



Rialtas na hÉireann
Government of Ireland

Tionscadal Éireann
Project Ireland
2040

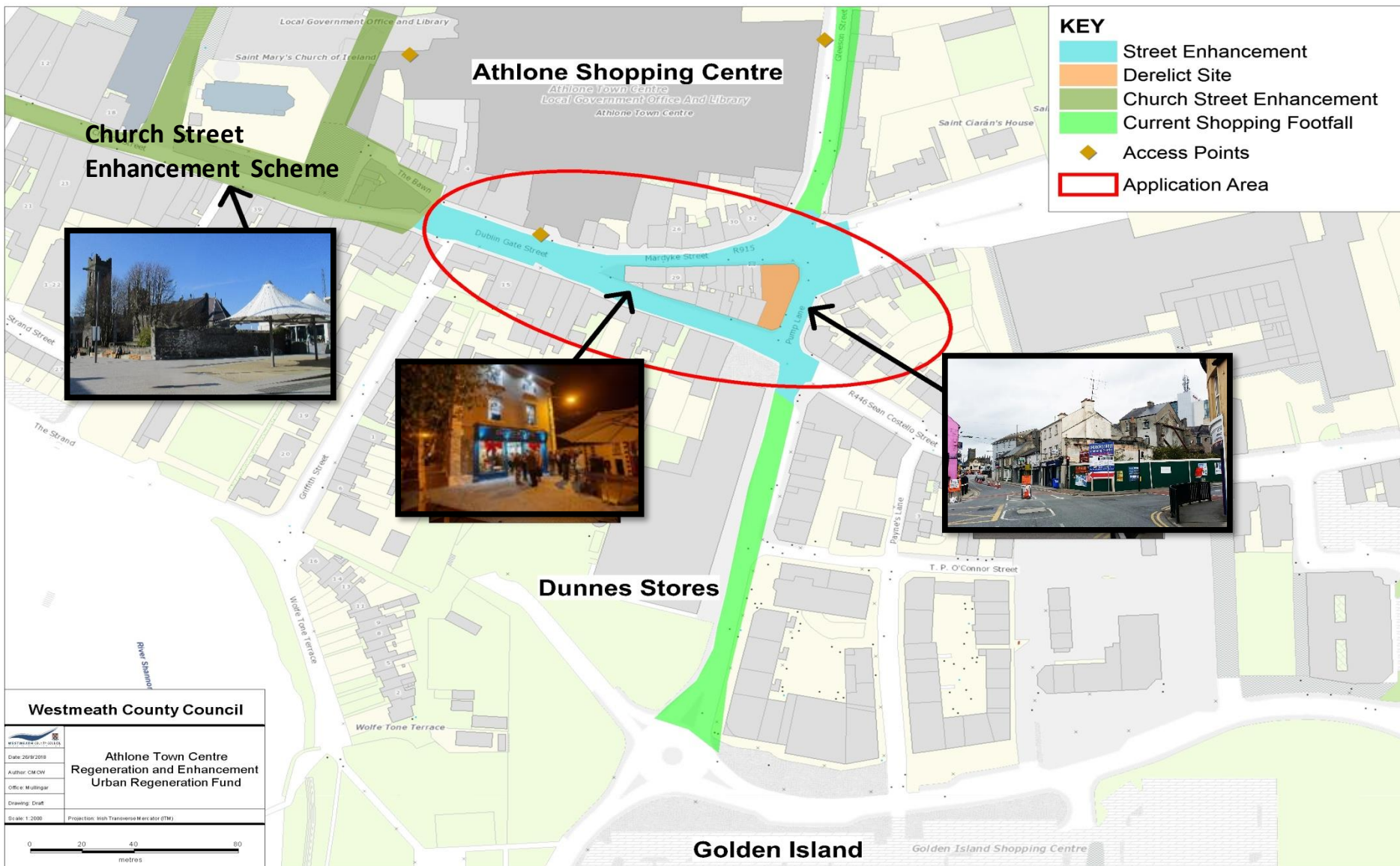


Athlone Town Centre

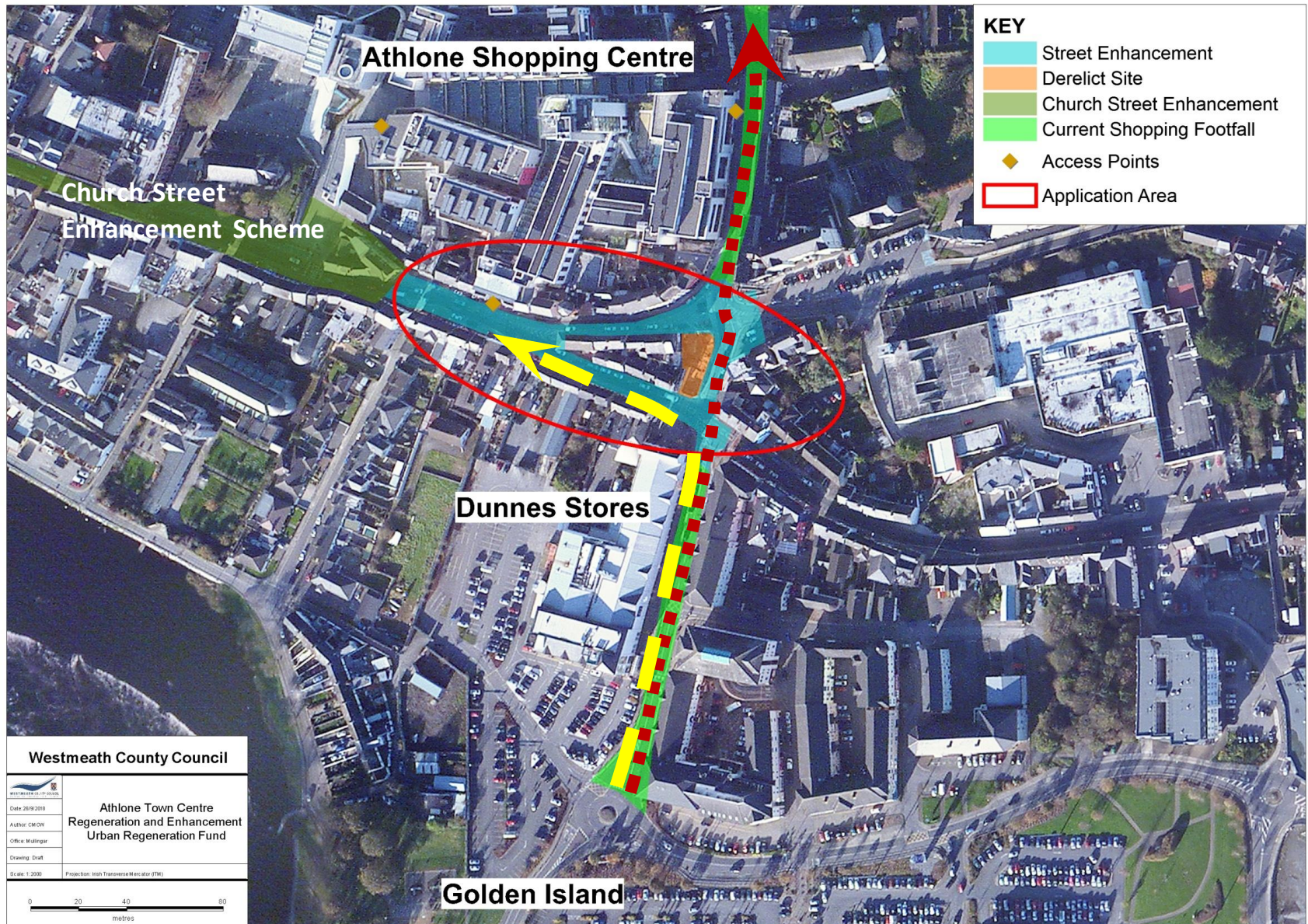
Urban Regeneration & Enhancement

Lorraine Middleton
Westmeath County Council

Site Location & Context



Aerial Site Location & Context





Derelict site Sean Costelloe Street



Church Street Enhancement

Building on Success

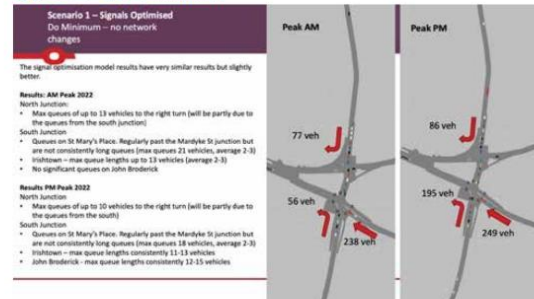


Design Brief

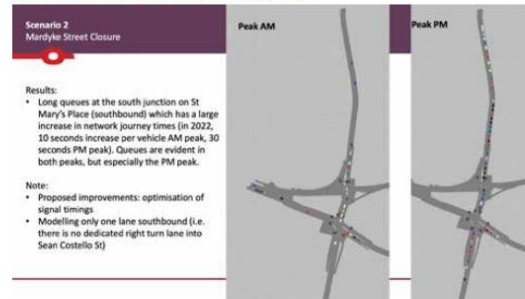
- ❑ **Revitalise & Enhance the Town Centre** : Revitalise to the traditional town centre through targeted regeneration.
- ❑ **Integrate Seamlessly**: with Church Street Public Realm and character.
- ❑ **Respect the Context**: Apply high-quality design and materials to complement ACA.
- ❑ **Unlock Opportunity**: Transform derelict sites into active, productive places.
- ❑ **Connectivity**: Redress the disconnect between Athlone's traditional core shopping streets.
- ❑ **Wayfinding & Exploration**: Creation of defined, attractive recognizable routes
- ❑ **Declutter**: Create a clean, ordered and efficient streetscape.
- ❑ **Create a destination for all**: Deliver universal access and inclusive design.
- ❑ **Design Sustainably**: Incorporate soft landscaping and environmental solutions.

Options Development

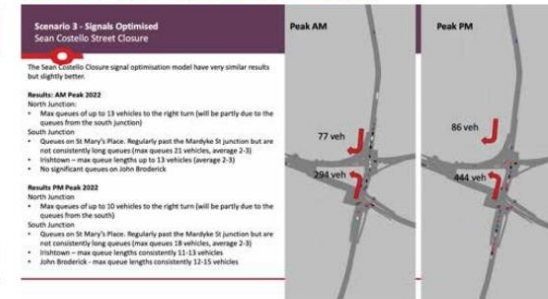
Option 1 - Do Minimum



Option 2 - Mardyke Street Closure

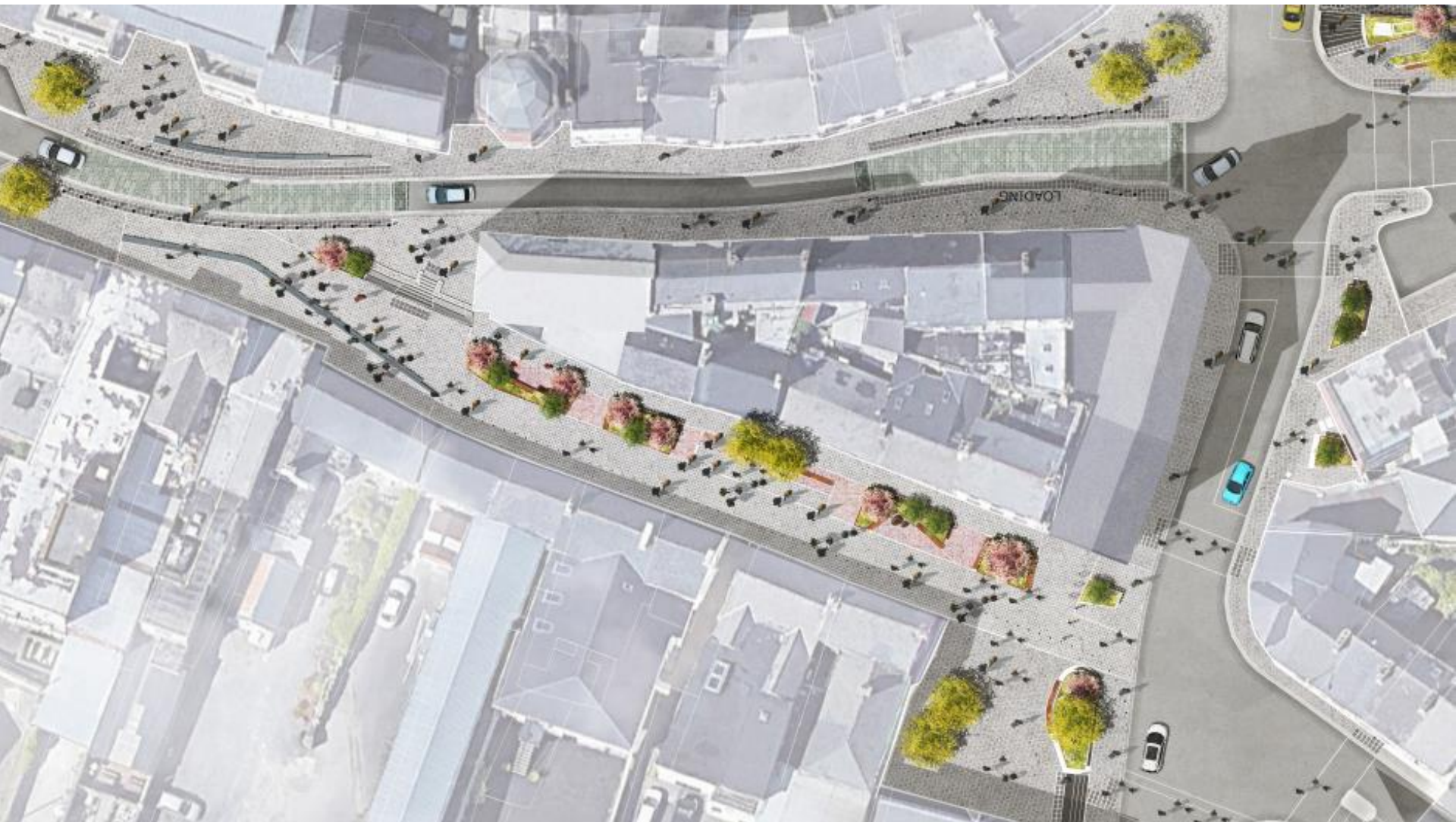


Option 3 - Sean Costello Street Closure



Three options tested with traffic modelling, a review of the public realm benefit, and sketch proposals for each.

Town Centre Enhancement



Part 8 – Planning & Promotion

Part 8 Planning Process clearly presented the project objectives

“Connect the two shopping centres, Golden Island and Athlone Town Centre with the historic town centre and create a gateway.”

“Increase footfall within the town centre.”

“Set a catalyst for change for the public realm of Athlone.”



Town Centre Enhancement



- Universal Access
- Enhanced footfall
- Child friendly – interactive play
- Enhanced Bio-diversity
- Revitalising the traditional Town Centre
- New businesses

Shopfront Enhancement



Key Learnings



Positive Promotion through knowledge sharing



Collaboration with Elected Representatives is key



Creating Relationships – Early & sustained communication with stakeholders



Plan led approach is essential –provides a clear pathway for holistic long term regeneration, development and growth



Opportunity for Planners to translate positive plan led development into action



Rialtas na
hÉireann
Government
of Ireland

Tionscadal Éireann
Project Ireland
2040



Thank you