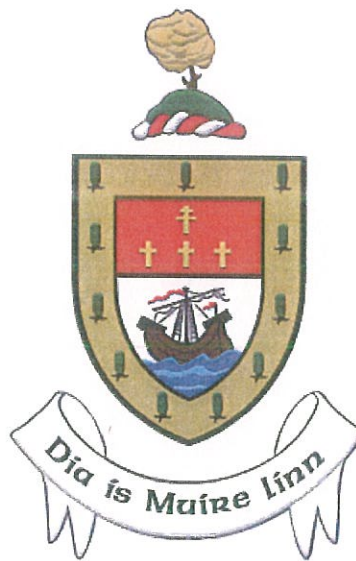


Comhairle Contae Mhaigh Eo
Mayo County Council

**Variation No. 2 of the Ballina Town and Environs
Development Plan 2009-2015**



As adopted on 8th September 2014

Introduction.

Ballina Town Council proposed Variation No. 2 to the Ballina Town and Environs Plan 2009-2015 in order to modify sections of the Plan relating to: Neighbourhood Shopping Areas; Architectural Conservation Areas; Signage; Plot Ratio; Support for the development of the National Salmon Life Centre; Rezone a portion of lands at Scoil Padraig and adjacent sports field from C1 Commercial Use to CF Community Facilities and to amend the land use zoning maps accordingly; Include an objective to develop a through-road between Pound Road and Market Road and to amend Map 7 Specific Objectives Map accordingly; to include an objective to develop the National Salmon Life Centre and Salmon Quarter and amend Map 7 Specific Objectives Map accordingly.

The proposed variation went on public display from Monday 31st March to Tuesday 29th April 2014 inclusive. At its meeting on 29th May 2014 Ballina Town Council, as a result of submissions received, decided to amend the proposed variation. It was further decided that the amendments to the variation were materially different and therefore were required to be displayed to the public.

On 31st May 2014 Ballina Town Council was dissolved and responsibility for the Ballina Town and Environs Plan 2009-2015 passed to Mayo County Council

The proposed amendments to the variation were put on public display from 23rd June to 25th July 2014. At its meeting of 8th September 2014 Mayo County Council, on the recommendation of Ballina Municipal District made the variation as amended.

Variation No. 2 as Adopted on 8th September 2014

Alterations to the Text of Ballina Town and Environs Plan 2009-2015

Section 2.3.8 Neighbourhood Centres (p. 58-59)

Last paragraph:

The locations of the recommended neighbourhood centres, to serve the residential neighbourhoods outlined, are indicated on Map No. 04. Retail outlets serving these residential neighbourhoods will be on a scale appropriate to serve the needs of the surrounding residential areas and should not undermine the role of the town centre as the principal retail centre in Ballina. In particular large supermarkets or shopping centres will not be permitted in such locations. It is envisaged that units, typically of 500sqm and perhaps up to 740sqm might be considered. The total area of any individual unit, whether comparison, convenience or a combination of both shall not exceed 740sqm. Action Area Plans for all five residential neighbourhoods will be completed. This is also referred to in Section 2.1 (*Residential Development*). These action area plans will focus in greater detail on the commercial/retail centres to serve each neighbourhood.

Section 2.3.9 Policies and Objectives (p. 59-60)

2.3.9 Policies and Objectives

Policies

It is the policy of Mayo County Council to:

- Maintain and support the role of the central area as the dominant commercial and retailing area in the town

- Enhance the physical appearance of the town centre in terms of building fabric, urban spaces and streets
- Promote redevelopment of derelict and under-utilised lands in the town centre and achieve sustainable development through intensification of land use.
- Pursue a sequential approach to retail planning with the preferential order of location for major new retail development as follows:
 - Town Centre
 - Edge of Centre
 - Out of Centre locations
- To control large scale convenience and comparison retail outlets outside of the town centre so as to protect the vitality and viability of the central area. The total area of any individual unit, whether comparison, convenience or a combination of both shall not exceed 740sqm

Section 2.4.14 Roads Objectives

T28 Develop a through-road between Market Road and Pound Road as part of any development and change of use of the site.

Section 2.5.3 Architectural Conservation Areas (p. 71-72)

An Architectural Conservation Area (ACA) is a place, area, group of structures or townscape, which is of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest, or contributes to the appreciation of a protected structure. An Architectural Conservation Area may or may not include protected structures. Planning permission must be obtained before significant works can be carried out to the exterior of a structure in an ACA, which might alter the character of the structure or the ACA.

Under the Local Government (Planning and Development) Act, 2000, as part of the development plan process Local Authorities are required to include objectives to preserve the character of Architectural Conservation Areas (ACA's).

In carrying out its review of the entire study area as part of the Plan Preparation Process, the project team focussed on two areas **a)** Crocketstown or the Quays and **b)** Pearse Street Historic Centre, where it was felt that the historic or architectural nature of the areas in question merited nomination for designation as an ACA. However, it should be stressed that there are areas of Ballina's streetscape where a vernacular architecture has evolved over time and which makes a positive contribution to the environment

b) Pearse Street Historic Centre

Although there is little map evidence currently available to develop a full understanding of its morphology, Graham and Proudfoot (citing the striking linearity of Pearse Street) have argued that in some respects Ballina has the characteristics of an 18th century 'newtown'. Although there is a certain consistency of scale, in other respects Pearse Street presents a variety of architectural styles with Victorian and Georgian facades and a wide range of material finishes. Nevertheless, the linearity referred to in Graham and Proudfoot, lends the street a particular quality, which is quickly and easily appreciated by even a casual visitor. The Pearse Street ACA shall include Tone Street, Tolan Street, O'Rahilly Street, Casement Street Walsh Street

and James Connolly Street. These streets with Pearse Street and the Military Barracks form the historic centre of Ballina's 19th Century market town. The building form, fabric and character of the area should be protected from non-contextual interventions. It is recommended that those aspects, which lend the Historic Centre its character, are studied in detail and that appropriate policies are established to protect its principal characteristics.

Section 2.6 Community and Cultural Amenities

Section 2.6.2 Policies and Objectives

CC8 To support the development of The National Salmon Life Centre at Barrett Street (Canal Side) and support the promotion of a salmon quarter in the town.

Section 2.13.3

New Bullet Point

- Mayo County Council recognises that the Scoil Padraig site, including the playing field, is an important social, community and amenity asset to the town. It is an objective of Mayo County Council to protect the community benefit which the lands now provide. Any future development of the site shall be informed by and take due account of the balance of community uses which currently exist on the site to which this objective relates.

Section 3.1.2 Plot Ratio (P. 104-105)

Density will be applied on a plot ratio basis. Plot ratio is the relationship between site area and the total floor area of the buildings erected on it and is calculated by dividing the gross floor area of the building by the site area. The gross floor area is the sum of all floor space within the external walls of the building(s), excluding plant, tank rooms, basement storage areas (where floor to ceiling height is less than 2.2m) and parking areas. In the case of a group of buildings within a common curtilage the floor area will be aggregated.

The purpose of the plot ratio control is to:

- Prevent the adverse affects of both over-development and under-development on the amenity and layout of buildings within the town centre,
- To achieve desirable massing of heights of buildings
- To balance the capacity of the site and the capacity of the frontage streets.

A) Town Centre (C1 and C2)

The wider town centre commercial/mixed use area has been divided into two zones in this plan (i.e. C1 and C2). In the inner zone a higher density is considered appropriate, due to its central location, where maximum intensity of activities are concentrated. The plot ratio in the C1 zone therefore is 1.5:1 to 2.5:1. In the outer zone (i.e. C2) a plot ratio of 1.0:1 – 1.5:1 will apply.

Where site coverage or plot ratio requirements cannot be met the local authority will exercise a degree of flexibility in such instances and quality of design and layout, urban design and the protection of amenities (particularly residential amenities) will be prime factors in determining whether a proposal is acceptable or not. Development proposals in excess of these standards

will also be considered where it is deemed appropriate and in the interests of the proper planning and development of the area, as well as complying with the objectives of sustainable development.

Circumstances where higher plot ratios will be considered include:

- Developments that would contribute to the rehabilitation of a rundown area or
- Developments that would make a significant contribution to urban character and/or the commercial or civic vitality of the town centre Infill developments in an existing terrace or street, where a higher plot ratio is necessary to maintain a uniform fenestration and parapet alignment or to obtain greater height for important urban design reasons.
- Where a site has an established plot ratio in excess of the general maximum for its zone,
- Minor extensions to existing developments.

It is the Councils Policy to encourage higher densities in the town centre so as to ensure the sustainability of both the buildings and the town centre itself. Areas such as Pearse Street / Arran Place, O'Rahilly Street, Tone Street, Tolan Street and Casement Street require buildings that will in keeping with the town centre plot ratio objectives.

Town Centre uses which require an extensive ground floor footprint, such as supermarkets, will be considered on their own merits.

Development proposals shall be in compliance with The Planning System and Flood Risk Management Guidelines for Planning Authorities.

Section 3.8.11 Advertising and Signage (P. 126-127)

The Planning Authority accept that advertising is an integral part of commercial and industrial development. However, in considering applications for advertising structures, it remains the primary concern of the Planning Authority to protect the essential character of the town.

Ballina Town Council introduced the SIGNS BYE-LAWS 2013, on the 25th June 2013 to control the proliferation of sub-standard and haphazard signage in the town in recent years. Under the byelaws an advertising sign requires an approval and permit. Non compliance of the byelaw is an offence subject to monetary penalties.

Map 07(a) Alterations to Map 07 of Ballina Town and Environs Plan 2009-2015

BALLINA
Town and Environs
 Development Plan 2009-2018
 September 2014
 Specific Objectives

Ballina Town Council
 Mayo County Council



Map No. 07A
 (Incorporating Variation No. 2)

LEGEND	
	Protected Structures
	Development Plan Objectives
	Pedestrian/Cycle Network
	Proposed Pedestrian/Vehicular Link
	Amenities
	Salmon Quarter
	Indicative Line of Proposed Through Road

