

6.0 REVITALISING PASSAGE WEST/GLENBROOK: AN INTEGRATED DEVELOPMENT STRATEGY

6.1 A Framework For Strategy And Action

The essential element of this initiative is that it represents a comprehensive, integrated, and achievable response to the challenge facing Passage West/Glenbrook and the opportunities arising for re-establishing Passage West/Glenbrook as a distinctive and unique town area.

The plan is comprehensive in identifying and addressing the various elements of the situation in Passage West/Glenbrook, taking into account Passage West/Glenbrook's attractions, amenities, and accessibility. The plan is integrated in co-ordinating the various actions required and securing and balancing the relevant resource requirements. The plan is achievable, providing a comprehensive and integrated approach to re-establishing Passage West/Glenbrook that is both realistic and realisable.

6.2 The Framework Adopted

The Integrated Area Plan draws together economic, physical, and environmental analyses, consultation with local interests. This work programme has led to the development of a strategic framework covering key dimensions of a comprehensive, integrated, and achievable action programme for Passage West/Glenbrook.

The elements of an appropriate redevelopment programme should include actions aimed at the following:

- economic restructuring, involving the stimulation of investment in the town and the creation of new employment opportunities;
- environmental upgrading, involving the regeneration / development of amenities and accessibility.
- social renewal, involving the empowerment of local communities.

The Integrated Area Plan is based on an assessment of Passage West/Glenbrook's potential, key market opportunities, and current market position. On the basis of this assessment, a series of general objectives can be set against each element within the Framework of economic development, environmental upgrading, and social renewal. The Integrated Area Plan addresses each objective and presents recommendations in relation to each.

6.3

Strategy Element 1 : Economic Restructuring (Key Development Initiatives)

Objectives

Objective 1 To reinforce, consolidate and develop the role of Passage West/Glenbrook as a business, leisure, and retail centre for locals and visitors.

Objective 2 To facilitate commercial opportunities presented by prominent / key sites.

Objective 3 To develop upon the existing base of light engineering and craft businesses in the town, in order generate employment opportunities.

Objective 4 To support investment in existing businesses where they have potential to provide employment opportunities together with new developments in the tourism, leisure/recreation, crafts and services sectors.

Objective 5 To generate new social and economic activity along the waterfront

Recommendations

Retailing

- Up-grade existing retail activity and enhance the attractiveness of Passage West/Glenbrook to local residents and visitors alike by encouraging the development of a district centre which would include a range of quality retail outlets to complement those already provided in Passage West/Glenbrook.

Offices

- Promote the attraction of service providers in the financial services, professional services and medical sector to enhance the existing level of commercial activity and to provide a range of facilities to meet the needs of local residents.

Industry

- Promote the development of workshop space and starter units to encourage the development of small scale craft based/light engineering businesses.

- Encourage the development of craft industries in the area.

Tourism/Recreation/Leisure

- Seek the development of a cluster of tourism/recreational facilities.
- Promote the development of a new hotel in the town.
- Prioritise sign posting of the coastal route to Cobh via Passage should be a priority in order to develop linkages with Cobh and to capitalise on Cobh's designation as a heritage town and the development of ferry-links to Cobh.

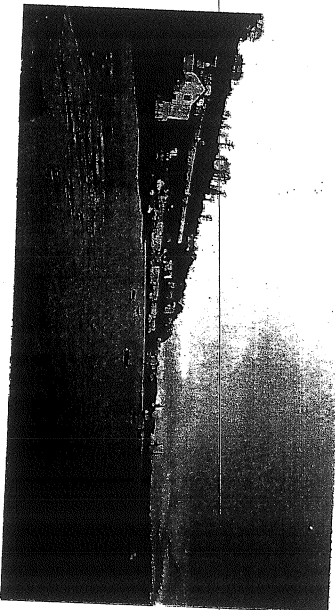
- Examine proposals for the retention of Monkstown Castle and its development as a tourist attraction.

- Promote Passage West/Glenbrook as the natural starting point for walking, cycling and driving tours of the coast and promote.

- Encourage the development of residential/workshop accommodation which would attract artists and crafts people to live in the area.

Waterfront Development

- Encourage new buildings to develop a frontage on to the waterfront as a means of encouraging new waterfront activity.
- Seek the development of attractive restaurant, cafes, public houses and shops, particularly in the waterfront areas.
- Promote walking and cycling in Passage West/Glenbrook through the development of walkways along the length of the waterfront.



6.4 Strategy Element 2 : Environmental Upgrading

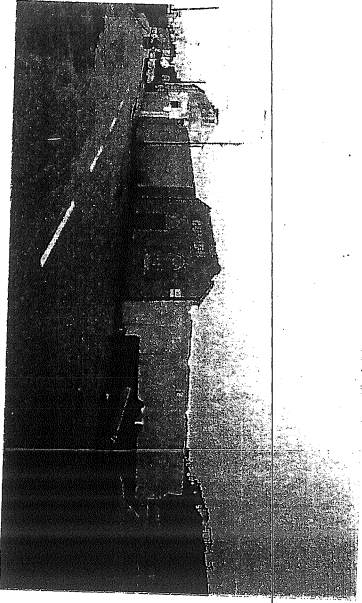
Objective 1
To relieve traffic congestion through the implementation of an integrated road network improvement, traffic management and car parking strategy.

Objective 2
To develop a comprehensive plan to develop/redevelop its rundown and vacant sites and to conserve the intimate urban scale of Passage West/Glenbrook, embracing buildings, streetscape and related facilities.

Objective 3
To implement the required works to develop an attractive and strong shoreline corridor from Passage West/Glenbrook to Glenbrook and Monkstown.

Objective 4
To secure public access to and activity along the edge of the water through the removal of buildings or structures which inhibit access, or through the installation of boardwalks as appropriate.

Objective 5
To promote a high quality of design in any redevelopment schemes proposed for the town, with particular regard to opening up access to the waterfront.



Recommendations

Natural Environment

- Recognise opportunities provided by Passage West/Glenbrook's unique shoreline setting as a distinct unique precinct within the greater Cork area.

- To encourage the redevelopment of the existing slipways and mooring facilities as part any proposed redevelopment schemes.

- Seek the development of an amenity walkway as part of any redevelopment of the Royal Victoria Docks.

Streetscape and Townscape

- Examine the potential for the establishment of 'Main Street' awards scheme to encourage the development and maintenance and refurbishment of building frontages, especially those along the main streets and through-routes in town.

- Passage has a traditional of painting the houses in the town core, and would be a good candidate for a community based repainting scheme, hopefully with assistance from the Local Authority and a paint supplier. Co-ordinated painting in fairly bright colours can transform the appearance of a street.

- Seek support from Local and National Government for incentive schemes to up-grade, refurbish and redevelop, as appropriate significant buildings on the main streets and through routes, and to develop currently derelict sites in the same areas.

- Seek the landscaping of existing streets and spaces, together with the provision of new or improved street lighting and seating.

- Encourage the provision of public art in appropriate locations through the Area.

Quality Of Design

- Ensure that usable private or semi-private landscaped open spaces are incorporated in to new development, particularly in residential apartment complexes.

- To seek a solution that redresses the barriers created by large building blocks, and that increases the permeability and connectivity of the sites to the surrounding context.

- Promote access to open space by maximising linkages through the Areas.

- Provide a framework that utilises existing site features and develops new features which improve the physical environment and which create a sense of place and an identity for the area, through the preparation of design briefs for selected sub-areas/sites.
- Encourage commercial enterprises to plant and landscape their grounds.

Transport And Movement

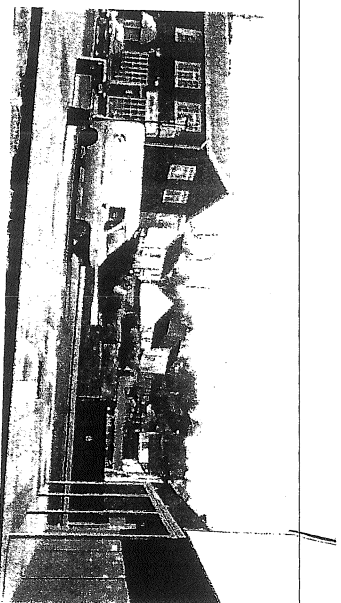
- Provide adequate through-routing of bus routes to service the needs of local residents, particularly those at the western end of town.

- Develop traffic management schemes and pedestrian priority schemes with particular attention to the needs of people with disabilities.

- Investigate methods of providing a better solution to the access/visibility problems at Main Street and Back Street, through the provision of improved traffic signals and road markings.

- Investigate opportunities for providing additional car parking spaces within the town.

- Investigate traffic calming measures in the commercial centre of the town, such as shared surfaces and road resurfacing.



6.5 Strategy Element 3 : Social Renewal

Social Housing

6.5 General Recommendations: Implementation, Marketing And Monitoring

Objectives

Objective 1 To bring about the physical renewal of the town centre as a means of creating a perception of Passage West/Glenbrook as an attractive place to live, work and do business in.

Encourage the rehabilitation of existing neighbourhood parks in association with Cork County Council through the promotion of community participation in planning and managing their future development.

Objectives

Objective 1 To create an enduring partnership to implement the strategy which can engage the interests of key public and private sector players.

Objective 2 To create a mixed-use town centre as a means of strengthening people's sense of identity with the town and thereby engender a stronger sense of community.

Cork County Council will initiate a major landscaping project, focusing initially on high impact areas within Local Authority housing estates. The Local Authority will also encourage the participation of local population in the design and maintenance of open spaces.

Objective 2

To manage Passage West/Glenbrook and its infrastructure, marketing, and development initiatives to the highest possible standards.

Objective 3 To raise skill levels and career prospects for local people in indigenous craft, light industry, tourism and services activities.

Seek opportunities to develop additional sheltered housing units.
Assist local residents to purchase their own homes.

Objective 3

To establish a monitoring framework to ensure that strategy benefits are being delivered and value for money/investment criteria are being met.

Objective 4 To ensure that the development which may be stimulated in the town as a result of designation will assist the provision of additional community facilities.

Education/Training
Support all initiatives to reduce educational disadvantage in the area
Work with local communities and relevant agencies on the expansion of pre-primary education and childcare facilities in the area.

Objective 4

To create an awareness in the business community of the benefits of investing in the town.

Objective 5 To assist in translating the aspirations of the communities and other interests in the town into benefits to be shared by those investing, working, living and taking their recreation in the area.

Recommendations

Social/Community

Prepare, in partnership with the local community and relevant bodies, an action plan for the development of community facilities on the lands adjoining the Fire Station.

Provide, with the co-operation of FAS, CERT and local schools, job-specific training and education programmes as the need is identified.

Recommendations

Implementation And Monitoring

Establish mechanisms for continued public participation in the redevelopment process in the area.

Develop appropriate monitoring systems to facilitate ongoing assessment of progress.

Employment

Encourage local employers and developers to commit to a Local Employment Charter.

Encourage the refurbishment of existing buildings, as this is more employment intensive than new build.

Investigate opportunities for using the Community Employment Programme to carry out essential amenity works.

Promote projects with employment needs that are tailored to the current skills base existing in the town, and those being provided through the employment and training initiatives.

Promote community projects which create sustainable employment.

Identify, with the aid of local communities, job opportunities in small business.

Marketing

Develop and implement a public relations campaign to raise a positive image of town and counteract the negative impact of bad publicity over recent years.