



MOVILLE

Moving . Forward . Together

A Regeneration Strategy & Action Plan

Regeneration Strategy & Action Plan . September 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



Existing 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 residents 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 below 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.

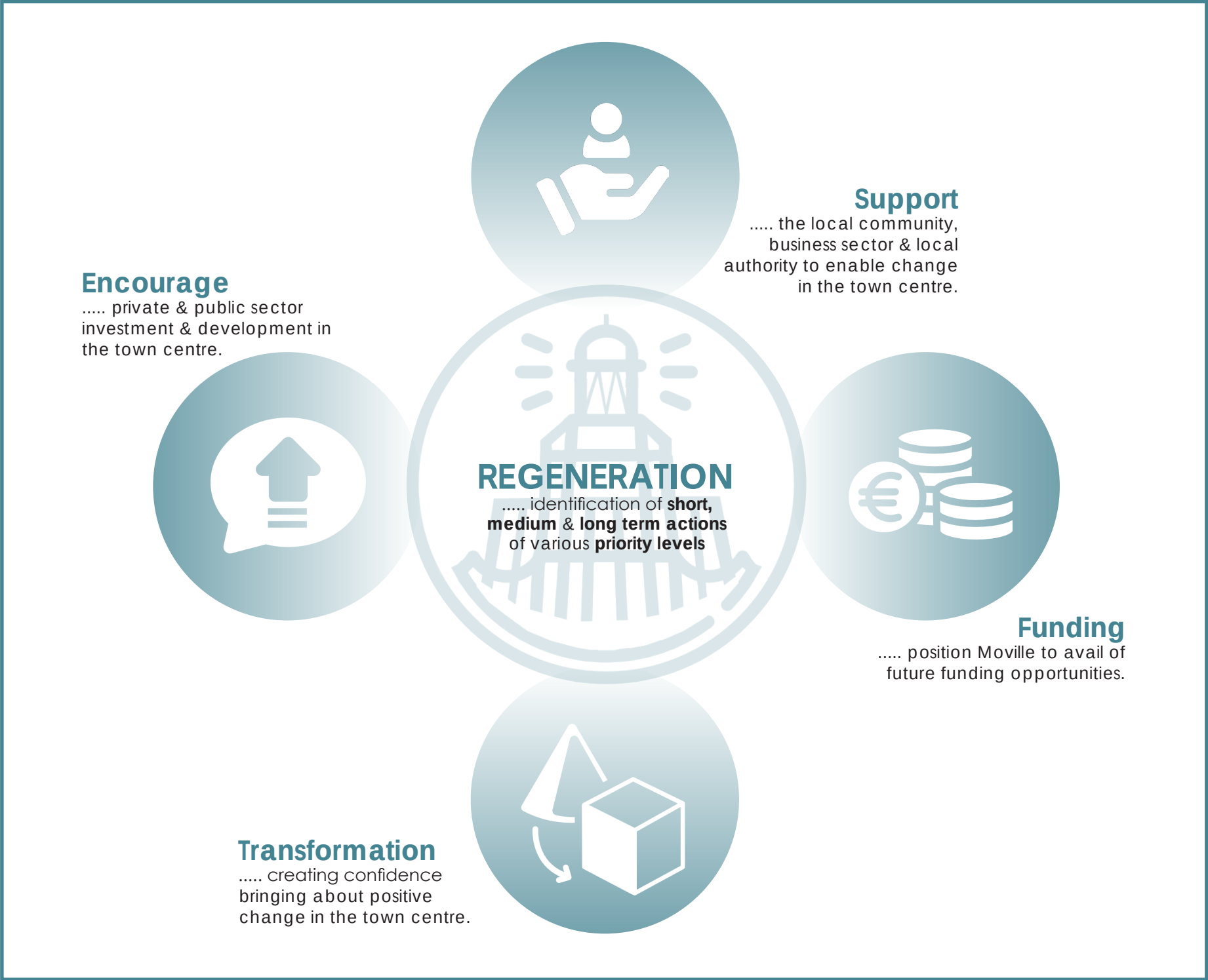
The Merville RS&AP is regeneration and renewal focused with a view to strengthening the role, image, vibrancy, vitality and resilience of Merville town centre in particular. It puts place-making at the centre of the value proposition for the town as a means of enabling and attracting investment and regeneration.

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 Council’s 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

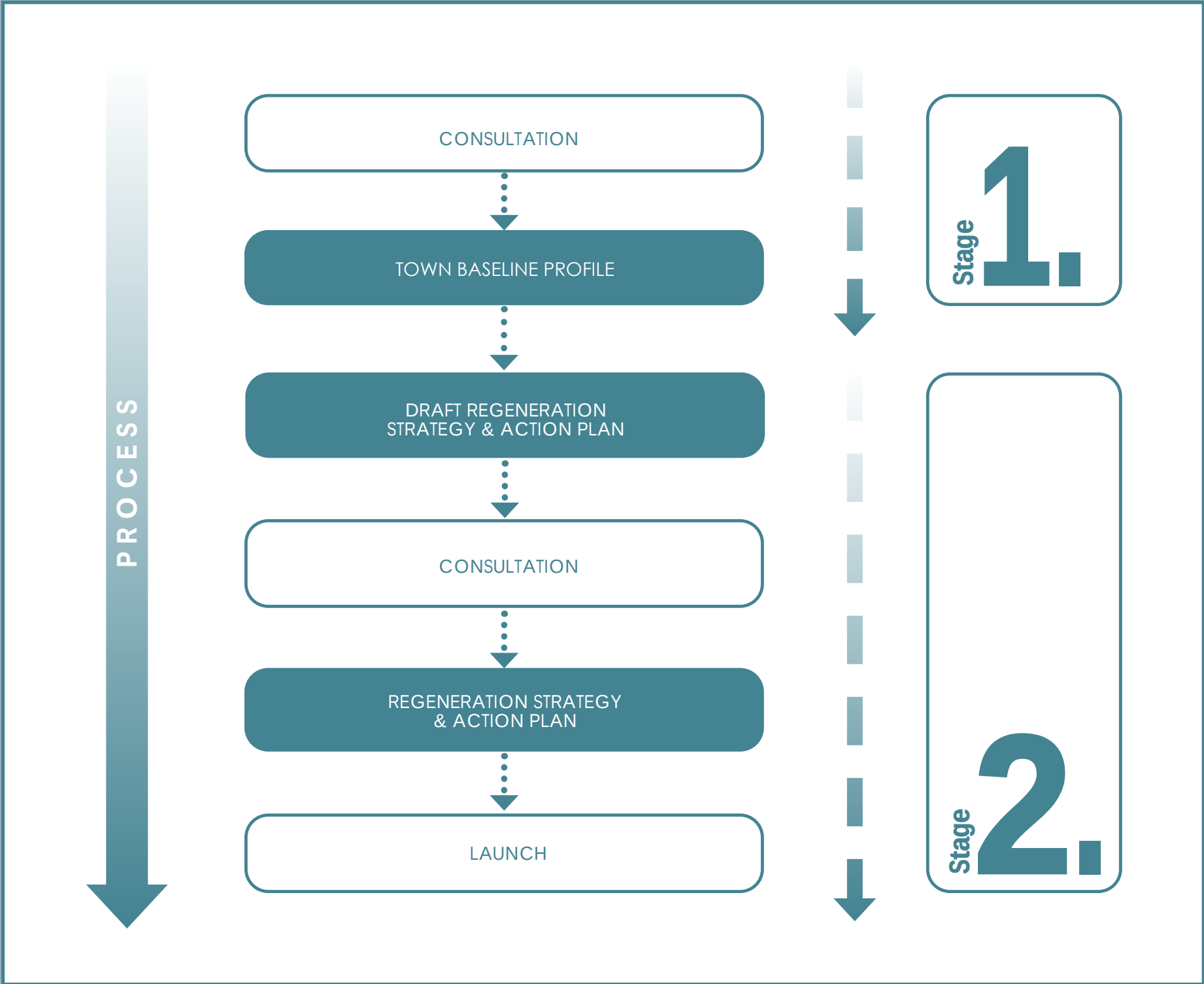
The Moville Regeneration Strategy is the outcome of 2 work stages, which are identified and detailed in the adjacent diagram. These work stages comprised of a range of integrated and iterative analysis, appraisal, masterplanning and design outputs that ultimately leads to and provides a viable pipeline 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 assupported by a range of physicalsurveys and assessments of the demographic, social, economic, and physical aspects of the town, 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.



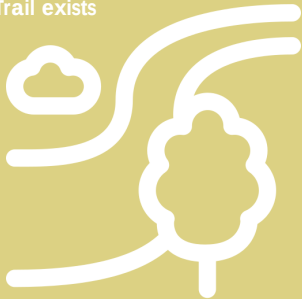
LOCATION

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.

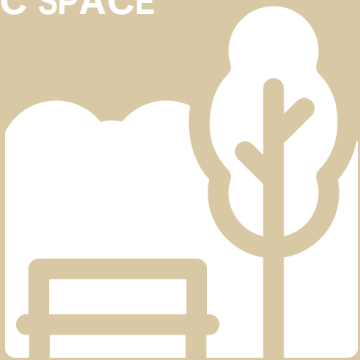


STRENGTHS

A summary of findings from the Stage 1 Baseline Profile...continued

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 Stage 1 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.

The historic core of the town is 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"

A summary of findings from the Stage 2 Engagement Process



The Draft Moville Regeneration Strategy & Action Plan was subject to a comprehensive phase of consultation with all identified stakeholders, representing the range of statutory, community, and political interests in the area. This consultation took place between February and May 2025. In terms of the key findings and outcomes of the engagement, the following highlights were of particular relevance.

DONEGAL COUNTY COUNCIL DEPARTMENTS

Regeneration / redevelopment of Caiseal Mara site on Foyle Road.

While there is wide support for the the need/opportunity to provide additional town centre living, this proposal would involve a very significant demolition/rebuild and this raises the question whether refurbishment should be explored in the first instance given focus on the Circular Economy. It was advised that new terrace should be of a vernacular character and was suggested that a combination of grouped parking to the rear or reserved parallel kerbside parking be employed in lieu of internal garages.

Land to the east of Scoil Eoghan

It is noted that the use of the undeveloped lands to the east of Scoil Eoghan for overspill vehicular parking (Action 22) should be subject to a detailed needs assessment. However, it is suggested that this accessible area (and the former factory lands at Ballynally Road Action 21 refers) would be most suitable for backland/infill residential development given their accessible and serviced nature.

Bus stop at Market Square

Updates on the development of plans for a northbound bus stop along Main Street and adjacent to Market Square was provided by the Roads Department, who are developing the plans in collaboration with the National Transport Authority. It was acknowledged that there are some who are very resistant to losing car parking in the square and therefore the possibility of an online stop was suggested, similar to the potential southbound stop.

Wastewater incapacity

Issues relating to wastewater incapacity has the potential to hinder progress on the regeneration of Moville. A number of the proposed potential actions within the Strategy will rely on adequate water and wastewater infrastructure with which there are long standing issues to resolve.

‘Heritage-led approach’

It was considered that a ‘heritage-led approach’ should be taken throughout the town. The essence of this is that ‘the priority should be given to the conservation repair and reuse of traditionally built historic buildings, new development should be designed to respect the historic setting of the town. Whilst new buildings should be historically informed, they can also be contemporary in character.’ Clarification was also provided by Council on the extent of the Moville Architectural Conservation Area (historic core of the town).

Biodiversity

Advise was provided on appropriate planting e.g. high colour annual mix wildflower is not suitable, nor is ash or oak street trees. The Right Tree, Right Place principles should be applied to all tree planting. With regards upgrades to heritage and older buildings, the need to incorporate and/or protect swifts and bats, which often use these kinds of buildings, was outlined. Baseline ecological data will be required for certain areas to inform projects and programmes at an early stage of their development. Where invasive species are present, an Invasive Species Management Plan will be required as part of any capital works.

HISTORIC MOVILLE CONSERVATION PLAN

Work on preparation of the Draft Regeneration Strategy and Action Plan has coincided with the preparation of a Community Led Historic Moville Conservation Plan by the Heritage Council. The Conservation Plan identifies significant heritage assets, evaluates their condition, and provides actionable steps to safeguard them. Close collaboration with the authors of the Conservation Plan, and a detailed review of its findings and conclusions has resulted in consistent messaging and recommendations. The following key recommendations are included within the Draft Conservation Plan, and which are consistent with the ethos of the Regeneration Strategy and Action Plan:

- Protecting floodplains and promoting biodiversity through natural based solutions and sustainable practices.
- Conserving historic buildings with a minimal intervention approach – and where repairs are necessary using like-for-like materials and high-quality proficient craftsmanship.
- Arresting the spread of invasive species where present throughout the town’s open and green spaces, and improving water quality in the Bredagh River.
- Developing policies to guide best practice conservation and making the most of what we've already got through re-purposing, while supporting community engagement and education.

The Draft Conservation Plan highlights the importance of sustainably protecting, conserving and enhancing Moville’s unique built, natural, and cultural heritage and serves as a roadmap for creating a vibrant and resilient future for this historic Irish coastal town. It discusses Moville’s Built Heritage and its largely intact historic core, comprising the market square and three primary historic streets as well as specific work by celebrated leading Irish modernist architect Liam McCormick. The Draft Plan outlines that some small yet still significant houses are at risk of deterioration without intervention – though small their loss would significantly diminish Moville’s distinctive character. The natural heritage key assets are also highlighted including Bath Green; substantive stands of mature woodlands; riparian corridors at Bredagh River; and Lough Foyle itself. Invasive species and structural barriers to dealing with water quality in the rivers require immediate attention.

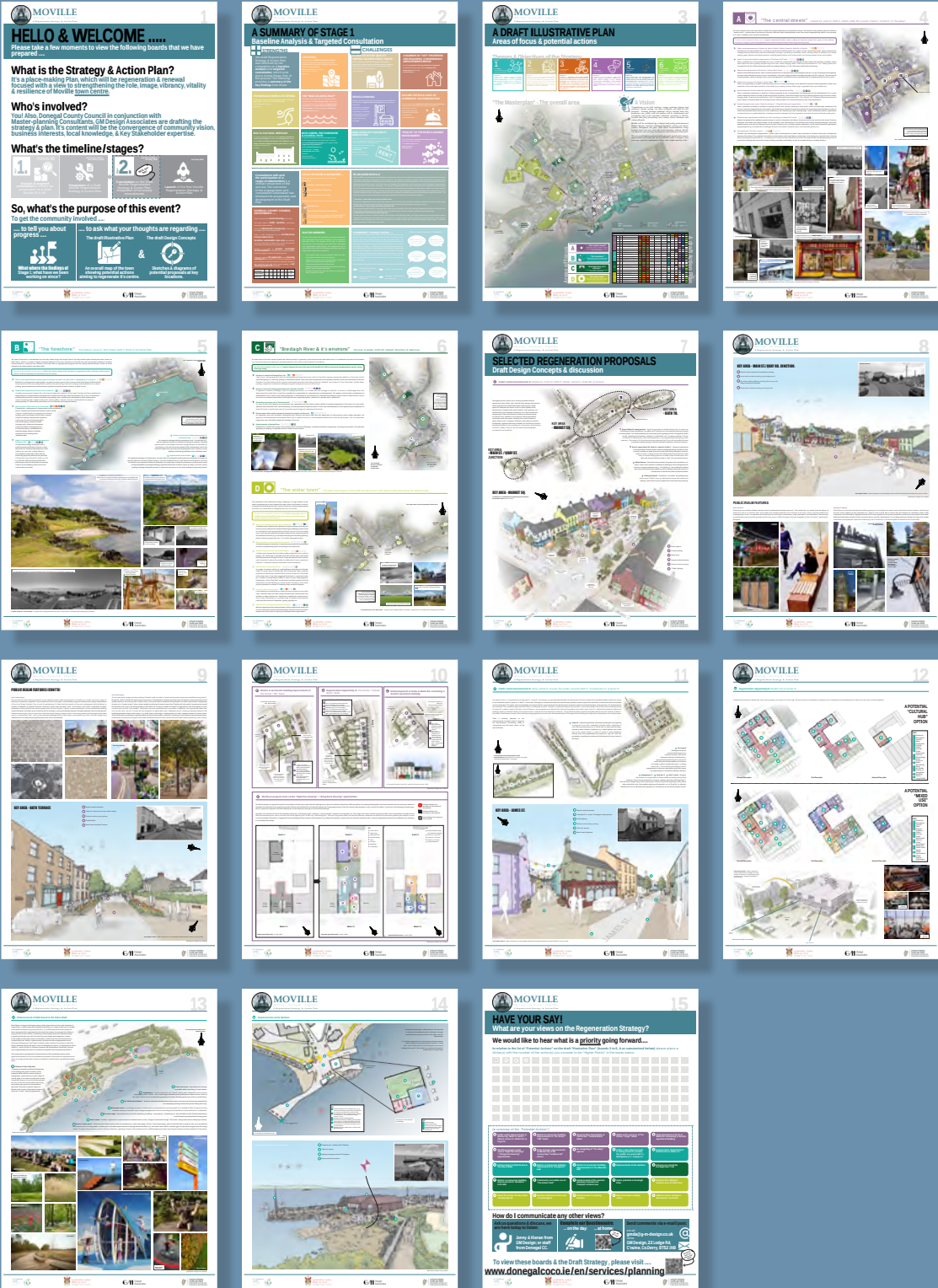
GENERAL PUBLIC

The second public engagement event of the Moville Regeneration Strategy & Action Plan took place on the 20th March 2025. The drop-in event was held at St. Eugene's Hall and provided an opportunity for residents and any other stakeholders to share their thoughts on the Draft Strategy. The event, which ran from 3:30pm to 7:30pm, was very well attended by the local community with up to 70 attendees dropping in throughout. Feedback received at the event was largely positive and complementary. In addition to the drop-in consultation event, a 4 week ongoing period of public consultation was facilitated, running from Wednesday 20th March to Wednesday 16th April 2025. The period of public consultation was supplemented by a feedback questionnaire, published on Donegal County Council's website. Public engagement boards, which presented and illustrated the key aspects of the Draft Strategy, as well as the Draft Strategy Document were also published on the website, along with details on how the public could get involved in the process.

The drop-in event was supplemented by summary boards and presentation material, along with the feedback questionnaire. In addition to the verbal feedback received during the drop-in event, a number of completed questionnaires, comment sheets and email feedback was submitted. The level of feedback received has provided large consensus on the draft material, including in particular, broad agreement and support for the identified key priorities and objectives of the Strategy, as well as the proposed potential actions/projects.



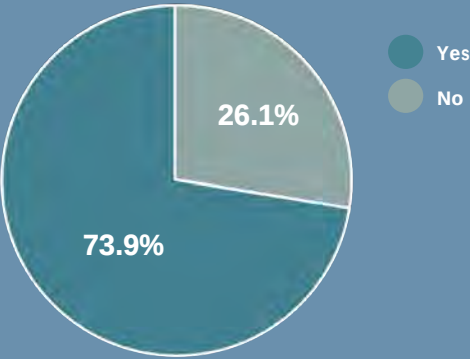
The event.



The "Presentation Boards" used for the public event

THE VISION, PRIORITIES, THEMES & OBJECTIVES

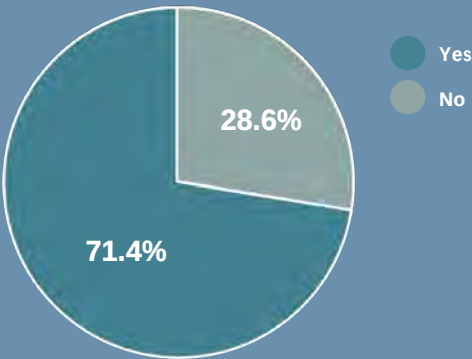
The Strategy sets out a number of priorities and objectives - do you agree with the content of these?



- Respondents and participants of the consultation process were largely in agreement with the priorities and objectives set out in the Draft Strategy, with 73.9% of survey respondents agreeing with the general content of these.
- It was suggested by some that the creation of high-quality employment and the promotion of economic and social well-being should be a priority.
- Some respondents noted the need for major infrastructure investments to supplement the Plan.
- The protection of the natural environment, enhancement of environmental quality and management of biodiversity was also noted.
- Some feel that public lands/aspects of the Plan should be prioritised, rather than privately owned land and projects.

POTENTIAL PROJECTS & ACTIONS

The Strategy contains a number of potential projects/ actions - do you agree with the range of these?



- Respondents and participants of the consultation process were largely in agreement with the range of potential projects/actions, with again 73.9% of survey respondents agreeing with those contained within the Draft Masterplan and Action Plan.
- Some noted their disagreement with some of the potential projects/actions, with one participant fearing that a Hydro facility was not a good idea.
- A respondent disagreed with significant greenery being needed in the town centre.
- An alternative use for the Gulladuff Mill Complex was suggested, with a museum/art gallery/cinema viewed as being suitable.
- Parking was highlighted as being an impediment to any/all potential regeneration projects in the town.

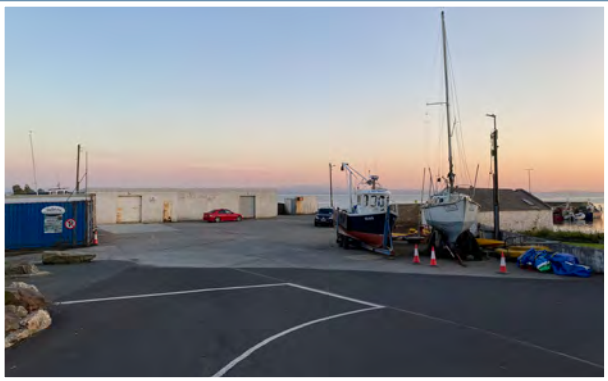
PRIORITY PROJECTS

PRIORITY

- 1 Addressing vacancy & dereliction**
Addressing vacancy and dereliction is seen as being of high importance to the local community. Almost 1 in 3 survey respondents stated that regeneration or redevelopment of derelict/vacant buildings and sites in Moville should be a priority going forward.
- 2 Vacant site at James Street**
Development of the vacant site at James Street is also viewed as being of a higher priority. Feedback received on the proposed 'Cultural Hub' at this site was largely positive, suggesting support for such an end use at this location.
- 3 Sewage & Wastewater**
Addressing long standing issues with sewage and inadequate wastewater systems in the town was also identified by consultation participants as being of high priority. Issues with wastewater could be detrimental to the success of many potential projects/actions.
- 4 Additional & alternative Parking**
The provision of additional and/or alternative parking has been a constant theme throughout the Regeneration Strategy consultation process. Although it is not seen as a prominent issue to many, there are those who feel very strongly about the need to maintain and indeed increase the number of available parking spaces in the town.
- 5 The Foreshore & Pier**
Development of the foreshore and pier gained good support and is viewed as being of importance to the town's regeneration. The idea and potential for a new boathouse was mentioned as a particularly good aspect to this theme. Proposals for development of the Foreshore and Pier must be sensitively weighed against the protection of the natural environment.



Prominent derelict site at James Street



Moville Pier

Section

B



The vision, priorities,
themes & objectives

A Vision for Moville

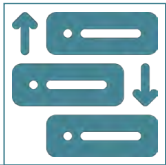


*“Capitalising on its built heritage, unique maritime history and attractive coastal setting, the town of Moville will fulfil it’s full potential. Existing **historic buildings will be brought back into productive use, public and civil spaces will be transformed and community and social amenities delivered,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

*Moville will be revitalised by a **vibrant and partly 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.*

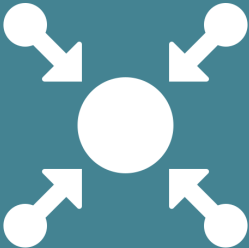
*The successful delivery of sustainable physical, social and economic regeneration will leave the town of Moville with **a stronger local economy, a greater employment choice, a bustling arts and culture scene, attractions for daytrippers and longer stay tourists, a range of housing choices contributing to a healthy town centre population of a range of demographics but particularly families, and ultimately creating a higher quality of life for all.***





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 appropriate town centre housing** in a sustainable way that will improve the people of Moville's quality of life."