A. Refurbishment of Targeted Vacancy and Dereliction

BALLYMENA

» Targeted building refurbishment to remove blight and reoccupy vacant buildings e.g. apartments. Take advantage of regeneration opportunities which create a more attractive town centre environment, encourage town centre living, and protect and enhance the built heritage of the town centre.

- Retrofitting - sustainable development
- Improved building appearances
- Improved built heritage
- Town centre investment
- Add to mix of uses
- Encourage vibrant town centre
- Increased footfall

Commercial & Business	✓
Town Centre Living	✓
Green & Public Spaces	
Connections & Access	
Key Sites / Opportunity Sites	✓

B. Development of Key Sites

- Pop up park including green space, (seating, planting, events and play space) flexible work units, parking and programming for events to diversify and create activity in the Town Centre on currently underused sites.
- Pre cursor to residential led mixed use masterplan for sites such as Wellington St, Alexander St, Bridge St and Trostan Avenue.

Adding to Mix of Uses

Town Centre Investment

Space for Meeting & Interacting

Events Space

Christchurch, New Zealand

Increased Jobs

Increased Footfall

Increased Biodiversity

Overlooked & Usable Public Spaces

Barcelona, Spain

- Commercial & Business ✓
- Town Centre Living ✓
- Green & Public Spaces ✓
- Connections & Access ✓
- Key Sites / Opportunity Sites ✓

C. Braid River and Henry Street

BALLYMENA

- Improved and attractive pedestrian / cycle connections linking the town centre with the river and Henry Street. To include the creation of high quality spaces along the riverfront which adds activity, encourages interaction and reconnects the town with this currently underused natural asset.
- Pre cursor to residential led mixed use masterplan.

Increased Footfall

Improved Connectivity

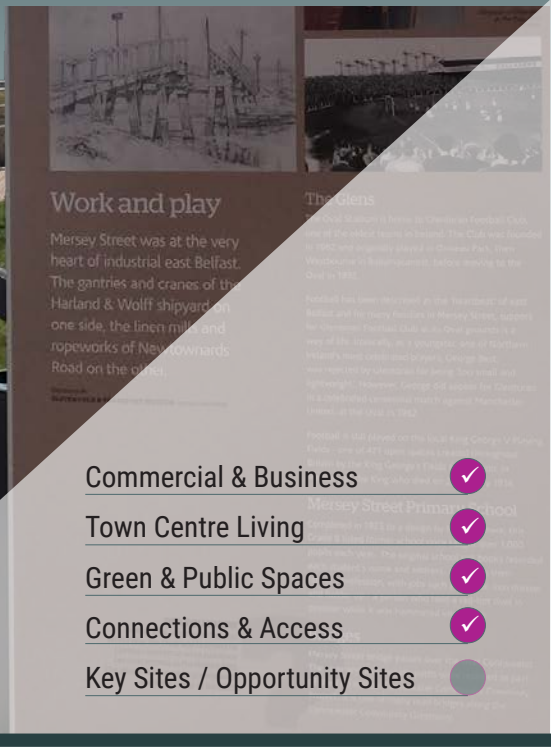
Increased Biodiversity

Improved Perception of Safety

More Journeys on Foot/ Cycle

Improved Health & Well-being

Connswater Community Greenway



- Commercial & Business ✓
- Town Centre Living ✓
- Green & Public Spaces ✓
- Connections & Access ✓
- Key Sites / Opportunity Sites

D. Church Tower - Restoration & Access

BALLYMENA

- Increased Heritage Awareness
- Increased Footfall
- Improved Existing Green Space
- Increased Town Centre Attractions

» Works to restore the tower, ensuring safe access for visitors. Landscape improvements, maintenance, lighting and interpretation of the graveyard.

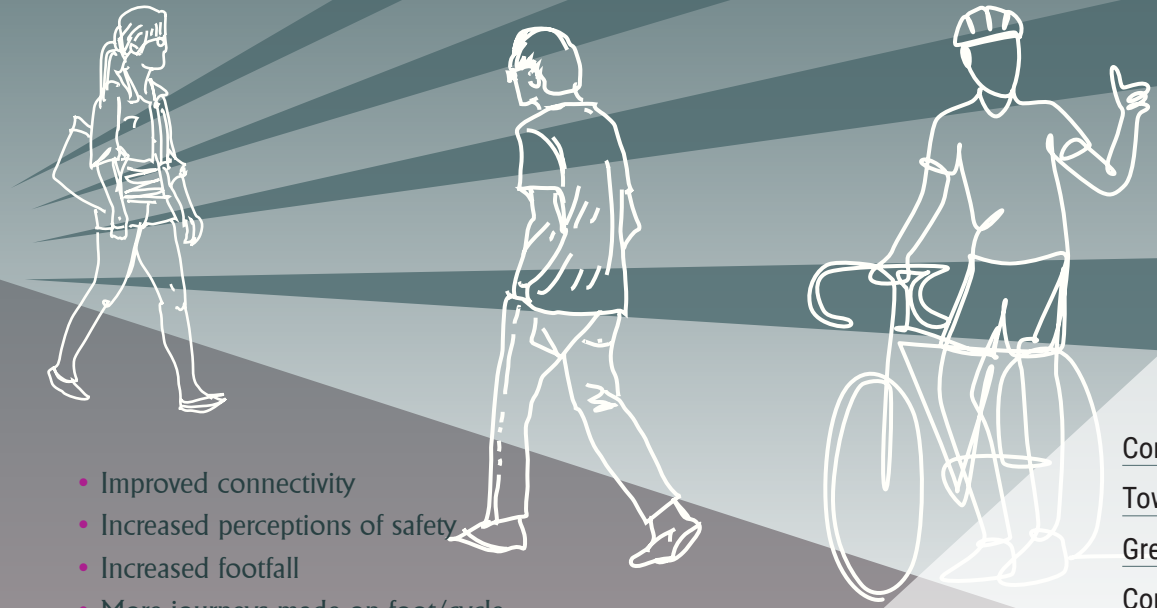
- Commercial & Business ✓
- Town Centre Living ✓
- Green & Public Spaces ✓
- Connections & Access ✓
- Key Sites / Opportunity Sites ✓

E. Street Animation

» Development of a varied programme of high quality events to take place in and around the town centre, attracting footfall and activity including the use of the band stand. Focus should be given on a year long programme promoting inclusivity, welcoming all to the town centre.

F. Walking & Cycling Strategy

» Improving ease of navigation and continuing efforts to establish a cohesive cycle and pedestrian network through the town centre, linking adjacent neighbourhoods and open spaces. Moving towards walking and cycling becoming the natural choice for travelling in and around the town centre through established, attractive and safe routes.



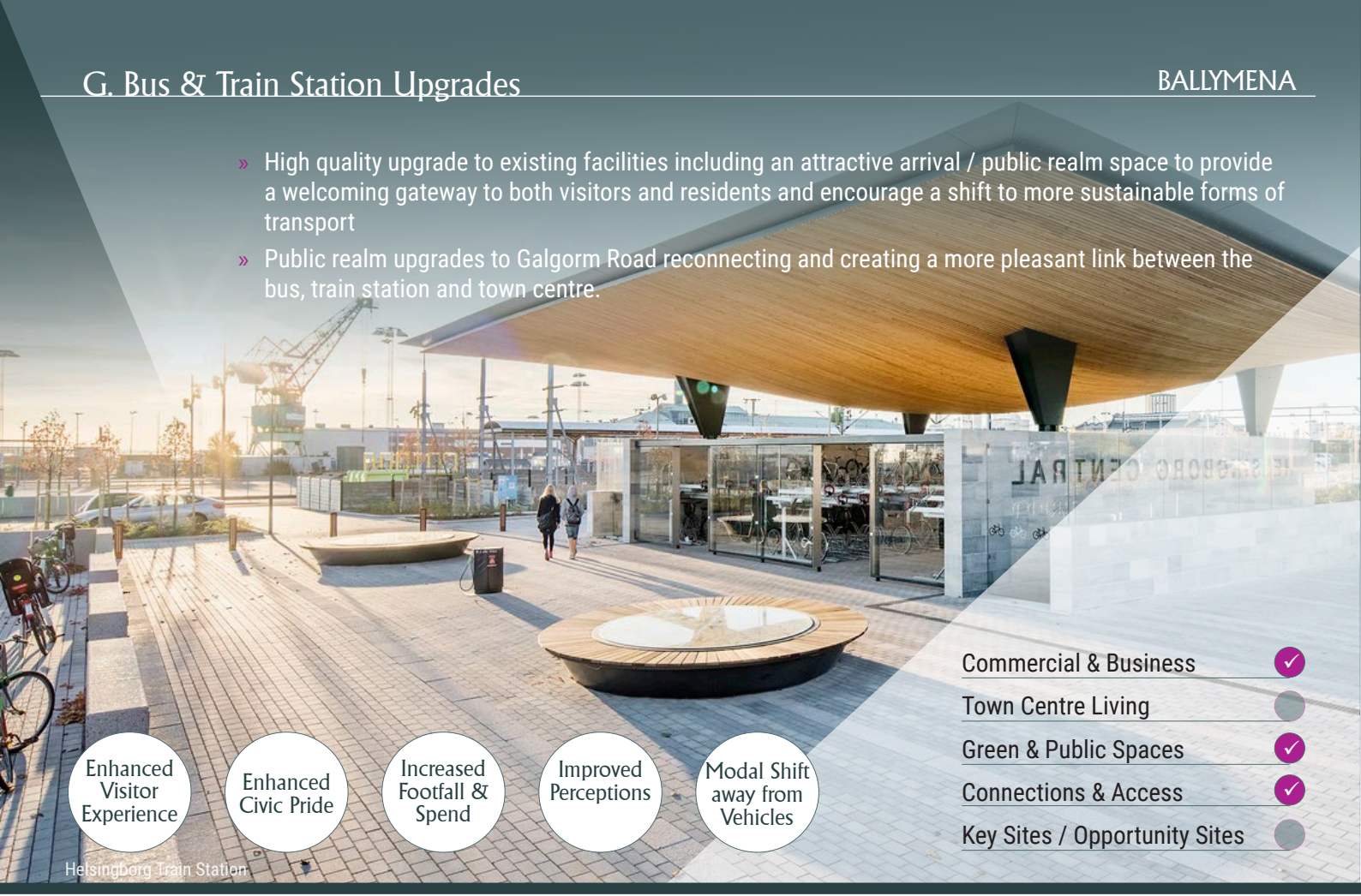
- Improved connectivity
- Increased perceptions of safety
- Increased footfall
- More journeys made on foot/cycle
- Improved health and well-being

Commercial & Business	✓
Town Centre Living	
Green & Public Spaces	✓
Connections & Access	✓
Key Sites / Opportunity Sites	

G. Bus & Train Station Upgrades

BALLYMENA

- High quality upgrade to existing facilities including an attractive arrival / public realm space to provide a welcoming gateway to both visitors and residents and encourage a shift to more sustainable forms of transport
- Public realm upgrades to Galgorm Road reconnecting and creating a more pleasant link between the bus, train station and town centre.



Helsingborg Train Station

Enhanced Visitor Experience

Enhanced Civic Pride

Increased Footfall & Spend

Improved Perceptions

Modal Shift away from Vehicles

Commercial & Business	✓
Town Centre Living	
Green & Public Spaces	✓
Connections & Access	✓
Key Sites / Opportunity Sites	

H. Public Realm Extensions

» Extending the streetscape improvements to encourage movement to and from the town centre, strengthening existing links and transforming the visual quality of connections. To include signage and cycling provision.

Sweco, Belgium

- Enhanced Visitor Experience
- Enhanced Civic Pride
- Increased Footfall & Spend
- Improved Perceptions
- Modal Shift to Walking/ Cycling

Commercial & Business	✓
Town Centre Living	
Green & Public Spaces	✓
Connections & Access	✓
Key Sites / Opportunity Sites	