



MOATE

TOWN CENTRE FIRST MASTERPLAN

**Public engagement and
communications strategy**

May 2023



Rialtas na hÉireann
Government of Ireland

Tionscadal Éireann
Project Ireland
2040

Ár dTodhchaí
Tuaithe
Our Rural
Future




WESTMEATH COUNTY COUNCIL
Comhairle Chontae na hIarmhí

Allies and Morrison



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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 has been 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 details the strategy and findings of the consultation and engagement process which has been led by the council and consultant team through the development of the plan. It forms part of the supporting evidence base for the Moate Town Centre First Masterplan and demonstrates how local knowledge has formed the basis for the initial ideas and how those ideas have in turn been refined to respond to local feedback.





2 ENGAGEMENT STRATEGY

Engagement strategy

Summary approach

The approach to engagement has been to involve local people, including key stakeholders including landowners at each stage of the process.

Inception - December 2022

The project inception included an extensive workshop and site walkabout day in Moate with the officer and consultant team, including reviewing and confirming the engagement plan as part of the overall project programme.

Stage one - January / February 2023

The first stage of the consultation process took place over two weeks and included both online and in-person events, including a large stakeholder workshop and public drop-in engagement. The aim of the first stage of the engagement was to inform the understanding of the town and gather information about the challenges and opportunities. It also provided a good opportunity to draw out the things which local people wanted to identify as priorities for the project.

The consultation was supported with a range of material, including large format maps and images, creating a context for the discussions and as a way to gather information. The

online questionnaire was hosted on the Council website and provided the opportunity for people to feed into the Town Centre Healthcheck process.

Stage two - March / April 2023

The second stage of consultation ran for a further two week period leading up to Easter. As with the first stage of engagement, it included online and in-person engagement including a public workshop, drop-in consultation and stakeholder meetings. A bespoke document setting out the draft approach was published both online and in hard copy at the library supported by a summary exhibition and hard copy of the feedback questionnaire.

Following the conclusion of the engagement period and the analysis of the feedback the officer and consultant team reviewed the feedback and made recommendations for updates and revisions to the masterplan approach which have been tested and approved through a detailed workshop with the Town Team.

The following report details the process and responses.

Engagement process

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 and framework tested with local community and stakeholders, including:

- Stakeholder workshop event
- Three school workshops
- Public 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

Review and sign-off

The draft masterplan will be presented for final edits and approval.

- Masterplan report is updated in response to feedback.

STAGE 3 Publication

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

- Implementation toolkit developed.
- Strategic Environmental Assessment / Appropriate Assessment screening
- Production of final report
- Client review and final revisions.





3 STAGE ONE

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**



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?"



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)

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**



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



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



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 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 in better locations. 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.



Pupils from the Moate Community School at one of the three school workshops held in Moate Library



4 STAGE TWO

The events

The second stage of engagement for the Moate Town Centre Masterplan encompassed the following activities:

- A public survey, hosted on the Council's website and also available in hard copy in the library, running from Tuesday 21st March to Tuesday 4 April 2023.
- An on-line briefing and Q&A session for the members of the Town Team on Thursday 23 March 2023.
- Three workshops with school groups from St. Bridget's Primary School, St. Oliver Plunkett School and Moate Community Secondary School on Tuesday 28 March 2023.
- A stakeholder presentation and workshop held in the Carmelite Centre from 7pm - 9pm on Tuesday 28 March 2023.
- A drop-in event held at Moate Library on Wednesday 29 March from 10am - 3pm.

The project team also received a series of individual written responses along with detailed comments from the Town Team.



Stakeholder presentation and workshop



Three school workshops



Drop-in consultation

Survey results summary

The top **public realm strategies** you agreed with were...

1. **Minimising street clutter - 97%**
2. **Taking a more considered approach to street furniture - 97%**



We proposed **renovations** and suggested **new uses** for The Mulrean, The Old Bank, The Old Post Office and The Station buildings



Over 85% of you **strongly agreed or agreed with the proposals**

More than 85%

of you agreed with the masterplan's guiding principles



197

additional comments were shared. Key topics were...



1. **Suggested uses in the town**
2. **Car parking and traffic**
3. **Maintenance of green infrastructure in the public realm**

Suggested uses included:



1. **music rehearsal space/band stand**



2. **Restaurants**



3. **Hotel to support town events**

We asked...
"Which **pop-up or meanwhile use** could work well in Moate?"



74% of you said...
a farmers market



63% of you said...
an arts and music festival

To what extent do you agree with the masterplan's guiding principles?

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

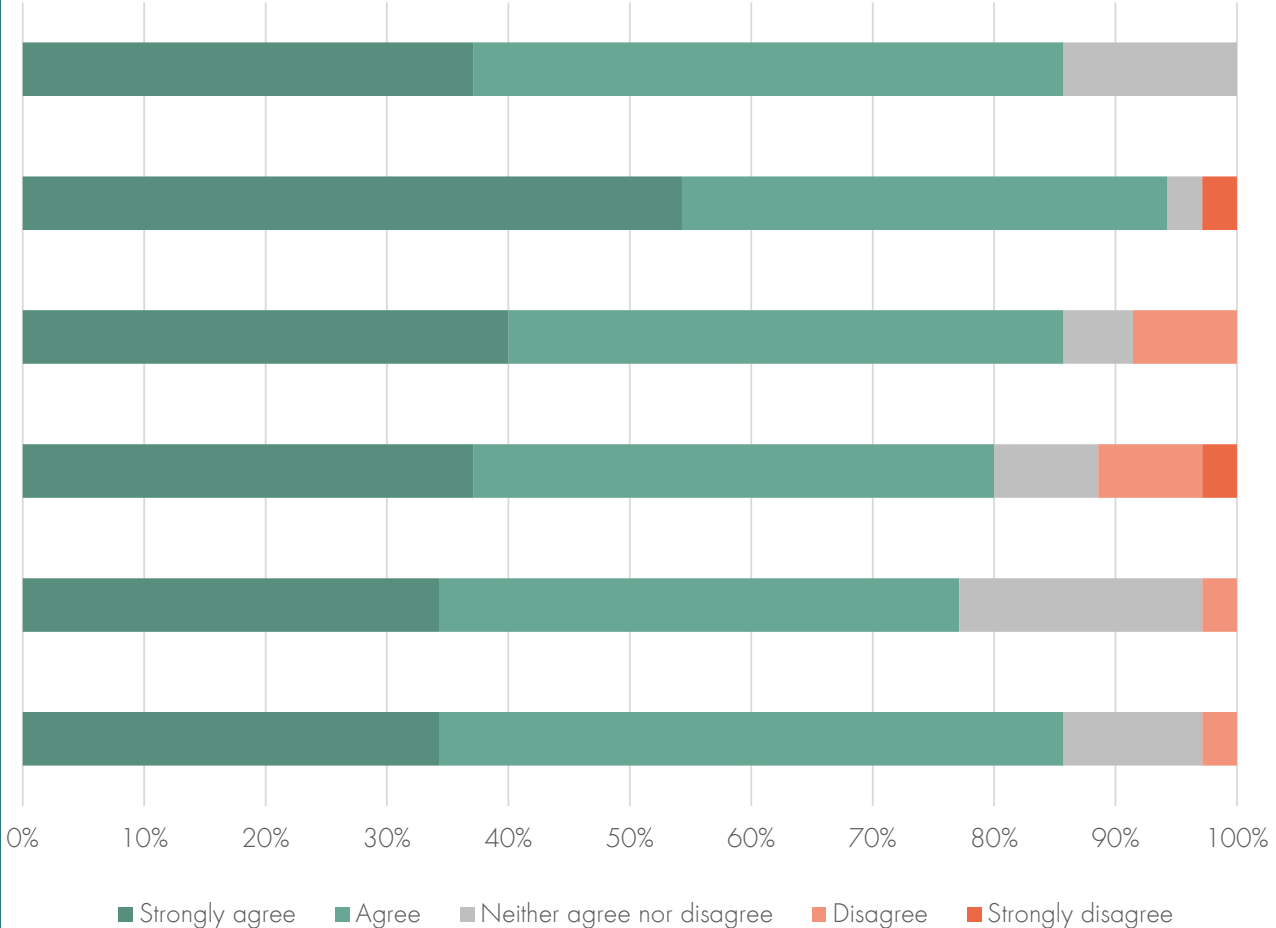
A vibrant and welcoming Moate which supports a range of businesses and community needs

Making sustainable movement an easy choice in Moate

Rebalancing Moate's streets and public spaces

Creating a climate resilient and adaptable Moate

Celebrating and realising Moate's culture and heritage



To what extent do you agree with the redevelopment and suggested uses of the following buildings?

Improving terraces and prominent buildings

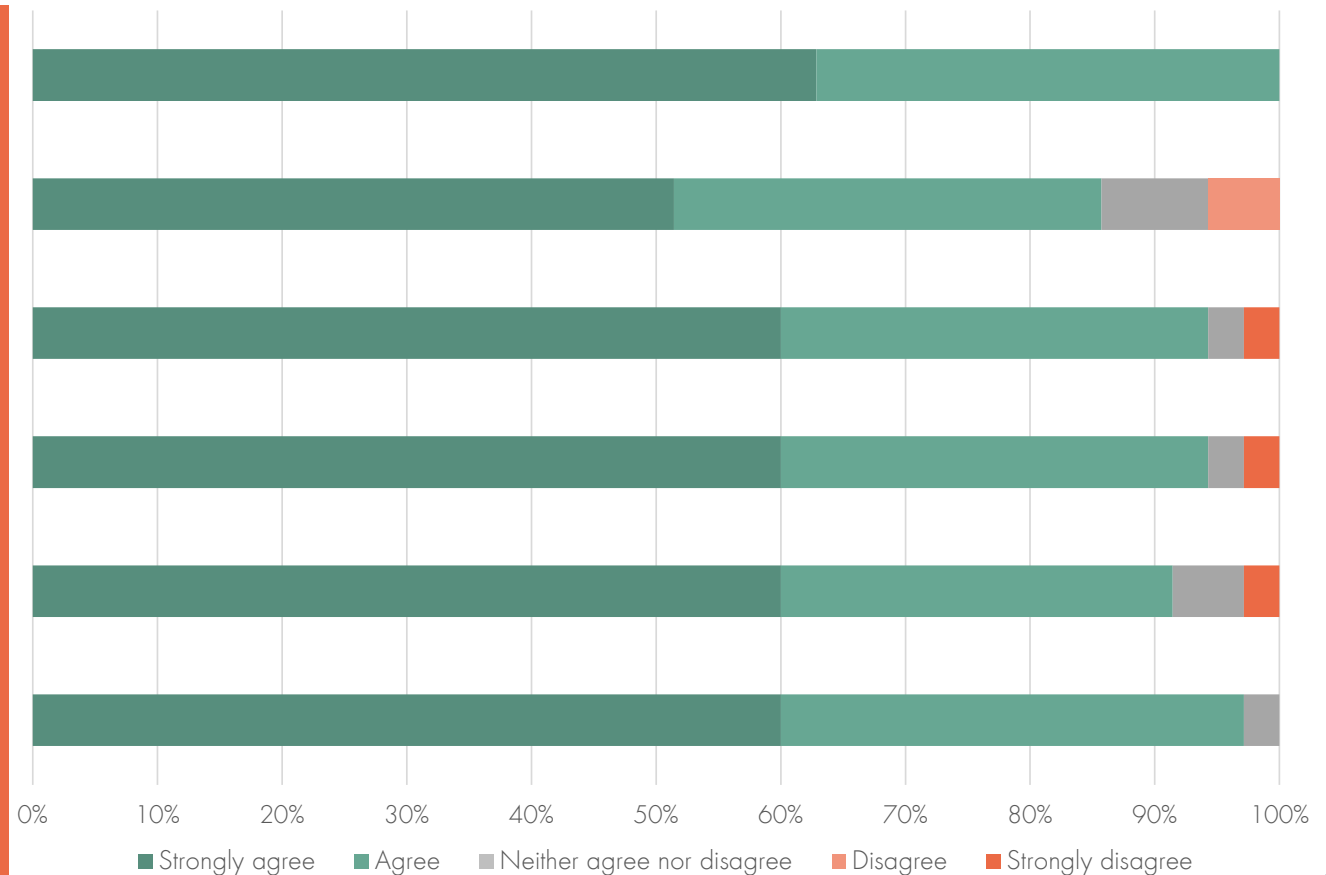
The Station Buildings

The Old Post Office

The Old Bank

The Mulrean Building

The approach to tackling vacancy



To what extent do you agree with the strategic approaches to green spaces?

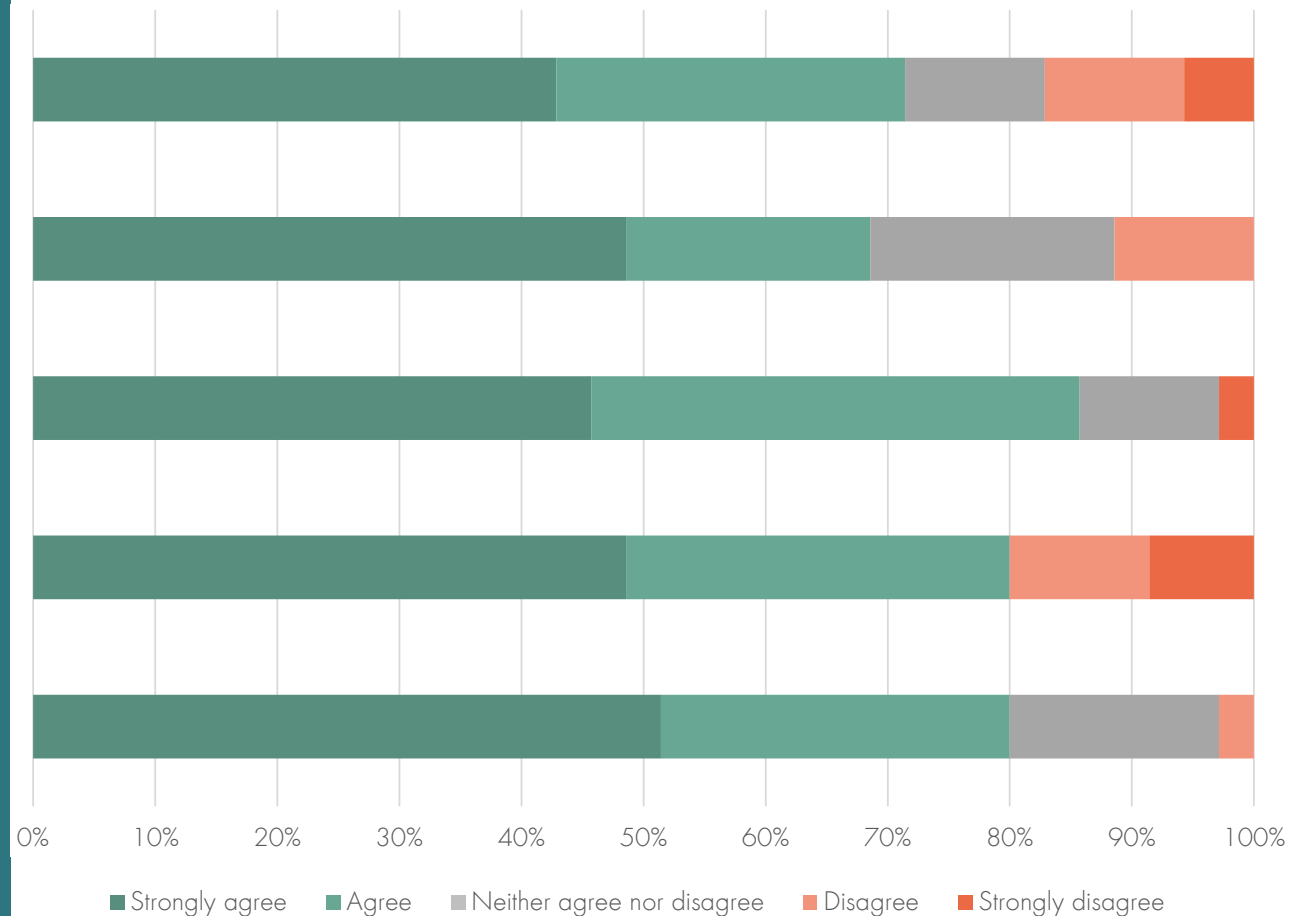
Creating a linked “daisy chain” of connected public and green spaces along Main Street with places to sit

Enhancing the central green space outside Tuar Ard to provide a more usable and inclusive space in the heart of the town for gathering and play

Making the Motte publicly accessible, enhancing views and access

A new public park with enhanced walking and cycling connections

Enhancing the Greenway to form a Linear Park, with improved access, native planting and growing opportunities



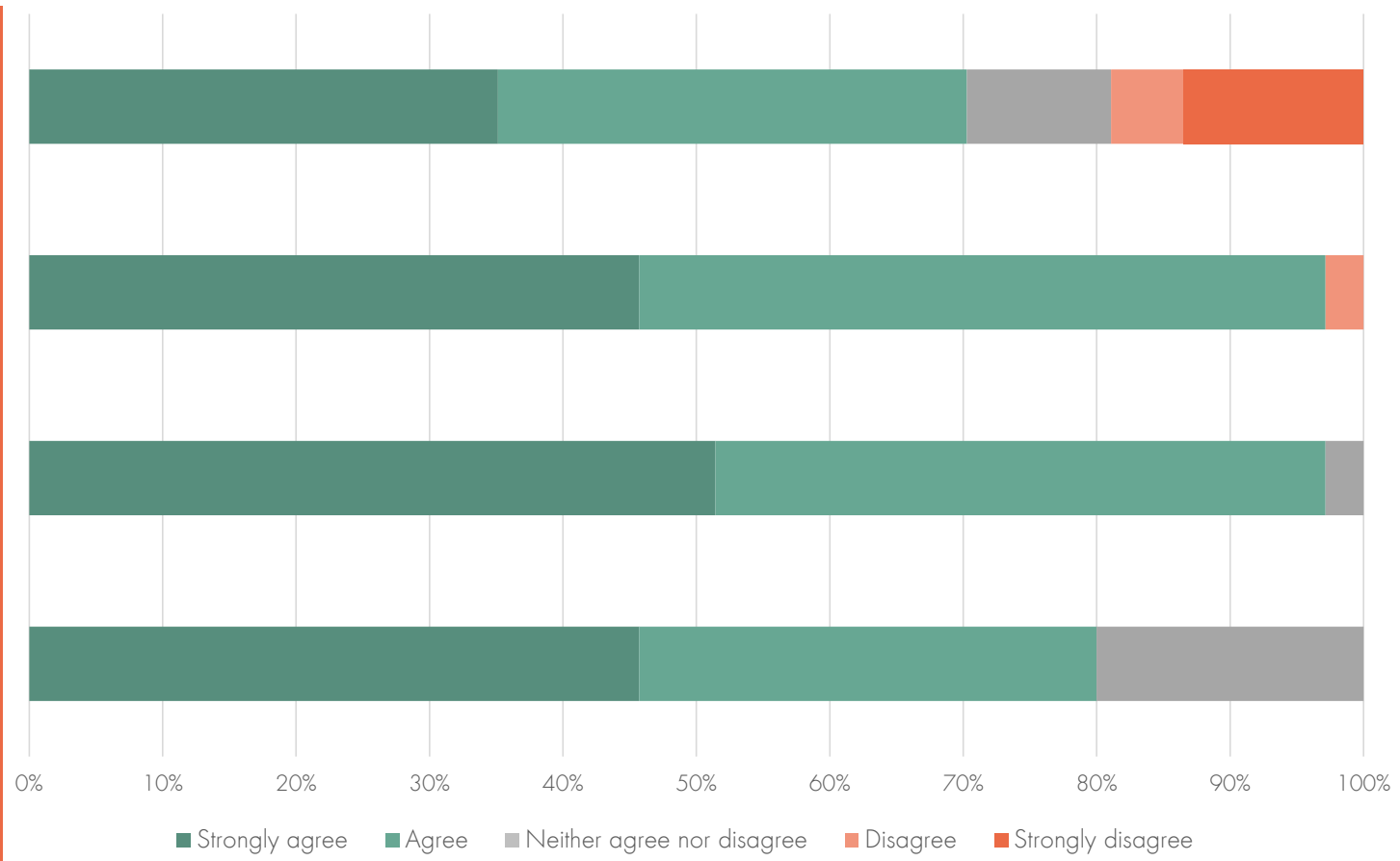
To what extent do you agree with the strategic approaches to the public realm?

The overall approach to Main Street

Taking a more considered approach to street furniture

Minimising street clutter on Moate's streets

Better celebrating and promoting Moate's historic assets

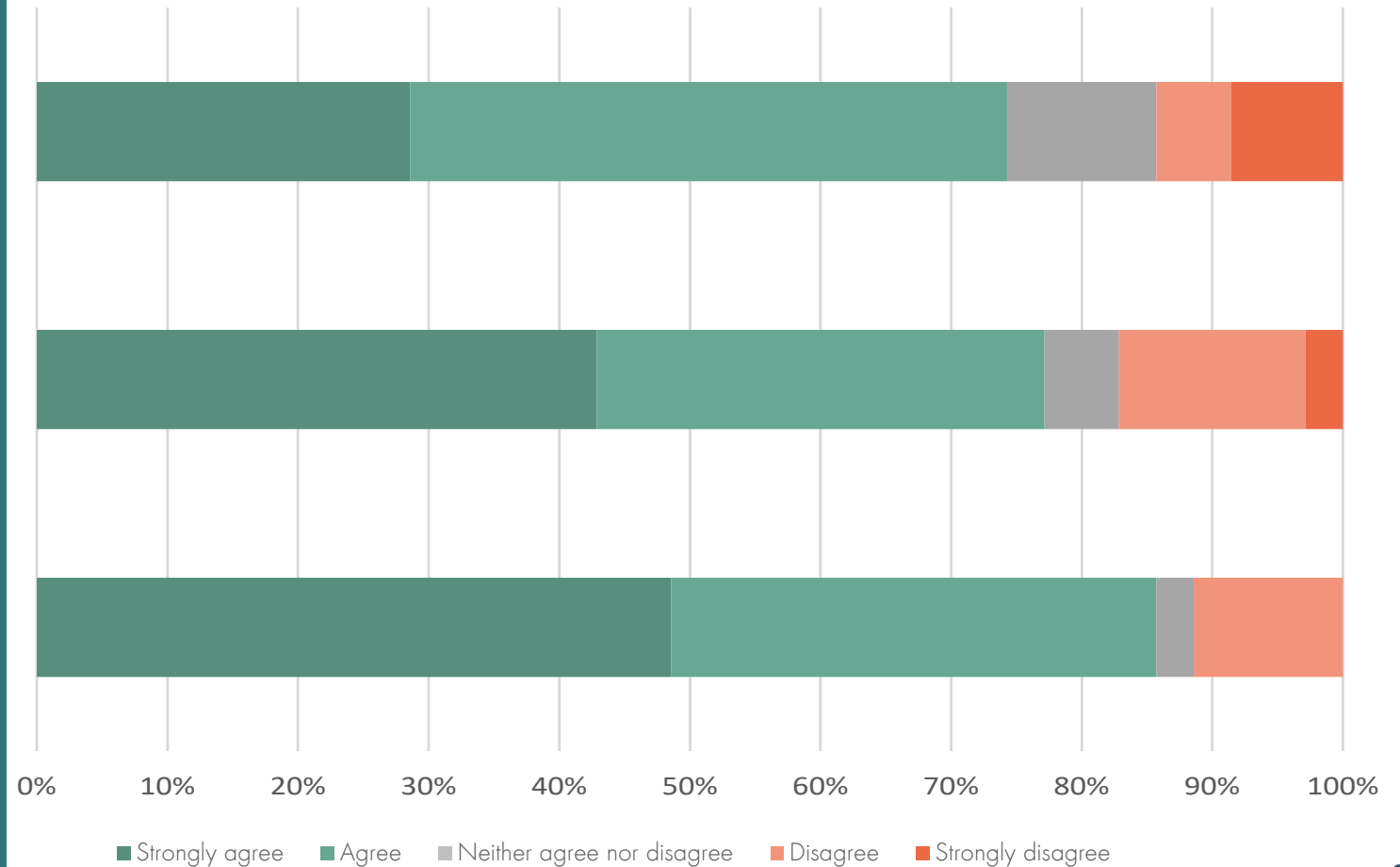


To what extent do you agree with the strategic approaches to movement and connectivity?

The approach to parking management

The approach to traffic management

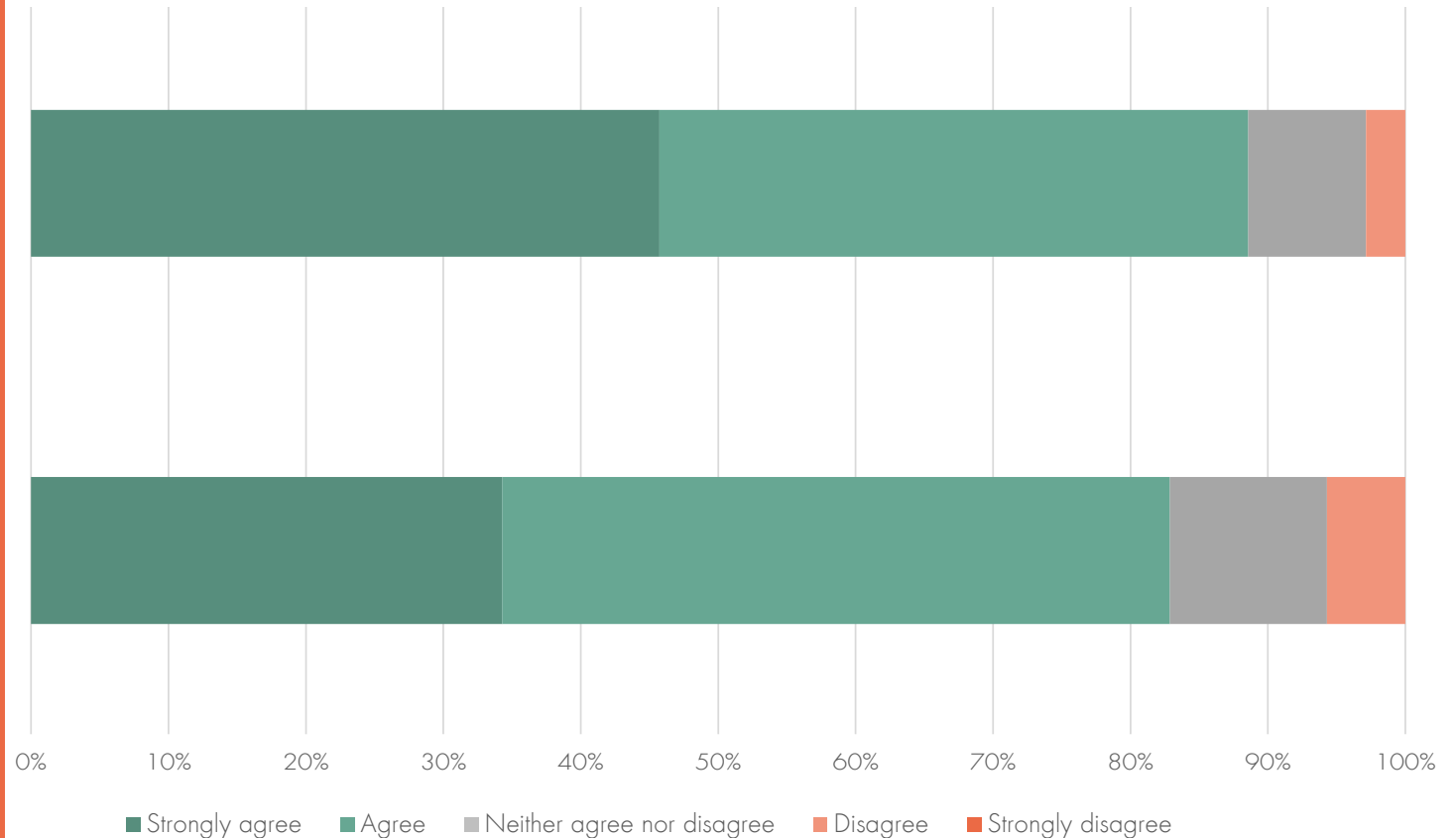
The approach to walking and cycling



To what extent do you agree with the strategic approaches to homes and employment sites?

The approach to infill backland sites and re-use existing vacant buildings to provide a diverse range of flexible new workspaces for uses including co-working, incubation hubs, visitor facilities, workshops and studios

The approach to provide a range of well considered and high quality housing typologies on underused and backland sites, and increase opportunities for town centre living



What you told us in the survey: a summary

Town Centre Parking: Respondents were concerned about the changes to parking. Comments included acknowledging that cars were necessary to get around the area, and so a suitable amount of parking should be offered in order to make the town centre viable.

Facilities and amenities: Respondents commented that they would like to be consulted on street furniture and that the recently implemented seats on Main Street do not work for them. Some responders suggested other facilities and uses such as a music space/band stand, restaurants, a craft hub, hotel and greater use of the community centre.

Traffic and connectivity: There were suggestions to create a one-way loop on Station Road to alleviate school traffic. Other comments included reducing the speed limit and consideration of the impact of the new proposed dwellings. Some responders wanted to see cycleways on Main Street and connecting to the Greenway.

Tackling dilapidation: The strategy to tackle dilapidation was welcomed, with many commenting that short term interventions such as painting of buildings could help immediately to alleviate the town looking 'run down'.

Heritage and character: Commenters welcomed the strategy for enhancing the heritage and character of Moate, including making the Motte more publicly visible.

Lighting, signage and footpaths: Better lighting was a key concern, both throughout the centre and on foot and cycle lanes.

Green infrastructure: Respondents liked the idea of introducing more greenery to Main Street, but wanted to see a plan for ensuring its maintenance. Some commenters wanted to see more provision for teenagers, others wanted to see improvements to Dun Na Si Park and the Patrick Kelly Memorial Town Park.

Delivery: Comments included understanding the timeline and scale of the masterplan and strategy. Respondents wanted to see what the next steps would be.



What you told us at the drop-in sessions: a summary

Town Centre Parking: Some commenters suggested that active parking management was key to ensuring that new parking rules were adhered to. Limiting the number of hours that people could park on Main Street was suggested.

Facilities and uses: There were several comments about the limited offer of existing shops. Commenters wanted to see a new supermarket and a hardware shop. There was also a comment on providing spaces for teenagers.

Traffic and connectivity: Comments included ensuring that bus stops were located close to the shops and suggestions for how traffic could be alleviated at Station Road.

Tackling dilapidation: There were concerns that there was no heart or focal point in the town. Commenters welcomed the renovation of older buildings to enhance Moate's character. Paint and shop front enhancements were also seen as key to improving the look of the town centre.

Heritage and character: Comments included integrating the Weighing Scales at the Old Mill into the public realm improvements. Commenters

like how the historic elements of the town were celebrated in the masterplan.

Lighting, street furniture and footpaths: Commenters welcomed the improvement to the public realm and wanted to see street furniture with innovative and creative designs.

Green infrastructure: The trees and greenery as suggested on Main Street were welcomed by commenters, but there was some concern over vandalism and maintenance.



"We need a hangout space for teenagers"

"Lovely to see historical elements brought out"

"The Weighing Scales at the Old Mill need to be celebrated"

"That's the town I want to live in"
- comment in response to illustration of the future vision of Moate

What you told us at the workshops: a summary

Celebrating and realising Moate's culture and heritage

Many comments were about cycling and walking access to the Motte. There was appetite for signs, interpretation and heritage trails to historic assets.

Making sustainable movement an easy choice in Moate

Comments included lobbying for more frequent buses and introducing a two way cycle track on Main Street. There were concerns expressed over the end on parking causing slowing down of traffic.

Rebalancing Moate's streets and public spaces

The masterplan's proposals to improve pedestrian safety was welcomed. There was concern over parking not being near the shops, especially for older and less mobile residents.

Other ideas for the masterplan?

Commenters wanted to see certain areas and attractions on the map such as Dun Na Si park and the performing arts centre to show routes and access to these places. Other suggestions included solar lighting on the old railway, increasing food and beverage provision in the town, connecting with stakeholders such as Bucklemp (*sic*), Supermacs and Irish Rural Links.

Creating a climate resilient and adaptable Moate

Most comments were in regards to maintenance of additional greenery, such as leaves blocking drains and causing flooding, and potential for vandalism on new greenery.

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

There was a desire for a second supermarket. There was concern over the high vacancy rate, and people welcomed the idea of a market. Further hotels/bed spaces would be needed.

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

Comments included building with pride, creating a heart to Moate through markets and events, creating a cohesive signage strategy and the need for town marketing and branding.



Pick your favourite streetscape approach:



Schools consultation summary

- The top **suggested facilities** were:
- 1. Indoor hang out place for young people especially for cold months**
 - 2. A gym or gym trail for under 16s**
 - 3. A basketball court for use outside of school time**



Primary school students asked for **more play opportunities: playgrounds, sports courts, swimming pool**

The pump track was well received



- What students like** in Moate?
- 1. The ice cream shop**
 - 2. Supermacs**
 - 3. The pitches and tennis court**
 - 4. Dun Na Si and the animals**
 - 5. Tuar Ard**



"Can we put a throne on top of the castle mound?"

"Everyone cycles, but not to school - we need safe routes to school"

"The new links will transform the town"

"Youth friendly facilities are needed, such as a gym, Supermacs, outdoor seating"

- Further ideas from the students:
-  **1. Specific graffiti spot for artwork**
 -  **2. More nature and flowers**
 -  **3. More safe places to cross the street**
 -  **4. Traffic free space in front of the school**



5 RESPONDING TO THE CONSULTATION

Responding to feedback

Summary of changes

Following the second stage of consultation a detailed review was undertaken of the changes required to the document in the light of the feedback.

In response to the positive feedback on the key projects such as the heritage refurbishment and shop front improvements additional development has been undertaken to provide more detail that can support these projects that are important to the community.

In other cases, where concern has been expressed about the detail of proposals to highways and parking this has been simplified, and clarity provided to note that whilst the principles described in the document are consistent with national policy and supported by local people further detailed work and engagement is needed to develop and agree the detail of the approach.

The following pages summarise the key headline issues and the responses made in each case:



Responding to the consultation:

There is a general desire for the plan to widen its extents both spatially and in terms of the projects covered.

These sites and ideas are not core to the town centre, but we will include wider context plans and additional guidance which will provide useful hooks for these projects to be supported.

Whilst the proposals for the transformation of Main Street have strong public support, we have noted some particular concerns, including from local businesses, to the loss of parking in particular locations.

The masterplan and delivery strategy will note that the next stage of work for the Main Street scheme will be to procure detailed design development and include ongoing consultation in this process. This will enable the continued involvement of local businesses to work through and address these concerns.

Responding to the consultation:

The maintenance of parking provision through the process of change has been flagged as being important.

The masterplan will make reference to the need to maintain parking provision. The options for the delivery and phasing around specific projects will be developed further during the detail design and planning works.

The move to re-balance parking with a new town centre car park and reduced on-street short-stay parking is something which needs to be managed.

The masterplan will include a reference to the need for some enforcement of short-stay parking on the street to ensure that spaces remain available to visitors and people are encouraged to park in the appropriate location.

Responding to the consultation:

There is a concern that whilst things might be built or improved, they won't be maintained in the long run. This particularly applies to the addition of trees, planting and the creation of new green spaces, responsibility for which currently falls on a very small number of local people.

The masterplan will emphasise the importance of identifying appropriate funding for ongoing maintenance and management.

There are ambitions to see lots of new uses in the town centre - these are generally activities which can be accommodated within the existing buildings as they are improved and this is consistent with the overall masterplan approach. The key addition has been the suggestion that the town needs a new supermarket.

The aim to bring in more and better uses to the town centre is a core part of the approach and this message will be made more explicit.

Responding to the consultation:

The masterplan proposal to remove school-run traffic from Station Road was the subject of much discussion and new suggestions to introduce a one-way loop including Back Lane to the north of the Greenway and possible further options for set-down and pick-up which better manage traffic.

The masterplan will identify the aim to improve walking and cycling to the school, supported by the close proximity of the new parking. It will identify the next stage of work as the development of a scheme that delivers an improved arrangement and identify a series of options as a starting point for the work which can be explored and tested through more detailed design development and consultation.



hi
Healthy
Ireland

2040
Vision for the Future
WESTMEATH COUNTY COUNCIL
TOWN CENTRE

Moate
Town Centre



APPENDIX 1

STAGE ONE MATERIAL

Stage one

Flyer and workshop material

Delivered to all town centre businesses at the start of the engagement process and shared widely in the town



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!



Allies and Morrison



HOW DO I TAKE PART?

Tell us what you think by completing our survey. It should take less than 15 minutes to complete and includes questions on different topics for Moate. You can go to the web address below, access it on your phone using the QR code or visit the library for a paper copy.

Please complete the survey by 5pm Tuesday 14th February 2023

Survey themes:

- Streets and spaces
- Movement and connections
- History and identity
- Town facilities and services
- Employment and economy

ONLINE
Visit the council's survey website: consult.westmeathcoco.ie/en/surveys
Please note: you will need to register to complete the online survey.

WRITTEN
Paper copies of the survey will be available to complete in Moate Public Library



Moate

Town Centre First Masterplan

Drop-in consultation here today 11 am - 4pm



Tionscail Eireann
Project Ireland
2040



Allies and Morrison



Allies and Morrison

Have your say!

Tell us what
you think!

Moate

Town Centre First Masterplan Public Consultation 2023



Moate Town Centre First Masterplan 2023



Moate Town Centre First Masterplan 2023

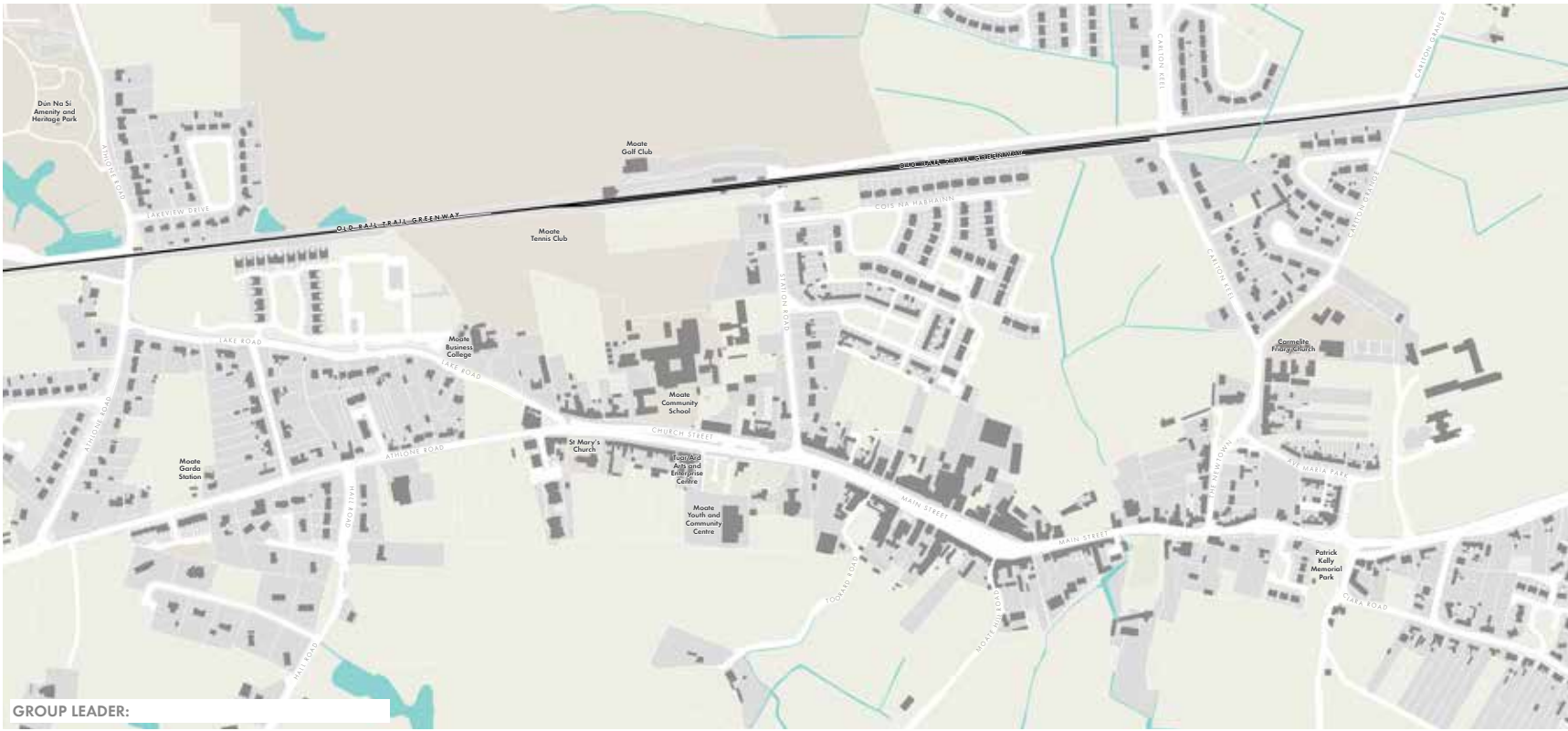


Moate Town Centre First Masterplan 2023



Moate Town Centre First Masterplan 2023





GROUP LEADER: _____

Using the themes below as prompts, tell us...

WHAT DO YOU LIKE ABOUT MOATE?... WHAT COULD BE IMPROVED?... WHAT ARE THE MAIN BARRIERS TO USING THE TOWN CENTRE?...

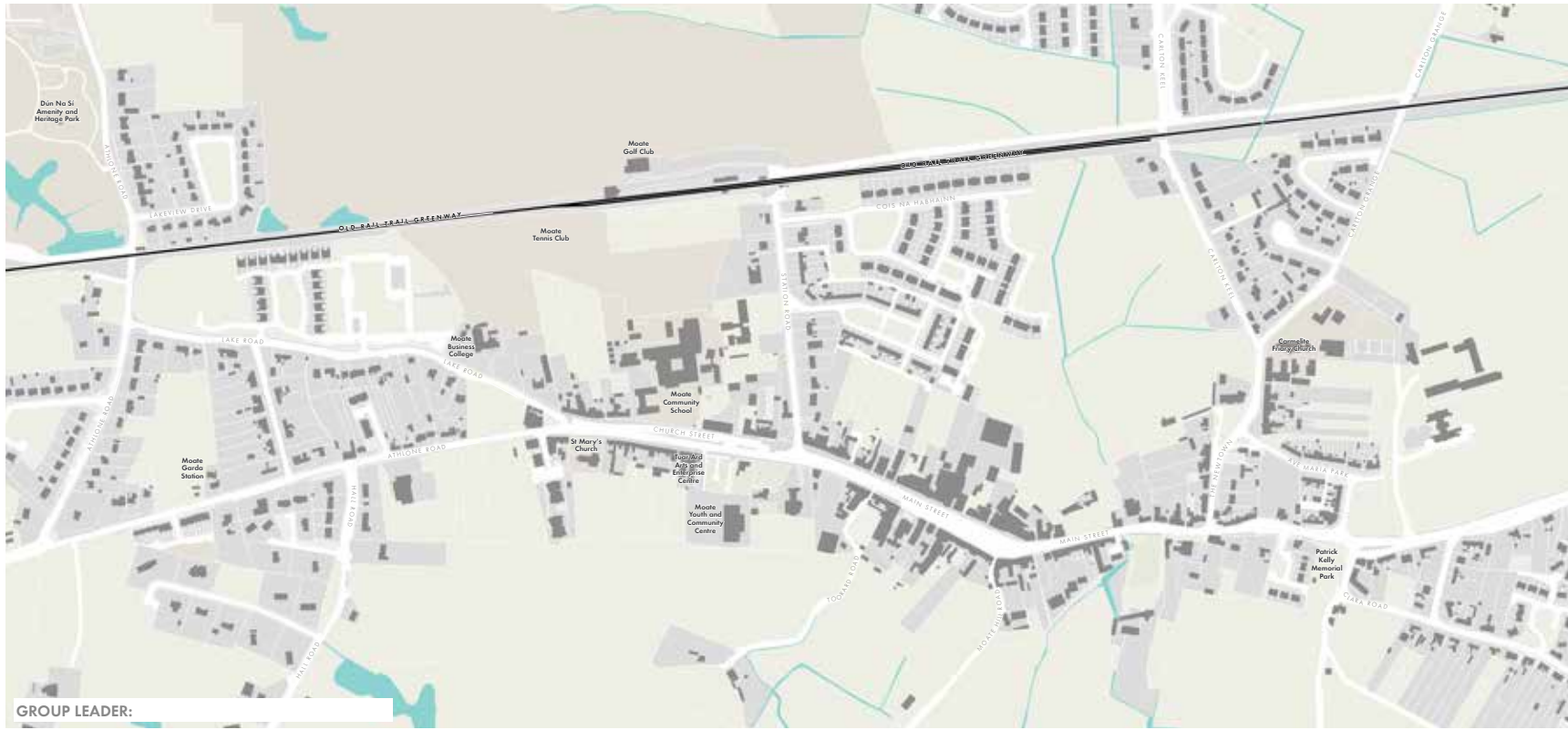
STREETS AND SPACES

MOVEMENT AND CONNECTIONS

HISTORY AND IDENTITY

TOWN FACILITIES AND SERVICES

EMPLOYMENT AND ECONOMY



GROUP LEADER: _____

Using the themes below as prompts, tell us...

WHAT DO YOU THINK ARE THE KEY OPPORTUNITIES IN MOATE?... WHAT ARE YOUR IDEAS FOR MOATE?... ARE THERE EXAMPLES OF OTHER PLACES WHICH MOATE COULD LEARN FROM?...

STREETS AND SPACES

MOVEMENT AND CONNECTIONS

HISTORY AND IDENTITY

TOWN FACILITIES AND SERVICES

EMPLOYMENT AND ECONOMY

Stage one

Workshop powerpoint

Welcome to the Moate
Town Centre First
Stakeholder Workshop

31 January 2023



This evening:

- 19.00 Welcome and introduction
Project presentation
- 19.20 Workshop groups 1 - Issues and challenges
Feedback
- 20.00 Workshop 2 - Ideas and opportunities
Feedback
- 21.00 Close

On your table:

Name badges Sign-in sheet



Introductions

Policy context



Town Centre First

"The Town Centre First policy aims to create town centres that function as viable, vibrant and attractive locations for people to live, work and visit, while also functioning as the service, social, cultural and recreational hub for the local community"



Town Teams

"This Town Centre First Plan will be driven by the local community and businesses as part of a Town Team who will be supported by newly appointed Town Regeneration Officers and technical expertise within each Local Authority."



Our team

Allies and Morrison Ltd
Architecture, planning, urban design and engagement

- Anthony Rifkin, Partner
- Steve Walker, Director
- Peter Singer, Associate Director
- Imogen Blakie, Urban Planner
- Michele Baines, Consultant Planner

Arup
Transport, movement and accessibility

- Tiago Oliveira, Associate Director
- Pedram Zandi, Director
- Liam Sokomah, Director

A2 Architects
Collaborative and iterative

- Peter Carrall, Director

Repucan
Enterprise and business

- Mark O'Connell, Founding Director

Project process



JANUARY

Issues and ideas
Tell us about Moate and share your ideas



EASTER

Draft ideas
Review the proposed vision and project ideas



SUMMER

Draft report
Read our draft Town Centre Masterplan

Town Centre Health check



Drop-in consultation





Questionnaire

Please encourage people to use the questionnaire to inform the project

Visit the Council's consultation website: consult.westmeathcoco.ie/en/surveys

Please use the online survey if you can to save resources. Paper copies can be collected and returned to the Library



Healthy towns



Streets and spaces

Movement and connections

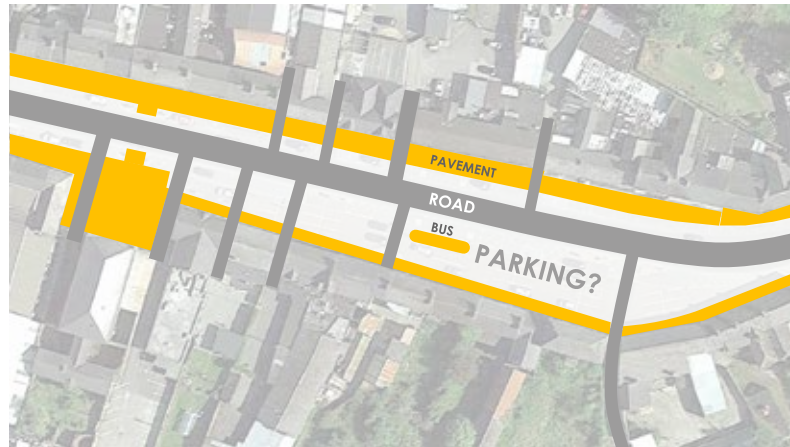
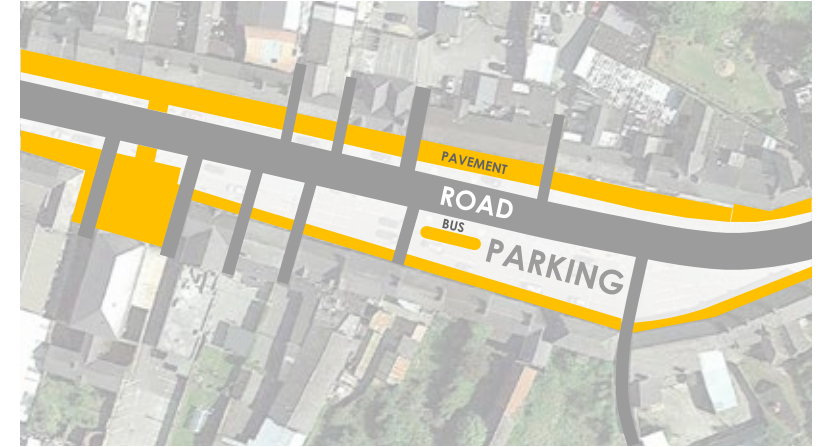
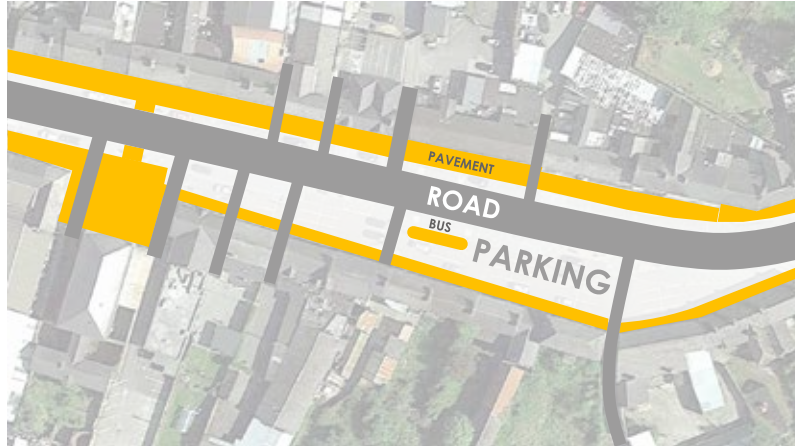
History and identity

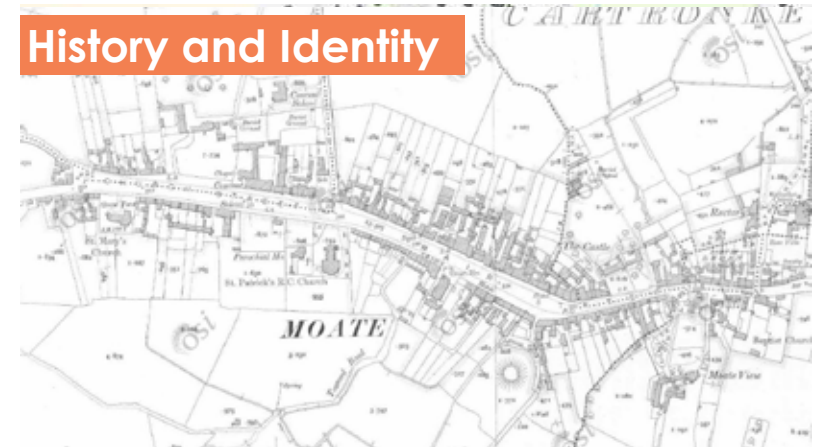
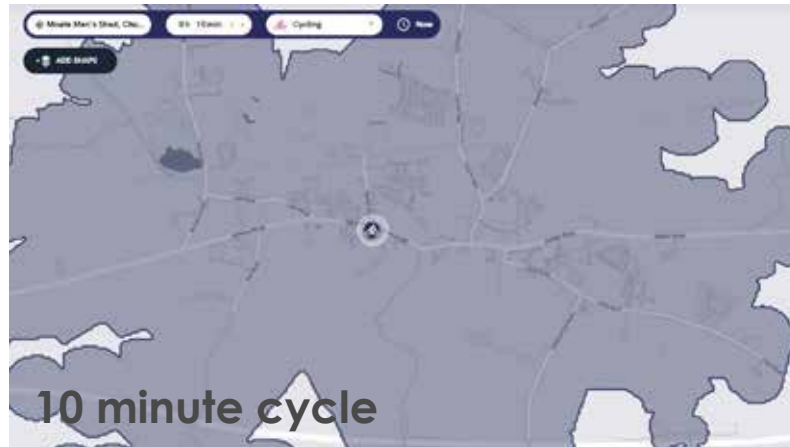
Facilities and services

Employment and economy

Streets and spaces







Moate in the 1700's

Origins

The town of Moate takes its name from the Irish Moite, derived from the town Maite and Bailly. Moate owes its modern origins to Quakers who settled there and started industries at the end of the seventeenth century. The town was an important marketplace and Quaker village. There are several extant examples of Quaker houses on the main street, which itself is typical of an Irish marketplace.

1700s

The **Tour And** building began life as the Catholic Parish Chapel or Mass house circa 1770. Moate Community Development Association was formed in 1998 with a view to renovating St. Patrick's Hall. The early plan was to develop a theatre, art gallery, craft centre with bookshop, cafe, coffee shop and a resource centre. This development spanned a six year period and evolved into a much bigger project than originally envisaged. Finally in October 2000, **Tour And Arts / Enterprise**




Moate in the 1800s

1800s

Circa 1828 the three-story two-story brown-brick former court house and Balaclava was built. The courthouse remained an imposing feature on the Main Street despite its changing uses which included use as a town hall. In 1853 St. Peter's traditional Irish Bar opened which is still in operation today.

1860s

St. Patrick's Church, two foundation stone which was laid in 1841, however it wasn't until 1867 that construction proceeded and building was completed 1871. St. Patrick's Church replaced an older church which is now the **Tour And** parish.

1880s

In 1882 the jail building that now holds the town museum was built in the back of the court house that is now the town library.

Moate in the 1900s

1900s

In 1900 Moate gull club was founded. The club moved to its present site in 1980. The town has a long established Gaelic Football club known as the Moate All Whites. The team selected their name and colours from the religious habits worn by the Carmelite White Nuns.

1950s

Moate was known as a historic transportation route as it lies the Mullend Great Western Railway just through the town, connecting Dublin and Galway between 1950-1992.

1980s

Opened in 1988, the Moate Museum contains over 1,000 artifacts relevant to the full history of the town and its services especially from the 1700s to the present. The exhibits include farm implements, machines, a traditional farm kitchen, a chapel and school, jail, archaeology displays, blacksmith forge, tradesman's worksheds and an archive of local documents. The Museum of Moate Historical Society is in the old jail building at the rear of the Courthouse, in the centre of Moate. In 1991 the Moate Business College was established, bringing further educational opportunities to the area.

2000s

In December 2009, the new M6 motorway connecting Galway to Dublin was completed. This motorway reduced the number of journeys the town by a significant figure as Moate was previously one of the key town's on the route from Galway to Dublin.

2016

In 2016 the old court house was refurbished and transformed into the town library. The judge's box is retained and hence linking the old jail to the court house were discovered during construction offering an insight into local history. A historic space in the heart of the town.

Now

Today, the population of Moate is 2,763, a moderately sized town in Westmeath. Moate has become a quite town, with a strong community. It has a unique built heritage, excellent amenities such as a renovated library, lively local pubs and good schools.





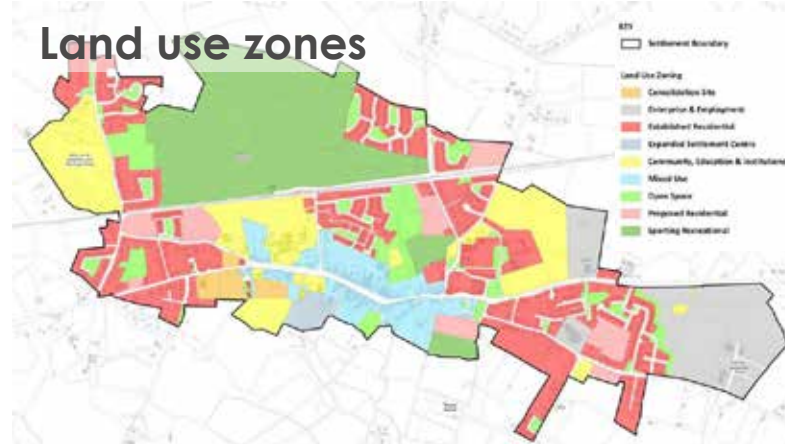

Historic form



Employment and economy



Land use zones



Town centre uses



Workshop one

Issues and challenges

30 minutes

Please draw on the map and write on the sheets

Feedback top issues



Workshop two

Ideas and opportunities

45 minutes

Please draw on the map and write on the sheets

Feedback top issues



This evening:

- 19.00 Welcome and introduction
Project presentation
- 19.20 Workshop groups 1 - Issues and challenges
Feedback
- 20.00 Workshop 2 - Ideas and opportunities
Feedback
- 21.00 Close

Next steps



JANUARY

Issues and ideas
*Tell us about Moate
and share your ideas*

EASTER

Draft ideas
*Review the proposed
vision and project ideas*

SUMMER

Draft report
*Read our draft Town
Centre Masterplan*

Thank you!

Thank you for coming this evening

Please don't forget you can also
complete the online questionnaire

Please share the link and encourage
others to fill it out



Stage one

Consultation questionnaire

The questionnaire was made available both online via the Council website and as a hard copy which people could request from and return to the Library at any point through the consultation process.

MOATE TOWN CENTRE FIRST MASTERPLAN



Allies and Morrison

Town Centre Health Check Survey

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.

Tell us what you think by completing this survey by 5pm Tuesday 14th February 2023. It should take less than 15 minutes to complete and includes questions on different topics for Moate. If you would prefer to complete the survey online, please visit the council's survey website consult.westmeathcoco.ie/en/surveys.

▶ SECTION 1 - ABOUT YOU

Q - What is your age?

- Under 18 18 - 24 25 - 54
 55 - 64 65+ Prefer not to say

Q - Would you describe yourself as a person with a disability?

- Yes No Prefer not to say

Q - Which of the following applies to you? (Tick all that apply)

- I live in Moate / surrounding area
 I own or run a local business
 I work in Moate
 I go to school / college in Moate
 I am a visitor to Moate

Q - Which of the following describes your living situation?

- I rent a property in Moate
 I own a property in Moate
 Other, please specify:

Q - How local to Moate town centre are you?

- I live in the town centre I live less than 1 km from the town centre
 1 - 3km 4 - 6km
 7 - 15km 16-30km
 31-49km 50km+
 Other, please specify:

► **SECTION 2 – HOW DO YOU USE MOATE TOWN CENTRE?**

Q - How often do you visit Moate town centre?

- Everyday
 Often (2-5 times a week)
 Sometimes (Once or twice a week)
 Occasionally (Once or twice a month)
 Never Other, please specify:

Q - How do you travel to get to Moate town centre?

- On foot or wheels
 By bicycle
 By car
 By bus
 By moped/motorcycle/scooter
 Other, please specify:

Q - What of the following activities do you generally use Moate for? (Tick all that apply)

- Shopping
 Work
 School
 Public services (doctors, post office, library)
 I don't use Moate town centre
 Other, please specify:

Q - What other towns or locations do you use often?

Please write your answer here:

Please tick activities you do there:

- I work there
 To attend college or another further education facility
 Shopping
 To use a public service (doctors, post office, library etc)
 To attend/use sporting events
 To use pubs, cafes and/or restaurants
 To attend an arts or cultural centre/events
 To attend a community facility or club
 To use recreation or leisure facilities e.g. cinema, swimming
 Other, please specify:

Q - What do you think are the main challenges facing Moate town centre?
(1 being least and 5 being biggest challenge)

	1	2	3	4	5
Variety of shops and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport and connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality streets and spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Busy roads and traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Derelict / vacant buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daytime leisure offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening leisure offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this space if you would like to explain your response:

► **SECTION 3 – THEMED QUESTIONS**

STREETS AND SPACES

Q – When considering the experience of using Moate town centre’s streets and spaces, what should be improved?

Please rate the following in terms of their priority for improvement:
(1 being lowest priority and 5 being highest priority)

	1	2	3	4	5
Mobility and accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Realm – streets, pavements, street furniture etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public event space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building and shop frontages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green spaces and planting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic and Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage and wayfinding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this space if you would like to explain your response:

MOVEMENT AND CONNECTIONS

Q – How easy is it to get around Moate town centre?
(1 being least easy, 5 being easiest)

	1	2	3	4	5
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobility impaired	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q – How often do you use the greenway / Old Rail Trail for the following purposes?
(1 never, 2 seldom, 3 occasionally, 4 very often, 5 always)

	1	2	3	4	5
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure / recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q – Could the greenway / Old Rail Trail be better connected with Moate town centre?
Please use this space if you would like to explain your response:

Q – What would encourage you to use the greenway / Old Rail Trail more?
Tick all that apply

- Better links and connections to schools, town centre
- Points of interest - interactive play areas, outdoor gym facilities
- Bike hire and facilities
- Other, please specify:

Q - What improvements would you support to enhance access to, and movement around, Moate? Please rank from most (1) to least important (5):

- Improvements to pedestrian movement, safety and accessibility (pavements/crossings/traffic calming)
- Improvements to cycle movement and safety (cycle lanes, cycle parking, etc.)
- Improvements to local bus services
- Improvements to town centre parking
- Improved signage and wayfinding

Please use this space if you would like to explain your response:

Q – What do you think would assist vulnerable pedestrians or people with disabilities in moving around Moate town?

Please use this space if you would like to explain your response:

TOURISM, CULTURE AND HERITAGE DEVELOPMENT

Q - What aspects of Moate's history or heritage do you think should be promoted or celebrated? e.g buildings, industries, environmental features, railway heritage, moate, Quaker heritage

Please use this space to respond:

Q – Are there any derelict or vacant historic buildings in Moate which you feel should be refurbished and/or re-purposed? If so, please state which building and, if you have an idea, what you would like to see it repurposed for e.g. retail/housing?

Please use this space to respond:

Q – What do you think is Moate's main attraction for visitors?

Select up to 3 options.

- Shops, Restaurants, cafes, and bars
- Cycle or walking trails (including the Old Rail Trail)
- Attractiveness and character of the town
- Historical buildings and architectural heritage
- Proximity to Athlone
- Tourism attractions e.g Dún na Sí Amenity
- Arts and cultural facilities and events
- Hotels and B&Bs
- Sports and sports facilities e.g. golf
- A good 'stop-off' destination, whilst passing through the area
- Good parking/easy to park

Q – Keeping Moate’s identity in mind, do you think any of the following themes could be explored to promote Moate as a destination?

Select up to 3 options.

- Tourist Destination
- Arts, Culture, music and entertainment
- History and heritage
- Food and food-focussed markets
- Independent shops
- Cycle or walking trails tourism
- Agriculture and farming
- Natural environment and outdoor activities
- Leisure and sporting facilities
- Other, please state:

TOWN FACILITIES AND SERVICES

Q What interventions do you think would improve facilities and services in the town, please list your top three priorities:

- Measures to cure dereliction
- ‘Meanwhile’ or short-term leasing to vacant businesses
- Use of vacant town centre buildings for housing
- Shop front enhancement scheme for businesses
- Enhancement of public spaces to encourage rest and interactive play areas
- More green spaces

Q - What sort of activities, facilities or services do you think Moate needs in order to engage young people, and encourage them to stay and spend time in the town?

Please use this space if you would like to explain your response:

Q - What sort of activities, facilities or services do you think Moate needs in order to support the older generation to spend time in the town?

Please use this box if you would like to explain your response:

EMPLOYMENT AND ECONOMY

Q - Are there any interventions that you think Moate needs in order to attract investment / employment opportunities?

Please use this space to respond:

Q – What do you think the town needs in order to support existing businesses, or encourage more businesses to locate here?

Please use this space to respond:

▶ SECTION 4 – BUSINESSES IN MOATE

Q – Do you own or run a business in Moate town centre?

- Yes - please complete the following questions
- No - please skip to the end of the survey

Q – How long have you owned or run a business in Moate?

- 0 - 4 years
- 5 -10 years
- 10 - 20 years
- 20 years+

Q – Which of the following best describes your business type:

- Retail
- Hospitality and leisure
- Real Estate
- Financial services
- Professional
- Agriculture
- Manufacturing and/or repair
- Construction
- Other, please specify:

Q – On a scale of 1 – 5, how positive do you feel about current levels of commercial activity in Moate? (1 being least positive and 5 being most positive)

1 2 3 4 5

Q – On a scale of 1 – 5, how positive do you feel about the future of commercial activity in Moate? (1 being least positive and 5 being most positive)

1 2 3 4 5

Q - What interventions would you like to see to support business in Moate town centre?

Tick all that apply

- Shop Front Enhancement Scheme
- Public realm and street enhancement
- Improved access to businesses
- Proposals to resolve dereliction
- Pop-ups events and activities such as farmers / outdoor markets, festivals
- Outdoor dining spaces
- Tourism promotion and marketing of Moate as a destination
- Other, please specify:

Q - Please use this box to share any other views or aspirations to support business in Moate town centre which you have not mentioned previously:

Please use this space to respond:

► **SECTION 5 - OVERALL PRIORITY**

Q - When considering your priorities for Moate, please rank the following previously discussed themes in order from most important (1) to least important (5):

- Streets and spaces
- Movement and connections
- Tourism, Culture and Heritage DevelopmentTown facilities and services
- Employment and economy

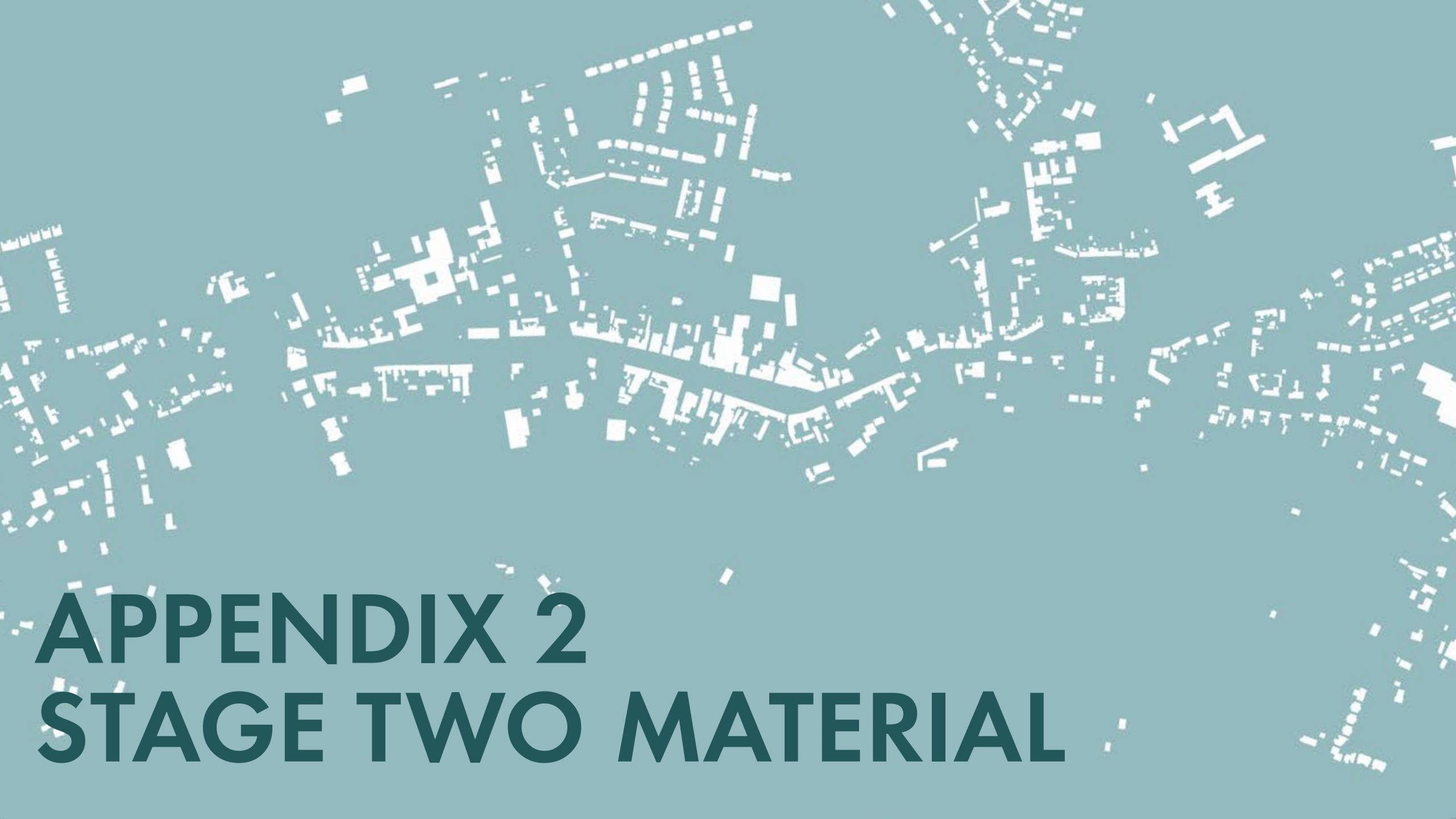
Q - Please use this box to share any other views or aspirations you have for Moate which you have not mentioned previously:

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.

Your responses will be used to establish a baseline understanding of Moate, including the key challenges and opportunities. They will also help to inform the next stage of the masterplan process as the design team begin to develop some initial ideas and recommendations for the masterplan.

If you would like to be kept informed about the masterplan process, and future opportunities to get involved, please provide your email address:

GDPR statement: The Council will not forward your details to anyone else. The information you provide will be stored securely and will be deleted at the end of the project.



APPENDIX 2

STAGE TWO MATERIAL

Moate

Town Centre First Masterplan

Drop-in consultation here today 10am - 2pm



Allies and Morrison



Have your say!
Tell us what you think!

Moate

Town Centre First Masterplan
Public Consultation 2023

Allies and Morrison



MOATE Town Centre First Masterplan 2023



MOATE Town Centre First Masterplan 2023



MOATE Town Centre First Masterplan 2023



Making sustainable movement an easy choice
Moate's culture and heritage

Creating a climate resilient and adaptable Moate
Rebalancing Moate's streets and public spaces

A vibrant and welcoming range of business and community needs
Delighting Moate's image, identity and role within the wider region

MOVEMENT & CONNECTIONS
The aim here is to provide the new Moate with a network of streets that are safe, accessible and enjoyable to use.

Maintaining parking
The aim here is to provide the new Moate with a network of streets that are safe, accessible and enjoyable to use.

MOATE
Town Centre First Masterplan 2023

Top 3 challenges facing Moate

1. Parking
2. Quality of streets/buildings
3. Variety of shops and services

There is a great sense of pride in Moate

22% of people have a strong sense of pride in Moate (e.g. 'I'm proud to live in Moate')

20% of people are proud of Moate's history and heritage.

Most pressing and important issues for Moate

1. More parking
2. Protection of historic buildings
3. Good bus services

MOATE Town Centre First Masterplan 2023

Stage two

Consultation document



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.



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 Adam and Marianne.

This document has been produced at the next stage of the process. It sets out more 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 outlines the initial work items to 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 come together to help shape and implement the masterplan.

The masterplan is done by a Town Team supported by the Town Improvement Office and a multi-stakeholder technical team in Westmeath County Council.

Consultancy meetings were at the Droichead Parcel Centre on 9 February 2023 to discuss the formation of the Town Team. It was agreed that there will be 23 team members supported by additional members in sub-groups, and it was agreed that the team will include representatives of the following key groups and issues:

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



2 THE STORY SO FAR



The events

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

- A drop-in event held at Moate Library on Tuesday 21st February from 12pm - 4pm.
- A consultative workshop held in the Caroline Centre on Tuesday 27th February from 1pm - 3pm.
- A public survey, hosted on the council's website with hard copies available in the library, running from Tuesday 21st January - Monday 20th February.

The council presented the events through community organisations 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

2 WHAT WE'VE LEARNT

- 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 spaces
- There is a great sense of pride in Moate
- Need positive and flexible approach for protecting and enhancing heritage buildings
- Moate needs practical solutions - we need to spend our money wisely
- Don't make the street design heavy and complicated
- The site has a great structural environment. It already looks nice and historic and is a health benefit
- The best of the Moate Museum has a great view in the Moate - good to explore!
- The schools are great and bring people in
- The widest street in Moate
- Tell Moate's stories with plaques and information

Key themes

Key themes include: management, trees, derelict, road, housing, outside, needs, area, historic, street, good, signage, areas, festival, traffic, park, bus, school, stop, near, space, heritage, buildings, facilities, outlet, issue, newtown, business, moate, parking, lighting, routes, town, people, dog, walking, planning, car, shop, route, maintenance, shops, new, public, private.

What you told us: a summary

Town Centre Parking: Parking was the top priority for respondents. Comments included the need for a parking car park, three hour free parking, convenient 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 space to sit. The most furniture priority is picnic as it had the most votes. 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 fare the bus stops better located. More traffic management for the school.

Building opportunities: Building leisure options improvements. Respondents saw the school building in Moate as an 'eyesore'. A bar suggested turning the school purpose into housing. A dog first 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 see into Moate's history through events or festivals. Improving 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 centre of the town. The footpath conditions in the centre of the town are in need of improvement. More footpaths needed so children can safely walk to school.

Employment: Levels would like to see more businesses and jobs brought to Moate. Cause for the modernisation of Moate was mentioned, whilst ensuring it's historic character isn't lost. People would like to see more investment being put into the town, and opportunities for community employment schemes.



Survey results summary

You told the top three challenges facing Moate are...

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



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

27% of you said: Measures to ease dereliction

These themes are your top priorities in Moate:

- Streets & spaces
- Employment & economy

We asked: "What do you think is Moate's main attraction to visitors?"

22% of you said: Tourism attractions (e.g. Dog on 5, Anway)

20% of you said: Cycle or walking trails (including the old rail cut)

Your top three priorities for improvements to enhance access to, and movement around Moate are:

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

We asked: "Do you think any of the following things could be done to promote Moate as a destination?"

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

Guiding principles

M Moate	O Celebrating and realising Moate's culture and heritage	O Creating a climate resilient and adaptable Moate
A Rebalancing Moate's streets and public spaces	A Making sustainable movement an easy choice in Moate	T T
E Creating a vibrant and welcoming Moate which supports a range of businesses and community needs	E Defining Moate's image, identity and role within the wider region	

Celebrating and realising Moate's culture and heritage

Identify, adopt, restore and reuse historic buildings...
for the benefit of the local community, while 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 historic, 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 facade 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 repurpose vacant and underutilised assets...
for uses such as homes, remote working hubs, cultural or community use.

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

Reassess 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 intuitive 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.

A vibrant and welcoming

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.

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 inset footways - 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 experiential retail, such as a food market 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.

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 approaches 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 overall plan and opportunities for green spaces.



HERITAGE & IDENTITY PLAN sets out the opportunities to enhance and promote the town's character.



PUBLIC REALM & GREEN SPACES PLAN sets out the opportunities to enhance and promote the town's public realm and green spaces.



MOVEMENT & CONNECTIONS PLAN sets out the opportunities to enhance and promote the town's movement and connections.



USES & ACTIVITIES PLAN sets out the opportunities to enhance and promote the town's uses and activities.

ILLUSTRATIVE PLAN

An overview

HERITAGE & IDENTITY

Key moves...

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

Group refurbishment of historic stone and masonry buildings

Enhanced walking for the Clonkeen school ground

Walking routes, buildings refurbished and a new amenity established nearby the park

Potential for an walking space and cycle route

Heritage centre in proximity to park features on the upper flats

Potential community hub, expanding space, enhanced parking scheme

Continuing the cycle by opening up streets to walking routes up to 3

MORE DETAILS PROVIDED ON THE NEXT PAGES

HERITAGE & IDENTITY

You said...

"Bank of Ireland building needs to be retained in office or remote working"

"Post Office or Bank of Ireland building as a work hub, restaurant, community centre"

You need the historic buildings in Moate which you feel could be retained for development

Your top 3 answers were...

1. The Old Post Office
2. The Old Bank; and
3. Mulreeen's Building

Repurposing key vacant buildings

<p>1. Mulreeen's building</p> <p>This building was a prominent feature in the town. It was built in the 18th century and is a fine example of Georgian architecture. It has a large frontage and is a prominent feature in the town. It is a good example of the town's architectural heritage and should be retained and repurposed for a new use.</p>	<p>2. The Old Bank</p> <p>The Old Bank is a prominent building in the town. It was built in the 18th century and is a fine example of Georgian architecture. It has a large frontage and is a prominent feature in the town. It is a good example of the town's architectural heritage and should be retained and repurposed for a new use.</p>	<p>3. The Old Post Office</p> <p>The Post Office is a prominent building in the town. It was built in the 18th century and is a fine example of Georgian architecture. It has a large frontage and is a prominent feature in the town. It is a good example of the town's architectural heritage and should be retained and repurposed for a new use.</p>	<p>4. Another building</p> <p>The collection of historic stone buildings was a clear opportunity for it to be repurposed for a new use. It is a good example of the town's architectural heritage and should be retained and repurposed for a new use.</p>
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HERITAGE & IDENTITY

You said...

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

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

27% of respondents Measures to cure dereliction

Tackling vacancy and dereliction

1. Big impact tenant improvements: Improving the heritage of public spaces, when from one street and which can be seen in Moate. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings.
2. Renovate derelict buildings: These buildings are an opportunity to improve the heritage of Moate. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings.
3. The Old Mill building: This is an opportunity to improve the heritage of Moate. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings.

HERITAGE & IDENTITY

You said...

"The Moate should be visible."

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 Moate: Celebrating the town's history and heritage. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings.
2. Celebrating the Castle: The castle is a prominent feature in the town. It is a good example of the town's architectural heritage and should be retained and repurposed for a new use.

HERITAGE & IDENTITY

You said...

"...work on improving public spaces, revitalising vacant units and improving shops"

"Improve the existing shops that are there."

"All old shops and buildings and bars being renovated"

Other opportunities

Revitalising vacant units

Revitalising vacant units is a key opportunity to improve the town's appearance and attract visitors. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings.

Improving public spaces

Improving public spaces is a key opportunity to improve the town's appearance and attract visitors. The town should be given the opportunity to be a better town than the derelict buildings. The town should be given the opportunity to be a better town than the derelict buildings.

MOVEMENT & CONNECTIONS

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"
Survey comment

"Take parking off streets"
Survey comment

"More parking needed in the town centre"
Survey comment

"Staff and business parking on street blocks shoppers parking"
Survey comment

Addressing the balance between public space and parking

1. Minimising impact of school drop-off traffic and congestion
Proposed car park aimed to create parking and drop-off/pick-up area on the backstreet and side.
2. Early conversion from on-street parking
Creating the parking control of car park to increase on-street car park capacity with improved and clear access to the main shopping area in the town centre, including on-street.
3. Reducing the impact of on-street parking
Relocating the street to reduce the impact of on-street parking by separating areas of on-street parking and creating a new space for wheelchair access.

[View from the works on the next page](#)

MOVEMENT & CONNECTIONS

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"
Survey comment

"Need bus stop in a central location."
Survey comment

Access to the proposed town centre car park
Car park car park going to street and close walk to the schools and to Moate Street

How protected cycle route on the north side of the street
The cycle lane provides a route for the town centre and Moate Street

Existing vehicle parking removed
Removing existing vehicle parking where possible will help to reduce cost and make the scheme more achievable

Bus stop location
New bus stop location to close the gap with Moate Street

Water payments on the southern side to support businesses and local businesses
Water payments on the southern side to support businesses and local businesses

Barriers, water bus stops in the heart of the town
Barriers, water bus stops in the heart of the town

On-street parking provides more services where bus stop needed
On-street parking provides more services where bus stop needed

MOVEMENT & CONNECTIONS

You said...

"Need traffic calming measures - speeding traffic"
Survey comment from Moate and Moate Street

"Traffic - tractors cause noise nuisance and speed that's affecting the town"
Survey comment from Moate

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

Managing traffic to reduce its impact on the town

1. Traffic calming measures to reduce speed of vehicles approaching town
A range of measures including speed limit signs, speed bumps, and narrowing of roads to be implemented to reduce the speed of vehicles.
2. Traffic Street street crossing in quarter, water, residential street
Traffic Street street crossing in quarter, water, residential street
3. School Street crossing in other road rather than to school
School Street crossing in other road rather than to school

MOVEMENT & CONNECTIONS

You said...

"Greenway - access from that to town centre"
Survey comment from Moate

"Gray routes - walking routes around town."
Survey comment

"Loop - walking and cycling."
Survey comment from Moate

"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

1. New routes from Greenway into town centre
New connections from the Greenway to the town centre will encourage people to walk from the town centre and walking routes will be encouraged to encourage people to walk.
2. Making it easy for walking and new developments to walk and cycle
A range of measures including clear signage and clear signage to encourage people to walk and cycle.
3. Reduced traffic, streets encouraging more sustainable movement
Clear pedestrian routes to the town centre will encourage people to walk and cycle.

MOVEMENT & CONNECTIONS

Maintaining parking

No net loss of parking for the town centre

Reduction from 38 to 17 spaces
Converted towards the health centre and shops with water payments and cycling

Removal of 41 spaces
To create wider pavements and cycling

38 new spaces
Located to provide easy access for school drop-off

No change - 36 spaces

Increase from 120 to 180 spaces
Located for easy access to schools, Town Hall and Moate Street shops

Reduction from 69 to 42 spaces
To create continuous wider pavements and better bus stop facilities

MOVEMENT & CONNECTIONS

New car parks

Less than a five minute walk

Less than a five minute walk

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 our online form by visiting: <https://consult.westmoath.co.uk/en>

Complete a paper form available from Moate Library

SCAN THIS QR CODE TO COMPLETE ONLINE FORM




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Stage two

Consultation questionnaire

The questionnaire was made available both online via the Council website and as a hard copy which people could request from and return to the Library at any point through the consultation process.

MOATE TOWN CENTRE FIRST MASTERPLAN



Allies and Morrison

Stage 2 Engagement

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.

We are consulting on the draft plan which you can read in the library or via the web address below. Please tell us what you think by submitting this survey by 5pm Tuesday 4th April 2023. To complete the form online and view the document please visit the council's survey website consult.westmeathcoco.ie/en/surveys.

SECTION 1 - GUIDING PRINCIPLES

In response to the Town Centre First policy and feedback from the local community during the first stage of engagement, we have developed the following principles to guide the approach to the masterplan (you can find a summary on page 17 of the consultation report):

Q - To what extent do you agree with the proposed guiding principles?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
1. Celebrating and realising Moate's culture and heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Creating a climate resilient and adaptable Moate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Rebalancing Moate's streets and public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Making sustainable movement an easy choice in Moate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. A vibrant and welcoming Moate which supports a range of businesses and community needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Defining Moate's image, identity and role within the wider region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this box to provide any other thoughts or comments:

SECTION 2 - THEMES

The structure of the emerging masterplan is based on four key themes: Heritage & Identity; Public Realm & Green Spaces; Movement & Connections; and Uses & Activities. The following questions examine the design responses being developed and the emerging ideas based on each theme:

Heritage and identity

Tackling vacancy and dereliction - repurposing key buildings

The approach seeks to tackle vacancy and dereliction by identifying Moate's key vacant historic buildings for restoration and repurposing to bring them back into active use.

Q - To what extent do you agree with this approach?

strongly disagree disagree neither agree nor disagree agree strongly agree

The emerging strategy proposes the re-use of four key vacant historic buildings in the town centre.

Q - To what extent do you agree with the buildings selected and the suggested uses?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
Mulrean's Building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Old Bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Old Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Station buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this box to share any other thoughts or comments:

Tackling vacancy and dereliction - improving terraces and prominent buildings

The strategy identifies prominent terraces and buildings for improvement in order to maximise impact in uplifting the visual appearance of the town.

Q - To what extent do you agree with this approach?

strongly disagree disagree neither agree nor disagree agree strongly agree

Please use this box to share any other thoughts or comments:

Celebrating Moate's historic and cultural assets

The strategy seeks to better celebrate and promote Moate's historic assets.

Q - To what extent do you agree with the proposed approach?

strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this box to share any other thoughts or comments:

Tackling vacancy and dereliction - shopfront improvements

The strategy highlights opportunities for improving shopfronts.

Q - What do you see as the biggest challenge to enhancing shopfronts? Tick all that apply.

- Lack of design guidelines specific to Moate
- Lack of funding
- Lack of information about possible government support
- Lack of local tradespeople
- Lack of incentive
- Planning requirements
- Not sure
- Other, please specify:

Public realm and green spaces

Green spaces

The strategy seeks to enhance existing green spaces, and provide new public and green spaces which can be used for a range of activities.

Q - To what extent do you agree with the following ideas?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
1. Enhancing the Greenway to form a Linear Park, with improved access native planting and growing opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A new public park with enhanced walking and cycling connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Making the Motte more publicly accessible, enhancing views and access.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Enhancing the central green space outside Tuar Ard to provide a more usable and inclusive space in the heart of the town for gathering and play.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Creating a linked 'daisy chain' of connected public and green spaces along Main Street, with places to sit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this box to share any other thoughts or comments:

Public realm

The strategy for public realm aims to enhance the overall appearance and accessibility of key streets by creating a simpler and more accessible environment.

Q - To what extent do you agree that street clutter should be minimised on Moate's streets?

strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q - To what extent do you think a more considered approach to street furniture should be taken to ensure it is suitably located and orientated, simple in design, easy to use and to maintain, and that it makes a usable and positive visual contribution to the streetscape?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Please use this box to share any other thoughts or comments:

Illustrations

Please look at the three illustrations on pages 29 and 30 of the report.

The aim of the proposals for the Main Street is to create a vibrant and welcoming Town Centre that enables ease of access for everyone, together with the creation of attractive public spaces that are designed to increase 'dwell time' and footfall in the town centre.

The introduction of trees and the greening of the Main Street is intended improve biodiversity, create shading, and provide Sustainable Drainage solutions towards the creation of a more climate resilient Moate in addition to measures to facilitate walking and cycling.

Q - To what extent do you agree with the overall approach to Main Street?

strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please use this box to share any other thoughts or comments:

Movement and connections

Walking and cycling

The approach to walking and cycling seeks to improve connectivity across the town, creating walking and cycling circuits, making it an easier and safer option.

Q - To what extent do you agree with the approach to walking and cycling?

strongly disagree disagree neither agree nor disagree agree strongly agree

Please use this box to share any other thoughts or comments:

Traffic management

The approach to traffic management seeks to slow down traffic moving through Moate, and minimise the impact of school drop-off traffic and congestion at peak times.

Q - To what extent do you agree with the approach to traffic management?

strongly disagree disagree neither agree nor disagree agree strongly agree

Please use this box to share any other thoughts or comments:

Parking

The approach to parking seeks to redress the balance of parking and public space in order to minimise its impact on pedestrian movement as well as the visual appearance of the town.

The approach seeks to keep on-street parking for short stay customers on the Main Street in order to support local businesses. It also seeks to provide off-street parking options for long stay parking and school drop-off.

Q - To what extent do you agree with the approach to parking management?

strongly disagree disagree neither agree nor disagree agree strongly agree

Please use this box to share any other thoughts or comments:

Uses and activities

Moate town centre should have a vibrant mix of uses which supports the needs of the local community by providing a range of opportunities for living, working and spending time.

Homes

The approach seeks to provide a range of well considered and high quality housing typologies on underused and backland sites, and increase opportunities for town centre living.

Q - To what extent do you agree with this approach?

strongly disagree disagree neither agree nor disagree agree strongly agree

Please use the following box to share any other thoughts or comments:

Employment

The approach seeks to infill backland sites and re-use existing vacant buildings to provide a diverse range of flexible new workspaces for uses including co-working, incubation hubs, visitor facilities, workshops and studios.

Q - To what extent do you agree with this approach?

strongly disagree disagree neither agree nor disagree agree strongly agree

Please use the following box to share any other thoughts or comments:

Events and festivals

Moate has a strong and active community, and a large catchment of people who use the town frequently. The town also has a number of existing good-sized venues, and with the improvement of existing green and public spaces, could become a centre of community activity.

Q - Which of the following pop-up or meanwhile uses do you think could work well in Moate? Select three your top three from the following:

- | | |
|--|---|
| <input type="checkbox"/> Farmers market | <input type="checkbox"/> Pop-up shops |
| <input type="checkbox"/> Arts and crafts market | <input type="checkbox"/> Pop-up galleries |
| <input type="checkbox"/> Arts and music festival | <input type="checkbox"/> Community garden |
| <input type="checkbox"/> Heritage festival | <input type="checkbox"/> Cycle events |
| <input type="checkbox"/> Outdoor cinema | <input type="checkbox"/> Other, please specify: |

Please use the following box to share any other thoughts or comments:

Summary

Q - Do you have any other comments or ideas for the Moate Town Centre First Masterplan?

Please use the following box to share any other thoughts or comments:

► SECTION 3 - ABOUT YOU

Q - What is your age?

- Under 18 18 - 24 25 - 54
 55 - 64 65+ Prefer not to say

Q - Would you describe yourself as a person with a disability?

- Yes No Prefer not to say

Q - Which of the following applies to you? (Tick all that apply)

- I live in Moate / surrounding area
 I own or run a local business
 I work in Moate
 I go to school / college in Moate
 I am a visitor to Moate
 Other, please specify:

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.

Your responses will be used to further develop and refine the design response and ideas for the emerging Moate Town Centre First Masterplan.

Please provide your name and contact details to help ensure a sound consultation process.

The Council will not forward your details to anyone else. The information you provide will be stored securely and will be deleted at the end of the project.

If you would like to be kept informed about the masterplan process, and future opportunities to get involved, please provide your email address:

Name:

Address:

Telephone:

Email:

- I would like to be kept informed of future engagement on the Moate TCF Masterplan

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