



# MOATE

TOWN CENTRE FIRST MASTERPLAN

*Emerging ideas for consultation*

March 2023

**This document sets out the initial ideas for the Moate Town Centre First Masterplan.**

**The ideas have been drafted in response to the team's analysis and understanding of Moate, and the ideas and views of the local community gathered during the initial stage of engagement in January 2023.**

**This document has been produced to test the emerging ideas with the local community and seek feedback on them. It is not a final masterplan.**

**We need your thoughts and feedback to help shape and refine these ideas, and to help inform the draft masterplan. A final stage of consultation will take place in Spring 2023.**

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# 1 INTRODUCTION

## Project context

**Moate is one of the first towns in Ireland to be awarded funding by the Government to prepare a Town Centre First Masterplan.**

The project is being led by Westmeath County Council, working alongside the Town Team of local people and facilitated by an experienced team of consultants headed by Allies and Morrison.

This document has been produced at the mid point of the process. It sets out some information on the background to the project and provides an update on what the team has learned so far from the research and local feedback.

It also includes the initial work which is emerging on the key themes for the Moate Town Centre First Masterplan and some of the plans and ideas which are being developed.

**This consultation is your chance to tell us what you think about the work we've done so far and help to shape the final draft of the masterplan. Please contact the team with your feedback through the Council website, or come to one of our events to talk with the team. Details are at the end of the document.**





## An update on Moate's Town Team

Key to the success of the masterplan is the local community and stakeholders who have come together to help shape and implement the masterplan.

The masterplan is driven by a Town Team supported by the Town Regeneration Officer and a multi-disciplinary technical team in Westmeath County Council.

Community members met at the Carmelite Pastoral Centre on 8 February 2023 to discuss the formation of the Town Team. In all there will be 23 team members supported by additional volunteers on sub groups, and it was agreed that the team will include representation of the following local groups and interests:

**Community & Voluntary, Social Inclusion & Age Friendly, Environment/Climate Action/Biodiversity, Business/Commercial/Social Enterprise, Elected Members, Moate Action Group, Sport, Education, Youth, Tourism, Residents Associations, Arts/Culture, Heritage & Conservation, Agriculture / Transport**





# 2 THE STORY SO FAR



# The story so far...

**WE ARE HERE!**

DECEMBER 2022

JANUARY 2023

FEBRUARY 2023

MARCH 2023

APRIL 2023

MAY 2023

key milestones

design team activities

## Design team appointed

Westmeath County Council appoint a design team led by masterplanners Allies and Morrison Ltd, and including transport consultants Arup; conservation architects A2 Architects; and tourism, sport, and recreation specialists Repucon.

- Site visits
- Photo surveys
- Desktop research
- Baseline analysis
- Policy context analysis

## STAGE 1 Engagement

Initial information and ideas gathering stage with local community and stakeholders, including:

- Stakeholder workshop event
- Drop-in event
- Public survey

- Analysis of workshop worksheets and outcomes
- Analysis of post-it note comments from table-top map at drop-in event.
- Ideas distilling and development

## Town Team is formed

Westmeath County Council undertook a process to identify individuals to be in the Town Team. Representatives from local interest and community groups were put forward and a Town Team was assembled. A sub-group has also been formed.

- Ideas development
- Survey analysis
- Themes identified
- Draft vision developed

## STAGE 2 Engagement

Emerging ideas, vision and framework tested with local community and stakeholders, including:

- Stakeholder workshop event
- Drop-in event
- Public survey

- Draft framework refined in response to feedback
- Further work developed in response to feedback
- Stakeholder 1-2-1s to help refine ideas

## Draft masterplan

The draft masterplan will be presented to the Town Team to seek their approval.

- Masterplan report is updated in response to feedback.

## STAGE 3 Consultation

Public presentation of the submission draft of the Town Centre First Masterplan.

- Implementation toolkit developed.
- SEA/AA screening
- Production of final report
- Client review and final revisions.





**We want Moate to be more welcoming**

**Moate needs more restaurants and places to meet**

**There's not enough for young people to do in the town**

**Look at local arts, crafts, and produce. Promote them in the town and bring back the market! We should be able to buy local honey and other produce**

**More green space**

**There is a great sense of pride in Moate**

**Moate needs practical solutions - we need to spend our money wisely**

**Don't make the street design fancy and complicated**

**The site has a poor structural environment. It disrupts public space and footpaths and is a health hazard**

**Need proactive and flexible approach for protecting and enhancing heritage buildings**

**The back of the Moate Museum has a great view to the Motte - good to explore!**

**The schools are great and bring people in**

**The widest street in Ireland**

**Tell Moate's stories with plaques and information**

## **2 WHAT WE'VE LEARNT**





STAGE 1 WORKSHOP

BREAKOUT 1 ISSUES AND CHALLENGES

GROUP LEADER:  
Using the themes below as prompts, let us  
WHAT DO YOU LIKE ABOUT MOATEY?

STREETS AND SPACES  
Parking

MOVEMENT AND CONNECTIONS  
Are walking and cycling on the street  
convenient for accessing  
shops and services?  
Cycling friendly (has parking)  
Difficult to get the balance that  
is needed to walk to the  
shops and services?

HISTORY AND IDENTITY



# The events

The first stage of engagement for the Moate Town Centre Masterplan comprised of three strands of engagement:

- A drop-in event held at Moate Library on Tuesday 31st February from 11am - 4pm.
- A stakeholder workshop held in the Carmelite Centre on Tuesday 31st February from 7pm - 9pm.
- A public survey, hosted on the council's website with hard copies available in the library, running from Tuesday 31st January - Monday 20th February.

The council promoted the events through community representatives and groups, through their website and social media channels. Notices were also displayed in council-run facilities and advertisements placed in the local newspaper.



**around  
50 people  
attended the  
workshop**



**over 40  
people  
attended the  
drop in**



**80 survey  
responses**





## What you told us: a summary

**Town Centre Parking:** Parking was the top priority for respondents. Comments included the need for a proper car park, three hour free parking, commuter parking provided and designated parking for shoppers.

**Facilities and amenities:** In regards to facilities in Moate, participants expressed that they would like to see more outdoor spaces to sit. The street furniture currently in place is in need of repair. Respondents would like to see more shops / a wider variety of shops in Moate. Respondents would also like to see a larger supermarket.

**Traffic and connectivity:** Traffic calming measures would be welcomed. Bus stops were frequently mentioned. More bus stops, better information on times and have the bus stops better located. Better traffic management by the school.

**Tackling dilapidation:** Building façades require improvements. Respondents see the unused buildings in Moate as an 'eyesore'. A few suggested turning the unused properties into housing. A shop front improvement scheme was suggested. Littering and dog fouling was highlighted.

**Heritage and character:** Respondents would like to see local crafts and produce displayed in a weekly market. Respondents would also like to tap into Moate's music history through events or festivals. Displaying Moate's history through plaques around the town. For example, the Quaker heritage.

**Lighting, signage and footpaths:** Designated parking signage. Consistency with signage is important. Better lighting and footpaths in the north of the town. The footpath conditions in the centre of the town are in need of improvements. More footpaths needed so children can safely walk to school.

**Enterprise:** Locals would like to see more businesses and jobs brought to Moate. Desire for the modernisation of Moate was mentioned, whilst retaining it's historic character and feel. People would like to see more investment being put into the town, and opportunities for community employment schemes.



# Survey results summary

You said the top three **challenges** facing Moate are...

**P**

1. **Parking**
2. **Derelict / vacant buildings**
3. **Variety of shops and services**

We asked... "What interventions do you think would **improve facilities and services** in the town?"

**27%** of you said... **Measures to cure dereliction**

These themes are your **top priorities** in Moate:

- Streets & spaces**
- Employment & economy**

We asked... "What do you think is Moate's **main attraction** for visitors?"

Your top three **priorities** for improvements to **enhance access to, and movement around** are....

1. **Town centre parking**
2. **Pedestrian movement, safety and accessibility**
3. **Local bus services**

We asked... "Do you think any of the following themes could be explored to **promote Moate as a destination**?"

**22%** of you said... **Tourism attractions** e.g. Dun na Si Amenity

**20%** of you said... **Cycle or walking trails** (including the old rail trail)

1. **Arts, Culture, music and entertainment**
2. **Cycle or walking trails tourism**
3. **History and heritage**





# 3 VISION & PRINCIPLES

# Guiding principles

Taking into account the Town Centre First policy objectives, our baseline analysis of the town, and the feedback received from local people, we have developed a set of principles to help guide the ideas, actions and strategies for the masterplan. These are:

**Celebrating and realising Moate's culture and heritage**

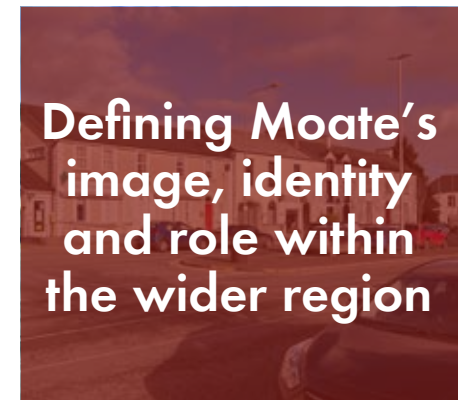
**Creating a climate resilient and adaptable Moate**

**Rebalancing Moate's streets and public spaces**

**Making sustainable movement an easy choice in Moate**

**Creating a vibrant and welcoming Moate which supports a range of businesses and community needs**

**Defining Moate's image, identity and role within the wider region**





## Celebrating and realising Moate's culture and heritage

### Identify, adapt, restore and reuse historic buildings...

for the benefit of the local community, whilst also creating a more attractive town centre experience, restoring pride in the historic character;

### Tell Moate's stories with pride...

using interpretation, signage, wayfinding, heritage trails, events and festivals; and highlighting historic assets with possible interventions including lighting, greening and wayfaring;

### Enhance Moate's presence as a historic town...

by exploring historic or cultural designations which provide opportunities for heritage funding and tourism;

### Explore the use of technology...

to help celebrate and promote Moate as a heritage and cultural destination;

### Tackle dereliction and improve appearance of buildings...

particularly façade improvements to buildings in the town centre to improve overall perception and attractiveness;

### Reinstate the significance of Moate's civic spaces...

by rebalancing public space and parking to create opportunities for community interaction, meeting space or events.

## Creating a climate resilient and adaptable Moate

### Re-use and re-purpose vacant and underutilised assets...

for uses such as homes, remote working hubs, cultural or community uses;

### Enhance energy efficiency of buildings...

including the thermal upgrading of the historic building stock;

### Enhance connectivity of streets and places...

to encourage sustainable movement for short journeys;

### Make effective use of infill and backland sites...

to deliver a mix of appropriate town centre uses which help to bring vitality to the town centre, including innovative and compact housing types;

### Introduce, greening, planting, growing and sustainable drainage...

to create an attractive streetscape, improve biodiversity, create shaded areas, and help mitigate the effects of climate change such as flooding and extreme heat;

### Embracing the circular economy approach...

to prevent, minimise and recycle waste.

## Rebalancing Moate's streets and public spaces

### Redress the balance between public space and parking...

to create a safer, more accessible pedestrian experience which improves the attractiveness and perception of the town;

### Manage and improve town centre parking...

by creating a simpler parking arrangement, including opportunities for off-street parking, which maintains the same number of spaces but doesn't impact on the attractiveness and enjoyment of the town centre experience;

### Improve and provide a range of public and green spaces...

which are carefully designed to serve the whole community, performing multiple roles as places to rest, meet, play, exercise, walk the dog or host community events;

### Create an accessible and inclusive streetscape...

which supports ease of movement for children travelling to school, older people, and people with reduced mobility - minimising uneven surfaces and street clutter;

### Manage and improve traffic...

to lessen its impact on the town centre experience by easing congestion at peak times (school drop-off and pick-up), slowing traffic down to create a safer environment for pedestrians and cyclists.

## Making sustainable movement an easy choice in Moate

### Capitalise on the Greenway as a brilliant asset...

by improving it and promoting it as an easy and safe way to get around the town centre - for students going to and from school; as a leisure asset for residents, and a tourism asset for visitors;

### Improve connectivity and shorten journey distances...

by creating safe, comprehensive and accessible new walking and cycling connections which shorten journeys to key town centre services and amenities, making sustainable travel the more appealing option. Infill development should help to improve gaps in street frontages - creating more appealing and safer routes;

### Consider the connectivity of new development...

to ensure it is carefully planned to provide walking, cycling and vehicle connections to the town centre and adjoining neighbourhoods, with consideration to future links beyond the life of this plan;

### Create walking and cycling routes for exercise and leisure...

of varying lengths and which offer attractive and safe routes, taking in some of Moate's key natural and historic assets;

### Improve signage, facilities and services which support sustainable movement...

such as cycle parking and public transport, and facilitating infrastructure to enable enhanced connections to public transport networks. Also exploring technology as a way of improving overall ease and experience.

## A vibrant and welcoming Moate which supports a range of businesses and community needs

### Enhance existing, and provide a range of public and community spaces...

at a range of scales - helping to strengthen community ties across all ages, offer space for activities and events, and improve the health and wellbeing of the community and visitors;

### Provide a mix of well designed housing types...

which respond to local character and provide for a range of households, including town centre living for older people with ease of access to the town centre, offering independence;

### Provide a strong mix of town centre uses...

which supports the needs of the community and provides opportunities for jobs and enterprise, including working hubs and experience-led retail, such as a food markets and light industry;

### Enhance the town's programme of events and activities...

which celebrate aspects of the town's identity, and appeals to a range of people in the community as well as visitors;

### Explore further use of technology...

to help share information within the community and promote Moate as an attractive town to live, work, visit and spend time;

### Create an attractive and welcoming environment...

with well designed and considered planting, street furniture, lighting, public art, signage and wayfinding.

## Defining Moate's image, identity and role within the wider region

### Define and build on Moate's role within the region...

- as an important town centre for shopping, local services, education and health, serving both the town and the wider rural catchment area;
- as an attractive place for people to visit and spend time;
- as a welcoming place to break a journey, with good amenities;

### Define Moate's image and identity...

- as an attractive historic market town which celebrates the continuity of its character and appreciates its historic assets whilst also meeting today's needs;
- as a key visitor destination along the national cycle network;
- as an important rural community hub;

### Promote what is unique and special in Moate...

- a distinctive, wide and welcoming Main Street which can be improved to support walking and cycling, create space for outdoor seating and greenery as well as continuing to provide access and parking.



# 4 EMERGING FRAMEWORK



# Emerging ideas

The following pages set out the emerging ideas that we are developing in response to what local people have told us, our research and the best practice approach to town centres. This section includes an overall framework plan, and specific plans to address the following themes:

- Heritage and Identity;
- Public realm and Green Spaces;
- Movement and Connections; and
- Uses and Activities.



**DRAFT FRAMEWORK PLAN** sets out the big opportunities, including potential sites and opportunities for green spaces.



**HERITAGE & IDENTITY PLAN** sets out the opportunities for enhancing and celebrating the historic character, heritage and cultural assets of the town.



**MOVEMENT & CONNECTIONS PLAN** looks at the strategic road network and also includes ideas for better walking and cycling links, and parking.



**PUBLIC REALM & GREEN SPACES PLAN** identifies opportunities for improvements to existing and formalised new green spaces, public spaces and routes.



**USES & ACTIVITIES PLAN** looks at potential sites and development opportunities, re-use of existing buildings and possible activities.

# Key moves...

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Old station buildings provide an opportunity for a new hub supporting walking and cycling on the Greenway.

Group refurbishment of historic terrace and repurposing of key vacant buildings.

Enhanced setting for the Quaker burial ground.

Existing historic buildings refurbished and a clear new entrance established towards the park.

Potential for co-working space and cycle cafe

Refurbishment and repurposing of vacant units for pop-up shops or other meanwhile uses

Heritage centre or community hub with homes on the upper floors

Potential community hub, co-working space, restaurant or gallery space

Celebrating the Motte by opening up access to it and creating a walking route up it.

**MORE DETAILS PROVIDED ON THE NEXT PAGES**



You said...

*“Bank of Ireland building needs to be re-used as offices or remote working”*  
- survey comment

*“Post Office or Bank of Ireland building as a work hub, restaurant, community centre”*  
- survey comment

We asked... “Are there any derelict or vacant historic buildings in Moate which you feel should be refurbished and / or re-purposed?”

Your top 3 answers were...  
1. The Old Post Office  
2. The Old Bank; and  
3. Mulrean’s Building



Repurposing key vacant buildings



**1. Mulrean’s Building**

This building holds a prominent position in Main Street. Future uses should consider its relationship to the Motte and Bailey to the rear, with possible use as a heritage and interpretation centre or community use with homes on the upper floors. Opportunities for wayfinding to the Motte could be explored by painting the side of the building.



**2. The Old Bank**

The Old Bank is centrally located with a number of public amenities close by such as parking, schools and retail, making it an ideal location for a co-working space with a cafe or restaurant on the ground floor. Opportunities could also be sought to support cycle and walking tourism such as a cycle workshop or cafe on the ground floor.



**3. The Old Post Office**

The Post Office has retained its attractive late 19th century character and form. It has potential for a number of different uses, including community, co-working space or a cafe/restaurant and gallery. The lack of engagement with the street due to high placement of windows means retail may not be an appropriate use in this location.



**4. Station buildings**

The collection of historic railway buildings are a key opportunity for a new hub supporting walking and cycling on the Greenway. A cycle cafe could be an appropriate use. Additionally, light industry, such as a coffee roastery or microbrewery could help to attract visitors whilst helping to promote Moate as a food and drink destination.



**Renovation of former school into new library**

WCC received Rural Regeneration and Development Fund (RRDF) to restore, refurbish and extend a former national school located on the Main Street in Kinnegad, Co. Westmeath for use as a new Community Library, Education and Training Centre, as part of a larger rural regeneration and development strategy.



**Transformation of derelict railway station building**

A derelict station building in Levenshulme, Manchester, has been transformed into a cycle-friendly cafe, bar and co-working space by the local community, with heritage funding and support from the local authority and public sports body.



You said...

Derelict / vacant buildings was one of the top challenges facing Moate.



"Dereliction is a blight on the town and vacant premises."  
- survey comment

We asked...  
"What interventions do you think would improve facilities and services in the town?"



27% of you said...  
**Measures to cure dereliction**



Tackling vacancy and dereliction



**1. Big impact terrace improvements**

Improving the frontages of whole terraces which front onto Main Street and which can be seen on approach into the town, should be prioritised for improvements. Tackling groups of buildings can result in a bigger visual impact than tackling individual buildings. This terrace, which includes Mulrean's building, is in a poor state. The refurbishment and repurposing of this building should galvanise improvements to the terrace as a whole.



**2. Renovate derelict buildings**

These buildings represent an opportunity to improve perceptions of Moate on the approach into the town. As well as their historic importance, they also offer opportunities for residential use to encourage town centre living. Initial work should be carried out to make the buildings structurally sound, with improvements made to the frontages to meet the standard of the adjacent terrace, creating a more fitting and attractive welcome to the town.



**3. The Old Mill building**

Successive additions and architectural interventions have impacted the visual appearance of the Old Mill building, and its historic quality. Its prominent position on the approach into Moate creates a poor first impression of the town. Opportunities to sensitively restore and refurbish the Old Mill to reflect its original historic character could help to improve the perception of the town whilst providing opportunities for town centre living.



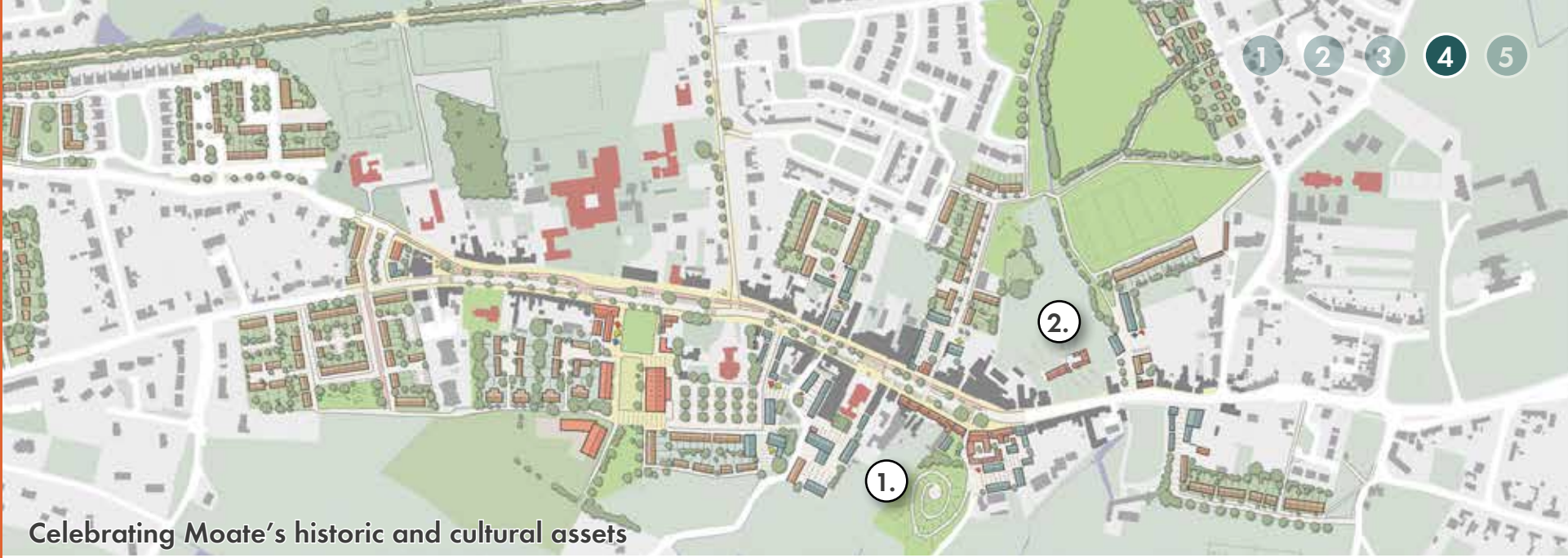
You said...

*"The Motte should be visible..."*  
- survey comment

History and heritage was one of the top themes chosen by you to be explored to promote Moate as a destination



Most people selected 'Tourist attractions' as Moate's main attraction for visitors.



Celebrating Moate's historic and cultural assets



**1. Making more of the Motte**  
Opening up access to the currently under-celebrated and under-appreciated Motte and Bailey will give greater prominence to this unique feature of the town. Creating a walking route up the Motte, forming part of a wider set of green routes in the town, will enable it to be well used and enjoyed by everyone. It would also provide a new public green space for the town, offering glimpses of the castle and wider surrounding landscape.



**2. Celebrating the Castle**  
The castle is an imposing building with a fascinating history revealed in its multi-layered construction and architecture. Opportunities to make it structurally sound, improve its environmental performance, restore and refurbish should be sought. Lesser interventions could include up-lighting to highlight features, creating a moment of interest glimpsed as you enter the town. Other opportunities, such as opening up areas of the land to the public for community growing could also be explored.



You said...

**"...work on improving public spaces, eradicating vacant units and improving shopfronts"**

- survey comment

**" Improve the existing shops that are there."**

- survey comment

**" All old shops and buildings and bars being renovated."**

- survey comment

# Other opportunities

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Examples of derelict and vacant shopfronts in Moate



Examples of high quality local shopfronts



## Shopfront enhancement strategy

Vacant and dilapidated shops have a huge impact on the image and perception of Moate. A shopfront enhancement strategy should be considered which includes site-specific guidance for Moate. Guidance should include how shopfronts should be improved in terms of their form, materiality, colour and quality in a way which respects local character and remains in-keeping with existing high quality shopfronts. Guidance should also include information about methods and cost, as well as opportunities for funding. Government funding is often made available for such schemes, including Westmeath County Council's own Shopfront Enhancement Grant Scheme which has been in place since 2019. The Town Team could help to promote such funding opportunities and associated guidance in the town. A team of local tradespeople could be sought to quote for and carry out the works needed.



Examples of shops in other towns which have benefited from shopfront enhancement schemes



### Shopfront enhancement scheme success

In Moate, a number of property owners have already benefitted from Westmeath County Council's Shopfront Enhancement Grant Scheme, including Peadar's Bar shown above.



# Key moves...

Improved Greenway Gateway as the western entrance to Moate

Opportunity to enhance Greenway to become a Linear Park

Improved public space in front of the Gap House

A considered approach to street furniture - bins, lighting, seating

Removing street clutter

Pump track, BMX and skate park

New public park including the rugby ground and open space

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Enhanced public green space and play serving new homes and connecting with the wider countryside

Celebrating the Motte by opening up access to it and creating a walking route up it

**MORE DETAILS PROVIDED ON THE NEXT PAGES**



You said...

“Linear park and defined routes.”

- post-it note from drop-in

“Loop - walking and cycling.”

- post-it note from drop-in

“Need a dog friendly town centre.”

- post-it note from drop-in

We asked... “What would encourage you to use the Greenway more?”



44% of you said...

Points of Interest

- interactive play areas, outdoor gym facilities



Enhancing green spaces for exercise and leisure



1. Enhancing the Greenway to form a Linear Park

Including interactive and passive spaces, markers to identify the approach to Moate from bridges to the east and west, improved access, native planting, community growing opportunities, and views created over the landscape to the Castle.



2. Pump track, BMX and skate park

Providing activity and interest along the Greenway as well as opportunities for activities for young people and attracting visitors.



3. New Town Park

A new park and rugby pitch with walking and cycling routes creating connections from Newtown and a walking and cycling loop.



You said...

"A playground in the middle of the town... green spaces for children to explore and parents to socialise."

- survey comment

"Somewhere to sit outside with my child and dog and have a cup of tea..."

- drop-in comment



A town centre for everyone to enjoy



1. A safe street for everyone

A main street which includes wide pavements and separate safe cycle routes alongside car traffic will support active and sustainable travel choices.



2. Community green space

Enhanced central green community space to provide a more usable and inclusive space in the heart of the town, for gathering and play.



3. A daisy-chain of green spaces

There are opportunities all through the town centre to introduce small moments of green space, creating pleasant places to sit and bringing ecological benefits.

You said...

**"Current seating is crazy..."**

- survey comment

**"Green spaces on street with better seating."**

- survey comment

# Other opportunities

- 1
- 2
- 3
- 4
- 5



Credit: Cork County Council Architects Department

**Clonakilty, Cork - reduced street clutter and high quality paving materials**

### Minimising street clutter

Poorly planned and poorly located street furniture and signage can be an eyesore and impact on the accessibility of a place. An audit should be undertaken to ascertain the quality, location, positioning and purpose of existing street clutter - and consideration given to where this can be improved, removed, relocated or redesigned to improve the visual appearance of the streetscape, overall accessibility, or use of a space.

### A consistent and coordinated approach to street furniture

While efforts have been made to provide a range of street furniture around the town, they are often in a poor state of repair or have been ill conceived in their placement. A coordinated and considered approach to be taken to future street furniture to ensure it is appropriately located to enable good accessibility, that it is simple in design, easy to use and to maintain, and that it makes a positive visual contribution to the streetscape.



Utility box public art commission by Dublin City Council



Examples of high quality street furniture and streetscapes



# PUBLIC REALM & GREEN SPACES

Main Street is the focus for many of the issues and ideas raised through the first stage of consultation.

You told us that parking is important, along with supporting local businesses, tackling disrepair of buildings and making it safer for walking and cycling.

These illustrations show how the ideas in the Masterplan could be implemented on the ground.



Refurbished buildings to restore town centre living

Shopfront enhancements to tackle dereliction and improve appearance

Town centre parking remains an important feature of the street



Potential for tree planting, providing shade and interest

Two-way safe cycle route on the north side of the street

TO THE MOTTE

Wider continuous pavements on the south side of the street to support business

New places to pause with seating and greenery

As part of the design of the street we will be looking at the design and layout of the lighting

Safe places to cross at frequent intervals



# PUBLIC REALM & GREEN SPACES

Trees bring lots of benefits, but they are not an original feature of the historic Main Street so we are thinking about options both with and without them.

Parking is an important feature of the scheme, but on some days it could be good to use some of the space to host either a regular street market, or special markets such as a farmer's market, craft fair or Christmas market.



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# Key moves...

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Low traffic street to create safer routes to school and the town centre

Access to the college maintained from the south via the new car park

Improved links to the Greenway, from the schools and college

Station Road could be resident-only during key times to create a safer street

New walking and cycling links could be created across the proposed town park

-  Town Centre street transformation
-  School Street (resident access only/restricted hours)
-  Filtered Street, resident access only
-  Reduced speeds to improve safety
-  New/improved walking and cycling links

Continuous lane running parallel to Church Street/Main Street

New short-stay car-park providing easy set-down and pick-up for the college and schools

Proposed new town centre car park with direct access to the main shopping area

Main Street and Church Street transformed to support all modes of travel

**MORE DETAILS PROVIDED ON THE NEXT PAGES**



You said...

**Parking is the main challenge facing Moate town centre**

- survey question result

**"Need to get cars out of streets at school run time"**

- drop-in comment

**"Take parking off streets"**

- drop-in comment

**"More parking needed in the town centre"**

- drop-in comment

**"Staff and business parking on street blocks shoppers parking"**

- drop-in comment



Redressing the balance between public space and parking



**1. Alleviating impact of school drop-off traffic and congestion**

Proposed car park aimed to provide set-down and pick up parking for the schools and college.



**2. Easily accessible town centre parking**

Elevating the existing overspill car park to become a new town centre car park with improved and direct access to the main shopping area in the town centre, including SuperValu.



**3. Reducing the impact of on-street parking**

Rebalancing the street to reduce the impact of on-street parking by re-providing spaces in a more compact arrangement, allowing the use of these spaces for short-stay visitors.

See how this works on the next page



You said...

Improvements to town centre parking was rated top of improvements that would be supported to enhance access to, and movement around, Moate.

- survey question result

"Main road is not cycle friendly - heavily trafficked."

- workshop feedback

"Need bus stop in a central location."

- drop-in feedback



New protected cycle route on the north side of the street

The cycle lane provides an extra buffer from the traffic for outdoor seating

Existing vehicle accesses retained

Keeping existing kerbs and drains where possible will help to reduce cost and make the scheme more deliverable

More safe places to cross the street with slower traffic

Main Road width will still allow two large vehicles to pass safely

Access to the proposed Town Centre car park giving a short and clear walk to the schools and to Main Street

End-on parking provides more spaces where they are most needed

Wider pavements on the southern side to support pedestrians and help businesses

Better, safer bus stops in the heart of the town

You said...

**"Need traffic calming measures - speeding tractors"**

- post-it note from drop-in and workshop feedback

**"Traffic - tractors cause noise nuisance and speed thats affecting the town"**

- post-it note from drop-in

**"Impact of school traffic, particularly at junction of Church Street and Station Road, need to investigate alternatives drop off / set down arrangements."**

- workshop feedback



Managing traffic to reduce its impact on the town



**1. Traffic calming measures to reduce speed of vehicles approaching town**

A number of interventions including signage, speed bumps, and carriageway narrowing could be employed to achieve this.



**2. Traffic filtered street creating a quieter, safer, residential street**

Low traffic street to create safer routes to school and the town centre spaces for short-stay visitors.



**3. School Street creating a safer and calmer route to school**

Station Road could be resident-only during key times to create a safer and calmer street for children travelling to school.



You said...

**"Greenway - access from that to town centre."**  
 - workshop and drop-in comment

**"Gray routes - walking routes around town."**  
 - drop-in comment

**"Loop - walking and cycling."**  
 - post-it note from drop-in

**"Bike paths on Station Road!"**  
 - survey comment

**"Provide cycle lane from Greenway to town centre with clear signage with amenities."**  
 - survey comment



Making sustainable travel the easy choice



**Enhanced walking and cycling connectivity allowing for multiple routes and loops**  
 A wider network of routes will offer new choices for leisure walks and bike rides, connecting Moate with the surrounding countryside.



**1. New access from Greenway into town centre**  
 Better connections from the Greenway to the town centre will encourage visitors, but also make short local walking and cycling trips safer and more attractive, reducing unnecessary car use.



**2. Making it easy for existing and new developments to walk and cycle**  
 A joined-up network of paths and lanes can make walking and cycling easier for existing isolated cul-de-sacs.



**3. Reduced traffic streets encouraging more sustainable movement**  
 Busy pedestrian streets like Station Road need much less traffic on them at key times of the day to improve safety, particularly for children.



# Key moves...

- 1
- 2
- 3
- 4
- 5



New homes connecting with the existing development

Cycle/walking hub with coffee shop or roastery

Opportunity for backland housing and workspace

New infill development along the Cartron Keel, retaining mature trees

Potential for new workspace yards linking into new housing

Potential for Co-working space and cycle cafe

Refurbishment and repurposing of vacant units for pop-up shops or other meanwhile uses

Potential for a new 'park terrace' and improved facilities for the Rugby Club

Heritage centre or community hub with homes on the upper floors

Opportunity for housing behind the Garda station - perhaps for Individual development/self-build

Mix of homes and mews cottages

New school

Potential community hub, co-working space, restaurant or gallery space

New homes with public green space and play connecting with the wider countryside

Cluster of community activities around a central green space

Flexible space for work and creative uses in yards and lanes off the main street

New mix of workspace, workshops and visitor facilities

New housing overlooking football pitch



*You said...*

*"Dedicated smaller unit housing for people wanting to down size without moving away."*

- survey comment

*"There should be a new housing scheme."*

- survey comment

*"Housing! Make the town feel safe, clean and fresh. The new families will support the volunteer groups to initiate new life."*

- survey comment



Providing a mix of well designed housing types



**1. Self-build homes opportunity**  
 Opportunity for housing behind the Garda station with potential as individual development or self-build housing.



**2. Completing what was started**  
 New homes which connect into the existing development to form coherent streets and spaces.



**3. Creative attractive neighbourhoods**  
 New homes with public green space and play connecting with the wider countryside, and a new North- south segregated cycle route providing a safe local link.



**4. Urban repair providing a mix of housing**  
 Small infill housing site including a mix of larger homes facing out to the countryside and smaller mews cottages adjacent to the new Primary School.



You said...

*“Residential needs to be done well, if done.”*

- drop-in comment

*“Reuse or redevelop businesses and houses that are vacant/derelict. Potential to develop behind the Main Street.”*

- drop-in comment



Resolving gaps and edges whilst providing attractive housing opportunities



**5. Backland housing opportunity**  
 Opportunity for backland housing providing a range of housing types, and adjacent workspace development which creates a new direct walking link from St Patrick’s Crescent to Main Street.



**6. Well connected housing**  
 New housing and possible workspace yards and creating strategic new walking and cycling links.



**7. Attractive outlooks and overlooking**  
 Potential for a new ‘park terrace’ and improved facilities for the Rugby Club to the south of the new park. A range of new houses creating a street overlooking the planned football pitch.



**8. Infill housing opportunity**  
 New infill development along the Cartron Keel, retaining mature trees and providing new walking and cycling links.



You said...

'Employment & economy' is one of your top priorities for Moate

- survey outcome



"Remote working hubs!"

- survey comment



Providing a diversity of uses and opportunities for employment



**1. Workspace courtyards**

Opportunity for a workspace development, with flexible units offering opportunities for a range of different workspace and light industrial uses creating a direct walking link from St Patrick's Crescent to Main Street.



**2. Sensitive workspace infill**

Potential for sensitive infill development behind the library suitable for a mix of uses, including workspace and incubation hub, creating enhanced accessibility and connectivity around the backland areas.



**3. Motte Yard workspace and studios**

New 'Motte Yard' development providing a mix of workspace, visitor facilities and the potential for artist workshops and studios. Examples provided on the following page.



**4. New Park Yards**

The site of the former Dr Cuppaige's pub could lead into new yards which connects on towards the proposed park, creating a continuous green connection with the space to the south and framed by restored historic buildings.



You said...

"Arts, culture, music and entertainment could be explored to promote Moate as a destination"  
- survey outcome



USES & ACTIVITIES

Local business owners were asked...  
"What interventions would you like to see to support business in Moate?"



25% said...  
Pop-up events and activities such as markets and festivals

# Other opportunities



### Putting the 'market' back into market town

Moate was once a thriving market town. Its wide street and open spaces offer plenty of opportunity to reinstate a regular market which celebrates all that Moate and the wider Westmeath region has to offer in terms of produce, craft, art, food and drink.



### Moate Festival

Community feedback has indicated that Moate has a strong history of music and culture. The town already has a good range of venues and public spaces which could provide the opportunity for a town-wide festival celebrating its cultural offerings.



Letterfrack Furniture School example of community development company initiative Connemara West



Conversion of historic outbuildings into workspace and workshops Bowhouse, Fife



New civic green outside Tuar Ard space could provide opportunity for range of meanwhile uses including outdoor cinemas and play



Conversion of historic outbuildings into food hub for small producers and businesses Bowhouse, Fife





# 5 NEXT STEPS

# Have your say:

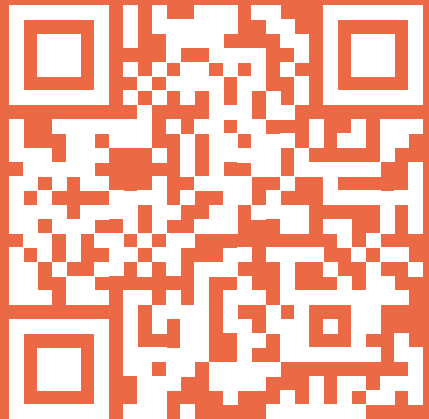
It's time to tell us what you think about the emerging ideas for the Moate masterplan:

Drop in to talk with the team at Moate Library on Wednesday 29 March from 10am - 2pm

Sign up for the presentation and workshop from 7pm - 9pm on Tuesday 28 March at the Carmelite Pastoral Centre

Complete a paper form available from Moate Library

Complete our online form by visiting:  
<https://consult.westmeathcoco.ie/en>



SCAN THIS QR CODE TO COMPLETE ONLINE FORM





NEED TO GET OUT OF THE TOWN AT LEAST ONCE A WEEK

Need a better playground in a central location!!

NEED TO SOUTH OF TOWN - NEEDS TO BE IMPROVED

EMPLOYMENT CHANGES - GO LOWER / RATHER - MUST BE ALTERNATIVE?

Need more places to go in town - more variety

PROVIDE AN PARKING FOR 3-4 HOUSES TO BE COMMUNITY HALL

PARKING - MORE RECREATION - SENSE OF PRIDE IN WHAT WE HAVE

HARD TO GET WORKERS TO CARRY OUT MAINTENANCE

More variety of facilities and shops

Build on character of town when enhance streetscape

STREET FURNITURE IS TILED

CREATE VIEWS / VISIBILITY



# MOATE TOWN CENTRE FIRST MASTERPLAN

## HAVE YOUR SAY!

Moate has been chosen to receive funding to develop a plan under the Government's Town Centre First Initiative. Westmeath County Council is leading the development of the plan which will set out a strategy for the future of the town.

Your involvement is really important - we want to hear what you think about Moate, and what the masterplan should say. Your views will help shape the draft plan for Moate to be a great place to live, work and visit. Find out how you can comment overleaf.

Tell us what you think!

Complete the survey!

APPEARANCE PUBLISHING BILLS ON WINDOWS PLACES - GAA TAKE DOWN ONCE FINISHED

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