

Rush

Urban Framework Plan
June 2018



RUSH

Urban Framework Plan

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	PAGE		PAGE
CONTENTS			
INTRODUCTION			
1.0 Introduction	1	APPENDICES	
URBAN FRAMEWORK PLAN: SCOPE AND REMIT		APPENDIX A - PLANNING AND DEVELOPMENT POLICY CONTEXT	1
2.0 Urban Framework Plan: Scope And Remit	3	APPENDIX B - TOWN CENTRE HEALTH CHECK 'COMMERCIAL' SURVEY	13
2.1 Strategic Aims of RUSH UFP	3	APPENDIX C - TOWN CENTRE HEALTH CHECK 'SHOPPER' SURVEY	17
2.2 Town Centre Health Check (TCHC)	5	APPENDIX D - SEA SCREENING STRATEGIC ENVIRONMENTAL ASSESSMENT SCREENING STATEMENT	21
2.3 Public Consultation	5	APPENDIX E - AA SCREENING	31
RUSH STUDY AREA: INTRODUCTION AND CHARACTER			
3.0 Rush Study Area: Introduction And Character	7		
3.1 Introduction to Rush	7		
3.2 Study Area for Rush Urban Framework Plan	7		
3.3 Current Issues Pertinent to the Area	11		
ACHIEVING THE VISION			
4.0 Achieving The Vision	13		
4.1 Land Use Survey Results	14		
4.2 Car Parking / Traffic	18		
4.3 Bicycle Routes & Parking	19		
4.4 Town Centre Health Check			
DEVELOPMENT APPROACH AND OPPORTUNITY SITES			
5.0 Development Approach And Opportunity Sites	29		
5.1 Main Street as the 'Spine Of The Town'	29		
5.2 Green Spaces	30		
5.3 Infill Sites	31		
5.4 Lanes and Pathways	31		
5.5 Development Approach	32		
5.6 Environmental Improvements	33		
5.7 Opportunity Sites	36		
5.8 Civic Quarter	37		
5.9 Upper Main Street	40		
5.10 Core	42		
5.11 Lower Main Street – Tayleur Memorial	45		
5.12 Harbour	48		
RECOMMENDATIONS & ACTIONS			
6.0 Recommendations & Actions	51		
6.1 Funding Opportunities	52		





INTRODUCTION

1.0 Introduction

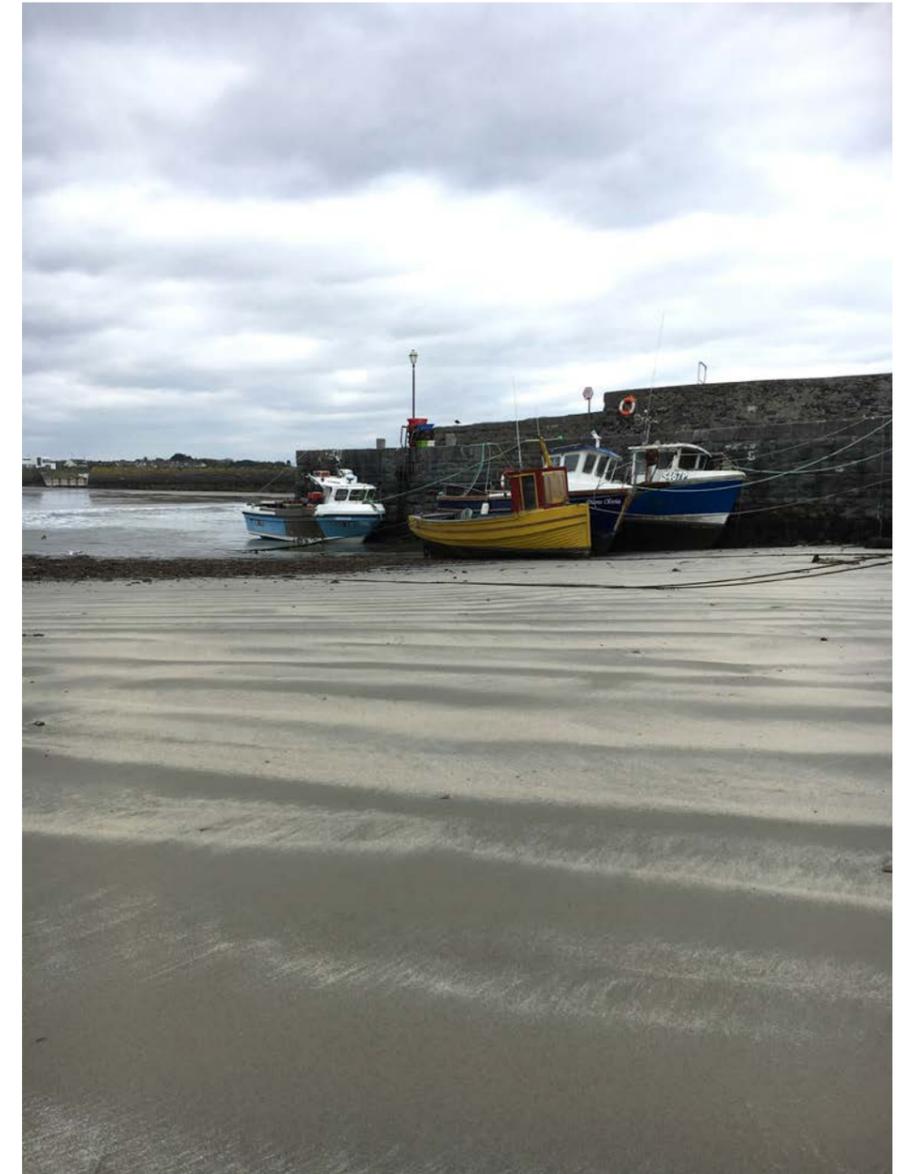
Rush has a distinctive and unique physical character and history, with development typically focused in a linear pattern along its long Main Street. There is a significant tradition of market gardening in and around the town. In recent years, the town centre has declined somewhat with a poor urban environment. It is important that Rush develops in a self-sufficient manner providing a full range of services to meet both local needs and those of the surrounding rural areas, to prevent it from becoming a dormitory town and to encourage smarter travel patterns and further growth.

Fingal's Development Strategy for Rush is to expand the town centre as a commercial, retail, employment and services centre serving the expanding community. The strategy supports the preservation of its distinct character, retention of its market gardening tradition, the protection and enhancement of amenities and promotion of the town as a local tourist destination.

Following significant public consultation with the local community and stakeholders the following Strategic Vision for Rush emerged:

VISION

'To create a vibrant and sustainable town centre area which supports and encourages economic, social and cultural development, and which is attractive to residents and visitors alike, with a high level of environmental quality to ensure an excellent quality of life for all.'



1 Introduction



URBAN FRAMEWORK PLAN: SCOPE AND REMIT

2.0 Urban Framework Plan: Scope And Remit

The centres of many towns and villages have been the focus of major investment in terms of retail facilities, infrastructure and urban improvements. It is an objective of *Fingal Development Plan (FDP) 2017-2023* to prepare Urban Framework Plans for a number of the urban centres as well as the towns and villages within the County which it is envisaged will include a programme of actions to enhance the vitality and viability of these centres. The Development Plan notes that among the topics that these frameworks will examine is *'a vision for each centre, the identification of areas where there is potential for change, development opportunities, provision for improved access to public transport, a framework for urban design, and the integration of natural heritage and biodiversity, where appropriate.'*

Fingal County Council seeks to guide careful urban improvement and to plan for appropriate future growth in Rush. This Urban Framework Plan highlights:

- The distinctive character of the area and its setting in the landscape,
- Current issues pertinent to Rush,
- The need for conservation, sustainable growth, consolidation, and the protection of the quality, character and distinctiveness of important assets.

Creating a strategy for sustainable development will deliver not only solid economic and environmental benefits but will also provide an urban development framework. The challenge of a successful framework, through the identification of local distinctiveness, is to unlock opportunities and deliver a high quality environment, improved amenities and a better economic future. The Urban Framework Plan is advisory in nature and includes a long term vision for the future, which allows sufficient flexibility to manage the changing circumstances of society, economy, environment and culture. It offers a vision for the area, within the structure of the Fingal Development Plan.

The Urban Framework Plan has been developed in consultation with the local community and other relevant stakeholders.

Fingal Development Plan 2017 - 2023 contains the following relevant objectives:

Objective PM19

'Prepare Urban Framework Plans, where appropriate, liaising closely with landowners, developers and other relevant stakeholders. These documents shall indicate the broad development parameters for each site and take cognisance of permitted developments and any potential environmental impacts.'

Objective RUSH 3

'Prepare an Urban Framework Plan to guide and inform future development to include promoting permeability and accessibility within the town centre; provide design guidance for addressing potential infill development sites; and provide measures to assist with the regeneration of the Harbour.'

2.1 Strategic Aims of RUSH UFP

This UFP aims to create a structured development strategy for the town centre of Rush and identifies actions required to encourage the rejuvenation and revitalisation of the town centre. The UFP identifies potential development sites for new residential, retail, employment or leisure development and will act as a general guidance document for the Planning Authority and potential applicants, forming a basis for agreeing the principles of future development within Rush Main Street. A Town Centre Health Check (TCHC) also forms a key part of this UFP (Section 4).

This UFP (incorporating the TCHC) also identifies a number of projects which may be suitable for funding applications under different programmes, such as the Town and Village Renewal Scheme and other capital grants programmes.

Primary objectives of Rush UFP:

- Embrace a sustainable future
- Repair the townscape
- Create a vibrant, liveable core area stretching from Main Street to the Harbour
- Provide for new civic and social activities.



2 Urban Framework Plan - Scope and Remit

The Strategic Aim of the Rush UFP is to....

create a well-defined
SENSE OF PLACE



maximise the potential
of the unique natural,
cultural, built and coastal
HERITAGE of the area



create a healthy
MIX OF USES including
retail, employment,
residential, education,
enterprise development,
recreational and
community uses



have a high visual and
varied environmental
quality aimed at enhancing
QUALITY OF LIFE

encourage sustainable
transport with safe
and direct routes for
PEDESTRIANS and **CYCLISTS**
and improve connections
within the core and
adjacent areas



promote an awareness
of the principles
of sustainability in
architectural design to
produce buildings that use
LIMITED RESOURCES while
being attractive and
aesthetically pleasing



develop a framework for
providing a high standard
of **ARCHITECTURE** and
URBAN DESIGN



encourage the creation of a
VIBRANT core town
centre area and
development of a Civic
Quarter, attractive for both
the **LOCAL COMMUNITY**
and **VISITORS** to the area

... and be substantially achievable in a 15-20 year timeframe....



Achieve these objectives through:

- Improved urban centre and public realm
- Increased permeability
- Development of vacant / infill sites within the town core.

2.2 Town Centre Health Check (TCHC)

To address the challenges that many town centres are facing and to aid and direct regeneration of towns, a new initiative has been developed by RGDATA and the Heritage Council for a Town Centre Health Check (TCHC) pilot programme. The aim of the pilot is to train representatives from Irish towns to carry out a Town Centre Health Check in accordance with best international practice.

On consideration of this pilot project carried out in 2016 and 2017, Fingal and the Rush Town Centre Health Check (TCHC) Committee have consulted with the Heritage Council to implement some of the key learnings into this Urban Framework Plan.

A key aim of this Programme is to raise awareness, understanding and appreciation of the critical role that our historic town centres and townscapes play and the wide-ranging impacts that their vitality, vibrancy and viability have on overall socio-economic, environmental and cultural growth and development, and on quality of life for citizens and visitors alike.

The Heritage Council organised a number of TCHC workshops which were attended by members of Rush Community Council and Fingal County Council, where key findings from group work were presented and lessons learned from the other selected towns in the TCHC process.

A series of Questionnaires were developed for retailers and other business owners operating within the study area and for shoppers who were visiting Rush Main Street on the day of these surveys (September 2017). The surveys were developed following consultation and workshops with Fingal County Council and local representatives from the Rush TCHC Committee and business stakeholders. These surveys gave us a significant insight into the needs of the local community and formed the basis of the strategic aims and actions required to revitalise Rush town centre.

A Land Use Survey was undertaken in July 2017 in order to establish existing land use on the Main Street, the overall vacancy rate within the study area and to ascertain upper floor uses (if any).

A significant database of information was therefore collated and utilised in the establishment of our strategic aims and actions within this UFP.

Section 4 and Appendix B and C contain more information on the survey process and results.

2.3 Public Consultation

In early 2017 a Rush UFP Steering Group was established for the drafting and consultation process of the Urban Framework Plan. This steering group is made up of members of the Rush TCHC Committee and staff from the Planning and Strategic Infrastructure Department. Regular meetings were held to devise an initial strategy for public consultation, which involved local community members approaching the wider business community to encourage 'buy-in' from the start.

The first public workshop was held for the local business community on 23rd May 2017 in Rush Community Centre. Kieran Rutledge of the Tralee Chamber Alliance presented the "Tralee Experience". This was followed by a presentation by Fingal County Council to encourage the local business community to get involved and to work together in the revitalisation and improvement of the town centre area.

In July 2017, a 'walk-through' of the town centre took place with members of Fingal County Council, Rush TCHC Committee and the Heritage Council. The focus of this walk-through was to identify key areas of the town that would benefit from public realm improvement works and to highlight strategic sites within the town centre, where opportunities might exist for redevelopment.



Local Community Groups workshop



Kieran Rutledge (CEO, Tralee Chamber Alliance) speaking to the commercial stakeholders, 23rd May 2017

2 Urban Framework Plan - Scope and Remit

A second public workshop was held with members of local community groups on 26th October 2017, to get their views on the main issues affecting Rush and their vision for the future. This workshop focused on local community groups and organisations, with very good attendance. This workshop divided the town into 3 distinct areas (Civic Quarter, Retail Core and Harbour) and asked participants to examine one of these areas in detail, followed by a general discussion of all areas. A presentation was also made by Alison Harvey of the Heritage Council who emphasised the need for the community to work together and to form a dynamic 'Town Team'.

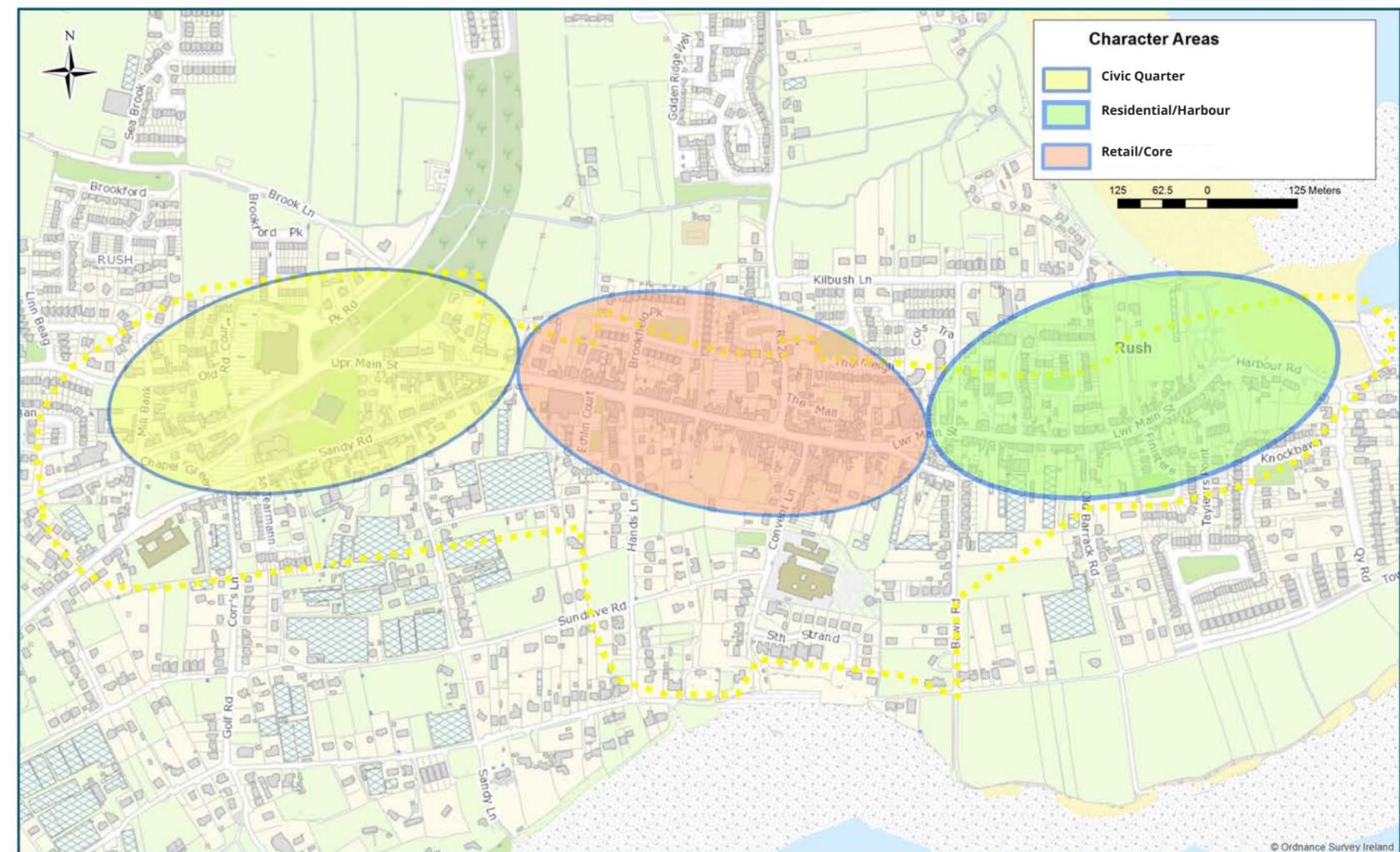
Issues that arose were similar in nature to those discussed in previous meetings and workshops, and related to public realm improvements (street furniture, planting, lighting, materials, colours), greater variety of shops and cafes needed, car parking and traffic management, the need for more signage and the development of a clear identity for Rush.

An additional consultation session was held during the draft display period (on Thursday 19th April 2018), offering the local community an opportunity to comment on the Draft UFP. All of the workshops and drop-in information sessions were very well attended, with over 40 no. submissions received during the display period.

It is considered that the level of public consultation in the UFP preparation process has been comprehensive and inclusive. Every effort has been made to ensure that all members of the public and stakeholders had an opportunity to have their say in an open, accessible and transparent way.



Local Community Groups workshop



Alison Harvey, The Heritage Council

RUSH STUDY AREA : INTRODUCTION AND CHARACTER

3.0 Rush Study Area: Introduction And Character

Section 3 provides an introduction to Rush and outlines the geographical area and boundaries of the UFP. This section also outlines the local population levels and other relevant information pertaining to Rush town centre area. Current issues and challenges pertinent to the area have been identified, with strengths and opportunities also highlighted.

3.1 Introduction to Rush

Rush has a distinctive and unique physical character and history. Rush is a linear town focused on its long Main Street with a significant tradition of market gardening in and around the town. In recent times, the trend is towards the relocation of these horticultural operations to the rural area, west of the town and the development of new residential communities closer to the town centre.

Its seaside location with two sandy beaches, two harbours, its proximity to Drumanagh Promontory Fort and coastal walk affords significant tourism potential. The town is located adjacent to Rogerstown Estuary which is designated as a Special Area of Conservation (SAC) and a Special Protection Area (SPA) as part of the Natura 2000 / European Sites network. Future development in Rush must protect the Estuary.

Population and Demographics

The 2016 Census now shows that Fingal's population has continued to grow and is now at 296,020, an increase of approximately 8% on the 2011 figure (273,991 pop).

Rush's population in the 2016 Census of Population has also increased by 8% to 9,921 (from 9,196 in the 2011 Census).

There has not been a significant change in the Rush population in the intervening period (2011 to date), with a low level of new homes developed. Rush is generally characterised as a commuter village, given the existing residential land use pattern and lack of employment opportunities in the general area. Dublin City Centre, Swords and Dublin Airport are the primary locations for employment in the wider area.

The vacancy rate (excluding Holiday Homes) in Rush was stated to be 4.70% in April 2016, compared with 8.5% in April 2011.

3.2 Study Area for Rush Urban Framework Plan

The agreed Study Area for the UFP comprises the Main Street and includes lands zoned Objective 'TC' within the *Fingal Development Plan 2017-2023*. It incorporates the general town centre area from the Millbank Theatre and Tesco site down Main Street to the Harbour. (See Figures 1 & 2). The focus is the Main Street.

The planning and development policy context for Rush is included as Appendix A.

Character of Study Area – Main Street

Rush has a mixed character. While the central spine of the town (Main Street) provides a certain coherence in terms of scale, material and activity, the variety in the housing elements illustrates the changing generations. Forms vary, from straightforward bungalows, to dormers and two storey house styles. These in turn have shifted from the original farm cottages and houses to embrace various suburban themes of brick, render and stone, with inconsistent slate and tile roofs. Without a single dominant character, there are a number of competing ones. Unlike many other towns of a similar vintage, Rush manages to retain a coherency in the scale of structures, which rarely exceed 2 storeys. The town's character is one dominated by its domestic nature, in particular the pattern laid down in the 17th and 18th Centuries. Its scale remains a persistent challenge when considering contemporary development.

The linear nature of the town centre is apparent in Rocque's map of Rush (1760), which is one of the earliest maps of the area. (See Figure 3)

There is a mix of uses in the Main Street area including retail and residential and other uses including offices, services, community uses, education, bookmakers, restaurants, takeaways and bars.

3 Study Area : Introduction and Character



Figure 1 : Aerial view of Rush Main Street and UFP Boundary

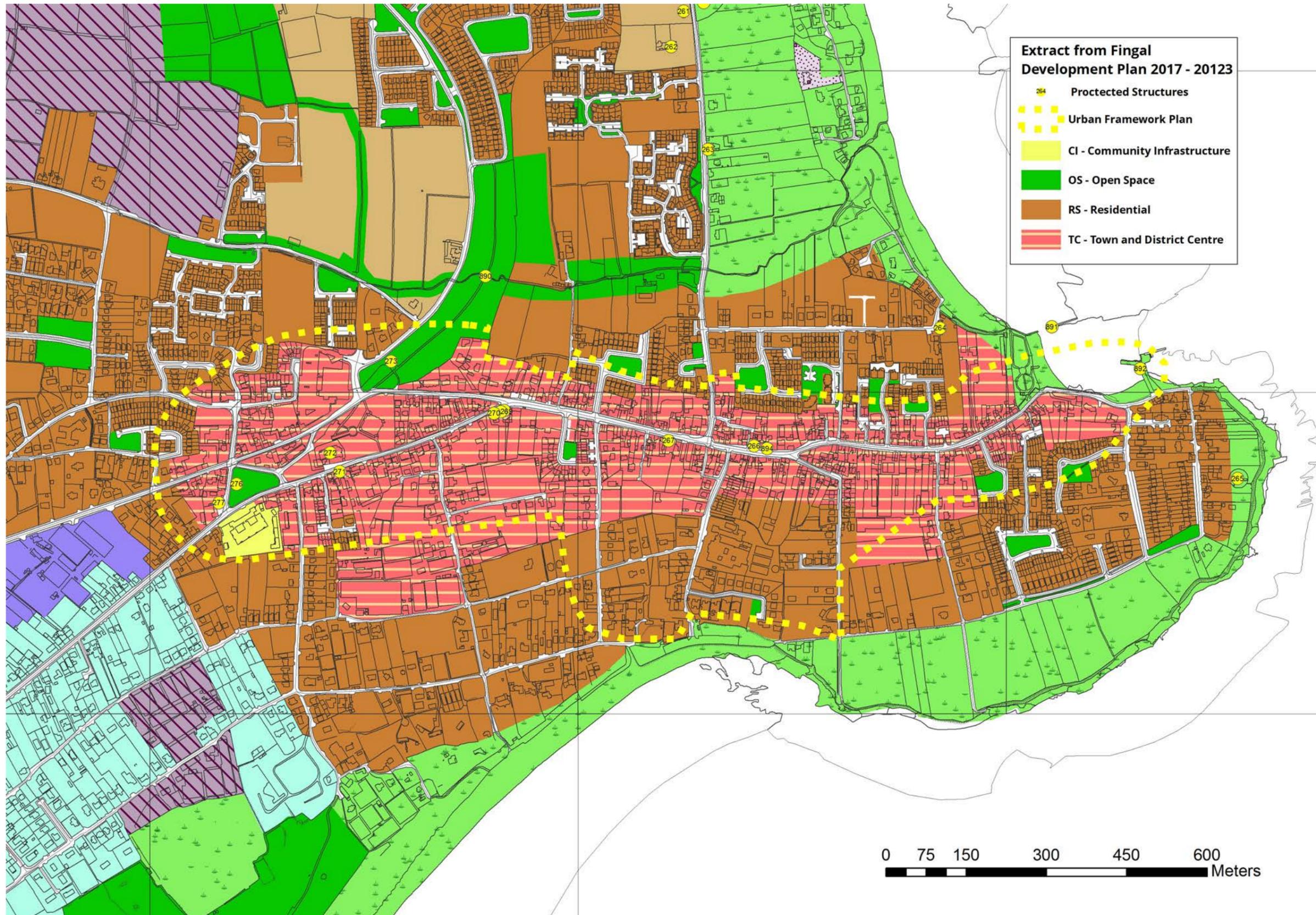


Figure 2 : Zoning Map of Rush Main Street

3 Study Area : Introduction and Character



Figure 3 : Rocque's Map of Rush, 1760

Main Street has echoes of older farmhouses set out on their own defined by low walls. Some roofs retain their original thatch and where thatch is missing the tell-tale steep gable and roof form can still be seen. Larger more contemporary sheds and barns can be seen in the background and the rural character of the area is evident throughout, with fields and glasshouses visible through old gateways and laneways off Main Street. Elevation studies of the town provided evidence of its changing character over time and there are a variety of building types and styles throughout the study area.

The vernacular scale of development is evident with the presence of cottages and old farmhouses (and outbuildings) throughout the town. While there are no specific types per se, there is evidence of a style of structure in some of the older cottages and farmhouses, where a steep roof was used in association with an original thatch finish. Many of these have been covered with a temporary corrugated roof or changed to slate.



The steep roof indicating a previous thatch.

There is a considerable variety in housing styles illustrating a high degree of individuality and independence, with a mix of single and two storey dwellings interspersed with business and retail units. There are also a number of housing estates close to the Main Street area, which are uniform in design. Residential land use is still the dominant use along Main Street.

Further from the core of Rush the scale extends outwards in a horizontal fashion. Plots are larger and the heights are generally lower as the propensity for bungalows developed through the 1970's. In parallel, commercial development of the original farmland and market gardens follow similar rules with large low lying glasshouses and storage units dominating the landscape.

In a few of the newer developments nearer the urban core there has been an attempt to create a denser urban character. However the piecemeal nature of many of the sites developed has not resulted in the consolidation of the urban core.



3.3 Current Issues Pertinent to the Area

In order to develop Rush as a vibrant and sustainable place to live, work and to visit, it is essential to recognise the various internal and external factors that are favourable and unfavourable to the successful future development of the area as a place that people can be proud of; an area with successful residential communities and a busy town centre with a beautiful and accessible natural environment on the doorstep.

It is a key objective of this UFP that Rush’s physical attributes are strengthened and developed, whilst at the same time protected, to ensure that the unique traits associated with the area are maintained for the enjoyment of future generations.

Connectivity, accessibility, public realm improvements, infrastructure and a high quality of urban design and architecture are critical to the rejuvenation of the Main Street area and to the successful development and integration of new residential communities with existing housing areas adjoining the town centre. New retail, business and employment opportunities will be encouraged and developed, where possible, and improvements to existing tourist facilities and activities should be welcomed as a way of bringing new life and vitality to the Rush area.

As evidenced in the SWOC analysis (Figure 4), Rush has a number of strengths and opportunities which should be encouraged and supported in future projects and development works in the area. Challenges have also been clearly identified with a number of key issues emerging, particularly relating to public realm and connectivity.

Figure 4 : 'SWOC' Analysis of Rush*



* List devised from analysis of results of workshops, community consultation and liaison with steering group.



3 Study Area : Introduction and Character



ACHIEVING THE VISION

4.0 Achieving The Vision

Section 4 details the land use survey and questionnaire results from local businesses operating on Main Street and examines the results from the shoppers surveyed on Main Street. It will also look at prioritising key areas for improvement to achieve the overall vision and will identify existing constraints, environmental deficits and issues relating to movement and connectivity.

The “*Framework for Town Centre Renewal (April 2017)*” recognises that large numbers of stakeholders across towns in Ireland devote a significant amount of time and effort to initiatives which contribute to the vibrancy and vitality of their towns. While the role of Local Authorities in contributing to these efforts is essential, it is acknowledged that much of the work that goes above and beyond statutory responsibilities is done on a voluntary basis by local residents and business people who are passionate about their town. In many instances, local ‘Champions’ can be the key drivers of initiatives to support towns. International experience demonstrates that successful town management is most likely to be achieved where there is a genuine partnership between the public and private sectors together with town residents. Rush benefits from a very active and involved Community Council, which was founded in 1974 and endeavours to co-ordinate the efforts of the various community groups in the area under one umbrella.

Rush Community Council and many of the town’s community groups (including the Rush Tourism & Festival Committees) are made up of volunteers who give of their time to make Rush a better place to live in and today’s residents are reaping the dividends of that work, including the undertaking of the very successful annual Harbour Festival, which attracts locals and visitors to the area every August bank holiday weekend.



Figure 5: Extract from ‘A Framework for Town Centre Renewal, Department of Jobs, Enterprise and Innovation Retail Consultation Forum, 2017’.

4 Achieving The Vision

4.1 Land Use Survey Results

A land use survey was undertaken on 5th July 2017. The survey recorded the current ground floor and first floor land use of each property within the study area along Main Street. The survey was carried out based on the Goad Classification of Land Use, which gives a detailed breakdown of land-uses under the following categories, which are:

- Retail (Comparison (Non-Food) & Convenience (Food))*
- Retail Service
- Leisure Service
- Financial and Business Services
- Health and Medical Services, and
- Public Services

Residential units along Main Street and the units which were vacant and / or derelict at the time the survey work was undertaken were also recorded. The survey is reflective of the situation that day. However FCC acknowledge changes occur on an ongoing basis.

**It was decided to group the 'retail comparison' and 'retail convenience' into one category for Rush Main Street.*

Table 1- Land Use Survey Results

RETAIL BREAKDOWN (Total)	NO. OF UNITS
Retail (Comparison & Convenience)	20
Retail Services	10
Leisure Services	16
Financial and Business Services	7
Health and Medical Services	3
Public Services	6
Residential	105
Vacant / Derelict	22
OVERALL TOTAL	189 (Approx)

Retail Comparison

Comparison goods are non-perishable goods for retail sale which are often stocked in a wide range of sizes, styles, colours and qualities, including furniture, clothes, hardware, opticians, etc.

Retail Convenience

Convenience goods are goods which are frequently purchased by consumers who are usually not willing to shop around. Examples of these goods include sweets, cigarettes, prescription drugs, magazines, and most grocery products. Units include bakery, newsagent and confectionary, butchers, etc.

Retail use is concentrated close to Upper Main Street with the Tesco and Eurospar shops being the largest in the Village. There is no retail comparison or convenience offer along Lower Main Street.

Retail (comparison and convenience) covers approximately 10% of land use along Main Street, which is a fairly low percentage given that it is the Main Street of the town.

Retail Service

Retail services are units which are providing specialised tasks including Dry Cleaner & Laundrette, hair and beauty salons, barbers, etc. There is a general mix of retail services on offer along Main Street (covering approximately 5% of land use) principally comprising hair and beauty salons. There is also a small amount of retail service at upper floor level.

Leisure Service

The leisure services are made up a range of businesses supplying entertainment including pubs, fast food takeaways, sports and leisure facilities. Pubs and take-aways dominate the leisure service use along Main Street and this use comprises approximately 8.5% of land use on Main Street at ground floor level.

Financial and Business

Financial services and legal services include insurance, finance, solicitors and architects offices and this use comprises approximately 4% of land use at ground floor level.

Public Service

Public services include community buildings such as community centre, civic centres, community health centre, library and theatre buildings. The area close to the Millbank Theatre includes the library and Arts Centre, Church, Millbank Theatre and Rush National School, which creates a natural 'civic' character area at this location. This area also acts as a natural 'gateway' to the town with pedestrian routes to Kenure Park and Main Street.

Health and Medical Service

The health and medical services category includes doctors, dentists and medical centres and these are evenly dispersed along Main Street and contribute approximately 2% of floor area to overall land use on Main Street.

Residential

As there are a significant number of properties on the Main Street in residential use (at ground and first floor level), it was considered appropriate to record these premises to accurately reflect the dominant land use on Main Street.

Residential land use is the prevalent land use at ground and first floor area and comprises approximately 56% of overall land use on the Main Street (at ground floor level). Residential use is particularly concentrated along the stretch from Lower Main Street to the Harbour.



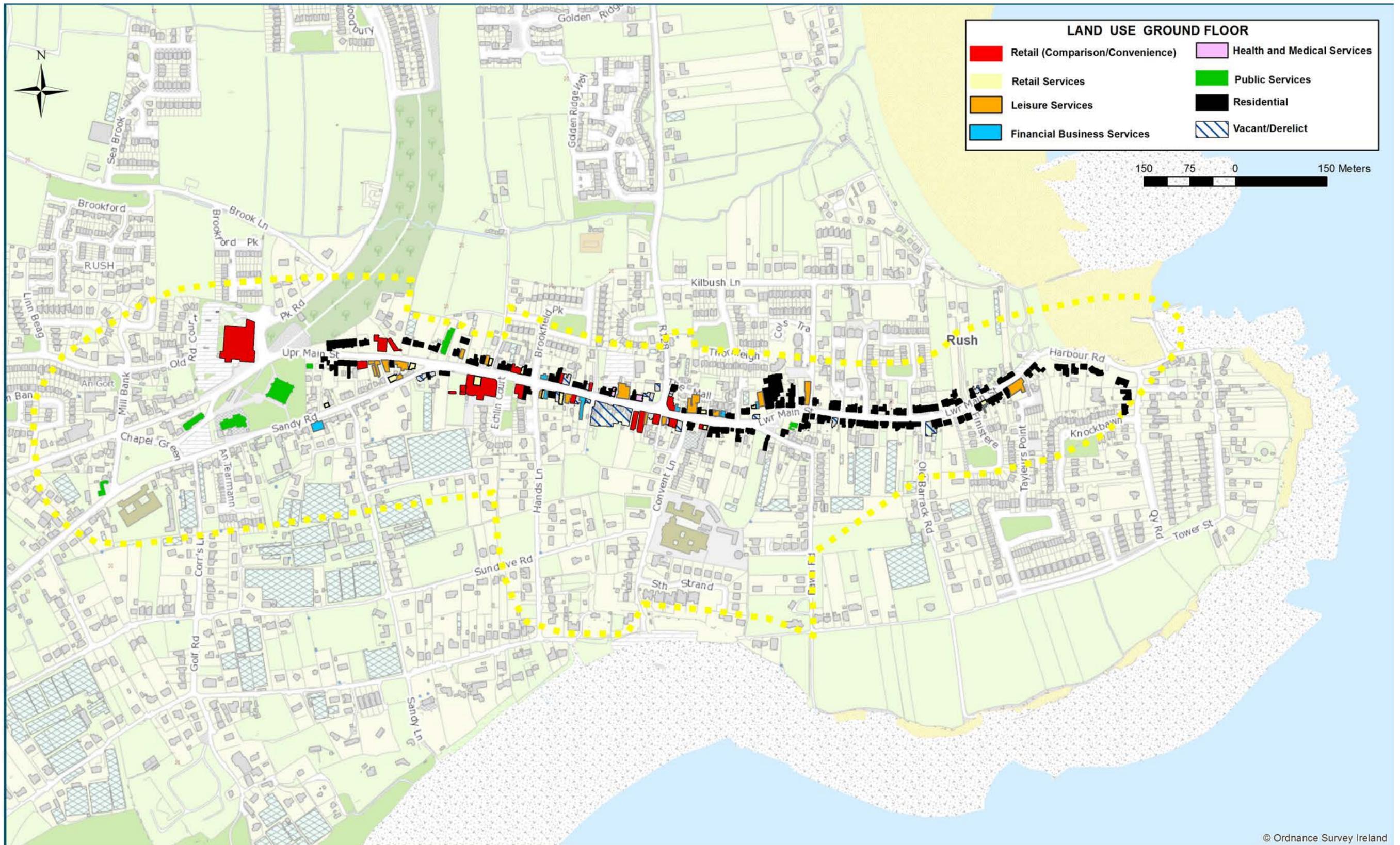


Figure 6 : Land Use Survey : Ground Floor (July 2017)

4 Achieving The Vision

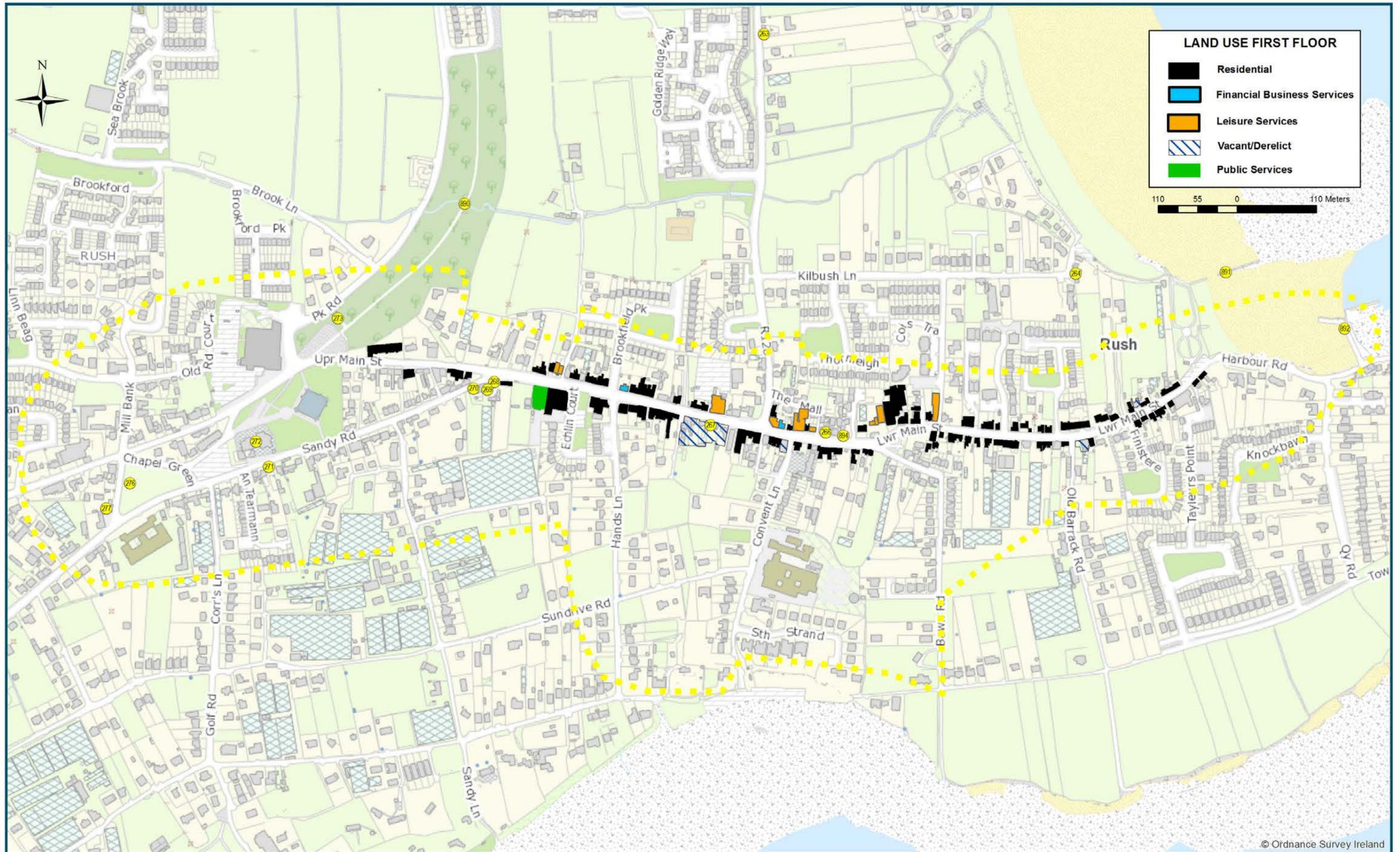


Figure 7 : Land Use Survey : First Floor (July 2017)



Vacant / Derelict

Our survey also looked at the buildings on Main Street that are currently vacant and / or derelict. For the purposes of calculating the vacancy rate, a vacant property was defined as ‘any ground floor retail unit which is available and suitable for use but is unoccupied’. The survey also included any buildings that were derelict or under construction (i.e. boarded up or in very poor state of repair).

The analysis indicated that there is a vacancy rate of approximately 12% at ground floor level within the study area. Upper floors are generally under-utilised with the majority in residential use (i.e. two storey dwellings).

Based on recent survey and analysis of 102 locations nationwide by GeoDirectory and DKM Economic Consultants, there are 212,717 commercial properties in Ireland and 28,784 were vacant in the second quarter of 2017- which represents a national vacancy rate of 13.5%.

The survey notes that despite the ongoing lift in the economy, commercial vacancies nationwide have still been increasing. Some 22 counties out of the 26 surveyed have had a rise in empty commercial properties since last year.

Rush Main Street’s vacancy rate of approximately 12% appears to correspond with the national vacancy rate of 13.5% and it would appear to be a problem shared by many other small towns in the Country.

Building condition is generally fair, with many buildings in need of maintenance and improvement including shop-front renewal, painting, and shop front signage improvements.

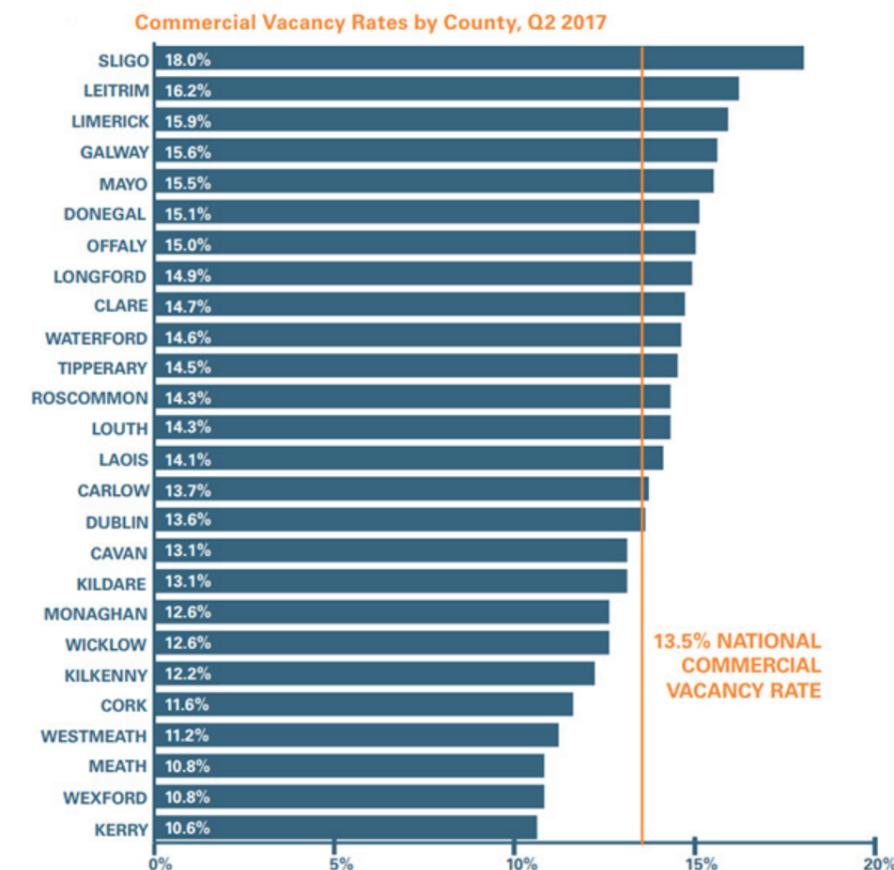


Figure 8 – Commercial Vacancy Rates By County – Q2 2017

Source: Geodirectory Database



4 Achieving The Vision

4.2 Car Parking / Traffic

Parking (or lack thereof) appears to be an endemic urban problem everywhere. Depending on your prerogative, there is either not enough of it (the shopper) or too much of it (the pedestrian). It is too expensive (the car owner) or not expensive enough (the Local Authority). Parking is an unfortunate but necessary part of the extensive use of cars in towns.

The public consultation and survey feedback in Rush suggested the paid car parking system in operation on Main Street is proving a deterrent for local people to stop and shop. Whilst it would appear that there is generally a sufficient number of car parking spaces available on Main Street, people are opting to park for free at Tesco, rather than paying the parking charges along Main Street. The parking rate also varies from one end of the street to the other, with free parking available in other locations.

Table 2 Parking Provision- Rush Main Street

STREET NAME	PARKING TARIFF	NUMBER OF BAYS
MAIN STREET	2 Euro All Day	13 Parking Bays
	1 Euro Per Hour	59 Parking Bays
BROOKFIELD	2 Euro All Day	8 Parking Bays

As can be seen from Table 2 and Figure 9, there is a variation in rates of pay depending on the location of the parking space. It is recommended that a comprehensive review of the on-street local authority car parking be carried out, with a view to standardising the prices throughout the Main Street.

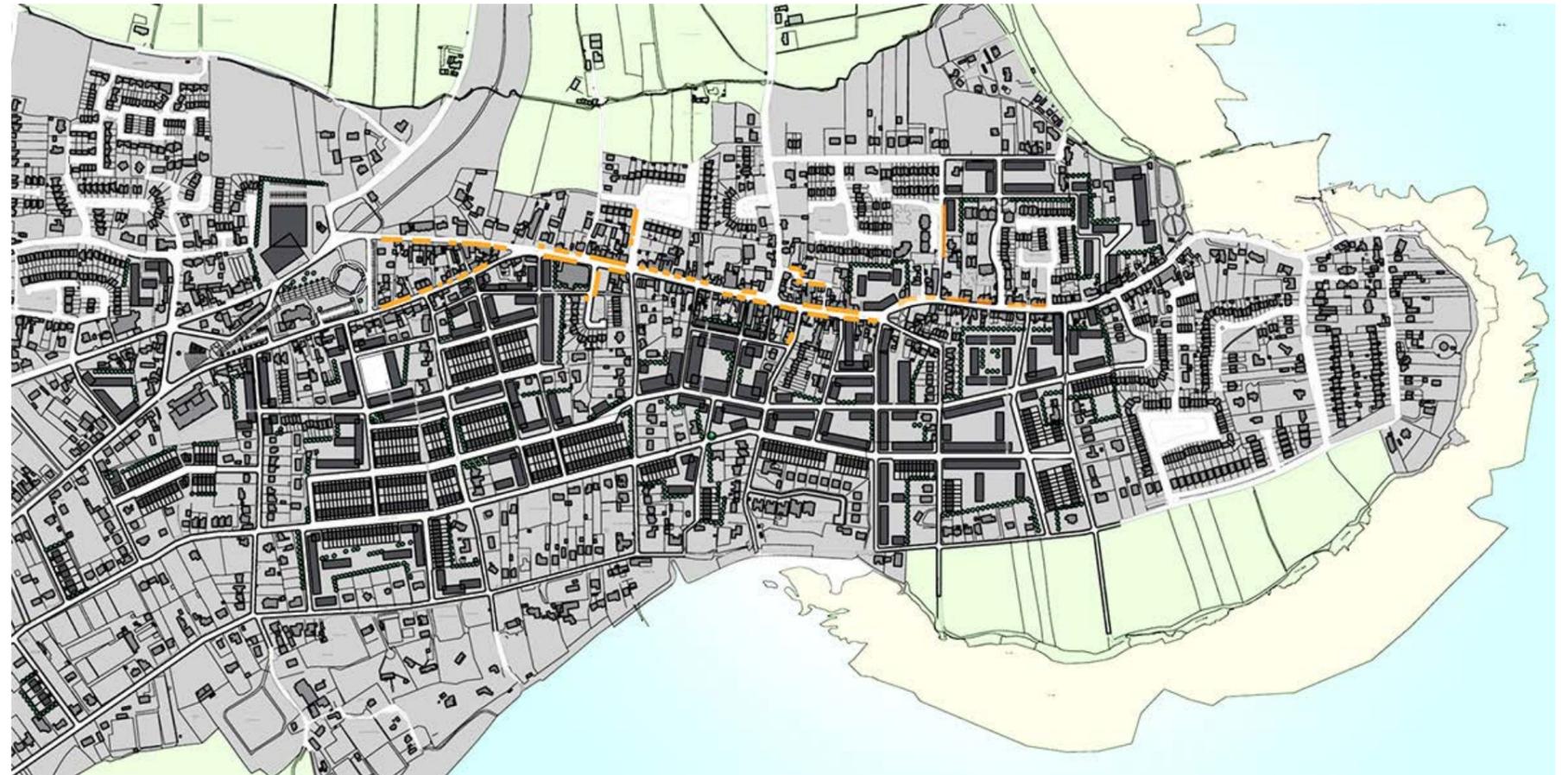


Figure 9 : Paid Parking Locations along Rush Main Street (highlighted in orange)



4.3 Bicycle Routes and Bicycle Parking

This UFP supports the provision of high quality cycle facilities with the delivery of such infrastructure to be considered in detail as part of the implementation of the NTA's Cycle Network. Bicycle parking standards are set out in Table 12.9 of Chapter 12 - Development Management Standards of the *Fingal Development Plan 2017-23*.

Cycle parking facilities should be conveniently located, secure, easy to use, adequately lit and well signposted. Guidance for selecting the most appropriate type of bicycle parking facility depending on location and user needs is outlined in the *National Cycle Manual: 'Bicycle Parking Facilities'*. Fingal County Council will have regard to this document when considering applications where bicycle parking is a requirement, which would include any planning applications lodged for development on Main Street in Rush.

Figure 10 below illustrates the locations on Main Street, which are considered suitable for appropriately scaled bicycle parking facilities.

Greater Dublin Area Cycle Network Plan (GDACNP)

The Council will continue to promote walking and cycling through the provision, upgrading and maintenance of cycleways and footpaths as resources allow; and ensure that connectivity is provided in new developments with the provision of good pedestrian and cycle networks and facilities. Design standards will ensure that new residential and commercial proposals will adequately accommodate safe and secure bicycle parking, particularly at stations and other public transport interchanges.

The GDACNP proposes the development of a network of cycling routes in the Greater Dublin Area. The main objective for this GDA Plan stems from the National Cycle Policy Framework's commitment to ensuring that 10% of all journeys by 2020 will be by bicycle. This follows a concerted attempt by all government bodies and organisations to ensure that cycling as a transport mode is supported, enhanced and exploited, in order to achieve strategic objectives and reach national goals.

East Coast Trail

This route is part of National Cycle Network Corridor 5 and will extend within the Greater Dublin Area from Arklow in the south to Drogheda in the north. This study has identified an indicative route for the trail, mostly along greenways separated from traffic, and with some localised use of quiet minor roads in the areas most removed from the city.

The GDACNP includes a number of strategic cycle routes of relevance to the UFP. Routes RU1 and RU2 link the town centre to the residential hinterland and to Rush-Lusk Train Station, while route FG1 / N5 is part of the East Coast Trail running along the coast of the Greater Dublin Area.

Route RU1A is included within the UFP Boundary and is illustrated in Figure 10 below.



An example of 'Sheffield' style cycle stand.

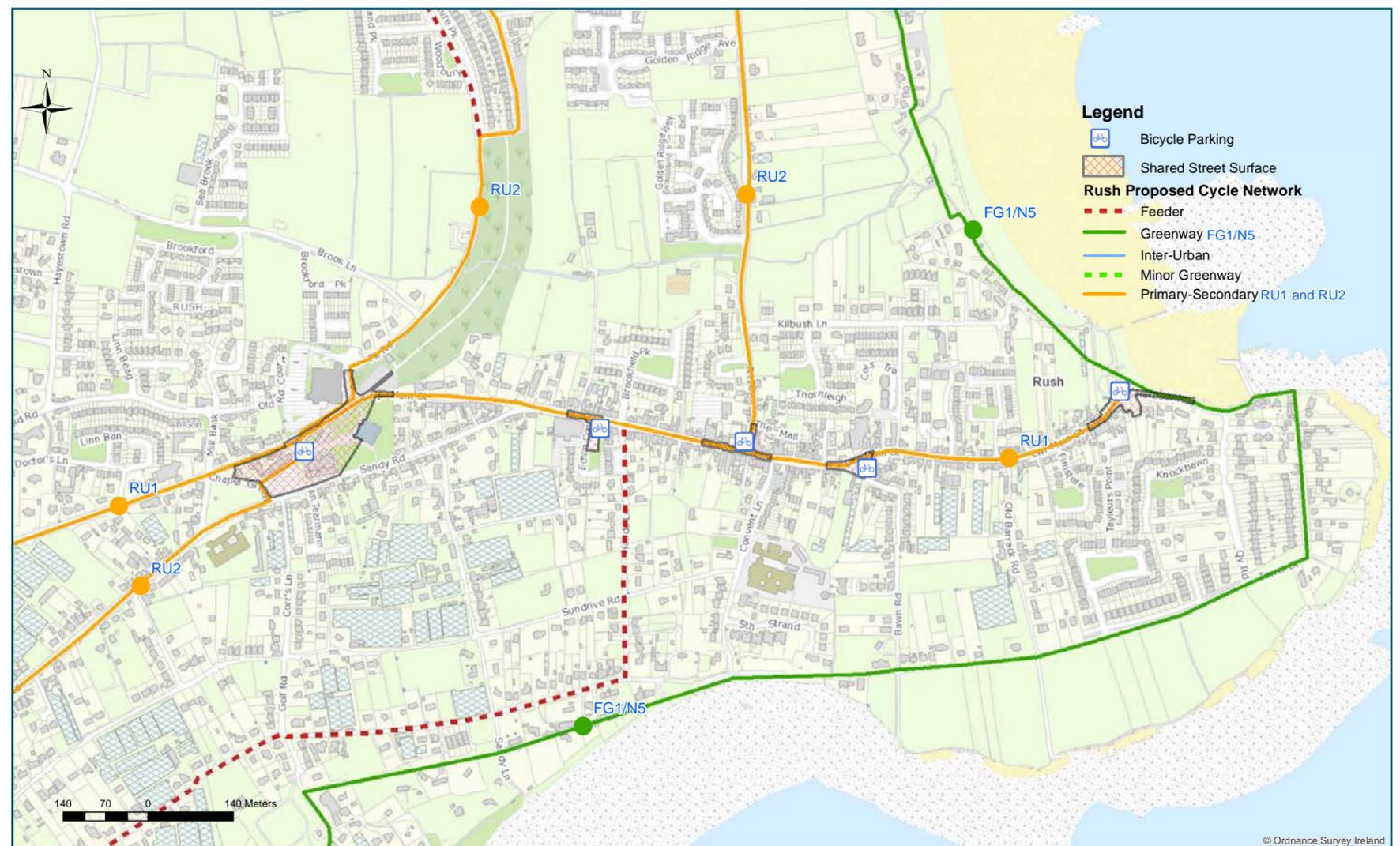


Figure 10 : Possible Bicycle Parking Locations and Cycle Routes along Rush Main Street

4 Achieving The Vision

4.4 TOWN CENTRE HEALTH CHECK Retailers Survey and Shoppers Survey

Two separate questionnaires were carried out in July and September 2017, one of which focussed on existing traders (retailers / business operators) within the study area and the other which focused on shoppers / visitors on Main Street.



Shopper Surveys being undertaken on Main Street (September 2017)

Commercial Survey Questionnaire

Community Buy-In and Public Consultation is critical. A workshop was held on 23rd May 2017 and all commercial owners/operators were invited to attend. Following this, a Town Centre Health Check questionnaire was sent to all retailers and business operators on Main Street.

Questions included the length of time trading at this address, trading experience in the past 2 years and forecasts for future trading projections, number of employees, improvements needed to the town centre to attract greater footfall, the type of events required for the town centre to entice people to spend time there, online business operations and willingness to participate in events organised for the town centre.

The majority of those surveyed indicated a willingness to participate in organising events in the town centre and highlighted incentives such as reduced commercial rates, which would encourage greater investment in existing businesses.

Trading expectations for the next two years were generally very positive with all respondents noting their intention to continue trading on Rush Main Street in the future. Online business accounts for a relatively small amount of respondents overall business with the majority noting that upper floor uses were occupied (where available).

This survey of Rush retailers and business operators was carried out with the aim of gaining an understanding of the current business environment within the study area/town centre and to assess which factors the retailers believe will affect the future health and development of businesses in Rush. Over 26 business owners within the study area returned surveys over the July / August time period.

In relation to the commercial survey, every operator of a ground floor commercial unit within the study area was invited to participate and this removed the need for an overall sampling framework. An email was sent to all commercial stakeholders along Main Street (many of whom had attended the commercial workshop held in the Community Centre in May). The email outlined the process for the Town Centre Health Check and included the Retailer Survey. Additional email contacts were gained from the Rush TCHC Committee, who also hand-delivered and collected surveys from business operators on Main Street.

A copy of the survey is attached as Appendix B

No.	Date	Location																																																								
<h3>Revitalising Ireland's Towns 2017</h3> <h2>Rush Town Centre Health Check – Retailers Survey</h2>																																																										
<p>Q1. When you think of Rush Main Street, what are your first thoughts? – Please list 3 MAIN WORDS that come to mind.</p>																																																										
<p>Q2. How long have you been trading from this address?YearsMonths</p>																																																										
<p>Q3. Does your business own or rent this space? Own...<input type="checkbox"/> Rent...<input type="checkbox"/></p>																																																										
<p>Q4. Are you satisfied with your current premises? Yes...<input type="checkbox"/> No...<input type="checkbox"/></p> <p>If No, why? _____</p>																																																										
<p>Q5. Please rate the following aspects of Rush Main Street where: 5= very good, 4= good, 3=neither good nor poor, 2=poor, 1= very poor</p> <table border="1"> <thead> <tr> <th></th> <th>VG 5</th> <th>G 4</th> <th>N 3</th> <th>P 2</th> <th>VP 1</th> <th>Don't Know</th> </tr> </thead> <tbody> <tr> <td>1. Traffic Flow in the Main Street</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Parking in the Main Street</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Pavement Quality</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>4. Pavement Cleanliness</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>5. General ease of getting around Rush Main Street</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>6. General attractiveness of the Main Street</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>7. Parks and green space on the Main Street</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				VG 5	G 4	N 3	P 2	VP 1	Don't Know	1. Traffic Flow in the Main Street							2. Parking in the Main Street							3. Pavement Quality							4. Pavement Cleanliness							5. General ease of getting around Rush Main Street							6. General attractiveness of the Main Street							7. Parks and green space on the Main Street						
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8. Attractions in the Main Street area other than shopping							Dis-improved	Improved	No Change																																																	
9. Seating and areas to congregate						Last 12 Months	<input type="checkbox"/>	<input type="checkbox"/>																																																	
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16. Café/ restaurant quality on the Main Street							Frequent	<input type="checkbox"/>																																																		
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18. Feeling of safety and security during the day on the Main Street							Passers By	<input type="checkbox"/>																																																		
19. Range of Events in Rush							Tourists	<input type="checkbox"/>																																																		
20. General feeling of Vibrancy on Rush Main Street							All of the Above	<input type="checkbox"/>																																																		
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Q7. What is your principle competition town (Please rank the following 1-5, with 1 being the highest competition ranking and 5 being the lowest competition ranking)						Q12. What investment plans have you put into action in the past 5 years?																																																				
Swords						_____																																																				
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Balbriggan						_____																																																				
Other						_____																																																				
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Q1. When you think of Rush Main Street, what are your first thoughts?

Responses were unfortunately overwhelmingly negative with a number of respondents noting the dereliction on Main Street and the need for modernisation.

Q2. How long have you been trading from this address?

"Quiet, RUN-DOWN, Neglected, Grey, Unimpressive, Needs Modernisation, LACK OF SHOPS, Dated, Lack of Vibrancy, Traffic Congestion, Dirty, Bleak, FORGOTTEN, Dilapidated, DERELICTION, Underserviced, No Café, Uncared for, Needs Attention, Dull, Needs TLC, Vacancy"



"Home, Improving, UPCOMING, Nice Village, Vibrant"



Q3. Does your business own or rent this space?

Q4. Are you satisfied with your current premises?

The majority of respondents (44%) have been operating at their current premises for 5 years or less, with 35% trading for between 6 – 15 years. 17% of respondents have been trading for 16-30 years with one operator in business for 50 years. The majority of the respondents are renting their premises (65%) with over 80% noting satisfaction with their space. Those not satisfied with their current property cited reasons including the need for refurbishment, the size of the property did not suit their needs, rents too high and the need for refurbishment of shopfronts and utilities.

Q5. Please rate the following aspects of Rush Main Street where: 5= very good, 4= good, 3=neither good nor poor, 2=poor, 1= very poor

1	Traffic Flow on the Main Street
2	Parking on the Main Street
3	Pavement Quality
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17	Feeling of safety and security at night on the Main Street
18	Feeling of safety and security during the day on the Main Street
19	Range of Events in Rush
20	General feeling of Vibrancy on the Main Street

Responses varied greatly from those surveyed. **Traffic flow** on the Main Street was generally described as good. **Parking** on the Main Street differed with responses varying greatly from 'Very Good' to 'Very Poor'. A number of people commented on the need for more off-street parking in Rush and the need to remove paid parking, particularly at weekends.

Paving quality and cleanliness was noted as 'Good' to 'Very Poor' with most respondents answering positively in response to the **general ease of getting around** Main Street.

Poor scores were recorded for the **general attractiveness of the Main Street** and in response to **'Attractions in the Main Street area other than shopping'**, and **'seating and areas to congregate'**, the majority answering 'Poor' or 'Very Poor'.

The responses note a clear need for more shops on the Main Street and **greater variety** in the type of shops and goods sold. The standard of service in shops on the Main Street scored highly (predominantly 'Very Good' and 'Good'), while the **café / restaurant choice** scored badly (predominantly 'Poor' and 'Very Poor'). However, the quality of the café / restaurants that are currently on the Main Street did score positively.

Rush Main Street scored highest in the area of **safety and security**, with the majority noting that they felt safe and secure during the day ('very good') and at night.

Answers varied in response to the **'range of events in Rush'** and responses also varied to the **'general feeling of vibrancy on the Main Street'** with answers varying from 'Very Good' to 'Very Poor'.

Q6. What do you think is the main thing that attracts customers to Rush?

The highest number of respondents noted the beaches / the sea as being the main thing that attracts customers to Rush. Others noted the fact that the Village is 'local' and the community supports local business. Other answers included the gym, takeaways, post office (and also the bank, before it closed), the pubs, the summer festival, Tesco and the theatre.



Q7. What is your principle competition town ?

- Swords
- Skerries
- Lusk
- Balbriggan
- Other (Please State)

Skerries was listed in almost all responses as the main competitor, followed by Swords, Lusk and Balbriggan (in that order). Malahide was listed as the main competition in the 'other' category, followed by Drogheda and Donabate.



Q8. Has your business traded better, worse or about the same in the...

	Improved	No Change	Dis-improved
Last 12 Months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Last 2 Years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

44% of respondents noted that business has traded better in the last 12 months and last 2 years, with roughly the same number noting no change. Only 2% of respondents noted that trade has dis-improved in the last 12 months and last 2 years.

The approximate customer flow within premises varied greatly depending on the business type.

Q9. Are most of your customers:

- Frequent Tourists
- Occasional All of the Above
- Passers By

Respondents noted that the majority of customers are 'Frequent' (over 50%). The next most popular answer (20% of respondents) was 'All of the Above'.

Q10a. What are your expectations for trading over the next two years?

- Improving
- No Change
- Worse

Expectations for trading remain positive with 70% of respondents expecting turnover to improve in the next two years. 27% of respondents expect no change in trading over the next two years, while one respondent expected trading to get worse in the future.



Q10b. If you expect the trading conditions to change, what is the main reason for this change?

Respondents noted that increased confidence and increased spending will be the main reason for this change. A number of responses also noted that they expected turnover to increase once the town centre redevelopment of the site on Lower Main Street commences. These lands are referred to as the 'Core' Opportunity Site in Section 5 below and planning permission has been granted for a large mixed use scheme (Reg Ref: F12A/0225 & ABP: PL06F.241708). New housing development at Kenure was also noted in responses received as the increase in population will bring increased trade to Main Street.



Q11. What investment plans have you put into action in the past 5 years?

Responses varied and noted an increase in staff and variety of stock, internal store branding, refurbishment of premises, looking after existing business and customers, introducing a coffee sit-down area and installing cinema equipment to start up an Art House Cinema.

Q12. What investment plan, if any, do you envisage in the future? (Shop front works, improved access, refurbishment, etc)

The majority of responses noted their intention for continuous improvement and refurbishment, with new shop front works proposed, and improved internal and external appearance of the shop. Some responses highlighted the need for larger premises and the intention to change location to better suit their needs.

Q13a. Do you intend to continue trading on Rush Main Street as your first choice in the future?

Yes No

Q13b. If not, what are the main reasons for your decision?

100% of respondents noted their intention to continue trading on Rush Main Street, as their first choice in the future. However, they noted that certain factors will influence this decision, including cheaper rates in neighbouring towns, no appropriate facilities to expand business and the lack of suitable units with manageable rent.



Q16. What kind of events would you like to see in Rush (which would entice people to spend time on the Main Street)

A number of respondents noted that the Rush Festival is very successful and works well. Other suggestions included mini-festivals during the year, weekly vegetable / craft markets at the harbour, street party at Christmas, day fairs (food), musicians / Children's train in summer, more family events, free weekend parking, more tourist facilities, toilets at harbour, beach clean-up etc.

Q14. What improvements would you make to Rush Main Street?

Answers varied in response to the above question regarding improvements to Main Street. Suggestions included the following:

- More trees and seats
- Good clean up
- Greater range of businesses and shops
- Needs a centre / heart – a meeting place with music and activities
- Internalise shop front shuttering
- Penalise developers if they are not maintaining their sites / make landlords accountable for their own premises
- Create view to the sea
- Remove derelict buildings
- Improve parking and signage
- Pedestrianize Main Street
- Remove ugly wiring
- Improve paths and sit-down areas
- Skerries road junction needs upgrade
- Entice new businesses to locate here
- Improve pavements and kerbs
- Remove HGV trucks from Main Street
- No paid parking

The underlying issue noted in the majority of responses is the need to “clean up” Main Street, in an effort to bring vibrancy and vitality to the area to encourage people back to the Main Street and to attract a greater variety of new shops and businesses to locate in Rush.



Q15. What do you think is the main strength of Rush Main Street? (Please list the Main strength only)

Again, the responses varied greatly to the question of the main strengths of Rush Main Street, but the over-whelming majority noted the strong community support in the local area and the proximity to residential developments adjacent to Main Street. Answers included:

- Determined core of business owners
- Supportive Community Council
- Small local businesses
- Sea and beaches
- Attractive quiet rural village
- Great potential for improvement
- Community centre
- Eurospar
- Central location to all residents
- Community based
- Friendliness of the people
- Local support



Q17. Would you be willing to participate in organising events to attract people to Rush?

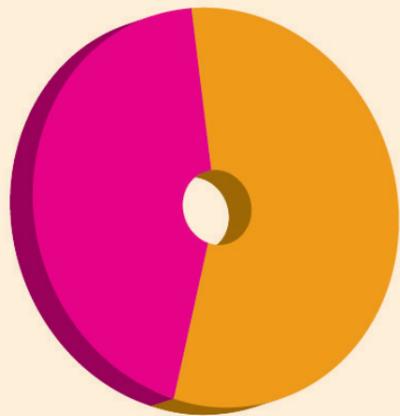
Yes No

65% of those surveyed expressed a willingness to participate in organising events to attract people to Rush.

Q18. Does your business have a website?

Yes No

56% of those surveyed have a website for their business.



Does your Business have a Website?

■ Yes (56%)
■ No (44%)

Q19. Do you sell online?

Yes No

27% noted that they sell online (with the majority of these being bookings for hair / beauty salons).

Q20. Do you have a Facebook page for your business?

Yes No

83% of those surveyed answered that they had a Facebook page for their business.



Q21. Do you have an Instagram account for your business?

Yes No

Only 40% of those surveyed had an Instagram account for their business.

Q22. How long do you spend on updating your social media accounts per day?

Answers varied but the majority noted approximately 10 minutes per day.

Q23. What percentage of your business is:

Online Offline

The majority of those surveyed noted that 100% of their business is offline. While 56% of businesses in Rush have a website, the majority of sales are offline with online sales a very small percentage of overall sales.

Q24. How many staff do you employ (including owner) at this outlet?

Full-time staff Part-time staff

The majority of respondents employ less than 10 members of staff, with a mix of full and part-time staff employed. Survey results show that there are approximately 150 people employed (full and part-time) in businesses along Rush Main Street.

Q25a. Do you have floor space on the upper floors?

Yes No If Yes, is it:

Vacant Occupied
If occupied, what is the upper floor used for?

Q25b. If vacant, what incentive would encourage you to rent out your upper floors?

Roughly half of respondents noted that they had upper floor space. However, no-one reported this space as being vacant, with most in use for residential purposes, business (storage) purposes, restaurant, office, surgery or gym use.

Q27. Would you be willing to contribute to a cooperative marketing strategy for Rush Main Street?

Yes No

70% of respondents noted a willingness to contribute to a cooperative marketing strategy for Rush Main Street.

Q28. Any other Comments?

The general picture emerging from the responses in the 'Commercial' surveys is that the town has a strong community which supports local business, but that improvement and refurbishment of Main Street is badly needed to attract and entice new businesses to the area. It was noted in a number of surveys that rates are currently too high and are acting as a deterrent to businesses wishing to locate in the area. The need for free parking was also highlighted in a number of responses (1 hour free parking or free parking at weekends was suggested).

Community strength and support was noted in a number of submissions and this correlates with the 'Shopper Survey' results, where a number of those interviewed highlighted their preference to support local businesses. The potential for improvement and development was also highlighted with many people referencing the new housing at Kenure and the possible redevelopment of the Post Office site on Main Street which would act as a major catalyst in boosting town centre development. The survey showed that the majority of local businesses would be in favour of participating in events to attract people to Rush, with many willing to contribute to a co-operative marketing strategy for the Main Street.



Shopper Survey

A survey of shoppers / visitors to Rush was undertaken on 22nd September 2017. Questions included the main reason for being in the town centre at the time of the survey, why you shop in Rush and the businesses / shops visited, key improvements that you would like to see in the town and facilities / amenities which would encourage you to visit the Main Street.

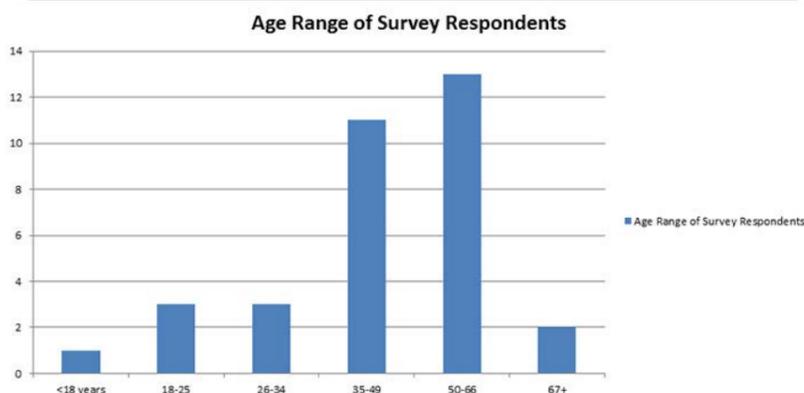
The results showed that the majority of people surveyed were local and lived within a 1-3km radius of the town centre (65% lived less than 1km from Rush Main Street, while 24% lived between 1-3km from Main Street). Convenience shopping was cited as the main reason for being in the town on the day of the survey.

Pedestrian Counts

Given the small geographical area included within the Rush Urban Framework Plan boundary, it was not considered necessary to carry out a detailed footfall survey. Pedestrian traffic at Lower Main Street is very low and the busiest stretch is at Upper Main Street in the area between Eurospar and Tesco.

A total of 34 surveys were carried out in three separate locations on 22nd September 2017. Surveys were completed outside Tesco, Eurospar and the Library. The survey aimed to examine the actions, opinions and suggestions of shoppers in Rush Town Centre study area. A copy of the survey is attached as Appendix C.

The age cohort of those surveyed varied with the majority female in the 35-66 age cohort.



Q1 When you think of Rush Main Street, what are your first thoughts?

"Drab, Dull, Boring, Unsightly, Dead, Unwelcome, Lifeless, Room for Improvement, Disaster, NEEDS REVITALISATION, Uninviting, Vacant, Backward, Disgraceful, DERELICTION, Lack of Shops, Lack of Variety, Couldn't Be Worse, Going Downhill, RUN-DOWN, No Parking, Neglected, Needs Work"

"Safe and Secure, Unspoilt, Rural Charm, Pretty, Clean, Unspoilt, Busy Little Town"

Responses were generally negative with a number of respondents noting the dereliction on Main Street, with many describing the Main Street as drab, dull, lifeless and dead. A number of respondents cited the need for improvement, the lack of shops and lack of variety, traffic and parking problems and the need for revitalisation. On a positive note, Rush Main Street was described as safe and secure, unspoilt, homely, pretty, clean and busy by others surveyed.

Q2. Do you shop on Rush Main Street?

Yes No

The majority of those surveyed do shop on Main Street (71%).

Q3. What is the main reason why you shop on Rush Main Street from time to time? (Please tick one only)

- Habit/always shop here
- Prices cheaper/good value
- Selection of shops/range of shops
- Nice environment/atmosphere
- Quality of shops/good/nice shops
- Availability of sales/ discounts
- Easy to get to/handy
- Interesting events taking place
- Good car parking/easy to park
- Other
- Variety of goods available

'Habit / always shop here' was the most popular response followed by 'Easy to get to / handy'. Shopping local and supporting local businesses was the next most common response (included under 'Other') with remaining reasons including good car parking / easy to park, availability of sales / discounts and other reasons including to visit a friend and to get takeaways.



4 Achieving The Vision

SHOPPER SURVEY

Q4. Which businesses/shops do you visit regularly?

The most popular businesses / shops to visit were noted as Eurospar, Pharmacies, Tesco, Butchers, Takeaways, Skinny Batch, Jewellers, Rush Hardware, Petrol Station, Post Office and Birds of Paradise flower shop.



Q5. How often do you go shopping in the following towns/cities and online?

	Balbriggan	Skerries	Swords	Dublin City	Other	Online	Other Please Specify:
Every Day							
2/3 times a week							
Once a week							
2/3 times a month							
Once a month							
Less Often							
Never							
Don't Know							

Skerries and Swords emerged as the most popular towns to go shopping and would appear to be Rush's main competitors. A large majority of respondents visit Skerries either once a week or 2/3 times a month with the next highest majority visiting Swords once a week or 2/3 times per month. Balbriggan is the next most popular local town to visit for shopping purposes with respondents visiting Dublin City less often. Drogheda, Blanchardstown and Dundrum were also noted as 'other' shopping destinations by respondents. A large majority of respondents do online shopping (groceries and clothes) and this was popular in the younger cohort of those surveyed.



Q6. What key improvement, if any, do you think Rush Main Street could benefit from?

Of the 34 respondents who were asked, just over 50% noted the removal of derelict buildings and the need for regeneration as the main improvement that Rush could benefit from. A huge proportion of respondents noted the need for a café / restaurant with seating, although this is probably better categorised under answers to Q7 below.

The need to lower rates and rents was highlighted as was the improvement of footpaths, kerbs and the need for a general clean-up and painting scheme on Main Street. New shops, restaurants and cafes and the need for a youth café and amusements / pool were also highlighted by respondents. Improvements to parking, traffic flows and the need for more buses was also noted.

Q7. What facilities / amenities would encourage you to visit and spend time on Rush Main Street?

Over 70% of respondents noted the need for a café / restaurant with seating on Main Street. A number of those surveyed highlighted the need for free parking and noted that paying for parking was a deterrent to visiting Main Street. More shops and more variety of shops was also cited by over 60% of respondents while the limited toilet facilities at the Harbour was also highlighted as an issue by a number of those surveyed, particularly those with young children / grandchildren.

The redevelopment of the site close to the Post Office was flagged by a number of those surveyed and it was noted that this would help to improve this part of Main Street, should construction get underway.

Facilities for the elderly and younger members of the population would encourage some of the respondents to visit Rush Main Street more often, while another respondent noted the need for a larger community centre.

The development of a Heritage Trail and activities for kids at Kenure Woods was also suggested as a way of attracting people to Main Street.



Q8. Please rate the following aspects of Rush Main Street where:

5= very good, 4= good, 3=neither good nor poor, 2=poor, 1= very poor

1	Traffic Flow on the Main Street
2	Parking on the Main Street
3	Pavement Quality
4	Pavement Cleanliness
5	General ease of getting around Rush Main Street
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16	Café/ restaurant quality on the Main Street
17	Feeling of safety and security at night on the Main Street
18	Feeling of safety and security during the day on the Main Street
19	Range of Events in Rush
20	General feeling of Vibrancy on the Main Street

Traffic flow on the Main Street was generally poor, but at the time the survey was carried out, the Skerries / Rush Road was closed for re-surfacing works, with local vehicular access only and traffic diversions in place. As a result, traffic was congested and many local residents were unhappy about being unable to use the local road to get to their destinations.

Parking on the Main Street was generally noted as 'neutral' or 'poor' with people highlighting the need for a one or two hour 'free parking' period. It was noted by some respondents that parking at Tesco is easier than parking on the Main Street and as a result, paid parking on Main Street is acting as a deterrent. **Pavement Quality and Cleanliness** was noted as "neutral" to "very poor", with problems of gum and dog dirt on pavements. The need for more litter bins (and bins for dog waste) was noted and the need to improve the surface of footpaths and broken kerbs.

Responses varied to the question relating to the '**ease of getting around Rush Main Street**' with 'good' to 'very poor' responses. Again, this result may have been reflective of the on-going road works which were affecting the town on the day of the survey.

The **attractiveness of Main Street** was predominantly rated as 'poor' and 'very poor'. However, a number of respondents commented on the attractiveness of the flowers and hanging baskets lining the Main Street since the summer.

Parks and green space on the Main Street and **attractions on the Main Street** other than shopping scored poorly in the survey with most answering in the 'neutral' to 'very poor' category. It was noted by some that Rush Main Street does have a lot to offer and that there is plenty of scope for improvement.

The need for **more seating and areas to congregate** was highlighted in the next question with respondents noting that the only place to stop and sit down at present is Echlin Court. The need for a café with seating was also highlighted in responses to Q7 above (Q7: *what facilities / amenities would encourage you to visit and spend time on Rush Main Street?*).

The **variety / range of shops, quality of shops, variety of goods** and **value for money** in the shops on Main Street varied with answers ranging from 'good' to 'very poor'. Almost all of those surveyed noted the need for more shops (and more variety) on Main Street.

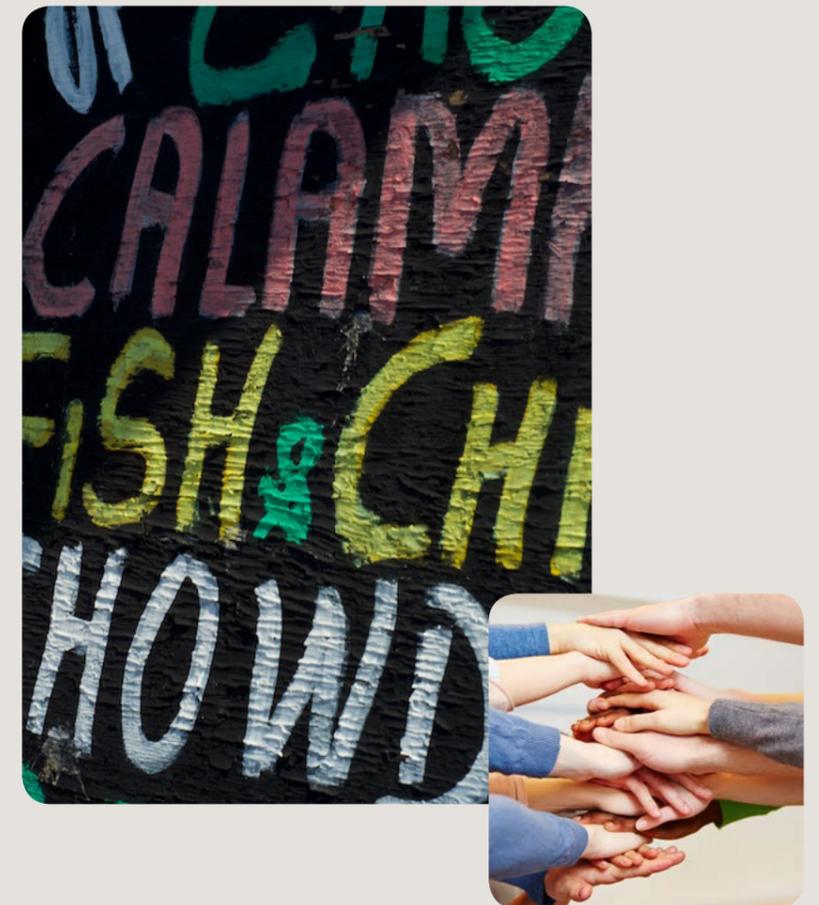
Respondents were generally very positive in response to the '**standard of service in shops on the Main Street**', with the majority noting that the service in local shops was 'very good' and 'good'. Strong community support was also evident with many people noting the need to support local business.

Understandably the **café / restaurant choice** on the Main Street was ranked as poor and very poor by many respondents. However, the **quality of the existing café / restaurant** facilities was ranked as generally 'good'. A number of respondents noted that the existing takeaways are good and that is what brings many of them to Rush Main Street, while other respondents noted that there are too many takeaways along Main Street. All agreed that there is a need for more restaurants / cafes with greater variety.



Rush Main Street scored highest in the area of **safety and security**, with the majority (85%) noting that they felt safe and secure during the day ('very good') and at night. Some respondents noted that there are parts of the Main Street that are poorly lit at night, while others noted that they are not generally on the Main Street at night, so they 'don't know'.

Answers varied in response to the '**range of events in Rush**' with many positively reporting on the Rush Festival. However, many respondents noted that this is the only event they are aware of, whilst another respondent noted that the GAA hold a number of local events.

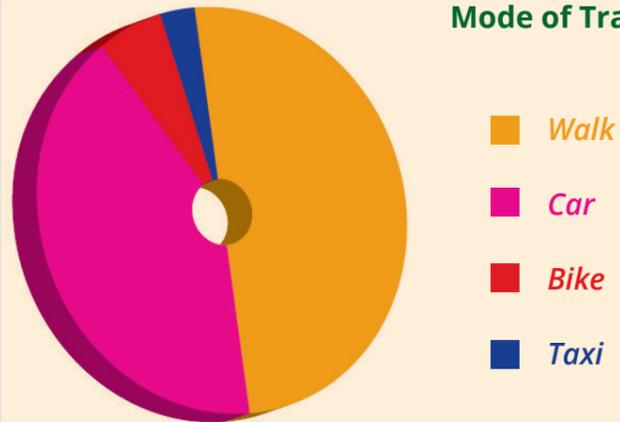


Responses also varied to the '**general feeling of vibrancy on the Main Street**' with answers varying from 'very good' to 'very poor'. One respondent noted that he 'always bumps into someone he knows' and another noted that 'it is a busy little town'. However, the general feeling is that the town is not as vibrant as it once was, given the high level of vacancy along Main Street and this was evident from everyone who was spoken to as part of the survey work.

Q9. What form of transport did you use to get here today?

Car and Walking dominated the responses with the majority (65%) living less than 1km from Main Street.

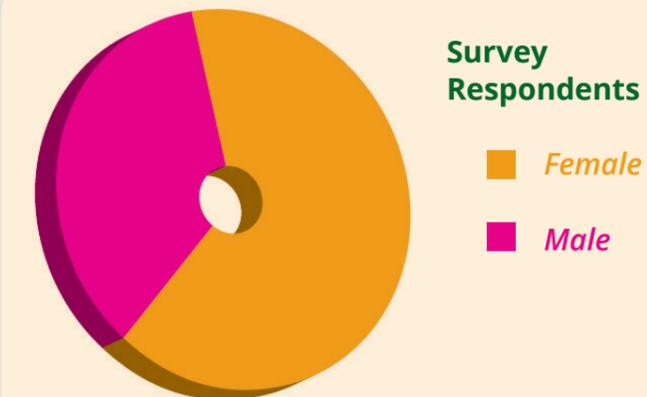
Mode of Transport



Distance from Rush Main Street



Survey Respondents



Similar conclusions emerge from both surveys undertaken and issues relating to public realm, addressing dereliction and vacancy, parking, attracting new business and the marketing and promotion of Rush attractions (beaches, harbour, Heritage Trail, Millbank and Drumanagh) should be prioritised going forward. The issues that emerged will form the basis for Chapters 5 and 6.

DEVELOPMENT APPROACH AND OPPORTUNITY SITES

5.0 Development Approach and Opportunity Sites

Section 5 identifies broad design principles for development and improvements along the Main Street. This section further identifies 5 key 'opportunity sites':

1. Civic Quarter
2. Upper Main Street
3. Core
4. Lower Main Street - Tayleur Memorial
5. Harbour

An indicative 'Site Design and Development Brief' is outlined for each of these sites. The aim of this Urban Framework Plan is to promote the sustainable development of these areas within the core of the town and identify development infill / opportunity sites, urban design, environmental and public realm proposals for each of these areas.

5.1 Main Street as the 'Spine Of The Town'

All Main Streets have destinations. Rush Main Street links the Regional Road and Rail Network (Dublin – Belfast) to the ancient harbour. It has lost some of its original power,

but it is nonetheless a strong spine around which the town operates. From this linear rule, a series of long back gardens and agricultural holdings run perpendicular to the sea (down a shallow hill).

As described earlier, the form and scale of Main Street is resolutely domestic. Many of the buildings appear to be houses which have been subsequently adapted for use as commercial enterprises, public houses, grocers, newsagents, pharmacies and beauty salons. In addition, many of the more recent interventions have masked their large scale through appearing to be domestic in form. The majority of Main Street is two storeys in height (with some single and three storey elements). Building elevations have a variety of materials ranging in type and finish, with various render treatments, including brick and stone being used. This does not lend itself to a consistent treatment or suggestion as to how to unify these disparate elements. Instead, where new developments are proposed in the Opportunity Site areas, it is considered that they should take account of the site context and seek to make connections with adjoining development, where appropriate.



Figure 11 – Main Street 'Spine' Highlighted in Red

5 Development Approach and Opportunity Sites



Figure 12 – Sections of Main Street suitable for 'Shared Street Surface'

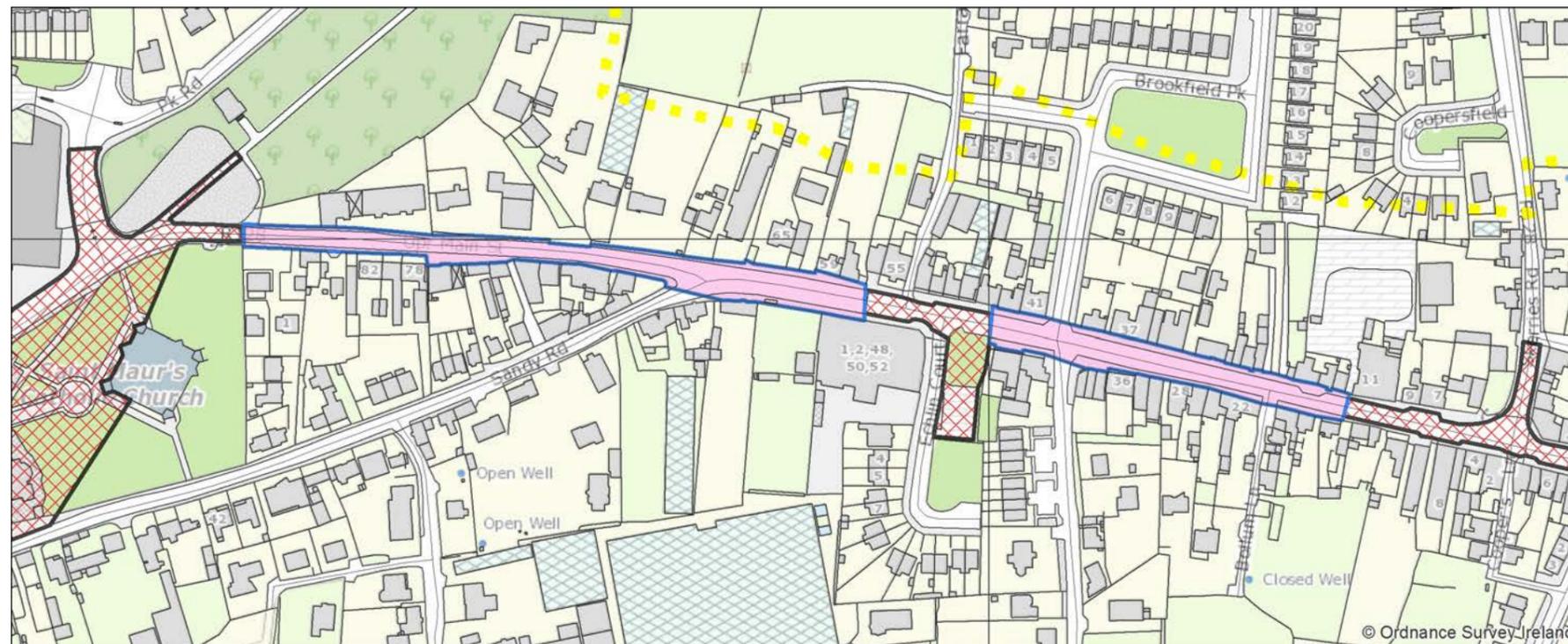


Figure 13 – Sections suitable for Improvements

The street itself is tarmacadam with a concrete path with some stone accents. It is proposed to concentrate on street and environmental improvements rather than a complete overhaul of Main Street. Examples of careful surface treatment using stone setts which allow for multi-vehicle movement and continuous access to underground services are preferable. The more malleable tarmacadam can deal with complex street furniture and drainage configurations meaning that the suggested improvements need not be expensive. Quality finishes such as stone setts and kerb stones can be reserved for important areas and accents. Figure 11 illustrates the 'spine' of Main Street, linking the Civic Quarter (Theatre, Church, park) with the harbour area.

Figure 12 illustrates sections of Main Street which might be suitable for 'shared street surface materials', such as raised cobblelock or other material. This would give these areas a focal point and provide 'stopping areas' along Main Street, with opportunities for seating and planting.

The area between Kenure Park and Echin Court and the area between Echin Court and the Skerries Road junction should be earmarked for environmental improvements. These areas would be greatly enhanced with planting, trees and street furniture. The existing space at Echin Court would also benefit from improvement works and would help to add character to the Main Street at this point. A change in surface treatment for the road and associated parking may reduce traffic speeds and congestion.

There are opportunities to reinforce the sense of place at this part of the Main Street. A change of road surface has the potential to act as traffic-calming for vehicles and improve cycling and pedestrian movement. The pink coloured area highlighted in figure 13, should be examined as to how to improve the visual quality of the street and the experience for all road users.

5.2 Green Spaces

Figure 14 illustrates the dominant environmental and visual elements of the town concentrating on the Civic Quarter (which includes the area around the Millbank Theatre and Kenure Park), Rush Harbour, the green protected lands to the south, the Martello Tower and in particular the presence of the sea all around the town, a condition which is barely recognised in the centre.

Arrows identify significant views of the sea and shore. Significant landmarks are identified in red.

When considering larger landscaped areas such as those around the southern shoreline, public walkways and cycle routes should be considered to and from Main Street to make permeable the whole environment of the town.

A system of circular pedestrian routes is proposed as part of the Kenure LAP, which will link the various parks, playgrounds and beaches of Rush, including a route linking Kenure Park to North Beach. It is also an objective of the Development Plan (Objective RUSH 8) to develop Rush Heritage Trail in conjunction with local community groups.

5.3 Infill Sites

The 'gap' or 'infill' sites that currently exist on Main Street draw energy away from the town's commercial heart and these areas need to be prioritised for regeneration. These 'gaps' along Main Street are weaknesses in the urban grain, but they offer important heritage opportunities to repair the grain and character of the town, and should be incorporated into the opportunity sites identified.

5.4 Lanes and Pathways

The town of Rush occupies a ridge along Main Street and naturally falls in a southerly aspect towards the sea, with side streets and lanes connecting perpendicularly to the Main Street area for access. The existing network of streets and lanes of Rush illustrate many broken linkages (cul de sacs) – see Figure 15.

These access routes from north and south provide important permeability throughout the town. This permeability should be maintained and improved to encourage the use of the urban environment. This existing network of laneways and pathways has the potential to be improved and introduce new connections to important civic and cultural spaces, such as the library, schools, shops and other urban functions. The existing laneway network also serves to reunite the residents with the topography and agricultural context of the town and creates opportunities for pocket parks, playgrounds and allotments, as the town develops. Figure 15 illustrates the lanes and pathways leading to and from Rush Main Street

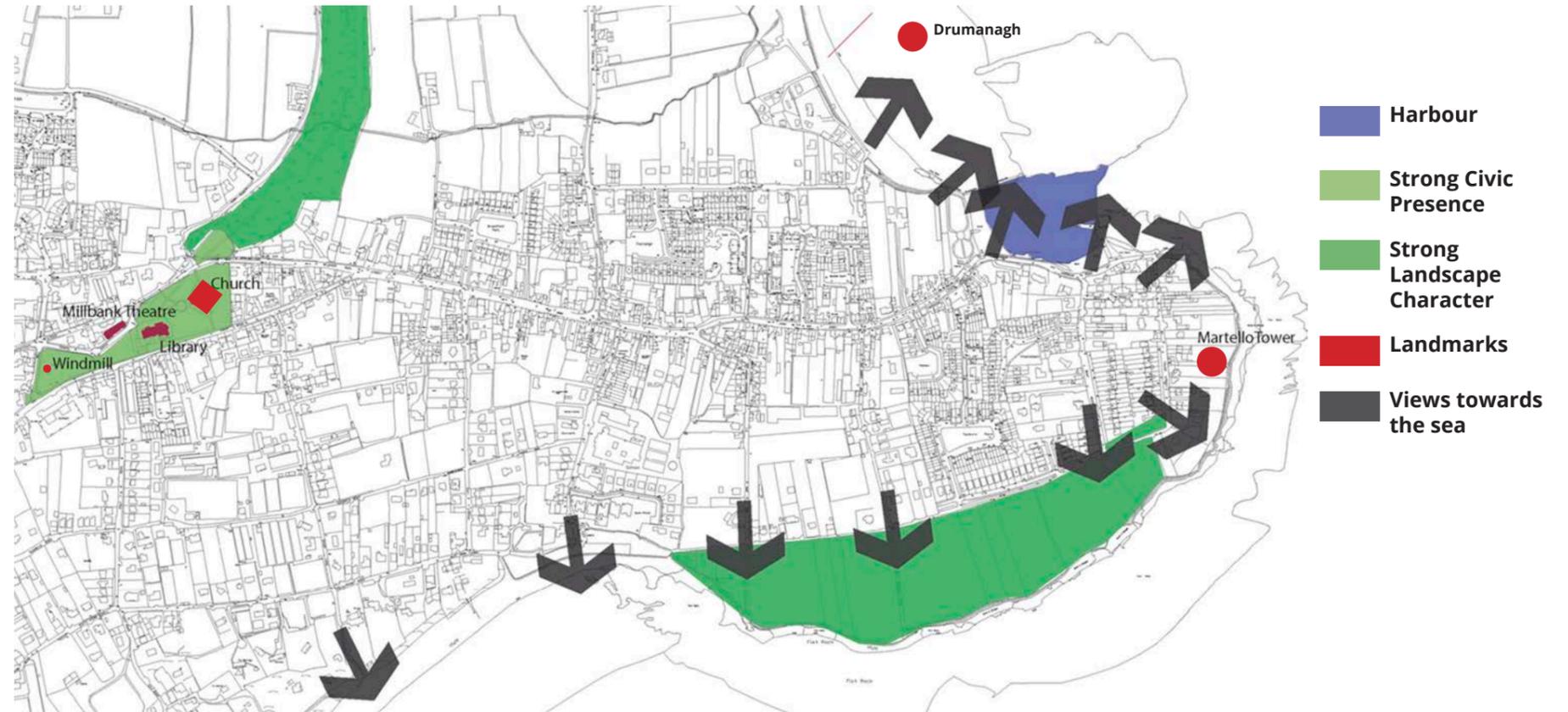


Figure 14- Enviromental and Visual Elements

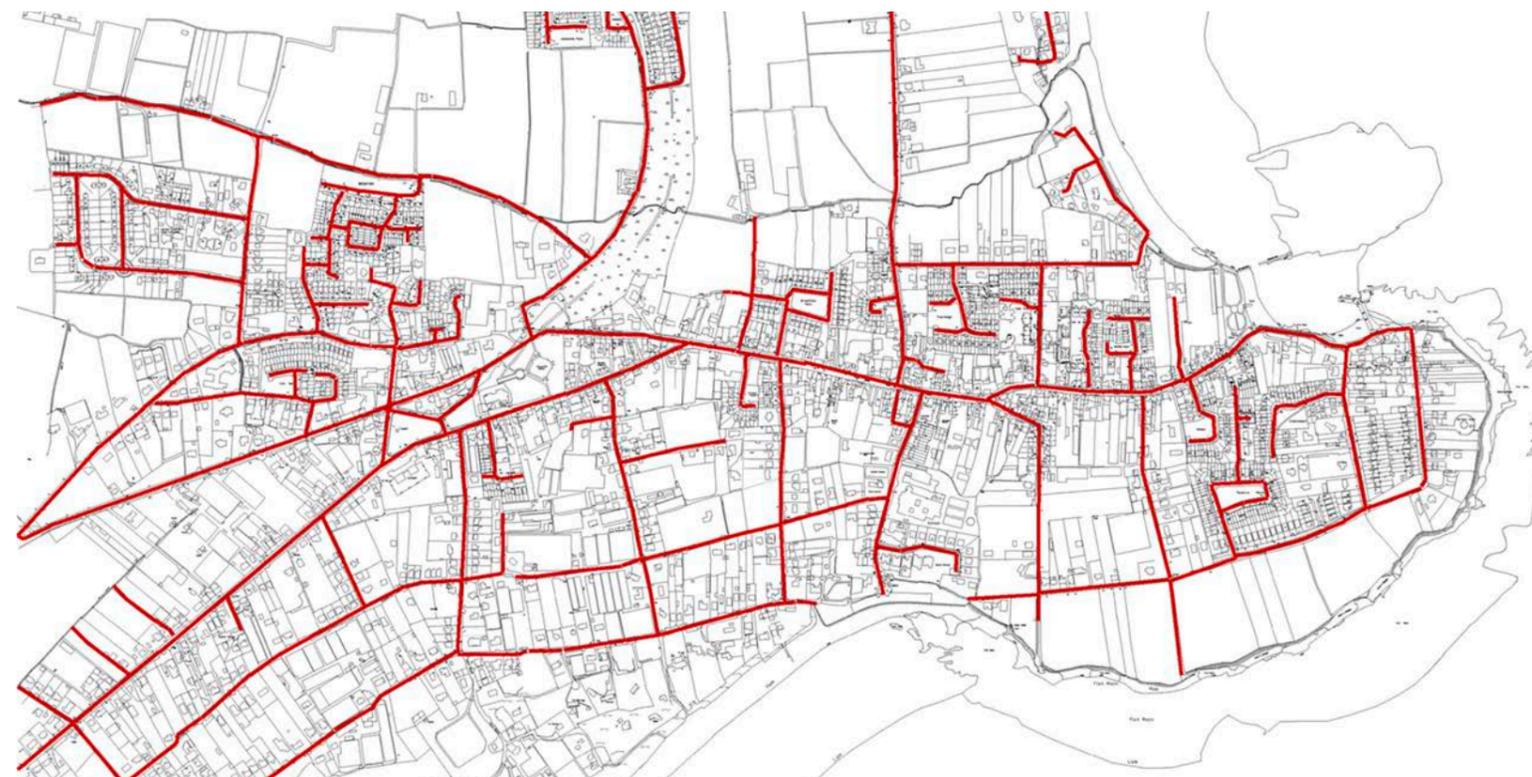


Figure 15 - Lanes and Pathways leading to / from Rush Main Street

5 Development Approach and Opportunity Sites

5.5 Development Approach

It is of vital importance that edges, corners and key routes be maintained and reinforced where possible. Whilst it is acknowledged that Rush has a predominantly residential character along Main Street, with many of the commercial uses having semi-redundant upper floors, mixed uses along Main Street are preferable and new developments should encourage the uses of upper floor areas. In addition, where new developments are proposed, it is important that the continuity of the building line along Main Street is maintained.

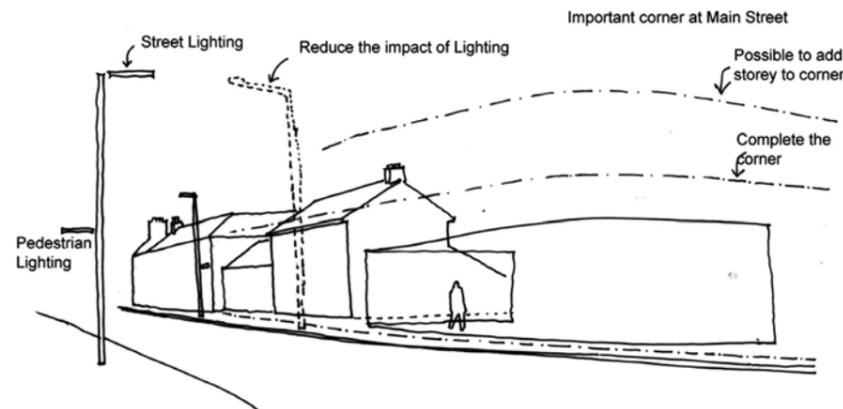
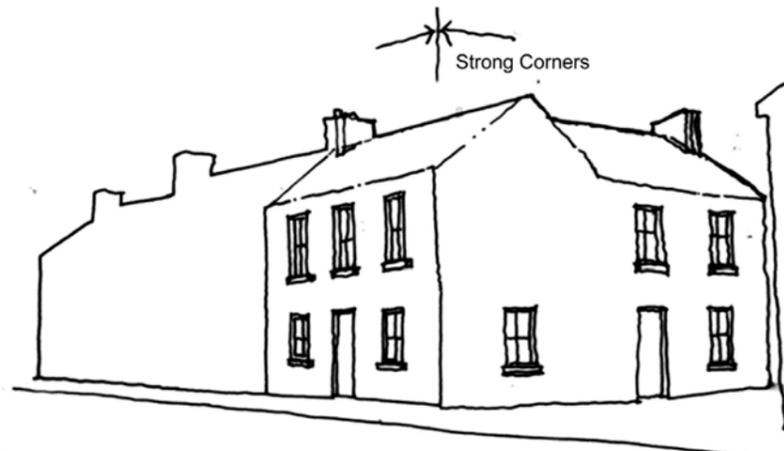
Corner sites are particularly vulnerable and open to wide variations in urban design expressions. Every corner does not have to be a landmark development and yet the corner requires a means of turning. Raising the height of the building over the surrounding forms may in some cases be sufficient without resorting to tower-like structures.

The boarded up/derelict houses on Main Street should be repaired. In most cases, these are fine buildings just requiring modernisation. If refurbished as commercial uses, these should be carefully chosen to suit the limitations of such heritage properties – i.e. jewellery, gift, small cafes, which could benefit from their small scale character. Any redevelopment along Main Street should maintain the building line to ensure coherency and character.

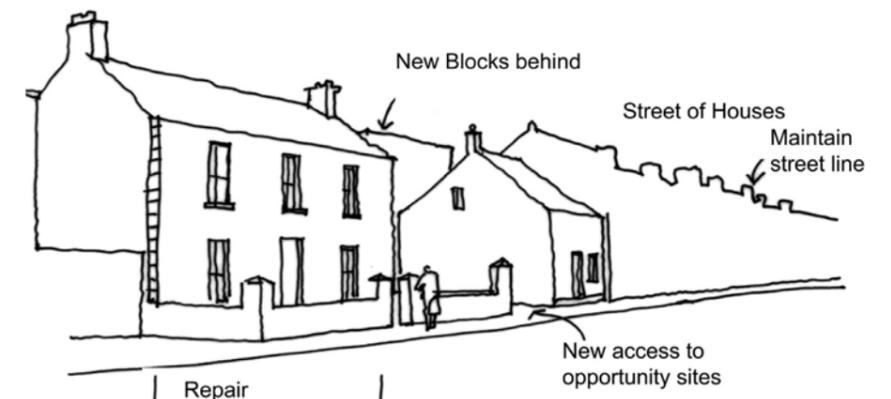
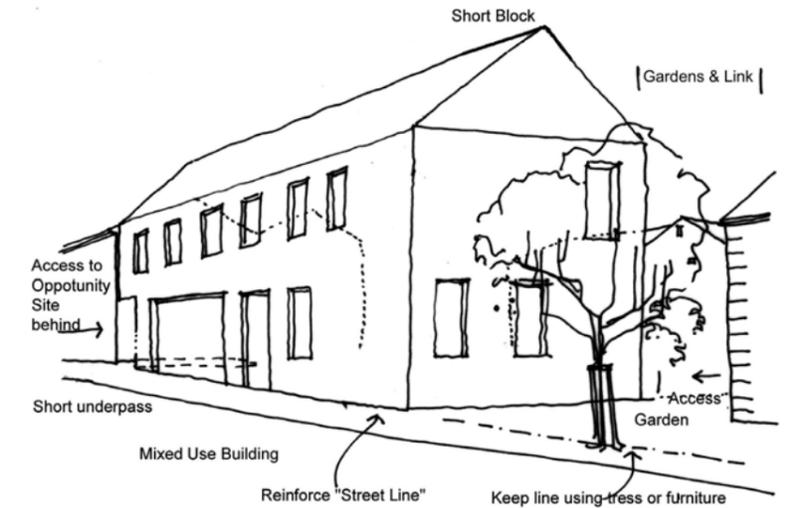
Main Street is the spine of Rush and its importance is often overlooked by the tendency to pass through it, on the way to somewhere else. Few buildings make their presence felt in a significant urbane manner, with gaps occurring throughout its length further removing continuity and clarity. The street needs a facelift, a general improvement of finishes and furniture. This does not mean that these should be inherently expensive as careful use of simple robust materials can project a more organised and coordinated appearance.



Example: Old Barrack Rd - replacing + re-introducing the corner



Another example of suitable infill development along Main Street



5.6 Environmental Improvements

Environmental improvements can also lead to improved vitality and vibrancy along Main Street, including the removal of overhead wires, new seating areas, paving and footpath improvements, shopfront painting and improved signage and planting and landscaping. We have also devised general guidelines for the alteration/upgrade of shopfronts along Main Street.

Planting

The images below illustrate the huge visual benefit of window boxes and hanging baskets along the street.

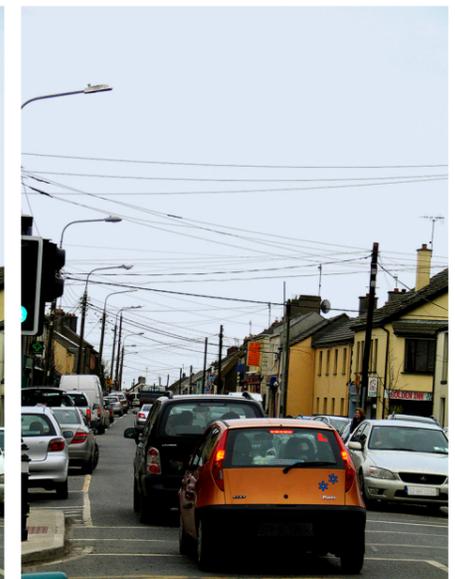
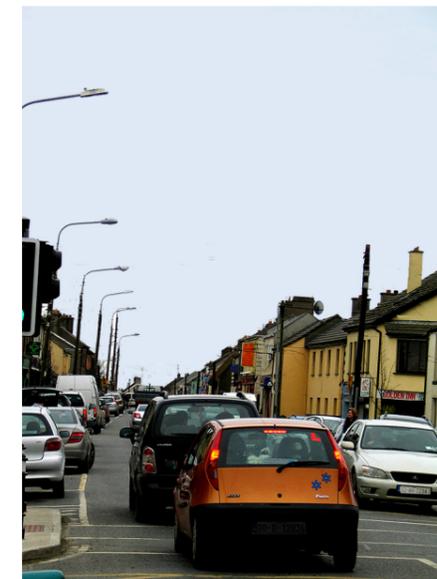
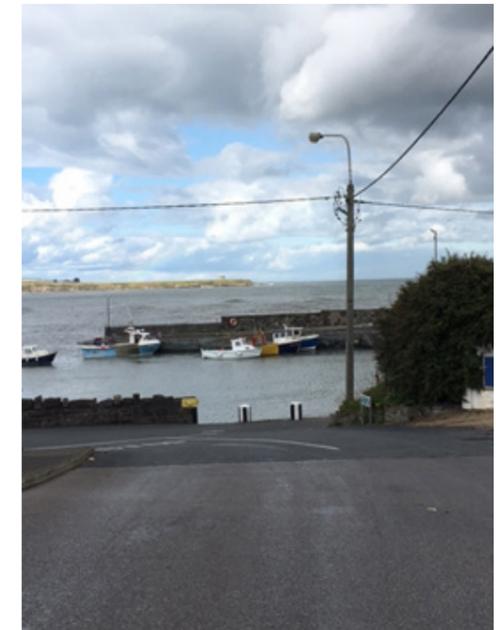


Wirescape

One of the most dramatic environmental improvements (but also one of the most costly) is the removal of unsightly telegraph and electrical wires. At present, these criss-cross Main Street from one end to the other and the cumulative effect is devastating. The unregulated explosion of telephone, electrical, cable TV and other services fills the sky with a network of unattractive lace. Considerable investment will be required on Main Street to duct these services underground. Whilst it is acknowledged that it is very costly, it is essential that all possible funding streams are investigated to ensure that these works are undertaken.



Unslightly wirescape evident in photos



Images above show how the Main Street could look with the removal of overhead wires.

5 Development Approach and Opportunity Sites

Signage and Branding

A simple unifying strategy is one related to signage. A set of key principles in terms of colour, size and illumination could be agreed with all business owners to establish a more coherent brand strategy. Signs which illustrate business functions should be encouraged. The pressure of commercial interests can make for an incoherent public environment and this can be alleviated by adopting a design standard for all signage along Main Street. Alternatively a design code which restricts size, material and illumination could allow for variation within a town centre like Rush. Signage should be obvious to allow people to identify the necessary information, yet discrete enough to become part of the background to the townscape.

A Logo to identify Rush as Ireland's horticultural capital could be commissioned for use with other signs. Suggested ideas illustrate the use of a logo based on an agricultural idea of growth. The logo in the image below is derived from use of plant form as the source idea. An agreed logo could be used throughout the town on any new signage commissioned and this would serve to strengthen the identity of Rush.



Suggested logo derived from use of plant form

It is considered that a competition could also be held with local schools to design a suitable logo for Rush, which could be used by the Community Council and other sources for marketing Rush events and could also be included on local signage around the town.

Other examples from towns creating identities with signage and marketing material include:



Paint and Shop Front Improvement Initiative

In the past, Fingal introduced a Paint and Shop Front Improvement Initiative and Grant Scheme, which has been largely successful for the Main Street of Balbriggan, (this scheme was initiated by the Balbriggan Chamber of Commerce in partnership with the County Council). It is acknowledged that shop front design and appearance has a significant influence on the character of a place where people come to shop and spend time in an attractive environment.

It is considered a similar scheme would be equally successful in Rush and it is recommended this is further investigated.



GENERAL GUIDELINES FOR THE ALTERATION / UPGRADE OF SHOPFRONTS RUSH MAIN STREET



Indicative Colour Scheme for Rush Shopfronts



STATUTORY REQUIREMENTS

If you are looking to alter/upgrade the design of your shopfront you are advised to consult with the Fingal County Council Area Planner.

In general, permission is required for the following works:

- New shopfront or significant alteration of an existing shopfront.
- Erection of banners, flags and most advertisements - see Planning & Development Regulations 2001 (as amended), Schedule 2, Part 2 for exemptions in relation to signage.
- New signage.
- Hanging signs.
- External security shutters.
- Installation of canopies.
- Lighting fixtures.
- Murals.
- Some changes of use.
- A licence under Section 254 of the Planning and Development Regulations 2001 (as amended) is required in relation to free standing street furniture erected on the footpaths outside premises.

SHOPFRONT CHECKLIST

Where formal clarification is required as to whether certain works require permission, a Section 5 Exemption Certificate under the Planning & Development Acts can be sought or, in the case of a Protected Structure, a Section 57 Declaration.

- Check if the building is a Protected Structure. If this is the case, conservation and enhancement of shopfronts instead of replacement is generally recommended.
- Retain traditional elements of the shopfront where possible, such as fascia, pilaster, stall riser, windows, doors, wall renders and other significant features of historic buildings, whether protected or not.
- Develop a 'Rush Colour Scheme', which should be used, where possible, by buildings along Main Street.
- Shop entrances should be accessible to all, including people with disabilities and those with prams/pushchairs. Proposals should be in compliance with the relevant Building Regulations.
- Ensure that corporate logos, lighting, designs and colours are not used at the expense of the streetscape.
- Consider shopfront proportions and materials relative to the building overhead and the rest of the street.
- Consider fascia proportion and fascia signage – hand painted signage or individually mounted lettering is preferable.
- Consider the inclusion of a Rush logo (if agreed) to any signage, which will help to strengthen the Main Street identity.
- Projecting signs, banners and sandwich boards clutter a streetscape and should be avoided.
- Canopies should be incorporated within the design of the shopfront with the blind box recessed.
- Security shutters if required should be located behind the shopfront display and should be see-through in all cases. External security shutters should be avoided.
- Prevent the use of film or screening that obscures the glazed area of a shopfront window.
- No amplified music or other sound should be broadcast from any premises. Any such sounds within a premises should be controlled so as to be inaudible from adjoining premises or at 2 metres from the frontage.

STREET FURNITURE

- Provision of street furniture of tables and chairs on public footpaths must be licensed by the Planning Authority under Section 254 of the Planning & Development Regulations 2001 (as amended).
- Such seating areas should not obstruct ease of movement by pedestrians, specifically the disabled and those using prams.
- Barriers around such seating areas should be lightweight and easily demountable and should not exceed 1m in height. Canvas is considered a suitable material, while plastic or glass is considered inappropriate.
- Use of fixed enclosed barriers with canopies can result in an overly enclosed feeling within a streetscape and should be avoided.

SECURITY AND GRILLES

- The night time appearance of the street is important. Careful management of security shutters is required. The provision of external roller shutters is not acceptable to either new or existing shopfronts. Mesh type security shutters should be positioned behind the window glazing in the interest of visual amenity. Planning Permission is required for external security shutters.
- The shutter box associated with a security grille should be concealed behind the fascia of a shopfront.

ALARMS

- Alarm boxes and wiring should be located carefully on the façade of a building so as not to detract from a shopfront.
- Redundant cabling, security boxes and electronic equipment should be removed from shopfronts and buildings.

ACCESS FOR THE DISABLED

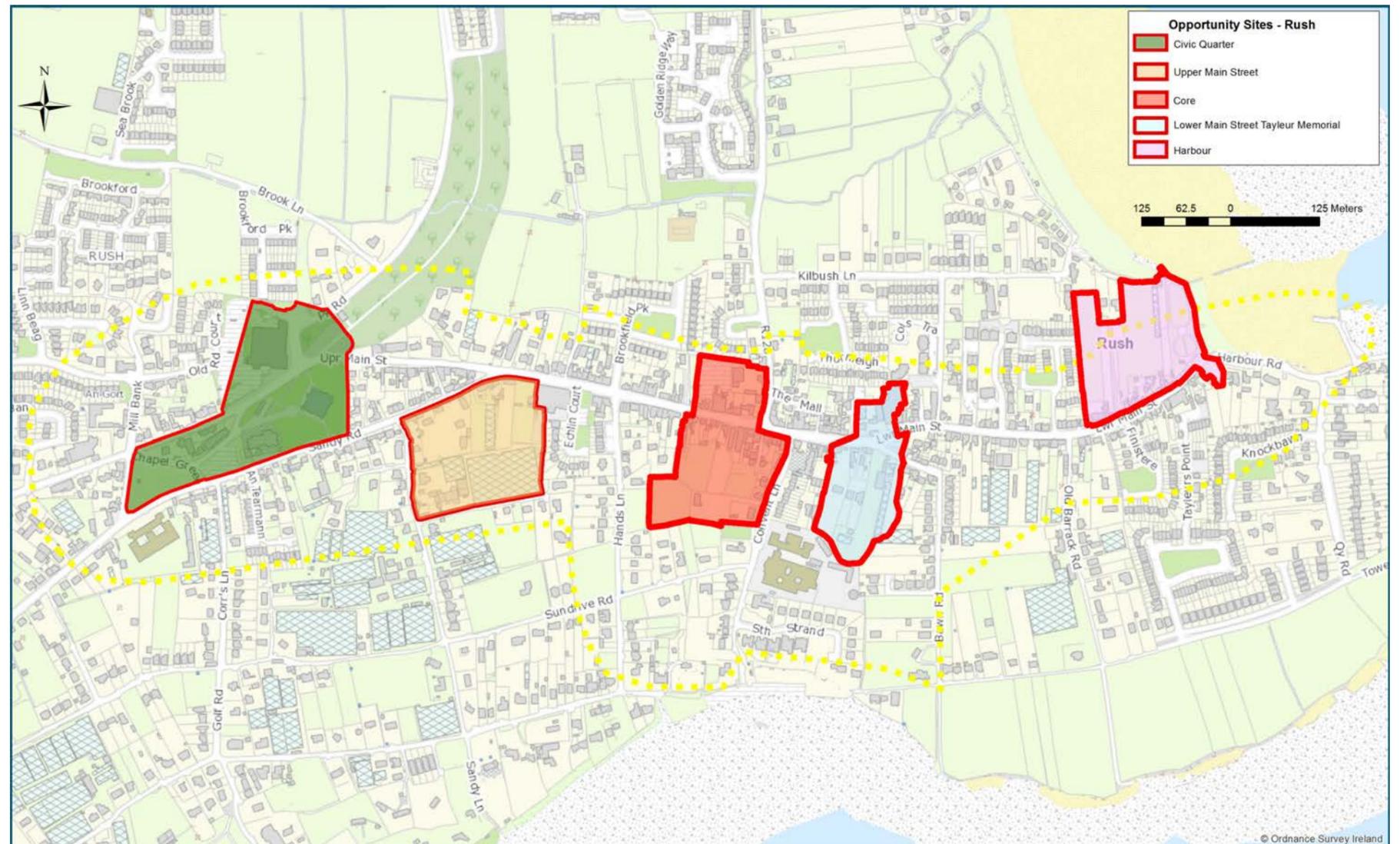
- Shopfronts should be designed to cater for the mobility impaired and those with prams/pushchairs. Shopfronts must comply with part M of the Building Regulations. Level access should be provided where possible. Shop entrances should be legible for the visually impaired, through measures such as use of colour contrasting.

5 Development Approach and Opportunity Sites

5.7 OPPORTUNITY SITES

The following sites have been identified as suitable sites, which if released for development, could provide the necessary densification and definition needed for the urban core ensuring the appropriate and orderly growth of the town. With the exception of the 'Civic Quarter' which focuses on public realm improvements, the other sites include a suggested arrangement for the main elements of the site, with scale, suitable uses, protection of existing building heritage, zoning requirements and heights detailed.

This section identifies character areas at key urban spaces along Main Street. A system of business and residential anchors (urban places, squares and gardens) in the town core can be linked together to form an arrangement of appropriate townscape elements. This will create 'destinations' within the core and link to other destinations encouraging much needed inward investment in the town. If these are brought into alignment with Rush's strengths; its connection to the sea, its strong landscape image, the strong civic gateway and powerful harbour; a more integrated townscape will emerge. These opportunity sites offer potential for new public spaces, urban events and links for pedestrians and cyclists, supporting the development of new character areas.



5.8 Civic Quarter

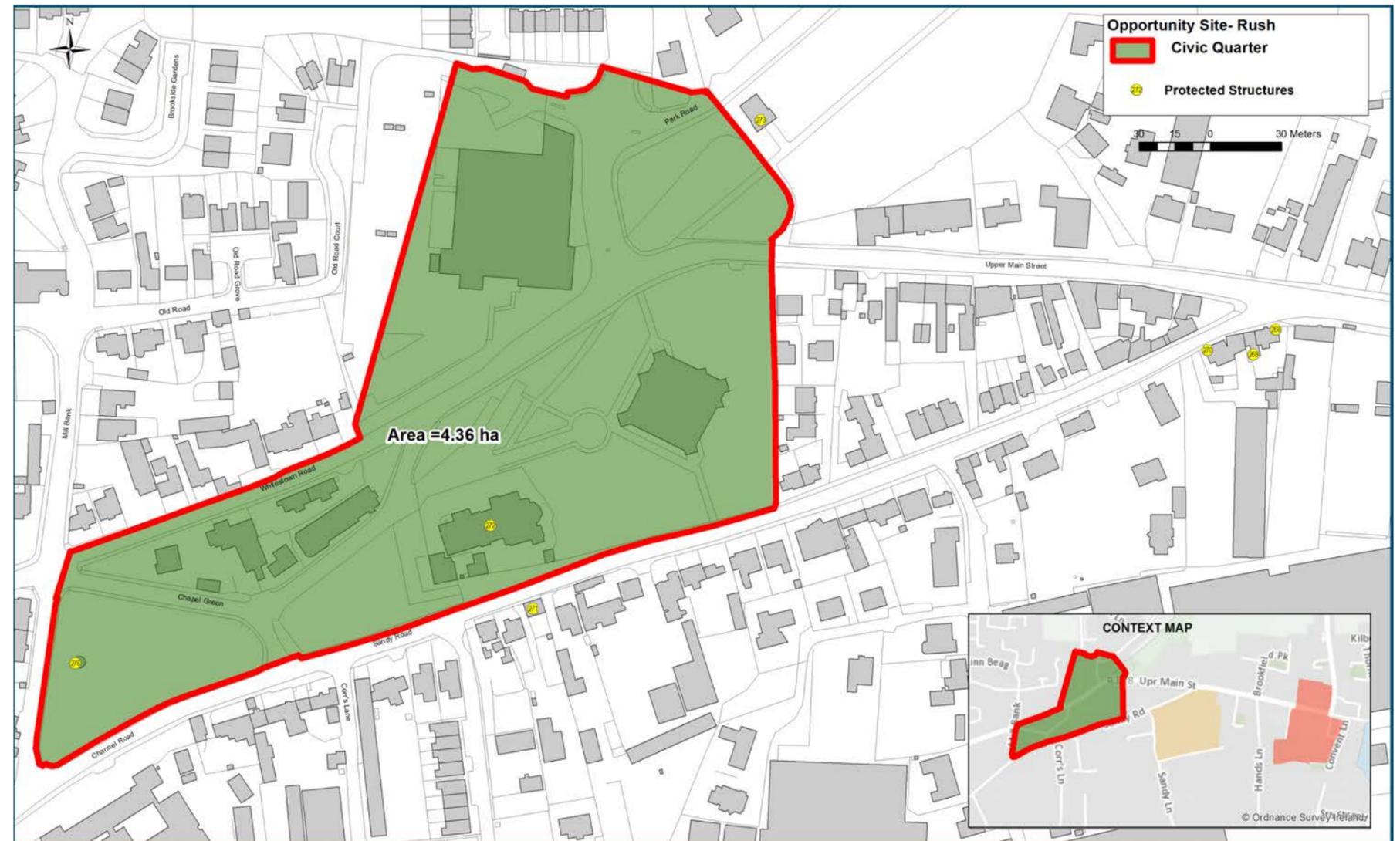
This opportunity site covers an area of 4.36 ha and is located primarily in the area between Sandy Road and Upper Main Street. This area acts as the main gateway to the town and comprises the 'Civic' quarter of the town, given the inclusion of the church, library & arts centre, theatre and school in the area. The windmill at Chapel Green and entrance to Kenure Park also provide a natural boundary and focus to this site.

A strong civic presence at the gateway entry into the town provides one of the best preparations for the visitor and resident alike. While the windmill, theatre, library and church serve to present a formidable sequence of buildings, these are hidden behind a confusion of trees and car parking.

The lands provide an opportunity to integrate the windmill with the other civic elements (Church, Library & Arts Centre and Millbank Theatre) by cutting off the small link road thereby providing a seamless urban landscape to link church with the theatre, library and mill building.

The focus of this opportunity site is to create a defined Civic Quarter, which announces the entrance to the town, using the existing landscape and buildings and linking each of these buildings with each other and the town centre. The entrance area to Kenure Park provides a suitable location for improved planting, landscaping and possible seating area. This site also provides an appropriate location for public art. The original entrance remains to Kenure Park (and Gatelodge) with original iron gates and large square gate piers. The area to the front of the gates provides an ideal site for improvements to the public realm as it marks the entrance to the town. Furthermore, improved pedestrian linkages are needed from this area to the Tesco site and to the library and church.

With the provision of improved paths and landscaping, creating connections to existing buildings and spaces, this area opens up the possibility for these buildings and spaces to continue to be used in a meaningful way; a seamless integration of old and new. The creation of new routes that link up with already well-established desire lines and imbue an area with an immediately recognisable urban framework. This Civic Quarter also has the advantage of well-established landmark buildings to anchor these movements. It is recommended that the existing car park be re-arranged to facilitate better access to these civic buildings



Oscar at the Millbank Theatre (by artist Paul D'Arcy)

Protected Structures on Site

No. 272	Rush Library (Former St. Maur's Church) Renovated 19th century former Roman Catholic church, now community centre & library
No. 273	Windmill (in ruins) Remains of three storey, cylindrical-shaped tower of stone windmill located on mound within public open space, potentially late medieval in date

5 Development Approach and Opportunity Sites

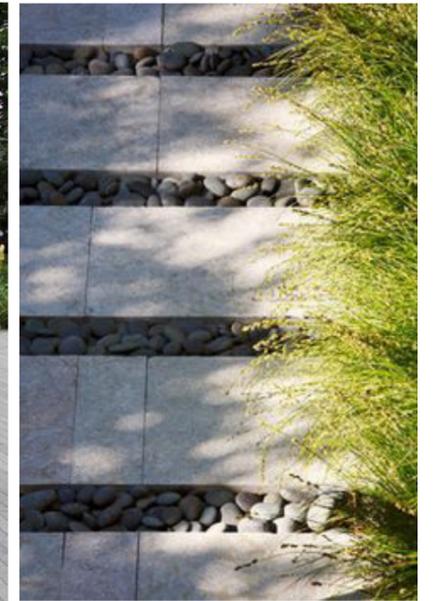
but placed in a way that is no longer central to its function. The following elements should be included:

- New Formal Civic Space (shared between the Church and Library)
- New Urban Promenade and New Urban Space to the front of Kenure Park
- New Landscaping around Windmill

Unlike the other opportunity sites, the bulk of improvements suggested here relate to the urban spaces, rather than the provision of new buildings.

It is considered that the materials used in any new public spaces should be largely defined by the palette of materials used on the existing buildings – i.e. stone and render. The public spaces may receive more care and attention with brick or paving stone, or stone setts interspersed in the public areas. High quality materials that respect the character of this area are essential.

Careful attention to detailing of floor finishes can bring significant improvements in the way in which the public realm can be considered. Integrating these with the urban environment can lead to greater public involvement with urban spaces.



Indicative Sketches and Suggested Materials for the Civic Quarter

CIVIC QUARTER	
ZONING OBJECTIVE	Objective 'TC' and Objective 'OS'
ACCESS & PARKING	Primary access route to the town – 'Gateway'. Surface parking dominates the area around the church, library and Tesco.
DESIGN & LAYOUT	Public realm and urban landscape opportunities – create a defined civic quarter linking the windmill with the church, library, arts centre and theatre. Improved pedestrian circulation.
MATERIALS	High quality materials that respect the character of the area. Careful attention to detailing of floor finishes.



Indicative Urban Spaces which link the Mill Bank to Kenure Park



Restoration of Kenure House Lion

5 Development Approach and Opportunity Sites

5.9 Upper Main Street

This opportunity site covers an area of 2.95ha and is located at the junction of Sandy Road, Sandy Lane and Upper Main Street. It comprises a mix of older single storey residential dwellings, market gardening sheds and an existing car sales area.

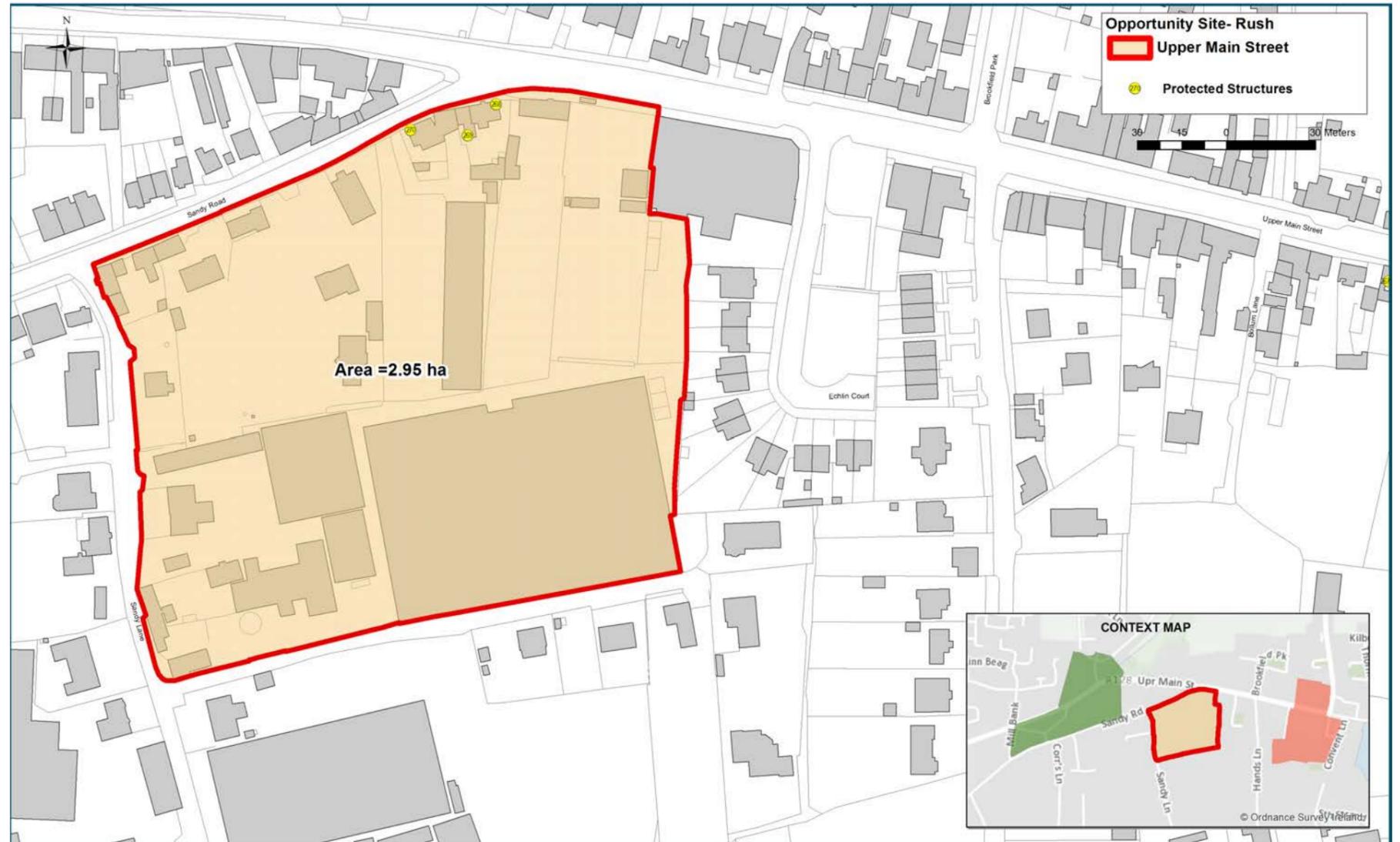
The terrace of dwellings along Sandy Road includes 3 no. Protected Structures (Protected Structure Nos: 268, 269 and 270), with the thatched cottage in good condition. The backland area to the rear comprises a large area of glasshouses. The street frontage is disjointed and has a poor street edge with gaps in streetscape. There is a car sales yard operating close to the junction between Sandy Lane and Main Street. The sites adjoin the two storey Eurospar Building.

It is considered that this site offers a good development opportunity to create a focal point to mark the 'entrance' to Main Street and will continue the retail offer and Main Street environment as you travel from the Millbank Theatre, Tesco and the park entrance along Upper Main Street.

Any development of these lands would need to respect the existing Protected Structures and design any new layout to include and respect the character of these buildings.

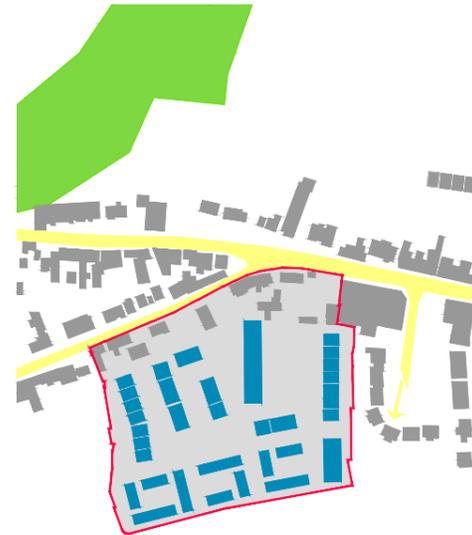
Permitted heights would generally be single to two storey along Sandy Lane (depending on design and inclusion of the protected structures) with two to three storeys in height permitted along the Upper Main Street frontage. Proposed buildings to the rear of Sandy Road and linking to Echlin Court demand a scale of about 3 storeys. The form of these new elements is likely to be determined by commercial criteria. It is important that a mixed use strategy be utilised for these sites to encourage use throughout the day and night to provide for a living environment. Larger commercial units should have a vertical dynamic reflecting the traditional plot dimensions.

Uses considered appropriate to this site include town centre uses such as retail at ground floor level with residential or office use above (where appropriate).





	UPPER MAIN STREET	SANDY ROAD / SANDY LANE
HEIGHTS	2-3 storeys	1-2 storeys
ZONING	Objective 'TC'	Objective 'TC'
OBJECTIVE		
ACCESS & PARKING	Primary access from Sandy Road and Upper Main Street – parking as per Dev Plan standards	Primary access from Sandy Road and Upper Main Street – parking as per Dev Plan standards
DESIGN & LAYOUT	Development should infill existing gaps in streetscape.	Design needs to integrate with existing Protected Structures and respect the character of streetscape along Sandy Road.



Protected Structures on Site

No. 268	Shamrock Cottage, Sandy Road, Rush Late 18 th or early 19 th Century four-bay single storey thatched dwelling
No. 269	Tigin, Sandy Road, Rush Late 18 th or early 19 th Century two-bay single storey thatched dwelling
No. 270	Thatched Cottage, Sandy Road Late 18 th or early 19 th Century three-bay single storey thatched shop adjacent to 'Tigin' and 'Shamrock Cottage'.



Indicative Streetscape Improvements

5 Development Approach and Opportunity Sites

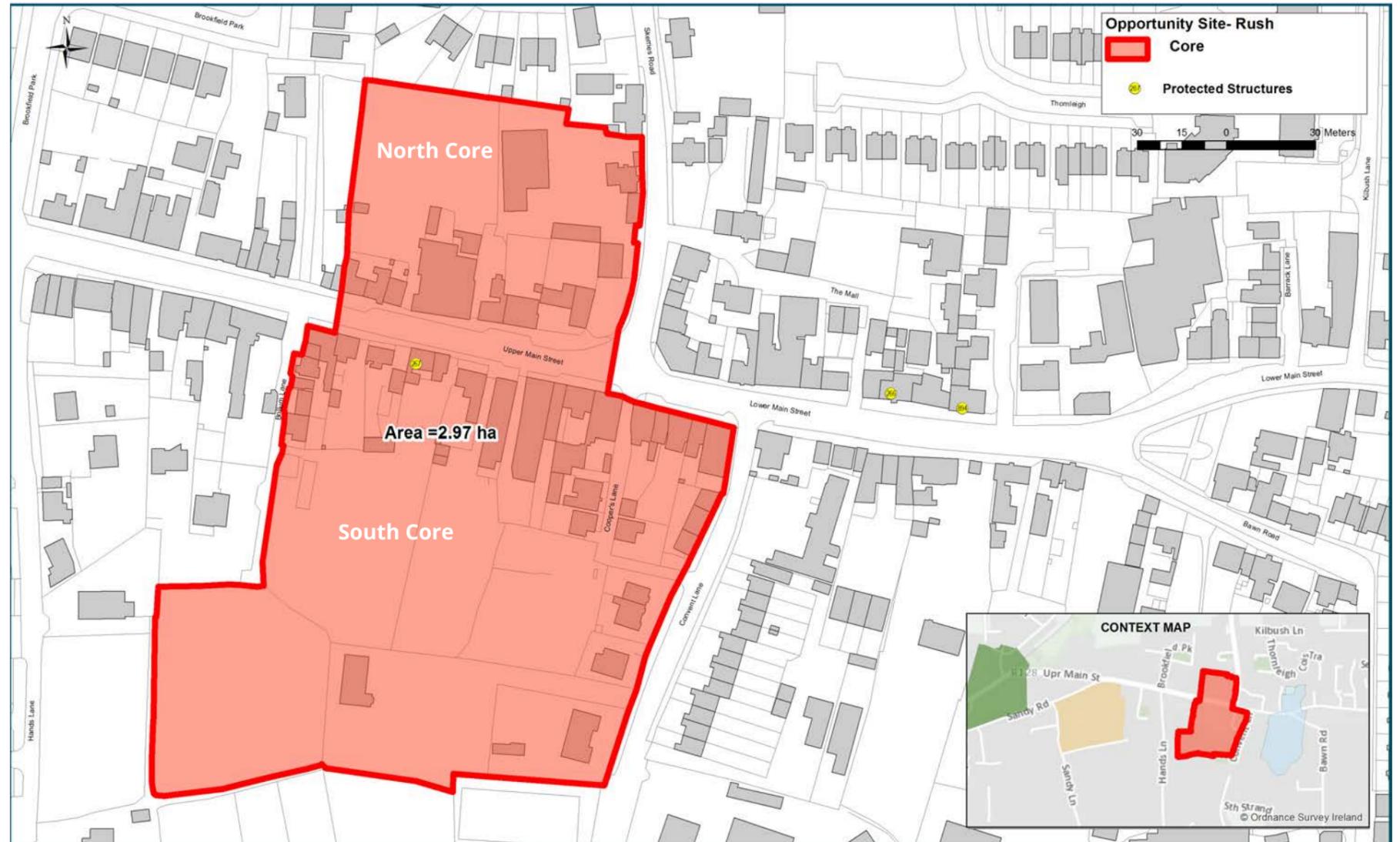
5.10 Core North Core

This opportunity site covers an area of 0.85ha and is located at the junction of Upper Main Street and the Skerries Road (R128). This site occupies a strategic corner location and marks the entrance to Rush (when travelling from Skerries on the R128) and occupies an important central location on Main Street.

The corner is currently occupied by single storey retail structures which are vacant and in poor repair. The site represents a strategic opportunity to develop a contemporary town centre scheme with attractive frontage onto both Main Street and the Skerries Road. The site marks the half-way point along the Main Street and serves as a suitable location to 'break up' the length of Main Street with a key development focus.

The lands opposite this site have planning permission (Reg Ref: F12A/0225 & ABP: PL06F.241708) for a large mixed use scheme including a discount supermarket and retail / office development including a post office. The development of both of these key sites at such an important location along Main Street would really serve to increase the vitality and vibrancy of this area and would provide a suitable 'resting spot' roughly halfway along Main Street (i.e. the area between Tesco and the Harbour).

This 'North Core' site could accommodate heights of 2 to 4 storeys (depending on design) and could include a mix of uses, given the town centre location and zoning. Uses considered appropriate to this site include Main Street uses such as retail or restaurant at ground floor level with residential or office use above (where appropriate).



North Core	MAIN STREET	SKERRIES ROAD (R128)
HEIGHTS	2-4 storeys	2-4 storeys
ZONING OBJECTIVE	Objective 'TC'	Objective 'TC'
ACCESS & PARKING	Underground car-parking could be investigated if a large scale redevelopment of the site is proposed.	Underground car-parking could be investigated if a large scale redevelopment of the site is proposed.

DESIGN & LAYOUT	Strategic corner site location offers a significant opportunity for contemporary architectural and urban design solution.	Strategic corner site location offers a significant opportunity for contemporary architectural and urban design solution.



Indicative Development at the corner of Upper Main Street and the Skerries Road (R128)

5 Development Approach and Opportunity Sites

South Core

This opportunity site covers an area of 2.12ha and is located at the heart of Main Street, close to the junction with the Skerries Road (R128). The site includes Protected Structure no. 267 (14 Main Street), which is a Late 18th or early 19th Century four-bay single storey thatched dwelling. The lands include Cooper's Lane and also have frontage onto Convent Lane.

The site represents a strategic opportunity to develop a contemporary town centre scheme with attractive frontage onto both Main Street, clearly demarcating the half-way point along the Main Street. Planning permission has been granted on site (under Reg Ref: F12A/0224 & ABP: PL06F.241708) for a large mixed use commercial scheme comprising a single storey discount foodstore, 2 storey commercial property fronting Main St to include a post office, offices at 1st floor, and a new commercial block with 5 no. retail units, gymnasium at 1st floor level, restaurant and public plaza area, which also includes repair of the existing thatched cottage (Protected Structure). This application was recently extended and permission has been granted until September 2023. The town centre currently lacks a focal point for the public to congregate. The proposed public plaza would potentially address this deficiency. As proposed, this public space would be attractively laid out to facilitate passive recreation and the provision of public information via an information advertising screen. It would also be capable of hosting small scale events. The proposed public plaza would be a welcome innovation for the town centre.

Work has not commenced on site to date (June 2018). However, the development of this key site at such an important location along Main Street would really serve to increase the vitality and vibrancy of this area and would provide a suitable 'resting spot' roughly halfway along Main Street (i.e. the area between Tesco and the Harbour).

The permitted scheme has illustrated heights of one and two storeys and uses included restaurant, retail, gymnasium and office, which are all suitable uses within this town centre zone.



Image taken from www.portalarchitects.ie



South Core	MAIN STREET
HEIGHTS	2-4 storeys (2 storeys permitted under Ref: F12A/0224 & ABP: PL06F.241708)
ZONING OBJECTIVE	Objective 'TC'
ACCESS & PARKING	Detailed parking layout illustrated for the site within Ref: F12A/0224 & ABP: PL06F.241708
DESIGN & LAYOUT	Design and Layout illustrated for this site within Ref: F12A/0224 & ABP: PL06F.241708

Protected Structures on Site

No. 267	14 Upper Main Street, Rush Late 18 th or early 19 th Century four-bay single storey thatched dwelling
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5.11 Lower Main Street – Tayleur Memorial

This opportunity site covers an area of 1.98ha and is located at the 'Y' on Main Street, at Anchor Square, where the road splits into Lower Main Street and Bawn Road.

The development of this site relies on the heritage of the site and its farmyard origins. Any redevelopment should focus on the Tayleur Memorial and should incorporate an element of commercial (retail and office) fronting the Main Street, with low rise houses / apartments to the rear. This site is a natural focal point as one travels down Main Street towards the Harbour and the existing square provides an attractive focal point at this location. This site, which is located on both sides of the road, offers significant potential for redevelopment, given that the existing lands are largely occupied by agricultural buildings.

The lands on the southern side of Main Street have potential to provide additional connections from St Joseph's School to Main Street. This character area should continue the neighbouring character of mixed use with town centre activities; restaurants, cafes, and important service activities. Provision for professional offices, healthcare services, crèches and other public related services are especially encouraged in this location to serve the core population of the town. Town gardens, parks and young family areas should also be a priority here with a strong link to the coastal landscape to the south and east.

MAIN STREET / BAWN ROAD	
HEIGHTS	2-4 storeys
ZONING OBJECTIVE	Objective 'TC'
ACCESS & PARKING	Development Plan parking standards apply. Access from Main Street and possibly Bawn Road.
DESIGN & LAYOUT	Strategic site offers significant redevelopment opportunity on both sides of Main Street.



The public open space area at the Tayleur Memorial offers an opportunity for upgrading and improvement, as part of this site's redevelopment.

5 Development Approach and Opportunity Sites



Tayleur Memorial

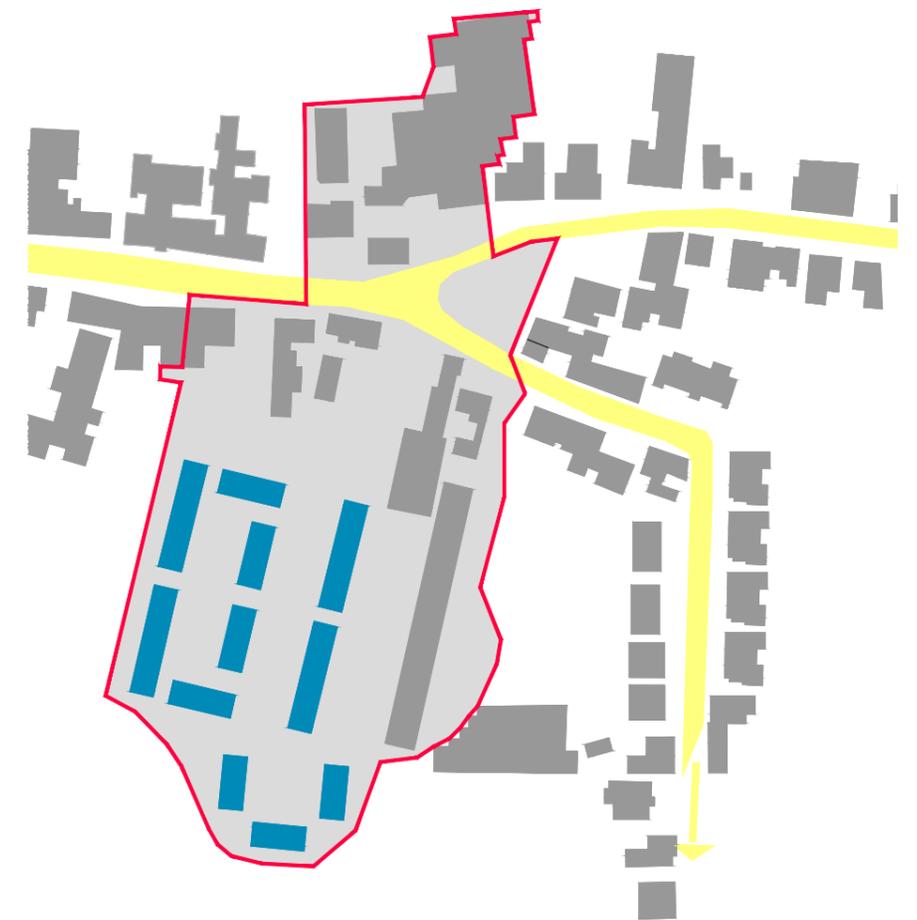
This opportunity site includes the Tayleur Memorial, which includes a small green area with seating and a memorial sculpture (anchor). Tayleur was a ship designed by William Rennie of Liverpool and built at the Charles Tayleur foundry at Warrington. Tayleur left Liverpool on 19 January 1854, on her maiden voyage, for Melbourne, Australia, with a complement of 652 passengers and crew. Her compasses did not work properly because of the iron hull. On 21 January 1854, within 48 hours of sailing, Tayleur found herself in a fog and a storm, heading straight for the island of Lambay. Despite dropping both anchors as soon as rocks were sighted, she ran aground on the east coast of Lambay Island, about five miles from Dublin Bay. Numbers of lives lost vary, as do the numbers given as to how many were on board. The latter are between 528 and 680, while the dead are supposed to be at least 297, and up to 380, depending on source.

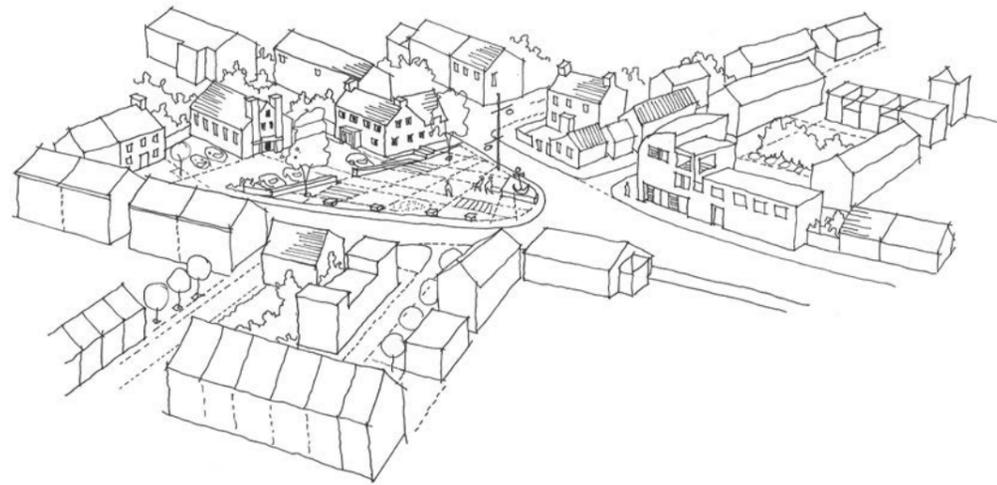
Tayleur has been compared with RMS Titanic. They shared similarities as both were RMS ships and White Star Liners (although these were different companies), and both went down on their maiden voyages. Inadequate or faulty equipment contributed to both disasters (faulty compasses and rigging for the Tayleur, and lack of binoculars and life boats for the Titanic).

The remains of the wreck were rediscovered in 1959 by members of the Irish Sub-Aqua Club. The wreck lies at 17 metres depth some 30m off the South-East corner of Lambay Island in a small indentation. Substantial wreckage includes the hull, side plates, a donkey engine and the lower mast. The woodwork was salvaged shortly after the wreck. Crockery from the cargo and several pieces of the wreck are on display at Newbridge House, Donabate. There are two memorials to the RMS Tayleur, located at Rush and Portrane.



Extract from Book: 'The Sinking Of RMS Tayleur' by Gill Hoffs,





Indicative Sketch Layout of the Tayleur Memorial



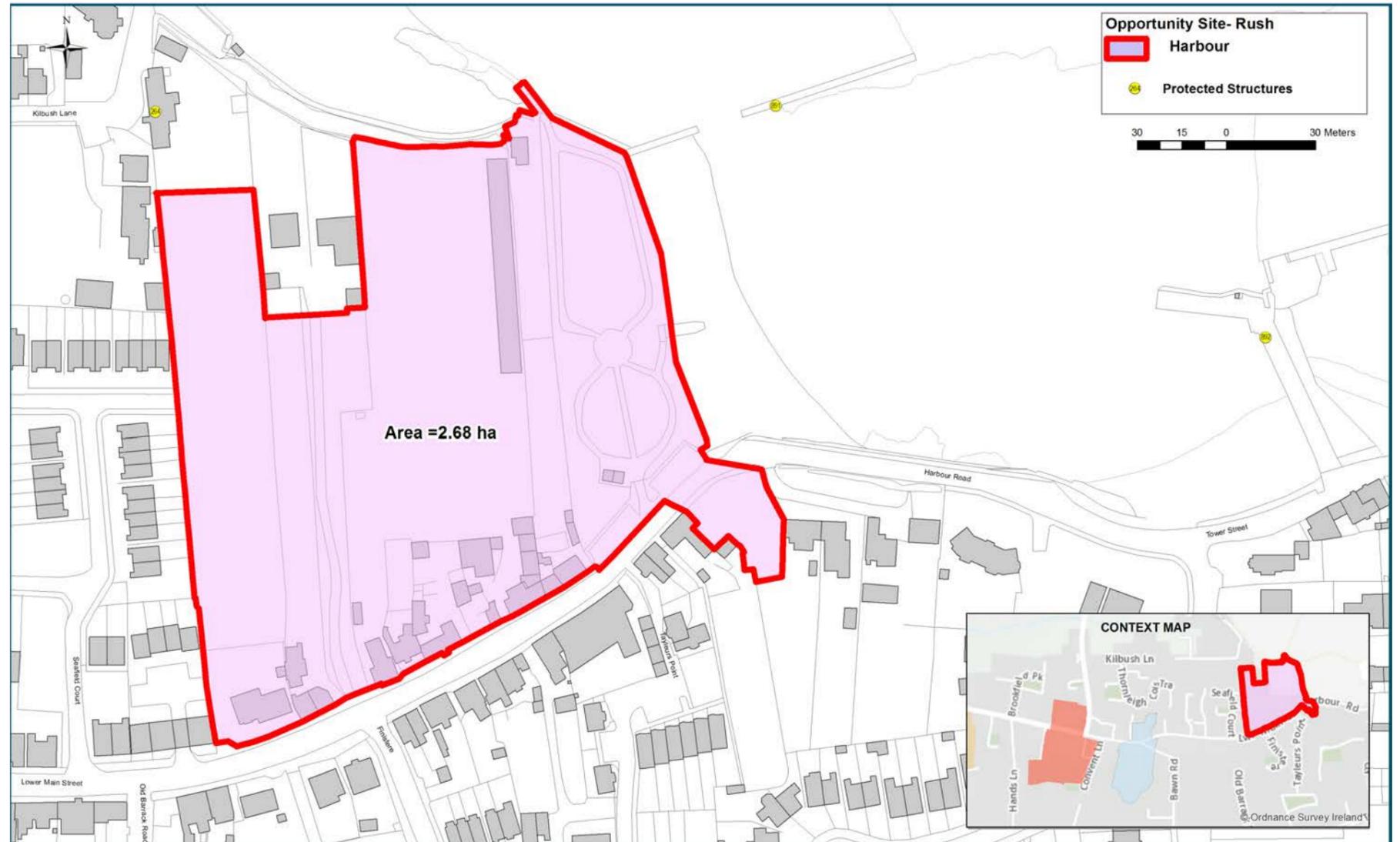
5 Development Approach and Opportunity Sites

5.12 Harbour

The Harbour site covers an area of 2.68ha and is located at the lower end of Main Street. The harbour, once used as a fishing port and as the base port for services to Lambay Island, has long since seen better times. Nonetheless it is a significant feature of the town, it is the destination of Main Street and especially during the summer is a haven for young families and the water is a draw for all the young people of the town.

This harbour site offers significant potential in the anchoring and development of the harbour area of the town. This site occupies a strategic position overlooking the harbour and provides definition to the lower end of Main Street. The larger site currently includes a Harbour Park area (with recently constructed children’s playground) and an area to the west which includes existing single and two storey residential dwellings. This site offers a suitable opportunity to improve the tourism offer in Rush and could potentially be a suitable location for the development of a landmark hotel for the area. The smaller site offers potential for a public realm scheme to include seating, sculpture or a possible pop-up café / ice cream shop.

The Harbour Character Area contains a mix of sites with a range of activities. Located at the edge of the town, this area includes the harbour area itself along with some deeper residential areas and a small park. The provision of a hotel complex next to the harbour, is a use which is lacking in the area, and would be a highly desirable development. Such a development would connect a new keystone building linking the Harbour Park (the old custom house site) and the harbour itself with the town centre character area. This would open up an area of Rush which has been overlooked, namely the connection to the North Shore beach from Main Street. In addition to improvements to the harbour itself, this area could become a significant attraction for locals and visitors alike. There is a real need for the harbour area at the end of the main spine of the town to be renewed and redeveloped for outdoor recreation purposes. A key aim of this UFP is to refocus attention on the harbour, which would have been a centre piece of town activity in the past. Today, it has only a small number of active fishing vessels with families bathing in the sheltered cove in summer months. Infrastructure here needs to be improved and the harbour area reinvigorated by embracing the recreational aspect of its location.





Fingal County Council has recently engaged the services of a specialist in the restoration of stone structures to carry out restoration works on Rush Harbour. This will secure the integrity of the structure of the harbour as well as improving accessibility for the mobility impaired.

Vernacular dwellings providing character to the streetscape at Lower Main Street should be maintained and incorporated into any site redevelopment in this area, where possible.

Heights could vary from single storey (existing dwellings fronting Main Street) to 3 storeys in height. The development of this opportunity site would provide a significant 'destination' for those travelling along Main Street and would provide definition to the start and end of Main Street (anchored by the Harbour Park at Lower Main Street and the Civic Quarter (Library, Church, Theatre) at Upper Main Street).



The Harbour site includes a number of zoning objectives –

Objective HA

'High Amenity' in the area immediately adjacent to the harbour (existing park / playground area).

Objective TC

'Town Centre' in the area to the west of the existing park / playground area including the area fronting Lower Main Street

Objective RS

'Residential' – the linear strip of land along the western boundary of the opportunity site.

A mix of uses would therefore be appropriate, including a tourism-related leisure use such as a hotel, residential development further back in the site and general retail and other town centre uses fronting Main Street. Additional car parking for the Harbour area will be investigated, with the possible expansion of the existing North Beach car park.

	AREA FRONTING LOWER MAIN STREET	AREA OVERLOOKING HARBOUR AND PLAYGROUND
HEIGHTS	1-3 storeys	1-3 storeys
ZONING OBJECTIVE	Objective 'TC' and strip of 'RS'	Objective 'TC' and 'HA'
ACCESS & PARKING	Access from Lower Main Street. Development Plan parking standards would apply.	Underground car-parking could be investigated if a large scale redevelopment of the site is proposed.
DESIGN & LAYOUT	Vernacular single storey dwellings fronting Main Street could be retained and incorporated into any redevelopment (where appropriate). Otherwise heights of 2 to 3 storeys.	Strategic site offers significant potential for development of a landmark building (possible hotel opportunity) with stunning vistas over the Harbour and coast.

5 Development Approach and Opportunity Sites



Indicative Development Overlooking Playground and Harbour



RECOMMENDATIONS & ACTIONS

6.0 Recommendations & Actions

Section 6 follows on from the preparation work undertaken in the land use survey work, analysis of the questionnaire results and the identification of opportunity sites and recommends the following actions in the Short, Medium and Long Term.

Making it Happen

Effective leadership is required to deliver the vision. Leadership needs to come from the Local Authority, underpinned by the local community, as well as political commitment.

Key Stakeholders

Key stakeholders should include public sector bodies, community groups and private sector bodies and individuals. The extent to which different stakeholders will need to take the lead in implementation will vary depending on the nature and scope of the proposed project or projects, and the priority attached to them.

In general terms, the Council will need to take the lead in street and public space projects, whereas community groups and individuals will be primarily responsible for projects relating to private property, with input from the Council as appropriate.

There may be considerable scope for public private partnership arrangements or joint ventures, particularly where land, buildings or supporting infrastructure necessary to facilitate projects are in public ownership. Key stakeholders whose input will be directly or indirectly needed include Rush Community Council, Fingal County Council, the Heritage Council, the Tidy Towns Team, Community Groups and private sector individuals.

Establishing Priorities

Implementing the plan in full will require substantial works and investment over the short, medium and long term. This requires priorities to be established in terms of potential project costs and benefits and their likely timescales, so that delivery (and expectations) can be managed effectively.

Opportunities for different sources of funding should be explored, particularly in terms of their potential to unlock properties for suitable business and/or community initiatives and to provide for significant improvements to the public realm.

Short Term Priorities

In the short term, it is recommended that further studies are carried out to establish feasibility and that ‘quick wins’ should be prioritised in order to maintain the momentum established through the consultation progress. On this basis, the following relatively low-cost initiatives should be prioritised in the short term:

- Formation of a Town Team – Implementation Group
- Marketing & Branding Strategy
- Schools Competition to ‘Design a Logo’ for Rush
- Business Advancement/ Attract new business to Rush
- Events Programme
- Paint and Shop Front Improvement Scheme
- Implement Shopfront Design Guidelines
- Development management to focus on issues such as improved design, de-cluttering of facades, rejuvenation of vacant buildings and sites
- Standardised Parking
- Removal of Superfluous Signage
- Pavement Improvements
- Directional Signage (i.e. To Beach, To Harbour)
- Tree Planting & Flowers
- Internalise shop front shutters
- Information & Tourism Signage (Info Boards on local items of interest, history, wildlife)
- Pop-Up Café / Ice Cream Van at Harbour

Medium and long term priorities

Significant development will need to take place to lever substantial medium and longer term public space projects such as undergrounding of wires, improvements to the windmill and development of the opportunity sites. However, these projects on their own and in combination, have the potential to deliver the most benefit to the economic and tourism potential of the town.



6 RECOMMENDATIONS & ACTIONS

6.1 Funding Opportunities

Although limited in scope, there are a variety of funding mechanisms available to support the implementation of the plan, including community and local business initiatives:

- Heritage Council Grants Scheme
- Town and Village Renewal Scheme
- Grants Scheme for the Conservation of Protected Structures
- Fingal County Enterprise Board
- Fingal LEADER Partnership
- Development Contributions Scheme
- National Development Plan Funding
- Public Participation Funding Opportunities

Therefore, full implementation will require a combination of pro-active approaches including significant private investment, and/ or sponsorship.

There is also considerable scope for business interests to foster partnerships through corporate vehicles such as Business Improvement Districts (BIDs). The principal benefit of BID-type schemes is to ensure that funds raised through the scheme are directly reinvested in the area.

Town and Village Renewal Scheme

The Town and Village Renewal Scheme is an initiative under the Government's Action Plan for Rural Development, 'Realising our Rural Potential', and is part of a package of national and local support measures to rejuvenate rural towns and villages throughout Ireland.

In 2016, the Minister for Arts, Heritage, Regional, Rural and Gaeltacht Affairs, launched a new Town and Village Renewal Scheme, with funding of €10 million, to start the process of rejuvenating Ireland's rural towns and villages to make them more attractive places in which to live and work, and to increase their tourism potential. Rush received €99,000 for the development of a Harbour Park in 2016, which is currently complete.

Project Ireland 2040 (National Development Plan)

Project Ireland 2040 (National Development Plan) includes new funds designed to stimulate renewal and investment in rural and urban areas, including €1 Billion Rural development fund. Further details are expected shortly, but this funding will be established to invest in rural renewal to allow towns, villages and outlying rural areas to grow sustainably.

These Schemes and others provide opportunities in the future to progress some of the recommendations and actions listed in the 'Development Approach' (Section 5.5)

BIDS Scheme

Business Improvement District Schemes are a well established process where Local Authorities and local business owners form a collaborative process whereby significant aesthetic and environmental improvements might be achieved. This involves establishing a common platform for improvements and a design led scheme of intervention whereby necessary infrastructural improvements (provided via the Local Authority) are paired with similar improvements by private owners of shops, businesses and residences. Smaller version of BIDs like schemes exist in the form of shop front improvement schemes and other similar "beautification projects". BIDs schemes work best when applied to very specific character areas or specific quarters or streets. It is proposed that the Local Authority initiate discussions about establishing such a BID (business district) for Main Street from the Civic Quarter to the Harbour. By focusing on this key component of the Rush UFP, it would be possible to achieve significant improvements.

It would require a majority of the owners to "buy into" the scheme as resentment often results in those contributing to the scheme if others benefit without making a contribution. It is essential therefore the Local Authority is seen to make a significant contribution to the scheme to make it worthwhile. This form of co partnership funding/investment has been proven to work especially where there is a strong brand image .

The key elements of a BIDs scheme for Main Street would concentrate on specific elements for their special qualities and the opportunity for improvement. Shop front painting and improvements, pavement improvement works, marketing, branding and a 'Rush logo' would be the initial focus of any such scheme.

Elements that could be enhanced through a BID process include:

- Repairing facades
- Repainting facades in a co-ordinated fashion
- Removal of extraneous infrastructure, wires etc.
- Information/Tourism signage
- Reconfiguring shopfront signage and agreeing standards for letter types
- Colour schemes for shopfronts
- Ban on inappropriate advertising
- New branding and directional signage schemes

Monitoring Progress

Monitoring should take account of baseline data prepared at the pre-plan and the plan preparation stages in order to establish sufficient indicators against which progress can be measured at the review stage. Monitoring should be undertaken on an annual basis and take account of:

- The main physical, economic, social and environmental characteristics of the town centre, including the vibrancy and vitality of the main street as established by the town centre health check
- The principal purposes for which land in the area is used as established by the plan land-use study;
- The actions completed
- Funding Opportunities



RUSH UFP ACTION PLAN

PROJECT	PRIORITY M = Medium H = High VH= Very High	DURATION O = Ongoing S = Short M = Medium L = Long	COST € = Low €€ = Medium €€€ = High	STAKEHOLDERS <i>*See abbreviations below</i>
PEOPLE AND COMMUNICATIONS				
Formation of Town Team - Implementation Group	VH	O	€	ALL
Marketing & Branding Strategy	H	S	€€	RCC, CON, BUS,
Schools Competition to 'Design a Logo' for Rush	H	S	€	SCH, RCC, FCC, TC,
Business Advancement and Attracting New Business to Rush, possible BIDs Scheme	VH	O	€	RCC, BUS, FCC
Events Programme	H	O	€	ALL
BUILDINGS AND FACADES				
Paint and Shop Front Improvement Scheme	VH	O	€-€€	FCC, BUS, RCC, LL
Implement Shopfront Design Guidelines	VH	O	€	FCC, BUS, RCC, LL, CON
Signage	H	S	€	FCC, RCC, BUS, LL
Opportunity Site Development	VH	M	€€€	FCC, RCC, CON, BUS, RESI
Rejuvenation of Derelict Sites and Buildings	VH	M	€€€	FCC, RCC, CON, BUS, RESI
Promote Re-use of Existing Vacant Buildings	VH	S	€€	FCC, RCC, BUS
Development Management to focus on issues such as improved design, de-cluttering of facades, rejuvenation of vacant buildings and sites	VH	O	€€	FCC
TRAFFIC & PARKING				
Standardised Parking	VH	S	€	FCC, RCC
Shared Surface Streetscape	H	M	€€	FCC
Feeder Bus from Train Station to / from Main Street	M	M	€€€	UTL
THE STREET				
Undergrounding of Wirescape	H	M	€€€	FCC, UTL, BUS, LL, RESI
Removal of Superfluous Signage	VH	O	€	RCC, BUS, FCC, LL, RESI
Pavement Improvements	VH	O	€€€	RCC, BUS, FCC, CON, RESI, UTL
Introduction of High Quality Materials	VH	O	€€	RCC, BUS, FCC, CON, RESI, LL, UTL
Directional Signage (i.e. To Beach, To Harbour)	VH	S	€	FCC, RCC, CON,
Tree Planting & Flowers	VH	O	€€€	RCC, FCC, TC, RESI, BUS, LL, PUB
Creation of Additional Seating & Planting	H	M	€€	RCC, FCC,
Internalise shop front shutters	H	O	€	RCC, FCC, BUS, LL,
TOURISM AND HERITAGE				
Information & Tourism Signage (Info Boards on local items of interest, history, wildlife)	VH	S	€	FCC, RCC, TC
Heritage Trail	H	M	€€€	FCC, RCC, TC, BUS, LL, PUB
Sculpture at entrance to Kenure Park - 'Gateway to Town'	H	M	€€€	FCC, RCC, TC, BUS, CON, LL, PUB
Creation of Civic Space at Millbank, Library, Church	H	M	€€€	FCC, RCC, TC, BUS, CON
Pop-Up Café / Ice Cream Van at Harbour	H	S	€	FCC, RCC, TC, BUS
Viewing Tower from Millbank	M	L	€€€	FCC, RCC, TC,
Solar Showers needed at beach.	M	M	€€	FCC, RCC, TC,
Install Uplighters at the Mill Bank Tower	VH	S	€	FCC

Stakeholder Abbreviations : BUS = Businesses CON = Consultants CHU = Churches FCC = Fingal County Council LL = Landlords PUB = General Public RESI = Residents SCH = Schools RCC = Rush Community Council UTL = Utility Providers
TC = Rush Tourism Committee

- It should be noted that prior to the advancement / implementation of any project directly or indirectly relating to development or expanded activity which may potentially impact on the coast / estuary (Natura 2000 site), the works will require Habitat Directive Assessment (HDA) screening. Development which adversely impacts on any protected habitats or species will not be advanced.



6 RECOMMENDATIONS & ACTIONS

