

# THE REVITALISATION AND REJUVENATION OF DENNY STREET



**DENNY STREET CONSERVATION SEMINAR  
30<sup>TH</sup> JUNE 2017**

## **FEEDBACK REPORT**

**A COLLABORATIVE INITIATIVE BY**



An Chomhairle Oidhreachta  
The Heritage Council



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## **Thank You**

I would like to take this opportunity to thank the following individuals who played a crucial role in the success of this seminar and workshop:

To the building owners and occupiers of Denny Street, and in particular Gary O'Driscoll, Louise and Maeve O'Donnell and Ned O'Shea. Without your help and assistance, this project would never have happened;

To Helen O'Carroll, Sandra Leahy, Jemma O'Connell, Claudia Köhler and Murrough Connolly who so kindly offered support and expertise at the Kerry County Museum and who rowed in to help at a crucial time;

To Alison Harvey and the Heritage Council who funded the project and provided mentoring support; and

Finally, to the attendees of the seminar and workshop – your enthusiasm and good-will has been extraordinary. Let us maintain momentum and celebrate its success going forward.

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The content of this publication is solely the responsibility of the author and does not necessarily represent the official views of The Heritage Council.

*Victoria McCarthy  
Conservation Officer  
Kerry County Council  
20<sup>th</sup> September 2017*

# 1. INTRODUCTION AND SETTING THE SCENE

## **History of the Street**

Denny Street has been at the epicentre of power in Tralee since the foundation of the town in the thirteenth century. For four centuries it was one of the main seats of power of the Fitzgeralds, Earls of Desmond, who were supplanted by the Dennys in the 1580s. The castle was demolished by its last inhabitant, Sir Edward Denny and a new street built in the 1820s. Denny Street embodied the rise of the Irish wealthy middle class who developed and inhabited it as an elite oasis of calm in a Victorian market town. In a final transfer of power, the Denny demesne was bought by the local authority in the newly established Irish Free State and one of the first civic buildings in the new state was the Thomas Ashe Memorial Hall, which opened in 1928.

## **Statutory Protection**

The terraced buildings, the Gate Lodge, the Ashe Memorial Hall, Pikeman statue and post box are protected structures contained in the Record of Protected Structures in the Tralee Town Development Plan. The Denny Street area is also part of a wider Architectural Conservation Area (ACA) designated in the Development Plan.

## **Tralee Town Centre Health Check**

The Tralee Town Centre Health Check is an initiative of the Heritage Council and has been piloted across nine towns in Ireland, one of which is Tralee. The health check aims to raise awareness, understanding and appreciation of the critical role that our historic town centres play and the wide-ranging impacts they have on quality of life for citizens and visitors alike. High vacancy rates on Denny Street were identified as part of this process. Vacancy and under-utilisation of urban historic building stock is a serious issue, and not only affects Denny Street and Tralee, but is a pervasive problem throughout the country as a whole. Lack of occupancy results in unsustainable patterns of development and empty buildings run increased risk of dereliction and dilapidation.

## **Community Heritage Grant Scheme**

An application was made to the Heritage Council under the Community Heritage Grant Scheme 2017 by Tralee Chamber Alliance to hold a conservation seminar for the Revitalisation and Rejuvenation of the street. The Tralee Chamber Alliance was successful with funding provided by both the Heritage Council and Kerry County Council towards the event.

## **Aims and Objectives**

There were three key aims and objectives of the Denny Street Revitalisation and Conservation Project:

1. Provide practical advice to owners and occupiers regarding fire, access, building control, energy efficiency and conservation of built fabric of buildings
2. Outline how the street can be improved within the context of a wider town area
3. Help owners and occupiers to address vacancy and underutilization of the street – build on two-way dialogue

## **Seminar Preparation**

Contact was made directly with most building owners and occupiers of Denny Street by telephone. Other key stakeholders were also either personally invited or invited by email or post to the event.

Members of local businesses, Tralee IT, Tralee Tidy Towns, the Kerry Archaeological and Historical Society along with An Taisce, Kerry County Council, the Sustainable Energy Authority of Ireland, architects, engineers, auctioneers and archaeologists were also involved. Members of the Tralee Municipal District Elected Representatives were informed who welcomed and supported the event. Occupiers of a nearby Tralee Georgian terrace were also invited, along with grantees of this year's conservation grants in order to disseminate the conservation information to as many people as possible who could gain from the experience. The event was also widely advertised in the local press, radio and on social media.

### **Seminar Information**

A conservation advice manual for building owners was published and offered to all attendees. Copies of the Advice Series prepared by the Department of the Environment, Heritage and Local Government and conservation leaflets on various aspects of conservation repairs were also provided. Books and DVDs of the County Kerry National Inventory of Architectural Heritage survey were available to all. Information about conservation grants and copies of the Denny Street Architectural Conservation Area Management Plan were provided. Information on each building, its architectural description, an historical cartographical analysis and a social history of the building's owners and occupiers was also on display at the event.

NOTE: The Denny Street Advice Manual is available on the [kerrycoco](http://kerrycoco) website or directly from the Kerry County Council Architectural Conservation Officer.



*Picture reproduced with kind permission of Mr. Dermot Crean, [traleetoday.ie](http://traleetoday.ie)*

## 2. OVERVIEW OF SEMINAR PRESENTATIONS

There were five speakers at the seminar who attended the event:

1. Denny Street: Setting the Context (Victoria McCarthy, KCC)
2. Fire and access: common problems and practical solutions (Tim Kelleher, Building Control, KCC)
3. Tralee Town Centre Health Check (Alison Harvey, The Heritage Council)
4. Lessons learned from Scotland (Diarmaid Lawlor, Director with Architecture and Design Scotland)
5. Building Conservation: common problems and practical solutions (Gareth O'Callaghan (Jack Coughlan & Associates, Grade 1 Conservation Architect, Cork)

**Victoria McCarthy**, Architectural Conservation Officer, Kerry County Council, wrote her Master Degree thesis on Denny Street and the Denny family. Victoria's presentation set the scene and outlined the architectural importance of Denny Street. Information on conservation grants and main issues facing protected structures was also outlined.



### Conservation Grants



## Looking Great!



**Timothy Kelleher** is an Assistant Chief Fire Officer and was appointed to Kerry Fire & Rescue Service in 2007. Tim's presentation outlined fire safety requirements and the main issues facing redevelopment and renovation of buildings on Denny Street. Tim highlighted that Denny Street had many opportunities for re-use and outlined how to comply with legislation and regulations governing fire safety and disability access certificates.

### Denny Street Building Conservation *project*

**Fire Safety –**  
General items, Fire Services Acts &  
Building Control Acts & Regulations

Timothy Kelleher, ACFO, Kerry Fire & Rescue Service  
Friday, 30 June 2017



### Who is Involved?

- Owner/Developer/Proposer of the Idea
- Planning/Other LA departments/Health Authority/AGS etc.
- Refining the ideas
- Working with competent persons suitably trained, qualified and experienced and who should be registered/chartered, member of an authorised body, e.g. RIAI, IEI & SCSi
- Carry out audits, inspections and checks
- Making applications as appropriate for Fire Safety Certificate and Disability Access Certificate to the Building Control Authority



**Alison Harvey** runs the Heritage Council's National Planning and Regeneration Programmes and is a chartered planner and qualified project manager with a background in economics. Alison spoke about Town Centre Management and outlined the main issues facing our towns today. Town Centre Management is a co-ordinated and pro-active initiative designed to ensure that our town and city centres are desirable and attractive places. In nearly all instances, the initiative is a partnership between the public and private sectors and brings together a wide-range of key interests. Alison spoke about the need for an attractive public realm, marketing a unique sense of place, security, accessibility and movement, along with the need to address fiscal incentives to drive change.

## Town Centre Management (TCM): Benefits of Investment for Tralee



**Denny Street Workshop**  
Tralee, 30<sup>th</sup> June 2017  
Alison Harvey MIPI AILI  
The Heritage Council

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## 2. What makes successful and vibrant Town Centres?

- i. Unique 'Sense of Place' – local heritage
- ii. An attractive Public Realm
- iii. Planning for Success
- iv. Accessibility and Permeability/ Movement
- v. Safety and Security
- vi. Supportive Regulatory and Fiscal Regimes

## Hierarchy of Visitor & Tourist Signage:

1. **Gateway Signage** – 'First Impression?'
2. **Directional Traffic Signage** – 'Key Arrival Points'
3. **Orientation Signage** – Key Locations - You are Here!
4. **Pedestrian Signage** – Finger Poles, Plaques
5. **Interpretative Signage** – Whet the appetite!

## 4. Summary – Remember the Three Step Process

1. **Where is our Town Centre now?** – Taking Stock – SWOT and Urban Form Analysis, Town Centre Health Checks (TCHCs)
2. **Where/what do we want our Town Centre to be** – what is the USP and ‘Shared Vision’ for the future?
3. **How do we get there?** After TCHC - develop a TCM Action Plan or Strategy – Short, Medium and Long Term e.g. to ensure **Vitality, Viability and Vibrancy** – the 3 Vs!

(Source: A. Harvey, 1998)



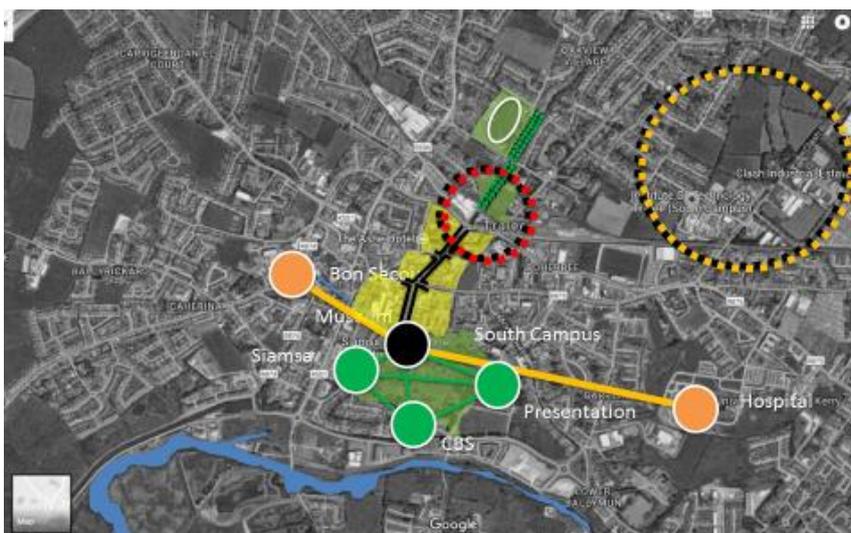
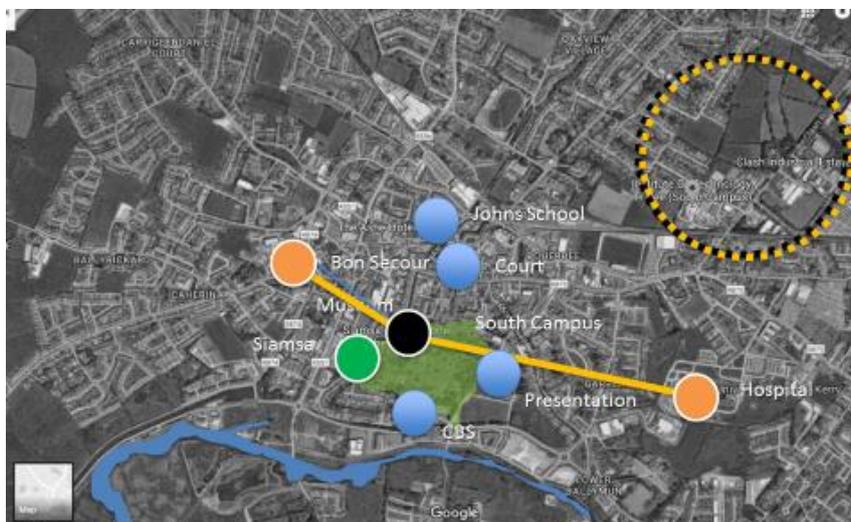
**Diarmaid Lawlor** is Director of Place with Architecture and Design Scotland which aims to help make well informed decisions about complex, connected place based policy and investment challenges. He writes and speaks on creative approaches to making better places. Diarmaid spoke about how to make use of existing resources and available opportunities. Linking the town centre with Tralee IT, schools, the County Library, hospitals, the County Museum and Siamsa Tíre was highlighted. Diarmaid provided some good examples of how vacant space can be revitalised and rejuvenated. Adopting a creative approach to outdoor space and linking start-up businesses and vacant units was a key theme throughout Diarmaid’s presentation.





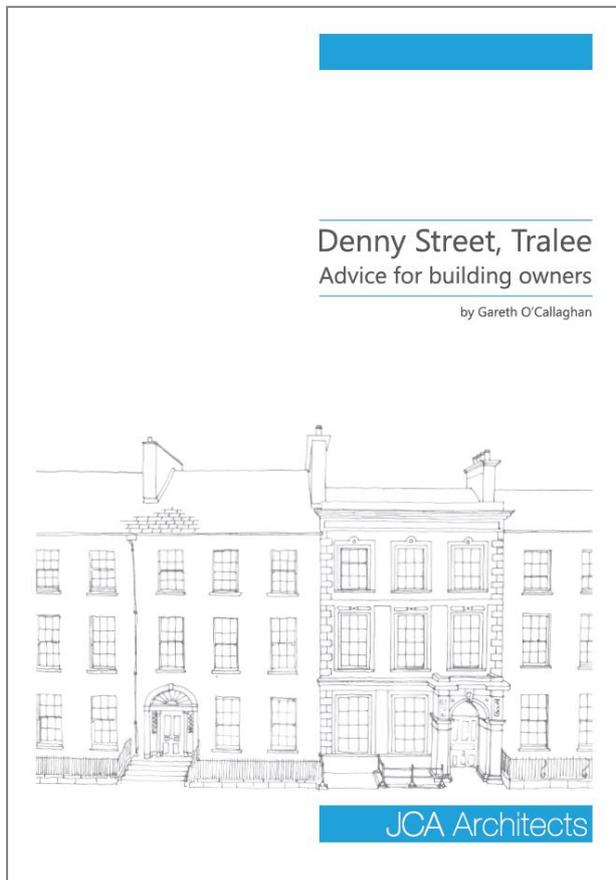
## collaboration + jobs





**Gareth O’Callaghan** has extensive experience of working on building conservation related projects. Gareth’s role involves making modern interventions in historic building fabric as well as general building conservation projects where consolidation and repair are required. Gareth’s presentation provided an overview of best practice with respect to carrying out conservation work on properties on

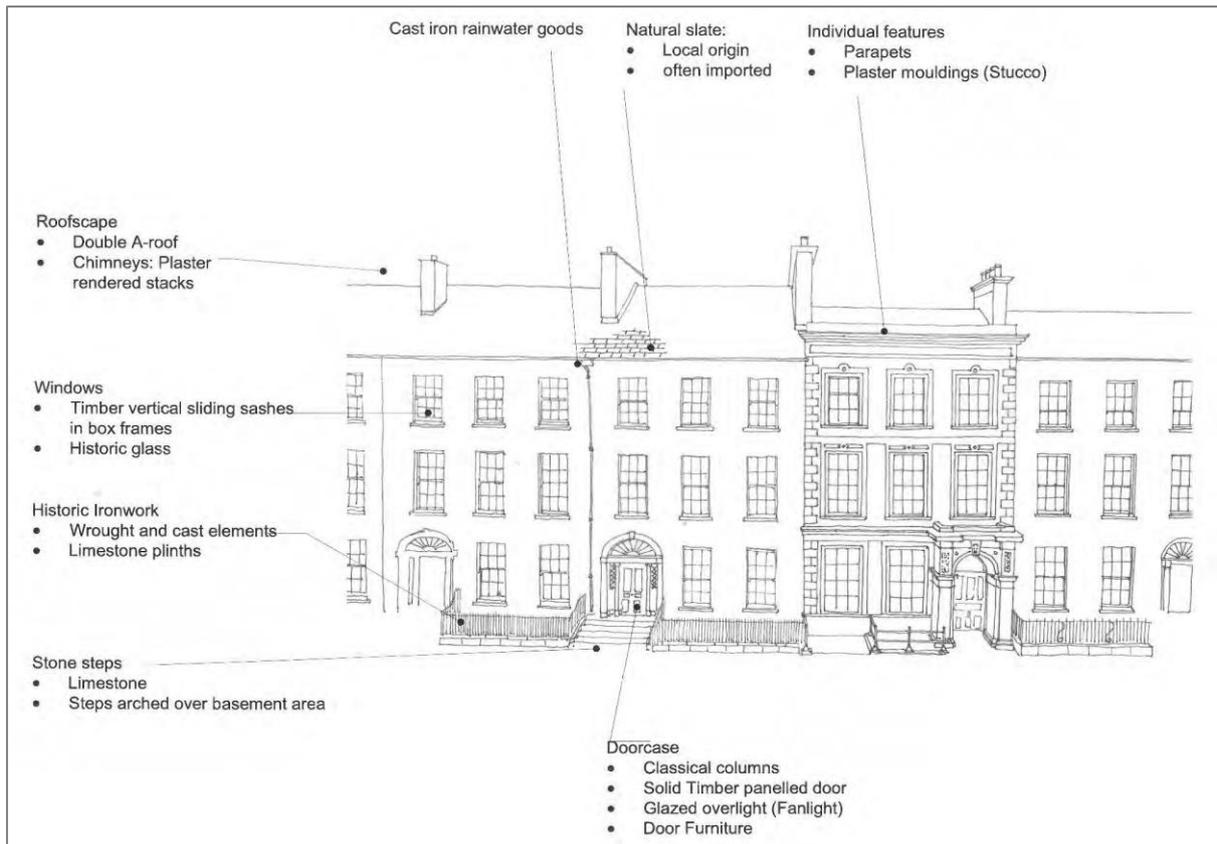
Denny Street. Gareth spoke about the importance of appropriate use of materials and early intervention in maintaining historic properties. Gareth also provided some interesting examples of conservation work in Cork showing how historic properties can be adapted using innovative approaches to redevelopment proposals.



#### Maintaining Historic Buildings

- It is always preferable to repair historic building fabric rather than replace it.
- Routine maintenance of roof coverings, rainwater goods, and chimneys is essential to avoid damage and costly major repairs.
- External timber joinery, such as doors and sash windows, should be maintained, including regular repainting.
- A survey should always be undertaken prior to specifying repair works, so that the condition of the building is fully understood.
- New works should be distinguishable from old, while respecting the original building's character.
- Specialist advice should be sought with regard to appropriate repair techniques.
- New uses should be compatible with the fabric and nature of the existing building.





## Typical problems: Roof coverings

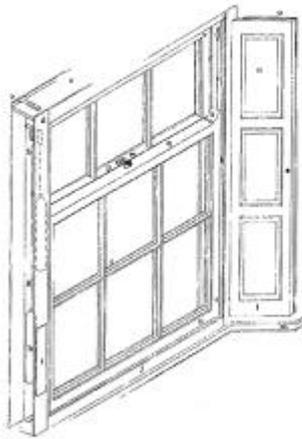


Roofs on Denny Street retain their original roof profile and pitch in almost all cases, and natural slate covering is an important part of the character of the buildings.

Maintenance and ongoing inspection and repair of slates is an important part of conserving the entire building. Water ingress as a result of a small number of slipped slates can be the cause of damage which is very costly and complex to repair. Individual slipped slates may be replaced by new slates clipped into place, without removing other slates..

If a building is to be re-roofed, existing slates may be re-used. An appropriate breathable roofing felt will further protect the roof covering

## Timber sash windows: repair and maintenance



Anatomy of a Sash Window

- Frame parts**
- a. outer lining
  - b. pulley stile
  - c. pulley
  - d. inner lining
  - e. head piece
  - f. parting bead
  - g. weight box
  - h. weight
  - i. pocket
  - j. oil
  - k. staff bead
  - l. shutter
  - m. dado
  - n. shutter panel
  - o. shutter leaf
- Sash Parts**
- p. meeting rail
  - q. top sash
  - r. meeting rail
  - s. bottom sash
  - t. sash stile
  - u. sash cord
  - v. glazing bar
  - w. bottom rail
  - x. top rail
  - y. catch
  - z. horn



Timber sash windows are made up of many individual elements. Where timber decay has occurred, it is possible to remove only the damaged elements and to repair or replace them before splicing them back in to the original window. Specialist knowledge is required in order to undertake these repairs.

The profile of glazing bars, and horns should be noted and maintained if new elements are required



Ground Floor Plan

Second Floor Plan

First Floor Plan

Third Floor Plan

### 50 Pope's Quay, Cork: Architectural Strategy to Adapt Building for Re-use



Pictures to left and below show new extension to rear of protected structure to accommodate secondary access and services. Contemporary design and finish works well.



Picture on the left is the hall before conservation works and pictures below show the hall following completion of conservation works



### 3. FEEDBACK FROM WORKSHOPS

As part of the seminar process, four workshops were held following the seminar. The aim of the workshops was for attendees to enter into dialogue around the following themes:

1. What are the barriers experienced by owners and occupiers of Denny Street
2. Discussion of findings from seminar and interpretation of findings/solutions outlined by speakers
3. Ideas/solutions to problems of vacancy/underutilisation of buildings
4. How can the street and its laneways be improved?
5. How can connectivity be improved in the town centre area?



There were four groups discussions and each group was given a set of questions to direct the debate. The findings of each group were then presented to the other workshop groups.

Workshops were also held in May with Transition Year students from three Tralee town secondary schools.

The findings of both groups have been collated into tables for ease of reading.

**GROUP ONE**  
**REVITALISING THE BUILDINGS**

- Q.1      What is your vision for Denny Street?
- Q.2      How can we re-use the buildings on Denny Street?
- Q.3      What do you see as the main impediment to revitalising buildings on Denny Street?
- Q.4      What are your favourite streets in Tralee town and why? What makes them work?
- Q.5      The response to this seminar has been very positive. How do we maintain forward momentum?

**GROUP ONE: MAIN FINDINGS**

Q1.	<b>Seminar Workshop Findings</b>
	<p>Increase footfall – commercial activity throughout the day and night          Consider changing the use of the Ashe Memorial Hall to crafts/education hub          Use buildings for residential use, including short term family rental          Provide incentives for conversion/re-use          Increase activity range of the KDYS to attract increased numbers of children and parents          Increase sense of safety and security especially around Siamsa Tíre          Celebrate success and achievements along the way          Change public perception around protected structures and designated Architectural Conservation Areas (ACAs)</p>
	<b>Secondary Schools Workshop Findings</b>
	<p>Residential use on upper floors – holiday let, rent out rooms during the Rose of Tralee          Use buildings for a Youth Café – students, Wi-Fi, smoothie bar, small library, health food          Workshop space- artists, travelling artists, rentable community space          Roof gardens and solar panels could be used – better environmental awareness          Use buildings for student accommodation as the street is so central          During the Rose of Tralee Festival have the markets inside the buildings on Denny Street          Use the buildings for offices, restaurants, cafés and use the museum to showcase Denny Street and old Tralee          Add more clocks around the town and link them so they all ring out at the same time on all the streets as a tourist feature – have uniformity of clock design</p>
Q2.	<b>Seminar Workshop Findings</b>
	<p>Commercial use is easier than residential due to finance</p>
	<b>Secondary Schools Workshop Findings</b>
	<p>Remodel back gardens – repaint walls and plant flowers          Clean railings and window frames/glazing on a regular basis</p>

	<p>Revamp the toilets at the edge of the park</p> <p>Use balconies on the backs of houses</p> <p>Use one of the buildings as a museum where people could walk inside and see how the houses used to be in old days</p> <p>Denny Street buildings could be used as a hostel/B&amp;B as they are in a prime central location</p>
3.	<p><b>Seminar Workshop Findings</b></p> <p>Currently three people live on Denny Street – it is cost prohibitive and finance is a major impediment</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>The street needs to be colourful, safe, lively</p> <p>Paint murals on the alleyways</p> <p>Line the street with trees and greenery</p> <p>Widen paths and put benches on footpaths</p> <p>The alleyway between the street and the Square needs to be designed with murals and needs flowers to brighten it and make it more appealing</p> <p>It is too expensive to revitalise the buildings</p> <p>Do not allow the street to be modernised</p>
4.	<p><b>Secondary Schools Workshop Findings</b></p> <p>The Mall – popular spot with good shops – it is not neglected – other than the trees</p> <p>Abbeycourt area from the Square towards Siamsa Tíre is very modern and attractive</p> <p>The Square – it is occupied, lots of people, different shops, pubs and cafés</p> <p>Denny Street – it is a wide open space that is safe and there is always a way to get there and be used as a meeting place</p>
5.	<p><b>Seminar Workshop Findings</b></p> <p>People who have engaged with the process should be kept involved and informed throughout the way</p> <p>Create a narrative for Denny Street – prepare a Guide to Denny Street</p> <p>Use murals for gable walls and art works to involve local arts community</p> <p>Use Town Park Railings for an Art Exhibition every Sunday</p> <p>Street audit of the ACA</p> <p>Use Denny Street as a National Pilot- a place of excellence around refurbishment</p> <p>Improve connectivity between The Mall and Denny Street including social infrastructure</p> <p>Prepare a Denny Street Programme – condition survey to identify the scale of repairs</p>

**GROUP TWO**  
**CONNECTING THE STREET**

1. How can we improve linkages between Denny Street and The Mall, Castle Street and The Square?
2. What are your ideas for the laneways?
3. Do you have any ideas to improve connectivity between Denny Street and the Town Park?
4. How can we draw people down the street to showcase our beautiful Town Park, the County Museum and Siamsa Tíre?
5. The response to this seminar has been very positive. How do we maintain forward momentum?

**GROUP TWO: MAIN FINDINGS**

1.	<p style="text-align: center;"><b>Seminar Workshop Findings</b></p> <p>If something competitive happened in Ashe Hall (e.g. debating challenge, prizes provided by business schools), schools would start to use Ashe Hall which is between the CBS and Castle Street – would improve linkage and connectivity          Only two families live on the street – no night footfall          No night-time threshold population due to lack of residential accommodation          Tourist office should be at the top of Denny Street          Encourage older people to live on these streets who will walk to the shops and avail of services</p> <p style="text-align: center;"><b>Secondary Schools Workshop Findings</b></p> <p>Attract people to the street through use of colour and art – will improve linkage          Clear signage          Put cycle lanes throughout the whole of Tralee and put traffic lights for cyclists to make it safer</p>
2.	<p style="text-align: center;"><b>Seminar Workshop Findings</b></p> <p>Problem of cars parking on the lanes          Lanes need to be lit up          Paving needs to be attractive          Sides of buildings needs to be attractive          Sometimes back of buildings fronting lanes are used for service access and deliveries and this conflicts with an active usage          Change of use of mews buildings currently used as sheds to small residential units which will enliven lanes and bring vitality – suggested uses craft shops, coffee shops</p>

	<p>Art on gables – has to be something that will draw you down – murals are cost effective – school children would have ownership of the scheme  Art scheme in schools could enable this  Phased enhancement under an annual plan</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Use art – such as ‘Wings’ - “Fly into Tralee” – could be posted on social media and would be free advertising for the town  Use laneways for historical art – Denny Castle etc.  Laneways are too closed in – more light – no bins or rubbish should be allowed  Murals should be painted and designed by students  Bike racks/rent a bike scheme- set walking and cycle routes  Better signage and make the entrances more noticeable  Paint the walls – make lanes colourful and put lights in the footpath  Resurface the footpaths as they are very slippery when wet  Do a tile mosaic</p>
3.	<p><b>Seminar Workshop Findings</b></p> <p>Host festivities in the Town Park  Truck Festival – variety of interests – different types of festivals  Line of flags – July – Siamsa, August – Museum etc.  When you leave one building you should be directed by pavement signage/wayfinding to the other two  Museum should invite business people of the town to events  Heritage trail with storyboards (like Kenmare)  Have specialist event in Ashe Hall – showcase different buildings - Business people should be invited to these events</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Needs to be an attraction other than the museum to pull people towards the end of Denny Street  Remove the railings along the park to open it up and make the area more colourful  The Pearse Park could be used as a ‘youth hangout’ – as there is no area for teens to hang out and keep the youth out of trouble  Improve facilities for the youth in the Town Park – astro-turf or outside gym  The park needs to be more family friendly  More attractions for teens needed – nothing to do there  Fairy lights- unusual cobbling on the ground – have a street like Temple Bar  Build across the main entrance to the park to make it more inviting  Paint the railings a brighter colour  Hold more events in the park  Open a Christmas ice rink</p>
4.	<p><b>Seminar Workshop Findings</b></p> <p>Signposting is an issue – people have trouble finding the tourist office  Special weekends – to attract groups to Ashe Hall which will spill over to park</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Use the street for street art to attract artists to live there  Use a building as an underground lounge bar including pool table and dart boards where adults can relax and bring life to Denny Street</p>

	<p>Christmas/Easter needs to be celebrated more around town – family friendly – e.g. Christmas Santa in the Museum – needs more advertising</p> <p>Erect flags from different countries around the park to promote multi-culturalism and attract more people to visit the park</p> <p>Féile na mBláth needs to be improved</p> <p>Create planned walks through the Park to Denny Street</p> <p>Install more seating in the town park</p> <p>Put up more signs showing the direction of the park and keep it tidy and clean</p> <p>Erect monuments/sculptures in the town park</p> <p>Make the playground more modern</p>
5.	<p><b>Seminar Workshop Findings</b></p> <p>Keep in touch</p> <p>Come back in a year to review changes</p> <p>Business invitations regularly as the business community are on board</p> <p>One plan updated regularly</p> <p>Heritage trail for whole town rather than Denny Street in isolation – one entity</p> <p>Do an integrated plan – research, signage etc.</p> <p>We need a Denny Street Contact Directory of owners and stakeholders and a heritage group might grow out of this as these individuals will have a vested interest</p> <p>Festival of Kerry brings international focus on town which could be utilised to focus on Denny Street</p>

**GROUP THREE**  
**LIVING ON DENNY STREET**

1. The seminar has shown what can be achieved to rejuvenate old buildings. What do you think will work on Denny Street?
2. How can we provide for modern needs and family homes in our historic buildings?
3. How do we encourage people to live on Denny Street?
4. Should Denny Street be used only for commercial use? Can we mix housing and commercial use successfully?
5. The response to this seminar has been very positive. How do we maintain forward momentum?

**GROUP THREE: MAIN FINDINGS**

1.	<p><b>Seminar Workshop Findings</b></p> <p>Maintenance of existing buildings is important            Increase footfall – use Ashe Hall for Art and Design college – development of broad range of courses – creativity, pottery, fabric etc.            Use the area as a Crafts Hub            Use buildings for residential purposes including family accommodation            Work in connection with hotels – holiday residential too could be accommodated too            Incentivise for student accommodation</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>If funding is sufficient from the Council, it would make the buildings liveable and make them more modern on the inside            If the street is refurbished, it will make the buildings more attractive            Use gardens for recreational use and provide for private parking</p>
2.	<p><b>Seminar Workshop Findings</b></p> <p>Grant system – use carrot not the stick            Community involvement            Story telling of Denny Street – branding/ownership</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Houses should be subdivided as they are too large to cater for modern living            Houses need upgrading to make them suitable for modern needs</p>
3.	<p><b>Seminar Workshop Findings</b></p> <p>Financial assistance to retro-fit for use as apartments – elderly, students, Millennials</p>

	<p>Cost difficulties to purchase properties</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Pedestrianise the street which will make the area more attractive to people</p>
4.	<p><b>Seminar Workshop Findings</b></p> <p>Work Hub space          Ability to rent in town          How to market the accommodation to the correct people?          Commercial viability          Disability access</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Buildings should be used for commercial purposes and not housing as business premises need places to operate close to the town centre</p>
5.	<p><b>Seminar Workshop Findings</b></p> <p>Zero tolerance to anti-social behaviour – some areas need particular attention          Passive policing          Stakeholders need to agree a narrative for the street – uses, heritage etc.          Celebrate our success</p>

**GROUP FOUR  
PRACTICAL ISSUES**

1. What kind of financial incentives will work?
2. What kind of impediments do you see to rejuvenating the street and buildings?
3. How can we address these impediments?
4. What help do you think is needed to enable revitalisation?
5. The response to this seminar has been very positive. How do we maintain forward momentum?

**GROUP FOUR: MAIN FINDINGS**

1.	<p><b>Seminar Workshop Findings</b></p> <p>Allow for retail on the street – certain couture businesses could work – e.g. clothing designer, milliners, etc.            A street audit of the Architectural Conservation Area – this would get the benefits of shared costs and have an investment programme for all owners            Street based investment and street based use programme            The financial programme must integrate the regulatory and planning requirement            Review of rates structure to incentivise owners/tenants            Cost of development is prohibitive</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Rent reduction could be an incentive</p>
2.	<p><b>Seminar Workshop Findings</b></p> <p>If no-one is occupying the upper floors, then no-one knows if there is a leak in the roof – getting occupancy is important            What is the resource we are talking about? The buildings as currently utilised are not a living entity            The extent of regulation and the variety of layers involved in adapting the buildings to modern needs causes delay and increases costs            The buildings are not living spaces</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Street needs a clean, colour &amp; landscaping            Is there more room for pedestrians and cyclists? Could bring more business e.g. markets, tourists            There is no place to cross on Denny Street (workshop held in May during street works)</p>
3.	<p><b>Seminar Workshop Findings</b></p> <p>Street plan is imperative            We need a ‘Russian Doll’ Plan so that places and businesses are integrated</p>

	<p><b>Secondary Schools Workshop Findings</b></p> <p>Use the street for a summer concert series  Open-air mic nights and cinema (e.g. Pearse Park or the Town Park)  Use the laneways for Farmer’s Markets/craft markets – provide free permits to incentivise use  Use Geo-filter for Denny Street and Rose of Tralee – competition where you design a geo-filter for snapchat</p>
4.	<p><b>Seminar Workshop Findings</b></p> <p>Cover the Square with a movable roof like the Freemont Street experience  Have a more revitalising effect on town in general  Upper floor occupancy by studio artists  Use all the space- laneways, shopfronts and signage  Shutters inside so you can see shops and items  Policing – anti-social behaviour policing – padlocks on the Town Park gate on the morning of the seminar preventing early morning use of the Park  Centralised bike area that is monitored – security area for bikes  Use the grass space between path and railing around the Park</p> <p><b>Secondary Schools Workshop Findings</b></p> <p>Use murals to provide colour  Link in with local fitness clubs – e.g. Yoga in the Park  Cover the lanes during winter  Use environmentally-friendly street hanging baskets  Place window boxes on the window sills of Denny Street buildings  Have a competition to do murals on a building in Tralee to help make Tralee more interesting and unique</p>
5.	<p><b>Seminar Workshop Findings</b></p> <p>Use the street as a GAA Hall of Fame  Pull the community together – ‘Town First’  Plan for cooperation and collaboration  Look at different types of uses</p>

## Transition Year Workshops

### 3 Tralee Schools- Transition Year students



Examples of street furniture and public art suggested by Transition Years during workshop discussions



Examples of use of colour and improvement to streets and lanes suggested by TY Workshop participants



Example of 'Wings' for murals for laneway adapted for Tralee – good for social media



Example of use of colour and public art to provide interest to laneway cover

The picture on the right hand side is an example of this art installation employed in Kilkenny  
(picture courtesy of Jemma O'Connell)

## 4. ANALYSIS OF KEY EMERGING TRENDS

### **FINANCE**

Use the street as a pilot project to refurbish a building or series of buildings – off-set against tax

Carry out a street audit of the Architectural Conservation Area – benefits of shared costs and have an investment programme for all owners – street based investment and street based use programme

The financial programme must integrate the regulatory and planning requirements

Grant system – carrot and not the stick

Financial assistance to retro fit for apartment use – families, elderly, students, Millennials

Review rates structure to incentivise owners/tenants

### **LAND USE**

Increase footfall by expanding range of uses on the street and by expanding the uses within the County Museum – will increase sense of security and safety

Use the Ashe Hall for something competitive – e.g. debating challenge etc., for schools – would link schools (such as Presentation & CBS) and would involve the Ashe as a central point

Change use of mews buildings currently used as sheds to small residential units which will enliven lanes and bring vitality

Suggested uses for the street include craft shops, coffee shops

Encourage older community to live on these streets (can walk to shops etc. and avail of services)

Places for young people

Use upper floors for studio artists etc.

Use all the space and laneways

### **NARRATIVE AND PLACE**

Create an agreed narrative for Denny Street– tell the street's story

Storytelling of the street will help with branding and ownership

Storyboards for Heritage Trail

### **STREET IMPROVEMENTS**

Use the laneways for murals – art scheme for schools

Centralised bike area that is monitored – improved security for bikes

Improve landscaping of the street – can help with way finding and improve linkage to the Town Park

Develop the idea of a “Creative Tralee” – for example, use the town park railings for displaying work of local artists every Sunday

Focus on the local use of the street and try to encourage footfall – increase sense of security and safety

### **HOW TO MAINTAIN MOMENTUM**

Outline a programme for maintaining momentum: condition, scale, repairs

Phase enhancement works under an annual plan

Keep in touch

Denny Street contact directory

Importance of neighbourhood, community and dialogue on these issues

Implement a programme and a plan for co-operation and integration

Pull the community together with authorities

## 5. NEXT STEPS

The following work programme is proposed to continue the success of the seminar:

	<b>Task/Programme</b>	<b>Deadline</b>	
1.	Liaise with the Tralee TCHC Project Team	As required	VM
2.	Power to the People: Heritage Week 2017 Event	August 2017	VM & Helen O'Carroll, KCC
3.	Brief the Minister for Housing and Urban Development, Mr. Damien English, T.D.	September 2017	VM
4.	Disseminate Feedback Report to all attendees and key stakeholders	September 2017	V.M., KCC
5.	Engage with National Housing Agency to progress ideas around re-use	September 2017	National Housing Agency, The Heritage Council & KCC
6.	Set up Denny Street Conservation Seminar Contact Directory	September 2017	V.M., KCC
7.	Initiate Art Competition for Denny Lane Murals	October 2017	KCC (Arts Officer & VM)
8.	Set up Denny Street Heritage & Conservation Group	October 2017	V.M.
9.	Host Energy Seminar to seek funding under the Better Energy Community Grant Scheme in collaboration with Sustainable Energy Authority of Ireland (SEAI)	Mid-September 2017	Xavier Debusson, SEAI, VM
	Key focus group to progress grant applications to be set up	September 2017	Energy Focus Group
	Pursue funding under the SEAI for an Energy Plan and Strategy	Q4 2017	
10.	Review funding options to prepare a condition survey to identify the scale of repairs for the street	Q4 2017	VM, DoCHG
11.	Regular Land Use Surveys	Quarterly	Planning

12.	Collaborate with consultants for Tralee Public Realm Plan once they are appointed	Q1 2018	VM & Denny Street Heritage & Conservation Group
13.	Review progress and prepare update report. Disseminate report to key stakeholders	Q 2 2018	VM
14.	Engage with the KCC Heritage Officer in relation to the European Year of Culture 2018	End 2017	VM and TJ Mahony, Heritage Officer, KCC
15.	Create a Calendar of Events for Tralee Town Park	End 2017	VM and Tralee Municipal District Office

# APPENDIX

Some media commentary after the event



**Kerry County Council** @countykerry · Jun 30

Fully booked now for the seminar on Denny Street #dennystreet #ideas

**FREE SEMINAR**

Denny Street has been at the epicentre of power in Tralee since the foundation of the town in the thirteenth century. For four centuries it was one of the main seats of power of the Fitzgeralds, Earls of Desmond, who were supplanted by the Dennys in the 1560s. The castle was demolished by its last inhabitant, Sir Edward Denny and a new street built in the 1820s. Denny Street embodied the rise of the Irish wealthy middle class who developed and inhabited it as an elite oasis of calm in a Victorian market town.

Now however, this elegant Georgian street is buckling under the pressures of the twentieth-first century. Twenty percent of its buildings are empty and over forty percent have empty floorspace at upper levels. Fire and access regulations, conservation and lack of finance are seen as impediments to using these buildings and bringing them back to their former glory.

**DENNY STREET**  
| BUILDING CONSERVATION *project* |

**VENUE**  
Kerry County Museum  
Denny Street, Tralee

**DATE**  
Friday 30th June

**TIME**

9.00am	Seminar Opening Address by KCC Chief Executive Moira Nurrell
11.00am	Refreshments
11.30-1pm	Workshop

Please join us for a **FREE SEMINAR** Friday 30th June at Kerry County Museum. You will have an opportunity to engage in **Workshop Discussions** following the event which we hope will open up possibilities for this fine street.

- Get the **BEST USE OF YOUR BUILDING** - on all floors
- Get **INFORMATION ON CONSERVATION GRANTS** and help on how to apply
- **FREE ADVICE** to address fire and access issues
- Information on similar successful rejuvenation projects
- How your questions answered on **COMMON CONSERVATION PROBLEMS**

Tweets on the morning of the event

Another day, another seminar - great optimism and joined up thinking been shown in Tralee



**Kerry County Council** @countykerry  
Fully booked now for the seminar on Denny Street #dennystreet #ideas

1:07 AM - 30 Jun 2017

3 Retweets 7 Likes



**Kerry County Council**

@countykerry

Follow

Deputy Mayor of Tralee, Cllr Norma Foley opens the seminar on future of the historic Denny Street this morning #dennystreet #tralee



1:16 AM - 30 Jun 2017

1 Like





HQ Tralee  
@HqTralee

Follow

Diarmuid from @ArcDesSco Lets Make the Boat Go Faster - Get the town working together



Kerry County Council  
@countykerry

Follow

Feature in the Irish Examiner today on the future of Denny Street in Tralee:



**Time again for the rise of Tralee with Denny St regeneration**

Residents are hoping to revitalise the Georgian centre of the town with the regeneration of Denny St, says Anne Lucey  
irishexaminer.com

4:40 AM - 17 Jul 2017

7 Retweets 9 Likes



7



9



The 11 to 1 Club

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## In Business – July 6th, 2017

By [Radio Kerry](#) - 7th July 2017



This week Mary Mullins spoke with a Victoria McCarthy of Kerry County Council about revitalising and rejuvenating Tralee's Denny Street; Paul Stephenson of SherryFitzgerald Stephenson Crean, Tralee on Kerry house prices; Luke Burgess of Bean in Dingle on

Latest News

## Time again for the rise of Tralee with Denny St regeneration



Monday, July 17, 2017

Anne Lucey

Residents are hoping to revitalise the Georgian centre of the town with the regeneration of Denny St, says **Anne Lucey**



Turning the lights back on in the upper storeys of Denny St, Tralee's widest and finest street, is the aim of a concerted effort in the Kerry capital.

Denny St has been at the centre Tralee since the town's foundation in the 13th century. For 400 years it was one of the main seats of the Fitzgeralds, the Anglo Norman Earls of south Munster.

In 1580s, the Elizabethan Dennys "threw the Fitzgeralds out on the castle lawn" as a Sinn Fein councillor eloquently put it at one memorable Tralee town council meeting before that institution too came to an abrupt end in 2014.

The castle was demolished in the 1820s and Denny St built – then as now – partly as property speculation.

Denny St is the only planned street in Tralee and its fine Georgian buildings (the cut-off for the period is 1830) with some Victorian additions were meant as gentleman's houses with fine back gardens for the

*Excerpt from The Examiner 17<sup>th</sup> July 2017*