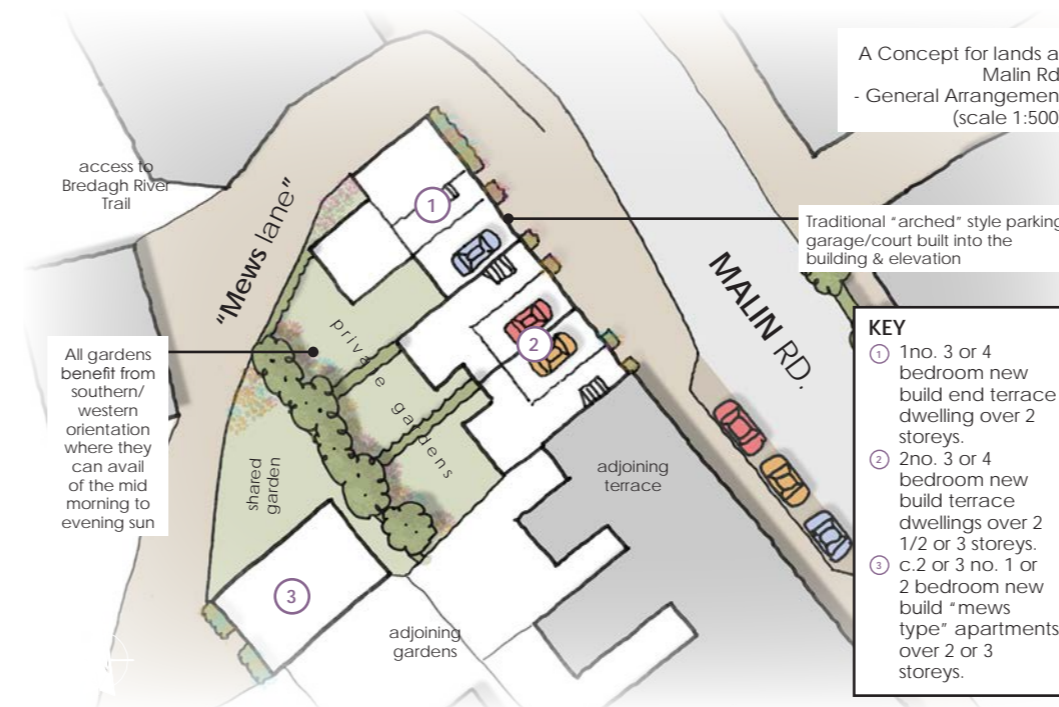
As this building/lands are privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

### Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

## 5 Redevelopment of lands at Malin Rd. containing a derelict apartment building

A vernacular building/complex & lands at the centre of the town with extensive frontage to Malin Rd. & backs onto Bredagh River. The existing buildings have appropriate scale and form, but have long been vacant/derelict, creating a bit of an eyesore. There is particular opportunity to use the potential redevelopment of the building/lands to assist in the regeneration of the central streets.



### Potential Actions/Opportunities

- Consider meanwhile aesthetic improvements (e.g. screening etc).
- Consider/proceed with inclusion of the site on the Donegal County Council Derelict Sites Register if not already done.
- Devise & produce proposals for redevelopment (via the completion of a Feasibility Study/Development Brief). For example a town centre residential scheme with well designed family homes with gardens and parking, would best support the aim of getting people living in the town centre, bringing vibrancy and vitality to the place & providing much needed housing options. There may be potential for c.2no. 3 or 4 bed terrace townhouses over 2 1/2 or 3 floors; 1no. 3 or 4 bed end terrace townhouse over 2 storeys; all fronting Malin Rd; and then facing the river, either another 3 or 4 bed townhouse or 2no. 2bed apartments.

As this building/lands is privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



A Concept for lands at Malin Rd - Malin Rd. Elevation (scale 1:250)



The existing situation

### Themes & objectives primarily addressed

The Setting	The Place	The Connections	The Heritage	The Economy	The Community
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6 Identify & progress town centre “Right Size Housing” / “Bring Back Housing” opportunities

The under supply/affordability of appropriate housing in Ireland in general is currently a significant issue. Furthermore, Moville in particular has a relatively high proportion of apartment/smaller dwelling type properties, second homes & holiday rentals within the town centre. Second homes & holiday rental properties are obviously often vacant for much of the year which negatively impacts upon the all year round vitality and viability of related services in areas. Smaller type properties serve their purpose in housing individuals and smaller households but are generally inappropriate for family living and meeting the needs and aspirations of many of today’s Irish dwellers particularly in a largely rural area such as north Donegal.

It is widely recognised that a good range of well designed affordable housing options is a key component of any healthy town centre. The facilitating of the wide range of demographics, including the retired/elderly and first time buyers, but essentially families, etc. contributes to the making of vibrant places. As mentioned it has been identified that Moville’s town centre does probably lack an appropriate mix of accommodation, but also that often the premises do not fulfil modern day expectations.

There are a number of existing properties and/or vacant commercial units within the town centre where some interventions could accommodate a range of living types including family homes. This is a sustainable approach which can help to introduce more longer term, full time residents into the town centre who then tend to contribute, participate, invest, support and look after the place and its ancillary services/facilities.

Potential Actions/Opportunities

- Undertake a high level survey of town centre premises to identify properties with potential for refurbishment, redevelopment, & upgrading etc.
- Engage with the owners with the aim of producing proposals and realising the adaptation of these premises in order to make them more attractive to the market. For example the combining of units creating larger, more comfortable spaces; adjustments to internal layouts to create better flow, spaces & lighting, for example open plan living; the creating of necessary garden & amenity spaces, with connection between them & internal living spaces; provision of ancillary facilities, such as workshops, garages, working from home spaces etc.; & provision of private/shared dedicated off street parking arrangements etc.
- Research & potential application for & possibly securing any grant funding available (e.g. Donegal County Council’s *Vacant Properties Grants*).

As these premises are generally privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

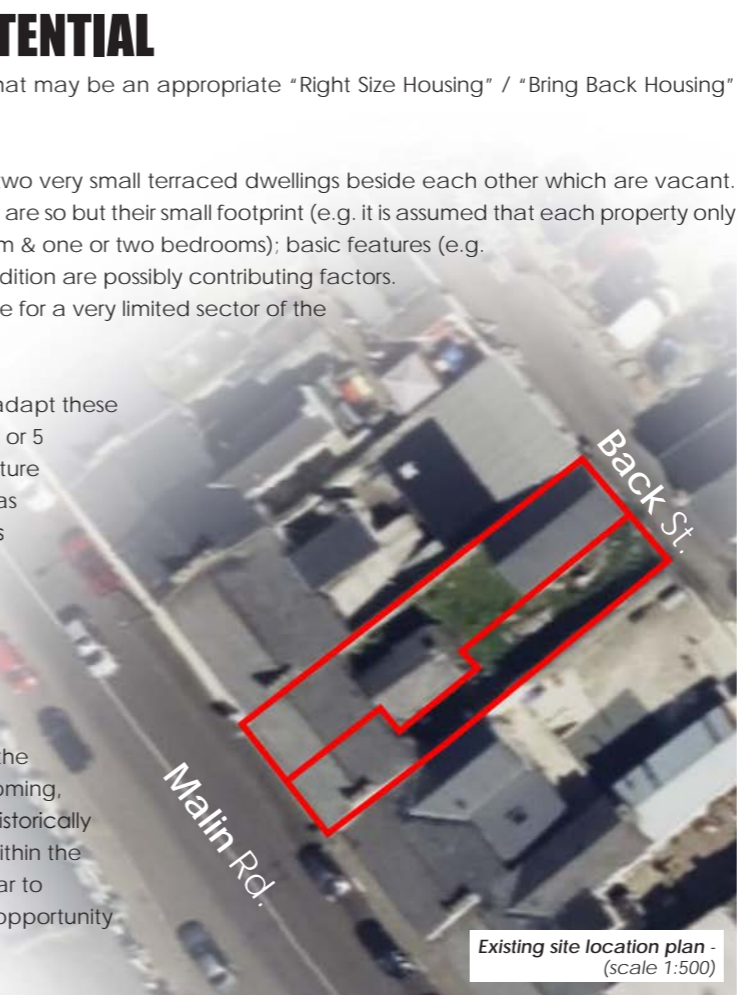
AN EXAMPLE OF THE POTENTIAL

This is an example of the types of properties that may be an appropriate “Right Size Housing” / “Bring Back Housing” opportunity.

At Malin Rd. (at the time of writing) there are two very small terraced dwellings beside each other which are vacant. This Strategy can only speculate as to why they are so but their small footprint (e.g. it is assumed that each property only has a small reception, galley kitchen, bathroom & one or two bedrooms); basic features (e.g. lack of gardens space, parking etc.); and condition are possibly contributing factors. As a result the properties would only be suitable for a very limited sector of the potential market/demographic.

There is potential however to restore, reuse & adapt these properties, combining them to create a new 4 or 5 bedroom modern family home with all the features that are appealing to such an end user, such as open plan living, home office space, generous garden space, outbuildings & parking, alongside an abundance of historical charm & convenience/walking distance to a wide range of local facilities such as schools, parkland, shops, pub, community facilities etc.

The purpose of this exercise is to demonstrate the untapped potential that exists to create welcoming, attractive, mannerly, efficient, productive, & historically sensitive spaces from the existing built fabric within the central streets. Therefore providing an exemplar to owners & other stakeholders in regards to the opportunity that exists.

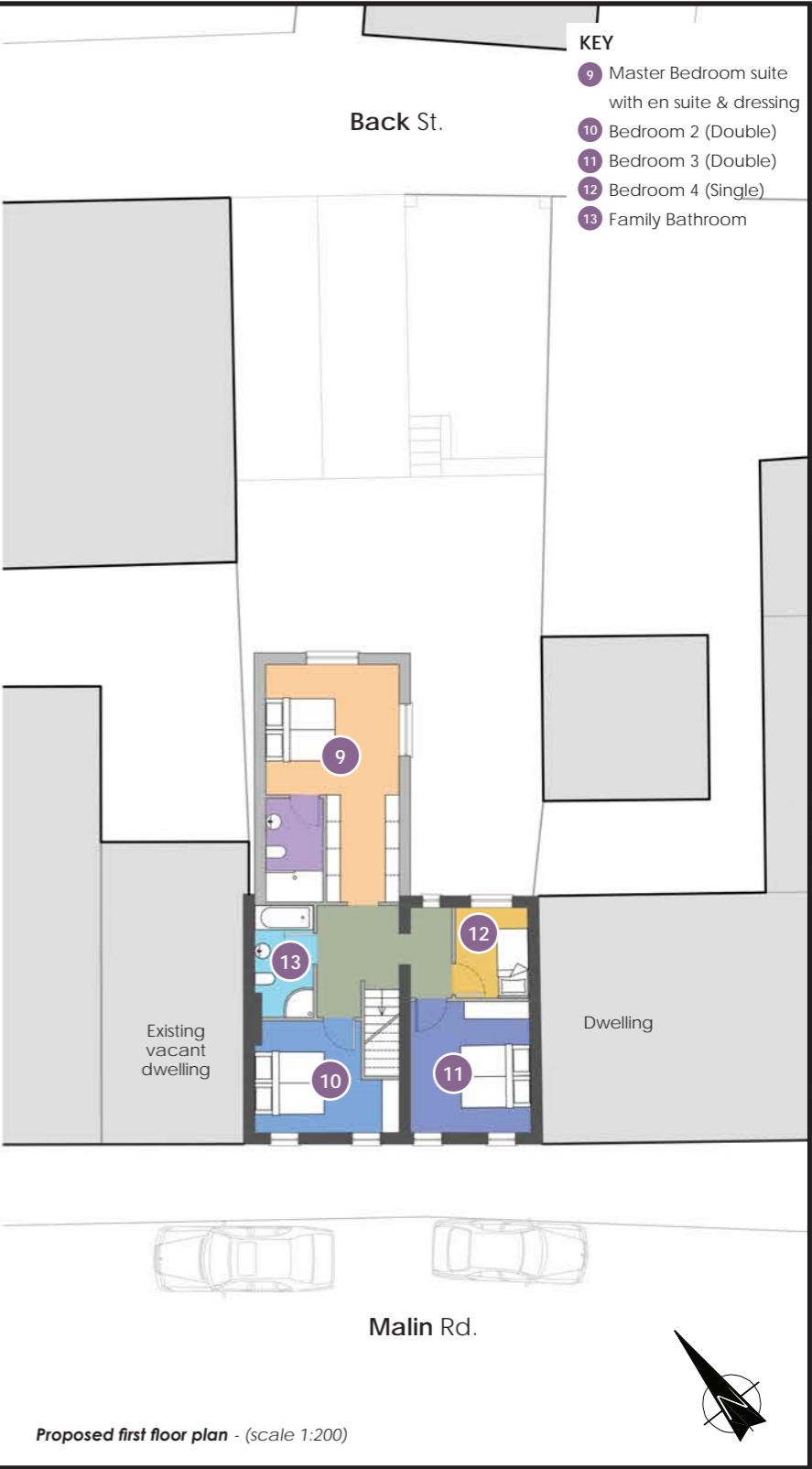
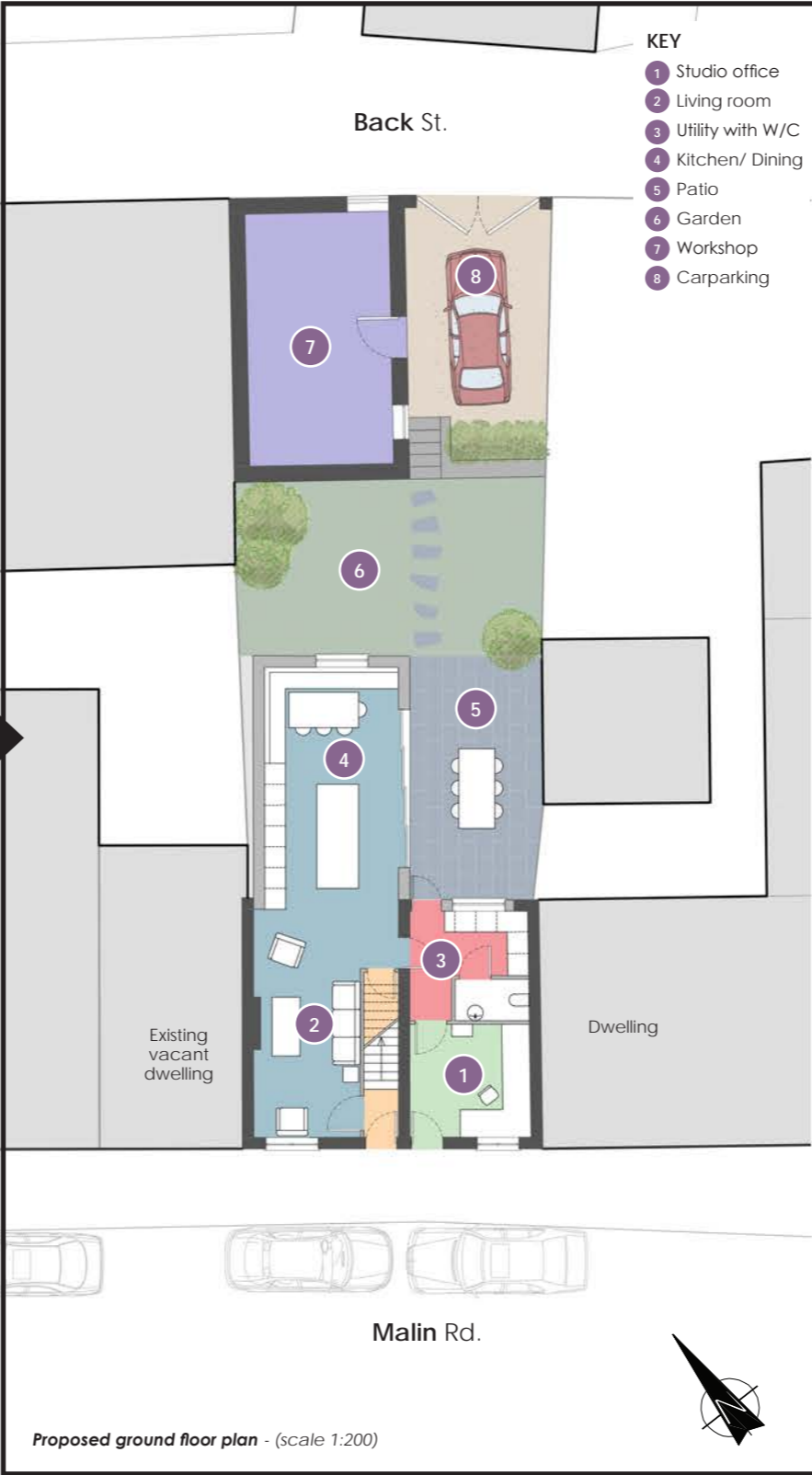
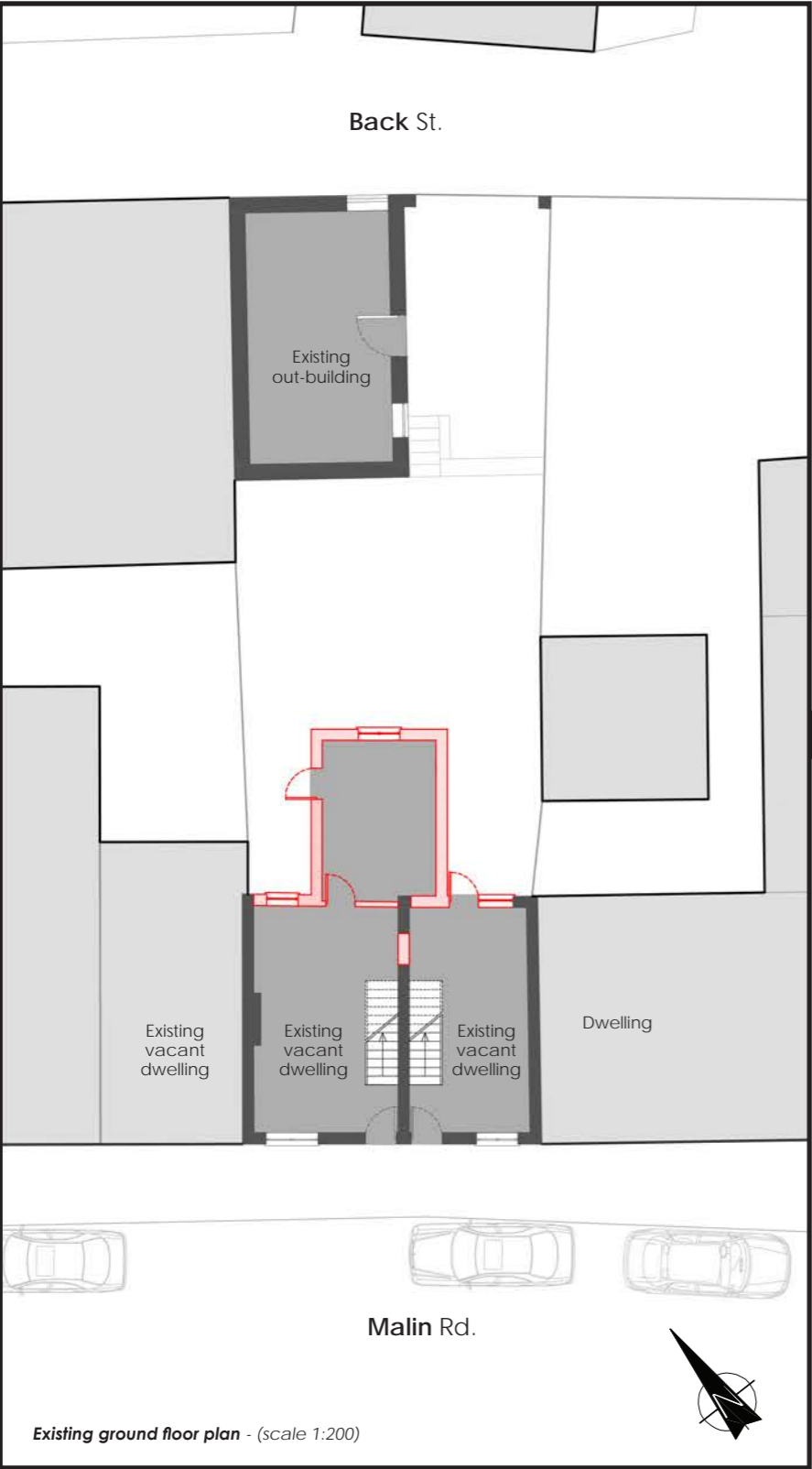


Existing site location plan - (scale 1:500)

The below proposes a potential layout for the adaption of these two small terraced dwelling into a spacious modern family home. Where possible, the existing building fabric has been retained with new elements added to maximise the potential of the proposal, provide features and facilities that are desired/required for contemporary living, lower the overall redevelopment costs, & retain the historic character of the buildings & streetscape, which is particular important as these buildings are on the National Inventory of Architectural Heritage.

Internally, the removal of one of the properties staircases, & small rear return, creating a “knock through” between the properties & a new larger rear return creates a spacious home, with a separately accessible home office/ commercial space, which can also avail of the adjoining W/C & utility (e.g. tea making etc.). The main living space within the new rear extension addresses an attractive private urban garden space directly access to vehicle parking. Externally, it is suggested that the buildings historic features are reinstated, e.g. sliding sash windows, natural slate roof, painted rendered walls. It may be appropriate that the new additional rear extension is a contemporary design.

- Existing building/ site elements to be removed/ demolished
- Existing building/ site elements to be retained
- New building/ site elements to be added



7 Shop frontage improvements at Market Sq. & the connecting “commercial” streets

Along the majority of the streets, bar a couple of fairly rare better examples, the shop frontages are of poor quality, can be “gaudy”, & generally include inappropriate interventions, designs & use “cheap looking” materials which tend to age badly.

There is potential to explore the possibility of a suite of traditional enhancements across all frontages within this central area. This will help to return the historic character, charm, form, order & consistency back into this commercial heart of this planned town. The use of good quality natural materials & installation/construction methods will ensure the aesthetics improve, & the designs age well if properly maintained, often enhancing in appearance over time, helping to create a welcoming & pleasant place where people want to spend time in & businesses want to set up in.

Potential Actions/Opportunities

- Undertake a high level survey of commercial premises to identify frontages in need of sensitive refurbishment.
  - Produce proposals and realise the enhancement of the aesthetics and functioning of the buildings and setting including Heritage Shop front improvements in line with the Donegal County Council Guidance (e.g. achieving better proportions, use of natural materials, appropriate signage/signwriting, re-instatement of heritage windows, lime render, authentic eaves, and rainwater goods etc.). This could be on a phased/priority/selective basis.
  - Liaise with Donegal County Council Heritage to ensure works are appropriate from a heritage and conservation perspective.
  - Support owners in applying for and possibly securing any grant funding available.
- As these premises are generally privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



An Artist's impression of the potential to refurbish the former “Farrens Shop Building” on Bath Tr.  
- Demonstrating features that could help enhance the general appearance & aesthetics of the town centre buildings. (scale 1:100)



Themes & objectives primarily addressed

The Setting	The Place	The Connections	The Heritage	The Economy	The Community
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## 8 Re-imagining of “The Alley” spaces

The Alleys north and south of the town centre are important feature of the towns planned form and street pattern. They have historical/heritage importance and provide convenient movement between spaces in the town centre and accessibility to standalone plots, and to the rear of properties facing the primary streets such as Market Sq. In doing so they open up access to some homes, vehicle parking areas, yards, and outbuildings containing storage or other “light industrial” uses.

It would be advantageous to enhance and “tell the stories” of these spaces, referencing their historical importance, & utilise them further, taking advantage of opportunities for development & the creating of additional active frontages of homes and businesses, in doing so transforming them into welcoming areas which are well overlooked and vibrant.

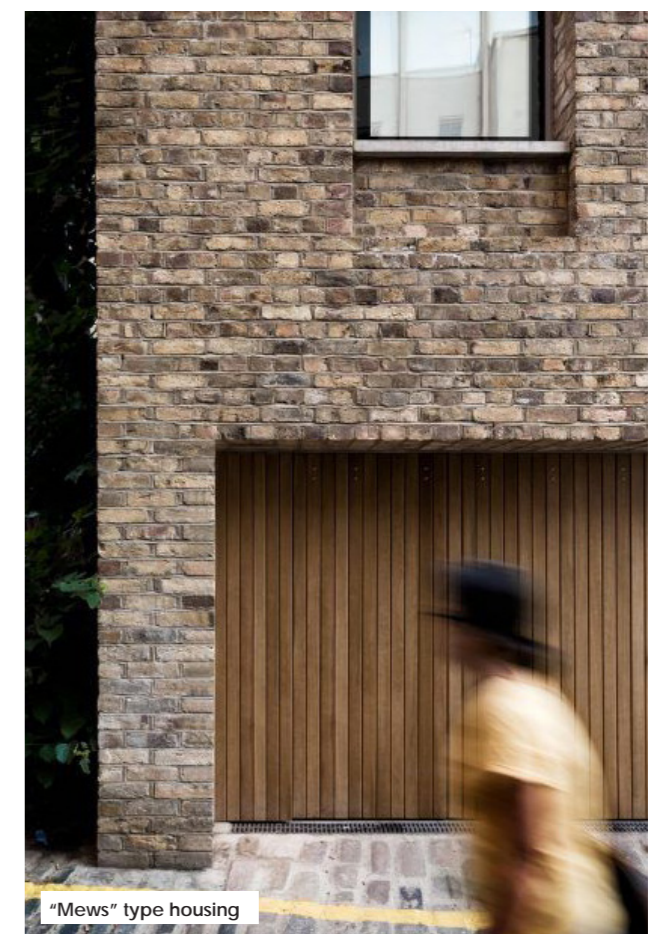
### Potential Actions/Opportunities

- Shorter term interventions incl. tidying up & “greening”, similar to the successful “9ft in common” project in Belfast.
- Consider development opportunities / public realm enhancements to make these important & intimate routes more aesthetically pleasing & functional. For example potential interventions could include cable style lighting, resurfacing, landscaping (e.g. planted beds, climbing plants), painting/artwork/murals etc., covered space, information/heritage panels. A key intervention would be the improvement of existing/new frontages with uses such as mews housing providing overlooking for improved security & activity throughout the day, as well as commercial uses that can spill out on the spaces, creating vibrancy. The architectural character (mews/outbuildings style), use of materials, creating defensible space, definition of building lines, establishment of building forms/scale/heights/massing could all be enhanced/created. This could be on a phased/priority/selective basis.

These spaces are generally publicly controlled, however there maybe some private areas/rights of way etc. so progress beyond conceptual stages can only be made by working with/the co-operation of all parties/stakeholders.

### Themes & objectives primarily addressed

The Setting	The Place
The Connections	The Heritage
The Economy	The Community



# B

## "The foreshore" - The Harbour; Quay St.; Bath Green; Bath Tr. (East); & the Shore Walk.



This area of the town is characterised by the rocky waters edge with Lough Foyle & the large formal green fronting this shore, known as Bath Green, which is a unique & highly cherished attribute of the town. However it is felt that the area has greater potential & sensitive enhancements to existing & new features could help them to appropriately integrate with the setting whilst providing a better all round experience for both residents and visitors alike.

The aim of the potential actions are to "protect the natural setting of the foreshore as appropriate, whilst sensitively enhancing the spaces / features adjoining it to benefit the town as a whole".

### 9 Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St. Se Pl Cn He Ec Cm

Potential to re-imagine the existing public car-park to create a space which is more visual attractive & multi-functional. Enhancements at the surrounding streets could include resurfacing; improved crossings; review/definition of on-street parking; green infrastructure enhancements; provision of updated street furniture; & public art etc.

### 10 Regeneration Opportunity B: Derelict site at James St. Se Pl Cn He Ec Cm

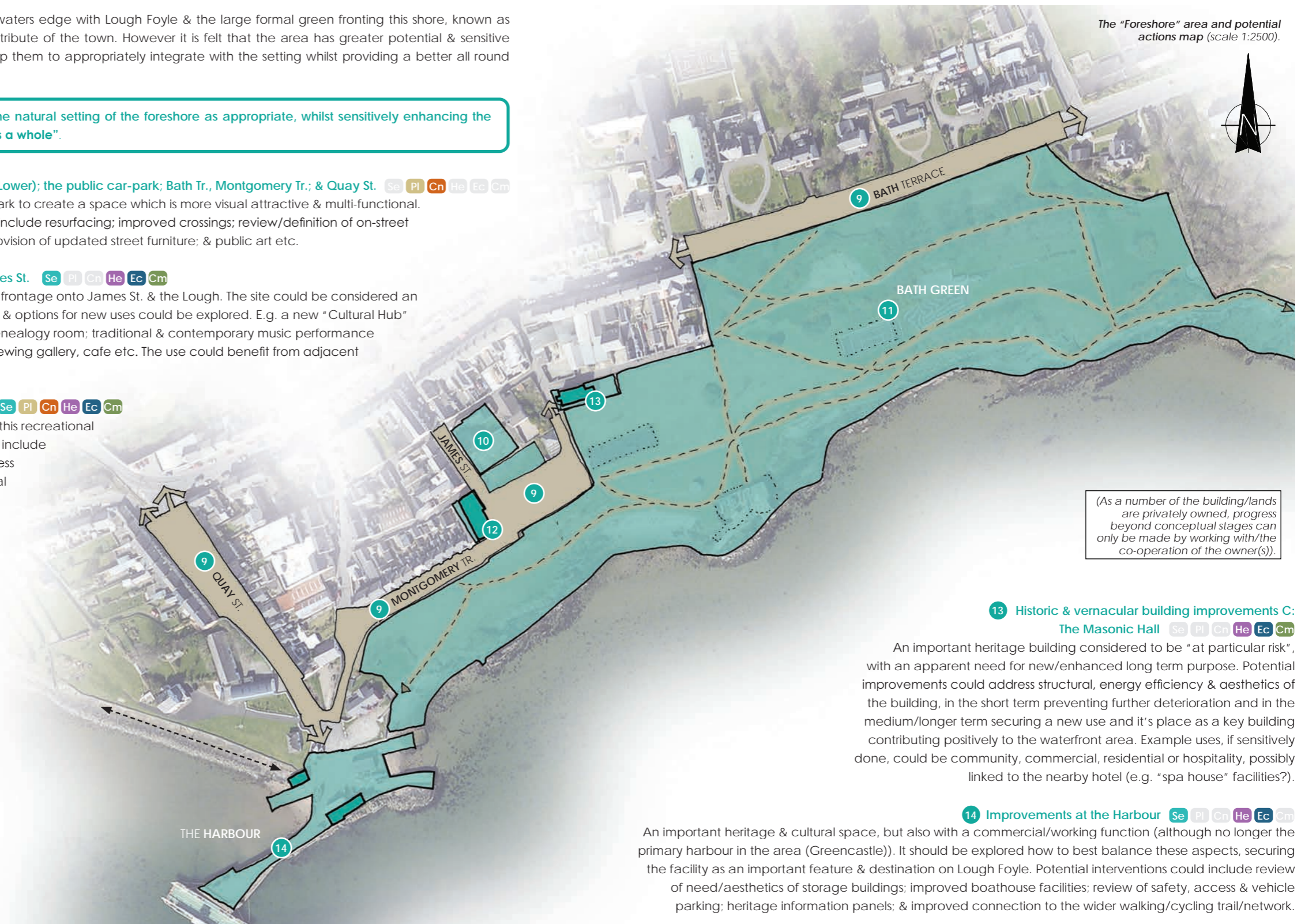
A sizable and prominent derelict site, with a key frontage onto James St. & the Lough. The site could be considered an opportunity for comprehensive re-development & options for new uses could be explored. E.g. a new "Cultural Hub" including features such as tourist information; genealogy room; traditional & contemporary music performance space; recording studios, digital working hub, viewing gallery, cafe etc. The use could benefit from adjacent existing parking.

### 11 Enhancement of Bath Green & The Shore Walk Se Pl Cn He Ec Cm

Conservation, management & improvement of this recreational space. Potential new/enhanced features could include "natural" amphitheatre; re-imagined play & fitness facilities which avail better of the Green's natural contours & setting; improvement of paths & cycle-ways & access; enhanced soft & hard landscaping; sculptural/wildlife /heritage trails; enhanced watersports centre & facilities; re-imagined picnic & relaxation spaces; refurbishment of existing heritage shelters & possible creation of new viewing points /platforms/piers;

### 12 Historic & vernacular building improvements B: St Eugene's Hall Se Pl Cn He Ec Cm

An important heritage building for which enhancements could help to secure a new/ improved use. Potential improvements could address any structural, energy efficiency and aesthetics issues. New uses could be intrinsically/physically linked to the potential Cultural Hub uses at James St. (Action no.10), e.g. the hall could be the new hubs main performance space/hall/theatre/community cinema.



### 13 Historic & vernacular building improvements C: The Masonic Hall Se Pl Cn He Ec Cm

An important heritage building considered to be "at particular risk", with an apparent need for new/enhanced long term purpose. Potential improvements could address structural, energy efficiency & aesthetics of the building, in the short term preventing further deterioration and in the medium/longer term securing a new use and it's place as a key building contributing positively to the waterfront area. Example uses, if sensitively done, could be community, commercial, residential or hospitality, possibly linked to the nearby hotel (e.g. "spa house" facilities?).

### 14 Improvements at the Harbour Se Pl Cn He Ec Cm

An important heritage & cultural space, but also with a commercial/working function (although no longer the primary harbour in the area (Greencastle)). It should be explored how to best balance these aspects, securing the facility as an important feature & destination on Lough Foyle. Potential interventions could include review of need/aesthetics of storage buildings; improved boathouse facilities; review of safety, access & vehicle parking; heritage information panels; & improved connection to the wider walking/cycling trail/network.



Bath Green is a unique waterfront green space. It is essential that it's special landscape character is retained whilst enhanced



Brooke Park, Derry. An attractive recently enhanced historic park



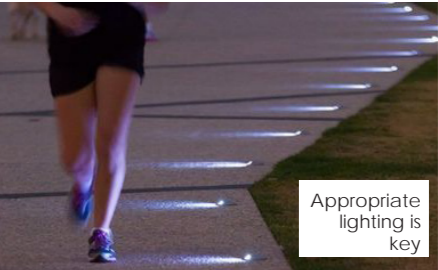
A key historic building in poor condition



A prominent derelict site.



Significant vehicle parking at Bath Tr.



Appropriate lighting is key



An uninspiring play park, car park & adjoining space, set against an exceptionally inspiring view.



Themed play spaces using high quality natural materials



Attractive & natural "park furniture"



Accessible for all

A mood board for "The Foreshore" - images of the existing situation and other "best practice" examples demonstrating the ambition.

9 Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St.

The streets of focus incorporate the Montgomery Tr.: James St., the primary connecting street between the foreshore & the town centre; the immediate related carpark at James St; the residential street of Quay St.; & Bath Tr. to the east. Although to a lesser extent than the central street, parked vehicles in particular dominate, & attractive views of the shore can be interrupted. The public spaces & footpaths are dated, tired & in poor upkeep & the streetscape is cluttered in places with street furniture, lacks greenery, & is dominated by the roadways. The immediate edge with Bath Green, including the James St. carpark is in particular need of improvement. A prominent derelict site & other vacant buildings/shops at James St., creates a sense of inactivity, lack of vibrancy, poor appearance & detract from the stunning aspects across the Lough. Quay St. is attractively framed by terraces of dwelling creating a fantastic feeling of enclosure & form, however the wide expanse of roadway, poorly defined parking & narrow footpaths detract from this. Similarly at Bath Tr. the width of the roadway & again poorly defined parking negatively impacts upon the impressiveness of the larger historic buildings that align this route leading to the central streets.

There is certainly potential to use enhancements to public realm to improve the attractiveness, functioning, vitality & connectivity with the town centre at this part of Moville.

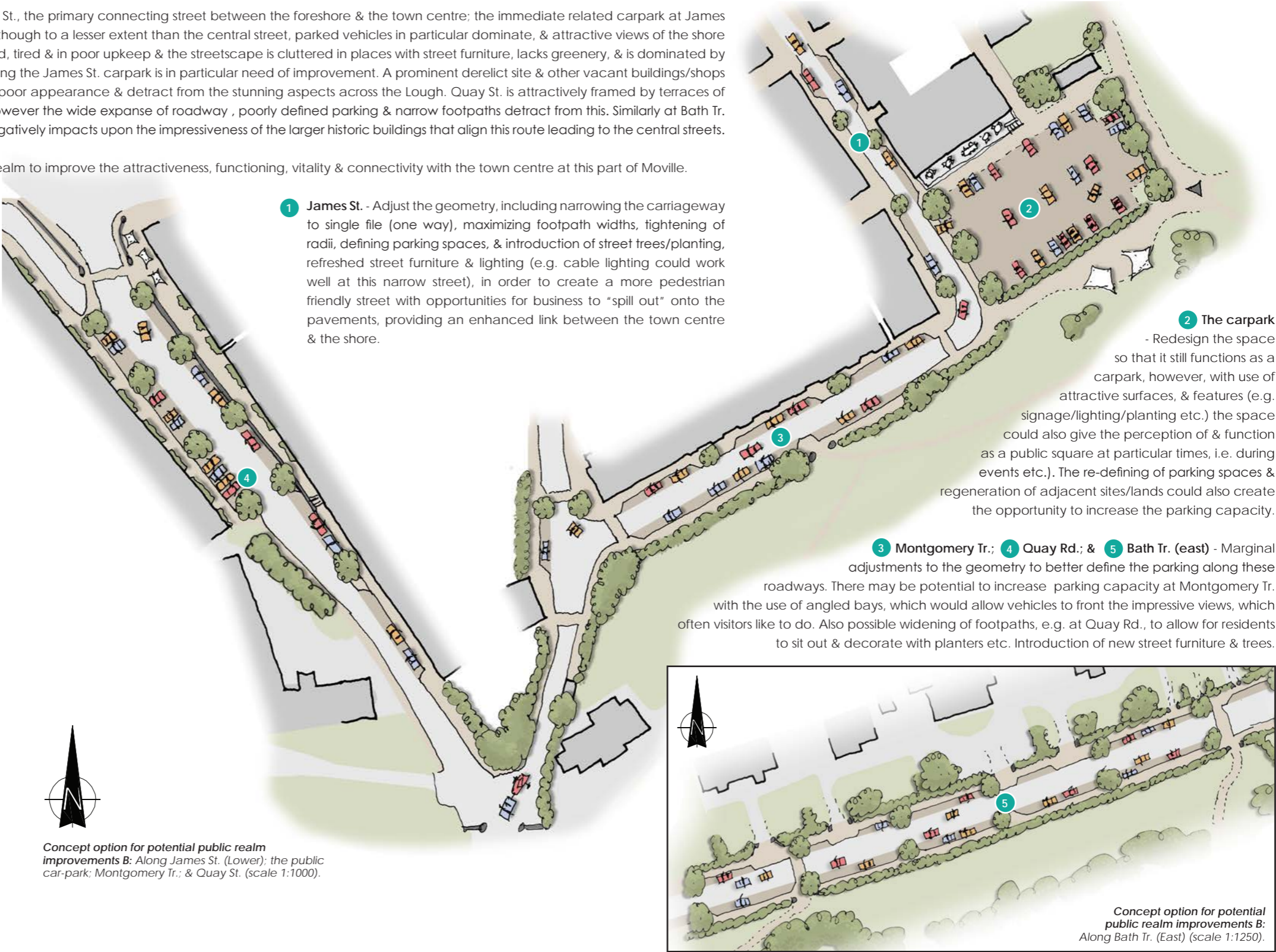
Potential Actions/Opportunities

- Define the advantages, need, amount, appropriate locations & phasing for public realm improvements/new facilities, as well as the potential impacts upon adjacent uses. Adhere to a town wide "Design Code" principles so that interventions/features are consistent throughout the town.
- Review parking provision & controls. A parking strategy is required to help ensure spaces are being used in the most appropriate way to support the town centre economy and community.
- Leading to the production of proposals and realisation of improvements/new facilities which are of a high level of design quality & that do not dominate the spaces at the Foreshore or impact negatively upon heritage value or functioning of other uses, but improve permeability, pedestrian priority & safe movement of vehicles. This could be on a phased/priority/selective basis.

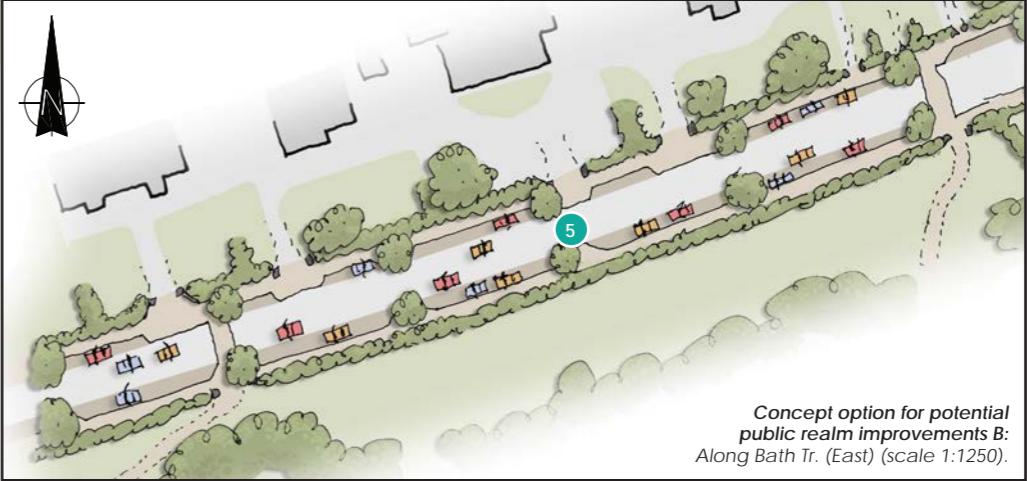
The subject land required for improvements are generally publicly owned/controlled/maintained, and could therefore likely be progressed beyond this conceptual stage by the relevant authority subject to priority, budgets, capacity etc.

Themes & objectives primarily addressed

The Setting	The Place
The Connections	The Heritage
The Economy	The Community

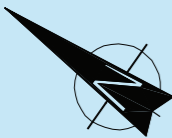


Concept option for potential public realm improvements B: Along James St. (Lower); the public car-park; Montgomery Tr.; & Quay St. (scale 1:1000).



Concept option for potential public realm improvements B: Along Bath Tr. (East) (scale 1:1250).

KEY AREA - JAMES ST.



- 1 Speed control measures
- 2 "Animated" & "active" frontages to alley spaces
- 3 Cable lighting
- 4 Defined vehicle layby parking.
- 5 "Spill out" spaces
- 6 Street trees & planters.



Conceptual sketch - Artist's impression of a potentially refurbished grouping towards the centre of Main St. (not to scale)

10 Regeneration Opportunity B: Derelict site at James St.

A sizable and prominent derelict site, with a key frontage onto James St. & the Lough. The site could be considered an opportunity for comprehensive re-development & options for new uses could be explored.

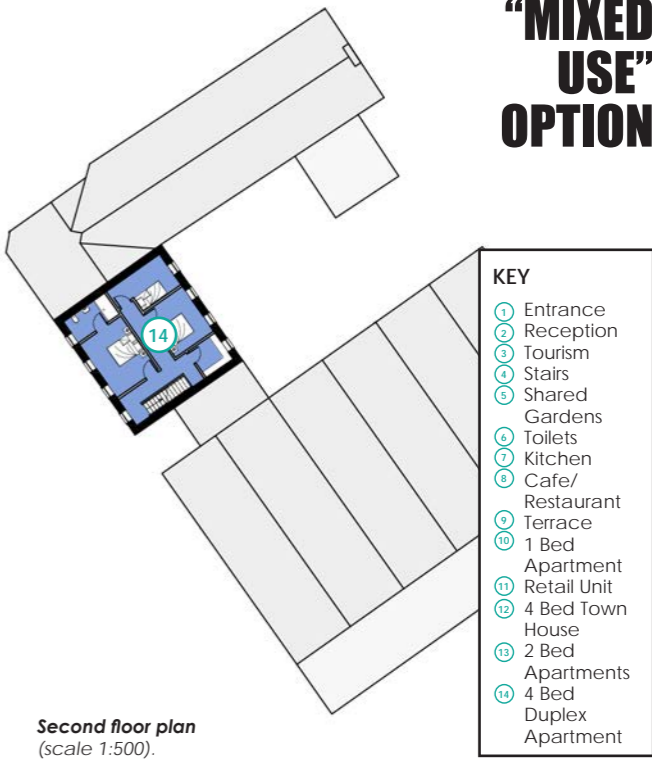
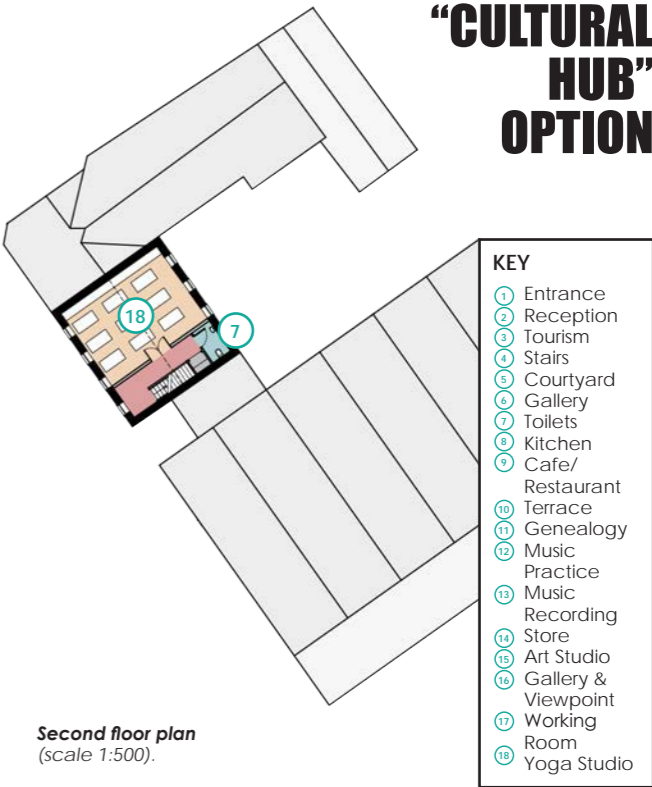
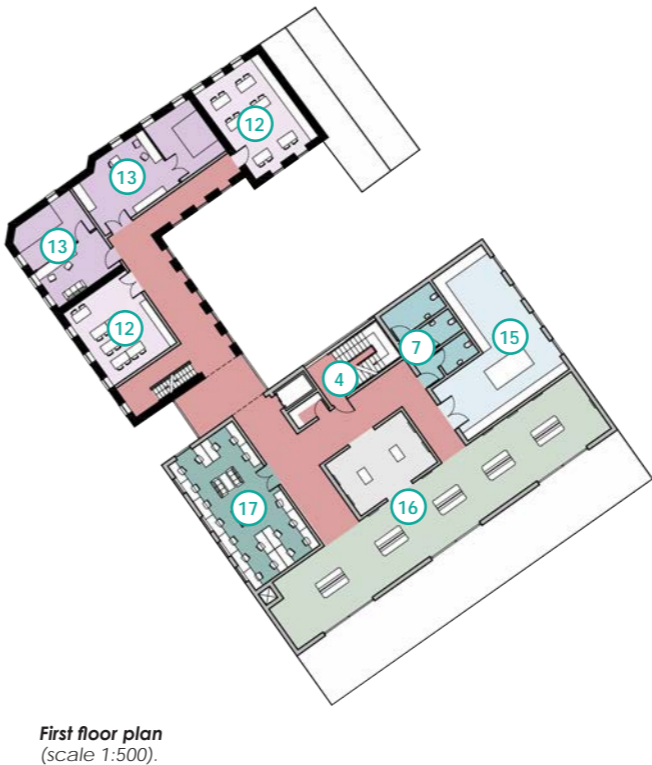
Potential Actions/Opportunities

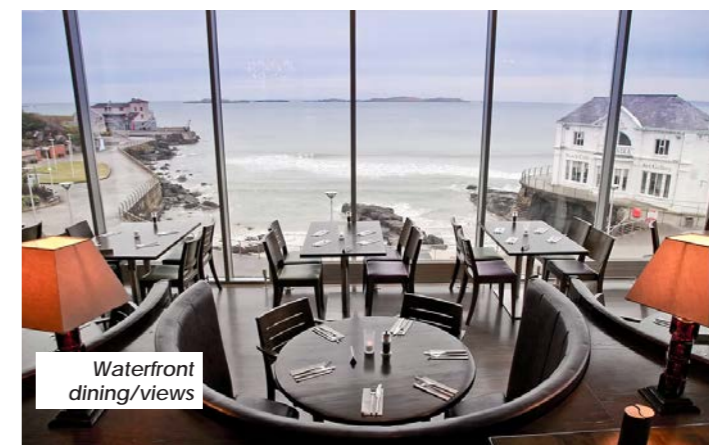
- Consider meanwhile aesthetic improvements (screening etc).
- Consider/proceed with inclusion of the site on the Council's Derelict Sites Register.
- Engage with the owner(s) with the aim of completion of a Feasibility Study/Development Brief, potentially progressing to the realisation of a comprehensive redevelopment scheme (applying compulsory purchase powers if appropriate/necessary). This could include a mix of uses to support/expand the future needs of the town centre (e.g. cultural/tourism/business/residential). The community have indicated a strong desire for the site to be used for the creation of a "Moville Cultural Hub", which could include features such as tourist information; genealogy room; galleries; recording studios; traditional & contemporary music performance space; & cafe. This could have some synergy with the potential enhancements to the adjacent St. Eugene's Hall, where uses could complement each other, e.g. the hall could be the main performance hall/space connected with/to the "Cultural Hub". Other uses could also be appropriate/more viable. For example a mixed use scheme with ground floor cafe/restaurant/retail (c. 300sqm) & c.1no. 3 or 4 bedroom town house & c.10no. 2 or 3 bedroom upper floor apartments, would introduce living uses to the area, availing of the spectacular views across the Lough, & the close proximity to existing parking.

As these lands/buildings are privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting	The Place
The Connections	The Heritage
The Economy	The Community





# 11 Enhancement of Bath Green & The Shore Walk

Bath Green is a large formal green space which slopes down to the rocky foreshore of Lough Foley. Contains some tree/woodland planting on it's upper banks, and a number of recreational features (e.g. play park etc.). It could be argued that the majority of these somewhat fail to appropriately blend with the setting, for example the children's play park with its lack of form, contouring or landscaping, and use of standard items. A generally welcome use, but is let down by poor design and integration. In terms of the quality of the public realm, the situation is similar to the rest of the town as in it is particularly tired, dated, in places poorly up-kept and often inappropriate for this distinctive heritage park. The Green's northern edge is defined by numerous attractive historic buildings which front onto it, such as Montgomery Terrace, St. Eugene's Hall; others at Bath Tr., such as St. Pius, St Columb's Mesonic Hall and National School Hall, but also not as appropriately the rears of a number of properties which primarily front Bath Tr.

The conservation, management & improvement of this recreational space would significantly benefit not only local residents enjoyment of this space but also enhance its status as a regional attraction & place of interest for visitors/tourists, benefiting the wider town.

## Potential Actions/Opportunities

- Define the advantages, need, displacement potential, amount, appropriate locations & phasing for improvements, as well as the potential impacts upon adjacent uses.
- Produce proposals/complete a Feasibility Study & Management Plan, potentially progressing to the realisation of the enhancement of the space with improved recreational & landscape features, e.g. a "natural" amphitheatre; re-imagined play/fitness spaces; improvement of paths & cycle-ways & access; enhanced soft & hard landscaping; sculptural/wildlife/heritage trails; enhanced watersports centre & facilities; re-imagined picnic & relaxation spaces; refurbishment of existing heritage shelters & possible creation of new viewing points/platforms/piers. This could be on a phased/priority/selective basis.
- Engage with specialists so that any potential proposals ensure important aspects & features are protected/enhanced etc. (such as archaeological, ecological etc.)

The "Green" was gifted to the people of Moville by the Montgomery family, & progress beyond conceptual stages can only be made by/working with/via the co-operation of all the relevant stakeholders.

## Themes & objectives primarily addressed

The Setting	The Place
The Connections	The Heritage
The Economy	The Community





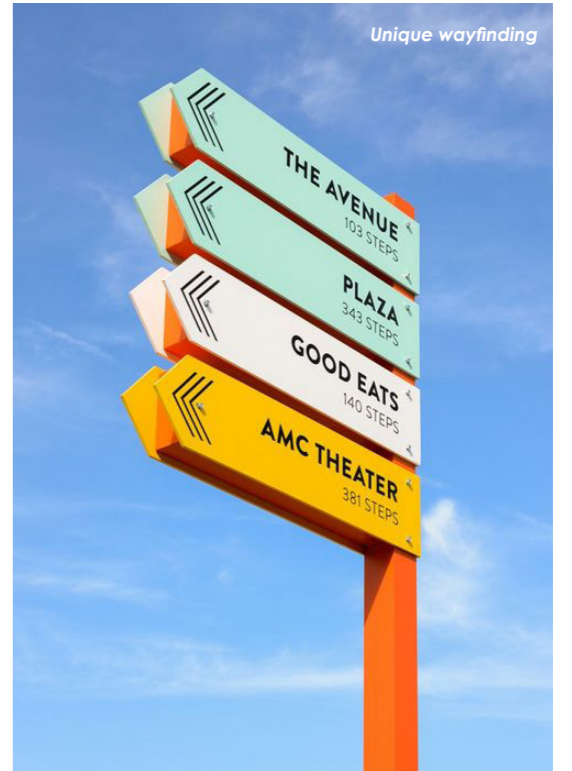
Outdoor picnic / dining opportunity



Natural Ampitheatre



Accessible picnic tables



Unique wayfinding



Palette of possible soft landscaping materials

Park trees



Grasses



Wildflower meadow



Woodland planting



Viewing points



A sensitively integrated play park



A "unique"/"hero" play park item example

20 / ROBINIA PLAYSCULPTURES



Sculpture trail



Boardwalks



Pump track / skate park



Native hedging

12 Historic & vernacular building improvements B: St. Eugene’s Hall

An important heritage building (a temperance hall dated 1887), which occupies a prominent corner site. Recently renovated, the structure continues to make a positive contribution to the streetscape to the south of Moville, represents an interesting historical reminder of the temperance movement in Ireland during the 19th and early 20th century, and is therefore an integral element of the built heritage and social history of the local area.

Further enhancements could however introduce new/improved uses, maximising the buildings flexibility/use & ensuring its future upkeep. These could be intrinsically/physically linked to any potential Cultural Hub uses at James St. (Action no.10). Alternatively the building itself could potentially be a more realistic/viable option to fulfil the entirety of the role of the Cultural Hub, which the community very much desire, freeing up the James St. site for other mixed uses.

Potential Actions/Opportunities

- Devise/produce a feasibility study/proposals for potential new/improved uses, potentially progressing to the realisation of the upgrading of the building. For example this could be use as a “Cultural Hub” for the town, either partly, along with adjacent redevelopment at James St. or probably more realistically/viably fulfilling the entirety of the role. E.g. the sizable & attractive main hall space on the first floor could potentially be updated in terms of facilities to accommodate performances etc., including lighting, vision, & acoustics, seating arrangements (fixed/retractable system), refreshments etc. The c.250sqm ground floor with its series of spaces is potentially sizable enough to accommodate related uses such as tourist information; genealogy room; traditional & contemporary music practice/recording studio space, gallery, & digital working hub etc.
- As an important heritage structure, any proposals should be developed in line with best practice conservation principles.
- Research & potential application for and possibly securing any grant funding available.

As this building is privately/community owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s)/stakeholders.



The existing situation



Performance space seating arrangements/options



Recording space



Genealogy research room



Lighting & sound

Themes & objectives primarily addressed

The Setting	The Place	The Connections	The Heritage	The Economy	The Community
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13 Historic & vernacular building improvements C: The Masonic Hall

A detached three-bay two-storey gable-fronted Masonic hall, dated 1903, which is an important heritage building, and from merely an external visual inspection could be considered to be “at particular risk”. There appears to be a lack of regular use at the building, which can have a detrimental impact upon its longer term conservation and its general contribution to this area of the town.

There is potential to physically improve this building & there may be opportunity to review ancillary uses (e.g. the building was previously used by the Sea Scouts, & the role it can play to the regeneration of Moville.



The existing situation

Potential Actions/Opportunities

- Review & assessment of the current situation, including any potential need for ancillary new/enhanced long term use/purpose.
- Research & potential application for and possibly securing any grant funding available.
- Produce proposals and realise the enhancement of the aesthetics and functioning of the buildings and setting (e.g. structural, energy efficiency, re-instatement of heritage windows, lime render, authentic eaves, and rainwater goods etc.).

As this building is privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s)/stakeholders.

Themes & objectives primarily addressed

The Setting	The Place	The Connections	The Heritage	The Economy	The Community
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## 14 Improvements at the Harbour

An important heritage & cultural space, but also with a commercial/working function, although no longer considered the primary harbour in the area, which is Greencastle.

It could be explored how to best balance these aspects, whilst availing of any opportunities related to “cruise ship” visits & other events (e.g The Regatta), securing & “making the most of” the facility as an important feature & destination on Lough Foyle.

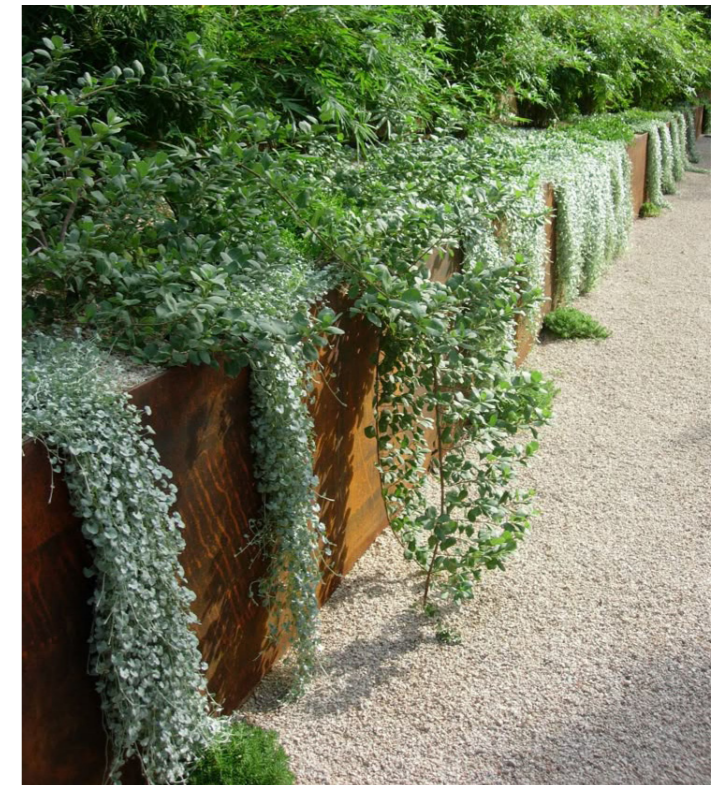
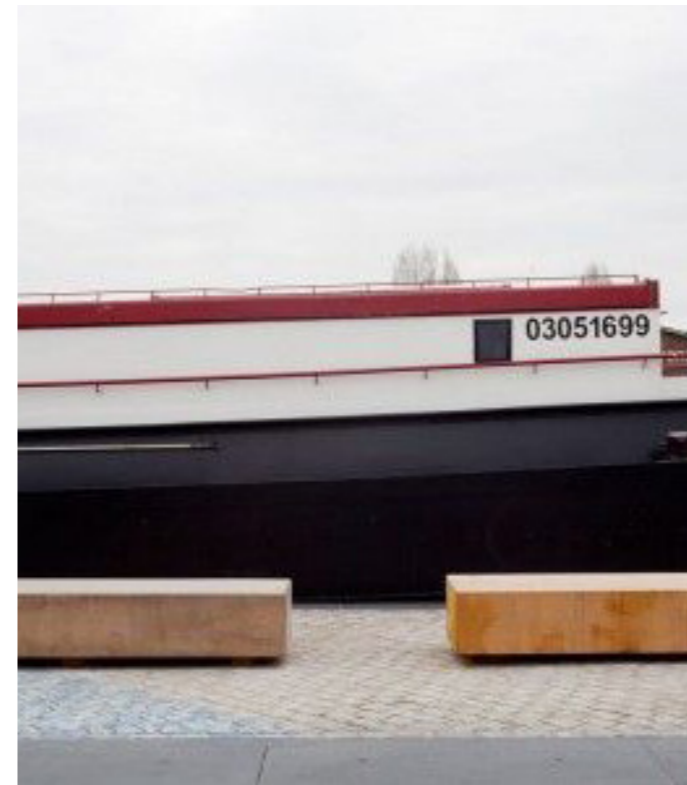
### Potential Actions/Opportunities

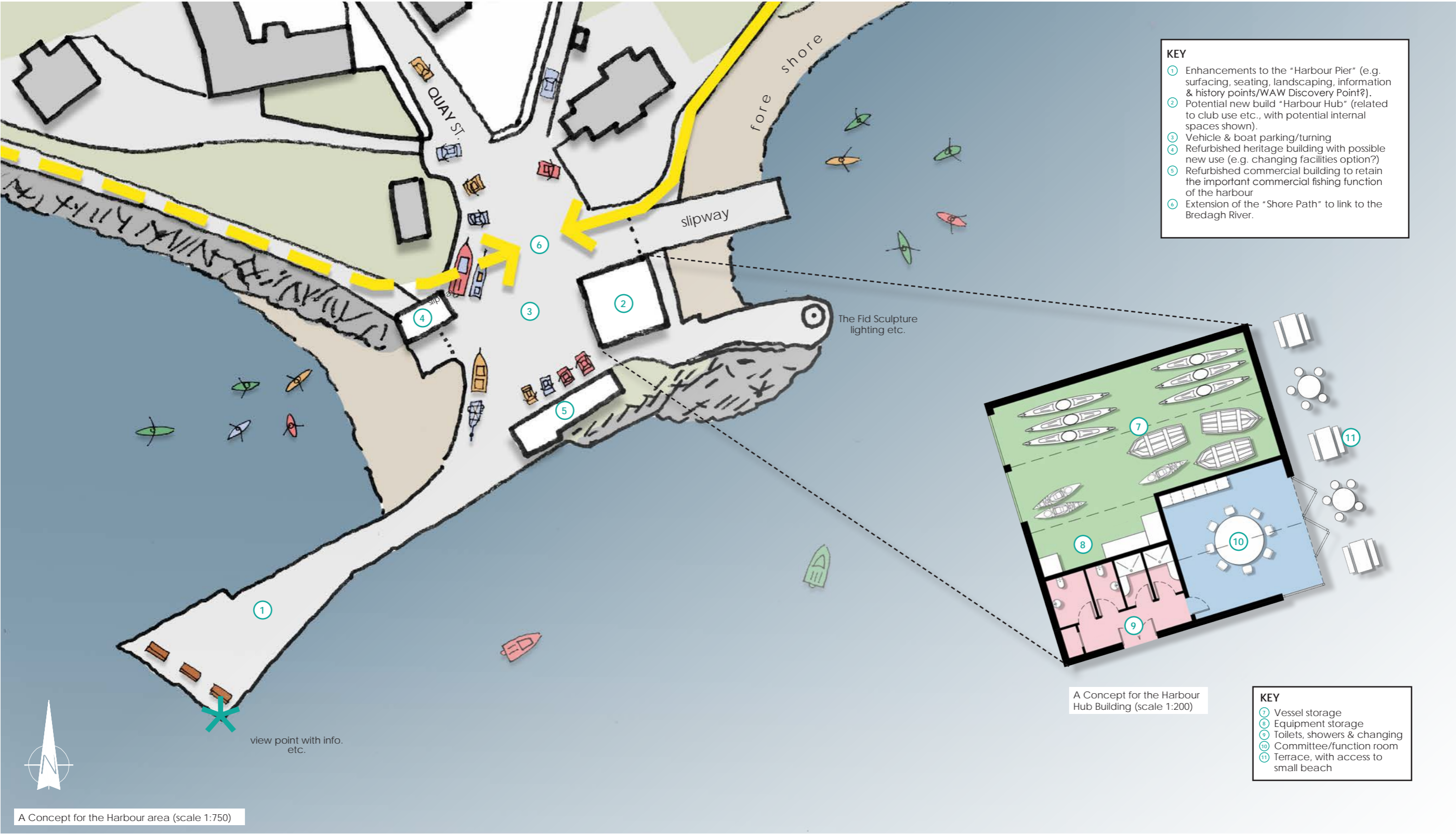
- Consider various meanwhile aesthetic improvements (screening, painting etc.).
- Define the opportunities (e.g. “cruise ship” visits & other events), advantages, need, amount, & phasing for improvements.
- Produce proposals/complete a Feasibility Study, potentially progressing to the realisation of the enhancement of the space with improved heritage/cultural & commercial features. E.g. potential to remove or improve the aesthetics of existing storage buildings; new boathouse facilities; review & improvement of safety, access & vehicle parking; heritage information panels; enhancing the setting of “The Fid” sculpture; creating seating/rest areas; & improving connections to the wider walking/cycling trail/network. This could be on a phased basis.
- Engage with specialists so that any potential proposals ensure important aspects & features are protected/enhanced etc. (such as archaeological, ecological etc.).

As these lands/buildings could be partly privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s)/stakeholders.

### Themes & objectives primarily addressed

The Setting	The Place
The Connections	The Heritage
The Economy	The Community





1 Potential new "Harbour Hub" Building

2 "Spill out" space

3 Lighting & signage at the Fld Sculpture

4 Enhanced street furniture



# C

## “Bredagh River & it’s environs” - The river, its edges; Malin Rd. (Upper); River Row; & Glencrow.



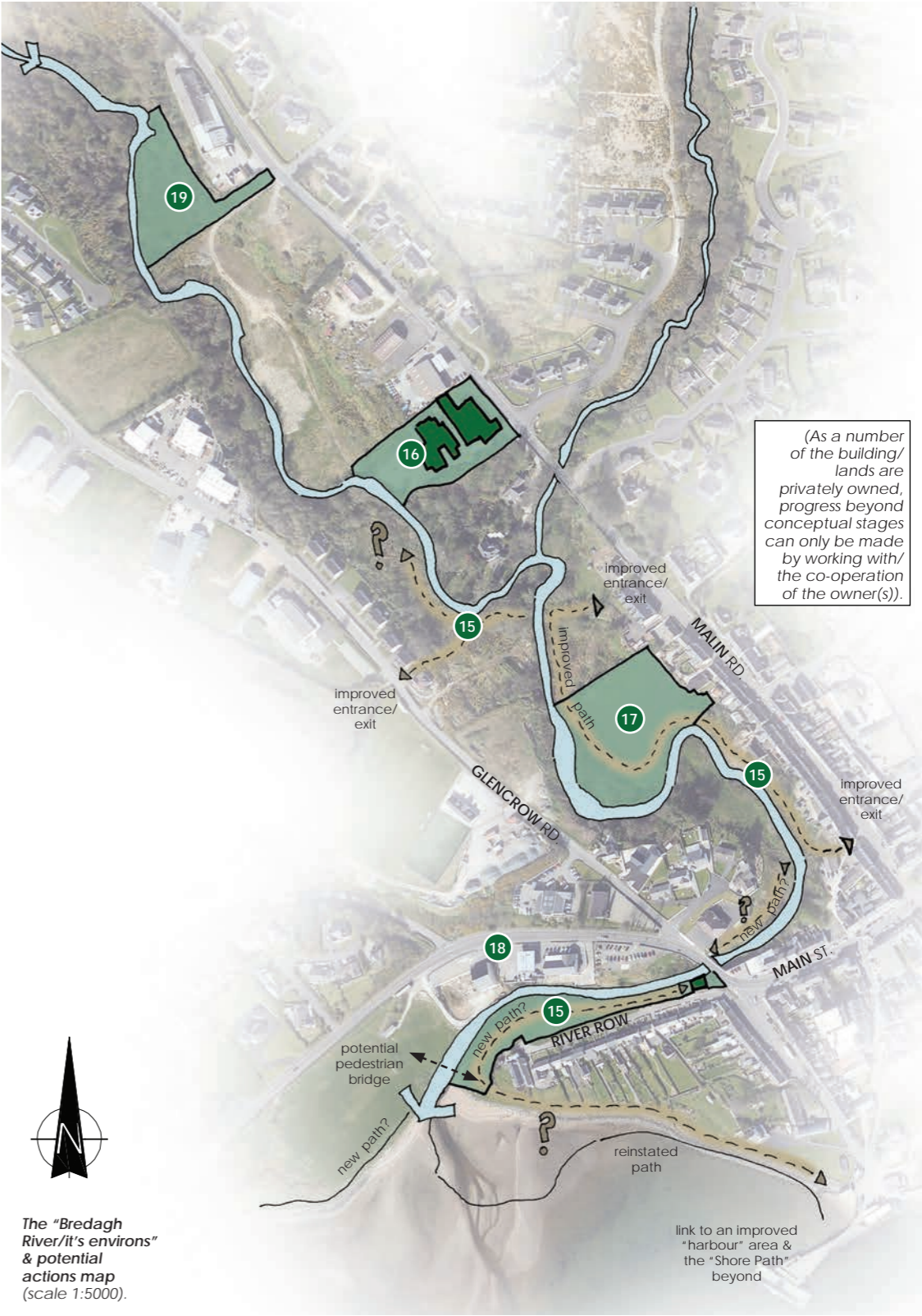
An area close to the town centre of particular natural beauty & a gateway to the town from the north/south west. It is considered that some of the features in & around the area have significant unlocked potential, such as the vacant Gulladoo Cornmills etc.

The aim of the potential actions are to “create & enhance the uses in the area for the benefit of all whilst conserving & strengthening the special natural & heritage setting”.

- 15 Enhance & extend the Bredagh River Trail** Se Pl Cn He Ec Cm  
“Light touch” enhancements to the trail, for example improving the access routes to the trail & signage; appropriate definition of the path; hard & soft landscaping inc. surfacing; seating; & information panels. There may also be potential for the possible extension of the trail northwards to link with Gulladoo Corn Mill & Glencrow Rd. (upper); southwards along River Row linking it with the “Bayfield”, the “Harbour” & the “Shore Path” at Bath Green creating a significant & attractive walking/cycling trail looping around much of the town.
- 16 Historic & vernacular building improvements D: Gulladoo Corn Mill** Se Pl Cn He Ec Cm  
A significant complex of buildings, some of heritage importance, on a sizable site with frontage to Malin Rd. & access to the Bredagh River. Has been vacant for some time & could be considered an opportunity for comprehensive re-development. The options could include consideration of refurbishment of all / some of the existing buildings, & construction of new attractive & characterful buildings & spaces which could include a mix of uses such as recreation associated to the adjacent river, hospitality/tourism, residential, & possibly some commercial.
- 17 Community recreation use at “The Home Field”** Se Pl Cn He Ec Cm  
An area of land with potential for recreational uses compatible with the natural riverine habitat & amenity designation of the lands. E.g. new public parkland with extended trails, soft landscaping, community allotment/garden spaces. There may subsequently be some opportunity for properties at Malin Rd. (which currently back onto it) to provide some frontage & overlooking of the lands.
- 18 Enhancement of the western gateway/commercial complex at Glencrow** Se Pl Cn He Ec Cm  
An important, busy and successful commercial hub, however the space itself lacks the application of best practice urban design principles, has significant undeveloped/part developed areas, fails to address the river, & would therefore benefit from some enhancement, such as meanwhile/ longer term uses, boundary treatments, frontage to the river.
- 19 Hydro potential at Bredagh Dam** Se Pl Cn He Ec Cm  
Potential for a small hydro facility at the existing dam on the River Bredagh; & possible Ecotourism opportunity, including the provision of sustainable glamping & camping, compatible with the natural riverine habitat.



A mood board for “Bredagh River & Environs” - images of the existing situation and other “best practice” examples demonstrating the ambition.



## 15 Enhance & extend the Bredagh River Trail

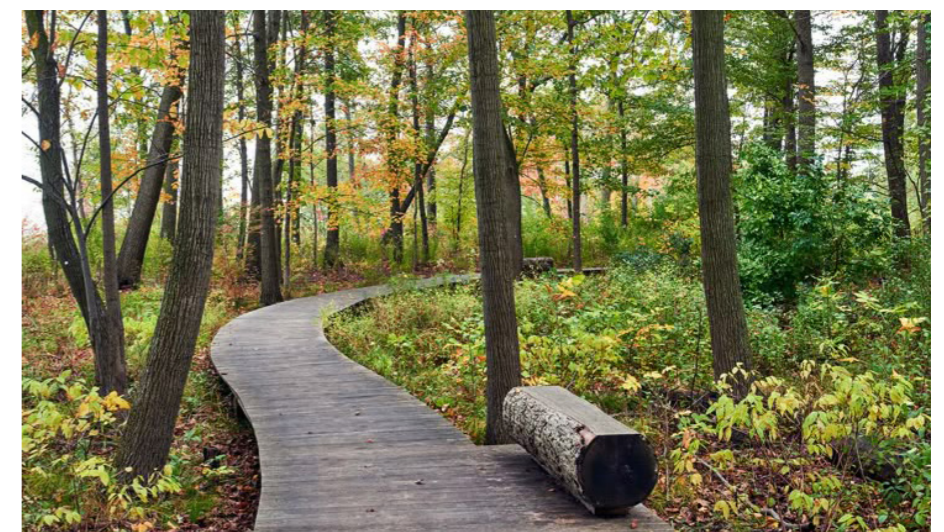
The Bredagh River Trail at the west of the town centre is currently a fairly informal path generally hugging the river's eastern bank between the town centre & Guladoo House. It is currently accessed at both the lower and upper ends of Malin Rd., however neither are overly obvious from the street. The pathway itself is narrow & in some-ways an appropriately natural "light touch", some facilities have in the past been developed, such as a wildlife watching hide & a willow walkway. The primary attraction is the river itself with its charming bridges & how tranquil the setting is.

Sensitive enhancements to the trail may be of benefit to enhance accessibility, safety, way-finding, heritage, information & definition, ensuring that for example further erosion etc. can be addressed, the area is easily maintained, & can be a well know attraction, that visitor purposefully make a trip for. A possible extension of the trail northwards to link with Gulladoo Corn Mill (see Action No.16) & Glencrow Rd. (upper); southwards along River Row linking it with the "Bayfield" via a new potential footbridge, the "Harbour" & the "Shore Path" at Bath Green would create a significant & attractive walking/cycling trail looping around much of the town.

### Potential Actions/Opportunities

- Prepare public realm improvements to enhance the trail's recreational features. E.g. improving the access routes to the trail, signage & lighting; appropriate definition of the path; improvements to hard & soft landscaping inc. surfacing; seating; & the introduction of information/heritage/woodland & river educational panels, & incidental play items. Furthermore, research, consider & pursue opportunities to join the Bredagh Trail with the Shore Path & extending of the trail beyond, potentially progressing to the realisation of a well connected, generally vehicle free town wide recreational route which links key points of interest & facilities, & tells a storey of heritage, culture & myth.

These spaces are a mixture of publicly & privately owned/controlled/maintained, so progress beyond conceptual stages can only be made by/working with/via the co-operation of all parties/stakeholders.



### Themes & objectives primarily addressed

The Setting

The Place

The Connections

The Heritage

The Economy

The Community

16 Historic & vernacular building improvements D: Gulladoo Corn Mill

A significant complex of buildings on a sizable site with frontage to Malin Rd. & access to the Bredagh River. Some of the buildings would have heritage importance & the complex is on the National Inventory of Architectural Heritage. The complex has been vacant & derelict for some time, with the buildings continuing to deteriorate & nature taking over. It is likely that there may be particular structural issues related to this and a possibility that the structure may contain asbestos materials, and/or the site may require some contamination mitigation measures due to its former uses. Furthermore, vehicular access to the site is considered to be substandard & improvements would be required.

The complex is close to the amenities of the town centre & within a particularly appealing mature woodland/riverside setting which attributes to its attractiveness to be considered an opportunity for comprehensive re-development.

Potential Actions/Opportunities

- Consider meanwhile aesthetic improvements/uses (screening; paintball/ combat games etc.).
- Consider/proceed with inclusion of the site on the Council's Derelict Sites Register, if not already done so.
- Devise/produce a Feasibility Study/Development Brief, potentially progressing to the realisation of a comprehensive redevelopment scheme (applying compulsory purchase powers if appropriate/necessary). This could include a mix of uses to support/expand the future needs of the town centre. The options could include consideration of refurbishment of all / some of the existing buildings, & construction of new attractive & characterful buildings & spaces. This could include a mix of uses such as recreation associated to the adjacent river (e.g. access to the river, small slipway/jetty, riverside path), hospitality/tourism, residential (e.g. c. 4 or 5no. 4 bedroom townhouses with private gardens & shared parking facing Malin Rd.; c. 12no 2 & 3 bedroom apartments within the older existing heritage buildings at the middle of the site, & c. 6no. 3 & 4 bedroom townhouses addressing the Bredagh River) & possibly some commercial at the "McCormick extension" or alternatively the entire block fronting Malin Rd.
- Research & potential application for & possibly securing any grant funding available.

As these premises are privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community



## 17 Community recreation use at “The Home Field”

An area of land located between the rears of properties facing Malin Rd. & the Bredagh River. It is currently open grassland with some trees throughout & woodland at its edges. The current route of the Bredagh River trail passes through & close by this area of land. The local plan has identified this land as partly “amenity area”, which therefore limits some its potential future use. It is understood to be, at the time of writing, on the market for sale.

The lands appears to have some potential for low impact recreational uses compatible with the natural riverine habitat & amenity designation of the lands. As a consequence, & in line with good urban design principles, there may also subsequently be some opportunity for properties at Malin Rd. (which currently back onto it) to provide some frontage & overlooking of the lands.

### Potential Actions/Opportunities

- Define the advantages, need, displacement potential, amount, appropriate locations & phasing for improvements, as well as the potential impacts upon adjacent uses.
- Consider & potential progress the opportunity to purchase the lands, if for sale.
- Produce proposals/complete a Feasibility Study, potentially progressing to the realisation of the enhancement of the space with improved recreational & landscape features similar & compatible with any potential improvements to the linking Bredagh River Trail (see Action No.15). E.g. signage & lighting; appropriate definition of the paths through the land; improvements to hard & soft landscaping inc. surfacing; seating; the introduction of information/heritage/woodland & river educational panels, & incidental play items; woodland & wildflower planting; & there may be opportunity for community allotment/garden spaces, particularly as the location is in an area where there are terraced houses & apartments which tend to have smaller/no gardens spaces. These improvements could be delivered on a phased/priority/selective basis.
- Engage with specialists so that any potential proposals ensure important aspects & features are protected/enhanced etc. (such as archaeological, ecological etc.)

As these lands are currently privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



### Themes & objectives primarily addressed

The Setting

The Place

The Connections

The Heritage

The Economy

The Community

## 18 Enhancement of the western gateway/commercial complex at Glencrow

An important, busy and successful commercial hub, however the space itself lacks the application of best practice urban design principles, has significant derelict/undeveloped/part developed areas, fails to address the river, & would therefore benefit from some enhancements to aesthetics & function.



### Potential Actions/Opportunities

- Consider meanwhile aesthetic improvements at the derelict/undeveloped/part developed areas (screening etc.).
  - Produce proposals/complete a Feasibility Study, potentially progressing to the realisation of the enhancement of the spaces. E.g. introduction of soft landscaping, hedges at boundaries, providing frontage to the river etc.
- As these buildings & lands are currently privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

### Themes & objectives primarily addressed

The Setting

The Place

The Connections

The Heritage

The Economy

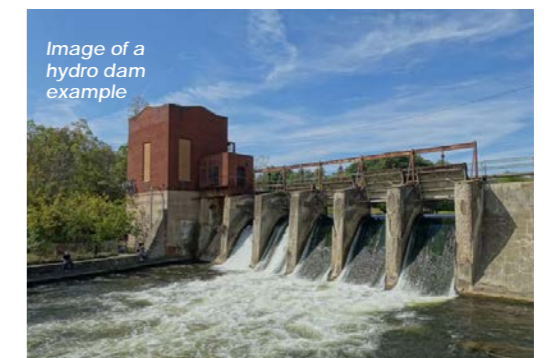
The Community

## 19 Hydro potential at Bredagh Dam

An existing dam located on the Bredagh River. The Local Plan has identified that it is a policy of the Council to consider proposals for development of the site that provide for a small hydro facility & ecotourism, including the provision of sustainable glamping & camping, compatible with the natural riverine habitat.

### Potential Actions/Opportunities

- Produce proposals/complete a Feasibility Study, potentially progressing to the realisation of the installation of appropriately designed infrastructure.
  - Engage with specialists so that any potential proposals ensure important aspects & features are protected/enhanced etc. (particularly ecological aspects, hydrology, & archaeological, etc.)
- As these lands are privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



### Themes & objectives primarily addressed

The Setting

The Place

The Connections

The Heritage

The Economy

The Community

D

# "The wider town"

- The wider area largely to the north but also to the north east & south west along the arterial roads.

The remainder of the settlement mainly consisting of a large number of the wider community which use & support the town centre & its facilities. As such it is important that although the town centre is the focus, enhancements should also filter out to these areas to strengthen the town as a whole.

The aim of the potential actions are to "facilitate appropriate uses & facilities that would benefit the town centre, however due to their nature, maybe cannot be located within it".

- 20 **Improve the setting of business uses at Glencrow** Se Pl Cn He Ec Cm  
A business park complex and collection of larger buildings with fairly low vacancy rates, however the sizable industrial type buildings & yards could be considered to be inappropriately finished & laid out for this rural edge area. There may be potential to explore options for the enhancement of the aesthetics of these (e.g. increased screening with boundary planting, define parking arrangements etc.), & consider signage/branding.
- 21 **Reuse the former factory lands at Ballynally Rd.** Se Pl Cn He Ec Cm  
A sizable & long time vacant site. It may have some potential for residential use due to neighbouring uses & the setting of the wider area.
- 22 **Review of land use to the east of Scoil Eoghan** Se Pl Cn He Ec Cm  
A sizable area of green field land with possible potential for use as vehicle parking. This could help to alleviate particular related issues associated with busy times at the Chapel & school. It may also assist the town centre if well connected, however it is possibly too detached to have a significant influence. A detailed Transport Assessment would be required.
- 23 **Enhancement of sporting facilities** Se Pl Cn He Ec Cm  
A number of outdoor pitches & small buildings associated with Moville Celtic FC at the west, & also Moville GAA at the east. There could be potential to improve the overall facilities at each location for the benefit of the wider town. It has been suggested that there is a particular need for a sizable covered/indoor facility to allow all year training/games. Furthermore, at the "Bay Field" to the west it has been pointed out that there are issues relating to coastal erosion & flooding, which there may be potential to address. A Feasibility Study would be required.
- 24 **Improved wider walking routes** Se Pl Cn He Ec Cm  
Local residents have identified a number of popular routes in & around the Town. However these are often along standard rural roads without any facilities or safety features etc. Explore the possibility for enhancement, (e.g. Cooley Graveyard) on a phased basis & potential improvements could include sections of footpaths, lighting, signage etc.
- 25 **Address issues relating to Wastewater Treatment** Se Pl Cn He Ec Cm  
Without upgrading of the existing situation, further detrimental impact will occur to the town in terms of the environment, but also social & economic aspects due to the lack of capacity to facilitate future regeneration.



A mood board for "The wider town" - images of the existing situation and other "best practice" examples demonstrating the ambition.

20 Improve the setting of business uses at Glencrow

A business park complex and collection of larger buildings with fairly low vacancy rates, however the sizable industrial type buildings & yards could be considered to be inappropriately finished & laid out for this rural edge area. There may be potential to explore options for the enhancement of the aesthetics of these.

Potential Actions/Opportunities

- Explore options for the enhancement of the aesthetics of the complexes. E.g. increased screening with boundary planting, define parking arrangements etc., & consider signage/branding.

As these buildings & lands are generally privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

21 Reuse the former factory lands at Ballynally Rd.

A sizable & long time derelict/vacant site. It may have some potential for residential use due to neighbouring uses & the setting of the wider area.

Potential Actions/Opportunities

- Consider meanwhile aesthetic improvements (screening etc).
- Consider inclusion of the site on the Council's Derelict Sites Register, if not already so.
- Devise & produce proposals for redevelopment (via the completion of a Feasibility Study/Development Brief). For example an edge of town centre residential scheme with well designed family homes with gardens and parking, would best support the aim of getting people living in & close to the town centre, bringing vibrancy & vitality to the place & providing much needed housing options.

As these lands are privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

22 Review of land use to the east of Scoil Eoghan

A sizable area of green field land with possible potential for use as vehicle parking. This could help to alleviate particular related issues associated with busy times at the Chapel & school, & accommodate coach parking, allowing the town centre to avail of "cruise ship" visits & trips. It may also assist the town centre if well connected, however it is possibly too detached to have a significant influence.

Potential Actions/Opportunities

- Interlinked with the review, undertaking & provision of a Town Centre Wide Parking Assessment & Strategy (as per Action No. 1). The review should consider these lands in any analysis & modelling of potential parking provision options, & could proceed to possible engagement with the relevant landowner(s).
- Other uses for the lands could also be considered, e.g. residential etc.

As these lands are privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

23 Enhancement of sporting facilities

Existing facilities include a number of outdoor pitches & small buildings associated with Moville Celtic FC, Moville GAA, & the School. The town has rich sporting heritage, e.g. the Kennedy Cup. It has been identified by the community that options for poor weather training/events is limited, & a large multi purpose indoor space is required.

Potential Actions/Opportunities

- Produce proposals/complete a Feasibility Study, potentially progressing to the realisation of the provision of new/enhanced facilities. E.g. there could be potential to improve each location or create a new shared hub. Furthermore, at the "Bay Field" to the west it has been pointed out that there are issues relating to coastal erosion & flooding, which there may be potential to address.

As any lands with potential are likely to be privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).

Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

24 Improved wider walking routes

Local residents have identified a number of popular & generally attractive walking routes in & around the town. However these are often along standard rural roads without any facilities or safety features etc.

Potential Actions/Opportunities

- Explore the possibility to enhance identified local walking loops, e.g route to Cooley & the link back to the town. This could be on a phased basis & potential improvements could include sections of footpaths, lighting, signage/wayfinding etc.

As the lands potentially require can be both publicly & privately owned, progress beyond conceptual stages can only be made by/working with/via the co-operation of the owner(s).



Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

25 Address issues relating to Wastewater Treatment

Without upgrading of the existing situation, further detrimental impact will occur to the town in terms of the environment, but also social & economic aspects due to the lack of capacity to facilitate future regeneration.



Potential Actions/Opportunities

- There is a current & ongoing process of proposed upgrading works, which is for the relevant bodies/authorities to progress appropriately bringing it to some form of a satisfactory conclusion for all.
- It is outside the scope of this Strategy to propose specific actions in relation to this. However it is has been identified due to it's importance & significance.

Themes & objectives primarily addressed

The Setting	The Place	The Connections
The Heritage	The Economy	The Community

# Section



## The Action Plan

# The “Actions”



A summary table

The adjacent table summarises the identified potential actions, relating to the development themes. This table indicates how needed the action is (priority); challenging but realistic potential timescales for delivery, the indicative cost to complete and the central stakeholders that would need to be involved.

1

2

3

Priority

Higher  
Medium  
Lower

Highly desirable to deliver ASAP  
Lower need to deliver ASAP  
Least need to deliver ASAP

⌚

➡

Potential Timescale

Shorter  
Medium  
Longer

within 5 years  
5 to 10 years  
beyond 10 years

€

€

€

Potential Indicative Cost

Lower  
Medium  
Higher

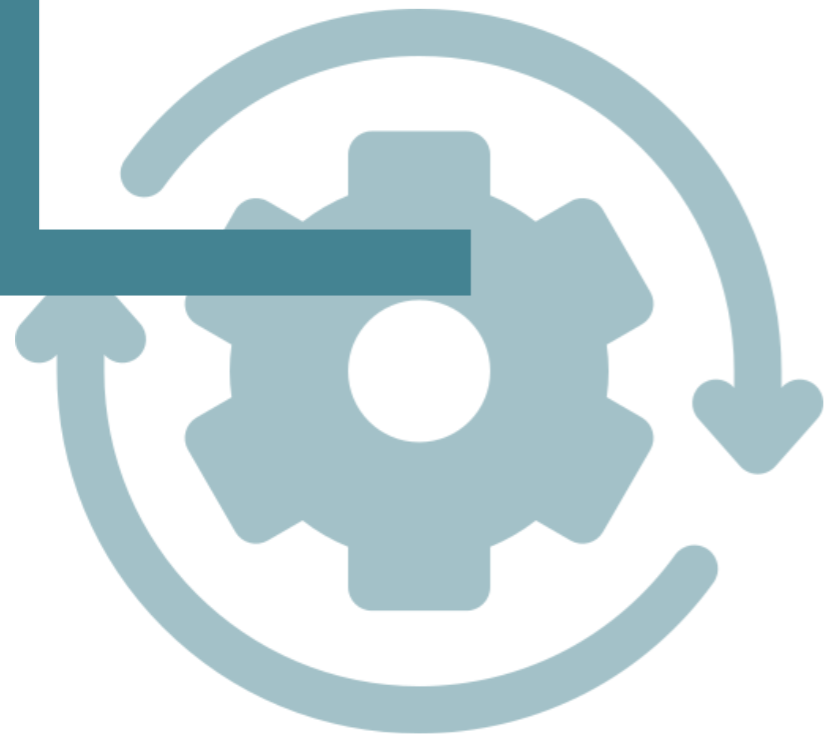
< €0.5m  
between €0.5m to €2.5m  
> €2.5m

Central Stakeholders

Donegal County Council  
Regeneration & Development Team - DCC Regen  
Roads Department - DCC Roads  
Housing Department - DCC Housing  
Cultural Services (incl. Heritage) - DCC Cultural  
Community Development Department - DCC Community  
Economic Development Department (incl. Tourism) - DCC Economic  
Planning Department (incl. Conservation) - DCC Planning  
Department of Rural and Community Development - DRCD  
Transport for Ireland - TfI  
Community based organisations  
Private - including landowners / developers / and individuals

Focus Area	Project Number	Key Project	Potential Project Description	Priority Level	Potential Time scale	Indicative Cost	Lead Stakeholder	Partners	Funding	Themes					
										Setting	Place	Connections	Heritage	Economy	Community
A - The Central Streets	1	*	Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St.	Higher	Medium	Medium	DCC Roads	DCC Community, DRCD, Private, TfI	RRDF, Town and Village Renewal Scheme						
	2		Historic & vernacular building improvements A: The former "AIB" bank	Higher	Medium	Medium	Private	DCC Cultural, DCC Planning	Town and Village Renewal Scheme, Housing Funding, Private Funding						
	3		Regeneration Opportunity A: The Former "Caiseal Mara" Hotel	Lower	Longer	Higher	Private	DCC Cultural, DCC Planning	RRDF, Housing Funding, Private Funding						
	4		Address the vacancy of The Former "Foyle" Hotel	Medium	Shorter	Medium	Private	DCC Cultural, DCC Planning	RRDF, Private Funding						
	5	*	Redevelopment of lands at Malin Rd. containing a derelict apartment building	Medium	Medium	Higher	Private	DCC Housing, DCC Regen, DCC Planning	RRDF, Town and Village Renewal Scheme, Housing Funding						
	6	*	"Right Size Housing" / "Bring Back Housing" opportunities	Higher	Medium	Medium	DCC Housing	DCC Housing	Housing Funding, Private Funding						
	7		Shop frontage improvements at Market Sq. & the connecting "commercial" streets	Medium	Shorter	Lower	Private-Businesses	DCC Economic, DCC Planning	RRDF, Town and Village Renewal Scheme, Business Grants						
	8		Re-imagining of "The Alley" spaces	Lower	Medium	Lower/Medium	DCC Regen	Private, DCC Community, DCC Economic, DCC Housing	RRDF, Town and Village Renewal Scheme						
B - The Foreshore	9	*	Public realm improvements B: Along James St. (Lower); the public car-park: Bath Tr., Montgomery Tr.; & Quay St.	Higher	Shorter	Medium	DCC Roads	DCC Community, DRCD, Private	RRDF, Town and Village Renewal Scheme						
	10	*	Regeneration Opportunity B: Derelict site at James St.	Higher	Medium	Higher/Medium	Private	DCC Regen, DCC Planning, DCC Cultural	Town and Village Renewal Scheme, RRDF, Private Funding						
	11	*	Historic & vernacular building improvements B: St Eugenes Hall	Medium	Lower	Medium	Private / Parish	DCC Cultural, DCC Planning	RRDF, Town and Village Renewal Scheme, Leader						
	12		Historic & vernacular building improvements C: The Masonic Hall	Medium	Shorter /Medium	Lower/Medium	Private	DCC Cultural, DCC Planning	Town and Village Renewal Scheme, Private Sector						
	13	*	Bath Green & The Shore Walk	Medium	Longer	Medium	Local Community	DCC Community, DCC Regen, DRCD	RRDF, Leader, CLAR, ORIS, Active Travel						
	14		The Harbour	Lower	Longer	Medium	DCC Community	DCC Regen	CLAR, RRDF, Town and Village Renewal Scheme, Leader, CEP						
C - Bredagh River & it's environs	15		Enhancement of the western gateway/commercial complex at Glencrow	Lower	Shorter	Lower	Private-Businesses	DCC Economic, DCC Planning	Town and Village Renewal Scheme, Private Funding						
	16	*	Enhance & extend the Bredagh River Trail	Higher	Medium	Lower/Medium	DCC Community	Private, DCC Cultural, DRCD	RRDF, Leader, CLAR, ORIS						
	17		Community recreation use at "The Home Field"	Lower	Medium / Longer	Lower	DCC Community	Private, DCC Planning	RRDF, CLAR, ORIS, Leader, Private Funding						
	18		Historic & vernacular building improvements D: Gulladoo Corn Mill	Lower	Longer	Higher	Private	DCC Cultural, DCC Planning	RRDF, Town and Village Renewal Scheme, Housing Funding, Private Funding						
	19		Hydro potential at Bredagh Dam	Lower	Longer	Medium	DCC Regen	DCC Economic, DCC Planning	Private Funding						
D - The Wider Town	20		Improve the setting of business uses at Glencrow	Lower	Shorter	Lower	DCC Regen	DCC Economic, DCC Community	Private Funding						
	21		Reuse the former factory lands at Ballynally Rd.	Lower	Medium	Medium	Private	DCC Housing, DCC Planning	Housing Funding, Private Funding						
	22		Review of land use to the east of Scoil Eoghan	Lower	Medium	Medium/Higher	DCC Regen	DCC Planning, DCC Community	Private Funding						
	23		Enhancement of sporting facilities	Medium	Medium	Medium/Higher	Private	DCC Community, DCC Regen, DRCD	CLAR, ORIS, Leader						
	24		Improved wider walking routes	Medium	Shorter	Medium	DCC Community	DCC Roads, DCC Planning, DCC Planning, Private, DRCD	CLAR, ORIS, Leader, Active Travel						
	25		Address issues relating to Wastewater Treatment	Higher	Shorter	Higher	Uisce Éireann	DCC Community	N/A						

# Section



An Implementation  
Strategy

# Funding & enabling delivery



The delivery of the Plan will require a flexible, co-ordinated and committed approach by all stakeholders responsible for its implementation. The scale of individual development proposals will dictate the level of resources required for their delivery, either solely by the public sector, or solely by the private sector or as some form of joint venture.

Building on the contributions of the local community in developing this Strategy, and working in partnership with and supported by the local authority, the implementation of the Moville Regeneration Strategy will progress as a result of ongoing and continued partnership and collaboration between all stakeholders, adopting a progressive, flexible and agile approach throughout the life time of the Strategy.

For all the Plan's various proposals, it will be important to ensure that all necessary mechanisms, including funding, responsibilities, co-ordination and co-operation, are in place to ensure timely and robust delivery.

In line with Our Rural Future these initiatives can be delivered, working in partnership with stakeholders capitalizing on available funding mechanisms through programmes such as for example the Shared Island Fund, Peace Plan, Rural Regeneration Development Fund, Town and Village Renewal, Outdoor Recreation Infrastructure Scheme.

The Strategy seeks to respond to the economic, social and environmental challenges facing Moville. It also seeks to respond to many of the town's physical, environmental and natural attributes including its great shared built and cultural heritage, its attractive coastal location and close proximity to a number of regional tourist amenities.

The sources / tools of potential funding and delivery include:

A

## The Public Sector and Local Authority

It is an ambition that Public Sector funding for particular proposals could be facilitated by Donegal County Council, however in the current economic climate there can be no certainties. Other Public Sector funding sources may include for example opportunities under the Department of Rural and Community Development's Rural Development Investment Programme, as a part of Project Ireland 2040. This includes the Rural Regeneration and Development Fund (RRDF) and the Town and Village Renewal scheme, LEADER, Outdoor Recreation Infrastructure Scheme (ORIS), and the CLÁR Programme.

B

## The Private and Community Based Sector

It is expected that the private sector will play a major part in fulfilling the regeneration objectives, given that a large portion of the town comprises of private businesses and lands that are in private ownership. Ongoing meaningful engagement with the Private and Community Sectors to facilitate co-ordinated delivery and therefore creating the conditions where the private sector can confidently contribute to the regeneration of Moville.

C

## Development Briefs

In the circumstances where there are sites which require particular regeneration, Development Briefs could be used as a mechanism to achieve regeneration goals by informing potential developers and other interested parties of the opportunities of each site.

D

## Local Asset Backed Vehicles

This potential delivery mechanism involves a joint venture between the Public and Private/Community based Sectors and it could be a successful approach to delivering mixed use regeneration, particularly at some of the Strategy's more complex proposals.

E

## The Heritage Council

Heritage Council funding, should be considered as a means for funding. This could be an avenue particularly explored in relation to any proposed works to protected buildings/structures within the town.

Other funding avenues that could be explored include the Outdoor Public Space Scheme, Outdoor Recreation Infrastructure Scheme, the Irish National Lottery Funding, the Strategic Funding Unit, Historic Structures Fund, and Built Heritage Investment Scheme to name a few.



# Funding sources

Potential Funding Source	Type of Support	Notes
Rural Regeneration Development Fund (RRDF)	Mainly Capital (min €500k) with minor revenue (max 3yrs)	Annual call, €m available but highly competitive and requires match funding and 'shovel ready' projects (e.g. planning permission in place). Funds supports rural renewal and regeneration in towns with less than 10,000 people. Initial funding of €315 million was allocated to the fund on a phased basis over the period 2019 to 2022, however the RRDF has a commitment of €1 billion by government to be invested in rural Ireland over the period 2019 to 2027.
National Development Programme	Mainly Capital	Climate Action Fund will support up to 50% of project costs that meet Ireland's climate and energy objectives. Open to non-departmental public bodies, private organisations, academia and NGOs. Other funds such as Build Digital Grant and the Disruptive Technologies Innovation Funds are aimed at multi-partner consortia and large projects. Smaller grants may be available directly or indirectly relating to climate change (e.g. retrofitting homes, electric charge points and smaller scale environmental/energy efficiency projects).
Community Enhancement Programme	Capital	The Community Enhancement Programme (CEP) provides capital funding to community groups in disadvantaged areas across Ireland. Projects covered by the CEP include minor improvements to buildings, minor renovation of community centres, developing community amenities and improvements to town parks, common areas and energy-saving projects.
Leader 2023-2027	Capital	Leader is a rural development programme co-funded by the EU which aims to meet the needs of rural communities and businesses. The programme supports private enterprises and community groups in rural areas. Fresh funding of €180 million available to support rural communities and enterprises between 2023 - 2027.
Town and Village Renewal Scheme	Capital	The Town and Village Renewal Scheme is managed on behalf of the Department by the local authorities, and the programme is funded under Project Ireland 2040. The Scheme is targeted at towns and villages with a population of 10,000 or less and all projects funded under the Scheme must be completed within a 12 to 18 month period.
Outdoor Recreation Infrastructure Scheme (ORIS)	Capital	The Outdoor Recreation Infrastructure Scheme provides funding for the development of new outdoor recreational infrastructure. It provides funding for the development, extension and repair of trails, walkways, cycleways and blueways; improved access to outdoor leisure or recreational facilities; and development of outdoor recreational infrastructure.
CLÁR Programme	Capital	<p>The CLÁR programme (Ceantair Laga Árd-Riachtanais) provides funding for small-scale infrastructural projects in rural areas. The funding works in conjunction with local funding and on the basis of locally identified priorities and the scheme is funded by the Department of Rural and Community Development.</p> <p>Almost €9 million in fresh funding was allocated to community and sports facilities nationwide under the 2024 CLÁR (Ceantair Laga Árd-Riachtanais) programme .</p> <p>Under Measure 1 of the 2024 initiative, grants from €5,000 to €50,000 were being provided to support the development of community and sports facilities, youth clubs, playgrounds, sensory gardens, walking tracks and much more.</p>
Housing	Mainly Capital	A variety of housing assistance programmes are available (e.g. for renovations, adaptations, energy efficiency, older people etc) excluding incentive schemes (e.g. help to buy). These may change over time.
IDA, Enterprise Ireland and the Western Development Commission	Capital and Revenue	IDA can support FDI on a case by case basis. Enterprise Ireland can provide a spectrum of grants and support (e.g. Business Financial Planning Grant; Sustainable Enterprise Fund (small €25k-50k; and large up to €800k), Brexit Ready for Customers, Capital Investment Schemes, Online Retail and Lean Business Continuity Voucher) The WDC can assist project (e.g. developing hubs) as part of its Atlantic Economic Corridor initiative; and via equity finance and loans.
North West Regional Assembly	Capital and Revenue (at least indirectly)	Being located in the border area enables access to a wider range of EU funds than counties in central Urban Areas.
Active Travel Fund & Sustainable Mobility Investment Programme	Capital	These potential funding sources support the rapid roll out of new and improved active travel infrastructure in towns/villages.
Cross-Border  SEUPB InterTradelreland	Capital and Revenue	<p>Donegal's location opens up cross-border funding opportunities such as InterTradelreland (e.g. equity, sales, innovation, export support) and SEUPB.</p> <p>The SEUPB Peace Plus programme will run from 2021-2027 and have a budget of €1bn to be apportioned across six themes.</p>

Table: Potential sources of funding to enable implementation (suggested sources require further investigation to determine suitability)

# Responsibility for delivery



The following key stakeholders will have respective responsibilities for implementation, with a continuing commitment to providing the resources required for the delivery of the proposals contained within the Strategy:



## Donegal County Council

Donegal County Council, in particular the Community Development Division, has been actively involved throughout the preparation of the Strategy and so will be an important contributor to its implementation and delivery. The Council’s internal teams and departments, which also includes the Regeneration and Development team, Roads, Housing, Cultural Services, Economic Development, and Planning Department, will take lead on relevant aspects of the strategy as and where required.



## Merville Tidy Towns

Merville Tidy Towns aims to create a more pleasant and healthy environment in which to live and work, enhancing the area and caring for our walkways. Tidy Towns can contribute and assist with the implementation of projects such as public realm improvements, the re-imaging of ‘The Alley’ spaces and any proposed works to Bath Green and the shore walk.



## Transport for Ireland (TFI)

Transport for Ireland’s responsibilities will largely be associated with and focused on the delivering public transport services in the town, in particular new bus stop facilities. TFI will collaborate with various other stakeholders, including DCC Roads Team and private landowners, in order to achieve delivery of those relevant aspects of the Strategy.



## Department of Rural and Community Development

DRCD is the Government Department with responsibility for supporting the rural sector throughout the country and will therefore play a key role in the implementation and delivery of this Strategy.



## Uisce Éireann

Uisce Éireann has a role in developing a sewage scheme for town to address issues with wastewater incapacity and the subsequent impacts upon Lough Foyle and the Bredagh River.



## Private Developers, Business Owners & Landowners

Private developers, business owners and landowners will probably play the most important role in the delivery of the potential. The correct conditions need to be in place to ensure they contribute effectively which can include support, in terms of funding, design and regulatory; confidence in the market & economy, & importantly the ability to make a reasonable/appropriate return/profit on their investments. The key Stakeholders will aim to work closely and co-ordinate with all interested private developers and landowners to ensure effective implementation and delivery of proposals.



# Potential timescales / phasing

## Potential project timescales / phasing

The Action Plan set out within this document identifies the actions for delivery of the Strategy’s proposals and a timetable for their delivery. Regular monitoring and evaluation is recommended. Successful delivery will require a collaborative approach between all stakeholders. Each individual project will have its unique requirements and timescales for delivery depending on its scale, ownership context, costing etc

Shorter term projects comprise of those that potentially could be largely achieved within a 5 year period; medium term projects are those that potentially could be largely achieved between 5 and 10 years and longer terms projects are those that could potentially be largely delivered after a period of 10 years. The phasing plan provided is indicative only and subject to a number of factors including land ownership and buy-in, feasibility development, planning, funding and other statutory approvals, technical design consideration and construction delivery.

Those projects which are considered as having potential to be achieved within the shorter timeframe (< 5 years) are those that are generally within public ownership and where demand and buy-in from the community and other relevant stakeholders has been demonstrated through the Regeneration Strategy process. Projects which are not currently within public land ownership, but are identified as being achievable in the shorter term, are those where there appears to be general willingness from the landowner to support the future regeneration of the site through delivery of the potential project / site objectives. Delivery timescales include for example full implementation through RIAI Stages 1-7 i.e. from initial brief and concept design through to construction and handover on site.

Some actions identified will be ideal contenders for “Quick Wins”, bringing short term visible benefits to the town. Delivery of other actions will possibly be longer term. “Quick Wins” are generally identified as actions which fall into the brackets of having a shorter potential timescale (<5years) and will be of low indicative cost (<€0.5m). They are generally projects which occur at sites where ownerships are relatively clear (normally public) or there are particular readily available sources of funding that the private sector can avail of. They can act as catalysts for longer term actions.

Potential Quick Win projects within Moville include:

- Shop frontage improvements at Market Sq. & the connecting “commercial” streets;
- Historic & vernacular building improvements;
- Right size housing opportunities;

The strategy identifies several ‘key regeneration/future development sites’ that, if developed, could be particularly beneficial to the town and its people, i.e. “game changers”. These are considered to be of a higher/medium priority level, and generally have the potential to be delivered over a shorter (< 5 years) to medium (5-10 years) timeframe. The identified ‘key regeneration/future development sites’ and their indicative delivery timescales are as follows:

- Historic & vernacular building improvements B: St Eugene’s Hall. (0-5 years)
- Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St. (5-10 years)
- Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St. (0-5 years)
- Redevelopment of lands at Malin Rd. containing a derelict apartment building. (5-10 years)
- “Right Size Housing” / “Bring Back Housing” opportunities. (5-10 years)
- Regeneration Opportunity B: Derelict site at James St. (5-10 years)
- Enhance & extend the Bredagh River Trail. (5-10 years)
- Bath Green & The Shore Walk. (10+ years)



# Mechanisms for delivery and managing progress

**Monitoring and evaluation**

A series of measurable indicators to quantify progress will be established on implementation of projects to enable the monitoring and evaluation of the Strategy on a regular basis. The measured change over time will give an indication of the progress towards full achievement of the vision, the delivery of specific objectives and the overall vitality and viability of the town.

Typical measures could include an annual review of the Stage One Health Check, such as comparing the number of vacant buildings year on year to ensure the Strategy is increasing occupancy in the town.

To give a balanced and comprehensive picture, the statistical measures need to be complemented by qualitative assessments, which could include regular forums with the community. Some of the data may be collected on an annual basis, some on a biannual basis, some every 5 years, and Census related data every 10 years.

This review should be used to ensure the Strategy continues to be sufficiently flexible and capable of appropriate adaption to changes in the physical, social, economic and environmental context, rather than being a rigid and quickly outdated document of little benefit to the community.

**Land ownership**

There is a mixture of public and private land ownerships throughout the town and surrounding environs, therefore the Strategy will require a number of different delivery mechanisms to suit the requirements of each project and their respective stakeholders. The participation of and ongoing engagement with and between landowners will form an important element of the implementation of the Strategy, particularly the delivery of the proposed ‘key projects’. In some cases the delivery of proposals advocated by the masterplan will require the simultaneous redevelopment of land that is under more than one land ownership. The following table outlines the land ownership status of the key regeneration sites and the potential delivery mechanisms for any future development proposals on these lands:

Key Site /Action	Ownership status & potential delivery mechanism
A1) Public realm improvements A: Market Sq.; Main St.; Bath Tr. (West); James St.; Malin Rd.; & Foyle St.	Majority of the area is under public ownership i.e. Council Roads. Some elements of work may impact upon private lands and so co-ordination between various parties will be required.
A5) Redevelopment of lands at Malin Rd. containing a derelict apartment building	Lands are entirely under private ownership. Development could be facilitated by the private owner or in a joint venture with the public sector. i.e. Council’s Housing Section.
A6) “Right Size Housing” / “Bring Back Housing” opportunities	The majority of these buildings and lands are under private ownership. Development could be facilitated by the private owner or in a joint venture with the public sector. i.e. Council’s Housing Section.
B9) Public realm improvements B: Along James St. (Lower); the public car-park; Bath Tr., Montgomery Tr.; & Quay St.	These areas are largely publicly owned i.e. Council Roads. Some elements of work may impact upon private lands and so co-ordination between various parties will be required.
B10) Regeneration Opportunity B: Derelict site at James St.	Lands are entirely under private ownership. Development could be facilitated by the private owner or in a joint venture with the public sector. Development briefs could be utilised.
B11) Historic & vernacular building improvements B: St Eugene’s Hall	Lands are entirely under private ownership i.e. Parish. Development could be facilitated by the private owner or in a joint venture with the public sector.
B13) Bath Green & The Shore Walk	These areas are largely publicly owned i.e. Council Roads and the people of Merville. Some elements of work may impact upon private lands and so co-ordination between various parties will be required.
C16) Enhance & extend the Bredagh River Trail	Land are largely under private ownerships, although some areas of public lands may be impacted or included in proposals. Development could be facilitated in a joint venture with the public sector. Co-ordination between all parties will be important.

*The Central Stakeholders - identifying the ownership status and potential delivery mechanisms for each key site / action*

# Acknowledgments

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Donegal County Council and the project consultant team would like to acknowledge and thank all those who have contributed their time, knowledge and ideas to this process and the end product. The Movlle Regeneration Strategy and Action Plan was prepared under the direction of Donegal County Council’s Regeneration and Development Team, and in collaboration with Inishowen Municipal District Elected Members; and various Donegal County Council Departments.

A thank you also to the Irish Architecture Foundation and those involved in the “Reimagine Moville” process, which has fed into the preparation of the Strategy. A particular mention must also be made to members of the local community and community based groups who participated, supported and contributed to the Regeneration Strategy for Moville.

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*GM Design Associates Limited accepts no responsibility for comments made by members of the community which have been reflected in this report.*

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This Regeneration Strategy and Action Plan was commissioned and overseen by Donegal County Council's Regeneration Team, with the aim of providing an evidenced based framework that sets out key aspirations and priorities in supporting the sustainable regeneration of Moville and the wider area. GM Design Associates, an Architectural, Master-Planning and Landscape practice, have assisted the Council with this project and the production of the Strategy and Action Plan.

When implemented, the actions contained within this Strategy and Action Plan can result in an enhanced urban core of public spaces and community facilities, with greater housing, commerce, employment, recreational and tourism opportunities. The Strategy provides a mechanism for the delivery and implementation of future development and regeneration of Moville that will help facilitate the unlocking of the potential of the town, including its unique architectural and cultural heritage and attractive lough shore and landscape setting.

The opportunity is now and is here to be grasped.