

BLESSINGTON LOCAL AREA PLAN

Blessington Town Team welcomes this opportunity to make a submission to Wicklow County Council as part of the consultation process on the Local Area Plan (LAP) under Section 20 of the Planning and Development Act 2000.

BLESSINGTON TOWN TEAM

Blessington Town Team aims to make Blessington a better place to work, shop, socialise and live in. It is representative of two key “pillars”.

The Community pillar includes representatives of Blessington and District Forum, Tidy Towns, Business and Tourism Interests. The Public Sector pillar includes the Baltinglass Municipal District Local Councillors and Wicklow County Council Officials along with representatives from An Garda Síochána and the Education Sector.

TOWN HEALTH CHECK

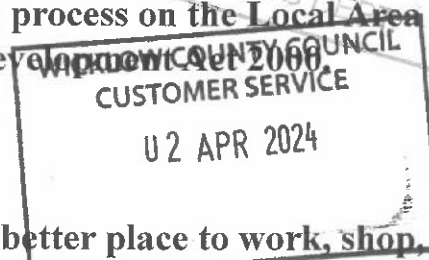
The Town Team’s first major project was the undertaking of a Town Health Check. Using the expertise of Future Analytics Consulting, local organisations, business associations and community members were consulted and the data obtained from this and other research provided the foundations for the formulation of a series of recommendations for the future development of Blessington.

TOWN CENTRE FIRST PLAN

Last year Blessington - the fifth largest town in Wicklow - was selected as one of 26 towns throughout the country to develop a Town Centre First (TCF) Plan. Town Centre First is the Government’s policy strategy to support the rejuvenation of Irish rural town centres and halt their decline. The Study Area for Blessington’s TCF Plan comprises the town centre along Main Street (N81), a section of Kilbride Road and New Town Square. A team of experts led by Land Use Consultants also carried out extensive research and local consultations and completed their work in recent months. They have provided us with an enabling framework which gives us a solid blueprint for the town centre - one which has been developed by the community, and which we understand will be supported by Government.

LOCAL AREA PLAN SUBMISSION

Blessington Town Team now encloses copies of these thoroughly researched sets



Blessington

Town Centre First Plan

November 2023



TOBIN
CONSULTING ENGINEERS



Document control

Version	Date	Status	Prepared	Checked	Approved
1.0	15.11.23	For Comment	JWA, BW, RO, ZL, MH, OMc, ER	JWA	JWA
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Project
Blessington Town Centre First Plan

Client
Wicklow County Council

LUC Project Number
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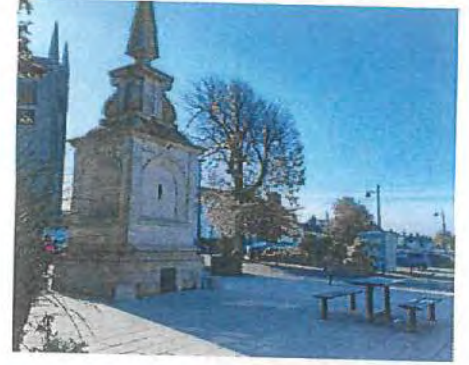
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Introduction

1 Introduction

Introduction

“This is about delivering on the objectives of ‘Our Rural Future’ and ensuring our towns have the right plan in place to tackle the issues of dereliction, vacant properties, and above all, to become better places to live, work and run a business.”

Heather Humphreys TD, Minister for Rural and Community Development

Background

In December 2021, Blessington - the fifth largest town in Wicklow - was selected as one of 26 towns to develop a Town Centre First (TCF) Plan. Town Centre First is the Government's policy strategy to support the rejuvenation of Irish rural town centres and halt their decline.

The initiative is a key part of *Our Rural Future* – the Government's ambitious five-year strategy designed to reimagine and revitalise Rural Ireland and is backed up by the Town Centre First Policy, a co-ordinated, whole-of-government approach to regenerate and revitalise Irish towns and villages.

Study Area

The Study Area for Blessington's TCF Plan comprises the town centre as defined by Wicklow County Council (WCC) and shown on the accompanying layout.

The town centre comprises development along Main Street (N81), sections of Kilbride Road and Newtown Square. Development along Main Street and Kilbride Street is more historic in character, reflected in the Architectural Conservation Area (ACA) designation, whilst areas in the north west of the town centre have developed during the last 15 - 20 years. Blessington Lake lies outside of the study area to the south east.

Strategic direction which ensures compact and sustainable growth is a key consideration of the TCF Plan.



Blessington TCF Study Area

Location

Blessington is located approximately 27 km south of Dublin and is situated on the national primary road N-81 which connects Dublin to Tullow. It is Wicklow's fifth largest town, located within 10km of Naas in the north west and Tallaght, 17km to the north east.

In terms of public transport, Blessington is served by the following bus services and routes:

- 65 operated by Dublin Bus
- 884 operated by TFI
- 132 operated by Bus Éireann
- 183 operated by TFI.

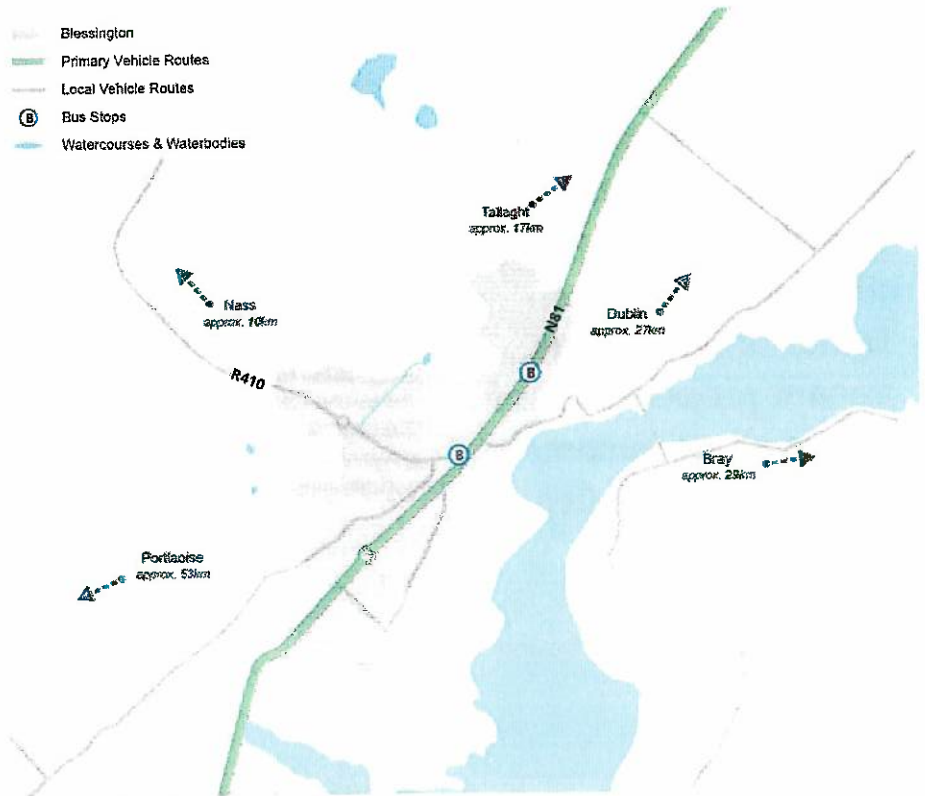
There is no railway service available in Blessington, however, historically a steam tramway operated between Dublin and Blessington between 1888 & 1932.

Blessington is 223m above sea level and situated within the rolling landscape of the Wicklow Mountains. The town nestles neatly between the hills of Knockieran and Butterhill to the west and the Glen Ding Wood and Deerpark Hills to the east.

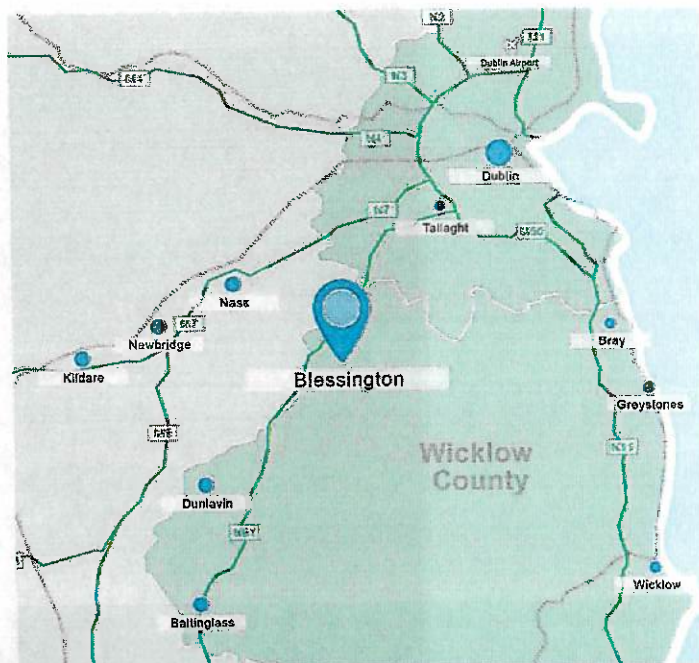
Blessington Lake (also known as Poulaphouca Reservoir) is manmade, stretching 20 square kilometres and fed by the River Liffey.

This site is a Special Protection Area (Site Code 004063) and home to the Greylag Goose. It also provides a natural boundary and feature whilst limiting the urban sprawl and growth eastwards.

The surrounding landscape predominantly supports agricultural activity and grazing livestock with a pattern of small and medium-sized fields bounded by hedgerows and some mature tree belts.



Blessington location

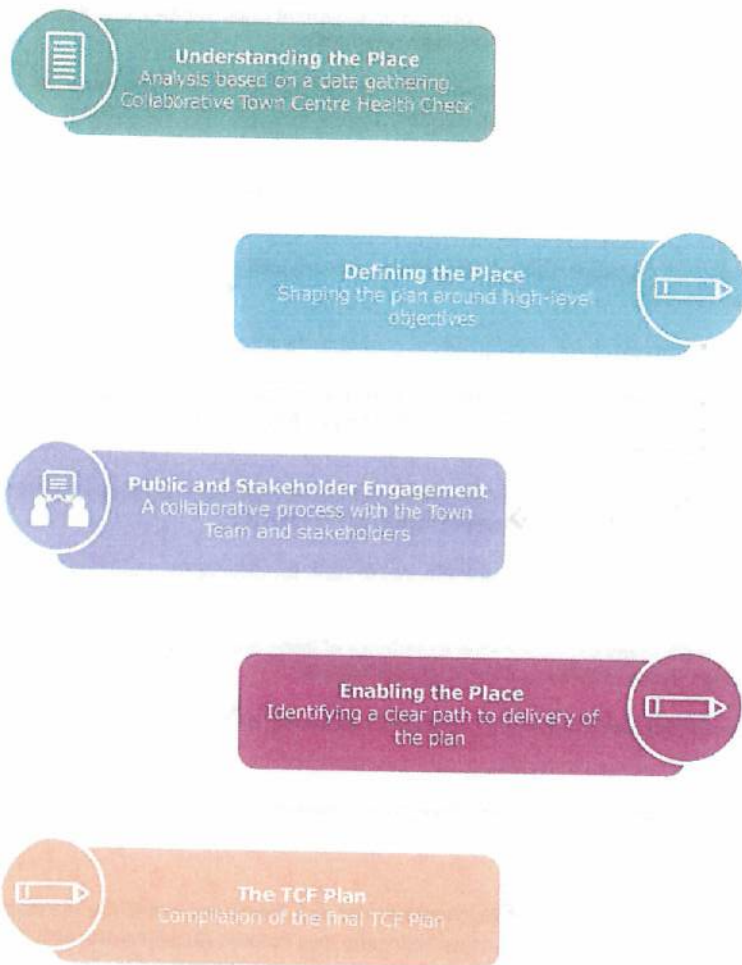


Regional plan

Structure of the report

Approach

The TCF Policy sets out a staged methodology for the production of a TCF Plan, which is set out below diagrammatically.



Report Structure

The TCF Plan is set out in two parts in order to promote better wayfinding and ease of use.

Part One sets the scene for the Blessington TCF Plan and contains all baseline information relating to Stage 1 of the TCF Plan methodology, Understanding the Place.

Information includes:

- Background to Town Centre First Policy
- National, regional and local planning policy
- An overview of public consultation and how it has impacted the development of the Plan.
- Two phases of the Collaborative Town Centre Health Check (CTCHC) produced in 2019 and 2020 respectively (document appendices).
- Useful updates to information from the 2020 Health Check, to better inform the TCF Plan.

Part Two is the TCF Action Plan which contains all information relating to Stages 2 and 3 of the TCF Plan methodology, Defining the Place and Enabling the Place. It is the key visioning output document to be utilised by WCC, local landowners and developers, businesses and community groups as a blueprint for the town's development.

Part 2 content comprises:

- Blessington's Town Centre First Vision, themes and objectives
- Long list of Identified Opportunities
- Opportunity Overview Plan
- A focus on each shortlisted Opportunity
- Delivery Plan.

Introduction

Town Centre First

Town Centre First (TCF) is the Government's policy strategy aimed at supporting the rejuvenation of Irish rural town centres and the creation of town centres which "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".

As a part of the national planning policy guidance document entitled 'Our Rural Future: Rural Development Policy 2021-2025', the TCF Policy Approach sets out a path for how rural towns can adapt to the challenges they are facing and utilise the tools available to them to enhance and regenerate their towns. Phase One of the Town Centre First – A Policy Approach for Irish Towns programme, identifies Blessington as a town for which a Town Centre First Plan will be developed in 2023.

Designed as an 'enabling framework' TCF focuses on tailored solutions, designed and implemented by local communities, and supported by both the local and national government. The figure, seen below, illustrates what the outcomes of a Town Centre First strategy should be. The figure seen to the right, demonstrates what makes a successful town centre as determined by the policy framework.

The Town Centre First policy recognises that successful places:

- Are characterised by an attractive public realm (streets, spaces and parks) that is designed to invite people to meet, mingle and dwell;
- Contain a variety of services/shops that provide employment opportunities, enable people to shop locally and meet the needs of the local community;
- Provide a range of cultural, recreational and community spaces (that includes scope for periodic events and festivals) that bring together community members and attract visitors/tourists;
- Contain a well maintained building stock that creates visual interest and animates streets and spaces;
- Conserve, adapt and highlight historical buildings and streetscapes that provide the town with a unique identity;
- Are attractive vibrant places for enterprises to grow and develop;
- Are well connected and accessible to sustainable modes of transport, enabling a high proportion of journeys to be made by foot and/or bicycle from the immediate hinterland (e.g. the '10 minute town' concept);
- Manage traffic within central areas so that streets prioritise vulnerable users (pedestrians and cyclists), enabling them to move about safely and in comfort;
- Provide a mix of housing typologies and tenures to cater for diverse communities in terms of age, income and mobility;
- Utilise digital technology to enhance the experience of living and working in towns, enabling greater choices in terms of location and lifestyle;
- Provide opportunities for the amenity, health and well-being of residents, workers and visitors.

Qualities of successful places identified by the TCF Framework, Source: TCF Policy Framework.

A TCF Strategy Should Create a Town That Is:



The desired outcomes of the TCF plan making process.
Source: The TCF Policy Framework

As set out in the Town Centre First – A Policy Approach for Irish Towns document, the TCF Plan Process outlines what National, Regional, Local Policy and Best Practice Guidelines the Plan should be informed by, what the Plan will include in respect of Analysis and Appraisal of the town, the objectives going forward for the town and the strategy and actions stemming from those objectives, and how the Plan will be prepared and implemented by key personnel and enabled by funding and investment into the detailed plans and projects.

Each Town Centre First Plan will be underpinned by a Town Centre Health Check, a data gathering exercise and assessment of the current position of the town, national, regional and local planning policy and best-practice guidance and informed by case studies from similar towns.

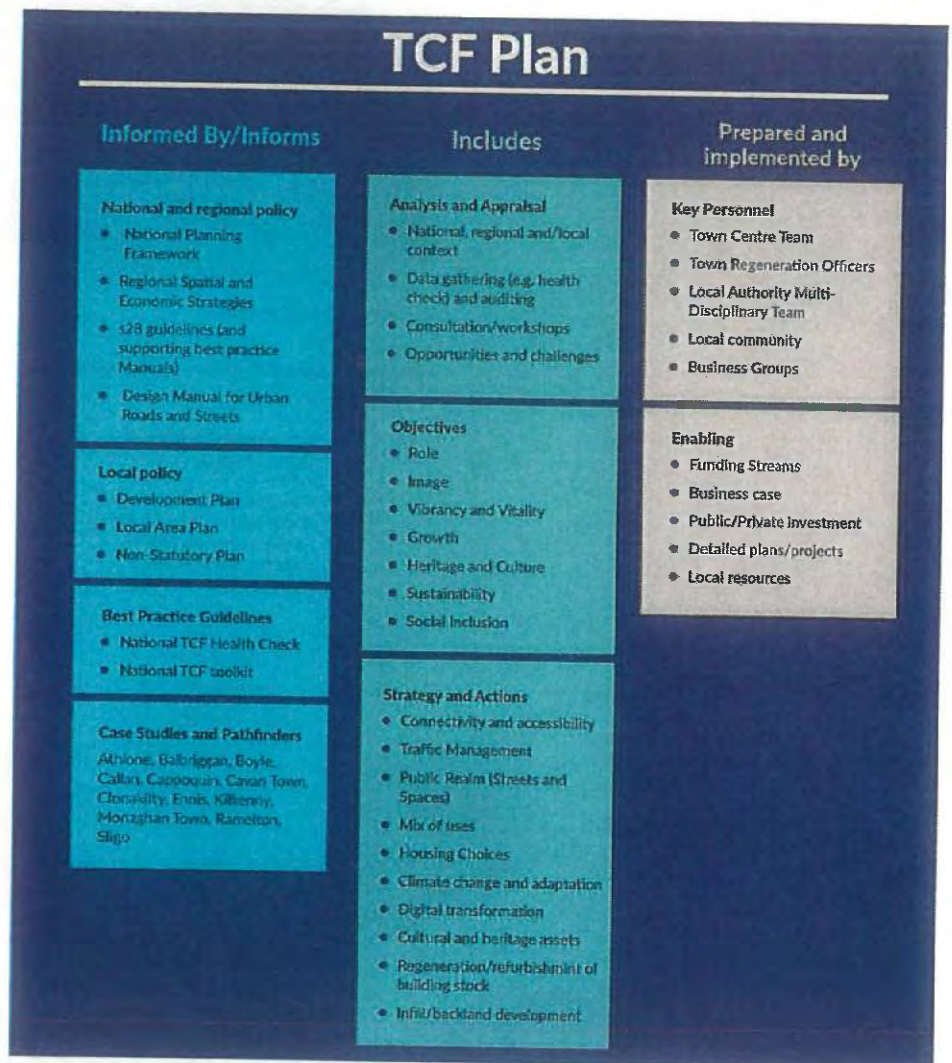
These plans will include the analysis and appraisal of the town, the objectives for the town, and the strategy and actions proposed to bring the outlined objectives to life. The Plan developed will provide an overall vision for the future direction of the town (Chapter 6 of the *Town Centre First – A Policy Approach* document). These Plans, while not statutory documents, once adopted, will become part of the local planning policy and provide a direction for planning policy at the local level alongside the extant Development Plan.

The creation of this Plan provides an opportunity to set a bold and imaginative precedent for how to transform and rejuvenate the town of Blessington. As a result, the process of constructing this Plan has been comprehensive, seeking to incorporate the desires and needs of the community and make it into the highest quality possible path for the town to follow. The process sought to take a bottom-up approach to developing policy and identify local needs based off engagement and consultation with the local community of Blessington.

The results of this process have been incorporated into the foundation of the Plan and carried through each chapter and proposal set out in Part Two of this Plan.

The main product of the Plan is the development of Objectives and Projects for the enhancement and revitalisation of the town which will help to frame planning policy for Blessington Town Centre going forward and can be utilised by the community in the future. These Objectives and Projects seek to address the broad issues and desires raised during the consultation process, and come together to inform this community driven vision for the town.

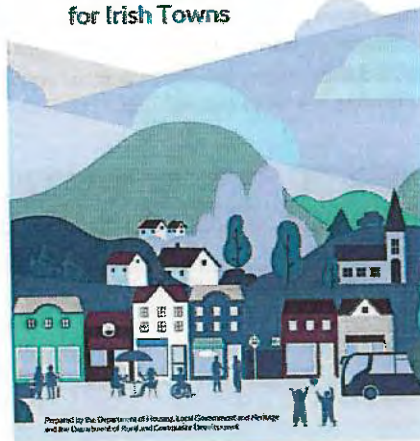
In turn, objectives are supported by achievable, measurable, and clear actions that have been identified, in Part Two, to steer forward the objectives and vision of the Plan. These actions serve as a benchmark to identify the progress of enacting the Plan and its goals, as well as providing guidelines for proceeding on the journey of revitalising the town centre. They also seek to address targeted topics and issues brought up and discussed during the public consultation and data collection process. Each objective and opportunity identified in Part Two of the Plan are informed by and assessed against the relevant policy and guidelines, later in the Plan.



Elements of the Plan Creation Process Source: TCF Policy Framework.

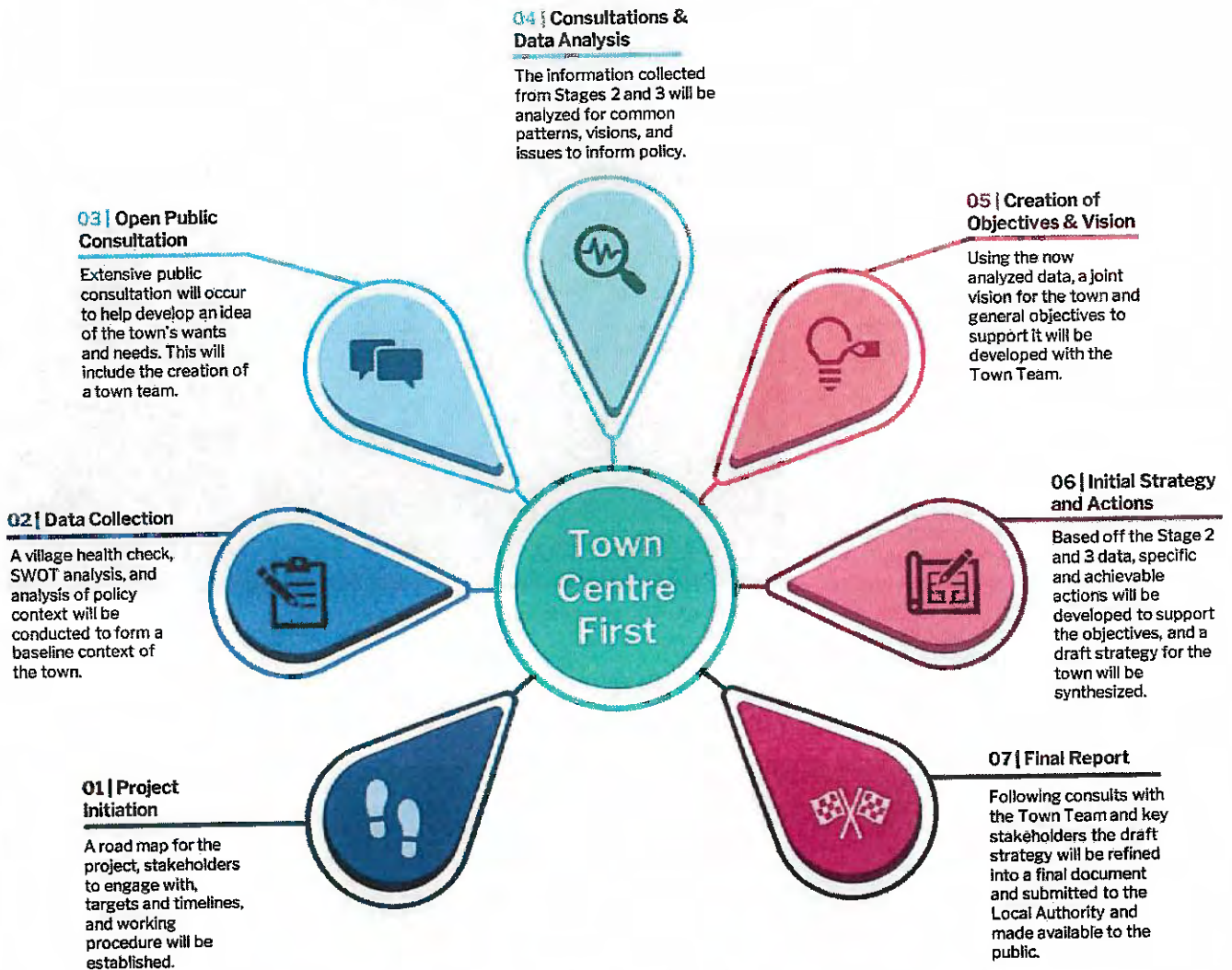
The framework provided by the plan is one that is durable, but flexible, and capable of supporting the changing needs of the Blessington community. As a whole the creation of this Town Centre First Plan for Blessington hopes to herald a new era for the town and its future, as well as for rural towns in Ireland as a whole.

Town Centre First A Policy Approach for Irish Towns



Above: The TCF Policy Framework

Below: The Blessington TCF creation process as conducted by MKO.



Part One

2 Understanding the Place

Planning Policy Review

National Policy

Project Ireland 2040

Project Ireland 2040 is the 20-year plan for developing Ireland and ensuring that it remains a vibrant and economically successful place to live. It is comprised of the National Planning Framework (NPF) and the National Development Plan (NDP).

The National Planning Framework



The National Planning Framework (NPF) outlines the strategic vision and strategy for Ireland over the next 20 years. It sets out ten National Strategic Outcomes (NSOs) to define the priorities and benefits to be delivered over the

course of the plan. The NSOs are supported by National Policy Objectives (NPOs) that contain targeted goals to achieve the vision set out in the NSOs.

The NSOs and associated NPOs in the figure to the right are of key relevance and importance to the Blessington Town Centre First Plan.

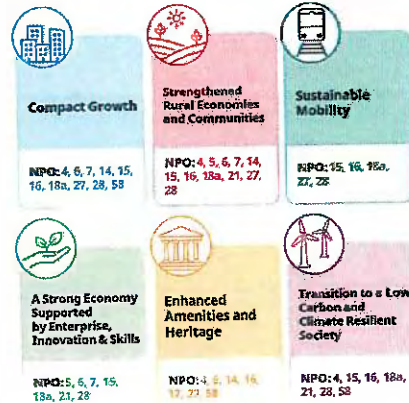
The National Development Plan

The National Development Plan (NDP) is the strategic investment plan for the infrastructure and services needed to achieve the NPF. The first NDP runs from 2021-2030.

Investment for the town comes from the Rural Regeneration and Development Fund (RRDF), which allocated approximately €1 million for public realm, the redevelopment of derelict property, an ehub and visitor centre for the proposed greenway.



This plan strives to reinvigorate and maximise the opportunities within the town centre so that it can be enjoyed by residents, businesses and visitors.



Above: NSOs from the National Planning Framework (NPF) and the numbers of associated key NPOs relevant to this TCF Plan.

Our Rural Future: Rural Development Policy 2021-2025

Our Rural Future: Rural Development Policy 2021-2025 is Ireland's rural development policy for the 2021-2025 period. At its core, it seeks to create a rural Ireland that:

- Is integral to the national whole,
- Has increased interdependence between rural and urban places,
- Has the potential to create quality work,
- Has high quality environments, and
- Is vibrant with local people and communities at its heart.

The strategy seeks improvements in several key areas including digital connectivity, employment and careers, revitalization of towns and villages, improved resilience, and leadership in local communities, enhanced public services, and climate action.

Town Centre First: A Policy Approach to Irish Towns

As part of *Our Rural Future*, *Town Centre First* (TCF) policy seeks to provide local communities and Local Authorities a toolkit to achieve the goals set out in the *Our Rural Future* policy document, while giving communities the opportunity to drive the process and shape their own towns.

Climate Action Plan 2023

The *Climate Action Plan 2023* (CAP) is an update to the *Climate Action Plan 2019* and sets our refreshed measures to help Ireland achieve its legal binding emissions targets under international and European law. Under the plan, Ireland is seeking to reduce its transport emissions 50%, its commercial building emissions 45%, residential building emissions 40%, and businesses emissions 35% by 2030.

In order to achieve these targets, it acknowledges a redesign and remodeling of our cities, towns, and villages is needed. The promotion of more sustainable forms of travel, bringing building stocks up to a higher standard, supporting more sustainable ways of doing business and ensuring long-term economic sustainability are both essential to meeting these targets, as well as improving the quality of life in of our towns and cities.

Heritage Ireland 2030

Heritage Ireland 2030 is the plan to protect and promote Ireland's local and national heritage. Built around three themes, communities, leadership, and partnerships, the strategy suggests 150 actions to ensure the protection of Ireland's heritage in all of its forms. The core of the strategy is an acknowledgement of Ireland's heritage as being at the core of its identity, having both an intrinsic and economic value. Both natural and built heritage are addressed in the strategy, and methods for communities to get involved in their protection are advanced.

The Digital Connectivity Strategy (2022)

Recognizing the importance of access to digital services towards the wider development of Ireland's economy, the Digital Connectivity Strategy sets out the policies and supports available to ensure every community has access to the internet and its benefits. The strategy acknowledges that a high-quality internet service is essential to the development of rural towns and villages and commits to rolling it out to support both the local economy and provision of smart services.

Regional Policy

Regional Spatial and Economic Strategy for the Eastern and Midlands Region (2020-2032)

The Regional Spatial and Economic Strategy (RSES) is a statutory document that sets out the physical and economic development priorities for each of Ireland's three regions. The primary statutory objective of the Strategy is to support implementation of Project Ireland 2040 - which links planning and investment through the National Planning Framework (NPF) and ten-year National Development Plan (NDP) - and the economic and climate policies of the Government by providing a long-term strategic planning and economic framework for the Region.

Regional Spatial & Economic Strategy

2019-2031



The RSES identifies regional assets, opportunities and pressures and provides policy responses in the form of Regional Policy Objectives. At this strategic level it provides a policy framework for investment to meet current and future needs in the Region.

The RSES provides:

- **Spatial Strategy** – to manage future growth and ensure the creation of healthy and attractive places to live and work.
- **Economic Strategy** – that builds on our strengths to create a strong economy and jobs, that ensures a good living standard and economic opportunity for all.
- **Climate Action Strategy** – to accelerate action and ensure a clean and healthy environment, sustainable transport and green infrastructure.
- **Investment Framework** – to prioritise the delivery of infrastructure and enabling services by government and state agencies.

The RSES is broken down into Regional Policy Objectives (RPOs) that seek to guide the region towards achieving the vision set out. The figure below sets out the common themes in the RPOs relevant to the Blessington TCF, with the relevant RPO's listed below each.

Spatial Strategy

RPOs: 3.2, 3.3, 6.11, 6.12, 6.13, 8.1, 8.2, 8.3, 9.10, 9.12, 9.13, 9.14, 9.15, 9.27, 9.30

Economic Strategy

RPOs: 3.5, 9.24

Climate Action Strategy

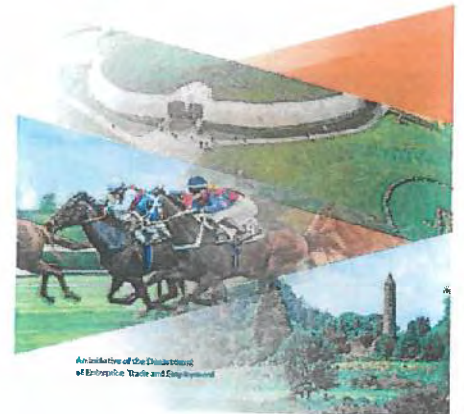
RPOs: 3.7, 6.1, 7.23, 7.35, 7.42, 7.7

Investment Framework

RPOs: 6.14, 6.21

Mid-East Regional Enterprise Plan to 2024

The Regional Enterprise Plans represent a 'bottom-up, collaborative mechanism' to help deliver balanced regional growth with a coherent policy approach. The plans were made in collaboration and consultation with stakeholders from across economic industries and sectors.

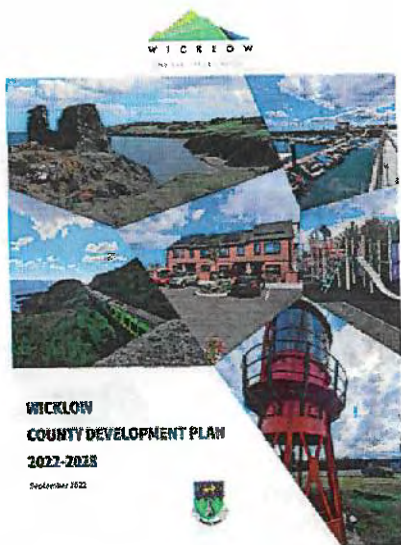


The ambition of the new Mid-East Regional Enterprise Plan is focused on building upon the region's past successes while working collaboratively around areas of commonality within the Mid-East to build an innovative, forward-looking region. The Plan will also aim to create a sense of regional identity while respecting the region's diversity and position the region at the forefront of addressing the difficulties presented by COVID-19 and embrace the challenges of climate action and digitalisation.

Local Policy

Wicklow County Development Plan 2022-2028

The Wicklow County Development Plan (WCDP) sets out a strategic spatial framework for the proper planning and sustainable development of County Wicklow for the period between 2022 and 2028. While the Plan is in place for a six year period, it is framed having regard to the long term development objectives of the County beyond 2028. This new plan sets out the statutory planning framework for the entire County, with a focus on the strategic planning and sustainable development of the County.



Blessington is identified as a level 3 'Self Sustaining Growth Town' settlement in the WCDP, where there is a targeted growth rater of 25%-30% with slight variations based on capacity / past trends. The population of the settlement is targeted to increase from 5,234 in 2016 to 6,145 by Q2 2028.

The Development Plan Strategy is guided by three strategic principles - **Healthy Placemaking, Climate Action** and **Economic Opportunity**.

Healthy Placemaking aims to ensure the creation of vibrant, active places that contribute to people's well-being and overall quality of life.

CPOs: 5.1, 5.2, 5.4, 5.5, 5.8, 5.9, 5.10, 5.11, 5.12, 5.14, 5.16, 5.17, 5.18, 5.19, 5.21, 5.22, 5.23, 7.1, 7.2, 7.8, 8.10, 8.13, 8.14, 8.16, 8.18, 8.25, 10.2, 10.9, 10.19, 11.2, 11.3, 12.2, 12.11, 12.12, 12.13, 12.14, 12.17, 12.21, 12.44, 18.5

Climate Action refers to the need to take urgent measures to address the climate crisis via the reduction of emissions and the introduction of mitigation and adaptation projects.

CPOs: 9.21, 12.1, 12.6, 12.7, 12.18, 16.01, 16.03, 16.09, 16.15, 17.1, 17.16, 18.1, 18.2

Economic Opportunity aims to support sustainable economic development in the area by championing local businesses, attracting new employers, and ensuring a positive environment for investment.

CPOs: 5.6, 5.7, 9.1, 9.2, 9.7, 9.12, 10.3, 10.8, 11.1

Blessington is identified as a level 3 'Self Sustaining Growth Town' settlement in the WCDP, where there is a targeted growth rater of 25%-30% with slight variations based on capacity / past trends. The population of the settlement is targeted to increase from 5,234 in 2016 to 6,145 by Q2 2028.

There is not currently a Local Area Plan (LAP) in place for the settlement of Blessington following the expiration of the previous LAP in 2019. It is proposed that new Local Area Plans (LAPs) will be made for 5 no. key settlements in the period 2022-2024. These plans will be made in order of priority:

1. Wicklow Town - Rathnew
2. Greystones - Delgany - Kilcoole
3. Blessington
4. Arklow and Environs
5. Bray Municipal District (including Enniskerry and Kilmacanogue)

While each LAP will cover a period of 6 years, zoning will be provided on the basis of the land needed to meet the 2031 population target, with clear objectives to ensure 2026 targets can be reached.

Wicklow County Council Climate Change Adaptation Strategy 2019

The Climate Adaptation Strategy for County Wicklow developed by Wicklow County Council under the guidance of the Climate Action Regional Office (CARO) is a response to the impact of climate change.

The Strategy addresses how Wicklow County Council as an organisation responds to the impacts of Climate Change.

The actions of this strategy have been developed to close the gap between the current baselines with associated responses, projected risks and the resultant actions that will be required to deal with increased impact as well as preventive measures that can build resilience. The actions are set in a framework of six key themes with an overarching goal for each theme. These themes include:

1. Local Adaption Governance and Business Operations
2. Infrastructure and Built Environment
3. Land Use and Development
4. Drainage and flood Management
5. Natural Resources and Cultural Infrastructure
6. Community Health and Wellbeing

Draft Climate Action Plan 2024-2029

Wicklow County Council's Draft Climate Action Plan 2024-2029 has been prepared to facilitate the transition of Wicklow County Council's services and operations to a low carbon resilient future, leading by example and mobilizing engagement countywide. This will be achieved by delivering and promoting best practice in climate action at local level. This aim is aligned to the Government's overall National Climate Objective, which seeks to pursue and achieve, by no later than the end of 2050, the transition to a climate resilient, biodiversity rich, environmentally sustainable and climate neutral economy.

The draft plan sets out how Wicklow County Council will be responsible for enhancing climate resilience, increasing energy efficiency, and reducing greenhouse gas emissions, across its own assets, services, and infrastructure, for which it is fully accountable, whilst also demonstrating a broader role of influencing, advocating, and facilitating other sectors, to meet their own climate targets and ambitions.

Wicklow County Council Climate Action Team will lead the implementation of the Climate Action Plan and the council will work collaboratively and in partnership with a range of key stakeholders to support its delivery. The adoption of the Local Authority Climate Action Plan is a reserved function and the final plan will be considered by the Elected Members of Wicklow County Council at their meeting in December 2023.

The materials presented to the public at the event consisted of large A1-sized posters displayed along the walls of the library. The posters contained information on:

- the background to the Town Centre First policy and how Blessington had been selected as Wicklow's representative amongst the initial 26 'pathfinder' towns.
- summarised results of the surveys, which had been completed, collated and analysed in the week prior to the event.
- results of the Land Use Survey, which had been carried out earlier in 2023 to update a pre-existing survey from the 2019 Health Check.
- the overall vision for the Blessington TCF Plan, and the objectives it hopes to achieve in areas including accessibility, community, the urban realm, the economy and the natural environment.
- how a pipeline of projects would be delivered, from the long-list through to the completed TCF Plan.
- some potential project opportunities which had already been identified, and how they might be brought to fruition through the TCF Plan. These included projects such as strategic transport assessments, a public realm strategy, placemaking projects, the creation of a green space network, and methods of supporting and boosting the local economy.
- some potential project opportunities which had already been identified, and how they might be brought to fruition through the TCF Plan. These included projects such as strategic transport assessments, a public realm strategy, placemaking projects, the creation of a green space network, and methods of supporting and boosting the local economy.

The event was manned by representatives of WCC, including the Town Regeneration Officer who has primary responsibility for the delivery of the plan, and by members of the planning and communications teams from MKO. Members of the Town Team were also in attendance to lend their support at various times of the day.

The event was very well-attended - more than 120 members of the Blessington community visited over the course of the day to view the exhibits and speak to the project team. Written feedback was encouraged, either through the use of 'sticky-notes' to be adhered to one of the wall-mounted posters or through the comment sheets provided.

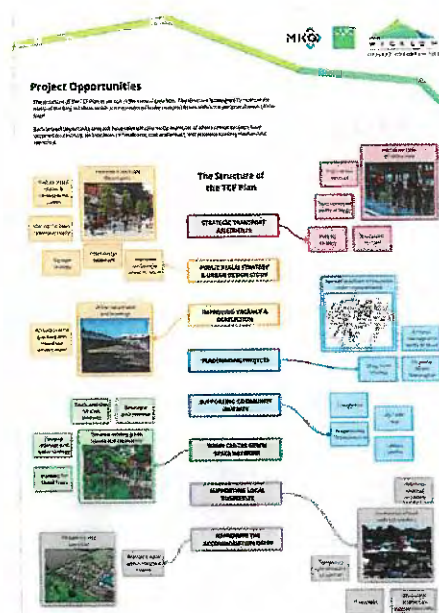
Blessington Town Team

In 2017, Blessington was selected as "Leinster's Most Enterprising Town" in the Bank of Ireland Awards Scheme. In order to build on this well-received acknowledgement of the work of so many individuals, groups and businesses this award was used as the catalyst for the establishment of Blessington Town Team.

The Blessington Town Team is a collaboration between the public sector (Wicklow County Council, education sector, Garda Síochána) and the private sector (Blessington and District Community Forum, Blessington Tidy Towns and Blessington Business Network).

The Town Team has been instrumental in the development of the Town Centre First Plan. The Team comprises the following members:

- John Horan
- Jason Mulhall
- Liam Cullen
- Michael Doyle
- Cllr Patsy Glennon
- Cllr Edward Timmins
- Cllr Avril Cronin
- Cllr Vincent Blake
- Cllr Gerry O'Neill
- Cllr John Mullen
- Carmel Cashin
- Michael Sargent
- Kilian McGreal.



Excerpt from Public Consultation artwork



Site walkaround in Blessington with the Town Team during the TCF Plan process

Collaborative Town Centre Health Check

Introduction

Aim of the CTCHC

This report summarises the key findings from the 15-step Collaborative Town Centre Health Check (CTCHC) Programme methodology, developed by the Heritage Council and its partners.

The key findings from Blessington's CTCHC and baseline data will inform plans and strategies in relation to the following:

- Arts, Cultural Tourism, e.g. music, food, etc.
- Climate change adaptation
- Commerce / E Commerce and Enterprise
- Enabling infill development
- Heritage-led Regeneration
- Living in the Town Centre
- Public Realm, e.g. historic streetscapes, parks and public spaces
- Renewable Energy / Energy Harvesting
- Strategic Planning and Place-making.



15-step CTCHC Process. Source: Heritage Council

Approach

The CTCHC for Blessington has been undertaken in two phases across 2019 - 2020.

The CTCHC research focuses on a number of key areas:

- Land use in the town centre
- Consumers' opinions and attitudes
- Business owners' attitude toward the town centre
- Footfall in the historic town centre
- Movement and accessibility.

These reports can be found in **Appendices A and B**.

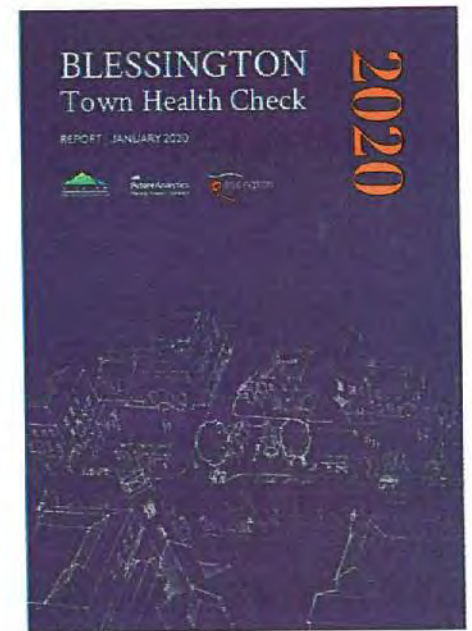
Appendix C features additional planning policy information.

It was considered appropriate to review and update some elements within these reports, taking into account updated baseline data such as the 2022 census results and more recent public consultation data.

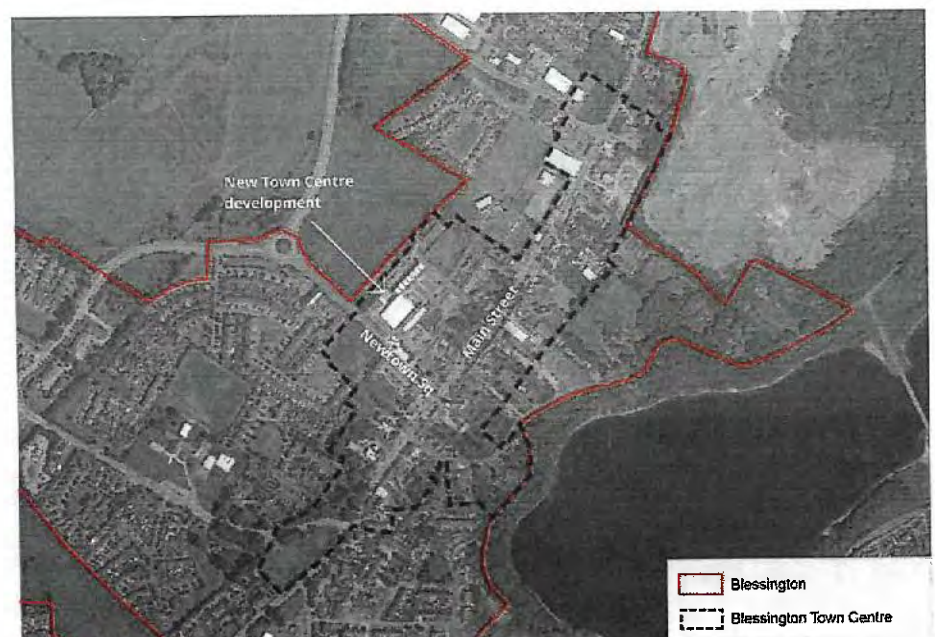
Summary plans are also provided in order to provide an easy-to-access context for the projects set out in the Action Plan. This information is set out across the following pages.

Study Area

The Study Area for the CTCHC comprises the town centre as defined by Wicklow County Council (WCC) and is shown on the accompanying layout.



Blessington Town Health Check Report (2020)



Blessington TCF Study Area

Survey Methodology

Changing demographics, lifestyles, travel to work patterns and consumer preferences are all impacting on the vitality and viability of our historic town centres.

This summary report presents up-to-date research that will help inform our response to these challenges through existing and future operational programmes that support heritage-led urban and rural regeneration.

Blessington's CTCHC updates were undertaken during 2023, following the recommended 15-Step Methodology set out by the CTCHC Programme.

Public Stakeholder & Business Surveys

Local stakeholders - including community members, visitors to the town and local businesses - were encouraged to undertake surveys to understand opinion and key issues.

Surveys were advertised on a 'Blessington TCF Plan' Wicklow County Council online hub and promoted via a TCF Plan-focused stakeholder engagement event in the town during August 2023 and via the on-going presence of the Town Team.

Businesses were engaged with on a face-to-face basis, via representatives from the Blessington Town Team. A total of 30 responses to the Business Owners' survey were received. The businesses who responded varied in size, scale and longevity in the town, but a number of common themes emerged when their surveys were collectively analysed.

A total of 158 responses to the Residents' survey were received, from which some key trends were identified. The public at large was relatively consistent in their responses and reviews of the town.

Surveys were available online, via the web page and in paper, at the local Council offices.

Land Use Surveys

LUC collected survey data on the vitality and vibrancy of the historic town centre for a land-use survey, which examined the use of ground floor space in the core town centre area. This core area covered all streets within the town centre. The land use data was verified on site.

The survey was conducted in September 2023 and uses were classified using the GOAD Classification of Land Use. The land use findings were peer reviewed in November 2023.

Movement Surveys

Movement surveys, assessing pedestrian footfall and town centre parking audits were conducted as part of the Phase 2 CTCHC.

It is recommended that a traffic count and pedestrian footfall survey information is updated, analysing a period of at least 7 days to determine the areas of high and low flow along key routes and junctions.

It is also recommended that the town centre parking audits is updated to assess town centre car parking areas every 30 mins. Camera surveys would assist in understanding how the existing parking bays are utilised (by whom, length of stay, etc).

Business Owners' Opinion of Blessington Town Centre

Main advantages for businesses in Blessington?

'A supportive local community'

'Free convenient parking'

'Footfall and active streets make a vibrant town'

Blessington's Unique Selling Point

- Proximity to Nature/Surrounding Landscape
- Proximity to Dublin
- Greenway being developed
- Community Spirit/Friendliness

Main challenges for businesses in Blessington?

'Traffic congestion/ mis-management'

'High rates'

'Lack of parking'

'Lack of retail variety'

'Lack of banking services'

'Anti-social behaviour'

DO YOU SELL ONLINE?



83.3%

of respondents have a website



26.6%

of respondents sell online



2.6%

of respondents planning to sell online

What changes would you want to see in Blessington?

'Improve public realm and provide better maintenance'

'Addition of amenities and activities'

'Encourage new businesses and increase retail variety'

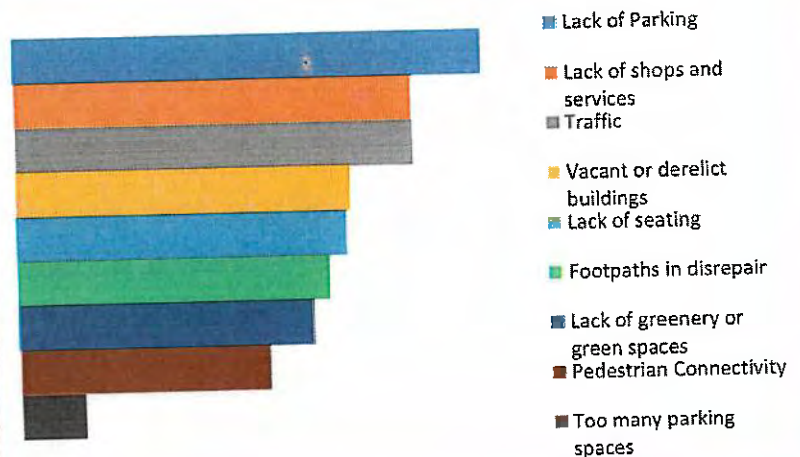
'Utilise derelict buildings'

'Additional parking and change to existing parking layout'

'Traffic management'

'Need for hotel / tourist accommodation'

What are the most important issues for businesses?



Summary:

- Lack of parking spaces as the biggest issue for businesses in Blessington, followed closely by lack of shops and services and the presence of traffic.
- Too many parking spaces was the least significant issue for businesses.
- Lack of banking noted as an issue by some respondents.

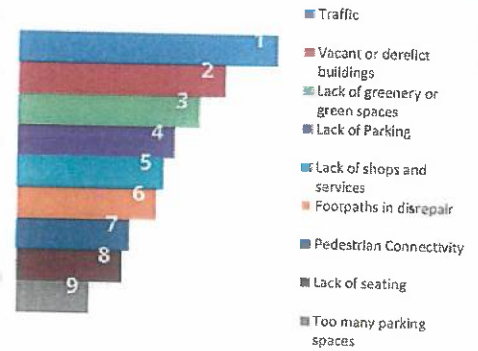
Public Opinion of Blessington Town Centre

There were **158 respondents** to the community consultation survey.

Several key trends have emerged from the public consultation on the Blessington Town Centre First Plan. The public at large was relatively consistent in their responses and reviews of the town presently. Key trends that should be examined further and be addressed where appropriate in the strategy include but are not limited to:

- A **lack of activities and reasons to come into the town**. This is particularly noticeable for teens/young people which it is believed contributes to anti-social behaviour particularly around the Dunnes Stores.
- Emerging from this, there was a strong desire to see the development of **new amenities and activities** that everyone could enjoy, including young people. In particular, there is a desire for a **swimming pool**.
- **Improvements to the public realm** are greatly desired including more bins and trees and regular maintenance of the footpaths.
- The poor quality of the public transport was frequently highlighted, and there is a strong desire to **improve the transport service**.
- **Reducing dereliction** alongside improvements to the quality of shop fronts, and seating, amongst other concerns.
- There is a notable desire to **expand the retail and service offering** in the town. In particular, there is a desire for an additional bank and a wider variety of **restaurants**.

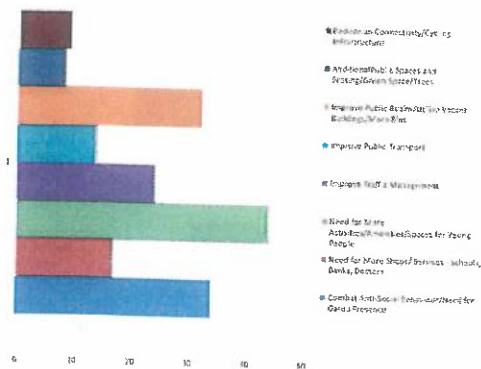
Key problems and their importance to the community



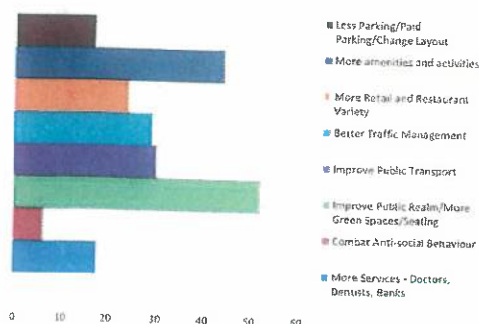
Blessington's Unique Selling Point



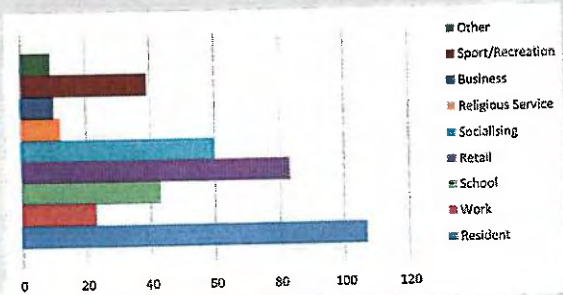
What issues facing Blessington town centre that you feel require particular attention in this Town Centre First Plan?



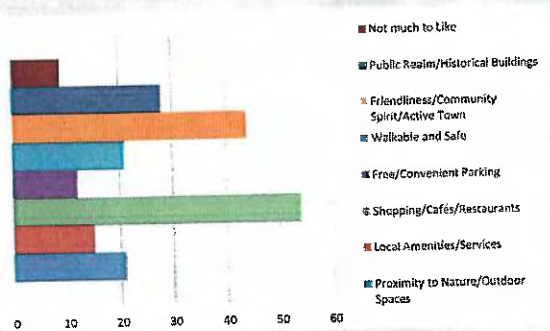
How can we make Blessington town centre a more appealing place to live, work or spend time?



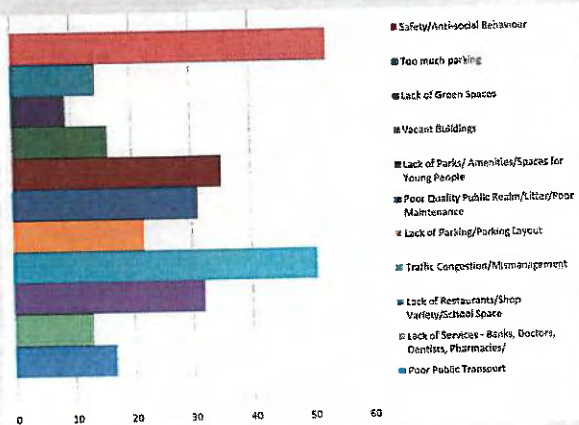
Main purpose in visiting Blessington



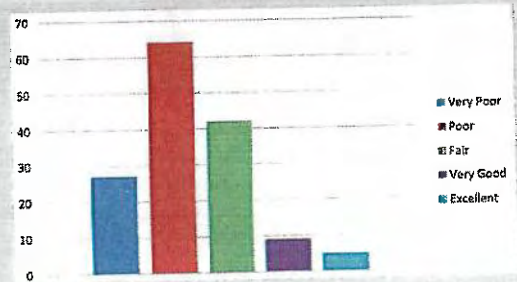
What do you enjoy doing here?



What do you not like?



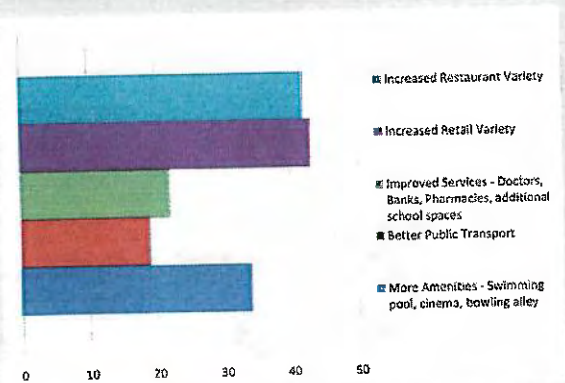
How well is the public realm performing?



As a consumer, are your needs met in Blessington?



What do you want to see more of in Blessington?



Feedback from Public Consultation

Overall, the reception at the Public Consultation Event was very positive. The members of the local community who attended were enthusiastic and engaged with the efforts to improve the centre of their town and provided meaningful and constructive feedback, both via the written channels and in their conversations with the project team.

The central themes which came through in conversations held at the Public Consultation Event were largely reflective of those which emerged from the surveys; the overarching perception of Blessington was one of a town with a vibrant community spirit and significant potential for growth, but there were concerns over the rate at which the population of the town has grown over recent decades without a corresponding expansion of facilities and amenities, particularly for young people.

Specific examples of such amenities included a swimming pool, a soccer pitch and a rugby pitch, although it was widely acknowledged that the provision of such falls outside the remit of the Town Centre First plan. The creation of a civic space or public plaza in the centre of the town was another project which received support from attendees on the day, in tandem with improving the overall condition and appearance of the footpaths and introducing more cycling infrastructure in and around the town centre.



Public consultation engagement board

Other issues which were brought up in conversation with the attendees at the event included:

- **Transport links between Blessington and Dublin city** – several attendees expressed dissatisfaction with the frequency of the Bus Éireann service between Blessington and Tallaght, which currently runs every two hours. A more frequent service would create greater accessibility between the town and Dublin city through the Luas red line.
- **Commuters parking their cars in the centre of town and taking the bus to Dublin** – car parking spaces being taken up for long periods of time during the day with little or no corresponding benefit to the businesses of the town. It was suggested that the lower floors of the town's multi-story carpark, which are currently closed for the majority of the year, be made available for long-term parking.
- **The one-way system in place to the south and west of Dunnes Stores** – concerns were expressed that this one-way system is poorly signposted and that cars regularly turn the wrong way down the street, which is used for pedestrian connectivity between the centre of the town and the adjacent childcare centre and St Mary's National School.
- **The need for accommodation** – the lack of accommodation for tourists was cited as a major issue for Blessington, particularly given the growth in visitor numbers which is anticipated with the development of the Blessington Greenway.
- **The absence of a dedicated facility for the arts** - It was suggested that one of the vacant town centre buildings, such as the former Ulster Bank, could be acquired and repurposed into a centre for art exhibitions, theatre, music, etc.

Conclusion

The public consultation process has played an important role in the formation of the TCF Plan for Blessington. The project team was conscious of the need to ensure that meaningful consultation with members of the local community formed a central tenet of the final plan, and this objective has been met.

The views and opinions of a cross-section of the community of Blessington were collected over the course of the process, through both the surveys and the in-person consultation event. The remarkable response to the surveys provided the project team with a valuable baseline of data on how the town is experienced and perceived by the people who live, work and do business in Blessington on a daily basis, and these viewpoints have been reflected in the completed plan.

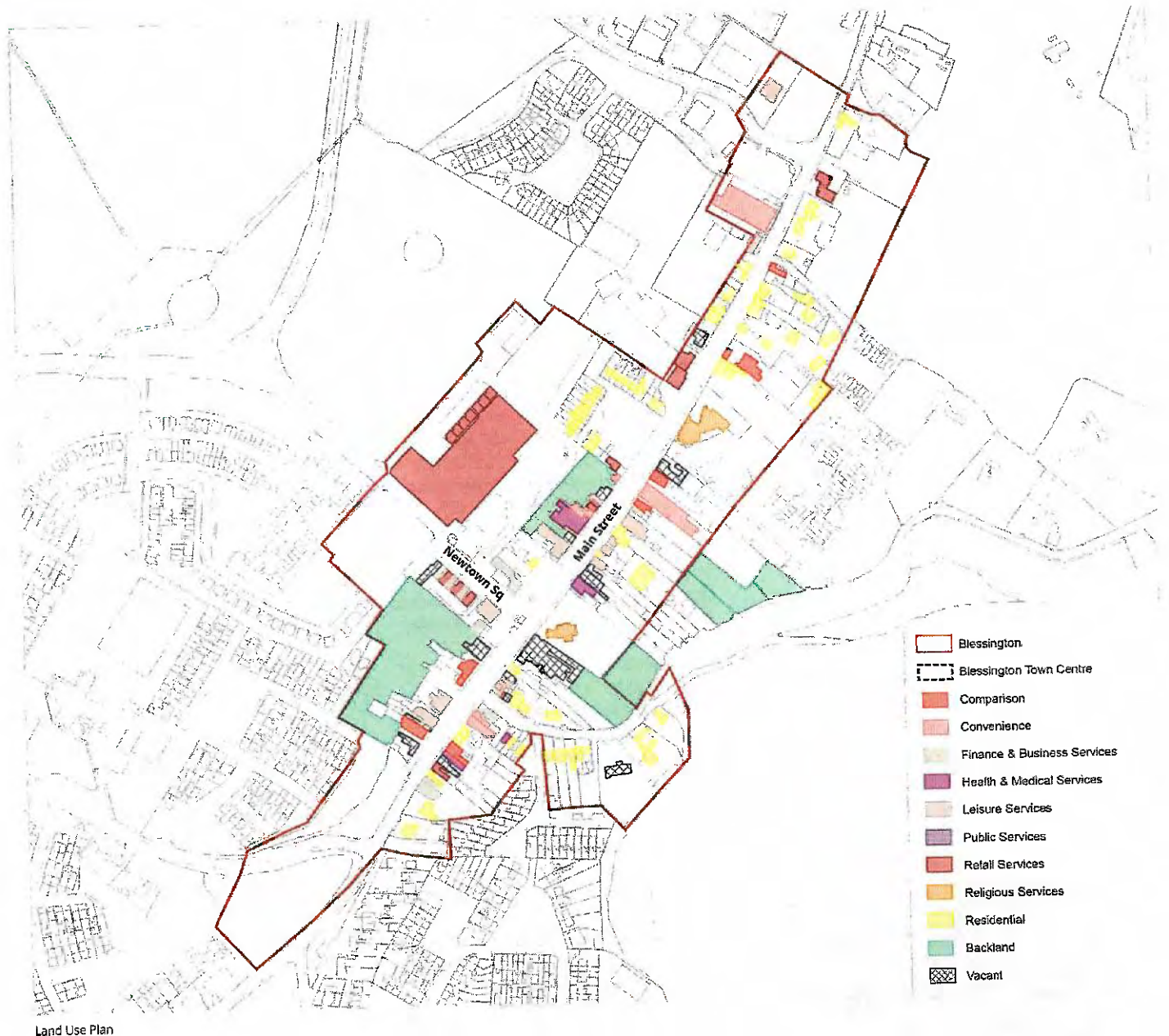
Similarly, the feedback generated at the Public Consultation event provided further insight into the lived experience of the people of Blessington and allowed members of the local community a chance to have their say on what the primary goals and objectives of the TCF Plan should be.

The public consultation process, reinforced by other research documents such as the updated Land Use Survey and the CTCHC, has ensured that the projects being put forward in the final TCF Plan represent an accurate, up-to-date and thorough account of the needs and wishes of the local community of Blessington, in line with the stated aims of the TCF policy approach.



Public consultation event

Landuse Survey



Land Use Plan

There a variety of vacant residential and commercial buildings within the Town Centre, these include:

- **Main St** - 8 commercial units & 4 residential units.
- **Kilbridge Rd** - 2 commercial units.
- **Blessington Shopping Centre/Dunnes Centre** - 1 commercial unit.

There are a series of underutilised back land spaces within the town centre and along Main Street. These have great development potential.

There has been small amounts of change in vacancy since the land use survey undertaken as part of the 2020 CTCHC. The former Ulster Bank has become vacant during this time, due to their withdrawal from the Irish market.

Comparison - Comparison goods stores sell non perishable goods such as furniture, carpets, televisions, etc.

Convenience - Convenience goods stores sell items such as sweets, prescriptions, groceries, etc.

Leisure - Leisure services are a range of businesses supplying entertainment such as pubs, cinemas, theatre, etc.

Public - Public services include community centres, council offices, libraries, etc.

Retail - Retail services provide specialised tasks including dry cleaning, hairdressers, travel agents, etc.

Transport and Pedestrian Facilities

Road Network

The N81 forms Main Street in the Township of Blessington. The current posted speed limit is currently 50km/hr through the town, and, with the exception of the controlled pedestrian crossings, there is lack of traffic calming devices and measures through the town.

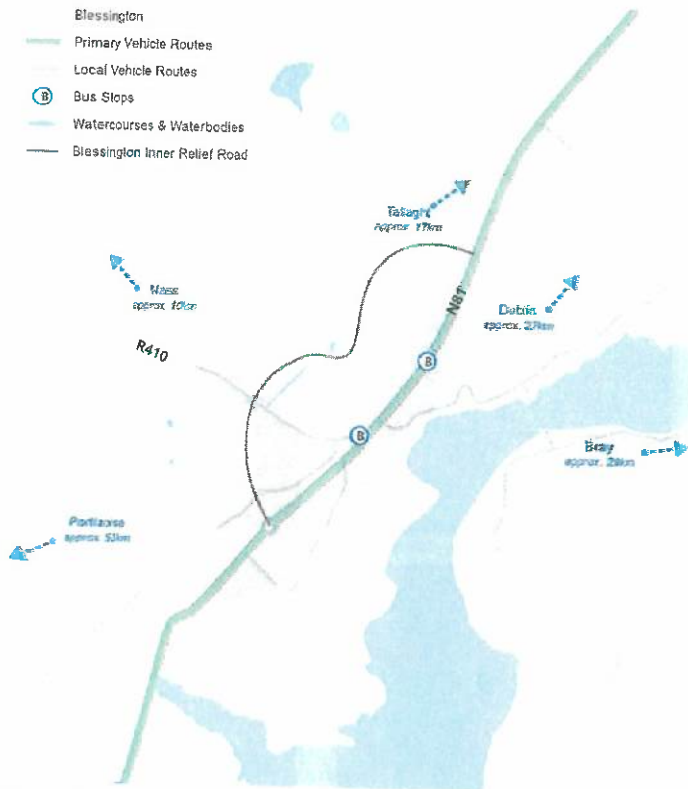
The horizontal alignment through the town is relatively straight and there is potential for vehicles to be travelling in excess of the posted speed limit.

Data from 2019 (along the N81 south-west of the town) indicates that the Annual Average Daily Traffic (AADT) through the town is 14,600 (measured at the Kilbride Road Junction), with the peak day being a weekday and the peak hour being in the morning between 7 & 8am and an evening peak between 5 & 6pm. This is a considerable amount of traffic and likely creates conflicts with pedestrian movements.

There is an on-going local project to provide an inner relief road known as the Blessington Inner Relief Road (BIRR). This project aims to alleviate some pressure on the N81 through the town and encourage an uptake of vehicles utilising the new Local Road.

The main street of Blessington has a good-sized corridor between building lines which is uncommon for many towns in Ireland, where street corridors are usually quite constrained by existing building lines.

A plan for a Blessington Bypass has been suspended indefinitely that included the upgrade of the N81 from Hollywood Cross to Tallaght.



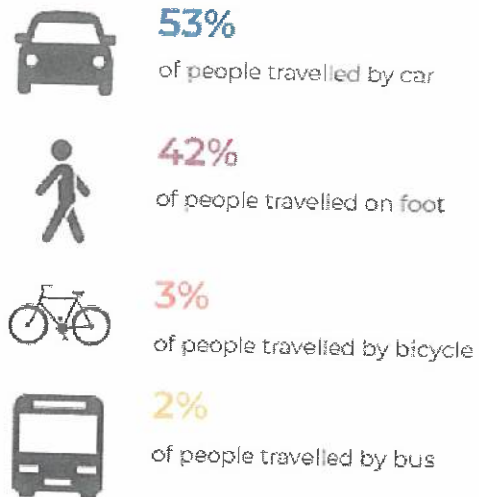
Transport Plan

Mode of Transport

From the data extracted from the most recent survey on modes of transport around Blessington, travel by car is the most popular and walking is not too far behind. Cycling is very low but still slightly ahead of bus transportation.

Blessington's Town Centre is quite compact and walkable, with short distances to desired locations. There is an opportunity to establish more direct routes to the town centre from surrounding residential estates.

As part of the survey consultation on the TCF Plan, residents were asked for information their primary mode of transport:



Statistics taken from survey data, 2023 (158 surveys)

Walkability

There are two controlled pedestrian crossings within the town centre area which are push button traffic light controlled crossings. There is another uncontrolled crossing close to St. Mary's Junior School.

Given the traffic volume on the N81, it can be difficult to cross with informal opportunities arising as a result of the push button crossing being operated. There is an opportunity to consider the implementation of another crossing within the town area in line with desire lines.

The town of Blessington is compact and walkable in terms of distance. A walkability audit was carried out as part of the CTCHC.

There are footpath linkages to the town centre from surrounding housing estates, however, there is an opportunity to provide greater pedestrian permeability from the housing estates linking to the town centre and providing better more direct walking routes.

Cycling Facilities

There is a lack of designated cycling facilities throughout the town area of Blessington. At present, cyclists mix with vehicular traffic. Given the favourable corridor width of the N81, there is potential to retrofit cycle lanes in the town centre area.

There is also a lack of bicycle parking facilities throughout the town centre area. The BIRR project includes designated cycle lanes in its design which will also promote active travel.

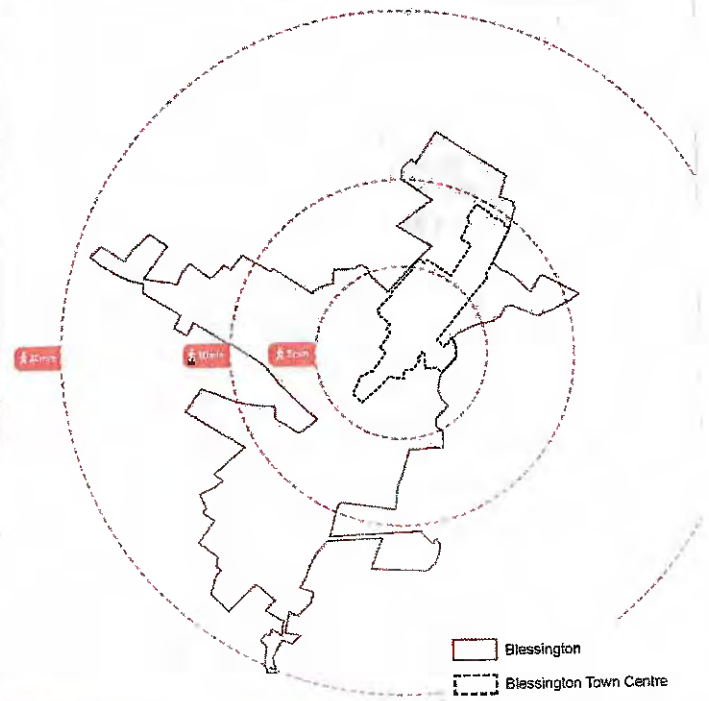
There is an opportunity to incorporate cycling infrastructure into the town by means of installing additional bicycle parking facilities and to install cycle lanes along the N81 through the town. Guidance suggests that cycle lanes, be located adjacent footpaths, however, some further consideration should be given to locating the cycle lanes adjacent to perpendicular parking.

Public Transport

In terms of public transport, Blessington is served by public bus services which consist of:

- 65 Route – operated by Dublin Bus (Connecting Dublin and Ballyknockan / Ballymore Eustace and serving Tallaght, Blessington, and other places on route) operating with 16 services towards Poolberg Street and 15 services towards Blessington on weekdays, 12 services each way on Saturdays and 10 services each way on Sundays.
- 884 Route – operated by TFI Local Link (Carlow and Sallins and serving Baltinglass, Blessington, Naas, and other places on route). Operating with 4 services each way on weekdays, 4 services each way on Saturdays and 3 services each way on Sundays
- 132 Route – operated by Bus Éireann (Connecting Bunclody & Dublin and serving Tullow, Baltinglass, Blessington and other places on route). Operating with 5 services each way on weekdays.
- 183 Route - operated by TFI Local Link (Connecting Sallins and Arklow and serving Naas, Blessington, Wicklow, Avoca, and other places on route). Operating with 4 services each way daily.

The closest train station is located in Naas.



Above: Walkability Plan



Example of bicycle storage in Newtown Square



Example of sheltered cycle storage on Main Street



Map of the Blessington Greenway, Main Street



Blessington bus route, Main Street



Parking on Main Street



Electric car charging point, Main Street Car Park

Parking

Parking orientation in the town centre of Blessington is primarily perpendicular to the road carriageway, which maximises on street parking. Perpendicular parking is generally better suited in low-speed environments as set out in DMURS. For Blessington, as the town is situated along the N81, the implementation of traffic calming devices should be explored to reduce vehicular speeds.

A report from 2019 identified that there have been a number of collisions as a result of the perpendicular parking. Recommendations to reconfigure the layout to angled parking are suggested.

In addition to the on-street parking, off street carparks are located at:

- Newtown Square
- The Church of Our Lady
- SuperValu
- St. Kevin's Community Centre (appears gated, possibly private)
- Aldi.

It is noted that there is a multi-storey car park to the rear of the Town Centre development, however, the top two floors of the car park are closed off.

As set out in Design Manual for Urban Roads and Streets (DMURS), to reduce the visual impact of parking parking spaces should generally be limited to three parallel spaces (including loading areas) and six perpendicular spaces.

Perpendicular parking should be restricted to one side of the street to provide a sense of enclosure and ensure that parking does not dominate the streetscape. By restricting perpendicular parking to one side of the street, options open up for any additional space to be occupied by cycle lanes, outdoor areas for businesses such as seating and better street furniture.

Given Blessington's geographical location, it is highly likely that long term storage of vehicles is occurring for the purposes of carpooling. This is to reduce congestion on the town centre and promote greener forms of transport.



Excerpt from DMURS in respect of parking patterns

A parking survey carried out in 2019 (Barry Transport Feasibility Report) highlighted that parking across Blessington was recorded for longer than a 3 hour stay.

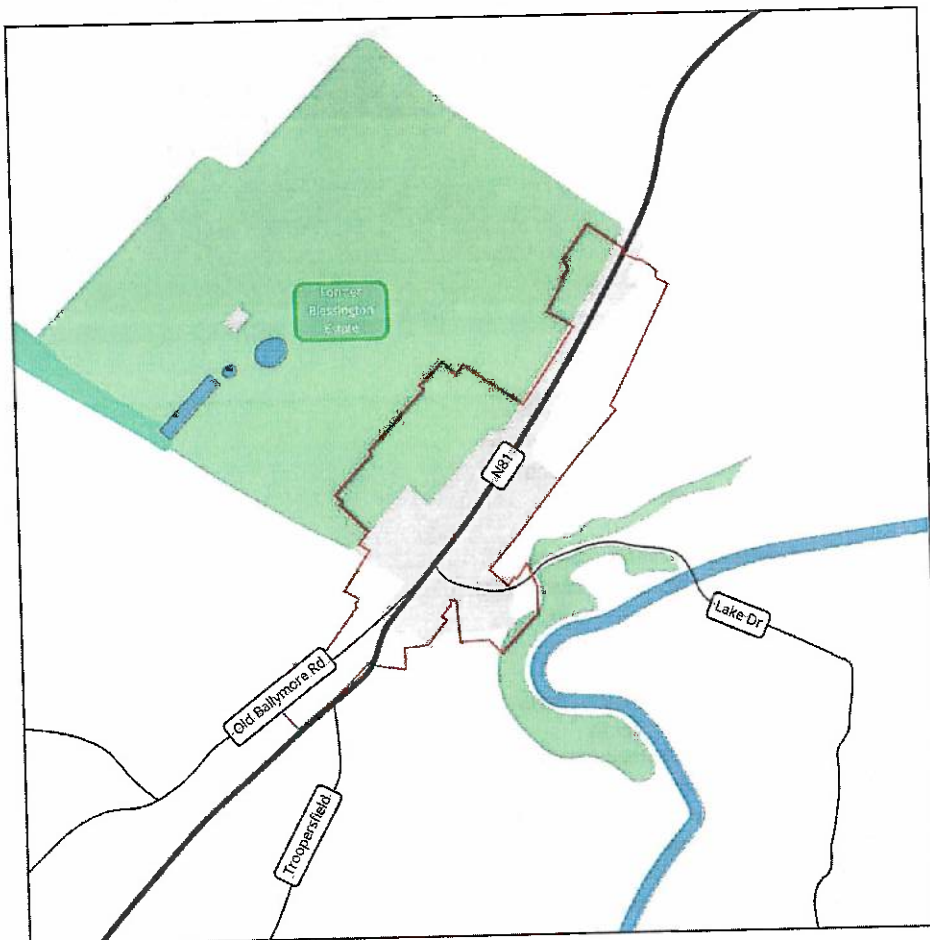
Furthermore, it notes that there was a peak saturation of 82% for parking and Blessington has not experienced more demand for parking than parking spaces available.

It is understood that that there is no parking enforcement on the main street of Blessington. Parking enforcement should be considered as a method to regulate parking. This would be beneficial to businesses and the town centre, as parking spaces would likely become more available as well as discouraging long term parking and promoting active travel.

Spatial Development of the Town

Historic maps provide a clear understanding of how Blessington has grown over the years, and highlight both historic movement patterns and the presence of historic fabric and form that tells the story of the town.

The town centre study area is highlighted on the plan by a red line boundary.



Blessington circa. 1830s

Blessington was established in 1667 by Michael Boyle and has been developed in a linear form along the N81 (also known as Main Street) which runs generally north to south. This is the main transport route through the town. Old Ballymore Road is the secondary route through the town.

Blessington's Market Square sits at the centre of the town surrounded by the Downshire hotel and Monument and the old Market House (now Credit Union building) which was constructed between 1820 - 1840.

Blessington town is situated next to the Blessington Lake (also known as Poulaphouca Reservoir), which is a designated Natural Heritage Area and surrounding natural beauty.

In 1888, the steam tramway service began travelling from Terenure to Blessington.



Above: Blessington Town Centre, early to mid 1900s

During this time, Blessington has experienced new growth including the addition of the R410 (the Blessington Road) and other tertiary routes which start to form a local street network.

In 1982, the Church of our Lady was established. The bell tower was added in 2014.

The development along Main Street has continued to evolve as the commercial and retail core.

In 1932, the steam tramway service ended and was replaced with the Dublin bus route 65. As there is no train station, the bus continues to be the main transport service for Blessington.



Above: Blessington Town Centre, current day

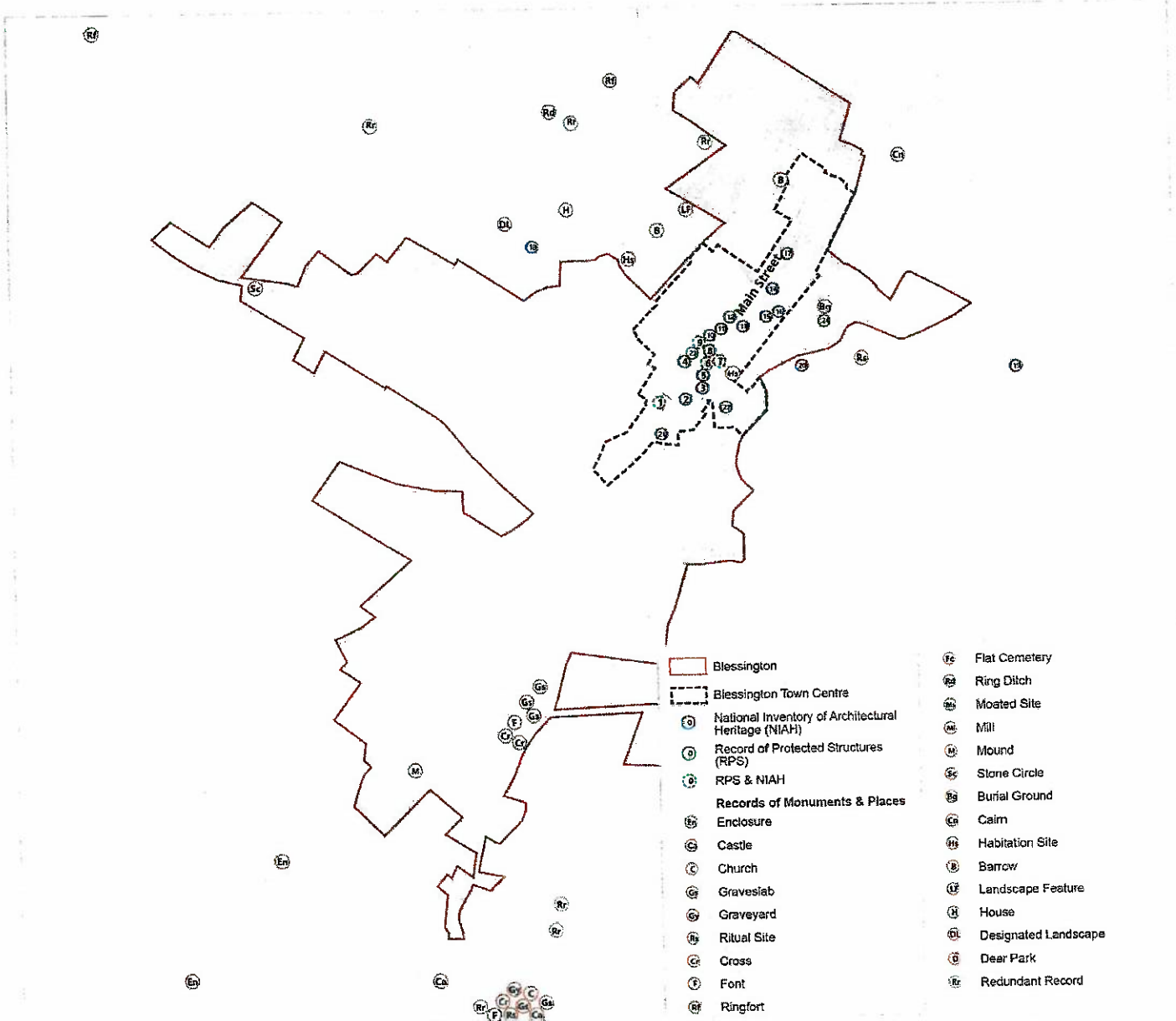
Development has increased significantly to the present day, with predominantly residential areas expanding the town in the west, northwest and southwest. Additionally there has been large retail developments with the Dunnes store, Aldi and Kenny's SuperValu.

Bus transport is still the primary public transport method in Blessington. The closest train station is in Naas (15 km distance).

With the proximity to Dublin, Blessington has been identified as a popular commuter town with residents wanting to settle down or getting priced outside of Dublin. This has increased Blessington's population and will continue to do so.

Blessington's market square and main street are dominated with parking however, heritage is still showcased within the area.

Heritage Assets



History

Blessington ('Baile Coimín' meaning 'town of Comyn', from the Irish surname Ó Coimín) is a town in County Wicklow with a population of 5,611 (2022 census). Blessington is situated approximately 27 km from Dublin and is located within a largely rural area.

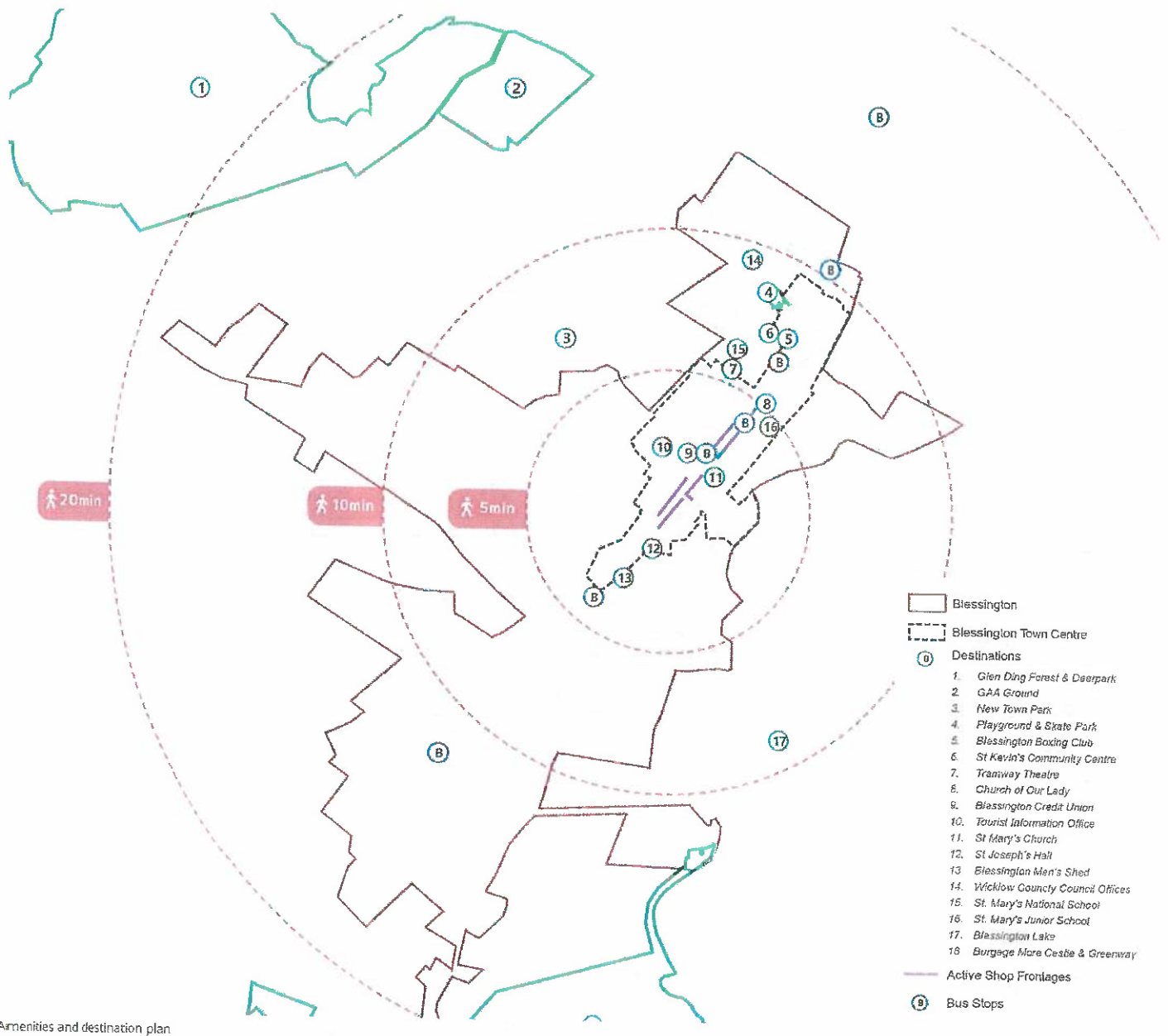
Michael Boyle (Archbishop of Dublin and Lord Chancellor of Ireland) founded Blessington in the late 17th century building prominent structures such as St Mary's Church and the Downshire House. In 1798, the Downshire House was burned during the rebellion against British rule in Ireland.

Heritage assets

Designated buildings within the town include:

- | | |
|--|--|
| <ul style="list-style-type: none"> 1 - T. Dempsey (RPS & NIAH) 2 - Horseshoe Gateway - Main Street 3 - The Old School House 4 - House Reg. No. 16303002 5 - House Reg No. 16303014 6 - The Downshire Hotel (RPS & NIAH) 7 - Saint Mary's Church (RPS & NIAH) 8 - Monument Reg No. 16303004 9 - Blessington Market House (RPS & NIAH) 10 - House Reg. No. 16303005 11 - W. Twyford House 12 - House Reg. No. 16303009 13 - House Reg. No. 16303012 | <ul style="list-style-type: none"> 14 - Catholic Church of Our Lady of the Most Holy Sacrament 15 - Blessington National School. Reg. No. 16303021 16 - Blessington National School. Reg. No. 16303022 17 - The Toll House 18 - Downshire House Ruins 19 - Blessington Bridge 20 - St Patrick's Well 21 - Saint Joesph's Hall 22 - Worker's House 23 - Former Ulster Bank . Downshire Lodge 24 - The Rectory (RPS.) |
|--|--|

Amenities and Destinations



Amenities and destination plan

Blessington is a relatively compact and walkable town, with most areas lying within a 20 minute walk to the centre of the town. There are several destinations of interest within a 15 minute walk from the town centre including:

- Two churches - St Mary's Church and Church of our Lady.
- Two schools - St. Mary's National School and St. Mary's Junior School.
- Public amenity destinations such as the Credit Union, Blessington Library, St Kevin's Community Centre, St. Joseph's Hall, the Men's Shed, and the Tramway theatre.

- Sports and recreation facilities comprising the GAA Ground, Blessington Boxing Club & other private gym spaces.
- Key green spaces and trails include the Blessington Play Area & Skate Park, Glen Ding Forest and Deerpark, Blessington Lake and the proposed new Town Park.
- Wicklow County Council offices and a
- Tourist Information office.

Blessington is surrounded by natural beauty and cultural destinations such as the Blessington Greenway, Blessington Lakes, June Blake's contemporary garden and Russborough House, 3.5km south of the town.

The night-time economy is primarily made up of a small number of pubs, restaurants and fast food takeaways. These are primarily located along Main Street and Newtown Square. There is a dining location at The Avon which is a three minute drive or 21 minute walk from Main Street.

There are three cafes along Main Street and one located within the new Town Centre development. Some of these provide outdoor seating.



Blessington Play Area & Skate Park



Provision within the Town Centre development



Coffee shop along Main Street, with vibrant branding making a positive contribution to the streetscape



St. Patrick's Well, a local heritage asset



The head of the existing Blessington Greenway at the Avon



St. Kevin's Community Centre, Main Street



Dunnes Stores, an important local amenity



St. Mary's Church, a key landmark and heritage asset



Credit Union House (former Market House)

Socio-Economic context

Blessington is a small town covering 1.753km² in the county of Wicklow.

Its socio-economic characteristics include:

Population

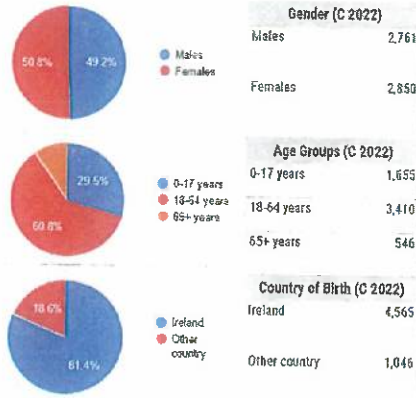
- In 2022, Blessington had a population of 5,611 (the 5th most populated town in Wicklow).
- In 2016, the population was 5,520, increasing by 0.28% since 2016 census. The county average is a 1.5%.
- Population density is relatively high with 3,200 people living in a km² area.

Population breakdown

- Blessington's population is evenly split with 2,850 females compared to 2,761 males. This is in line with both the national and county trends.
- 60.8% of the town's population fall in the 18-64 age bracket. This is in line with the county's average age of 39.1 years. In 2016, the average age within the county was 37.2 years.
- 9.7% of the Blessington's population is 65 or over, with 29.7% being 17 or under.
- 7% of the population are separated or divorced.
- In 2016, 62.9% of private households in Blessington were composed of couples, 22.6% were composed of four persons.
- 10.4% of Blessington's population are living with a disability. The total for Wicklow County is 13.5% (one in eight people).

Nationality

- Blessington has the highest proportion of persons with a nationality other than Irish at 13.6%. This percentage consists of predominately Poles and Lithuanians. The County Wicklow average is 9.2%, the lowest county with persons of a nationality other than Irish. Polish, French and Spanish are the most widely spoken foreign languages in Wicklow.
- The amount of people within the county that can speak Irish has increased since 2011 but still continue to lag behind the national average.



Blessington population make-up. Source: Central Statistics Office (cso.ie)

Employment and Industries

In 2016, Blessington had a total of 2,412 people 'at work' (61.5% of the population). By 2022, this number decreased to 2,406. 9.6% were unemployed, 10.7% were students and 9.6% were not working.

1,212 of Blessington's population travel to Dublin and the suburbs for work. 84% of commuters into Dublin are travelled by car.

In 2016, the commerce and trade sector was the largest employer, 661 people (27.4% of the total workforce). Professional services is the second largest employer (21.7%).

Blessington provides retail service to a wide rural catchment. There are a series of convenience shops including Dunnes Stores, Kenny's SuperValu and Aldi. Comparison stores are offered across main street and the Dunnes Store box retail unit.

In 2016, commercial vacant dwellings in Blessington were at 4%, the county average is 12.2% and the national average is 13.2%.

45% of all businesses are based in the town centre. 81% are independent and 9% are start-ups.

Education

There are 5 primary schools within Blessington and one community college for adults and further education.

The Blessington further Education and Training Centre offers education and life-long learning for those who have left school.

Housing

In 2016, residential vacancy sits at 6.3% which is far below the national average of 12.3%. Within Blessington owner occupied housing has remained at the same at 68% between 2016 and 2022. The private rental sector has increased from 20% in 2016 to 27% in 2022.

Cultural and Community Activities

Blessington Lake is a significant natural asset for the town. However, due to safety concerns swimming and other recreational assets are limited.

The Avon is host to an outdoor recreation and adventure centre which is a private, paid facility. However, the greenway walking route starts here and follows the perimeter of the lake through woodlands to Russborough House.

The Blessington GAA Club has four playing pitches (one which contains flood lighting to allow play in darker conditions) and a clubhouse on site.

Next to the Aldi on Oak Drive, there is a public playground, outdoor fitness area and skatepark.

Overall, Blessington is lacking well serviced and landscaped publicly accessible, open and recreational spaces.

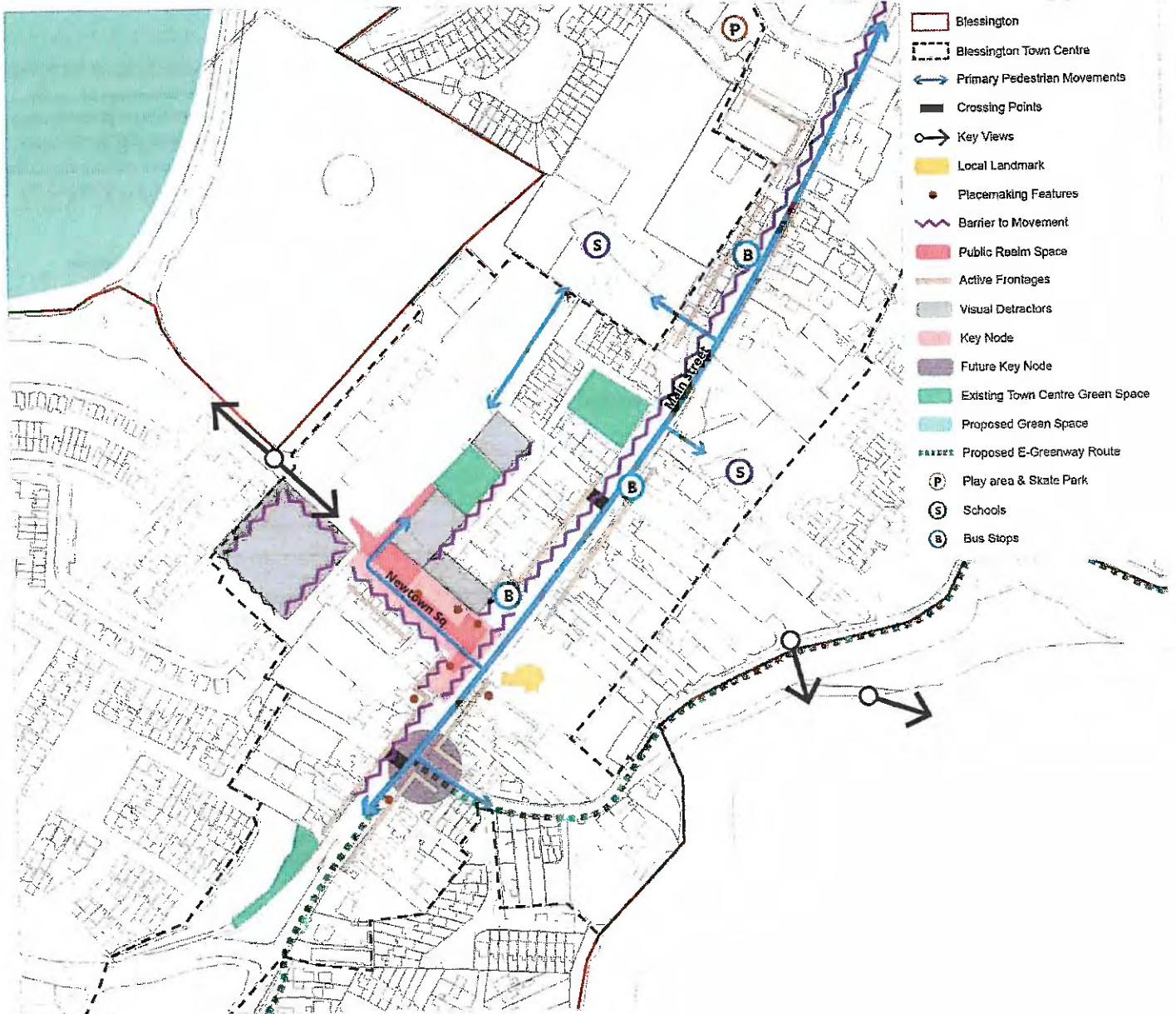
There is a public library located in the new Town Centre Development.

The Blessington Primary Care centre is located in the Blessington Business Park, reducing the need to travel to larger cities for treatment.

Tourism

The Blessington Tourism Office is located in the Newtown Square and provides information on destinations and activities in the area.

Town Centre Experience



Town centre experience plan

The town centre experience is greatly influenced by the presence of parked cars and the volume of traffic along the N81. There is an imbalance of space afforded to pedestrians and cyclists and this impedes movement and impacts on the quality of the town centre experience.

Pedestrian crossing points across Main Street are few, and narrow in width. In the vicinity of Newtown Square, cars are evidenced to park across crossings preventing pedestrian movement.

Footpath widths are generally good in the town but pinch points exist, and the overhang of cars can eat into this space.

Public realm areas fronting onto the Credit Union, and adjacent the Dunnes Town Centre development provide spaces for gathering which add to the town centre experience.

Active frontages are primarily situated along Main Street and Newtown Square. The quality of the historic built form is generally good, with newer development tending to detract from the character of the town.

There is minimal spill-out spaces for businesses along Main Street. This is limited to ground floor retail units within the Town Centre development which allows for a generous sheltered walkway.

Breaks in development between the historic town centre and the new Town Centre development accentuate the feeling of 'old' and 'new' and the lack of integration between the two.

Greening within the town centre is minimal and provided by mature but intermittent street trees along Main Street and more recent planting along Newtown Square. Where street trees are more common, they enhance the character immeasurably. The presence of overhead electrical wires is impacting the growth of trees along Main Street, with large species being pruned heavily on an annual basis. This impacts their future potential.

Town Centre Experience



Parking along Main Street impacts negatively on the pedestrian experience



Narrow pedestrian crossing along Main Street



Overhead electrical cabling is a constraint to retention of existing street trees and planning for more.



Generally wide stretches of footpath with examples of attractive shop fronts enriching the historic character of the town.

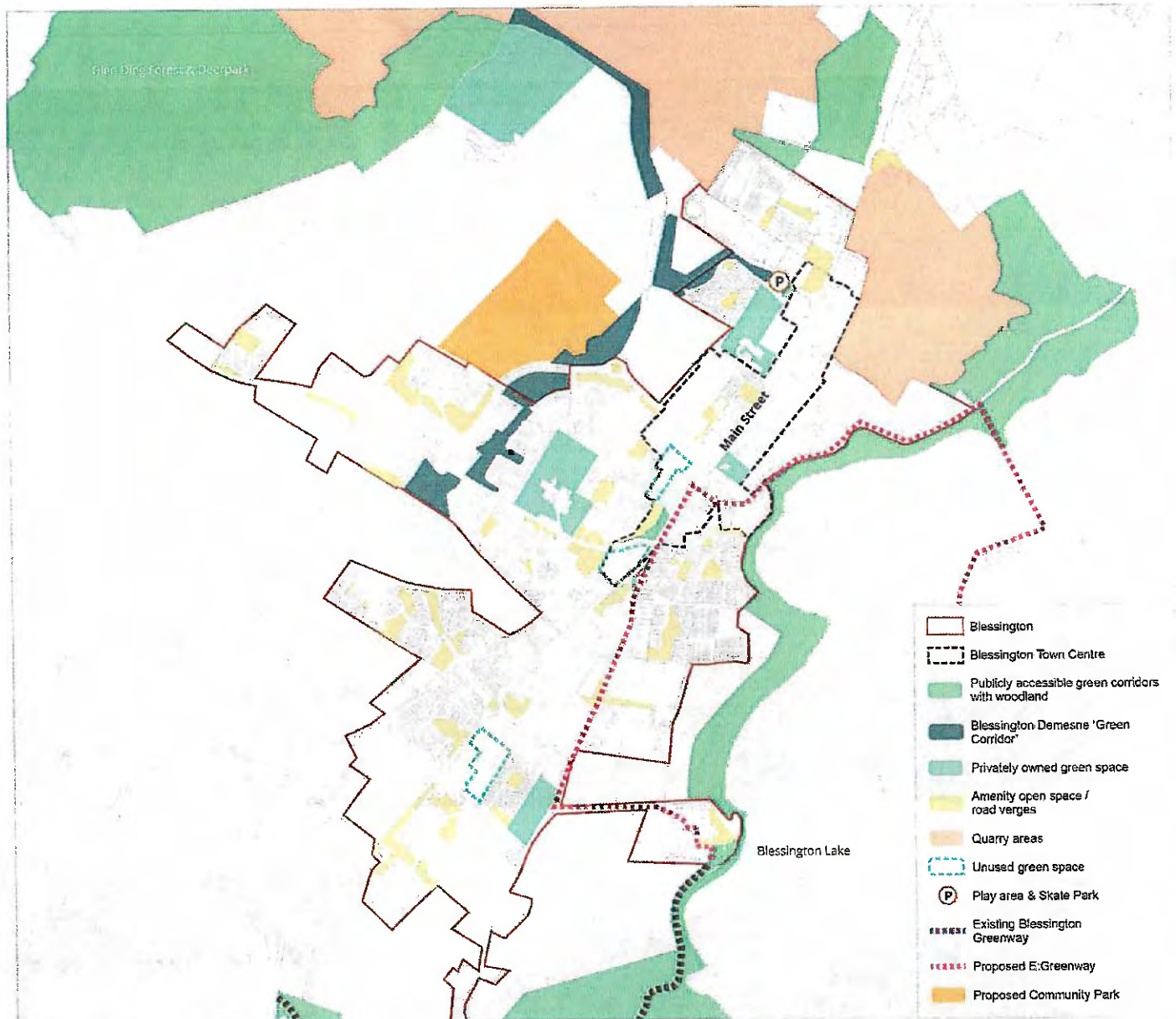


Newer development in the town feels out of sync with the town centre core, in terms of scale and massing, roofline design, and condition.



Break in development between historic town centre (background) and new Town Centre development limits integration

Town Centre Open Space



Town centre open space plan

Blessington has a good amount of strategic scale recreational green space within the wider area, such as Glen Ding Forest & Deerpark, Blessington Lake and the existing Blessington Greenway.

There are existing corridors of green open space to the east of the town where woodland is a key characteristic. However, areas within this corridor could be improved with better connections to amenities.

The Blessington Demesne 'Green Corridor' to the west of the town centre affords longevity to existing habitat and water features. The new town park (in construction) will enhance

this corridor to provide a strategic scale recreational amenity for the community.

Within the town generally, amenity green space is provided as part of residential development. However, this is generally internal to the development, lacks variety (mown grass, street trees) without through connections.

There are recreational green spaces where permission is required to access such as school grounds and the GAA pitches.

Town centre green space comprises:

- Street trees, although the quantum and spread is inconsistent and trees are generally absent from the southern section of Main Street.
- Green open space at St. Joseph's, which is a residential green space which fronts onto Main Street.
- Blessington Play Area & Skate Park.
- Green open space between two areas of car parking adjacent to the new Town Centre development.

Summary SCOT analysis

Strengths

- Established and proactive Town Team
- Landscape setting as the gateway to the Wicklow Mountains National Park with features of significance such as Blessington Lake
- Historic development of the town as a landlord town
- Blessington ACA covering the town centre core and comprising a plethora of RPS and NIAH built assets
- Attractive streetscape, with placemaking features such as monuments, gate piers and horseshoe gateways
- Proximity to biodiversity assets - Poulaphouca Reservoir SPA of national importance due to population of Greylag Goose
- Walking experiences afforded by nearby Glen Ding Forest and Deerpark and Blessington greenway at the Avon
- Key town generators: Supervalu, Aldi and Dunnes providing retail services for a wide catchment
- A high volume of independent businesses
- Lower than average vacancy rate within the town centre
- Good amenity: five schools, public library, GAA ground and various sports clubs
- Generous and free parking provision, with perpendicular parking maximising the amount of on-street parking
- New town park in construction to the north west of the town
- Future plans for extending the existing Greenway to comprise an E:Greenway with a circular walking and cycling route around the Lake
- The road corridor through the town centre (N81) through the town is wide which will be beneficial in retrofitting cycle lanes and improving footpath widths.
- The town is relatively compact and walkable
- The BIRR project is progressing which should see some reduction in traffic volumes travelling along the N81 through the town centre.

Challenges

- Visual prominence of cars along key streets in the town, particularly Main Street which experiences congestion and intensity of parked cars
- Traffic conflicts with the existing perpendicular parking
- The dominant view of business owners that there is a lack of available parking
- Creating a pedestrian and cycling friendly environment on a national road with high traffic counts
- Visual prominence of vacant buildings and sites between the historic core and more recent Town Centre development
- Lack of integration between old and new Blessington
- Encouraging new uses and adaptations of older properties whilst maintaining the intrinsic character
- Physical connection between the town centre and the Lake is weak
- Physical connections between residential developments and the town centre is weak
- Limited variety within the hospitality sector, for example, a small number of restaurants, no hotels in the town
- No coherent approach to design, quality or pattern of development
- Presence of overhead electrical wires presents challenges to street trees
- The quality of more recent public realm enhancements and development can be poor, with paving around tree pits forming a trip hazard.

Opportunities

- The E:Greenway will attract an estimated 300,000 visitors to Blessington which will increase footfall
- Create a pedestrian and cycling priority environment within the town centre to generate activity and vibrancy, and ensure footfall from the Greenway into the town
- Introducing greater permeability through the town centre for walking and cycling
- Embrace placemaking and the creation of high quality public realm spaces which add value to the town
- Reduce the prominence of parking by re-orientating bays and introducing green infrastructure

- Implement parking enforcement via time-limited parking signs in addition to enforcement
- Enhancement of town centre green spaces for the benefit of the climate, biodiversity and amenity
- Increasing the quantum and variety of street trees
- Improve cycling provision, such as designated cycle lanes and storage
- Renewal of key built assets such as the former Ulster Bank and Downshire Hotel will act as catalyst for further regeneration
- Vacant sites within the town centre core have the potential to unify the historic core and the more recent Town Centre development
- Opening up access to backland areas to the north west of Main Street with unlock future potential for sustainable growth and town centre living
- Plots to the south east of Main Street, between the town centre and the Lake have deep plots, with development potential
- Diversifying the retail experience with independent shops and destinations with community value such as a Leisure Centre.

Threats

- Condition of important landmarks will decline without investment
- Residential sprawl made up of commuters who do not contribute to daytime economy
- Weakening of character of town centre through infill development out of sync with the historic vernacular
- Existing street trees at risk of decline due to excessive pruning as a result of overhead wires.
- Modifications of the carriageway of the N81 will require the approval of TII.
- Local businesses and persons may not be in favour of the removal of some on street parking.
- The BIRR project may take some time to compete the consent and constriction process which would impact the development of ideas along the National road.

Part Two

A landscape photograph of a lake at dusk. The sky is a deep, dark purple, and the water reflects this color. In the background, there are silhouettes of trees and a building with a chimney. A white, wavy line graphic is drawn across the middle of the image, starting from the left edge, rising slightly in the center, and then falling back to the right edge. The foreground shows some dark, out-of-focus vegetation.

1 Introduction

Action Plan

The Action Plan sets out the long term vision for development within Blessington, presented through a variety of strategic and site specific opportunities.

The Blessington Town Centre First (TCF) Plan is a visioning document to be utilised by Wicklow County Council (WCC), the Blessington Town Team, local landowners and developers, business owners and community groups to blueprint the town's development.

The proposed opportunities within the Action Plan have been developed in response to the findings of the Collaborative Town Centre Health Check (CTCHC) and through extensive consultation with the local community driving the decision making process.

Approach

The Action Plan outlines:

- The overarching vision and objectives for Blessington
- The opportunity development process from consultation, long list to a short list of preferred opportunities
- Provides outline descriptions, precedents and delivery mechanisms for the proposed short list
- A delivery plan to highlight which opportunities can be delivered in the short term and which may be long term aspirations.

The Action Plan will provide the relevant information and next steps for Blessington to achieve its collective goal.

Structure of the Action Plan

The Action Plan is structured as follows:

1. The Vision for Blessington
2. The Objectives for Blessington
3. Defining the Project Long List
4. Developing the Short List
5. The TCF Projects
6. Delivery Plan.



Blessington Study Area

2 Defining the Place

The Vision for Blessington

The Action Plan sets out the vision and objectives for the TCF Plan.

The TCF Plan has developed and enhanced the initial vision for Blessington, and taken forward the key 'health indicators' which were identified during the CTCHC process.

The key 'health indicators' include:

1. Accessibility
2. Urban Realm
3. Community
4. Natural Environment
5. Economy.

Information from business and community surveys and in-person stakeholder engagement has been captured to update the vision for the town.

A set of key objectives have been generated in response to consultation feedback, and these relate to the established 'health indicators.' These form both the framework and benchmark for all identified opportunities.



The Town Centre First Vision celebrates Blessington as a welcoming and walkable town steeped in history and located a stone's throw from Blessington Lake and the Wicklow Mountains.

Blessington will maximise opportunities to reinforce positive placemaking through creating active, well-designed and high quality spaces which accentuate the town centre environment and reinforce the historic development of the town.

It is a 'self-sustaining town' working hard to meet the needs of its growing residential community. It will maximise opportunities which build on and diversify the existing offer - strengthening footfall and dwell time and ensuring economic resilience.

Tourism from the planned E-Greenway is a unique opportunity for the town centre. Enhancing the existing character and sense of place through streetscape improvements which prioritise walkers and wheelers will make the town 'Greenway ready'.

The town will support active, sociable lifestyles ensuring improved health and well-being for all ages and generations. Climate action will be a priority consideration for all development in Blessington.

The Objectives for Blessington



Accessibility

Making significant improvements to mobility and connectivity is vital to the future of Blessington. Mitigating the impact of commuter traffic along Main Street and planning for a town centre environment which prioritises connectivity for walkers and wheelers are fundamental drivers of the TCF Plan.



Urban Realm

Enhancement of prominent streets and the central square will significantly contribute to improving the look and feel of the town and the built form. This will generate greater footfall, animation and dwell time, supporting sense of place, the local economy and community cohesion.



Community

Due to the projected growth of Blessington and the tourism potential associated with the E:Greenway, it is vital that the TCF Plan brings benefits which support a growing population and provide for greater amenity in relation to health and well-being, play, socialising and inter-generational activity.



Economy

The activation of prominent vacant town centre sites is a key objective. Retention of historic built form should be prioritised, evaluating opportunities for enhancement, repurposing and better integration. Increasing diversity within the retail provision, and enabling functions which would contribute to the evening economy.



Natural Environment

Blessington is blessed with abundant natural assets. Strengthening the network of green space with the town centre environment and connecting routes which provides access to local features will contribute to placemaking, bring benefits to the community and tourists alike whilst offering greater resilience to climate change and flood risk.

Defining the Project Long List

A long list of opportunities has been developed as part of and across two phases on a Collaborative Town Centre Health Check (CTCHC). These opportunities summarise and reflect on the key findings from the CTCHC process.

The proposed long list of opportunities has been prioritised via workshop reviews with the Town Team, and in response to feedback received through surveys and public consultation.

The final long list of opportunities as shown in **Table 1**.

<p>Comprehensive traffic strategy Review existing traffic, road and parking requirements within the town to provide an evidence base for future projects</p>	<p>Main Street Public Realm Improvements Proposals to improve the pedestrian accessibility and public realm quality of Main Street</p>	<p>Utilise Vacant Land and Building Reusing the vacant properties and areas of land within the town as new accommodation, retail, green spaces, etc</p>	<p>Leisure Centre Develop a town centre leisure centre to provide various health and well-being activities for the community</p>
<p>Market Square A strategy for the regeneration of the Square with a focus on retail and pedestrians</p>	<p>Reduce Visual Clutter & Underground Cables A strategy to reduce visual clutter within the town, including over head cable, poor quality signage, etc</p>	<p>Town Wifi Introduce a town WiFi network to help promote business and learning opportunities</p>	<p>Enhance heritage and sense of place Utilise and build on the towns unique history and qualities to promote the 'story' of Blessington</p>
<p>Cycle Infrastructure Propose and install new bicycle infrastructure to promote active travel within Blessington</p>	<p>My Town App Develop a town app to map the town amenities, promote local history and encourage independent retail</p>	<p>Street Trees Improve the quality and setting of existing street trees, whilst also introducing new street trees within the public realm</p>	<p>Promote Local Food & Craft Build on the towns market heritage and local produce through markets and restaurants, to identify Blessington as a destination</p>
<p>Parking Strategy Review the existing parking numbers and propose updates to the existing layout and function</p>	<p>Town Design Statement Prepare a Design Statement for Blessington that seeks to protect and enhance the positive characteristics of the town</p>	<p>MUGA Multi-use games areas are facilities that can accommodate a range of sports, activities and ages</p>	<p>Encourage and Attract Independent Retail Promote independent retailers and local products to have create a positive impact on the local economy</p>
<p>E-Chargers for Cars Develop electric charging facilities throughout Blessington for all vehicle types</p>	<p>Public Realm Enhancements A strategy to improve the visual and material quality of the public realm, creating more pedestrian focused spaces</p>	<p>Park Network Introduce new green spaces within Blessington at a variety of scales and improve active travel connections and routes between them</p>	<p>Promote Green Blessington Develop a campaign that engages residents, businesses and schools to raise awareness of biodiversity and sustainability</p>
<p>Enhance existing green spaces and biodiversity An audit of the towns natural assets to understand what can be improved</p>	<p>Shop Front and Signage Strategy A coordinated strategy to improve the quality and visual language of Blessington through branding and colour schemes</p>	<p>Promote Evening Activities Improve Blessington's night time economy through enhanced public realm, additional hospitality, etc</p>	<p>Temporary Use of Vacant Properties Support the reuse of vacant premises as temporary retail or business hubs, allowing new startups to test ideas</p>
<p>New Accommodation Offers Support and encourage new accommodation provision in and around the town</p>	<p>Develop a Drainage and Water Strategy Develop a strategy to future proof Blessington against potential future climate events</p>		

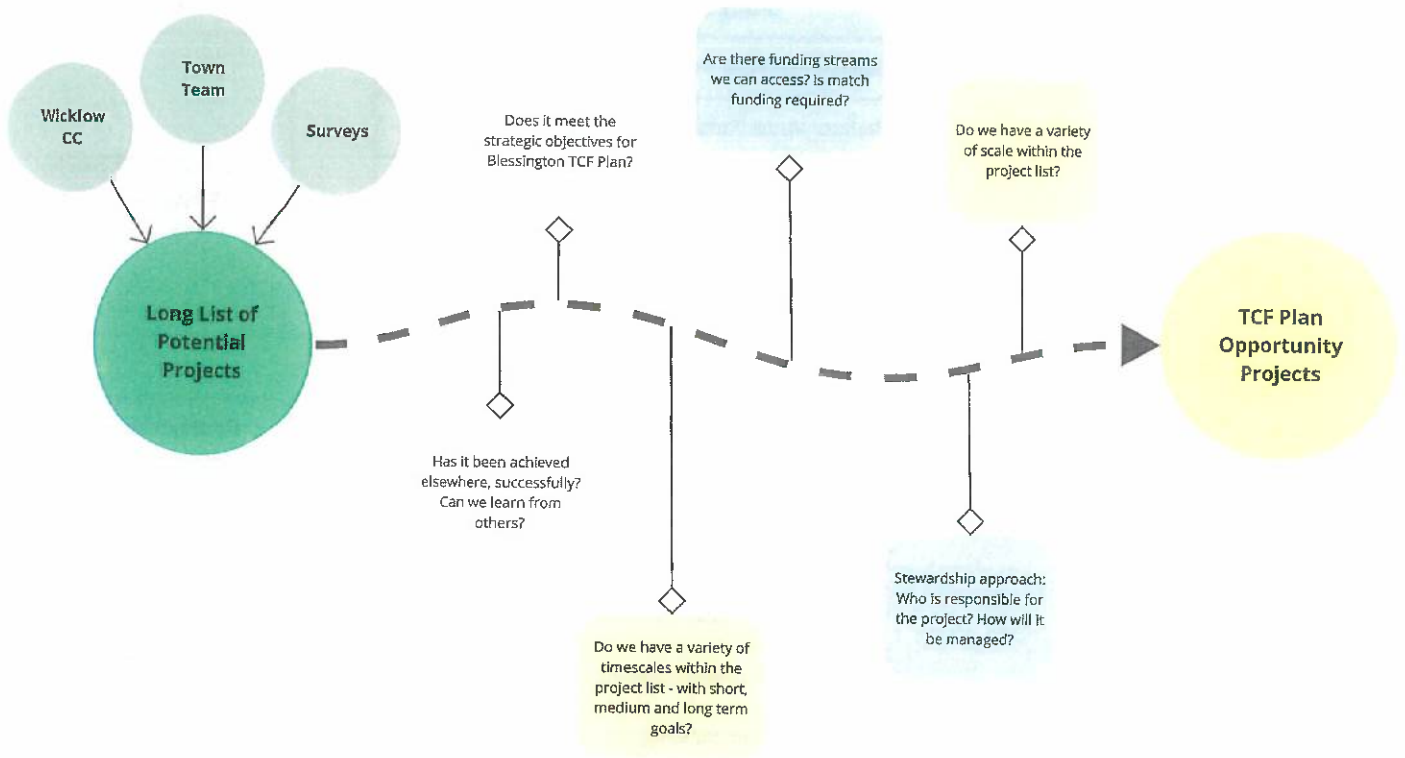
Table 1 Long list of Opportunities extracted from the Phase 2 CTCHC

Developing a Short List

Stakeholders were asked to prioritise the long list into a manageable shortlist of project opportunities.

During discussions with the Town Team and WCC, the long list was prioritised to define which opportunities the community wanted to take forward within the lifetime of the Plan.

The Plan does not prohibit the further development of long list opportunities should community, funding or market opportunities align.



Defining the Short List

The long list of opportunities has also been reviewed and co-ordinated into a Combined TCF Project. Some opportunities are cross cutting and may feature within one or more Combined Projects.

The Combined Projects do not prohibit any singular long list opportunities being taken forward on an individual basis, but rather help to achieve better funding and delivery mechanisms.

Long List Opportunities	Combined Project
Completion of Inner Relief Road	STRATEGIC TRANSPORT IMPROVEMENTS
Comprehensive Transport Strategy	
Cycle Infrastructure	
Parking Strategy	
E-chargers for Cars	

Long List Opportunities	Combined Project
Main Street Public Realm Improvements	URBAN DESIGN FRAMEWORK
Reduce Visual Clutter and Underground Cables	
Town Design Statement	
Public Realm Enhancements	
Develop Water and Drainage Strategy	

Long List Opportunities	Combined Project
Market Square Development	PLACEMAKING PROJECTS
Enhance Heritage and Sense of Place	
Reduce Visual Clutter & Underground Cables	
Shop Front Strategy & Signage Strategy	
Promote 'Green Blessington'	
Public Realm Enhancements	

Long List Opportunities	Combined Project
Utilise Vacant Land and Buildings in the Town Centre	ACTIVATING THE TOWN CENTRE
Market Square Development	
Public Realm Enhancements	

Defining the Short List

Long List Opportunities		Combined Project
Temporary Use of Vacant Properties		SUPPORTING COMMUNITY AMENITY
My Town App		
Leisure Centre		
Develop a Park Network		

Long List Opportunities		Combined Project
Enhance Existing Green Spaces and Biodiversity		TOWN CENTRE GREEN SPACE NETWORK
Develop a Park Network		
MUGA		
Street Trees		
Develop Drainage and Water Strategy		

Long List Opportunities		Combined Project
Temporary Use of Vacant Properties		SUPPORTING LOCAL BUSINESS
Town WiFi		
Encourage and Attract Independent Retail		
Promoting Evening Activities		
Promote Local Food and Craft Markets		

Long List Opportunities		Combined Project
New Accommodation Offer		IMPROVING ACCOMODATION OFFER

3 Enabling the Place

The proposed short of list projects has been developed in response to the previous findings in the CTCHC and through consultation with the Town Team and local community.

The shortlisted projects set out the overarching aims and aspirations for each opportunity. Each of the projects has varied costs, timeframe, impacts and funding opportunities associated with their implementation. They are also made up of one major project or a series of projects which work together to achieve the overall goal.

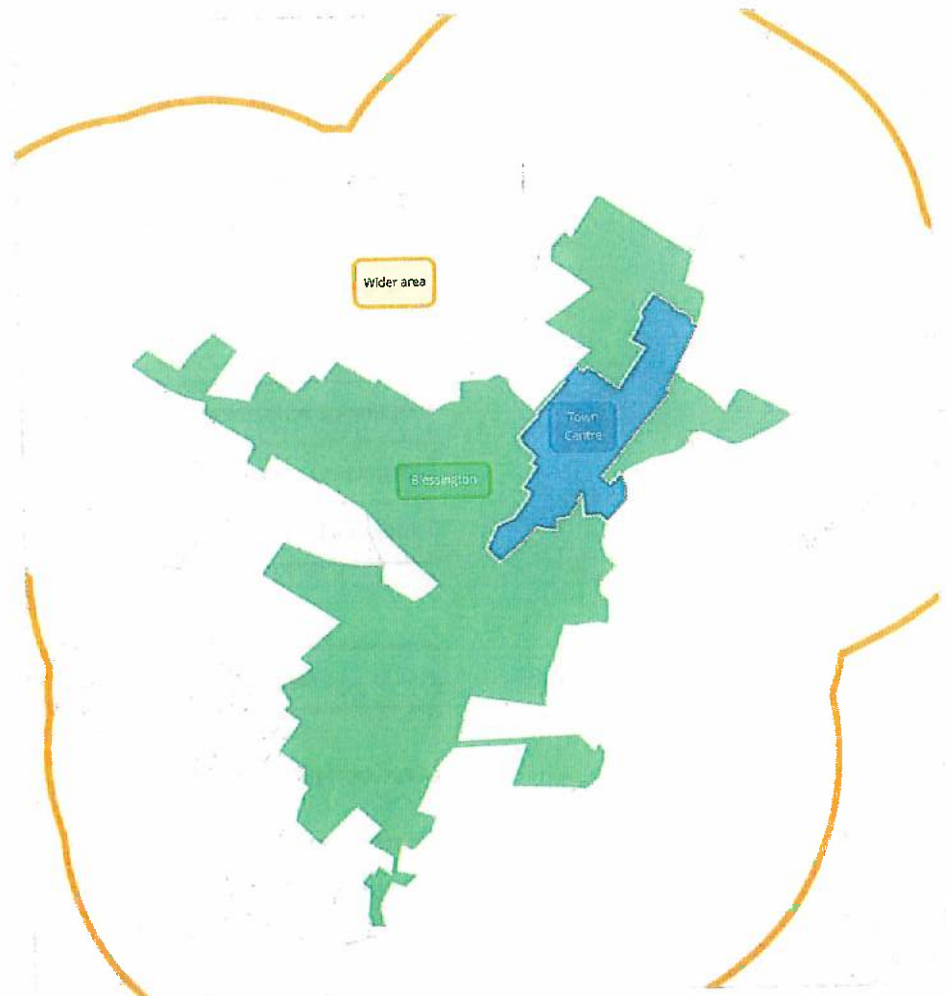
The Project Shortlist

- | | |
|---|--|
| 1 Strategic Transport Improvements | 5 Supporting Community Amenity |
| 2 Urban Design Framework | 6 Town Centre Green Space Network |
| 3 Placemaking Projects | 7 Supporting Local Business |
| 4 Improving Vacancy & Dereliction | 8 Improving Accommodation Offer |

A high frequency of projects are focused around the Town Centre highlighted in *blue*, whilst there are also opportunities that would be implemented throughout Blessington as highlighted in *green*. The town centre will become the community and economic heart of Blessington, allowing it to thrive as a 'self-sustaining town'.

Proposed projects, such as the Town Centre Green Space Network, will also be connected to the wider area as shown in *yellow* through strategic links such as the greenway. Opportunities should help to connect Blessington to neighbouring towns and surrounding natural and historic assets. This will ensure that Blessington is a welcoming destination that also meets the needs of its residents.

The following pages will outline descriptions, precedents and delivery mechanisms for the proposed short list.



Blessington Opportunities Plan

1 Strategic Transport Improvements

Project Overview & Objectives

Strategic Transport Improvements would critically outline the long term vision for the town and develop proposals to address key issues inline with national and local policy, best practice and technical standards. The findings could be incorporated into the scope of any public realm-focused RRDF project.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Accessibility



Urban Realm



Community



Economy

There are a number of key transport and connectivity issues within Blessington which need to be addressed. These comprise:

- The N81 (Main Street) experiences a high volume of traffic which creates a town centre character centred on the movement of vehicles.
- There are two controlled pedestrian crossings within the town but their locations do not align with desire lines.
- A prevalence of on-street car parking along Main Street and Newtown Square limiting pedestrian movement.
- A lack of available on-street car parking spaces due to cars parking for long durations.
- An existing private multi-storey car park which is operating at reduced capacity.
- A lack of traffic calming devices along the N81 to reduce vehicular speeds travelling through the town centre.
- A lack for street trees and vegetation within the town centre generally.
- A severe lack of cycle infrastructure which will create a disconnect between the town centre and the proposed E-Greenway.
- A lack of walking and cycling connectivity between Blessington Lakes and the town centre, and
- A lack of permeability between residential areas and the town centre to better support active modes of travel.

The creation of a Blessington Inner Relief Road (BIRR) has been identified as a key opportunity within the Blessington LAP, alongside a by-pass for the N81.

The BIRR is considered to have greater short to medium term potential, given that sections of the road are already in-situ, and the programme to complete remaining sections is progressing. The completion of the BIRR is required to truly reduce congestion on the N81.

Collaboration and Communication

Consultation with the Town Team highlighted the primary importance of resolving the impact of existing traffic flows through Blessington. The completion of the IRR is considered to be the key infrastructure required to facilitate any change through Blessington Town Centre, in the absence of a re-routing of the N81.

The impact of congestion and issues with parking in the town is further reflected within survey data. Both local businesses and members of the community feel that congestion is the paramount issue in the town. The mis-management of parking is also a key issue for businesses, in that there is no control. Given the proximity to Dublin, it is likely that some long term parking is occurring for people carpooling and availing of public transports from Blessington's Main Street.

There were a number of potential projects identified through the CTCHC Phase 2. These include:

- Completion of Inner Relief Road
- Comprehensive Traffic Strategy
- Parking Strategy
- Introducing Cycle Infrastructure, and
- E-Vehicle Chargers.



The impact of on-street parking along both sides of Main Street and congestion from the National road compounds the effect of vehicles on the character of Blessington Town Centre.



The multi-storey car park within the Town Centre development is an existing but under-used resource within the town. Exploring the potential for reopening the upper floors would ease on-street congestion.

Project Brief

Following on from our Part One analysis, the TCF Plan sets out below the recommended objectives for each mode of transport in the short, medium and long term.

A fundamental objective is to ensure Blessington is 'Greenway ready' and to shift the momentum in the town away from vehicles towards active travel. Due planning and coordination of this is as essential accompaniment to any public realm works.

Mode	Short Term (up to one year)	Medium Term (one to three years)	Long Term (three years+)
Pedestrian Facilities	<ul style="list-style-type: none"> Street furniture and signage audit and rationalisation. Additional rest spots provided. Develop opportunities to encourage greater permeability to residential estates in proximity to the Town Centre. 	<ul style="list-style-type: none"> Additional crossing point across N81 Main Street and Newtown Square, with the location to be agreed by field survey. Introduction of additional pedestrian routes to better connect Main Street and the new Town Centre Development. 	<ul style="list-style-type: none"> Pedestrianisation of Market Square. Public realm improvements along N81 Main Street and Newtown Square. Enhancement of pedestrian permeability within backland areas, e.g. The Lanes.
Cycling	<ul style="list-style-type: none"> New high quality cycle parking at key locations on N81 Main Street and Newtown Square Interim cycle lanes along N81 Main Street and Newtown Square. Develop opportunities to encourage greater permeability to residential estates in proximity to the Town Centre. 		<ul style="list-style-type: none"> Dedicated segregated cycle facilities along N81 Main Street and Newtown Square. This would require reappportioning vehicle space to cycling.
Public Transport	<ul style="list-style-type: none"> Publish timetable information on flag stops 	<ul style="list-style-type: none"> New bus stops including shelters at their current location and remove lay-bys 	<ul style="list-style-type: none"> Increase in bus frequency or locations depending on business case.
Parking	<ul style="list-style-type: none"> Review use of management systems for parking that prioritise spaces for residents, shoppers and mobility-focused parking. Review parking numbers. 	<ul style="list-style-type: none"> Re-allocate on street car parking to multi-storey facility. 	<ul style="list-style-type: none"> Time or charge-based management of spaces, requiring parking enforcement via signage and traffic warden. Introduce additional electric vehicle charging points.
Vehicles	<ul style="list-style-type: none"> Completion of the IRR. Review vehicle speeds and numbers. 	<ul style="list-style-type: none"> Gateway features at the north and south on entry to the town centre on N81 Main Street to encourage use of IRR. Introduce traffic calming such as raised tables. Reduce speed limit to 30km/hr. 	<ul style="list-style-type: none"> Reduce HGV traffic through the town. Increase E-charging bays. Continue to support the upgrade of the N81 (Blessington Bypass).
Wayfinding	<ul style="list-style-type: none"> Personalised Travel Planning 	<ul style="list-style-type: none"> Town Travel Plan 	<ul style="list-style-type: none"> Town app to show sustainable transport methods, key routes and key destinations

Transport improvements should actively seek to mitigate the following risks:

- Modifications to the carriageway of the N81 will require the approval of Transport Infrastructure Ireland (TII).
- The BIRR project may take some time to complete the consent and construction process which would impact the development of ideas along the National road.
- Local businesses and people may not be in favour of the removal of some on-street parking.

Carrick-on-Shannon Strategic Transport Assessment, Co Leitrim, Leitrim County Council

Following completion of streetscape works in Carrick-on-Shannon in 2022, the local authority began a process of clarifying traffic regulations around parking in the county town.

The aim of the strategy was to ensure free parking in the town's car parks but apply charges to all other on-street parking to try and encourage longer dwell times and reduce congestion within the town centre.

In a statement, Leitrim County Council said:

"Paid on street parking is in place to ensure that short term parking is available for shoppers and visitors to the town centre and therefore maintain the centre of the town as a vibrant and inviting place for all visitors".



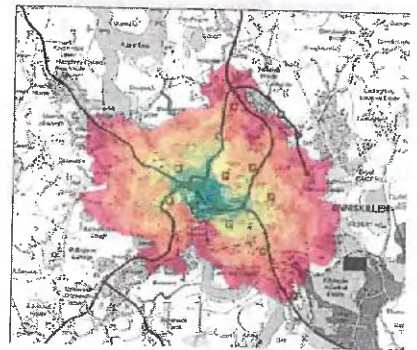
Layout of parking restrictions in Carrick-on-Shannon



Streetscape improvements and traffic regulations as part of a hand in hand strategy in Carrick-on-Shannon

Parking Strategy and Action Plan, Fermanagh and Omagh District Council

A five-year Parking Strategy and Action Plan was developed to address the overall requirement for off-street car parking within the district. The strategy was developed following a review of existing parking practices and demand throughout the district following consultation with members of the public and key stakeholders.



Enniskillen town walkability mapping

The strategy aims to:

- Provide an appropriate level of parking to support economic vitality;
- Ensure that parking is inclusive of all types of users;
- Ensure that parking takes place in appropriate locations;
- Deliver well-managed, high quality parking utilising technology where possible;
- Ensure that car parking provision encourages sustainable commuter travel;
- Ensure that parking provision supports businesses and tourism, a reduction in congestion and pollution and improved road safety.



Enniskillen town streetscape improvements with on-street parking restrictions

COST	■ ■ ■ ■
TIMEFRAME	■ ■ ■ □
IMPACT	■ ■ ■ ■
FUNDING	<ul style="list-style-type: none"> • Local Government • DCRD RRDF • Town and Village Renewal Scheme
PROJECT RESPONSIBILITY	Wicklow CC

2 Urban Design Framework

Project Overview & Objectives

Urban design is an approach to the design of buildings and the spaces between them that focuses on specific design processes and outcomes. It is an interdisciplinary field incorporating elements of architecture, engineering, landscape design.

It conveys a holistic approach at a strategic scale. It is the fabric of a town which makes a significant contribution to creating an appealing place, encouraging social interaction and reflecting a town's character.

An Urban Design Framework (UDF) is a strategic planning tool that sets out a design vision for the future development of a place. It enables consistency of development and guides developers, landowners and planners in a collective pursuit of high quality design.

Blessington Town Centre would benefit from an Urban Design Framework study as the town is seeing considerable growth driven by the demand for housing, yet the town centre core has pronounced areas of vacancy. In addition, more recent development within the town centre is of lower than expected quality, can lack character and is poorly maintained.

Recognising that most future development within the town is likely to be private developer funded, an UDF study advocated by the Wicklow's Forward Planning Team and Blessington's Town Regeneration Office would set the tone and provide a quality benchmark and consistency of style across the town centre.

Collaboration and Communication

There were a number of potential projects identified through the CTCHC Phase 2 which could be addressed by an Urban Design Framework study.

This includes:

- Main Street Public Realm Improvements
- Reduce Visual Clutter & Underground Cables
- Town Design Statement
- Develop Drainage and Water Strategy, and
- Public Realm Enhancements.

Public consultation has indicated that improvements to the public realm are greatly desired, including more bins and trees and improved maintenance of the footpaths.



Clutter within the streetscape along Main Street, demonstrating the visual impact of overhead lines. Drainage is located within retrofitted accessible parking bays. Footpath materials are inconsistent across the town.



Existing trees along Newtown Square showing signs of tree root egress which is lifting the paving within the canopy diameter of the tree. Some areas of paving have become a trip hazard as a result.



Development at Newtown Square is showing signs of wear, along with the block paved car park which is failing at key junctions due to stress by vehicles.

Project Brief

A UDF has the capacity to retain, restore and enhance character. It can also create uniformity, setting out what is working well and which areas require upgrade.

A UDF is recommended as a pre-cursor to any individual public realm enhancement project, in order to ensure a consistency of style across all future projects.

The following aspects are recommended for inclusion within the scope:

1. SCOT analysis and audit of the existing context relating to:
 - Built form: a study of scale, massing, plot and block sizes, active frontages, materials
 - Public realm: audit of different spaces and streets and their features (movement, utilities, signage, street furniture, materials, public art, trees)
 - Natural character: topography, landscape character
 - Historic townscape character: looking at the intrinsic qualities and features of the Architectural Conservation Area.
2. Development of guiding design principles aligned to each discipline area, setting clear guidance for the expectations of all future development.
3. Movement Plan
4. Landscape Strategy
5. Example applications of the guiding principles in the form of concept layouts.

Public realm study

An example concept design output from the Public Realm element of an UDF is demonstrated in the following pages, in relation to streets and spaces.

The UDF should establish clear typologies for the design of streets and spaces based on a hierarchy. For Blessington, this may include:

- **Main Street**, as the key town centre route and focus of retail activity in the town
- **Newtown Square**, as a secondary route connecting to the Town Centre Development, and
- **Shared streets**, a potential new typology reflecting the desire to provide greater permeability for walkers and wheelers and improve character.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Accessibility



Urban Realm



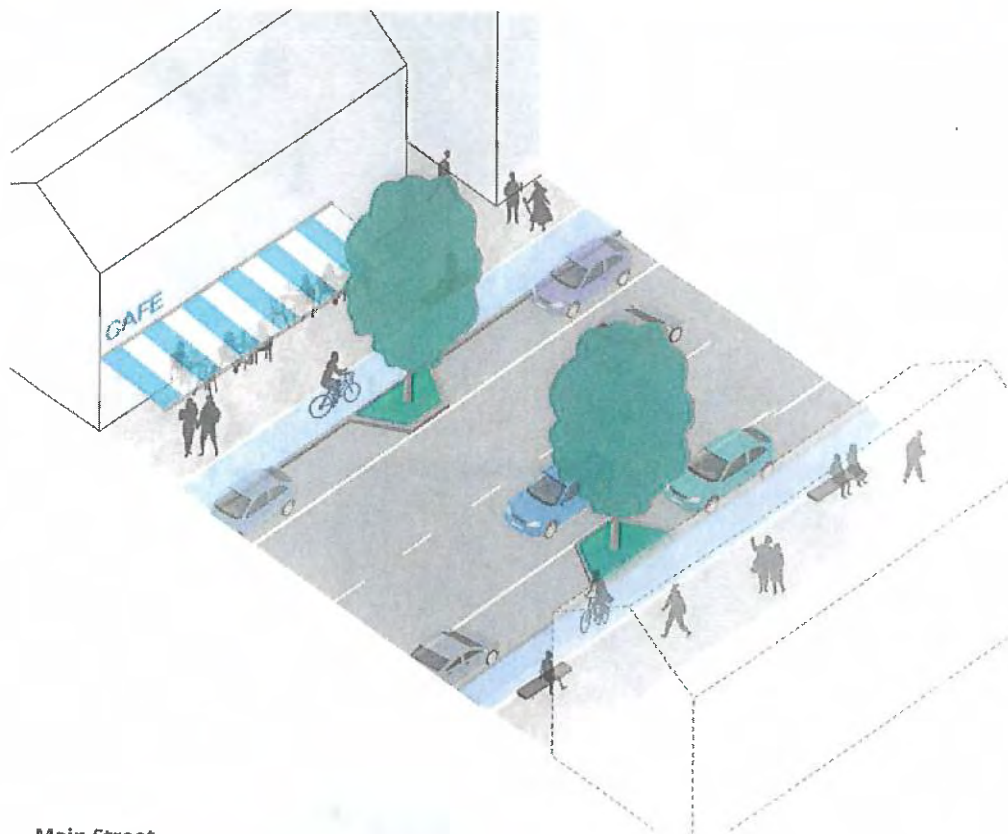
Community



Economy

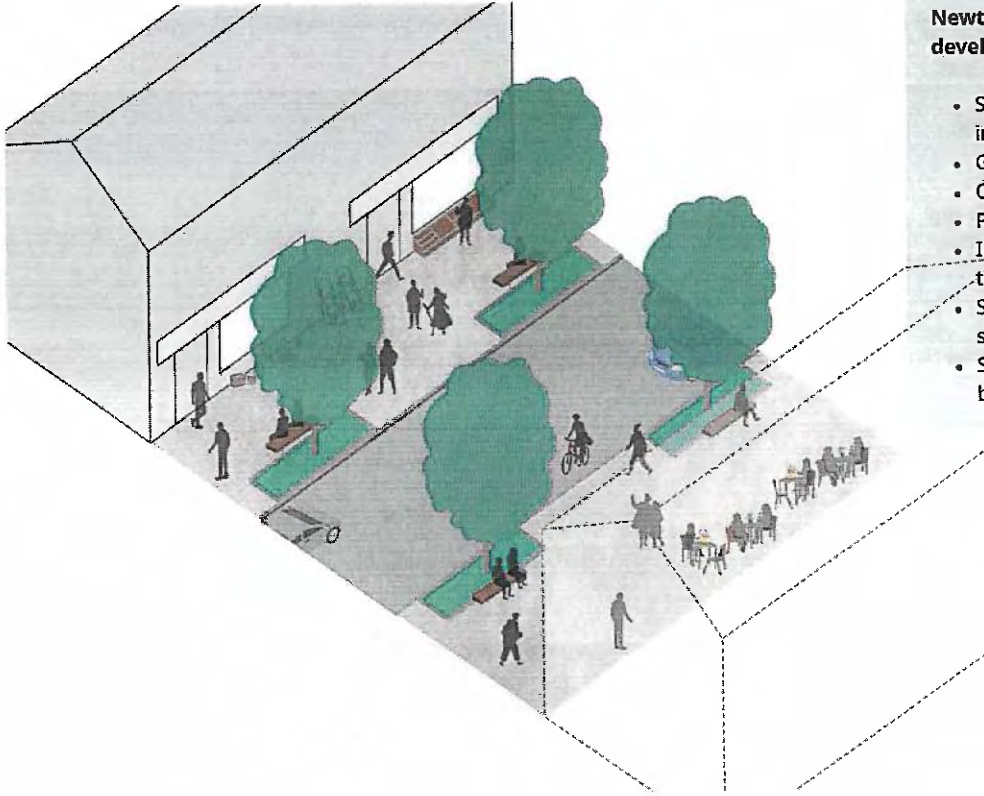


Natural Environment



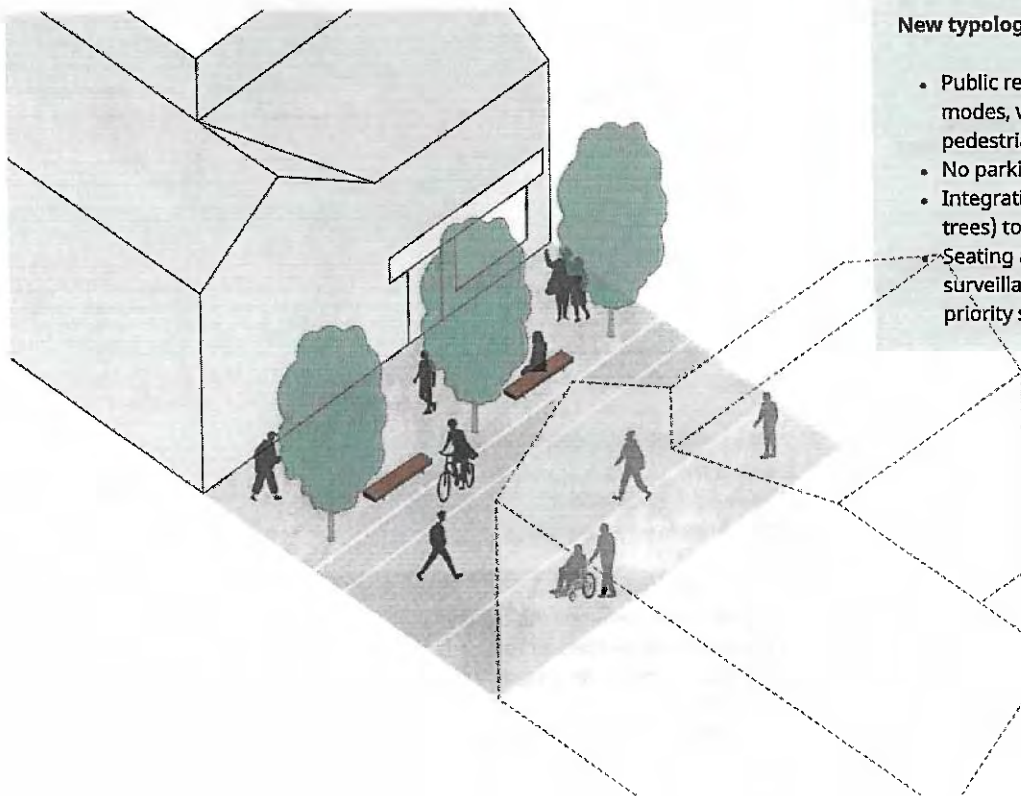
Main Street

- Primary pedestrian and cycle route in Blessington
- Generous footpath widths
- Off road cycle way connecting to E:Greenway
- Parallel parking bays
- Integration of urban greening (street trees, wildflower verges, etc)
- Seating along route, for passive surveillance
- Spill out spaces for businesses.



Newtown Square (adjacent Town Centre development)

- Secondary pedestrian and cycle route in Blessington
- Generous footpath widths
- Cyclists share carriageway with vehicles
- Parallel parking bays (if required)
- Integration of urban greening (street trees, rain gardens, etc)
- Seating along route, for passive surveillance
- Spill out spaces on footpaths for businesses.



New typology: Shared Streets

- Public realm space shared across all modes, with priority given to pedestrians and cyclists
- No parking
- Integration of urban greening (street trees) to define spaces
- Seating along route, for passive surveillance - within a pedestrian priority space.

The UDF should review the findings of the Street Route Accessibility Audit (Sept 2019) commissioned by Blessington & District Forum. This document presents a useful audit of the town and catalogues observations for improvements relating to all areas within the vicinity of Main Street.

The document sets out aspirations to create a Universal Design Strategy and Action Plan and ensure that all developments within and around the town are expertly reviewed and monitored to ensure that they meet the highest standards of accessibility and universal design. This should include all designs, procurements, construction and services.

Lands at Stradbally Road Urban Design Framework and Masterplan Laois County Council (LUC)

The Framework sets out the design principles for a new sustainable residential community, town park and sports complex in Portlaoise that meets the needs of local people whilst being resilient to economic, social and climate change challenges.

Overall, the Masterplan and UDF considered the following:

- Maximising the residential potential of the site
- Developing walking and cycling infrastructure within the site to ensure sustainable connectivity
- Improving the existing built environment through retrofitted hard and soft landscape treatments
- Minimising the impacts of any proposed development on ecological and heritage assets.



Northgate Urban Design Framework and Masterplan Darlington (LUC)

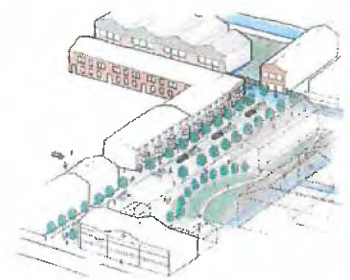
Northgate is located to the immediate north of Darlington town centre, with part of the masterplan located within the Northgate Conservation Area. Despite its geographical and historical prominence, the area has become run-down with a high degree of physical dilapidation.

The Urban Design Framework (UDF) establishes the design principles for future masterplan proposals. Design principles identified in the UDF were as follows:

- Topography and built form
- Streets
- Public realm
- Green and Blue Infrastructure
- Boundary treatments
- Parking
- Materiality



Redefining Georgian terraces to enhance streetscapes



Garden Street, marrying the old with new design



Cocker Beck riverside public realm improvements

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IMPACT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FUNDING	<ul style="list-style-type: none"> • DRCD RRDF • Town and Village Renewal Scheme 			
PROJECT RESPONSIBILITY	Wicklow CC			

The Masterplan focused on the development of the project's aims and objective into an illustrative design response. The main focus was on realising the opportunities found within the historical built form and riverside setting. This was a conservation-led management approach which promotes regeneration.

3 Placemaking Projects

Project Overview

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximise shared value.

More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

Many of the featured projects within the TCF Plan have placemaking qualities.

Projects identified as most aligned to placemaking are featured here and include:

1. *Public Realm Enhancements to Market Square*
2. *Shop Frontage Strategy*
3. *Town Branding Project.*

Engagement and consultation on these opportunities will be essential to the successful application of placemaking principles. The Blessington Town Team should have a central role in the creation of meaningful development.

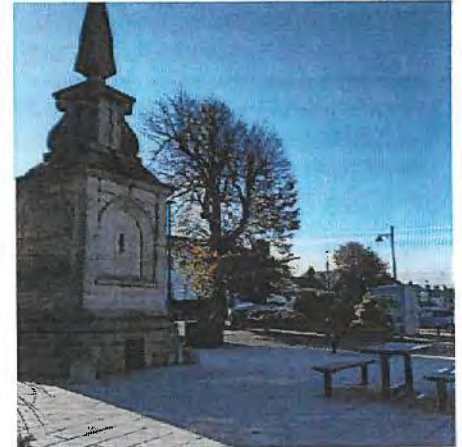
Collaboration and Communication

There were a number of potential projects identified through the CTCHC Phase 2 which could be addressed by Placemaking projects.

This includes:

- Market Square Development
- Public Realm Enhancements
- Reduce Visual Clutter & Underground Cables
- Enhance Heritage and Sense of Place
- Shop Front Strategy
- Signage Strategy
- Promote 'Green Blessington.'

Public consultation has indicated that the creation of a civic space or public plaza in the centre of the town was another project which received support from attendees on the day, in tandem with improving the overall condition and appearance of the footpaths and introducing more cycling infrastructure in and around the town centre.



Market Square with focal points comprising Boyle Monument (NIAH Recommended Protected Structure) and a prominent mature lime tree. Existing street trees are considered an integral part of the character of the town.



Main Street is enhanced by significant buildings such as Market House (now Credit Union), a Protected Structure. Details such as the materials, door cases, windows, particularly where these are original or older and the carriage arches at intervals along the street make a significant contribution to sense of place.



Although without a market, on-street trading is evidenced on site, making use of the high volume of parking bays. The derelict Downshire Hotel is another significant building fronting onto Main Street.

1. Public Realm Enhancements to Market Square

Project Brief

The brief for Market Square will be:

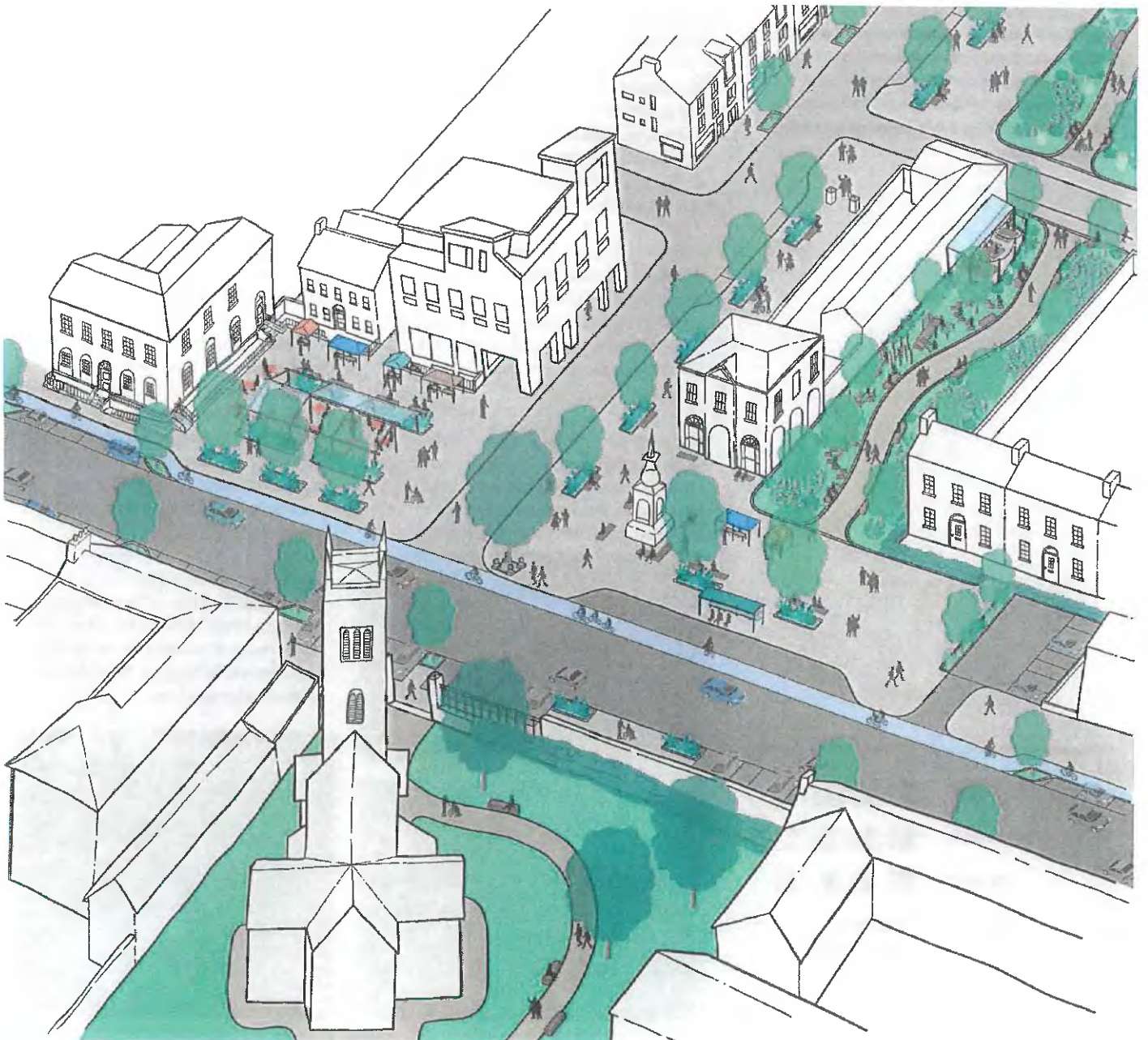
- to create a high quality focal point and public realm space in the heart of the town
- to afford greater permeability to walkers and wheelers building upon Blessington's high walkability value
- to improve the setting of key landmark buildings in the vicinity, and
- to maximise the spatial potential of the town centre to better support local businesses and the community.

Re-allocating space to prioritise the movement of people means greater footfall potential and opportunity to create a more attractive, people-friendly environment. Pedestrian flow is improved and there is greater potential for businesses to incorporate outdoor dining.

Including provision for a shelter and electrical pop-up within the Square will future proof the central site for events and market trading. Town centre wi-fi and SMART features will bring both economic and community benefit.

Other potential improvements include:

- Tree planting and rain gardens to ensure the town is resilient to the climate change and biodiversity loss crises.
- Bespoke and unique integrated light features to attract footfall and the night time economy.
- Spaces to be used flexibly by local businesses for outdoor dining opportunities.
- Fixed seating to provide a space for people to gather.



Next steps

In order to secure investment for the Market Square Public Realm Enhancement Project, an application to the Department of Rural and Community Development's RRDF is recommended.

The investment provided by the RRDF seeks to support project that can deliver transformative change in rural towns and villages, positioning them for further growth through regeneration and town centre renewal.

The types of projects supported by the RRDF include measures to address dereliction and vacancy and town centre residency projects. Breathing new life and vibrancy into rural town centres via the creation of a landmark public realm scheme will be viewed as a key project outcome.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Cobh Public Realm Enhancement Plan, Cork County Council

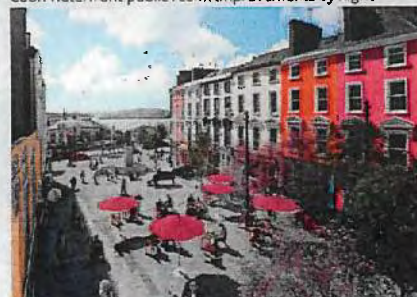
An exciting new urban design to enhance the public realm of Cobh's town centre has been developed by Cork County Council, with a people-centred approach that promises to make Cobh a more attractive town in which to live, work, visit and invest.

The key driver was moving away from vehicular prioritisation within the town centre: *"If you plan towns for cars and traffic, you get cars and traffic.... If you plan for people and places, you get people and places"* Fred Kent, Project for Public Spaces.

Consultation formed a key part of the design development, bringing local residents, businesses and community organisations together to consider requirements within the public realm.



Cobh waterfront public realm improvements by night



Cobh Casement Square public realm improvements

Ennistymon Public Realm Improvements, Offaly County Council

In 2021 Ennistymon was awarded funding under the Destination Towns Programme to improve the town's public realm. The works aim to enhance the visual attractiveness of the town, promote the rich heritage and improve pedestrian movement. Extensive consultation with the community and key stakeholders has been undertaken to ensure outputs are audience specific.

The project has focused on increasing dwell time in the town and reducing vehicle dominance through the creation of attractive spaces designed for pedestrians. The widening of existing footpaths has also resulted in the creation of outdoor street cafes and additional opportunities for markets and events.

Key to the project was the undergrounding of overhead utilities to minimise street clutter within the main public realm enhancement areas. High quality street lighting has been utilised to promote night time use.



Consultation on Public realm improvements in Ennistymon

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FUNDING	<ul style="list-style-type: none"> • DRCD RRDF • Town and Village Renewal Scheme 			
PROJECT RESPONSIBILITY	Wicklow CC			

2. Shop Front Strategy

Project Brief

Terraced development along Main Street is reasonably homogenous in character, having developed over a short space of time in the early 19th century. The land use along Main Street is predominantly commercial (specifically retail and food & drink) and residential to a lesser extent.

In the interest of retaining the richness of the traditional streetscape, a Shop Front Strategy is proposed.

A Blessington Shop Front Strategy would provide guidance for existing or new business owners on best design principles for their shop signage, colour schemes, details, windows, illumination and interaction with the streetscape. A Strategy focused on this aspect will provide local people with the opportunity to collectively enhance the town's visual appearance, reflecting historic or unique character.

Improving the visual appearance of urban streetscapes, focusing on shop fronts and street facades, has the potential to increase community pride and confidence, making small towns such as Blessington more attractive places to live, work and do business.

Strategic direction is required in order to assist local landowners with guidance on best practice relating to the following:

- Painting buildings or shopfronts
- Commissioning murals
- Upgrading or restoring shopfronts
- Enhancing entrances/terraces with planting
- Installing architectural features
- Illuminating architectural features
- Installing canopies and street furniture
- Decluttering shopfronts with removal of unnecessary signs / wires.

Existing shop front design guidance within the Wicklow County Development Plan could be repurposed and updated ensuring it is both easy to access and use. Further information should also be provided within the guide to enable businesses to access funding to support improvements.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Collaboration and Communication

The desire to enhance the visual appearance of Blessington's shops was identified by the community early in the CTCHC process.

The value of improving the facades of properties along Main Street to ensure it is enhanced as a key destination for the local community and visitors was evidenced and embraced. Improving the appearance of derelict properties was also identified as important.

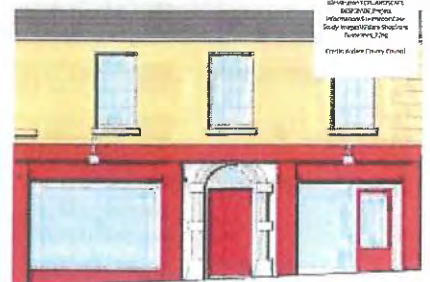


Characterful shop frontages in Blessington

County Kildare Shopfront Guidelines, Kildare County Council

The art of good shopfront design has declined in Kildare. Retailers have sought to dominate the streetscape with over-scaled fascias, garish colours and over use of signage, similarly the inappropriate reproduction frontages harm the genuine historic facades whilst many contemporary interventions failed to accommodate signage adequately or relate to their wider host building.

The Design Guide is intended to encourage and guide shop owners and designers to maintain the character and appearance of traditional shopfronts and to improve the quality of new shopfront designs so that they respect and enhance their surroundings. Guidelines also promote enhanced accessibility.



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FUNDING	<ul style="list-style-type: none"> • For procurement of Strategy: Local Government • For funding enhancements: DRCD Streetscape Enhancement Measure 			
PROJECT RESPONSIBILITY	Wicklow CC, Local Businesses			

3. Town Branding Strategy

Project Brief

Founded in the 17th century by Michael Boyle, Archbishop of Dublin and Former Lord Chancellor of Ireland, Blessington is a town with a rich history. The town originated as a large country house, Downshire House, surrounded by a landscape demesne or parkland. It was an early example of the trend that would become more popular in the 18th century. The linear settlement of Blessington village was also established from this time.

Blessington is also located close to natural attractions and amenities such as the Wicklow Mountains, Blessington Lake and the Blessington Greenway, a 6.5km walking trail which connects Blessington with Russborough House. The proposed greenway extension around the Lake is another potential branding opportunity which is unique to the town.

Town branding is a useful way of celebrating the town's significant heritage and local and regional attractions. This could be used to better promote Blessington as a destination town within the wider area, recognising it is located strategically within the region.

Town branding would help to make Blessington more legible for pedestrians and more recognisable as a destination to visitors. Managing visual clutter should form a key aspect of the town branding strategy.

Town branding within the public realm could be improved through the use of relevant and relatable iconography to strengthen the sense of locality and identity. Icons could be integrated into wayfinding, sculpture and seating to create a consistent effect across the public realm.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Collaboration and Communication

Establishing consistency across the town's suite of signage with the aim of decluttering, simplifying and conveying something uniquely Blessington was considered a priority project for the town. In this way, the town would be finding its unique identity, or unique selling point.

There were a number of potential projects identified through the CTCHC Phase 2 which could be addressed by a Town Branding Strategy, including:

- Reduce visual clutter and underground cables
- Town Branding / Signage Strategy
- Enhance history and heritage and sense of place (creating a story)
- 'Green Blessington'
- Signage / visual information panels for flora and fauna.

The Blessington History Society is a local community group who meet in the town on a monthly basis. It is recommended that members of this group are actively involved in collaborations on the content of a Town Branding Strategy.

Blessington is also part of the Wicklow passport where participants can drive, walk or cycle to collect stamps from across Wicklow discovering attractions and activities along the way.

Ireland's Ancient East, Various, Fáilte Ireland

The project was a unique opportunity to offer visitors a compelling reason to visit the eastern and southern regions of Ireland. Fáilte Ireland developed an umbrella destination brand called 'Ireland's Ancient East' (IAE) rooted in the rich history and diverse cultural heritage synonymous with this part of Ireland.

The purpose of the signage is to:

- Bring the IAE brand to life and make it more visible to visitors.
- Cross-sell nearby tourist attractions and points of interest, thereby encouraging visitors to explore the wider area.
- Present the story of Ireland's Ancient East.

The signage is bespoke, formed from a 3D interpretation of the Celtic inspired Ireland's Ancient East brand logo combined with a spiral of information to engage the visitor and encourage them to interact with the installation. It is installed at approx. 100 key sites.

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IMPACT	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
FUNDING	<ul style="list-style-type: none"> • DRCD RRDF • Town and Village Renewal Scheme
PROJECT RESPONSIBILITY	Wicklow CC, Town Team



Bespoke IAE signage, Co Meath

4 Activating the Town Centre

Project Overview & Objectives

Introduction

Although Blessington's town centre vacancy rate is lower than the national average, the visual effects of vacancy are compounded by the proliferation of gap sites and empty buildings at the heart of the town centre.

Prominent, landmark buildings, such as the former Ulster Bank and Downshire Hotel on Main Street are vacant. These buildings make a significant contribution to character of the town centre through their height, siting or set back from the building line. Their vacancy must be addressed by the TCF Plan.

Within the retail core of the town centre, there are a number of opportunity sites which could be developed to better support the town's economic function whilst also strengthening the cohesiveness of the historic town centre with the new town centre development.

The absence of development within the heart of the town centre is further compounded by an absence of connectivity or walkability between Main Street and parallel routes to the north west. Planning for activating this area with pedestrian and cycling priority routes is recommended to support future footfall.

There is also development potential within the long linear plots of Main Street, specifically between Dempsey's and the former Ulster Bank building. In order to promote compact growth within the town, these backland areas have huge potential for residential development.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Collaboration and Communication

Reducing dereliction alongside the desire to expand on the retail and service offering in the town was a key issue for both business owners' and residents' surveys. Residents felt particularly strongly about repurposing vacant and/or derelict buildings in the town centre, particularly those of cultural or historical importance such as the currently empty Ulster Bank and the Downshire Hotel.

When asked whether their needs as a consumer were being met in Blessington, 55.6% indicated that there was scope for improvement. Residents felt an increase in variety within the restaurant and retail offer were required, alongside more leisure amenities.

Public consultation highlighted the absence of a dedicated facility for the arts with suggestions a vacant town centre building could be repurposed into a centre for art exhibitions, theatre, music, etc.



The prominence of vehicle parking creates passive spaces and barriers to movement.

COST	■ ■ ■ ■
TIMEFRAME	■ ■ ■ ■
IMPACT	■ ■ ■ ■
FUNDING	<ul style="list-style-type: none"> • Private developer • DCRD RRDF • Croí Cónaithe (for derelict properties to be made available for rent)
PROJECT RESPONSIBILITY	Wicklow CC

The Brief

'Activating the Town Centre' looks at redeveloping key sites and buildings within the heart of the town centre, with a key objective of presenting the opportunities associated with their activation, and setting out broad design principles to guide development.

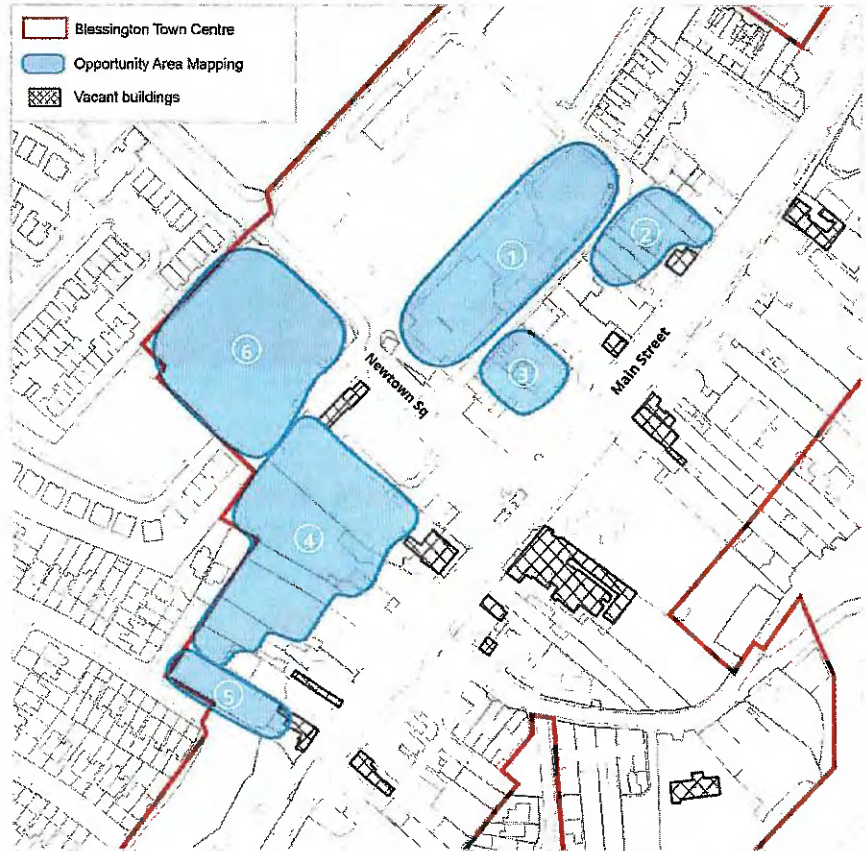
The key sites include:

- Opportunity Site 1 Blessington Town Centre
- Opportunity Site 2 Main Street
- Opportunity Site 3 Market Square
- Opportunity Site 4 Downshire Lodge
- Opportunity Site 5 Dempsey's
- Opportunity Site 6 Downshire Park
- Former Ulster Bank building.

Opportunity Sites 1 - 6 are located on privately owned land which presents challenges for Wicklow CC in terms of delivering consistent and connected designs.

It is the intention of the TCF Plan to set out the broad principles for ensuring high design quality recognising the unifying objectives that each site has to meet along with the public realm between those spaces.

In order to ensure consistent development, the Opportunity sites are grouped as necessary in order to demonstrate the desire for the areas to be developed as a cohesive masterplan. In addition, Opportunity Sites 4 -6 are linked and could together form one Opportunity area.



Boyle 2040, County Roscommon
Roscommon County Council

Boyle is located within the northern part of Roscommon County and is rich in historical assets. A vacancy audit undertaken in 2020 indicated that the residential vacancy level in the Town Core, which is the focus for the Boyle 2040 Plan) is 80%.

The Boyle 2040 Plan envisions a gradual reversal of this process through attracting people back to live and invest in the core town centre areas. This significant town regeneration project will undertake a series of linked projects, including the refurbishment and conversion of the old Royal Hotel into an Enterprise Centre, exhibition space, information point and coffee dock, and the creation of a new riverside promenade, which will link the town centre to key tourism attractions.

Re-activating the river corridor frontage, which development has traditionally turned its back on, and visioning it as a space for town centre living, walking and wheeling is central to the masterplan.



Opportunity Sites 1 - 3

Opportunity Site 1 is largely comprised of surface car parking, access roads to a multi-storey car park, and residual green areas/road verges.

The site occupies a prominent position located between the large scale town centre development (Dunnes store) and the historic town centre. Its current use as surface car parking (on land currently zoned for town centre uses) represents a break between the built-up area of the Main Street/Market Square and the Town Centre development, resulting in two poorly connected areas of the retail core and a visually discordant feature.

It is also a key location for movement across the town centre, with the entrance to St. Mary's Senior National School and the Tramway Theatre located immediately to the north, retail units to the west and south, and access to Blessington Main Street to the south-east. The current use is not conducive to these movements.



Surface level car park presents a passive space between the historic town centre and new town centre development.



Desire line from St Mary's Senior School and the Tramway Theatre with no consideration of pedestrian permeability or connectivity to the historic town centre.

Opportunity Site 2 is located on Main Street just south of St. Joseph's Road and is currently occupied by three derelict buildings which face onto Main Street.

The site has approximately 30m frontage onto Main Street and would present an excellent opportunity to provide a pedestrian and cycle route linking Main Street to better connect the historic town centre with the new town centre development.

Retention and reactivation of the existing derelict two storey development along Main Street is key. Opening up the backlands associated with the properties would generate development opportunities along the connecting route.

These lands would be suitable for both commercial and residential uses with the key development criteria being the creation of new active façades and safe walking and cycling routes.



Existing vacant development along Main Street to be retained and enhanced with the potential to open up access to backlands.

Opportunity Site 3 is located on Blessington Market Square and is currently occupied by one structure (a two storey attractive vernacular house 'The Forge') with attendant lands that are partially used as a yard.

The site has approximately 40m frontage onto Market Square and is a key site in need of regeneration and redevelopment in the town centre, being at the most prominent location and with the most potential to bring about a transformative change in the overall impression and image of the town centre.

The site provides a connection through to site Opportunity Site 1 and presents an opportunity to link a revitalised Market Square (refer to Project 3) to the new town centre development.

These lands would be suitable for both commercial and residential uses with the key development criteria being the creation of new active façades along all ground floors.



Existing vacant yard space adjacent to the Market House (Credit Union building) providing a key site line towards the new town centre development.



Existing yard space adjacent to the Forge, a private residential development on the Square.

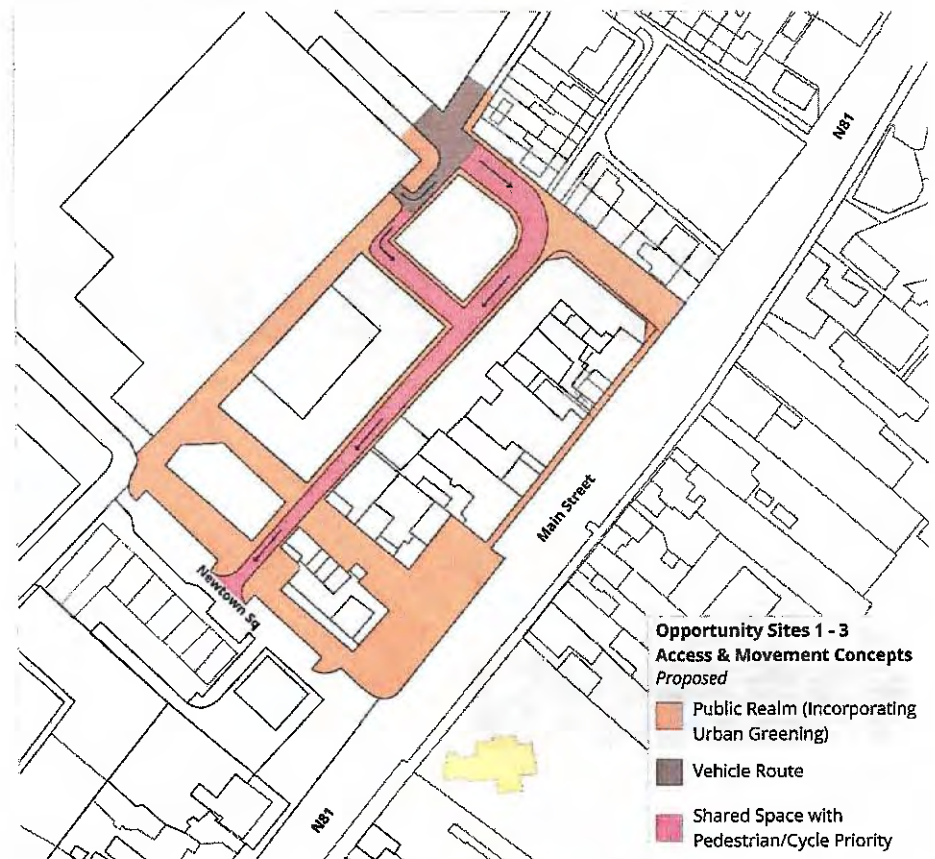
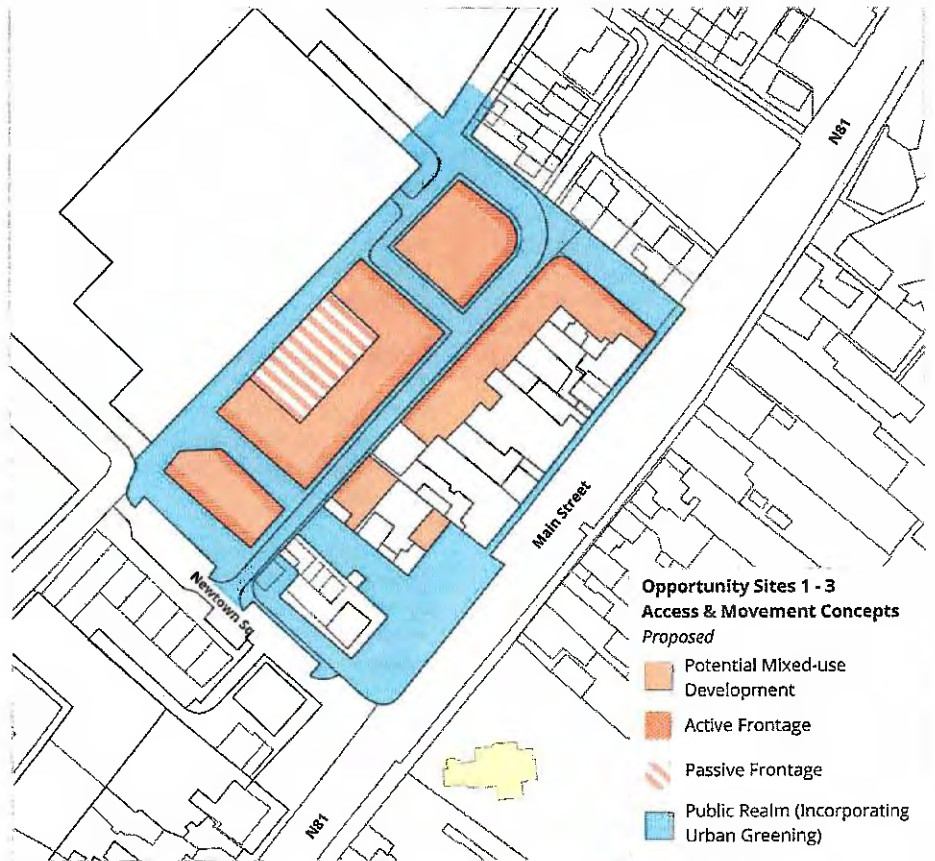
Recommendations

A Concept Parameters Plan and Access & Movement Plan demonstrates the potential opportunity afforded by these three sites collectively.

Future development must address the following:

- Provision for compact, in-fill, mixed-use development to expand the retail, commercial and community offering within the retail core, alongside residential development.
- Greater integration between existing historic development along Main Street and the town centre development, achieved through an appreciation of the built line, the pattern of development and approach to massing.
- Maximising active frontages at ground floor level and ensure an appropriate architectural response to both the Blessington ACA and the new town centre development.
- Improvements to the public realm in favour of pedestrian and cyclist priority through and around the site supporting connections to Main Street, the school and the new town park.
- Creating shared spaces, where vehicles make use of spaces designed for pedestrians and cyclists.
- Improvements in the quantum of greening within the town centre. Green space would need to be robust and appropriate to the setting, such as street trees, rain gardens or a linear urban greenspace.
- Enhancing the biodiversity and ecological network within the town centre to support a green space and habitat network.
- Creating a safe, walkable town centre environment which brings benefits to the community.

From a landuse perspective, Opportunity Site 1 is considered to be suitable for a wide range of commercial, retail, community, tourism and residential use, subject to the provision of adequate active uses to all frontages.



Opportunity Site 4 - 6

Opportunity Site 4 comprises the backlands of a number of properties along the Main Street, most of which are in commercial use, and include a bank, Garda Station, two pubs and a range of small retail / retail services units.

Long linear plots along Main Street demonstrate the potential for land to be assembled in a co-ordinated manner to pursue opportunities for sustainable residential in-fill development.

For the most part, the buildings along the Main Street are older, vernacular buildings and the majority are considered worthy of retention for architectural, historical and streetscape reasons. There are a number of gaps along the street frontage which provide rear access to businesses.

Such routes could be maximised to open up pedestrian and cycling access to potential development sites at the rear and provide for enhancement permeability within the town centre.

Opening up vehicular access is critical and requires a joined-up approach with Opportunity Sites 5 and 6.



Underused spaces to the rear of development along Main Street.

Opportunity Site 5 comprises Dempsey's, a plot of land with a commercial property and Protected Structure built in 1790 facing onto Main Street.

The property is located at the end of the block and lies adjacent to a linear green space and pedestrian footpath which runs along the former alignment of the Naas Road. The site exhibits similar characteristics to Opportunity Site 4 - a commercial building with on-street frontage set on a long linear plot.

In addition, this site connects directly to another public road (Beechdale Close) which present an opportunity to better connect residents from this area to Main Street, the new town centre development and Market Square area.

Activation of this parcel of land has the potential to enhance the neighbouring green space through access improvements which will bring greater surveillance.



Dempsey's is considered a Building of Special Importance by the Blessington ACA, featuring a timber panelled central door with fanlight over a moulded surround.



The Old Naas Road adjacent to Dempsey's, which lies adjacent to an underused green space (right of picture).

Opportunity Site 6 comprises Downshire Park, a large undeveloped 'greenfield' site located directly opposite the Dunnes anchored development, surrounded by developed lands on three sides.

Adjacent land to the north and west is predominantly residential, laid out on cul-de-sacs. The site demonstrates potential in enhancing the town centre access for those residents.

Given the site's location adjoining the Core Retail Area, an 'active' use of the ground floor is desirable to maintain a vibrant and supervised street frontage, which could include commercial and community uses.

The key development criterion for this site is the need for to provide for a vehicular route through to Opportunity Sites 4 and 5.



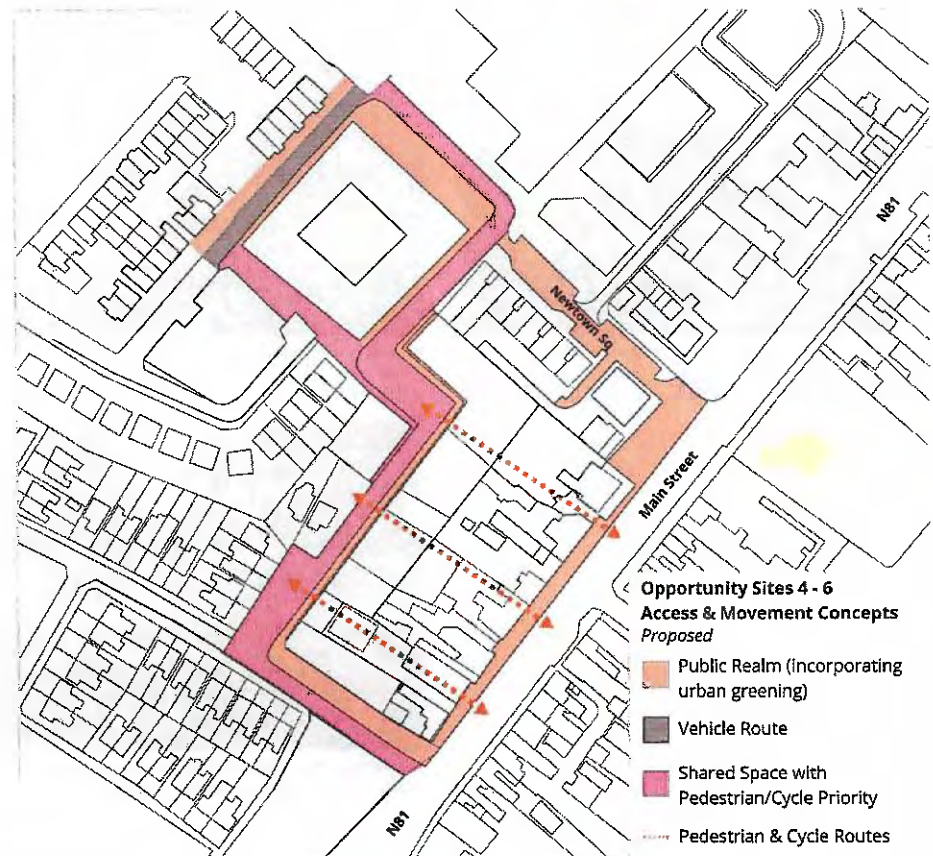
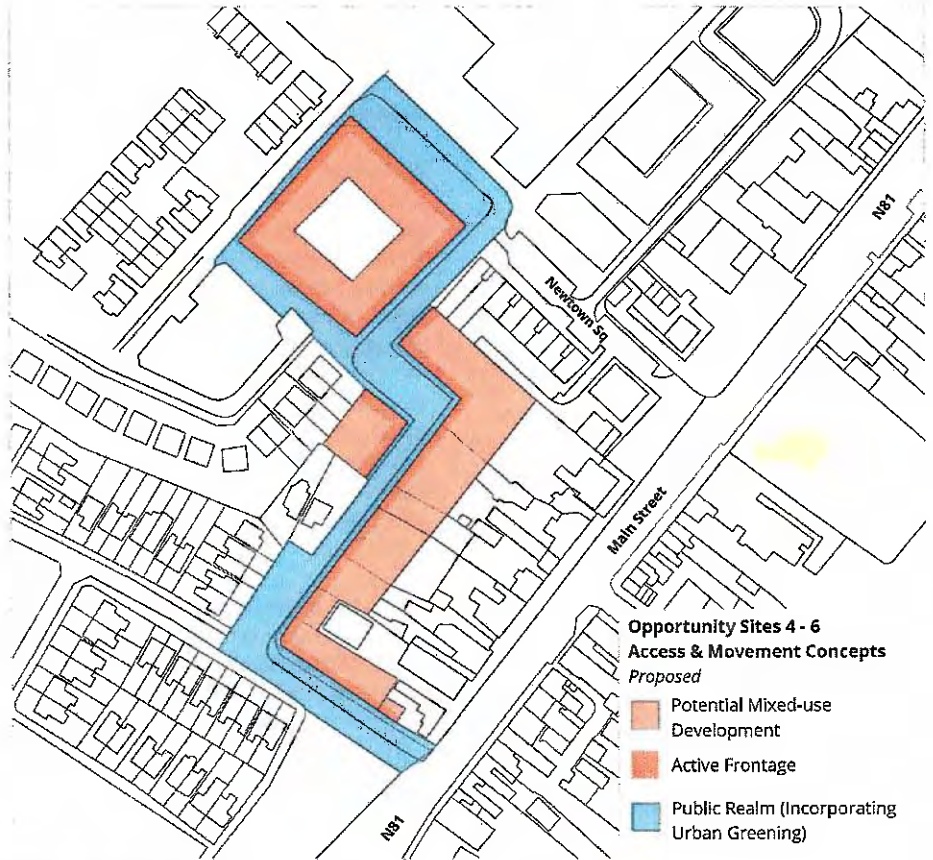
Opportunity Site 6 lies within the middle ground of the photograph - the hoardings of which provide a focal point for those driving along Newtown Square.

Recommendations

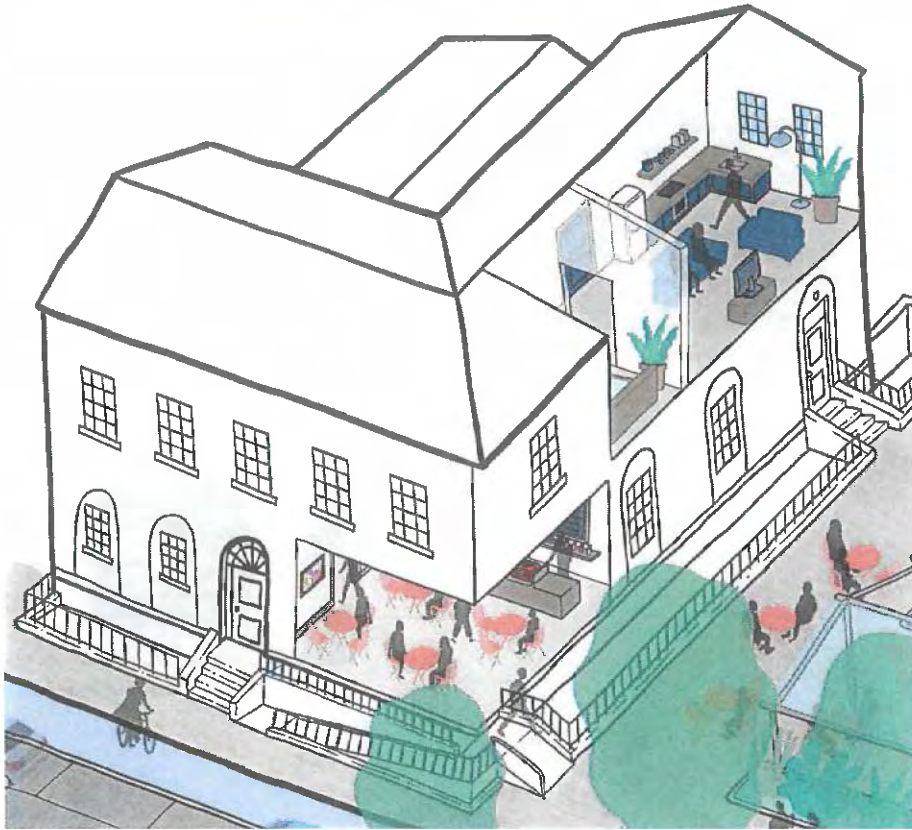
A Concept Parameters Plan and Access & Movement Plan demonstrates the potential opportunity afforded by these three sites collectively.

Future development must address the following:

- Provision for compact, in-fill predominantly residential development.
- Ensuring an appropriate architectural response to the Blessington ACA and the any development which impacts a Protected Structure or its setting.
- Sympathetic development which works with the scale of adjacent built form and local topography, respecting views out to the local landscape (north west).
- Reconnection of the urban form along Newtown Square with an appreciation of the built line, the pattern of development and approach to massing.
- Maximising active frontages at ground floor level.
- Improvements to the public realm in favour of pedestrian and cyclist priority through and around the site supporting connections to Main Street and the town centre.
- Creating shared spaces, where vehicles make use of spaces designed for pedestrians and cyclists.
- Incorporating a modal filter on any vehicle connection with Main Street.
- Enhancing the biodiversity and ecological network within the town centre to support a green space and habitat network.
- Creating a safe, walkable town centre environment which brings benefits to the community.



A New Era for the former Ulster Bank Building



Sketch outlining the development potential of the former Ulster Bank

Project Brief

The former Ulster Bank building is a prominent landmark building dating from c. 1830. It is on the National Inventory of Architectural Heritage (NIAH) and is a Protected Structure. It is an optimum example within the town centre where the 'civic, commercial and spiritual importance is highlighted by their height, siting or setback from the building line' (Blessington ACA).

The attractive detached, five-bay, two-storey former Downshire Lodge, was converted to a hotel in the late nineteenth century and became a bank on 1918. It has been vacant since the bank's closure in 2021. Reactivating this building and finding an appropriate use is essential for reducing the negative impact vacancy can generate, but also in generating activation for the proposed public realm space at Market Square (Project 3).

Enriching the evening economy is a key objective due to its prominent location in the town.

Recommendations

- Suitable land use comprises retail, hospitality or community uses to the ground floor and residential or office space to the upper floor.
- Ensuring an appropriate architectural response to mitigate any potential negative impact on the Protected Structure or its setting.
- Retention of high quality architectural features to convey sense of place.
- Providing a more direct access route from the entrance to connect to potential spill out space which makes full use of the proposed public realm.

Cappoquin Regeneration Project, Co Waterford

Cappoquin Regeneration Company Ltd was established by Cappoquin Community Development Company in 2019. The sole aim of this Company is to address the issues of vacancy / dereliction / underuse of properties in Cappoquin Town.

The Cappoquin Regeneration Company Mission Statement is:

"We envision working with and on behalf of the local community in reinvigorating and regenerating the town of Cappoquin by purchasing and refurbishing underused / vacant / derelict properties, bringing them back into active use as residential / commercial entities, improving the public realm and thus making Cappoquin an attractive place for families and individuals to live in, work in and enjoy its natural amenities and its activities and also an attractive place to visit, by collaborating with stakeholders such as relevant Government Departments, Waterford City and County Council, Waterford Leader Partnership and the Tomar Trust".

Funding of over €5 million is being provided to convert three derelict town centre buildings including a former Hotel, Pub and Department Store into a suitable mix of modern, energy efficient residential accommodation.

The Cappoquin Regeneration Project will also the development of 'over the shop' living accommodation in the town centre as well as the renovation of three historic town houses on the main street. The focus of the investment is in combating vacancy and dereliction by regenerating iconic town centre buildings.

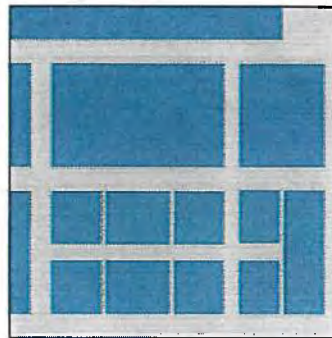


Refurbished residential accommodation in Cappoquin

General Principles for New Development

Historic Fabric

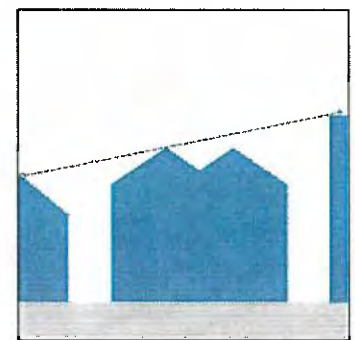
- The survival of historic fabric and form is key to retaining sense of place within the Blessington ACA and its setting. The existing fabric should be adapted to develop proposals for change.
- New development should be high quality, reflect its context, incorporate appropriate architectural detailing and mirror rooflines.
- A finer grained pattern of development should be reflected within new development located in proximity to older properties.



Historic Fabric

Scale and Massing

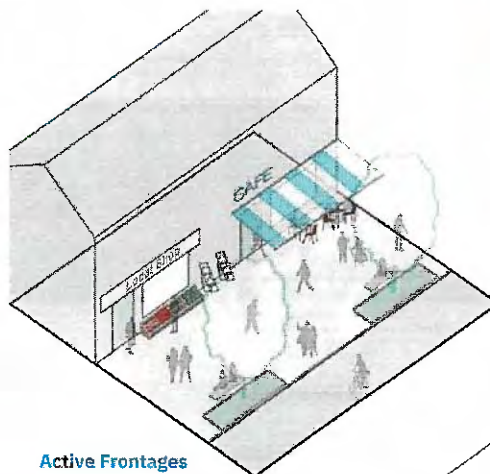
- New development should connect with the surrounding neighbourhood by respecting and maintaining building lines and heights, established plot sizes, rhythm and setting.
- Development layouts and heights should promote positive skyline landmarks such as St. Mary's Church and the Wicklow / Kildare landscape to the north west.



Scale and Massing

Active Frontages

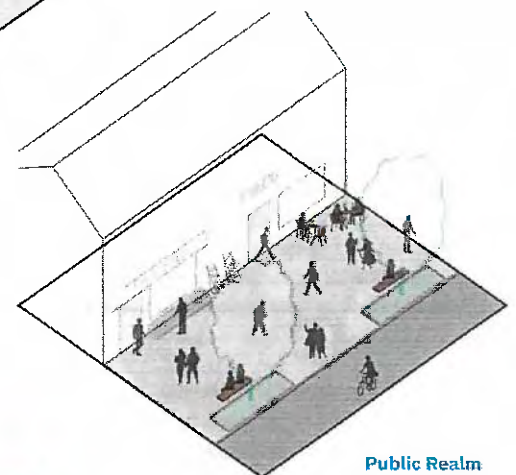
- The facades of building, in particular those that face onto the public realm will help to define the streetscape. Buildings should be of high quality and present an active frontage.



Active Frontages

Public Realm

- The design of public realm space should include multi-functional uses (markets, events, gathering, café culture) encouraging pedestrian participation, and inviting activity.
- Promoting an evening economy and encouraging a population around these spaces will extend the activity within these spaces and ensure natural surveillance.



Public Realm

Urban Greening

- The introduction of street trees, rain gardens, areas of green space and sustainable drainage is vital to ensuring climate change resilience and ensuring continuance of the wider green and blue network.



Urban Greening

Above: Diagrams representing the general principles for new development

5 Supporting Community Amenity

Project Overview & Objectives

Introduction

Blessington is the fifth most populated town in Wicklow with a current population of 5,611 (2022 census). It is a growing town and a desirable location to live, given the proximity to Dublin, on-the-doorstep amenities and access to the Wicklow landscape.

The quantum and availability of community amenities will need to keep pace with the growing population. There are a myriad of existing community assets within the town which should be enhanced and expanded to ensure there are no deficiencies in community provision.

The proposed E:Greenway has the potential to generate greater footfall which will benefit the town centre economy. Exploring ways to ensure the Greenway has a knock-on impact for community benefit is also essential.

Sustainable energy generation should also be considered, in order to better position the town in terms of minimising its carbon footprint, but also as a source of income generation which has the potential to fund additional town centre opportunities of community benefit.

Projects identified as most aligned to supporting community amenity are featured here and include:

- A Hub for the Greenway
- Proposed Leisure Centre
- My Town App
- Community Energy Plan.

The Blessington & District Forum is a community-based voluntary body comprises 32 members and facilitates all matters in relation to community and societal development. They are key stakeholders in relation to this Project.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Communication and Collaboration

There were a number of relevant community-focused projects identified through the CTCHC Phase 2 including:

- Leisure centre
- My Town App
- Develop a Park Network
- Temporary use of vacant properties.

Recent responses to residents' surveys highlighted the following as key issues for resolution within the TCF Plan:

- A lack of activities and reasons to come into the town. This is particularly noticeable for teenagers and young people, and leads to a perceived high level of anti-social behaviour, particularly around the Dunnes Stores area.
- A strong desire to see the development of new amenities and facilities for young people and, in particular, for a swimming pool.

Public consultation also highlighted the absence of a dedicated facility for the arts. It was suggested that one of the town centre buildings which are currently not in use could be acquired and repurposed into a centre for art exhibitions and music.

The overarching perception of Blessington was one of a town with a vibrant community spirit and significant potential for growth, but there were concerns over the rate at which the population of the town has grown over recent decades without a corresponding expansion of facilities and amenities, particularly for young people.



Discrete entrance to Blessington Library adjacent Dunnes Store on Newtown Square



St Kevin's Community Centre, Main Street

A Hub for the Greenway

Project Brief

Developing a Greenway Hub along the route of the proposed E:Greenway, and close to Blessington Town Centre, will provide ancillary features aligned to the active travel route.

Such a facility would support walking and cycling, providing toilet and washrooms, cycle repair facilities and bike rental services.

Exploring how the Greenway Hub could also provide community benefit is also recommended, looking at integrating the following types of community assets:

- food growing areas
- play facilities
- sheltered picnic spaces, and
- a youth hub.

There are examples within the town of how shared uses can be facilitated to maximise efficiency, such as the Tramway Theatre's location within St Mary's National School.

Providing multiple functions for the Greenway building will streamline the delivery of services within the town, thereby making it more resilient and likely to prosper.



Sketch outlining the potential development of the former HSE building

Barnagh Greenway Hub, Co. Limerick

The Barnagh Greenway Hub is located on a central part of the Limerick Greenway, providing facilities for the local communities and visitors alike.

The Hub offers car parking, bike rental, toilets, a playground, cafe, pottery studio, crazy golf and meeting room facilities.

It is often the focus for events such as 'Bike Week' in September where family-friendly events, bike maintenance classes, music and food are combined to encourage people to enjoy the Greenway.



Cafe, playground and crazy golf at Barnagh Greenway Hub

Recommendations

The public realm space fronting onto Kilbride Road should be welcoming and people-focused with minimal amount of vehicle parking areas. Provision of electric charge points for vehicles is advised, alongside sheltered cycle parking to convey the importance of active travel.

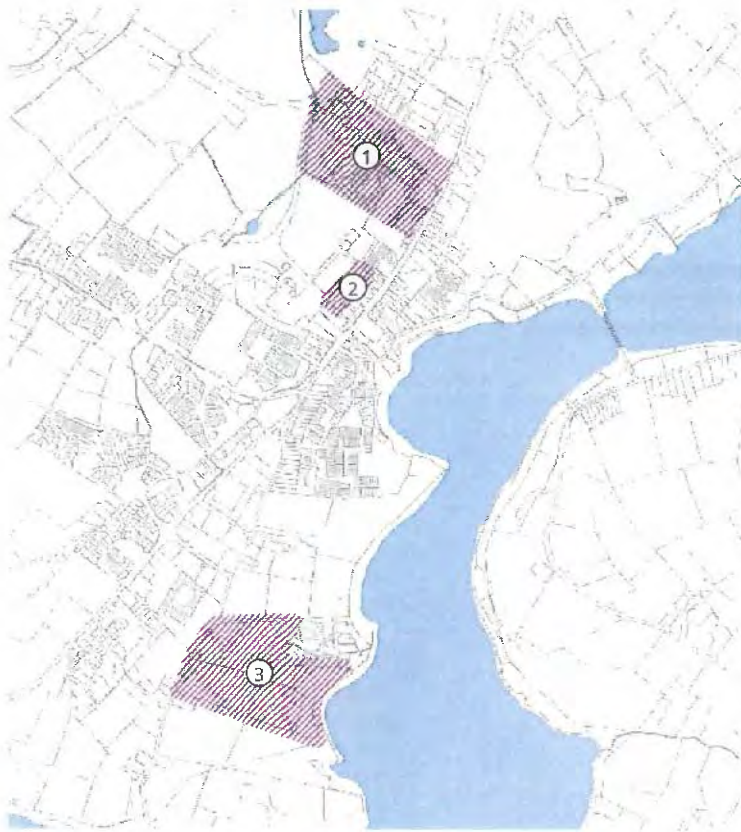
Use of the Hub for a café or commercial services provided within the town centre is not recommended, to encourage interaction with Main Street. However, operational viability may require a commercial function to the Hub.

Managing the area to better support sustainable water management and wildlife would be advantageous.

In addition, photovoltaic panels mounted onto the south facing roof space could be used to generate electricity for the Hub. The potential use of ground sourced heat should also be explored.

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FUNDING	<ul style="list-style-type: none"> • DCRD RRDF • Outdoor Recreation Infrastructure Scheme 			
PROJECT RESPONSIBILITY	Wicklow CC			

Proposed Leisure Centre



Location plan illustrating the potential location for a leisure centre in Blessington

Project Brief

The community desire for a Leisure Centre in the town is longstanding.

There are a number of potential locations for a Leisure Centre:

1. Within a cluster of community facilities on Oak Drive to the north of the town
2. Within the heart of the town centre and
3. Within Burgage lands on an undeveloped area of Wicklow council-owned land.

The benefits of a Leisure Centre along Oak Drive or within the town centre core is the ease of access due to the close proximity of the town centre and the new town park.

Land ownership is a key consideration, however. Land parcels on Oak Drive and in Burgage are to different degrees council owned, whereas the land within the town centre is privately owned.

Additionally, Oak Drive has fragmented ownership and therefore, its development would be subject to a partnership agreement with a private landowner.

Recommendations

The design for a Leisure Centre site should ensure:

- Ease of access to local road networks, bus routes and walking and cycle routes
- Ease of access to complimentary community facilities
- The site is of a sufficient size to provide car and cycle parking
- Active frontages to all facades of development if located within the town centre
- Any existing vegetation is retained to integrate the development into the setting
- Mitigation for any potential loss of vegetation or habitat, and any potential contamination of the water network
- Sustainable designs for the built form and external spaces
- Sustainable energy use and generation.

Nenagh Leisure Centre, Co. Tipperary

In 2015, the refurbished Nenagh Leisure Centre and adjoining town park was opened to the public.

The facilities are located on the outskirts of Nenagh, but within walking distance of the town centre. The Leisure Centre offers state of the art swimming and gym facilities with whole-family and accessible leisure opportunities.

The leisure centre is located on an 'island' site, surrounded by the River Nenagh and an overflow channel adjacent the Dublin rail line with several bridge links to the remainder of the town.

The project involved the reorientation of the original 1960s building to front onto the new town park to the east and the internal segregation of swimming and gym facilities. The new aerobics suite and extended gym now overlook the park.

The Leisure Centre is a Near Zero Energy Building (NZEB) due to a biomass boiler which provides 96% of its heating and 180 photovoltaic (PV) roof panels which source approximately 10% of its electricity needs.



Nenagh leisure centre and town park

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FUNDING	<ul style="list-style-type: none"> • Local Government • DRCF RRDF • Sport Ireland • Ireland Active
PROJECT RESPONSIBILITY	Wicklow CC

Community Energy Plan

Project Overview

Renewable electricity is a central element of the government's action on climate disruption, ensuring that ambitious climate targets are met. The Renewable Energy Support Scheme (RESS) lays the foundations of a thriving and cost effective renewable electricity market that supports the growth of the green economy, creates sustainable work opportunities, and ultimately benefits the consumer as the renewables become more and more cost effective.

Renewable energy is energy derived from natural resources that are replenished as a higher rate than they are consumed. Renewable energy projects can be delivered at a range of scales and, in Blessington, may comprise:

Domestic scale:

- Solar or Photovoltaic (PV) panels mounted onto roof surface
- Ground source heat pump
- Air source heat pump
- Biomass.

Strategic scale:

- Solar or Photovoltaic (PV) farms
- Wind farms
- District heating scheme.



St Joseph's Hall, Main Street



Blessington Boxing Club, Main Street

Funding opportunities

The Community Centre Investment Fund announced in December 2022 is a funding stream dedicated to enhancing existing Community Centre, Parish Halls, Scouts Clubs, Youth Hubs, Family Resource Centres and Sport Complexes across Ireland.

Retrofitting energy upgrades to heating systems and installation of electric vehicle charging points are examples of the type of work supported by the grant.

Claremorris & Western District Energy Co-operative Society, Claremorris, Co. Mayo

The town of Claremorris is fast becoming the green hub for the West of Ireland. In 2015, local residents began promoting greater usage of renewable energy across the region through the creation of the Claremorris and Western District Energy Co-Operative Society.

The Co-op embarked on the development of an 'anaerobic digester' to demonstrate how waste products could generate energy.

The digester was put on display at agricultural fairs and schools across the region.

This initiative was followed by a new district heating system for the town and its environs based on renewable energy sources. The project enabled heating to be supplied to premises and buildings in Claremorris from a centralised source. The Co-op have also developed a solar farm on an old landfill site near the town and have planning permission for a second site.



Dale Farm, example of Community Solar Farm

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FUNDING	<ul style="list-style-type: none"> • LEADER • DRCD Community Centre Investment Fund • Sustainable Energy Authority of Ireland 			
PROJECT RESPONSIBILITY	Wicklow CC, Town Team			

My Town App

Project Overview

Due to the range and spread of community assets across Blessington, it may be difficult for those new to the area to understand what facilities are available and who to contact to make use of them. Making access easier will increase the capacity of community buildings to generate revenue, which could be reinvested into building improvements.

Blessington is a multicultural community, with the highest proportion of non-nationals in Wicklow (at 13.6%). Polish, French and Spanish are the most widely spoken foreign languages in Wicklow. Recreation and sport are activities which can often break down language barriers and generate a sense of community cohesion.

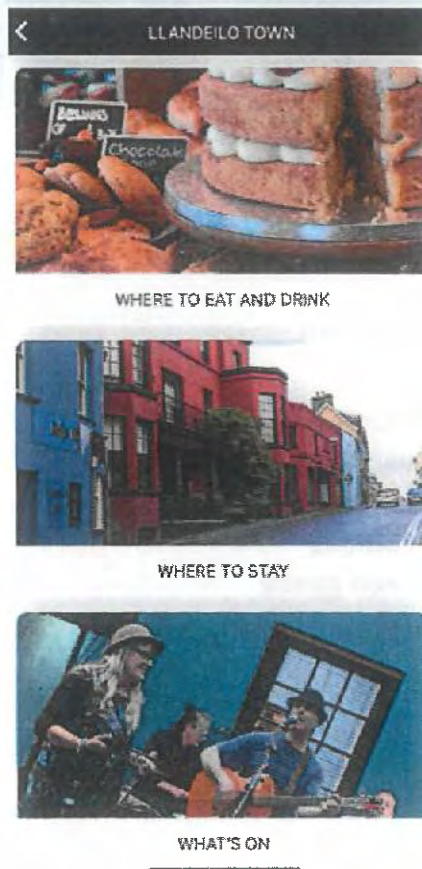
A digital app platform which provides real time information would provide a one-stop shop, and could comprise:

- Library opening hours and facilities
- Theatre opening hours and showings
- The range of activities offered by community centres across the town
- The range of activities offered by privately owned sports clubs
- Booking details, and
- Children's party booking information.

Additional information on businesses could be added, but within a separate directory.

My Town Apps, Various

The MyTownApp.uk is a digital community tool which provides information on local services that we require on a day-to-day basis, local directories including local government departments, medical centres, pharmacies and schools, and information on what's on in your local community.



Extract from Dyma Llandeilo App

Llandeilo Town Council have used the platform to create their own Town App aiming to help local businesses, local residents, and visitors alike by providing a huge amount of information about the town, various community organisations and local businesses. This information is combined in the My Town App to create a single point of reference for the local community.



Llandeilo Town

These apps will provide visitors with a wealth of knowledge about the town, but also localised insights as it is driven by the community. It becomes a pocket guide that can be linked to additional events, destinations, active routes and much more.

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FUNDING	<ul style="list-style-type: none"> • Enterprise Ireland • Wicklow Co Co Community Awards Scheme
PROJECT RESPONSIBILITY	Town Team

6 Town Centre Green Space Network

Project Overview & Objectives

Introduction

Green spaces or Green and Blue Infrastructure (GBI) is an essential component of healthy, thriving communities and ecosystems. GBI is typically a term used to describe the network of natural and semi-natural spaces and corridors in a given area. These might include open spaces such as parks and gardens but also allotments, woodlands, fields, hedges, lakes, ponds, playing fields, wetlands, as well as footpaths, cycle routes and watercourses.

Although Blessington is blessed by its picturesque location close to Blessington Lake and the Wicklow Mountains to the east and the Kildare uplands to the west, the town centre environment can feel urban in contrast. Where there are street trees along Main Street, this improves the character to such an extent that it lessens the prominence of vehicles and congestion.

Creation of a stronger Town Centre Green Space Network would better support active lifestyles, improve health and well-being, enhance biodiversity and generate greater climate resilience. Connectivity between green space assets is key to improving access to green space for all.

A Town Centre Green Space Network for Blessington should seek to plan for new urban greening, optimise the performance of existing green space and also improving connectivity to green assets within the wider area.

Integration of the E:Greenway which will connect Blessington Lake with Main Street is an opportunity to retrofit GBI elements, such as rain gardens, street trees and wildflower verges. In this way, GBI becomes a wayfinding tool.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:

Accessibility **Urban Realm** **Community** **Economy** **Natural Environment**

Collaboration and Communication

A focused discussion with the Town Team highlighted the importance of access to green space and local GBI assets such as Glen Ding Wood which incorporates a 3.5km circular walking trail. A new walking trail through Blessington Demesne has recently been introduced, to better connect the BIRR to the wood and deer park

A new public park is also in the process of construction as part of the Sorrel Wood residential development, on an area of land where Downshire House once stood. The park is being designed and constructed by a private developer.

There were a number of potential projects identified through the CTCHC Phase 2 including:

- Enhance existing green spaces and biodiversity
- Develop a park network
- MUGA
- Street trees
- Develop drainage and water strategy.



An existing example of amenity space along Blessington's Main Street. The site supports mature trees and mown grass.

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FUNDING	<ul style="list-style-type: none"> • Wicklow Co Co Community Awards Scheme • LEADER • DRCD RRDF 			
PROJECT RESPONSIBILITY	Wicklow Co Co Town Team			

Recommendations

The Town Centre Green Space Network should seek to enhance the ecosystem services afforded by green space assets and provide for more urban greening.

Existing green spaces, generally

All green space and amenity open space within Blessington is recommended for:

- **audit**, in terms of understanding the existing quantum, function, character and condition of green space and
- **enhancement**, in terms of improving its biodiversity, amenity, recreation and drainage value. Maintenance and management regimes will likely require changes to reflect this.
- **enhancement** in terms of connecting sites, and providing walking routes from residential areas into the town centre.

Existing town centre green spaces

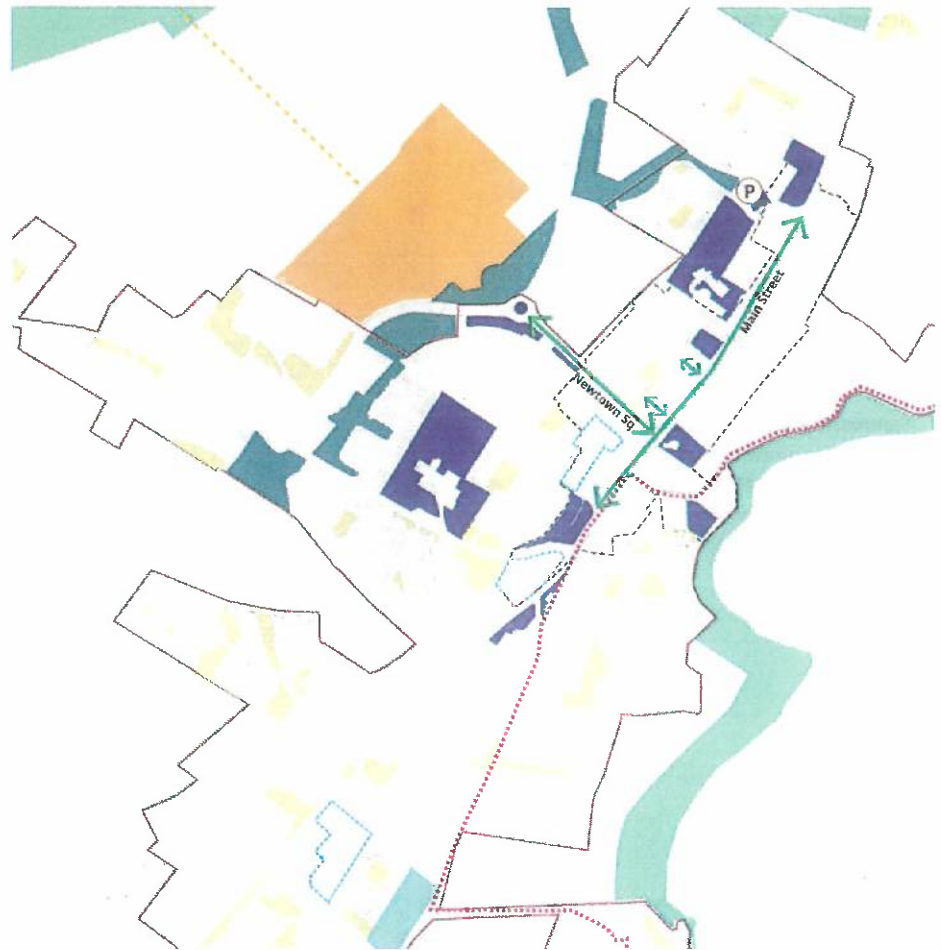
Key sites within the town centre are recommended to be prioritised for improvements. These comprise:

- School grounds
- Church grounds
- Parks and play areas
- Amenity open space and road verges close to key town centre routes.

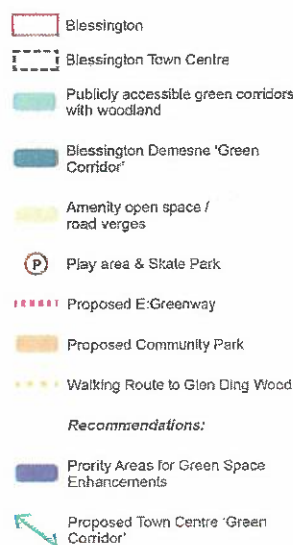
Prioritising these sites will reinforce a 'Green Corridor' for the town centre which will create a more pleasant people-centred experience.

This corridor could comprise:

- Wildflower verges and areas managed to support birds, butterflies and insects
- Passive, sensory spaces with seating
- Spaces with incidental play equipment, to encourage 'play on the way'
- Formal play equipment, such as MUGAs
- Food growing areas to encourage intergenerational socialising
- Tree planting to increase carbon storage and provide shade during summer months
- Swales or rain gardens to support sustainable drainage and make Blessington more resilient to flooding, and
- Sheltered spaces to encourage use of the space with it, natural surveillance.



Potential green corridor for the town centre comprising Priority Areas for Green Space Enhancements



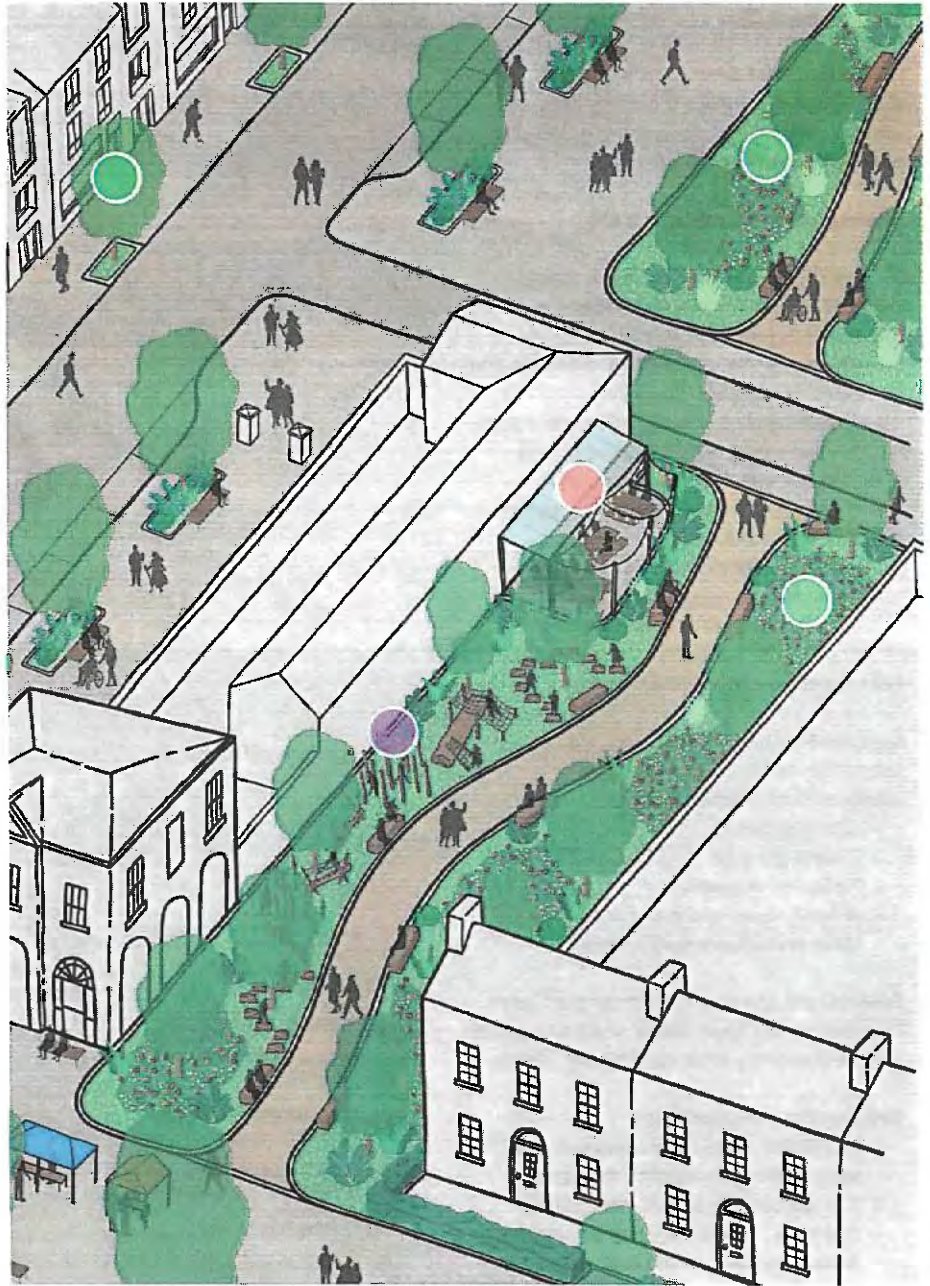
Strengthening the network

Planning for more urban greening, along key town centre routes - such as street trees, rain gardens, green roofs and wildflower areas - will create a more robust Green infrastructure network which enables habitat corridors and accentuates walking and cycling routes.

Green infrastructure is of particular importance with a view to better connecting the proposed E:Greenway to the retail heart of Blessington.

Planning for more town centre green spaces, such as the proposed concept for a linear park connecting Market Square to Dunnes (further information in Projects 3 and 4), will further strengthen and add value to the network.

- Proposed street trees to increase the quantum and variety in the town centre
- Corridors of planting and wildflower seeding for wildlife and sustainable water management
- 'On the way' play features to provide community amenity
- Sheltered and seating spaces for community amenity



Indicative plan outlining the creation of a linear park, better connecting the historic Market Square with the Town Centre development area to the rear.

Clanbrassil Street and St Nicholas Quarter, Dundalk

Infusing urban environments with green spaces is vital to ensuring natural habitats are well connected and that our towns and cities are climate resilient.

Clanbrassil Street was once located on the main vehicular route between Dublin and Belfast and was a hard, engineered space designed for large vehicles. The multi-disciplinary team sought to enhance the public realm without compromising the functionality of the street space.

This project demonstrates how good placemaking can transform a hollowed out town centre into a living, breathing, sustainable public domain, promoting the health and well being of the local community.

"The completed scheme has transformed the main spine of the town, as well as making it more attractive for investment, and increasing visitors to the town". Joan Martin, Chief Executive of Louth County Council

The pocket parks and green spaces can be used by pedestrians as mental refreshers on their daily trips around the city.



Connected urban green spaces in Dundalk



Urban shading provided by increased tree canopy in Dundalk

Don't Mow, Let it Grow, Causeway Coast and Glens Borough Council area

Don't Mow, Let it Grow is a project which hopes to make small changes in the management of selected public grassland sites to offer greater biodiversity benefits and increased biodiversity connectivity.

This is a three year partnership project between Causeway Coast and Glens Borough Council (CCGBC), Transport NI and the Northern Ireland Environment Agency (NIEA) which has been funded by Heritage Lottery Fund (HLF) and Landfill Communities Fund (LCF).

The project focuses on the conservation of semi-natural grassland, specifically the management of road verges and amenity grasslands and the development of an online practical management toolkit to ensure long-term establishment.

There are now 19 trial DfI Roads verges and 17 trial amenity sites spread across the Borough, equating to over 11Ha of Council land now being managed as meadow for the benefit of the local community and visitors, as well as native wildflowers and pollinators. Traditional meadow management includes cutting once a year and where possible removing the cuttings. This has considerably reduced maintenance regimes.



Example of a Don't Mow Let it Grow verge with signage



Don't Mow Let it Grow roundabout in Ennis, Co. Clare

7 Supporting Local Business

Project Overview & Objectives

Introduction

The 2016 census indicates that 61.5% of Blessington's population is 'in work'. 1,212 travel into Dublin and its suburbs for work whilst the employment offer in the town is predominantly related to the commercial and trade sector with professional services featuring as the second largest employer.

Blessington's commercial sector largely features its retail service, which it provides to a wide rural catchment. There are a series of convenience shops including Dunnes Stores, Kenny's SuperValu and Aldi. Comparison stores are offered across main street and the Dunnes Store retail unit.

Importantly, 81% of businesses within the town centre are independent and 9% are start-ups. Whilst the quantum of vacant units within the town centre is low, ensuring Blessington's businesses continue to thrive is a key objective of the Town Centre First Plan.

Businesses could be supported through the following identified opportunities:

- Digital improvements to the town centre, such as provision of town centre WiFi
- Reducing congestion and parking mismanagement in the town
- Creation of flexibly designed pedestrian priority public realm spaces to increase footfall and provide external spaces for business use
- Providing trading spaces for local food and craft markets.

Such improvements will attract further independent retail businesses, alongside active provision for business start-up support, reduced business rates and use of vacant properties on a temporary basis.



Installing Town Centre WiFi alongside introducing SMART public realm features will encourage greater participation and use of the town centre.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Urban Realm



Community



Economy

Collaboration and Communication

There were a number of potential projects identified through the CTCHC Phase 2 including:

- Promoting evening activities
- Local food and craft markets and trading
- Encourage and attract independent retail
- Temporary use of vacant properties
- Town WiFi.

Residents' surveys indicated that there was a lack of activities and reasons to come into Blessington. There was also a notable desire to expand the retail and service offering in the town. In particular, there is a desire for an additional bank and a wider variety of restaurants.

For businesses, a lack of parking spaces was cited as the biggest issue in Blessington, followed closely by a lack of shops and services and the prevalence of traffic. A lack of banking facilities was also cited as an issue for some respondents. High rates, anti-social behaviour and a lack of accommodation for tourists visiting the town were also cited as issues.

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FUNDING	<ul style="list-style-type: none"> • WiFi4EU Funding • RRDF • Town and Village Renewal Scheme 			
PROJECT RESPONSIBILITY	Wicklow CC			



Creation of public realm spaces which future proof for market trading and events

Flexibly designed Public Realm

Proposed areas of public realm should include provision for future proofing the town, for the purposes of:

- Event planning
- Providing greater external spaces for businesses
- Market trading
- Increased use by a growing community.

The provision of a sheltered space, whether temporary or permanent, will facilitate year round usage. Installing electrical pop-ups within these spaces will provide a much needed power supply for future events. Town WiFi and undergrounding of electrical wires are also key contributors to this project.

Spaces should also provide fixed seating for general community use.



Public realm space in Clifden, Co Galway which supports fixed seating areas, spill out space for businesses and spaces for other flexible uses.

WiFi4EU Funding Stream

The Irish government has shown its continuous support for WiFi4EU, an European Commission initiative which promotes free access to Wi-Fi connectivity for citizens in public spaces throughout Europe.

The Department of Rural and Community Development (DRCD) provides match funding, thereby doubling the value of the EUR 15,000 voucher granted to Irish WiFi4EU beneficiaries.

The matching funding has allowed county councils to install a larger number of hotspots and broaden the project's impact in terms of connectivity and opportunities for the population.

According to the Broadband Officer of Offaly County Council, "connectivity is key in this era of digitalisation and the introduction of [WiFi4EU] will strengthen Offaly's reputation as a forward thinking and digitally inclusive urban and rural landscape, which strongly promotes access to on-line services and information across the County".

The WiFi4EU voucher provides a fixed amount of funding of EUR 15,000 per municipality. Municipalities receiving vouchers will select the 'centres of public life' where the WiFi4EU hotspots (wireless access points) will be installed. The WiFi4EU vouchers may also be used to partially fund a project of higher value.

The voucher may serve to purchase new equipment or upgrade old material and replace it with most recent and best available equipment on the market. The beneficiaries will be selected on a first-come, first-served basis, while ensuring that all Member States can benefit from a minimum amount of vouchers.

8 Improving the Accommodation offer

Project Overview & Objectives

The absence of accommodation in Blessington is a pronounced issue for the local community. The town's existing tourism potential - due to its proximity to the Wicklow Mountains National Park - is being overlooked for this reason. With the anticipated future extension of the Greenway, due consideration needs to be given for providing a range of town centre accommodation.

Objectives

This Project would achieve the following objectives of the Blessington TCF Plan:



Accessibility **Urban Realm** **Economy**

Additional visitor accommodation could be introduced in Blessington via a number of methods:

- new hotel development within the town, prioritising use of existing vacant units, or vacant land
- the development of a campsite and allocated RV parking with hook-ups, close to Blessington Lake. This would address demand and provide visitors with an affordable and convenient place to stay while exploring the area.
- the development of glamping areas to cater for holiday lets, close to Blessington Lake
- town centre first floor holiday lets.

Private investment will likely be required to create new accommodation. Viability for such enterprises will increase once the full potential of the E:Greenway is realised.

Collaboration and Communication

Business owners' surveys highlighted a lack of accommodation for tourists visiting the town.

Feedback during public consultation again highlighted the lack of accommodation for tourists as a major issue for Blessington, particularly given the anticipated 300,000 tourists per annum growth in visitor which is anticipated with the extension of the Blessington Greenway.

COST	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
TIMEFRAME	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
IMPACT	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
FUNDING	<ul style="list-style-type: none"> • Private Developer led
PROJECT RESPONSIBILITY	Wicklow Co Co



The prominently location, and vacant, former Downshire Hotel occupies a prime town centre site with generous backlands.

A Revitalised Downshire Hotel

A Vision

The Downshire Hotel is a landmark town centre building built around 1820 as a house and latterly used as a hotel and art gallery. It is both on the National Inventory of Architectural Heritage and a Protected Structure. It has been empty for some years, but is known to feature 27 bedrooms, a restaurant with capacity for 80 covers, a large function room capacity alongside secure off street parking and extensive lawned gardens.

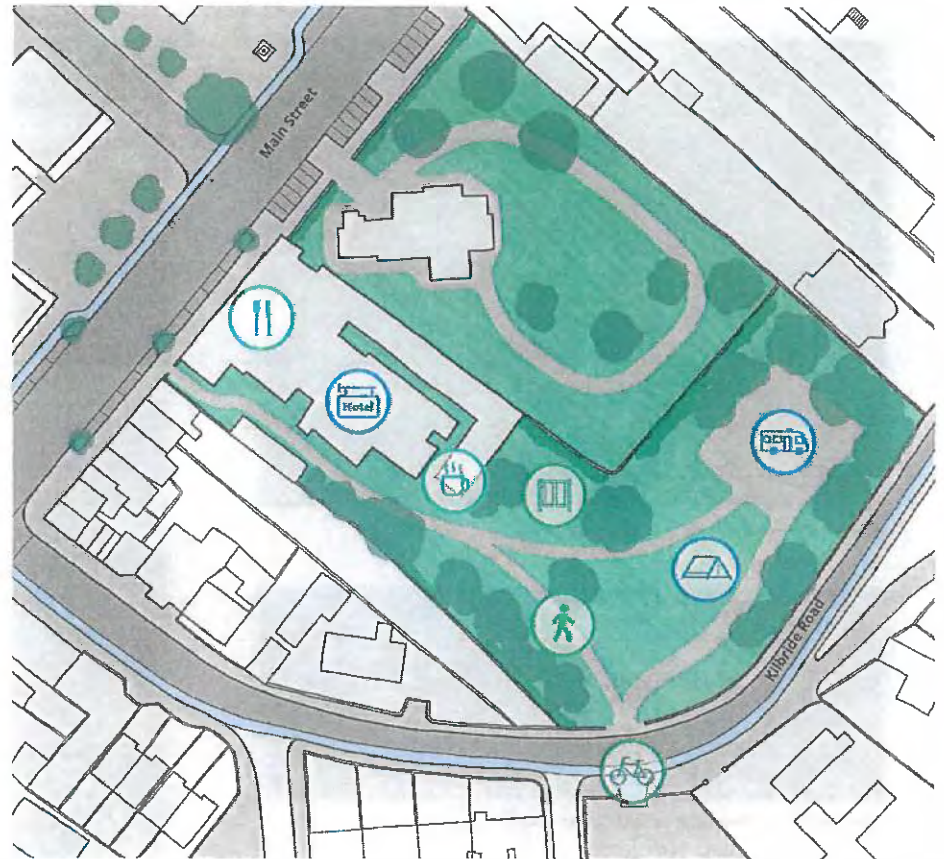
The Downshire is located on a long L-shaped plot and has a double frontage along Main Street to the front and Kilbride Road to the rear, which is the proposed route for the proposed E:Greenway.

Due to the existing infrastructure in place, and the extensive grounds to the rear, it is feasible for the site to diversity its existing formal hotel offer into a multi-user accommodation site, also facilitating RV parking, camping and/or glamping.









The site has enormous potential to better connect the town centre with the E:Greenway and Blessington Lake beyond. Safe public access routes could be provided along the south western boundary of the property and through the grounds connecting to Kilbride Road. Such connections are pivotal to ensure footfall from the Greenway into the town.

Recommendations

- Suitable land use comprises hospitality and accommodation, with agreed public access to certain areas.
- Ensuring an appropriate architectural response to mitigate any potential negative impact on the Protected Structure or its setting.
- Retention of high quality architectural features to convey sense of place.
- Providing a more direct access route which connects the E:Greenway and Blessington Lake to Main Street.
- Provision of an active frontage along both Main Street and Kilbride Road.
- Integration of Green Infrastructure to ensure the site acts as a green corridor between Blessington Lake and the town centre.



Indicative plan outlining the potential multi-user accommodation potential of the former Downshire Hotel site.

-  RV parking area
-  Camping area
-  Hotel
-  Play area
-  Green walking routes
-  Blessington e-greenway
-  Cafe
-  Restaurant



Aerial view of Blarney Caravan and Camping Park



Caravan pitches at Blarney Caravan and Camping Park

Blarney Caravan and Camping Park, Cobh, Cork

The Blarney Caravan and Camping Park is located eight kilometres from Cork city and three from Blarney village. It is surrounded by green space and facilities such as the 18 hole pitch and putt. It is conveniently located close to local amenities (with a regular bus service from Cork City to Blarney Village) but it's secluded and peaceful enough to feel that you're in the middle of the countryside.

The Park offers hard standing and grass caravan and motorhome pitches including 2 dedicated disabled access pitches, and a separate camping area.

There are a number of destinations close to the site including Blarney Castle and Gardens and Ballyhass Aqua Park. The site is also the perfect base for those looking to explore the Southwest Coast of Ireland, including The Wild Atlantic Way and Ireland's Ancient East.



The communal Lodge at Lough Mardal nestled into the landscape



The Skydome yurts at Lough Mardal surrounded by natural bogland

Lough Mardal Lodge, Donegal

Perfectly located for outdoor adventure in Ireland's north west, Lough Mardal Lodge offers a sustainable glamping and eco lodge accommodation adjacent the stunning Lough Mardal near Donegal. It is located on the Wild Atlantic Way, 15 minutes from two beautiful beaches, remote and tranquil yet accessible.

The lodge is the central communal building and has been constructed from sustainable materials including locally sourced roundwood timber, straw bales, lime and cob with a green roof. The overall effect is a building embedded within the sensitive landscape.

A number of luxury skydome yurts and a shepherd's hut compliment the accommodation offer, all focused on the surrounding landscape offering wonderful views of the surrounding bogland, lake mountains and forestry.

Delivery Plan

Delivery Plan

Introduction

Implementing the Blessington Town Centre First Plan is an evolving and discursive process which will continue long after the TCF Plan is adopted. It is intended to be a flexible and adaptive document, to be reviewed regularly against up-to-date insights into funding opportunities, landowner opportunities and the demands of the market. Ensuring the plan continues to align with the hopes and aspirations of the community in Blessington is vital and this will be overseen by the Blessington Town Team.

The Delivery Plan is organised into the following sections:

- Governance
- Funding Mechanisms
- Planning Appraisal.

Governance

As set out in the Town Centre First policy, the delivery of projects will be carried out by the Town Team in collaboration with the Local Authority and others as required. The following roles and relationships are key in the implementation of the TCF Plan:

Town Regeneration Officer (WCC)

The presence of a dedicated WCC Town Regeneration Officer focused on Blessington will strengthen the relationship the town and its community has with the local authority. This will lead to stronger collaboration on the projects and decisions necessary to rejuvenate the town.

Blessington Town Team

The Town Team will have a continuous role in co-ordinating and overseeing delivery of projects, communicating with stakeholders and reviewing the TCF plan over time so that they retain ownership of the TCF process.

The Town Regeneration Officer will support the ongoing work of Town Teams, ensuring development and delivery on the TCF Plan alongside the Town champion.

Creating a Town Team Action Plan

It is recommended that the Town Team sets out an Action Plan for how the TCF Plan should ideally be implemented, looking at:

- Evaluation of the plan as a strategic whole ideally on an annual basis in order to understand which opportunities form the focus for each particular year.
- The creation of Working Groups looking at specific opportunities within the TCF Plan. Membership of Working Groups should be aligned with the diverse sectors, backgrounds and experience each team member can offer the particular project in question.
- The appropriate mechanisms for disseminating information into the wider community, such as through the creation of a website, using social media platforms, sharing meeting minutes.
- Setting a timeframe for the monitoring of the vision, objectives and priority opportunities within the TCF Plan, in conjunction with the Town Regeneration Officer.
- On-going monitoring funding streams and relevance to the plan.

Phasing

The progression of the projects within the TCF Plan will require due consideration of phasing, in relation to:

- What projects are considered enabling works (for example, transport improvements, and undergrounding of electrical wires)
- understanding the processes within and between projects (for example, a UDF would be developed as a pre-cursor to any public realm development).

Phasing of development should also consider the timeframe for funding opportunities, in order to maximise the effectiveness of the TCF Plan.

Funding Mechanisms

An overview of current funding opportunities that projects promoted through the TCF process may be eligible for are set out below.

Rural Regeneration and Development Fund (RRDF)

The RRDF is a funding programme that is investing €1 billion in rural Ireland up to 2027.

This fund is aimed at:

- Supporting job creation in rural areas
- Addressing de-population of rural communities
- Supporting improvements in towns and villages.

RRDF funding is available for towns and villages with a population of less than 10,000 and is awarded through a competitive bid process, proposals are invited from Local Authorities and other locally/regionally based organisations such as Local Development Companies.

Croí Cónaithe (CC)

A grant of up to a maximum of €50,000 (inclusive of VAT) for:

- the refurbishment of vacant properties for occupation as a principal private residence, and
- for properties which will be made available for rent.

This includes the conversion of properties which have not been used previously for residential landuse, subject to acquiring appropriate planning consents.

A maximum top-up grant amount of up to €20,000 is available where the property is confirmed by the applicant to be derelict (i.e. structurally unsound and dangerous) or if the property is already on the local authority's Derelict Sites Register.

Town and Village Renewal Scheme (TVRS)

The scheme is targeted at two categories:

- Category 1: Towns and villages up to 5,000 people.
- Category 2: Town with a population of 5,001 to 10,000 people (suited to Blessington.)

A key measure is supporting Our Rural Futures and Town Centre First Policy. The 2023 TVRS is designed to support the revitalisation of rural Ireland through a renewed focus on town centre economic and social recovery and regeneration. This will be achieved through projects focusing on town centre regeneration, enhancing our streetscapes and bringing vacant and derelict buildings back into use as community multi-purpose spaces through refurbishment and renovation.

This scheme is a competitive process with local authorities invited to submit application forms to the Department of Rural and Community Development (DRCD). There are two types of applications Local Authorities:

- Building Acquisition Measure
- Main TVRS Measure.

LEADER Community Led Local Development (CCLD)

The LEADER Initiative was established by the European Commission in 1991. It was designed to aid the development of sustainable rural communities following the reforms of the Common Agricultural Policy. LEADER promotes a 'bottom-up' approach to rural development, with the implementation of business plans and decisions on funding being made at a national level on projects.

The LEADER programme is administered at a local level by 29 local action groups. Sligo Local Community Development Committee (LCDC) is the Local Action Group for delivery of the LEADER programme in Sligo.

The LEADER Programme accepts applications based on projects which improve:

- Rural Tourism
- Enterprise development
- Broadband.

Outdoor Recreation Infrastructure Scheme (ORIS)

This scheme provides funding for the development of new outdoor recreational infrastructure. It also provides support for the necessary repair, maintenance, enhancement or promotion of existing outdoor recreational infrastructure in rural areas across Ireland. It provides funding for: development, extensions and repair of trails, walkways, cycleways and blueways improved access to outdoor leisure or recreational facilities development of outdoor recreational infrastructure.

Other funding opportunities

The following list outlines other grant schemes which have the potential to support the regeneration of Blessington:

- Creative Ireland Grant Scheme (CIGS)
- Heritage Council Community Heritage Fund (HCCHF)
- Dept. of Housing, Local Government and Heritage Community Monuments Fund (CMF)
- Dept. of Department of Rural and Community Development Community Centre Investment Fund (CCIF)
- SEAI Community and Business Grants (SEAI)
- Local Authority Community Grants
- Fáilte Ireland Small Grants Scheme (FÁILTE IRE)
- NTA Active Travel Grants Programme (NTA)
- European Regional Development Fund (ERDF)
- Historic Towns Initiative (HTI)
- Fáilte Ireland 'Destination Towns' Initiative (DT)
- Sustainable Mobility Investment Programme (SMIP)
- Historic Structures Fund (HSF)
- Built Heritage Capital Grant (BHCG)
- Funding under the Strategy for the Future Development of National and Regional Greenways (SFDNRG).

Planning Appraisal

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
Opportunity 1: Strategic Transport Assessment				
Strategic Transport Assessment	Possible measures to emerge from the assessment include pedestrian facilities such as additional seating and crossing points in the short and medium term. In the long term, there may be pedestrianisation of Market Square and other public realm improvements as well as the addition of bicycle parking and segregated cycle facilities. There will be new bus stops with an increase in bus frequency in the longer term. In the medium term, there is an aim of reallocating on street parking to the existing multi-storey car park. Electric vehicle charging points and time-based parking could be introduced within 3 years. In the short term, there is an aim of completing the Inner Relief Road. It may also include the introduction of traffic calming measures within the town and a reduction of the speed limit to 30km/hr.	<p>NPF: NPO 4, NPO 6, NPO 27</p> <p>RSES: RPO 7.42, RPO 7.7, RPO 8.1, RPO 8.2, RPO 8.3, RPO 9.10</p> <p>WCDP: CPO 12.1, CPO 12.2, CPO 12.3, CPO 12.6, CPO 12.7, CPO 12.11, CPO 12.12, CPO 12.13, CPO 12.14, CPO 12.17, CPO 12.18, CPO 12.21, CPO 12.44</p>	The Strategic Transport Assessment and emerging projects actively enhance active travel and public transport thereby encouraging a modal shift and reducing private car travel and the associated emissions. The reallocation of on-street parking will lead to an improved streetscape that creates an attractive and liveable town that promotes a high-quality of life.	<p>Accessibility: This project can actively enhance the mobility and connectivity of the town through various measures including new pedestrian crossing points and cycles lanes.</p> <p>Urban Realm: The reallocation of on-street parking along with the public realm enhancements such as additional seating will lead to a greater sense of place and vibrancy within the town centre.</p> <p>Community: The project can contribute to the creation of an attractive town centre that is an active and people focused place fostering a vibrant and inclusive community.</p> <p>Economy: Improved mobility can support the sustainable economic growth of the town by attracting new businesses and increasing pedestrian footfall.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
Opportunity 1: Strategic Transport Assessment				
Strategic Transport Assessment	Possible measures to emerge from the assessment include pedestrian facilities such as additional seating and crossing points in the short and medium term. In the long term, there may be pedestrianisation of Market Square and other public realm improvements as well as the addition of bicycle parking and segregated cycle facilities. There will be new bus stops with an increase in bus frequency in the longer term. In the medium term, there is an aim of reallocating on street parking to the existing multi-storey car park. Electric vehicle charging points and time-based parking could be introduced within 3 years. In the short term, there is an aim of completing the Inner Relief Road. It may also include the introduction of traffic calming measures within the town and a reduction of the speed limit to 30km/hr.	<p>NPF: NPO 4, NPO 6, NPO 27</p> <p>RSES: RPO 7.42, RPO 7.7, RPO 8.1, RPO 8.2, RPO 8.3, RPO 9.10</p> <p>WCDP: CPO 12.1, CPO 12.2, CPO 12.3, CPO 12.6, CPO 12.7, CPO 12.11, CPO 12.12, CPO 12.13, CPO 12.14, CPO 12.17, CPO 12.18, CPO 12.21, CPO 12.44</p>	The Strategic Transport Assessment and emerging projects actively enhance active travel and public transport thereby encouraging a modal shift and reducing private car travel and the associated emissions. The reallocation of on-street parking will lead to an improved streetscape that creates an attractive and liveable town that promotes a high-quality of life.	<p>Accessibility: This project can actively enhance the mobility and connectivity of the town through various measures including new pedestrian crossing points and cycles lanes.</p> <p>Urban Realm: The reallocation of on-street parking along with the public realm enhancements such as additional seating will lead to a greater sense of place and vibrancy within the town centre.</p> <p>Community: The project can contribute to the creation of an attractive town centre that is an active and people focused place fostering a vibrant and inclusive community.</p> <p>Economy: Improved mobility can support the sustainable economic growth of the town by attracting new businesses and increasing pedestrian footfall.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
Opportunity 2: Urban Design Framework Study				
Urban Design Framework	<p>The UDF should establish clear typologies for the design of streets and spaces based on a hierarchy. For Blessington, this may include:</p> <ul style="list-style-type: none"> • Main Street, as the key town centre route and focus of retail activity in the town. • Newtown Square, as a secondary route connecting to the Town Centre Development. • The Lanes, a potential new typology reflecting the desire to provide greater permeability for walkers and wheelers and improve character. 	<p>NPF: NPO 4, NPO 6, NPO 18a</p> <p>RSES: RPO 6.12, RPO 6.13, RPO 6.14</p> <p>WCDP: CPO 5.1, CPO 5.2, CPO 5.4, CPO 5.9, CPO 5.16, 5.21, CPO 5.21, CPO 5.22, CPO 5.23, CPO 10.8, CPO 10.9</p>	<p>An Urban Design Framework will introduce renewed viability and vibrancy to the town centre. By protecting Main Street as the retail core, there will be a focus on reducing vacancy and ensuring adequate footfall where the greatest number of businesses can benefit. In line with policy, the proposed project can enhance permeability and connectivity through the town leading to an attractive and vibrant public realm.</p>	<p>Accessibility: Creating typologies and a hierarchy of streets will improve the permeability and connectivity of the town and lead to a better built environment for pedestrians and cyclists.</p> <p>Urban Realm: Clear typologies to the streets can ease wayfinding and create a vibrant public realm that will support the local economy and create a sense of pride in the town.</p> <p>Community: Streets that encourage a greater level of activity can foster a sense of community and lead to improved community cohesion and contribute towards a sense of place.</p> <p>Economy: Active streets can lead to greater footfall, particularly within the retail core, and in this manner, better support local businesses.</p> <p>Natural Environment: With the emphasis on creating a people-focused place, there is an associated benefit for climate action through emission reduction.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
Opportunity 3: Placemaking Projects				
Market Square Public Realm Enhancements	This project aims to create a high-quality public space in the town centre – including through reallocating space, tree planting, additional lighting and public seating. There is a need to maximise space in the town centre in a way that best supports the local community and businesses.	<p>NPF: NPO 4, NPO 6, NPO 7, NPO 14, NPO 18a, NPO 28</p> <p>RSES: RPO 6.12, RPO 6.13, RPO 9.10, RPO 9.12</p> <p>WCDP: CPO 5.2, CPO 5.7, CPO 5.9, CPO 5.16, CPO 5.19, CPO 5.23</p>	Public realm improvements to Market Square can create a key destination within the town centre. This positively achieves healthy place-making and the development of sustainable communities. It will be important to ensure the principles of universal design form a central concern in any public realm improvements, including those to Market Square.	<p>Accessibility: Public realm improvements in the town centre can encourage cars to slow down and can prioritise the movement of people and cyclists and make the town centre more attractive.</p> <p>Urban Realm: Changes to the streetscape including additional trees and seating can improve the look and feel of Blessington and encourage more people to spend time in the town.</p> <p>Community: Enhancements to the public realm can lead to a greater sense of pride in the town and lead to stronger community cohesion and inclusion.</p> <p>Economy: Creating a more vibrant public realm can support local businesses and the wider economy by encouraging greater footfall around the prominent retail areas of the town.</p> <p>Natural Environment: Additional trees and planting can enhance the natural environment. The introduction of green infrastructure may also aid</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
Shop Frontage Strategy	<p>The Strategy may include improvements through painting shopfronts, upgrading or restoring shopfronts as necessary and decluttering shopfronts including the removal of unnecessary signage and wires. Entrances will be enhanced by planting and installing canopies and street furniture.</p>	<p>NPF: NPO 4, NPO 6, NPO 7, NPO 14, NPO 16, NPO 17</p> <p>RSES: RPO 6.12, RPO 6.13, RPO 6.14</p> <p>WCDP: CPO 5.4, CPO 5.9, CPO 5.19, CPO 5.23, CPO 8.10, CPO 8.16, CPO 8.18, CPO 9.12, CPO 10.19</p>	<p>A Shop Frontage Strategy to improve the visual quality of the shop fronts can actively enhance the quality of the public realm and restore shop fronts to a manner more in line with the original, thereby, protecting and enhancing the architectural heritage of the streetscape.</p>	<p>with surface water drainage and flood relief measures.</p> <p>Urban Realm: The removal of unnecessary signage and clutter from shop fronts can visually improve the quality of the streetscape and the wider urban realm.</p> <p>Community: Converting historic shop fronts can reinforce the unique qualities of the town and provide a sense of place and historic connection.</p> <p>Economy: Restoring shop fronts to align with their historic built form can create a strong sense of identity and place that encourages people to shop local and support local businesses. A historic town centre intentionally brands the town and helps Blessington stand out from competing locations.</p>
Town Branding	<p>The Town Branding Strategy aims to establish consistency across the town's suite of signage with the aim of decluttering, simplifying and conveying something uniquely Blessington. This would aid the town in creating a unique identity and sense of place.</p>	<p>NPF: NPO 4, NPO 6, NPO 7, NPO 15, NPO 17, NPO 21, NPO 28</p> <p>RSES: RPO 6.12, RPO 6.13, RPO 6.14, RPO 6.21, RPO 9.24, RPO 9.27</p>	<p>Town Branding is an effective form of place-making leading to a high-quality urban place while concurrently enhancing the built heritage of the town by ensuring a cohesive and integrated design across the public realm. This aligns with the strong emphasis on place-</p>	<p>Urban Realm: A cohesive approach to town branding can greatly improve the visual amenities of Blessington leading to a greater sense of place.</p> <p>Community: Consistency across town branding and signage can foster a greater sense of community and pride in the town.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
		<p>WCDP: CPO 5.1, CPO 5.2, CPO 5.6, CPO 5.7, CPO 5.8, CPO 5.9, CPO 5.14, CPO 5.21, CPO 8.10, CPO 8.25</p>	<p>making and town centre renewal within the Wicklow County Development Plan.</p>	<p>Economy: Town branding is an important enabler in attracting new businesses to the town. It is also vital for tourism and putting Blessington 'on the map' which will have a long-term positive impact on the local economy.</p>
Opportunity 4: Activating the Town Centre				
<p>Activating the Town Centre – Improving Vacancy and Dereliction</p>	<p>This project provides the opportunity to redevelop and regenerate a number of sites within the town centre to enhance the vibrancy and viability of the town. A number of Opportunity Sites are included and grouped to demonstrate the desire for a cohesive design approach.</p>	<p>NPF: NPO 4, NPO 6, NPO 11, NPO 16, NPO 27, NPO 28</p> <p>RSES: RPO 3.2, ROP 3.3, RPO 6.12, RPO 6.14, RPO 9.14, RPO 9.30</p> <p>WCDP: CPO 4.3, CPO 4.5, CPO 4.9, CPO 5.1, CPO 5.7, CPO 5.8, CPO 5.9, CPO 5.17, CPO 5.18, CPO 8.10, CPO 8.13, CPO 8.14</p>	<p>The regeneration of appropriate sites in Blessington can ensure the creation of an attractive and liveable town. Regeneration of the town centre further recognises the importance of planning for mixed-use development and providing a variety of land uses including residential, retail and employment within walking distance of each other. This has the benefit of promoting active travel and a reduced reliance on private vehicles.</p>	<p>Accessibility: Providing mixed-use development in the town centre can encourage active travel and promote improved connectivity and mobility in the town.</p> <p>Urban Realm: The reuse and regeneration of vacant buildings can improve the public realm and make the town centre a more inviting place where people want to spend time.</p> <p>Community: Addressing vacancy in the town can instil a sense of pride and promote a sense of place among the local community.</p> <p>Economy: Regenerating town centre sites can further activate other economic activities and encourage members of the community to undertake retail activity in Blessington.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
				<p>Natural Environment: The appropriate reuse of existing buildings is a positive approach for the natural environment as it prevents the release of embodied carbon that would occur through demolition.</p>
<p>Opportunity 5: Supporting Community Amenity</p>				
<p>Greenway Hub</p>	<p>A Greenway Hub along the route of the proposed Greenway in close proximity to Blessington Town Centre can provide much needed amenity and recreational uses. The Hub would support those using the Greenway with facilities including toilets and washrooms, bicycle repair and a bicycle rental service. The Hub can also support a wider variety of community uses including play facilities and picnic areas.</p>	<p>NPF: NPO 5, NPO 6, NPO 18a, NPO 22, NPO 27, NPO 28, NPO 58, NPO 60</p> <p>RSES: RPO 6.1, RPO 6.21, RPO 9.14</p> <p>WCDP: CPO 5.1, CPO 5.2, CPO 5.6, CPO 5.7, CPO 5.8, CPO 5.9, CPO 5.12, CPO 9.2, CPO 11.1, CPO 11.3</p>	<p>A Greenway Hub would positively support the sustainable growth of Blessington and the development of the Greenway. A new recreational and community space can renew the vibrancy of the town. The project would further enable Blessington to develop as a key tourist destination by attracting users of the Greenway to the town.</p>	<p>Accessibility: A Greenway Hub in an appropriate location can improve the accessibility of Blessington, particularly for walkers and cyclists.</p> <p>Urban Realm: Improvements to the wider public realm will create a positive impression of the town and encourage visitors to spend time in Blessington.</p> <p>Community: The Hub can serve as a multi-functional space for a variety of community uses that can lead to stronger community cohesion and integration.</p> <p>Economy: By providing a facility for tourists and users of the Greenway, the Hub indirectly supports other local businesses and the economy. It is not recommended to include a café within the Hub to</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
				<p>encourage continued interaction with the town centre.</p> <p>Natural Environment: The Hub provides the opportunity to better manage the area particularly with regard to sustainable water management. The use of photovoltaic panels would also enable an environmentally conscious approach to the project.</p>
Leisure Centre	<p>There is clear recognition of the community desire for a leisure centre. Design recommendations include the need for any future leisure centre to be easily accessible with adequate space for both car and bicycle parking. There should also be an emphasis on sustainable design solutions and the use of renewable energy sources. There is a need to find a suitable site to progress with this project.</p>	<p>NPF: NPO 4, NPO 26, NPO 30</p> <p>RSES: RPO 9.14, RPO 9.15</p> <p>WCDP: CPO 7.1, CPO 11.1, CPO 11.2, CPO 11.3</p>	<p>A leisure centre supports the development of strong community cohesion. The development of easily accessible recreational facilities supports a high quality of life and wellbeing among the community. A leisure centre in Blessington contributes to the creation of an attractive place where people can live, work and play.</p>	<p>Accessibility: A well connected, and easily accessible leisure centre can encourage people to walk and cycle to the facility. Locating community amenities in appropriate, well-connected places improves the overall accessibility and mobility of the town.</p> <p>Urban Realm: High quality design solutions for the development of a leisure centre can improve the wider public realm by ensuring there is active frontages to all facades and new planting associated with the development can better the urban realm while integrating the leisure centre into its setting.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
				<p>Community: A new leisure centre offering various recreational activities can promote community cohesion and integration as well as support wellbeing and a high-quality of life.</p> <p>Economy: A leisure centre can support the local economy by offering a place for the community to partake in recreational activities in the town. This can also have a positive multiplier effect on other businesses.</p>
My Town App	<p>The development of a 'My Town App' for Blessington will create a digital directory of local businesses, services and events. This includes information relating to:</p> <ul style="list-style-type: none"> • Library opening hours. • Theatre opening hours and showings. • The range of activities offered by community centres. • Activities offered by privately owned sports clubs. 	<p>NPF: NPO 4, NPO 14</p> <p>WCDP: CPO 5.1, CPO 5.2, CPO 5.16, CPO 11.1</p>	<p>The development of My Town App promotes the viability and vibrancy of Blessington Town Centre by showcasing the businesses and activities in the town. The App would further promote tourism in the town by enabling people to research various amenities prior to and during their visit.</p>	<p>Community: My Town App can have a positive impact on community wellbeing by providing clear and accurate information about the services and facilities in Blessington. This may have the benefit of members of the community staying in the town for various recreational and retail activities.</p> <p>Economy: With all necessary information in one place, people may be more likely to stay in the town to shop and socialise which can have a positive effect on the local economy.</p>
Community Energy Plan	<p>A Community Energy Plan would assist Blessington in achieving climate targets and would have a long-term</p>	<p>NPF: NPO 4, NPO 6, NPO 17, NPO 28, NPO 53, NPO</p>	<p>The introduction of a Community Energy Plan can positively contribute to the development of</p>	<p>Community: A focus on renewable energy generation can provide a clean, secure and</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
	community and economic benefit as renewables become increasingly cost effective.	55 RSES: RPO 7.35, RPO 7.42, RPO 7.7 WCDP: CPO 9.21, CPO 12.18, CPO 16.01, CPO 16.03, CPO 16.09, CPO 16.15	renewable energy projects. This will support the broader renewable energy targets set at the national level and contribute towards a low carbon economy.	affordable form of energy for Blessington Town. This can have a positive impact on the social and community development of the town. Economy: The development of renewable energy in Blessington will benefit the local economy by providing an affordable and secure form of energy. This will benefit local businesses and the wider community. Natural Environment: Renewable energy can have a positive impact on the natural environment by moving away from a reliance on fossil fuels and the associated emissions. The generation of renewable energy can help Blessington meet its climate change targets and have an overall benefit on the climate.
Opportunity 6: Town Centre Green Space Network				
Green and Blue Infrastructure Strategy	Blessington is located in a picturesque setting in close proximity to the Wicklow Mountains. This project aims to enhance the green infrastructure within the town itself to improve the character and natural environment. The project may include urban greening	NPF: NPO 4, NPO 6, NPO 27, NPO 8 RSES: RPO 3.7, RPO 7.7, RPO 7.23 WCDP: CPO 5.16, CPO 5.18, CPO 5.19, CPO 9.12,	The enhancement of green infrastructure can have a positive impact on Blessington's biodiversity and the wider ecosystem. Additional green spaces and green infrastructure can also assist in achieving climate	Accessibility: The use of natural assets including street trees and flowerbeds can create a gateway at the entry point to the town. This can encourage vehicles to slow down and have a positive impact on the pedestrian experience of

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
	and improving the connectivity between existing green spaces.	CPO 17.1, CPO 17.16, CPO 18.1, CPO 18.2, CPO 18.5	change objectives by having an adaptation and mitigation value.	<p>Blessington's urban environment.</p> <p>Urban Realm: Greening the urban environment including through the introduction of additional trees, rain gardens and wildflower verges can greatly improve the quality of the public realm.</p> <p>Community: Enhancing existing green spaces and providing additional green infrastructure can benefit community wellbeing and quality of life. It may also encourage people to spend more time outdoors, thereby promoting community interaction and cohesion.</p> <p>Economy: The promotion of Green Blessington as part of the Green Space Network can further attract visitors to the town which will have a benefit for local businesses and the economy.</p> <p>Natural Environment: Improving Blessington's green network can have a direct benefit for biodiversity and local ecosystems. It can also positively impact the adaptation and mitigation of climate change.</p>

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
Opportunity 7: Supporting Local Business				
Supporting Local Businesses	There is a need to support the existing businesses in Blessington with the aim of creating a thriving town centre which can attract new businesses and ensure the continued vibrancy and vitality of the town. This can be done through a variety of measures including through the provision of town WiFi, a new parking strategy to reduce congestion and enabling the use of public spaces for food and craft markets.	<p>NPF: NPO 4, NPO 5, NPO 6, NPO 11, NPO 15, NPO 16, NPO 18a, NPO 21, NPO 24</p> <p>RSES: RPO 3.5, RPO 6.1, RPO 6.14, RPO 9.14,</p> <p>WCDP: CPO 5.1, CPO 5.2, CPO 5.5, CPO 5.6, CPO 5.7, CPO 5.10, CPO 5.16, CPO 9.1, CPO 9.2, CPO 9.7, CPO 9.12</p>	Measures to support local businesses can support the continued viability of the town centre. The use of the public realm for events such as markets creates an attractive town centre and further supports local businesses and the wider economy of Blessington.	<p>Urban Realm: The use of the urban environment for various events can successfully activate the public realm and create a more attractive environment where people want to spend time.</p> <p>Community: The aim of attracting new businesses and activating the public realm can promote social development and community cohesion.</p> <p>Economy: The proposed measures can attract further independent businesses to the town, thereby increasing the variety of retail choice in Blessington. This has the added benefit of encouraging people to stay in Blessington for retail activity and supporting the local economy.</p>
Opportunity 8: Improving Accommodation Offer				
Spotlight on Downshire Hotel	There is a recognised need to provide a new accommodation offering in Blessington to support the tourism industry as well as the wider local community. Visitor accommodation could be introduced in a number of ways. The existing infrastructure at the Downshire Hotel makes it an	<p>NPF: NPO 5, NPO 11, NPO 16, NPO 22</p> <p>RSES: RPO 6.1, RPO 6.13, RPO 6.14, RPO 6.21</p> <p>WCDP: CPO 5.1, CPO 5.2, CPO 5.6, CPO 5.7, CPO 5.8,</p>	Revitalising and reusing the existing Downshire Hotel directly supports the development of the tourism sector and have a positive impact on the regeneration and vitality of the town centre.	Accessibility: Visitor accommodation in an appropriate location can improve the accessibility of the town centre by ensuring there is adequate pedestrian and cycle connectivity. This will have a positive impact on the overall pedestrian experience of the town.

Project	Description	Planning Policy Alignment	Compliance with Planning Policy	Compliance with Town Centre First Plan Objectives
	<p>appropriate site for multi-user accommodation site, including RV parking, camping and/or glamping.</p>	<p>CPO 5.9, CPO 5.12, CPO 9.1, CPO 9.12, CPO 11.1, CPO 11.3</p>		<p>Urban Realm: The reuse of the Downshire Hotel as part of a new accommodation offering can improve the public realm by addressing existing vacancy and providing new active frontage within the town.</p> <p>Community: A new accommodation offering can provide a space for community and private events. This will have a positive impact on community cohesion as there can be a central place for community groups to gather.</p> <p>Economy: It is well recognised that Blessington is in need of a hotel or other accommodation offering such as a campsite in order to support the tourism sector. This is particularly important in the context of the Greenway. Accommodation within the town can have a multiplier effect on the other businesses in the town and support the local economy.</p>



Appendices



Appendices

Appendix A Collaborative Town Centre Health Check Phase 1

Appendix B Collaborative Town Centre Health Check Phase 2

Appendix C Planning Policy information - Wicklow County Development Plan

Blessington

Town Centre First Plan



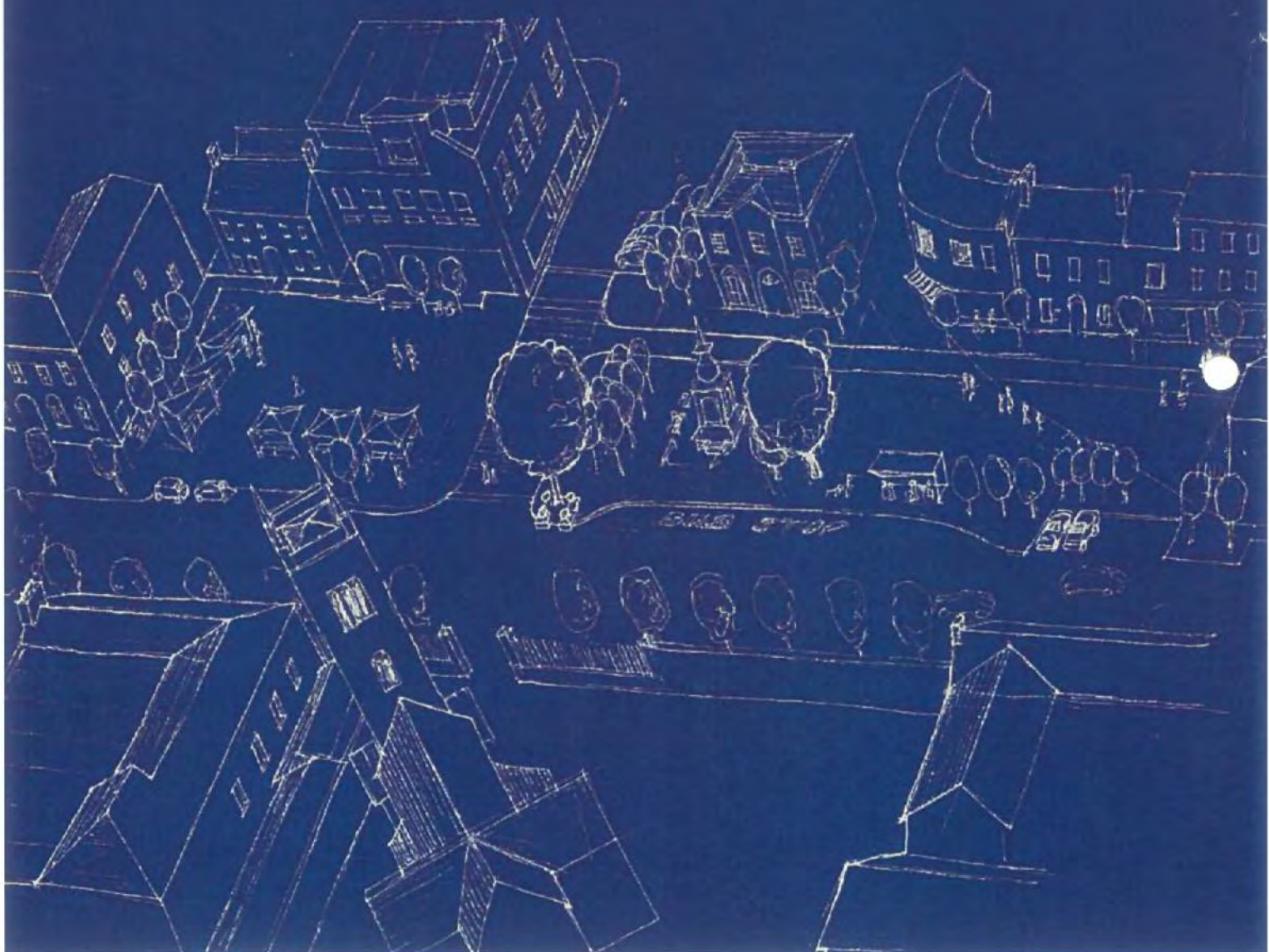
TOBIN
CONSULTING ENGINEERS



BLESSINGTON Town Health Check

2020

REPORT | JANUARY 2020



BLESSINGTON

Town Health Check

REPORT | PHASE 2 | JANUARY

2020

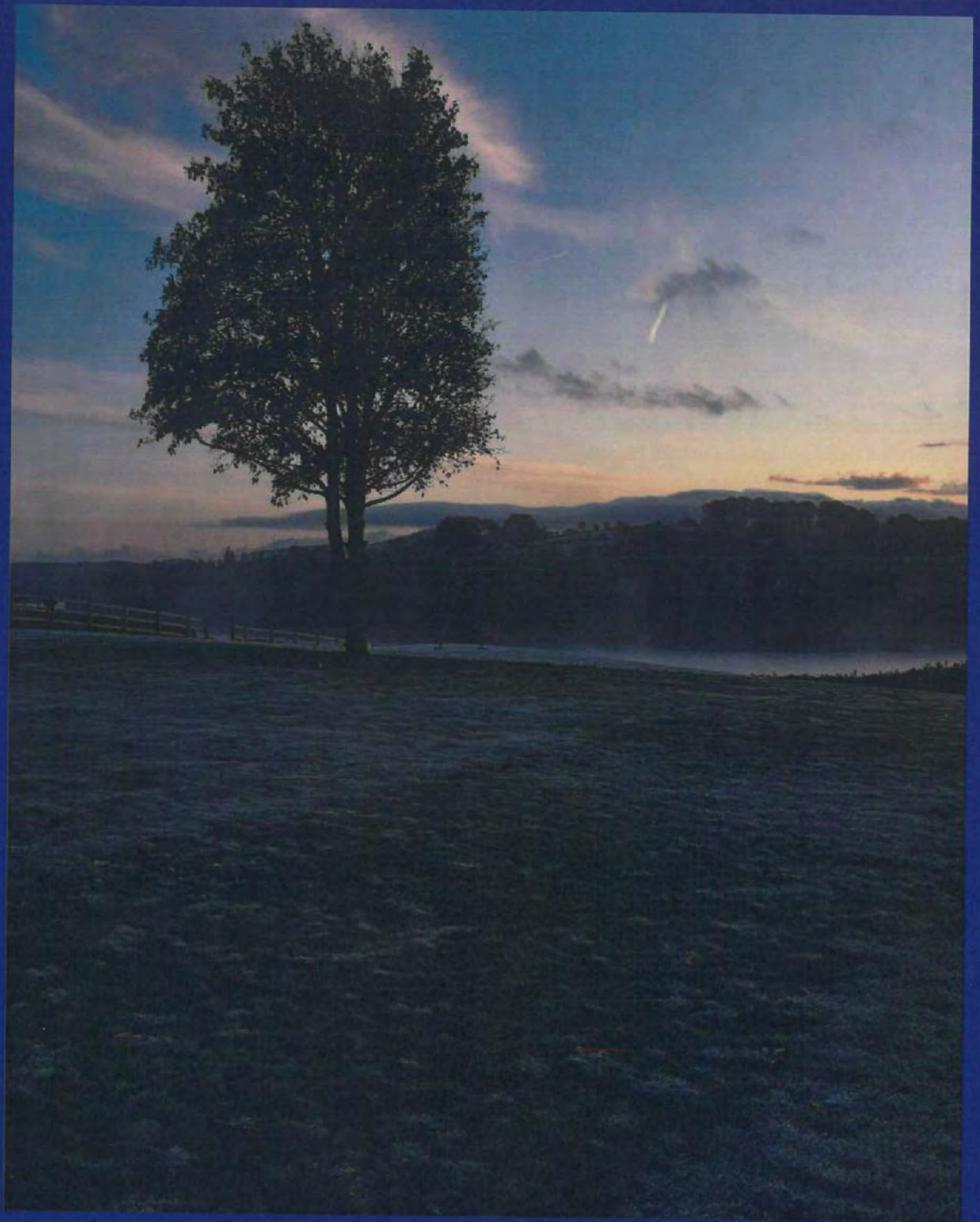
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CHAPTER ONE

INTRODUCTION

Future Analytics Consulting has been appointed by Blessington District Forum and Wicklow County Council to undertake a Town Centre Health Check for Blessington. Consultation with local organisations, business associations and community members have been conducted as part of the process. The analysis of the data obtained from the research and stakeholder consultation process provided the foundations for the formulation of a series of recommendations for the settlement.



INTRODUCTION

Future Analytics Consulting has been appointed by Blessington District Forum and Wicklow County Council to undertake a Town Centre Health Check for Blessington. Consultation with local organisations, business associations and community members have been conducted as part of the process. The analysis of the data obtained from the research and stakeholder consultation process provided the foundations for the formulation of a series of recommendations for the settlement.

This report provides information on the performance of Blessington across a variety of indicators, as well as incorporating an assessment of strengths, constraints, opportunities and threats. The data will inform and support future community and socio-economic planning and development of the town by Wicklow County Council, key stakeholders and the local community, with a view to enhancing the prosperity and vitality of the town and improving the quality of life for the local community and those working in and visiting Blessington.

Achieving a healthy balance in the economic, societal and cultural functions performed by Blessington town centre is crucial to the success of the town and the quality of life available to the local

community. The appearance of the town, its public realm, the quality and range of services and amenities, and the general atmosphere on its streets have a direct impact on the economic performance of the town and the health and wellbeing of residents.

The objectives of this report are to:

- » **Provide a baseline** of the existing socioeconomic and environmental conditions in Blessington which can then be used for future comparisons
- » **Develop a series of indicators** through which the relative 'health' of Blessington as a place to live, a place to work and a place to visit can be assessed
- » **Highlight the results of the extensive consultation** that was undertaken during the course of the project, with key findings from this consultation detailed
- » **Outline a series of actions and recommendations** that can, if delivered upon, positively improve Blessington and its surrounds
- » **Support the preparation of a Blessington Local Area Plan** that will be commenced in the medium term as part of the development of a new County Development Plan for Wicklow

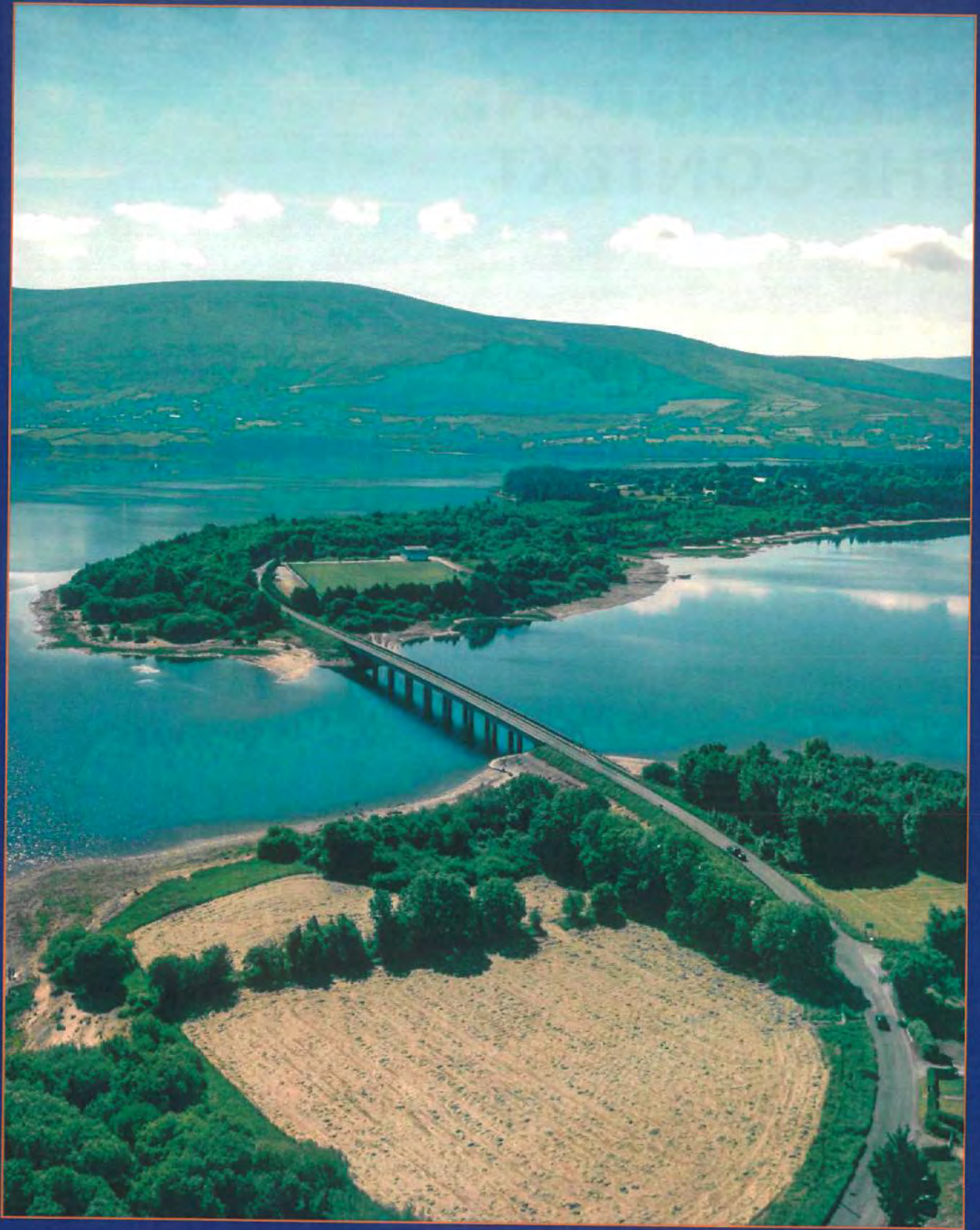
Achieving a **healthy balance** in the economic, societal and cultural functions performed by Blessington town centre is **crucial to the success** of the town and the **quality of life** available to the local community.



CHAPTER TWO

BLESSINGTON: THE CONTEXT

Blessington is located in the north-west of County Wicklow, among the undulating slopes of the Wicklow Mountains and directly adjacent to the Poulaphouca Reservoir, otherwise known as Blessington Lake. It straddles the border between Wicklow and Kildare and is located approximately 30km south of Dublin and 12km east of Naas. Its proximity to the nation's capital, primary population centre and economic driver offers both huge opportunities as well as significant challenges, all of which will be discussed throughout this report.



BLESSINGTON: THE CONTEXT

Blessington is located in the north-west of County Wicklow, among the undulating slopes of the Wicklow Mountains and directly adjacent to the Poulaphouca Reservoir, otherwise known as Blessington Lake. It straddles the border between Wicklow and Kildare and is located approximately 30km south of Dublin and 12km east of Naas. Its proximity to the nation's capital, primary population centre and economic driver offers both huge opportunities as well as significant challenges, all of which will be discussed throughout this report.

The town is an attractive, former market town that has, as with many Irish towns, developed in a linear fashion along its main transport route, which in this case is the national route N81. Evidence of human activity in the area exists from the Bronze Age, however it was arguably from the 15th Century onwards that the town we today know as Blessington came to resemble its current form. Archbishop Michael Boyle received a charter to establish the town of Blessington in 1667, with the construction and development of Blessington House and Estate beginning around this time.

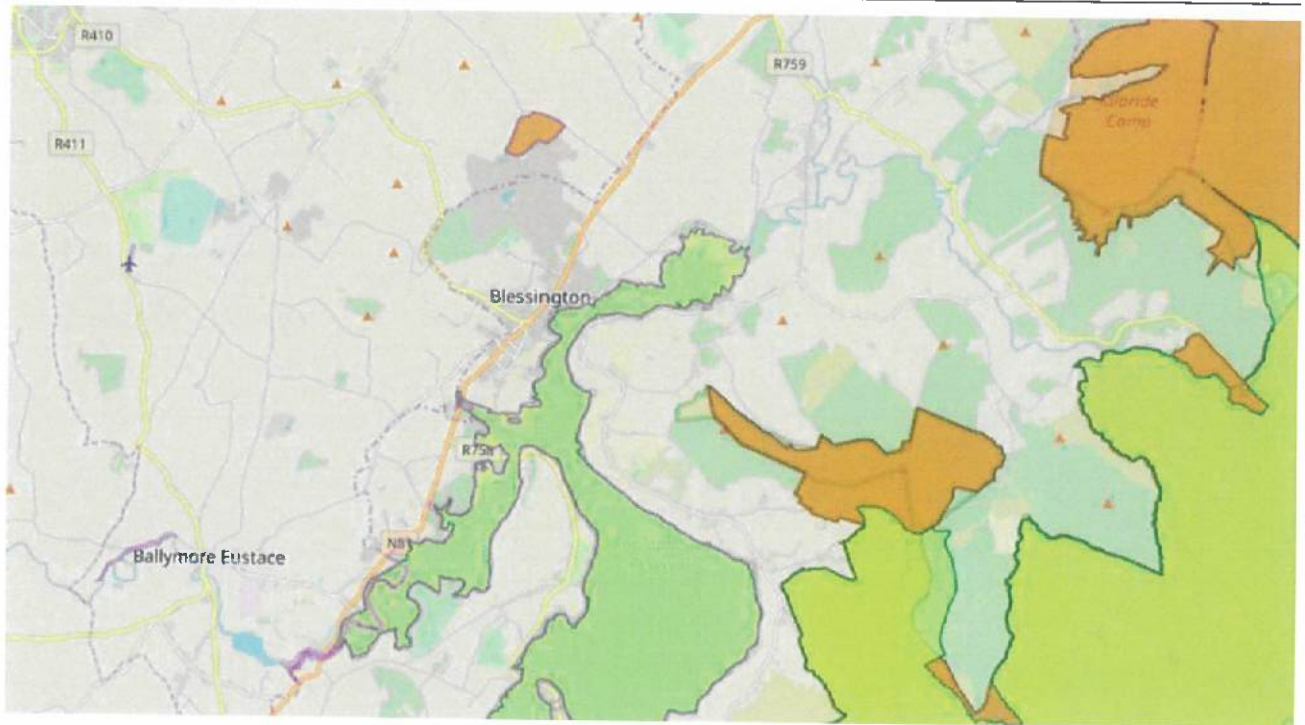
The Market Square is located at the heart of the town, with the Downshire Monument and impressive Market House (constructed between 1820 and 1840), now Credit Union, providing indications of its past use. Although the Market Square (the Square) is now dominated by vehicles, it still lends Blessington the characteristics of a traditional market town, something that is of significance in terms of exploiting and building upon the area's heritage.

Blessington has an enviable position of being located within a wider area of immense natural beauty, with several important and protected features nearby. As Figure 2 shows, Blessington is located alongside the Poulaphouca Reservoir Special Protected Area (SPA), which is also designated as a Natural Heritage Area (No. 000731). The Wicklow Mountains SPA and Special Area of Conservation (SAC) are also found further east of Blessington, while the Red Bog SAC lies to the northwest of the town centre.

Figure 1 Aerial View of Blessington with Settlement Boundary (Source CSO)



Figure 2 Blessington Designated Sites (Source: EPA)



Population

Figure 3 showcases the settlement boundary for Blessington (the purple line), as defined by the Central Statistics Office (CSO). Unless stated otherwise, all sociodemographic data contained in this report will relate to this area.

According to the most recent Census information, from the Census of 2016, the settlement of Blessington had a population of 5,520 persons. Overall, Blessington has a population with an average age of 31.7 years, which is below the State average of 36.8. This indicates that Blessington has a relatively young population, which is a positive sign for any town.

31.7

Average age



Figure 3:
Blessington Settlement Boundary (Source CSO)

28.9%
aged 0-14 years

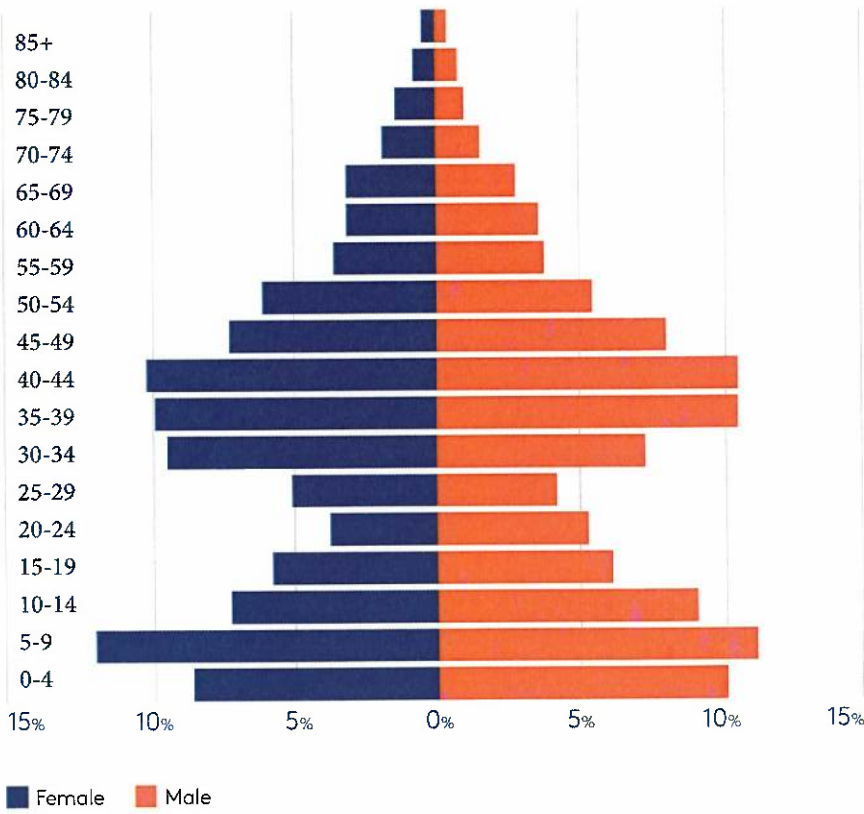
64%
aged 15-64 years

7%
aged 65+ years

In terms of broad age categories, there are approximately 1,598 persons aged 0 to 14, or 28.9% of the population. Around 3,533 persons, or 64% of the total, are aged between 15 and 64, which is considered the general working age. There are 389 persons recorded as 65 or older, which is 7% of Blessington's population. Again, this compares favourably with the State, where 21.1% are 0-14, 65.5% are 15-64 and 13.4% are above 65.

Figure 4 is a population pyramid which provides a breakdown of a larger range of age groups and gender. Persons aged 5 to 9 comprise the largest cohort of the population, accounting for 11.4% of the overall total, highlighting the significant underage population base that exists. Persons aged 40-44 and persons aged 35-39 form the next largest cohorts with 10.3% and 10.1% of the overall population respectively. Perhaps a slightly worrying statistic is the proportion of 'young adults' that make up Blessington's population base. 4.5% of the population is aged 20-24, which is 248 persons, while 4.6% of the population, or 254 persons, are aged 25-29. Considering these age cohorts will increasingly become more important to the local economy and will raise families, it is concerning that they form such a low proportion of Blessington's overall population.

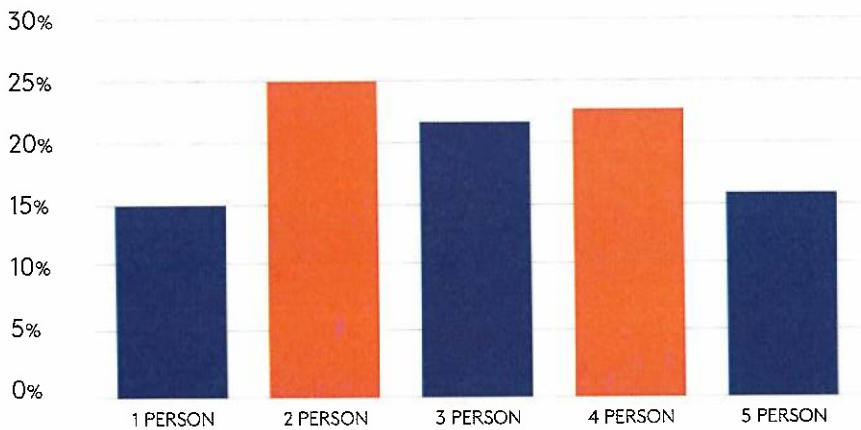
Figure 4:
Blessington Demographic Composition (Source CSO)



The population statistics also offer an indication of household composition. With such high proportions of young children and persons aged 35 to 44, you would expect to see a larger number of family units, and this is the case. 59.1% of households have children, with 47.1% containing pre-adolescent children. Furthermore, 62.9% of private households in Blessington are composed of couples (either married or cohabiting) with children. If we look at household types by size in more detail (Fig. 5), the largest proportion are 2-person households, with 24.7%, while 22.6% of households contain four persons.

Social housing accounts for approximately 9.1% of the total stock, with private rental accommodation comprising 20% of the total. The largest proportion of the housing stock is owner-occupied, 68.9%. **Vacancy in Blessington's residential sector is recorded at 6.3% of all dwellings, far below the State average of 12.3%.**

Figure 5:
Blessington Household Composition



62.9%
OF PRIVATE HOUSEHOLDS IN BLESSINGTON ARE COMPOSED OF COUPLES

22.6%
OF HOUSEHOLDS CONTAIN FOUR PERSONS

65.9% or
3,635

PEOPLE REPORTED THAT THEY WERE IN 'VERY GOOD' HEALTH

25%

STATED THEY WERE IN 'GOOD' HEALTH

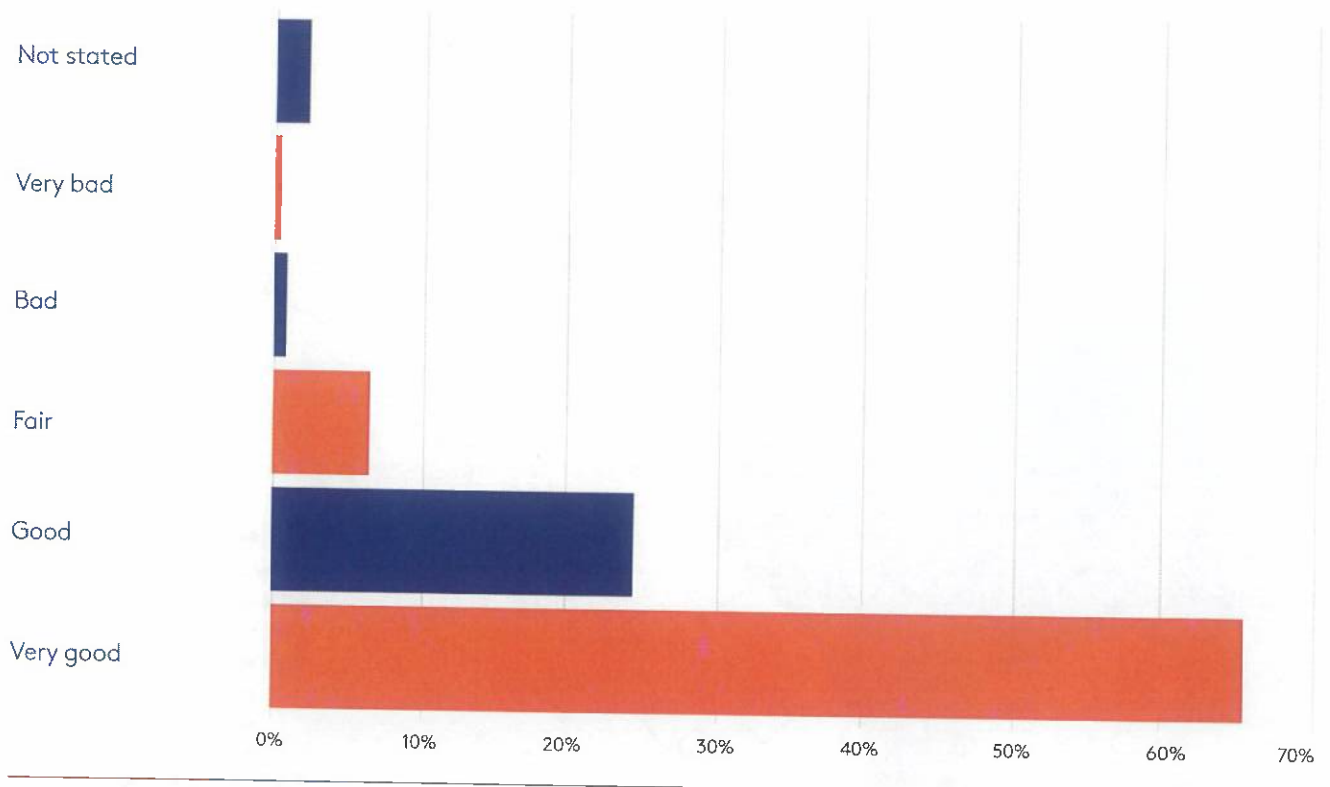
Health and Wellbeing (Deprivation)

Although it is challenging to accurately understand the health and wellbeing levels of a population, particularly without access to confidential data such as hospital and GP records, there are some measures through which a picture can be formed. For instance, the Census poses some questions to respondents that are relevant, one of which asks the respondent to gauge their 'general health'.

Figure 6 provides an overview of how Blessington's residents responded to this question. 90.9% of all respondents stated they were in 'very good or 'good' health. 65.9% reported that they were in 'very good' health, which is slightly better than how the nation as a whole listed their health, with a further 25% stating they were in 'good' health.

In terms of disability, there were 575 people who identified themselves as possessing a disability in Blessington, which amounts to a disability rate of 10.4%, below the State average of 13.5%.

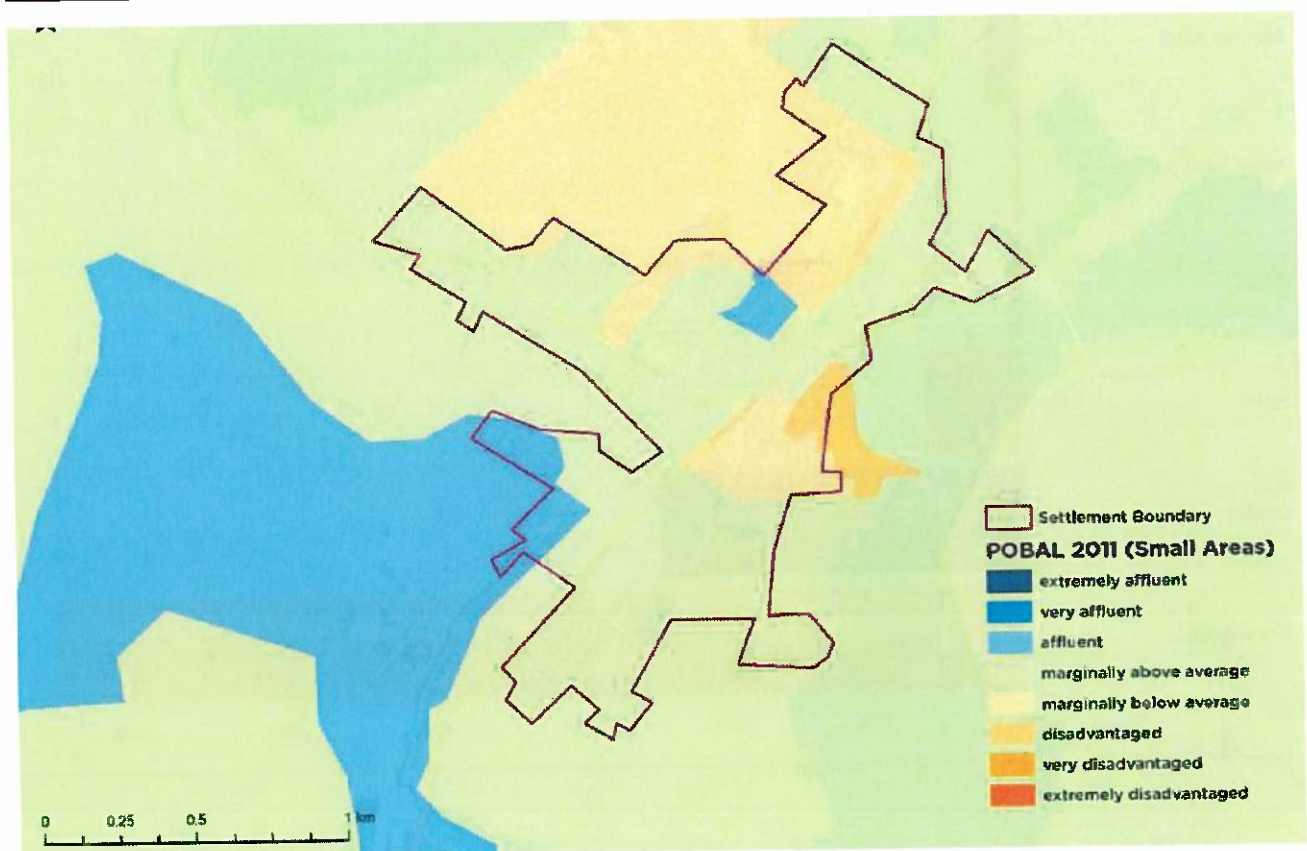
Figure 6:
Blessington Household Composition



The State agency POBAL produce a 'Deprivation Index' and 'deprivation maps' based on census information, updating with each new iteration of the census. These deprivation maps, while certainly not definitive in terms of what they represent, do offer an interesting overview of the relative levels of affluence and deprivation in communities.

The methodology employs small area statistics (SAs) from the census to establish how "deprived" areas are. It looks at various information including education, employment, well-being and other related attributes to provide an overall score, relative to other SAs . A range of scores have been developed, with the lowest indicating an "extremely disadvantaged" area and the highest showing an "extremely affluent" area.

Figure 7 Blessington Deprivation Index (Pobal, 2011)



It should be noted that as the SAs represent areas with large numbers of people the scores are the average for everyone, meaning that not every household in a particular area necessarily falls under the designated category. Nonetheless, perhaps the most significant usage for the Deprivation Index is in comparing areas across time. Figures 7 and 8 show the deprivation designations for SAs in the Blessington area in 2011 and 2016. There appears to have been a growth in both "disadvantaged" and "affluent" areas, which is perhaps a reflection of wider society.

Figure 8 Blessington Deprivation Index (Pobal, 2016)



EDUCATION

Ireland's economy has dramatically changed in recent decades. As the country has developed and become less reliant on traditional employment roles in sectors such as agriculture and manufacturing, moving to more professional and high-tech industries, there has also been a dramatic change in formal education attainment. With more technical roles requiring different skill-sets, Irish people have had to respond by acquiring certificates and diplomas in a wider range of formal education courses. In this respect, the education attainment levels, and types of courses studied, can provide an interesting insight into the skills possessed by communities.

Figure 9 provides an overview of the educational attainment levels of Blessington's population over the age of 15. It shows the highest level of education completed by the respondent. The largest cohort are those who have completed 'upper secondary', which is equivalent of the Leaving Certificate, with 20% of respondents. 8.6% of people have completed a postgraduate level course. Overall, 28.8% of respondents have attained a 'Level 7' third level degree or certificate. This is similar to the State average of 28.5%.

Figure 10 shows the breakdown of fields of study, with the proportion of females and males from Blessington that have stated their area of study. It is interesting in that it highlights the gender disparity between certain study areas, such as 'engineering, manufacturing and construction' which 21.8% of males studied in, versus 1.7% of females. Combined, 'social sciences, business and law' had the highest number of the population listing this as their field of study, with 17.6% of the total, or 569 persons.

Figure 9. Blessington Educational Attainment (Source CSO)

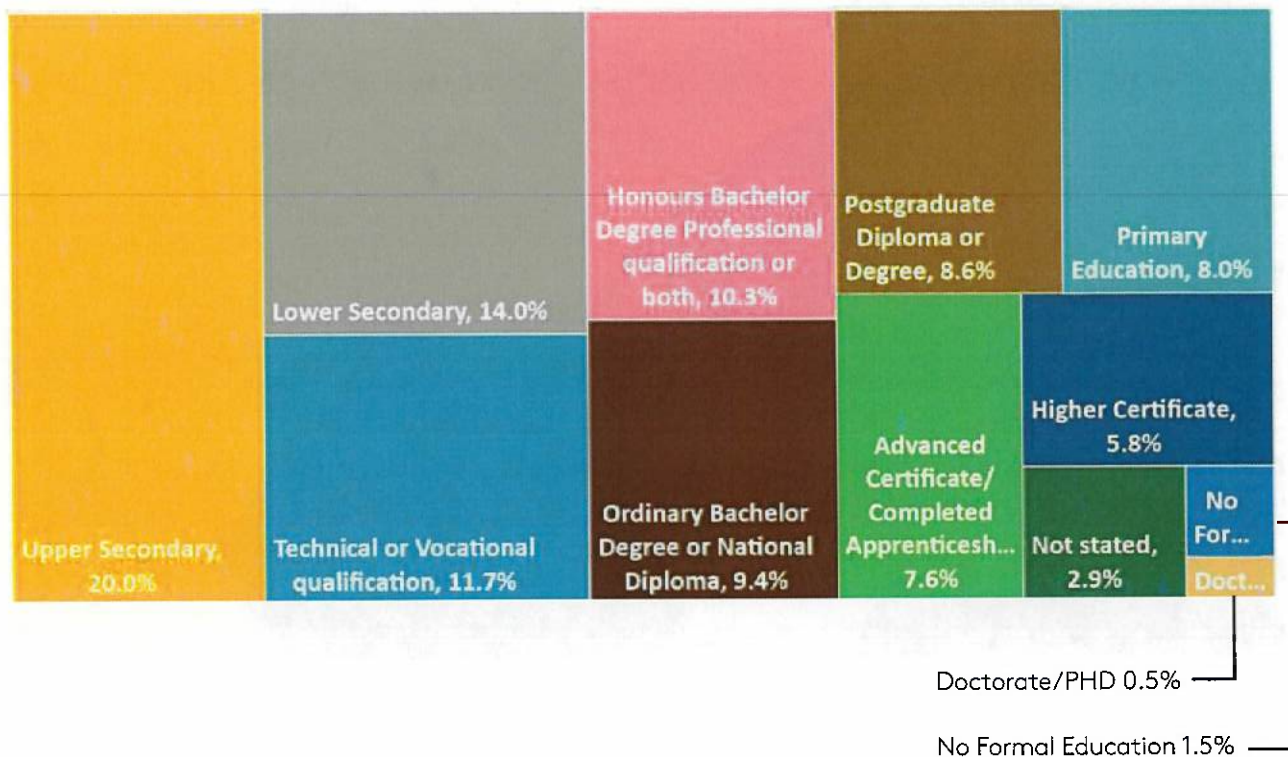
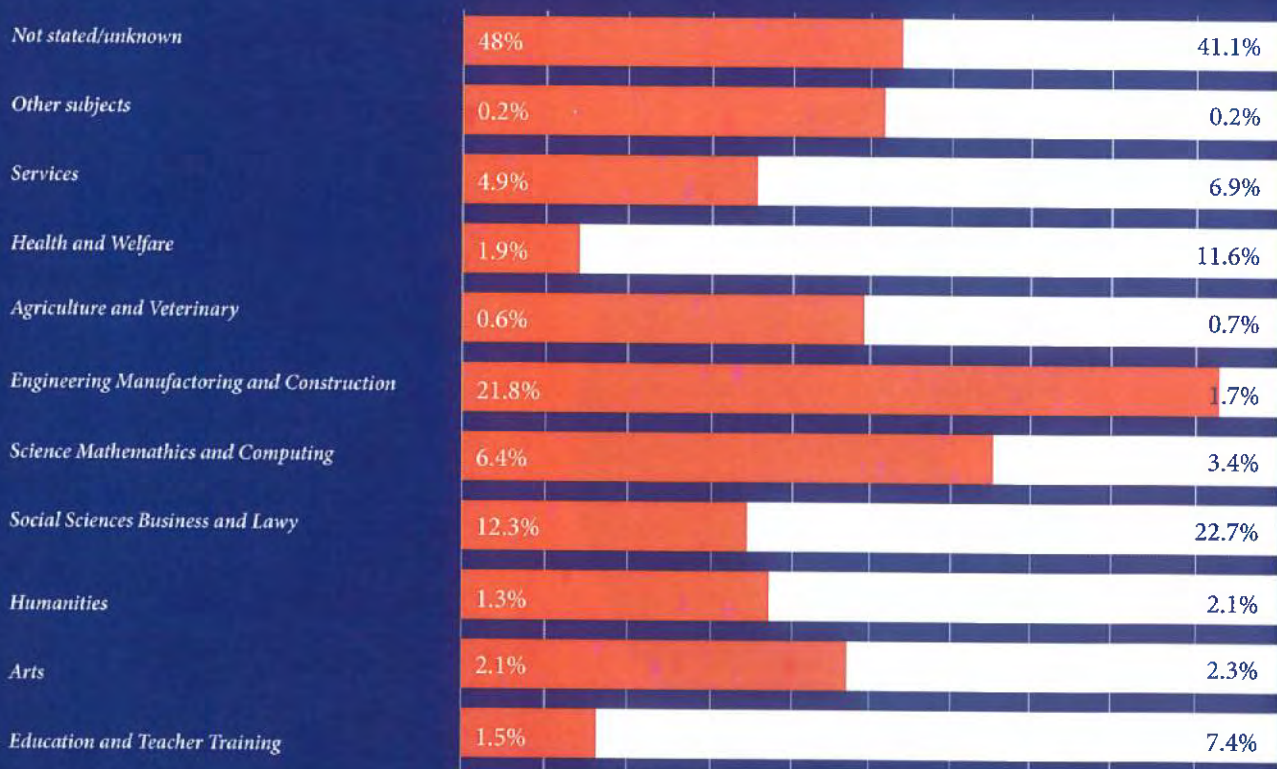


Table 1. Field of study (Source CSO)

Qualification	Total (Persons)	Total (%)
Education and teacher training	146	4.5%
Arts	72	2.2%
Humanities	55	1.7%
Social sciences Business and Law	569	17.6%
Science Mathematics and Computing	156	4.8%
Engineering Manufacturing and Construction	367	11.4%
Agriculture and Veterinary	21	0.7%
Health and Welfare	224	6.9%
Services	176	5.5%
Other subjects	6	0.2%
Not Stated (incl. unknown)	1,433	44.4%

Figure 10. Areas of study by gender (Source CSO)



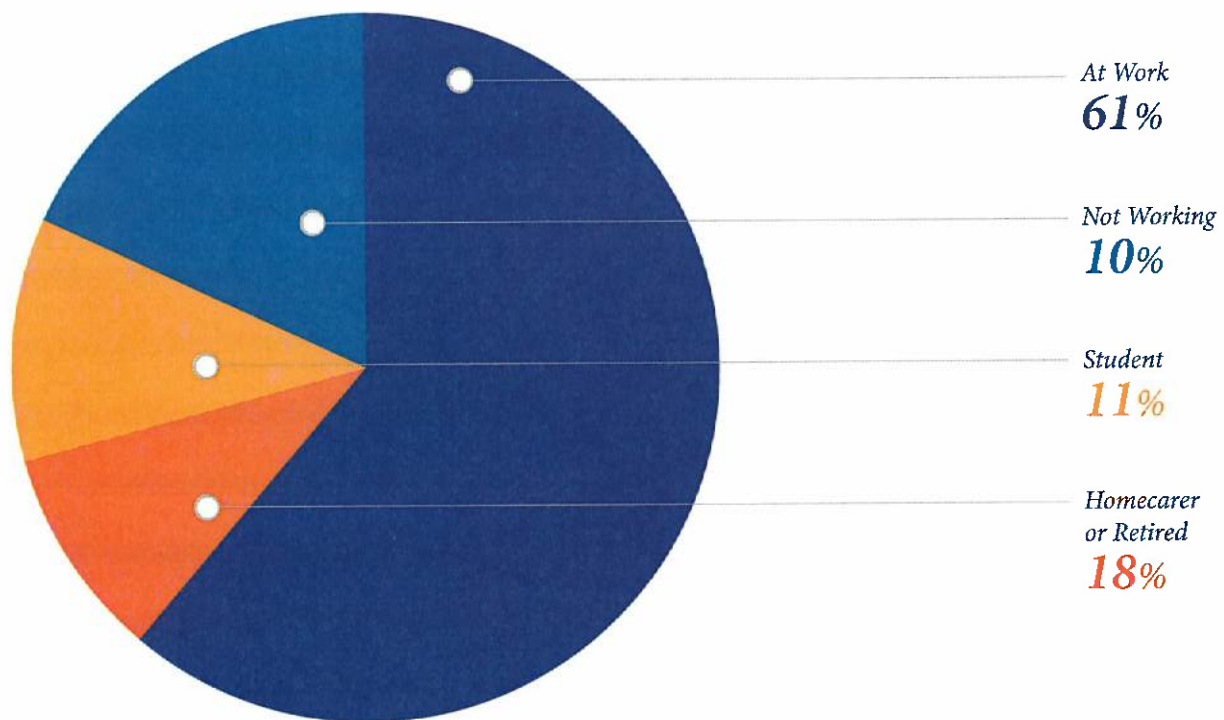
EMPLOYMENT

Employment is a core barometer of a healthy town, with high levels of unemployment indicating substantial challenges, while low levels show a relative health. Additionally, the type of employment, in terms of security and sectors is also a useful indicator for analysis. The Census of 2016 records Blessington as having a total of 2412 persons 'at work', which is 61.5% of the working population, as shown in Figure 11.

By grouping those looking for work with unemployed and those 'unable to work due to permanent sickness or disability', the proportion of unemployed persons is approximately 9.6% of the total population.

Students account for 10.7% of those aged 15 or over, or 420 persons. Retirees and persons who stated they look after the home or family account for 18.2% of the total. Compared to the State average, Blessington is performing well. At the State level there are 53.4% 'at work' while a further 12.1% are unemployed, as per the previously stated categorisation.

Figure 11: Proportion of Blessington Population at Work (Source CSO)



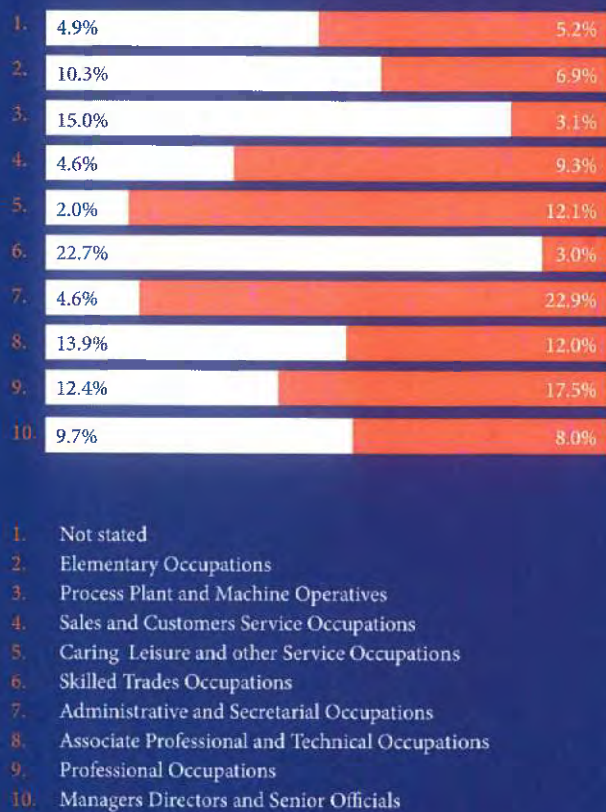
Industries of employment are also useful to understand, with the Census again providing this information. Figure 12 shows the proportion of persons at work in Blessington by broad industry type. 'Commerce and trade' accounts for the highest proportion, with 661 persons (27.4%) working in this industry, while 'professional services' is the second largest employer with 21.7% of the total. Interestingly, for a town that is steeped in a rural, agricultural heritage, the proportion of persons employed in the 'agriculture, forestry and fishing' sector is minimal, with 0.6% the recorded figure.

Aside from the broad industry of employment, the Census also provides statistics on occupation. Similarly, to the industry of employment, the occupation type is offered at a broader level and does not detail specific occupation types. In Blessington the 'professional occupations' record the highest proportion, with 14.7% of 'persons at work or unemployed' stating their occupation as such. Figure 13 provides a breakdown of occupation type in Blessington, by gender, with the percentage referring to the total number of either males or females with the respective occupation. 'Administrative and secretarial occupations' show a clear divide between genders, with 22.9% of females recording this as their occupation versus 4.6% of males.

Figure 12: Proportion of People at Work in Blessington by Industry Type (Source CSO)



Figure 13: Occupation Type by Gender (Source CSO)



COMMUTING AND TRANSPORT

The Census also records the primary mode of transport used by people to travel to work, school or college, with the graphic below showing the main modes in Blessington. Unsurprisingly, the car dominates, with a significant proportion of the overall population, 64.9% choosing to drive or travel as a passenger in a car. Considering Blessington is a relatively compact, walkable town, it should come as no surprise that walking is the second most popular mode of transport, with 16.7% of the total. Buses, minivans and coaches are the third most popular mode of transport, with 7.9%, while cycling performs relatively poorly at 1.2% of the overall figure.

When we split the reasons for travel, with work as its own category and school/college as a separate one, we see some interesting differences. Table 2 provides a comparison of the main modes of transport used for travelling to work, versus school/college. The scale of dependence on the private car as the main mode of transport for travel to work is quite clear, with 71.7% of work commuters travelling this way. Considering the vast majority of school-goers are underage and unable to drive, it is no surprise this mode features less heavily for school commuters. However, the car still plays a role, with the majority (44.2%) of school-goers travelling as car passengers. On a more positive note, the proportion of those who walk to school or college is relatively large, with 32.9% doing so.

Walk



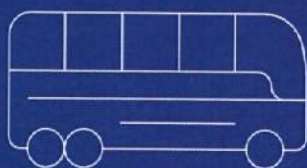
16.7%

Cycle



1.2%

By bus



7.9%

By car



64.9%

COMMUTING AND TRANSPORT

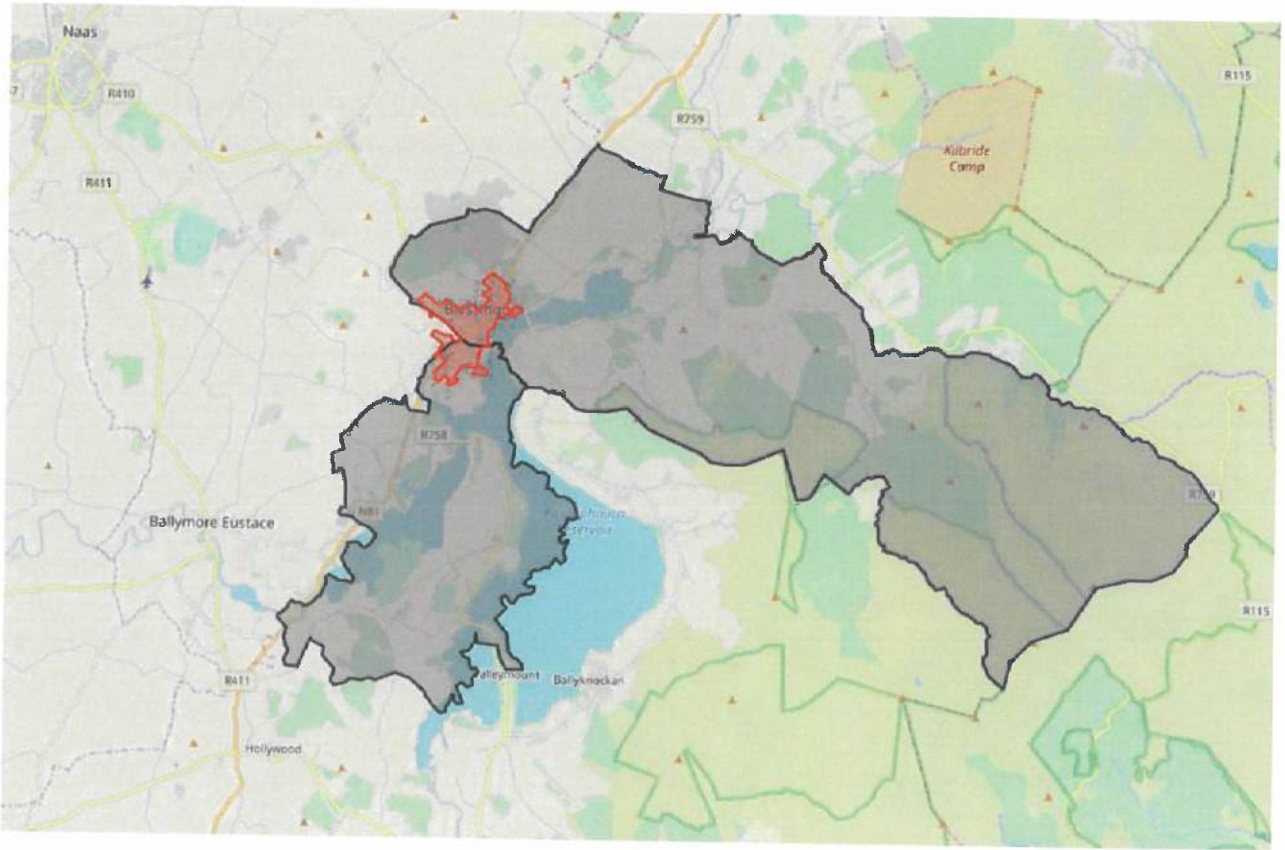
Table 2. Mode of transport for work versus school/college

Means of Travel	Work	Work %	School	School %
On foot/Walk	159	6.7%	489	32.9%
Bicycle	17	0.7%	28	1.9%
Bus or coach	96	4.0%	211	14.2%
Car driver	1,712	71.7%	62	4.2%
Car passenger	83	3.5%	657	44.2%

Travel times and time people leave for work, school or college are detailed in the census and can allow some assumptions to be made. For example, in Blessington the majority (28.8%) of the population aged 5 years and older are recorded as leaving home between 08:31 to 09:00am. This would indicate that these people do not have far to travel, if we take the standard 9am starting time as a given. Such an assumption is supported by the recorded journey times, where 'under 15 minutes' journey time had the highest proportion of 34.4%, while a further 17.6% have a journey time between 15 and 30 minutes. Overall, the average journey time for Blessington residents is 32.5 minutes, slightly higher than the State average of 27.4 minutes.

As part of the research undertaken for this 'Health Check' a more detailed analysis of commuting in the Blessington area was performed. This dataset utilises electoral divisions (EDs) as the unit of analysis, with the Blessington and Burgage EDs selected. Figure 14 shows the two EDs that were used, shaded grey, with the red shaded area indicating the Blessington settlement.

Figure 14. The Electoral Divisions used for analysis of commuting



Figures 15 and 16 show the EDs from which people commute to the two chosen EDs (Blessington and Burgage). As you would expect, the highest number of commuters travelling to Blessington for work and/or school are themselves located in the EDs that cover Blessington. The EDs that are immediately adjacent to both Blessington and Burgage have the highest number of commuters travelling to these areas, although there are examples of commuters as far as north as Skerries and as far south as Arklow that travel to the area. Naas records a relatively significant number of commuters who travel to Blessington for work or/and school, highlighting the interlinked nature of the settlements.

Figure 15 Commuters to Blessington ED (Source POWSCAR)

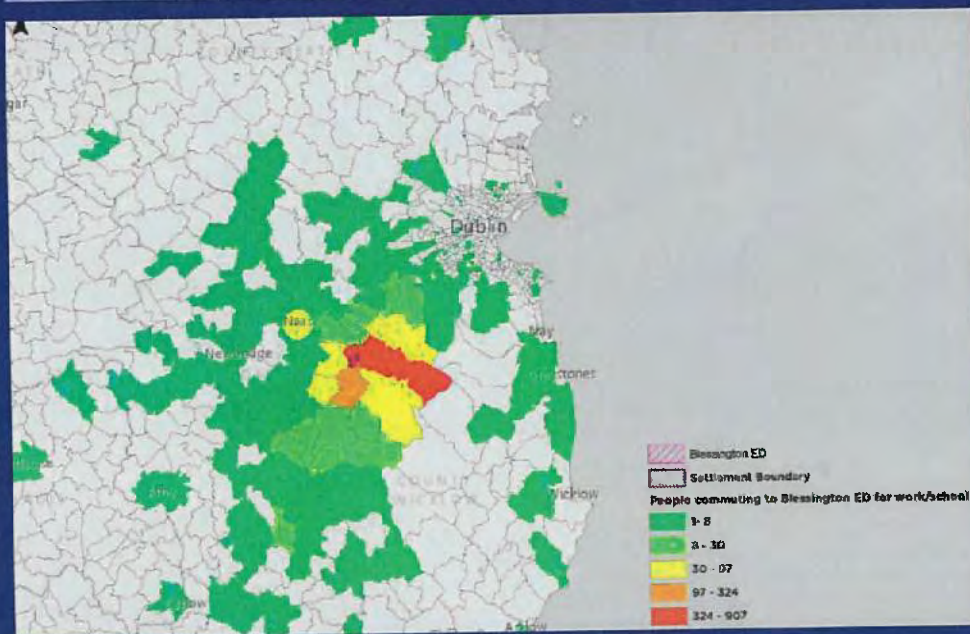
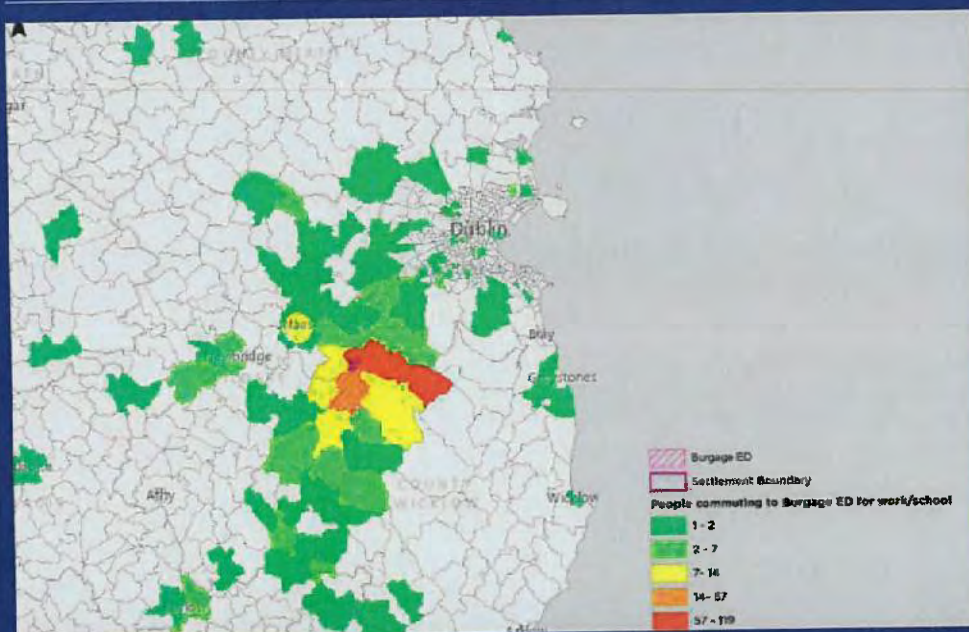


Figure 16 Commuters to Burgage ED (Source POWSCAR)



Figures 17 and 18 again deal with the Blessington and Burgage EDs respectively, however on this occasion they show where their residents are commuting to for work or school, in other words, outward commuters. Once again, the locations where there are the highest number of residents commuting to are those within or directly adjacent to both Blessington EDs. This would be expected, indicating there is a relatively strong resident-worker population in Blessington. The significant links with Naas are also obvious in these visualisations, with the Naas ED proving to be a major destination for resident commuters. Interestingly, Tallaght is a key destination for commuters from the Blessington area, more so than other parts of Dublin.

Figure 17. Outward Commuters from Blessington ED (Source POWSCAR)

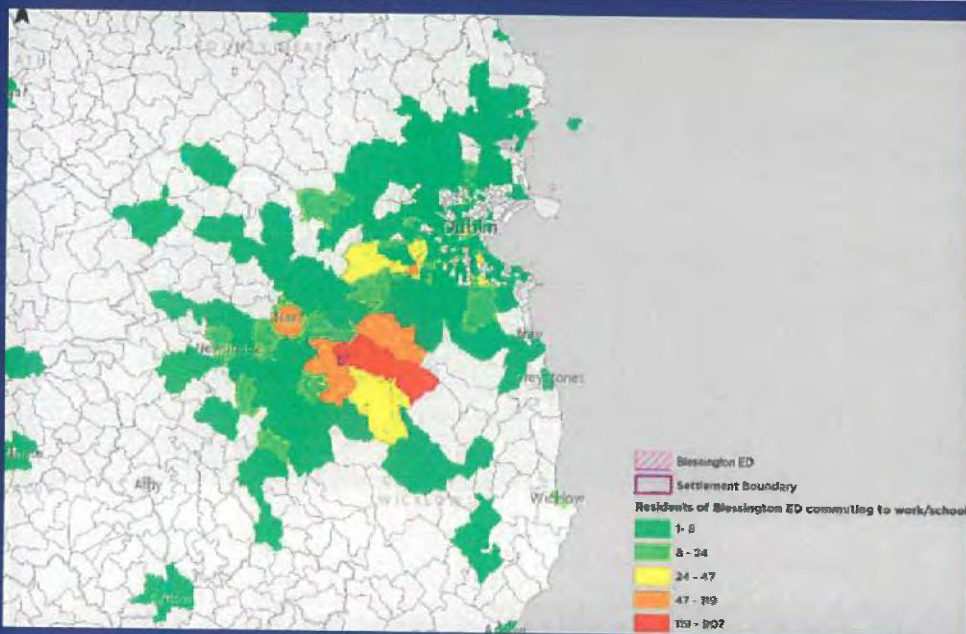
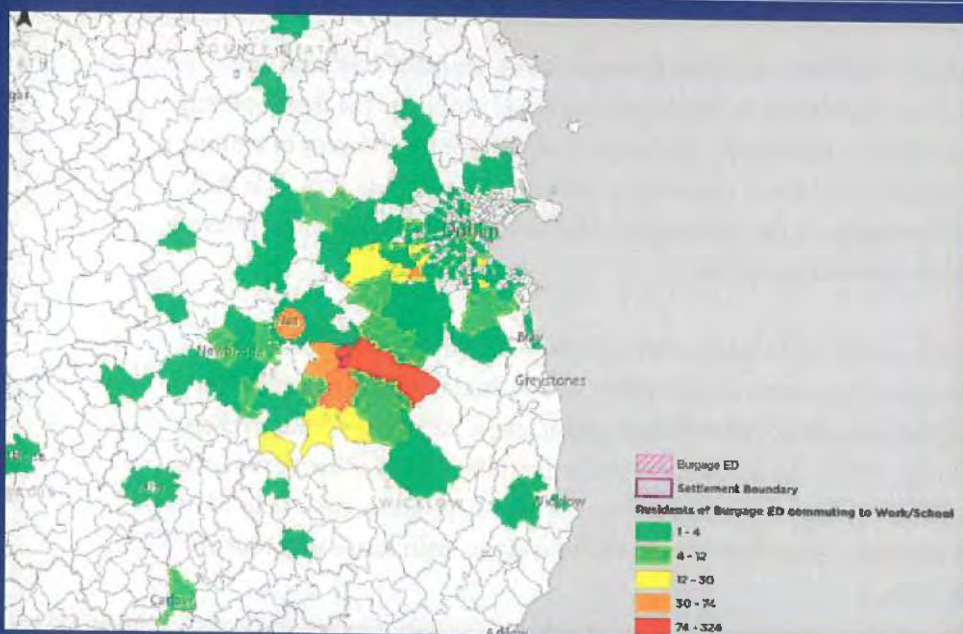
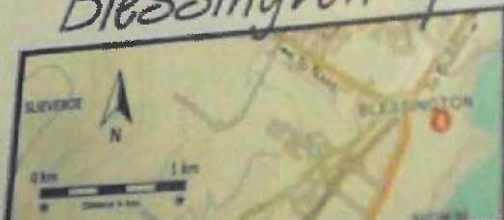


Figure 18 Outward Commuters from Burgage ED (Source POWSCAR)



BLESSINGTON GREENWAY

Blessington Greenway



THE BLESSINGTON GREENWAY

In 2019 it was announced that €5 million in funding from the Government’s ‘National and Regional Greenway Fund’ has been allocated to Wicklow County Council for the development of the Blessington Greenway. This is a significant allocation that will see the delivery of a project that has the potential to completely transform Blessington and the surrounding area. It is the result of years of effort and lobbying from the Blessington District Forum, who had the foresight to see how transformative such a project could be.

The Blessington Greenway will consist of 43 kilometres of a looped cycling and walking path that starts and ends in Blessington, traversing the shoreline of the Poulaphouca Reservoir and incorporating the villages of Ballyknockan, Vallemount and Lacken. Along the route, cyclists will have the opportunity to experience the stunning scenery, woodlands and other attractions this part of Wicklow has to offer. The huge success of other Greenway projects, such as in Mayo and Waterford, have shown that there is an appetite for such facilities, with locals and tourists flocking in large numbers to both.

“Along the route, cyclists will have the opportunity to **experience the stunning scenery**, woodlands and other attractions this part of Wicklow has to offer.”

The Blessington Greenway will have an added advantage over other Irish routes in that it will be the first looped Greenway. This will enable easier uptake as people can start and end in the one location. Furthermore, Blessington's proximity to Dublin ensures the project has a large population base to immediately appeal to. While the area is already a major hub for cyclists, this project will provide world-class infrastructure that is open to users of all levels.

The Blessington Greenway has an additional unique selling point in that it will be Ireland's first 'E-Greenway'. As the route encircles the Poulaphouca Reservoir, which generates electricity sustainably, it seemed appropriate to incorporate sustainable energy into the project. As a result, the Greenway will contain E-Bikes and charging points throughout the route, linking in with Wicklow County Council's countywide plans for e-cycling. Therefore, not only will the Greenway provide a cycling route of exceptional beauty, it will also contribute towards the promotion of sustainable transport, which in turn will put Blessington on the map as one of Ireland's foremost sustainable destinations. With the growing awareness of the need to live more sustainably, this is a major boost for the town and wider area.

Based on visitor numbers to both the Mayo and Waterford Greenways, it is estimated that the Blessington Greenway could attract upwards of 300,000 visitors per year. Such an influx of visitors to the area will provide a significant economic boost and could truly transform Blessington and the lake area. It is important, therefore, that the town is prepared for such an increase in tourists. Preparation for the growth in tourism must occur in a multitude of ways: from public realm and infrastructure improvements that will enable safe mobility; to the diversification of cafes, restaurants, retailers and accommodation providers who can cater to the needs of visitors.

This Health Check will provide several recommendations and observations on how Blessington can develop and evolve in a sustainable manner that serves both the existing community and the significant number of future visitors the Greenway will attract.

CHAPTER THREE

RELEVANT POLICIES AND STRATEGIES

This section provides an overview of the relevant policies and plans that influence, either directly or indirectly, the actions and recommendations that are found later in the report. It briefly introduces the core statutory policies that will guide the future development of Blessington. A more detailed review of the strategies and policy documents can be found in the appendix to this report.

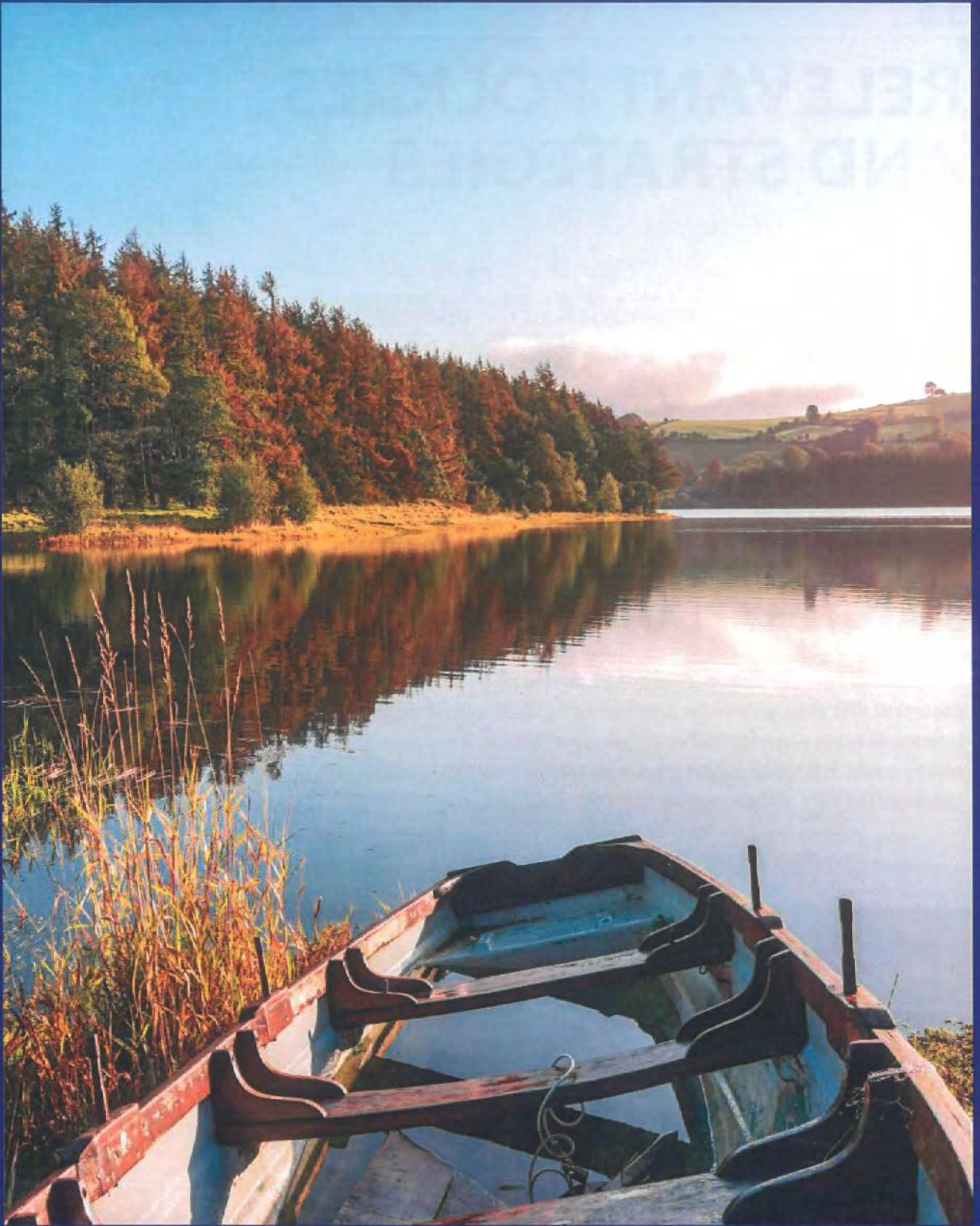


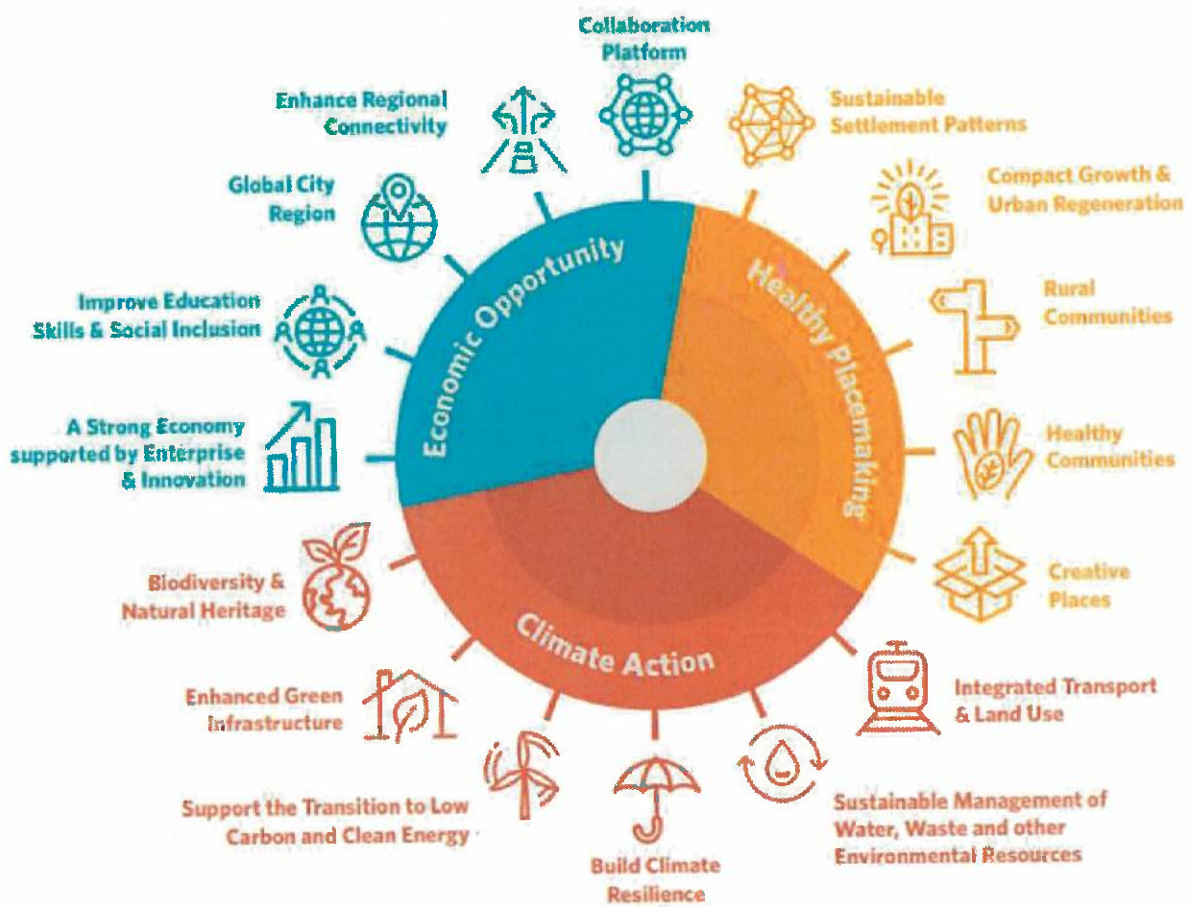
Figure 19. National Strategic Outcomes (Source NPF)



- **Compact Growth** – This is a call for a more “streamlined and coordinated approach” to the development of lands within and around our urban settlements. Sustainable growth will require effort to minimise the levels of urban sprawl that take place. This means greater emphasis on developing backlands, brownfields and other underused or vacant sites and buildings within our cities, towns and villages.
- **Strengthened Rural Economies and Communities** – Although Blessington is a short distance from Dublin, it does display many characteristics of a typical rural Irish town. It is an objective of the NPF to ensure that all rural communities are provided the opportunities to improve their economies, accessibility, broadband and environment, in order to make them an attractive place to live for future generations.
- **Sustainable Mobility** – The NPF establishes the need to transition away from the use of private vehicles powered by combustion engines to more sustainable modes of transport. The damage to our environment that has been caused by private vehicles is now quite evident, therefore the NPF places an emphasis on utilising less carbon-intensive modes where possible, but also promoting the use of active modes such as cycling and walking.
- **Enhanced Amenity and Heritage** – Investment in quality public realm of cities, towns and villages will be prioritised, which includes public spaces, parks and streets, as well as recreational infrastructure. Amenities in rural areas, such as national and forest parks, activity-based tourism and trails such as greenways, blueways and peatways are also included.

At a regional level, Ireland has three Assemblies that form the layer of government which sits between national and local. These newly formed Assemblies have recently produced **Regional Spatial and Economic Strategies (RSES)** for their respective regions, which translate the guidance and aims of the NPF to a regional level. The **Eastern and Midlands Regional Assembly (EMRA)** cover the wider Dublin region, including Wicklow. There are 16 Regional Strategic Outcomes (RSO) which are closely aligned with the strategic outcomes set out in the NPF.

Figure 20. Regional Strategic Outcomes (EMRA RSES)



While the RSOs are key to the RSES, it is primarily understood as a document that promotes the following three principles:

- **Healthy placemaking** to promote quality of life through the creation of healthy and attractive places;
- **Climate action** efforts that seek to enhance climate resilience and accelerate transition to a low carbon society;
- **Economic opportunity** for the region, where the right conditions for sustainable economic growth and quality jobs are met, ensuring a good living standard for all.

Wicklow’s most recent **County Development Plan (CDP)** covers the period 2016 to 2022. It is the primary planning document that guides the growth and development of County Wicklow. Blessington is considered a “Moderate Growth Town” in the hierarchy of settlements outlined in the CDP. Settlement hierarchies are used to determine population targets, housing strategies and retail policies at a County level. The population growth target and housing stock target up to 2028 for Blessington are as follows:

	2011	2022	2025	2028
Population Targets	4,780	6,540	7,020	7,500
Target Housing Stock	1,865	2,519	-	3,168

‘Community Development’ is a core component of the CDP, with an entire chapter dedicated to it. In this chapter it is stated that the CDP will:

- Facilitate the delivery of community infrastructure through reserving land for community infrastructure, manage the expansion of residential development in line with infrastructure, and require the delivery of community infrastructure as part of development proposals
- Facilitate improved physical access to community infrastructure and services through coordinating easily accessible public transport, improved cycling or walking infrastructure, ensure all new facilities are universally accessible and enhancing community infrastructure.
- Facilitate the maintenance, restoration and upgrading of cultural and natural heritage of communities, environmental upgrading and general actions to enhance the environmental, amenity and physical attributes of communities.

Table 3 highlights the type of community infrastructure that should be available in settlements of a particular size. It is worth considering that Blessington has a target population of over 7,000 for the near future, therefore community infrastructure delivery should match this population ambition.

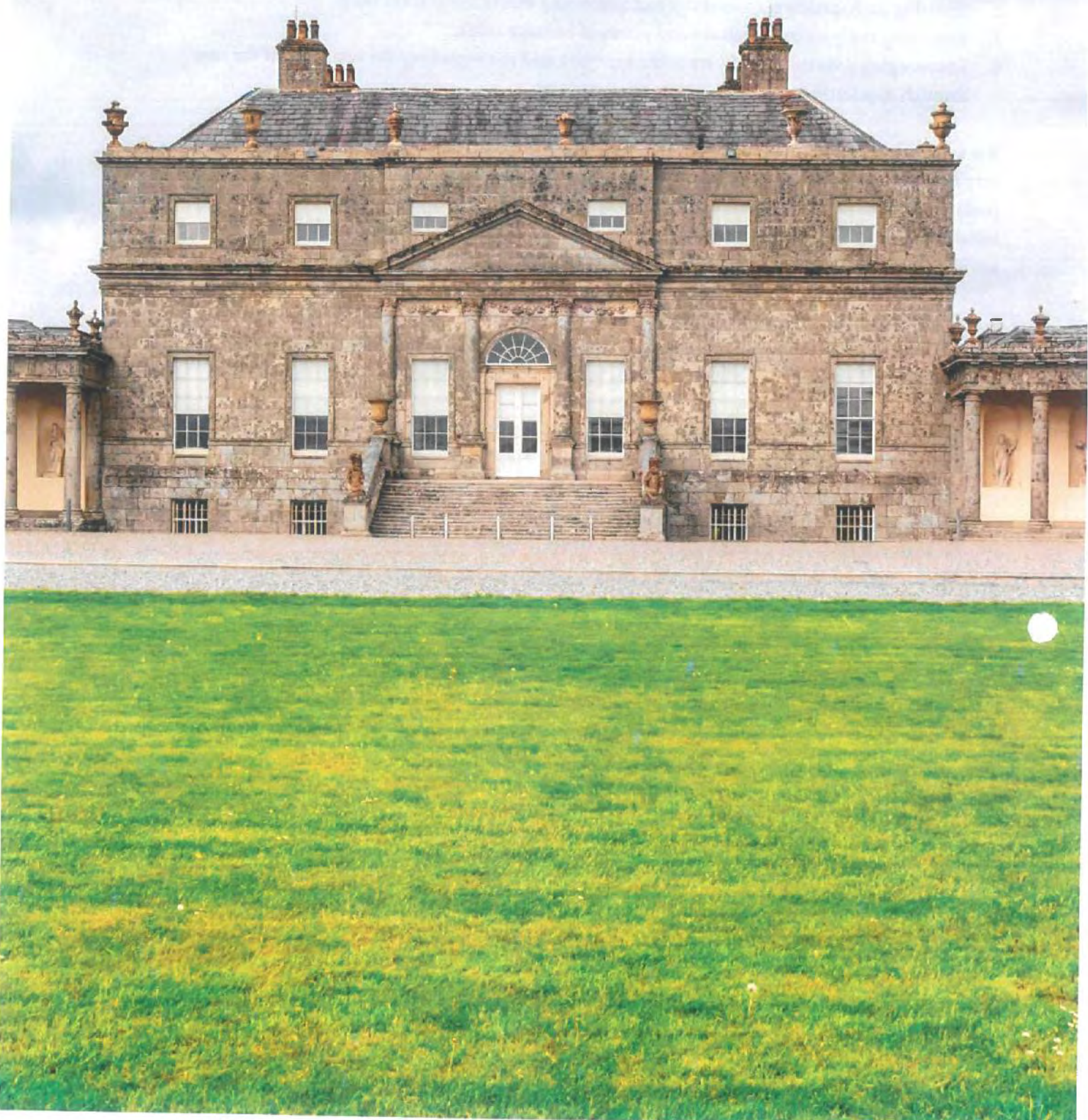
Table 3 Community infrastructure required for settlement level

LEVEL 2 SETTLEMENT POPULATION 7,000 TO 15,000	LEVEL 3 SETTLEMENT POPULATION 2,000 TO 7,000
Multi-purpose Community Resource Centre Sport & Recreation Centre Swimming Pool/Leisure Centre Youth Resource Centre Local Multi-Purpose Community Space Outdoor Water Sports Facilities Neighbourhood and Local Parks Outdoor Multi-Use Games Areas Playground(s) Playing Pitches Alternative/Minority Sports Facilities Open Space/Urban Woodlands/Nature Areas Library	Community/Parish Hall Multi-purpose Community Space/Meeting Rooms Local/Town Park (s) and Open Spaces/Nature Areas Outdoor Multi-Use Games Area – Synthetic/ Hardcourt Playgrounds Playing Pitches Library

Blessington Town Centre is an architectural conservation area (ACA) which means it is afforded a level of protection that other town centres may not possess. Blessington’s designation as an ACA means that efforts must be made to preserve the character of the townscape, which takes into account the building lines and heights.

The CDP also offers the following statements and descriptions of planned or intended future scenarios impacting Blessington which are noteworthy:

- The intention to realign the N81 to the west of the town is reiterated. It is stated that there is a need to “reserve free from development all lands located in the current route corridor for the N81 realignment” and that the “development of this route or the planned inner relief road, would contribute significantly to the enhancement of the overall quality of the town centre”.
- The recreational value of the Poulaphouca Reservoir and surrounding area is acknowledged when stated that “opportunity exists to capitalize on the tourism potential associated with the Blessington Greenway walk from the town of Blessington to Russborough House”.
- Blessington’s location on the border between Kildare and Wicklow is noted with collaboration and consultation between both local authorities during the preparation and development of any strategies or plans cited as essential. Furthermore, it is stated that opportunities exist to “foster economic links” with the towns of Newbridge, Naas and Kilcullen, where their access to the M9 could be exploited.



The **Blessington Local Area Plan 2013-2019** is the most recent Local Area Plan (LAP) prepared for the town, with a new LAP currently under review as part of the new Development Plan process. This Health will form part of Blessington Town Forum's submission to the Development Plan, with the hope that it will inform the preparation of the new LAP. The LAP addresses a multitude of planning matters, including population targets and housing, taking its steer from the 2010 CDP. The quantum of zoned land is also discussed, with proposed residential zonings providing proposed densities for housing per hectare.

A strategy for the Town Centre is developed and includes measures to enhance retail, as both are heavily interlinked. A series of goals for the commercial core of Blessington are outlined:

1. Addressing vehicular/pedestrian circulation and car parking;
2. Ensuring high quality surroundings and addressing dereliction/vacant sites;
3. Protecting the buildings, features and places of heritage value;
4. Encouraging a varied mix of uses in the core area and reinvigorating the retail role of the core through application of an appropriate retail strategy.

It is acknowledged that Main Street and Market Square are currently dominated by traffic, with very little space afforded to pedestrians, cycle lanes and potential outdoor seating areas. On-street parking and the traffic generated from what is a national road, means this environment is not suitable for either free-flowing vehicular movement, or indeed pedestrians. The following points are identified as important actions that should be addressed to tackle town centre challenges:

- Complete the inner relief road to remove through traffic and heavy vehicles
- Widen footpaths and provide cycle lanes alongside on both sides of Main Street between Dempsey's Lane and the Catholic Church, which will also result in the narrowing of the carriageway
- Provide spaces for outdoor seating and eating on the street to improve vibrancy
- Enhance the pedestrian linkages between the Main Street and new town development to consolidate them as a single retail area
- Develop a parking management strategy that reduces the number of cars parked for full days on Main Street (often commuters who then travel to Dublin via bus)
- Encourage and deliver upon the reuse and redevelopment of infill and brownfield sites in the town centre.

CHAPTER FOUR

HEALTH CHECK

ASSESSMENT

The Blessington Health Check has been structured as a two-phase project, with this report representing the culmination of Phase 2 of this process. Phase 1 focused on the physical characteristics of the town and its surroundings, it also offered some strategies and proposals for the future redevelopment of Blessington.



HEALTH CHECK ASSESSMENT

The Blessington Health Check has been structured as a two-phase project, with this report representing the culmination of Phase 2 of this process. **Phase 1** focused on the physical characteristics of the town and its surroundings, it also offered some strategies and proposals for the future redevelopment of Blessington.

This section of the report will build upon the material in Phase 1 and provide a further assessment of the physical characteristics of Blessington. In many ways, this is the core element of a Health Check, particularly those originally envisaged by bodies such as the Heritage Council.

In order to provide a coherent structure to the health check, a series of 'health check indicators' have been developed. These indicators cover all of the attributes and components of a healthy town and have been developed with reference to best-practice guidelines and frameworks, and through the professional experience of independent qualified town planners from Future Analytics Consulting.

Figure 22 gives an overview of the five core components that will be assessed as part of the health check exercise: Community; Accessibility; Urban Realm; Natural Environment; and, Economy.



“These indicators cover all of the attributes and components of a healthy town and have been developed with reference to best-practice guidelines and frameworks, and through the professional experience of independent qualified town planners from Future Analytics Consulting.”

Figure 22 Health Check Themes for Blessington





ACCESSIBILITY, MOBILITY AND TRANSPORT

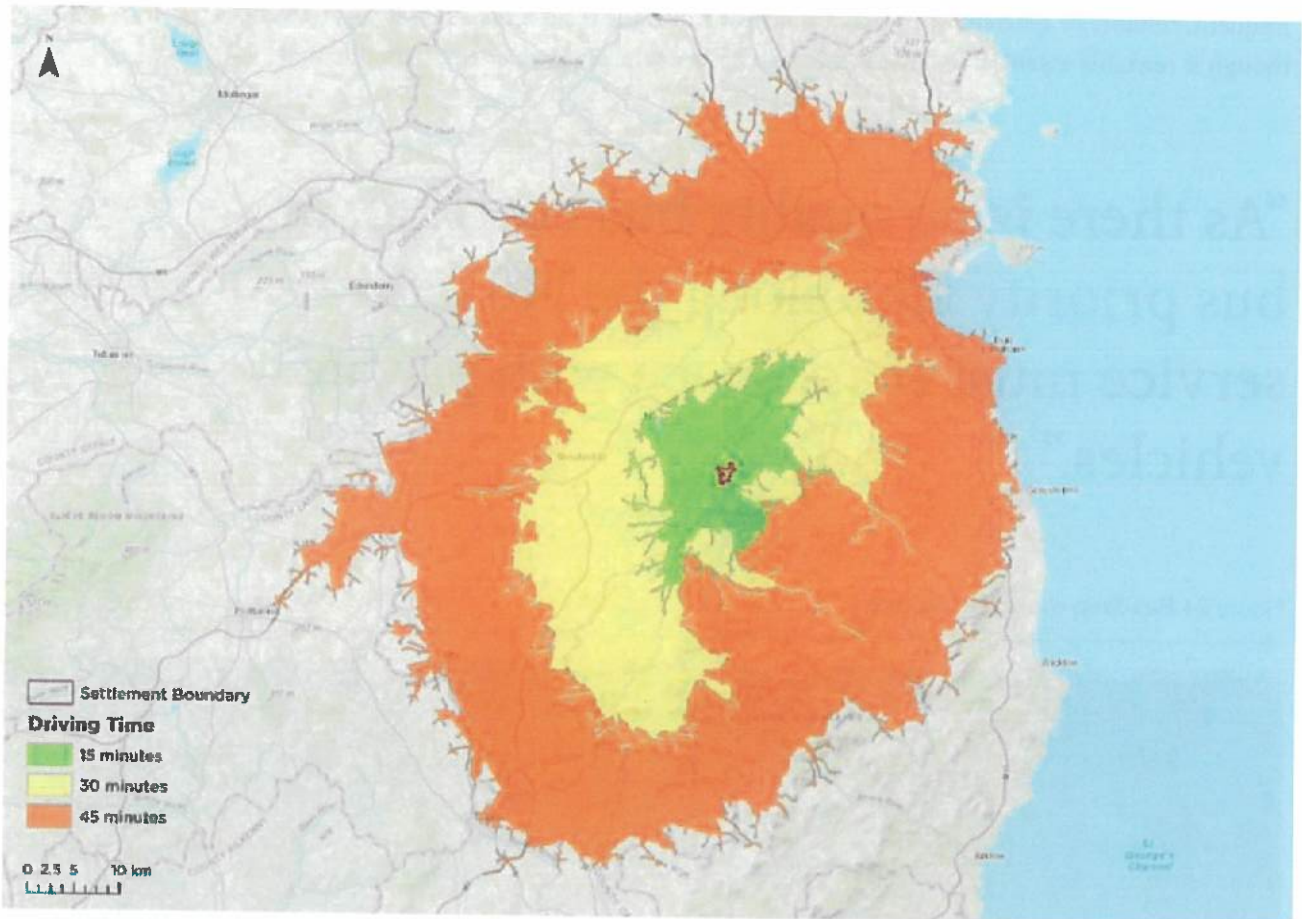
This section has been informed by a recently undertaken [Accessibility Audit](#), commissioned by the Blessington and District Forum and published in September of 2019. This audit was performed by the Universal Access consultancy and focuses on the main route through the town.

TRANSPORT AND CONNECTIVITY

Blessington has developed in a linear fashion, straddling the N81 national route which links the town with Tallaght to the north and Baltinglass to the south. As a national route, the carriageway is quite wide and its width does not reduce significantly as it passes through Blessington town centre, creating a wide avenue for traffic, and providing Blessington with a sense of openness, uncharacteristic of many Irish towns and villages, which often retain a medieval, enclosed core. As the only national route in West Wicklow, it is a key artery for many commuters and other road users, linking the area to Dublin. This creates significant challenges for Blessington. As a functioning town centre, the traffic generated in Blessington must compete with substantial through traffic that flows along this route. The results are significant congestion issues which are having an increasingly negative impact.

Connectivity is key, with larger settlements offering additional employment and education opportunities. Both Naas and Tallaght are important locations for residents of Blessington, in terms of employment, education and leisure, therefore the connectivity to each location is important. Although both are under 20km from Blessington, their proximity is often not reflected in the travel times. Congestion within and around Blessington at peak times cause significant delays. Figure 34 is a 'drivetime map' that visualises the locations to which a person could drive in a set time from Blessington. The image shows 'ideal' times, which do not account for the levels of congestion experienced in reality. However, what this map does show is the potential to increase Blessington's connectivity, provided significant traffic management improvements take place.

Figure 23 Drive-time Analysis Map



Blessington is served by the Dublin Bus Route 65, which connects the town with Tallaght and continues to Dublin City Centre. There are fifteen services listed by Dublin Bus as operating from Blessington daily, while the route connects to the LUAS Red Line at Tallaght. Bus stops are located along the N81 and Main Street, with stops within and at either end of Blessington (Burgage Industrial Estate, Blessington Further Education Centre, Market Square, Community Centre). As there is no quality bus corridor, or bus priority lane along the N81, the service must share space with private vehicles. This ensures that the route is subject to the same congestion and delays that cars regularly experience. In addition, there are a significant number of bus stops, with approximately fifty identified between Blessington and Tallaght. As a result, the bus does not offer a frequent, reliable or efficient option as a mode of travel for residents in Blessington. Even though it remains essential for many, this is in spite of the service, rather than due to it.

“As there is no quality bus corridor, or bus priority lane along the N81, the service must share space with private vehicles.”

Figure 24 Bus Stop at Market Square



PARKING

In the 'Accessibility Audit' undertaken for Blessington, the consultants noted that there is "ample parking throughout the town". Indeed, upon initial view when first visiting Blessington, one could be forgiven for mistaking the town for a car park. On-street car-parking is provided the entire length of Main Street, on both sides. The spaces provided on the street are, for the most part, perpendicular to the path in order to increase the capacity of the street for parked cars.

The Market Square effectively acts as a central car park, connecting with further car parking spaces along the route to the New Town development. Each of the large retailers (Aldi, Dunnes and Super Valu) provide their own store car parking beside their developments, in the case of Super Valu the parking spaces are behind the store. These store car parks appear to provide ample space for customers, even during busy periods.

Parking is free throughout the town and there are no time-limits imposed on users. It would seem that a significant proportion of the on-street parking spaces are used by people working in nearby stores, and by commuters to Dublin who either car-share or take the bus. As a result, parking in Blessington appears to be struggling to meet demand, although this is not necessarily the case. Misuse of parking spaces, a lack of appropriate parking measures and a poorly designed urban environment have resulted in Blessington developing as a location that prioritises parking, and cars, above all else.

Figure 25 On-street Parking is found throughout, including Market Square



Figure 26 Supermarket parking facilities are provided by all three major retailers



PARKING SURVEY

In order to establish the availability of car parking spaces in Blessington, a car parking survey was carried out between the hours of 9am and 4pm on November 11th. Six 'parking zones' were selected (Fig. 27) to provide reasonable coverage of the town centre and at designated intervals each hour a count of the total number of free spaces in that zone was performed. This occurred throughout the day with an average number of free spaces per each 'parking zone' arrived at. Weather conditions on the day of the survey were cold and blustery, but dry.

It should be noted, that as various factors can influence the results of such a survey (such as weather, public holidays, etc.), a more longitudinal study that occurs on different days and in different conditions should be carried out in order to establish a more accurate picture. Table 4 provides a summary of the survey results and would indicate that on this day a good quantum of spaces were available. However, as already noted, a longer-term study is required for more accuracy.

Figure 27 Locations of the Parking Survey



Table 4. Parking Survey locations and spaces

No.	Area	Total Parking Spaces	Average Free Spaces
1	Dempseys/Main St.	24 spaces	11 free
2	Lemon Tree/Square	16 spaces	4.5 free
3	New Town/Dunnes	35 spaces	14.5 free
4	Credit Union/Square	28 spaces	5.5 free
5	Mcgreals/Main St.	25 spaces	15 free
6	West Wicklow/Main St.	22 spaces	5.5 free

WALKING AND CYCLING

As previous sections have suggested, Blessington is a town that is dominated by, and caters to the private vehicle. This is partly due to the unavoidable fact that a national route passes directly through the town centre. However, even with the N81, the town centre could be designed in such a way that pedestrians are prioritised and protected.

One of the first things that a person will notice when walking through Blessington, is the lack of safe pedestrian crossing points. The distance between the Oak Drive junction and the Naas Road junction is approximately 850 metres and this stretch of road effectively constitutes Blessington's Town Centre. Along the entire length there are only two signalled pedestrian crossing points, one at Murphy's Pub and the other at the Garda Station. A third pedestrian crossing point is provided to the front of St. Josephs estate, but this is not signalled. There is a distance of around 250 metres between the two signalled crossing points. There is an inadequate provision of pedestrian crossing points which creates an environment that is unfriendly to pedestrians, further encouraging people to drive.

Furthermore, the existing conditions are not conducive to universal accessibility for all residents. This point was made in the Accessibility Audit, which argues that areas such as Market Square are inaccessible for wheelchair users, or people with mobility aids unless they use the carriageway itself. In other words, an improved pedestrian environment that facilitates greater access for all is required.

Figure 28 Focal points such as the Market Square prioritise car parking over pedestrian movement



Blessington is set to become a major destination for recreational cyclists over the coming years, thanks to the recent confirmation of funding for a looped greenway around the lake. This new greenway will, it is envisaged, attract substantial numbers of tourists looking to enjoy the amenity, as was the case with greenway developments in Mayo and Waterford. Blessington is already a hotspot for cyclists who use the lakeside roads in large numbers, however the greenway is set to attract a new type of user, the leisure cyclist and families. If Blessington is to successfully cater for an increase in the numbers of cyclists then it must have adequate cycling infrastructure.

Analysis of the streetscape and town environs would indicate that, at present, Blessington does not possess the appropriate level of infrastructure. There are no segregated cycle lanes on the routes leading into Blessington, or along Main Street. The few segregated paths that were found exist on the outskirts of the town near newer residential developments, but even these paths are not connected to a wider network, making them redundant. In terms of bicycle parking, there is limited parking available throughout the town. In general, cycling appears to have been given little, if any, consideration in design of the streetscape.

Figure 29 Cycling infrastructure appears as an afterthought, rather than an integral design





COMMUNITY INFRASTRUCTURE

SERVICES

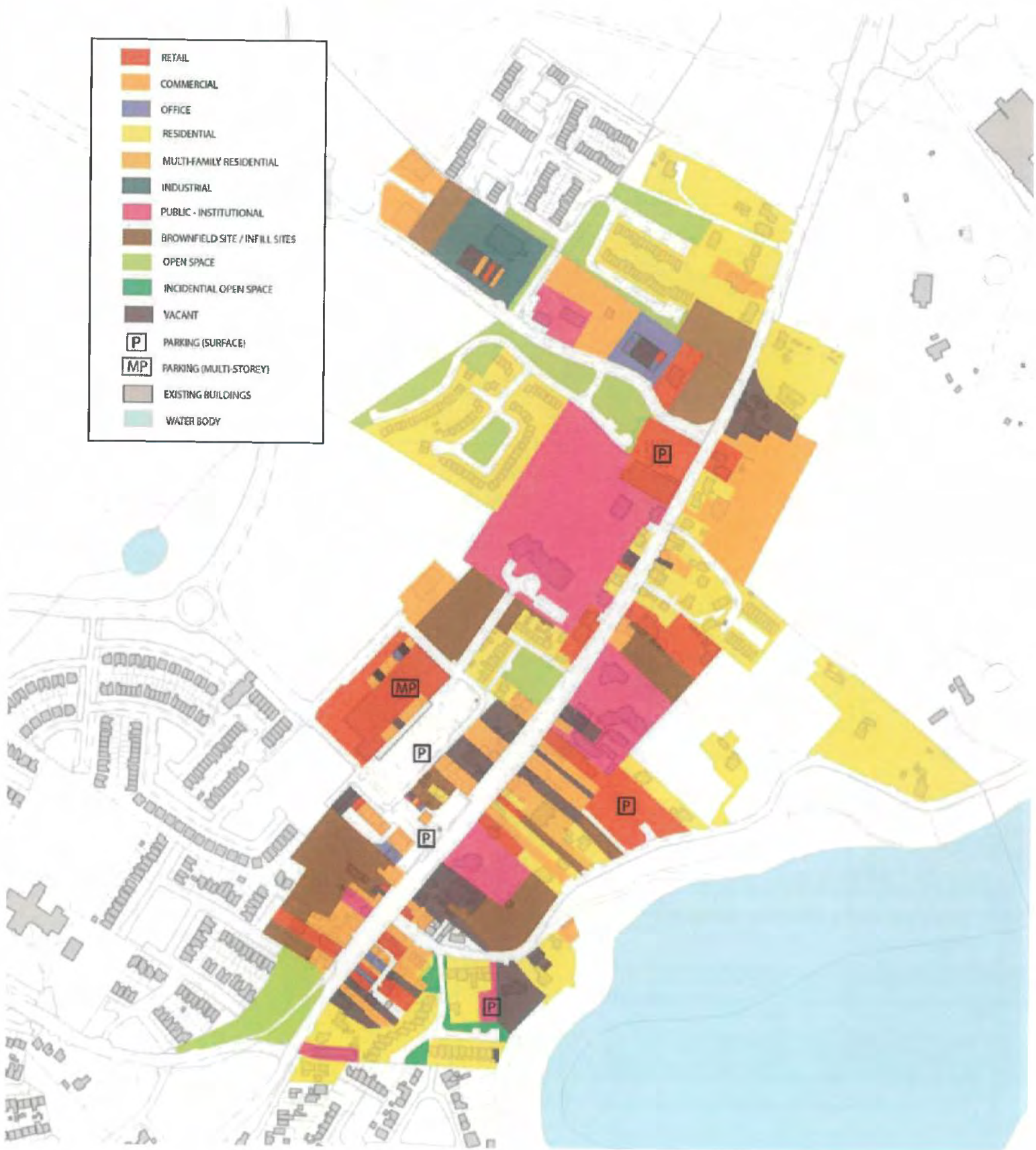
Phase 1 of the Health Check provides an excellent map (Fig 30) of the land use in Blessington. This map provides an indication of the locations of various services for the community in Blessington. Convenience retail is well provided for in Blessington, with an Aldi, Dunnes and Super Valu occupying different locations across the town. The comparison retail offering is less extensive, with smaller, independent units dotted along Main Street, or in the New Town development which is also home to the most sizeable comparison offering in the form of Dunnes Stores. In terms of health, the town possesses a primary care centre, several pharmacies, general practice, dental surgery and other wellbeing facilities.

Blessington possesses a wide range of educational facilities, with six individual schools operating under different ethos and catering for a range of age-groups. There are five primary schools in Blessington, which are: Blessington Educate Together National School; St. Marys National Senior School; St Mary's National Junior School; Gaelscoil na Lochanna; and, Blessington Number One School. At secondary school level, the Blessington Community College is a mixed school that serves the Blessington catchment. In addition, the Blessington Further Education and Training Centre provides adult-education and life-long learning for those who have left school.

Additionally, wider community services such as a Men's Shed, Community Centre, Town Hall (St. Josephs) and theatre can be found in Blessington. Each of these facilities offer residents essential services that are often overlooked but are integral to healthy communities.

Food offerings in Blessington come in the form of two gastropubs, several cafes and a range of fast-food units. It has been noted in Phase 1 that while there are two or more pubs offering evening meals, there is otherwise a dearth of standalone restaurants open during the evenings. With the exception of fast food, there is a limited selection of alternative options for people to choose from in the evenings.

Figure 30 Land Use in Blessington, from Phase 1 Report



RECREATION

Given its rural location, and proximity to enviable natural assets, Blessington should possess a good range of recreational services for its population. The lake is a major asset to the town, however, use of the lake waters for swimming and other recreational activities is limited due to safety concerns.

A greenway walking route has been developed, beginning at the Avon and following the edge of the lake through woodlands and eventually to the road adjacent to Russborough House. This is an excellent amenity that could be vastly enhanced if the links from the route to the town and from the route to Russborough were improved, creating a more accessible and seamless connection. The Avon is also the location of an outdoor adventure centre, although this is a private facility requiring paid access.

North of the town, alongside the Blessington Number 1 School are the Blessington GAA Club's facilities. The facilities appear to be relatively modern, with four playing pitches, one of which possesses floodlighting, and a clubhouse on-site. The location of the GAA club is not ideal, although perhaps excusable if the requirement for a large area was a deciding factor.

It exists at the end of a new access road that extends from Oak Drive, surrounded by vacant brownfield and greenfield sites, with the sole exception of the school. It is approximately 1.5km from the town centre and this distance, in conjunction with the barren, isolated nature of the area, makes for an unpleasant walk to the club (Fig 33). This is another example of how land use planning and design in Blessington have facilitated private vehicle use at the expense of active modes such as walking and cycling. It should be noted that Blessington also possesses a football club, Blessington AFC, however their facilities are even more remote, located on an access road north of the Philipstown Quarry.



Figure 31 Blessington GAA Facilities



Figure 32 Road leading to Blessington GAA and Blessington No1 School

Adjacent to the Aldi car park and Oak Drive there are recreational amenities available to the public. A playground, outdoor fitness equipment and a skatepark are all located alongside one another. While the equipment provided appears to be of a good standard, the surrounding landscaping and streetscape is underwhelming, and the area requires a more attractive urban realm design.

Such amenities should, ideally, be located close to residential areas and accessible to as many people by foot as possible. In this instance, the amenities are situated at the entrance to what is effectively a commercial/industrial park. The houses that are situated in Oak Drive are the only residential units beside the playground, limiting the amount of 'passive surveillance' that can occur. While the provision of these amenities is certainly a positive, the relative 'remoteness' of their location reduces their attractiveness to a wider population.



Figure 34 Facilities in playground appear in good condition, however the site of the playground could be enhanced



Figure 33 Modern exercise equipment



Figure 35 Skate-park facilities located alongside playground



URBAN REALM

CREATING PLACES FOR PEOPLE

The urban realm (or public realm) refers to the 'spaces between buildings', the streets, squares, parks and plazas that comprise a settlement. In the section on accessibility, mobility and transport there is some additional detail that relates to the condition of the public realm, in terms of those elements. At a more general level, the public realm in Blessington has huge potential, with several existing components offering an alternative to the existing layout, if capitalised on. Presently, the influence of traffic and car parking disrupts the potential for a more pleasant and attractive public realm.

First and foremost, the Market Square with the Blessington Monument and Credit Union House has the potential to be transformed into a public plaza that caters for pedestrians and could offer a focal point for visitors to enjoy and events to be held. Its current use as a central car park leaves little room for pedestrians. Indeed, in the Accessibility Audit undertaken by Universal Accessibility, this point is reinforced with it being noted that the Square is currently unsuitable for the elderly, mobility-impaired, and people with sensory challenges, such as autism. This is partly due to the tarmac surfacing and limited footpaths which together facilitate cars above all other road users.

In addition to its unsatisfactory use as a carpark, there exists a two-way traffic system into the square, with two lanes providing access and egress to the New Town development. The Square also has three access points on either side of the Monument and beside the Ulster Bank. This creates a rather chaotic environment for pedestrians, while also compounding the issues of traffic congestion on Main Street.

The New Town development offers a more positive example of how the public realm can provide an attractive space to visit. While not perfect, the path surfacing and design (Fig 36) that connects the Square to Dunnes is preferable to much of the surfacing elsewhere in Blessington, particularly on Main Street and in the Square.

There are attempts at creating a more pleasant public realm, such as the seating area located in the Square. However, this is ineffective in its aims as the location of the seating, 'sandwiched' between the busy Main Street/N81 and car-parking spaces, is uninviting and would not appeal to people seeking an attractive location to rest.

Figure 36 Public realm by new town development is an example of a more considered design



Figure 38 Example of poorly placed service poles



The old Naas Road (Dempseys Lane), which has been converted into a pedestrian path, is a better example of attractive public realm. This is in part due to its segregation from traffic, making it one of the few footpaths in Blessington that is not bounded by a busy road. However, this creates its own challenges too, as the route is shielded from the views of road users and has no buildings that overlook it, which could lead to safety concerns in terms of anti-social behaviour.

As the key thoroughfare in Blessington, Main Street should be the 'jewel in the crown' of the town. It is a broad, tree-lined street with two lanes of traffic and on-street parking on either side. As discussed in the accessibility section, the current layout of Main Street facilitates car dominance which detracts from the public realm. However, the mature trees lining the route are key to 'soften' the impact of vehicles and should not be removed for this reason alone.

Unfortunately, the paths along Main Street are in various conditions, with some needing maintenance. In places, the paths are littered with obstructions, such as electricity poles, which are not conducive to ease of movement (Fig 38). Indeed, the electricity poles are problematic for several reasons; they create unnecessary obstructions to pedestrians, they detract from the visual appearance of the streetscape, and they have resulted in the 'crowning' of the mature trees.

Figure 37 Dempsey's Lane provides a pleasant pathway for people, segregated from the N81



HERITAGE AND CHARACTER

Phase 1 of the Health Check provides an excellent summary of the built heritage and intrinsic character of Blessington. In summary, the town possesses all the characteristics of a 'landlord town', one that was originally developed around a large landowner's estate house. Indeed, Blessington's origins are traced back to Michael Boyle, who developed a demesne and hunting grounds for deer in the area. The Blessington Monument, which sits in Market Square, offers an indication of Blessington's history as a landlord town. An inscription on the monument reads:

“The Water supplied at the cost of a kind and generous Landlord for the benefit of his Attached and Loyal Tenants”.

Figure 39 The Blessington Monument

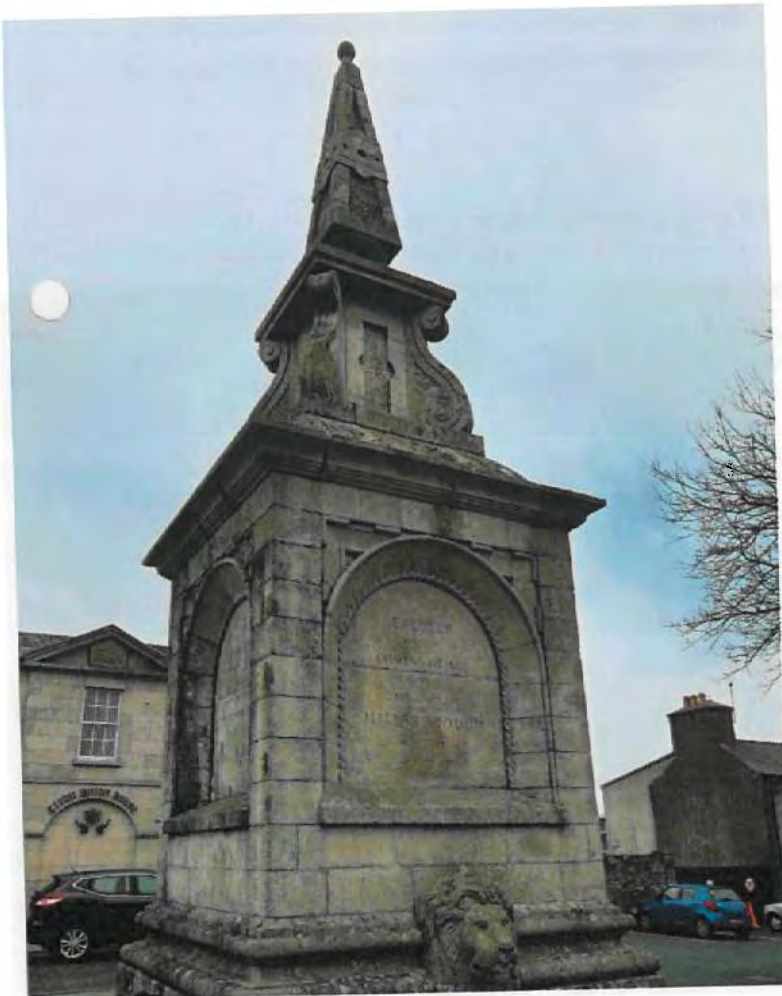


Figure 40 The Credit Union building and Monument provide an architectural flair to the Square

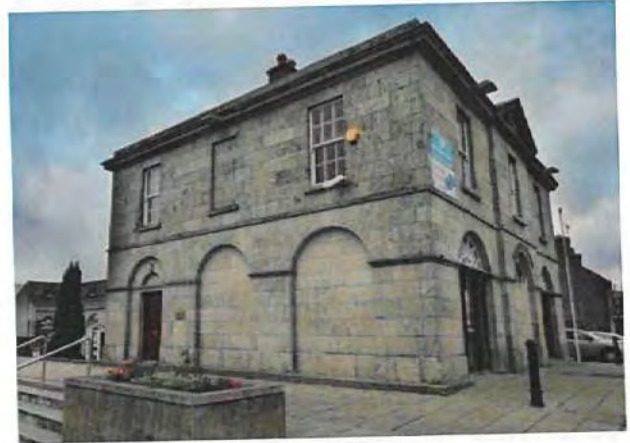


Figure 41 The former Downshire Hotel building is an important landmark



The wide Main Street and central square are common in towns of this type, with the central location afforded to the Church of Ireland building an indication of the nature of Blessington's origins. Market Square provides the town with a focal point and buildings such as the Credit Union, St Mary's Church, the Ulster Bank building and the former Downshire Hotel, all of which are located around the Square, possess a rich architectural heritage value. Unfortunately, due to the current use of Market Square as a carpark, the attractiveness and value of the surrounding buildings is lost.

Blessington Town Centre is an architectural conservation area (ACA) which means it is afforded a level of protection that other town centres may not possess. Indeed, it is a core heritage strategy of the CDP to *"ensure the protection of the architectural heritage of Wicklow through the identification of Protected Structures, the designation of Architectural Conservation Areas,*

the safeguarding of designed landscapes and historic gardens, and the recognition of structures and elements that contribute positively to the vernacular and industrial heritage of the County". Blessington's designation as an ACA means that efforts must be made to preserve the character of the townscape, which takes into account the building lines and heights.

Beyond the town itself, there is a rich history and heritage to be enjoyed. The hugely impressive Russborough House and Gardens is located just south of Blessington and is an excellent example of Palladian style architecture. Villages such as Lacken, Baltyboys, Vallemount and Ballyknockan each have their own individual characteristics and interesting heritage. Together, all of this contributes to a rich history for the Blessington area, however, there is arguably more to be done in terms of promotion of the area's history.

Figure 42 St Marys Church towers over the Square and offers an excellent focal point in the town



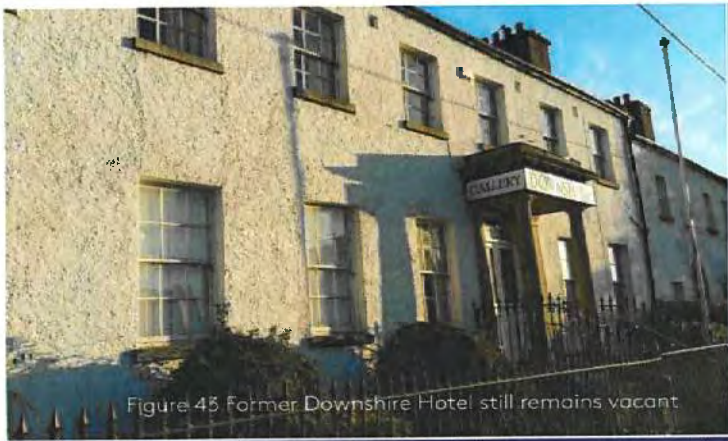


Figure 43 Former Downshire Hotel still remains vacant

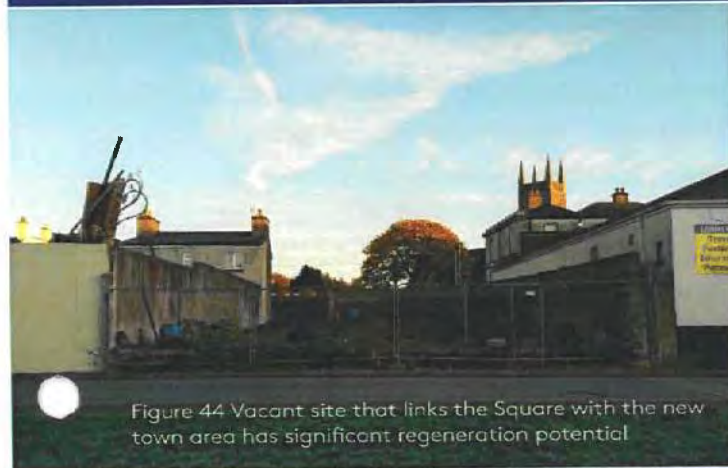


Figure 44 Vacant site that links the Square with the new town area has significant regeneration potential

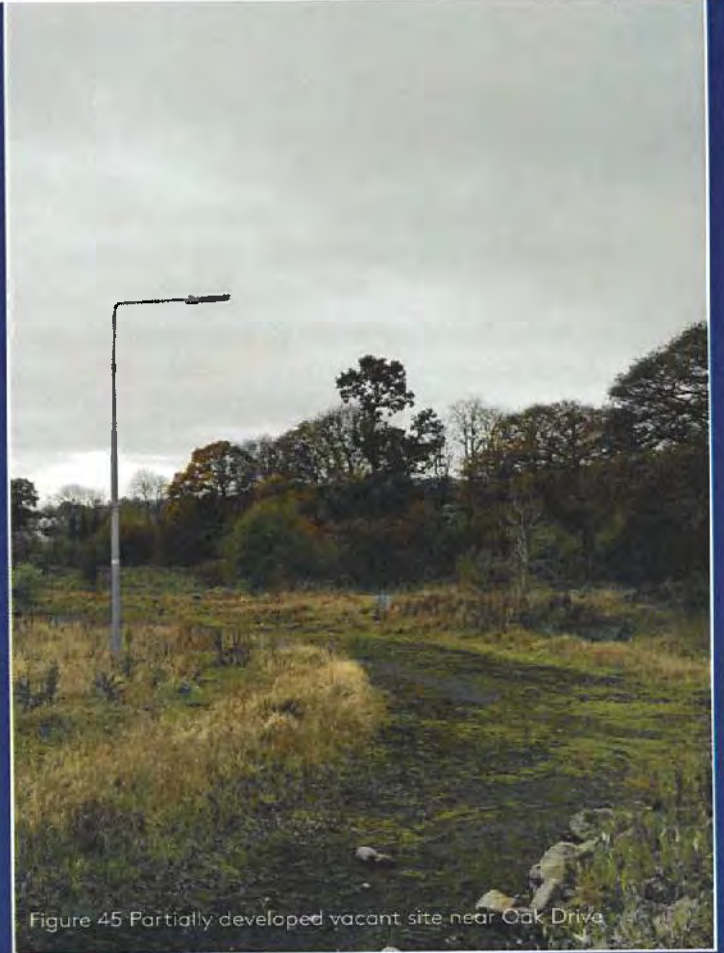


Figure 45 Partially developed vacant site near Oak Drive

VACANCY AND DERELICTION

Vacancy in Blessington, according to the Geodirectory data, does not appear to be at a level that is of concern. In fact, Blessington records a commercial vacancy rate of 4%, which means only 4% of its total recorded commercial units are vacant. The national average is 13.2%, while County Wicklow's is 12.2%. Furthermore, residential vacancy is stated as 6.3%, according to the Census of 2016, which compares favourably to the State average of 12.3%. The vacant units in Blessington are not, for the most part, obvious and this implies they are not, yet, detracting from the surrounding environment in any meaningful way. However, it is important to find uses for vacant buildings, particularly those that are in key locations, such as along Main Street, before they become an eyesore.

Although the vacancy statistics would appear to suggest a thriving town with a strong commercial environment and high uptake of residential properties, there are still some notable issues in terms of vacancy and dereliction. Land use patterns in Blessington have created several spaces that now detract from the built environment. There are significant opportunities for redevelopment of infill, brownfield and greenfield sites, which if done appropriately would positively enhance the urban environment and lead to a more compact settlement.

Perhaps the most obvious case of vacancy in Blessington is the former Downshire Hotel, located opposite Market Square. This building has significant heritage value and



Figure 46 Large greenfield site

its regeneration and reuse would have a positive impact on the town centre. The building has laid idle for a number of years, but there has been a recent planning application (Ref No: 19940) made to Wicklow County Council for the development of a nursing home at this location. It is important to find a use for such a significant building.

There are several infill and brownfield sites in prominent locations that undermine the perception of vibrancy. None more so than the infill site situated adjacent to the Credit Union building on Market Square. This plot runs from the Square to the access road at the New Town development, providing views through. There is considerable potential for the redevelopment of this vacant site due to its central location. Undoubtedly this site should be the priority for any future regeneration.

Other vacant plots can be found throughout Blessington which again offer major opportunities for development that would benefit the town as a whole. One such site can be found adjacent to Oak Drive and the Inner Relief Road, where there have been some preliminary works undertaken, as the lampposts and moss-covered road would indicate. This site is one of several 'backlands' sites that can be found behind the existing buildings either side of Main Street. They are indicative of poor land-use planning and failed sequential development. As Blessington has seen its population grow, development has, for the most part, continued in a linear fashion, instead of on sites, such as these, where a more compact and contained pattern could emerge.



NATURAL ENVIRONMENT

Blessington is synonymous with the Poulaphouca Reservoir that is situated to the immediate east of the town centre, so much so the reservoir is now commonly known as the Blessington Lakes. While technically not 'natural' the lakes do afford Blessington a setting of unparalleled natural beauty, as well as a major asset to be exploited in a sustainable manner.

The combination of the lakes and extensive Wicklow mountains, both of which are on Blessington's doorstep, create a natural environment that is almost without comparison in Ireland. Curiously, however, Blessington has yet to fully embrace the lake as an amenity and resource, with views to the lake not exploited to the extent they could be. For example, when on Main Street one could be forgiven for forgetting that such a natural resource exists beyond the building line. Of course, there are steps being taken to capitalise on the lakeside location of the town, with the planned looped Greenway offering a recreational amenity of international quality.

Beyond the lakes, Blessington has several woodland habitats that are themselves worthy of protection and, if done so in a responsible manner, could offer quality woodland walking routes, as some already do. Glending Wood is one example, located northwest of the town centre. The existing Greenway, which runs from the Avon to Russborough already has some wooded walks as part of it, showcasing the potential opportunities.

In terms of the town centre itself, there are some elements of the natural environment that need consideration. The mature trees that line Main Street provide a sense of enclosure and alleviate, to an extent, the perception that this is an environment dominated by vehicles. The condition of the trees varies, with several showing signs of major damage due to 'crowning' that would have taken place in order to prevent disruption to the electricity lines. Presently, the trees throughout the town centre appear to be considered necessary, but underappreciated additions to the environment. With improved landscaping and public realm improvements, these mature trees could act as centrepieces to a vibrant, natural streetscape.



Figure 47 Overhead cabling has led to tree crowning



Figure 48 Barriers placed around tree



Figure 49 Watercourse of stream running adjacent to newer residential developments

In Phase 1 of the Health Check it is also noted that a stream system exists to the west of the town. This stream provides a natural system that absorbs storm water run off and other heavy rain events. Flooding has been known to occur, with development encroaching on this natural system. Further development could impact the stream's ability to absorb storm waters and consideration should be given to enhance the stream's ability to act as a natural mitigation measure.

There are several open green spaces, and empty sites throughout the town. These locations could be improved visually with the inclusion of wildflowers and other plants. Idle sites could be temporarily transformed by such an initiative, while other notable sites such as Dempsey's Lane and St Joseph's Green could also see major improvements with planting schemes. It should be noted that there are several welcome efforts being made to improve the natural environment, in particular the excellent design of the existing greenway route and smaller, but no less important initiatives such as the "bee hotel" located in the grounds of Super Valu.



ECONOMY

The land use map taken from the Phase 1 report and reproduced in section 4.2 partially shows the diversity of uses in the town. The commercial core of Blessington extends from Oak Drive to Dempsey's Lane, and includes the New Town development area. There is significant activity in the Burgage Industrial Park and in the area by Oak Drive where the Council offices are located. However, Blessington's retail core does remain within the town centre.

COMMERCIAL PROPERTY AUDIT

Figures 50 and 51 show the locations of registered commercial properties as recorded in the Geodirectory database. Geodirectory records commercial properties by NACE code, however for the purpose of this exercise the properties have been grouped according to the general activity undertaken. What is clear from both maps is that there is a concentration of activity along a stretch of Main Street between the beginning of Dempsey's Lane and St Joseph's Green. Exceptions to this include the new town development, the Burgage Industrial park and the Oak Drive area. Table 5 provides a breakdown of the number of commercial units, based on their activity type, along with the proportion of the overall registered commercial properties that the respective activities amount to.

Figure 50 Commercial addresses (Source Geodirectory)

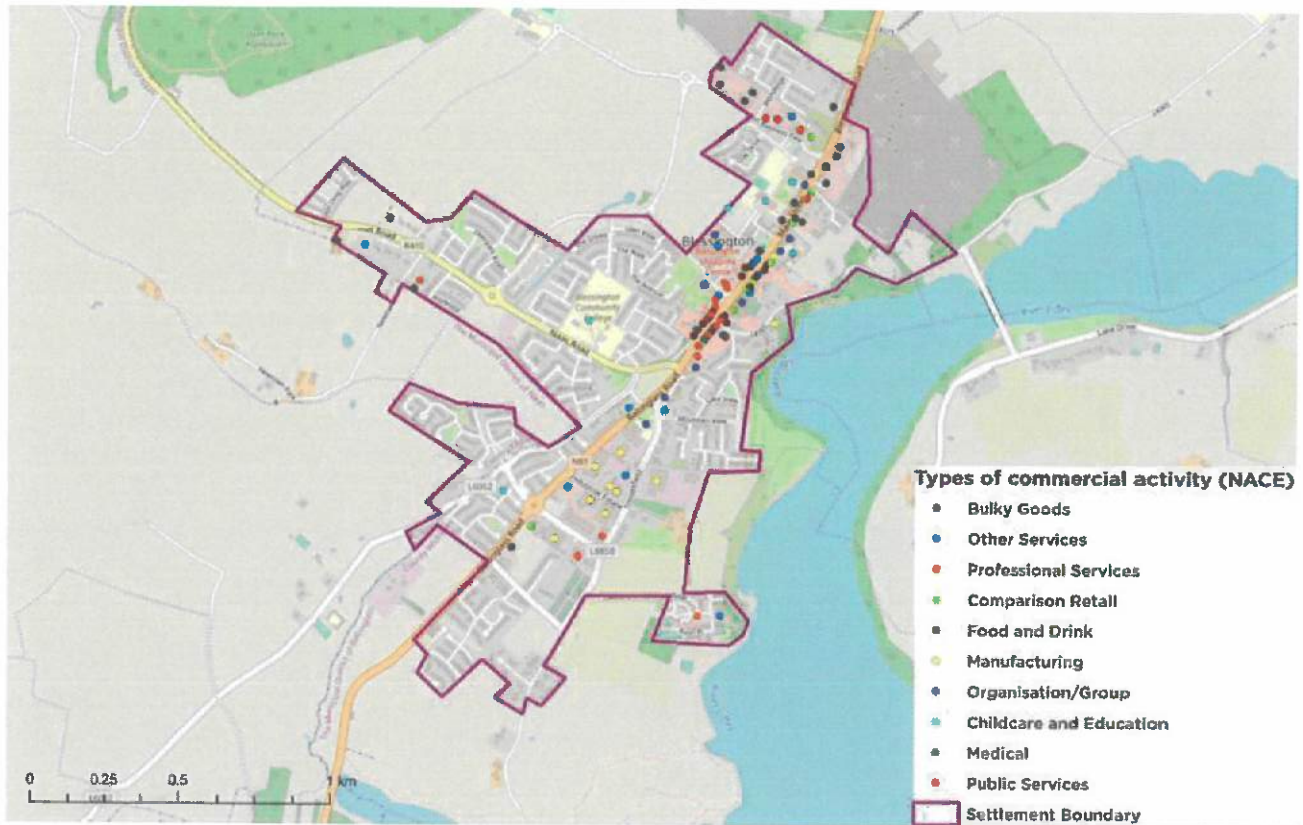


Figure 51 Registered Commercial Addresses in Town Centre (Geodirectory)



Table 5. Quantum of Registered Commercial Units per Broad Category of Operation

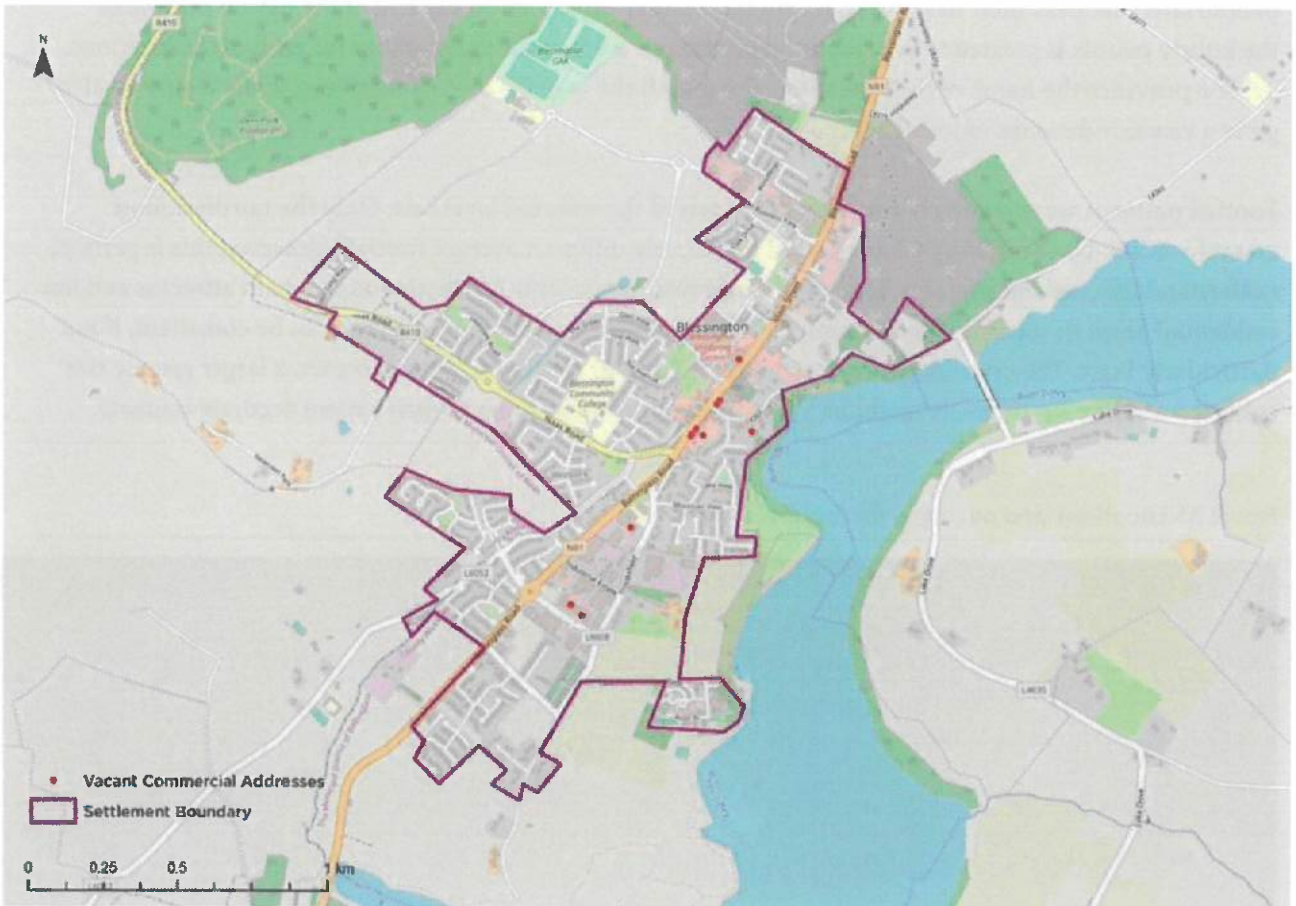
Commercial Activity Type	No. of Registered Units	% of Total
Bulky Goods (Hardware, Machinery, etc.)	27	16%
Childcare and Education	9	5%
Comparison Retail (Chemist, clothing, books, etc.)	18	10%
Convenience Retail (Grocery, Butchers, etc.)	10	6%
Food and Drink	19	11%
Manufacturing	13	7%
Medical	4	2%
Organisation/Group (Religious, other)	10	6%
Other Services (Hairdressers, Betting, Veterinary, Fitness, etc.)	30	17%
Professional Services (Accounting, Consultants, Legal, Insurance, etc.)	29	17%
Public Services	5	3%

While it would initially appear that Blessington has a sufficient range of all activity types, there is a noticeable lack of particular types of comparison stores. Boutique clothing stores and similar independent stores are lacking; however, this may be due to the inevitable draw that major retailing locations such as Tallaght, Dublin City and Naas have over consumers in Blessington. The proximity of these locations would have an impact on the viability of specialised retailers in Blessington. The lack of comparison stores is also acknowledged in the Phase 1 report, which states the following:

“Most retail outlets in the town focus on convenience type shopping activity and the town is well served by medium to large scale supermarket and discount stores. There are less comparison goods shopping (in terms of retail square metres) and examples of such include a jewellers, a gift shop and Charles Camping. The town lacks speciality retail activity and high end comparison shops (like fashion boutiques) and given the proximity of Naas and Tallaght retail parks and their town centres/shopping centres, it will not compete for such activity at any great scale, though the Main Street could absorb more comparison shopping and this should be encouraged.” - (Health Check Phase 1, pg 39)

Figure 52 shows the vacant commercial premises that were identified as part of the health check analysis. These vacant addresses are derived from the GeoDirectory database. The same database was used to identify the active commercial properties previously described. A total of 11 vacant commercial addresses were identified, a cluster of which are located on Main Street between the Naas Road junction and the junction with Kilbride Road. As previously mentioned, the recorded commercial vacancy in Blessington is 4%, which is far below the national and County averages. This would imply **Blessington is a reasonably successful environment for businesses.**

Figure 52 Vacant Commercial Premises (Geodirectory)



BLESSINGTON PEDESTRIAN COUNT

As part of the health check a pedestrian count was performed as a means of establishing the average footfall and the main areas of activity. The survey methodology is derived from several best-practice guidelines, including the National Bicycle and Pedestrian Documentation Project from the US, where several guides on how to undertake such surveys are provided. Future Analytics Consulting would like to acknowledge the work of Transition Year students from the Community College in undertaking this survey.

Six locations were selected throughout the main retail areas of Blessington with a surveyor placed at each of these locations. For a continuous fifteen-minute period each hour the surveyor counts the number of pedestrians that pass their designated location, in either direction. At the end of the day an average of the hourly counts is created to provide an approximate average footfall number for each of the locations. Table 6 provides the name of each location, along with the average footfall numbers, while Figure 53 also gives a visual indication of locations.

Footfall patterns were relatively similar across each of the selected locations. Only the northernmost count location, by the Boxing Club, showed a relatively different average footfall. However, this is perhaps understandable considering it is beyond the core retail area, with Aldi acting as the main attractor and few residential areas in the immediate vicinity. Overall, footfall in Blessington appears to be consistent, if not particularly busy. The estimated total footfall for a 12-hour period is 7,464, however, a larger sample size collected at different times throughout the year is suggested in order to gain a more accurate estimate.

Figure 53 Locations and averages for footfall counts



Table 5. Footfall Counts at each location

Location	Average Per Hour (p/h)	Estimated 12-hour Footfall
Dempsey's Lane	93 per hour	1,116
Opposite Ulster Bank	100 per hour	1,200
New Town Plaza (Dunnes)	123 per hour	1,476
West Wicklow House	127 per hour	1,524
Super Valu	116 per hour	1,392
Blessington Boxing Club (Aldi)	63 per hour	756
Totals	104 per hour	7,464

CHAPTER FIVE

CONSULTATION & ENGAGEMENT

As part of the Blessington Health Check, Future Analytics Consulting undertook various engagement exercises which sought to gather the range of views and opinions that key stakeholders and the public held in relation to Blessington.



5.0

CONSULTATION AND ENGAGEMENT

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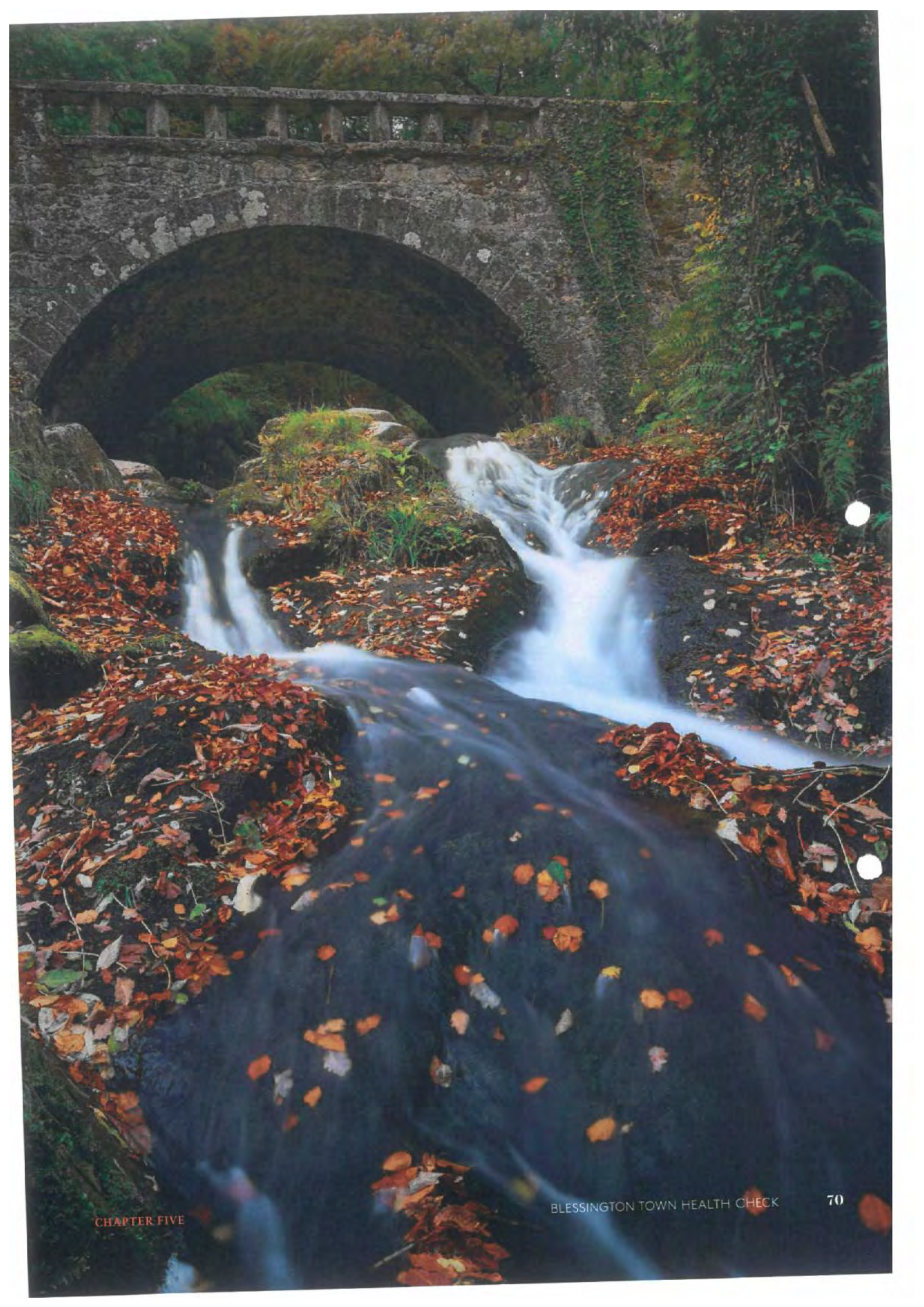
Two online surveys, a public survey and a business survey, were prepared and circulated through various means by representatives of the Town Team and Local Authority. Transition Year students from the Community College were involved on the project and assisted in street surveys to get the views of pedestrians and shoppers. A workshop with the Transition Year class was also facilitated by the Community College, allowing the thoughts of a key cohort of the population to be collected.

Additionally, an open public consultation event was held in the Avon on the 12th of November, which gave residents of Blessington an opportunity to provide their input to the process.

This section will provide a summary overview for each of these stages of consultation, including the results of the online public and business surveys.

Figure 54 Locations for shopper surveys, parking surveys and footfall counts





ONLINE SURVEY

METHODOLOGY

A questionnaire was created using the SurveyMonkey online programme and shared with the project team, including members of the Blessington Town Team. A link to the online survey was circulated online through the social media pages of the Council and Town Team, as well as in local newsletters.

The development of an online survey was deemed essential as it offers an opportunity to reach a wider number of citizens, particularly when compared to more traditional methods. The same questions used in the online survey were used for the Shopper Surveys. A copy of the survey is included in the appendix to this report.

The online survey was launched on the week of Monday 21st October and remained open for a six-week period until Monday 2nd December. A total of 139 responses were received, which includes the shopper surveys undertaken on Monday 11th November by the TY students. With Blessington's population recorded as 5,520 in 2016, an approximate response rate of 2.5% can be estimated.

RESPONSES

65%

Female

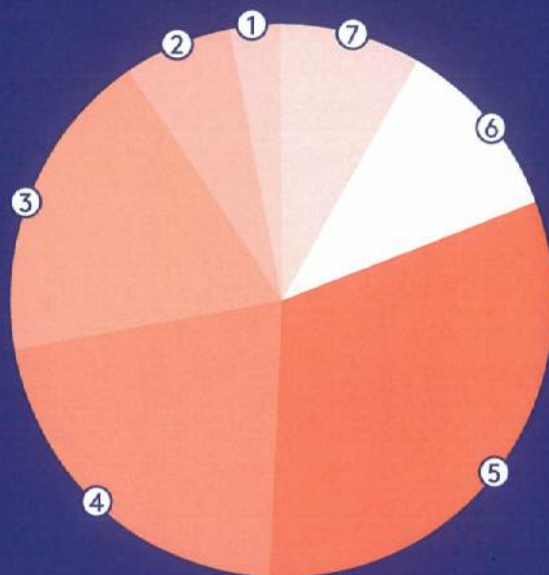


Of the 139 respondents, the vast majority were female, accounting for over 65% of all responses.

35% Male

What age range are you?

- 1. 75+ 3%
- 2. 65-74 6%
- 3. 55-64 18%
- 4. 45-54 22%
- 5. 35-44 32%
- 6. 25-34 11%
- 7. 15-24 8%



Almost half of all respondents lived in Blessington, or within 1 kilometre of the town centre, while a further 24% lived under 3 kilometres of the town centre.

47%

24%



1km

3km

For almost half of the survey respondents, 46%, the main reason for visiting Blessington that day (or on their most recent visit) is for grocery shopping. 'Work' and 'school' accounted for 17% and 12% of responses respectively.

46%

Grocery Shopping

Figure 55 Other main reasons for visiting Blessington



Interestingly, there was strong support for local business identified as one of the key reasons for shopping in Blessington, with **31% of respondents choosing to shop in Blessington in order to 'support local business'**.

56%

Supermarkets

56% listed the supermarket as the business the most recently visited. Café/restaurant was the next highest with 12% of the total.

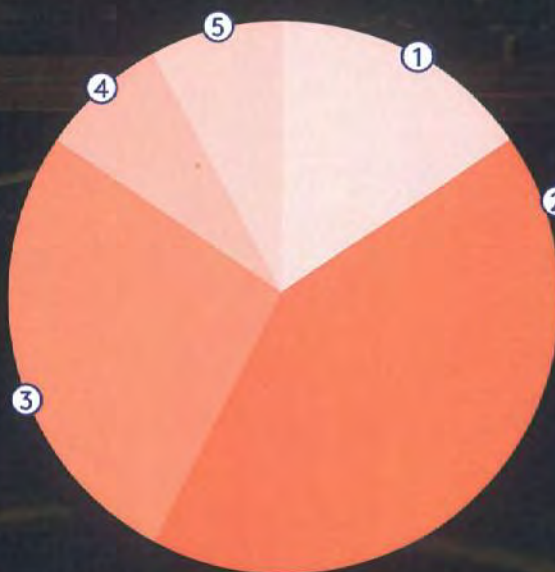
12%

Cafes

Question 13 asked people to state the type of business or particular store they would like to see most in Blessington. People felt there was a need for more restaurants, with several commenting that there is a lack of variety for food in evenings.

Boutique and more mass-market clothing retailers also received several mentions and proved to be the second most popular business type, with 'swimming pool' third.

- | | |
|--------------------------|-----|
| 1. <i>Swimming Pool</i> | 16% |
| 2. <i>Restaurants</i> | 41% |
| 3. <i>Clothes/Retail</i> | 27% |
| 4. <i>Hotel/Hostel</i> | 8% |
| 5. <i>Cinema</i> | 8% |



Of the 139 respondents to the survey, 94 (68%) stated that they drove a car to Blessington that day, or it is the mode they use most often. 25% of respondents claimed to walk more often than not, with 3% cycling. Only 2% of respondents noted that they take the bus as their regular mode of transport.

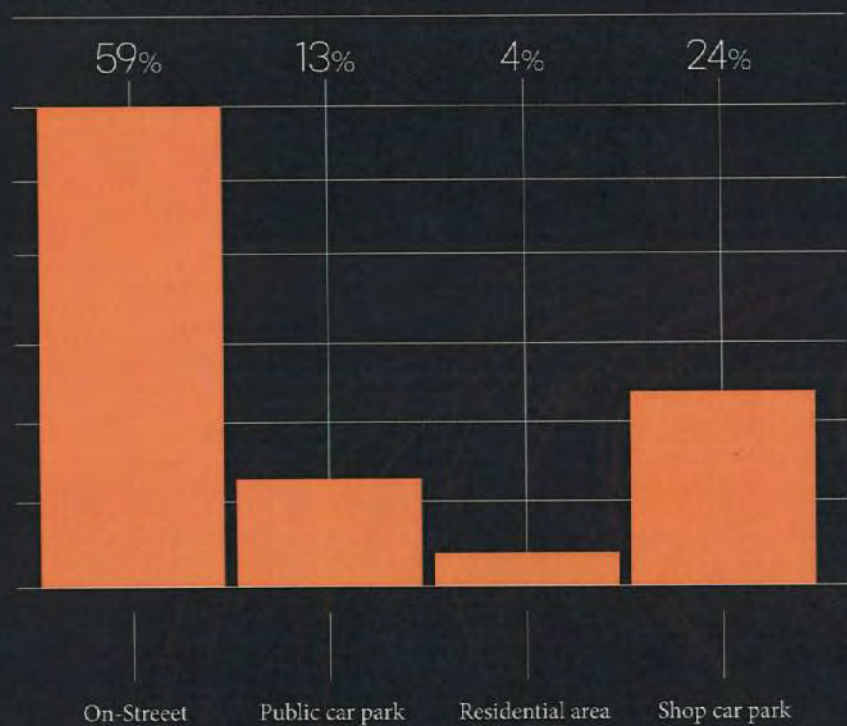
68%
Drive

25%
Walk

It is worth noting that of the 94 people who state that the car is their most common mode of transport when visiting Blessington, almost 59% of these people live in, or within 3 kilometres of, the town centre. This highlights the dependency people have on private vehicles, but also shows that there is **significant potential to reduce car usage if the pedestrian conditions are improved.**

Drivers were asked where they parked that day, or where they generally park, with the majority (59%) stating on-street parking.

DRIVER PARKING LOCATIONS



Respondents were asked to rate various aspects of the town from 'very bad' to 'very good', including issues such as traffic flow, parking, public transport and cycling space provision.

	Very Bad	Bad	Okay	Good	Very Good
Ease of movement around/throughout the town	6.48%	15.74%	42.59%	25.93%	9.26%
Traffic flow in the town centre	27.43%	33.63%	28.32%	7.08%	3.54%
Parking	12.73%	24.55%	35.45%	22.73%	4.55%
Attractiveness of the town	0.93%	6.54%	37.38%	42.99%	12.15%
Quality of the footpaths and roads	5.83%	10.68%	46.60%	33.98%	2.91%
Cleanliness	1.83%	6.42%	26.61%	53.21%	11.93%
Quality of the parks and greenspaces	10.99%	34.07%	31.87%	16.48%	6.59%
Areas to sit and relax	16.67%	41.11%	34.44%	6.67%	1.11%
Public transport provision	33.94%	37.61%	20.18%	5.50%	2.75%
Bicycle parking facilities	18.52%	37.96%	34.26%	5.56%	3.70%
Pedestrian crossing points	13.19%	35.16%	37.36%	12.09%	2.20%
Range/quality of cafes and restaurants	5.66%	20.75%	34.91%	27.36%	11.32%
Range/quality of grocery stores	0.94%	5.66%	28.30%	40.57%	24.53%
Range/quality of other retail	10.28%	22.43%	44.86%	18.69%	3.74%
Standard of service in shops	0.00%	0.00%	26.19%	58.33%	15.48%
Vibrancy of the town centre during the day	0.00%	4.67%	44.86%	40.19%	10.28%
Vibrancy of the town centre at night	3.85%	31.73%	42.31%	19.23%	2.88%
Range of events and/or activities	2.70%	22.97%	52.70%	17.57%	4.05%
Feeling of safety/security during the day	0.00%	0.00%	18.84%	42.03%	39.13%
Feeling of safety/security at night	2.86%	12.86%	41.43%	27.14%	15.71%

BUSINESS SURVEY

Part of the Blessington Health Check also required a focus on the business and retail environment. Commercial activity and town centres are inextricably linked, this has always been the case. Indeed, Blessington itself owes its foundations to commercial activity, with the Market Square offering a focal point for such activities for many decades.

Without an adequate provision of retail and commercial activity, town centres lose their vibrancy and sense of vitality. While a quality public realm can be an end in itself; without businesses and retailers town centres will lose their core function and this will have negative impacts over time. Hence the need to understand how Blessington currently functions as a retail and business environment.

The locations of these businesses are also indicative of the commercial environment in the area. A majority of respondents, 45%, are based in the town centre, with a further 27% located on the edge of the town centre. The remaining 27% stated their business is located "outside of the town".



Approximately 55% of businesses stated their main reason for establishing a presence in Blessington is because it is their 'hometown', while a further 18% said it provided them 'access to target markets'.



Average of 6 people employed by businesses



9%
Okay



55%
Well



36%
Very Well

There are positive signs of the health of businesses in Blessington, with 36% of respondents stating that their business is currently performing 'very well', while a further 55% stated 'well'.

60%

of businesses, when asked, said they would consider alternative/ additional opening hours if there was a demand for such.

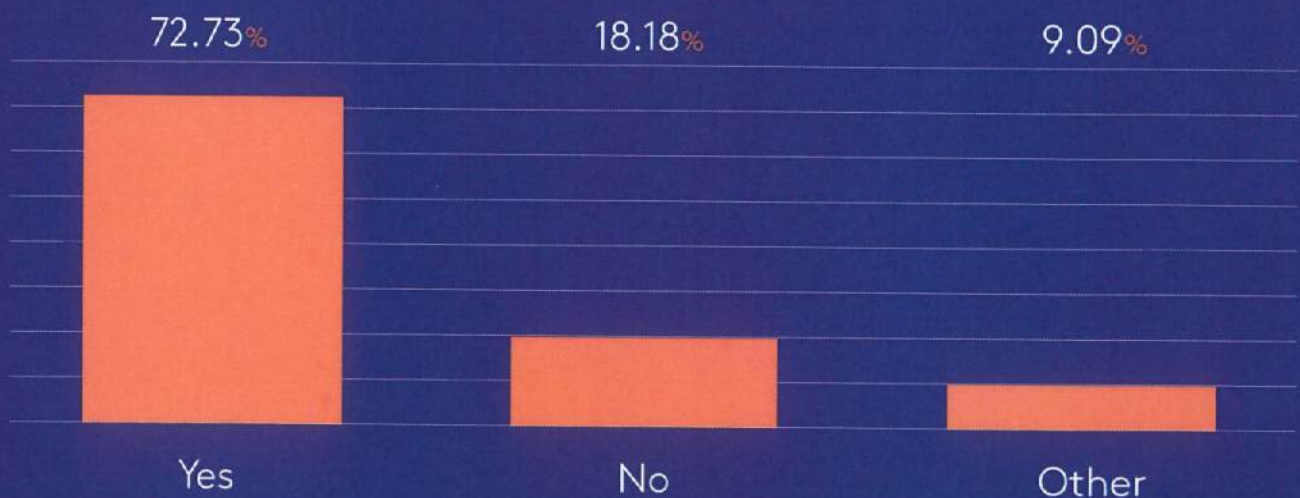
90%

Of Businesses that responded to the survey stated that they already have a website, or an online presence!

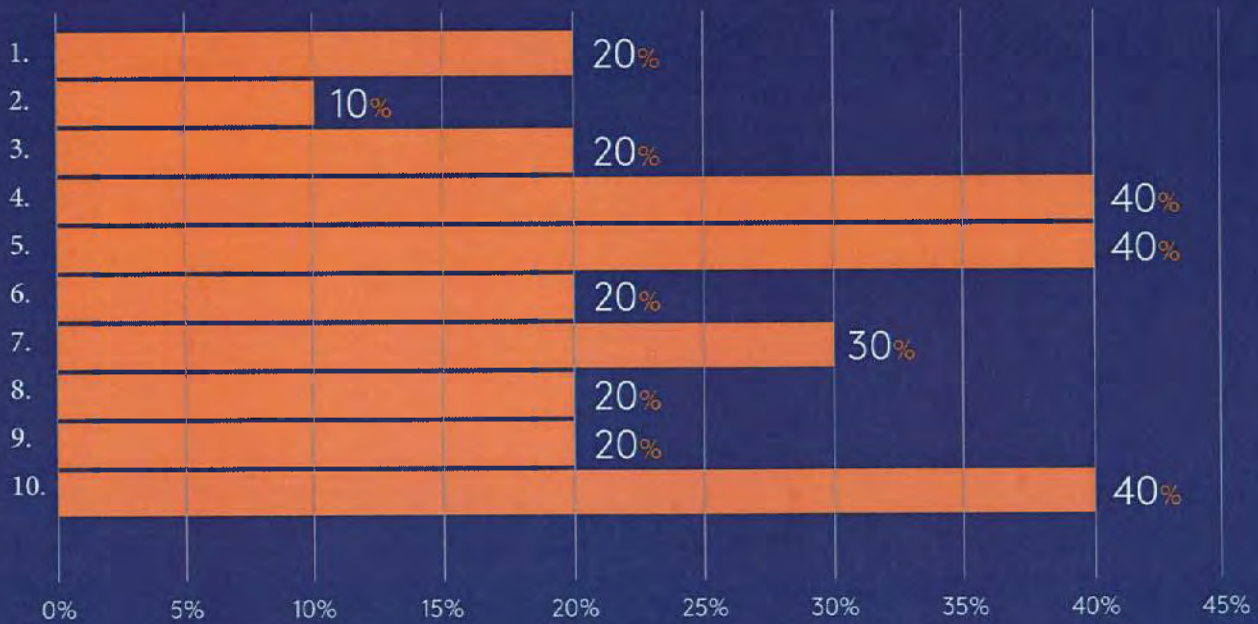
73%

of Businesses have private, off-street parking

Would the prioritisation of pedestrians in the town centre, through traffic-calming and other similar measure, be something your businesses would welcome?



Which of the following, if any, do you feel are a threat to your business in the medium term?



- | | |
|--|--|
| 1. Other | 6. Town Centre unattractive to customers |
| 2. No threats to business | 7. Lack of customers |
| 3. Loss of business to online retailers | 8. Competition from other businesses |
| 4. Cost of employing staff | 9. Premises size/suitability |
| 5. Town centre inaccessible to customers | 10. Cost of overheads |

Rating elements of Blessington

	Very Bad	Bad	Okay	Good	Very Good
Pedestrian footfall	0.00%	20.00%	60.00%	10.00%	10.00%
Provision of car parking	54.55%	9.09%	27.27%	9.09%	0.00%
Traffic congestion	27.27%	36.36%	36.36%	0.00%	0.00%
Attractiveness of the town	0.00%	9.09%	63.64%	18.18%	9.09%
Cleanliness of the town	0.00%	9.09%	27.27%	36.36%	27.27%
Public transport provision	27.27%	45.45%	18.18%	9.09%	0.00%
Bicycle parking facilities	45.45%	45.45%	0.00%	9.09%	0.00%
Quality of public areas	27.27%	18.18%	36.36%	18.18%	0.00%
Range/quality cafes/restaurants	9.09%	18.18%	45.45%	27.27%	0.00%
Range/quality of grocery stores	0.00%	0.00%	36.36%	45.45%	18.18%
Range/quality of other retail	54.55%	45.45%	0.00%	0.00%	0.00%
Vibrancy of town during the day	0.00%	0.00%	72.73%	18.18%	9.09%
Vibrancy of town at night	18.18%	45.45%	18.18%	18.18%	0.00%
Blessington as a 'place to do business'	0.00%	9.09%	63.64%	9.09%	18.18%

PUBLIC CONSULTATION EVENT

As previously stated, a public consultation event was hosted in The Avon on the evening of November 12th, between 7:30 and 9:30 pm. Invitations to the event were circulated via various means, including Wicklow County Council's website, a local parish newsletter and through a range of social media accounts.

The public consultation event was structured in a manner similar to many consultation events that Future Analytics have coordinated previously. It involved an initial introduction to the company, the clients and the project itself, outlining the need for a health check and its significance. Following on from this introduction, those in attendance were split into groups of roughly equal size to allow for the undertaking of a consultation exercise.

A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a commonly used method for consultation events involving a range of stakeholders and a large crowd. The SWOT analysis helps to build a picture of what is valued and appreciated by members of the community in Blessington, what is unsatisfactory and needs changing, what external threats exist or may arise, and the future opportunities. Each group is asked to outline what they consider to be the strengths of Blessington, its weaknesses, the various opportunities that exist and the threats facing the area. After each list is made a discussion takes place to find the commonalities and differences.

In order to ensure that the opinions of Blessington's younger population were heard, the TY students from the Community College were asked to give their input. A visit was made to the Community College on Friday 8th of November where a similar consultation event was held.

The SWOT analysis provides a basis for a vision for the future that stakeholders believe to be both desirable and achievable. Below the strengths, weaknesses, opportunities and threats identified in both consultation events are outlined.



Figure 56 Poster promoting the Public Consultation event

STRENGTHS

- Dublin Bus route
- Natural landscape (Proximity to mountains and natural environment offers Blessington something other towns don't have)
- Location (close to Dublin)
- Compact/no urban sprawl (walking distance)
- Strong community/community focus
- Environment (lake and mountains)
- Russborough House
- Young community/population
- Local amenities
- Community groups (Incl. Men's Shed and Tidy Towns)
- Fusion of urban and rural
- Greenway (existing and future)
- Historical importance/local history and heritage
- Vibrant town
- Standard/range of education facilities
- Good at sport
- Primary care centre
- Skate park
- Village feeling
- Main Street (as an asset in itself and what it contains in terms of retail/business)
- Good shopping
- St Mary's Church
- Theatre and Halls
- Panoramic views/location
- Growing multi-cultural aspect
- Local council office

WEAKNESSES

- No signposting for parking (no orientation)
- Town a bit dowdy (Main street)
- Too many trucks
- Traffic (Congestion and controls)
- Infrequent/poor public transport options (No route to Naas)
- Lack of accommodation (nothing in town centre)
- N81 plans shelved/Relief road unfinished
- Infrequent bus service
- County boundaries of Kildare and Wicklow (development levies)
- Lack of access to heritage space - Glending Woods
- Volunteer fatigue (not enough community groups)
- Lack of a public park
- Lack of facilities for teenagers
- Poor Garda presence
- Under-pedestrianised town space
- No swimming pool or leisure centre
- Poor promotion of town
- Unfinished town centre/disjointed development
- No main venue/attraction
- Lack of school capacity
- Parking in the town square and main streets
- Lack of integration between old and new residential development
- Drug use
- Not enough bins
- Variety of employment opportunities (lack of)
- Poor public bathrooms
- No tourism transportation
- No E-charging points
- Inadequate street lighting
- Dirt and debris on road from quarry/trucks
- ESB cropping of the trees
- No ground for rugby club
- Anti-social behaviour
- No mental health service
- Lack of accessibility for elderly
- Not enough disabled parking
- Poor representation/cooperation on Wicklow Council

OPPORTUNITIES

- Linkages between the town and lake
- Rowing club
- Community garden
- 'Coding Dojo'
- Hostel/Camping/Guesthouses
- Signage (parking, consolidation and a general style for town)
- Cycling could be massively promoted
- Civic space
- Artists space/workshops in vacant buildings
- Glending Woods access – Ecological route
- Swimming in the lake
- Overhead wires could be put underground
- More traffic lights
- Speed bumps in the estates
- Greenway
- Main Street public realm improvements
- Broadband (throughout town centre)
- Remote working/External business
- Allotments
- Mental health services
- Age-friendly/Accessible town
- Tourism development/promotion (Russborough, famous residents of the area)
- Heritage Town status
- CCTV
- Open the views to the lake and mountains
- Pedestrianize town square
- Public park
- Downshire lands for public ownership
- Swimming pool/Multi-use facility
- Council and community collaboration/cooperation
- E-charging points
- Recycling bins
- More shelter on streets for inclement weather
- Proper planned development (Opportunity with large sites)
- Interpretive centre (Dame Ninette de Valois)
- Inclusive festivals and Farmers Markets

THREATS

- Crime and drugs
- Services/Infrastructure investment (lack of)
- Unbalanced/fragmented development/planning and poor monitoring of it
- Commuter/dormitory town (becoming a feeder town for Dublin)
- Antisocial behaviour
- Road safety
- Climate change
- Congestion
- Housing built without the proper supporting infrastructure
- N81 upgrade could bring excessive noise and other pollution
- Kildare boundary (and future developments being contested between councils)
- Lack of youth services
- Environmental threats/pollution (Dumping, refuse, flooding)
- Subsidence (lake, Millbank)
- Lack of infrastructure capable of supporting Greenway
- Insufficient school capacity
- Government policies (investment priorities, enterprise)
- Parking
- House prices
- Lack of Gardaí
- Excessive demand for housing from Dublin

HOW PEOPLE TRAVEL

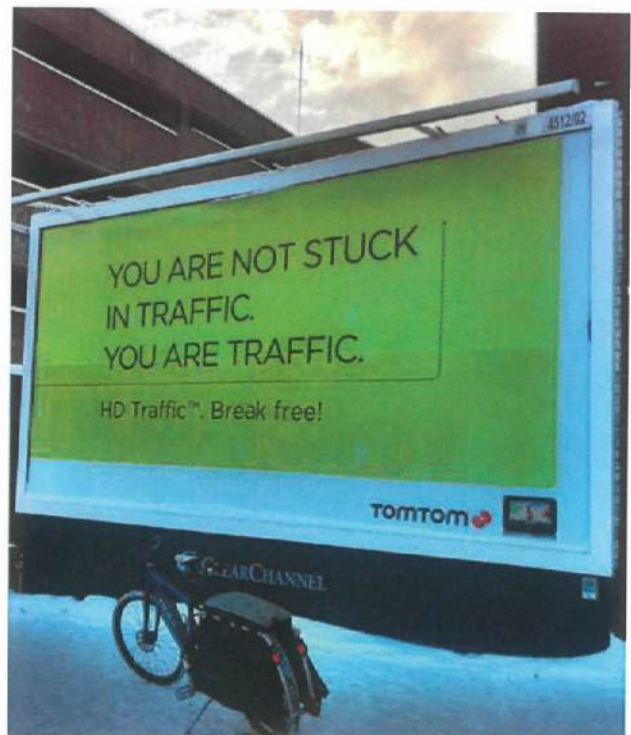
A significant proportion of shoppers in Blessington live within the town centre, or under 3 kilometres from the centre. In fact, 71% of all respondents to the shopper survey fall into this category. Yet, a substantial number of these people still choose to drive into Blessington to shop or go about their usual activities. 68% of persons who responded to the public survey stated that the car is their most common mode of transport, with 59% of these people living under 3km from the town centre.

Furthermore, 115 of the 139 respondents (83%) stated that they visit Blessington on a daily basis, primarily to work, attend school or to go shopping. Of this total, over 77% of them live under 3 kilometres from the town centre, with over 52% of daily visitors living under a kilometre. Of these daily visitors, there is again a large majority of car users, with nearly 65% of people citing the car as their main mode of transport.

Consider that traffic congestion and flows are deemed to be a major issue in Blessington, with 60% of people rating traffic flow as bad or very bad in the public survey and 60% of businesses rating congestion as bad or very bad. Yet, even though people identify traffic as a significant problem, most still choose to drive into Blessington, including a majority who live within walking distance and visit the town on a daily basis.

The future ramifications of people's decision to drive instead of walk, is that Blessington will continue to suffer from issues of traffic congestion, one of the main problems people cite with the town. In order to change the behaviour of people, particularly those who live in close proximity to the town centre, it will be necessary to improve the walkability and pedestrian environment of Blessington.

The recent announcement of funding for the Blessington Looped Greenway, which will see a segregated bicycle and walking path run along the entirety of the lake, has been recognised as a significant opportunity for the town, by its residents. Indeed, it is one of the key opportunities identified. However, if this opportunity is to be seized, then there will be a need to vastly improve the cycling infrastructure in the area. Almost 90% of businesses believe bicycle parking facilities are either bad or very bad, and these are the same people who could benefit most from the Looped Greenway.



REASONS TO VISIT

It is no surprise that the main reasons people have for visiting the town centre relate to school and work. Children will naturally attend schools in their area, while people will usually choose to live near where they can find employment. Beyond this, there are fewer pragmatic reasons for people choosing to visit particular locations. For example, people will visit a town in order to go shopping, and while this often relates to convenience, people also choose locations based on the range of retailers and quality of choices. A large proportion of visitors to Blessington do so for their grocery shopping, which is not surprising when you consider that the range and quality of retailers operating in this space is rated positively by almost 65% of survey respondents. These findings would imply that due to Blessington's excellent provision of grocery retailers (Aldi, Super Valu, Dunnes Stores, etc.), people choose to visit the town over other locations. Therefore, if the range and quality of other services and retail offerings were raised to a similar level, more people would choose to visit Blessington for these reasons.

For example, when asked for what other reasons they visit Blessington, the most selected response was for cafes/restaurants, with non-grocery shopping also scoring well. Yet, at the same time, people were asked what type of business or store they would like to see in Blessington and an overwhelming majority of people called for better food offerings. In particular, it was repeatedly stated that there is a lack of options for places to eat in the evenings.

This lack of variety of cafes and restaurants in the evening time is reflected in the ratings of Blessington's night-time "vibrancy". While over half of people claimed that day-time vibrancy in the town centre was good, or very good, only 22% said the same for the night-time, with 35% claiming it to be bad or very bad.

When asked to rate the same aspects, business owners were even less complimentary, with 63% rating the night-time vibrancy as bad or very bad.

Essentially, the findings of the consultation would suggest that there is a need to improve the range of services and retailers on offer to people. In terms of retail, although Blessington will never be able to compete with larger settlements such as Dublin City, Tallaght or Naas, it could improve on its range of independent, boutique retailers. The survey results indicate that there would be backing for these independent retailers as over 31% of people already choose to shop in Blessington in order to 'support local business', proving there is an appetite for 'the local'.

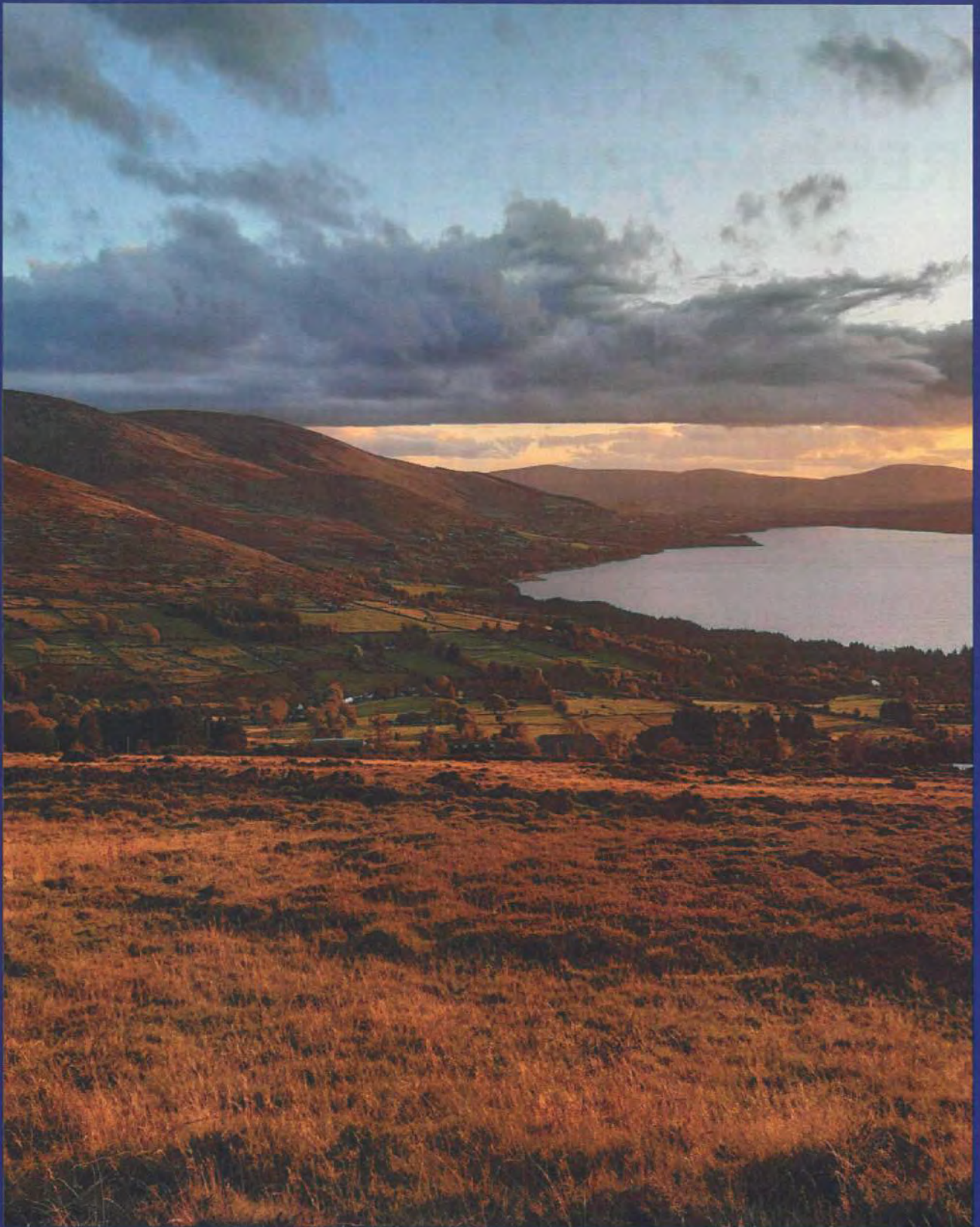
Outside of retail, there is a clearly identifiable need for other services and amenities to be improved. In particular, calls for a local cinema, swimming pool and leisure centre are all made by a large number of people. Such businesses, if provided, would offer people further reason to visit Blessington town centre, which would have a positive spill over to other retailers.

Finally, the importance of amenities that do not have a profit driven motive is acknowledged. While people do visit towns to shop and access services, they also seek out locations to relax and spend their leisure time. In this regard, quality recreational and public spaces are important. Unfortunately, many residents believe that Blessington's parks and greenspaces are of a poor quality, as are its spaces to 'sit and relax'. Therefore, improving these amenities should be high on the agenda for any future regeneration developments in the town.

CHAPTER SIX

VISION AND RECOMMENDATIONS

The following sections will attempt to summarise the main findings from the health check and consultation, offering a series of recommendations for improving Blessington, with a rationale as to why this is necessary and worthwhile.



VISION AND RECOMMENDATIONS

The following sections will attempt to summarise the main findings from the health check and consultation, offering a series of recommendations for improving Blessington, with a rationale as to why this is necessary and worthwhile.

A Framework for Town Centre Renewal 2017 emphasises that the development of actions is key to achieving and implementing healthy, vibrant town centres:

“Actions and initiatives are needed to ensure the viability of a town centre including delivery of improvement projects, regular cleaning and maintenance and co-ordinated town centre management initiatives to promote the continued improvement of the centre.” (2017, Pg 14)

A VISION FOR BLESSINGTON

A vision exercise was undertaken during the public consultation event, in addition to the SWOT exercise outlined previously. The aim of the vision exercise was to get people thinking about how they want to see Blessington, and how they want Blessington to be perceived by others.

This simple exercise involved asking people to state one word, or words, they associate with Blessington and the list is outlined below.

- Self-sufficient
- Resilient
- To be a village (Character)
- Thriving
- Community spirit
- Vibrant
- Pride of place
- Local enterprise supported
- Green
- Sustainable
- Unity
- Accessible
- Inclusive
- Alive
- Transparent
- Honest
- Not a commuter town
- Beautiful
- Good quality support (supporting council)

Considering the above, a vision for Blessington could read as follows:

“Blessington aims to be a thriving, self-sufficient town accessible to all, but one that retains its unique rural village characteristics. It will seek to be a resilient, sustainable location, where local enterprise is supported, and a strong community spirit remains.”

RECOMMENDATIONS

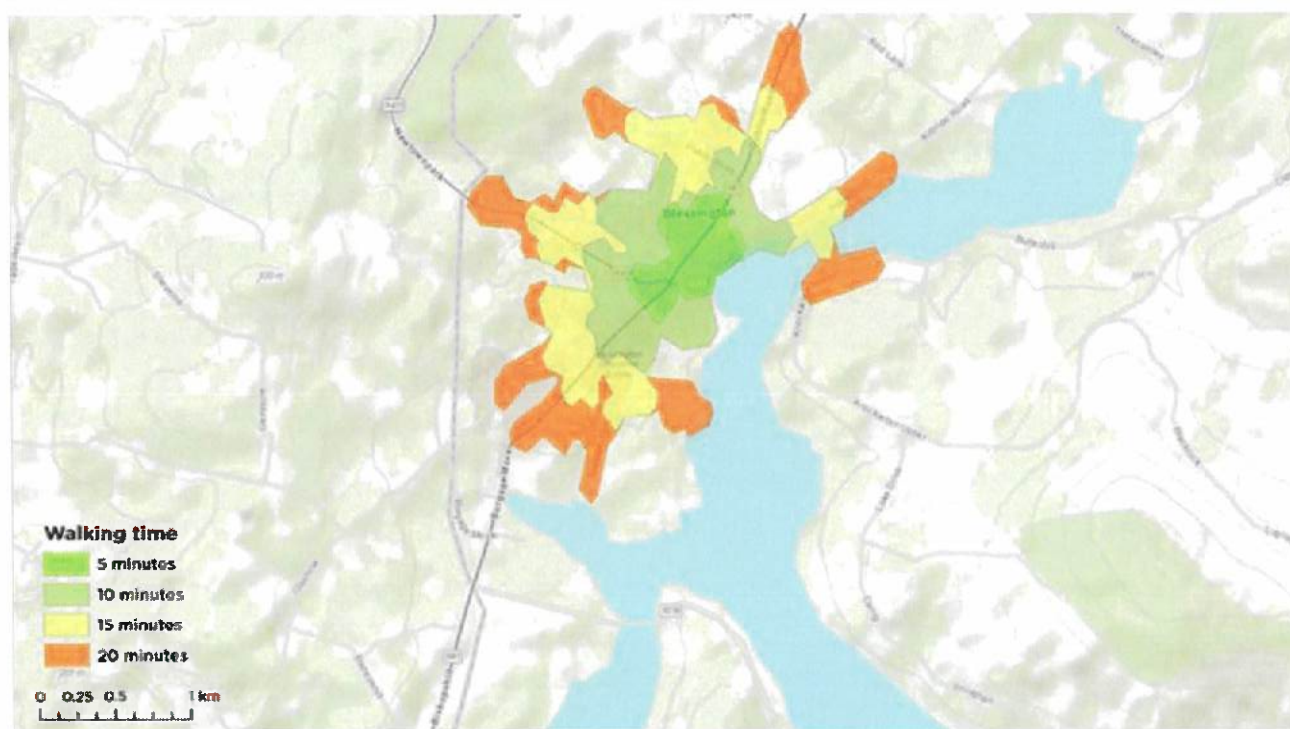
IMPROVING ACCESS, MOBILITY AND TRANSPORT

PRIORITISE PEDESTRIANS

In the literature review carried out for this report, there is a common theme shared amongst most of the guidelines and reports studied. The common theme is that our villages, towns and cities, all of our urban environments, should be designed in a manner that protects and appeals to the most vulnerable ‘road-users’. In the ‘Design Manual for Urban Streets’ (DMURS) an ideal hierarchy of road users is showcased, with pedestrians the priority, followed by cyclists, then public transport and finally the private vehicle. This hierarchy is accepted by planners, urban designers and architects the world over as the most appropriate way to design our urban areas as it emphasises the need to ensure the most vulnerable users, the pedestrians, are considered first and foremost.

Streets should be safe and pleasant spaces where vulnerable road users, such as the elderly or mobility-impaired, can visit freely and without feeling intimidated. First and foremost, this means ensuring that paths and surfaces are even, sufficiently wide and free from obstructions or trip hazards, such as service poles or poorly maintained gutters. The network of pedestrian spaces should extend throughout the town, ensuring there are no locations inaccessible to pedestrians. Key locations and focal points, such as the Market Square, should prioritise pedestrians above all other road users. Instead of an uneven tarmac surface, the Market Square could be redesigned to offer an attractive, safe locations for people to congregate.

Figure 58 A ‘Walkability’ map for Blessington, showing distances travelled in specified time periods



Blessington is an inherently walkable town. Its relatively compact size means that a pedestrian could cover its entire length in approximately 20 minutes, from one end to the other. The renowned urban designer Jan Gehl considers 500 metres to be an acceptable walking distance for people. If an environment is conducive to walking, meaning it feels safe and has interesting features, then people are usually happy to walk these distances with ease. A 'walk time' analysis for Blessington highlights the "walkability" of the town, with the entire settlement reachable in under 20 minutes (Fig. 59).

If the pedestrian environment was improved in Blessington, then its walkability would also improve, which in turn would increase the town's accessibility. In addition to interventions such as resurfacing, path widening and more pedestrian crossing points, increasing the 'permeability' of the town would prove hugely beneficial. There are several examples of unnecessary cul-de-sacs and restrictive street layouts in Blessington. For example, in St Joseph's Green walls prevent local residents from direct access to two key attractors, Dunnes Stores and the Tramway Theatre. The removal of these barriers would create a more permeable environment, reducing the necessity to drive. Other examples, and opportunities, can be found throughout Blessington where a more permeable streetscape could be easily created.

Figure 59 If the wall was removed residents of St Joseph's Green could quickly walk to Dunnes and other retailers



TRAFFIC MANAGEMENT

If town centres are to once again become hubs of activity, and accessible locations for everyone, not just private vehicle users, then there is an urgent need to reconsider how they function. While there is inevitably opposition to change, particularly in locations people have a longstanding connection with, there is a growing awareness among the general population that the dominance of private vehicles is both harmful and unnecessary. As the survey conducted for this health check also indicated, a majority of Blessington's residents believe that traffic congestion in the town is problematic. This would suggest that the time is right to take steps to improve how Blessington functions.

The prioritisation of pedestrians and traffic management measures go hand-in-hand. Therefore, it is suggested that both occur simultaneously. Residents of Blessington have an awareness that their streets are clogged with cars. Unfortunately, because the N81 runs directly through the town, there will always be a significant amount of through traffic. The proposed Inner Relief Road should be seen as a major, short-term priority project that would have significantly positive impacts on traffic in Blessington. It is a key recommendation of this report to advance delivery of the Inner Relief Road, however, until such a time as this occurs other traffic management measures are required.

The concept of universal accessibility is becoming an ever more important feature of planning and design. It emphasises the need to create places that cater for everyone, not just the few. An improved pedestrian environment, where cars are restricted and vulnerable users prioritised, would be far more accessible for far more people. Developing the Main Square and town centre as a 'shared space' would not only contribute towards enhancing universal accessibility but would also limit the dominance of private vehicles. This would involve extensive repaving of the Square and Main Street, removing black tarmac and replacing it with brickwork or other material. A raised 'bed' could be created in the town centre, with this resurfacing, which would give a clear indication to drivers that they are entering a 'shared space' which prioritises pedestrians. If centred around the Square, this would reduce vehicle dominance and create a more obvious focal point for the town, adding a vibrancy to the area.

Further traffic management measures could include the narrowing of carriageways on the approaches to Blessington, again to highlight to drivers that they are entering a 'slow zone'. Additionally, the rationalisation and realignment of on-street parking should be considered, thereby limiting the number of vehicles in the town centre. This could include reorientation of parking spaces from perpendicular to angled, or parallel, where suitable, being cognisant of the needs of retailers. Such interventions should be progressed in tandem with measures to enhance the public realm of the town centre, particularly planting boxes or seats interspersed throughout where parking spaces previously existed, thereby making it a more attractive place for residents and visitors. Furthermore, an alternative system for traffic movement should be considered for Market Square, removing two of the access points for vehicles and potentially creating a one-way system of entry to the new town development. Cars could instead exit on the inner relief road, rather than back onto Main Street.

Figure 60 Resurfacing of town centre streets and widening of footpaths will reduce driver speeds and create more pleasant environments



ALTERNATIVE MODES

Issues of accessibility and mobility do not only relate to pedestrians and drivers. Public transport users and cyclists must also be considered when devising mobility plans and interventions. Blessington possesses a Dublin Bus route, which offers a direct link to Dublin City Centre. However, as the surveys indicated, the quality of public transport is poor, with issues over infrequent and excessively long travel times. This is partly to do with the number of stops, but also the fact that the bus must share roadspace with private vehicles.

Additionally, many residents of Blessington feel there is a need for public transport services to locations other than Dublin, such as Naas. Surrounding towns and villages do not possess any regular public transport connections to Blessington, and vice-versa. The proximity of Naas to Blessington means that there are many people who regularly commute between both locations for work, school or leisure, yet there is currently no public transport service that enables more sustainable travel. A local service that improves the connectedness of towns in the area to one another should be explored.

The Greenway, which has secured funding, has potential to become a major attraction for tourists and cyclists. Proponents of the greenway, which will see a looped cycle and walking path around the lake created, suggest that it could attract upwards of 300,000 visitors a year to the area. Essentially, Blessington will become a haven for cyclists. It is imperative, therefore, that the cycling infrastructure in the town is built to an appropriate standard capable of accommodating increased numbers. Of course, such improvements could have a twofold benefit, ensuring that visitors have suitable infrastructure to use, but also residents who will use these facilities on a daily basis.

Blessington Main Street is a wide avenue which could, if appropriately designed for all road users, include cycle lanes. Regeneration works to improve the pedestrian environment could also involve the inclusion of segregated cycle lanes. The concept of accessibility, previously referred to, extends to cyclists. Blessington, as shown, is a compact, walkable town, which also means it is even more suitable for cycling. Routes from residential areas to schools and the Market Square should be redesigned to facilitate cycling, with segregated paths offering school children safe routes to school.

Figure 61 Segregated cycle lanes in Dublin have proved to be a huge success (Photo credit: Irish Times)



Action	Partners	Timeframe
<p>1 Inner Relief Road – Completion of the Inner Relief Road, with the northern and southern ends connected to the N81 is vital for the future sustainability of Blessington Town Centre. If completed, it will significantly reduce the amount of through-traffic the town centre experiences, making Blessington a more pleasant and attractive location for businesses, residents and visitors.</p>	<p>Wicklow CoCo, NTA, TII, Blessington Town Team, Blessington Forum, Kildare CoCo</p>	Short Term
<p>2 Bicycle Infrastructure – The installation of bicycle stands for parking should take place throughout Blessington, with key locations that attract visitors (such as near grocery stores or cafes) prioritised. More importantly, a network of segregated lanes would increase perceptions of safety. Segregated routes linking schools to residential areas and the town centre should be prioritised.</p>	<p>Wicklow CoCo, Blessington Forum, An Taisce</p>	Immediate Term
<p>3 Develop a Parking Strategy - The removal of parking spaces from the Square and the reorientation of parking along Main Street (realignment of parking to angled parking) should be a priority considering the significant opportunities these changes would present for other urban realm improvements. The introduction of paid parking (beyond 1 to 2 hours) on Main Street should be considered.</p>	<p>Wicklow CoCo,</p>	Short Term
<p>4 Traffic Management – Comprehensive traffic management measures are required to reduce congestion levels, but also reduce the dominance of private vehicles. The Square currently has three access points, each of which are bi-directional. The removal of two of the Main Street/Square access points should be considered, along with a one-way system of access, with entry via Main Street and exiting via the inner relief road.</p>	<p>Wicklow CoCo, NTA, TII, Blessington Forum</p>	Short Term
<p>5 Traffic Management 2 – Main Street, in its current form, is designed to facilitate consistent traffic flows. It enables higher speeds and car dominance. The narrowing of laneways and resurfacing of the roadway in the centre of Blessington should be undertaken to ensure drivers have a visual cue that indicates they are now in a town centre location where pedestrians are prioritised.</p>	<p>Wicklow CoCo, NTA, TII</p>	Medium Term

Action	Partners	Timeframe
<p>6 Public Transport - Undertake an audit of the bus service and connections in demand with aim to enable sustainable and accessible travel. Consideration should be given to the development of a night-bus that serves local communities in and surrounding the town. This would improve accessibility and mobility.</p>	<p>Dublin Bus, Local Link, Blessington Town Team</p>	<p>Immediate Term</p>
<p>7 Brownfield, Infill and Backlands Development – There are several back-lands and derelict sites throughout Blessington that are currently undeveloped. Key sites, such as those that lie vacant between Dunnes Stores and Main Street, offer huge potential to be redeveloped into new streetscapes, improving permeability and densifying development in the core of the town.</p>	<p>Wicklow CoCo, Property Owners</p>	<p>Medium Term</p>
<p>8 Universal Access – Implement the recommendations of the ‘Street Route Accessibility Audit’ undertaken for the Blessington and District Forum</p>	<p>Wicklow CoCo, Blessington Access Group</p>	<p>Short Term</p>

BUILDING COMMUNITY INFRASTRUCTURE

Places are nothing without people. Towns and villages that are 'dying' are locations where the population is dwindling, and more people are leaving than choosing to live there. While employment is an absolute necessity if towns are to prosper, there are other elements of a 'place' that are equally important to people. Intangible things like 'sense of community', which was identified as one of Blessington's best characteristics in the survey, can positively influence people's perception of an area.

A sense of community is achieved, in no small part, by an adequate provision of community infrastructure. Community infrastructure, also known as social infrastructure, relates to wide array of services. Education, healthcare, community supports, public spaces, libraries, safety/security, culture, arts and sports facilities are all elements of community infrastructure. When towns possess a quality range of community infrastructure it tends to be reflected in the vibrancy and prosperity of a place. Therefore, ensuring that Blessington has sufficient community infrastructure to service the needs of its population is essential.

In terms of healthcare, Blessington does possess a number of services such as pharmacies, doctor surgeries, dentists and a primary care centre. The primary care centre is a recently developed facility, which provides an important service to local residents. It is important that regular reviews of healthcare provision are carried out to ensure sufficient capacity exists. One notable issue that was raised during the public consultation event and the surveys, was the lack of a permanent mental health service in Blessington.

Safety and security in Irish towns is primarily the responsibility of An Garda Síochána, although the involvement of the community is also important. All public spaces should be just that, public. If people perceive certain places within a town to be unsafe, or if they feel unsafe at particular times, then it has a negative spill over effect, potentially creating 'no-go zones' and limiting accessibility for residents. Generally, residents of Blessington perceive the town to be safe, although 15% of survey respondents felt it was unsafe at night. However, issues of anti-social behaviour and drug use were raised on multiple occasions. A consistent, permanent police presence would help tackle these issues. Presently, the Garda Station in Blessington is only open at certain times, limiting their presence.

While a Garda presence would be extremely helpful in enhancing perceptions of safety, there are also other means of doing so. The 'Purple Flag Initiative' is an accreditation process that awards town and city centres that offer an entertaining, diverse, safe and enjoyable night out. A significant proportion of survey respondents stated that they felt there was a need for more restaurants that opened in the evening, while others called for a cinema. If a town possesses a range of evening activities, which could be restaurants, cinemas, theatres, then it will attract visitors and create a more vibrant atmosphere, which will in turn improve perceptions of safety. In addition, possessing a strong 'night-time economy' ensures towns are not purely day-time locations.

Heritage and culture are also important elements in a town. They offer locations a true 'sense of place', providing an identity through historical links to the past. It is important that historical links are emphasised, and heritage and culture are promoted, both for the attention of visitors, but also for local residents. Blessington has a well-documented history, emerging as a market town on Downshire lands.

The Market Square, and buildings such as the Credit Union, offer direct links to this history. Promoting and emphasising a town's heritage is an excellent way to create a sense of place, with Waterford's Viking Triangle a successful example. Beyond the town centre, major attractions such as Russborough House are part of a wider story that informs people of the history West Wicklow possesses.

Providing for the youth is just as important, if not more important, than providing adequate services for older populations. Again, this ties in with safety and anti-social behaviour. If children and adolescents have a range of activities and locations where they can play, meet-up or relax, then they are less likely to engage in anti-social behaviour. While there are sports clubs in Blessington (GAA and Football), their facilities are located out of the town centre. With the absence of a large public park, this means there are very few locations adolescents can congregate. The addition of a multi-use games area (MUGA) and a public park would provide much needed recreation areas for this cohort. Furthermore, the existing playground on Oak Avenue, is poorly located. The development of "pocket-parks" throughout the town, which could include play areas, would offer more children the opportunity to play, in central locations with passive surveillance.

Figure 62 The 'Viking Triangle' in Waterford provides a clear link to the city's history and heritage

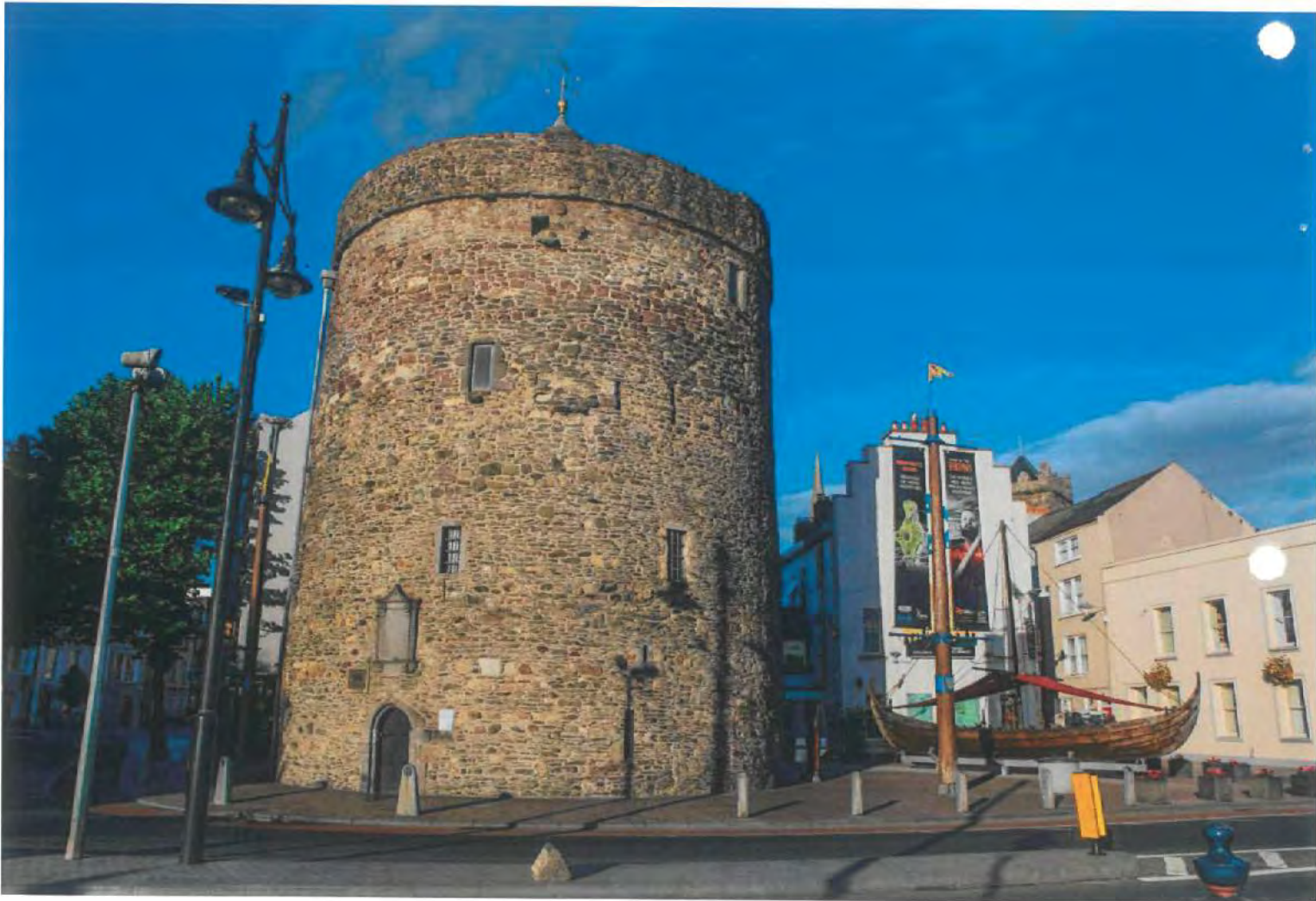


Figure 63 Multi Use Games Area



Action	Partners	Timeframe
1 Parks – Blessington is notable for the absence of any large public park. With land beyond the new town development zoned ‘open space’ there is a potential location for the creation of a large park. However, there are also several opportunities for smaller, but more central parks to be developed. Pocket-parks could be located at Dempsey’s Lane and St Josephs Green, with the latter offering a larger space for development.	Wicklow CoCo, Blessington Tidy Towns, Blessington Forum, Residents Assocs.	Short Term
2 MUGA – Multi-use Games Areas are sports facilities that can accommodate a range of sports, such as basketball and football. Such facilities offer adolescents, as well as adults, opportunities to engage in physical exercise, without the need to join clubs. Furthermore, the use of Council lands at Burgage could be considered for the development of a recreation zone with a multi-disciplinary facility that includes a swimming pool.	Wicklow CoCo, Local Sports Partnership, Sport Clubs	Medium Term
3 Gardaí – The possibility of extending the operating hours of the Local Garda Station should be explored.	An Gardaí, Blessington Town Team, Wicklow CoCo JPC	Medium Term
4 Evening Activities – The example of the Purple Flag initiative should be followed, with improvements to Blessington’s night-time economy made. Main Street should be just as active during the night as it is during the day, which will require more late-night restaurants and other facilities.	Business Owners, Retailers, Blessington Town Team	Medium Term
5 History and Heritage – Enhancing the ‘sense of place’ contributes towards more cohesive communities as it provides a town with a strong identity. The creation of a ‘story’ for Blessington, with character areas, such as the Market Square, developed to act as a link to this story will contribute towards the sense of place.	Wicklow CoCo, Heritage Council, Blessington History Soc, Blessington Town Team	Short Term

ENHANCING THE URBAN REALM

A first impression of a place is not made by the area's education facilities, sports clubs or range of retailers it possesses, it is made by the appearance of the paths, roads and squares. If a location is littered with potholes, broken street-lights, uneven paths and lacklustre squares or plazas, people will inevitably perceive the location as unattractive and unwelcoming. This is why the public realm matters. The streets, squares and parks of a town should be considered assets, rather than purely functional spaces. If designed well, these spaces can become locations that people want to visit and spend time in. And this is the key to a good urban realm, it should be welcoming, attractive and accessible to all.

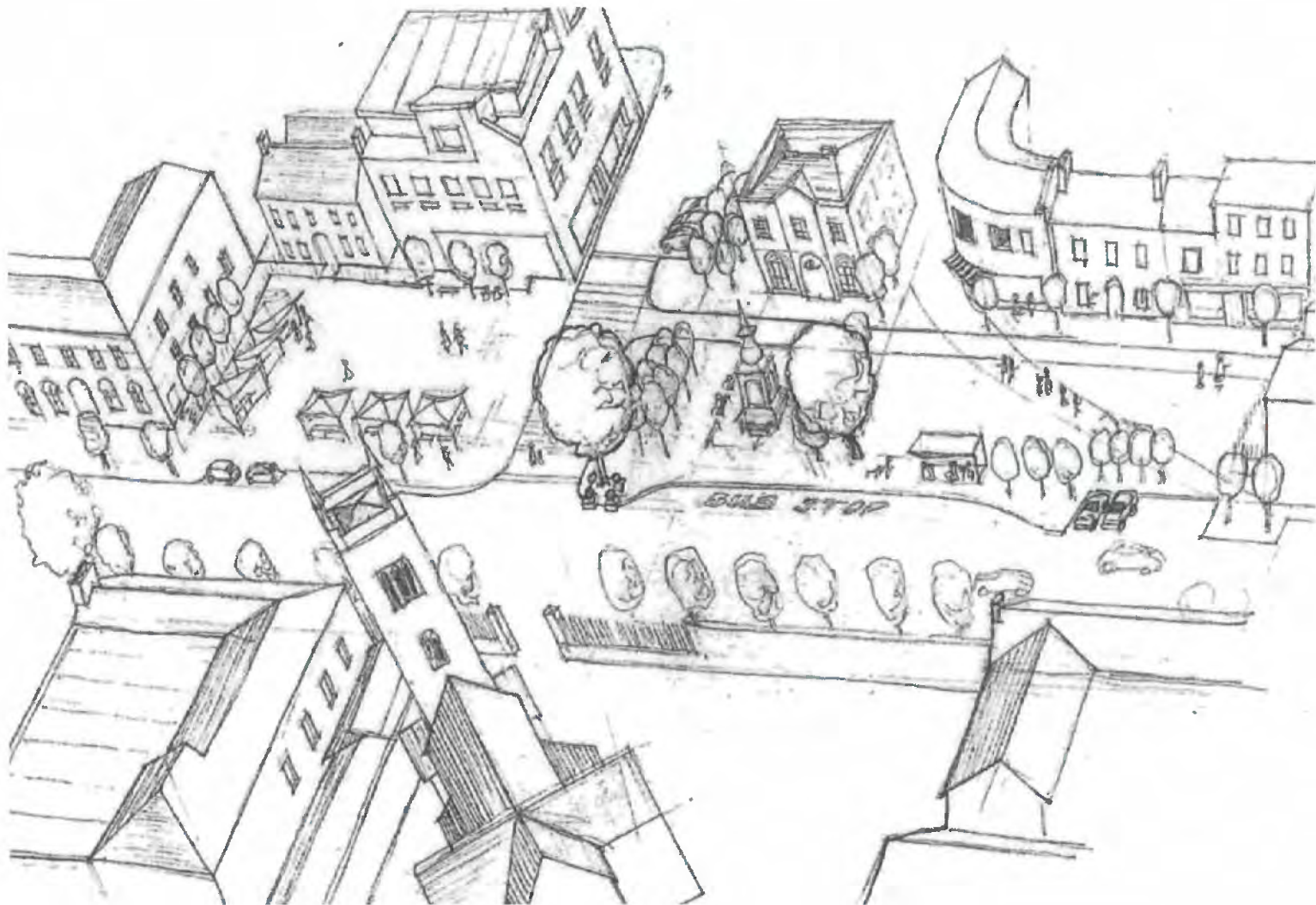
When approaching and entering Blessington, visitors should immediately gain a sense of the place and their initial perception should be positive. Approach roads and routes to towns provide opportunities to create an initial positive impression for visitors. A review of these key entry points to Blessington should be undertaken to establish whether there are too many visual obtrusions in the form of signage, or whether improved landscaping and planting is required. This also applies to roundabouts, where planting or the addition of artwork could improve the perception of the area, as has been shown in Westport (Fig. 64).

The inclusion of planting on streetscapes is known to positively enhance an area. It is important, however, that tree-lined streets do not possess any unnecessary visual cluttering, in order to provide a pleasant transition through the town. Main Street is already lined with mature trees, however, it has greater potential than it currently shows, but the extent and nature of visual obtrusions prevents this. For example, the electricity cabling and poles that run the entire length of Main Street, on both sides, detract from the street's character. By removing the poles and placing the cables underground, significant improvement could be made.

As the focal point of the town, the Market Square should be the 'jewel in the crown' of Blessington's urban realm. As discussed in the section on accessibility, the Square is currently functioning as a car-park. This completely ignores the true value and potential of the Square, which could provide Blessington with a central public plaza that would significantly improve the urban realm. Countless examples from throughout Europe, and indeed Ireland, highlight how important public squares and plazas can be to vibrant communities.

Figure 64 Removing overhead cabling and improving approaches to town centres enhances the area





The Square was once the location where people gathered to trade and interact. It provided a vital social function, and would have ensured a lively, energetic atmosphere in the town centre. Its current role is wasteful and diminishes the attractiveness of the area. Regeneration of the Square should be one of the priority projects adopted in future schemes. While it may inconvenience some drivers, the eventual gain from possessing a new public plaza in the heart of Blessington would far outweigh any losses.

Creating a clear, identifiable sense of place can be achieved through various means, some of which have already been discussed. Towns such as Westport in Mayo, provide excellent examples of how a plan-led approach to design and future development can yield success. Westport's approach had many elements to it, however some of the more achievable aspects include standardising signage and ensuring shopfronts were well-maintained in a traditional style.

Traditional Irish shopfronts have a particular style which stands out amongst the more modern glass facades seen in cities. Assisting business owners in the maintenance and restoration of shopfronts will help to add character to the town centre. Equally, having a standardised signage policy, which would see all town centre signage follow the same pattern and design would create a sense of place, while also ridding the town of excessive and unattractive signs.

Figure 66 Public realm improvements in Clonakilty have transformed the town centre into a space that prioritises people



Action	Partners	Timeframe
1 Visual Cluttering - Overhead cables run the length of Main Street, while the poles that support them and the street lighting also add to the visual obtrusions. Undergrounding of cables would significantly improve the streetscape.	Wicklow CoCo, Service Providers, Blessington Town Team	Medium Term
2 Market Square - A strategy for the regeneration of the Square, which would redefine its boundaries, prioritise pedestrians and enhance its urban realm, should be adopted.	Wicklow CoCo, Blessington Town Team, Blessington Forum, Blessington Tidy Towns	Short Term
3 Village Design Statement - Prepare a Village/Town Design Statement which will consist of design briefs for key sites throughout Blessington and provide guidance to inform any future development. The design brief should seek to protect and enhance the positive characteristics of the town, through the identification of particular styles, landscaping and architecture.	Wicklow CoCo, Blessington Town Team, Blessington Forum	Immediate Term
4 Approaches - Routes into Blessington, and those circumventing it, such as the Inner Relief Road, should contain planting and other attractive visuals, such as artwork, in order to create an awareness that a town centre is near and create a positive initial perception of the area. Visual cues will make clear to drivers that speed reductions will be required.	Wicklow CoCo, Blessington Tidy Towns	Short Term

Action	Partners	Timeframe
5 Seating – Public seating in Blessington is currently inadequate, with the concrete table and benches in the Square an example of inappropriate siting and materials. Benches and seats should be provided in strategic locations throughout, set-back from roads and offering people pleasant locations to sit.	Wicklow CoCo, Blessington Town Team	Immediate Term
6 Signage Strategy – A strategy for the appropriate provision of signage, which also audits existing signage, should be developed. This strategy should seek to consolidate repetitive signage, remove unnecessary signage, identify appropriate locations and create a standard design template to be adhered to. The strategy would also cover parking and tourism signage.	Wicklow CoCo, Blessington Town Team, Blessington Tidy Towns	Short Term
7 Shop fronts - A strategy for coordinated design of storefronts and facias should be prepared. This could provide a sense of tradition and character to the streetscape.	Wicklow CoCo, Business Owners, Blessington Town Team, Blessington Forum	Short Term

PROTECTING THE NATURAL ENVIRONMENT

Sustainability is a concept that has come to the fore in recent years, due to the effects of climate change. Climate change is impossible to ignore, with recent examples of extreme weather events in Ireland proving that we, as a nation, are susceptible to it. The climate marches saw thousands of Irish students and children on our streets and were an indication of the growing awareness that the population has about the need to change how our society functions. Blessington does not exist in a vacuum, and while it alone cannot solve a nation's issues, it can become a leader in sustainability.

The e-Greenway is an example of how sustainability can be interwoven with recreation and tourism development. There are proposals to line the route with e-bike charging points, however this could be extended to cover the town also. The Poulaphouca Reservoir is used for electricity generation, providing a renewable source of energy. Blessington should be in a position to exploit this resource. If car and bike charging points were placed throughout the town, with the electricity provided by the reservoir, Blessington could claim to be Ireland's 'e-charging' capital.

E-charging offers one way to "greenify" Blessington, but there are others. With ample lands surrounding the town, there are opportunities for significant 'rewilding' to take place. Climate change, as well as the intrusion of humans into habitats, means that many of Ireland's native flora and fauna are under threat. A programme of 'rewilding' should be developed, identifying the locations where this could take place. This could occur on a large scale where land is available, but also throughout the town centre on smaller, empty parcels of land. Native species of flora could be planted in these locations, along with more engineered solutions such as "bird-boxes" and "insect-hotels", with the aim of repopulating the area with native species. Such initiatives would contribute positively towards the natural environment, offsetting some of the damage society has caused through development.

Enhancing the natural environment need not only be an altruistic venture. The extreme weather events caused by climate change are leading to increased instances of flooding, among other problems. Blessington is not immune to spot flooding. The stream to the town's west acts as a mitigation measure for stormwater run-off, however development has been encroaching on the stream's path, with culverting of the stream reducing its ability to absorb stormwater. The development of attenuation ponds would add to the stream capacity to absorb water, but also offer potential new habitats for species of plants and animals. Furthermore, drainage within the town could utilise the 'sustainable urban drainage' (SUDs) approach, integrating stormwater drainage with attractive public realm features.

On a more pragmatic level, Blessington possesses rich natural assets that could be better exploited, albeit in a sustainable and respectful fashion. The lake offers Blessington an enviable natural asset that is currently underutilised. The development of lakeside walking routes, trails and linear parks should be advanced, particularly on lands that are currently empty, such as those between Carrig Glen and the Avon. These routes would enhance the connection between the town centre and existing Greenway, while also affording more direct access to the lake for the public. Equally, access to woodlands, such as Glending, could be improved, offering locals further opportunity for recreation activities in natural environments. Blessington could become an outdoor tourism hotspot on a national level, with direct access to lakes, woodlands and mountains. A coordinated approach to developing its offerings should take place.

Figure 67 An example of how Sustainable Urban Drainage can improve the public realm



Figure 68 The Greenway extension is one example of how to positively exploit the abundant natural assets Blessington possesses



Action	Partners	Timeframe
1 A coordinated Approach for Utilising the Natural Assets – An audit of Blessington’s surrounding natural assets should be undertaken, followed by a strategy that identifies how these assets can be utilised. A network of looped walks, cycle paths, hikes and trails could be developed, with the town of Blessington acting as the ‘hub’ from which to explore.	Wicklow CoCo, Failte Ireland, Irish Trails	Short Term
2 Rewilding open spaces – Throughout Blessington there are areas of open space, public lands and amenity. These areas offer potential locations for the planting of native wildflower species and the erection of bird-boxes, insect-hotels and other interventions that contribute towards the protection and enhancement of the wider area’s native flora and fauna.	Wicklow CoCo, Blessington Tidy Towns, Men’s Shed, Blessington Schools	Short Term
3 Signage – Non-intrusive signage that provides a visual information panel which displays local flora and fauna could be situated in key locations of natural beauty and importance. This would prove informative and offer visitors a better understanding of their surrounding environment.	Wicklow CoCo, Blessington Tidy Towns, Men’s Shed	Immediate Term
4 Stream and Flooding – The stream identified in Phase 1 to the west of the town provides important ecosystem services, including acting as a stormwater run-off. Future developments should be cognisant of this and the culverting of the stream should be avoided. Additional attenuation features, such as ponds, could be developed along the stream course to enhance its capacity.	Wicklow CoCo,, Blessington Town Team	Medium Term
5 Street Trees – The trees that line Main Street are essential for the character of the area, however, many have been damaged by mismanagement or inappropriate activities (crowning). The mature trees should be provided with more protection, with improvements made to the street immediately around each tree. Furthermore, additional tree planting should be considered to extend the range of tree-lining that occurs in Blessington.	Wicklow CoCo, Blessington Tidy Towns, ESB	Short Term
6 Promote a ‘Green Blessington’ campaign which engages with businesses, residents and schoolchildren to raise awareness of biodiversity and support sustainable practices in day-to-day life.	Wicklow CoCo, Blessington Tidy Towns, An Taisce	Short Term
7 E-Charging – Develop electric charging facilities and points throughout Blessington, for all vehicle types, enabling the town to become a leader in e-mobility. This will also include the proposed delivery of e-charging points along the future Greenway route.	ESB, Wicklow CoCo	Short Term

DEVELOPING THE ECONOMY

Many of the actions and suggestions already discussed would have additional benefits beyond their intended themes and would contribute indirectly to improving the economic environment in Blessington. For example, if public realm improvements were undertaken and Market Square became a destination for people to visit and spend time, this would then boost surrounding businesses. Similarly, if Blessington's night-time offerings were improved through the opening of evening restaurants or a cinema, it would also contribute economically.

It is important that towns possess all of the attributes that allow their residents to live healthy and fulfilling lives. This means providing community infrastructure that offers services and recreation, appropriate housing and opportunities for employment. Several guides and reviews exist that propose a range of measures aimed at improving the retail and wider economic environment of town centres, such as the Grimsey Review in the UK. Reviews such as this, along with Irish examples that include the Framework for Town Centre Renewal, propose initiatives such as: establishing a town group or team; repurposing of vacant retail units for residential purposes; creating dedicated events and teams to run them; restricting out of town developments; and many more. Blessington already possesses an active and engaged Town Team, so it is taking steps to improve conditions locally.

Repurposing of vacant units for other uses, such as residential or indeed co-working spaces is one of the most commonly suggested actions. Success stories such as the Ludgate Hub in Skibbereen offer excellent examples of how a town can adapt to the digital economy. A renovated building in the centre of town can now facilitate up to 75 entrepreneurs and business owners in a co-working space. Blessington has seen a recent attempt at something similar, with the opening of co-working spaces opposite Dempsey's Lane and at The Avon. Such initiatives should be applauded and supported.

Figure 69 The Ludgate Hub in Skibbereen is a successful digital co-working space that reused a vacant building



The survey results highlight how local residents feel the range and quality of non-grocery retailers is inadequate. It also highlighted how people are keen to support local businesses. This would suggest that there is a gap in the market for more boutique, independent retailers in Blessington. Quite often, the most successful towns also contain numerous independent retailers, offering consumers goods that cannot be found in the chain-stores. Blessington should not attempt to compete with larger town centres, instead it should focus on originality.

This plays into another possibility that presents itself. It was previously suggested that Market Square could once again perform that function. Surrounding Blessington there are local producers, farmers and craftspeople who could be provided with a stage where they can sell their produce. A regular farmer's market held in the Square would offer an interesting event that brings people to Blessington. Blessington's rural characteristics, and proximity to Dublin means there is a potentially large target market for locally-produced goods.

Existing retailers in Blessington could also follow the lead of nearby Naas, where a gift card scheme was launched. The Naas gift card can be used across all involved retailers and businesses, keeping profits local. Something similar could be an option in Blessington.

Finally, the Greenway has received several mentions, for good reason. Its estimated number of visitors, which extend beyond 300,000, could be a significant boost to the local economy, however, the local economy needs to be in a position to exploit it. Presently, there are no hotels in Blessington which means that people are less likely to stay overnight. If Blessington wants to become an active tourism destination, it should have the facilities to cater to this cohort of tourists. 'Experiential' tourism is growing, with people looking to hike, cycle and swim, these visitors are also interested in accommodation that provides something different to the norm. Therefore, potential exists for 'glamping' or similar accommodation in Blessington, tapping into this market.

Figure 70 Farmer's Markets create a sense of occasion in the heart of towns and showcase the best of local produce



Action	Partners	Timeframe
1 Develop an “incubated spending scheme” where Blessington’s retailers agree to accept a ‘Blessington Voucher’. This could help to retain spending within Blessington, instead of seeing consumers shop elsewhere	Retailers, Blessington Town Team, Wicklow CoCo	Short Term
2 Consider the creation of a Business Improvement District (BID) for the town centre where all businesses make a contribution towards the upkeep of the public realm	Retailers, Wicklow CoCo, Blessington Town Team	Short Term
3 Local Food and Craft –Rural locations are synonymous with agriculture and as a Market town, Blessington has a long history of trade in local produce. This tradition should be brought back, with regular farmer’s markets held in the town centre, with local food and produce sold. This would help to identify Blessington as a ‘destination’ and also benefit the local economy.	Retailers, Wicklow CoCo, Failte Ireland, Blessington Forum	Medium Term
4 Independent Retail - Encourage and attract Independent retail and small shops. Blessington could proactively identify and engage independent stores, services and operators who would add to the profile and image of street retailing & services and have a positive impact on the overall offer.	Enterprise Ireland, Wicklow CoCo, Retailers, Blessington Town Team	Medium Term
5 Accommodation - Support and actively seek new accommodation provision (including holidays homes and ‘glamping’) close to the village centre	Failte Ireland, Wicklow CoCo, Blessington Greenway	Medium Term
6 Provide free WiFi throughout the town centre to attract and retain young people and visitors	Wicklow CoCo, Service Providers, Blessington Town Team, Blessington Forum	Short Term
7 Temporary Use – Support the reuse, either temporarily or long-term, of vacant premises allowing local artists or entrepreneurs a space to work. This could also include ‘pop-up shop’ initiatives	Wicklow CoCo, Property Owners	Medium Term

CHAPTER SEVEN

NEXT STEPS

This report is the culmination of work undertaken for Phase 2 of the Blessington Health Check. It has built upon the extensive efforts made during Phase 1 and included many of the recommendations from that report. The primary aim of this phase has been to engage with the local community and understand their thoughts and opinions on how Blessington could be improved.

The recommendations outlined in the report are suggestions informed by professional experience, best-practice examples and by engagement with key stakeholders. It is our hope that they can inspire more people to become actively involved in the attempts already underway to rejuvenate and improve conditions in Blessington.

Blessington possesses key strengths and enviable assets that many towns throughout Ireland could only wish for. Therefore, it is in an excellent position from which it can continue to grow and develop. Blessington's abundant natural assets combined with active community groups and a growing population mean it has all of the requirements needed to become a vibrant and successful town, one recognised as such nationally. This Health Check simply seeks to offer further impetus to achieve such a position.

It is now up to the existing community groups, Local Council and individual residents of Blessington to advance the recommendations of the report, along with other initiatives already underway. This health check is primarily a snapshot of a moment in time, assessing the current conditions in Blessington and offering some suggestions for the future. It is recommended that in approximately 3 years from now the Health Check is returned to and a progress report is made to determine the levels of positive change that have occurred.

A town is never complete and it never stops changing. The challenge is to ensure change is a positive process to make our places better than ever. Our choice is 'business as usual' or 'best in class'. Which will it be?

APPENDIX 1 – GRANTS AND FUNDING OPPORTUNITIES

Theme	Scheme	Purpose	Range of Funding
Community Development	Tidy Towns Grant and awards	Support Tidy Towns groups to participate in National competition.	€500 to €6,000
	Community Enhancement Programme	Funding for community and voluntary groups and not-for-profit organisations for small scale capital projects that will enhance community facilities for individuals and communities that are impacted by disadvantage.	€1,000 to €20,000
	Community Awards Scheme	The purpose of the Wicklow County Councils Community Award Scheme is to assist local community and voluntary groups that would benefit from small scale or once-off funding to support the groups' activities.	€2,000
	Community Pride Scheme	Large projects that make a significant impact and difference to the lives of the people in their community.	€10,000
	Men's and Women's Sheds fund	Under this part of the Community Enhancement Programme, grants will be provided to Sheds towards small scale capital costs.	Not Stated
	Estate Development Scheme	Grants for Resident's Associations engaged in the positive improvements of their estates and neighbourhoods.	Not Stated
	Healthy Ireland	To support innovative, cross-sectoral, evidence-based projects and initiatives that support the implementation of key national policies in areas such as obesity, smoking, alcohol, physical activity and sexual health	Project dependant
Enterprise	Priming Grants	For start-up businesses trading less than 18 months	Up to €80,000
	Business Expansion Grants	For businesses trading more than 18 months	Up to €80,000
	Feasibility Study Grants	Aim is to help with costs researching your proposed business idea to see if it is viable.	Up to €15,000
	Trading Online Vouchers	For businesses that have a limited online trading presence	Up to €2,500
Tourism & Recreation	Outdoor Rural Recreation Scheme	The Outdoor Recreation Infrastructure Scheme is part of the Government's Action Plan for Rural Development and will provide funding for the development of new outdoor recreational infrastructure or the necessary maintenance, enhancement or promotion of existing outdoor recreational infrastructure in Ireland.	Applications up to €12 million
	New Ideas in Ancient Spaces Grant Scheme	Faite Ireland have launched the New ideas in Ancient Spaces Capital Grants Scheme to encourage the development of compelling	Not Stated

		visitor experiences throughout the Ireland's Ancient East region. This is intended to be the first phase of funding to ensure that the Ireland's Ancient East brand delivers on its promise to visitors.	
	Platforms for Growth Investment Programme	Fáilte Ireland's major new capital investment programme worth €150 million is called Platforms for Growth, and will run from 2019 to 2022. Major new visitor attractions of scale will be developed and existing attractions greatly enhanced under the programme which falls under the Government's Project Ireland 2040 strategy.	Not Stated
	Festivals Innovation Programme	Fáilte Ireland has identified that an opportunity exists for festivals and events to play a more significant role in driving Ireland's tourism performance. This programme has been designed to identify proposals for ambitious and unique festivals and events which will stand out internationally.	Not Stated
	Festivals Investment Scheme	The festival investment scheme is open to multi-disciplinary festivals and single artform festivals taking place in 2020.	Up to €35,000

Culture, Arts & Heritage	Creative Ireland	The grant scheme seeks to find exceptional applications and support relevant activities, projects and events that offer opportunities for enhanced community engagement with creativity and cultural heritage in Wicklow.	€1,000 to €5,000
	Historic Towns Initiative	The Historic Towns Initiative 2020 aims to provide support to historic towns engaged in a programme of heritage-led regeneration.	Total fund of €1,000,000
	Artist in the Community Scheme	Twice yearly, the Arts Council offers grants to enable artists and communities of place/or interest to work together on projects. The scheme is managed by Create, the national development agency for collaborative arts.	Up to €10,000
	Invitation to Collaboration Scheme	An Invitation to Collaboration Scheme supports initiatives in the field of local-authority-led arts development. The emphasis is placed on supporting partnerships that focus on developing projects, resources or services that are ambitious and are testing new ground.	Up to €25,000
	Arts Centre Funding	The purpose of Arts Centre Funding is to invest in and support the infrastructure of arts centres required to sustain and develop the arts in Ireland.	Not Stated

	Local Partnership Scheme	Scheme to encourage new, local authority-led partnerships to develop innovative collaborative arts projects in the area of Cultural Diversity and the Arts.	Up to €20,000
Environment	Local Agenda 21	Projects should focus on environmental awareness and actions that complement national environmental policies such as those on waste, biodiversity, water conservation and climate change.	Not Stated
	Native Woodland Establishment	The Native Woodland Establishment Scheme (NWS Est.) supports the establishment of new native woodlands on 'green field' sites. Its focus is on native species, minimal site disturbance and long-term 'close-to-nature' management.	Range per hectare
	Native Woodland Conservation	Supports the protection and enhancement of existing native woodlands and where appropriate, the conversion of conifers forests to native woodlands. The scheme includes a conservation grant for all work carried out and also premiums for up to 7 years.	Range of funding
Built Environment	Vacant Housing Repair and Leasing Scheme	The Vacant Housing Repair and Leasing Initiative aims to make the most of existing housing stock for social housing.	Maximum cost allowed of €40,000
	Built Heritage Investment Scheme	For the repair and conservation of structures that are protected under the Planning and Development Acts. This Scheme aims to support a significant number of labour-intensive, small-scale conservation projects across the country and to support the employment of skilled and experienced conservation professionals, craftspeople and tradespersons in the repair of the historic built environment.	Maximum of €2.5 million
	Historic Structure Fund	The Historic Structures Fund 2020 (HSF) is for conservation works to heritage structures, in both private and public ownership. The primary focus of the Historic Structures Fund is on conservation and enhancement of historic structures and buildings for the benefit of communities and the public.	Maximum of €1.8 million
	Local Improvement Scheme	Repair and upgrade of non-public roads, often leading to houses and important community amenities such as graveyards, beaches, piers, mountains, etc. or other non-public roads that provide access to parcels of land, or provide access for harvesting	Not Stated

		purposes (including turf or seaweed) for two or more persons.	
	Town and Village Renewal Scheme	The scheme is one of a series of national and local support measures designed to rejuvenate rural towns and villages throughout Ireland. It is funded by the Department of Rural and Community Development and managed by local authorities.	80% of costs
	Rural Regeneration and Development Fund	The Rural Regeneration and Development Fund is a commitment of €1 billion by government to be invested in rural Ireland over the period 2019 to 2027. The purpose of the fund is to support job creation in rural areas, address depopulation of rural communities and support improvements in our towns and villages with a population of less than 10,000, and outlying areas. Initial funding of €315 million has been allocated to the fund on a phased basis over the period 2019 to 2022.	Range

APPENDIX 2 – Survey Questionnaires

Shopper Survey

1. What is your gender?

Male

Female

Other

2. What age range are you? [Select one]

Under 15

25 - 34

45 - 54

65 - 74

15 - 24

35 - 44

55 - 64

Over 75

3. How far from the town centre do you live? [Select one]

I live in the town

1 – 3km

10 – 16km

25km +

Under 1km

4 – 9km

17 – 25km

4. What is your main reason for visiting Blessington today? [Select one]

Bookmakers

Grocery shop

Walking/Passing through

Barber/Beautician/Hair

Professional services

Window shopping

Café/restaurant

Pub/Bar

Work

Chemist

Other shopping

Visit friend/family

Civic (pension etc.)

Attending event

School

Doctor/GP

Tourism

Other [Name] _____

5. Are there any other reasons you visit the town? [Multiple choice]

Bookmakers

Grocery shop

Walking/Passing through

Barber/Beautician/Hair

Professional services

Window shopping

Café/restaurant

Pub/Bar

Work

Chemist

Other shopping

Visit friend/family

Civic (pension etc.)

Attending event

School

Doctor/GP

Tourism

Other [Name] _____

6. How often would you visit Blessington? [Select one]

Daily

Once a week

Once a month

2/3 times a week

2/3 times a month

Less often

7. What mode of travel do you use to travel to town most often? [Select one]

Bus

Cycle

Taxi

Car

Motorbike

Walking

8. If driving, where did you park today? [Select one]

On-street

Public carpark

Residential area

Store carpark

Other [Name] _____

9. Name the one thing you like most about Blessington.

10. Name the one thing you dislike most about Blessington.

11. In terms of retail/shopping, what are the main reasons you shop here? [Multiple choice]

- | | | |
|---|--|---|
| <input type="checkbox"/> I don't shop here | <input type="checkbox"/> Ease of parking | <input type="checkbox"/> Large range of shops |
| <input type="checkbox"/> Close to work/school | <input type="checkbox"/> Good value prices | <input type="checkbox"/> Pleasant environment |
| <input type="checkbox"/> Customer service | <input type="checkbox"/> Good variety of shops | <input type="checkbox"/> Public transport links |
| <input type="checkbox"/> Close to other amenities | <input type="checkbox"/> Habit | <input type="checkbox"/> Support local business |
| <input type="checkbox"/> Easy to get to | | |

Other [Name] _____

12. What type of business/store did you most recently visit in the town? [Select one]

- | | | | |
|--|---------------------------------------|---|--------------------------------------|
| <input type="checkbox"/> Cafe | <input type="checkbox"/> Dry Cleaners | <input type="checkbox"/> Newsagent | <input type="checkbox"/> Pub |
| <input type="checkbox"/> Chemist | <input type="checkbox"/> Hardware | <input type="checkbox"/> Petrol Station | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Clothes store | <input type="checkbox"/> Florist | <input type="checkbox"/> Post Office | <input type="checkbox"/> Supermarket |
| <input type="checkbox"/> Beautician/Hair | | | <input type="checkbox"/> Takeaway |

Other [Name] _____

13. What type of business/store would you like to see in Blessington?

14. How often do you shop online?

- | | | |
|---|--|---------------------------------------|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Once a week | <input type="checkbox"/> Once a month |
| <input type="checkbox"/> 2/3 times a week | <input type="checkbox"/> 2/3 times a month | <input type="checkbox"/> Never |

15. What 3 words would you use to best describe Blessington?

1) _____ 2) _____ 3) _____

16. What other town or area do you visit regularly, and why (Choose 1 only)?

Location: _____ Reason: _____

17. Rate the following aspects of Blessington's retail environment on a scale of 1 (Very Bad) to 5 (Very Good):

	1	2	3	4	5
Pedestrian footfall					
Provision of car parking					
Traffic congestion					
Attractiveness of the town					
Cleanliness of the town					
Public transport provision					
Bicycle parking facilities					
Quality of streetscape and public areas					
Range and quality of cafes/restaurants					
Range and quality of grocery stores					
Range and quality of other retail					
Vibrancy of the town centre during the day					
Vibrancy of the town centre at night					
Blessington as a 'place to do business'					

Business Survey

1. What is the nature of your business? [Select one]

Convenience retail (Newsagents, etc.)		Health services (GP, Medical, etc.)	
Specialist retail		Leisure (Gym, fitness, etc.)	
Pub/Bar		Civic/Administration	
Cultural/Community		Finance	
Professional services (Solicitor, etc.)		Bookmakers	
Voluntary/Charity		Barber/Hairdresser/Beautician	
IT/Technology		Restaurant/Cafe	

Other (please specify): _____

2. Where is your business located? [Select one]

Town Centre		Retail/Business Park	
Edge of Town Centre		Outside of the Town	

3. How long has your business had a presence in Blessington? [Select one]

Under a year		4 – 10 years		Over 20 years	
1 – 3 years		11 – 20 years			

4. What was the main reason for establishing a presence in Blessington? [Select one]

Hometown		Identified a need/niche in area	
Access to target market		Access to good transport links	
Affordable rents		Lack of competition	
Historical links		Affordable property	

Other (please specify): _____

5. Which of the following best describes your business? [Select one]

Part of a national/international chain	
Independent business with multiple outlets	
Independent, stand-alone business	
Start-up	

6. How many staff do you directly employ?

Please specify: _____

7. How would you say that your business is currently performing? [Select one]

Very well		Well		Okay	
Poorly		Very poorly		Prefer not to answer	

8. What are your normal hours of operation?

Monday		Friday	
Tuesday		Saturday	
Wednesday		Sunday	
Thursday			

9. Would you consider alternative/additional opening hours (Late evenings, Sundays), if there was a demand for such?

Yes		No		Maybe	
-----	--	----	--	-------	--

10. Do you and/or your employees have access to private, off-street car parking?

Yes		No	
-----	--	----	--

11. Would the prioritisation of pedestrians in the town centre, through traffic-calming and other similar measures, be something your business would welcome?

Yes		No	
-----	--	----	--

Other (please specify): _____

12. Does your business have a website or/and online presence?

Yes		No		In the process	
-----	--	----	--	----------------	--

13. Which of the following, if any, do you feel are a threat to your business in the medium term? [Multiple Choice]

Cost of overheads		Town centre inaccessible to customers	
Premises size/suitability		Cost of employing staff	
Competition from other businesses		Loss of business to online retailers	
Lack of customers		No threats to business	
Town centre unattractive to customers			

Other (please specify): _____

14. Describe Blessington as a place to do business in 3 words. [Open]

15. How could Blessington be improved as a place to do business? [Open]

16. Is there a retailer/business type, currently absent from Blessington, that you feel would contribute towards the economic vitality of both the town and your business, if established in the area? [Open]

Rate the following aspects of Blessington's retail environment on a scale of 1 to 5:

	Very Bad			Very Good	
	1	2	3	4	5
Pedestrian footfall	1	2	3	4	5
Provision of car parking	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Attractiveness of the town	1	2	3	4	5
Cleanliness of the town	1	2	3	4	5
Public transport provision	1	2	3	4	5
Bicycle parking facilities	1	2	3	4	5
Quality of streetscape and public areas (parks, square, etc)	1	2	3	4	5
Range and quality of cafes/restaurants	1	2	3	4	5
Range and quality of grocery stores	1	2	3	4	5
Range and quality of other retail (clothing, footwear, misc.)	1	2	3	4	5
Vibrancy of the town centre during the day	1	2	3	4	5
Vibrancy of the town centre at night	1	2	3	4	5
Blessington as a 'place to do business'	1	2	3	4	5

Appendix 3 – Review of Relevant Policies, Strategies and Frameworks

Statutory Plans

At a national level the **National Planning Framework (NPF)** is Ireland's main strategic planning document that aims to steer the direction of the country's future growth and development. The NPF informs all other planning and economic development documents that are prepared at regional and county levels. Documents such as County Development Plans and Regional Assembly strategies must be cognisant of the main aims the NPF provides. As a high-level strategic document there is little direct guidance on local issues, however it is still worth noting some of the core principles of the NPF which should be considered in the context of the future growth of Blessington.

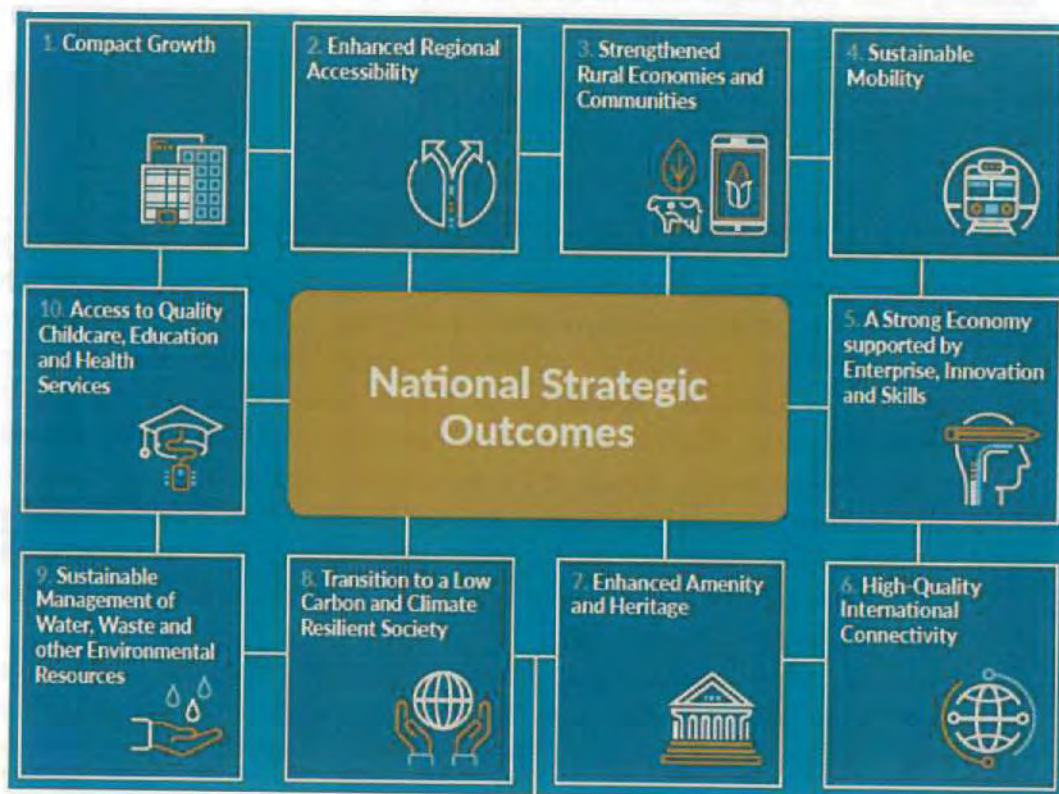


Figure 71 National Strategic Outcomes (Source NPF)

The NPF is structured around ten core principles which it names as its 'National Strategic Outcomes'. These outcomes, as seen in Figure 72, offer a frame to guide a particular type of growth and development, as envisaged by the Irish Government. In relation to Blessington, the following key outcomes are, it is argued, the most relevant and worthy of further discussion:

- **Compact Growth** – This is a call for a more “streamlined and coordinated approach” to the development of lands within and around our urban settlements. Sustainable growth will require effort to minimise the levels of urban sprawl that take place. This means greater emphasis on developing backlands, brownfields and other underused or vacant sites and buildings within our cities, towns and villages.
- **Strengthened Rural Economies and Communities** – Although Blessington is a short distance from Dublin, it does display many characteristics of a typical rural Irish town. It is an objective of the NPF to ensure that all rural communities are provided the opportunities to improve their economies, accessibility, broadband and environment, in order to make them an attractive place to live for future generations.

- **Sustainable Mobility** – The NPF establishes the need to transition away from the use of private vehicles powered by combustion engines to more sustainable modes of transport. The damage to our environment that has been caused by private vehicles is now quite evident, therefore the NPF places an emphasis on utilising less carbon-intensive modes where possible, but also promoting the use of active modes such as cycling and walking.
- **Enhanced Amenity and Heritage** – Investment in quality public realm of cities, towns and villages will be prioritised, which includes public spaces, parks and streets, as well as recreational infrastructure. Amenities in rural areas, such as national and forest parks, activity-based tourism and trails such as greenways, blueways and peatways are also included. Creating places that people want to be is not only important for the areas themselves, but also for the health and wellbeing of the communities.

The following table provides a list of some of the most relevant, in relation to Blessington, National Policy Objectives from the NPF.

Table 7. Selected policy objectives of the NPF

NPO 6	Regenerate and rejuvenate cities, towns and villages of all types and scale as environmental assets, that can accommodate changing roles and functions, increased residential population and employment activity and enhanced levels of amenity and design quality, in order to sustainably influence and support their surrounding area.
NPO 15	Support the sustainable development of rural areas by encouraging growth and arresting decline in areas that have experienced low population growth or decline in recent decades and by managing the growth of areas that are under strong urban influence to avoid over-development, while sustaining vibrant rural communities.
NPO 16	Target the reversal of rural decline in the core of small towns and villages through sustainable targeted measures that address vacant premises and deliver sustainable reuse and regeneration outcomes.
NPO 18a	To support the proportionate growth of and appropriately designed development in rural towns that will contribute to their regeneration and renewal, including interventions in the public realm, the provision of amenities, the acquisition of sites and the provision of services.
NPO 18b	Develop a programme for ‘new homes in small towns and villages’ with local authorities, public infrastructure agencies such as Irish Water and local communities to provide serviced sites with appropriate infrastructure to attract people to build their own homes and live in small towns and villages.
NPO 22	Facilitate tourism development and in particular a National Greenways, Blueways and Peatways Strategy, which prioritises projects on the basis of achieving maximum impact and connectivity at national and regional level.
NPO 24	Support and facilitate delivery of the National Broadband Plan as a means of developing further opportunities for enterprise, employment, education, innovation and skills development for those who live and work in rural areas.
NPO 27	Ensure the integration of safe and convenient alternatives to the car into the design of our communities, by prioritising walking and cycling accessibility to both existing and proposed developments, and integrating physical activity facilities for all ages.
NPO 28	Plan for a more diverse and socially inclusive society that targets equality of opportunity and a better quality of life for all citizens, through improved integration and greater accessibility in the delivery of sustainable communities and the provision of associated services.

NPO 53	Support the circular and bio economy including in particular through greater efficiency in land management, greater use of renewable resources and by reducing the rate of land use change from urban sprawl and new development.
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Ireland has three regional assemblies that form the second layer of government in the country, between national government and local authorities. These newly formed Assemblies have recently produced *Regional Spatial and Economic Strategies (RSES)* for their respective regions, which translate the guidance and aims of the NPF to a regional level. The **Eastern and Midlands Regional Assembly (EMRA)** cover the wider Dublin region, including Wicklow.

Three key principles underpin the entire strategy and should guide how it is understood:

- Healthy placemaking to promote quality of life through the creation of healthy and attractive places;
- Climate action efforts that seek to enhance climate resilience and accelerate transition to a low carbon society;
- Economic opportunity for the region, where the right conditions for sustainable economic growth and quality jobs are met, ensuring a good living standard for all.

The RSES also has 16 Regional Strategic Outcomes (RSO) which are closely aligned with the NPF. The three key principles also frame the RSOs.

A series of policy objectives are outlined for each chapter, which seek to provide an indication of exactly how the EMRA intend on delivering upon their outcomes. A table below provides some of the most relevant in relation to Blessington and this Health Check.



Figure 72 Regional Strategic Outcomes (EMRA RSES)

RPO 4.80	Local authorities shall manage urban generated growth in Rural Areas Under Strong Urban Influence (i.e. the commuter catchment of Dublin, large towns and centres of employment) and Stronger Rural Areas by ensuring that in these areas the provision of single houses in the open countryside is based on the core consideration of demonstrable economic or social need to live in a rural area, and compliance with statutory guidelines and plans, having regard to the viability of smaller towns and rural settlements.
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RPO 6.4	Local authorities shall identify measures in LECPs for regeneration in small towns and villages cores.
RPO 6.6	Support local authorities to explore mechanisms for the emergence of a diversified sectoral mix in rural areas. This includes the identification of appropriate locations to drive regeneration of these rural towns and villages for example by the provision of serviced sites for housing and co-working/incubator space near Institutes of Technology to facilitate technological spillovers through greater connections and linkages.
RPO 6.7	Support local authorities to develop sustainable and economically efficient rural economies through initiatives to enhance sectors such as agricultural and food, forestry, fishing and aquaculture, energy and extractive industries, the bioeconomy, tourism, and diversification into alternative on-farm and off-farm activities, while at the same time noting the importance of maintaining and protecting the natural landscape and built heritage.
RPO 6.8	To support the sustainable development of tourism in the Region in line with the strategic objectives of both Ireland's Ancient East and Ireland's Hidden Heartlands experience brand propositions.
RPO 6.12	Local authorities shall include objectives in development plans and local area plans supporting emphasis on placemaking for town centres, for example through inclusion of a Placemaking Strategy for towns and implementation of Town Centre Renewal Plans.
RPO 6.13	Local authorities shall support the preparation of Design Guidelines to provide for improvements in the appearance of streetscapes and for revitalising vacant spaces for example with cost effective, temporary uses that build on the longer-term vision for space.
RPO 6.14	EMRA will support the use of targeted financial incentives to re-establish the dominant role of town centres provided for in planning policy to encourage a greater take up of town centre development opportunities for retail, residential, commercial, and leisure uses.
RPO 6.17	Support the maintenance of, and enhanced access to state and semi-state lands such as National Parks, Forest Parks, Waterways, etc., together with Monuments and Historic Properties, for recreation and tourism purposes. Access should be planned and managed in a sustainable manner that protects environmental sensitivities, ecological corridors, and the ability of local infrastructure to support increased tourism.
RPO 6.21	EMRA will work with local authorities and Fáilte Ireland to identify destination towns within the Region for the prioritisation of investment and supports to drive tourism growth in the Region, to spread the benefit of tourism throughout the Region and to encourage the increase of tourism product development.
RPO 7.42	Local authorities shall include proposals in statutory land use plans to facilitate and encourage an increase in electric vehicle use, including measures for more recharging facilities and prioritisation of parking for EVs in central locations.
RPO 8.13	Support the Local Link Rural Transport Programme throughout rural areas of the Region.
RPO 9.8	To work with local authorities, government departments and relevant agencies to promote increased urban densities in all existing settlements and the use, where appropriate, of Compulsory Purchase Orders (CPO) and other incentives including development contributions to encourage urban regeneration of brownfield lands over

	the development of greenfield sites and to promote more active land management and co-ordinated provision of enabling infrastructure particularly on publicly owned lands
RPO 9.10	In planning for the creation of healthy and attractive places, there is a need to provide alternatives to the car and to prioritise and promote cycling and walking in the design of streets and public spaces. Local authorities shall have regard to the Guiding Principles for 'Healthy Placemaking' and 'Integration of Land Use and Transport' as set out in the RSES and to national policy as set out in 'Sustainable Residential Development in Urban Areas' and the 'Design Manual for Urban Roads and Streets (DMURS)'
RPO 9.11	Local authorities shall support the preparation of Design Guidelines to provide for improvements in the appearance of streetscapes and for revitalising spaces for example with cost effective, temporary uses that build on the longer-term vision for space.
RPO 9.14	Local authorities shall seek to support the planned provision of easily accessible social, community, cultural and recreational facilities and ensure that all communities have access to a range of facilities that meet the needs of the communities they serve.
RPO 9.27	EMRA will support local authorities to work with local communities to promote historic towns in the Region in the practice of heritage led regeneration, to promote the sensitive and adaptive reuse of historic building stock and industrial structures where appropriate, and to strengthen their capability to draw down European and national funding.

In the latest version of the RSES there is reference made to a proposed *"appraisal planning and design of LUAS network expansion to Bray, Finglas, Lucan, Poolbeg, Hazelhatch, Booterstown and Blessington"*. If the delivery of a LUAS to Blessington was realised that would be a significant boost to the town and surrounding areas. However, a Ministerial Direction from the Department of Housing, Planning and Local Government received subsequent to the adoption of the RSES has called for the removal of Hazelhatch, Booterstown and Blessington, as this runs contrary to national strategy.

Wicklow's most recent **County Development Plan (CDP)** covers the period 2016 to 2022. It is the primary planning document that guides the growth and development of County Wicklow; therefore it is of significant relevance to Blessington. The CDP establishes strategies for the County such as settlement hierarchies, housing and retail hierarchies, among other things. While some of the terminology used throughout is outdated, as it references the now redundant National Spatial Strategy and Regional strategies, it still offers strict guidance on future growth.

Blessington is designated to the 'level 4' category on the CDP's settlement hierarchy, a level it shares with Newtownmountkenedy. Arklow and Greystones are designated as level 3 settlements, with Wicklow/Rathnew on level 2 and Bray as the only level 1 settlement in the County. Further descriptive definitions of the towns are provided, with Blessington deemed to be a 'Hinterland Area Moderate Growth Town'. The settlement hierarchy is important as it sets out the targeted population growth envisaged by the Council, in accordance with national level policy and also informs the County's housing strategy. The CDP provides a housing growth distribution table up to the year 2028. Blessington's targeted population for 2028 is set at 7,500, which is a significant increase on the stated 2011 figure. Therefore, it should come as no surprise that the targeted housing stock also sees a

substantial increase. The population growth target and housing stock target up to 2028 for Blessington are as follows:

	2011	2022	2025	2028
Population Targets	4,780	6,540	7,020	7,500
Target Housing Stock	1,865	2,519	-	3,168

Furthermore, an 'economic development hierarchy' is also set out in the CDP, although it does state that economic development is covered in greater detail in various Local Economic and Community Plans that exist for areas within the county. Nonetheless, as a 'moderate growth town' Blessington is assigned the economic function as an "attractor for substantial investment" where its investment targets will involve FDI and what is termed 'people and product intensive industries'. The economic development hierarchy is accompanied by employment growth targets which are set for each settlement. The employment targets establish the existing labour forces, the existing number of jobs and provide the ratio of jobs to labour force. A target labour force, target jobs ratio and number of jobs required by 2028 are then outlined, as per below.

2011			2028			
Labour Force	Existing Jobs	Job Ratio	Target Labour Force	Target Jobs Ratio	Required Jobs	Growth
2,299	984	43%	3,125	65%	2,031	1,047

Regarding retail, Blessington is considered a level 3 centre that should fulfil its role as 'serving a wide district'. The CDP states that at present the town is well-served by convenience retail through the locating of stores such as Super Valu, Dunnes and Aldi in the town. However, it notes that comparison retail is more limited, provided by a small number of independent shops on Main Street and Dunnes. Indicative future allocations for retail floorspace are provided, with 2,000 m² for convenience and 4,000 m² for comparison.

Chapter 8 discusses 'community development' which refers to a mixture of measures and actions that aim to improve local communities. The CDP plays a supporting role to the LECP in this respect, where it will:

- Facilitate the delivery of community infrastructure through reserving land for community infrastructure, manage the expansion of residential development in line with infrastructure, and require the delivery of community infrastructure as part of development proposals
- Facilitate improved physical access to community infrastructure and services through "coordinating easily accessible public transport, cycling or walking, ensuring all new facilities are universally accessible and enhancing community infrastructure
- Facilitate the maintenance, restoration and upgrading of cultural and natural heritage of communities, environmental upgrading and general actions to enhance the environmental, amenity and physical attributes of communities.

A hierarchical model is presented which outlines the community infrastructure that is deemed necessary based upon town size. The table below provides an overview of what should be available at level 2 and level 3 settlements. It is worth considering that Blessington has a target population of over 7,000 for the near future, therefore community infrastructure delivery should match this population ambition.

Table 8 Community infrastructure required for settlement level

Level 2 Settlement Population 7,000 to 15,000	Level 3 Settlement Population 2,000 to 7,000
Multi-purpose Community Resource Centre	Community/Parish Hall
Sport & Recreation Centre	Multi-purpose Community Space/Meeting Rooms
Swimming Pool/Leisure Centre	Local /Town Park (s) and Open Spaces/Nature Areas
Youth Resource Centre	Outdoor Multi-Use Games Area – Synthetic/Hardcourt
Local Multi-Purpose Community Space/Meeting Rooms	Playgrounds
Outdoor Water Sports Facilities (where applicable)	Playing Pitches
Neighbourhood and Local Parks	Library
Outdoor Multi-Use Games Areas – Synthetic/Hardcourt	
Playground(s)	
Playing Pitches	
Alternative/Minority Sports Facilities	
Open Space/Urban Woodlands/Nature Areas	
Library	

Blessington Town Centre is an architectural conservation area (ACA) which means it is afforded a level of protection that other town centres may not possess. Indeed, it is a core heritage strategy of the CDP to “ensure the protection of the architectural heritage of Wicklow through the identification of Protected Structures, the designation of Architectural Conservation Areas, the safeguarding of designed landscapes and historic gardens, and the recognition of structures and elements that contribute positively to the vernacular and industrial heritage of the County”. Blessington’s designation as an ACA means that efforts must be made to preserve the character of the townscape, which takes into account the building lines and heights. Any future development in Blessington should seek to retain its special characteristics.

The CDP also offers the following statements and descriptions of planned or intended future scenarios impacting Blessington which are noteworthy:

- The intention to realign the N81 to the west of the town is reiterated. It is stated that there is a need to “reserve free from development all lands located in the current route corridor for the N81 realignment” and that the “development of this route or the planned inner relief road, would contribute significantly to the enhancement of the overall quality of the town centre”.
- The recreational value of the Poulaphouca Reservoir and surrounding area is acknowledged when stated that “opportunity exists to capitalize on the tourism potential associated with the Blessington Greenway walk from the town of Blessington to Russborough House.
- Blessington’s location on the border between Kildare and Wicklow is noted with collaboration and consultation between both local authorities during the preparation and development of any strategies or plans cited as essential. Furthermore, it is stated that opportunities exist to “foster economic links” with the towns of Newbridge, Naas and Kilcullen, where their access to the M9 could be exploited.

The **Blessington Local Area Plan 2013-2019** is the most recent Local Area Plan (LAP) prepared for the town. LAPs are statutory documents that are prepared by Planning Authorities as a means of coordinating the future growth and development of a settlement, suburb or other area of significant interest and importance in a town or city. The Blessington LAP was prepared during the lifetime of the Wicklow CDP for 2010-2016, which means it is slightly outdated considering a more recent CDP has been adopted. However, as the LAP has not had a subsequent iteration prepared, this version still retains its importance and relevance.

A vision for Blessington is provided in the LAP which, it says, will be achieved by the following:

- Reinforcing and improving the visual appearance of the central area of the town with particular attention on the town centre area which is a designated architectural conservation area, and encouraging development that will enhance the town's vitality and vibrancy;
- Addressing the problems that arise for the town resulting from a national route passing through the centre of the town and the implications of the re-routing of the N81;
- Improving linkages between the existing main street and the new town centre development and providing further linkages between these areas and the remainder of the plan area;
- Facilitating the provision of infrastructure to meet the demand for development and future population needs in a sustainable manner;
- Promoting and ensuring the protection and suitable recreational and tourism use of natural habitats (in particular the protected habitats of the Poulaphuca Reservoir), cultural heritage, ecological resources, networks, quality landscapes and the protection and enhancement of biodiversity.

The LAP addresses a multitude of planning matters, including population targets and housing, taking its steer from the 2010 CDP. The quantum of zoned land is also discussed, with proposed residential zonings providing proposed densities for housing per hectare. Blessington town centre has the highest allocated density of 40 units per hectare, with the vast majority of other areas possessing a density of 28/ha. 'Cookehill Zone 3' is an outlier in this regard, with a density of 36 units per hectare.

A strategy for the Town Centre is developed and includes measures to enhance retail, as both are heavily interlinked. A series of goals for the commercial core of Blessington are outlined:

5. Addressing vehicular/pedestrian circulation and car parking;
6. Ensuring high quality surroundings and addressing dereliction/vacant sites;
7. Protecting the buildings, features and places of heritage value;
8. Encouraging a varied mix of uses in the core area and reinvigorating the retail role of the core through application of an appropriate retail strategy.

It is acknowledged that Main Street and Market Square are currently dominated by traffic, with very little space afforded to pedestrians, cycle lanes and potential outdoor seating areas. On-street parking and the traffic generated from what is a national road, means this environment is not suitable for either free-flowing vehicular movement, or indeed pedestrians. Primary access to the new town development occurs via the Market Square, which significantly reduces the attractiveness of this area. However, until such a time as the inner relief road is completed, it is stated that significant alterations to traffic flow, parking, cycle lanes and the pedestrian environment will be challenging. The following points are mentioned in the LAP, in relation to the above, although not all receive 'objective' status:

- Complete the inner relief road to remove through traffic and heavy vehicles

- Widen footpaths and provide cycle lanes alongside on both sides of Main Street between Dempsey's Lane and the Catholic Church, which will also result in the narrowing of the carriageway
- Provide spaces for outdoor seating and eating on the street to improve vibrancy
- Enhance the pedestrian linkages between the Main Street and new town development to consolidate them as a single retail area
- Develop a parking management strategy that reduces the number of cars parked for full days on Main Street (often commuters who then travel to Dublin via bus)
- Encourage and deliver upon the reuse and redevelopment of infill and brownfield sites in the town centre.

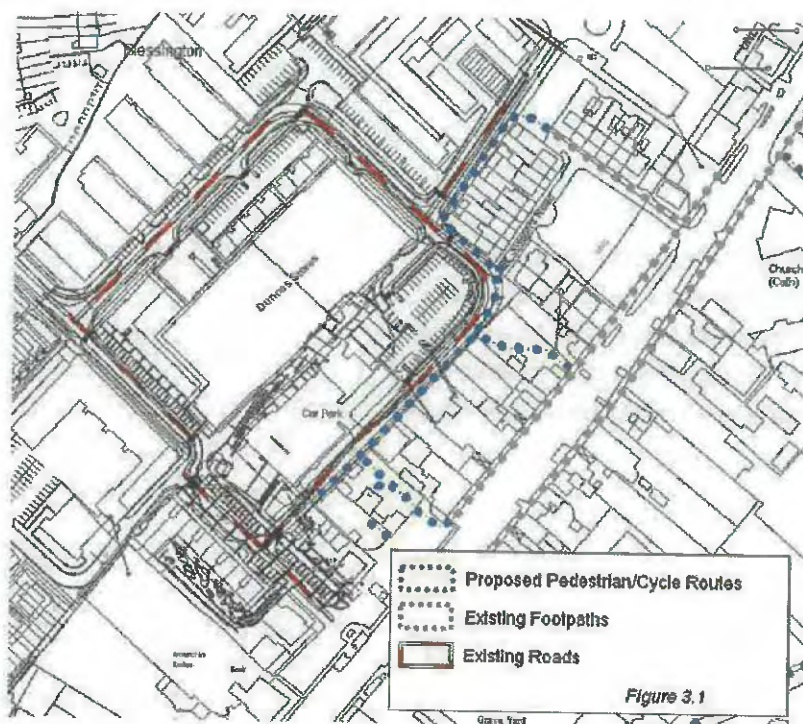


Figure 73 Proposed Public Realm Improvements (Blessington LAP)

There are four opportunity sites identified in the LAP which were selected to assist in achieving the aims of the town centre and retail strategy. These sites offer excellent opportunities to improve the environmental conditions of the town centre.

Opportunity site 1 is the Main Street link site where there exists the potential to create a new pedestrian and cycle link between Main Street and the new development.



Figure 74 Opportunity Site 1

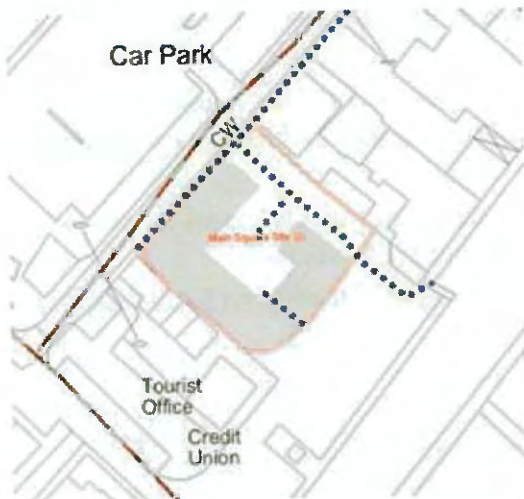


Figure 75 Opportunity Site 2

The second site (OP2) is the Market Square/Old Forge site where a new mixed-use redevelopment could take place which also facilitates the delivery of a new pedestrian street directly linking the new development with the Square.

OP3 is on lands to the south of the town centre, where the Naas Road meets the N81. It is argued that these lands offer an excellent opportunity for mixed use development that also incorporates a small park or civic space.



Figure 76 Opportunity Site 3



Figure 77 Opportunity Site 4

The fourth site (OP4) is the open space that adjoins the St Josephs Road housing estate. An improved public park with detailed design for both hard and soft landscaping could be delivered and offer the surrounding community and excellent amenity, also open to others.

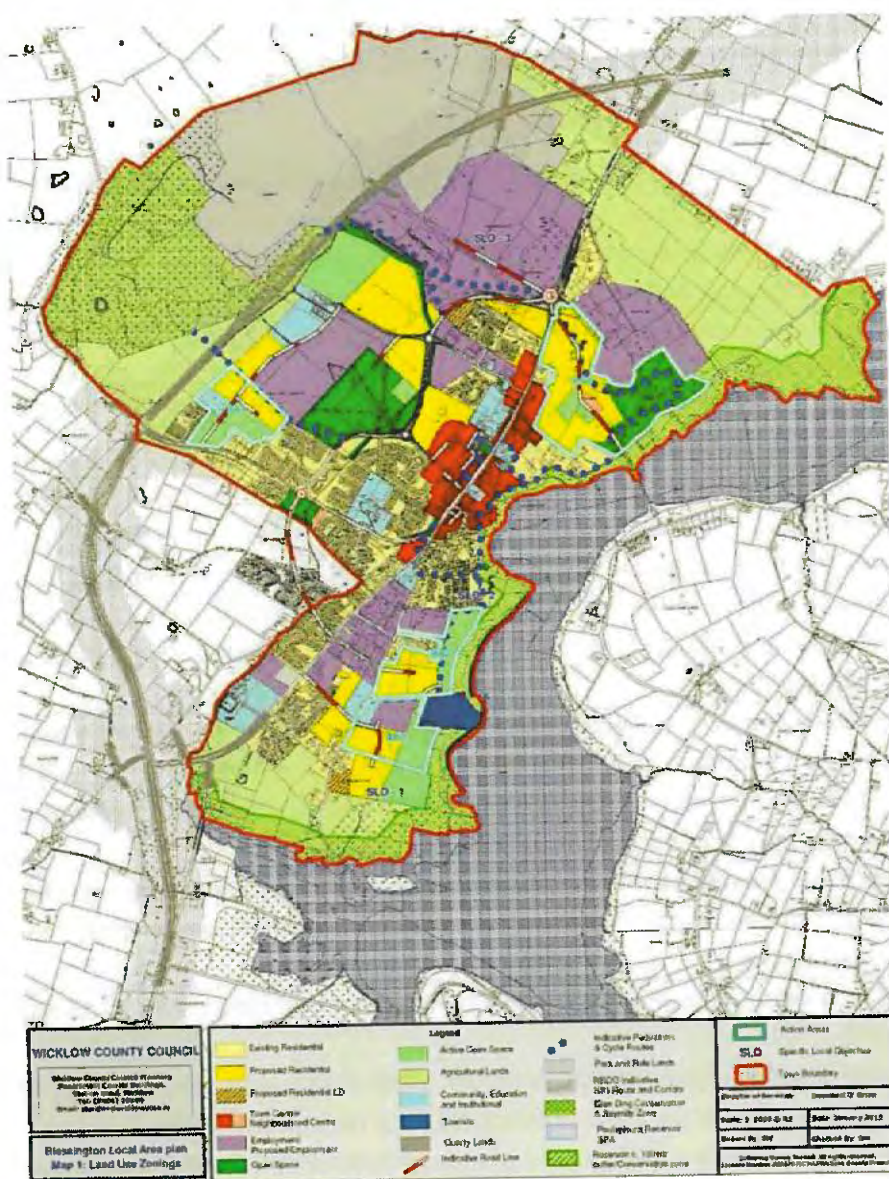
The zoning map (Fig 81) also highlights several key locations and priority areas, known as Action Areas and locations with Specific Local Objectives. Action Area 1 will see a mixed-use residential development that contains 1.32ha for community and educational purposes, 4.51ha active open space and 4.15ha for residential. Action Area 2 at Burgage Mór is again mixed-use residential, with 3.95ha zoned active open space and a further 5.48ha for the mixed residential. Action Area 3 sees a mix of residential and employment, including 2.5ha as employment, 0.8ha community use, 3.55ha mixed residential and 3.35ha for active open spaces. Finally, Action Area 4 is located at Doran's Pit and has significant potential for development with 17ha zoned mixed residential, 0.5ha for neighbourhood centre uses, 1.5ha equipped play spaces and 10.8ha for open space (in the form of a woodland park).

In terms of formal objectives, the LAP sets out a series of objectives based upon themes or areas of interest. Table 9 provides the primary objectives that have relevance to the Health Check. This table does not include the opportunity site objects discussed previously.

Table 9 LAP Objectives

TC1	To support and facilitate activities and developments that will improve the vitality, connectivity and vibrancy of the town centre areas.
TC2	To promote the development of opportunity sites within the town centre in accordance with the specific criteria set out for each identified area as set out in subsection 3.3.3.
E2	To protect employment zoned land from inappropriate development that would undermine future economic activity or the sustainable development of such areas.
E3	To encourage the redevelopment of already developed or brownfield employment / mixed use lands for enterprise and employment creation throughout the settlement, subject to the proper planning and sustainable development of the area and compliance with all other objectives of this plan.
E4	To encourage the development of significant new employment zones at - Downshire demesne lands (part of permitted 'Cookehill' development) - Roadstone - Haylands / Mart site in accordance with the detailed requirements set out in Section 10 of this plan.
E5	To require the design and layout of employment lands located at Blessington Demesne to provide for a pedestrian walkway (linked to the proposed public park) along the southern boundary, adjoining Action Area 1.
T1	To promote and facilitate improvements to tourism and recreation infrastructure in the Blessington area.
T3	To support and facilitate in co-operation with relevant bodies, the provision of amenity routes around the Poulaphuca reservoir in an environmentally sustainable manner
CD1	To ensure sufficient lands are zoned for community needs within the plan area and to implement the objectives of the Chapter 15 'Social and Community Infrastructure' of the Wicklow County Development 2010 - 2016 as applicable to the plan area.
CD3	To facilitate opportunities for play and sport and support the implementation of the County Council 'Play' and 'Sports & Recreation' Policies and their objectives, including the collection of development levies.
CD4	The redevelopment for alternative uses of open space and recreational lands whether owned by private recreational clubs or publicly owned, will normally be resisted by the Council unless suitable alternative recreational facilities can be provided in a convenient location.
S7	To facilitate the completion of the Inner Relief Road
S9	To improve / provide new footpaths and cycleways on existing roads as funding allows and to facilitate the provision of new roads, footpaths and cycleways as detailed in chapters 3, 5 and 10 of this plan.
BD3	In the interests of the protection and enhancement of biodiversity in Blessington, it is an objective of this plan to: - Protect trees, hedgerows and wooded areas (particularly those containing indigenous species), watercourses and other features of the natural landscape - Require the planting of indigenous plant and tree species in new developments and in the restoration of former quarry lands

BD6	The Council shall seek to promote access to amenity areas of the plan for the benefit of all, on the basis of co-operation with landowners, recreational users and other relevant stakeholder groups to promote “agreed access” on public and privately owned land in the plan area on the basis of sustainability, consultation and consensus.
BD7	To protect those features that have been identified in the Architectural Conservation Area Appraisal as contributing to the town centre’s overall appearance and heritage value and to ensure that new development contributes positively to the designated Architectural Conservation Area.
BD8	To facilitate the appropriate refurbishment and renewal of architecturally significant buildings and to accommodate new uses in old buildings to ensure their continued use/preservation
BD9	To encourage the retention of original features, which are important to a building’s character such as window type, materials, detailing, chimneys, entrances and boundary walls, both within and outside the architectural conservation area.



Strategic Planning and Design Frameworks

A Framework for Town Centre Renewal was prepared by the Retail and Town Centre Renewal Working Group to provide a platform for structured engagement between the retail sector and relevant Government Departments. In the last few decades town and village centres across Ireland, and indeed further afield, have seen retailers struggle resulting in what seems like a terminal decline. There are a multitude of reasons why town centre retailers have struggled, and quite often this is context dependent. However, two core reasons are the movement of shoppers to online providers, and the increased development of out-of-town shopping centres. The framework highlights a number of key attributes and the steps to follow to help combat against this decline and achieve a successful town centre renewal.

Key attributes of a successful town include:

- **One Vision, One Voice:** Collective and collaborative work with all stakeholders progressing towards the same aims
- **Local Steering Group:** The concept of a 'Town Team' is proposed to steer and guide
- **Local Business Champion:** A well-respected and influential business owner or community member is need to drive projects on and speak up for the town
- **Place-making Strategy:** Having a strategy to guide and help design attractive urban realm and civic spaces is vital
- **Strong Occupancy:** Dereliction and vacancy are a blight that can negatively impact an area
- **Programme of Events:** Regular events that take place in the town centre will attract visitors
- **Visual Appearance Strategy:** This involves more temporary measures that maintain an attractive appearance, particularly for sites of buildings in the process of change
- **Financial Supports:** Targeted financial incentives that keep and attract retailers and residents to town centres
- **Artisan Food and Craft Supports:** A strong collection of indigenous retailers selling local food and craft produce gives a town a unique selling point
- **Tourism Offer:** Exploit assets that would prove attractive to visitors, but also ensure there is sufficient infrastructure to support these visitors
- **Online Platform:** A town centre website that promotes local retailers, attractions and news, while offering a brand for the town is becoming increasingly important

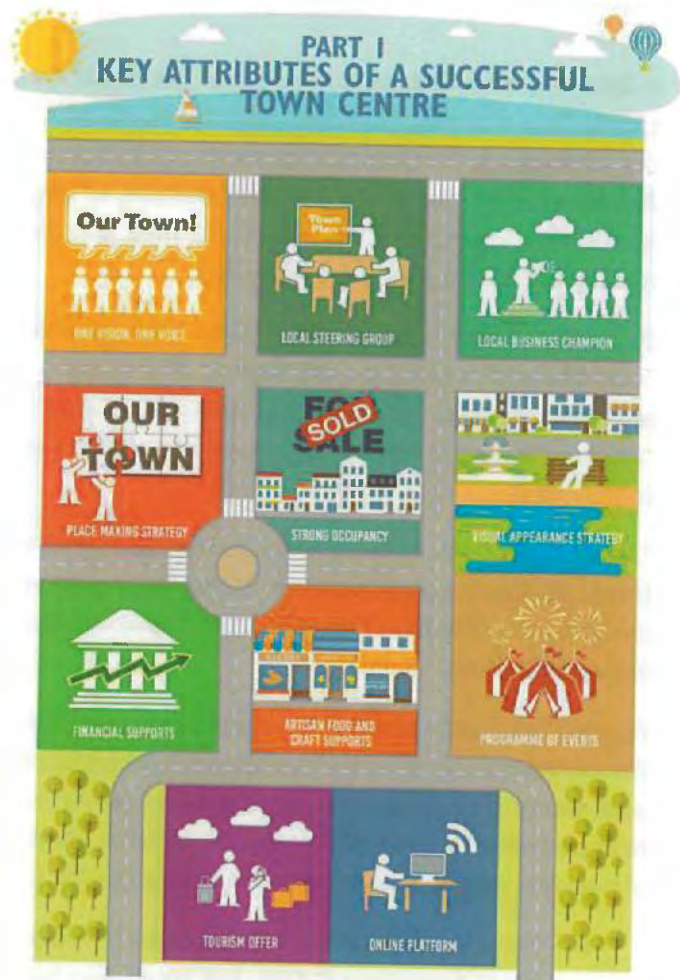


Figure 79 Attributes of a Successful Town (A Framework for Town Centre Renewal)

One of the key proposals from the Framework is for towns to undertake a health check, which is precisely what this report is doing for Blessington. It is worth noting the key indicators proposed in the framework for assessing a town during this health check.

Proposed Health Check Indicators	
Diversity of uses	Environmental Quality
Competitive offering	Public realm
Representation	Customer views and behaviour
Commercial rents	Perception of safety and crime occurrence
Accessibility	Commercial yields on non-domestic property
Proportion of vacant street level property	Pedestrian flows

In 2009 the Irish Government released the *Urban Design Manual* which was a best-practice guide to appropriate planning and design of urban locations. The guide acted as a supplementary document to the 'Guidelines for Sustainable Residential Development in Urban Areas', which was an official document that was to inform the creation of development plans and local area plans by Local Authorities. Together, both documents offer a useful introduction and overview to the principles of sustainable urban planning and design.

One of the core concepts central to both guides is that of 'sustainable communities', with the overarching aim being an attempt to offer a manual to create such communities. Blessington, as a relatively compact town with a growing population should aim to achieve this status of a sustainable community. The following statement provides a useful summary of how to design for a sustainable community:

"A key design aim in delivering sustainable communities is to reduce, as far as possible, the need to travel, particularly by private car, by facilitating mixed-use development and by promoting the efficient use of land and of investment in public transport. Such policies will help to sustain viable local services and employment."

Figure 81 shows the twelve criteria that are used throughout both documents as a means of assessing the design quality of new developments, neighbourhoods or local area plans. It is useful to consider each element when determining the quality of a streetscape and area, such as Blessington. In addition to the criteria for evaluation, general advice is provided for development that will take place in towns of a similar size to Blessington. This advice includes:

- Ensuring that future development in towns and villages is plan-led. This generally refers to Local Area Plans (LAPs), but could also be non-statutory documents such as Village Design Statements, or others;
- A goal of retaining and enhancing the compact nature of towns and villages should be targeted through the prioritisation of walking and cycling trips over cars for local trips
- Similarly, the use and re-use of brownfield sites and derelict, vacant or abandoned buildings should be a priority as this keeps development within the existing 'urban footprint' of the town. Backlands sites offer excellent opportunities for compact growth, while there can be cases made for greenfield sites that are contiguous to the existing urban pattern;
- When developing central sites, such as backlands, the maximisation of permeability for pedestrians and connectivity to existing roads and streets should be sought. The creation of dead-ends and cul-de-sacs are not recommended;

- Higher density developments can be considered in appropriate locations where it does not disrupt existing patterns, or there are high-quality public transport routes adjacent. Developments should reinforce the existing built form, not disrupt;
- The scale of new residential schemes should be proportional to the pattern of existing development. Smaller, phased sites that are spread across the town would be preferable to extremely large sites in one location. 'Leap-frogging' where development occurs away from existing urban patterns should be avoided.



Figure 80 Assessment Criteria (Urban Design Manual)

Perhaps one of the most important frameworks to consider when discussing regeneration, development and urban structures in an Irish context is the Government's *'Design Manual for Urban Streets'* (DMURS). The manual sets out an integrated design approach to the design and regeneration of streets in Irish cities, towns and villages. DMURS has an overarching aim to create more liveable, attractive urban locations, and attempts to achieve this through good design. In its own words; *"well designed streets can create connected physical, social and transport networks that promote real alternatives to car journeys, namely walking, cycling or public transport"*.

DMURS begins by addressing the major issue in urban design, head on. Cars dominate our urban environments and their dominance has been facilitated and enabled by the way in which we have designed our streets. Theories about road design are introduced, including the four models of road design which summarise the relationship between cars and people as follows:

1. Where traffic and people are segregated and the car is dominant.
2. Where cars and people are segregated entirely from one another.
3. Where traffic and people mix, but on an "equitable" basis, sharing space.
4. Where the car is excluded entirely (pedestrianisation and other measures).

Ireland has, until recently, tended to approach urban street design with an emphasis placed upon the first two models. As a result, planners became preoccupied with traffic flows and capacity on our roads, with street design prioritising vehicular movement. Of course, this was at the expense of the pedestrian environment. This approach can be seen in most of our residential neighbourhoods, where a main distributor road facilitates free-flowing traffic and off this run an access road into a housing

estate. From here several 'dendritic' routes extend outwards into cul-de-sacs. This creates an environment that is unattractive and inefficient for walking, instead facilitating car use.



Figure 81 Typical street layout of residential neighbourhood which facilitates car use (DMURS)

A different approach, which takes the perspective of the pedestrian is suggested and detailed throughout DMURS. It initially focuses on three core principles to understand this perspective:

- **Connectivity:** Segregated design, ones that prioritise traffic flows, creates an unattractive and challenging environment for pedestrians where "walking distances are increased, route choice is highly limited and users have to navigate a complicated street network", all of which discourage people from walking. Neighbourhoods and attractions can be severed from one another due to barriers created to ensure traffic flow is maintained. Pedestrians are forced to walk unnecessarily long distances and greater cohesion of communities can be impacted.



Figure 82 An example of inefficient design that restricts permeability (DMURS)

- **Comfort:** Once again, in the name of traffic flows, streets can be designed in a manner that is unappealing for pedestrians. Sometimes, barriers are created that are technically meant to

protect pedestrians, but instead create feelings of confinement, examples include guard rails that reduce walking space. Other issues such as narrow footpaths, excessive obstructions like poles and signage, and blank walls that create a sense of isolation are unhelpful.

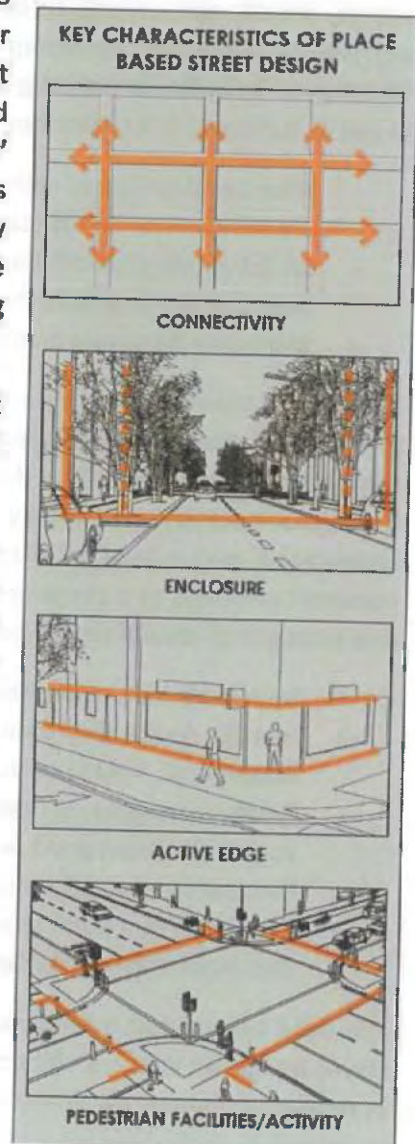
Figure 83 An example of street design where pedestrians are marginalised (DMURS)



- **Safety:** Quite often design considerations that were meant to create a safer environment do the opposite. For example, wide carriageways with no visual obstructions such as trees or shrubs, that appear clear and open were meant to improve driving safety, but instead create conditions where drivers are more inclined to speed. Additionally, pedestrians follow 'desire lines' (the shortest route) which means they often must cross busy roads at inappropriate locations. With few pedestrian crossings along many roads, pedestrians are more likely to cross elsewhere, thereby endangering themselves and others.

Place-based design is deemed to be the best solution. It emphasises connectivity, enclosure, active edges and pedestrian facilities.

- **Connectivity:** Vibrant and active places are also well-connected places that prioritise pedestrian movement. Providing a walkable, interconnected street network that enables ease of movement in an efficient manner for pedestrians is key.
- **Enclosure:** The planting of trees and vegetation, and the reorientation of buildings towards the street, facing onto it, creates a more intimate environment. This sense of enclosure gives pedestrians the perception of safety and reduces instances of driver speeding.
- **Active edge:** Streets with active frontages, or edges, are those where there are entrances, doors, windows and seating that face and open onto the street itself. This creates a vibrancy that itself will generate further pedestrian flow.



- **Pedestrian facilities:** Wide footpaths, unobstructed routes, safe and well-designed crossings all contribute towards an improved pedestrian environment that encourages people to walk and spend more time in the area.

Other Relevant Policies, Proposals and Guides

A recent example of a guidance document for the appropriate and sustainable development of urban environments is the Royal Institute of the Architects of Ireland's (RIAI) document '*Creating Places for People – The RIAI Town and Village Toolkit*'. This report was released in May 2019 and it was developed by the RIAI as a response to repeated requests to provide expert advice on how to assess the quality of urban centres.

Health, wellbeing and happiness are the foremost components of good design and it is suggested that this means "*designing places for people*". In other words, create places that prioritise people over vehicles or even buildings, and create more welcoming environments for the most vulnerable, this plays into the concept of universal accessibility. The report argues that "*removing or slowing through-traffic and providing more attractive modal options (walking, cycling, public transport) can allow public spaces, streets and squares to be improved as social spaces with a range of activities that can be enjoyed by everyone, increasing both local community participation and appealing to visitors*". Creating an inclusive, welcoming and safe environment that people will want to visit and spend time in can be achieved if the following considerations are made:

- Plan compact towns with facilities clustered
- Identify convenient routes and streets for people to walk along
- Utilise public places for a variety of means
- Improve the quality of the public places, making them attractive and comfortable
- Introduce trees and planting to bring nature back to areas

The second theme builds upon the previously introduced concept of accessibility. The size of Irish towns makes them "*ideally suited to encourage active movement as part of everyday life*" due to their compact size. This means that there are a range of options available that can improve on the second theme; connectivity, accessibility and movement. Designing our streets so that walking and cycling are encouraged, and indeed prioritised, is an obvious option. For longer journeys, an integrated public transport network, or a community bus service for more rural locations should be considered. This is one example of several recommended considerations:

- Develop a multi-modal movement strategy which prioritises active travel
- Identify routes that connect main uses and activities which would enable pedestrian movement. Are these routes attractive, can they be improved, are there short cuts?
- Traffic management that minimises traffic circulation. Provide visitor parking at main arrival points that have good pedestrian access.
- Prevent land-use planning schemes that encourage vehicular movement over active travel
- Check all routes and streets for things such as visual and physical clutter, such as sign posts and overhead wiring. Can these be removed?

The third theme that is the focus of the report relates to viability and variety. Sustainable, healthy towns are those that are vibrant and have strong and adaptable economies. Mixed uses and variety in retail and commercial activity can help with this. It is equally important, however, to ensure that a town and its hinterland have the capacity, or critical mass, to support an increased range of services and economic activity. By creating compact towns where development is contained within the urban

footprint, the required critical mass for services and retailers can be achieved more easily, while active travel can also occur. Some of the considerations for this theme include:

- Undertake a capacity study to understand deficiencies or oversupply
- Existing physical assets should be surveyed to determine their state as well as potential use
- What are the land use patterns in the town and how can existing, but poorly managed plots be better integrated?
- Plan for change, so that evolution can occur, and buildings are flexible and adaptive for potential future uses
- Work with the community to create events and activities that will attract people

Many of the themes overlap, and this is again the case with the theme of environmental sustainability, which also promotes the reuse of brownfield sites. The consolidation of the existing built environment, as opposed to sprawl and development on greenfield sites, is central to this theme as it is others. Protecting and enhancing biodiversity and natural assets is vital, while enabling active transport and healthy choices should be integral to development too. Other considerations include:

- Exploit opportunities for renewable energy use and capture
- Undertake sustainable building practices
- Understand the surrounding environmental limitations of the landscape
- Build to capitalise and utilise natural assets, such as direction of sunlight
- Take all necessary steps to reduce waste and pollution, and their impacts

The final theme worth noting is the fifth which addresses the urban form and character of a place. Engendering a sense of place should be an important consideration as it helps to create cohesive communities. There are many ways this can be achieved, one of which is creating a 'legible' place. This means a place that is easily understood in terms of its street patterns, architecture, landmarks, topography, etc. Creating a street pattern that has a defined hierarchy of routes that bring people to central locations is an example. "Fine grain" smaller urban plots and blocks are preferable to larger blocks. Equally, the scale of buildings and widths of streets are important for place. Considerations should include the following:

- Identify the 'urban grain' of the area and replicate this with the new developments
- Provide a comfortable and attractive urban realm (no overhead wires, limit signage, etc.)
- Respect features of the environment that have meaning and contribute towards the town's 'story', and are part of the collective memory
- Consider the comfort of the area. Is it adequately protected from environmental conditions?

The *Toolkit for Community-Led Village Design Statements* is one of several similar initiatives implemented by the Heritage Council that attempts to empower local communities to have a much stronger say in the future development of their localities. It does this through promoting the creation of a community-led village design statement, which gives communities a 'voice' and strengthens their understanding of planning, heritage management and conservation.

A village design statement (VDS) is a "mechanism for protecting, celebrating and enhancing local distinctiveness and contributes significantly to the delivery of sustainable development". It analyses, understands and describes the unique characteristics of a village, the elements that make the place distinct, and proposes a series of design principles that are to be adhered to for future development. It also creates several recommendations and actions that aim to enhance the uniqueness of the place,

but in a manner that is respectful. The following are identified as the core heritage and design elements that should be considered in a VDS:

- Historic village form and settlement pattern
- Villagescape, historic streetscape and character areas
- Key approaches to the village
- Landmarks
- Green infrastructure and natural heritage
- National monuments

In order to reverse the trend of decline that is evident across many of Ireland's towns and villages, the Heritage Council undertook research into the most appropriate policies that could be of benefit, culminating in the release of their report on *Policy Proposals for Ireland's Towns*. Although more and more people are now living in urban environments, many of our town centres are experiencing high levels of vacancy and dereliction. The Heritage Council argue that "heritage-led urban regeneration" offers an opportunity to bring a vibrancy and vitality back to these ailing locations.

One of the core elements of the Heritage Council's argument is that there is a monetary value of historic urban environments. Essentially, evidence shows that proximity to heritage assets adds value to housing, which itself shows the homeowner's pride in place.

In many cases towns have been "turned inside-out" by suburban commercial and residential developments which draw activity out of the town centres. It is the role of the planning system to protect the heritage value of towns by preventing developments that can potentially decimate historic town centres. The report calls for a planning system that "fully incorporate heritage management". Additionally, a restrictive planning system creates regulatory barriers that prevents the innovative reuse of vacant or derelict buildings.

The following bullet points are the six key policy recommendations the report proposes:

1. The Irish Government should produce an "Irish Urban Policy" which describes and sets out to protect the strategic social, cultural, economic and environmental role of Irish towns;
2. The 'Living City' regeneration initiative should be extended to include the historic core areas of all Irish towns, where they are protected as Architectural Conservation Areas;
3. Planning authorities should ease the regulatory burden that deters people from 'living over the shops';
4. The strategic economic role of towns in local economies identified in the CEDRA report should be targeted in future funding programmes;
5. All initiatives should be monitored for effectiveness in achieving the aims of 'heritage-led urban regeneration';
6. The Heritage Council should be funded to administer a 'Rural Towns and Villages Network' that supports community efforts to revitalise town centres.

In 2012, Fáilte Ireland released a report titled *Historic Towns in Ireland: Maximising your Tourism Potential*. The guide was aimed at any interested party, including Local Authorities, who sought to capitalise on the growing numbers of cultural tourists Ireland was seeing. It offers guidance on how the tourism amenity value of towns can be improved. Some of the core recommendations are as follows:

- Movement around the town should be easy and comfortable for visitors. This means placing an emphasis on pedestrians, as walking is the best way for visitors to fully appreciate and experience what the town has. Therefore, pedestrianisation of certain areas should be considered, particularly along routes frequented by visitors.
- Vehicular traffic can dominate historic towns. If excessive on-street parking and busy two-way roads exist in the centre of a town, visitors may feel unwelcome and "in the way". The heritage value of a town is damaged by excessive vehicular access, and this should be managed in a more appropriate way
- Littering and rubbish can lead to poor perceptions of a place, therefore ensuring there are sufficient bins that are regularly emptied is important.
- Perceptions of safety are important for visitors, particularly if they are in a location at night. Popular areas, buildings and the paths leading to these locations should be comfortably lit
- The character of the streetscapes gives a first impression. Quite often there is simply a need to ensure streets and building facades are clean, however consideration to regular painting schemes should be made, devising a colour palette to use on buildings and giving a colourful sense of character. Similarly, traditional shopfronts are truly original to Ireland and should be protected and replicated.
- The unique selling point of a town needs to be identified and emphasised. This could be built heritage or natural environment, or a collection of both, nonetheless, it should all be enhanced and exploited.
- Public art such as murals, statues or monuments offer towns an interesting and attractive component that visitors will want to view and learn more about. The installation of public art should be considered in appropriate locations
- Farmers markets, festivals and other similar events provide residents and visitors alike with additional reasons to spend time in a town centre. Old market squares that exist in many Irish towns offer the ideal locations for these events, with a link to the areas heritage too

It is also worthwhile referencing international examples of best-practice guides for design and development of our public spaces. Perhaps the most influential and successful guidance programme of recent years is *Transport for London's (TfL) 'Healthy Streets'* programme, which was developed in conjunction with the Mayor of London's Office. Healthy Streets is a series of guides and manuals that identify ways to promote active travel and, as a result, create better, more liveable communities and neighbourhoods.

The Healthy Streets Approach uses ten indicators of what makes streets attractive places, and these indicators can be used to evaluate existing and planned future street conditions. Figure 32 is taken from the Healthy Streets guide and shows the ten indicators of a healthy street, which are:

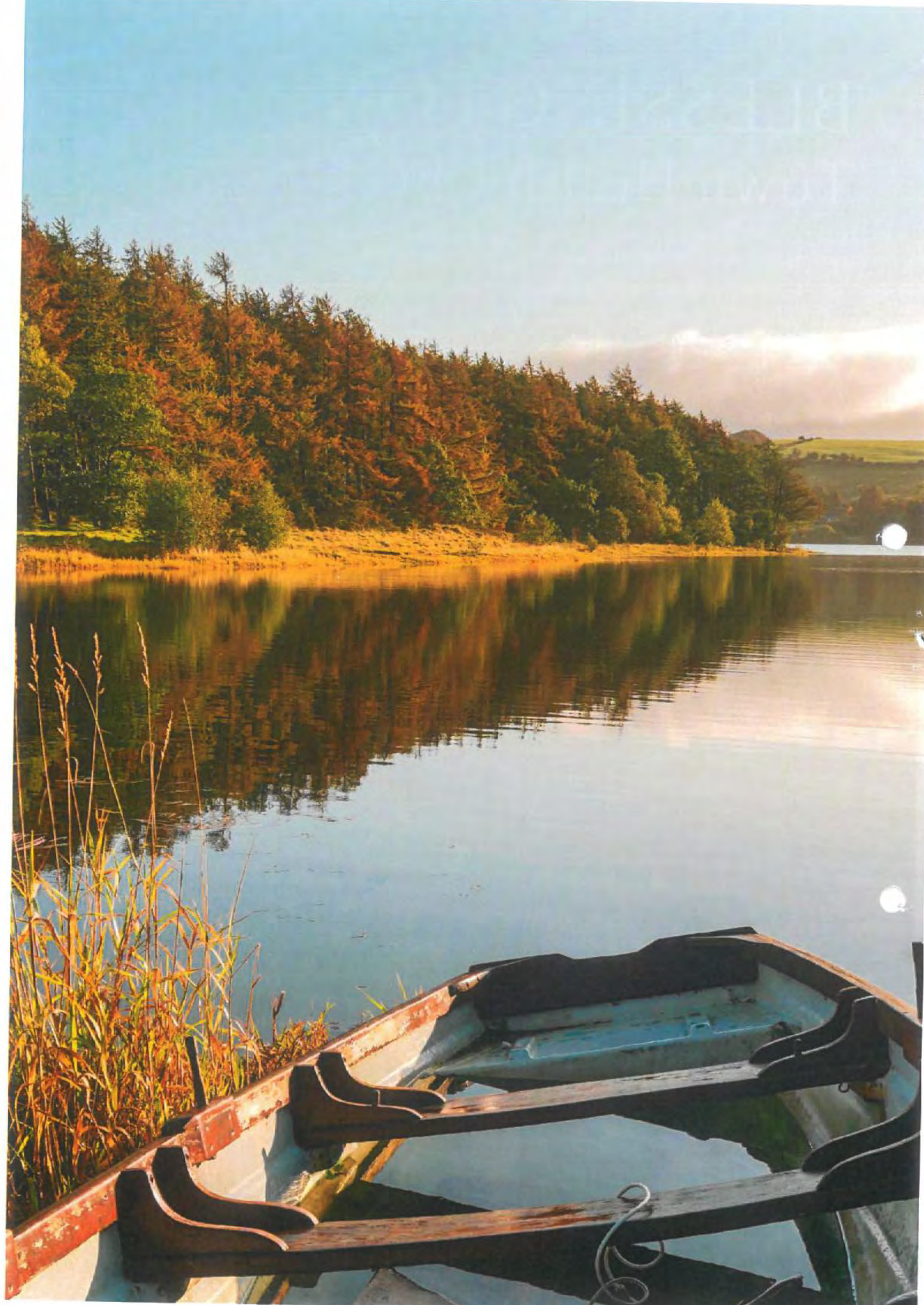
- Pedestrians from all walks of life – Streets should be welcoming places for everyone;
- Easy to cross – Streets should be easy to cross, with direct routes for pedestrians that make crossing at anytime convenient;
- Shade and shelter – Shade and shelter from wind, rain and direct sun provides for a more comfortable environment;
- Places to stop and rest – Streets that possess plenty of locations to stop, sit and relax benefit those with mobility issues and local businesses;
- Not too noisy – Motorised vehicles and heavy trafficked streets are noisy, unappealing places for people;

- People choose to walk, cycle and use public transport – Active travel benefits all of society and streets should facilitate this as much as possible;
- People feel safe – Safety is key, so people should not fear road traffic or other threats to personal safety;
- Things to see and do – Stimulating and interesting environments will attract people, so nice views, street art, planting and shops or venues will see increased users on a street;
- People feel relaxed – Uncluttered, clean and well-maintained streets improve relaxation;
- Clean air – Motorised transport causes air pollution, streets should help mitigate against this

Of course, while the Healthy Streets indicators were developed by TfL for initial use in evaluating London's streets, they are not tailored entirely to London itself. Instead the indicators promote values and concepts of good planning and design that can be administered anywhere, and this includes Blessington. With Main Street in Blessington providing the town's traditional heart, perhaps some of the guidance of Healthy Streets could be implemented here?



Figure 84 Healthy Streets Indicators (TfL)



BLESSINGTON Town Health Check

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2020

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Blessington

BLESSINGTON Town Health Check

2020