

Car Parking Strategy

Ardee Rural Regeneration Project 2040

September 2025



Comhairle Contae Lú
Louth County Council



Rialtas na
hÉireann
Government
of Ireland

Tionscadal Éireann
Project Ireland
2040

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1. Introduction

Introduction

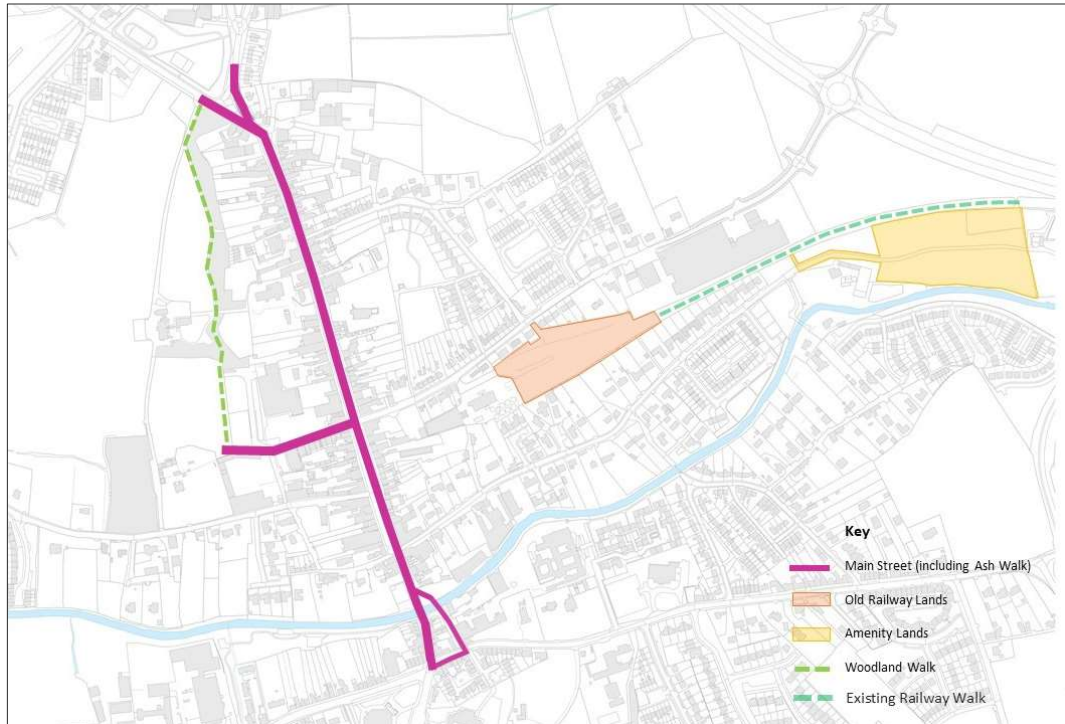
- 1.1 This Car Parking Strategy has been prepared jointly by Hegsons Design Consultancy Ltd and Turley in conjunction with the wider Design Team and Louth County Council.
- 1.2 The purpose of this document is to outline the rationale of the proposed Car Parking Strategy for the Ardee 2040 Regeneration Project and to demonstrate that the proposed Car Parking Strategy will provide an adequate level of parking for Ardee town.
- 1.3 The proposed Car Parking Strategy has been prepared in accordance with the following objectives, to ensure that the Ardee 2040 Regeneration Project will deliver public realm enhancements which align with national, regional and local sustainability, climate, health and quality of life ambitions:
 - **Objective 1:** ensure appropriate provision and location of car parking to support and improve the town centre for all road users.
 - **Objective 2:** provide a level of car parking that encourages sustainable commuter travel, especially for journeys into the town centre and supports access by public transport, cycling and walking.
 - **Objective 3:** minimise the potentially negative impacts of car parking on the community and ensure that parking takes place at appropriate locations.
 - **Objective 4:** provide a level of car parking that helps to support tourism and local businesses.
- 1.4 This Strategy has been informed by a review of the current parking provision in Ardee town centre, including a detailed assessment of existing on and off-street parking provision within the boundary of the application site.
- 1.5 This Strategy is submitted with the planning application package and should be read in combination with the accompanying drawings and technical reports package, including the Environmental Impact Assessment Report.

Site Location

- 1.6 The application site extends across a number of sites / areas in Ardee, comprising of four 'Character Areas' as listed below. **Figure 1.1** below shows the general location and extent of these 'Character Areas' in Ardee.
 - Character Area 1 – Main Street (including Ash Walk);
 - Character Area 2 – Old Railway Lands;
 - Character Area 3 – Amenity Lands; and
 - Character Area 4 –Woodland Walk.

- 1.7 Character Area 2 – Old Railway Lands and Character Area 3 – Amenity Lands are connected via an existing pedestrian walk along the route of the former railway line.

Figure 1.1 Ardee 2040 Regeneration Project – Proposed Character Areas



Proposed Development

- 1.8 A detailed description of the proposed works is included in the Planning Statement submitted with the planning application package. In summary, the proposed works include:

Character Area 1 – Main Street (including Ash Walk).

- Realignment and narrowing of the carriageway on Main Street and alterations to existing public car parking bays to reduce the overall number of spaces.
- Creation of new urban civic spaces, streets, road junctions, pedestrian pavements, steps, and cycle routes.
- Construction of new public realm comprising new hardscape surfaces, kerbing, street furniture, public street and feature lighting, soft landscape planting, cycle parking and signage.
- Alterations to the existing car parking layout outside Ardee Library to create a public plaza.

Character Area 2 – Old Railway Lands

- Redevelopment of currently underutilised Council owned lands to deliver a multi-use town park comprising of a community garden/allotments/open lawn area,

paved public realm areas, an equipped children's play area and new public lighting scheme.

Character Area 3 – Amenity Lands

- Redevelopment of currently underutilised Council owned lands to deliver communal sports and recreation facilities to meet the diverse needs of the local community.

Character Area 4 – Woodland Walk

- A new off-road public footpath linking Gold Links Road to Ash Walk.

Structure

1.9 The remainder of this document is structured as follows.

- **Section 2 - Policy Context:** sets out the national, regional and local transport policy objectives that have guided and informed the proposals.
- **Section 3 - Existing Car Parking Provision:** provides an overview of the existing on-street and off-street car parking available in the LCC designated pay car parking area in Ardee.
- **Section 4 - Proposed Car Parking Provision:** details the car parking provision proposed as part of the planning application.
- **Section 5 - Car Parking Strategy Rationale:** outlines the rationale behind the proposed car parking approach.
- **Section 6 - Conclusion:** provides overarching conclusions on the proposed strategy.

2. Policy Context

National Policy

National Planning Framework First Revision – Project Ireland 2040 (April 2025)

- 2.1 The National Planning Framework (NPF) (First Revision) sets out a strategic development framework for the Country to 2040. As a strategic development framework, the Plan sets the long-term context for Ireland's physical development and associated progress in economic, social and environmental terms and in an island, European and global context. Ireland 2040 is underpinned by supporting policies and actions at sectoral, regional and local levels.
- 2.2 The following national policy objectives of the NPF 2040 (First Revision) have informed the design approach for the application site, particularly with respect to sustainable transport and parking proposals:
- **National Policy Objective 12:** Ensure the creation of attractive, liveable, well designed, high quality urban places that are home to diverse and integrated communities that enjoy a high quality of life and well-being.
 - **National Policy Objective 14:** Regenerate and rejuvenate cities, towns and villages of all types and scale as environmental assets that can accommodate changing roles and functions, increased residential population and employment activity, enhanced levels of amenity and design and placemaking quality, in order to sustainably influence and support their surrounding area to ensure progress toward national achievement of the UN Sustainable Development Goals.
 - **National Policy Objective 36:** Support the objectives of public health policy including the Healthy Ireland Framework and the National Physical Activity Plan, though integrating such policies, where appropriate and at the applicable scale, with planning policy.
 - **National Policy Objective 37:** Ensure the integration of safe and convenient alternatives to the car into the design of our communities, by prioritising walking and cycling accessibility to both existing and proposed developments, and integrating physical activity facilities for all ages.
 - **National Planning Objective 69:** Reduce our carbon footprint by integrating climate action into the planning system in support of national targets for climate policy mitigation and adaptation objectives, as well as targets for greenhouse gas emissions reductions as expressed in the most recently adopted carbon budgets.
 - **National Policy Objective 93:** Improve air quality and help prevent people being exposed to unacceptable levels of pollution in our urban and rural areas through integrated land use and spatial planning that supports public transport, walking and cycling as more favourable modes of transport to the private car, the promotion of energy efficient buildings and homes, heating systems with zero local emissions, green and blue infrastructure planning and innovative design solutions.

National Sustainable Mobility Policy 2022 – 2030

- 2.3 The National Sustainable Mobility Policy (NSMP) sets out Government’s strategic policy framework for supporting walking, cycling and public transport use in Ireland to 2030, laying the foundations for the required system change in transport that will help achieve net-zero emissions by 2050 and contribute towards Ireland’s commitment to a 51% reduction in carbon emissions by 2030
- 2.4 The NSMP advises that *‘To garner permanent reductions in our emissions we must make changes in our everyday life to sustainable behaviours’* and goes on to advise that *‘This Policy has been developed to help us make those changes and, alongside the Climate Action Plan, will put in place measures to enable and encourage greater use of sustainable mobility and reduce private car journeys.’*
- 2.5 The Policy targets at least 500,000 additional daily active travel and public transport journeys and a 10 percent reduction in kilometres driven by fossil fuelled cars by 2030. It seeks to make it easier for people to travel by more sustainable modes by supporting the modal shift between now and 2030 through infrastructure and service improvements as well as demand management and behavioural change measures.
- 2.6 The NSMP’s vision for sustainable mobility in Ireland in 2030 is: *‘To connect people and places with sustainable mobility that is safe, green, accessible and efficient.’* This vision is guided by 3 key principles which are underpinned by 10 high-level goals (illustrated in **Figure 2.1** below).

Figure 2.1: Sustainable Mobility Principles & Goals

Principles and Goals

PRINCIPLES	GOALS
Safe and Green Mobility	<ol style="list-style-type: none"> 1. Improve mobility safety. 2. Decarbonise public transport. 3. Expand availability of sustainable mobility in metropolitan areas. 4. Expand availability of sustainable mobility in regional and rural areas. 5. Encourage people to choose sustainable mobility over the private car.
People Focused Mobility	<ol style="list-style-type: none"> 6. Take a whole of journey approach to mobility, promoting inclusive access for all. 7. Design infrastructure according to Universal Design Principles and the Hierarchy of Road Users model. 8. Promote sustainable mobility through research and citizen engagement.
Better Integrated Mobility	<ol style="list-style-type: none"> 9. Better integrate land use and transport planning at all levels. 10. Promote smart and integrated mobility through innovative technologies and development of appropriate regulation.

- 2.7 Goal 5 is of particular note with respect to the proposed parking strategy for the Ardee 2040 Regeneration Project, as it encourages a modal shift to more sustainable options across all ages through behavioural change and demand management measures.

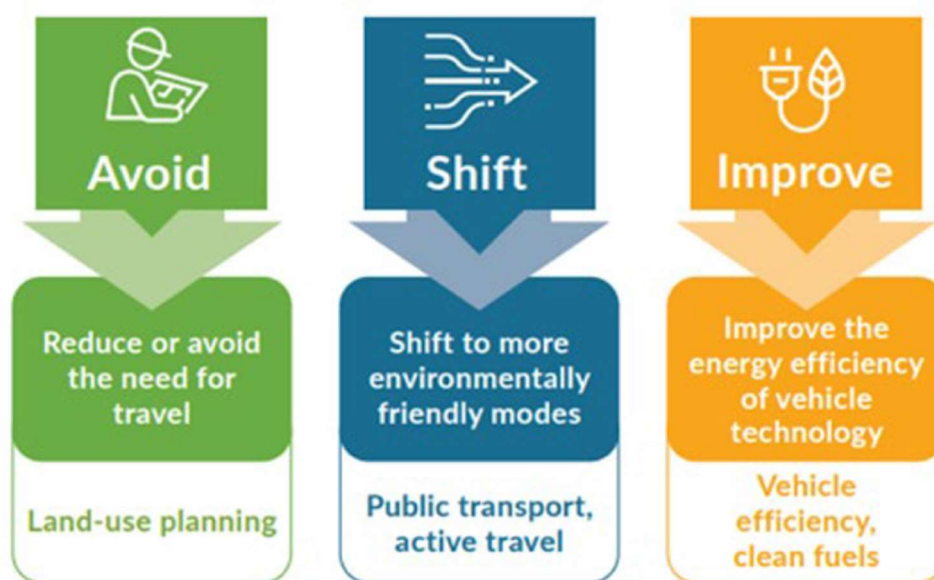
Indeed, under Goal 5, the NSMP references ‘The Five Cities Demand Management Study’, which was commissioned by the Department of Transport in 2019 to identify what drives transport demand and to assess ways to encourage a greater shift to more sustainable and healthier forms of travel.

- 2.8 The NSMP notes that this study identified and assessed a wide range of measures to reduce emissions, tackle congestion, improve air quality and improve the urban environment, including reallocating road space from cars to prioritise walking, cycling and public transport, delivering safer walking and cycling options, and reducing parking provision. The NSMP advises that the findings and recommendations of this study will inform the implementation of demand management policy measures at national and local level over the coming years.

Climate Action Plan 2025

- 2.9 The purpose of the Climate Action Plan is to lay out a roadmap of actions to meet the national climate objective of pursuing and achieving, by no later than the end of 2050, the transition to a climate resilient, biodiversity rich, environmentally sustainable and climate neutral economy. It aligns with the legally binding economy-wide carbon budgets and sectoral emissions ceilings that were agreed by Government in July 2022, including halving Ireland’s emissions by 2030 and reaching net zero by 2050.
- 2.10 CAP25 retains the ‘Avoid–Shift–Improve’ hierarchy to promote greater transport sustainability, as introduced by CAP23 and illustrated in **Figure 2.2** below.

Figure 2.2: Climate Action Plan 2023 – ‘Avoid – Shift – Improve’ Framework



- 2.11 With respect to enhanced spatial and land-use planning, Section 14.2.3 of CAP25 advises that ‘The policy pathway for cutting transport emissions centres around the ‘Avoid-Shift-Improve’ approach and specifically, Compact Growth Transport Orientated Development, improved ‘Active Travel’ infrastructure, better public realm and planning consents for alternative fuel, and EV charging infrastructure.’

- 2.12 CAP25 notes the critical role of local authorities with respect to decarbonising transport, as follows:

‘Local authorities have an integral and critical role in decarbonising transport, through the spatial and land-use planning system, promoting public transport-oriented development, ensuring permeability for active modes, implementing and requiring sustainable parking policies, delivering public realm improvements, developing appropriate demand management measures, and provision of EV charging and alternative fuels infrastructure.’

- 2.13 Climate Action Plan 2025 (CAP25) builds upon last year's Plan by refining and updating the measures and actions required to deliver the carbon budgets and sectoral emissions ceilings and it should be read in conjunction with Climate Action Plan 2024. The following sections of CAP24 are also of note with respect to the proposed parking strategy for the Ardee 2040 Regeneration Project:

- **15.2.3.2 - Road Space Reallocation:** *Road space reallocation and a sustainable approach to parking policy are considered to form key measures to both reduce unsustainable private car demand and enhance placemaking, supporting improvements in the accessibility and air quality of our urban spaces.*

For Local Authorities, these are areas in which they have the capacity to directly influence in the short to medium term, and which are strongly recommended for consideration in the development of their 5-year Local Authority Climate Action Plans, i.e., setting out sustainable approaches to on-street and non-residential parking and to road space reallocation.

Public authorities should work towards a reduction of on-street car parking spaces where it complements measures to prioritise active travel and public transport and to improve the public realm.

- **15.2.4.1 - Active Travel Infrastructure and Accessibility Work Programme:** *‘The provision of safe and accessible walking and cycling infrastructure is key to encouraging modal shift away from private car use and towards walking and cycling. The role of local authorities in the development of active travel infrastructure cannot be overstated...’.*

Smarter Travel: A Sustainable Transport Future - A New Transport Policy for Ireland 2009 - 2020

- 2.14 Smarter Travel is the transport policy for Ireland that sets out how the vision of a sustainable travel and transport system can be achieved.
- 2.15 The Policy acknowledges that transport and travel trends in Ireland are unsustainable, and if we continue with present policies, congestion will get worse, transport emissions will continue to grow, economic competitiveness will suffer and quality of life will decline.
- 2.16 The aim of Smarter Travel is to get us all to think about how and why we make travel choices for all the trips we make to help. It's about considering the impact our travel decisions have on others and on ourselves.

2.17 The Policy contains the following five key goals:

- *'Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport;*
- *Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks;*
- *Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions;*
- *Reduce overall travel demand and commuting distances travelled by the private car; and*
- *Improve security of energy supply by reducing dependency on imported fossil fuels.'*

Regional Policy

Eastern & Midland Regional Assembly Regional Spatial & Economic Strategy

2.18 The Eastern & Midland Regional Assembly (EMRA) Regional Spatial & Economic Strategy (RSES) is a strategic plan and investment framework to shape future growth and to better manage regional planning and economic development throughout the Region. The three main cross cutting principles of the strategy are:

- Healthy Placemaking
- Climate Action
- Economic Opportunity

2.19 The RSES provides the basis for the integration of land use and transport planning in the region, informing the preparation and implementation of plans, programmes and projects at all levels. The RSES contains Regional Policy Objectives (RPOs), and the following are of note with respect to the proposed development:

- **RPO 9.10** - *In planning for the creation of healthy and attractive places, there is a need to provide alternatives to the car and to prioritise and promote cycling and walking in the design of streets and public spaces. Local authorities shall have regard to the Guiding Principles for 'Healthy Placemaking' and 'Integration of Land Use and Transport' as set out in the RSES and to national policy as set out in 'Sustainable Residential Development in Urban Areas' and the 'Design Manual for Urban Roads and Streets (DMURS).*
- **RPO 9.14** - *Local authorities shall seek to support the planned provision of easily accessible social, community, cultural and recreational facilities and ensure that all communities have access to a range of facilities that meet the needs of the communities they serve.*

- 2.20 Section 8.2 of the RSES, entitled 'Transport Strategy', states that *'Trends within the Region indicate that there is an overreliance on the private car for travel to work and education.'* and *'The challenge facing the EMRA is a shift towards alternatives to the private car and promoting greater efficiency in the use of our transport networks.'*
- 2.21 The RSES notes that *'Transport as a sector is one of the significant contributors to our national Green House Gas (GHG) emissions and as a nation we need to act on climate change and adapt and mitigate all sectors accordingly. The need to transition to a low carbon society by reducing transport usage and transitions to lower carbon options, including transition to clean renewables is a key aspect of Ireland's response to climate change.'* The RSES also acknowledges that *'There is a need to ensure alternatives to the car in the design of streets and public spaces to prioritise cycling and walking as active transport modes.'*
- 2.22 With respect to the 'Integration of Land Use and Transport' the RSES sets out a number of guiding principles, including the following, which are of note for the proposed development and proposed parking strategy:
- *'The strategic transport function of national roads and associated junctions should be maintained and protected.'*
 - *The management of space in town and village centres should deliver a high level of priority and permeability for walking, cycling and public transport modes to create accessible, attractive, vibrant and safe, places to work, live, shop and engage in community life. Accessibility by car does need to be provided for, but in a manner, which complements the alternative available modes. Local traffic management and the location / management of destination car parking should be carefully provided.'*
 - *New development areas, including peripheral areas, should be permeable for walking and cycling and the retrospective implementation of walking and cycling facilities should be undertaken in existing neighbourhoods, in order to give a competitive advantage to these modes. Where possible, developments shall provide for filtered permeability.'*
 - *Cycle parking should be appropriately designed into the urban realm and new developments at an early stage to ensure that adequate cycle parking facilities are provided.'*
 - *Support investment in infrastructure and behavioural change interventions to encourage and support a shift to sustainable modes of transport and support the use of design solutions and innovative approaches to reduce car dependency. Development will have regard to the Design Manual for Urban Roads and Streets, where appropriate.'*
 - *Where additional road capacity is provided within or around any town which has an objective to cater for traffic that currently uses the road network in central areas and their immediate environs, that this additional capacity would be used for the improvement of the public transport, walking and cycling networks within the towns through the reallocation of road space to these modes.'*

Local Policy

Louth County Development Plan 2021-2027

- 2.23 The Louth County Development Plan (LCDP) 2021-2027 was adopted by the members of Louth County Council on the 30 September 2021. The Plan came into effect on the 11 November 2021. As a point of clarity, the Louth County Development Plan 2021-2027 has superseded the Ardee Local Area Plan 2010-2016.
- 2.24 This Plan provides a framework for the growth and development of the County during its lifetime with an underlying, and cross cutting theme, of promoting the creation of sustainable, healthy communities where people can access jobs, housing, and services, and enjoy a high quality of life.
- 2.25 The Ardee 2040 Regeneration Project, and its proposed parking strategy, have been designed to align with and help deliver the following Strategic Objectives of the LCDP:
- **SO 5** - *Ensure a more sustainable and integrated concept of development with regard to land use, transportation, water services, energy supply and waste management over the lifetime of the Plan.*
 - **SO 6** - *Conserve and enhance the County's Green Infrastructure and ecosystem services supporting the sustainable management of natural assets and the biodiversity of the County's protected habitats and species to provide a wide range of environmental, social and economic benefits to communities.*
 - **SO 7** - *Protect and enhance the built, cultural and natural heritage assets of Louth, the intrinsic value of which helps to define the character of both urban and rural areas, contributes to the attractiveness, vibrancy and sense of place for residents, tourists and visitors, including improved access to the countryside through the development of greenways, walking trails and blueways in support of and advancing sustainable communities.*
 - **SO 8** - *Develop and support vibrant, inclusive, sustainable and healthy communities in Louth where people can live, work, invest and visit, enjoying access to a wide range of community, health and educational facilities and amenities, suitable for all ages and needs, in both urban and rural areas, thereby supporting a high quality of life for all to enjoy.*
 - **SO 9** - *Protect and enhance the unique character and identity of Louth's towns and villages and improve quality of life and well-being through the application of Healthy Placemaking, underpinned by good urban design with the creation of attractive public spaces that are age friendly vibrant, distinctive, safe and accessible and which promote and facilitate positive social interaction.*
 - **SO 15** - *Ensure the proper integration of transportation and land use planning through the increased use of sustainable transport modes and the minimisation of travel demand to achieve a sustainable, integrated and low carbon transport system with excellent connectivity both within and beyond the County.*

- **SO 17** - Facilitate the development of infrastructural projects, which will underpin sustainable development throughout the County during the period of the Plan.
- **SO 18** - Afford suitable protection to the environment and natural resources of the County and ensure the fulfilment of environmental responsibilities.'

2.26 The following 'Sustainable Transport' policy objectives of the LCDP are also of note and have informed the proposed car parking strategy:

- **'MOV 1** - To work with national transport agencies in supporting the delivery of a high quality, climate resilient and sustainable transport network in the County.
- **MOV 2** - To support the implementation of the 'National Climate Action Plan' 2019, and any subsequent plans, and in particular the measures included that will assist in achieving the target of CO₂ emissions reduction by 2030 in the transport sector as set out in Section 10.2 of the 'Climate Action Plan'.
- **MOV 6** - To promote and support the principles of universal design ensuring that all environments are inclusive and are accessible to and can be used to the fullest extent possible by all users regardless of age, ability or disability.
- **MOV 7** - To support a modal shift away from the private car to more sustainable forms of transport, such as public transport, cycling and walking and the attainment of any national targets relating to modal change published during the life of this Plan.
- **MOV 9** - To support investment in sustainable transport infrastructure that will make walking, cycling or public transport more attractive and appealing, and facilitates accessibility for all, regardless of age, physical mobility, or social disadvantage.
- **MOV 14** - To encourage a modal shift from use of the private car towards more sustainable modes of transport including walking, cycling, and public transport.'
- **MOV 20:** To support the National Transport Authority (NTA) and other stakeholders and community groups in improving bus services and infrastructure in the County.
- **MOV 25** - To support the retrospective provision of walking and cycling infrastructure in existing settlements, where feasible, to achieve growth in sustainable mobility and strengthen and improve the walking and cycling network.
- **MOV 28** - To promote walking and cycling as a safe, convenient, healthy, efficient, and environmentally friendly mode of transport for all age groups.
- **MOV 29** - To continue to work and engage with the National Transport Authority, the Department of Transport, any other agencies in developing a modern network of walking and cycling infrastructure in the County.
- **MOV 31** - To encourage the provision of secure bicycle parking facilities in town and villages in the County.

- **MOV 40:** *To support the design and implementation of public realm projects in town and villages throughout the County that will make these locations more attractive and liveable spaces which are climate resilient and facilitates accessibility for all, regardless of age, physical mobility, or social disadvantage.*
- 2.27 Table 13.11: Car Parking Standards of the LCDP sets out the car parking standards for various land uses. However, Table 13.11 does not identify or assign a specific car parking requirement for public realm works in a town centre location.
- 2.28 The proposals for Character Area 1 - Main Street will not incorporate any new or additional building floorspace, and so, there is no specific requirement to provide parking as part of the proposals. The development proposals for Character Area 1 - Main Street do, however, propose to reduce the level of car parking along Main Street, with the spaces reallocated to provide enhanced public realm areas and to facilitate new active travel infrastructure along Main Street.
- 2.29 Section 13.16.11 of the LCDP entitled 'Parking Standards that Reflect the Demand and Location' is of note for the proposed development/car parking strategy as it states that:
- 'It is considered appropriate that the car parking requirements in the towns and villages in the County is reflective of the accessibility and connectivity of the settlement in addition to the existing and planned investment in public transport and active travel for the area/settlement.'*
- 2.30 Section 13.16.11 also notes that national and regional policy seeks '*...to reduce dependence on the private car and promote a modal shift towards more sustainable modes of transport*' and sets out circumstances where a reduction in car parking may be acceptable, provided the Planning Authority is satisfied, and these circumstances include the following, which are of note for the proposed parking strategy:
- *"There is sufficient parking available in the vicinity of the development to cater for any shortfall;*
 - *The public transport links available would reduce the demand for car parking;*
 - *The central location of the development is such that the customers/residents/users of the development would be likely to walk or cycle;"*.

3. Existing Car Parking Provision

Introduction

- 3.1 The majority of existing car parking in Ardee Town Centre, is located along, or in close proximity to, the Main Street (including Irish Street, Market Street, Castle Street) and Ash Walk areas of Ardee, which form Character Area 1 of the application site/proposed development.
- 3.2 Main Street is the primary route for traffic moving in a north-south direction through Ardee. The road is a single carriageway, two-way road with footpath provided on both sides of the road along its entire length. The carriageway, which is a national route, is relatively wide and a high level of on-street car parking is located along Main Street (see **Table 3.1** below for further details). The car parking along Main Street is irregular in pattern and includes a mix of parallel, saw-tooth and perpendicular parking.
- 3.3 Ash Walk is a narrow one-way westbound street which connects the N2 Main Street, via a priority-controlled junction with Sean O'Carroll Street, to the N52 Jervis Street. The street is narrow with footpath provided on both sides of the road along the full length of the street running east-west. Ash Walk provides access to the main off-street parking areas in the town centre which are operated by Supervalu.
- 3.4 There is currently no car parking provided within the other character areas, these being:
- Character Area 2 – Old Railway Lands;
 - Character Area 3 – Amenity Lands; and
 - Character Area 4 – Woodland Walk.

Pay Car Parking Provision (LCC Controlled)

- 3.5 Car parking in Ardee is controlled by Ardee Town Parking Control (on Street) Bye-Laws 2014 and Ardee Town Parking Control (on Street) Bye-Laws (Amendment) 2024 which are enforced by Louth County Council. The 2024 amendment relates to the introduction of residents parking discs within the area of parking control. These bye-laws apply to that part of Ardee town centre identified in Map No. 418-02 (see **Appendix 1**). This map was replicated in the 2024 amendment to the bye-law.
- 3.6 **Table 3.1** summarises the location and quantity of controlled public car parking available within Ardee. In total, there are 480 spaces (including 21 wheelchair accessible spaces) within the area of the town that is controlled through the above mentioned bye-laws (see **Appendix 1**) of Ardee. As shown at **Appendix 1**, the majority of paid car parking spaces are located within the boundary of the planning application, with the remainder located within 300m (3 – 4 min walk) of the site boundary of the planning application boundary.

Table 3.1: Summary of Pay Car Parking Spaces in Ardee

Street / Location	No. of Spaces
Fair Street	66
Irish Street	43
Market House Lane	11
Market Street	85
Market Square Car Park	14
Day Care Car Park	10
St. Vincents Road	12
Sean O'Carroll Street	36
Barrets Lane	7
Castle Street	57
Bridge Street	7
Bridge Street Car Park	21
John Street	65
William Street / Hale Street	21
Moorhall	8
Cornmill	6
Drogheda Road	11
Total Parking Spaces	480

Parking Survey

- 3.7 A parking beat survey of the car parking areas within Character Area 1 – Main Street was undertaken in March 2022 in order to establish the parking demand within the area and help inform the proposed car parking strategy for this Character Area. The surveys were undertaken by TSL 360 Ltd on behalf of Louth County Council.
- 3.8 The car parking beat survey was undertaken for a 12-hour period (07.00-19.00) on a neutral weekday at 30-minute intervals. **Table 3.2** summarises the results of the car parking beat survey. The location and extent of the 7 no. parking zones identified in Table 3.2 are mapped in **Appendix 2**.

Table 3.2: On-Street Parking Survey – Summary of Survey Data

Car Parking Area	No. of Parking Spaces	Average Occupancy Rate (0700-1900)	Peak Occupancy Rate
Zone 1 - Main Street (between N52 Roundabout - Golf Links Road / Irish Street Junction)	15	79%	100%
Zone 2 - Main Street (between Golf Links Road / Irish Street & Markethouse Lane)	38	73%	100%
Zone 3 - Main Street (between Markethouse Lane & College Lane)	40	76%	100%
Zone 4 - Main Street (between College Lane & Sean O'Carroll Street / Ash Walk)	41	76%	100%
Zone 5 - Main Street (between Sean O'Carroll Street / Ash Walk & N52)	33	70%	97%
Zone 6 - Main Street (between N52 and Tierney Street)	16	67%	100%
Zone 7 - Castle Street (between Tierney Street & John Street), William Street & Hale Street	15	48%	100%
Total	198		

- 3.9 The following off-street public / private car parks were also surveyed. **Table 3.3** provides a summary of the results for the survey area. It should be noted that the Aldi supermarket car park was not operational when the surveys were carried out. The location and extent of the 6 no. car parking areas identified in Table 3.3 are illustrated in **Appendix 2**.

Table 3.3: Off-Street Parking Survey – Summary of Survey Data

Car Parking Area	No. of Parking Space	Average Occupancy Rate (0700-1900)	Peak Occupancy Rate (No. of Occupied Spaces)
Supervalu Car Park (Ash Walk)	189	39%	60% (132)
Bridge Street Car Park (North of River Dee)*	21	75%	100% (21)
Ash Walk Car Park	17	57%	N/A
Aldi Car Park	90	N/A	N/A

Centra Car Park, Malone Terrace	28	N/A	N/A
Total	345		

* Car park located within Character Area 1 – Main Street (including Ash Walk).

Summary

- 3.10 In summary there are 480 no. Council bye-law controlled paid on-street car parking spaces and 324 no. private off-street car parking spaces located in Ardee area of controlled parking.

Characteristics of the Existing Parking Provision

Main Street

- 3.11 The variation of parking orientations along the Main Street gives rise to unsafe vehicle manoeuvres into and out of many of the parking spaces as drivers negotiate the variation in the orientation of the spaces i.e. vehicles tend to drive into the saw-toothed car parking spaces and reverse blind into the road when exiting. The existing variation of car parking orientation along Main Street also gives rise to negative public realm outcomes including an unsightly and unorganised appearance to car parking along the street.

Ash Walk

- 3.12 A high level of off-street parking, operated mainly in a private capacity, are situated just off Main Street along Ash Walk. A total of 296 no. off-street parking spaces is provided in this area. The abovementioned car parking areas are comprised of a mix of permeant and overflow car parking provision which are used for joint trips by customers of the existing retail uses in the Ash Walk area and those shopping/visiting businesses on Main Street.

4. Proposed Car Parking Provision

Proposed Car Parking Provision

Character Area 1 - Main Street (and Ash Walk)

On-Street Car Parking

- 4.1 **Table 4.1** provides a breakdown of the proposed on-street car parking spaces for Character Area 1, which include disabled parking spaces. In addition to the car parking spaces proposed, 3 no. loading / trading bays will also be provided along Main Street. **Appendix 3** of this Report contains a plan showing the location and extent of the parking zones identified in **Table 4.1** below.

Table 4.1: Character Area 1 – Main Street: Existing and Proposed On-Street Car Parking

Car Parking Area	No. of Existing Parking Spaces	Proposed Parking Provision	Net Difference in Car Parking Provision
Zone 1 - Main Street (between N52 Roundabout - Golf Links Road / Irish Street Junction)	15	3 *	(-12)
Zone 2 - Main Street (between Golf Links Road / Irish Street & Markethouse Lane)	38	10 *	(-30)
Zone 3 - Main Street (between Markethouse Lane & College Lane)	40	5 *	(-35)
Zone 4 - Main Street (between College Lane & O'Carroll Street / Ash Walk)	41	12 *	(-29)
Zone 5 - Main Street (between Sean O'Carroll Street / Ash Walk & N52)	33	10 **	(-23)
Zone 6 - Main Street (between N52 and Tierney Street)	16	9 ***	(-7)
Zone 7 - Castle Street (between Tierney Street & John Street)	15	10*	(-5)
Total	198	59	(-139)

Notes: *: 1 Disabled Parking Space | **: 2 Disabled Parking Spaces | ***: 3 Disabled Parking Spaces

- 4.2 As identified in **Table 4.1**, the proposed development will result in the net loss of 139 no. on-street car parking spaces within Character Area 1 – Main Street. The loss in parking spaces is due to a significant gain in the provision of walking / public realm space (wider footpaths), cycling infrastructure (cycle facilities and parking) and the creation of new urban civic spaces and road junctions.

Off-Street Public Car Parking

- 4.3 **Table 4.2** below identifies the quantum of off-street car parking spaces proposed to be provided within the boundary of Character Area 1 – Main Street. These areas will be resurfaced as part of the proposed development.

Table 4.2: Character Area 1 – Main Street: Existing and Proposed Off-Street Car Parking

Car Parking Area	No. of Parking Space	Proposed Parking Provision	Net Difference in Car Parking Provision
Ardee Library Car Park	14	3**	(-12)
Bridge Street Car Park (North of River Dee)	21	21*	(0)
Total	35	24	-11

Notes: *: 1 Disabled Parking Space | **: 2 Disabled Parking Spaces

- 4.4 The proposed development will result in the net loss of 12 no. off-street car parking spaces. The loss in parking spaces is due to the inclusion of a new public realm area / cycle parking outside of Ardee Library.
- 4.5 Following the construction of the proposed development, and including existing paid car parking spaces outside of the boundary of the planning application boundary, there will be a total of 330 no. car parking spaces remaining within the LCC bye-law controlled car parking area of Ardee, representing a 31% reduction in car parking provision.

Other Car Parking Facilities (outside of the planning application site boundary)

- 4.6 In addition to the proposed car parking areas within the planning application boundary, **Table 4.3** provides detail on other private car parks available in close proximity to Ardee Main Street. Whilst these car parks are mainly used to visit the businesses associated with them, there is a reasonable expectation that visitors will also use these car parks for shared visits to businesses / facilities that are in close proximity to / adjacent to the car parks in the Main Street area.
- 4.7 We consider that the proposed development does not require the use of these car parks to meet the requirements of the town centre, however, for completeness, we have provided detail on these facilities as visitors to Ardee may use them for shared trips.

Table 4.3: Off-Street Car Parking In Walking Distance to Main Street

Car Parking Area	No. of Parking Space	Proposed Parking Provision	Net Difference in Car Parking Provision
Ash Walk / Supervalu Car Park	189	189	0
Aldi Store Car Park	90	90	0

Ash Walk	17	17	0
Centra, Malones Terrace	28	28	0
Total	324	324	0

Character Area 2 - Old Railway Lands

- 4.8 A total of 7 no. car parking spaces are proposed to be provided within the site boundary of Character Area 2 - Old Railway Lands, which includes 1 no. accessible car parking space.
- 4.9 It is our opinion that none of the development types listed in Table 13.11: Car Parking Standards of the LCDP are representative of the proposed development within Character Area 2 - Old Railway Lands, and therefore, the LCDP does not stipulate a specific car parking requirement for the proposals within this Character Area.
- 4.10 It is considered that the proposed car parking provision for Character Area 2 – Old Railway Lands, in addition to the existing and proposed pedestrian linkages to the site from the town centre, the existing paid on-street car parking in close proximity to this Character Area and the proposed cycle parking spaces will meet the needs of future users.

Character Area 3 - Amenity Lands

- 4.11 A total of 45 no. spaces are proposed to be provided within the site boundary of Character Area 3 – Amenity Lands, which includes 4 accessible car parking spaces and 9 EV car parking spaces.
- 4.12 It is our opinion that none of the development types listed in Table 13.11: Car Parking Standards of the LCDP are representative of the proposed development within Character Area 3 – Amenity Lands, and therefore, the LCDP does not stipulate a specific car parking requirement for the proposals within this Character Area.
- 4.13 It is considered that the proposed car parking provision for Character Area 3 – Amenity Lands, in addition to existing and proposed pedestrian linkages to the site from the town centre and the proposed cycle parking spaces, will meet the needs of future users.

Character Area 4 - Woodland Walk

- 4.14 No car parking is proposed within Character Area 4 – Woodland Walk. It is expected that pedestrians using the woodland walk will arrive by foot, bicycle and public transport or utilise existing car parking facilities within Ardee town centre.

Disabled Car Parking Provision

- 4.15 Section 13.16.7 Disabled Parking of the LCDP states that “*Disabled parking spaces shall be generally applied at the rate of 5% of spaces for developments requiring 10 or more spaces, with a minimum of one no. space*”.
- 4.16 As outlined above, Table 13.11: Car Parking Standards of the LCDP does not provide a specific car parking requirement for the Ardee 2040 Regeneration Project proposals.

Notwithstanding, **Table 4.4** below confirms that the proposed parking will exceed the abovementioned 5% requirement for disabled parking spaces.

Table 4.4: Overview of Proposed Disabled Parking Provision

Parking Area	Proposed Parking	Disabled Parking
Character Area 1 – Main Street (on-street parking)	59 spaces	10 spaces (17%)
Character Area 1 – Main Street (off-street parking)	24 spaces	3 spaces (12%)
Character Area 2 – Old Railway Lands	7 spaces	1 space (14%)
Character Area 3 – Amenity Lands	45 spaces	4 spaces (9%)
Character Area 4 – Woodland Walk	N/A	N/A
Total	123 spaces	18 spaces (14%)

Electric Vehicle Charging Points

- 4.17 Section 13.16.9 Charging Points for Electric Vehicles of the LCDP states that *“In all car parking areas, provision shall be made for charging points for electric vehicles. This shall include the necessary wiring and ducting. Pending the publication of guidance on the minimum requirement of these spaces, an assessment shall be made on a case-by case basis; however, applicants shall strive to provide these charging points in a minimum of 20% of the total spaces”*.
- 4.18 As a minimum, at least 20% of the total spaces proposed will be designed to accommodate electric charging points.

5. Car Parking Strategy

Introduction

- 5.1 The aim of proposed measures which will be implemented as part of the overall development is to promote the use of sustainable modes of transport and help minimise the need for private vehicle trips.
- 5.2 The design and layout of the development will facilitate ease of access to public transport, support walking and cycling and meet the needs of people with disabilities and others whose mobility is impaired through adherence to current design guidelines.
- 5.3 As outlined in Section 2 of this Strategy, national, regional and local policy supports a modal shift away from the private car to more sustainable forms of transport. The development proposals have included the following measures to encourage the use of sustainable modes of travel:
- Promotion of cycling and walking as viable sustainable transport modes for all members of the community; and
 - Rationalising and reducing the provision of car parking along the Main Street to encourage a less traffic dominated environment for pedestrians and deliver a cycle route to promote more direct, safer and pleasant alternatives to the private car.
- 5.4 The following considerations have influenced the car parking strategy applied to the proposed development.

Active Travel Policy and Implementation

- 5.5 In line with national policy ‘Smarter Travel: A Sustainable Transport Future’ the aim to *‘reverse the current unsustainable transport and travel patterns and reduce the health and environmental impacts of current trends and improve our quality of life’* is a key objective of the proposed development along the Main Street. To achieve this objective, the proposals include a reduction to the level of car parking along Main Street. As outlined in Section 2 of this Report, there is a clear objective in national, regional and local policy to reduce reliance on the car for travel and encourage alternative sustainable modes of transport in order to influence change. The implementation of smarter travel measures through the development proposals can be summarised into the following overarching actions:
1. Actions to reduce distance travelled by private car and encourage smarter travel; and
 2. Actions aimed at ensuring that alternatives to the car are more widely available, mainly through improved public transport service and through investment in cycling and walking.
- 5.6 With respect to Action 1, the proposed development includes the reduction and rationalisation of the existing car parking provision in the Main Street area of Ardee to

increase the quality of the public realm and assist in providing safer spaces through the removal of the existing 'saw-tooth' style car parking arrangement along the street. A reduction in the overall provision of car parking available, in combination with the measures discussed under Action 2 below, will make travel by private car less attractive and encourage use of alternative/sustainable modes of transport in the town, including travel by public bus, walking and cycling.

- 5.7 With respect to Action 2, the proposed development will deliver a significantly improved pedestrian / cycling environment along Main Street including a dedicated two-way off-road cycle lane and high quality, spacious public realm spaces / footpaths. The cycle lane has been designed to comply with the standards of the Cycle Design Manual (August – September 2023) which will result in a safe, coherent and comfortable environment for cyclists. Pedestrian facilities have also been improved through the widening of footpaths and addition of high-visibility crossing points along Main Street. When combined, these features will encourage walking and cycling in the Main Street area. In addition to this, bus facilities to the north of the town have been improved by the inclusion of upgraded / new bus shelters.
- 5.8 The overarching ambition of the car parking strategy applied to this development is to make active travel a more attractive and realistic choice for short journeys in the area. Delivering on this ambition will lead to more people walking and cycling, contributing to the following outcomes:
- Improved health through an increase in physical activity;
 - Reduced congestion on the highway network by providing better travel choices; and
 - Safer active travel.

Managing On-Street Car Parking

- 5.9 As previously outlined, on street car parking in Ardee is controlled by Ardee Town Parking Control (on Street) Bye-Laws 2014 and Ardee Town Parking Control (on Street) Bye-Laws (Amendment) 2024.
- 5.10 Pay parking was abolished in Ardee in 2014. Louth County Council took the decision to enforce the on-street parking bye-laws again in Ardee on 21 August 2023, with traffic wardens now actively policing illegal parking, parking in disabled parking bays and loading bays, the non-display of a current tax disc and general traffic management within the restricted parking zone. The operating hours of the parking bye-laws are 8.30am to 5.30pm Monday to Saturday. During this time there is a maximum stay of two hours. These operating hours do not apply to public car parking at the library or Bridge Street car park.
- 5.11 The decision to enforce the parking bye laws was taken to discourage commuter traffic from parking in the town the entire day, restricting the number of spaces that would be available for people visiting local businesses and facilities of the town. The paid parking system will ensure that a vehicle can only stay in one zone for a maximum of 2 hours.

- 5.12 The introduction of paid car parking and maximum stay periods will reduce the demand for car parking in the centre of Ardee.
- 5.13 The proposed development will result in a loss of approx. 31% of the total number of paid car parking spaces in Ardee. However, taking into account less demand for car parking due to fewer commuters being able to avail of the spaces due to the maximum stay periods and the active travel infrastructure improvements proposed as part of the Ardee 2040 Regeneration Project we consider that the proposed reduction in car parking spaces along Main Street will not have a detrimental impact for the operation of local businesses and facilities located along Main Street.
- 5.14 The next section of this Report provides an overarching conclusion and summarises the benefits of the proposed parking strategy.

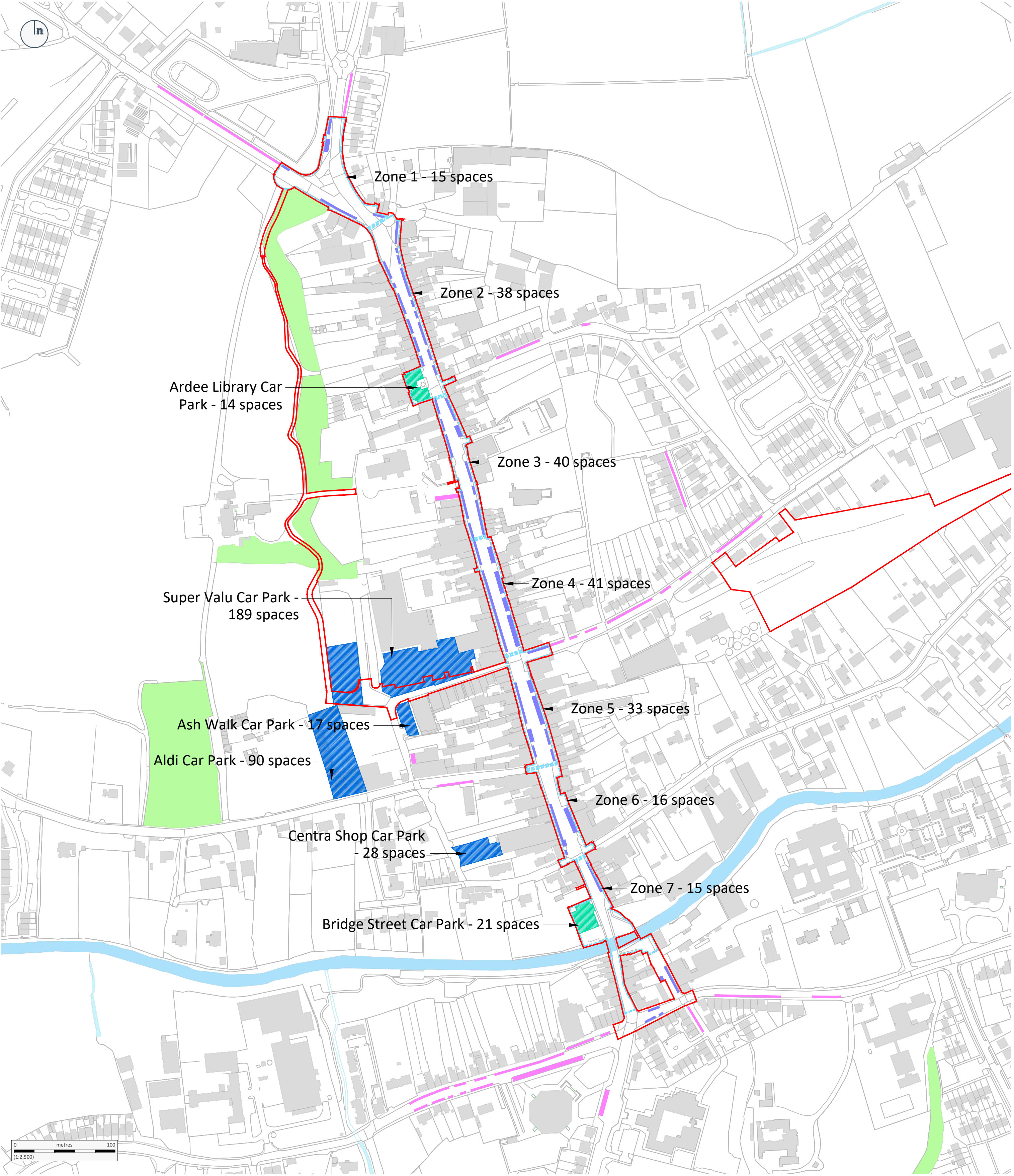
6. Conclusion

- 6.1 Upon completion of the proposed development, there will be 306 no. on-street paid car parking spaces, 24 no. public off-street paid car parking spaces and 324 no. car parking spaces in privately operated car parks. Overall, the proposal will result in a reduction of 150 no. public car parking spaces within the LCC bye-law controlled car parking area of Ardee.
- 6.2 We consider that the proposed reduction will not have a detrimental impact on the operation of the town centre and is acceptable noting the following outcomes:
- The measures proposed align with the aims and objectives of national, regional and local planning policy to promote sustainable modes of transport including walking, cycling and public transport infrastructure.
 - The proposals include a number of measures that are deemed beneficial to improve the public realm, enhancing the pedestrian and cycle connectivity and road safety across the area. The measures which will be implemented to influence the use of sustainable modes of transport and help minimise the need for private vehicle trips.
 - Improvements to the bus facilities, including creating safer bus stops and improved / new bus shelters, in Main Street will encourage more people to avail of public transport.
 - The reintroduction of the paid car parking in Ardee has resulted in a reduction in demand for car parking spaces from commuters, etc. This has increased the quantum of on-street car parking available for short term car parking (up to two hours) to serve shoppers / visitors to the town centre.
 - The nature of the development is such that proposed and existing parking spaces in the vicinity could facilitate the dual use of parking spaces, with visitors using all short stay spaces to visit a number of different facilities and businesses in one trip.
 - The design and layout of the development will facilitate ease of access to public transport, support walking and cycling. Therefore, a shift towards non private car-based movements to and from the area is envisaged, thus supporting the reduced parking supply on the Main Street.
 - The proposal will support the implementation of the 'National Climate Action Plan' 2025 and in particular the measures included that will assist in achieving the target of CO₂ emissions reduction by 2030 in the transport sector.
 - Improved safety in terms of car parking layout/design and footpath layout/design.
- 6.3 Given that the development proposals will encourage prioritisation of pedestrian and cyclist modes of transport in the town, it will have a positive effect by setting a benchmark for lowering traffic and parking demand levels in the town in the short, medium and long term.

**Appendix 1: Map No. 418-02 – Louth Paid Car
Parking Area**



Appendix 2: Ardee Existing Car Parking Provision



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- KEY**
- Site Boundary
 - LCC Paid Public Car Parking within the planning application site boundary (198 spaces)
 - LCC Paid Public Car Parking outside of the planning application boundary (247 spaces)
 - Car Parking Survey Zones
 - Off-street private car park (324 spaces)
 - LCC Paid Public Car Parking within planning application boundary(35 spaces)

CLIENT
Louth County Council

PROJECT
Ardee

DRAWING
Existing Car Parking Provision

PROJECT NUMBER
LOUB3004

DRAWING NUMBER
2001

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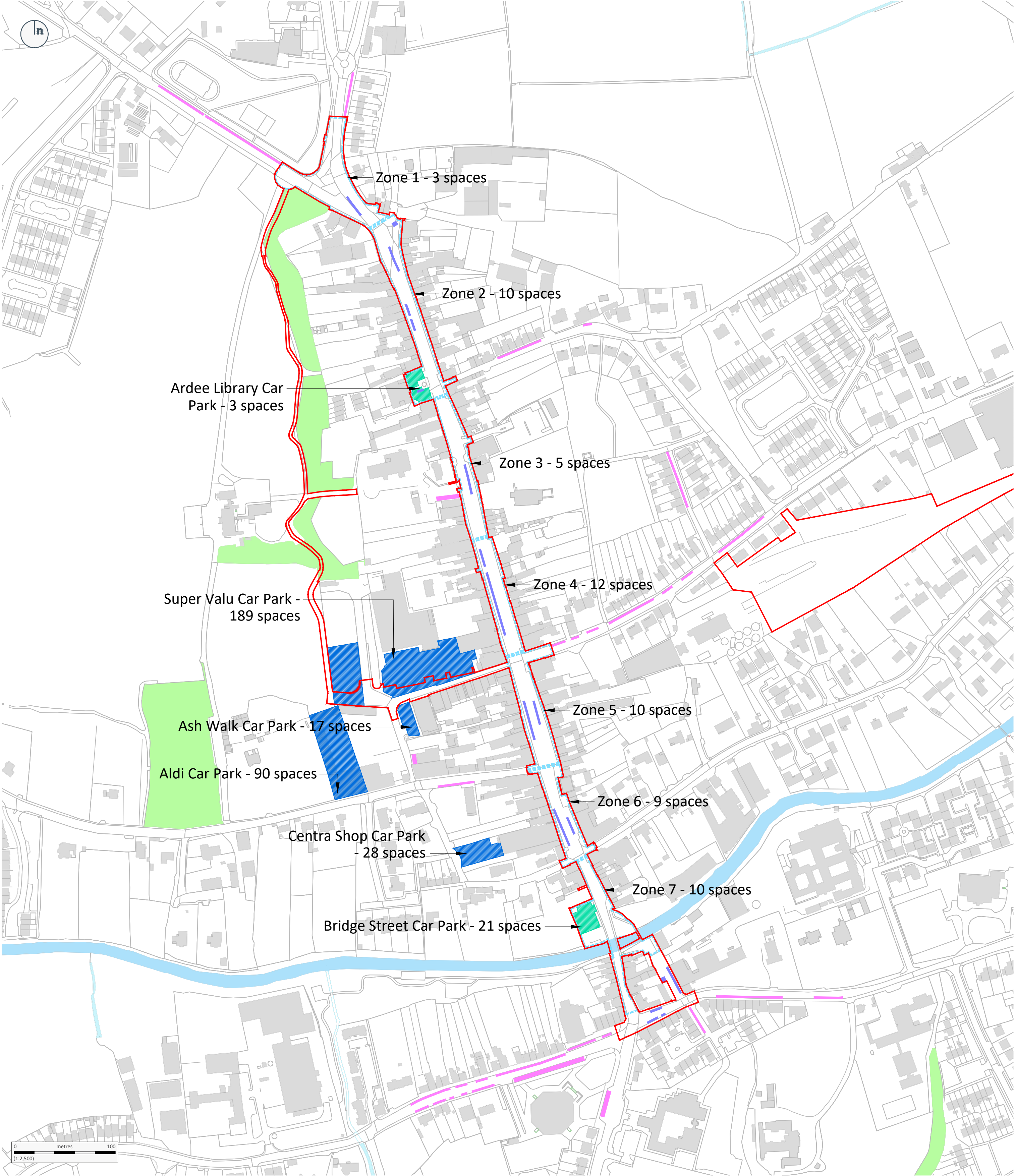
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DATE
May 2025

SCALE
1:2500 @ A2

Appendix 3: Proposed Car Parking Provision



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- KEY**
- Site Boundary
 - LCC Paid Public Car Parking within the planning application site boundary (59 spaces)
 - LCC Paid Public Car Parking outside of the planning application boundary (247 spaces)
 - Car Parking Survey Zones
 - Off-street private car park (324 spaces)
 - LCC Paid Public Car Parks within the Planning application boundary (24 spaces)

CLIENT
Louth County Council

PROJECT
Ardee

DRAWING
Proposed Car Parking Provision

PROJECT NUMBER
LOUB3004

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