

LISTOWEL TOWN (DRAFT)





- 3.0 Listowel Town**
- 3.1 Introduction & Context**
 - 3.1.1 Regional Spatial and Economic Strategy (RSES), North Kerry Network**
 - 3.1.2 County Development Plan**
 - 3.1.3 Vision & Strategy**
- 3.2 Demographics & Population growth**
 - 3.2.1 Population**
 - 3.2.2 Housing Land Requirement**
- 3.3 Climate Action**
 - 3.3.1 Climate Action in Listowel**
 - 3.3.2 Biodiversity**
 - 3.3.2.1 Green and Blue Infrastructure**
 - 3.3.3 Natural Heritage**
 - 3.3.4 Flood Risk**
- 3.4 Urban Regeneration (See also Chapter 4 – Town, Villages & Retail)**
 - 3.4.1 Listowel Town Centre and Public Realm**
 - 3.4.2 Regeneration Area**
 - 3.4.2.1 Living Over the Shop**
- 3.5 Sustainable Land Use Development**
 - 3.5.1 Opportunity Sites**
 - 3.5.2 Regeneration Sites/Lands**
 - 3.5.3 Castleinch**
- 3.6 Retail**
 - 3.6.1 Retail Hierarchy**
 - 3.6.2 Retail Regeneration**
 - 3.6.3 Shopfronts & Signage**
- 3.7 Economy & Employment**
 - 3.7.1 Listowel Economic Strategy**
 - 3.7.2 Listowel Business Park, Clieveragh**
 - 3.7.3 Digital Hub**
 - 3.7.4 Listowel Food Hub**
 - 3.7.5 Local Food**
- 3.8 Tourism (See Tourism, Chapter 10)**
 - 3.8.1 Historic Town**
 - 3.8.2 Potential Growth Markets**
- 3.9 Heritage & Built Environment**
 - 3.9.1 Archaeological Heritage**
 - 3.9.2 Architectural Heritage**
 - 3.9.2.1 Historic Towns Initiative**
 - 3.9.2.2 Architectural Conservation Areas**
 - 3.9.3 Built Heritage & Urban Design**
 - 3.9.4 Arts, Heritage & Culture**
- 3.10 Recreation, Amenity and Open Space**
 - 3.10.1 Childers Park & Woodlands**
 - 3.10.1.1 Childers Park & Woodlands Action Plan (2019)**
 - 3.10.2 Blueway**
 - 3.10.3 Listowel Racecourse**
- 3.11 Transportation**
 - 3.11.1 Listowel Transport Strategy and Mobility Plan**
 - 3.11.2 Active Travel**
 - 3.11.2.1 Greenways**



3.12.3 Roads & Infrastructure

3.12.4 Public Transport

3.12 Land Use Zoning, Zoning Maps and Flood Maps



3.0 Listowel Town

3.1. Introduction & Context

Listowel is the capital of North Kerry and is the third largest urban centre in County Kerry. Designated as a Regional town, Listowel is a heritage and historic town and a busy retail centre for North Kerry and West Limerick. It has attractive amenity areas within the town including Childers Park and Woodlands and the River Feale walk parallel to the town centre which forms part of the Lower Shannon SAC.

Listowel is a significant economic district, not only serving a large agricultural community, but is also home to a range of foreign-owned and indigenous manufacturing and service companies. In addition, co-working facilities located in the town also provide an opportunity for people to relocate back to Listowel and the wider North Kerry area. Recent investments include the Listowel Bypass, Listowel Food Hub, public realm improvements and the North Kerry Greenway. The strengthening of Listowel's urban fabric, the future economic development of the town, improvements in local infrastructure and communications are key priorities for the Council. Listowel's many strengths include its proximity to the Port of Foynes (32 km) and to the Ballylongford and Tarbert Industrial Land banks (12 km). This plan aims to optimise spatial development which is essential for future infrastructural investment.

The opening of the North Kerry Greenway in Spring 2022, the proximity of Listowel to the Wild Atlantic Way and its status as the 'Literary Capital of Ireland', highlights the potential for transformational growth in sustainable tourism development. This plan promotes the positioning of Listowel as the key tourism driver for North Kerry in the context of the North Kerry Greenway and the Cliff Coast Development Plan.

As a designated heritage town, Listowel's unique architecture and streetscapes, coupled with a strong sense of identity and with continued local community participation, Listowel offers a unique place to invest, work and live.

3.1.1 Regional Spatial and Economic Strategy (RSES), North Kerry Network

Kerry County Council recognises and supports the economic role Listowel plays as an economic driver in the North Kerry/West Limerick/Clare network.

3.1.2 County Development Plan

This plan forms part of the main County Plan and hence all policies and objectives relating to each chapter in Volume 1 shall apply to Listowel. Further information is contained within each relevant chapter. The land use zoning map relates to the boundary of the former Town Council. The Listowel Environs are contained in the Listowel Municipal District Plan 2020-2026.

3.1.3 Vision & Strategy

The vision for Listowel is to re-establish the Town as a 'Greenway Hub' and key tourism driver for North Kerry as a vibrant regional focal point for North Kerry and to sustainably transition the town as a year-round hub for tourism, outdoor activities, arts and culture, heritage and food, in order to stimulate its growth in population and services.

To allow Listowel to develop in an orderly manner, it is important to:

- Position Listowel as a hub for activity tourism in North Kerry
- Accommodate Enterprise Incubation, Expansion and Remote Working in Listowel.
- Promote Listowel as a regional town with every effort made to achieve its population target as per the Core Strategy.
- Ensure that Listowel's status as a service town for the Shannon Estuary and Tarbert/Ballylongford landbank is maximised.



- Sustainably support and strengthen Listowel's enterprise and employment opportunities, including both the Food Hub and Digital Hub
- Develop a vibrant town through the provision of an appropriate and sustainable range of social and physical infrastructure, facilities and services, including retail, commercial and enterprise development to serve the inhabitants of the town and its rural hinterlands as a priority.
- Provide an improved quality of life for its residents and ensure that growth in population and services is maximised to a level which will maintain a vibrant day time and night-time economy within the town, while maintaining and enhancing its physical assets, unique character and natural attributes.
- Ensure that the town is attractive, liveable, vibrant, with well-designed urban places that have diverse and integrated communities enjoying a high quality of life which promote a sense of place and personal wellbeing which is universally accessible.
- Relieve traffic congestion with the development of the N69 Listowel by-pass so as to provide a safe and sustainable urban environment in which to travel via sustainable modes of transport such as cycling and walking and to enhance the public realm of Listowel.
- Promote sustainable transport and climate resilience through Active travel measures.
- Reimagining Listowel's unique existing built heritage through redesign, innovation and technology
- Reaffirm the critical role of the town centre and its heritage status. Implement positive measures for its continued vibrancy, using its attractive built form as a positive factor while acknowledging the strong level of protection for buildings and structures necessary to maintain its character.
- Ensure development is of a high visual and architectural standard to contribute positively to the attractiveness of the streetscapes and enhance the attractiveness of the town to both residents and visitors alike.
- Maximise the potential of tourism by developing a quality and range of tourism product that will attract tourists and increase vibrancy in the town on a year-round basis.
- Protect and enhance the conservation value of the River Feale and the Lower River Shannon SAC.
- Develop a strategy for the sustainable transition of Listowel as a regional hub for tourism, outdoor activity and recreation, incorporating: The North Kerry Greenway, The River Feale Blueway, Childers Park and Woodlands, Arts and Culture, Heritage and Food.
- Locate new development within the town core to ensure it complies with the national objective of compact growth and ensure it contributes positively to the attractiveness of the streetscape.
- Identify and prioritise under-used/vacant sites and derelict opportunity sites for re-use and re-development.

Listowel Town Strategic Objectives

It is an objective of the Council to:

- | | |
|--------------|--|
| LIS 1 | Support the development of Listowel as part of the North Kerry/West Limerick/Clare network in accordance with the RSES. |
| LIS 2 | Promote Listowel as a regional town and achieve its population target as per the core strategy by harnessing its strategic location and its proximity to the Atlantic Economic Corridor, The Wild Atlantic Way and Shannon Estuary; its urban structure, potential tourism, retail, service and accommodation base; and other competitive advantages. |
| LIS 3 | Support the policies and projects contained in the rural regeneration development fund submission for Listowel entitled; 'Where Stories Begin' project a new chapter in Listowel's economic transformation and prosperity; including <ul style="list-style-type: none"> • Re-establishing the 'Town Square' as the Cultural Heart and Economic Centre of Listowel |



- Positioning Listowel as a hub for Activity Tourism in North Kerry
- Accommodating Enterprise Incubation, Expansion and Remote Working in Listowel

LIS 4	Provide an improved quality of life for its residents and ensure that growth in population and services is maximised to a level which will maintain a vibrant day time and night-time economy within the town, while maintaining and enhancing its physical assets, unique character and natural attributes.
LIS 5	Strengthen and support Listowel's enterprise and employment opportunities, including the development of the Listowel Food Hub and Digital Hub.
LIS 6	Realise the socio-economic potential of the North Kerry Greenway and facilitate the sustainable development of the Greenway Trail Head and Outdoor Activity Facilities Hub and the Tralee to Listowel greenway (potentially incorporating peatways) link as well as greenways to Tarbert and Ballybunion.
LIS 7	Strengthen Listowel's sense of place and identity as a highly attractive place to live, work, study and visit with the continuation of transformative urban regeneration and public realm spaces.
LIS 8	Facilitate the reduction of congestion in the town with the construction of the N69 Listowel By-pass and improve inclusivity, accessibility, permeability, and connectivity throughout the town and with adjoining amenities via sustainable modes of transport, including cycling and walking through projects identified in the Listowel Active Travel Transport Plan and funded under the NTA Active Travel Programme.
LIS 9	Facilitate projects and initiatives that contribute to the protection and improvement of the environment and Listowel's Heritage.

3.2 Demographics

3.2.1 Population

The 2016 Census recorded a population of 4,820 for Listowel Town (& environs), which based on changes to the census boundary of the town, reflects a static population. The Listowel urban area recorded an average age of 40.3, which is an increase on the average age of 38.9 in 2011 and is reflective of the ageing population of the County overall.

The population allocation as contained in the Core Strategy of the Kerry County Development Plan 2022-2028 for the town of Listowel is 529. It is the intention therefore to make provision for the development of 415 residential units.

When allocating for future growth, the council had regard to the principle outlined in the Core Strategy (see Vol 1, Chapter 3.10.3).

The following chart indicates the demographics of Listowel "at a glance" (CSO Census 2016).

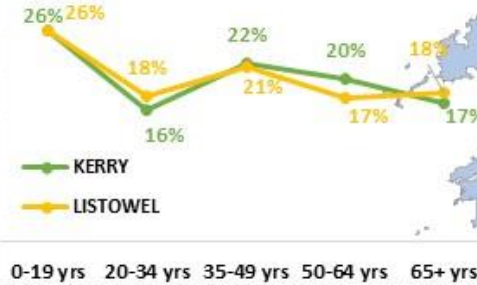


LISTOWEL 2016 Census Data

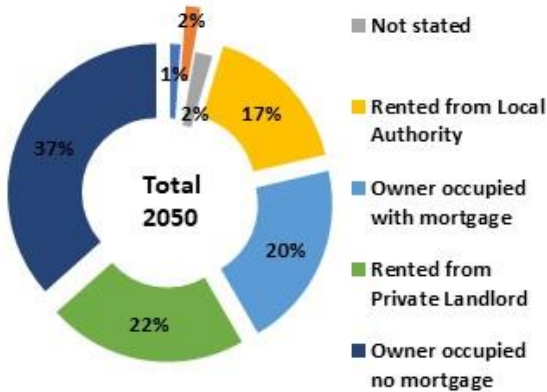
POPULATION



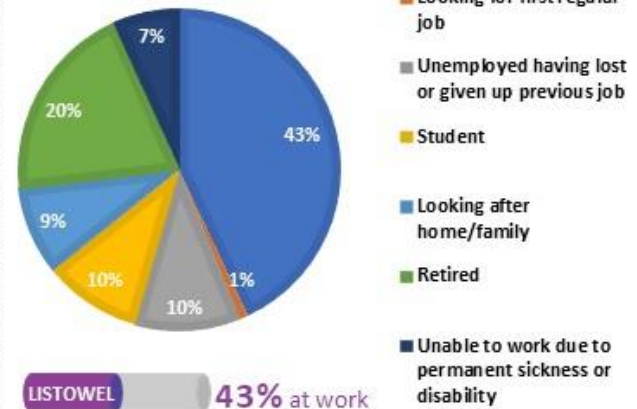
AGE PROFILE



HOUSING

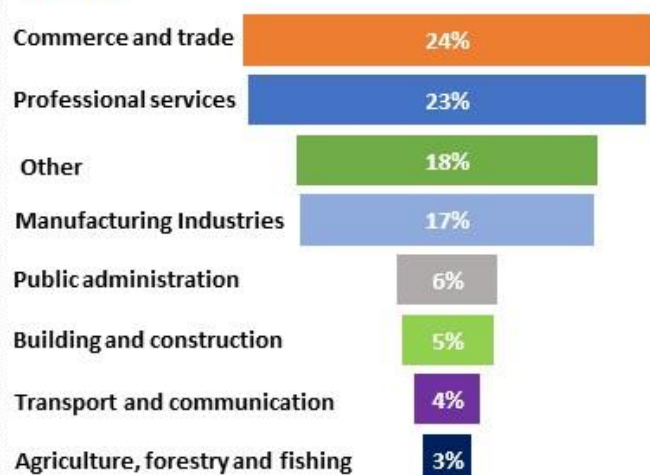


EMPLOYMENT

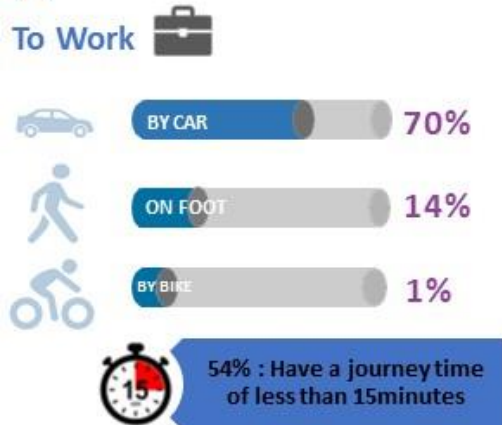


	LISTOWEL	MD
Owner occupied no mortgage	37%	50%
Rented from Local Authority	17%	8%
Rented from Private Landlord	22%	10%

WORKING PERSONS BY SECTOR



MEANS OF TRAVEL



	Agriculture, forestry and fishing	Commerce and trade	Professional services
LISTOWEL	3%	24%	23%
MD	12%	20%	23%



3.2.2 Housing Land Requirement

The Core Strategy envisages a population growth of 529 persons over the lifetime of the plan. This population growth equates to 415 residential units. As outlined in Volume 1, Chapter 3 (Core Strategy) and Chapter 4 (Towns & Villages), the Council promotes a plan led approach to residential development. A principal tenet of this is the need to adopt a sequential approach to zoning of residential lands, extending outwards from the centre of an urban area, in line with the provision of infrastructure. Additional headroom of 20% is included in the land requirements to allow for the provision of competition, the avoidance of market monopoly and the non-availability of zoned lands. The majority of lands are centrally located, within walking distance to the town centre. It is envisaged that 30% of new housing in Listowel will be on infill and brownfield sites. The provision of the required housing units shall occur within the town boundary in accordance with the Core Strategy.

Residential Development Objectives

It is an objective of the Council to:

LIS 10	Facilitate the development of 415 residential units within the town boundary.
LIS 11	Facilitate the provision of a range of housing solutions, to cater for the diverse housing demand within the town, catering for individuals and families at appropriate scales and attractive alternatives to urban generated housing in rural areas.
LIS 12	Monitor the scale, rate and location of newly permitted developments and apply appropriate development management measures in order to ensure compliance with the Settlement Hierarchy and Strategy, including the population targets for the county.
LIS 13	Encourage and facilitate adequate levels of Social Housing and Assisted Living Schemes at appropriate locations.

3.3 Climate Action

3.3.1 Climate Action in Listowel (See also Vol 1, Chapter 2 – Achieving a sustainable Future)

Kerry County Council will seek to incorporate the national policy on climate change - the national climate objective of a “transition to climate resilient, biodiversity rich a “low carbon, climate resilient and environmentally sustainable climate neutral economy by the end of the year 2050” and The European “Green Deal” into the regeneration of Listowel as part of its commitment to tackling the challenge of climate change. Specific climate actions for Listowel will be incorporated into Kerry County Council’s Climate Adaptation Strategy 2019 - 2024. Actions for biodiversity have been included in Kerry County Council’s second Biodiversity Action Plan 2022-2028 which forms part of the County Development Plan.

The future development of Listowel and its growth will focus on the development of higher-density neighbourhoods, co-working opportunities, smarter use of information technologies and patterns of mixed land use which can help reduce the need to travel and the development of a circular economy. There must be a reduction of the dependence on and use of vehicular traffic in Listowel, an increase in alternative modes of transport and a renewed focus on the development of infill and brownfield sites.

The redevelopment of infill and brownfield sites in the Town Centre and the tackling of dereliction in the area is key to continued compact growth of the town, in accordance with the National Planning Framework and the RSES, creating more sustainable communities within the town. The refurbishment and re-use of the historic buildings to apply best practice in energy efficiency will also contribute to reducing carbon emissions and contribute to the creation of new sustainable communities.

The improvement of the public realm and its focus on strengthening pedestrian and cycling links into, through and further linkages to a wider cycle network in the town, the park and the North Kerry Greenway is key to the future sustainability of alternative transport modes. Creating an attractive town core with a high-quality environment and amenity offering will enhance the attractiveness of the town as a residential and business base.

3.3.2 Biodiversity

In terms of biodiversity and open space, it is an objective of this plan to retain, protect and enhance the natural heritage of the town. It is recognised that this can support the health and well-being of the urban population and enable town dwellers to reconnect and experience nature and wildlife in their daily lives. In the context of Listowel there is a significant opportunity to interconnect the built and natural environment, sensitively merging the large open space natural resources of the town park as a seamless part of the urban experience, providing areas of natural habitat interwoven into an improved public realm.

3.3.2.1 Green and Blue Infrastructure

Strong communities and a thriving economy need a healthy natural environment. Green and Blue (waterways, rivers etc.) Infrastructure within our environment – built and natural - provides habitats for flora and fauna to thrive and thereby enhances our biodiversity.

In the context of Listowel there will be significant emphasis on the interconnectivity of the built and natural environment, sensitively merging the open space natural resources of Childers Park and Woodlands, The River Feale, Ballygrennan Hill and the North Kerry Greenway as a seamless part of the urban experience, providing areas of natural habitat sustainably interwoven into an improved public realm.

Climate Action Objectives

It is an objective of the Council to:

- | | |
|---------------|---|
| LIS 14 | Strengthen Listowel's existing Green and Blue Infrastructure, subject to environmental assessment, and facilitate its expansion in line with The EU's Bio-diversity Strategy 2030. Provide an Activity Facilities Hub (trailhead, campervan park, outdoor performance area etc.) at the interface between the Green and Blue Infrastructure (i.e., at Neodata and Council Depot). |
| LIS 15 | Protect existing biodiversity features in the town and where appropriate enhance biodiversity with regard to the National Biodiversity Action Plan 2017-2021 and actions identified in the All-Ireland Pollinator Plan. |

3.3.3 Natural Heritage

The Town of Listowel benefits from its position along the Feale Valley and close to impressive, elevated landscapes such as Ballygrennan Hill. The landscape, public open space and Childers Park and Woodlands are a combination of natural and man-made features and are enjoyed by people of the town and visitors alike. The Council recognises the importance of these features and will strive to protect and enhance the landscape and physical beauty of the Town and the surrounding area.





Natural Heritage Objectives	
It is an objective of the Council to:	
LIS 16	Ensure that all trees and woodlands of high amenity value are retained where possible and that replacement tree planting is provided where age or disease necessitates removal (in line with the Tree Management Policy for Listowel MD).
LIS 17	Require the incorporation of existing trees and groups of trees of significance into any proposed development, to require their protection during construction works and their subsequent maintenance (in line with the Tree Management Policy for Listowel MD).
LIS 18	Protect views and prospects of the River Feale as viewed from the northern bank of the river.
LIS 19	Preserve and improve the natural character, natural amenity value and high landscape quality of the wooded Feale River Valley and adjoining areas to the south of the Town Park and Spa well Ridge.
LIS 20	Develop further the considerable potential of the River Feale for amenity purposes, particularly with regard to protecting existing rights-of-way, improving access and extending the riverside walk in a manner which would not adversely affect the conservation objectives of the SAC.
LIS 21	Provide fishing stands along the River Feale so as to facilitate disabled anglers in a manner which would not adversely affect the conservation objectives of the SAC.

3.3.4 Flood Risk

The OPW have identified preferred flood mitigation infrastructure to mitigate flood risk along the Feale in the CFRAM Flood Risk Management Plan for Tralee Bay – Feale River Basin (UOM 23). It is an objective of this plan to facilitate the implementation of this infrastructure and the Clieveragh flood relief scheme. For more details regarding flood risk management see Chapter 11 Environment, Chapter 13 Water and Waste Management and the Development Management Standards and Guidelines. It is also an objective to prepare a masterplan for the Castleinch lands, this plan will include flood management proposals.

A Strategic Flood Risk Assessment has been carried out for this plan and has informed the land use zonings. Flood Maps indicating those areas in Listowel that are risk of flooding are included in section 3.12.

Flood Risk Objectives	
It is an objective of the Council to:	
LIS 22	Protect the town's existing floodplains and wetlands from inappropriate development in recognition of their function as attenuators and conveyors of flood water.
LIS 23	Implement the recommendations and provisions of the Planning Guidelines on the Planning System and Flood Risk Management (DoEHLG 2009), (UOM 23) and ensure that flood risk assessment policies, plans or projects are compliant with Article 6 of the Habitats Directive.
LIS 24	Facilitate the construction of flood mitigation infrastructure identified in the CFRAM Flood Management Plans for UOM 23, subject to environmental assessment, including the construction of the Clieveragh Flood defence scheme.



3.4 Urban Regeneration (See also Vol 1, Chapter 4 – Town & Villages)

3.4.1 Town Centre and Public Realm

In order to deliver the vision for Listowel as a vibrant regional town, this plan places a strong focus on town centre development, retail and urban regeneration opportunities. There are many opportunities and national schemes in place to address decay and dereliction and make town centres attractive and desirable places to visit and live including the Repair & Leasing Scheme and the Buy & Renew Scheme. Developing an attractive public real/amenity space is also important and the use of a co-benefits approach to include for the protection, enhancement and creation of biodiversity including nature-based solutions for management of water run-off, actions from the All Ireland Pollinator Plan and where compatible with the town's architectural heritage, installing swift nest boxes, will be supported.

Kerry County Council is committed to ensuring the town centre area remains commercially viable, active and buoyant. Key indicators for this include:

- diversity of retail functions,
- environmental amenity,
- quality of the public realm,
- vacancy rates on primary and secondary streets,
- accessibility and pedestrian permeability,
- perception of safety and occurrence of crime,
- regular maintenance and effective cleaning.

The Council has identified a number of opportunities also contained in the Heritage and Community Led Regeneration Strategy and the Listowel Economic Strategy 2019 – 2021 that have the potential to stimulate urban renewal and regeneration through the improvement of the public realm and enhancement of the urban core. These include:

- Developing an attractive urban centre providing an attractive location for investment, employment, residential and leisure activities and extending the dwell time of visitors to the town.
- Establishing the Town Square, Small Square and William Street as a nucleus for the Town and basis for the Public Realm Plan and subject to environmental assessment.
- In conjunction with the Smarter Travel theme, enhancing Listowel as a 'Destination Town' by consolidating the cycling and walking route networks through the town centre in connectivity with the developing greenways through projects identified in the Listowel Active Travel Transport Plan and funded under the NTA Active Travel Programme.
- Developing the concept of placemaking and valuing the built heritage of Listowel Town.
- Enhancing the accessibility and opportunity for Listowel's Arts, Literature and Food Culture themes through the provision of outdoor performance and dining facilities.
- Building on Listowel's successful festival programme including Writer's Week, Listowel Race week, the Revival Festival and Food Festival to establish Listowel as the culture capital for North Kerry and all year-round destination.
- Establishing Listowel as a Tourism Hub for North Kerry through road and greenway infrastructure and in line with the Cliff Coast Development Plan.

Kerry County Council has been very pro-active in developing and advancing a number of studies and plans for Listowel. With large-scale National and European investment in projects such as the Listowel (N69) by-pass, The Listowel Economic Strategy 2019 – 2020, Enterprise Town competition, Town Centre Health Check Study, The Listowel Heritage and Community Led Regeneration Strategy, the Listowel.ie brand and the Action Plan for Childers Park and Woodlands, the town has an abundance of potential to build upon and thrive with a collaborative approach to revitalising its town centre.



Town Centre and Public Realm Objectives

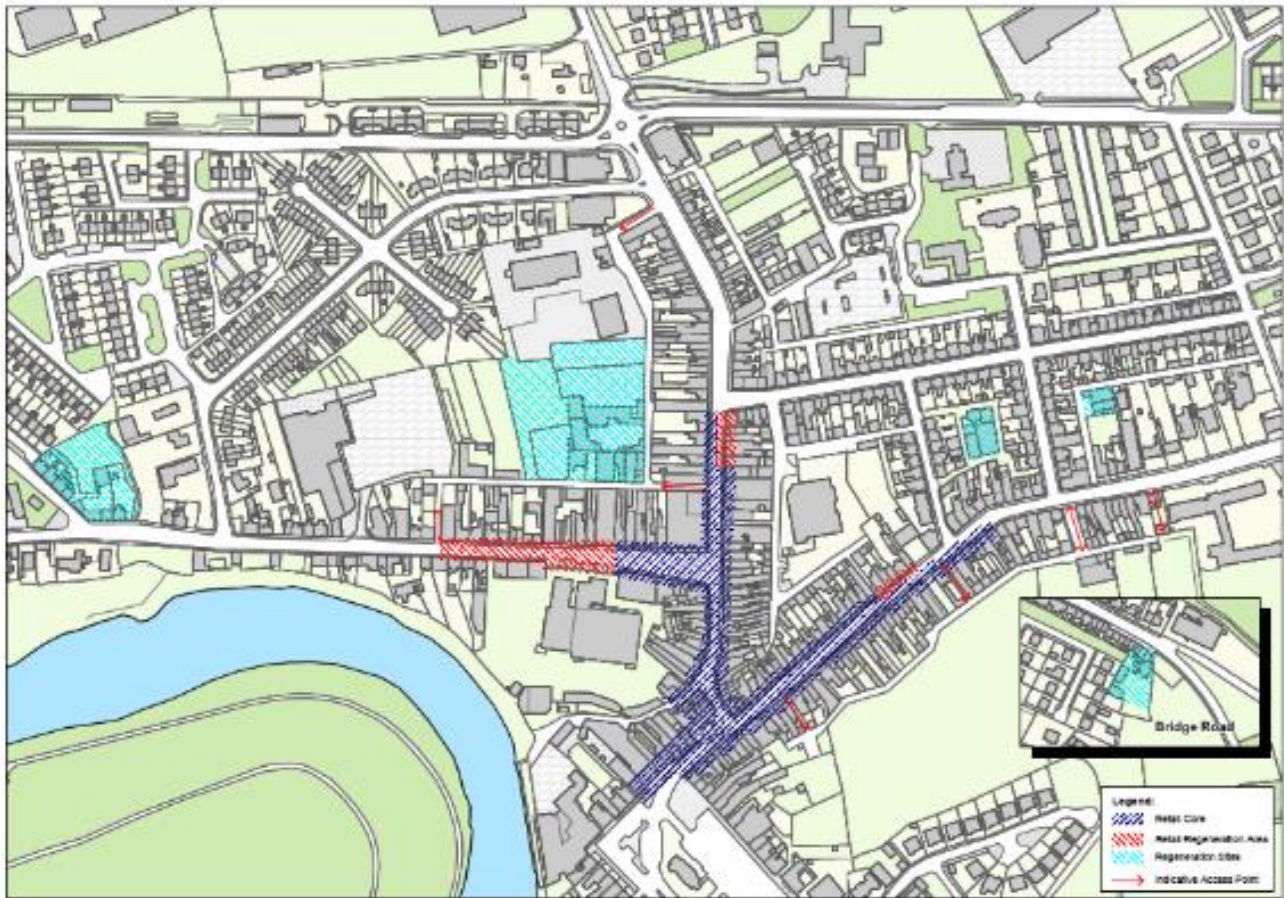
It is an objective of the Council to:

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| LIS 25 | Facilitate the preparation of a Town Centre Renewal Action Plan and create a Public Realm Plan and facilitate the sustainable regeneration and renewal of Listowel Town Centre's streets, public realm spaces, including the squares, park, nodes, walkways and greenways in order to revitalise it as a prosperous, vibrant, attractive location in which to live, work, learn and visit. |
| LIS 26 | Progress the findings/recommendations of the Retail Health Check to deliver a framework for the future development & revitalisation of Listowel town. |
| LIS 27 | Facilitate and support the actions of the Listowel Heritage and Community-Led Regeneration Strategy and the Listowel Economic Strategy 2019-2021. |
| LIS 28 | Develop the urban centre to provide an attractive location for investment, employment, residential and leisure activities and extending the dwell time of visitors to the town. |
| LIS 29 | Re-establish the Town Square, Small Square and William Street as a nucleus for the Town in conjunction with the Smarter Travel transition to enhance Listowel as a 'Destination Town' by consolidating the cycling and walking route networks through the town centre connectivity to the developing greenways. Increase the walking and cycling permeability of the town by linking schools, residential areas and workplaces with town centre services through projects identified in the Listowel Active Travel Transport Plan funded under the NTA Active Travel Programme. |
| LIS 30 | Develop the concept of placemaking and valuing the built heritage of Listowel Town. |
| LIS 31 | Ensure that future development in the town takes place on infill, brownfield and greenfield sites contiguous with the built-up area and consolidates the compact urban form of the town making it an attractive and sustainable settlement. |

3.4.2 Regeneration Area

The Regeneration Neighbourhood Scheme contains a number of interventions taken from initiatives in Rebuilding Ireland to address vacant properties around Listowel. A number of streets have been identified where these interventions could be appropriate. These regeneration neighbourhoods contain vacant properties that can be brought back into use as

new homes. The renovation and re-use of these properties will significantly improve Listowel's streetscape along with improvements to adjoining shopfronts. A reduction in development contributions shall apply to these sites in accordance with Kerry County Council's Development Contribution Scheme 2017.



Map 3.1: Regeneration Area

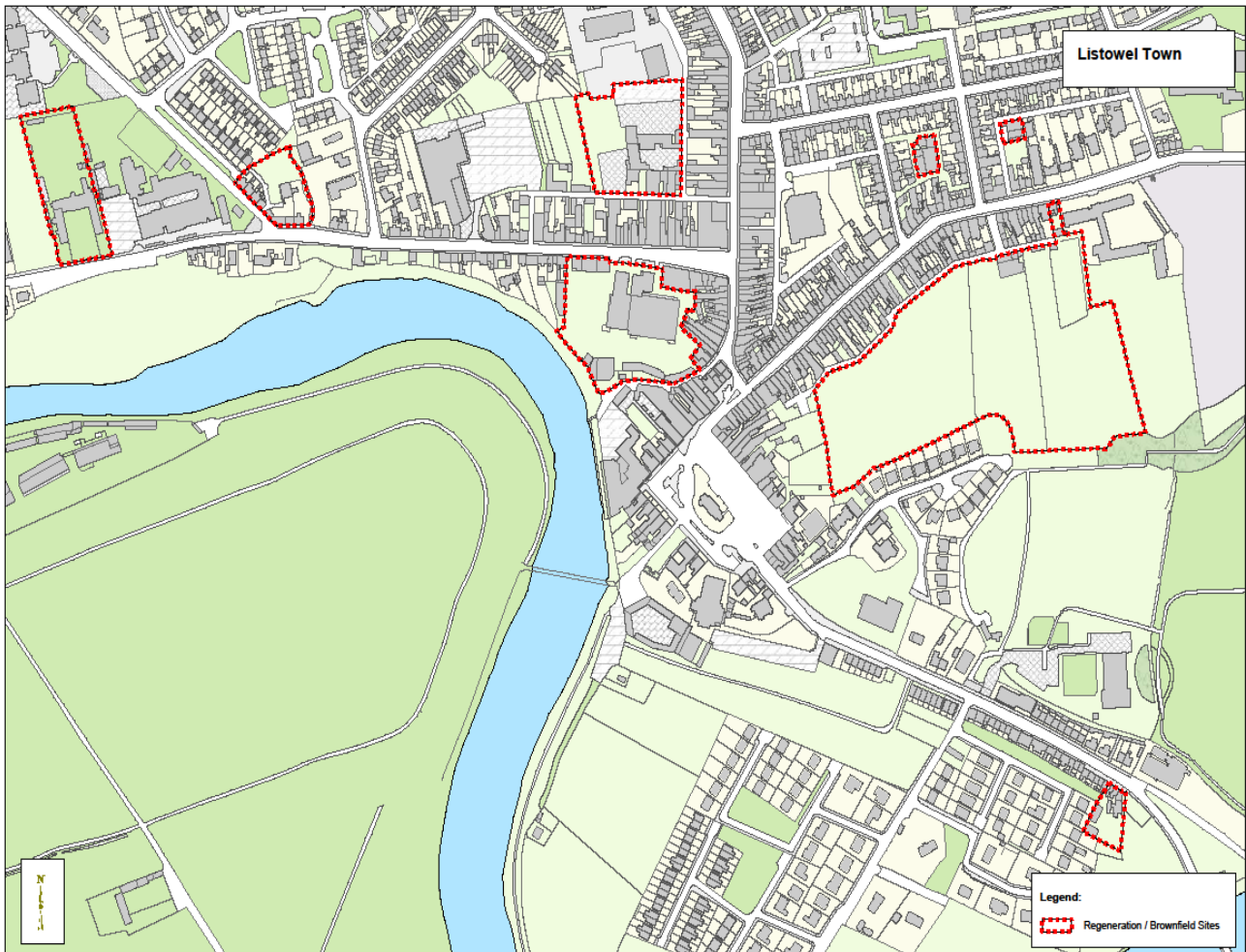
3.4.2.1 Living Over the Shop

The Council will consider a reduction in open space and car parking standards for “living over the shop” accommodation proposals in areas designated as Regeneration Neighbourhoods, subject to protecting residential amenity, where considered appropriate by the Planning Authority.

3.5 Sustainable Land Use Development

In accordance with RPO 43 Regeneration, Brownfield and Infill Development a number of sites have been identified for potential redevelopment. An increased level of density will be permitted on these sites subject to appropriate design and integration. Additional incentives to development these lands also apply such as reduced development contributions and parking requirements.

It is a policy of this plan that developments in Listowel shall have regard to the Ministerial Guidelines regarding Sustainable Urban development, building heights apartment size etc, the Council will have a flexible design led approach to development within these designated regeneration sites.



Map 3.2: Town Centre Opportunity Sites

Regeneration Areas Objectives

It is an objective of the Council to:

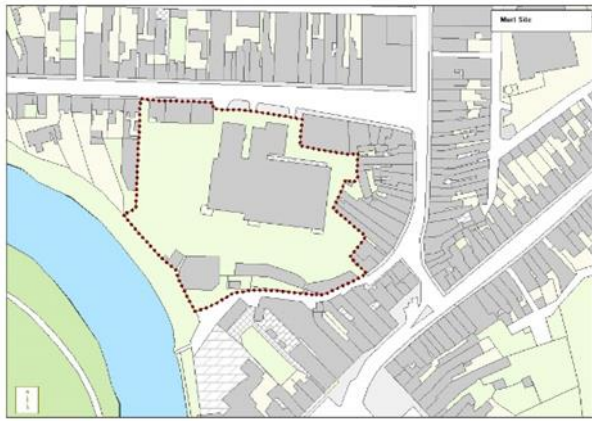


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| LIS 32 | Facilitate and support the Housing Policy Objectives, address vacancy in housing in the Housing for All Plan DoHLG 2021. |
| LIS 33 | Facilitate the regeneration of vacant and underutilized sites/buildings in the town centre area identified in Map 3.1. |
| LIS 34 | Implement the Town Centre First Approach as a mechanism to regenerate and sustain the urban core area. |

3.5.1 Opportunity Sites

A number of large opportunity sites have been identified in the town (see Town Centre Map). The development of these are of prime importance to the economic regeneration and urban fabric enhancement of the town. These sites include the former Mart site, lands to the south of Church Street and the former Convent site on Convent Road. This broad selection of land provides greater choice for potential developers and investors. In addition to the conventional zoning of land for employment uses, opportunities for the provision for mixed use urban development have been identified.

These lands collectively therefore offer a significant opportunity for regeneration with mixed -use and residential development in central location. The fragmented pattern of landownership in these areas,

however, makes the co-ordinated development of these areas challenging. To maximise the potential of these undeveloped and brownfield lands it is essential that a detailed Master Plan is prepared for these sites. These Master Plans will take cognisance of the town centre location, planned cycleways and new civic spaces to provide a planning framework to enable a new sustainable residential urban quarter that prioritises walking, cycling and permeability to surrounding areas. These plans shall also include Traffic Impact assessment.

Opportunity Sites				
Location	Map	Site Size	Development Potential	Zoning
Former Mart Site		1.2ha	Focal town centre location Mixed retail & residential use	M1
Rear of Church Street		4.2	Large backland site	M1
Former Convent Site		0.9ha	Historical building Mixed tourism or community, educational	M4


3.5.2 Regeneration Sites/Lands

A number of other sites have also been identified, the development of which are of significant importance to the regeneration of the urban fabric and public realm in the town. These sites include a number of brownfield sites situated at Brennan's sheds – Upper Church Street, at the rear of Market Street and Charles Street. The Local Authority will encourage the redevelopment of these sites throughout the town on a case-by-case basis.

3.5.3 Castleinch

The development of the Castleinch lands also offer a significant opportunity for regeneration.

The area along the river edge and contiguous to the town centre which, if combined offers significant potential for development that harness its prime location in the town. The council will require the preparation of a masterplan/design brief where appropriate prior to the redevelopment of the Castleinch lands for the development of a landmark riverfront site in a sustainable manner, providing new mixed use/ tourist facilities subject to a flood risk assessment in accordance with 'The Planning systems and Flood Risk Management - Guidelines for Planning Authorities', compatibility with the conservation objectives of the Lower River Shannon SAC and a traffic impact assessment. The Castleinch lands could be developed to supplement the tourist offerings in the Square and could provide a link between the square and the outdoor activity facility hub at the former Neodata site.

Location	Map	Site Size	Development Potential	Zoning
Castleinch		9.4ha	Mixed tourism (Subject to SFRA)	O1

Opportunity Sites Objectives

It is an objective of the Council to:

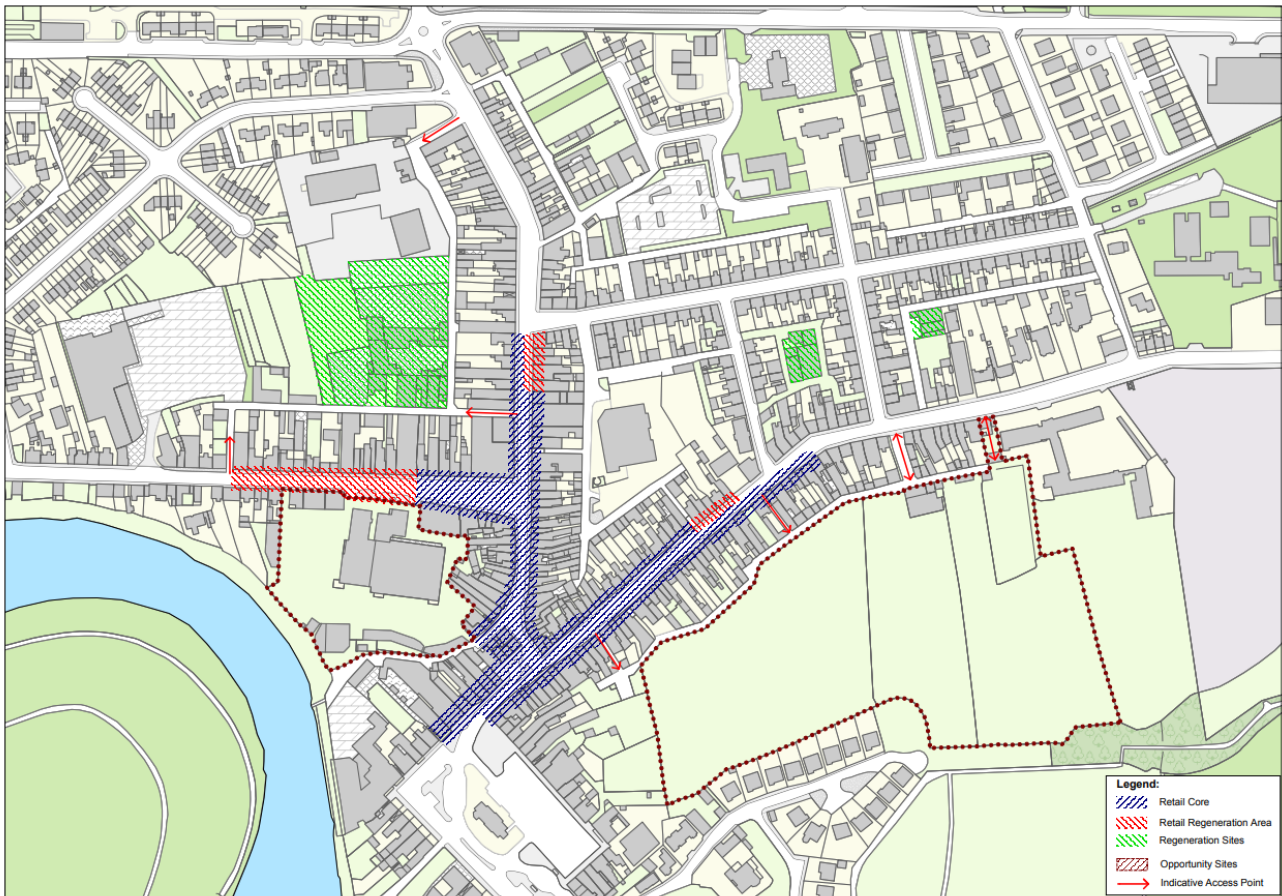
- LIS 35** Require the preparation of masterplans prior to the redevelopment of all opportunity sites identified in the plan.
- LIS 36** Require the preparation of masterplans/design briefs where appropriate prior to the redevelopment of the Castleinch lands for the development of a landmark riverfront site in a sustainable manner, providing new mixed use/ tourist facilities, subject to a flood risk assessment in accordance with 'The Planning systems and Flood Risk Management - Guidelines for Planning Authorities' and compatibility with nature conservation objectives for the Lower River Shannon SAC.

3.6 Retail

3.6.1 Retail Hierarchy

With a population of 4,820, Listowel is a Tier 4 retail centre under the RPG Retail Hierarchy. The Primary retail area in Listowel is incorporated within the Town Centre. It includes:

- the entirety of William Street and the element of Upper William Street stretching to the Post office area and part of Upper William Street.
- Main Street and Church Street from the Square to the junction with Courthouse Road
- Market Street / Ballybunion road stretching from the junction of William Street to the Supervalu.



Map 3.3: Town centre/Retail Zoning

The priority for developing future retailing facilities (excluding retail warehousing and localised convenience shopping) should be in Listowel Town Centre. Listowel was the pilot town for the Local Enterprise Office (LEO) Retail Development Programme in 2016. Kerry County Council is committed to ensuring the town centre area remains commercially viable, active and buoyant.

3.6.2 Retail Regeneration

Listowel town has faced considerable difficulties over the years to retain vibrancy and vitality in the face of a number of challenges including edge of town shopping on the John B Keane road. Challenges such as vacancy and dereliction, weakening town centre retail mix, changing trends in consumer behaviour, coupled with greater consumer mobility has added to the issues over the years. The depopulation of the traditional town core area has also exacerbated the issue.

Building critical population mass and addressing the challenges of town centre renewal and regeneration is a key objective of this plan to ensure the long-term sustainability of the town in terms of sustainable jobs growth and retail sales.

Listowel Town Centre needs to build on its strengths from a social, cultural, heritage and economic perspective, strengthen its own identity, town centre experience and offering in order to secure its future.

Recent initiatives such as the Listowel Economic Strategy 2019 – 2021 and the Listowel brand “where stories begin” and website, together with the Council’s on-going commitment to facilitating public realm enhancements where possible will create a suitable environment for future investment in the town and will significantly improve the town centre experience for workers and visitors to the town.

3.6.3 Shopfronts & Signage

Listowel retains many simple classically proportioned shopfronts, once so plentiful in Irish market towns, on streets still punctuated by carriage arches along the edge. It is from this unique vernacular tradition that Listowel's built heritage is of exceptional value, in terms of its contribution to Irish decorative art, craftsmanship and culture. The historic shopfronts and façades of Listowel Town Centre remain an extraordinary legacy and render the town unique in an Irish context.

Therefore, the wealth of unique characteristics and array of traditional features in Listowel's streetscapes requires conservation. Kerry County Council will ensure the conservation of noteworthy features and architectural detailing of structures, the character of buildings and the continuity / homogeneity of terrace designs, which contribute to urban form and visual amenity and architectural interest, including its shopfronts.



The Council will encourage, through its *Shopfront Design Guidelines* (February 2018), the preservation and refurbishment of existing traditional shopfronts and name plates, and where appropriate the development of new high-quality shopfronts in traditional design. Non-traditional design shopfronts will only be considered if their design is sympathetic to adjacent facades and enhances, rather than detracts from the visual amenity of the streetscape. The council will continue with initiatives to preserve and enhance the shopfronts and streetscapes of the town and source funding /grants.

Areas identified as Regeneration Areas (See 3.4.2) will also benefit from significant reductions in development contributions as per the Kerry County Council Contribution scheme 2017. This together with the Council's on-going commitment to identifying public realm enhancement opportunities will create a suitable environment for future investment in the town and will significantly improve the town centre experience for retail outlet owners, workers, shoppers and visitors to the town.

Retail Objectives

It is an objective of the Council to:

- | | |
|---------------|--|
| LIS 37 | Facilitate the restoration of retail shopfronts in Listowel Town Centre where appropriate. |
| LIS 38 | Ensure that the town centre area is the main retail core and remains commercially viable, active and buoyant. |
| LIS 39 | Facilitate town centre projects that come out of initiatives such as Putting Town Centres First and Town Centre Health Checks. |
| LIS 40 | Facilitate the regeneration of retail shopping in Listowel Town Centre where appropriate and support the recommendations of the County Retail strategy once completed. |
| LIS 41 | Undertake a retail strategy for Listowel as part of the countywide retail strategy. |

3.7 Economy & Employment

Listowel Town is a designated Regional Town with a tradition as a vibrant market town with a strong local economy and is well positioned geographically as the central town in North Kerry supporting the satellite towns and villages of the wider district. The town is well served in terms of physical connectivity through a national and regional road network and in terms of digital connectivity through the fibre broadband network.



Listowel has a strong history in nurturing business and industry. The primary source of enterprise has traditionally been agriculture and related services. The positioning of Listowel as a regional economic driver is a priority and will be achieved through boosting the supply of high-quality employment spaces, the development of an excellent quality environment, smarter travel connectivity and improvements to the public realm and leisure and amenity areas. This will help to maximise its potential for remote working, business/enterprise start-ups and linkage with the Listowel Food Hub.

3.7.1 Listowel Economic Strategy

To promote employment creation and skills development in Listowel - in alignment with the Listowel Economic Strategy 2019 – 2021 - Kerry County Council will:

- Reposition and develop Listowel as a Business centre and destination for inward investment drawing on Gas Network and broadband connectivity in line with *NPF National Strategic Outcome 3 Strengthened Rural Economies and Communities*
- Provide infrastructure and opportunity to enable the redevelopment/repurposing of existing buildings and opportunity sites including the Mart Yard and derelict buildings in the town in line with *NPF National Strategic Outcome 1 Compact Growth*.
- Focus on facilitating the development of alternative workplace solutions such as co-working, e-commerce and home working services to underpin economic growth in the Town as an integral component supporting the Kerry Hub Knowledge Triangle.

Listowel has an opportunity to develop as a regional centre for co-working spaces enabling local entrepreneurship. With support, Listowel can develop a fresh “eco-system” of enterprise based on e-commerce, home working and a Digi-hub for nurturing sole-traders, remote workers and growing businesses.

Furthermore, efforts to attract inward investment, support for indigenous industries and the continuing improvements to the environmental tourism product will also be actively pursued to enhance Listowel’s role on the Atlantic Economic Corridor, Wild Atlantic Way and Shannon Estuary. In particular, the Council will support the sustainable development of key economic sectors by facilitating:

- 1 The N69 Listowel by-pass of the town to reduce congestion and improve access within both the town and the wider North Kerry area.
- 2 The provision and sustainable extension of infrastructure including roads, telecommunications, energy, sanitary services, housing and amenities (and also, Sustainable transport measures through the Active Travel Programme).
- 3 The protection and development of the town’s natural heritage and associated recreational activities to improve the public domain and realise the environmental and quality of life strengths of the town.
- 4 The zoning of sufficient lands for industrial and commercial development to cater for future demand.
- 5 The zoning of lands for residential development required by the labour force and the implementation of the Housing Strategy to ensure adequacy of supply specifically in line with the strategic plans of Irish Water; and
- 6 Investment in the public realm to improve the external environment in which to live, work and visit.

3.7.2 Listowel Business Park, Clieveragh

Listowel Business Park in Clieveragh consists of ca 15ha’s of land zoned for commerce enterprise and employment. It contains a strategic Economic site and as such is a very important resource for Listowel and offers a strategic asset for attraction of external investment to North Kerry. Kerry County Council acknowledges the importance of supporting and strengthening the Business Park as an economic driver for the town and the region.



3.7.3 Digital Hub

Listowel is well placed to nurture e-commerce, remote working and a centre or “hub” for promoting enterprise and innovation. Affording excellent quality of life opportunities Listowel is located within 30 mins of Munster Technological University and 60 mins to the University of Limerick and Limerick Institute of Technology. It is an objective of this plan to facilitate and support the development of a sustainable cluster of businesses in a collaborative environment within a Digital hub.

3.7.4 Listowel Food Hub

The Council will continue to support and strengthen The Listowel Food Hub project. The Hub is part of a much wider initiative to stimulate and support a local food industry in the town and surrounding area. Locating the Food Hub in Clieveragh will also sustain and create a critical mass of food related activities and services.

3.7.5 Local Food

As well as the health and local economic benefits, Kerry County Council recognises the community cooperation and interaction fostered by local food production and therefore encourages local food production as an important element within its overall social inclusion strategy. The development of the Food hub in Listowel will strengthen this network and enhance its economic sustainability.

Economy and Employment Objectives	
It is an objective of the Council to:	
LIS 42	Sustainably strengthen and promote widely the role of Listowel as a self-sustaining economic driver for North Kerry and build on its inherent strengths as a centre for e-commerce and innovation, enterprise growth, culture, tourism and food.
LIS 43	Seek investment to sustainably support the implementation of actions within the Heritage and Community Led Regeneration Strategy and the Listowel Economic Strategy 2019 – 2021.
LIS 44	Support investment in infrastructure and facilities in the sustainable development of Listowel Business Park, Clieveragh in accordance with proper planning and sustainable development objectives.
LIS 45	Facilitate the town’s Farmers Market and similar initiatives while promoting a local food culture.
LIS 46	Provide fruit and vegetable allotments on land of suitable quality for the people of the town.
LIS 47	Support local food production and sustainable growth of the local food market with the development of the Food Hub.
LIS 48	Promote widely the shared working space available in town centre and promote the further development of the Digital hub.

3.8 Tourism (see also Vol 1, Chapter 10)

Listowel’s character primarily relates to its literary, artistic and cultural heritage as well as having a rich natural environment including the River Feale which is part of the Lower River Shannon SAC. The town has all the assets and facilities required of a regional town, including a vibrant and rich built heritage and a growing economic and tourism base. Tourism also highlights traditional ways of life and an area’s character, creating a strong identity and a sense of place.

Listowel's geographical location, its history and cultural heritage, coupled with its tourism potential can provide a framework for investment over and above the impact of direct tourism revenue. Tourism is seen as an important tool of economic regeneration and a vital component for the continued vitality and vibrancy of the town.

It is the policy of the plan to facilitate where appropriate the development of projects listed in County Kerry Tourism and Action Plan 2016-2022 and successor strategies.

3.8.1 Historic Town



As a designated Historic Town and as an Architectural Conservation Area, Listowel is already a major activity hub and has a long history as a major tourist destination. World renowned festivals and events, including Listowel Writers Week Festival and The Listowel Races attract large numbers into the town during the tourist season.

Afforded good transport infrastructure links by road, the public bus network and Kerry International Airport, Listowel also serves as a base to explore the established top attractions of the wider North Kerry area including Listowel Castle. An opportunity exists for Listowel to enhance its capacity as a tourism destination and to augment and extend the tourism season, capitalising on existing events and its unique literary and cultural offerings.

3.8.2 Potential Growth Markets

Listowel's proximity to the Wild Atlantic Way, and its location on the River Feale, position the town to take advantage of the growth in healthy outdoor adventure sports, including water sports and cycling. The construction of the North Kerry Greenway from Abbeyfeale to Tralee, linking to Limerick, potential greenway to Ballybunion and the River Feale blueway offers a significant opportunity for Listowel to become a major cycling and outdoor tourism hub. Kerry County Council will work with all tourism stakeholders and in particular Fáilte Ireland to grow and augment Listowel's tourism offering and to progress and facilitate the objectives of the Cliff Coast Destination & Experience Development Plan. Linkages from the Greenway to the Town Centre will position the Square as a key destination along the Greenway network.



Tourism Objectives

It is an objective of the Council to:

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| LIS 49 | Strengthen Listowel's identity and sense of place to facilitate its enhancement as a tourism destination in association with the Wild Atlantic Way while maintaining its key role as an economic driver in the area and preserving a balance between economic success and protection of the local environment. |
| LIS 50 | Facilitate and support collaboration with Fáilte Ireland and other relevant agencies in the promotion of the projects, subject to environmental assessment, of the Cliff Coast Destination & Experience Development Plan once approved. |



LIS 51	Facilitate the sustainable development of an appropriately located Activity Trail Head in Listowel to serve the Listowel to Limerick Greenway and Listowel to Tralee Greenway.
LIS 52	Facilitate the sustainable development of the Listowel to Tralee Greenway, the Listowel to Ballybunion Greenway and other greenways identified in Kerry County Council's Greenway Strategy.
LIS 53	Facilitate the sustainable development of the River Feale walkway and Blueway for Listowel and its incorporation into the trailhead– subject to environmental assessment as appropriate.
LIS 54	Promote and protect the existing features and facilities such as the natural, literary artistic, cultural, and built heritage and facilitate tourism developments that pay due respect to Listowel's history, environment, and location.
LIS 55	Promote and facilitate existing and new festivals, public art and activities in the Town particularly emphasizing its role as a family friendly town, in celebration and recognition of the town's creativity, identity and heritage.
LIS 56	Facilitate the sustainable development of a campervan and motor home facility at the Outdoor Activity Facility on the interface of the Greenway and Blueway.
LIS 57	Provide improved tourist signage throughout the town.

3.9 Heritage & Built Environment

3.9.1 Archaeological Heritage

Listowel Town contains numerous features of archaeological and historical interest that contribute to its distinctive character and popularity as a Heritage Town. The Recorded Sites and Monuments in the town and in its immediate vicinity are listed in Volume 3 of this plan.

The Council will promote archaeological heritage as a resource for education purposes to increase public awareness about Listowel's archaeological heritage to ensure that it is suitably protected and conserved. This will include the enhancement of the archaeological/architectural heritage walking trail around Listowel.



3.9.2 Architectural Heritage

The Historic Towns Initiative enables Listowel to promote heritage-led regeneration and to improve the quality of its historic town centre for residents and tourists. It seeks to address vacancy in the town centre, identify opportunities for the re-use of historic structures, conserve landmark buildings, including St John's Theatre and improve streetscapes through conservation-led public realm works.

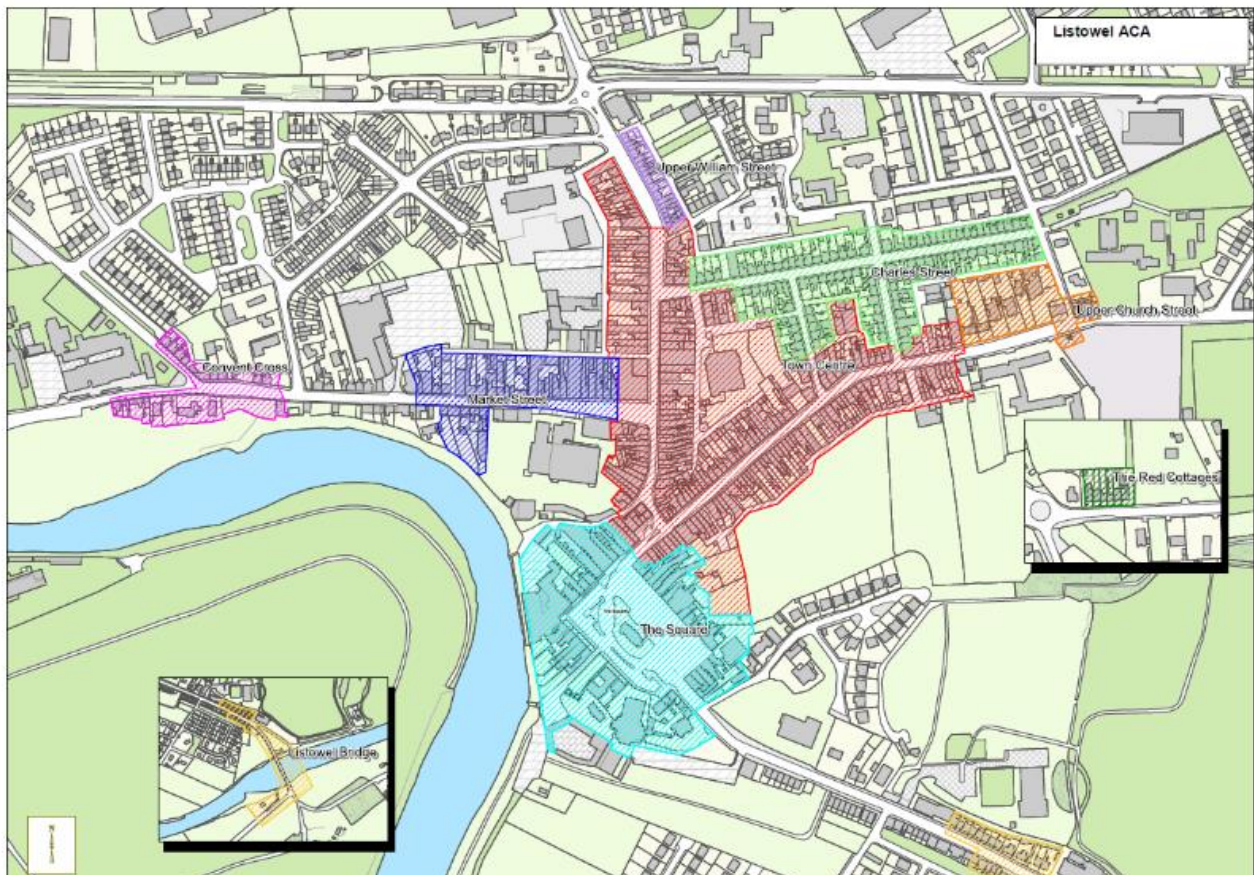
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conservation-led public realm works.

3.9.2.2 Architectural Conservation Areas

The Council will endeavour to conserve the historical built environment, the traditional townscape and the setting of the Architectural Conservation Areas (see Volume 2). The Architectural Conservation Areas in Listowel Town include:



Map 3.4: Architectural Conservation Areas



- Upper William Street
- Town Centre
- Colbert St
- Charles St,
- Upper Church Street and the Red Cottages.
- Market Street
- Convent Cross, Listowel Bridge, Courthouse Rd
- The Square

Heritage & Built Environment Objectives

It is an objective of the Council to:

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|---------------|---|
| LIS 58 | Facilitate the Conservation led rejuvenation of St John’s theatre, the Kerry Writer’s Museum and other Historic Town Initiative funded projects. |
| LIS 59 | Liaise with key stakeholders and relevant agencies such as the Heritage Council to identify opportunities to pursue conservation and heritage led regeneration projects within the town. |
| LIS 60 | Enhance the accessibility of the “Heritage Trail” within the Town Centre. |
| LIS 61 | Prepare an ACA Management Plan to protect the character of the designated Architectural Conservation Areas that are of special importance to the architectural, historical, cultural or social character of the town. |
| LIS 62 | Encourage local initiatives which promote the preservation of the special character of Architectural Conservation Areas while ensuring that developments have regard to and comply with the best practice standards. |
| LIS 63 | Liaise with key stakeholders to identify measures to implement improvements relating to the special character of ACAs. |
| LIS 64 | Facilitate and support the sustainable re-development of Listowel’s buildings of historical character (including protected structures). |

3.9.3 Built Heritage & Urban Design

The town in general has retained a compact urban form with development radiating in all directions from The Square. Some of the newer housing developments have detracted from this compact urban form as they are located on the outskirts of the town and at a distance from the town centre.

Future development in the town should not detract from the compact nature of the town and should be carried out in a coherent manner on infill sites, brownfield sites and sites contiguous to the built-up area. Developing the town in this manner will help reinforce its compact form and will help create an attractive and sustainable settlement.

Built Heritage & Urban Design Objectives

It is an objective of the Council to:

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| LIS 65 | Protect important views to and from landmark buildings, historic buildings and associated prospects to ensure the character of these places are adequately protected. |
|---------------|---|



LIS 66	Ensure that the design of premises or the refurbishment of existing premises in the town is sympathetic to existing development in the vicinity and is of a design composition that enhances the streetscape.
LIS 67	Encourage the conservation and refurbishment of existing traditional shopfronts and name plates in appropriate materials.
LIS 68	Ensure the conservation of noteworthy features and architectural detailing of structures, the character of buildings and the continuity / homogeneity of terrace designs, which contribute to urban form and visual amenity and architectural interest.

3.9.4 Arts, Heritage and Culture

Listowel has a very strong cultural identity, including literature and music. It is important for the identity of the town and its population that this culture be protected and promoted. From an economic perspective, the Arts/Heritage and the Creative Sector have much to contribute to Listowel from an employment, economic and local enterprise perspective.

The arts and heritage in Listowel are vibrant, rich in content, in history and in potential. The local authority will ensure that this potential is maximised to ensure that arts/heritage will play a central role in the development of the town.

Kerry County Council will work in partnership with the education sector communities and other agencies to develop a creativity and cultural hub in Listowel and other key locations in Listowel M.D. area, where possible.

Arts, Heritage & Culture Objectives

It is an objective of the Council to:

LIS 69	Protect the literary artistic and cultural heritage of Listowel and promote Listowel as a creativity and cultural hub for North Kerry.
LIS 70	Support arts and culture development in the town where there is a clear cultural and community benefit and support organisations that have a cultural remit.
LIS 71	Actively pursue the expansion of existing festivals and the establishment of new festivals and events in celebration and recognition of the town's creativity, identity and heritage.

3.10 Recreation, Amenity and Open Space

The extended Town Park, pitch 'n putt golf course and considerable tracts of land along the River Feale, including the Racecourse, are zoned for public open space and amenity purposes. It is essential to preserve and protect the special character and attractiveness of these zoned areas for the benefit of the towns people and visitors, for passive and active recreational purposes. The Council also recognises the important role these facilities play in promoting social inclusion, healthy living and the importance of ensuring they provide universal accessibility and enhance pedestrian permeability throughout the town.

3.10.1 Childers Park & Woodlands

Childers Park & Woodlands (17 hectares) was officially opened in 1975 and is managed by Kerry County Council. The Park is a highly regarded municipal park, distinctive for its relatively large size, quality of environment and range of services. Amenities include the Garden of Europe, community fruit and nut orchard, centenary garden and biodiversity area. A wide range of activities are supported by the park, including angling, community centre with sports complex, athletics, tennis, GAA, pitch & putt, rugby and children's play area. A comprehensive system of walks and pathways have also been developed.



3.10.1.1 Childers Park & Woodlands Action Plan (2019)

The Childers Park & Woodlands Action Plan (2019) sets out a programme of works around conservation, heritage, safety and security, maintenance, sustainability, community engagement and management. In 2018 and 2019, the town park was awarded the European Green Flag accreditation, an international scheme which promotes best practice management of parks and green spaces.

3.10.2 Blueway

With an increased interest nationally in outdoor activity, and water sports, Kerry County Council recognises the potential of creating a “blueway” in the River Feale at Listowel having regard to the environment designations in the area. As such it is supportive of a feasibility study for the development of the River Feale Blueway and how this would be linked to the Greenways incorporating a Trail head at the designated Outdoor Facility Hub (at the Neodata site and Council Depot site) The Blueway and associated infrastructure projects will be required to demonstrate compatibility with the conservation objectives of the Lower River Shannon SAC within which the River Feale is located.

3.10.3 Listowel Racecourse

Listowel Racecourse is a dominant feature of the town, attracting an annual attendance of over 90,000 visitors to the annual race festival. The racecourse’s contribution to the town is significant and the festival retains its valuable position on the National Racing Calendar, however, the racecourse can provide additional economic opportunity for the town. Kerry County Council is supportive of the sustainable economic development of the racecourse as a venue for other events.

Recreation, Amenity & Open Space Objectives

It is an objective of the Council to:

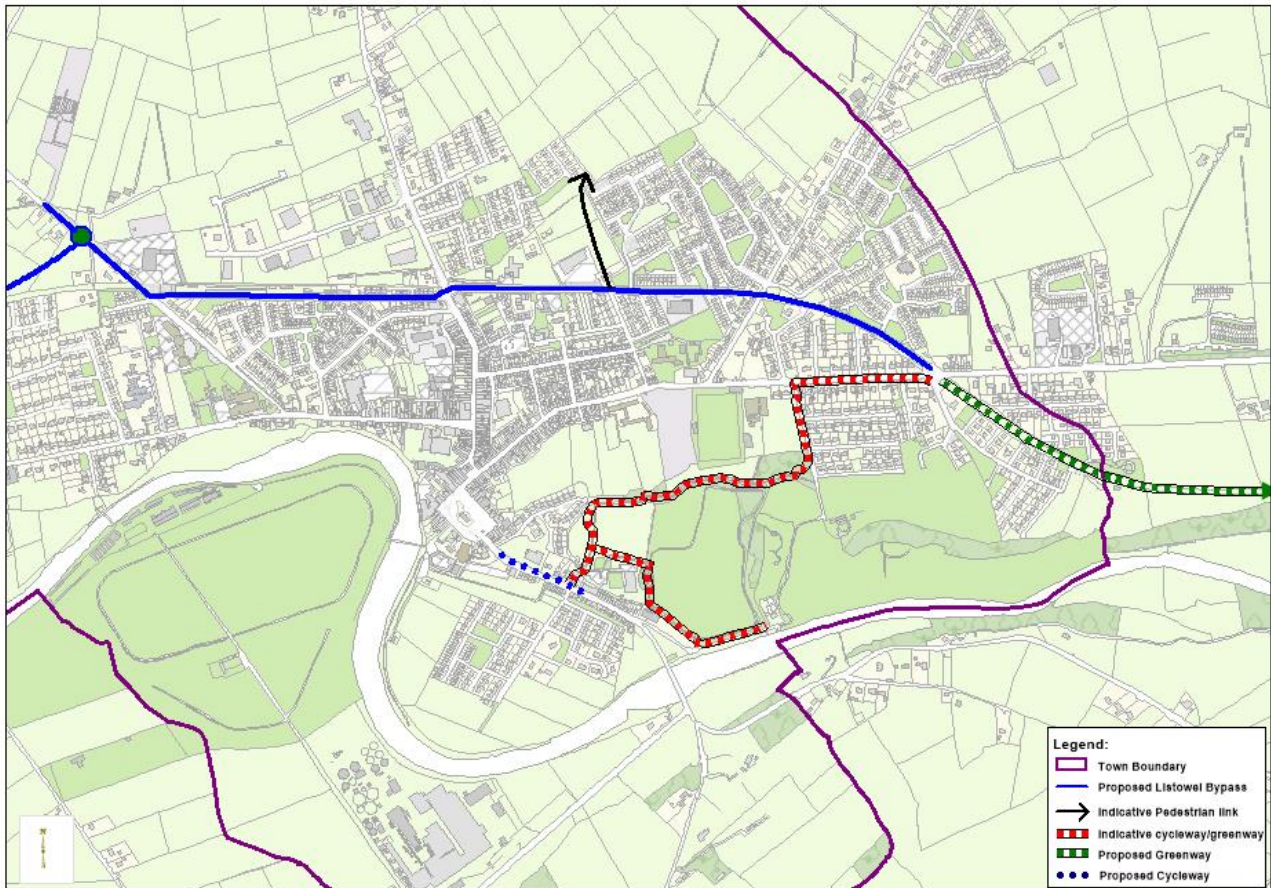
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| LIS 72 | Continue the development of walking routes within the town, to protect existing public rights-of-ways and provide improved access to the River Feale so as to create a continuous riverbank walkway. Proposed walking routes should have regard to biodiversity considerations and should not adversely impact Natura 2000 site designations. |
| LIS 73 | Facilitate the provision of a network of quality pathways for walkers, cyclists and horse-riders that are attractive and free from vehicular traffic. |
| LIS 74 | Develop a network of appropriately located green corridors throughout the town so as to sensitively link the residential areas to the natural amenity areas of the town. |
| LIS 75 | Promote the use of designated walking routes within the town. Such routes include The River Walk, Childers Park and Woodlands Walk and The Sive Walk. |
| LIS 76 | Require developments adjacent to walkways or planned walkways to be designed to promote passive and active surveillance of the walkways. |
| LIS 77 | Promote the sustainable development of walking routes and foster enjoyment of the natural amenities of the area, including the River Feale and the Spa Well areas. |
| LIS 78 | Manage and improve public recreational open spaces to meet the social, recreational and environmental needs of the town. Protect existing amenity and open spaces including sports grounds from non-compatible uses. |



- LIS 79** Implement the Action Plan for Childers Park and Woodlands (2019) and continue the on-going programme for the development of Childers Park and Woodlands and the Garden of Europe, including the planting of replacement trees for those lost due to age or disease and promote landscaping and planting in the town that supports the All-Ireland Pollinator Plan in accordance with Tree Management Policy for Listowel MD.
- LIS 80** Facilitate the sustainable development of sports facilities in the town and in Childers park and Woodlands in a manner which would not unduly impact on the other users and uses of the Town Park.
- LIS 81** Facilitate the sustainable development of an Activity Trail Head in Listowel at the designated Outdoor Facility Hub incorporating a Trail head (at the Neodata site and Council Depot site) to serve the North Kerry Greenway, in a manner compatible with Natura 2000 site designations in the area.
- LIS 82** Facilitate the sustainable development of the River Feale walkway and Blueway for Listowel and its incorporation into the Outdoor Activity Facility Hub, subject to environmental assessment.
- LIS 83** Support a feasibility study for the sustainable economic development of the racecourse.
- LIS 84** Support the development of a skate plaza at an appropriate location in Listowel Town.

3.11 Transportation (see Vol 1, Chapter 14; Connectivity)

The development of an integrated transport system with focus on walking cycling and public transport, will contribute to environmental sustainability, social cohesion and promote economic progress. The development of a Transport and Mobility Plan for Listowel Town is a key objective to identify future projects to increase levels of walking and cycling, access for all and where possible increased use of public transport. The provision of smarter travel solutions to encourage a modal shift towards sustainable mobility is aligned with the *NPF National Strategic Outcome 4 Sustainable Mobility*.



Map 3.5: Proposed and Indicative Transport Links

3.11.1 Listowel Transport Strategy and Mobility Plan

Kerry County Council is committed to developing a Transport and Mobility Plan for Listowel Town consistent with national policy and design guidelines.

Listowel Transport Mobility Plan Objectives

It is an objective of the Council to:

LIS 85 Develop and implement a Transport and Mobility Plan for Listowel Town.

3.11.2 Active Travel

Cycling and walking routes not only facilitate leisure and recreational use but have significant potential to serve as commuter routes providing access to places of work, school and other destinations. Kerry County Council is committed to developing cycling and walking infrastructure within the town consistent with its Transport and Mobility Plan.

3.11.2.1 Greenways

The construction of the North Kerry Greenway to Listowel linking with the Limerick Greenway from 42km to almost 50km. This will introduce an extended cycling route with a more challenging and wider experience and will increase the overall numbers using the Greenway. Listowel can capitalise on the potential opportunities arising from the arrival of the North Kerry Greenway, bringing the asset above the level of local amenity and towards a more pronounced tourism feature.

The arrival point of the North Kerry Greenway into Childers Park and Woodlands and River Feale walk will afford easy access to a first-class amenity asset for the region's residents. The redevelopment of the railway



corridor as a greenway will see it act as an enabler of urban and rural economic regeneration. While this greenway can be used for recreational and tourist activities such as walking, cycling and nature observation, it can also be used for journeys to work and school and connect the town with adjoining villages.

The North Kerry Greenway can not only provide opportunities for active travel and recreation along its route, but it can also provide economic, social, environmental and health benefits. The Council will seek to develop the proposed greenway through the town, park and along the urban road/footpaths in order to join up the two route corridors linking Dromin/Woodview with Curraghatoosane.

Listowel will become a destination centre for the North Kerry Greenway, offering potential for an increase in overnight stays at a location offering attractive urban heritage, local shopping, interesting pubs, restaurants and the attractive ambience of the medium-sized Irish town. The existing tourism products including the Writers Museum and Listowel Castle, both within immediate walking distance of the Greenway, will create a critical mass of tourist attractions that can capitalise on the increased footfall the greenway offers.

Future development of the Greenway network in North Kerry will involve the development of the Listowel to Tralee Greenway, linking to the Tralee to Fenit Greenway and potential for expansion of the Greenway network: Listowel to Ballybunion.

Active Travel Objectives

It is an objective of the Council to:

LIS 86	Facilitate the completion of works identified in the Listowel Active Travel Transport Plan and the development of a cycling network strategy with ancillary infrastructure for Listowel Town further to environmental assessment.
LIS 87	Sustainably Develop cycling and walking linkages between Listowel Town Centre, key strategic public amenities, residential neighbourhoods in the town and the North Kerry Greenway.
LIS 88	Facilitate the provision of school travel plans and 'walking bus' initiatives in the town.
LIS 89	Facilitate the sustainable development of the Listowel to Tralee and Listowel to Ballybunion Greenways.
LIS 90	Ensure that all proposals for new greenways shall comply with the following strategy: Strategy for the Future Development of Greenways (DTTAS, 2017).
LIS 91	Facilitate the sustainable extension of the River Feale walkway to connect with the old railway line as part of a recreational greenway, having regard to environmental designations in the area..
LIS 92	Sustainably create a link from the existing greenway to the Town Square and onto the old railway line at Greenville/Curraghatoosane.

3.11.3 Roads & Infrastructure

Kerry County Council shall facilitate a Transport and Mobility Plan that sustainably, economically and inclusively benefits Listowel. In order to facilitate the emergence of a compact, diverse and resilient town, Kerry County Council acknowledges the need to increase the town's permeability and accessibility to alternative and more sustainable modes of transport. Therefore, this plan facilitates the transition of Listowel to become an exemplar of the 10-minute town concept advocated by the RSES.



The proposed N69 Listowel by-pass seeks to improve traffic circulation and provides an opportunity for dedicated safe spaces for pedestrians and cyclists in the town. Funding of €10 million has been allocated under the 2021 National Road Grant Allocations to advance the scheme to construction in addition to €8,500,000 allocated for advance works and land acquisition in 2019 and 2020 for this scheme.

Roads & Infrastructure Objectives

It is an objective of the Council to:

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| LIS 93 | Facilitate the construction of the N69 Listowel bypass. |
| LIS 94 | Facilitate improvement of existing footpaths and road network and support future projects for footpaths and roads with the provision of amenity areas at appropriate locations. |
| LIS 95 | Facilitate the enhancement of Listowel as a 10-minute town. |

3.11.4 Public Transport

Kerry County Council is committed to developing public transport infrastructure consistent with its Transport and Mobility Plan for Listowel.

The Listowel Active Travel Transport Plan will aim to support the objectives set out in the NPF, NDP, Climate Action Plan 2019 and RSES objectives (referenced above).

Public Transport Objective

It is an objective of the Council to:

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| LIS 96 | Liaise with NTA, Bus Eireann and private Bus companies to provide bus set-down areas, bus shelters and bicycle parking at strategic locations in the town centre area. |
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3.12 Land Use Zoning, Zoning Maps and Flood Maps

This plan uses the My-plan classification for categorising land zones and full details are contained in Vol 6. The map legend pertaining to all Listowel maps is below.

Land Use Zoning Objective




























It is an objective of the Council to:

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|---------------|--|
| LIS 97 | It is an objective of the council to ensure that a 15m buffer area is maintained free from development to the north of the woodland located within the Lower River Shannon, as shown on the land use zoning map. This buffer area may be incorporated within an active or passive open space area associated with a proposed residential development |
|---------------|--|

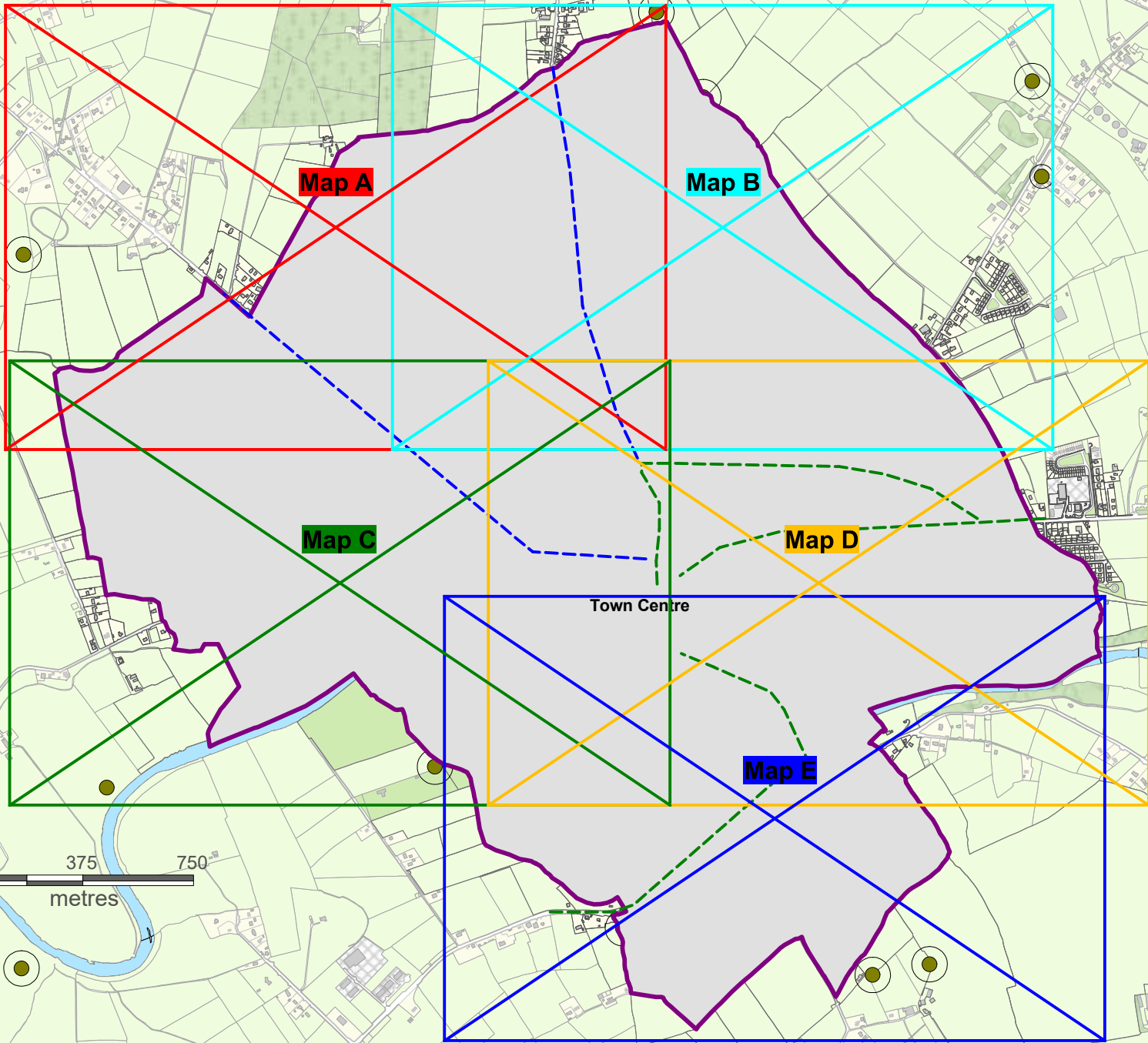
For further details regarding land use zonings, it is recommended to use the online Map browser system at <https://tinyurl.com/kerrycdp>



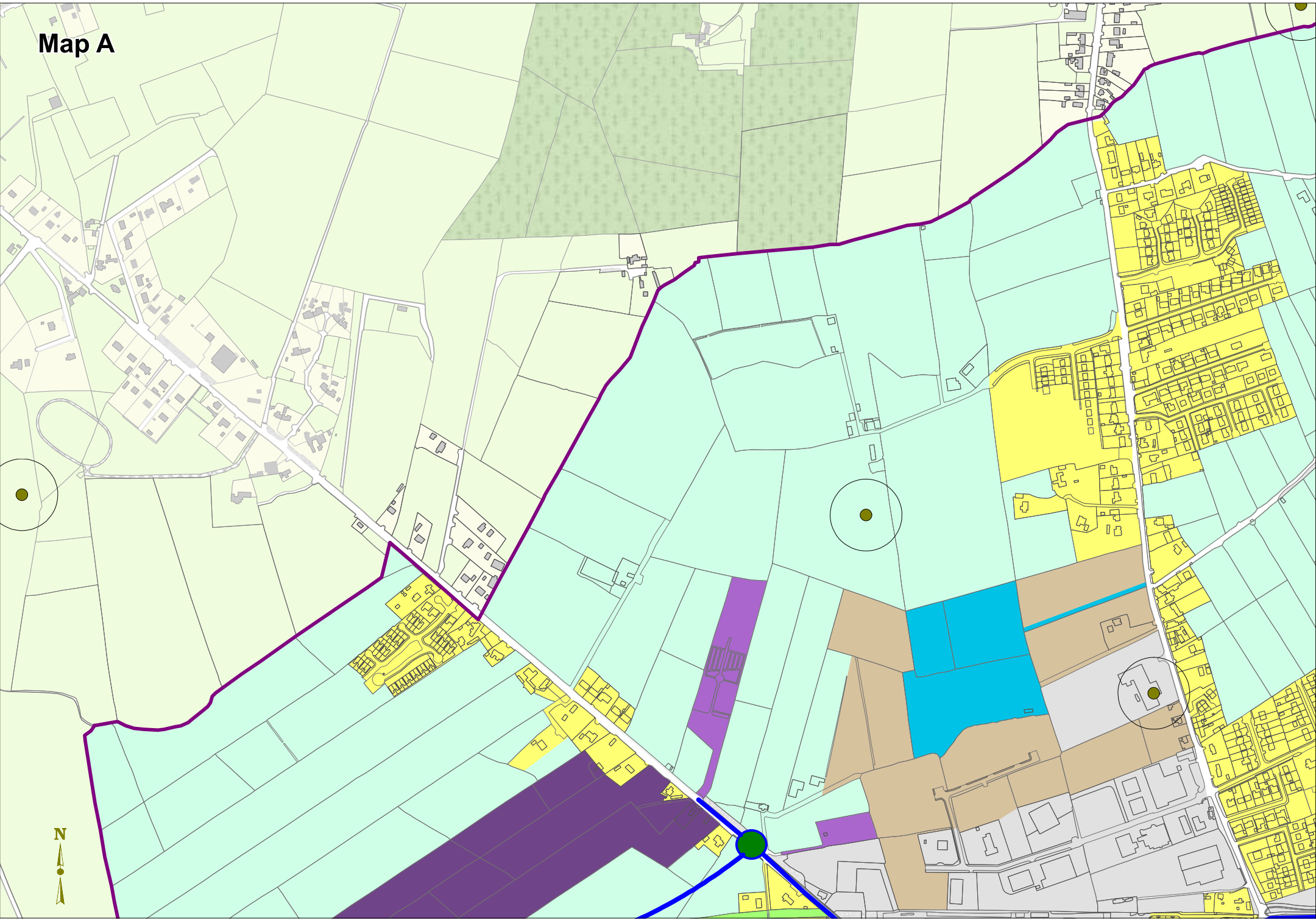
Zoning Maps

Legend:	
	 Listowel Town Boundary
Residential	 R1 New/proposed Residential Phase 1
	 R2 Existing Residential
	 R4 Strategic Residential Reserve
Mixed Use	 M1 Mixed Use
	 M2 Town Centre
	 M3 District, neighbourhood centre
	 M4 Built up area
Commerce/ Industry/ Enterprise/ Economic Development	 C2.1 Industrial/Enterprise/ Employment
	 C5 Tourism & related
Green/ Recreation/ Conservation	 G2 Walkway, Cycleway
	 G3 Buffer Space
	 G4 Active open space
	 G5 Mixed/general 'green' / recreation/conservation
Community Services/ Facilities	 P1 Agriculture
	 S3 Community Facilities
	 S5 Mixed/general community services/facilities uses
	 N2 Water/Wasterwater
	 O1 Strategic Reserve
	 Castleinch Masterplan
	 Buffer Area
	 Opportunity Sites
	 Indicative Listowel Bypass
	 Indicative Access Points
	 Record of Monuments & Places
	 Sites & Monuments Record
	 Residential Regeneration Areas

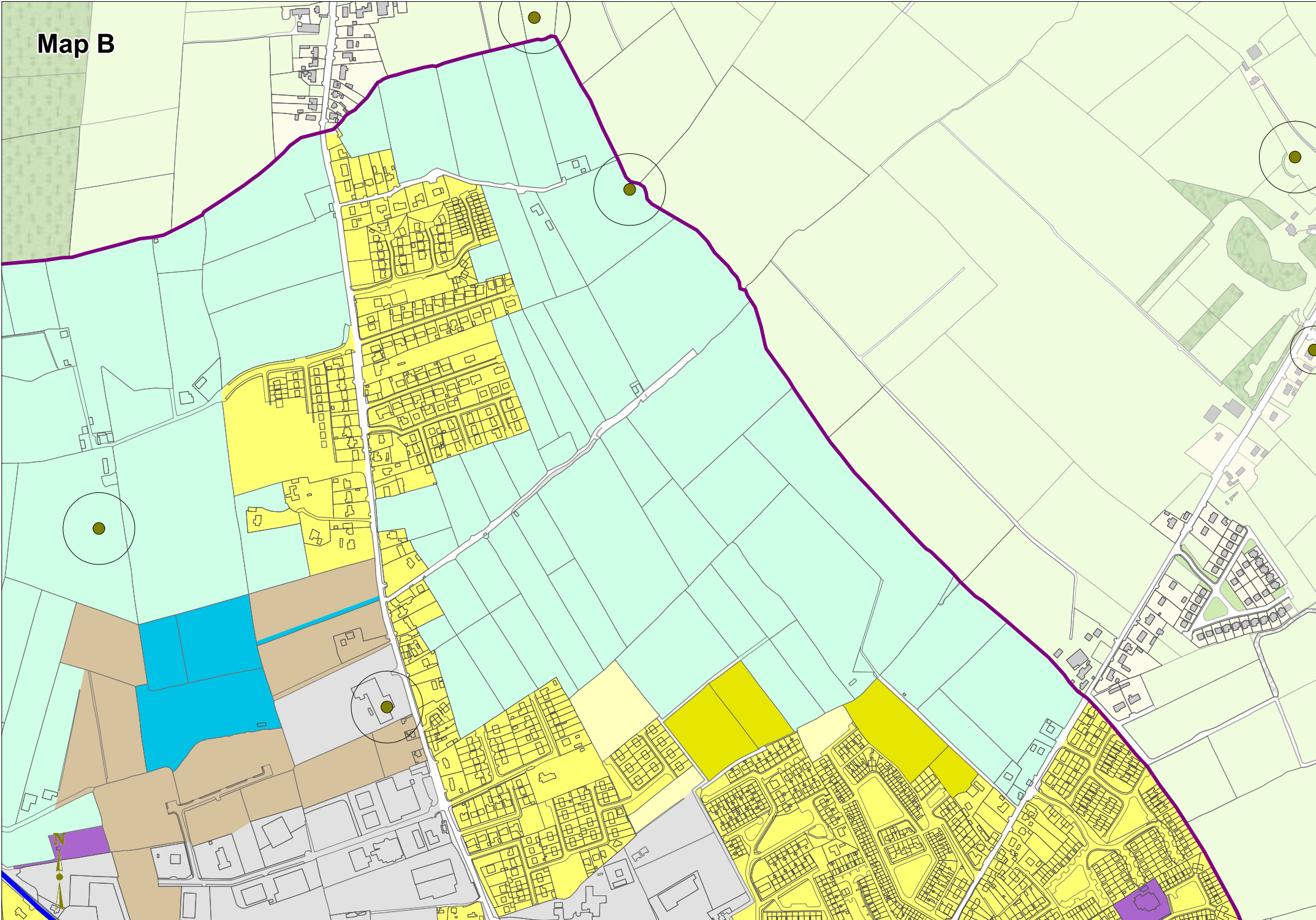
Listowel Town
Draft



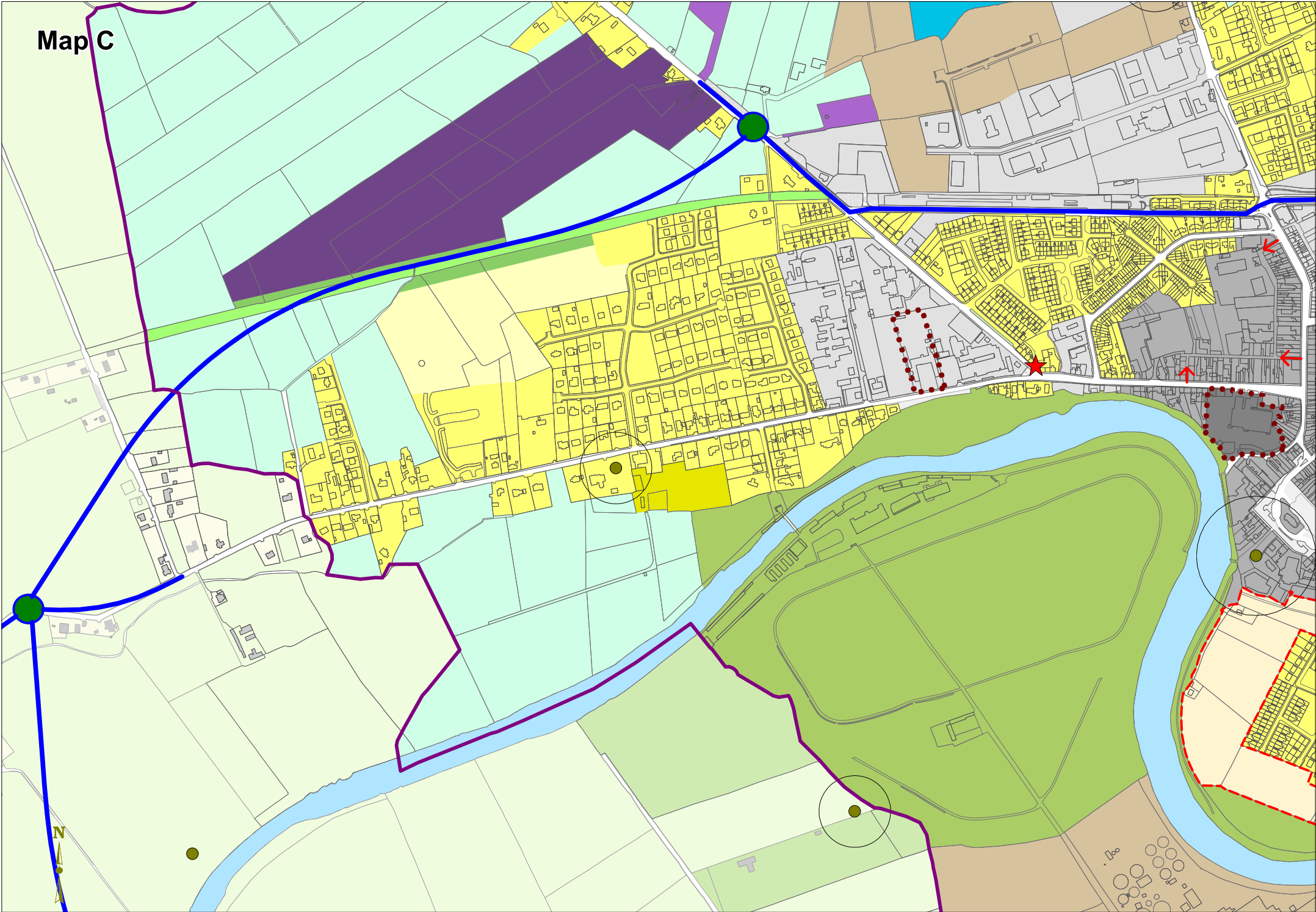
Map A



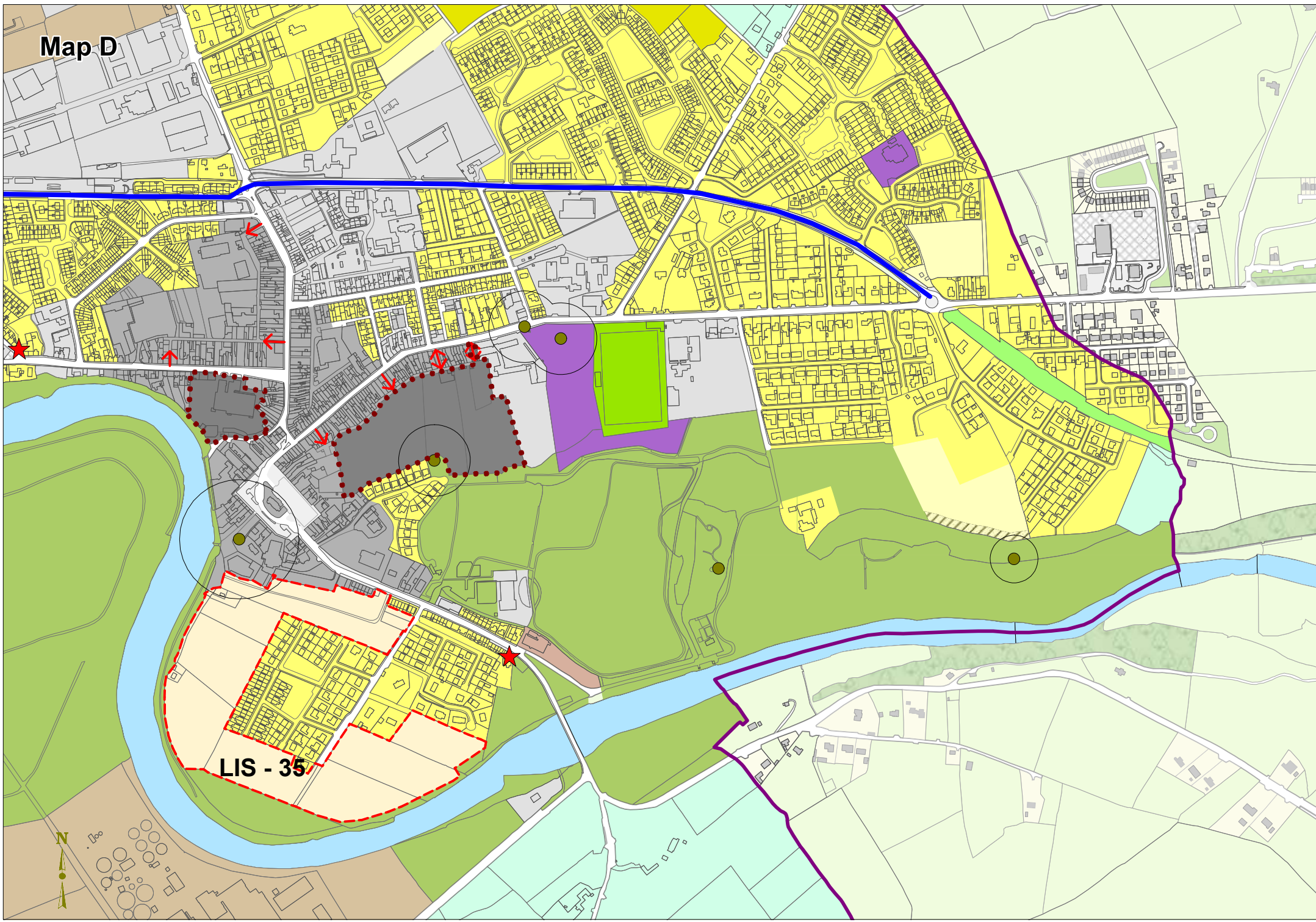
Map B



Map C



Map D

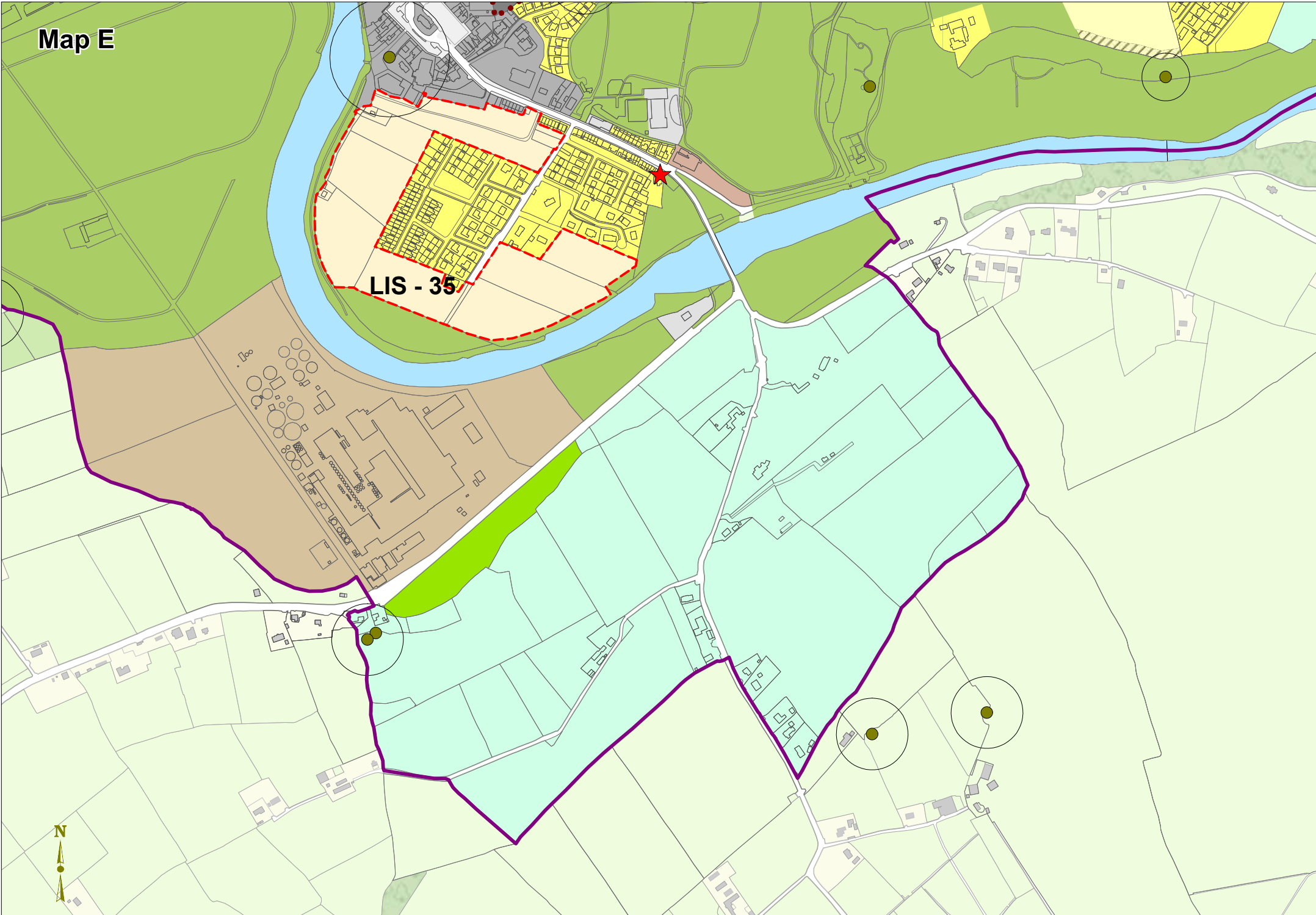


LIS - 35



Map E

LIS - 35

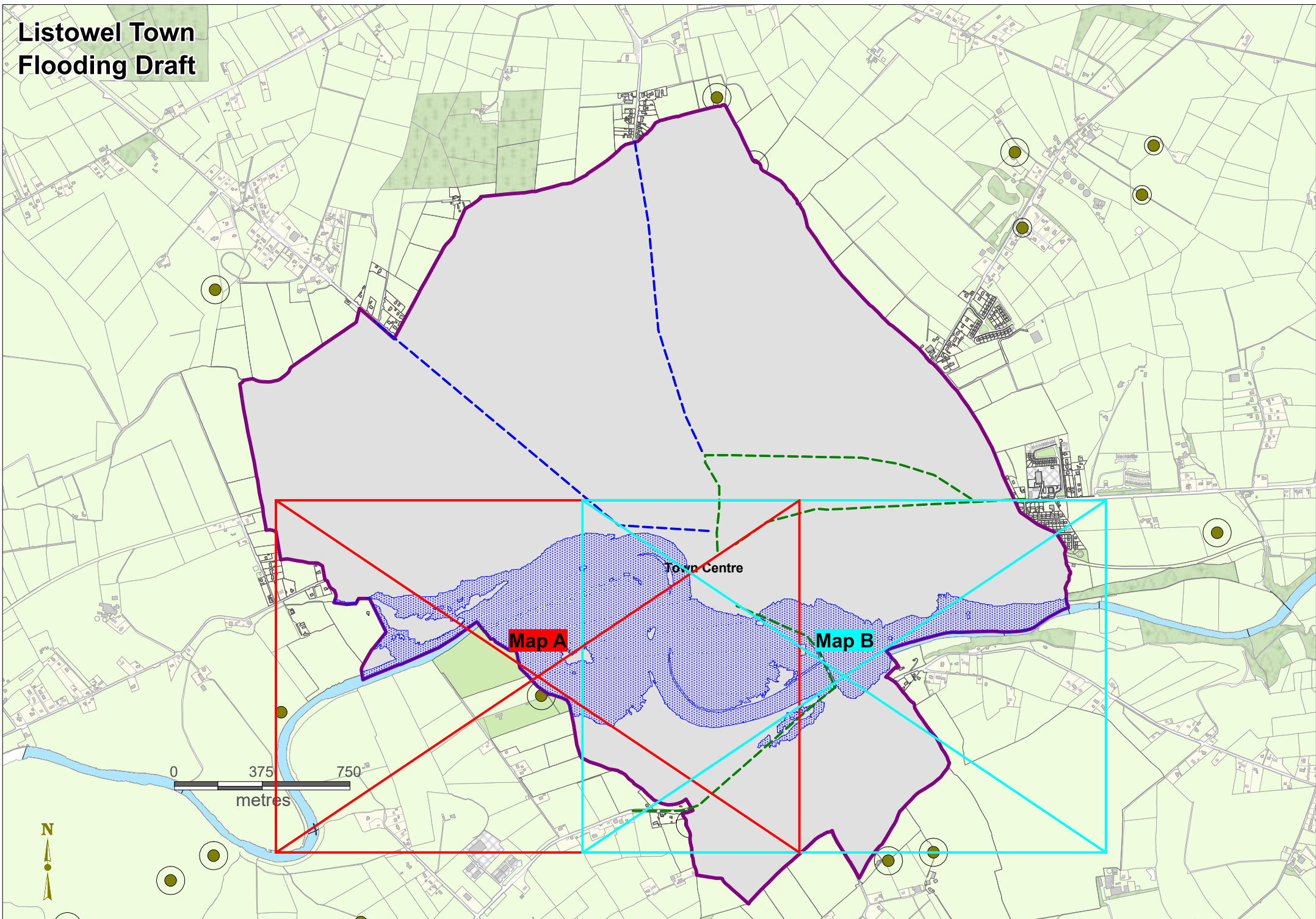




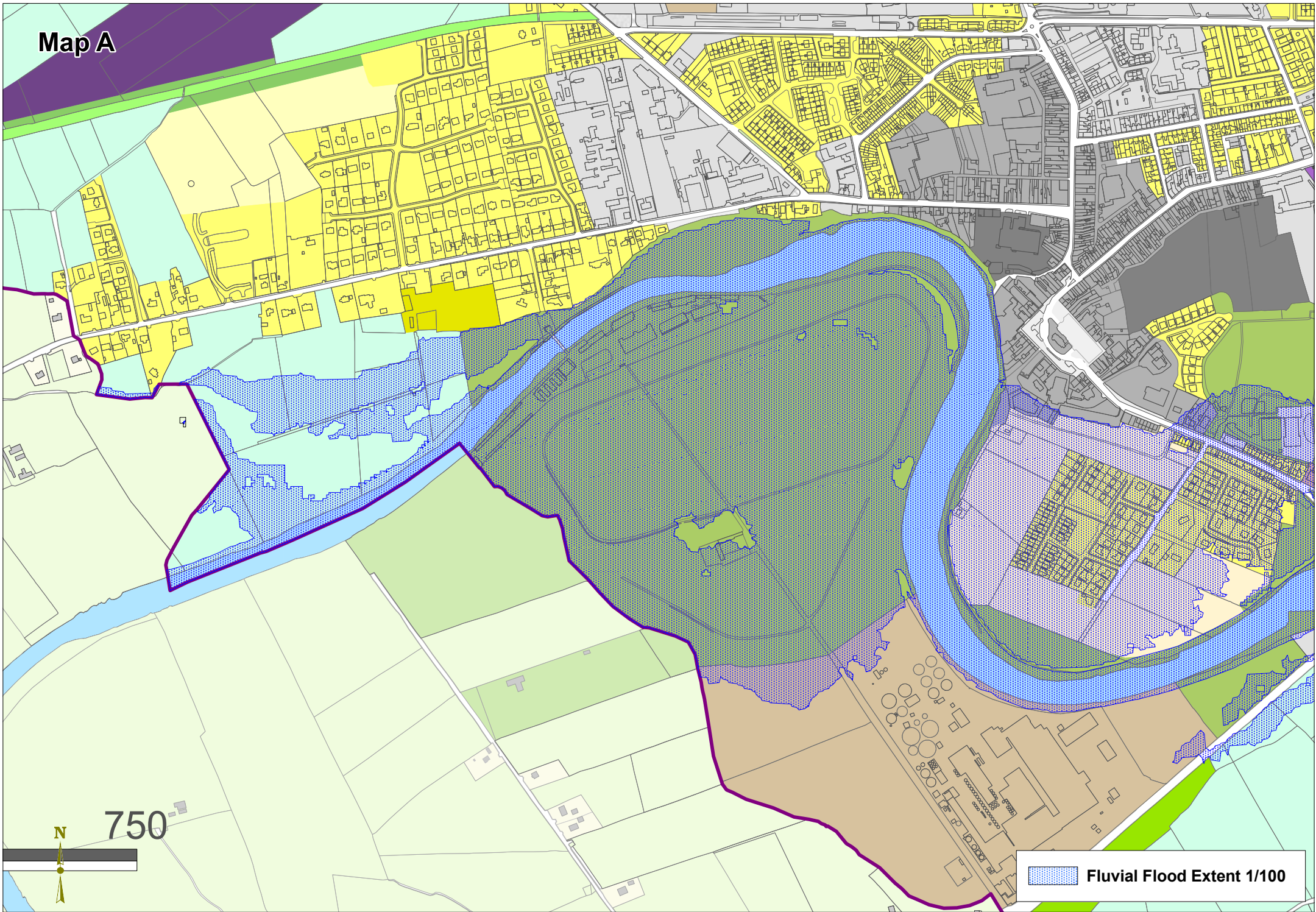
Flood Maps



Listowel Town Flooding Draft

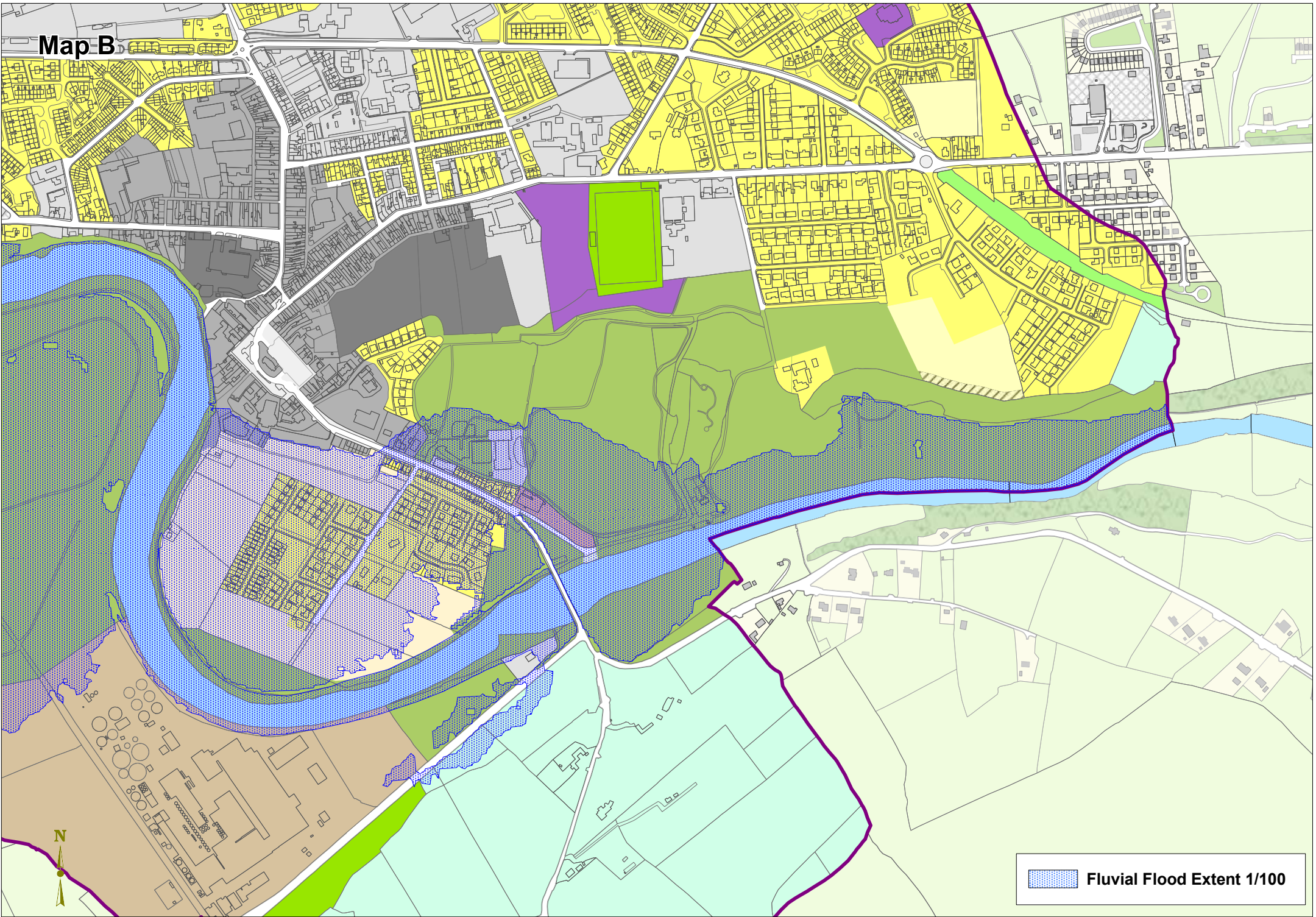


Map A



 Fluvial Flood Extent 1/100

Map B



 **Fluvial Flood Extent 1/100**