

Panel 1: Town Centre

“2020 Vision sees Castlebar as a vibrant commercial and leisure hub that nurtures business investment and innovation, is a premier retail and entertainment destination and that has an *attractive and revived town centre combining the old and the new*”



Issues

1. Physical state of the built environment and streetscape is of very low quality for a prominent town centre
2. Parking system discriminates against casual shopping in town centre
3. Anti-social behavior is disincentive to investment and shopping
4. Lack of strategic plan is threatening confidence and values in Town Centre

Priorities

1. Physical Regeneration of Town Centre, Main St in particular
2. Partnership between Chamber, local authorities and Key Developers
3. Branding, Marketing and PR Plan for selling Castlebar as retail, entertainment and leisure destination
4. Movement & Parking plan urgently needed to allow shoppers to use Town Centre with ease

Town Centre Projects

REF	PROJECT TITLE	SUMMARY DETAILS	TIMESCALE	KEY PARTNERS
P1.1	Town Centre Enhancement	<ul style="list-style-type: none"> • Building Maintenance and improvement • Removal of dereliction and eyesores in the built environment • Signage and Frontage improvement to agreed standards of design and quality • Streetscape plans to improve footpaths, crossings, road surfaces, linings etc • Common environmental and public realm improvements including: Hanging Baskets, street furniture, waste bins, lighting etc • Tidy Town Renaissance (see P3.1) 	<p>Short to medium term.</p> <p>Commencing early 2009</p>	<ul style="list-style-type: none"> • Mayo County Council • Castlebar Town Council • Property owners • Rate payers • Castlebar Chamber
P1.2	Retail Parking Plan	<ul style="list-style-type: none"> • Designation of 50% parking space in Market Sq and Castle St car parks to be short term only / non permit • Clearly identified lining and colouring of spaces • Negotiation with private car park owners to share reallocation of spaces for permit holders and shoppers • Examine availability of sites for park n' ride facilities • Local Authorities to review the valuation of commuter permits to reflect the demand for spaces in various areas 	<p>Short to long term.</p> <p>Early actions:</p> <ul style="list-style-type: none"> • Examine P & R • Review permit / meter demand • Identify retail parking zones 	<ul style="list-style-type: none"> • Castlebar Town Council • Private Car Parks • Castlebar Chamber
P1.3	Anti Social Business	<ul style="list-style-type: none"> • CCTV improvement and monitoring project • Invite youth services to build programmes for engaging young people. This could involve civic pride awareness and other constructive activities. 	<p>Short term</p>	<ul style="list-style-type: none"> • Garda • youth services • traders

P1.4	'Destination Castlebar'	<ul style="list-style-type: none"> Promote Castlebar as a key Destination in the west for shopping, entertainment, culture and as a niche tourism base Promote the idea of 'a great shopping experience' built on the excellent range of shops in the town and customer service excellence Design a set of branding and marketing platforms including brochures, local and national advertising, Promo DVD and in-store digital AV displays Establishment of a partnership company to administer and manage the funding and content of the PR drive Hotels, retailers and entertainment organisations will contribute to an annual fund with co-financing from Failte Ireland 	<p>Short to medium term</p> <p>Castlebar Xmas Shopping campaign already in planning</p>	<ul style="list-style-type: none"> Destination Co. Castlebar Chamber Hoteliers & Traders
P1.5	Town Centre BID (Business Improvement District)	<p>Castlebar Town Centre Business Improvement District</p> <ol style="list-style-type: none"> Establish exact district to be included in BID Formation of a Town Centre Vision BID & submission to Dept of Environment Election of BID Board and earmarking resources for the project management of the BID activities Agreeing on a conceptual design proposal for Town Centre Core, encompassing streetscape layout, public realm, pedestrianisation policy, building façade options, parking, access and movement strategy <ul style="list-style-type: none"> Establish design and specification toolbox for shop refurbishments Destination and Retail Marketing (see P1.4) Tidy Town and Environmental Image standards Christmas Lighting and accommodation of festival production Public amenities and recreational infrastructure 	<p>Long term</p>	<p>Partnership Co.</p> <ul style="list-style-type: none"> Mayo County Council Castlebar Town Council Landowners and Rate payers Castlebar Chamber



Some conceptual images demonstrate the possibilities offered for redevelopment in Castlebar town centre. Provided by Douglas Wallace Architects courtesy of Staunton Holdings.