KILLALA

TOWN CENTRE FIRST PLAN

CONTENTS

01 FOREWORD

In December 2021, Killala, a small fishing town on the quiet coast of County Mayo was chosen as one of 26 towns to develop a Town Centre First (TCF) Plan. Town Centre First is the Government's policy strategy to support the rejuvenation of Irish rural town centres and halt their decline.

The initiative is a key part of Our Rural Future –the Government's ambitious five-year strategy designed to reimagine and revitalise Rural Ireland and is backed up by the Town Centre First Policy, a co-ordinated, whole of government approach to regenerate and revitalise Irish towns and villages.

Mayo County Council have appointed a multi-disciplinary design team led by Land Use Consultants (LUC) to prepare a non-statutory Masterplan for Killala.

"This is about delivering on the objectives of 'Our Rural Future' and ensuring our towns have the right plan in place to tackle the issues of dereliction, vacant properties, and above all, to become better places to live, work and run a business."

Heather Humphreys TD, Minister for Rural and Community Development

TOWN CENTRE FIRST POLICY

The Town Centre First programme is the Government's policy aimed at supporting the rejuvenation of Irish rural town centres and the creation of town centres which "function as viable, vibrant and attractive locations for people to live, work and visit while also functioning as the service, social, cultural and recreational hub for the local community". As a part of the national planning policy guidance document entitled 'Our Rural Future: Rural Development Policy 2021–2025', the TCF Policy Approach sets out a path for how rural towns can adapt to the challenges they are facing and utilise the tools available to them to enhance and regenerate their towns.

Designed as an 'enabling framework' TCF focuses on tailored solutions, designed and implemented by local communities, and supported by both the local and national government. The figure opposite illustrates the outcomes of a Town Centre First (TCF) strategy should be.

A TCF Strategy Should Create a Town That Is:

- Shaped and made by its community
- Embraces the challenges and opportunities of the 21st Century
- The centre of economic, social, cultural, and recreational life
- High quality and meets the needs of residents, sustainably
- Vibrant, diverse, accessible, and lived-in town centre

As set out in the Town Centre First – A Policy Approach for Irish Towns document, the TCF Plan Process outlines what National, Regional, Local Policy and Best Practice Guidelines the Plan should be informed by, what the Plan will include in respect of Analysis and Appraisal of the town, the objectives going forward for the town and the strategy and actions stemming from those objectives, and how the Plan will be prepared and implemented by key personnel and enabled by funding and investment into the detailed plans and projects.

Each Town Centre First Plan will be underpinned by a Town Centre Health Check, a data gathering exercise and assessment of the current position of the town, national, regional and local planning policy and best-practice guidance and informed by case studies from similar towns.

These plans will include the analysis and appraisal of the town, the objectives for the town, and the strategy and actions proposed to bring the outlined objectives to life. The Plan developed will provide an overall vision for the future direction of the town (Chapter 6 of the Town Centre First – A Policy Approach document).

TOWN CENTRE FIRST POLICY RECOGNISES SUCCESSFUL PLACES ...

... MEET, MINGLE AND DWELL
... ANIMATE STREETS AND SPACES
... CHERISH UNIQUE BUILDINGS
... ATTRACT BUSINESS
... UTILISE TECHNOLOGY ...
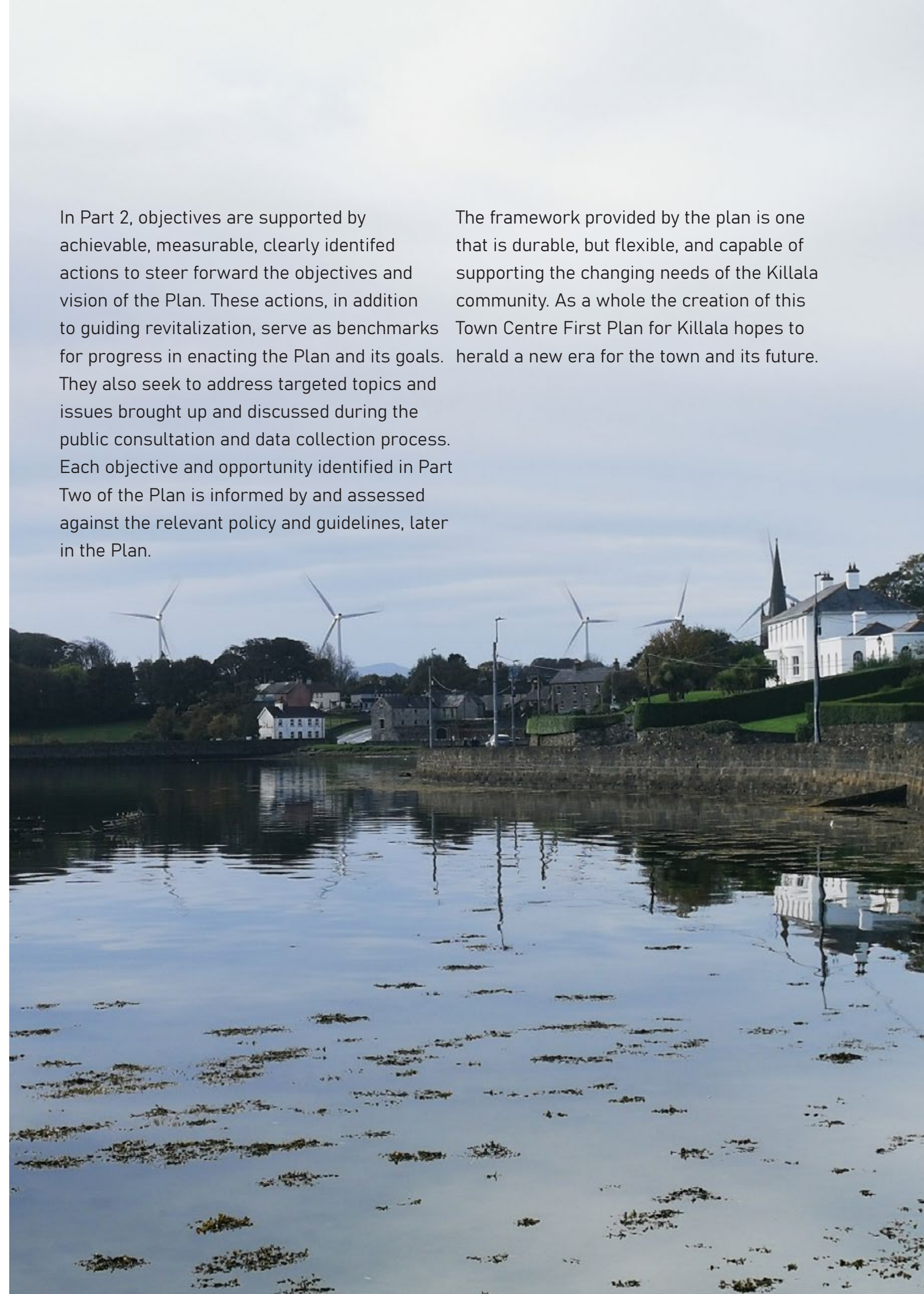### ... SUPPORT HEALTHY LIFESTYLES

The creation of this Plan provides an opportunity to set a bold and imaginative statement for how to transform and rejuvenate Killala. As a result, the process of constructing this Plan has been comprehensive, seeking to incorporate the desires and needs of the community and to inform the best path for the town to follow. The process sought to take an inclusive approach to developing policy and identifying local needs based on engagement and consultation with the local community of Killala. The results of this process have formed the foundation of the Plan and carried through each chapter and proposal set out in Part Two of this Plan.

The main purpose of the Plan is the development of Objectives and Opportunities for the enhancement and revitalisation of the town which will help to frame planning policy for Killala Town Centre going forward and can be utilised by the community in the future. These Objectives and Opportunities seek to address the broad issues and desires raised during the consultation process, and come together to inform this community driven vision for the town.
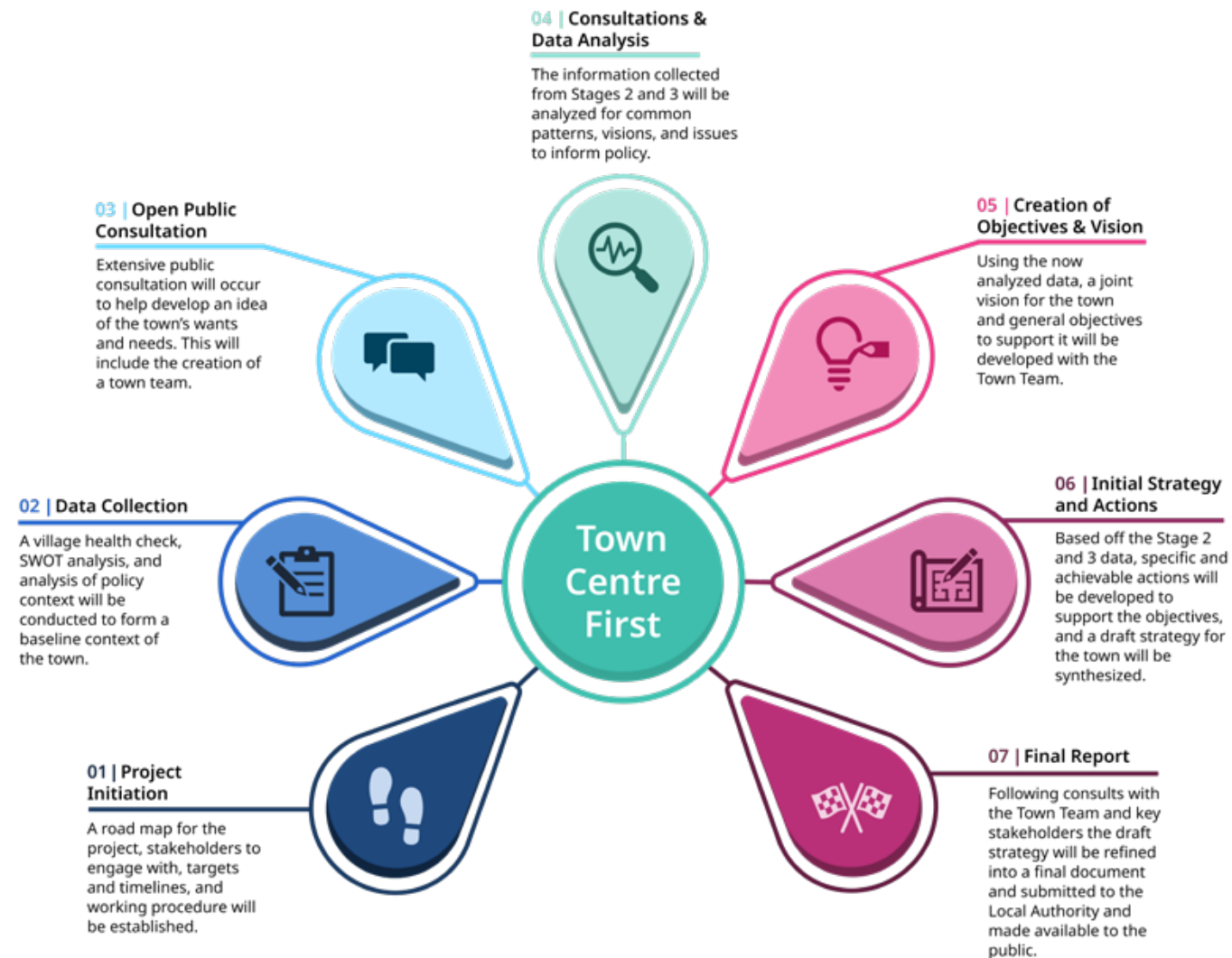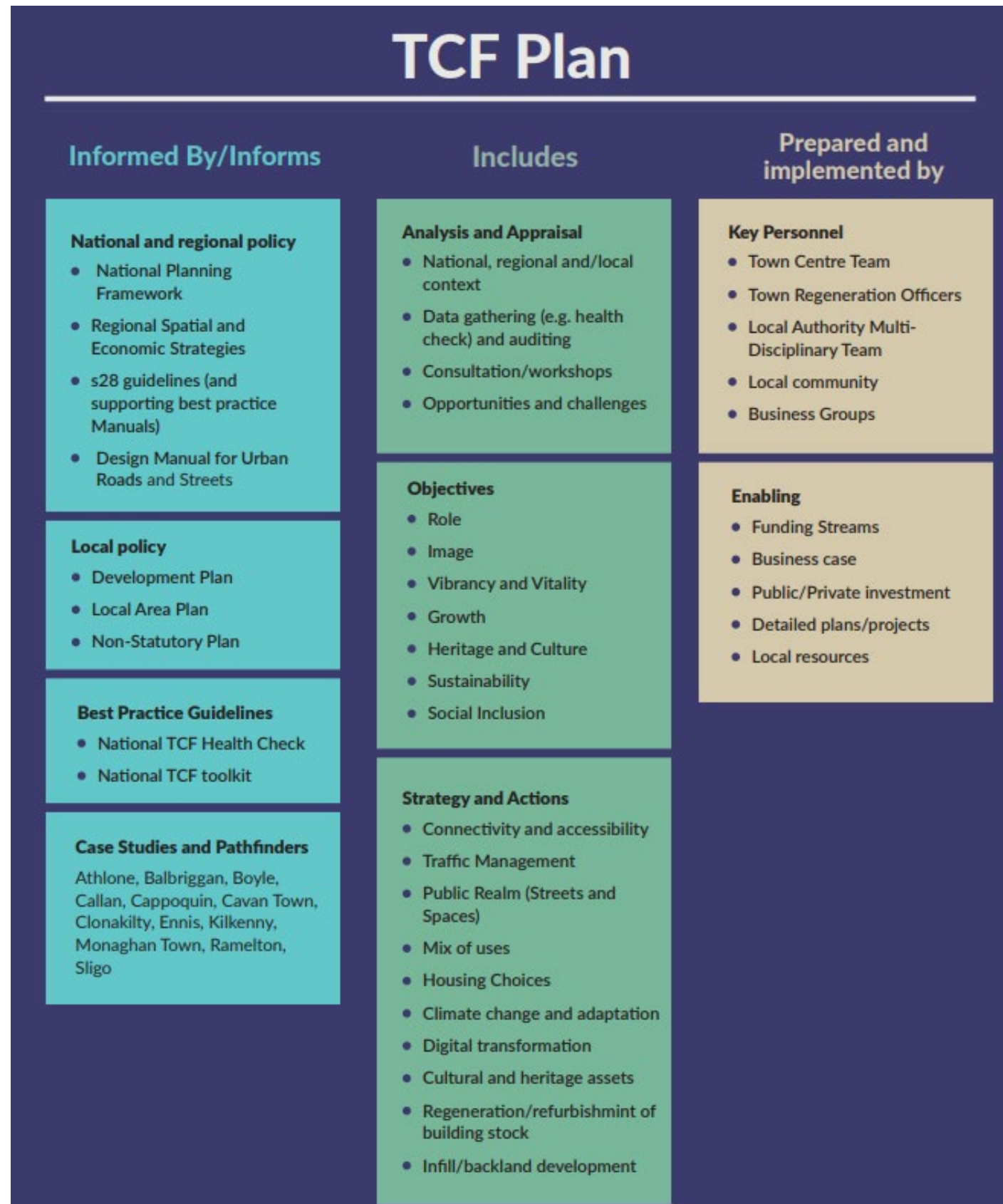
In Part 2, objectives are supported by achievable, measurable, clearly identifed actions to steer forward the objectives and vision of the Plan. These actions, in addition to guiding revitalization, serve as benchmarks for progress in enacting the Plan and its goals. They also seek to address targeted topics and issues brought up and discussed during the public consultation and data collection process. Each objective and opportunity identified in Part Two of the Plan is informed by and assessed against the relevant policy and guidelines, later in the Plan.

The framework provided by the plan is one that is durable, but flexible, and capable of supporting the changing needs of the Killala community. As a whole the creation of this Town Centre First Plan for Killala hopes to herald a new era for the town and its future.
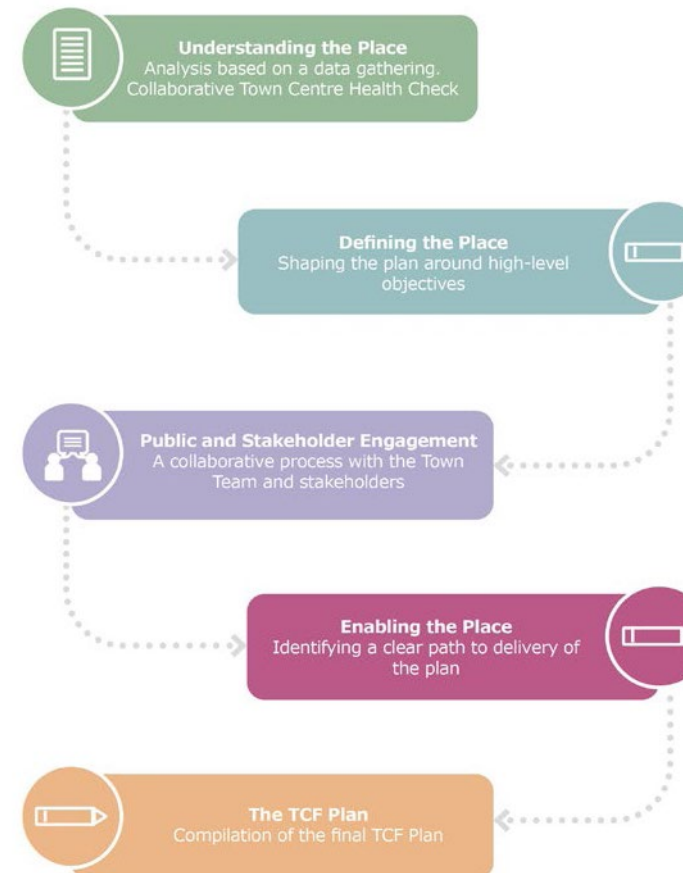

04 | Consultations & Data Analysis
The information collected from Stages 2 and 3 will be analyzed for common patterns, visions, and issues to inform policy.

03 | Open Public Consultation
Extensive public consultation will occur to help develop an idea of the town's wants and needs. This will include the creation of a town team.

05 | Creation of Objectives & Vision
Using the now analyzed data, a joint vision for the town and general objectives to support it will be developed with the Town Team.

02 | Data Collection
A village health check, SWOT analysis, and analysis of policy context will be conducted to form a baseline context of the town.

06 | Initial Strategy and Actions
Based off the Stage 2 and 3 data, specific and achievable actions will be developed to support the objectives, and a draft strategy for the town will be synthesized.

01 | Project Initiation
A road map for the project, stakeholders to engage with, targets and timelines, and working procedure will be established.

07 | Final Report
Following consults with the Town Team and key stakeholders the draft strategy will be refined into a final document and submitted to the Local Authority and made available to the public.

Town Centre First

PROCESS

TCF Plan

Informed By/Informs

National and regional policy
- National Planning Framework
- Regional Spatial and Economic Strategies
- s28 guidelines (and supporting best practice Manuals)
- Design Manual for Urban Roads and Streets

Local policy
- Development Plan
- Local Area Plan
- Non-Statutory Plan

Best Practice Guidelines
- National TCF Health Check
- National TCF toolkit

Case Studies and Pathfinders
Athlone, Balbriggan, Boyle, Callan, Cappoquin, Cavan Town, Clonakilty, Ennis, Kilkenny, Monaghan Town, Ramelton, Sligo

Includes

Analysis and Appraisal
- National, regional and/local context
- Data gathering (e.g. health check) and auditing
- Consultation/workshops
- Opportunities and challenges

Objectives
- Role
- Image
- Vibrancy and Vitality
- Growth
- Heritage and Culture
- Sustainability
- Social Inclusion

Strategy and Actions
- Connectivity and accessibility
- Traffic Management
- Public Realm (Streets and Spaces)
- Mix of uses
- Housing Choices
- Climate change and adaptation
- Digital transformation
- Cultural and heritage assets
- Regeneration/refurbishmint of building stock
- Infill/backland development

Prepared and implemented by

Key Personnel
- Town Centre Team
- Town Regeneration Officers
- Local Authority Multi-Disciplinary Team
- Local community
- Business Groups

Enabling
- Funding Streams
- Business case
- Public/Private investment
- Detailed plans/projects
- Local resources

APPROACH

The TCF Policy sets out a staged methodology for the production of a TCF Plan, which is set out below diagrammatically.

Understanding the Place
Analysis based on a data gathering.
Collaborative Town Centre Health Check

Defining the Place
Shaping the plan around high-level objectives

Public and Stakeholder Engagement
A collaborative process with the Town Team and stakeholders

Enabling the Place
Identifying a clear path to delivery of the plan

The TCF Plan
Compilation of the final TCF Plan

Report Structure

The TCF Plan is set out in three parts in order to promote better wayfinding and ease of use.

Part One – Understanding the Place sets the scene for the Killala TCF Plan and contains all baseline information relating to Stage 1 of the TCF Plan methodology, Understanding the Place.

Information includes:

· Background to Town Centre First Policy

· National, regional and local planning policy

· An overview of public consultation and how it has impacted the development of the Plan.

· A Collaborative Town Centre Health Check (CTCHC) which follows the 15- step process set out by the Heritage Council in 2020.

Part Two – Defining the Place is the key strategy document to be utilised by MCC, local landowners and developers, businesses and community groups as a blueprint for the town's development.

Part 2 content comprises the Killala's Town Centre First Vision, themes and objectives.

Part Three – Enabling the Place is the TCF Action Plan which contains all information relating to Stages 2 and 3 of the TCF Plan methodology, Defining the Place and Enabling the Place.

Part 3 comprises the key delivery plan including goverance, action plan and funding.

"The process of understanding a place involves consulting with a wide range of people and collecting and collating data/information on the characteristics of the town centre and its surrounding context."

Town Centre First Policy, 2022
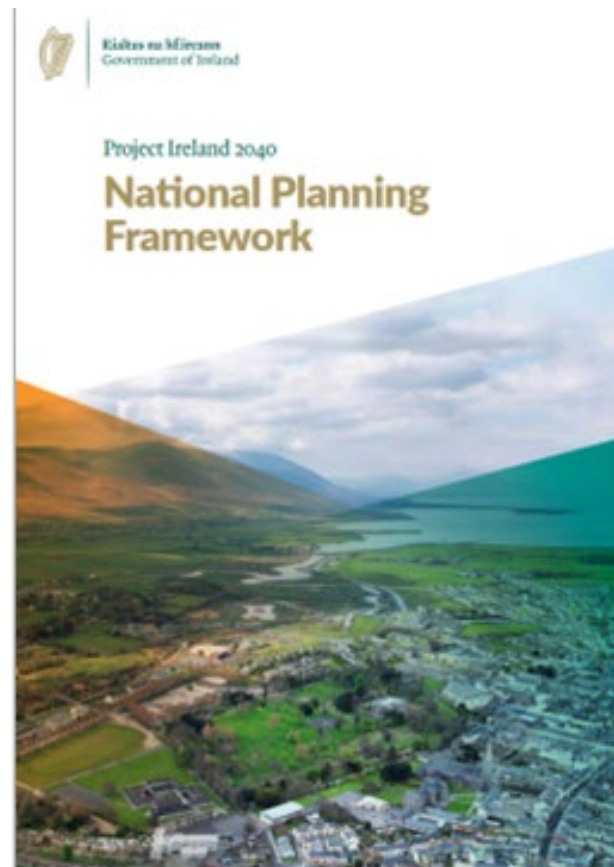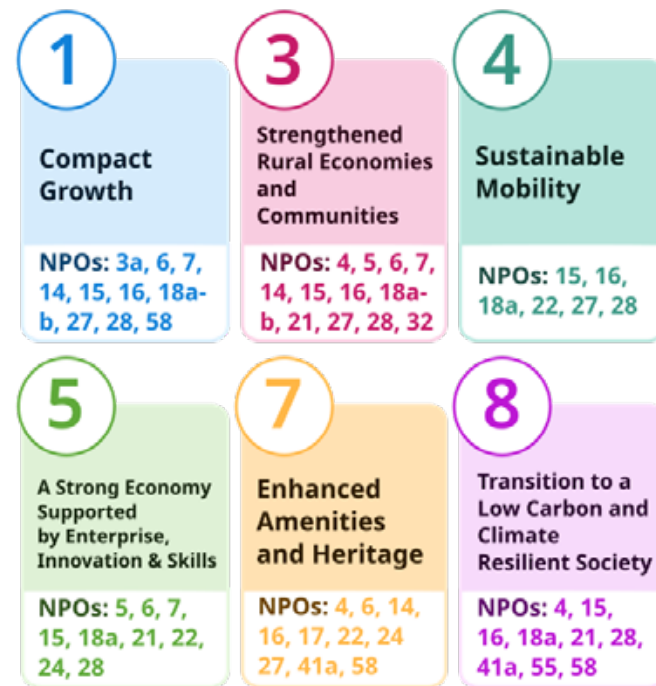
PLANNING POLICY REVIEW

National Policy

Project 2040

Project Ireland 2040 is the 20-year plan for developing Ireland and ensuring that it remains a vibrant and economically successful place to live. It is comprised of the National Planning Framework (NPF) and the National Development Plan (NDP).

The National Planning Framework (NPF)

The National Planning Framework (NPF) outlines the strategic vision and strategy for Ireland over the next 20 years. It sets out ten National Strategic Outcomes (NSOs) to define the priorities and benefits to be delivered over the course of the plan. The NSOs are supported by National Policy Objectives (NPOs) that contain targeted goals to achieve the vision set out in the NSOs.

The NSOs and associated NPOs seen in the figure opposite are of key relevance and importance to the Killala Town Centre First Plan:

1 Compact Growth
NPOs: 3a, 6, 7, 14, 15, 16, 18a-b, 27, 28, 58

3 Strengthened Rural Economies and Communities
NPOs: 4, 5, 6, 7, 14, 15, 16, 18a-b, 21, 27, 28, 32

4 Sustainable Mobility
NPOs: 15, 16, 18a, 22, 27, 28

5 A Strong Economy Supported by Enterprise, Innovation & Skills
NPOs: 5, 6, 7, 15, 18a, 21, 22, 24, 28

7 Enhanced Amenities and Heritage
NPOs: 4, 6, 14, 16, 17, 22, 24, 27, 41a, 58

8 Transition to a Low Carbon and Climate Resilient Society
NPOs: 4, 15, 16, 18a, 21, 28, 41a, 55, 58

Project Ireland 2040
National Planning Framework

National Development Plan (NDP)

The National Development Plan (NDP) is the strategic investment plan for the infrastructure and services needed to achieve the NPF. The first NDP runs from 2021–2030. There are currently no strategic investments directed at Killala, however there are several in Ballina, and one in Inishcrone. The include the redevelopment of Inishcrone's Cliff Bath House, social housing and regeneration projects in Ballina, and medical research to improve the lives of those undergoing chemotherapy. While Killala is not the focus of these investments, they serve to make the region a more appealing place to live and invest, benefitting Killala by extension.

National Development Plan 2021-2030
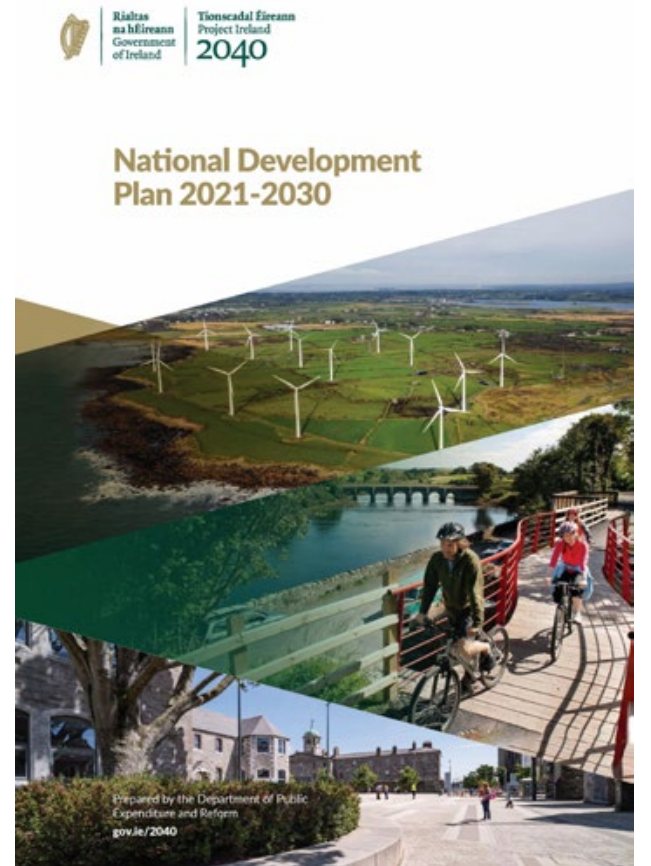
Our Rural Future: Rural Development Policy 2021-2025

Our Rural Future: Rural Development Policy 2021–2025 is Ireland's rural development policy for the 2021–2025 period. At its core, it seeks to create a rural Ireland that:

· Is integral to the national whole,

· Has increased interdependence between rural and urban places,

· Has the potential to create quality work,

· Has high quality environments, and

· Is vibrant with local people and communities at its heart.

The strategy seeks improvements in several key areas including digital connectivity, employment and careers, revitalization of towns and villages, improved resilience, and leadership in local communities, enhanced public services, and climate action.

Housing for All – A New Housing Plan for Ireland

Housing for All – A New Housing Plan for Ireland is the Government's plan to make sure that Ireland's housing meets the needs of its population and address the current deficiencies in the system up to 2030. It seeks to ensure an affordable, high quality, well-located home for everyone in the State.

The plan seeks to address the high rates of vacancy in many places across the State by refurbishing properties to bring them back into use. This reuse of vacant spaces is not just essential for providing housing, but also bringing vibrancy and life back into town centres.

As part of this, the Croí Cónaithe (Towns) Fund has been set up to provide financial support for the refurbishment of vacant homes and provision of services. In addition, SEAI grants are available to bring older building stock up to more modern energy standards, increasing the quality of housing of older homes typically located in, or closer to, town centres.

Climate Action Plan 2023

The Climate Action Plan 2023 (CAP) is an update to the Climate Action Plan 2019 and sets out refreshed measures to help Ireland achieve its legal binding emissions targets under international and European law. Under the plan, Ireland is seeking to reduce its transport emissions 50%, its commercial building emissions 45%, residential building emissions 40%, and businesses emissions 35% by 2030.

In order to achieve these targets, it acknowledges a redesign and remodelling of Irish cities, towns, and villages is needed. The promotion of more sustainable forms of travel, bringing building stocks up to a higher standard, supporting more sustainable ways of doing business and ensuring long-term economic sustainability are both essential to meeting these targets, as well as improving the quality of life in of Irelantowns and cities.

Heritage Ireland 2030

Heritage Ireland 2030 is the plan to protect and promote Ireland's local and national heritage. Built around three themes, communities, leadership, and partnerships, the strategy suggests 150 actions to ensure the protection of Ireland's heritage in all of its forms. The core of the strategy is an acknowledgement of Ireland's heritage as being at the core of its identity, having both an intrinsic and economic value. Both natural and built heritage are addressed in the strategy, and methods for communities to get involved in their protection are advanced.

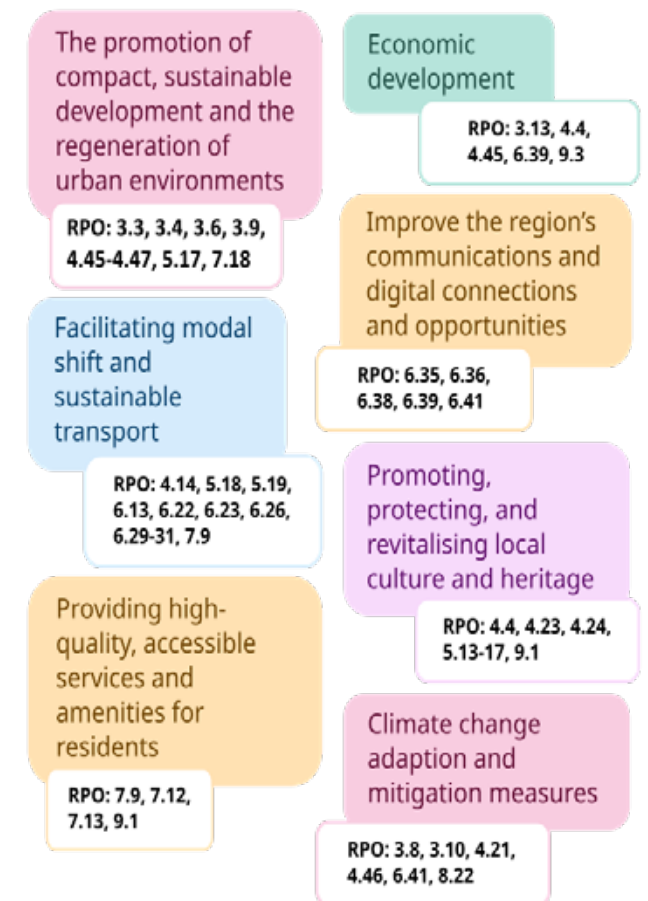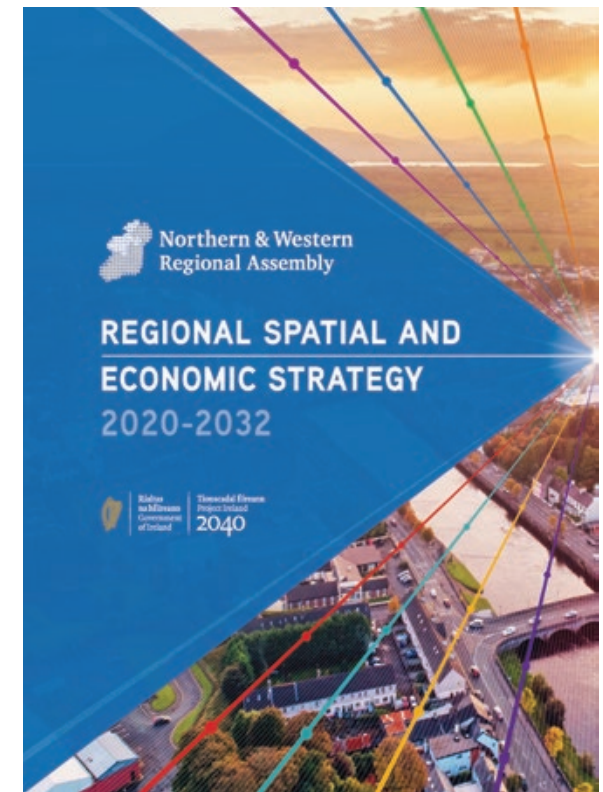## The Digital Connectivity Strategy (2022)

Recognizing the importance of access to digital services towards the wider development of Ireland's economy, the Digital Connectivity Strategy sets out the policies and supports available to ensure every community has access to the internet and its benefits. The strategy acknowledges that a high-quality internet service is essential to the development of rural towns and villages and commits to rolling it out to support both the local economy and provision of smart services.

Regional Policy

Northern and Western Regional Spatial and Economic Strategy (2020–2032)

The Regional Spatial and Economic Strategy (RSES) is a statutory document that sets out the physical and economic development priorities for each of Ireland's three regions. The RSES for the Northern and Western Region specifically targets sustainability as being at the core of its development goals. A move away from the 'business-as-usual' approach and shift towards this more sustainable model is intended to increase competitiveness with Ireland's other regions, while halting environmental degradation, and ensuring a higher quality of services to the region's towns, cities, and villages.

The RSES contains five growth ambitions. They are as follows with their corresponding policy areas in parentheses: vibrant (economy and employment), natural (environment), connected (connectivity), inclusive (quality of life), and infrastructure (enabling infrastructure) ambitions. These define the vision for the region and guiding tenants for development over the plan's lifetime. Within the plan, Killala is identified as sitting within the influence of Ballina. The RSES is broken down into Regional Policy Objectives (RPOs) that seek to guide the region towards achieving the vision set out. The common themes in the RPOs relevant to the Killala TCF, with the relevant RPO's are shown in the figure to the right.

The promotion of compact, sustainable development and the regeneration of urban environments
RPO: 3.3, 3.4, 3.6, 3.9, 4.45-4.47, 5.17, 7.18

Economic development
RPO: 3.13, 4.4, 4.45, 6.39, 9.3

Facilitating modal shift and sustainable transport
RPO: 4.14, 5.18, 5.19, 6.13, 6.22, 6.23, 6.26, 6.29-31, 7.9

Improve the region's communications and digital connections and opportunities
RPO: 6.35, 6.36, 6.38, 6.39, 6.41

Providing high-quality, accessible services and amenities for residents
RPO: 7.9, 7.12, 7.13, 9.1

Promoting, protecting, and revitalising local culture and heritage
RPO: 4.4, 4.23, 4.24, 5.13-17, 9.1

Climate change adaption and mitigation measures
RPO: 3.8, 3.10, 4.21, 4.46, 6.41, 8.22

Local Policy

Mayo County Development Plan 2022–2028

The Mayo County Development Plan 2022–2028 (MCDP) sets out a bold, regenerative vision for the county's rural communities and their development. The Core strategy sets out the following overarching vision for the county:

"To create a sustainable and competitive county that supports the health and well-being of the people of Mayo, providing an attractive destination, as a place in which to live, work, invest, do business and visit, offering high quality employment and educational opportunities within strong and vibrant sustainable communities, whilst ensuring a transition to a low carbon and climate resilient county that supports high environmental quality."

Key Strategic Aims set out in Section 2.3 that are relevant to this plan in relate to: housing, movement and transport, sustainable communities, built environment, climate action and renewable energy, and settlements. Overall, the plan sets a vision for the county to grow in a sustainable and compact way, that supports the unique character and identity of Mayo's places, improves the liveability and quality of life for residents, and protects and enhances the environment.

Killala has been designated as a Tier III – Self-Sustaining Town in the MCDP settlement hierarchy, and a Small Town and Rural Area (Tier 4) in the Retail Hierarchy. Section 2.8.1.4 sets out that Self-Sustaining Towns are ones who are reliant on other towns for employment base and asset capacity and require further investment to boost their own self-sufficiency.

As a result, a single category of mixed-use zoning applies to these towns, including Killala, called Self-Sustaining Consolidation Zoning. Additionally, several opportunity sites are identified in each town. In Killala there are three: two to the West of the town centre, and one to the North.

The council has identified three main policies for the town over the lifetime of the plan KAP 1: About support enterprise/employment, KAP 2: On linking active travel trails with the Western Way, and KAP 3: About supporting community-led developments, including local action plans (like this TCF Plan). These are followed by 10 Objectives that aim to support these.

Creating accessible, functional, sustainable, and aesthetic **public realm.**
SO 11, SCO 4, EDO 45, BEO 24, BEO 30, BEP 20-24, MTP 12

Taking mitigatory and adaptive **action to address climate change**
KAO 1, TRP 8, GSO 2, KAO 8 / SO 4, SSP 6, GSP 3, KAO 7

Taking advantage opportunities to **create and expand the tourism industry,** sustainably

Protecting built, cultural, and environmental heritage
BEO 1, BEO 12, BEP 6, BEP 8, BEP 11, KAO 2, KAO 5 - 6

Developing a **sustainable and vibrant retail offering** focused in the core of towns and villages
SO 3, EDO 42, EDO 44, EDO 46 - 47, EDO 49 / EDO 49, MTP 3, MTP 5, MTO 5, KAP 2, KAO 4

Developing facilities for **active and sustainable travel** to enable a sustainable modal shift.

Promoting opportunities for **economic development** and the creation of employment.
SSP 4, EDO 40, GSO 13, KAP 1, KAO 1, KAO 3

Ensuring **sequential development, regeneration and reuse** of existing building stocks, and promoting opportunities for **mixed use development.**
BEP 15, CSP 2 - 3, EDO 48, EDO 50, BEP 16, BEP 29, BEP 36, GSO 1, KAP 3, KAO 9-10

Draft Mayo Climate Action Plan (2023)

The Mayo Climate Action Plan (2023) has not yet been published; however, a Climate Change Risk Assessment report has been published outlining the impact of future climate change and the associated risk. In this manner, there is a clear need to adopt a proactive approach that can effectively adapt to the current and future climate change risks.

The Risk Assessment highlights the risks associated with river and pluvial flooding, heatwaves and drought are likely to increase as such events become more common. It also highlights that approximately 652km of Mayo's coastline is at risk of coastal erosion. Mayo County Council is adopting a complementary approach of mitigation and adaptation in response to these challenges.

In addition, The Mayo Decarbonising Communities Network is a community-based project that seeks to achieve a low-carbon future by empowering communities to take action at a local level. There is an opportunity for community groups in Killala to come together to join the Decarbonising Communities Network and contribute towards climate action in the town.

North-West Regional Enterprise Plan to 2024

The Regional Enterprise Plans represent a 'bottom-up, collaborative mechanism' to help deliver balanced regional growth with a coherent policy approach. The plans were made in collaboration and consultation with stakeholders from across economic industries and sectors.

The main result of the North-West Plan is strategic objectives designed to better prepare the region's economy in the coming years. These are: Encouraging entrepreneurship and scaling of SMEs, Regional strengths – wind energy and blue economy, Promotion of the region, Enterprise transition to low carbon, Cross border relationships in the enterprise ecosystem, and Skills.

Killala Community Action Plan 2015–2020

A document published as part of the Mayo Community Futures which was a programme run under the auspices of Mayo County Council. This Community Action Plan, which had a steering group of local representatives, summarised the community's views on the below topics following a 2014 community consultation:

· What Killala is like now

· The vision for the future of the area

· The issues that matter most

· Priorities for projects and actions

Killala Nature and Wildlife Plan 2014

A summary document of Killala and its surroundings biodiversity and wildlife. It includes an activity and action plan to help support the local wildlife.

Killala Character Appraisal 2019

This is a draft report proposed to be adopted by Mayo County Council. The plan details the historic and natural heritage of the town and surroundings, making recommendations on how to conserve the towns unique character, whilst encouraging growth and development.

KILLALA OVERVIEW

Killala is a picturesque, seaside town situated in north Mayo. It is believed Killala was founded in the 5th Century and has a strong ecclesiastical history. Killala also has a strong maritime history, being the principal port in the region at one stage. It features panoramic views out over the bay and has a distinctive townscape character dominated by impressive landmark buildings including the Round Tower, St. Patricks's (Church of Ireland) Cathedral, St. Patrick's Catholic Church and a number of cut-stone mill buildings which reflect its former commercial past.

The town is located on the regional route R314 linking Ballina to Ballycastle. The highest point of the town is located at the area of the Round Tower with the land sloping eastwards towards Killala Bay. Today Killala provides small local commercial services and industrial centre for the hinterland.

NATIONAL

REGIONAL

Killala is a small Tier III coastal town in County Mayo, situated in the west of Ireland and falls within the Municipal District of Ballina.

It is a relatively remote town however a short distance by regional road on the R314 to the next big town of Ballina and further afield International Airport of West Ireland. The larger county town of Castlebar is an hour to the south and Sligo Town is an hour by road to the east.

The town sits in the sheltered Killala Bay at the mouth of the River Moy and provides a strategic position and gateway to the the Atlantic Ocean. The River Moy itself being well known for salmon fishing.

Killala has distinctive topographies featuring a mix of coastal areas along Killala Bay, an estuary formed by the River Moy, fertile farmland, and modest elevations. Thanks to its elevated position, Killala is at a relatively low risk from both flooding and rising sea levels, future proofing it and making it a favourable living environment in that sense.

STUDY AREA

The study area for Killala's TCF Plan not only comprises the settlement boundary but a large footprint taking in all the surrounding environnment and cultural assets of the area.

Killala's strong strategic location perched on a hill in a sheltered bay on the edge of the Atlantic Ocean makes it unique and its radial pattern makes it unlike many Irish towns. This strong pattern creates a framework for sustainable development and a resilient frontier connecting to the places beyond.

POPULATION

The current population of Killala Town is approximately 587 and has seen a steady increase over the past decade.

Population growth of 4.4% occured between 2016 to 2022. As compared with 8% nationally and 5.7% in County Mayo (130,507 to 137,970). Ballina population growth 3.8% (10,171 to 10,556)

Since 2016 there has been 15.9% increase in population aged 65+

Since 2011 population aged 65+ has increased by 49.4%

The wider hinterland of Killala which in this instance is defined by the 8 separate Killala Community Council areas as indicated in the adjacent map. The population from this area is between 4000–5000 people and all would look to Killala as their nearest town.
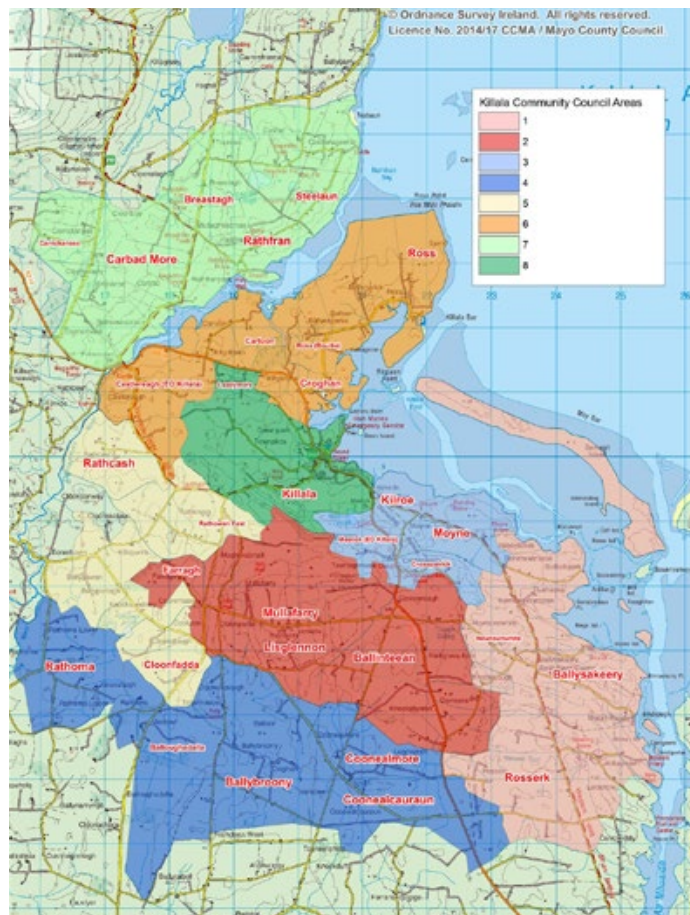
	2011		2016		2022		% Change 2011-2016	% change 2016-2022	% change 2011-2022
KILLALA	No	%	No	%	No	%			
Age Profile									
0 to 18	141	24.6%	139	24.7%	142	24.2%	-1.4%	2.2%	0.7%
19 -29	91	15.9%	67	11.9%	62	10.6%	-26.4%	-7.5%	-31.9%
30 - 44	107	18.6%	108	19.2%	121	20.6%	0.9%	12.0%	13.1%
45 - 64	152	26.5%	141	25.1%	138	23.5%	-7.2%	-2.1%	-9.2%
65+	83	14.5%	107	19.0%	124	21.1%	28.9%	15.9%	49.4%
Total	574		562		587		-2.1%	4.4%	2.3%

KILLALA HISTORY

5th century
5th Century: Killala's history is believed to date back to the 5th century when St. Patrick is said to have founded a church in the area.

11th century
11th Century: The Round Tower of Killala is thought to have been constructed during this period, serving as a prominent landmark.

12th century
12th Century: Killala Castle was built, playing a significant role in the town's history as a defensive structure.

1590
1590: The town was sacked and burned by the English forces during the Nine Years' War.

20th century
20th Century: Like many Irish towns, Killala experienced changes in the 20th century due to economic, social, and political developments. The railway line was closed in 1934.

1920's
1920's: The Irish War of Independence and subsequent establishment of the Irish Free State had a notable impact on Killala and the surrounding region. Local Kathleen Lynn was a political activist involved in the 1916 Easter rising.

19th century
The town saw increased development during the 19th century, including improvements in infrastructure and transportation with the arrival of the railway.

1798
1798: Killala gained historical prominence during the Irish Rebellion of 1798 when it was the site of a French landing led by General Humbert and Irish rebels.

1957
The roots of Killala Community Council can be traced back to 1957 when two local organisations formed to originally bring about improvement to the port and improve economic potential to the area.

1977
The Asahi Factory opened in 1977 creating 500 jobs for local people and helping to supprt the community for 20 years before closing in 1997.

Celtic Tiger
In rural areas like Killala, emigration continued to be a significant trend during the Celtic Tiger. Many young people left their hometowns in search of employment opportunities in larger cities or abroad. Some residents may have commuted to larger nearby towns or cities for work.

2015
A transatlantic fiber optic cable was installed in Killala, providing super-fast internet and potentially creating thousands of jobs in the region. The project marks the first connection of its kind to the western region of Ireland internet traffic.

1st Edition 6inch Black and White Map c. 1837–1842
The first edition maps composed between 1837 – 1842 identify the individual plots for each building however not every building is shown to exist. It is only the second edition maps composed between 1888 - 1913 that show each

2nd Edition 25inch Black and White Map 1888–1913
From reviewing the maps, it can be seen that the area of Killala has grown from the creation of the first edition map. By the creation of the second edition maps, several changes had occurred within the region such as a workhouse, railway station and associated buildings. The castle had been removed and a worker's union and fever house constructed on the grounds of the former castle. The area of Killala has continued to grow since the second edition maps with modern estates constructed within the vicinity of the area.

Urban Morphology
Killala has a radial urban layout that began around a central round tower. Its development has occurred in distinct phases:

- Oldest Central Zone: The town's core features narrow streets with well-defined building frontages
- Lower Density Expansion: later phases of development adopted a lower-density approach
- Dispersed Radial Growth: Moving away from the center, the radial pattern becomes more dispersed
- Recent Housing includes cellular cul-de-sacs, designed for quieter residential living.

From the urban grain, there is a suggested area for the historic centre and a potential boundary for any future Conservation Area designations

KILLALA'S HISTORY IN IMAGES

The earliest documentation of Killala originates from early Irish annalistic material, as concisely outlined by John O'Donovan in the Ordnance Survey letters. The inception of the first monastic settlement at the site is believed to trace back to the early fifth century C.E., approximately during the period of 440 to 443. This establishment is credited to Muredach, a disciple of St. Patrick.

Artisit impression of Humberts landing
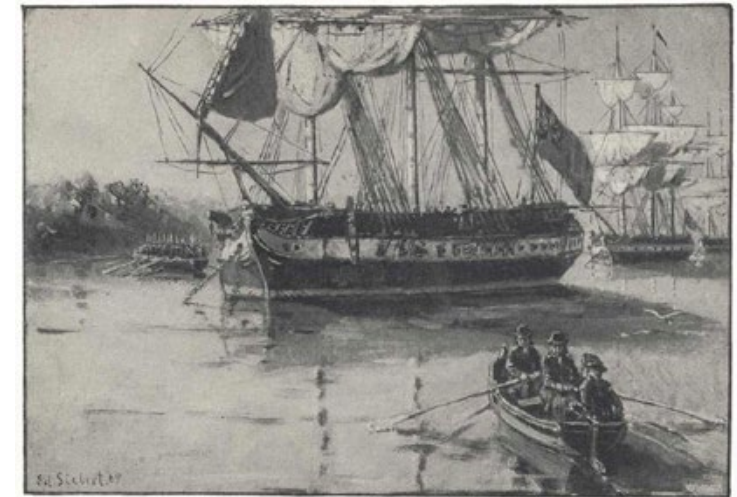
In 1846 a local paper described Killala as.... 'It exhibits at a little distance, or even in its near vicinity, a picturesque appearance and blends with venerable groves, luxuriant meadows, fertile corn-fields and the brilliant bay to produce emotions which soothe and images which delight; but in its interior though once rather neat and pleasing it presents such an ascendancy of disorder, squalidness and filth, as tramples down the idea of a city among thoughts of fumigation and manures. It never was a town of much business character and it has suffered an almost total loss of such consequence as it possessed by the commercial rise and prosperity of Ballina...'

A view from George St looking east towards the Round Tower. The historic setting remains largely intact

Fishing played a crucial role in the industry of the town, employing around 300 fishermen at its peak. Early records from 1803 mention the production of coarse linen and woollen cloths in Killala, but fishing remained the primary occupation of the residents. However, throughout the nineteenth century, Killala did not witness significant industrial development due to its unfavorable location and the absence of river access to Ballina, a town with superior transportation links to the broader Mayo region.
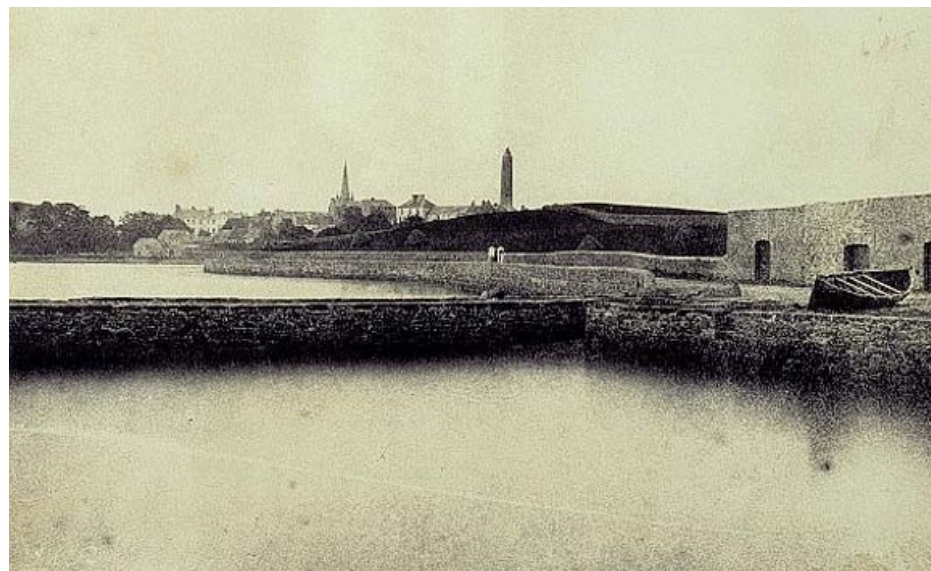
View on Church St.

TOWN CENTRE HEALTH CHECK

Aim of the CTCHC

This report summarises the key findings from the 15-step Collaborative Town Centre Health Check (CTCHC) Programme methodology, developed by the Heritage Council and its partners.

The key findings from Killala's CTCHC and baseline data will inform plans and strategies in relation to the following:

- Arts, Cultural Tourism, e.g. music, food, etc
- Climate change adaptation
- Commerce / E Commerce and Enterprise
- Enabling infill development
- Heritage-led Regeneration
- Living in the Town Centre
- Public Realm, e.g. historic streetscapes,
- parks and public spaces
- Renewable Energy / Energy Harvesting
- Strategic Planning and Place-making.

Ireland's Collaborative Town Centre Health Check (CTCHC) Programme
The 15-Step CTCHC Process

© A. Harvey, Heritage Council, 2020

Approach

The CTCHC research focuses on a number of key areas:

- Land use in the historic town centre
- Dereliction and vacancy
- Community opinions and attitudes
- Socio-economics
- Tourism and culture

Representatives from Mayo County Council, Ballina Municipal District, Killala Community Council and the community were actively engaged in a collaborative process to achieve the goals set out by the Collaborative Town Centre Health Check and Town Centre First Plan policy.

Study area
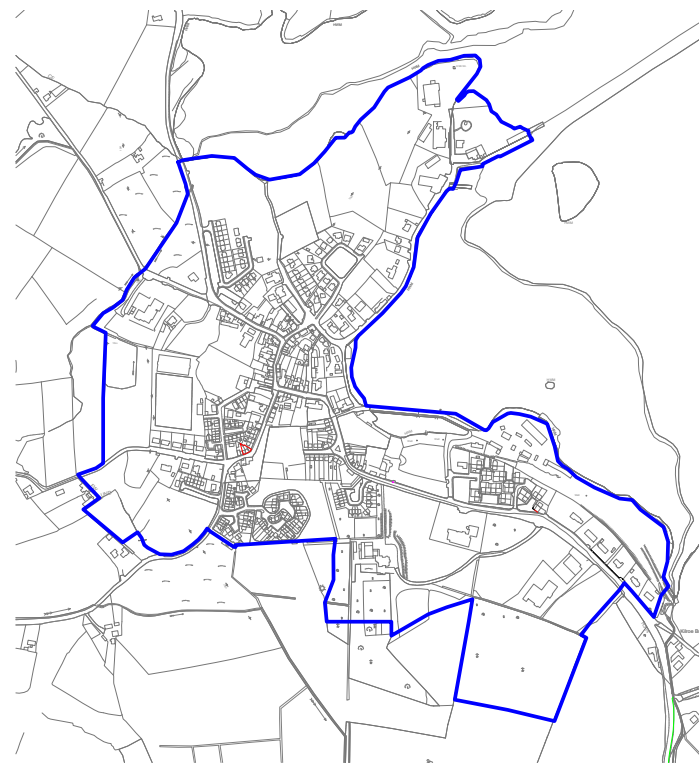
The plan above sets out the study area for the Killala CTCHC. It is defined as the settlement boundary of the town and incorporates green space within the immediate setting of existing development.

THE TOWN PEOPLE SAID....

81% of respondees wanted to eliminate dereliction

Developing historic sites was the priority of **72%**

65% thought there should be better facilities / services for young people

Improving the towns tourism offer was the priority of **77%**

63% wanted to prioritise support programmes for older people and thought that Killala needed better services generally

Community groups improve the quality of life was agreed by **58%**

however almost **50%** responded they had never met with anyone from the community council

KILLALA: WHAT LOCAL PEOPLE THINK

This Town Centre First Plan aims to transform and rejuvenate the town of Killala, building on the excellent community structures which have been in place for over 50 years. The plan incorporates the desires and needs of the community and takes a bottom-up approach to policy development. The results of this process will establish priorities, guide the proposals and action plan for project delivery.

The people of Killala were consulted in the summer of 2023 by a partnership of the University of Galway and The Pennsylvania State University. The purpose of this survey was to determine local community needs, and to better understand what brings people together to become involved in Killala Community Council and other local community development efforts. Approximately 360 people responded out of a population of 570, and the findings were kindly shared with the Town Team, Mayo County Council, and the design team to assist in the formulation in the fomulation of the Town Centre First plan.

As part of the Town Centre First consultation, these are the emerging key themes that were discussed in greater detail.

- People in Killala
- Appearance, Amenity and Visitor Experience
- Public Realm, Movement and Connections
- Business and Enterprise
- Housing and mixed-development

What are the best things about this area?
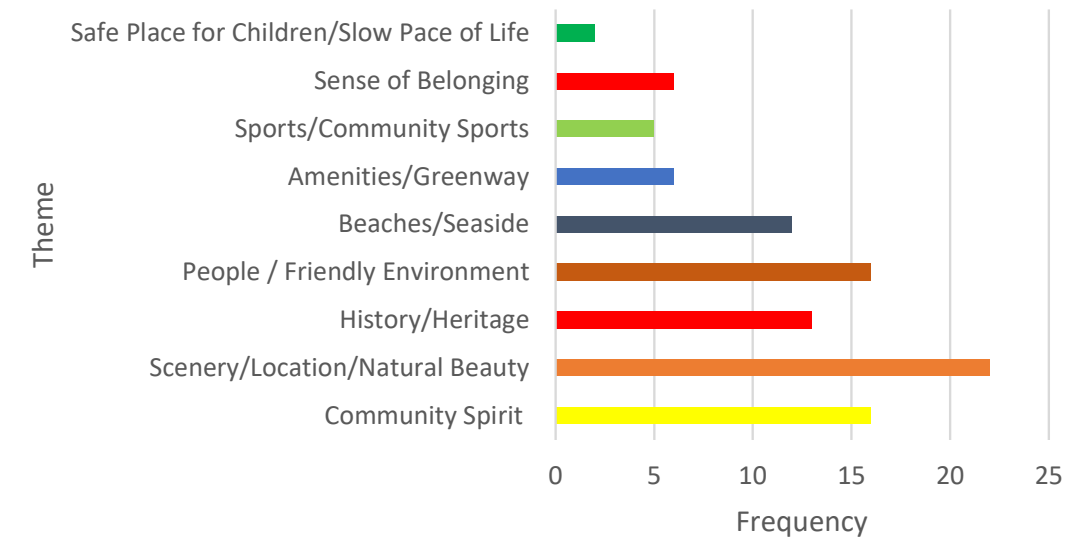
What are the best opportunities for Killala?
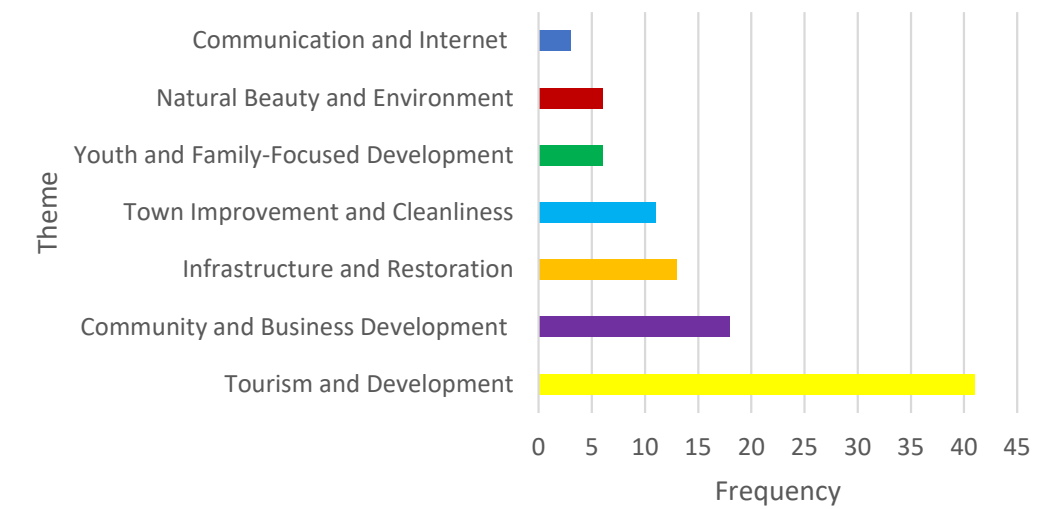
If you were to choose one priority for Killala for the next 5 years, what would it be?
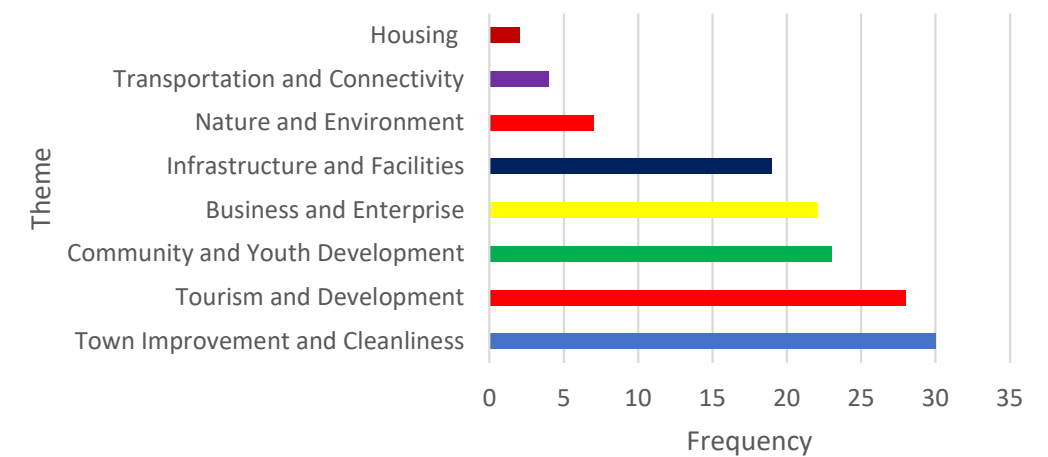
SOCIO-ECONOMICS

Age Profile

As of 2022, Killala had a population of 587, an increase from 562 in 2016, representing a 4.4% population increase during this period. Over the same period the population of nearby Ballina grew by 3.8% to 10,556. The population of County Mayo grew by 5.7 % from 130,507 to 137,970 during this period.

Examining the population of the town over the 11-year period between Census 2011 and 2022 illustrates the changing age profile of the town. The proportion of the population aged between 19–29 years old has decreased from 15.9% to 10.6% over this period. The number of people in this cohort has reduced from 91 in 2011 to 62 in 2022, a reduction of 32%. Conversely, the proportion of the population aged 65 and over has increased from 14.5% to 21.2% in 11 years. The actual number of residents in this profile has increased from 83 to 124, an increase of 49% over the 11 year period.

Principle Economic Status

In Census 2022, 48% of those aged 15 years old and over were at work. This compares with 52.3% in the county and 56.1% in the State. Those stating to be unemployed accounted for 6.5%, a reduction from 8.5% in 2016. Unemployment levels in Mayo and the State overall were both reported at 4.3%. Retirees were the second largest group, accounting for 21.0% an increase from 19.0% in 2016. A similar proportion of the County Mayo population are retired (20.7%), above the nationwide level of 15.9%. 8% of the working age population were students, a similar proportion to 2016. Those looking after home and family accounted for 6.7% a reduction from 8.1% in 2011.

Industry Sectors

Manufacturing industries represent the largest employment industry for the population with 26.5% of the workforce employed in the sector. This is nearly double the proportion employed in the sector in the county (15.7%) and significantly higher than the 11.8% nationally. The number of people employed in manufacturing increased from 42 in 2016 to 61 in 2022 an increase of 45% in the period. Professional services account for 22.2% of employment, an increase from 19.8% in 2016. Commerce and trade is the third largest sector, employing 44 people (19.1%). The sector has recorded an increase of 29% since 2016.

Occupations

Process plant and machine operatives are the most common occupations held, accounting for 42 people (16.1%) in employment. Since 2016, there has been an increase of 50% in the number employed in this type of role. The proportion of the Killala population employed as plant operatives is approximately double the county (9.1%) and State (6.9%) levels. Those in professional occupations account for 14.2% of employment in the town, increasing from 9.2% in 2011. 35 people are employed in skilled trades accounting for 13.4% of employment. The number employed in skilled trades has reduced from 46 to 35 in the intercensal period.

Educational Attainment

In 2022, 45% of the population that had completed education had done so at secondary school level. A further 13% had either no formal education or completed education at primary level. There has been an increase in the proportion of the population that have progressed to third level education with 15% having achieved ordinary or honours degree level compared with less than 12% in 2011. Similarly, the proportion who have attained a post graduate qualification has increased to 6.9% from 4.0%.   Conversely, the proportion of the those with a technical or vocational qualification has reduced from 12.6% to 7.1%. Advanced certificates and apprenticeships account for 4.5% down from 5.8% in 2016. It is noted that the proportion of those who did not state their level of education reduced from 8.3% (33No) to 3.6% (15No).

Socio-Economic Groups

Nearly one-third of households (80No, 32.4%) report to be in the non-manual socio-economic group increasing from 21.1% in 2016. A further 19% of households report to be in the manual skilled and semi-skilled groupings. Nearly 9% of households are within the Employers and Managers socio-economic grouping, with an additional 3% reported as Lower and Higher Professionals. The proportion of households in the lower professional grouping reduced from 8.8% in 2016 to 2.4% in 2022

Nationality

Irish nationalities account for 92.1% (534No) of the town's population compared with 89.8% (501No) in 2016. There are 21 UK nationals living in the town accounting for 3.6% of the population, a reduction from 4.8% (27No) in 2016. All other nationalities in the town are represented in single digit numbers.

It is noted that the results of the Census do not take into account members of the Ukrainian community that have arrived since the outbreak of the conflict with Russia.

Household Statistics – Permanent Private Households

Outright home ownership is the largest home household accounting for 105 (42.5%) of homes in the town. The proportion of outright ownership has increased from 39.5% since 2016. Mortgage holders account for 56 homes (23%) in the town, in line with 2016 levels. Private landlord rental accounts for 27 properties (10.9%) down from 34 properties (14.9%) in 2016. Between the Census, there has been an increase in the number and proportion of properties rented from the local authority accounting for 43 properties (17.5%) in 2022 compared with 36 properties (15.8%) in 2016.

Pobal HP Deprivation Indices

The Pobal HP Deprivation Index identifies affluence/disadvantage utilising indicators within demographic profile, social class composition and Labour market situation to measure deprivation within Small Areas or defined by Electoral Districts. Index Scores range between the over 30 (extremely affluent) to below –30 (extremely disadvantaged). Deprivation Index data based on Census 2022 is not yet available.

Deprivation Index by Municipal District

When considered in the wider County Mayo context, the Ballina Municipal District is shown to be the lowest of the four Municipal Districts with an index score of –6.9 in 2016. Castlebar MD is the highest scoring Municipal District with a score of –0.9. Claremorris and West Mayo are scored at –3.6 and –4.1 respectively.

Deprivation Index by Electoral District

There are 152 Electoral Districts in County Mayo. The Deprivation Index in the Electoral District of Killala has remained broadly constant between 2006 to 2016, assessing the area as 'marginally below average'. Among the indicators measured, the Electoral District was assessed as having the fourth highest proportion of social housing in the county.

Between the inter-census period from 2011 to 2016, deprivation index scoring in a national context increased from 0.2 to 0.4. Over the same period, deprivation index for County Mayo declined from –3.14 to –3.8, with declining scores recorded in each of the Electoral Districts identified.

LEISURE, CULTURAL AND VISITOR ECONOMY

A summary of leisure and cultural activities in the town and a number of which support the visitor economy.

- **Festivals:** Killala hosts various festivals and events throughout the year. These include music festivals, vintage car, food festivals, cultural festivals, and more. The specific festivals can change from year to year and are coordinated by Killala Live Events.
- **Sports Events**: Like many Irish towns, sports are an important part of the community. The town has strong GAA and football clubs. Other sports are limited.
- **Community Markets:** Farmers' markets and craft fairs take place in the town, offering locally produced goods and crafts.
- **Historical and Cultural Events:** Given Killala's historical significance, there are occasional events related to its history and culture. These include 1798 reenactments, historical talks, and heritage days.
- **Religious Celebrations:** There are two churches in Killala which provide the community with events ceremonies throughout the year.
- **Arts and Cultural Activities:** Art exhibitions, music performances, and theatre productions have all taken place in Killala, showcasing local talent, however these events are sporadic.
- **Community Cleanups:** There is a TidyTowns team that come together for cleanup events to beautify the town and its surroundings.

Killala, like many small towns in Ireland, has a visitor and tourism economy that is influenced by its natural beauty, historical significance, and cultural attractions.

Historical Sites: Killala is known for its historical significance, particularly its role in the 1798 Irish Rebellion. Historical sites like Killala Round Tower attract history enthusiasts and tourists interested in Ireland's past.

Natural Beauty: The coastal location of Killala has plentiful opportunities for outdoor activities such as walking, hiking, and enjoying the scenic coastline. The surrounding area's natural beauty, including nearby beaches and coastal landscapes, can be a draw for tourists seeking a peaceful and picturesque escape.

Fishing and Watersports: The proximity to the sea makes Killala appealing to those interested in fishing and various watersports such as kayaking and surfing.

NIGHT ECONOMY

Killala has a distinctly attractive night time setting with illuminated historic buildings, stunning reflections across the calm waters of the bay. A few local bar and pubs offer a place to relax in the evening and enjoy local music

Local accommodation is currently limited to a handful of bed and breakfasts. The local pubs and restaurants cater to visitors, offering traditional Irish cuisine and a taste of local culture.
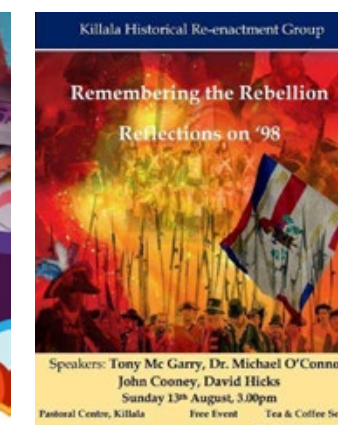
DIGITAL TOWN BLUEPRINT

The Digital Town Blueprint (DTB) is an entry-level assessment for local authorities, chambers of commerce, and other local community groups interested in understanding the current digital readiness of their town.

The DTB has been designed to help towns rapidly and cost-effectively:

· Understand their current digital town readiness and digital competitiveness;

· Compare their town against Irish and international benchmarks;

· Stimulate stakeholder engagement on digitalisation.

Seven dimensions of analyses

The DTB analyses digital readiness across seven dimensions, accomplished through a combination of primary research, desk research, secondary data, key informant interviews and automated data collection techniques.

The seven dimensions are:

1. **Infrastructure for Connectivity** – the deployment of fixed and mobile broadband infrastructure and the availability of free public Wi-Fi and digital rural hubs.

2. **The Digital Economy and Digital Business** – the use of digital technology by local businesses and their level of sophistication.

3. **Digital Public Services** – the use and sophistication of digital technology by both local government and health, and the availability of local open data.

4. **Digital Education** – the support for and use and sophistication of digital technology by education providers, and the provision of training and education in digital technologies across all levels.

5. **Digital Technologies and Civil Society** – the use and sophistication of digital technologies by community and voluntary groups in a town.

6. **Digital Tourism** – the use and sophistication of digital technology to attract tourists and deliver a distinctive tourism experience.

7. **Governance of Digital Town Initiatives** – the degree of coordination across the town on digitalisation including (a) integration across

different elements of policy making, and across policy and other stakeholders, and (b) integration across different levels within the governance or policy sphere.

Findings Summary

Based on the analysis undertaken as part of this process, Killala has been given an overall Digital Town Score 37. Based on the Guidelines Readiness Descriptions, Killala is positioned in Dimension 2 of 5. The digital readiness of towns in this dimension are described as 'Ad Hoc' and mostly not documented, with some evidence of digital readiness in the use and sophistication of digital technologies. A key objective of the analysis is to provide an insight into key indicators for improvement at a town-level. The numbers individually have very little meaning without comparators however as presented do show gaps between performance today and potential in the future. The findings note that "Key Performance Indicators of towns at this level are below regional, national or EU averages." The spider diagram shown opposite provides a summary of Killala's digital readiness in each of the dimensions of analyses.
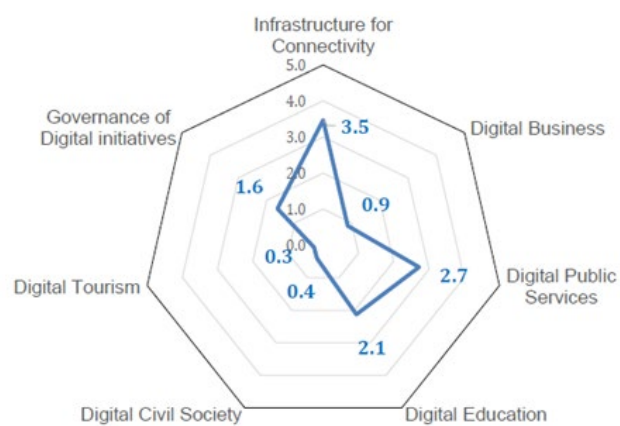
Infrastructure for Connectivity

The connectivity dimension of the DTB presented in this report consists of five indicators weighted as follows:

· Fixed broadband (35%)

· Mobile broadband (35%)

· Competition (10%)

· Free public Wi-Fi (10%)

· Rural digital hubs (10%)

Killala scored well in the analysis of Fixed broadband and competition. The report found that 79% of premises in Killala and surrounding townlands had access to commercial broadband coverage. The remaining 21% are designated within the National Broadband Plan intervention. Killala was found to be relatively well-serviced for both fixed broadband and mobile connectivity with at least five fixed broadband providers, ten 2G, 3G and 4G mobile providers, but only two 5G mobile providers.

Public Wi-Fi indicators measure the availability of municipal and free public Wi-Fi at various sites in the town including municipal, retail, hospitality and accommodation sites. Free public Wi-Fi was recorded in three of the four Tripadvisor accommodation listings and one of six Tripadvisor hospitality listings. The absence of a rural digital hub in the town resulted in a zero scoring.

Digital Business

The digital business dimension comprises three subdimensions with equal weighting:

· Website Technology Intensity Score;

· Digital technology take-up;

· E-commerce take-up.

Killala generally scored poorly in most indicators for this dimension, particularly in relation to Web Technology Intensity Score. The DTB assessment found 56% of 41 businesses had some form of online presence, with 20% on social media only. Businesses should explore further opportunities to utilise web technology to boost their economic activity.

Digital Public Services

Following the EU Digital Economy and Society Index (DESI), the digital public services dimension comprises three subdimensions:

· E-government readiness (in this DTB, Mayo County Council);

· E-health;

· Open data (published by Mayo County Council)

12 healthcare providers were identified in Killala, including GPs, pharmacists and other healthcare providers. Three healthcare providers were assessed, of which two responded to questions.

Digital Civil Society

The civil society dimension measures the use of digital technologies by voluntary bodies or social groups serving the needs of the Killala community. It includes sports clubs, charities, political organisations, and other community

groups. The civil society dimension comprises three subdimensions:

· WTIS

· Digital technology take-up

· E-commerce take-up

A WTIS was calculated for each digital civil society organisation. 21 voluntary and social groups were identified in Killala. 19% had a discrete website. A small number featured on an affiliate website e.g. a political party.

Digital Tourism

The tourism dimension seeks to measure the use and sophistication of digital technology to attract tourists and deliver a distinctive tourism experience. The digital tourism dimension comprises three sub-dimensions:

· Digital readiness of tourism businesses;

· Smart tourism and digital tourism infrastructure;

· Tourism destination website and maturity.

The study assessed Killala's tourist attractions for their digital readiness and found that 11 of the 16 tourism businesses assessed had a non-existent WTIS score. 60% of tourist attractions within 2km of the town also record a non-existent WTIS score.

Indicators identified in the assessment of smart tourism and digital tourism infrastructure included online itineraries, availability of tourism information outside working hours (e.g. digital kiosk), QR code-based information and availability of free public Wi-Fi.
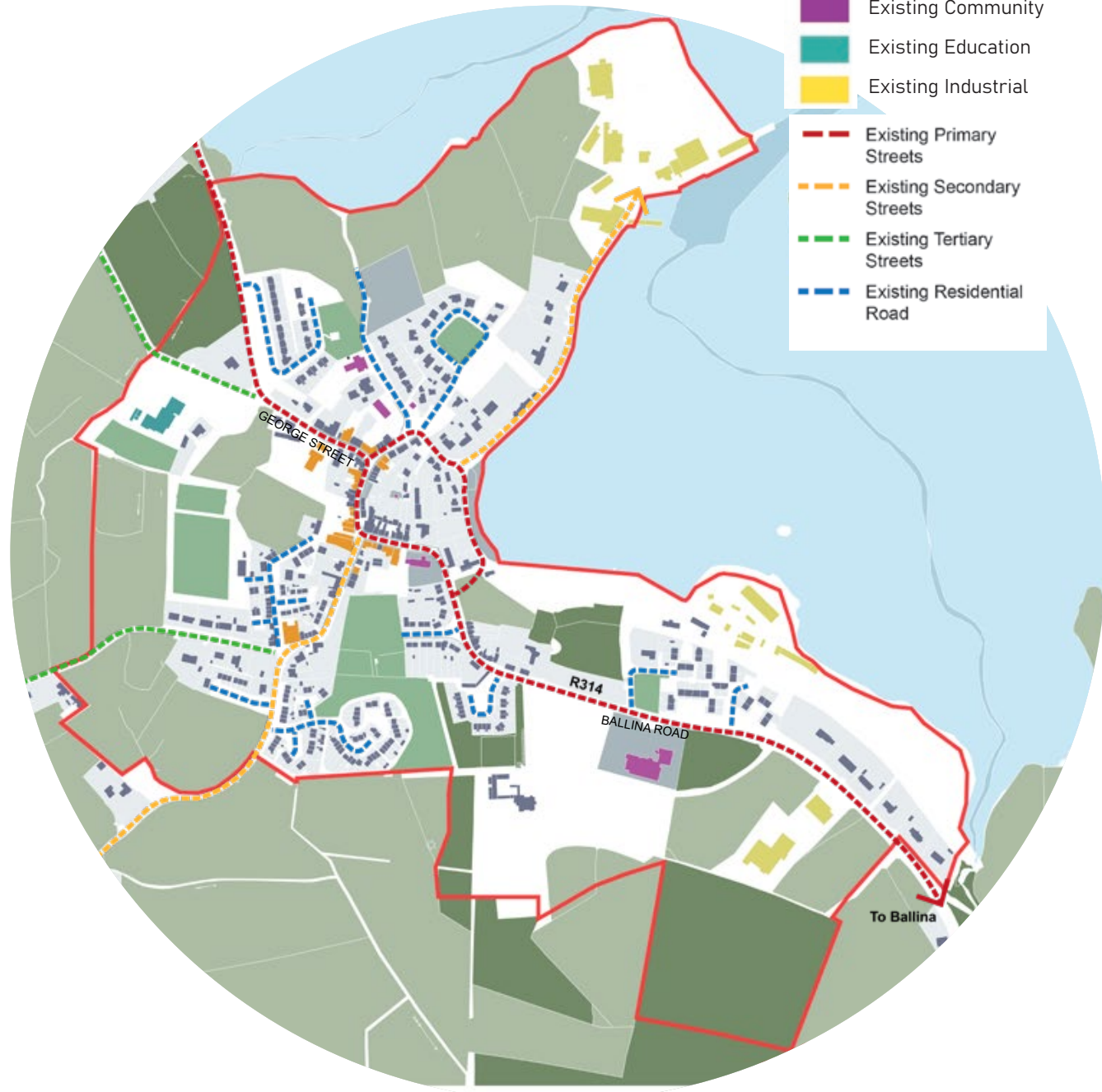
There was no town website or portal containing tourist information.

Governance of digital town initiatives

A Community Futures Action Plan (2015-2020) has been prepared for Killala however no specific plan for digitalisation initiatives was identified for Killala. Basic digital capacity activities are available in Ballina but not specifically in Killala.

The DTB reports that while the score for vertical integration is high, this reflects the fact that Killala has been selected as a participant in the Town Centre First Programme.
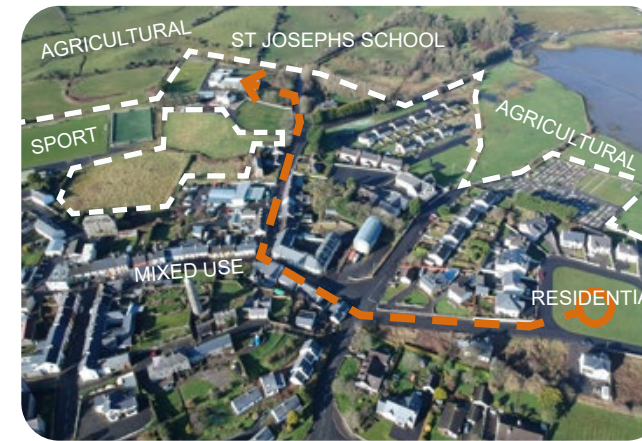
PRESENT DAY KILLALA

Key:

- Existing Residential
- Existing Private Gardens
- Existing Agriculture/Scrubland
- Existing Woodland
- Existing Civic Space
- Existing Retail
- Existing Community
- Existing Education
- Existing Industrial
- Existing Primary Streets
- Existing Secondary Streets
- Existing Tertiary Streets
- Existing Residential Road

- Commercial and retail activities are concentrated in the town centre, surrounded by low-density residential areas and agricultural land
- Industrial sites are located along the Ballina Road and the Quay, east and north of the town respectively
- Green spaces are mostly isolated from the town centre

- The R314 is the primary road that runs through the town with the Ballina Road entering from the south and George St from the north

TOWN CENTRE EXPERIENCE

MARKET STREET

BALLINA ROAD

GEORGE STREET

STEEPLE LANE

CHURCH ST

CHURCH ST

LANDMARKS

BUILT FORM

Key

★ Landmarks

● National Inventory of Architectural Heritage (NIAH)

– – Existing Pedestrian/ Cycle Routes

● Sites & Monuments Records (SMR)

– – Missed connections

Connection improvements to the town park, school, local beach and Moyne Abbey further afield.

Key routes for future improvement are links from residential areas to the primary school and from the town centre to the harbour

Round Tower

Former Grain Store

St. Patrick's Cathedral

Railway Causeway

The Draft 2019 Killala Character Appraisal report commisioned by Mayo County Council provides a detailed review of the heritage and character of Killala as making a number of recommendations befitting the towns character.
Commentary on built form is summarised below.

Building Colour:
· Buildings in Killala's town centre, especially along Market Street and William Street, exhibit vibrant colors.
· This colorful palette adds vibrancy to the area.
· Effective use of building color can create the illusion of traditional subdivisions for larger buildings spanning multiple plots.

Shopfronts:
· Killala boasts a few traditional shopfronts with distinctive character.
· Efforts should be made to preserve these remaining shopfronts.
· Shopfronts significantly contribute to the street's character.
· New shopfronts on infill sites should adhere to traditional design elements like pilasters, nameboards, consoles, cornices, and signwriting.

Materials:
· Building materials and finishes should align with the local context, site, and function.
· Suitable local materials include natural limestone, black slate, plastered walls, and rendered finishes.

VACANT AND DERELICT SITES

Key

- Derelict Buildings (survey 2019)
- Registered Derelict Sites
- Vacant Buildings
- Refurbished since 2019

The table and map show the results of a survey of vacant and derelict units in Killala in October 2019. Derelict buildings are scattered throughout the town, some of them historic.

Mayo Council purchased a vacant site on Barrack St with the potential to refurbish for housing

Derelict Buildings in Core Area	Vacant buildings in Core Area	Vacant & Derelict Buildings	Total no. of buildings	Derelict Percentage	Vacancy percentage	Vacancy & Derelict Percentage
23	30	53	273	8%	11%	19%

Vacant property immediately adjacent to the Round Tower has been purchased and there are plans to make into a private home

A former Methodist church opposite the Courthouse now run down, the owners are looking to refurbish

A vacant shop at the junction of George and Market St.

A derelict property on Barrack St now in the ownership of MCC to be repurposed for housing

One of the old Grain Stores which requires urgent repair

The Handball Court: application for Refurbishment funding submitted 2023

The Old Deanery to the south of Barrack St beginning to show signs of signficant decay

ECOLOGY AND WILDLIFE

Killala is located at the mouth of the Moy Estuary in north Mayo, and is home to a variety of coastal habitats including sandy beaches, sand dunes, saltmarsh, mudflats, sand-flats, and rocky shore. The area is designated as a Special Area of Conservation (SAC) due to its excellent range of good quality coastal habitats and the presence of important species such as the Common Seal

The estuary mouth is a vital feeding ground for birds, especially wintering wildfowl such as Ringed Plover, Golden Plover, Grey Plover, Sanderling, Dunlin, Bar-tailed Godwit, Curlew, Redshank, and Red-throated Diver. The area has been designated as a Special Protection Area (SPA) due to the presence of bird populations of international significance.

There are three areas designated for nature conservation in the town environs:

· Killala Bay/Moy Estuary SAC/pNHA (000458)

· Killala Bay/Moy Estuary SPA (004036) and

· Killala Esker pNHA

The Killala Bay area is of very high importance for wintering wildfowl and waders at county, national and international scales. The coastal and littoral habitats present in the area are important for maintaining these bird populations.

SCOT ANALYSIS

Strengths

- Killala's strategic location in a sheltered coastal bay makes it ideal as a harbour, and for utilising marine resources

- the town's proximity to Ballina and other North Mayo Tourist Destinations

- The array of landmark historic buildings and structures makes Killala unique

- Killala has rich legacy of community driven development and still fosters a strong community spirit

- Killala Community Council plays an important support service for the towns residents

- The mudflats provide a important habitat for a large number of wading birds

- A range of existing infrastructure is in place to Provide support for residents and business

- Access to open and green space is readily available in the town park and greenway

- Killala's elevation lifts it out of flood risk zones and rising sea levels

Challenges

- Lack of high speed broadband within the town centre

- Lack of visitor accommodation

- Empty shops and inactive frontages

- Vacant and derelict buildings

- Limited amenity value within the town centre

- Quay area is cluttered and lacking cohesion and amenity value

- Encouraging young people to stay

- Limited bus service

- No access to train network

Opportunities

- Killala's position on the Wild Atlantic Way

- Linking Killala to Ross Beach via a dedicated pedestrian and cycle route could potentially be a catalyst for change

- Introducing visitor accommodation on Geyerris Head in the form of campervan site

- Repurposing vacant buildings into residential and mix use developments

- Making better use of Killala's existing facilities and infrastructure

- Potential for new residential areas close to the town centre and quay would allow the town to meet housing needs

- Improving connections to local landmarks Moyne Abbey, Palmertown Bridge, and Rathran Abbey from Killala town centre

Threats

- Short-term development, particularly industrial that does not contribute to the community

- The high number of vehicles which pass through the town each day, and the dominance of on-street parking present a threat to creating a pedestrian- friendly town with high levels of footfall

- Young people in Killala have limited facilities or welcoming spaces in the town.

- A lack of private investment in rural Ireland limits opportunity, and creates an overreliance on the availability of funding

- Continued consultation and community engagement is essential to the TCF Plan and the projects emerging from it.

- Low density, out of town centre development will have limited impact on revitalising the town centre

For Killala to realise its potential through sustained regeneration, a clear vision has to be defined by the people of the town. ....

INTRODUCTION

The framework provided by this plan is one that is durable, but flexible, and capable of supporting the changing needs of the Killala community. As a whole the creation of this Town Centre First Plan for Killala hopes to herald a new era for the town and its future, as well as for rural towns in Ireland as a whole.

The objectives set out in each key theme are derived from the consultation feedback and follow on workshops and supported with detailed site analysis.

For Killala to realise its potential through sustained regeneration requires a clear vision defined by the people of the town. ....

COMMUNITY VISION FOR KILLALA

Our beautiful town by the sea is built on the legacy of history. By working together, we will create the change we want to see in the town centre. We will focus on supporting our community and businesses to thrive, demonstrating resilience and adaptability in response to climate, social and economic change.

We will continue to welcome our visitors to experience our extraordinary history and natural environment. We will celebrate the traditions of times past, whilst creating opportunities for younger generations.

Killala's town centre will be a place to shop, eat, drink, work and relax. Our streets and public spaces will be accessible and more sociable. Our businesses will benefit from the increased footfall from residents and visitors who explore further and stay for longer.

Artist impression of new civic space on Market Street

PRIORITSING THE PROJECTS

In order to share the findings from the Town Centre Health Check and engagment workshops, a second round of consultation was held to present the findings that came out from workshop discussions and the long list of projects. Of the 44 projects the community prioritised 26 (as shown on the opposite page): all of which have been described from page 58–105.

These projects have been further categorised within the delivery section of the report into strategic themes.

- Critical projects
- Building Community Capacity
- Improving Facilities and Amenities
- Upgrading Public Realm
- Developing Tourism
- Critical external agency projects

In addition to voting on their priorities people were asked for their opinion on specific needs and objectives for the town. These details help to define the projects and give the Town Team clear direction in what the vision is and how the project should be delivered.

Killala Town Centre First Plan
Consultation Hub

Home   The Draft Plan   Contact Us

Welcome to the Consultation Hub
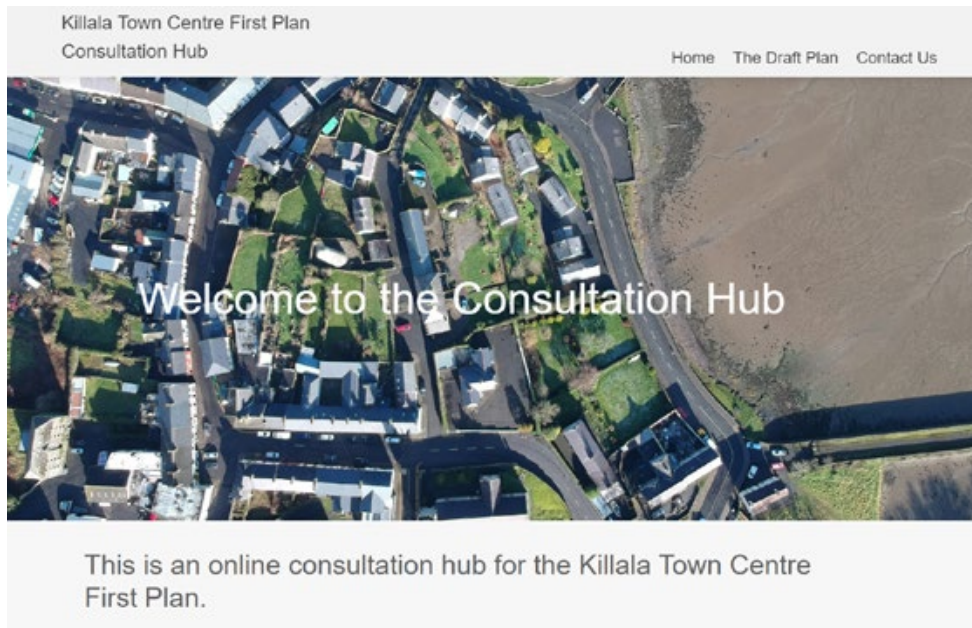
This is an online consultation hub for the Killala Town Centre First Plan.

Short-term and Critical Projects
- Improving sports and amenity facilities
- Empowering community lead action
- Create an annual programme of events / festivals / courses
- Tower Bar Community Facility
- Youth participation and initiatives
- Town Facelift
- Killala Website
- Welcome to Killala
- Quay Connections

Medium-term and High Impact Projects
- Activate streets
- Public Transport
- Wayfinding and Interpretation
- Town Park Improvements
- Realising Killala's Historic Assets
- Greenway extensions
- Harbour Makeover
- Resurfacing Works
- Vehicle Parking
- Civic Space
- Street Furniture
- Camper van facilities
- New homes

Long-term and External Agency Investment Projects
- Super-fast Broadband
- Outside investment
- Renewable energy
- Visit Killala
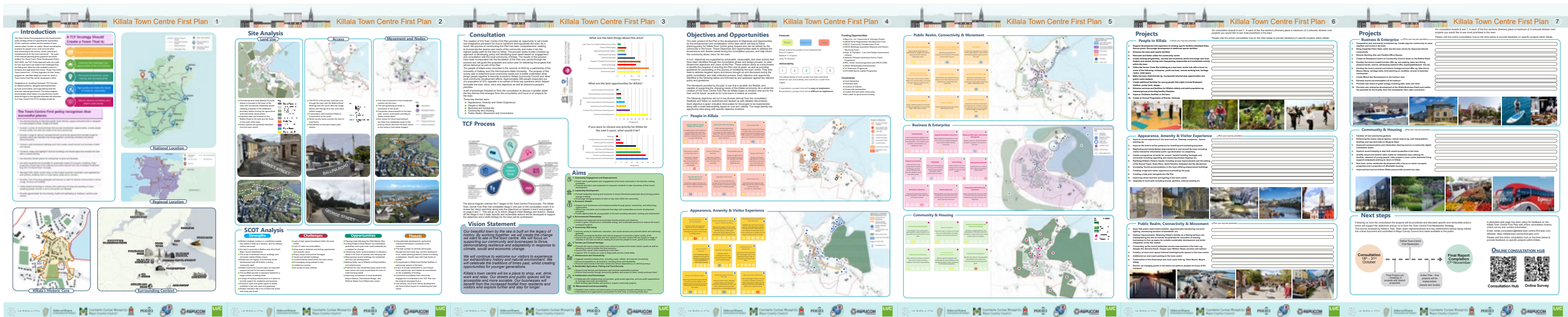
A POSTCARD FROM KILLALA

Improving the visitor experience and building on Killala's heritage assets

Artist impression of new civic space on Market Street

Maximising opportunities such as Killala quay side

Artist impression of new civic space at the harbour

Bringing derelict buildings back into meaningful use

Artist impression of new civic space on Courthouse Road

Improving Killala's night time economy

Artist impression of new entrance to the Round Tower

PEOPLE IN KILLALA

A key consideration of the community consultation was provision of facilities and services for young people. Coordinated by the Town Team and with renewed enthusiasn gained from the consultation process, efforts would be concentrated on investment in youth led initiatives which would provide valuable amenity. Further consultation through workshops and working groups would provide future projects' direction.

It is also key to recognise that the town's existing facilities are underutilised, with potential for improving awareness and access whilst also adding new facilities to increase the offer for families and an aging population. A primary missing asset is a town centre based community facility which could be realised in the now vacant Tower Bar as a flexible use space.

FRAMEWORK PLAN: KEY OPPORTUNITIES TO SUPPORT PEOPLE IN KILLALA

People in Killala Key
- Review of Existing Facilities
- Renovate Community Centre
- Tower Bar
- (A) Enterprise Centre
- (B) Tourist Information
- (C) Community Centre
- (D) Youth Facilities
- Community Facilities
- Upgrades to Town Park
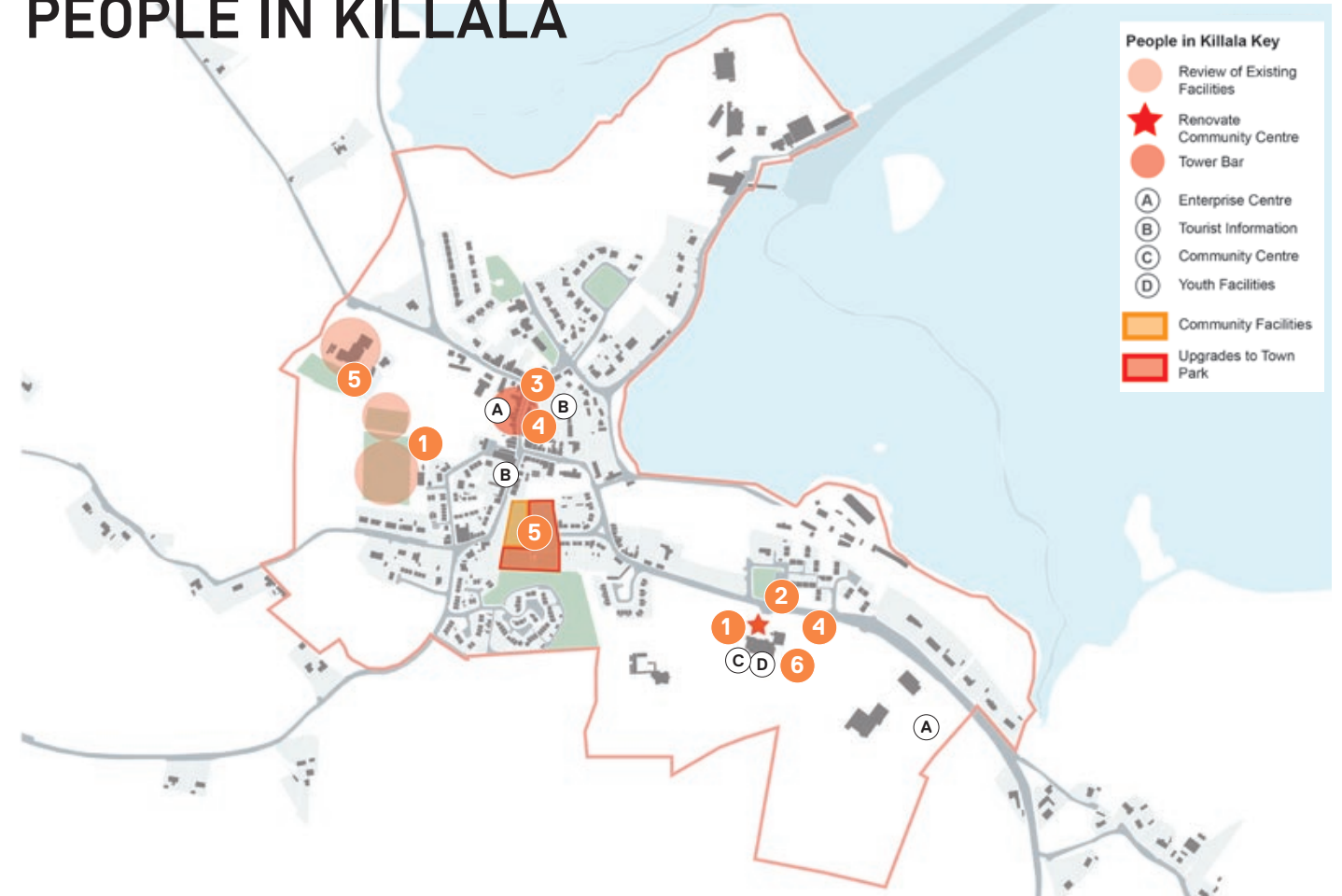
OBJECTIVES

1. Empower Community Action through training and incentives

2. Provide support and services for an aging population

3. Improve the access to existing facilities and assets of the town

4. Creation of flexible indoor community use spaces for cultural and community events

5. Improved outdoor facilities and spaces for young people and the wider community including improvements to the town park

6. Support a programme of events, courses, and festivals

1

Improving sport and amenity facilities

Killala has a broad array of existing sports and amenity facilities situated around and outside of the town centre. There is a need to better understand how these facilities are used, identify causes and effect of underuse and a coordinated approach to improving awareness and access to the wider Killala community could activate the town and save in providing new facilities.

An analysis of the needs and challenges of existing sports clubs/groups is then required to ensure appropriate decisions are made by all to maximise use of existing facilities.

The primary community asset is the community centre which offers gym, squash court and sports hall which has potential as a flexible use space and can host theatre and music events. The sports hall could be setup for different sports and activities throughout the week.

A comprehensive online booking system would create one stop hub for all activities within the town, make the community aware of everything that is on offer and have the potential for people to start-up their own classes and courses with an active audience.

Increasing external and outdoor facilities, in particular improving the existing tennis courts and playground to the town park might include; outdoor gym equipment, climbing/bouldering equipment, table tennis, separating play into age groups, trim trails, performance areas and resting points.

Activity routes around the town might include exercise equipment, play and rest points as well as show distance travelled. These might be set at 1km, 2km and 5km routes to encourage a range of users.
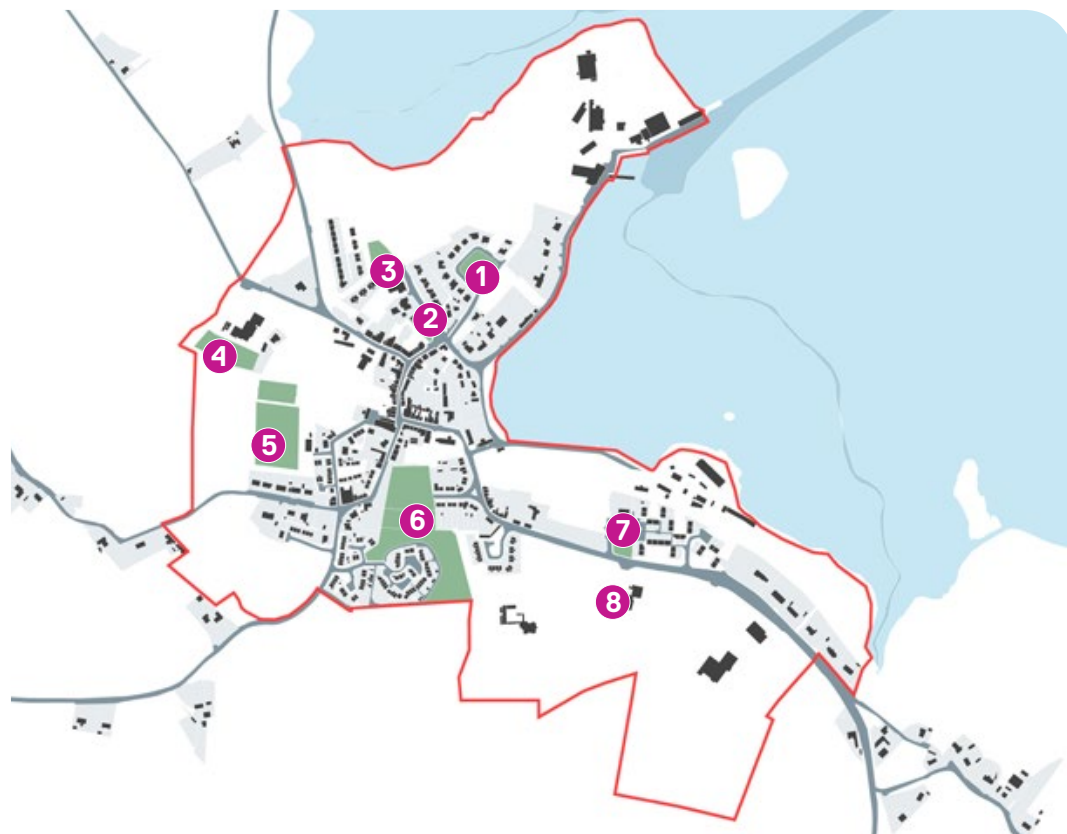
1. Towers Reach Open Space
2. Handball Court
3. Churchfield Manor Open Space
4. St. Joseph's National School
5. Killala AFC Soccer Club
6. Town Park
7. Bartra Heights Open Space
8. Community Centre

2

Community Led Action

The Killala Community Council (KCC) is primarily involved with running the community centre and providing a valuable service to the town through dedicated staff team. There is not a visibly active volunteer group to support the KCC.

Killala Tidy Towns team is an active but small group of 3-5 people that would benefit from additional support and coordination from the Town Team and Killala Community Council.

From consultations and workshops, it became evident that several members of the community would be willing to volunteer for specific tasks within the town and that there is already willing and able base for an volunteer group.

Investment in an online volunteer system would create a central hub which could allow people to share their skills sets and interests and understand how they could contribute to the Town Team and community. This could include incentivising volunteering by providing training and rewards and identification of volunteer roles required for projects to be realised. A 'Volunteer Hub' could be part of the Killala website forming just part of the digital community hub.

Examples of activities that could be led and supported by volunteers include:

· Guided Walk (top image)

· Parkrun (middle image) (Short-term a 2.5km route along the existing Greenway with a return, Long-term a 5km route (top map)

· Improving the town's appearance (bottom image)

· Curating social media platforms

· Organising events

· Maintenance and repairs

Opportunity Locations

3

Create an Annual Programme of Events, Festivals and Courses

There are several existing events and festivals in Killala that happen throughout the year including seasonal farmers markets and music nights. However promotion is restricted to each organisations social media platform and not easy to find online.

As part of the Digital Community Hub regular updates on events and festivals could be advertised as part of a year-round calendar, ensuring that a range of activities was happening throughout the year. This could include sports, markets, courses, classes, festivals and more. This would be a valuable

outlet for the community as well as place for potential visitors to know what is happening within the town.

Identification of Killala's unique offering is important to the success of the town and alongside the heritage appeal, which is why encouraging the community to come forward and share their own interests and skill sets would provide the basis of Killala's offer.

Killala has limited space and infrastructure to accommodate larger crowds of people and therefore hosting festivals could be difficult to manage. Small scale interventions within the park such as improving drainage, creating space for stages or marquees, and ensuring power sources are available would increase its potential for hosting events.

The creation of a overflow carpark for the town with a park and ride service is something that could be looked at.

4

Active Streets

Killala is a historic town with narrow streets and narrow footpaths leaving little space for intervention. Meaning any interactions with the streetscape would need to be creative and often vertical. Utilising the shop frontages is an option for creating a narrative within the town.

This project looks to identify opportunities to activate the streets through small interventions, identification of specific routes such as historical trails or walks to school. To identify access issues, a Walkability Audit could easily be undertaken on a couple of key routes.

Actions:

1. Carry out Killala walkability audit

2. Review seating and ensure resting spots are found at appropriate spacings. Ensure seating is age friendly.

3. Identify opportunities to activate the street

Opportunity Locations

4. Introduce pop-up play elements such as puzzles, floor markings

5. Create 1km, 2km, and 5km marked walking routes

6. Identify new walks and trails in and around the town including a new walk encompassing Killala with connections to residential areas

7. Animating property frontages with a range of colours

Artist impression of new civic space on Market Street

5

Tower Hub

·

The re-imagination of the Tower Bar will deliver a new community hub and stimulus for learning and social engagement. It will become an orientation point to the town's unique heritage and biodiversity. The hub will place a spotlight on sustainability across the community. This will include the ambition to become a carbon zero building and play a key educational role for the community around climate action.

Each element of the hub will have a sustainability learning focus, directly or indirectly. It will represent a community focal point that will resonate with all members of the community, young and old, visitors to Killala and agencies involved in enterprise, training and education.

The adoption of the sustainability theme across every facet of the Tower Bar Hub will contribute to the future sustainability goals for Killala and will provide a new community emphasis on climate action. All spaces will feature sustainability as a linking theme across the various components of the Tower Hub, ensuring alignment an over-arching vision for Killala as a sustainable community.
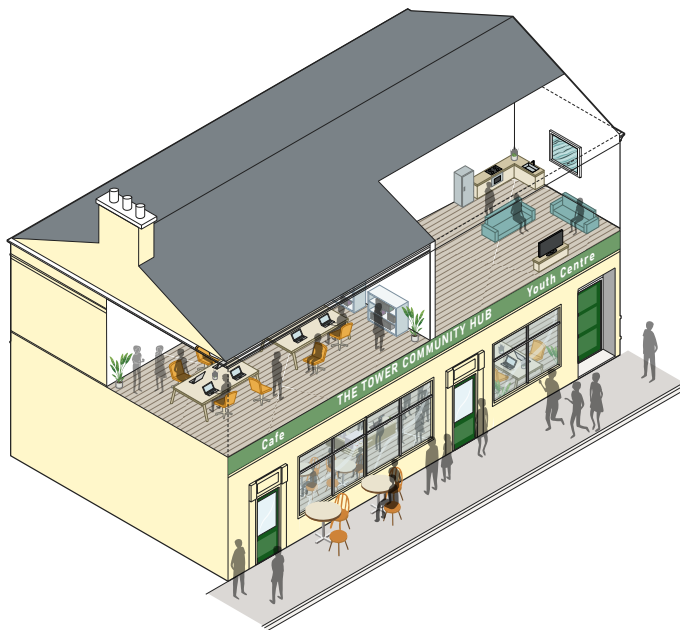
Indicative diagram of Tower Bar Community Facility

Opportunity Locations

The configuration of the Tower Hub will include:

· Killala Community Library

· The Killala Story Space – multi-media heritage interpretation area and town orientation to encourage visitors to explore the town's historic sites. This will also include a special interest spotlight placed on the unique biodiversity and marine culture of the area.

· Old Barrel Store – Community Lab to accommodate the Men's Shed and other community groups.

· Community Learning and Training Hub – a flexible multi use space that will have extensive day and evening use ranging from study, research, training and educational courses, and nighttime courses.

· Enterprise space – small office units for rental.

Operational Vision for the Tower Bar Hub

Killala Community Library

The front area will house the Killala Community Library that will be operated by Mayo Library Service for 24 hours per week. This offers the potential to house archive and research material on Killala and the surrounding area. It also offers the potential to provide an information sharing point for the town and keep people up to date on current events and affairs. Information could be disseminated through word of mouth or interactive screen.

Killala Story Space

In the front area adjoining the Killala Community Library, an area will be dedicated to the Killala heritage story. This will be a multi-media presentation on the heritage of the town and will be configured to reflect the most contemporary delivery of heritage stories that will motivate visitors to explore the town from the Tower Hub. The principal aim is to communicate the depth of the heritage story and play an orientation role to the other heritage sites across the town. It will support

the creation of guided and unguided tours from the hub as the town exploration base.

Other inclusions within the Killala Story Space will include a focus on the biodiversity story of the local area that will attract special interest visitors interested in the local marine life, flora and fauna. It will also represent an orientation opportunity to explore the natural heritage of Killala and hinterland. The Killala story space will play a key role in attracting visitors to Killala and will identify how they will engage with the town to increase the length of stay and generate associated economic benefits for local business.

Community Lab – Old Barrel Store

The community lab will become a home for sustainable craft and community activity. It can house the Men's Shed group with a possibility of including other craft producers and initiatives such as Fab Lab. The community lab may also represent a connection point with training and education agencies or Third Level partners in the region.

Killala Learning and Training Hub

The large space located at the back of the Tower Hub represents a flexible and multi-use space that will stimulate considerable day time and evening time use. It will play a role in contributing to the needs of the local community from an educational perspective and will provide a role in future tourism development through hosting special interest tourism education and learning events e.g. marine and biodiversity education weekends, water-based activity training weekends. The learning and training hub will be a base for daytime training and development programming in partnership with the MSL ETB. The hosting of training programmes will have a strong alignment with the sustainability theme and will inform future learning and educational uses of the hub. The learning and training hub will have the capacity to accommodate special interest, talks, events and training opportunities i.e. land based training elements for the proposed under water dive activities.

Sustainable Enterprise Space

The upstairs area will accommodate small office units focused on accommodating small and micro businesses including those operating in the sustainability sector. This will include companies looking for a rural location and start up businesses requiring small office space. It will provide a year-round rental revenue stream from businesses operating in research and development, renewable sector and start-up companies. The inclusion of the enterprise space provides a window to the enterprise sector highlighting the potential for Killala as

an economic destination focused on housing businesses and companies operating in the sector. The Tower Hub could also be a feeder for a potential Enterprise Centre based on Community owned land and is currently under consideration.

Potential Economic Impact

Through the delivery of training and development programmes and study supports, the Learning and Training Hub is projected to support two Full Time Equivalent (FTE) roles. Development and enhancement of the employment skillsets in the local population through participation in training courses at the hub is assumed to create five full-time jobs per year in the local area. The Sustainable Enterprise Space has been assumed to provide a base for five full-time jobs operating in the sector.

Based upon an enterprise hub in the Tower Bar supporting an average of seven and creating five Full Time Equivalent jobs (FTEs) per year, there is an estimated direct employment income impact of €566,000 to the local economy. This high-level assessment does not include the indirect and induced impacts that would be generated.

Delivery of the Killala heritage story at the Tower Hub and the exhibit's ability to engage with and orientate visitors to other local heritage attractions in the town has been estimated to deliver 2,000 visitors to the town. Direct expenditure by visitors to the town is estimated to be worth €50,000 to the local economy, with additional indirect and induced impacts generated. This estimate is based on the analysis of visitor numbers to comparable sites in the north Mayo area.

Youth Provision

All the new facilities would be developed with the intention of being used by all age groups, particular attention could be paid to encouraging young adults and teenagers to use the space and facilities. Keeping the community up to date on the facilities would be a key driver in maximising its use.

The design of the spaces is very important, particular attention would be the designation of spaces where individuals can sit in quiet, and groups can gather for social interaction sit in a bright and welcoming environment. The library would be stocked with books suitable for young people and with greater availability of eBooks and browsing via an app.

The training spaces should aim to offer a range of classes, course and workshops offering training in life skills, film-making, music and other creative workshops.

6

Youth Led Initiatives

The shortage of youth facilities and services was highlighted in the Killala Community Future Plan back in 2015 which still requires addressing. With 142 0–18-year-olds in the town, young people represent roughly 25% of the population.

Providing spaces and activities for young people and teenagers within the town centre will engage a younger generation with the town's blueprint for development and provide a sense of ownership. Community stewardship and pride is a key driver in ensuring that spaces remain well maintained, for now and generations to come.

Research carried out by BioDesign Studio, suggests young adults generally prefer busy social spaces to hang out and be seen, risk based play (such as large climbing frames or swings) and places that can be walked to with commercial opportunities such as a coffee shop.

Targeted consultation with young people will ensure that proposals cater for all genders, ages, neurodiversity, and interests.

Opportunity Locations

7

Public Transport

Current bus services operate only on a Monday to Friday basis, connecting Killala to Ballina (to the South) and Ballycastle (to the West). The town does not have dedicated covered bus stops and the public transport service is not clear and obvious to the community or visitors to the town.

There is a desire within the town to have a covered bus stop. This would make the bus service more useable as it would allow riders to have a sheltered place to sit whilst waiting and be informed by up to date bus time tables.

This could potentially be popular for older people and younger people who do not have cars or driving licenses. Growing demand could act as a catalyst for more buses scheduled thoughout the day and at weekends.

Opportunity Locations

Bus stop

Ballycastle — Killala — Sligo — Ballina — Castlebar

MAYBE 10
YES 24
NO 10
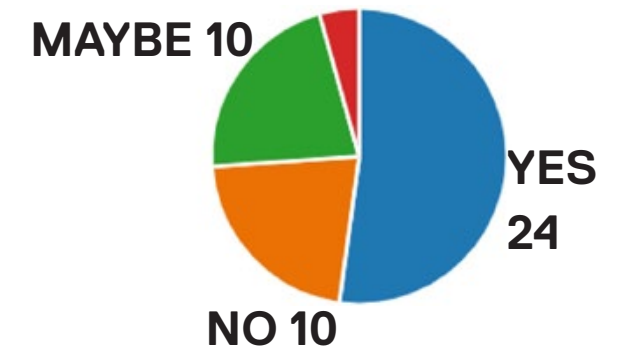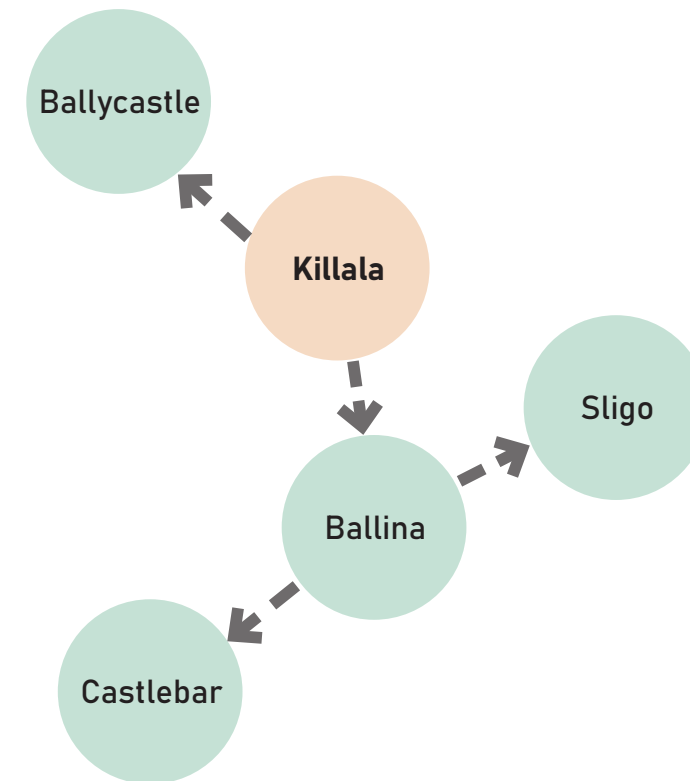
If the bus service was more frequent and had a dedicated bus stop, would you be more likely to use it?

APPEARANCE, AMENITY & VISITOR EXPERIENCE

Killala's scenic coastal location and rich heritage & history gvies it significant potential for a strong tourism and visitor economy.

The following projects have been informed by site analysis, consultation and desktop research. The projects seek to improve the overall appearance of the town, addressing issues such as derelict buildings, improving the visitor experience, providing greater promotion of the town, as well as capitalising on the towns historic assets and its a unique coastal setting.

The proposals aim to allow Killala to build on its existing strengths and in particular its strong heritage assets which, although they form a key component of the town, often have a poor setting, are not signed and have access issues. The proposals also seek to build on the town's natural environment and in particular its close relationship with its coast and wildlife. Visitor accommodation in the town is also limited and the proposals seek to provide a catalyst for private investment in the town.

FRAMEWORK PLAN: KEY OPPORTUNITIES TO SUPPORT AMENITY & VISITOR EXPERIENCE
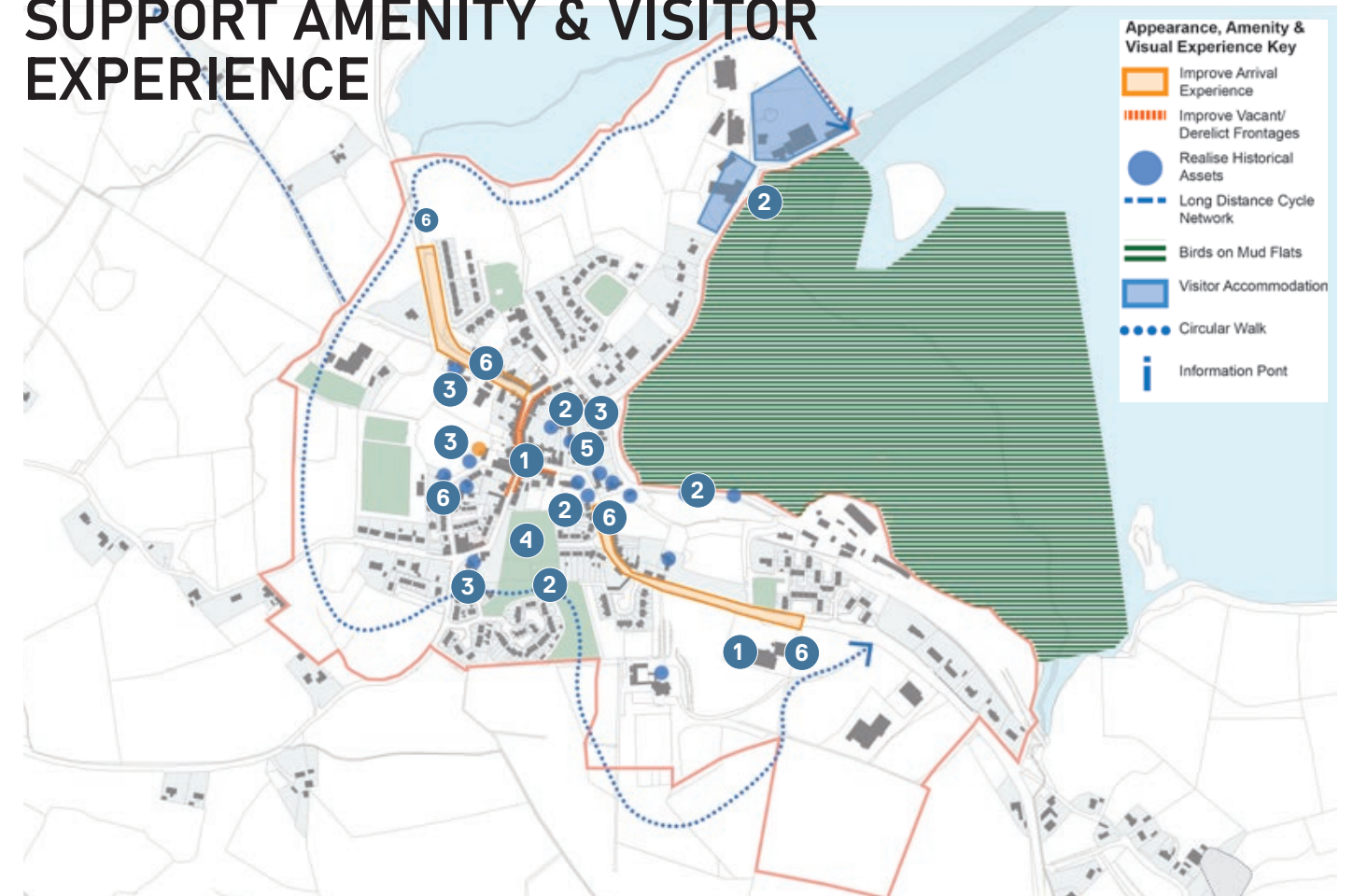
OBJECTIVES

1. Improved information sharing and town promotion
2. Create a wayfinding, signage and interpretation strategy for the town
3. Develop a refurbishment programme for the buildings within the town's historic core
4. Make town park improvements to broaden its appeal including outdoor gym, more seating, new access and flexible space for events
5. Harness the potential of Killala's historic assets in particular the Round Tower with improved access and interpretation
6. Protect the existing town fabric and landmark views

TOURISM POTENTIAL + THEMES

Killala, a charming coastal town nestled 13 km North-West of Ballina and 60 km from Ireland West Airport, Knock, is an integral part of the burgeoning Ceide Coast Tourism Experience Brand. This brand, currently in development by Failte Ireland, operates as a sub-brand within the overarching Wild Atlantic Way (WAW) branding architecture. Conveniently positioned just 22 km from the acclaimed Ceide Fields Visitor Centre and 20 km from the WAW Signature Discovery Point at Downpatrick Head, Killala stands as a pivotal destination.

The town's core planning revolves around sustainable "place making" and town centre living, fostering economic and social vibrancy through innovative enterprises and job creation. While Killala does engage in some existing tourism-related economic activities, these are predominantly seasonal and contingent on weather conditions. Despite possessing an extensive array of untapped cultural heritage assets, Killala remains relatively underdeveloped in tourism terms, currently situated in the early exploration stage of Butler's model of destination development.

Despite the abundance of tangible and intangible cultural assets, Killala lacks a central tourism attraction to bring its rich history and heritage to life. Fortunately, the late Stephen Dunford, a local author and historian, documented and published much of the town's history, providing a foundation for understanding Killala's tourism potential.

Visitor Hub

To fully capitalize on Killala's unique heritage, there needs to be an enticing online and physical visitor interpretive centre offering a marketable experience to tourists, directing attention to Killala's iconic and central heritage asset—the impressive round tower. Although the round tower is inherently unique, its potential as a "pull factor" to showcase the town's significant heritage and cultural tourism remains largely untapped. The envisioned interpretive centre, in close proximity to the round tower, would seamlessly connect diverse cultural and heritage assets, creating a memorable tourism offering that explores themes of Killala's distinct sense of place and its people.

This innovative and experiential visitor centre, narrating Killala's history and heritage, would appeal to both domestic and international tourism markets, with a focus on segments such as the Culturally Curious and Great Escapers. Serving as a catalyst for tourism entrepreneurship, the centre would also host local festivals and become a focal point for day and night walking tours of the town. These tours could be tailored for both digital technology and live actors, portraying historic characters and weaving storytelling that guides visitors to key architectural landmarks along the way.

Suggested Tourism Themes

A high-quality and themed visitor centre, offering engaging and highly immersive experiences incorporating the four elements of education, escapism, aesthetics and entertainment (Pine and Gilmore,1999), would showcase carefully curated themes of Killala's unique cultural heritage.

Killala's Heritage Quarter

This thematic exploration would encompass the grandeur of Killala's architectural gems, including the imposing Killala Round Tower, St. Patrick's Cathedral, Souterrain, and the Killala Deanery.

Literary Tourism

Killala boasts direct references in two seminal Irish literary works by W.B. Yeats and James Joyce, contributing significantly to the Irish Literary Revival of the early 1900s. In Yeats' one-act play, "Kathleen Ní Houlihan," Killala's 1798 rebellion is vividly immortalized, with Maud Gonne portraying the central character. James Joyce, although not directly participating in the Literary Revival, references Killala and the 1798 rebellion in the Cyclops chapter of "Ulysses."

French Mayo

Explore the historical significance of Killala during the 1798 Rebellion, when General Humbert and 1,000 French soldiers landed at Kilcummin. The short-lived Republic of Connacht, a sister republic of the French Republic, was proclaimed and eventually collapsed after the Battle of Ballinamuck. The interpretive centre could delve into the complex events and characters surrounding this pivotal moment in Irish history.

Spiritual Tourism & St Patrick's Trail

Embark on a spiritual journey through Killala's pre-Christian and early Christian monuments, including Foghill, Doonfeeney Standing Stone, Rathlackan Cairns, Kilcummin, Breastagh Ogham Stone, and the three Monasteries of the Moy (Moyne, Rosserk, and Rathfran).

Killala People & Connections

Learn about notable figures with strong ties to Killala, such as Dr. Kathleen Florence Lynn, a pioneering medical doctor, and her significant role in the Irish nationalist movement and the events of Easter Week 1916. Another remarkable individual is Sarah Marion McElroy, born near Killala, whose marriage to Lieutenant Alexander Fleming led to the discovery of penicillin.

Great Houses of Killala

Discover the opulence and history associated with Killala Lodge, Killala House, and Killala Castle (Bishop's Palace), offering a glimpse into the grandeur of Killala's architectural heritage. Incorporating these themes into an engaging visitor experience will provide a rich tapestry of Killala's cultural and historical narrative, attracting a diverse range of tourists and fostering a deeper appreciation for the town's unique heritage.

8

Killala.ie

Killala currently has very little online presence and this was reflected in the consultation where it was hightlighted that information sharing within the community, as well as information available to visitors was very weak.

Development of a digital hub, in the form of a website, would create a central point for the community and visitors to learn about and share information on Killala.

From the initial touchpoint of digital marketing, social media platforms, and website through to the actual physical tangible town offering, Killala's image needs to be reinforced and delivered on. For example, Mulranny, Co. Mayo, and its surrounding area offer visitors a wide range of scenic attractions, beauty spots, and places of interest.

In terms of marketing communications and brand development, it is essential to emphasize digital marketing, mobile marketing, and have curated content and inspiring images. It is also important to understand the customer journey/ experience process of dreaming, planning, booking, experiencing, and sharing experiences. Image is key to each of these stages.

· The Town Team would be best placed to lead the initiative through the establishment of a marketing and communications working group.

· Establishment, design and ongoing management of a dedicated website and social media channels.

· Run regular branding and event campaigns via social media, web and print, including music festival, heritage week etc.

9

Town Facelift

The existing town, whilst having a host of attractive qualities, does face several issues that detract from the overall visual appearance of the town. Whilst the current public realm enhancements project will help improve its overall appearance and character, remaining elements: vacant and derelict buildings, vacant and inactive shop frontages and building facades, poor quality public realm and lack of gateway features, create an overall poor visitor experience.

This project includes several initiatives that will combine greatly to enhance the visual appearance of the town centre and transform Killlala into a welcoming destination to visitors and create attractive place for people to live and work.

Proposals include a programme of works that would assess the existing condition of the town

centre frontages and roof tops and coordinate a schedule of repair and maintenance works that would prevent further damage to the buildings' through Local Government and private property holders working together with heritage and other funds.

Further enhancement proposals such as providing paint for refreshing tired facades, animating vacant shop windows for instance by having graphic displays, providing places for planted hanging baskets and decluttering cables and redundant features.

These proposals complement the other public realm projects such as the current ongoing resurfacing works, as well as, potential for improved Wayfinding and Interpretation, greening of the town including new street trees and planting, new civic spaces, and improved arrival experience.

Image of the Mulranny website

Image of the Royal Hotel in Boyle with a new facelift

10

Signage

Currently, signage, wayfinding and interpretation in the town centre is inconsistent and does not provide adequate information for people visiting the town. Whilst there is interpretation of some of the key historic and natural assets such as the souterrain and round tower, these interpretation boards are outdated. Furthermore, there is no central visitor board highlighting historic assets in the town, so visitors may not be aware of all the historic attractions that exist in and around the town centre.

The proposed wayfinding and interpretation strategy should therefore consist of a coordinated approach that helps connect the historic assets, to provide a more complete visitor experience. This could include high quality fingerposts placed at strategic locations encouraging people to explore the town. Improved interpretation at each of the historic assets providing more in-depth information which at present is lacking. Physical wayfinding

Opportunity Locations

digital sign

and interpretation should also be supplemented with digital interpretation, such as, QR codes with information on heritage trails as well as directing visitor to other places of interest such as the Monasteries of the Moy. The wayfinding and interpretation strategy would complement other projects such as 'Realising Killala's Historic Assets' so that a holistic approach is taken to regenerate the town. This project would work best alongside the rebranding and marketing of the town and be linked to the website and social media platforms to create a one stop online hub.

Image of digital town sign

75% would like to see better pedestrian access to/from residential areas and the school

MAYBE 7
NO 1
YES
33
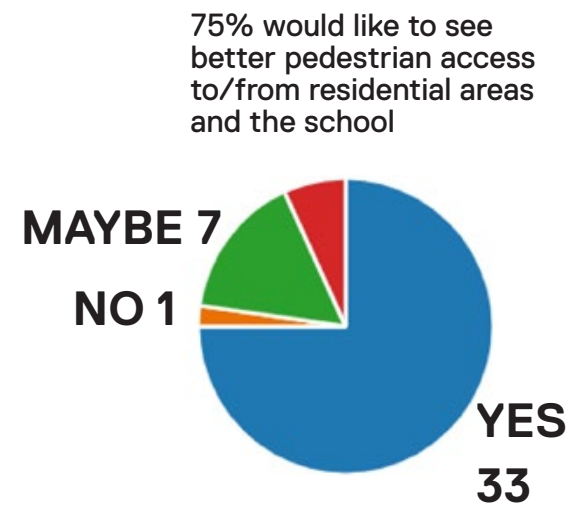
11

Town Park Improvements

Killala has an established town park situated on the former site of a castle, it is served by 3 access point to the north via Church St carpark, to the east by Seaview Terrace and to the South via Woodview Court. Whilst popular with the local people and children, the facilities could be expanded to cater for all Killala's community needs. Enhancements to the park are therefore required to meet its towns full needs and requirements.

Improvements could be made to circulation of the park with recognition of desire lines and potential to extented the greenway into the town to improve the pedestrian and cycle network.

Additions to the park could include creating a designated teenage activity area that may include climbing wall, skatepark, covered areas for young people to congregate. Outdoor performance space that could cater for events such as small-scale theatre or music concerts or potential for outdoor exercise classes.

Opportunity Locations

town park

Other improvements could include creating garden areas for people to enjoy a planted environment or even some community garden space where 'home growing' and local food production could be encouraged.

The park has potential to provide a range of habitats for local species and could be a hub for biodiversity and improving awareness of sustainability and protection of the environment and climate.

Image of immersive water and sand play

12

Realising Killala's Historic Assets

Round Tower

Access to the 12th century round tower is through an understated and narrow entrance located on Steeple Lane. The entrance leads up a flight of steps before landing on a terraced area at the base of the Round Tower with views out across Killala and the surrounding landscape.

The proposals seek to enhance the arrival experience with a wider entrance, new gateway sign, resurfacing and broadening of stepped access. New access would be created from Market Street creating a new link through the town connecting landmarks and activating the Tower space by including it in circulation routes. A new visitor centre located immediately to the north of the main entrance will bring an existing derelict shed building back into meaningful use and have the potential to provide tourist information, visitor shop and provide lift access up to the base of the Tower.
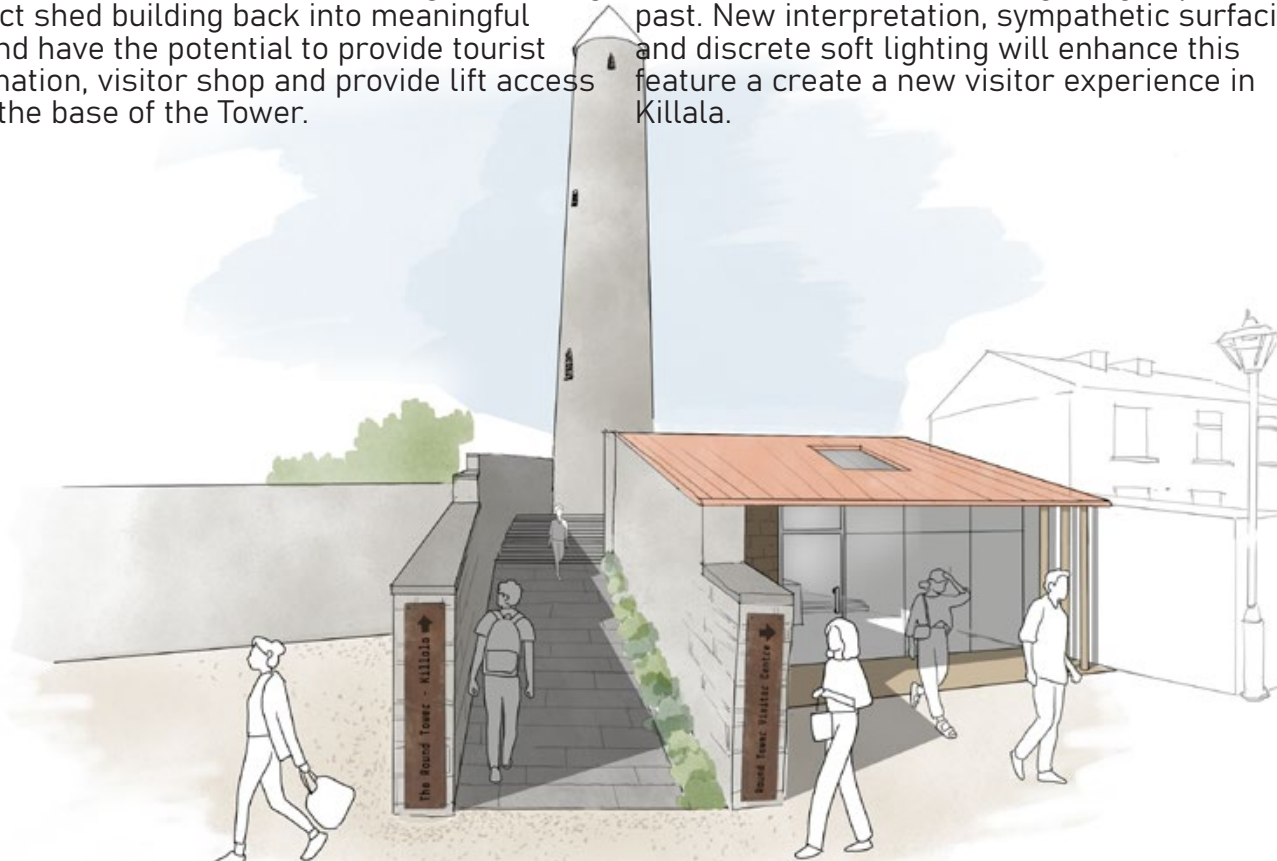
St Patrick's Church and Souterrain

The Souterrain is a series of underground chambers that are associated with the original monastery dating back to the 5th century. The entrance is overgrown and concealed within the church graveyard and fenced off to deter access. The passages and chambers themselves run under Church St, it is not clear whether the entirety of the Souterrain has been mapped or indeed what the original purpose was but it is assumed that it was used for storage and as a place for escape during Viking invasions.

The proposals seek to open up the access point within the churchyard with the provision of steps down to the circular pit to allow visitors to view into the tunnels and get a glimpse of the past. New interpretation, sympathetic surfacing and discrete soft lighting will enhance this feature a create a new visitor experience in Killala.

Supporting Visitor Experience

Additional projects include a reimagined heritage trail with refreshed interpretation and wayfinding as well as improvements to other historic assets such as the town's historic assets, such as the Grain Stores. By creating tangible links between these assets visitors to the town will be able to explore Killala's rich heritage. The visitor centre could provide virtual reality tours of the currently inaccessible Round Tower and Souterrain and allow visitors to safely explore historic assets and get a glimpse of how they were once integral parts of the town's day to day life.

Part of the rich history of the town is linked to the historic events that took place in specific periods of time, most notably Humbert's Landing in 1798 and reinforcing this trail would create a valuable asset from an important part of Ireland's history.

Opportunity Locations

Image of potential arrival experience from Steeple Lane, including a new Visitor Centre

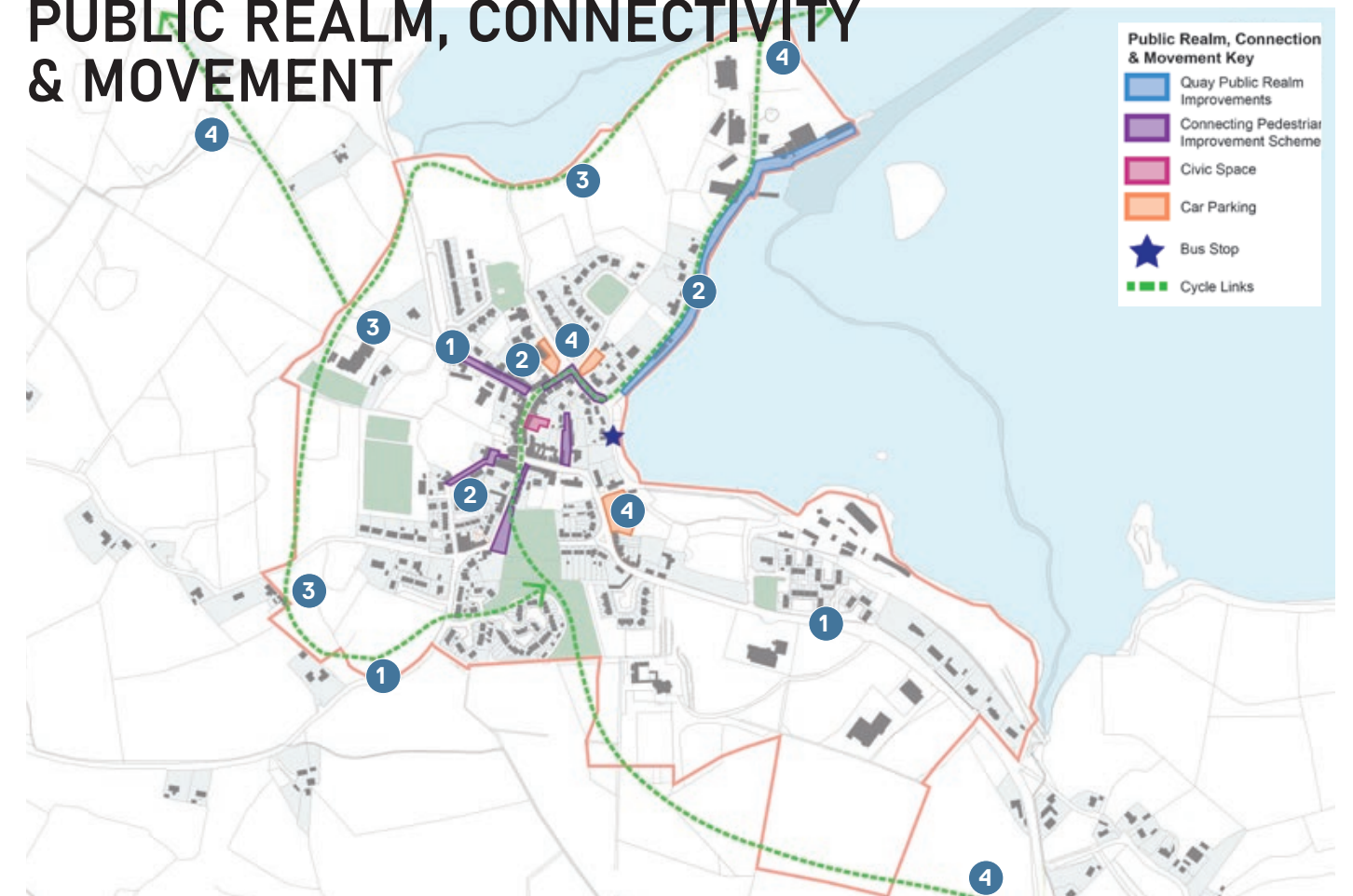Image of imagined stepped access and arrival space from Market Street

PUBLIC REALM CONNECTIVITY & MOVEMENT

The latest public consultation revealed a majority support for the ongoing resurfacing works within the town and further to this many wanted the resurfacing works extended throughout the town centre. Particular focus was on the Quay side and harbour is poorly viewed with its full potential as community and tourism asset unrealised. A shortage of flexible civic space has been highlighted with potential uses for the space such as hosting events, concerts, markets as well as creating new community and visitor space.

The consensus is that connections to the harbour from the town could be improved as well as pedestrian links from residential areas to the school and town park. Connections to places further afield in particular Ross Beach, Moyne Abbey and Ballina are key priorities from the town and would be seen as a valuable town asset and a potential catalyst for positive change.

FRAMEWORK PLAN: KEY OPPORTUNITIES TO SUPPORT PUBLIC REALM, CONNECTIVITY & MOVEMENT

Public Realm, Connection & Movement Key

- Quay Public Realm Improvements
- Connecting Pedestrian Improvement Scheme
- Civic Space
- Car Parking
- Bus Stop
- Cycle Links

OBJECTIVES

1. Improve to the town's arrival experience by enhancing lane ways with planting, bold signage and town markers

2. Targeted public realm projects including within the harbour area which would benefit from new surfacing, seating, shelters and public toilets and showers.

3. Make better connections within the town and improve walkability

4. Strengthen the town centre cycle links to places outside Killala including Ross Beach and Moyne Abbey

5. Create a balance of car, coach and bus parking among other priorities within the town centre

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Welcome to Killala

The arrival experience into Killala is mixed, as you approach along R314 from the south you encounter long ribbon development including a mix of industrial and housing which does not build anticipation for the beauty of the town.

Marketing and branding initiatives are not separate from appearance, visitor experience, and amenities. The physical appearance of Killala is one of the most important elements of the tourism marketing mix. To develop and succeed as a desirable heritage, coastal town, or foodie destination, Killala needs to be much more visually impressive and image-conscious. This includes fresh streetscapes, smart presentation, painted buildings, traditional shopfronts, character signage, hanging baskets, and more.

This could comprise a series of small-scale interventions at the key entrances on Ballina Road and George Street, and throughout the town centre, including:

Opportunity Locations

1. Decluttering of street furniture

2. Simplifying planting displays

3. Softening of views onto housing and industrial sites with tree and shrub planting,

4. Create bolder town signage including series of column mounted banners to welcome visitors and advertise town assets

5. Underground cables

6. Unifying colour schemes for building frontages

Welcoming shop frontage in Dartmouth, UK

The active town centre in Westport, Co. Mayo

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Greenway Extension

The existing Greenway currently follows a cross country route from the town park before rejoining the R314 to the north of the Community centre and then continuing onwards towards Ballina on narrow country roads. The greenway terminates at the town park rather than extending through the town and thus, does not bring people directly into the town centre. To provide a more useable green route that can be used by local people and visitors alike it could be extended so that it connects to more destinations or links to other pedestrian and cycle ways.

This project involves extending the Greenway through the town park and into the town centre with cycle stands provided at stop-off points so users can explore the town and its attractions. The route would continue northwards heading along the Quayside and onwards to Ross Beach via a potential boardwalk that spans the tidal estuary and SPA/SAC. A spur would also run through connect to St Joseph's School creating a safe route encouraging walking and cycling to school.

Opportunity Locations

It is acknowledged that some of the historic streets are too narrow to introduce segregated cycleways and therefore in these locations the streets become shared cycling streets where cars and bicycles have equal priority, meaning vehicle speeds would need to be reduced and managed in the town to accommodate this.

Realising the full potential of the Greenway and its potential benefits to Killala's town centre would involve improving and completing the link to Ballina, firmly placing the two destinations as start and end points whilst improving surfacing along the way and having better signage particularly linking to Rathran and Moyne Abbeys.

Great Western Greenway, Mayo

15

Harbour Makeover

Killala Harbour is the location of four significant businesses for the town which collectively employ almost 90 people. The harbour is a great asset and has the potential to become a more attractive amenity with facilities for the wider community, fishing & angling community and visitors. It would be an ideal location for water-based tourism offerings and for businesses providing boat tours to Kilcummin, Ballina and Enniscrone, and eventually to the artificial reef project currently being developed.

Key objectives of the masterplan could include improved access and wayfinding, allocation of space for new development, community amenity and facilities, tourist accommodation and potential for water activities hub which could be linked to the proposed artificial reef development in Killala Bay.

A priority for the harbour is development of the community council owned land to the headland which has the potential to provide tourist accommodation in the form of parking for campervans, shared facilities for the public, angling, fishing and boating community, improved access to the foreshore and SPA/

Opportunity Locations

SAC and development of the existing habitat in the form of dune expansion and vegetating the shoreline.

The below visual provides an indicative development which will require private sector involvement seeks to create a destination at the harbour as well as provide much needed housing for the local community. The mixed-use development could consist of restaurants, retail, spa, and hotel offer would help activate the pier area. Proposed housing would be set within a strong landscape framework that would mitigate the impact of this development on existing residential properties as well as the wider landscape.

Artist's impression of potential harbour public realm

16

Quay Connections

The harbour and town centre are not well linked and with stunning views out across the mudflats and onto Bartra Island this is a missed opportunity for a walkway that could provide valuable attraction to the town as well as amenity for the community. Improving this connection would alleviate pressure on the town and help realise the potential amenity value of the harbour to the community and visitors.

The existing poorly surfaced and narrow footpath running between the road and the waters edge requires resurfacing, ensuring there is adequate space for landing points, with drops kerbs at crossings. Attractive heritage or festoon lighting would extend the value into the evening.

Extending the existing route further around the headland would create the potential for a new circular walk in Killala, improving the access to nature and offer to visitors to the area.

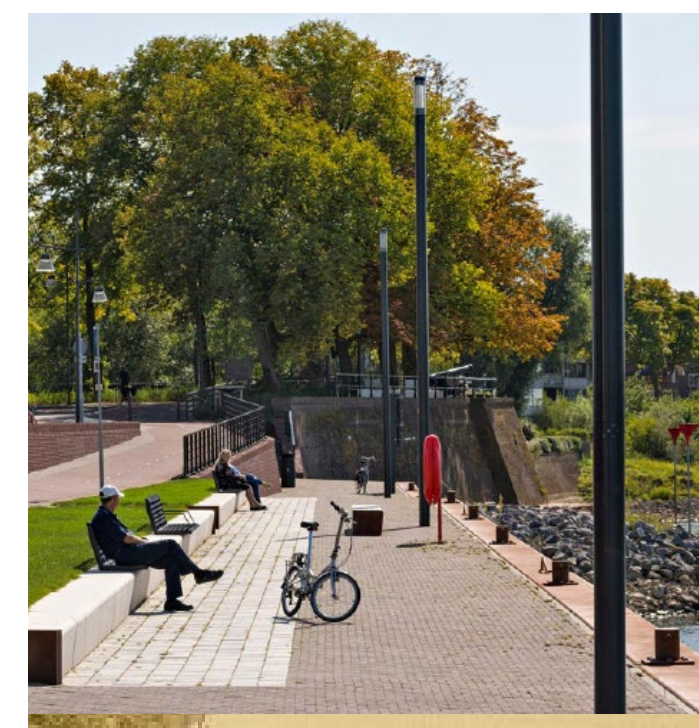### Opportunity Locations

Image of festoon lighting

Image of pedestrianised quay

17

Resurfacing Works

The overall feeling towards the current resurfacing works is positive as reflected in the consultation feedback. These have been successful in enhancing the street-scene and providing a safer and more comfortable pedestrian experience for all users.

Killala residents want to see the resurfacing works cover the extents of the town centre including road realignment, demarcation of parking bays, raised table-top crossings and widened footpath.

A key action would be undertaking a Walkability Audit along key routes to understand the current issues.

Re-allocating space to prioritise the movement of people means greater footpath width and greater opportunity to create a more attractive environment. Pedestrian flow is improved and there is greater potential for businesses to incorporate outdoor dining.

Rain gardens can be incorporated to ensure that nature based solutions are adopted for sustainable water management. Tree planting will ensure there are opportunities for shade during warm weather.
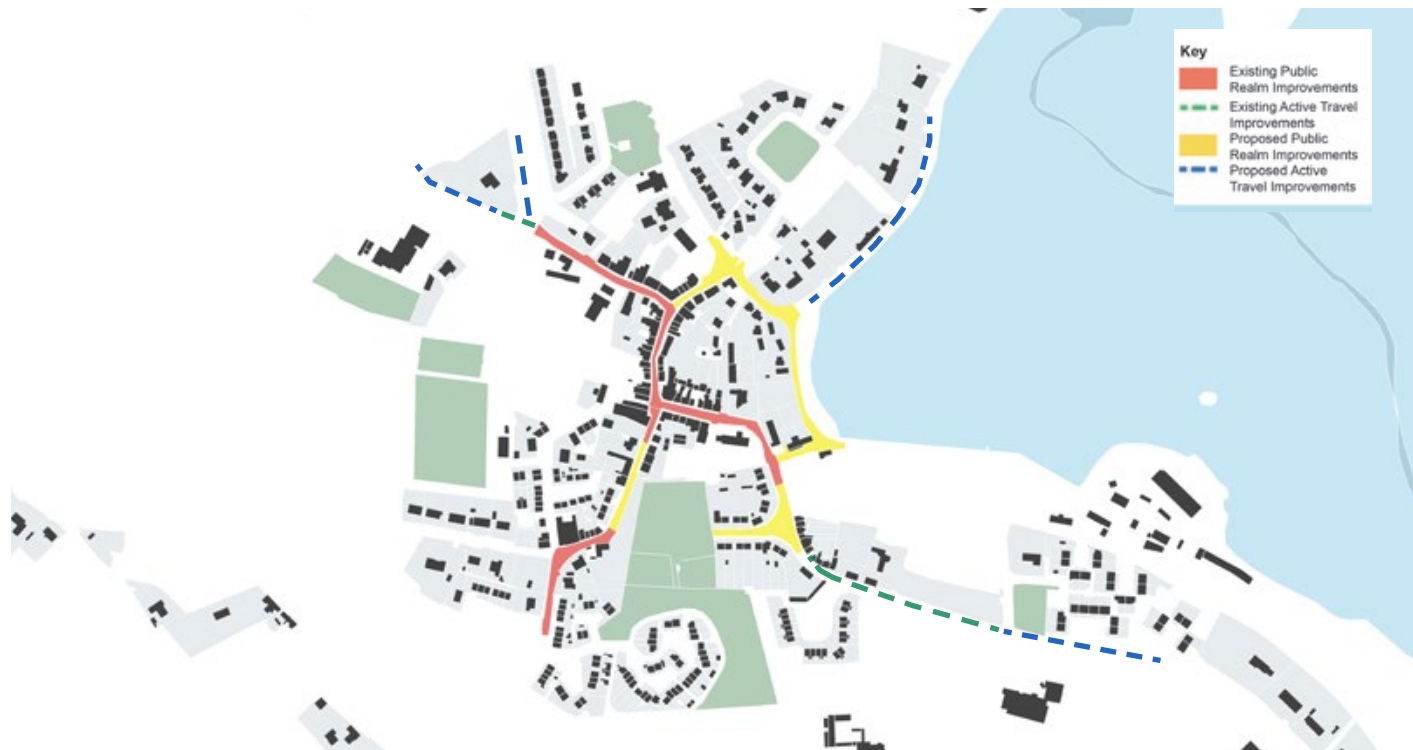
18

Vehicle Parking

Parking was highlighted as a key issue to be addressed in the town and although the town has adequate parking it is not distributed effectively or controlled in order to maximise the potential for local business and residents.

A review of existing parking allocation within the town and identify potential for new car, bus and coach parking including EV charging points

- Provision of a new dedicated and purpose-built public car park for visitors to the town to support tourism. This combined with an improved wayfinding strategy and other town improvements

- Review of parking provision and 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. A review of the provision of off-street and on-street parking controls should be undertaken, to prioritise shortstay visits to the most central areas, with longer-term parking on

more peripheral locations. A review of bus/lorry parking needs to be considered, where overnight stays are accommodated.

- Install of EV Charging Points in Public Parking areas.

19

Civic Space

Killala has a shortage of flexible civic spaces. The spaces it does have are small, generally off the beaten track and allow limited benefit to local business or the community. Lavelle's Car Park is used for the town market which in turn removes parking spaces and consequently potential customers.

There are a number of spaces throughout Killala that have the potential to provide additional civic amenity through gentle changes in materials and designation of use. This would allow mutliple opportunities for informal and formal events to take place and animate current undefined parts of Killala.

Identifying new sites for civic space within the town is a key part of this project.

Opportunity Locations

NO 7

YES 31
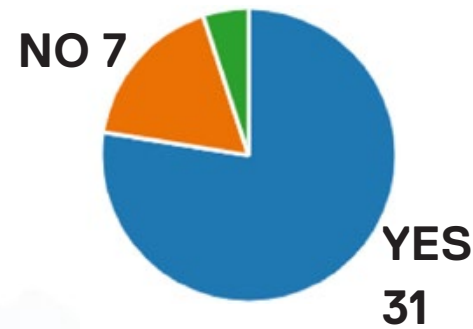
78% of respondees feel more civic space would benefit the town
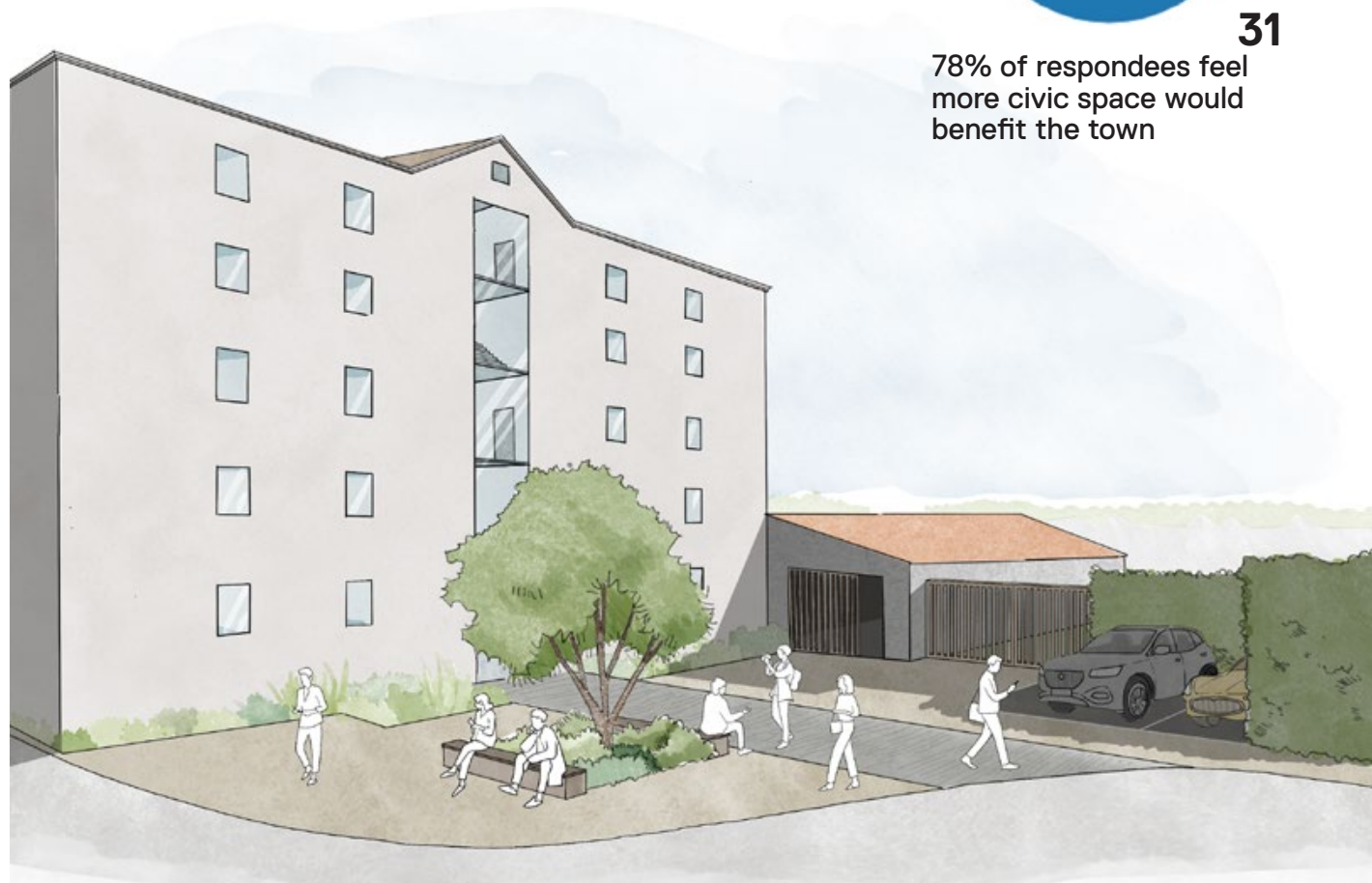
Image of new civic space adjacent to the historic Grain Store

20

Street Furniture

Killala currently has very little street furniture and due to the narrowness of the streets this is partly a good thing to keep them clutter free. However, there is nowhere to sit or rest, no litter bins and no bicycle parking. Introducing furniture elements in key locations would provide a friendly welcoming addition to spaces.

1. Seating – Ensuring adequate resting points, places for social gathering, outdoor dining and outdoor work

2. Bins – Identify potential littering and dog fouling hotspots and provide appropriate bins

3. Lighting – Review of street lighting specification and roll out softer lumen output

Opportunity Locations

4. Cycle parking – Identify potential locations and numbers for cycle racks and covered shelter for long stay

5. Bollards - to control vehicle movement

Images of welcoming public space in Kinsale

Images of Carrick-on-Shannon's street furniture palette

PLACE MAKING

Economic Value of Developing Place

Developing a vibrant public realm for Killala is critical to all businesses which operate within the town centre. The provision of an improved environment in the form of new trees, benches, bins, and good lighting not only encourages shoppers to visit an area it also encourages them to linger for longer, visit more often and spend more money whilst they are there. It will also encourage shoppers to walk and cycle more as they feel safer, especially for family groups.

A study[1] in the UK found that improvements to the high street could have a wide range of benefits. These included a 96% boost in static (i.e. standing or sitting) and 93% boost in active (i.e. walking) behaviours and a 216% increase in leisure based static activities (such as stopping at a café). A separate study[2] found that improving the walking environment could increase footfall and trade by up to 40%.

The improvements will also help develop the tourist economy in Killala and ensure that it maximises the value of its location and history. It is not sufficient to simply have public areas, these need to be modern, attractive and well maintained. Failure to provide such spaces is likely to lead to tourists choosing not to visit the area and instead spending time in other locations. In addition, tourists tend to spend more per day and buy a wider range of high value goods than locals. A study[3] found that improvements to the public realm have increased tourist numbers by up to 335%.

Individual benefits

Improving the centre of Killala will create an improved atmosphere which should encourage more walking and other active lifestyle choices, such as cycling or playing sports. A shift to a more active lifestyle can have a major impact on an individual's health, for instance walking can burn up to four calories per minute. It has also been shown to have a positive impact on blood pressure and diabetes risk. It benefits all age groups, especially children and young adults where increases in walking and cycling levels not only improve fitness levels but also can boost confidence and independence. It can also have a major impact on wellbeing and mental health. Walking raises endorphin levels, lowers stress related cortisol and helps people sleep better.

Improving the centre of Killala will also help individual's wellbeing through encouraging social interaction and inclusivity. Greater provision of facilities such as seating, shade, interesting features, and wider pavements all have been shown to increase social interactions. These impacts are especially effective when combined with businesses which support stationary activities such as cafes and coffee shops. This in turn promotes social inclusion and improves sense of community, social capital and social pride.

A research piece by the UK Department for Health[3] found that maintaining an active lifestyle could have a wide range of benefits including a 20 – 35% reduction in the risk of heart disease and a 35 – 50% reduction in the risk of diabetes. A study in Galway[4] also found that residents of highly 'walkable', mixed use neighbourhoods exhibited at least 80% greater levels of four indicators of social capital (knowing neighbours, sociability, trust, and political participation) than those in less 'walkable' neighbourhoods.

Residential benefits

The public realm also has a strong impact on people's choice of where to live, with the environment outside of the house as important as the house itself. Attractive public realms make people more willing to settle down in an area and increase housing demand. Increased demand can, in turn, increase the profitability of property developers and encourage them to build more housing in Killala. It can help to bring in a younger generation of citizens to the town and help encourage existing young people and families to remain in the town.

This can lead to a virtuous cycle, with the initial improvements in the public realm encouraging more housing which in turn develops the public realm further through the provision of new housing and new estates. To maximise this benefit, it will be important for Killala to ensure that new developments contain strong public realm elements. Residential areas with good elements of public realm are not only more attractive to live in, but also generate wider benefits to the residents through improved health and social interactions (as discussed above).

A study[5] found that personal security, lighting, maintenance, and quality of environment each contributed an estimated £5,096 to the sale price of flats. A separate study[6] found that a good environment contributed 0.25% to house prices per annum. Rental values were also found to increase, with a study finding an increase of £5 per square meter following public realm improvements.

Environmental benefits

Public spaces are a key component of the urban environment. As such the development of a strong public realm can have a positive impact on the natural environment. This is particularly important for historic towns such as Killala due to its link to both the countryside around the town and to the sea. The development of the centre of Killala will encourage bio-diversity through the planting of trees and plants, providing bee friendly environments and helping issues such as drainage and water run-off. It will also support a more pleasant micro-climate and help increase climate resilience. Trees can provide shade and help reduce ambient temperatures whilst also acting as noise shields, reducing ambient noise levels. Trees and bushes also absorb pollution generated by vehicles thus reducing the harmful impacts on pedestrians in the area and generating a more pleasant environment for locals and tourists alike.

One study[7] reviewed the evidence of public realm on the environment and found that 17 new trees were found to be able to offset the CO2 equivalent of 26,000 miles of driving. It also found that planting trees and shrubs can reduce noise to the human ear by up to 50% and reduce temperatures in the area by between 9 and 35° F.

The evidence provided above is only a small subset of the wider evidence base around the increased in revenue which can be driven when town centres develop their public realm and encourage greater walking and cycling. It has been found that shifting away from cars to sustainable transport can actually lead to increases in spend, with shoppers arriving by sustainable transport spending more on average per month than car drivers (for instance in Cork 57% of all spend was from those arriving by bus, train, cycles or walking[8]).

Reference list

1.   Street Appeal, TfL, Street Appeal: The value of street improvements (tfl.gov.uk)

2.   Cities Alive: Towards a walking world, Arup, 2016, Cities Alive_Towards a walking world_lowres.pdf

3.   Start Active, Stay Active: Report on physical activity in the UK, DfH, 2011, Start active, stay active: report on physical activity in the UK - GOV.UK (www.gov.uk)

4.   Making the case for investment in the walking environment: A review of the evidence, Living Streets, 2011, 2011-making-the-case-full-report.pdf (livingstreets.org.uk)

5.   Street Appeal, TfL, Street Appeal: The value of street improvements (tfl.gov.uk)

6.   Why invest in landscape? Landscape Institute, 2011, WhyInvestFinalA4pages.pdf (windows.net)

7.   Cities Alive: Towards a walking world, Arup, 2022, Cities Alive_Towards a walking world_lowres.pdf

8.   NTA Cork City Centre Travel Survey 2022, Cover Quantitative Research Project Delivery (nationaltransport.ie)

BUSINESS & ENTERPRISE

Killala has a host of assets and resources which lend themselves to small, medium and large-scale enterprises. Tackling the current vacant factory warehouses at the Killala Business Park being a primary objective for the town alongside improving the appeal for small start-up and retail businesses in the town centre.

It is well recognised within the town its tourism offer has not been fully realised and the potential to harness this is restricted by the lack of independent businesses making the most of the town's strategic location and assets. Re-masterplanning the harbour area including space for community and visitor use and independent leisure and activity business to set up shop, introduction of a motorhome site and other visitor accommodation options and better marketing of town assets would all see a steady increase in visitor trade.

FRAMEWORK PLAN: KEY OPPORTUNITIES TO SUPPORT BUSINESS & ENTERPRISE

Business & Entertainment Key
- Superfast Broadband
- Remote / Flexible Working Hub
- Mixed Use Development
- Coastal Tourism
- Green Energy
- Marine Resources

OBJECTIVES

1. Market Killala as a place to do business

2. Creation of masterplan for Killala Business Park

3. Provide businesses with a base and showcase potential for sustainable growth

4. Capture more passing trade

   1. Development of the Campervan / RV site
   2. Strategic development focus for the Tower Bar site around the marine economy – Coastal Innovation Landing Hub
   3. Community tourism experience development
   4. Heritage town trails orientation
   5. Masterplanning of the Asahi site

5. Increase potential for private and outside investment in the town

6. Consider opportunities to develop the tourism and accommodation offer in the town

7. Improve links from the town centre to larger commercial units in the harbour and Killala Business Park

AN ECONOMIC DIRECTION

The economic opportunity for Killala is manifold with clear alignment of views within the community of the sectors that represent areas for concentrated focus. The rejuvenation of opportunity sites such as the former Asahi plant (Killala Business Park) and community led regeneration through the Tower Bar building offer a blend of enterprise locations that can be the catalyst for new waves of economic activity. Tourism development represents an immediate opportunity. The location of the town, its built and natural heritage provide the basis for a short term project focus building to initiatives that will deliver long term impact. This will require the addition of a number of amenities, tourism services and enhancement of the town as a place to explore. In the short term, the town must explore day time economy opportunity due to the lack of accommodation.

Addressing the accommodation gap must represent a strategic priority. As an immediate economic stimulus, the development of dedicated Campervan facilities can be transformative from a tourism perspective. It will provide a short term solution to building overnight stays and ensuring a level of visitor footfall into the town that can support local hospitality businesses. Further accommodation development opportunities such as attracting quality hostel or self catering accommodations options should be local priorities. Building the accommodation base will be a prerequisite to creating local investment confidence to open supporting tourism services from retail to hospitality.

The enhancement of the town should include provision for creating reasons for visitors to stop and explore Killala. A strong sense of welcome and arrival is required in future placemaking activity. The rejuvenation of local walking trails combined with an investment in signage and orientation are required to build the visitor experience. Community tourism innovation can be a key contributor in delivering new local experiences. The use of elements of community buildings to interpret the local heritage story can alleviate the pressure for significant investment in attractions but deliver

the story in more authentic ways. Developing guided walking heritage tours as a community led initiative linked to the Tower Hub and the reinvigoration of the Heritage Town experience should be priorities to build on the rich local history.

Creating a desirability for Killala as a place to visit will be mirrored by the enhancement of the town as a place to live. The economy of Killala as a coastal heritage town can generate a significant uplift from a future focus on tourism but is dependent on developing the appropriate local services. Developing the year round economy requires a broader economic base to attract new residents and grow the appeal of Killala as a place to live.

Building the coastal town narrative as the basis for its economic development focus provides a defined approach to growing place, providing opportunities for its people and a strategic pathway for town regeneration. The redevelopment of the Tower Bar site should give consideration to a defined marine sector focus as an enterprise space working with industry, development agencies and education partners. The development of a marine, renewable and technology based innovation hub can contribute to a clear economic development direction for Killala. The positioning of the town and its enterprise base linked to the marine and renewables builds on emerging economic opportunities leveraging the coastal opportunity. The town must create the local conditions to attract the interest of potential enterprise, partners and investors aligned with a targeted sectoral focus. This sectoral focus on the marine will align with the coastal tourism narrative and building a sustainable coastal community.

Portsoy

An illustration of the impact of strong community led tourism initiatives in a coastal setting can be seen in Portsoy (on the Moray Firth in northeast Scotland. The town has a population of approximately 1,700. It located is approximately 55km east of Elgin (pop. 25,000) and 55km west of Fraserburgh (pop. 12,500). Historically the town was noted for exporting decorative 'Portsoy Marble' used in construction and was home to a fishing fleet of more than 50 boats. Portsoy Community Enterprise is the local social enterprise aimed at providing economic benefit from tourism for the town and local area. The organisation operates with a number of permanent employees and volunteer membership. Its origins go back to 1993 in organising one-off event to commemorate the 300th anniversary of town's harbour. This event has since grown to become the annual Scottish Traditional Boat Festival.

In addition to the annual festival, Portsoy Community Enterprise (PCE) has added a number of community and tourism properties into its ownership. The enterprise operates a caravan and camping site which offers year-round accommodation with an online booking facility. Further PCE accommodation is offered at the Sail Loft, a 9-room, 25-bed self-catering hostel staffed by the same team as the caravan

park. The hostel is open to individual visitors or on an entire rental to clubs and groups. PCE also own and operate the Salmon Bothy, a former salmon house converted to a community space and local history museum focusing on the harbour and fishing industry of the town. The community space hosts a number of local clubs, musicians and small theatre. The local folk music club has established its own annual folk music festival hosting a weekend of events throughout the town. The traditional fishing heritage and skills of the town was maintained through the establishment of a voluntary outreach program teaching boatmaking and craft skills to children and adults. Over a number of years programmes have expanded and through public funding a permanent workshop has been established in the town. The facility is regarded as one of the leading boat building schools in the country.

Based upon an enterprise hub in the Tower Bar supporting an average of 5 Full Time Equivalent jobs (FTEs) per year, a Cost Benefit Analysis based on an illustrative investment of €1 million would generate a return of €2.20 for every Euro of investment. This high-level assessment does not include the indirect and induced impacts that would be generated through the creation of employment at the Tower Bar.

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Visit Killala

Killala has huge potential for a range of visitor attractions however there are at present no providers and this could partly be due to low visitor numbers and lack of space and infrastructure for suppliers of attractions to set up shop.

A number of the other projects (marketing, branding) in this report would lay the ground work for increased visitor numbers in particular making Killala a welcoming place to outsiders with clear visitor experiences that are accessbile to all.

Some masterplanning of the harbour would create a new centre for tourism and the below investment might follow:

1. Opening the port to pleasure boats

2. More spa and wellness tourism options

3. A space for culture and heritage for the town

Opportunity Locations

4. Eateries and food tourism potential

5. Water sports and aquaculture activity centre

6. Offshore artificial reef for scuba diving

7. Develop the towns natural and historic heritage tourism offer, e.g. bike hire to Moyne Abbey, heritage trails, birdwatching on mudflats, access to beaches/countryside.
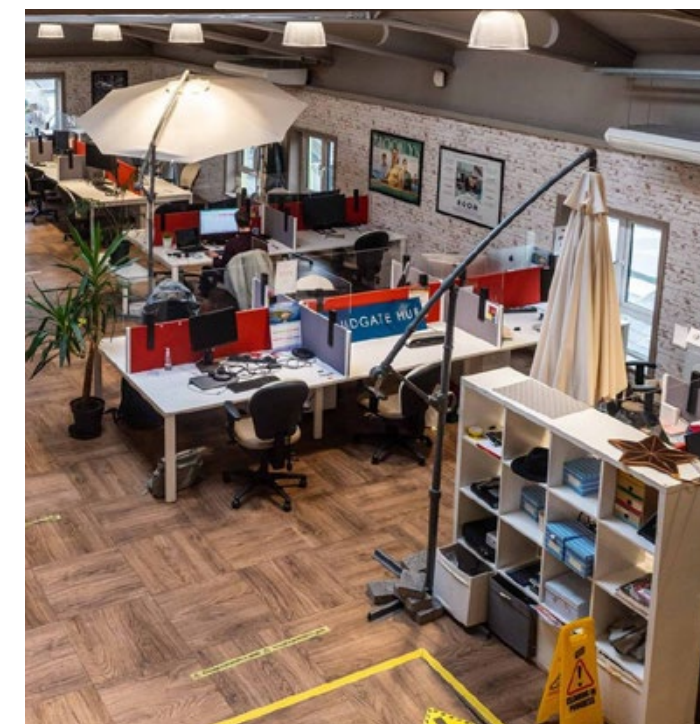
22

Super-fast Broadband

Killala's connection speeds to the internet are sufficient for day to day use but would be a detterent for businesses that require high speed broadband such as remote working hubs, information centres and gaming facilities.

Implementing high speed internet will be key in the process of improving Ireland's rural digital capabilities. The national broadband plan aims to have high- speed internet for all premises by 2026.

National Broadband Ireland are currently building the fibre network which will reach over 500,000 premises through around 146,000 kilometes of fibre cabling that will connect 96% of Ireland's land mass.

New high speed connectivity will allow a range of smart technologies to be implemented and promote rural towns as digital hubs.
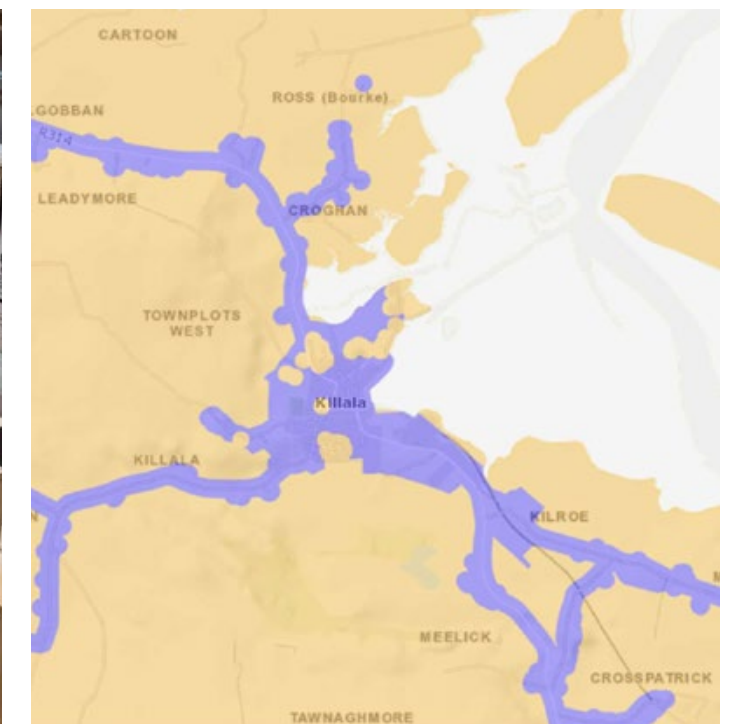
Opportunity Locations

Key Action:

· Consulting with Broadband Officer for Mayo County Council

· Seeking provision from a private provider could move Killala to top of roll out list

Sea angling and wildlife spotting off the coast of Mayo

Taking a dunk in a seaweed bath on the County Cork coastline

Example of a remote working office space

Rural broadband rollout around but not including Killala

23

Motorhome Park

There is a shortage of visitor accommodation in Killala and and this means that the town misses out to other near by destinations such as Ballycastle.

An opportunity to utilise the existing vacant plot on Geyerris Head owned by the community council as a designated campervan and camping site could be created with facilities such as showers, toilets, and power points.

The facilities could be shared with the harbour and boats creating potential for pleasure boats to moor and facilitate maintenance of fishing boats and equipment.

This project would form part of the Harbour Masterplan project and would be subject to planning permission and statutory consultation.

Achill Island camping site at Keel

Opportunity Locations

Barrow Valley Activity Hub, Graiguenamanagh

The Barrow Valley Activity Hub in Graiguenamanagh, County Kilkenny provides an example of the opportunity that should be considered in Killala. The facility is operated by Barrow Valley Community Development CLG, having been developed as a hub for outdoor activities in the local and wider area. It subsequently sought planning permission to develop capacity to accommodate M&C visitors operated as a social enterprise. The complex located next to the River Barrow provides an indoor venue for community use and hire with changing rooms, kitchen and storage facilities and is at the meeting point for a number of local walking trails. Outdoor green space has been developed to generate revenue through overnight parking for motorhomes and campervans at a basic rate of €12 per night. Selected parking is also available with electric hook up at an additional €5 per night. The facility has been estimated to generate approximately €1.5 million annually in direct visitor spend for the local economy.

An initial assessment of the provision of a 20-space motorhome and campervan facility suggests that in the region of €400,000 in parking revenue could be generated over 10 years supporting the ongoing running of a facility. Direct expenditure in the local economy by motorhome and campervan visitors has been estimated at €2.6 million over the same period.

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Outside Investment

Killala is in a fortunate position in that it has several locations at different scales that could be developed into business enterprise centres for small, medium and even international scale organisations. Within the settlement boundary it has the existing industrial sites (1) and a vacant designated industry site (2) immediately next to it. If they were to be developed it could provide space and facilties for small to medium scale business.

Within the town the existing Tower Bar site (3) could be developed into a remote working facility or office space for small start-up enterprises. Both these sites are owned by the community council.

Further feasibility is needed and a business case would determine how sustainable these ventures would be in a small town.

Opportunity Locations

1. Promote Killala Business Park as a good place for new businesses in which to open and establish themselves

2. Utilizing KCC owned land on the Ballina Road to create a new enterprise hub for small and medium businesses.

3. Review of community owned land and possible uses

Image of potential new employment site off Ballina Road

25

Renewable Energy

Killala has a community wind farm consisting of 6 turbines providing 20.4MW of power to the town and surrounding area. It was installed in 2019 on a site to the west of Killala Business Park.

Although Killala already has its own supply of renewable energy, potential to utilise the existing infrastructure for other energy related scheme could provide employment to the town as well gains from community Infrastructure Levy's from the development.

Mayo's natural renewable energy assets are considered a specific strength which may facilitate economic opportunities associated with the promotion of sustainable renewable energy developments (at appropriate locations) and spin-off of green related industries. The Killala Business Park has a clear opportunity to capitalise on the critical massing of power generation and transmission companies operating within the immediate vicinity of the site, and with planning permission in place for development of further green technologies to facilitate a Green Technology Hub e.g. wind, solar, marine, hydrogen and energy storage. Developing a Masterplan for the sites future will provide the opportunity to deliver greater regional benefits with regard to strengthening the green technology sector, transitioning to a low carbon economy and developing links with other municipal areas in Ireland and abroad.

Key actions:

· Identify sites around Killala for new forms of renewable energy supply.

· Identify community-led initiatives for implementing renewable energy

· Identify community levy from renewable energy for reinvestment in the town.

Opportunity Locations
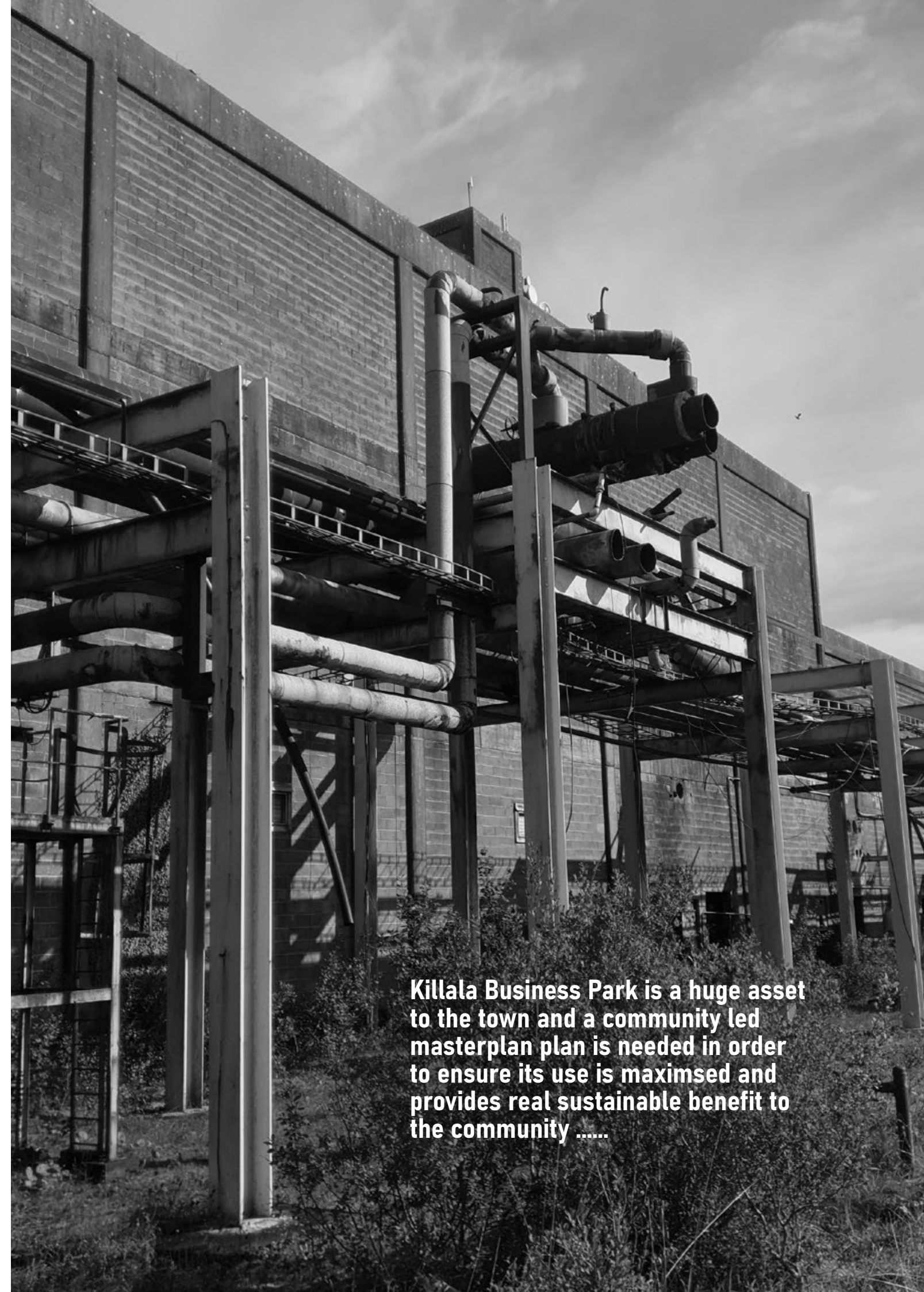
Killala Business Park is a huge asset to the town and a community led masterplan plan is needed in order to ensure its use is maximsed and provides real sustainable benefit to the community ......
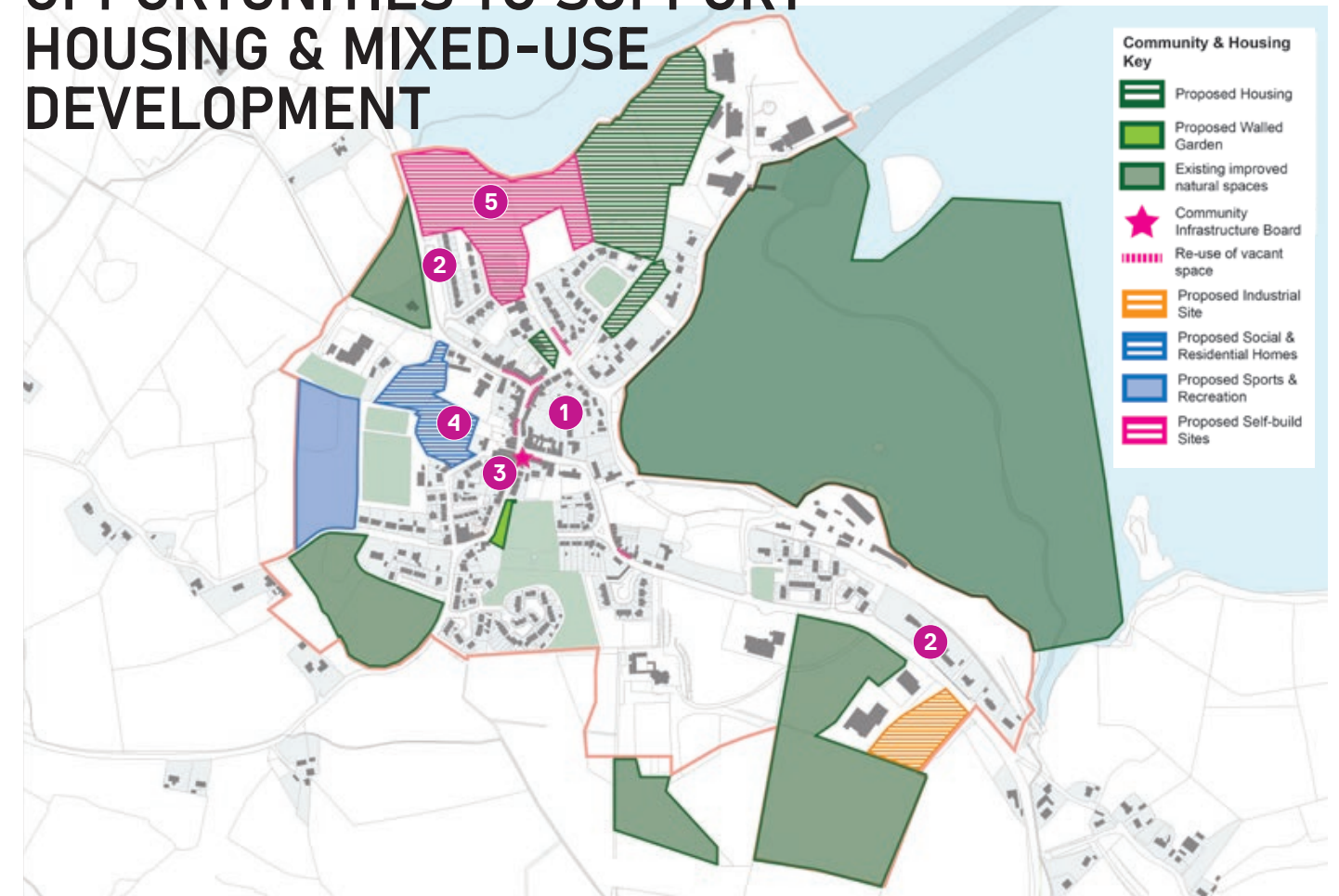
HOUSING & MIXED-USE DEVELOPMENT

Killala has a shortage of housing available for new homeowners and people looking to move to the area and this issue is exacerbated by several houses affected by pyrite that require rebuilding. On the other hand, Killala has an abundance of derelict and vacant properties within the town centre, that have the potential to be refurbished as homes and this is a key priority for the town. Utilising and updating the existing Mayo County Council Vacant Properties and Derelict Sites Registers potential homes can be identified and a gradual programme of refurbishment can be implemented.

There is also a need for sustainable population growth and as Killala is categorized within the Mayo Development Plan as a Tier III town there is a modest expectation for the population to increase. Focus should be on providing for families and young couples including the young people that want to return to Killala. There is a minor emphasis on providing self-build plots which would encourage people wishing to build.

FRAMEWORK PLAN: KEY OPPORTUNITIES TO SUPPORT HOUSING & MIXED-USE DEVELOPMENT

Community & Housing Key

- Proposed Housing
- Proposed Walled Garden
- Existing improved natural spaces
- Community Infrastructure Board
- Re-use of vacant space
- Proposed Industrial Site
- Proposed Social & Residential Homes
- Proposed Sports & Recreation
- Proposed Self-build Sites

OBJECTIVES

1. Create a coordinated housing strategy that supports sustainable population growth

2. Move away from ribbon development and look at densifying and re-enforcing the existing town fabric

3. Refurbishing vacant properties as homes

4. Look at providing a range of property types including age-friendly, affordable housing and

5. Provide the basic infrastructure for people to self-build

26

New Homes

Killala has very few available properties for people wishing to buy or rent in the town and this has meant that leavers looking to return to their home towns and those that desire to start a new life in the area, currently have to look outside of Killala.

The town had 11% vacancy percentage in 2019 with 30 vacant buildings which all have potential to be refurbished and repurposed as homes. A majority of these are within the footprint of the town centre and making them available to homeowners would bring new life into the town and satisfy the immediate need for housing as well as bring vacant buildings back into use.

Mayo County Council's housing department has purchased derelist housing on Barrack St with the potential for refurbishing.

There are several zoned residential plots within the settlement plan which could all fulfil housing requirement.

Opportunity Locations

There is an option to provide serviced sites for home builders, this would be a pilot project that would require input from MCC to provide the necessary infrasructure. developments:

New town centre residential development with a focus on owner occupied properties and a proportion of affordable housing could be situated on the land to the west of Market St with close connection to the town centre. Other potential sites around the town also have good links to the town centre.

The below graph was taken from the online consultation and one of the questions specifically relating to housing.

Do you think any proposed residential development for Killala should focus on:

- ● Providing new development plots for housing
- ● Allocating plots for people to build their own homes
- ● Providing affordable housing
- ● Providing social housing
- ● Refurbishing vacant and derelict buildings into homes
- ● Ensuring sustainable population growth within Killala
- ● Ensuring the new housing is connected to the town centre
- ● Families and young couples
- ● Older people
- ● Other
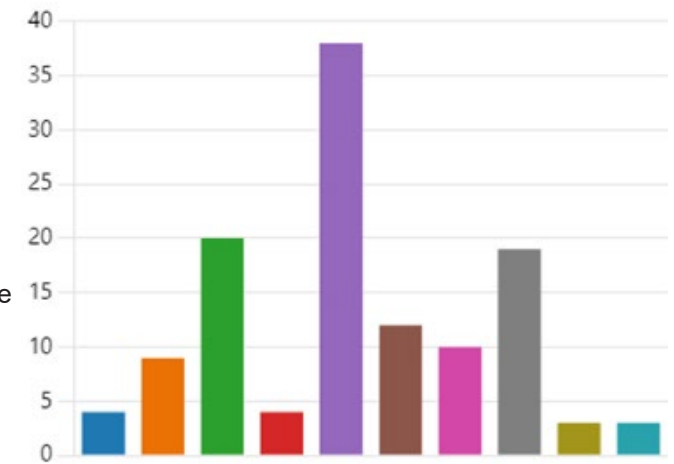
Long term projects might consider mixed-use housing development on Geyerris Head as part of the Harbour Masterplan.

Key Actions:

1. Annual review of housing requirements and needs
2. Review of vacant and derelict properties along with owner contact details and share grant/funding advice for refurbishment
3. Identification of sites in Community or MCC ownership which can be serviced and sold.
4. Identification of sites for social and residential housing.

For Killala to become the town residents want it to be, there needs to be strong collaborative local leadership which is representative of the community. The Killala Town Team can represent the views of all the various townspeople of Killala in a community-led structure.. ....

DELIVERY PLAN

Implementing the Killala Town Centre First Plan is a step-by-step and simultaneously evolving process that requires a flexibility of the plan and Town Team. Review of the goals and objectives as opportunities and constraints change is an important part of ensuring that the plan aligns with the aspirations and vision of the community and that the Town Team as a representative of the community ensures that the priorities are met.

Killala requires determined and adaptive implementation to support its regeneration. Failure to deliver on Town Centre First will compound hopes being unfulfilled and belief lost. This is due to the risk of hopes being unfulfilled and belief lost if the actions are not implemented. This is in turn would undermine any future attempts at rejuvenation.

Governance

The Town Centre First policy states that the delivery of projects will be carried out by the Town Team in collaboration with the Local Authority and others as required. To achieve the vision of the residents for Killala, the local leaders need to be united, cooperative, and reflect the diversity of the community. The Town Team can act as a voice and conduit for all the people of Killala in a structure that is led by the community. A crucial factor for the success of many town revitalization projects in Ireland and abroad has been the involvement of the relevant local authority and the close partnership between the town team and the local authority working closely together to achieve a common goal towards meeting locally driven priorities.

The key roles and relationships in the implementation process are described below:

Town Regeneration Officer (MCC)

Mayo County Council's appointed Town Regeneration Officer provides a vital link between the Town Team and expertise within the Local Authority and other organisations. Stronger relationships, collaboration and communication, within the town and with external agencies will lead to better results in delivering the projects necessary for positive regeneration.

Killala Town Team

The Town Team will have a continuous role in co-ordinating and overseeing delivery of projects, communicating with stakeholders and reviewing the TCF plan over time so that they retain ownership of the process. The Town Regeneration Officer will support the ongoing work of theTown Team, ensuring development and delivery on the TCF Plan alongside the Town Champion. Through the Town Centre First programme, targeted training, mentoring supports, funding information and knowledge networks will be available to the Town Team.

Training and Mentoring

The members of the Town Team, working sub-groups, local businesses and community leaders need to be supported by more training and mentoring . This would likely comprise:

- Regular training and mentoring on regeneration strategy, governance, obtaining grants and local fund raising
- Training on obtaining project consents and permissions, to give an overview of the regulatory process and associated timelines
- Procurement training for procuring projects and services
- Annual research trip to comparable towns that has undergone a prolonged period of successful regeneration (e.g. Westport, Boyle, Carrick-on-Shannon, Carrickmacross, Keady)

Creating a Town Team Action Plan

It is recommended that the Town Team sets out an action plan for how the TCF Plan should ideally be implemented, looking at:

- Evaluation of the plan as a strategic whole ideally on an annual basis to understand which opportunities form the focus for each particular year.
- The creation of Working Groups looking at specific opportunities within the TCF Plan. Membership of Working Groups should be aligned with the diverse sectors, backgrounds and experience each team member can officer the particular project in question.
- The appropriate mechanisms for disseminating information into the wider community, such as through the KCC Facebook page and monthly newsletter
- Setting a timeframe for the monitoring of the vision, objectives, and priority opportunities within the TCF Plan, in conjunction with the Town Regeneration Officer.
- Ongoing monitoring of funding streams and relevance to the plan.

The following Town Team Action Plan sets out the immediate short-term actions that should be reviewed on an annual basis.

Town Team Short-term Action Plan			
Action No.	Description	Key Contributors / Stakeholders (Non-exhaustive)	Timeframe
1	**Town Team Public Relations and Communication Subgroup** The town team should nominate a subgroup responsible for public relations and promoting the work of the Town Centre First Plan Responsibilities: • Contact and meet Digital Business School, DCU to setup Killala's online strategy • Contact and meet Sligo ATU to setup Killala's brand and marketing strategy • Create social media profile(s) for the Killala Town Team • Publish Minutes of Meetings • Publish Regular Community Updates • Promote Killala events and tourism online • Organise a Killala Town Team AGM • Define terms of reference/governance of Town team	• Town Team • Local Authority • Digital Business School, DCU • ATU Sligo	Online Updates: Q1 2024 AGM: Q3 2024

2	**Town Team Vacancy & Dereliction Subgroup**
	The town team should nominate a subgroup responsible for monitoring and engaging with landowners of vacant properties.
	
	Responsibilities:
	• Assess funding options and local resources for surveying and undertaking emergency repair and maintenance work on historic buildings within the town centre
	• Disseminating information on grants available to landowners: physical brochures, weblinks.
	• Arranging information sessions to raise awareness on grants available.
		• Town Team
		• Local Authority
		• Private Landowners:
		  - Market and Church St vacant properties
		  - Grain Stores, Courthouse St and George St
		  - Deanery, Barrack St
			Engagement with landowners to commence Q1 2024

3	**Town Team Engagement Subgroup** The town team should nominate a subgroup responsible for public engagement with statutory bodies and organisations Responsibilities: • Contact and meet Penn State University to discuss Youth Consultation • Contact and meet with the OPW regarding access, plans and events for their various properties in Killala • Contact and meet with Failte Ireland and North Mayo Tourism on their plans for promoting Killala. • Engage with the MCC Heritage Officer and Tourism Officer for initiatives for the Town. • Contact and meet Bus Eireann representative Contact and meet with private broadband supplier	• Town Team • Private clubs and organisations • Penn State University • Killala Community Council • Bus Eireann • National Broadband Ireland • Failte Ireland • North Mayo Tourism • Local Authority	Ongoing
4	**Town Team Events and Vibrancy Committee** The town team should nominate a subgroup responsible for organising public events and working on town vibrancy. Responsibilities: • Reinvigorate the TidyTowns Team and formulate strategy • Assess feasibility for a weekly Killala Parkrun on 5k course • Co-organise a seasonal market and temporary street event on Steeple Hill. • Contact landowners regarding a property frontage enhancement scheme for the town centre. • Use the audit of social, community and cultural facilities prepared in the planning baseline to ascertain what spaces are available, who uses them and when, and how they can be further promoted and opened to others.	• Town Team • Private property owners • MCC Public Art Coordinator	Preparations to commence Q1 2024 Target events Q2 and Q3 2024
5	**Enterprise and Growth Actions Subgroup** The Town Team should liaise with the Mayo Local Enterprise Office Responsibilities: • Annual review of new and refurbished housing in Killala • Maintain regular contact with the Killala Community Council for updates on their projects including Tower Bar Community Facility and Geyerris Head Campervan Park • Promote and co-organise digital media courses for businesses in the town Joint venture with KCC – Appoint consultant to draw up feasibility studies and masterplan Killala Business Park and New Small and Medium Scale Business Enterprise Centre	• Town Team • Killala Community Council • Local Businesses • Mayo Local Enterprise Centre	Q1 2024 and ongoing

The following Action Plan outlines the key actions for each project along with the Project Leader/ Partners responsible for delivery along with key stakeholders.

Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
1. CRITICAL/ KEY PROJECTS								
Killala.ie website & Town Branding	Killala Town Team, Killala Community Council	Local Community, Tourists & visitors, Local businesses	1. Appoint a lead individual for website curation 2. Provide training on website management 3. Create / commission a dedicated website for Killala and single point for sharing information 4. Form network of collaborators 5. Create separate webpages for events, town facilities and booking 6. Develop branding for the town to utilised in digital and physical media 7. Develop a marketing strategy 8. Seek and Provide training for the communication and marketing team	0-12 months		Dublin City University, ATU		NPF: NPO 7, NPO 14, NPO 16, NPO 22, NPO 28 RSES: RPO 3.4, 3.13, RPO 6.39, RPO 6.41, RPO 9.3 MCDP 2022-2028: SO 3, SSP 4, EDO 45, EDP 47, SCO 4, KAO 1, KAO 3
Tower Bar Community Facility	Killala Town Team, Killala Community Council	Local Community; Community Council, Tourists & visitors	1. Identify key uses & town requirements through consultation. 2. Identify immediate repair works to prevent further deterioration of property 3. Identify funding & other resource requirements 4. Secure funding for feasibility / business case 5. Appoint design team	1-2 years	LEADER funding DRCD: TVRS, TCF	Mayo Northeast, Ballina MD	AA and EIA Screening will to be required as part of town centre improvement works that require part 8 planning permission.	NPF: NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a RSES: NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a MCDP 2022-2028: SO 3, SO 11, CSP 2, SSP 4, EDO 42, EDO 44, EDO 45, EDO 46, EDO 48, EDO 50, SCO 4, BEP 6, BEP 8, BEP 16, BEP 20, BEP 22, BEP 29, BEP 36, GSP 3, GSO 13, KAP 1, KAP 3, KAO 5, KAO 9
Town Facelift	Killala Town Team & Ballina MD	Property Owners; National Monuments: Whole community, Traders and businesses	1. Create a programme of works for historic and other buildings within the town core including: drone & condition surveys, identifying structural issues, roof & gutter clearance, rendering/ repainting, appropriate planting, heritage friendly lighting and animating window displays	0-12 months	Historic Structures Fund, Built Heritage Investment Scheme, TVRS Street Enhancement Measure, TCF	Local businesses, Ballina MD, Heritage Council	AA and EIA Screening will to be required as part of town centre improvement works that require part 8 planning permission.	NPF: NPO 4, NPO6, NPO 7, NPO 14, NPO 16, NPO 22, NPO 28 RSES: RPO 3.4, RPO 3.5, RPO 4.4, RPO 4.14, RPO 6.23, RPO 6.26, RPO 6.29, RPO 6.30, RPO 6.31, RPO 7.9, RPO 7.12 MCDP 2022-2028: SO 11, EDO 45, EDO 50, SCO 4, BEO 1, BEP 6, BEO 12, BEP 8, BEP 11, BEP 15, BEP 16, BEP 20, BEP 22, BEP 23, BEO 24, KAP 1, KAO 1, KAO 5, KAO 6
New Homes	Mayo County Council Housing Department	Local Community, returners,	1. Annual review of housing requirements / needs 2. Identify vacant sites for housing in MCC/ Killala CC ownership 3. Review of vacant and derelict properties along with owner contact details and share grant/funding advice for refurbishment 4. Identify vacant town centre properties that can be reactivated for housing 5. Explore the provision of serviced sites	1-5 years	DHLGH: SHIP (Social Housing Investment Programme), Croí Cónaithe, Repair & Lease Scheme,	MCC Housing Department	Degree of dereliction. Identification of property owners. Screening and EIA Screening will be required for new residential	NPF: NPO 3a, NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 15, NPO 16, NPO 17, NPO 18a, NPO 18b, NPO 27, NPO 28, NPO 32 RSES: RPO 3.3, RPO 3.4, RPO 3.6, RPO 3.8, RPO 3.9, RPO 3.10, RPO 4.21, RPO 5.17, RPO 7.13, RPO 7.18, RPO 9.1

Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
			6. Explore potential for new town centre residential development with a focus on owner occupied properties & social housing.				development sites.	MCDP 2022–2028: SO 11, CSP 2, CSP 3, SSP 4, BEP 8, BEP 11, BEP 15, BEP 16, BEP 29, BEP 36, GSP 3, GSO 1, MTP 5, KAP 1, KAO 6, KAO 9, KAO 10
Harbour Area Development: Camper Van Facilities & Amenities, Connections to town	Killala Town Team, Killala Community Council & Ballina MD	Property Owners; MCC National Parks & Wildlife Service, Killala Community Council	1. Review of consultation to assess town needs and requirements 2. Appoint design team for master planning harbour area and surrounds 3. Appoint design team for detailed proposals of Campervan site at Geyerris Head 4. Seek funding for surface upgrades along the quay 5. Separately prepare detailed proposal for use of vacant community-owned land at Geyerris Head for camper van facilities. 6. Explore option of connection to Ross Beach from harbour area including detailed proposals for pre-application meeting with NPWS	1– 5 years	Masterplan: TVRS Project Development Measure or LEADER funding Private investment required for activation of other measures	Fáilte Ireland, NPWS, Active Travel, ORIS	SAC designation may impact development. Subject to environmental surveys. Screening and EIA Screening will be required for new residential development sites.	NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a, NPO 21, NPO 22, NPO 27, NPO 28, NPO 41a, NPO 58 RSES: RPO 3.4, RPO 3.5, RPO 3.9, RPO 3.10, RPO 4.4, RPO 4.14, RPO 5.13, RPO 6.23, RPO 6.26, RPO 6.29, RPO 6.30, RPO 6.31, RPO 6.39, RPO 6.41, RPO 7.9, RPO 7.12, RPO 8.22, RPO 9.1, RPO 9. MCDP 2022–2028: SO 3,SO 11, SSP 4, SSP 6, SSP 7, EDO 46, EDO 47, TRP 8, SCO 4, BEO 1, BEP 6, BEP 8, BEP 11, MTP 3, GSP 3, GSO 1, GSO 2, GSO 13, KAP 3, KAO 1, KAO 2, KAO 3, KAO 7, KAO 8

2. BUILDING COMMUNITY CAPACITY

Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
Youth participation & initiatives	Mayo CYPSC, NUIG	Local young people, youth groups	1. NUIG training for young people to consult with their peers 2. Establish means to seek young people's views on developments in Killala (Junior Town Team) 3. Ensure that youth needs are included in Killala Community Centre's Programme of activities	1–2years	National Youth Council of Ireland (NYCI), Irish Youth Foundation Grants,	MSLETB, Comhairle na nÓg, Foróige		NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a, NPO 28 RSES: RPO 3.4, RPO 3.9, RPO 6.29, RPO 6.38, RPO 7.9, RPO 7.12, RPO 7.13 MCDP 2022–2028: SO 11, SSP 6, EDO 45, SCO 4, BEP 20, BEP 21, BEP 22, BEO 24, BEO 30, KAP 3
Create an annual programme of events / festivals / courses	Killala Town Team, Killala Community Council	Local arts, sports, culture heritage groups, Local Community; Killala Community Council	1. Review existing events & festivals 2. Create central point on new website for promotion and marketing of events including a calendar 3. Identify groups/ individuals interested in organising or volunteering for festivals/events Include Killala events in county-wide or national programmes (Culture Night, Criunniú na nÓg, Heritage Week, Social Inclusion week etc).	0–12 months	Creative Ireland, Arts Acts, GMA (General Municipal Allocation) via Ballina Municipal District	Mayo County Council: Arts Office, Heritage Office, Community Section		NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a RSES: RPO 3.4, RPO 3.13, RPO 4.23, RPO 5.13, RPO 5.14, RPO 5.16 MCDP 2022–2028: SO 3, SSP 4, EDO 45, EDO 46, EDO 47, SCO 4, KAO 1, KAO 3

3. IMPROVING FACILITIES AMENITIES

Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
Improving sport & amenity facilities	Killala Community Council (KCC), Killala Town Team (KTT) & local sports groups	Local Sports Groups, Killala Communities	1. List & review of existing facilities – publicise on Killala.ie 2. Explore possibility for central online booking system 3. Endorse local sports groups to upgrade their facilities (GAA, Soccer club, Handball)	0–12 months	Sports Capital Funding DRCD funding: ORIS, TVRS, TCF	Mayo Sports Parnership, GAA, Healthy Ireland		NPF: NPO 4, NPO 6, NPO 7, NPO 18a RSES: RPO 3.4, RPO 3.5, RPO 6.41, RPO 7.9, RPO 9.1 MCDP 2022–2028:

Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
Town Park improvements	Killala Town Team & Ballin MD	Local Community, local children, visitors	1. Seek to improve existing facilities such as tennis court and pitch 2. Upgrade play equipment & improve accessibility for all children 3. Examine provision of new access from Barrack St. 4. Provide outdoor gym equipment in phases 5. Provide more seating & picnic benches 6. Provide a space for community garden	1–5 years	DRCD: CLÁR, TVRS, TCF	Ballina MD, Executive Parks Superintendent	AA and EIA Screening will to be required as part of town park improvement works that require part 8 planning permission.	SO 4, SO 11, SSP 6, EDO 45, SCO 4, BEP 20, BEP 23, BEO 24, BEO 30, MTP 3, MTP 5, KAP 2, KAP 3 NPF: NPO 4, NPO6, NPO 7, NPO 14, NPO 16, NPO 22, NPO 27, NPO 28, NPO 58 RSES: RPO 3.4, RPO 3.5, RPO 4.4, RPO 4.14, RPO 6.23, RPO 6.26, RPO 6.29, RPO 6.30, RPO 6.31, RPO 6.39, RPO 6.41, RPO 7.9, RPO 7.12, RPO 7.13, RPO 9.1 RPO 9.3 MCDP 2022–2028: SO 11, EDO 42, EDO 45, EDO 47, SCO 4, BEP 20, BEP 21, BEP 23, BEO 24, BEO 30, BEP 29, MTP 3, MTP 5, MTO 5, KAP 3, KAO 2, KAO 5
4. UPGRADE PUBLIC REALM								
Active streets, Civic Space, Signage	Ballina MD Killala Town Team	Local Community; visitors	1. Carry out Killala Walkability audit 2. Review seating ensuring it is appropriately spaced and age-friendly 3. Provide places for social gathering, outdoor dining. 4. Appropriate provision of bins 5. Provide cycle racks in suitable locations 6. Review street signage and update and link to QR codes 7. Explore options for new civic space within the town	1–2 years	DRCD funding: TVRS, TCF, ORIS CLÁR, Active Travel	Age Friendly Mayo, Mayo Tourism Office,	AA and EIA Screening will to be required as part of town centre improvement works that require planning permission.	NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 16, NPO 18a, NPO 22, NPO 27, NPO 28 RSES: RPO 3.4, RPO 3.5, RPO 4.4, RPO 4.14, RPO 6.23, RPO 6.26, RPO 6.29, RPO 6.30, RPO 6.31,RPO 6.39,RPO 6.41, RPO 7.9, RPO 7.12, RPO 9.1,RPO 9.3 MCDP 2022–2028: SO 11, SSP 6,EDO 42, EDO 44, EDO 45, EDO 47, SCO 4, SCO 8, BEP 20, BEP 21, BEP 22,BEP 23, BEO 24, BEP 29,BEO 30, MTP 3, MTP 5, MTO 5, KAP 2, KAP 3, KAO 2, KAO 3, KAO 5
Resurfacing Works	Ballina MD	Local Government; local businesses, local community	1. Extend the current resurfacing works in the town centre as planned including road realignment, demarcation of parking bays, raised table-top crossings and widened footpaths	1 – 5 years	Local Government; Active Travel		AA and EIA Screening will to be required as part of town centre improvement works that require part 8 planning permission.	NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a, NPO 22, NPO 27 RSES: RPO 3.4, RPO 3.5, RPO 4.4, RPO 4.14, RPO 6.23, RPO 6.26, RPO 6.29, RPO 6.30, RPO 6.31, RPO 6.39, RPO 6.41, RPO 7.9, RPO 7.12, RPO 9.3 MCDP 2022–2028: SO 11, EDO 42, EDO 45, EDO 47, SCO 4, BEP 20, BEP 21, BEP 23, BEO 24, BEO 30, BEP 29, MTP 3, MTP 5, MTO 5, KAP 3, KAO 2, KAO 5

Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
Vehicle, Bus Stop & Bus Parking	Ballina MD, National Transport Authority	Local Community; tourists & visitors, People with Disabilities, Older People	1. Review of provision of parking & identify potential for new spaces including EV charging points 2. Provide bus stop with shelter 3. Determine best location for bus & coach parking	1 – 2 years	Local Government; NTA		AA and EIA Screening will to be required as part of improvement works that require planning permission.	NPF: NPO 4, NPO 5, NPO 27 RSES: RPO 3.4, RPO 6.22, RPO 6.23, RPO 6.29, RPO 6.31, RPO 7.13 MCDP 2022-2028: SO 3, SO 4, SO 11, SSP 4, EDO 49, SSP 7, EDO 49, MTP 3, MTP 5, MTO 5, KAO 3

5. DEVELOPING TOURISM

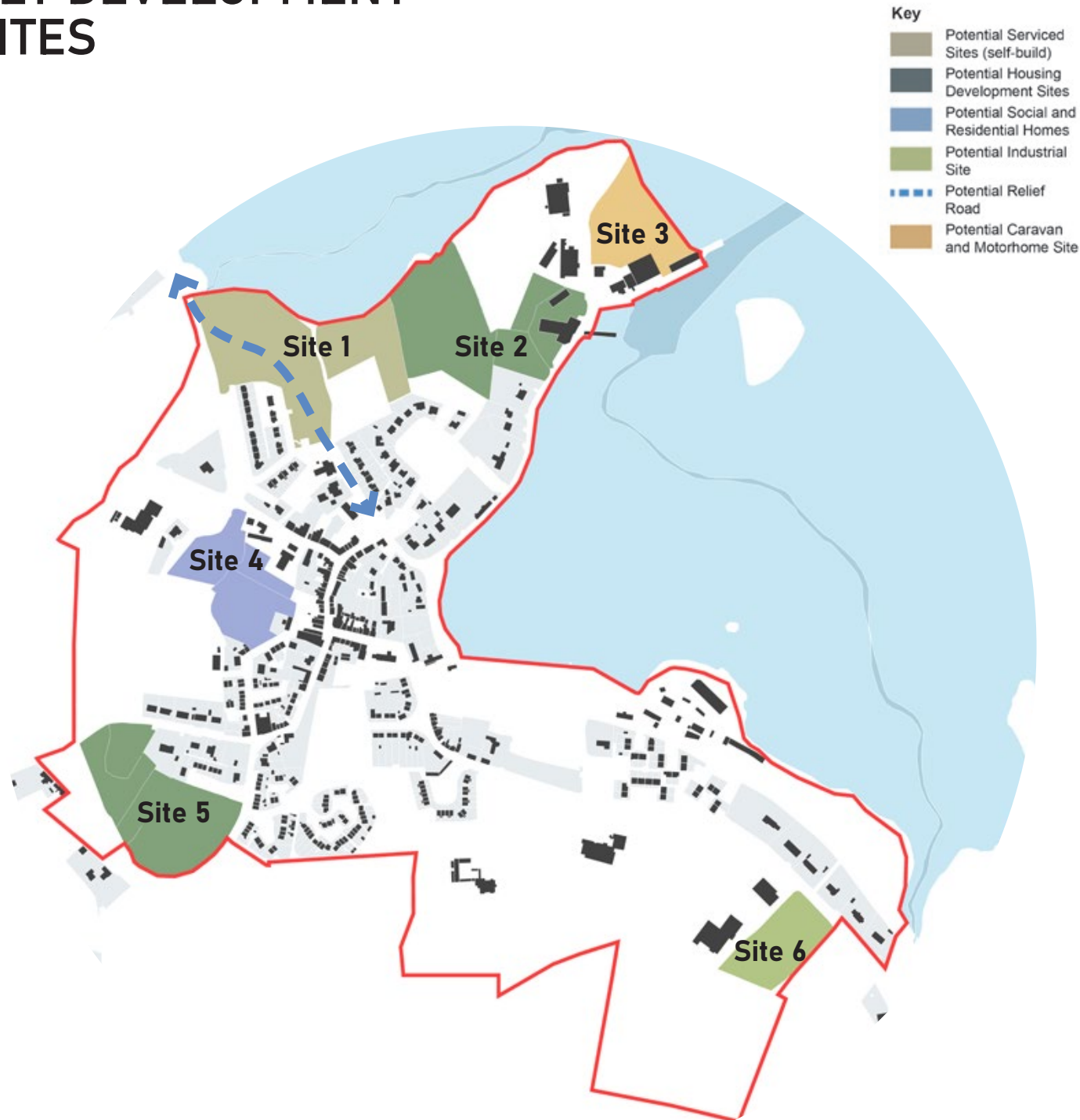| Project	Project Lead / Partners	Key Stakeholders	Actions	Timeframe	Potential Sources of Funding	Other potential support	Constraints	Policy Alignment
Realising Killala's Historic Assets	Killala Town Team, Ballina MD	Property Owners, Office of Public Works (OPW), visitors	1. Appoint design team for design of improving physical access, setting and interpretation for the Round Tower and Soutterrain including consultation with OPW 2. Explore options for creation of visitor centre in Tower Bar or other community building 3. Create physical & virtual tours to add to list of experience within Killala 4. Conduct condition surveys of heritage assets including drone survey within the Round Tower	1– 5 years	Historic Structures Fund, Built Heritage Investment Scheme, TVRS Street Enhancement Measure, TCF	Local businesses, Ballina MD, Heritage Council, Fáilte Ireland	Engagement with property owners/ OPW. Works reliant on permission. AA and EIA Screening will to be required as part of works that require planning permission.	NPF: NPO 4, NPO6, NPO 7, NPO 14, NPO 16, NPO 17, NPO 22, NPO 28 RSES: RPO 3.4, RPO 3.5, RPO 6.26, RPO 6.29, RPO 6.41, RPO 7.9, RPO 7.12, RPO 7.13, RPO 9.3 MCDP 2022-2028: SO 11, EDO 45, EDO 50, SCO 4, BEO 1, BEP 6, BEO 12, BEP 8, BEP 11, BEP 15, BEP 16, BEP 20, BEP 22, BEP 23, BEO 24, KAP 1, KAO 1, KAO 5, KAO 6
Welcome to Killala	Killala Town Team, Ballina MD	Local Community, tourists & visitors,	Small scale interventions at key entrances on Ballina Road and George Street: 1. Declutter street furniture and lighting 2. Planting displays, tree & shrub planting to soften housing/ industrial sites, 3. Bold signage and banners to advertise town assets 4. Identify walls for artworks/ images of historic Killala	1–2 years	DRCD funding: TVRS, TCF, CLÁR, GMA funding	MCC tourism Office, Fáilte Ireland	AA and EIA Screening will to be required as part of works that require planning permission.	NPF: NPO 7, NPO 14, NPO 16, NPO 22, NPO 28 RSES: RPO 3.4, 3.13, RPO 6.39, RPO 6.41, RPO 9.3 MCDP 2022-2028: SO 3, SSP 4, EDO 45, EDP 47, SCO 4, KAO 1, KAO 3
Visit Killala	Killala Town Team, Fáilte Ireland	Local Community and business, tourists and visitors	1. Investigate potential and investment opportunities for new tourism including sea-angling/ pleasure boats at the port, spa & healthcare options, space for culture & heritage, Seafood, water sports, artificial offshore reef. 2. Develop Killala's natural & historic heritage tourism offer: bike hire to Moyne & Rosserk Abbeys, heritage trails, birdwatching 3. Support and encourage potential suppliers for activities through marketing of the towns assets to generate footfall	3-5+ years	Private investment	Fáilte Ireland	AA Screening and EIA Screening will be required for any development that affects the SAC.	NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 15, NPO 17, NPO 18a, NPO 21, NPO 22, NPO 27, NPO 28, NPO 41a, NPO 58 RSES: RPO 3.4, RPO 3.9, RPO 3.10, RPO 4.4, RPO 4.14, RPO 4.23, RPO 4.24, RPO 5.13, RPO 5.14, RPO 5.16, RPO 5.17, RPO 6.30, RPO 6.31, RPO 7.9, RPO 7.12, RPO 8.22, RPO 9.1, RPO 9.3 MCDP 2022-2028: SO 11, EDO 46, EDO 47, TRP 8, SCO 4, BEO 1, BEP 6, BEP 8, BEP 11, GSP 3, GSO 2, GSO 13, KAP 3, KAO 1, KAO 2, KAO 3, KAO 7, KAO 8

6. ESSENTIAL PROJECTS TO BE DELIVERED BY EXTERNAL AGENCIES

Public Transport	CIE, Private providers, Local Link	Local Community; tourists & visitors, People with Disabilities, Older People	1. Contact Bus Eireann and discuss options for improved service	1–2 years	Transport Infrastructure Ireland; Local Link, Community Bus		Outside the scope of TCF Plan	NPF: NPO 4, NPO 5, NPO 27 RSES: RPO 3.4, RPO 6.22, RPO 6.23, RPO 6.29, RPO 6.31, RPO 7.13 MCDP 2022-2028: SO 3, SO 4, SO 11, SSP 4, EDO 49, SSP 7, EDO 49, MTP 3, MTP 5, MTO 5, KAO 3
Greenway Extension	TII	National Parks and Wildlife Service, Office of Public Works, Local Community, Tourists	1. Explore extension of the existing greenway through Killala onto Ross Beach 2. Examine opportunities for connecting existing greenway to Moyne Abbey 3. Explore potential for greenway to Ballina	5+ years	Fáilte Ireland, ORIS, TII	MCC tourism Office, Ballina MD	NPWS decision on SAC and mitigation. Subject to environmental surveys. AA Screening and EIA Screening will be required for any development that affects SAC.	NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 14, NPO 18a, NPO 22, NPO 27, NPO 58 RSES: RO 3.10, RPO 4.4, RPO 4.14, RPO 5.18, RPO 5.19, RPO 6.23, RPO 6.26, RPO 6.29, RPO 6.30, RPO 6.31, RPO 7.12 MCDP 2022-2028: SO 3, SO 4, SO 11, SSP 6, EDO 45, TRP 8, BEO 24, BEO 30, SSP 7, MTP 3, MTP 5, MTO 5, MTO 12, KAP 2, KAO 1, KAO 2, KAO 3
Super-Fast Broadband		Local Community, businesses & tourists	1. Seek to improve broadband within the centre of Killala.	1–2 years		DCU	Delivery by Provider	NPF: NPO 5, NPO 6, NPO 7, NPO 21, NPO 22, NPO 24, NPO 28 RSES: RPO 3.4, RPO 6.35, RPO 6.36, RPO 6.38, RPO 6.39, RPO 6.41, RPO 9.3 MCDP 2022-2028: SO 3, SO 11, SSP 4
Attracting Investment		Mayo County Council, Killala Community Council, Private industry	1. Audit of MCC and KCC assets to produce a comprehensive vision for Killala Business Park 2. Promote Killala Business Park for new businesses 3. Use Killala Community Council land on Ballina Road to create an enterprise hub for SMEs 4. Review of Community-owned land and possible uses	1–2 years	Private investment, Commercial investment, Development levies	IDA, Enterprise Ireland, Local Enterprise Office		NPF: NPO 4, NPO 5, NPO 6, NPO 7, NPO 15, NPO 21, NPO 24, NPO 28 RSES: RPO 3.4, RPO 3.9, RPO 3.13, RPO 4.24, RPO 7.12, RPO 9.1, RPO 9.3 MCDP 2022-2028: SO 3, CSP 2, SSP 7, EDO 40, MTP 3, MTP 5, KAP 1
Renewable Energy		Local Community, local businesses, Private investors	1. Review sites around Killala for new forms of renewable energy supply 2. Identify community-led initiatives for implementing renewable energy 3. Invest development and renewable energy levies in Killala's Town Centre First plan.	5+ years	LEADER, Sustainable Energy Authority of Ireland; Development levies, Community Climate Action Funding		AA Screening and EIA Screening will be required for any development that requires planning permission or affects SAC.	NPF: NPO 5, NPO 6, NPO 7, NPO 15, NPO 21, NPO 28, NPO 55, NPO 58 RSES: RPO 3.4, RPO 3.8, RPO 4.21, RPO 9.3 MCDP 2022-2028: SO 3, SO 4, TRP 8, BEP 15, KAP 3

KEY DEVELOPMENT SITES

Key

Potential Serviced Sites (self-build)

Potential Housing Development Sites

Potential Social and Residential Homes

Potential Industrial Site

Potential Relief Road

Potential Caravan and Motorhome Site

Site 1
Site 2
Site 3
Site 4
Site 5
Site 6

Development Site 1:

Development Site 1 would form a continuation of existing housing to the south of the site. It has the potential to provide private sector large housing for families moving to the area, or existing families in the town who have outgrown existing accommodation. Part of the site could be developed as self-build properties although, for these to be delivered as a comprehensive and integrated residential development, a masterplan for this area along with some design codes would be required to ensure high quality development that responds to local character and identity of Killala. Sensitive neighbours would need to be respected as well as the northern boundary which lies adjacent to the existing bay.

Development Site 2:

Development Site 2 is a key site along the quayside in Killala and has the potential to provide town centre housing to the north of existing residential areas, as well as mixed-use development on the quayside adjacent to the existing pier. The mixed use development should be of a scale and character which is sympathetic to this sensitive location overlooking the bay. Nevertheless it could provide an attractive destination for the town centre and expand the visitor experience.

Development Site 3

Development Site 3 includes provision of camping and campervan facilities and associated infrastructure on the community-owned land to the north of the quayside. The site, whilst improving the visitor and tourist offer in the town would need careful consideration due to it's location adjacent to the coast and sensitive environmental constraints. As a result the site should be designed to accommodate a significant buffer between any development on the coast to mitigate any potential impact on the environment. Proposed infrastructure should be light touch and put sustainability at the heart of the proposals.

Development Site 4

Development Site 4 has the potential to provide much needed social and affordable housing in Killala town centre. The site, which is currently a backland area comprising grazing land, parking and storage and overgrown rough ground, has a central town centre location. Any future development on this site would therefore have good access to local facilities but also help undo the fragmentation of the towns historic core. Sensitive neighbours include residential properties adjacent to the site as well as the historic former grain buildings, and careful consideration of these would be required as part of future proposals.

Development Site 5

Development Site 5, like Site 4 provides an opportunity to introduce residential development close to the historic centre of Killala. As a result the site is within walking and cycling distance from local services in the town. It is also served to the south by Crossmolina Road but also an existing access road to the north of the site. The site is bounded by residential properties to the north but contains existing vegetation, including hedgerows and native trees. Any future layout should seek to retain this existing landscape framework and locate housing so that it doesn't break the skyline, which could create a visual impact on surrounding visual receptors.

Development Site 6

Development Site 6 has the potential to provide a discrete employment site on the edge of the town albeit within walking and cycling distance from the town centre. It is envisaged that this development would consist of smaller-scale employment uses in a high-quality setting rather than large-format sheds, due to the scale and sensitive location of the site opposite existing residential properties. Generous screen planting would be required around periphery of the site to integrate the development into the wider landscape, as well as mitigate the impact of this development on the sensitive residential neighbours. Lying adjacent to the R314 road the site has good access to Ballina and the wider national network beyond Ballina town.

FUNDING MECHANISMS

An overview of current funding opportunities that projects promoted through the Town Centre First process may be eligible for are set out below.

Rural Regeneration and Development Fund (RRDF)

The RRDF is a funding programme that is investing €1 billion in rural Ireland up to 2027. This fund is aimed at:

- Supporting job creation in rural areas
- Addressing de-population of rural communities
- Supporting improvements in towns and villages.

RRDF funding is available for towns and villages with a population of less than 10,000and is awarded through a competitive bid process, proposals are invited from Local Authorities and other locally/regionally based organisations such as Local Development Companies.

Croí Cónaithe (CC)

A grant of up to a maximum of €50,000 (inclusive of VAT) for:

- the refurbishment of vacant properties for occupation as a principal private residence, and
- for properties which will be made available for rent

This includes the conversion of properties which have not been used previously for residential landuse, subject to acquiring appropriate planning consents.

A maximum top-up grant amount of up to €20,000 is available where the property is confirmed by the applicant to be derelict (i.e. structurally unsound and dangerous) or if the property is already on the local authority's Derelict Sites Register.

(CC) Repair and Lease Scheme

"The Repair and Leasing Scheme (RLS) is targeted at owners of vacant properties who cannot afford or who do not have access to the funding required to bring those properties up to the standard for rental property.

However, on a pilot basis, the requirement that property owner is unable to fund or to access funding does not apply to the following categories of properties:

- vacant commercial units;
- vacant units associated with a commercial unit (e.g. over the shop)
- vacant institutional buildings;. unfinished developments which have been vacant for a significant period of time.
- A lease payment of 70% is recommended for units that fall within this category.

Town and Village Renewal Scheme (TVRS)

The scheme is targeted at two categories:

- Category 1: Towns and villages up to 5,000 people (suited to Killala)
- Category 2: Town with a population of 5,001 to 10,000 people.

This scheme is a competitive process with local authorities invited to submit application forms to the Department of Rural and Community Development (DRCD). There are two types of applications Local Authorities:

- Building Acquisition Measure
- Main TVRS Measure.

LEADER Community Led Local Development (CCLD)

The LEADER Initiative was established by the European Commission in 1991. It was designed to aid the development of sustainable rural communities following the reforms of the Common Agricultural Policy. LEADER promotes a 'bottom-up' approach to rural development, with the implementation of business plans and decisions on funding being made at a national level on projects.

The LEADER programme is administered at a local level by 29 local action groups. Mayo Local Community Development Committee (LCDC) is the Local Action Group for delivery of the LEADER programme in Mayo.

The LEADER Programme accepts applications based on projects which improve:

- Rural Tourism
- Enterprise development
- Broadband.

Socal Housing Investment Programme

SHIP and Buy and Renew funding is available to local authorities and AHBs re-purposing vacant buildings or blocks as new social homes. The social housing capital funding programmes support the LAs and AHBs to acquire and re-develop all types of vacant and derelict buildings and sites, from single properties to more extensive buildings or blocks. There is no limit on what scale of project an LA or AHB might undertake, other than the extent of social housing need that needs to be met in a locality and the balance between social housing and other uses for town centre properties.
For single properties, LAs are encouraged to acquire vacant/derelict properties to be upgraded as new, value-for-money social homes, under the 'Buy & Renew Scheme'.

Outdoor Recreation Infrastructure Scheme (ORIS)

This scheme provides funding for the development of new outdoor recreational infrastructure. It also provides support for the necessary repair, maintenance, enhancement or promotion of existing outdoor recreational infrastructure in rural areas across Ireland. It provides funding for: development, extensions and repair of trails, walkways, cycleways and blueways improved access to outdoor leisure or recreational facilities development of outdoor recreational infrastructure.

Other funding opportunities

The following list outlines other grant schemes which have the potential to support the regeneration of Killala:

- Creative Ireland Grant Scheme (CIGS)
- National Youth Council of Ireland (NYCI)
- Heritage Council Community Heritage Fund (HCCHF)
- Dept. of Housing, Local Government and Heritage Community Monuments Fund (CMF)
- SEAI Community and Business Grants (SEAI)
- Local Authority Community Grants
- Fáilte Ireland Small Grants Scheme (FAILTE IRE)
- Mayo Local Enterprise Office Financial Supports (LEO)
- NTA Active Travel Grants Programme (NTA)
- European Regional Development Fund (ERDF)
- Historic Towns Initiative (HTI)
- Fáilte Ireland 'Destination Towns' Initiative (DT)
- Sustainable Mobility Investment Programme (SMIP)
- Historic Structures Fund (HSF)
- Built Heritage Capital Grant (BHCG)
- Funding under the Strategy for the Future Development of National and Regional Greenways (SFDNRG).

References

- Killala Community Futures Plan 2015 – 2020
- MCC County Development Plan – Killala Tier lll town
- Killala Area Plan
- Killala Character appraisal 2019
- Killala Harbour Dredging Report 2023
- Killala Digital Blueprint 2023

- Tourism in the Community, A business Toolkit for Community Tourism Projects, Fáilte Ireland
- A Framework for Town Centre Renewal, Retail Consultation Forum 2017
- Bringing Back Homes, Manual for the reuse of existing buildings, Rebuilding Ireland Action Plan for Housing and Homelessness, Rialtas na hÉireann/Government of Ireland, 2018
- Oxfordshire Food Strategy, May 2022
- Housing First National Implementation Plan 2022 – 2026, Rialtas na hÉireann/Government of Ireland
- Housing for All, A new Housing Plan for Ireland, Department of Housing, Local Government and Heritage, 2021
- Place Standard Tool, How Good is Our Place?, Scottish Government 2022
- Agreed Policy Paper on the Heritage Council and Partners' Collaborative Town Centre Health Check (CTCHC) Programme, June 2020
- Creating Places for People: The RIAI Town & Village Toolkit, RIAI, An Roinn CultUir, Oidhreachta agus Gaeltachta/ Department of Culture, Heritage and the Gaeltacht, 2019
- Street Appeal, TfL, Street Appeal: The value of street improvements (tfl.gov.uk)
- Start Active, Stay Active: Report on physical activity in the UK, DfH, 2011, Start active, stay active: report on physical activity in the UK - GOV.UK (www.gov.uk)
- Making the case for investment in the walking environment: A review of the evidence, Living Streets, 2011 (livingstreets.org.uk)
- Street Appeal, TfL, Street Appeal: The value of street improvements (tfl.gov.uk)
- Why invest in landscape? Landscape Institute, 2011
- Cities Alive: Towards a walking world, Arup, 2022, Cities Alive_Towards a walking world

Acronyms

BHIF	Built Heritage Investment Scheme
CAP	Climate Action Plan
CDP	County Development Plan
CLÁR	Ceantair Laga Árd–Riachtanais
CTCH	Collaborative Town Centre Health Check
DHLGH	Department of Housing Local Government & Heritage
DRCD	Department of Rural & Community Development
DTB	Digital Town Blueprint
GMA	General Municipal Allocation
HSF	Historic Structures Fund
KCC	Killala Community Council
LUC	Land Use Consultants
MCC	Mayo County Council
NDP	National Development Plan
NPF	National Planning Framework
NPO	National Policy Objectives
NSO	National Strategic Outcomes
NTA	National Transport Authority
ORIS	Outdoor Recreation Infrastructure Scheme
RLS	Repair and Leasing Scheme
RPO	Regional Policy Objectives
RRDF	Rural Regeneration & Development Fund
RSES	Regional Spatial and Economic Strategy
SAC	Special Area of Conservation
SEAI	Sustainable Energy Authority of Ireland
SHIP	Social Housing Investment Programme
SPA	Special Protection Area
TCF	Town Centre First
TII	Transport Infrastructure Ireland
TRO	Town Regeneration Officer
TVRS	Town & Village Renewal Scheme

APPENDIX I – PLANNING POLICY

NATIONL PLANNING FRAMEWORK

NPO 4	Ensure the creation of attractive, liveable, well designed, high quality urban places that are home to diverse and integrated communities that enjoy a high quality of life and well-being.
NPO 5	Develop cities and towns of sufficient scale and quality to compete internationally and to be drivers of national and regional growth, investment and prosperity.
NPO 6	Regenerate and rejuvenate cities, towns and villages of all types and scale as environmental assets, that can accommodate changing roles and functions, increased residential population and employment activity and enhanced levels of amenity and design quality, in order to sustainably influence and support their surrounding area.
NPO 7	Reversing the stagnation or decline of many smaller urban centres, by identifying and establishing new roles and functions and enhancement of local infrastructure and amenities
NPO 14	Protect and promote the sense of place and culture and the quality, character and distinctiveness of the Irish rural landscape that make Ireland's rural areas authentic and attractive as places to live, work and visit. The Action Plan for Rural Development will support this objective up to 2020; thereafter a review of the Action Plan will be undertaken to ensure continued alignment and consistency with the National Policy Objectives of this Framework.
NPO 15	Support the sustainable development of rural areas by encouraging growth and arresting decline in areas that have experienced low population growth or decline in recent decades and by managing the growth of areas that are under strong urban influence to avoid over-development, while sustaining vibrant rural communities.
NPO 16	Target the reversal of rural decline in the core of small towns and villages through sustainable targeted measures that address vacant premises and deliver sustainable reuse and regeneration outcomes.
NPO 17	Enhance, integrate and protect the special physical, social, economic and cultural value of built heritage assets through appropriate and sensitive use now and for future generations.
NPO 18a	To support the proportionate growth of and appropriately designed development in rural towns that will contribute to their regeneration and renewal, including interventions in the public realm, the provision of amenities, the acquisition of sites and the provision of services.
NPO 21	Enhance the competitiveness of rural areas by supporting innovation in rural economic development and enterprise through the diversification of the rural economy into new sectors and services, including ICT-based industries and those addressing climate change and sustainability.
NPO 27	Ensure the integration of safe and convenient alternatives to the car into the design of our communities, by prioritising walking and cycling accessibility to both existing and proposed developments, and integrating physical activity facilities for all ages.
NPO 28	Plan for a more diverse and socially inclusive society that targets equality of opportunity and a better quality of life for all citizens, through improved integration and greater accessibility in the delivery of sustainable communities and the provision of associated services.
NPO 58	Integrated planning for Green Infrastructure and ecosystem services will be incorporated into the preparation of statutory land use plans.

RSES RPOS

Policy	Description
RPO 3.2 (c)	Deliver at least 30% of all new homes that are targeted in settlements with a population of at least 1,500 (other than the Galway MASP and the Regional Growth Centres), within the existing built-up footprints.
RPO 3.3	Deliver at least 20% of all new housing in rural areas on brownfield sites.
RPO 3.4	To support the regeneration and renewal of small towns and villages in rural areas.
RPO 3.5	Identify and develop quality green infrastructure, within and adjacent to City, Regional Growth Centres and Key Towns.
RPO 3.6	Support a coherent and consistent approach in the identification and monitoring of the scale of housing vacancy within the region, identifying vacancy hotspots and informing the setting of actions, objectives and targets in Action Plans and identify how these might best be achieved.
RPO 3.8	Support the design of new/replacement/ refurbished dwellings to high energy efficiency standards that fully avail of renewable technologies, maximise solar gain, utilising modern materials and design practices.
RPO 3.9	Identify suitable development opportunities for regeneration and development that are supported by a quality site selection process that also addresses environmental constraints and opportunities.
RPO 3.10	Ensure flood risk management informs development by avoiding inappropriate development in areas at risk of flooding and integrate sustainable water management solutions (such as SUDS, non-porous surfacing and green roofs) to create safe places. Development plans should assess flood risk by implementing the recommendations of the Planning System and Flood Risk Assessment Guidelines for Planning Authorities (2009) and Circular PL02/2014 (August 2014).
RPO 3.13	To support the role of smaller and medium sized towns, which demonstrate an important role in terms of service provision and employment for their catchments within the economic function of

the county. Such settlements will be identified through the Development Plan process as part of the Settlement Hierarchy and the Core Strategy |
RPO 4.4	That the Wild Atlantic Way (WAW) touring network and visitor attractions within the region shall be upgraded and improved to cater for the growth in visitor cars, buses, and cyclists using the route.
RPO 4.14	Promote the development of integrated walking, cycling and bridle routes throughout the region as an activity for both international visitors and local tourists in a manner that is compatible with nature conservation and other environmental policies.
RPO 4.21	Promote innovative new building design and retrofitting of existing buildings, both private properties, and publicly owned, to improve building energy efficiency, energy conservation and the use of renewable energy sources following National Regulations, and Policy.
RPO 4.23	To create a stronger and more resilient region by protecting and stimulating gastronomy as part of our cultural heritage and also by identifying new opportunities for economic development.
RPO 4.24	To support the growth of the region's agrifood industry, and its SME's. This includes the expansion of the sector where already established in rural areas, as well as in small towns, and villages, where expansion should be supported.
RPO 4.45	To support retail in town and village centres through the sequential approach, as provided within the Retail Guidelines, and to encourage appropriate development formats within the town and village centres.
RPO 4.46	To encourage new (and expanding) retail developments to locate close to public transport corridors, to enable sustainable travel to and from our Town and Village Centres, where applicable.
RPO 4.47	To adopt a presumption in favour of the reuse, and restoration of town centre buildings for use as retail space, subject to satisfying other planning criteria and standards
RPO 5.13	Protect, enhance and harness the potential of the region's cultural and heritage assets.

RPO 5.14	Support the conservation of the region's National Monuments and built heritage, being structures that are of special architectural, historic, archaeological, artistic, cultural, scientific, social or technical interest that are of Regional Significance or above.
RPO 5.17	Support the adaptation and re-use of heritage buildings and places.
RPO 5.18	The Regional Assembly shall collaborate with Local Authorities, Fáilte Ireland, Waterways Ireland, DTAS, and other relevant stakeholders in developing an integrated network of Greenways across the region's catchments. To support, and enable the development of sustainable Greenway projects, the NWRA will encourage and promote: (a) The advancement and growth of Greenways through several Key National and Regional Greenway Projects, which are high capacity, and which can in the medium/long term be extended and interlinked across County Boundaries and with Local Greenways, and other cycling/walking infrastructure. (b) Prioritisation of Greenways of scale and appropriate standard that have significant potential to deliver an increase in activity tourism to the region and are regularly used by overseas and domestic visitors, and locals, thereby contributing to a healthier society through increased physical activity. (c) The appropriate development of local businesses, and start-ups in the vicinity of Greenway Projects. (d) The development of Greenways in accordance with an agreed code of practice. (e) Collaborative development of Greenways and Blueways, including feasibility and route selection studies to minimise impacts on environmentally sensitive areas.
RPO 5.19	The Assembly supports the further development of Greenways as part of the Outdoor Recreational Plan for Public Lands and Waters in Ireland 2017-2021', as part of an overall improvement of facilities to enhance health and wellbeing across society.
RPO 6.22	Provide new interchange facilities and enhanced bus waiting facilities together with enhanced passenger information, utilising smart technology in appropriate circumstances.
RPO 6.23	To provide sustainable travel which will be supported by providing walking and cycling facilities (including Greenway and Blueway projects) as a priority across the region.
RPO 6.26	The walking and cycling offer within the region shall be improved to encourage more people to walk and cycle, through: (b) Safe walking and cycle infrastructure shall be provided in urban and rural areas, the design shall be informed by published design manuals, included the Design Manual for Urban Roads and Streets (DMURS) and the NTA Cycle Manual. (c) Development of a network of Greenways.
RPO 6.29	The management of space in town and village centres should deliver a high level of priority and permeability for walking, cycling and public transport modes to create accessible, attractive, vibrant and safe, places to work, live, shop and engage in community life.
RPO 6.30	Planning at the local level should promote walking, cycling and public transport by maximising the number of people living within walking and cycling distance of their neighbourhood or district centres, public transport services and other services at the local level such as schools.
RPO 6.31	New development areas should be permeable for walking and cycling and the retrospective implementation of walking and cycling facilities should be undertaken where practicable in existing neighbourhoods, to give a competitive advantage to these modes. Prioritisation should be given to schools and areas of high employment density.
RPO 6.36	Support the roll-out of the National Broadband Plan within the lifetime of this strategy and grow the regional digital economy.
RPO 6.38	The Assembly supports the provision of Wifi Hotspots at appropriate publicly accessible locations.
RPO 6.39	Provide information to businesses on the opportunities available through broadband connections.
RPO 6.41	Promote technology interventions and best practice that enhance sustainability in public places, parks, waterways and building management.
RPO 7.9	Promote the provision of high-quality, accessible and suitably proportioned areas of public open spaces and promote linkage with social, cultural and heritage sites and buildings. In this process prioritise access for walking and cycling
RPO 7.10	Support the Health Service Executive and other statutory and voluntary agencies and private healthcare providers in the provision of healthcare facilities to all sections of the community, at appropriate locations, with good public transport links, parking and accessible facilities.

RPO 7.12	Ensure local planning, housing, transport/ accessibility and leisure policies are developed with a focus on meeting the needs and opportunities of an ageing population and people with disabilities and younger persons.
RPO 7.13	Aim to make this region an Age-Friendly one by working with constituent Planning Authorities and recognising the demographic challenges that face the region and ensure the provision of suitable facilities and services at appropriate locations.
RPO 8.22	Prioritising investment to improve stormwater infrastructure to improve sustainable drainage and reduce the risk of flooding in the urban and rural environment.
RPO 9.1	Build Inclusive and Compact Places by: a) Planning for Inclusive Communities through regional cooperation and collaboration, to support the wider economic and social development agendas of the region and integrating health and wellbeing outcomes across all activities, ensuring that spaces are made available for community use. b) Accommodating Growth and Delivering Housing through compact growth where housing opportunities are close to schools, community facilities, health facilities, shopping, and employment; Prioritising the (re-)use of existing underutilised land and buildings, and other infill opportunities. c) Accessing Quality Services by maximising the use of transport and digital infrastructure to ensure people can access quality education and health services, building on the quality health and education infrastructure that exists on a cross-border basis and building more shared services and nurturing greater collaboration between actors and agencies in the co-design of new services. d) Valuing Cultural Heritage by creating appealing places through attractive and imaginative building design, street layout, civic space and public realm design; Developing new offerings in support of existing ventures in the tourism sector, such as greenways, walking trails and other inter-urban connections, based on the wealth of natural and cultural heritage assets and providing links to the Wild Atlantic Way and the Causeway Coast.
RPO 9.3	Planning for a vibrant economy through: b) Nurturing the rural economy through protecting and promoting the sense of place and culture and the quality, character and distinctiveness of the rural landscape, whilst facilitating the appropriately-scaled development of rural enterprise initiatives, including the appropriate development of tourism, delivering business start-up programmes and development support to rural communities experiencing economic disadvantage, whilst also meeting appropriate rural housing need having due regard to all material considerations.

1. MAYO DEVELOPMENT PLAN (2022-2028)

Policy	Description
SO 3	Employment and Investment To support employment, encourage enterprise, maximise investment and create an environment that will establish Mayo as a premier investment location, capitalising on the county's existing and emerging key economic drivers, such as the Coastal Corridor and Marine Environment, the Atlantic Economic Corridor, Ireland West Airport Knock (IWAK), the IWAK Strategic Development Zone and the Economic Growth Clusters of Ballina/North Mayo, Castlebar-Westport, Ballinrobe, Ballyhaunis and Claremorris, and Ballina-Killala.
SO 4	Low Carbon and Climate Resilient County To transition to a low carbon and climate resilient county, by promoting sustainable settlement patterns, the integration of land-use and sustainable modes of transport, encourage walking, cycling and public transport, increasing reliance on green energy sources, encouraging urban and rural communities to facilitate effective change and by building climate change resilience and climate action into all services and functions of Mayo County Council.
SO 11	Urban Renewal and Regeneration Continue to enhance the towns and villages of County Mayo, through renewal and regeneration, improvements to public realm infrastructure, healthy place-making and by improving the visual amenity, urban design, viability, vibrancy of these areas so that people can live, work and invest in these areas.
CSP 2	To promote measures to reduce vacancy and the underuse of existing building stock and support initiatives that promote the reuse, refurbishment and retrofitting of existing buildings within all settlements in the Settlement Hierarchy and the rural countryside.
CSP 3	To support the growth of towns and villages and open countryside to ensure that development proceeds sustainably and at an appropriate scale.
SSP 4	Promote commensurate population and employment growth in the designated Self-Sustaining Towns, providing for natural increases and to become more economically self-sustaining, in line with the quality and capacity of public transport, services and infrastructure available.
SSP 6	To support the creation of healthy and sustainable communities that encourages and facilitates walking and cycling and general physical activity through the implementation of best practices in urban design that promotes permeability and interconnecting spaces.
EDO 40	To explore the feasibility of seeking the designation of the former Asahi Plant and adjoining lands outside of Killala as a Strategic Development Zone.
EDO 42	To promote and reinforce all town centres in the county as primary shopping areas.
EDO 44	To ensure proposals for retail development in towns and villages make a positive contribution to the general townscape through the promotion of excellence in urban design, signage, consideration of the built heritage; and designed to a scale appropriate to the settlement.
EDO 45	To continue to implement and facilitate environmental, amenity and recreational improvements to the public realm, in existing town and village core retail areas.
EDO 46	To maintain an appropriate mix of uses and to maintain the role of the town centre as a dominant commercial and retail centre, and prevent an excessive concentration of particular (single type) uses with the town centre areas of Mayo's towns and villages, for example bookmakers/betting offices; licenced premises, discount retail units, hot food takeaways, etc.
EDO 47	To promote and facilitate on-street activities including street markets and farmers/country markets in all existing retail centres or any event that adds to the vitality and viability of existing town and village centres, whilst not unduly impacting on the existing retail function.
EDO 48	To support retail in town and village centres through the sequential approach, as provided within the Retail Guidelines, and to encourage appropriate development formats within the town and village centres.
EDO 49	To encourage new (and expanding) retail developments to locate close to public transport corridors, to enable sustainable travel to and from our town and village centres, where applicable.
EDO 50	To adopt a presumption in favour of the reuse, and restoration of town centre buildings for use as retail space, subject to satisfying other planning criteria and standards.
TRP 8	To work with the relevant authorities to promote the concept of creating Ireland's first "National Marine Park" in Killala Bay, from Easley Head to Kilcummin Head. This would enhance the Economic, Environmental and Social values of Killala Bay and promote the understanding and enjoyment of those special qualities by the public.
SCO 4	To promote and advance the attractiveness of the towns and villages throughout the county by assisting in the enhancement of the natural and built environment, through initiatives such as Pride of Place and the coordinated efforts of Mayo County Council, tidy towns organisations, community groups and local development companies.
BEO 1	To protect the archaeological heritage and sites identified in the Record of Monuments and Places, National Monuments in the ownership or guardianship of the State in addition to National Monuments that are the subject of Preservation Orders, and to safeguard the integrity of the archaeological sites in their setting.
BEP 6	To encourage the conservation of Protected Structures, and where appropriate, the adaptive re-use of existing buildings and sites in a manner compatible with their character and significance.
BEO 12	To identify places of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest, and to define them as Architectural Conservation Areas and to undertake an assessment to inform the potential ACA designation for the following areas: Castlebar, Ballinrobe, Killala, Pontoon and Doogort or any other special character areas considered by the Planning Authority worthy of such protection in County Mayo.
BEP 8	To encourage the retention, sympathetic maintenance and sustainable re-use of historic buildings, including vernacular dwellings or farm buildings and the retention of historic streetscape character, fabric, detail and features, where appropriate.
BEP 11	To promote the sympathetic maintenance refurbishment and re-use of vernacular built heritage and to support the retention of original fabric such as windows, doors, renders/pub/shopfronts, roof coverings and interiors.
BEP 15	To support and promote retaining built urban fabric/structures in towns and villages, in the interest of sustainable development in the national and global context of locking in carbon.
BEP 16	To promote and support the re-use and re-purposing of extant building stock, in the first instance, over demolition and rebuilding building, where practical, with reference to the loss of our historic building stock, sense of place and the environmental cost.
BEP 20	To provide for a high-quality public realm and public spaces by promoting quality urban design that accommodates creative patterns of use, having regard to the physical, cultural, and social identities of individual settlements.
BEP 21	To encourage the continued vitality and viability of town and village centres by promoting ongoing environmental improvements to the public realm, including blue and green infrastructure measures.
BEP 22	To encourage high quality and well-designed buildings, structures, public spaces and streets and support and promote healthy place-making and quality of life.

BEP 23	To encourage and facilitate improvements to the physical fabric and environment of town and village centres, including streetscape, street furniture, landscaping (hard and soft), signage and wirescape, while recognising that both private and public developments can contribute to effective public realm.
BEO 24	To apply the following key attributes when considering public realm and public space enhancements: *Accessible* - connected and linked permeable spaces to ensure ease of movement. *Functional* - safe, adaptable and social environments to attract and foster activity. *Attractive* - visually pleasing spaces with high quality design, materials and installations (lighting, furniture and signage) based on a singular common design theme. *Distinctive* - reference to local context and building on the character and identity of place. Where appropriate, recreational considerations and access to blue and greens space should be underpinned by the Green Space Principles including: • Enhance urban greening through planting strategies that mitigate noise and air pollution and maximise local biodiversity gain and facilitate sustainable drainage (e.g. deciduous wooded and wildflower meadow areas). • A networked approach: emphasising green infrastructure networks (rather than isolated parks) can provide new opportunities for connecting existing and new green spaces and creating linkages between urban and rural areas. Examples include greenways and linear parks, local greenways or cycleways that link to regional and national greenways and de-culverting watercourses to provide new blue corridors. • Well managed and maintained, creating a high-quality environment: poorly managed spaces or vandalism lead to negative perceptions among potential users. • Multifunctional uses: examples include spaces that encourage active mobility, physical activity and sports, relaxation and tranquillity, and opportunities for social exchange (e.g. that incorporate community gardens or encourage park runs). • Create multisensory restorative environments that help mitigate the psychological stresses of modern living through the provision of "restive places for rejuvenation".
BEO 30	To require proposals for public realm enhancements to include inclusive universal design principles.
BEP 29	To promote the consolidation of town and village centres with a focus on the regeneration of underused buildings and strategic sites and on the establishment of a mix of uses to encourage greater vibrancy outside of business hours.
BEP 36	To support the viability of small towns and villages, through sustainable targeted measures that address vacant premises and deliver sustainable reuse and regeneration outcomes targeted in core areas.
GSP 3	To support the provision of mixed-use developments in the town centre which create opportunities to live, work, shop, etc., within the town and reduce the propensity to travel by private car.
GSO 1	To ensure appropriate development occurs in a sequential manner outward from the core area, to maximise the utility of existing and future infrastructure provision, to promote sustainability and active travel, to make more efficient use of underutilised lands, and to avoid the inappropriate extension of services and utilities.
GSO 2	To encourage and facilitate the development of the economic and tourism potential of towns in a manner that respects, builds on, protects and enhances the cultural, built heritage, natural heritage and local amenities of the town.
GSO 13	To protect the role of the town centre as the dominant retailing and commercial area.
KAO 1	To work with existing service providers and relevant interests to promote Killala as one of the key tourist locations within County Mayo, in accordance with the objectives contained within this Plan.
KAO 5	To ensure that the historic architectural character of Killala is protected and enhanced.
KAO 6	To designate within the lifetime of this plan an Architectural Conservation Area for Killala town centre including Market Street, Courthouse Street, Church Street, Steeple Hill, William Street, Georges Street, and Ballina Road (R314) and the coastline to the pier.

SSP 7	To promote the integration of land use and transportation policies and to prioritise provision for cycling and walking travel modes and the strengthening of public transport.
EDO 49	To encourage new (and expanding) retail developments to locate close to public transport corridors, to enable sustainable travel to and from our town and village centres, where applicable.
MTP 3	To support and facilitate any 'Smarter Travel' initiatives that will improve sustainable transportation within the county, including public transport, electric and hybrid vehicles, car clubs, public bike schemes, improved pedestrian and cycling facilities, as appropriate.
MTP 5	To ensure new development areas and employment land-uses are permeable for walking and cycling and are laid out in such a way as to facilitate the operation of and access to public transport by residents and employees
MTO 5	To retrospectively provide public transport, walking and cycling infrastructure and facilities in existing development areas to achieve growth in sustainable mobility
MTP 12	To promote the design and construction of new developments to create low carbon, walkable neighbourhoods and workplaces containing high quality green and blue infrastructure.

APPENDIX II – HERITAGE IMPACT ASSESSMENT

APPENDIX III – CONSULTATION REPORT