Athlone Framework, Republic of Ireland

Urban design and regeneration framework as part of Project Ireland 2040

CLIENT & LPA

Westmeath County Council

STATUS

Regeneration Framework submitted

SERVICES

Design, Planning, Economics, Sustainability and ESG, Creative Design, Heritage, Townscape and Landscape

Our role

- Westmeath County Council appointed us to prepare an ambitious 'Urban Design and Regeneration Framework Plan' with the assistance of Urban Regeneration Development Funding. We provided Planning, Design, Creative Design, Economics, Heritage, Townscape and Landscape, Strategic Communications, and Sustainability and ESG services.
- Our role was underpinned by dialogue with the community and stakeholders whilst prioritising and planning for pipeline projects, which supported a compact and smart growth-based approach to Athlone's future development in accordance with the vision conceived as part of Project Ireland 2040.
- The framework will prioritise and plan for a pipeline of projects, which will reimagine streets and reopen the backlands to deliver a compact and smart growth-based approach to Athlone's future regeneration. It will connect and integrate green spaces with urban places and facilitate the development of the Athlone Tourism and Cultural Quarter to the west side of the town.

Results

- Key interventions were formulated, including public realm improvements, the identification of opportunity sites and pipeline projects. Each intervention will deliver change by regenerating a specific area of the town. Collectively, these interventions will support the delivery of the project vision and underpin transformational change.
- The framework embraced the power of urban design and regeneration in reimagining Athlone. It identified a range of interventions to support the town in realising its potential as a designated 'Regional Growth Centre' and a Failte Ireland 'Destination Town' in the heart of the 'Hidden Heartlands'.

Turley