



BLUNDELL MASTERPLAN

THE HEART OF EDENDERRY







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Comhairle Chontae Uíbh Fhailí
Offaly County Council



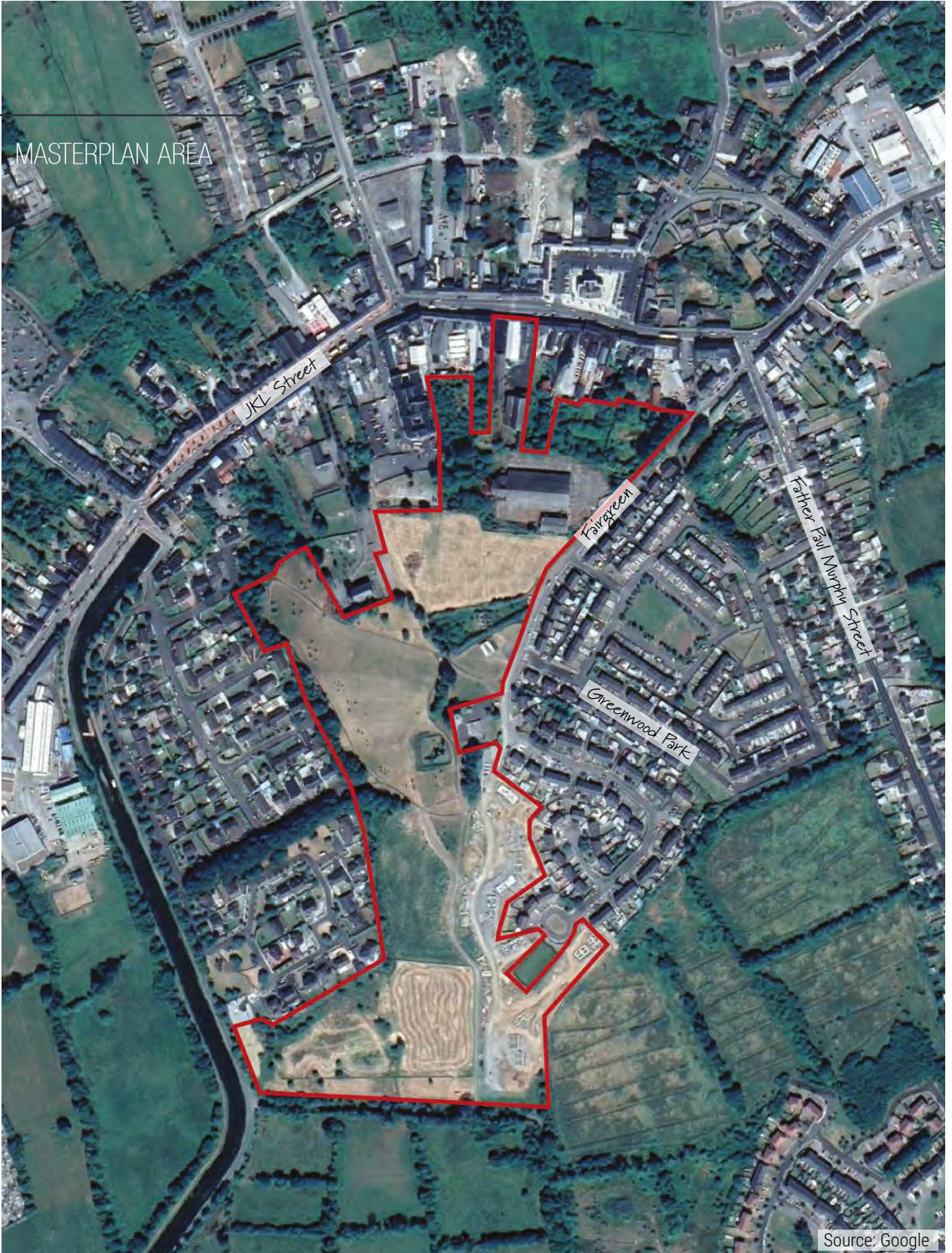
Rialtas na hÉireann
Government of Ireland

Tionscadal Éireann
Project Ireland
2040

the **paul hogarth** company

mcgarryconsult.com

MASTERPLAN AREA



Source: Google



INTRODUCTION

BACKGROUND, SCOPE & PURPOSE

The Blundell Masterplan seeks to set in place a positive road map for unlocking the potential of the heart of Edenderry and helping the area be transformed into a thriving part of the historic town centre. The agreed objectives will be prioritised and delivered, subject to the availability of funding.

The Blundell Masterplan was commissioned by Offaly County Council in September 2019, recognising the limited employment opportunities, high number of commuters and economic downturn of the town centre. A Masterplan is now needed to take a strategic approach to unlocking the potential of the Blundell site to drive the regeneration of the town.

The process was led by The Paul Hogarth Company, a Landscape Architecture, Urban Design and Planning Consultancy, together with economic regeneration expertise from McGarry Consulting, and jointly shaped by the community and Council.

This document summarises the findings of the process and provides a framework that can drive forward the development of the site. The document sets out the vision and objectives of the masterplan before proposing a series of projects.



CONSULTATION EVENT
OCTOBER 2019



THE PROCESS

The Blundell Masterplan is within the heart of the town centre and therefore it is extremely important that the plan reflects the views and aspirations of as many local people as possible. From the outset the design team adopted a collaborative approach to plan-making and developing a shared vision for the area.

The team spent a considerable amount of time getting to know the Blundell area and the wider town. Engagement was carried out with residents, community groups, school children, business owners, elected members of Offaly County Council and other key stakeholders. This informed the development of the masterplan design and encouraged widespread ownership in the plan.

As a vision for the area emerged, a series of objectives were formulated and in turn, projects devised to bring about their realisation. Proposals were tested in draft through public consultation and refined in response to feedback. The approach to the Blundell Masterplan has been not just to make the area a better, more attractive place, but stronger in its own right while recognising and respecting the role of the existing town centre. The resultant masterplan responds to the needs of the community and proposes an ambitious, sustainable, and successful area of the town centre.

We would like to thank all those involved in developing the shared vision and aspirations for the Blundell Masterplan.



PROJECT IRELAND 2040

WHY THIS DOCUMENT IS NEEDED

In recent years, with rapid population growth in Edenderry, construction has been focused predominantly on residential development. The provision of local employment, social and community opportunities has not developed at an equivalent pace. The town's location to key transport corridors has seen the population benefit from more affordable homes but leaving little draw and time to spend in the town centre itself. For a largely youthful population there is low usage of services in town and clear indicators of economic downturn with evident town centre vacancy and derelict sites.

While Offaly County Council has identified the potential of the masterplan project through the Edenderry Local Area Plan, the effects of the economic downturn both past and present has impacted the area.

The publication of Project Ireland 2040 and the Rural Regeneration Fund has now given the Council an opportunity to unlock the potential of the site. The Blundell Masterplan provides guidance and clear direction ensuring a comprehensive approach which avoids piecemeal development and takes into consideration the need for a new library and arts space.



PUBLIC REALM ENHANCEMENTS

CANNONBALL EVENT, 2019

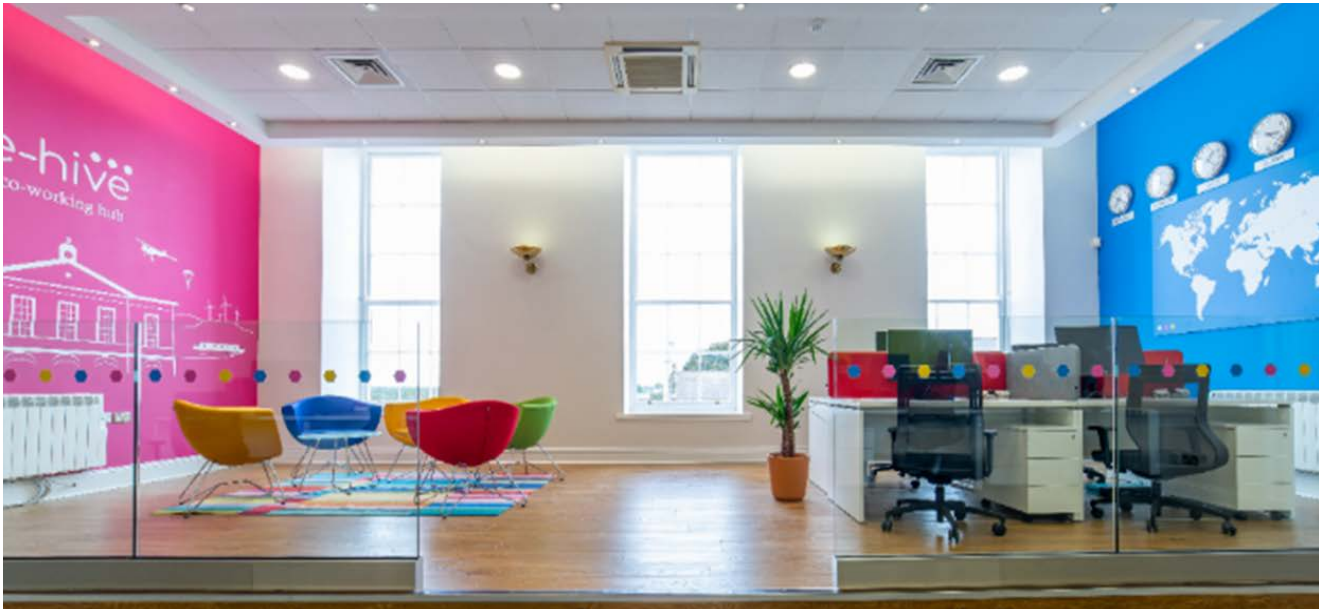
BUILDING ON SUCCESS

Within Edenderry momentum is building with several exciting projects already having taken place or planned for the near future. The masterplan will now help to provide a collective vision for the town centre and backlands area, driving forward the continued success that has already been building.

The public realm enhancements around the Town Hall and O'Connell Square have provided the backdrop for several successful events, such as the Cannonball Event in 2019, drawing crowds and creating a buzz within the town centre.

The upper floor of the Town Hall has been converted into 'eHive', offering hot-desk and meeting facilities, providing commuters with the opportunity to cut the commute, while reintroducing more people into the town centre.





eHIVE

At the time of writing funding has been secured from the Rural Regeneration Development Fund and progress is now underway to establish a new street from Granary Court to Fair Green, creating an exciting opportunity for this new connection to be included within the masterplan development and overall vision for the backlands area.

Plans are also progressing for Blundell Park, building on the success of the addition of the pitch and putt course to the south of the park. Funding has been secured for improvements, including the removal of overhead cables.

All of these projects demonstrate an exciting time for Edenderry and an excellent opportunity for the masterplan to build on the growing success and to gather momentum to realise the potential of the town.



POP UP RACE





EDENDERRY TODAY, THE PLACE AND IT'S PEOPLE

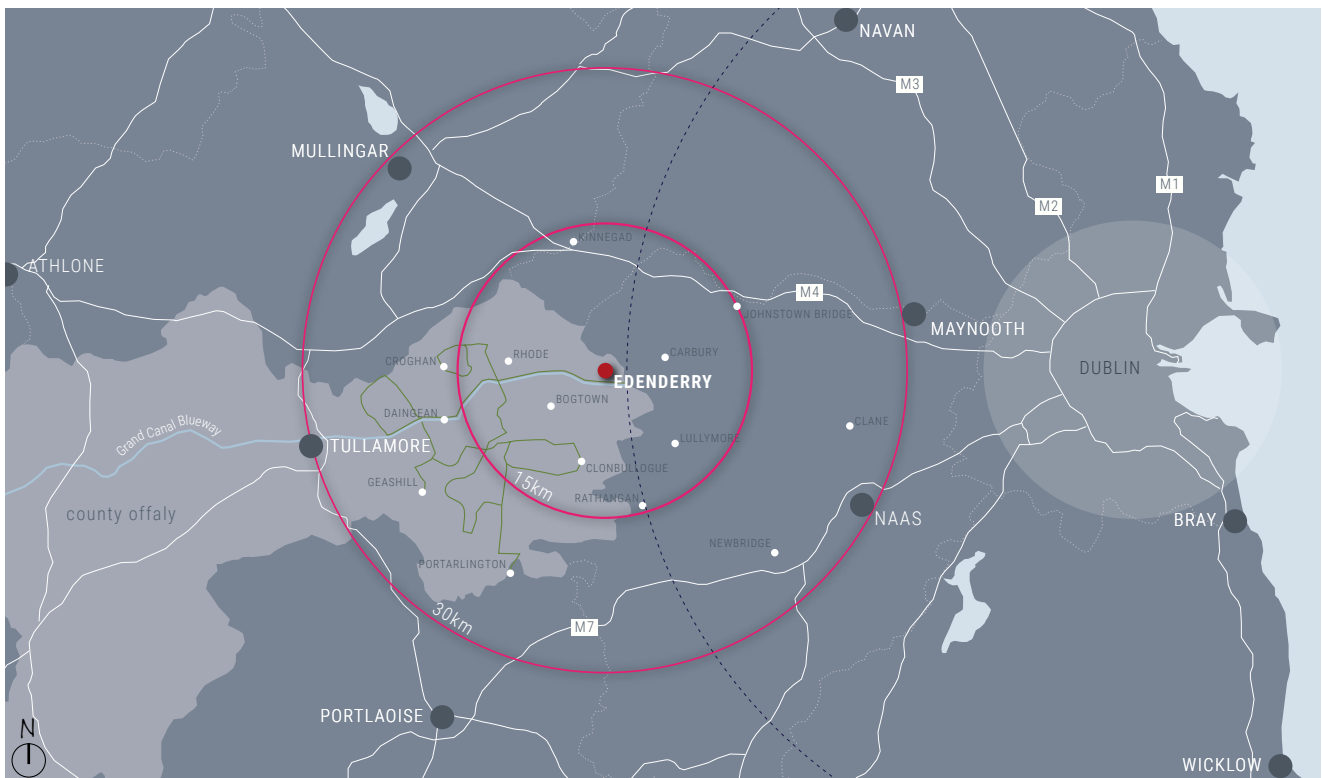
REGIONAL POSITION / CATCHMENT

The masterplan needs to be understood in the context of the wider town and region. As a town 50km west of Dublin the population doubled between 1996 and 2016, much of this due to the rise in commuters.

The town's population has now reached 7,331 with a much younger age profile than the national average. The town and region's population is expected to continue to grow above the national average by 2036.

Edenderry is a key service town for the Offaly County Council area but is currently acting as a commuter town drawing people to the Dublin City and Greater Dublin Area zone of influence as well as Tullamore, Mullingar and Portlaoise.

REGIONAL PLAN





CANAL NETWORK

The Edenderry branch of the Grand Canal was started in 1797. The canal was vital to the local community facilitating boats and providing an important link with the other waterways around Ireland. The canal was instrumental to the development of Edenderry itself as much of the materials used in constructing the town's fine houses were transported on the canal.

The Grand Canal is one of Edenderry's prime amenity assets providing regional connections and future aspirations, along the Grand Canal Greenway, to link Edenderry with Tullamore, Lough Boora Discovery Park and the River Shannon.

The opportunity to capitalise on the strategic links to Tullamore, the Offaly Cycling Destination Network and the National Cycle Network has the potential to bring a wide range of associated benefits to the town.



GRAND CANAL, EDENDERRY



VIEW SOUTH FROM BLUNDELL HILL





HISTORIC MAP 1837-1842



HERITAGE CONTEXT



JKL STREET CIRCA 1910
FRONTAGE ALONG JKL STREET
BLUNDELL CASTLE TODAY



As a market town, Edenderry has historically grown in a linear nature along JKL Street, creating a continuous frontage with a distinct Georgian character to the town centre. The round headed doorways and carriage archways leading to the rear of the long plots all contribute to the character. Throughout the 19th century the square became the focus for town affairs, markets, and the trading of animals.

The Edenderry branch of the Grand Canal was constructed after the 2nd Lord Downshire persuaded the Canal Company to bring the line into the town. The limestone construction of the harbour was completed in 1802 and has played an important role in the development of the town by facilitating boats, commerce and connecting the town to wider canal network.

Within the site, the Castle sits atop Blundell Hill with extensive views of the surrounding land. Constructed as a rectangular tower house it would have been possible to see Carrick Castle in the north and Carbury Castle to the east, creating an important strategic defence for the area. Today only the south and east walls of the castle remain.

The historic map shows a much more established area of Fair Green running towards the castle and church and interestingly an area of gardens running along the south of the plots which front onto JKL Street. A path network through the gardens can be seen with a small connection shown linking through one of the characteristically long plots towards JKL Street.



VIEW FROM FAIR GREEN

VISUAL RELATIONSHIPS

Historically the Castle would have been a prominent landmark located on top of Blundell Hill with extensive views over the surrounding landscape. However, over time through modern development, the visual connection between the main street and the historic landmark have been lost.

Today impressive views to the south west extend along the canal but the approach along Fairgreen, as well as views of the Castle from within the park, are visually dominated by the water tower.

The tower sits in close proximity to the castle and is considerably larger in scale, dominating the skyline when viewed from the surrounding areas of the town. Consideration should be given to its eventual removal, which would add greatly to the park experience and sense of place.

VIEW SOUTH TOWARDS THE CASTLE





MOVEMENT NETWORK

The masterplan site is within a 10-minute walking distance from the Town Hall with the opportunity for connections to the town to be enhanced. The majority of the town centre is also within this walkable distance but there is a strong pull of both pedestrians and vehicles from east to west along JKL Street. Although Edenderry has a walkable town centre, the main route, along JKL Street, is dominated by traffic and easily congested at peak times.

There is little to encourage movement from north to south, between JKL Street and Blundell Park, due to the continued frontages and poor visual connection between the two.



JKL STREET AT PEAK COMMUTER TIME IN THE EVENING
PLAN SHOWING THE WALKABILITY OF THE TOWN CENTRE



ROLE OF THE PARK



BLUNDELL PARK
PARK ENTRANCE - BLUNDELL WOOD
BLUNDELL PARK LOOKING SOUTH



Blundell Park is the only green space situated within the town centre, yet it is poorly utilised due to its concealed and disconnected nature with JKL Street and the surroundings. The streets wrap around the surrounding areas with little connection to the park. This alongside the few opportunities for buildings to front onto the green space has left a sense of a forgotten park at the 'back door' of the town centre.

The park and the canal are two extremely important assets for the town. The park has the potential to provide a much stronger communal space for activity and social interaction. Better linked with the canal there is a much larger role that these two assets can play while strengthening community pride in them both.



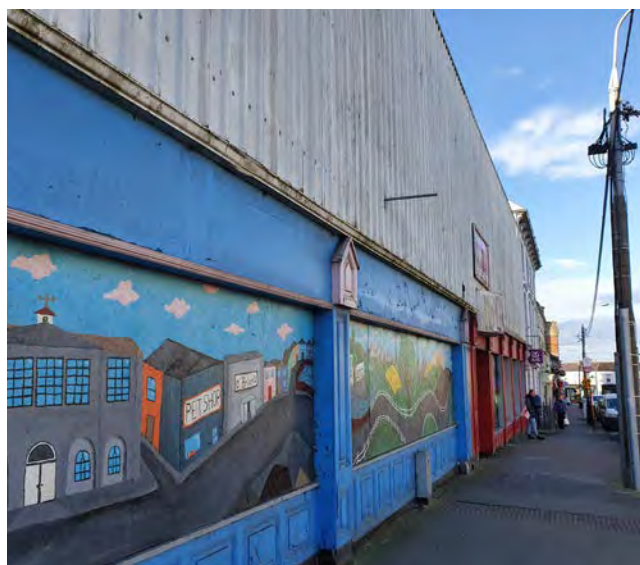
DERELICTION

Derelict and vacant buildings pose a challenge for the site, attracting anti-social behaviour and contributing to an environment perceived as unsafe.

The prominent location of the former Tesco site fronting onto JKL Street has left a long vacant façade in the important town centre core area, resulting in a negative appearance and evident lack of activity. The tucked away nature of the former grain store and dereliction of the building have compounded the association of the site with anti-social behaviour.

There are a number of existing vacant units within the town centre and therefore a need for the masterplan to create opportunities for development which complement the town centre and do not compete with the existing uses.

Temporary usage of empty buildings can be a short-term solution for turning unsafe environments into more liveable spaces. Community event space and arts installations can have a positive effect on the town and space itself. Buildings tend to look more attractive with a lively appearance.



BACKLANDS DEVELOPMENT OPPORTUNITY

The opportunity to develop the former Tesco Site will open up the JKL backlands and create new development opportunities for the currently hidden back land spaces. New routes through will provide a transformation and repurposing opportunity by integrating them back into the town centre and the community. The addition of a new street connecting through the masterplan area is vital to opening up approximately 4 hectares of development area.

PUBLIC HEALTH

The Covid-19 pandemic has placed major challenges on Edenderry, its residents and businesses. The masterplan must help to revitalise the town centre and through good infrastructure, support new requirements such as remote working

The park also provides an important breathing space for the town and through the masterplan it can be strengthened, creating accessible and good quality open space and providing an important resource for improving both physical and mental health.

POLICY CONTEXT

A number of key strategic documents set out the policy context for the Blundell Masterplan. These national, regional and local policy documents should be consulted alongside this plan in considering the future of the area by providing further direction and guidance.

THE NATIONAL PLANNING FRAMEWORK (NPF) – PROJECT IRELAND 2040

The National Planning Framework (NPF) is the Government's high-level strategic plan for shaping the future growth and development of the country to the year 2040.

The NPF sets out National Policy Objectives that seek to create attractive, liveable, well designed and high-quality urban places. The National Policy Objectives seek to regenerate and rejuvenate urban environs, done so through enhanced levels of amenity space and design quality to reverse patterns of stagnation and decline. The NPF also details a series of objectives that promote the integration of residential development with safe and convenient alternatives to car use, such as prioritising walking and cycling travel modes, to assist in the creation of sustainable communities.

CLIMATE ACTION & LOW CARBON DEVELOPMENT (AMENDMENT) BILL 2020

The Bill is an ambitious piece of legislation committing in law to move to a resilient and climate neutral economy by 2050. The legislation sends a clear signal to businesses, to farmers and to communities that climate action is good for the economy, allowing climate targets to be reached while creating jobs and sustainable growth.

Eastern & Midland Regional Assembly

Regional Spatial & Economic Strategy

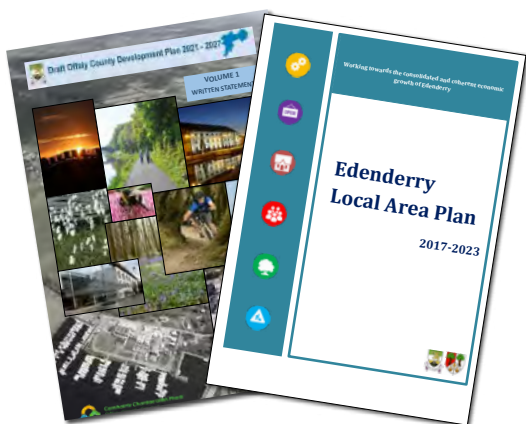
2019-2031



EASTERN & MIDLAND REGIONAL SPATIAL & ECONOMIC STRATEGY 2019-2031

The Regional Spatial and Economic Strategy is a strategic plan and investment framework to shape the future development of the region to 2031 and beyond. The aim of the strategy is to create a sustainable and competitive region that supports the health and well being of its people and places, with access to quality housing, travel and employment opportunities for everyone.

The three key principles of the RSES are focused on healthy placemaking, climate action and economic opportunity. Each of these principles are supported by the inclusion of compact growth and urban regeneration, integrated sustainable transport options, a promotion of enhanced green infrastructure and protection of local biodiversity and natural heritage.



OUR PUBLIC LIBRARIES 2022, INSPIRING, CONNECTING AND EMPOWERING COMMUNITIES

The National Public Library Strategy sets out a progressive plan for public library services for the next 5 years to improve access, use and visibility of the library as an essential community service, securing its long-term sustainability and developing a multi-functional library service that meets the needs and expectations of a modern society. The key objectives include:

- bringing greater structure and consistency to the library's role in literacy support and development
- supporting lifelong learning opportunities
- establishing the library as the 'go-to-place' for reliable authoritative information
- developing the library as a focal point for community and cultural development
- working collaboratively with others to deliver integrated approaches like the Work Matters business and employment supports programme and Healthy Ireland.

OFFALY COUNTY DEVELOPMENT PLAN 2014-2020

The Offaly County Development Plan sets out the vision, aims, goals and strategy for the county over the plan period. The Plan is informed by the National Spatial Strategy 2002-2020 and Midland Regional Planning Guidelines 2010-2022.

The Offaly County Development Plan recognises Edenderry as an important driver for the local economy with well-established economic, administrative, and social functions. The location of the town plays an important role to provide support to its immediate surrounding hinterland.

DRAFT OFFALY COUNTY DEVELOPMENT PLAN 2021-2027

The Draft Offaly County Development Plan is informed by Project Ireland 2040 and the Regional Spatial and Economic Strategy for the Eastern and Midland Region.

The Offaly County Development Plan recognises Edenderry as a Self-Sustaining Town which acts as an important driver for the local economy and as having an important role to provide support to its immediate surrounding catchment. It recognises the rapid population growth, levels of commuter focused expansion without the equivalent increase in jobs and services. Edenderry is identified as requiring consolidation and targeted 'catch up' investment in services, infrastructure, suitable transport options, amenities, and local employment whilst balancing housing delivery and focusing on becoming more self-sustaining.

EDENDERRY LOCAL AREA PLAN 2017-2023

The Edenderry Local Area Plan sets out the overall development and growth strategy, including policies and objectives, for the proper planning and sustainable development of the plan area. The Plan sets out the Strategic Vision for Edenderry and has the fundamental objective of enhancing the quality of life for all citizens. Six goals have been identified as having the greatest potential to help move Edenderry forward in a progressive, positive, and coherent manner.

The Local Area Plan identifies two opportunity sites which are within the Blundell Masterplan boundary, Opportunity Site No.1 – Former Tesco Site and Opportunity Site No.2 – Williams Waller. Both sites are identified as having potential for comprehensive redevelopment of the backlands area and the need to work with adjoining landowners to create a positive and vibrant development to the town centre.

ECONOMIC CONTEXT

SOCIO-ECONOMIC PROFILE

Edenderry is a growing commuter town, 50km west of Dublin. It is the second largest town in the county and one of three municipal districts. Proximity to Dublin, affordable housing and good schools has led to the population doubling over 20 years to 7,331 (2016). Consequently, Edenderry has a younger age profile than the national average with 1 in 3 under the age of twenty.

Edenderry is a welcoming town, with 22% non-Irish by nationality against 13% nationwide. In terms of socio-economic groups, 54% are classified in groups A-E, marginally above the national average of 52%. The town is broadly classified as average in terms of deprivation, with pockets of 'disadvantage' and three 'very disadvantaged' areas – similar to many urban profiles.

EDUCATION & TRAINING

Edenderry has a diverse and vibrant educational offering encapsulating primary, secondary, gaelscoils and Oakland Community College; which will be moving to new expanded facilities in the centre of the town in 2022. The schools serve a wide hinterland, and increase the towns appeal to young families. Edenderry's 'My Open Library' service provides extended open hours, the only library within 35km to do so (as at 2020).

Educationally, 13% have at least a bachelor's degree – less than half the 30% national average (2016 Census). This may be partly explained by the strength of construction, trades and manufacturing sectors – where Edenderry has double the national average employed. Contrastingly, over half (52%) of the town's commuters surveyed in 2019 held at least a degree. Indicating, Edenderry is quickly closing the gap.



EMPTY COMMERCIAL UNITS IN THE TOWN CENTRE

Building on the international reputation of local trades, the National Construction Training Centre at Mount Lucas lies 14km southwest of Edenderry. Although only two in five (39%) within Edenderry have completed at least a technical or vocational qualification, against 51% nationally. This highlights the need for a wider dedicated training facility in the town, perhaps as a branch of the new University of the Midlands.



VIEW NORTH OVER EDENDERRY

INDUSTRY & RETAIL

Historically, the town's growth was heavily connected to the surrounding bog and the Bord Na Mona run Power Station. The cessation of industrial peat extraction at the site opens up the potential for renewables, and green-tech development; whilst leaving the local meat processor as the largest employer in the area. The transition from peat also opens up the prospect of new and exciting uses of vast stretches of bogland.

In addition to the Bord Na Mona legacy, the town has a unique place in Irish history with regard to cars. In 1902, William Corrigan manufactured a 4.5hp car and went on to employ over 40 people in his garages on Main Street in Edenderry*. In 1907, The Alesbury Brothers exhibited a four-seater 8/10hp car designed and built at the Edenderry Works Factory. Although only nine cars were ever made, with production stopping in 1908, the town has a heritage and a long tradition of pioneering design, innovation and enterprise.

*with thanks to the Edenderry History blog page for background information

The town remains a key service centre for a mainly rural hinterland, and retains key functions e.g. banks, town hall, schools, library, sports facilities and forthcoming health centre. Large grocery stores, such as ALDI, LIDL and Tesco are grouped closely on the edge of town, with Dunnes Stores and smaller retail outlets in the more central Edenderry Shopping Centre.

Around the Centre are many derelict units that skew the overall commercial vacancy rate to 29% (Dec 2019); the highest rate in Ireland (national average 13%). In turn, this creates scope to reimagine the town centre, and add to the growing variety of independent stores sustaining the town's individuality. The rebirth of the town is underpinned by the success of e-Hive and other digital/creative hubs in the town. A reformed Chamber of Commerce provides a conduit for businesses and has delivered a number of successful high-profile events (e.g. the Cannonball run that attracted 20,000 people in 2019) within a short period of time.

STRATEGIC LOCATION

The M50 is within 35 mins drive, and Dublin Airport less than an hour away. Within 75mins drive lie several universities and a population verging on two million people. Most of Ireland is within a comfortable 2.5hrs drive. Enfield railway station and a direct connection to Dublin, and Sligo, lies 18km away via a recently upgraded road. Edenderry's location & heritage dovetail well with the regions low-carbon strategic focus.

The rise in families and young people moving to Edenderry, allied to the area's proximity to motorways and a traditionally strong construction industry create one of the highest commuting rates in Ireland. Combined with a linear town and school runs this leads to long periods of traffic congestion, and long days for many workers. Increased rates of working from home; new inner-link road proposals and planned investment in cycle/walking paths should help to partially mitigate the impact of congestion.

Regional plans prioritise larger towns for development. However, national plans in terms of climate change, renewables, retro-fitting, town regeneration and remote working favour Edenderry. New public and private hubs – with faster broadband – should further facilitate start-ups and remote working. More home working, enhanced public services and investment should also increase the footfall within the town.

COMMUNITY, TOURISM & LEISURE

Edenderry has an impressive line-up of sports clubs and facilities from snooker to swimming, GAA, football clubs, athletics, golf, rugby, martial arts and canoeing. The boxing club, recently upgraded, regularly attracts teams from across the globe. Music and language clubs are also available; with a new arts collective forming to add to the array of options open to residents. The clubs add weight to the community infrastructure; supported by various voluntary and charitable groups (e.g. Women's Shed, Tidy Towns, Disability Group). Many working out of parish halls and the community cabin on the edge of the park. There is a need for more flexible and accessible indoor space. Especially in a more centralised, interconnected and accessible location.

Edenderry has been considered hidden away in terms of tourism. Pubs and events prove the town can attract visitors (e.g. sporting events, business breakfasts, Cannonball Run). However there is a gap for an hotel-type provision to accommodate overnight stays; and an opening for more Airbnb style offerings. Demand is also expressed for a formal indoor venue to host functions. Many people report a need for 'things to do for children and young people' within the town beyond sports. A growing, youthful and more resident population; and a clustered town centre footfall-led development should increase the viability of appropriately scaled leisure & entertainment options.

The Grand Canal, completed in 1802, was instrumental in transporting much of the construction supplies to build the town; and in its heyday facilitated tourism, commerce and social links with other waterways. Edenderry once had rail, road, canal and airport connections (the airport is still used by the Irish Parachute Club). The Canal offers a unique heritage, and an attractive stopping point for future blueway/greenway travellers.



COMMUNITY CABIN



RESIDENTIAL DEVELOPMENT, PARK VIEW

HOUSING

Average monthly rents in Edenderry are €810.82 (Q1, 2020) and have risen by 7% or more in five out of the last six quarters. Rents are now higher than Tullamore (€803.77); with two bedroom rents up over 50% in four years (2016-2020) in Edenderry. Higher rentals indicate demand but also reduce the amount of money people have to spend locally.

Average house prices in Offaly are half that of Dublin (Q1, 2020) and more affordable than neighbouring counties. Societal and commuting changes are increasingly making people rethink how and where they want to live. Edenderry's diversity, population growth and surging rental prices are evident of its longstanding appeal in this regard. This is in addition to a nationwide need for more social housing; and upward national population projections.

One in five households in Edenderry are single person households. Together with an ageing population, there will be an ongoing demand for an affordable and appropriate housing mix in the area.



RESIDENT & COMMUTER SURVEY

Before the design process began an extensive consultation process was held to gain insight into what both residents, commuters and businesses all had to say about the site and what they would like to see in Edenderry.

Among Edenderry residents there is significant opportunity to attract more frequent uses to the library with just over 1 in 5 (22%) visiting the library and more than 2 in 3 visiting the town centre daily.

A small proportion of people visit Blundell Park with only 22% compared over half (55%) visiting the canal daily. The majority (69%) of residents visit the town centre daily.

Ideas for the town centre and site included recreation opportunities for young people, a community meeting place, attractions to bring more people into the town and the creation of safe spaces.

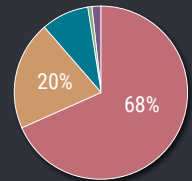
A large proportion of commuters who filled out the survey stated that they spend 2 hours per day commuting, with the majority unhappy or very unhappy with the amount of travelling required. The average commuting time equated to 11.2 hours per week, but there was also a small proportion of people spending 20 hours or more commuting.

The survey noted that (as at Nov 19) 2 in 5 (42.7%) of commuters had the potential to work at least 1-2 days a week from Edenderry but to be able to work more easily from Edenderry there would need to be better broadband and more town facilities.

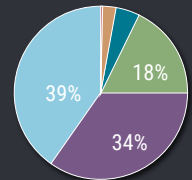
Since the COVID-19 outbreak and associated restrictions, a need to support remote working has become ever greater.

254 RESPONSES

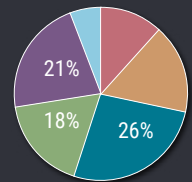
How often would you visit Edenderry Town Centre?



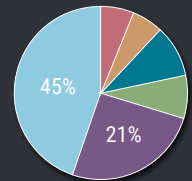
How often would you visit the local library?



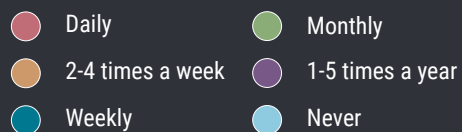
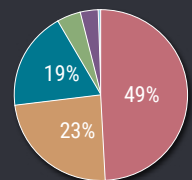
How often would you visit the Grand Canal?



How often would you visit Blundell Park?

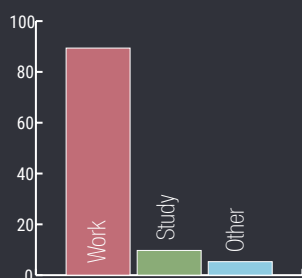


Buy from the shops in the Town Centre?

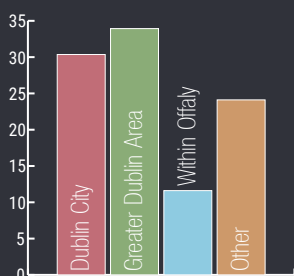




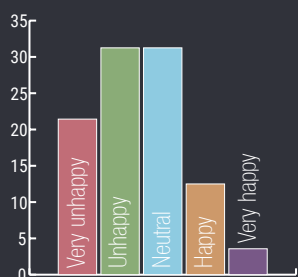
Why do you commute?



Where do you commute to?



How happy are you commuting each day?



How many hours a week do you spend commuting?

11.2 hrs AVERAGE TIME

How would you describe Edenderry now?

Tired Full of potential
 Promising
 Congested Community
 Lacking amenities
 Derelict Friendly
 Investment needed

What ideas do you have for the site?

- * Green space with good quality roads and cycle paths
- * Blundell Park developed as a proper town park for the whole community with more access
- * Recreational place for kids
- * Creative space for theatre, music venue, library
- * Community hub/ meeting place
- * Something to bring people to the town and stay
- * Amenities - swimming pool, cinema, sports hall, snooker club
- * Hotel
- *

BUSINESS

A survey was also carried out with local businesses (during October/November 2019), identifying the main challenges in Edenderry to be traffic, parking, poor infrastructure, the volume of commuters and the lack of industry.

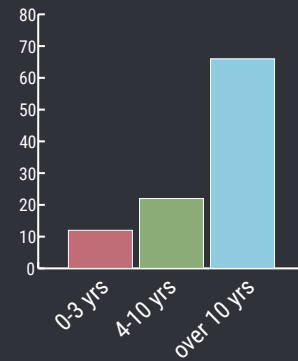
A large proportion of the businesses had been established in the town for over 10 years with 30% of the respondents having a work force of 10 staff or more.

There is a similar response to the resident survey when asked for ideas to encourage more businesses and commuters to the town such as variety in the town centre offer, more for young people to do, business start up space, better public realm and tackling derelict properties.

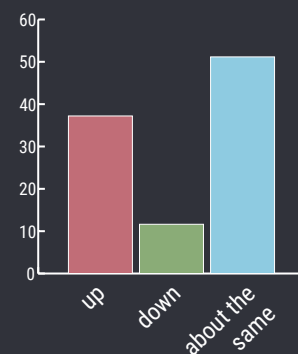
Since the survey was taken, the impact of COVID-19 has placed a significant additional strain on businesses in Edenderry, further strengthening the need for investment there.

50 RESPONSES

How long have you been in Edenderry?



How do you see business going in the next 3 years?





What problems do businesses face in Edenderry?

Traffic
& Parking

Volume of
Commuters

Vacant
Buildings &
Negative Press

Nothing for
Young People
To Do

Needs
Industry

What steps can the town take to encourage more business and commuters to base themselves in Edenderry?

- * Address parking
- * Age friendly housing
- * More family events
- * More variety of shops
- * Tackle derelict properties
- * Town masterplan
- * Hotel
- * An anchor industry
- * Sell town's location better
- * Attract large employer
- * New relief roads
- * Broadband/internet
- * Skilled people, attract companies
- * Rent and rates review
- * More for young people
- * Need office space
- * Business start-ups
- * Public realm improved
- * More e-hive type spaces
- * Recreation – bowling, pool, cinema

VISION

THE BLUNDELL AREA WILL BE TRANSFORMED INTO A THRIVING PART OF THE HISTORIC TOWN CENTRE, BREATHING NEW LIFE AND VITALITY BACK INTO ITS HEART.

BLUNDELL PARK:
STRENGTHENING THE HEART OF EDENDERRY.





PLACEMAKING EXAMPLES:

- Mixed use development
- Green streets
- Green spaces



The Blundell Masterplan sets a vision for the area to become a place where residents from all backgrounds feel safe, live well and interact, while playing its full part in helping to tackle climate change.

The town has enormous potential and is at a pivotal moment in grasping and realising that opportunity. The Blundell Masterplan can have far reaching positive implications for the shape and quality of the town centre through opening up the backlands, reconnecting the town to its park and providing new places to live and work in the heart of the town.

The vision sets out a collective direction, confidently looking forward to the what the future may hold with an assured sense of excitement and ambition.



BLUNDELL MASTERPLAN



PLACEMAKING PRINCIPLES

Placemaking is a crucial component of successful and sustainable urban areas. As outlined in the analysis there is an opportunity to unlock the potential of the Blundell site to drive the regeneration of the town. There are a number of key urban design and placemaking principles which if applied, will be invaluable to strengthening the quality of place.

PERMEABILITY & WALKABILITY

Ensuring a strong network of pedestrian and cycle connections, reducing reliance on the car.

MIXED USE & SUSTAINABLE DENSITIES

Encourage mixed use buildings and blocks that sustain activity and keep spaces safe.

LEGIBILITY & LANDMARKS

Designing views with the use of existing landmarks and new features.

PERIMETER BLOCKS & STREETS (NOT ROADS)

Defining public and private space, while minimising the visual and physical impact of vehicles.

FLEXIBILITY & RESILIENCE

Developing a framework that can accommodate change, from day to day, year to year.



PEDESTRIAN / CYCLE CONNECTION TOWARDS PARK & CASTLE



MASTERPLAN OBJECTIVES

VISION: The JKL Backlands will be transformed into a thriving part of the historic Town Centre, breathing new life and vitality back into its heart.

Blundell Park: Strengthening the heart of Edenderry

A.

RE-CONNECT

the Park and the Town, JKL Street and O'Connell Square

B.

RE-CREATE

opportunities for new development; places to live, places to work

C.

RE-ESTABLISH

the town centre as a place for people, bringing all together in the heart of Edenderry

D.

RE-DISCOVER

the Castle and its Park as the beating heart of the town

A.

RE-CONNECT

The Park and the Town, JKL Street and O'Connell Square





RECREATE LINKAGES TO AND FROM JKL STREET



The built form of JKL Street and its long linear nature has historically provided very little opportunity for physical and visual connections between the street and the town's landmarks, such as Blundell Castle.

Reconnecting the park and town by opening up streets and laneways for pedestrians and cyclists will allow people to once again move through the area with ease. Creating a strong visual connection between JKL Street and the Castle will help to create a sense of place and increase legibility through visual connections to the landmark and surrounding area.

A route that prioritises the pedestrian and cyclist, connecting areas within an easy walking distance will encourage healthier and more sustainable modes of transport. A well-considered layout along this route which is well lit and overlooked by a mix of uses is more likely to be used – for meeting and socialising, pop-up events, street performers, walking and even a morning jog.

The establishment of attractive new connections, including a strong link from the park to Granary Court, will encourage healthy and sustainable activities making an easy choice for people to travel by foot and cycle rather than the car.

EXAMPLES OF STREETS AS PLACES



DELIVER A NEW STREET CONNECTION

EXAMPLES OF STREETS WITH FRONTAGES



A positive and considered interrelationship between buildings, streets and spaces results in places feeling safe and inviting. The new street connecting Granary Court and Fair Green presents an opportunity to open up the JKL Street backlands, creating a thriving part of the town centre.

The way in which buildings meet the street, the type of use at ground floor level, the ability to cross the street, all have a role in contributing to a positive street environment. New development fronting onto the street with active frontage and a well-considered public realm will ensure the new connection becomes a safe and inviting place for everyone.

It is important that the street contributes to the quality and sense of place and does not become solely a through route for vehicles, i.e. a street not a road. There is an opportunity to create an animated, thriving street which complements the surrounding town centre. Development needs to front the street with well-located entrances, supported by complementary features such as windows, to aid natural surveillance and overlooking.





STRENGTHEN CONNECTIONS WITH THE CANAL AND BEYOND



EXAMPLE OF A PEDESTRIAN / CYCLE CONNECTION
VIEW FROM CASTLE TOWARDS THE CANAL

The canal and park currently function as two separate entities. The canal path is well used by locals, but the park is tucked away and disconnected from the canal, with poor legibility between them. A strengthened route connecting the castle with the canal, creating an easy choice to travel into the park will encourage movement between the two, creating a much stronger and attractive tourism offer.

The current entrances to the park from Blundell Wood are unclear, therefore, a strong route which takes a physical cue from the historic line of trees between the park and canal will help improve legibility and create a stronger draw between the canal and park.

A bridge across the canal would improve connectivity even further, linking the canal and park with the surrounding town. The long linear nature to the town has left little opportunity for links between the east and west areas. The addition of a new pedestrian and cycle link across the canal will provide opportunities for people to cycle and walk to local facilities and recreational attractions, linking the town centre with a much wider network of natural ecosystems.

Establishing a safe and attractive walking and cycling route which makes it easy for people to get around by means other than the car will help promote healthy lifestyles and increase the accessibility to healthy green and blue infrastructure within the town.

B.

RE-CREATE

Opportunities for new development; places to live, places to work





ESTABLISH DEVELOPMENT OPPORTUNITY SITES



STREET FRONTAGE
PROPOSED VISUAL LINK TOWARDS THE CASTLE

The masterplan represents an opportunity to create flexible development blocks which can accommodate a range of uses suitable for its proximity to JKL Street, attracting life and vitality to the new street and park.

Well-designed development with frontage which allows users within to observe the park will offer the sense to passers-by that there is the potential for overlooking and safety. Development overlooking the park can take advantage of the amenity space while their direct relationship will contribute to an overall safer park environment.

There is a need to balance the provision of sufficient parking with the need to encourage more sustainable modes of transport and working towards reducing the dependence on the car. As a town centre site within easy walking distance of the town hall there must be a push towards a legible development which is easy to walk and cycle through. Therefore, parking should be contained within perimeter blocks, ensuring that frontage is utilised to create safe, thriving streets.



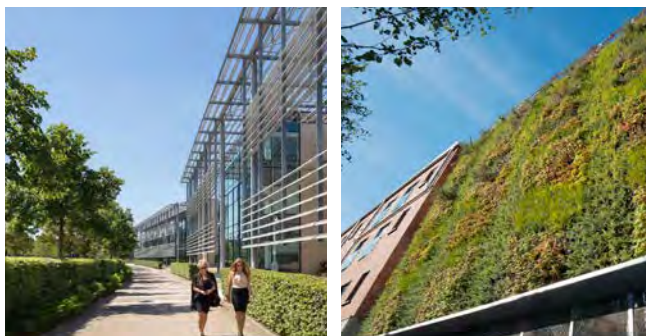
Successful towns adapt and respond to changing times. Establishing development sites within the masterplan requires the need for flexibility and the ability to accommodate a range of uses. Care must be taken to ensure compatibility of uses which complement and strengthen the town centre.

There is a real opportunity to begin realising the strength of linking green infrastructure into both the existing and future built environment. Urban spaces are linked to the environment of our planet and there is a compelling case for development to consider people and nature as equal partners. The Blundell Masterplan provides an opportunity for a truly resilient development with an emphasis on a more liveable and healthier urban environment and should be encouraged through the planning and design of development sites.





USES - OFFICE / HOUSING



EXAMPLES OF HOUSING AND OFFICE USES

The creation of a mixed-use development, including uses such as housing and office, will attract life and vitality to the area. Small office space will support local business growth, start-ups and those working from home.

Housing development must consider how it might become adaptable, taking into consideration changes in population and lifestyle that might take place in the future.

Ground floor activity will create lively and safe streets with important frontage overlooking the park. The integration of the park into the masterplan creates the opportunity to encourage healthy and sustainable activities, providing an environment that promotes a sense of place as well as walking, social activity and being outdoors in communal spaces.

The way we work and use space is evolving rapidly. For many people, work is no longer tied to a desk in a particular location and can happen almost anywhere. The masterplan requires flexibility to accommodate office use in line with market demands, this could include both high quality office space and the potential for live/work units. There is a need to be able to adapt and create a more neighbourhood approach to the workplace, which would be particularly suited to Edenderry as a commuter town.

Opening up the backlands and building on the potential of the town, the masterplan will be capable to accommodate a range of complementary uses such as hospitality, creative, innovation and business with the opportunity for satellite offices to be established, reducing commuting time and taking advantage of the quality of life that living within Edenderry can bring.

C.

RE-ESTABLISH

The town centre as a place for people, bringing all together in the heart of Edenderry





LIBRARY & ARTS SPACE



The masterplan can contribute to improving the lives of people in Edenderry by providing opportunities to bring people together. The development of a new Library and Arts Space, Community Hub and Primary Care Centre or similar will provide local amenities, facilities, and recreation space, acting as a focal point and heart of the town for the residents of Edenderry to come together.

The Library and Arts Space will become an important community destination on JKL Street, providing life, activity, and a new link to the park beyond. It will provide a welcoming space for all, enable the opportunity to develop community programmes, all while adding life and vitality to the town centre and park.

It is envisaged that the Library and Arts Space will act as an anchor, helping to drive valuable town footfall and activity throughout the day and week. The design of the building will require a carefully considered response to the urban context and character of JKL Street.

Libraries have become a key part of any community and help to build identity. Offaly is the first county in Ireland to deliver 'My Open Library' services with extended opening hours creating more accessible facilities for the community.

Located on the former Tesco site the new building will animate both JKL Street and the thoroughfare connecting through to the park. It will include innovative technologies and self-service provision, accessible facilities, and will deliver diverse cultural, learning, and artistic programmes and support. Pockets of public realm areas which can be used for activities to spill out onto will provide important life to the once derelict site. Visual connection between these areas and the internal library and arts space functions will be vital to area being used and feeling safe and secure.

There is potential for the Library and Arts Space to not solely be confined to the site – pop-ups and events providing little moments of micro learning and culture could take place all over the masterplan site, within vacant units, and the park, stimulating community engagement with the town centre and open space.

COMMUNITY CENTRE

In creating a successful place, attention needs to be focused on more than the physical elements such as development blocks, streets and pathways but also the aspects which contribute greatly to the life blood of a place such as community facilities.

There is an opportunity within the masterplan to incorporate the existing community facilities into a more fit for purpose and flexible building. Moving the current temporary community facility into a building which fronts onto the park would ensure that it becomes a hub and vital connection between the park and local residents, freeing up the current location for an improved park entrance.

A flexible space which can be used by everyone, hold events and meetings and even have the potential for childcare facilities would provide life and activity on the edge of the park. The opportunity to spill out into the green space would help encourage a stronger sense of pride between local residents and their town park.



PRIMARY CARE CENTRE

The opportunity to integrate a range of community facilities within the masterplan could be the success to creating a great place within the town centre. There is capability to provide a new primary care centre within the development which could incorporate other linked uses at ground floor level, such as a pharmacy or wellness centre. A development block which incorporates other uses on the ground floor and parking to the rear could provide help animate the new street and support everyday life for Edenderry.



MEANWHILE USE



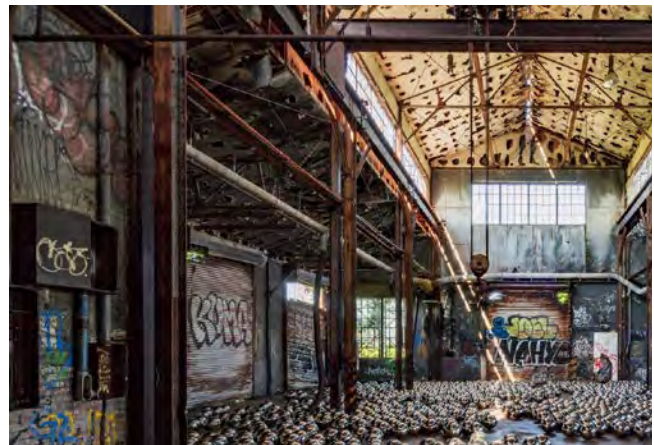
EXAMPLES OF MEANWHILE USE



Opening up the site and using the existing vacant buildings would be an opportunity for people to get to know the backlands area. Locked behind gates much of the site has been devoid of life for the last few years and the introduction of “meanwhile use” will give people a taste of things to come and ensure they are part of the development from the beginning.

People will know the project is happening and begin to visit the site. Temporary and dramatic, meanwhile use should increase anticipation, build advocacy, and sow the seeds for the area transforming into the heart of the town.

Art installations and community events will introduce animation into the site and help build habitual usage amongst local people while construction gets underway.



D.

RE-DISCOVER

The Castle and it's Park as the beating heart of the town





RESTORE & ADAPT THE CASTLE

The castle is an important historic landmark but due to its ruined state has been fenced off and is currently inaccessible. Restoring the castle and transforming it into an important destination, which celebrates its history, would draw people through the park. The removal of barriers, high-quality landscaping, and potential access to the top of the ruin would encourage interaction. Visitors to the castle would be able to experience the views, its location on the top of Blundell Hill and understand the history of the landmark.

TRANSFORM IT'S SETTING AND FAIRGREEN

Enhancing the setting of the castle through high quality landscaping will transform the experience of the castle, creating an attractive town landmark. Appropriate planting and interpretation will encourage visitors to pause, enjoy the historic ruin and provide a destination to draw people into the park.

Establishing Fairgreen as a strengthened connection to the park and castle by creating an entrance and arrival point will assist with wayfinding and orientation. A strong visual link enticing people up Fairgreen towards the castle will begin to welcome visitors into the once hidden park. All proposals concerning the castle and its setting must place high regard on the integrity of its history and archaeology.



REJUVENATE THE PARK AND IT'S SPACES



Blundell Park has huge potential as the main large green space within the town centre. It should be enhanced and well-managed to become an integral part of the town, making Edenderry a healthier, more sustainable, and better quality of place to live.

Strengthening the network of routes and transforming the park into a new and improved space for residents and visitors to enjoy will also provide the natural environment for local wildlife and biodiversity to thrive. There is an opportunity to integrate the planned skatepark and existing pitch and putt into future enhancements, ensuring a comprehensively designed park which encourages people to spend time in.

The park provides an important breathing space for the town and has the capacity to become a safe and attractive recreation and natural play space, as well as an educational resource for heritage, climate change and natural biodiversity.



ACTIVATE THE PARK THROUGH LIFE AND ACTIVITY



Integrating Blundell Park with the town centre through opening up backland areas, improving connections and encouraging development which overlooks public spaces will be vital to the success, perception of safety, and increased use of the space.

How the masterplan development connects into the park is important to protect and enhance the role it plays while at the same time enriching people's lives. The way in which development integrates into the park will provide vital frontage and life at the edges, encouraging and creating a safe park environment for activity to take place, events to be held and encourage use by all.



The new housing development along Park View, fronting onto the green space has begun the move to a more positive interaction between the built form and the park. The masterplan presents the opportunity to strengthen the level of natural surveillance as well as creating an attractive mixed-use area that people will spill through into the park.

EXAMPLES OF PARK ACTIVATION



GREEN STREETS





FUTURE PROOFING THE PLAN

The Blundell Masterplan is an opportunity to create a truly adaptable and resilient development, creating an exemplar in how urban environments can create a more sustainable future which is moving towards self-sustaining, rather than commuter driven activity, as set out in Project Ireland 2040.

The design of the masterplan area has a clear role to play in incorporating sustainable approaches from the use of new construction technology to improve building quality to creating greener urban spaces within the public realm.

Development can consider how it can work with nature to create attractive sustainable environments, connecting into the wider network of green spaces and providing natural breathing spaces across the town. Edenderry has an incredible opportunity of incorporating Blundell Park, as the town centre's green space, into the urban environment, by reinforcing and pulling through green elements into the streets. This will not only create attractive public spaces but also has the opportunity of the Blundell Masterplan becoming an exemplar in incorporating sustainable principles.

KEY ACTIONS

EXAMPLES OF PASSIVE HEATING AND GREEN STREETS



It is clear the design of development needs to consider how best to adapt to a changing and more unpredictable climate. The following are actions which should be considered as the masterplan develops.

INCORPORATE SUSTAINABLE DESIGN

As the masterplan development comes forward sustainable design measures should be encouraged. The design of energy efficient buildings, which will benefit both the town and users through reduced fuel bills and energy consumption, the use of on-site power generation and water harvesting are all examples of which would contribute towards a more sustainable development.

RETHINK GREEN INFRASTRUCTURE

Blundell Park presents an opportunity to promote nature as a key driver. Drawing the park through the built environment with the creation of green streets and areas of public realm will help to create a more biodiverse urban environment and connected town ecosystem for people and wildlife, that also builds in measures against climate change.



MANAGING RAINWATER, COPENHAGEN
GREEN ROOF

EMBRACE NEW IDEAS

Development should consider how it could use technology to enhance working and living within the Blundell Masterplan. Opportunities to embrace technology should be considered throughout the design and construction process. Other innovative solutions to climate change response should be considered, for example, Smart City technology and managing rainwater differently to use as a resource within green urban spaces as used in Copenhagen.

BE ADAPTABLE TO CHANGE

Development needs to be sufficiently flexible and adaptable in order to stay appropriate and desirable into the future. This includes open spaces, which need to become multifunctional and consider alternate uses that are adaptable to changing lifestyles.





DEVELOPMENT PROFILES



DEVELOPMENT PROFILES

Within the masterplan boundary it is recognised that there are several different land ownerships, therefore this report serves the purpose of guiding and providing clear direction to ensure a comprehensive approach to the development of the area as a whole. As identified earlier there are a number of key urban design and placemaking principles which when applied will be invaluable to the quality of place.

PERMEABILITY & WALKABILITY

Ensuring a strong network of pedestrian and cycle connections, reducing the reliance on the car. A well-considered layout, containing overlooked streets and spaces with a mix of uses is more likely to be used by visitors and residents.

MIXED USE & SUSTAINABLE DENSITIES

Encourage mixed use building and blocks that sustain activity and keep spaces safe. Developing at an appropriate density, which takes into account character and context, will be vital to ensuring the Blundell area becomes a thriving part of the town centre. A density which reflects the town centre location, walkability and connections to the surrounding town should be encouraged.

LEGIBILITY AND LANDMARKS

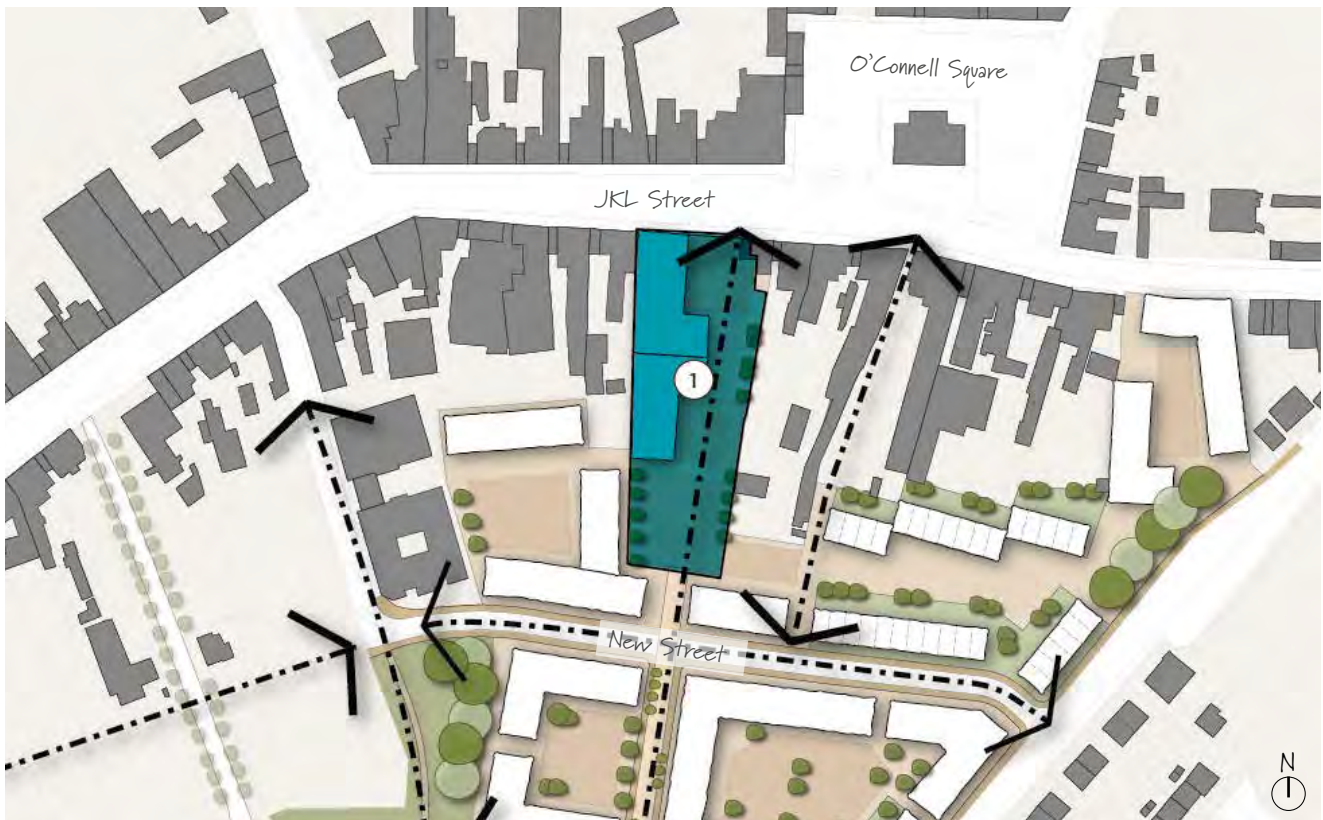
Designing views with the use of existing landmarks and new features. Views are an important component of place which help define character and increase legibility. Consideration should be given to the types of views present and how the form of new development might contribute to the experience and sense of place.

PERIMETER BLOCKS & STREETS (NOT ROADS)

Defining public and private space, while minimising the visual and physical impact of vehicles. There is a need to balance the provision of sufficient parking with the need to encourage more sustainable modes of transport and working towards reducing the dependence on the car. As a town centre site within easy walking distance of the town hall there must be a push towards a legible development which is easy to walk and cycle through. Therefore, parking should be contained within perimeter blocks to the rear of buildings, ensuring that frontage is utilised to create safe, thriving streets.

FLEXIBILITY & RESILIENCE

Developing a framework that can accommodate change, from day to day, year to year. Development should consider how best it can adapt to meet changes in the future to accommodate shifts in demographics, in lifestyle and ways of living, and to meet the needs of an ageing population or those with disabilities or declining health.



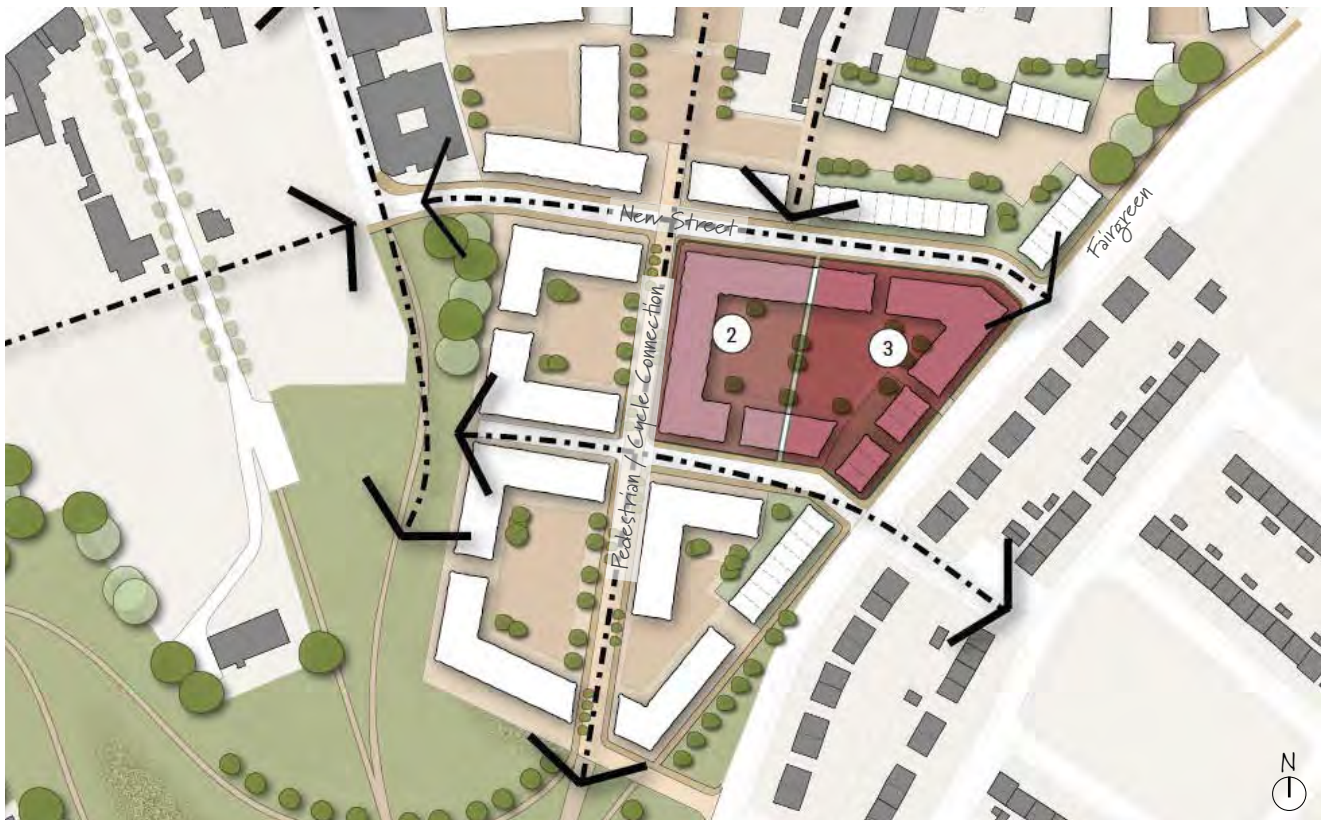
DEVELOPMENT BLOCK 1 - LIBRARY & ARTS SPACE

It is envisaged that the Library and Arts Space will act as an anchor, helping to drive valuable town footfall and activity throughout the day and week. The design of the building should be contemporary and inspiring, but will require a carefully considered response to the urban context and character of JKL Street.

The following principles should be observed:

- * Carefully consider the physical relationship with JKL Street, taking into account the context of the nearby heritage buildings and the potential to contribute to ground floor activation along the new street.
- * Integrate a public thoroughfare within the site, providing pedestrian and cycle linkage between JKL Street and the park.
- * Connect with the new street proposed along the southern boundary of the site between Fairgreen and Granary Court Road.
- * Create safe and attractive outdoor spaces that have excellent ground floor connectivity, aspect and overlooking from adjacent buildings.

Development Area - Approx. 0.38 ha
 Recommended Massing - up to 3 storeys



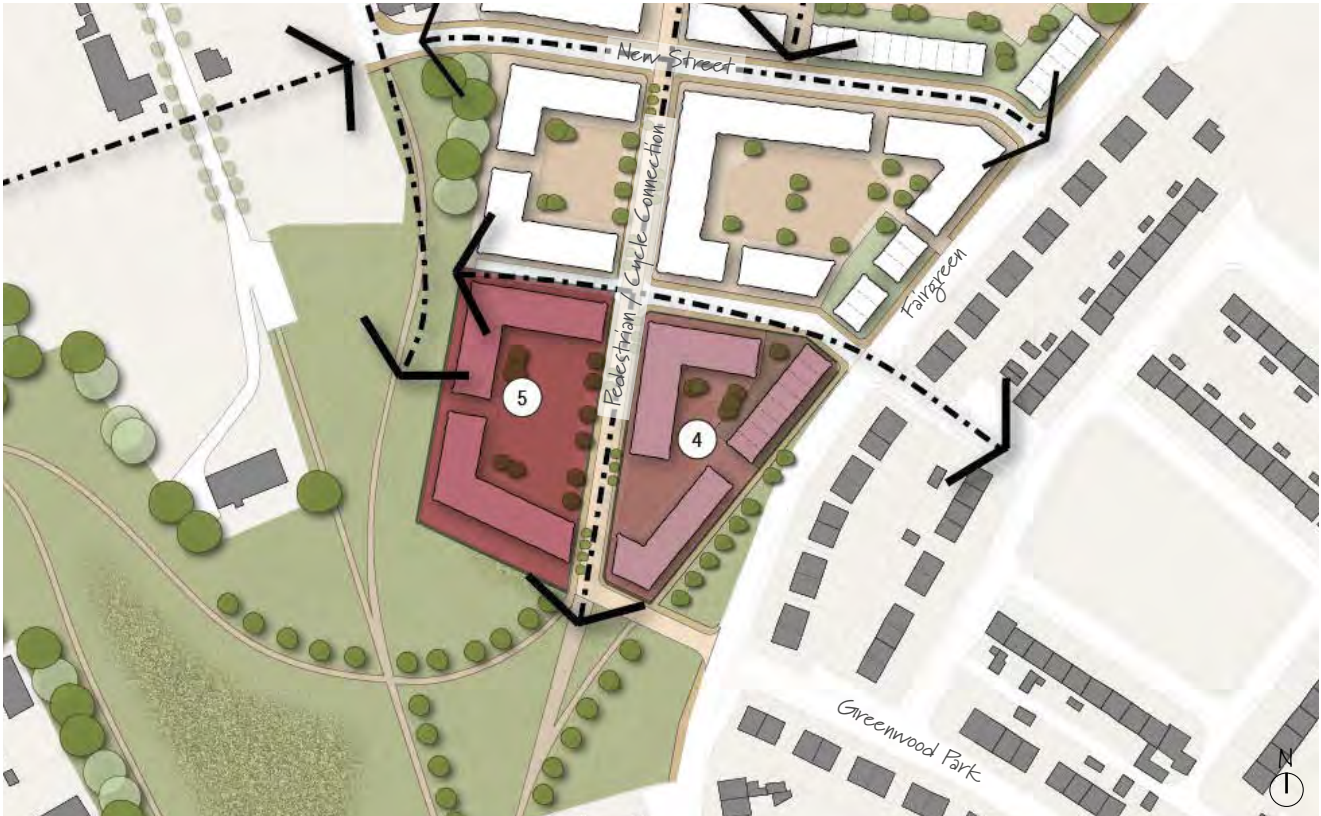
DEVELOPMENT BLOCKS 2 & 3

There is potential to develop the block as a whole or alternatively be split up. Plot 2 would be capable of accommodating a new Primary Care Centre, or similar community facility, with additional complimentary ground floor uses. Both require consideration to be given to their location fronting onto the new street as well as the pedestrian and cycle connection through from JKL Street to the castle.

The following principles should be observed:

- * Active ground floor frontages needed to both the pedestrian / cycle link and the new street.
- * Perimeter block with parking contained within. Consideration should be given to the walkability of the town centre site and potential for reduced parking.
- * Quality of internal parking courtyard should be considered to create an attractive space with areas of public realm.
- * Important corner location with the junction of Fair Green and the new street. Prominent location on approach to park as well as entrance into development. Corner building required to have presence on the corner marking entrance.

Development Area - Approx. 0.61 ha
Recommended Massing - mix of 2 and 3 storeys, corner development 3 storeys



DEVELOPMENT BLOCK 4

Block 4 fronts onto both the pedestrian / cycle link and the new strengthened approach to the castle and park from Fairgreen. The following principles should be considered:

- * Frontage required to provide overlooking and natural surveillance along the pedestrian link, park edge and onto Fairgreen.
- * Mix of uses required to be compatible with existing housing on opposite side of Fairgreen.
- * Building form along park edge to take into consideration context and setting of the park and castle.
- * High quality public realm to be provided.

Development Area - Approx. 0.37 ha
 Recommended Massing - mix of 2 and 3 storeys

DEVELOPMENT BLOCK 5

Prominent park edge block with frontage required to overlook public spaces, both the park as well as the pedestrian / cycle link to JKL Street. The following principles should be observed:

- * Building form should take into consideration the proximity of the two close landmarks, the Castle, and the Church.
- * Active ground floor frontage required to the park and spill out use encouraged to activate the space.
- * Parking contained within a perimeter block. Quality of internal parking courtyard should be considered to create an attractive space with areas of high quality public realm.

Development Area - Approx. 0.44 ha
 Recommended Massing - mix of 2 and 3 storeys



DEVELOPMENT BLOCK 6

Block 6 has the advantage of fronting onto the park, new street and the pedestrian link, therefore careful consideration is needed as to how best buildings interact and front with all spaces. The following principles should be observed:

- * Active ground floor frontage to be provided to the new pedestrian / cycle link and the new street.
- * Important edges to the park to be considered with frontage to be provided overlooking the path network through the park.
- * Consideration should be given to the form and design of buildings and how they sit and relate to the surroundings as the first block viewed on the new approach from Granary Court to Fairgreen.
- * High quality public realm to be provided.

Development Area - Approx. 0.32 ha
Recommended Massing - mix of 2 and 3 storeys

DEVELOPMENT BLOCK 7

Consideration will be needed to how development fronts the street as well as the potential for future connections further linking the library and arts space site with its surrounding. The following principles should be observed:

- * Potential for future additional pedestrian and cycle connections to be provided linking east to west from Granary Court to the library and arts space.
- * Frontage to be provided to the new street.
- * Parking to be contained within a perimeter block. Quality of internal parking courtyard should be considered to create an attractive space with areas of high quality public realm.

Development Area - Approx. 0.36 ha
Recommended Massing - mix of 2 and 3 storeys



DEVELOPMENT BLOCK 8

Block 8 fronts onto the new street with the potential for additional connections to JKL Street and to the future library and arts space. The following principles should be considered:

- * Frontage to be provided to the new street.
- * Opportunity for further pedestrian and cycle connections east to west through the backlands, connecting to the public realm areas of the library and arts space.
- * Parking contained within a perimeter block. Quality of internal parking courtyard should be considered to create an attractive space with areas of high quality public realm.

Development Area - Approx. 0.43 ha
 Recommended Massing - mix of 2 and 3 storeys

DEVELOPMENT BLOCK 9

Consideration will be required to building form and presence at the junction of the new street and Fairgreen. The following principles should be observed:

- * Prominent corner site marking junction of the new street with Fairgreen. Opportunity for corner building to create presence and mark the junction.
- * Existing mature trees along Fairgreen to be retained.
- * Parking contained within a perimeter block. Quality of internal parking courtyard should be considered to create an attractive space with areas of high quality public realm.

Development Area - Approx. 0.26 ha
 Recommended Massing - mix of 2 and 3 storeys



DEVELOPMENT BLOCK 10

There is an opportunity to develop the existing library site with long linear development which has a presence on JKL Street. The following should be observed:

- * Potential to provide connections directly through to Fair Green.
- * Opportunity for long linear development block with parking provided within the development block.
- * Quality of internal parking courtyard should be considered to create an attractive space with areas of high quality public realm.

Development Area - Approx. 0.26 ha
Recommended Massing - mix of 2 and 3 storeys

REFERENCE PLANS

A. RE-CONNECT



PEDESTRIAN / CYCLE CONNECTION FROM JKL STREET TO THE CASTLE



ADDITIONAL LINKS TO JKL STREET



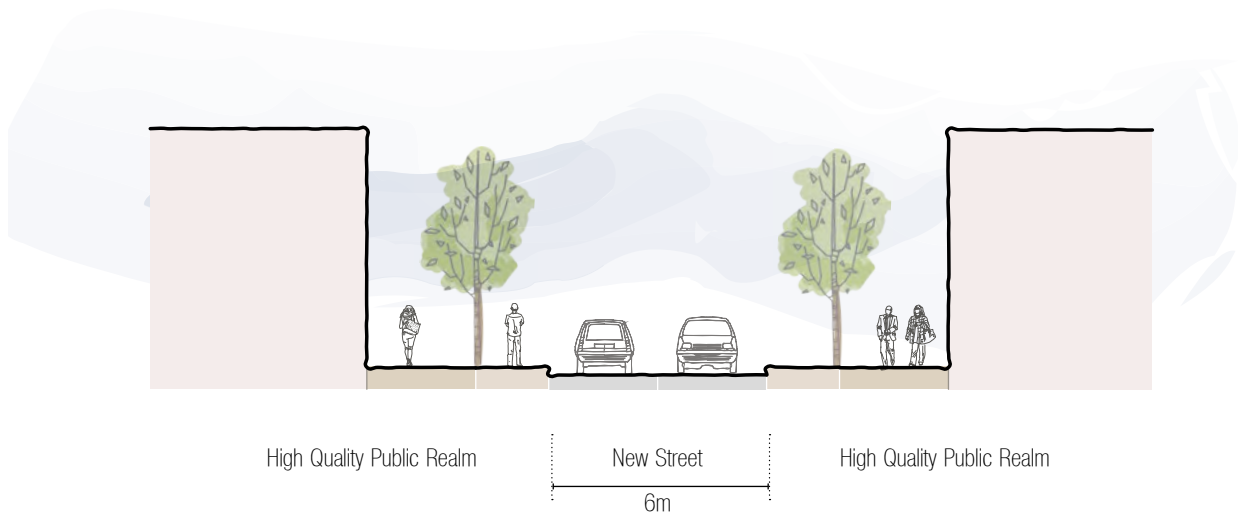
NEW STREET CONNECTING GRANARY COURT TO FAIR GREEN



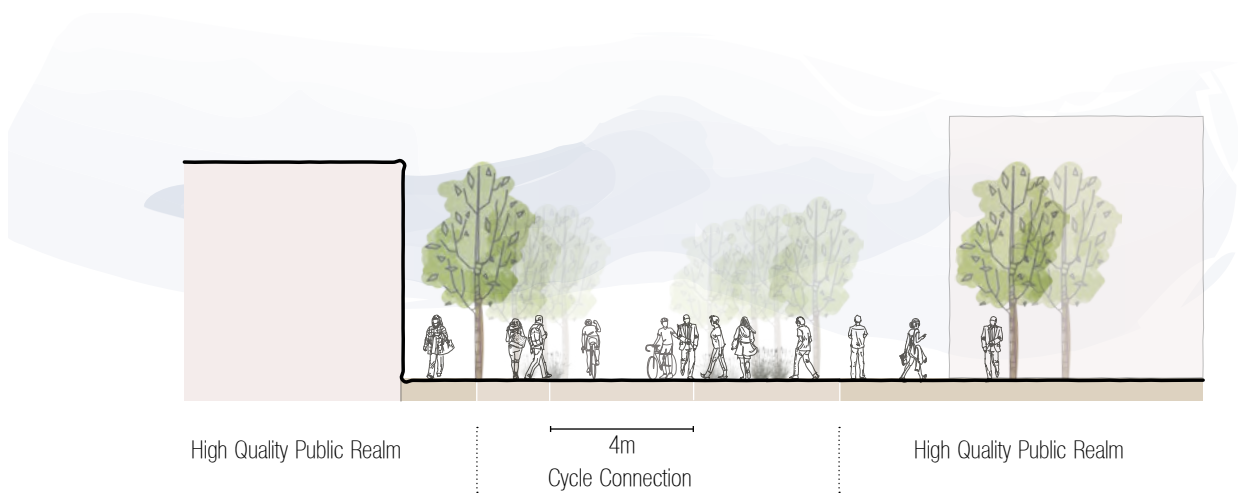
CROSSING OVER THE CANAL



INDICATIVE STREET SECTIONS



1. NEW STREET CONNECTING GRANARY COURT TO FAIR GREEN



2. PEDESTRIAN / CYCLE CONNECTION FROM JKL STREET TO THE CASTLE

MASTERPLAN BENEFITS

The masterplan has the potential to add economic, social, environmental and aesthetic value to the heart of the town and the masterplan design ensures that it adds to Edenderry and makes a positive contribution to the town and surrounding area over a long period.





There is great scope to build on the growing success within Edenderry, harnessing the knowledge, passion, and enthusiasm of local people and providing a number of benefits across several potential themes:

HERITAGE TOURISM

From the Castle, Bog, Canal and Car making, the town has an interesting mix of natural and built heritage assets from which to build a tourism product.

INNOVATIVE HUBS

Increases in remote and dispersed working trends; connectivity, regional links and awareness should enable Edenderry to build on the success of e-Hive and other sector specific offerings. This will open up the possibility of clusters; partnerships, shared services and viability of training venues.

CLIMATE CHANGE

Legislation will encourage non-car journeys; induce a major retrofit market and investment in low-carbon technologies. Edenderry is well placed to take advantage of these trends, and of associated funding pots (e.g. Transition Funding).

COMMUNITY HUBS

Edenderry has a strong sporting & community spine. A new community hub could better facilitate and enable individual and collective offerings for all ages, abilities and backgrounds.

HOTEL & LEISURE

Population growth, town-wide events, land availability and a regeneration led recovery plan should reduce the barriers to entry for potential industry investors and operators.

HEALTH & WELL-BEING

A proposed new primary care centre opens up the scope for complimentary health services; and a more inclusive approach to addressing mental and physical health, and sensory needs within the town and hinterlands.

LIBRARY & ARTS

The wide hinterland of the My Open Library and success of Tullamore library project indicate the potential for a similar town centre-led development within Edenderry. As well as adding to the creative mix of civic, community and commercial assets.



POTENTIAL ECONOMIC IMPACTS

Successful implementation of the Masterplan could lead to a range of possible economic impacts:

	ECONOMIC IMPACT	QUANTIFIED / MONITORED
1.	Jobs (direct and indirect)	Jobs Secured and/or Created Job Wages/Productivity Increase
2.	Enterprise and Business Development	New/Sustained Businesses Relative Increase in Business Turnover
3.	Household Earnings	Household Wage/Earnings Numbers Employed Within Households
4.	Infrastructure	New Paths, Roads & Services (e.g. in m2) Events & Safety
5.	Economic Output/Value Added (from Hub)	Number of Businesses Started/Grown New Products/Services/R&D/Partnerships
6.	Tourism/Visitors	Visitor Numbers/Spend/Feedback Visitor (Domestic v Out of State) & Multiplier
7.	Housing Growth and Improvement	Housing Volume, Mix & Availability Rental Demand and Age Friendly Provision
8.	Community Development	No of Community Programmes/Services No of Volunteer Hours and/or Participants



	ECONOMIC IMPACT	QUANTIFIED / MONITORED
9.	Environmental Improvement	Regeneration (m2) & Place Making Aesthetics & Perception
10.	Neighbourhood/Rural Renewal	% Vacant Units Civic Pride & Number of Events/Attendees
11.	Productivity	Gross Value Added Higher Productivity Jobs/Sectors
12.	Climate Change & Energy Efficiency Impact	Reduced Car Travel & No. of Cycle Journeys Near Zero Energy & Improved Efficiency Biodiversity Levels
13.	Health Benefits – Mental & Physical	Mental Health (e.g. Isolation, Sensory Places) Physical Health (e.g. Accessibility, Activity Levels)
14.	Crime & Anti-Social Behaviour	Reduced Crime & Anti-Social Behaviour Incidents Increased Perception of Safety
15.	Education, Skills & Training	Number of Qualifications & Training Level of Highest Qualification

FORMER TESCO SITE





DELIVERY & ACTION PLAN

The masterplan sets out an ambitious set of projects for delivery by a range of stakeholders. Each project will be dependent on funding and approvals, which will involve detailed design and public engagement. The range of available funding opportunities will require monitoring and review.

The masterplan provides a framework for development. It therefore allows for flexibility of uses and architectural design, but needs its urban design principles adhered to for consistency. Multiple landownerships will likely necessitate a process of site parcelling to create development sites that are commercially attractive.

Design quality will be key to the success of the plan. All those developing need to commit to this, with scope for external peer review processes.

Masterplan delivery requires oversight and coordination, led by Offaly County Council but involving other key stakeholders. The successful delivery of the plan will provide benefits for local people, businesses and the environment - while creating a transformed open space for visitors and events.

The site and its development opportunity will also need promoted and marketed.

This is a place for people. So, it's not just about building, it's about ensuring a lively part of the town.

The success of the Blundell Masterplan will be the people of Edenderry and the community heart they can provide. There is great scope to harness the knowledge, passion, and enthusiasm of local people in the delivery of the masterplan. Therefore, it is incredibly important to bring everyone along on the journey of transformation by providing regular updates, opportunities for participation, regular consultation and ensuring that everyone has the chance to be part of the change.

PLAN DELIVERY ITEM	UNDERSTANDING OF REQUIREMENT	HOW TO DELIVER	PRIORITY	PARTIES INVOLVED
A. RE-CONNECT THE PARK AND THE TOWN, JKL STREET AND O'CONNELL SQUARE				
RECREATE LINKAGES TO AND FROM JKL STREET				
Pedestrian / Cycle connection from JKL Street to the Castle. Street focused on cycle and pedestrian movement as identified in the masterplan.	High quality streetscape - including lighting, street trees and street furniture.	Traffic free street encouraged through planning. Street designed and delivered for pedestrians / cyclists with access for emergency vehicles.	High	Offaly County Council
Further links to be established between the park and JKL Street, including a pedestrian/cycle path connecting to Granary Court, building on the current informal desire line.	Create a new connection which is overlooked by the development blocks.	Network of paths to be integrated into an overall park layout design.	Medium	Offaly County Council / Landscape Architect
DELIVER A NEW STREET CONNECTION				
New Street linking Granary Court with Fair Green	High quality streetscape with appropriate lighting and signage.	Street identified and in the process of being delivered by OCC.	High	Offaly County Council
Development fronting to streets	Development encouraged to front the new street with parking and services contained within perimeter blocks	Implemented through considered building design and planning policy requirements.	High	Offaly County Council / Private Development
Mix of uses animating the street	Mix of appropriate uses which complement the existing town centre	Brought forward through private development and implemented through the planning requirements.	High	Offaly County Council / Private Development

PLAN DELIVERY ITEM	UNDERSTANDING OF REQUIREMENT	HOW TO DELIVER	PRIORITY	PARTIES INVOLVED
STRENGTHEN CONNECTIONS WITH THE CANAL AND BEYOND				
Crossing over the canal	High quality pedestrian / cycle crossing over the canal connecting the park and canal with the surrounding town.	Appropriate crossing route to be identified and agreed with Waterways Ireland. Shared delivery with Waterways Ireland and Offaly County Council.	Medium	Offaly County Council, Waterways Ireland
Increased interaction with the water	Introduction of seating, interpretation, and lighting to encourage further interaction with the canal and further enhance tourism offer.	Improvements along the canal implemented as agreed with Waterways Ireland.	Medium	Offaly County Council, Waterways Ireland
B. RE-CREATE OPPORTUNITIES FOR NEW DEVELOPMENT; PLACES TO LIVE, PLACES TO WORK				
ESTABLISH DEVELOPMENT OPPORTUNITY SITES				
Buildings to have active ground floors fronting streets and public realm areas	Emphasis on active ground floors to facilitate animated and interesting streets.	Implement through considered building design and the planning process.	High	Offaly County Council/ Private Development
Considered location of parking within development blocks	Minimising the visual and physical impact of vehicles with parking contained within perimeter blocks.	Planning policy and potential reduction in town centre parking requirements considered through the planning process.	High	Offaly County Council / Private Development
Mixed use and sustainable densities	Encourage mixed use buildings and blocks that sustain activity. A mix of densities and massing of 2 and 3 storeys to create a varied streetscape with interest on corners and approaches.	Implemented through building design and enforced through the planning process.	High	Offaly County Council/ Private Development
Hotel Feasibility	Undertake a hotel feasibility study to assess whether Edenderry can successfully accommodate hotel use.	Feasibility assessment to be carried out.	Medium	Offaly County Council



PLAN DELIVERY ITEM	UNDERSTANDING OF REQUIREMENT	HOW TO DELIVER	PRIORITY	PARTIES INVOLVED
High quality public realm	Development to consider the creation of well designed, attractive and safe public realm spaces within development sites.	Implemented through considered public realm design and the planning process.	High	Offaly County Council/ Private Development
USES - OFFICE / HOUSING				
Mix of housing	Adaptable housing designed for all with habitable rooms encouraged to face the street. Potential to incorporate live/work units.	Implemented through considered housing design and enforced through planning permissions.	High	Offaly County Council / Private Development
Office Use	Flexibility required within the masterplan site to accommodate office space which supports local business and those working from home.	Flexible use considered through the planning process.	Medium	Offaly County Council / Private Development
C. RE-ESTABLISH THE TOWN CENTRE AS A PLACE FOR PEOPLE, BRINGING ALL TOGETHER IN THE HEART OF EDENDERRY				
LIBRARY & ARTS SPACE				
Library & Arts Space	State of the art library and arts space buildings	Considered building design taking into account the principles identified within the masterplan.	High	Appointed design team and Offaly County Council
Safe and attractive outdoor spaces	High quality public realm / events spaces - landscaping, lighting and furniture Visual connection between building and spaces to create safe and overlooked spaces.	Well designed ground floor connectivity across both internal and external spaces to be considered and implemented throughout the design and planning process	High	Appointed design team and Offaly County Council
Public thoroughfare connecting through the site from JKL Street	Integrate a public thoroughfare within the site, as identified within the masterplan, providing pedestrian and cycle linkage between JKL Street and the park.	Implement through considered building design and the planning process.	High	Appointed design team and Offaly County Council

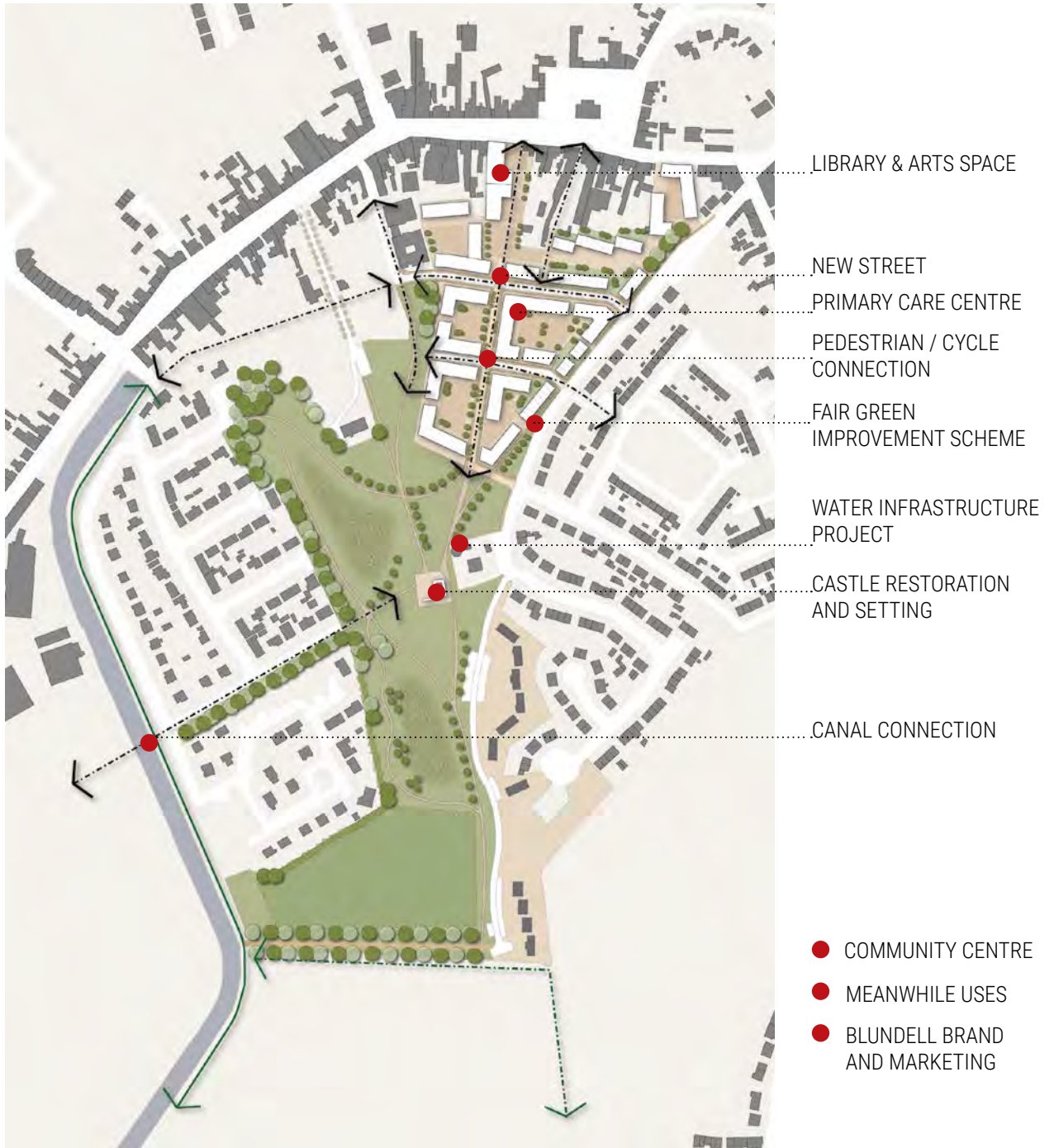
PLAN DELIVERY ITEM	UNDERSTANDING OF REQUIREMENT	HOW TO DELIVER	PRIORITY	PARTIES INVOLVED
COMMUNITY CENTRE				
Community Centre	Incorporate existing community facilities into a flexible, fit for purpose building which fronts onto the park. Opportunity for subsidised events, venue and meeting space.	Consultation with community groups to identify needs. Flexible building design considered through the planning process.	Medium	Offaly County Council
PRIMARY HEALTH CARE CENTRE				
Primary Health Care Centre	Well designed building with street frontage. High quality public realm areas with landscaped parking within perimeter block.	Implement through considered building design and the planning process.	Medium	HSE / Offaly County Council
D. RE-DISCOVER THE CASTLE AND ITS PARK AS THE BEATING HEART OF THE TOWN				
RESTORE AND ADAPT THE CASTLE				
Castle access	Removal of barriers and investigation into the potential of access to the top of the ruin.	Investigative study to be carried out into the construction of an access structure to the top of the castle informed by a Conservation Management Plan.	Medium	Offaly County Council
Castle interpretation	Historic and cultural interpretation	Branding design process needed to create coherent interpretation throughout the Blundell area.	Medium	Offaly County Council
Castle lighting	External lighting of the castle	Appropriate lighting implemented by Offaly County Council and in consultation with Edenderry Historical Society.	Medium	Offaly County Council



PLAN DELIVERY ITEM	UNDERSTANDING OF REQUIREMENT	HOW TO DELIVER	PRIORITY	PARTIES INVOLVED
TRANSFORM IT'S SETTING AND FAIRGREEN				
High quality landscaping and network of paths	High quality landscaped entrance to the castle with a legible network of paths leading up to it.	Review of Part VIII proposals. Landscape layout around the castle to be integrated into an overall park layout design.	Medium	Offaly County Council / Landscape Architect
Establish the future of the water tower	Engage with Irish Water regarding the removal of the water tower. Review appropriateness of use as telecoms tower in next Local Area Plan process.	Dialogue to be set up between Offaly County Council and Irish Water into the planned future of the water tower	Medium	Offaly County Council / Irish Water
Fairgreen improvement scheme	Public realm improvement scheme along Fairgreen to create an entrance and arrival point to the castle - to include street trees, lighting and appropriate signage.	Street improvements to be implemented by Offaly County Council	Medium	Offaly County Council
REJUVENATE THE PARK AND IT'S SPACES				
Park enhancements	Landscape design of park to increase and encourage wildlife and biodiversity, encourage play and strengthen the network of routes - to include lighting, street furniture and play elements .	Review of Part VIII proposals and landscape layout design developed taking into account pitch and putt as well as planned skatepark.	Medium	Offaly County Council / Landscape Architect
	Interpretation panels	Branding design process needed to create coherent interpretation throughout the Blundell area.	Medium	Offaly County Council

PLAN DELIVERY ITEM	UNDERSTANDING OF REQUIREMENT	HOW TO DELIVER	PRIORITY	PARTIES INVOLVED
ACTIVATE THE PARK THROUGH LIFE AND ACTIVITY				
Development to front the park	Mixed use development to provide active frontages overlooking the park, creating natural surveillance.	Implement through considered building design and the planning process.	High	Offaly County Council/ Private Development
Events to be encouraged in the park	Blundell Park to be used for community events throughout the year, providing life and activity.	Blundell Park to be considered an events space for the town's programme of events.	Medium	Offaly County Council/ Community Groups
OTHER MASTERPLAN WIDE CONSIDERATIONS				
Meanwhile use	Using the existing vacant buildings as temporary events space to introduce animation into the site.	Existing buildings cleared and ready to use. Local artists encouraged to use the space for installations.	Medium	Offaly County Council/ Community Groups / Local Artists





PROJECTS WITH POTENTIAL FOR EARLY IMPLEMENTATION



APPENDICES



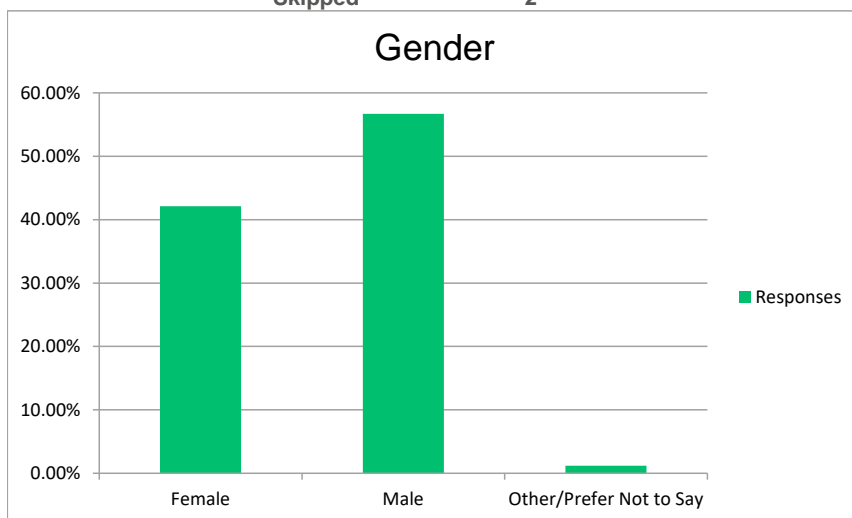
A. RESIDENT & COMMUTER SURVEY

Q1.

Edenderry Resident & Commuter Survey

Gender

Answer Choices	Responses	
Female	42.13%	107
Male	56.69%	144
Other/Prefer Not to Say	1.18%	3
Answered	254	
Skipped	2	

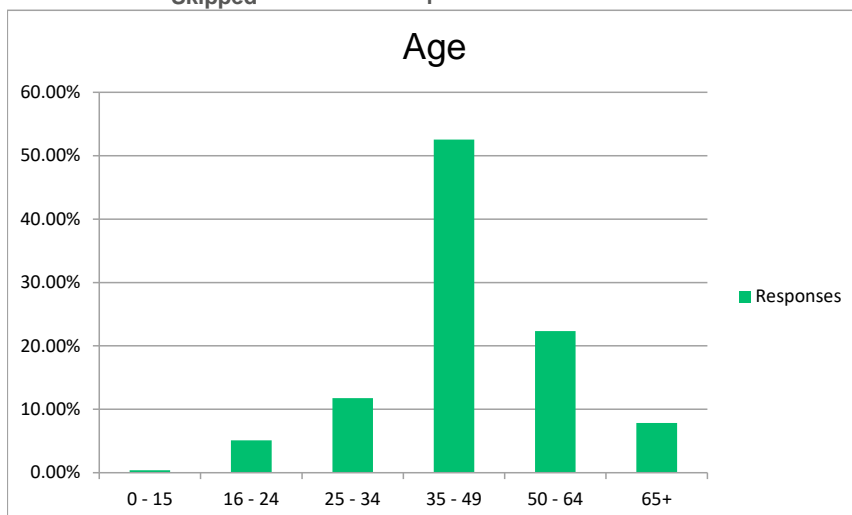


Q2.

Edenderry Resident & Commuter Survey

Age

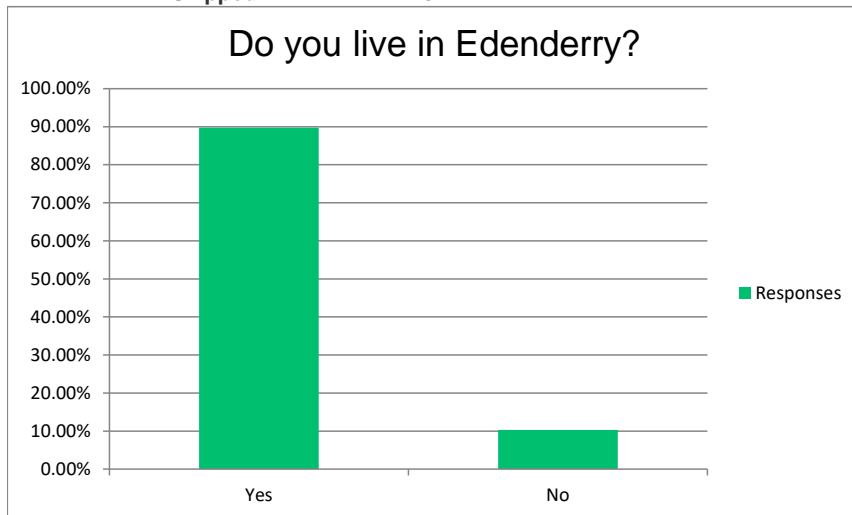
Answer Choices	Responses	
0 - 15	0.39%	1
16 - 24	5.10%	13
25 - 34	11.76%	30
35 - 49	52.55%	134
50 - 64	22.35%	57
65+	7.84%	20
Answered	255	
Skipped	1	



Q3.

Edenderry Resident & Commuter Survey
Do you live in Edenderry?

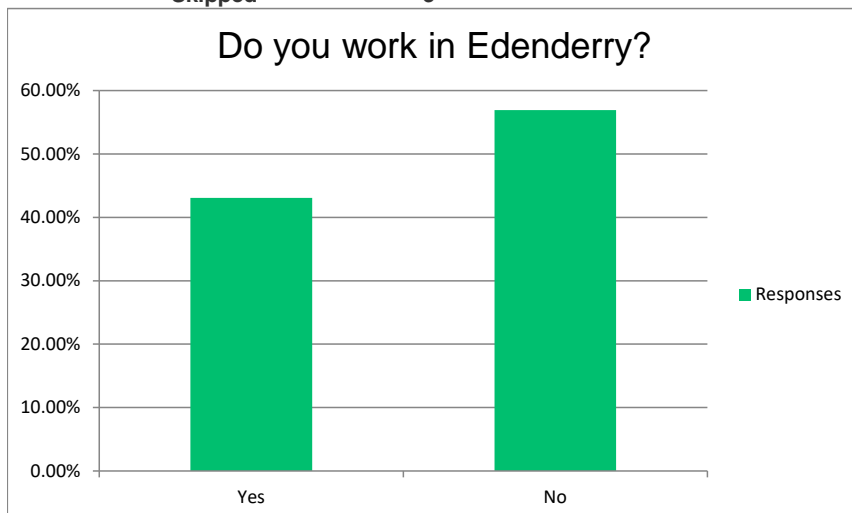
Answer Choices	Responses	
Yes	89.72%	227
No	10.28%	26
Answered		253
Skipped		3



Q4.

Edenderry Resident & Commuter Survey
Do you work in Edenderry?

Answer Choices	Responses	
Yes	43.08%	109
No	56.92%	144
Answered		253
Skipped		3

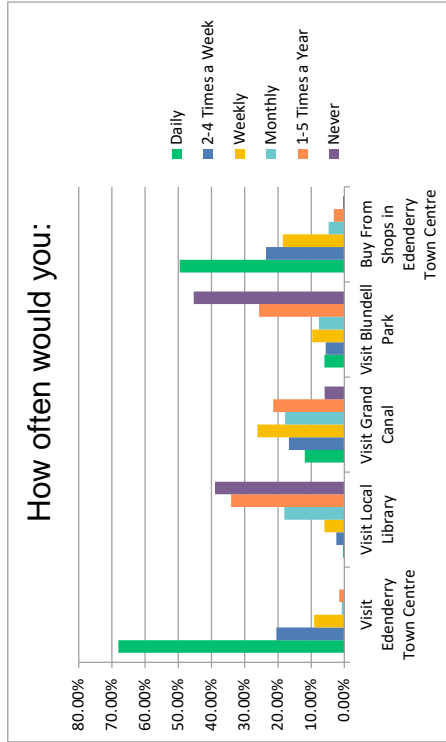


Q5.

Edderry Resident & Commuter Survey

How often would you:

	Daily	2-4 Times a Week	Weekly	Monthly	1-5 Times a Year	Never	Total
Visit Edderry Town Centre	68.11%	20.47%	9.06%	0.79%	1.57%	0.00%	254
Visit Local Library	0.40%	2.41%	6.02%	18.07%	34.14%	38.96%	249
Visit Grand Canal	11.90%	16.67%	26.19%	17.86%	21.43%	5.95%	252
Visit Blundell Park	6.02%	5.62%	9.64%	7.63%	25.70%	45.38%	249
Buy From Shops in Edderry Town Centre	49.61%	23.62%	18.50%	4.72%	3.15%	0.39%	254
						Answered	254
						Skipped	2



Q6.

Edenderry Resident & Commuter Survey
In 3 words, how would you describe Edenderry now?

Answered

231

Skipped

25

Respondents	Responses
1	Derelict cultureless rough
2	Neglected - needs facelift!
3	A community, sad, beautiful
4	boring
5	Rundown, fractured, decentred
6	Bottleneck, nothing for teenagers
7	Lovely and quite but No jobs and busy traffic
8	Ghost Town. Promising.
9	In need of improvement
10	Badly needs development
11	Unreal road planners
12	Lots its soul
13	rundown, dirty and no community spirit
14	Run down
15	Bed and breakfast town, get up, go to work and home
16	Friendly, Congested, Neglected.
17	Great fantastic town
18	Tired
19	Needs an update
20	An absolute disgrace
21	Total grid lock.
22	Drug-ridden, Deprived, Underserved
23	Like New York traffic shite
24	Bleak
25	Dormitory Town
26	Derelict
27	waiting to develop
28	Friendly,disadvantaged, neglected
29	Traffic is chaos
30	Bad roads & traffic
31	Tired, unattractive, needing
32	Very nice town
33	Derelict rundown potential
34	Run down,
35	Aged congested
36	Decapitated bottleneck rough
37	Derelict forgotten broken
38	Crazy roadworks traffic
39	Underdeveloped, derelict, depressing
40	Home family kids



41	Lifeless, backlogged, and undiverse
42	An absolute nightmare to get through at certain times in the day. Very dangerous with pedestrians crossings.
43	Traffic jam, dead in centre
44	Joke, danergous (roads,pedestrian crossings) and rundown
45	Growing, held back, huge potential
46	A nightmare trafficwise
47	Lacking structure
48	My home town
49	A shambles
50	Bad roads everywhere!, ghost town, don't even have a third word for it
51	Lacking in amenities
52	Very busy
53	A traffic disaster
54	Traffic nightmare streets to narrow
55	Pretty but empty
56	Need for employment
57	Commuting town with great potential.. sorry 5 words
58	Resourceful. Potential. Undermined.
59	Neglected, needs upgrading
60	Full of traffic
61	Unplanned / Underdeveloped / Underfunded
62	Needs more jobs
63	Lacking a centre
64	Town centre disgrace
65	A mans town
66	Traffic congestion nightmare
67	Commuter town
68	Left behind,forgotten
69	unstructured, historical, potentials
70	Ruined by council
71	No town centre
72	Deflated, drab, unkept
73	Traffic,
74	A disaster to get through
75	A Sprawling mess
76	Completely run down
77	Bad trafficc.
78	Congested....backloged wasted
79	Community Canal Caring
80	Trafficjammed clogged friendly
81	Desolate cutoff no amendments
82	Congested, dangerous, hopeful
83	Derelict congested bleak
84	Beautiful town but a bottleneck for traffic which seriously needs to be addressed
85	Empty, dark, old fashioned

86	Overlooked. Dangerous. Changed.
87	Kip
88	Bleak, decaying, lifeless
89	Lacking investment and town attractions to bring new business and people to the area
90	Friendly happy town
91	Bottleneck, run down, anti-social
92	Empty, congested, sporty
93	Derelict Forgotten Wasted
94	Unemployment
95	Full of potential
96	A shit hole
97	In need of repair
98	Unsightly. Underprivileged. Potential
99	Needs more investment
100	Dreadful
101	Too much traffic
102	Ugly,bleak,car park
103	A fucking kip
104	A car park
105	Main Street is a shambles. Edenderry used to have a great Main Street but it is a disgrace now
106	Difficult to get through.
107	Traffic congestion hotspot
108	Nice friendly town
109	Derelict, rundown, boring
110	Great place
111	Underdeveloped, busy, growing
112	Need of upgrades
113	Grand ole spot
114	A lot of empty shop units house no jobs traffic is a nightmare the lay out of the town is shocking
115	Trap for traffic
116	congested
117	We're not tullamore
118	Full of potential
119	Forgotten
120	Deserted,isolated,rundown
121	A missed opportunity.
122	Nothing in in
123	Traffic back log
124	Town left behind
125	Home, needs industry
126	Stagnant....neglected....vacant
127	In a mess
128	Very run down
129	Multinational companies needed
130	Rundown



131	Growing .
132	Lacking heart
133	Bad traffic infrastructure
134	made by Offaly co council planners engineers & our local council representatives
135	Ruined, Poor planning
136	Disgrace now
137	Empty vacant lifeless
138	A disgrace
139	A disaster
140	Rundown, traffic congestion
141	Very bad planning
142	Vacant vacant vacant
143	A commuter town
144	Trying but failing
145	Congested potholed mess
146	Derelict parking nightmare.
147	Ex-Tesco dominated Wasteland
148	Investment needed now
149	Rundown trafficjams leftbehind
150	Gridlocked
151	pubs chippers traffic
152	Congested unattractive leaderless
153	Friendly, needs more industry, needs more child friendly places to go
154	Economically Depressed
155	Can be busy. Paths need attention
156	Edenderry is a fine town
157	Forgotten by the government
158	Lifelessly and needs more entertaining for our children. More attractions
159	Desolate
160	Too much traffic
161	Traffic, dead, derelict
162	Ignored, Rundown, amenityless.
163	bottle neck traffic
164	A traffic mess
165	Not much happening
166	Needs tidying up
167	Congested
168	Deserted, dull, traffic chaos
169	Empty Main Street
170	Need Permanent Gardaí
171	A shameful shadow of the past.
172	Always left behind
173	underserviced commuter town
174	congested and boring

175	Empty, derelict, cold
176	Chaotic, congested and badly planned
177	Traffic caos
178	Dire Traffic System
179	Destroyed corrupt devastated
180	traffic is cat
181	Kio
182	Neglected, derelict, massive potential
183	Disjointed & vehicle dependent
184	Deprived of industry; proud people; lack of facilities
185	Enjoy every bit
186	Busy Traffic
187	Ruined
188	Needs help now
189	Like Handy Close
190	I love Edenderry
191	Congested, no centre, no car parking
192	Congested, Derelict & Aimless
193	Completely left behind
194	Tired, congested, has potential
195	trying to recover from downturn but choked by traffic
196	Congested Unfulfilled Growing
197	lethargic, soulless centre
198	great town, nothing going on in the centre of town
199	Lacking employment
200	like a walmart town, thriving on the outside and dying in the centre
201	deserted ghost town
202	Some great potential
203	a real disaster
204	decimated
205	busy town needs central hub
206	vibrant, potential, community
207	good town, needs more
208	Town is getting better
209	buzzing, old, dirty
210	a fine town and beautiful main street that needs new businesses and hotel
211	Very run down
212	Unsafe, neglected, friendly
213	In desperate need
214	Drivethrough, car-park
215	in need of upgrading
216	Needs the by-pass to free up the centre
217	A good town
218	Awful
219	Centre of town miserable, traffic jams and no parking. Most of business is out on town suburbs



220	A derelict town
221	Forgotten, Ignored, Commuter Town
222	Needs Improvement
223	Needs a by-pass
224	Traffic, Busy, Growing
225	Large store focused, Neglected, scattered
226	Getting better
227	potential needs work
228	TIRED, POOR, NEGLECTED
229	Delapitated tired traffic
230	NO Community Centre
231	Designed for cars

Endererry Resident & Commuter Survey
What ideas do you have for the JKL Backlands Site (see map)

Answered 189

Skipped 67

Respondents	Responses
1	Arts centre with nature around it
2	Possibly needs green space like a town park with shrubs, trees etc. and sensory areas and wildlife meadows. Needs good quality roads and cycle ways. Needs social housing and nursing home, library, community centre, place where people can meet in safe area. hotel, blundell castle to be a centre piece and lit up at night, market area and some shops. CCTV needed also.
3	Creative space for theatre, music venue, inter joining room with partisans so need can be changed, theatre workshop, teenager activities get them involved, set dancing for community, community fun activists involving art
4	Hotel , play area for children , walkways trees planting seating
5	A central community hub accessible directly from JKL st/O Connell Square area back lands site. It would include a 12 hour library appropriate for a commuter town with ancillary facilities such as meeting rooms. In near proximity, a community building providing facilities and public performance/demonstration facilities for local cultural activities and groups such as drama, music and art. This facility could provide a centre of community activities for long term Endererry residents, recent residents both from other areas of Ireland and multicultural communities in which to integrate and become a whole community. Walkways, with street lighting and well signposted to the canal walkway, Blundell Park, pitch and putt, playground, and the Town Hall and Square and any new facility buildings such as library should be integral to the design. Finally, a museum, perhaps in the new community facility dedicated to the social history of Endererry and its strong connections to the Grand Canal and Bord na Mona. This would reinvigorate a sense of place and identity for the townspeople both old and new and may even provide some tourism potential and local employment.
6	Endererry badly needs some recreational places for kids. Cinema, bowling, amusement arcade etc. Basketball/tennis court be great for people of all ages also.
7	Shopping centre including every entertainment things for the young and old person like liffey valley shopping centre . It's so important to have Cinema. <input type="checkbox"/> It's so important to create jobs for our people so they don't need to live away of their families and we have to use our people knowledge and their education to improve our own town.
8	A community meeting place.
9	Cinema, Entertainment , Housing, Something to bring people back into the town centre. And then adequate parking when people do come in to the town centre making the town centre more accessible for drivers
10	Proper park/recreational area with walking, skate park, waterfishing and playground. Tennis & bowling club. Climbing wall. Cycle way
11	Absolutely unbelievable...Whoever drew up those plans obviously do not live in Endererry..
12	Create a vibrant open centre
13	Safe space for all, more activities such as sports, arts and crafts, disability access, more free car-parking.
14	Think the by pass will be fantastic at Tesco. Can't wait as it will free up traffic from town center. Night mare trying to get up or down town Durning school runs etc.
15	Development should seek to revitalize town center with pedestrian connectivity to town center. Local Government supports should positively support & encourage retail & commercial development back to town center. Consideration should be given to increased heights of buildings close to or fronting JKL Street with developments at the backlands onto Fair Green / Church View Heights designed to maintain the integrity of the residential nature of that area.
16	Would be great to see something for the 13-17 year olds. Bowling, internet cafe or cinema for example. There is nothing fir them at present. An arts centre would be great also. I believe there may be planning in for a primary care centre which would be a great addition to the town. Offstreet parking would also be a huge plus for the centre of town.



17	I would like to point out to you that it is not JLK Street, not usit JFK Street it is JKL Street.
18	More houses and a Hotel where the grain silo is.
19	I'm sorry to say I gave up caring, like a lot of people because the local authority doesn't care. They're going to do what they want to do anyway and this survey isn't going to inform much. Have a look at the previous 2-5 year plans
20	None
21	High rise residential with Cafes & Restaurants under
22	Something to bring people to the town and want people to stay in town. Cinema proper shops reason I don't visit town center is there is nothing there to visit. Teenage kids have nothing to do there was a cinema for my early childhood years. Town was destroyed last time it was done paths sloppy road very narrow it's a disgrace. Just try to bring life back into our dying town.
23	its fantastic this will happen it should be like tullamore park, have it lit up and cctv and lock it at night same as tullamore to stop anti social behaviour. have proper pathways from our playground to blundell park. have a basketball court or an adult outdoor gym exercise area too.
24	A small craft brewery/distillery, A small bakery, All weather sports complex indoor/outdoor, Seasonal ice rink.
25	More facilities for young children eg Cinema. Or some good shops like Penny's to encourage to shop local and more jobs.
26	I'm not from the town originally but my kids are Edenderry people. Other people may have better ideas with what to do with the site but roads & traffic needs to be sorted badly or else people won't be able to get to it whatever they do with it.
27	Arrange a meeting with the IDA about possible investment from foreign firms such as Pfizer/Amazom/ Ikea.□ Bring employment and a boost to the morale of the town and people.□ Any investment needed for community projects can be secured by the investment one of these companies will bring.□ I have lived in Edenderry for the past 14 years, commute to Dublin every day(not complaining) but with the new road after being built connecting Edenderry to Enfield, this should be used as a selling point to promote the town and secure investment with its close proximity to Dublin and Kildare.
28	A big community centre built to accommodate old and young and all small clubs's, it would be great for all to have somewhere to meet and relax with a cuppa and chat or have a verity of activities to choose from.
29	Make it an Activity based area, Fitness focus
30	A route from the Dublin road through clonmullen joining the Tullamore road, to relieve traffic along JKL street
31	Any derelict buildings in the area should be ripped out asap.
32	McDonalds would be good, a few decent small paper shops, cinema. Bowling alley . And games rooms for the kids on wet days when outdoors isnt possible . More activities for youth . Help out other places that are trying to put things in place in the town for the elderly, youth and kiddies . And make more use of idle buildings create employment through renovations . And clean up bad areas.
33	An edenderry bypass
34	Something to bring life back into the town.....
35	Cinema
36	Put in activities for teenagers, adults old age, Bowls, Tennis courts, Basketball courts, Skat parks, Outdoor gym equipment Open the whole area up for everyone in the community to use an benefit from
37	Not sure but something for the community, pitch and putt the right way forward
38	It would help if it wasn't misspelled throughout this survey. Something needs to be done with the old track site to bring life back to the town Centre
39	I'd like to see a tarmac cycle or walking/running trail round the perimeter, with an entry into the back of the boxing club. This club brings several overseas clubs to the town and something like this would give a safe area to train. It would also be used by local running and triathlon club. The existing trails are being used but not to full potential as the surface is very bad. There is no reason why it couldn't also be tied into the canal bank routes, which also need resurfacing.
40	Library, Theatre, Outdoor Plaza
41	Open the old quinsworth to a Penny's store would be a massive boost for the town creating employment opportunities also. Definitely wouldn't be putting houses on that part of site. Something for the youth of today keeping young people of the streets with activities to be doing
42	Large complex with amenities for all the community including gym, swimming pool, cinema and sports halls all badly needed on the town.

43	Potentially what you could have is a parking area to serve the middle of the town which is free as the level of parking in the town is bad.
44	None wrong place for bypass
45	I would love to see the park opened and extended to Blundell Hill with walkways, maybe a skate park and bowls club plus water feature similar to tullamore park. Fenced, gated and security surveillance installed. It's a prime spot looking down on an amazing view of the town and such a shame to be ignored due to certain anti-social activities. <input type="checkbox"/> I also think it would be a perfect area to put a new housing estate for the elderly. <input type="checkbox"/> I would like to see a small family run hotel with function rooms, restaurant etc as part of the old Tesco site, along with an arts & entertainment hall for future plays, shows, exhibitions etc... <input type="checkbox"/> And a bowling/cinema for the younger generation. <input type="checkbox"/> I believe the current library is fine where it is, however i do agree it needs upgrading. I think what Edenderry needs is some life back in the centre of the town, and more facilities that will attract more visitors and more families to relocate to the area. The old Tesco site is an ideal spot for a new entertainment area (hotel, bowling/indoor arcade/laser tag plus cinema) and Arts Theatre. <input type="checkbox"/> No need for ANY more shop units. There are enough empty ones as it is. With new life back in the town centre (if all of the above was successful) then I believe the chambers of commerce should launch a HUGE shop local, New Edenderry town centre campaign. I believe a survey should be done by local and surrounding areas on what types of shops/businesses are WANTED in the town, and with the knowledge, HELP and encourage new shop owners to give the people in the town what they want. We need more retail, less empty shops, more choice, and more entertainment (other than pubs) for the mid teens upwards..... <input type="checkbox"/> If you can envisage all of the above the same as I do, then Edenderry would be an active social vibe in the midlands and less than 1 hour drive from Dublin, with great schools, sports, entertainment and huge business potentials.
46	Struggling to understand why people feel that we need to do anything with the back lands, please leave the back lands alone... you don't need to develop every inch of the green space with in the town. I grew up as a kid playing in this area and these days I take in this area a section of one of my weekly runs. Again please leave this area alone there are plenty other areas around the town that can be developed etc. Something positive would be to put some lighting around Blundell castle, it would look really well a night time.
47	None. Too many issues at central area that should not be ignored. Infrastructure should be first priority.
48	Community centre, new library, town park, cinema, bowling alley, co-op, enclosed area for farmers market, allocated off street parking, cycle paths to canal, cafe and a couple of local shops. It should also link to JKL St. Also anything that's planned for the area should be inclusive for all age group and all abilities. An outdoor gym would be beneficial also and perhaps a sensory garden or wildlife area/meadow. Tree planting in the area would be also important.
49	All development while welcome MUST take account of the local and general area TRAFFIC MANAGEMENT PLAN as current arrangements and proposed developments are restricting the development of the town and movement of the general public.
50	An arts centre that comprises a theatre & cinema. There is no where in the town where teenagers can meet & hang out in a safe environment a theatre/art centre would help bring old and young together. Some housing for our older citizens in the area would help bring life to the area during the daytime too, as well as encourage some interaction between our younger & older citizens.
51	A cinema badly needed and a hotel, A pizza house for teenagers to meet.
52	Housing, Housing, Hotel, A park - current location is no good, Housing
53	Residential, Public area. Business proposals, children's amenities and social public areas
54	Hotel or event venue, Nice park area
55	housing, residential commercial.
56	So called 'town planning' made a mess of parking, traffic flow & shopping area. Try not to mess up too much more. Ring road needed ASAP. <input type="checkbox"/> A grand town has gone on a downward trajectory over the last 15-20 years, disgraceful.
57	Parking, Develop the playground. Have something for 13 to 20 year olds to do bowling cinema etc as soon as you hit 18 in this town all there is to do is drink due to 8 pubs and 2 nightclubs and nothing else.
58	Forget the backlands up grade the Main Street <input type="checkbox"/> Take out the horrendous cobbles that has ruined our beautiful Main Street and but then beauty back.



59	A ring road would be great, prefer to leave the canal walk as is, it's a well used amenity
60	Move the playground to a safer place, and get skate park up if it's to go their their is nothing to keep young people out of trouble
61	The canal is a totally underused resource in edenderry. Perhaps <input type="checkbox"/> A visitor centre for waterways Ireland with link to water sports on canal & with edenderry linked properly to grand Canal bike and walking trails.
62	An open space park joined to the playground, which needs to be safer before I will bring my children to.
63	Not with a waste of money putting in a road where its not needed
64	Mixture of community facilities, town houses, smaller commercial units...Town park...facilities for young & old & to recognise large ethnic community...love our surrounding bogs...bring together boglands canal...local craft & produce..Established Edenderry as market town it once was...smaller enterprise to larger
65	Public park but with adequate security cameras, skate park, tennis courts, mix of 1,2 and 3 bedroom units for mix of old and young families as studies show young kids help older people. New community unit included in residential area. Raze the old Tesco's to the ground and replace with building in line with those around it-not the usual glass block buildings architects seem to favour these days. I don't think we need any further retail units as we need to fully utilise the current ones we have in the town. Just look at the vacant ones in The Downshire area of the town.
66	We need more for our young generation with new houses being built all the time there are no amenities such as a cinema bowling alley and the total lack of public transport is a disgrace edenderry is way behind all other towns within. The midlands this just adds to the cause of anti social behaviour and lack of local employment.
67	Library, Art Centre, cinema, youth club, performance space, business hub
68	Would love to see a development that would support the young people of Edenderry, for eg cinema, bowling facility, arts center etc. I'm not sure if I agree with more housing as the town would not cope with the Traffic flow.
69	Giraffe breeding centre, new post office and bigger parking space for Noel Cribben, new cattle mart, rollercoaster, bigger dole office, shipping dock, airport and a new pub, perhaps a new goat themed hotel.
70	Make the town safe again. Re structure pedestrian crossing positions. By pass from Gay Lawton Kia garage. Ensure all unnecessary hgv traffic is kept out of the town centre. Listen to the local people, NOT corrupt politicians...
71	There should be an arts/cultural centre and perhaps a new library, Blundell Park should be developed as a proper town park for the whole community, with provision of more amenities for children and families, a skatepark, picnic tables and proper landscaping. Pedestrian pathways should be put through the site, rather than a pointless link road
72	Add an attraction such as adventure park and trail courses along with the pitch and putt that caters to all ages something like boda Borg in carrick and shannon
73	Arts centre. Hotel. Both needed.
74	Road up fairgreen continued. Town side of blundell castle and going over canal to come onto st Marys road near sweetneys.
75	An anchor tenant which would bring guaranteed football and not empty shop units. We have enough of them.
76	Hotel or Centre for community that has amenities for families (eaterly/function rooms / cinema etc..) Plenty of space outside Main Street for housing, need to have Family friendly hub for people to come into the town and stay/spend money/socialize that is not just a pub
77	Maybe put some lights up across Blundell Hill. A lot of people use the facility and its so dangerous
78	The playground could be moved to a more secure, less secluded part of town as it currently attracts the wrong people. No disrespect to the playground committee. I currently travel to Rhode to use there playground.
79	Art centre /cinema/ theatre/ hotel
80	2 bed homes for over 55 and single people and a road from fairgreen to canal and onto main road near graveyard
81	Benches should be reinstated around the castle, picnic areas should be encouraged, the planned road between fairgreen & granary court is not going to work, road is too small and fairgreen road has been in bad condition for years and new addition council houses will increase the already 200 houses in church view as well as serving fairgreen and Greenwood, access to granary is only able for one lane of traffic due to lack of parking forcing cars to park on the road
82	Need to get Life back in the centre of town. Get a big brand shop back into town centre!!
83	Put something nice there
84	Pitch & putt is a good start. Something that will benefit the whole town

85	Community park area encompassing the present castle and pitch and add in a community type facility, library, possible location for pool. Skate ok etc.. public outdoor and indoor events.
86	A new town center, with free parking & some way of getting life back into the heart of the town
87	Move post office, build cinema or something for the youth of the town.
88	A safe park for the children of the town and surrounding area, Housing for older people for easier access to town centre, Hotel for this area to promote tourism, A area for older children such as cinema, internet centre/Cafe, etc, More parking for off street parking, Some form of entertainment Centre to bring back life to town centre
89	That it does not affect on the traffic of the town as it stands it takes 30mins to get from boyne meadows to the town hall which is a joke when there is nothing in the town. The town needs a cinema, hotel, good traffic plan, something for the kids as there is nothing. Some good shops. If anything is needed other than food have to go outside the town. Good parking.
90	Residential and commercial developments
91	Penny's would created jobs more houses
92	Decent playground for children
93	Shops, restaurants and apartments, not suitable for elderly as to many drug addicts in that's area
94	Mixed use development consisting of housing, commercial and ideally a flagship retail outlet. Also, a cinema is crucial. A theatre / theatre venue would be good but less important in my opinion. The main focus needs to be to integrate the town park into the town centre. Improving access and visibility and security of the park and subsequently the grand canal will open up a world of opportunity for the town. Develop a walking and running route around the park along with improving the attractiveness of Blundell Castle as a focal point of the park. □
95	Not essential but tennis courts in the park would be a nice addition. Social housing scene for elderly and vulnerable (disabled) people, Shopping centre, Library, Theatre and Arts Centre, Multi-story Car Park, Hotel (50 80 bedroom), Cinema, Youth Centre etc....
96	Put cinema, small hotel, McDonalds and retail shops e.g penny's, h and m, river island etc
97	A multi-storey carpark to get people using the town centre again. It would be central and a great asset. Biggest barrier to shopping now is lack of parking.
98	Knock old Tesco site build shops badly needed hotel and knock old William wallers which is a haven for troubled teens
99	A skate park or other amenities for the youth who are not involved in regular sports.
100	Proper park at Blundell, seating, lighting, skatepark, play areas.
101	A decent park needed not just for children to play. Some anchor tenants - well established, to keep business in town. A good restaurant, not just a gastro pub place for eating
102	The planning for the ring road around Edenderry is a joke, it will make the town 10 times worse, if the offaly border was on the tullamore road we would be better off, at least all the towns in kildare are treated equally unlike this dump of a county that only concentrate on tullamore
103	Bowling alley cinema
104	A development like in Tullamore with a main chain operator like a Woolies, or Pennies that would attract shoppers to the town. A hotel might be possible also as the site looks quiet large. Residential units would be a bad idea as there are already to many houses in the surrounding area and the site leads onto the Main Street which needs to look attractive. This is a prime location bang in the town whatever is done it needs to provide badly needed services and facilities for a town that deserves it and that a town that was left behind in the good times. We are 30 mins from Dublin the main city, that alone is attractive not only for this site but for many areas in the wider Edenderry outskirts which the IDA need to start looking at to create jobs, a multinational company would be ideal for the town also. Good luck with the development
105	More housing .cinema needed.
106	Community focused. Swimming pool location, arts Centre.
107	It doesnt matter what ideas we put forward recent events prove that the opinion of the locals is ignored as the big boys in the council with there degrees (that wouldn't make a 1000 piece jigsaw between them) have their plans already in the bag & f...what everyone else wants
108	Positive, community based, safe
109	The town needs a hotel. It will bring life to the centre. A hotel with parking spaces



110	A park for the town so people have somewhere to go for a walk and kids can kick a football.
111	It could easily be utilised to have the playground, a skate park, be cleaned up so it's not full of druggies but the council in Edenderry will listen to no opinions regarding what they will do. They'll pay thousands for this survey and then ignore everything in it so that one or 2 power hungry individuals will do what they want anyway. An absolute joke
112	Cinema
113	Astro turf
114	There is no need to have more development for vacant units. Edenderry is basically a commuter town, the main street is run down. A new public centre with amenities for all, maybe linking services like the library, motor tax, citizens information, parking to use natural amenities. Keeping the development low rise to ensure highest point in town is not an eye sore.
115	Clear and remove the old Tesco/O'Brien building that dominates the square and main street, thereby opening access to the back lands from JKL Street. Install playgrounds and all weather sports pitches in the area, and remove that eyesore of a water tower that has dominated the castle and town for far too long. Open the area around the castle to parkland and reseed the oak trees that once dominated the town and gave it its name.
116	Leave it the way it is... better off building a by pass. And help develop the town centre... no more house till traffic is sorted.....
117	Ringroad desperately needed in edenderry not the Mickey mouse solution proposed for granary court.
118	leave well enough alone need a ring road from kia garage..
119	Open up the front at the old Tesco as an attractive open entrance to whatever retail or commercial development that can be got. Preferably mixed - if it's behind a library or arts centre it will be inaccessible and unattractive to public. Overall plan should include a load of parking and unloading access. Retail and commercial experts should be consulted
120	A leisure plex with cinema, bowling.
121	Proper (and policable) play ground facilities on a par with facilities in other neighbourhoods such as Bushy Park. What fool decided it was a good idea to build a play ground on a hill in an isolated area (?)
122	Love to see hotel, Cinema.
123	Leave it open as edenderry great parkland. Linking to the canal walk. No other town has the likes of it. It should be preserved and promoted.
124	With 33 acres of a site, I would love to see a new library, community centre/ theatre, 20/25 houses for the elderly in a gated community, also there is a 2 story building in the old Tesco yard, an old grain store and the previous owners had plans for this building to be turned into a primary care facility. I think this would be great to retain some of this landmark building in Edenderry. To zone off 4/6 acres for a Hotel site, Edenderry is crying out for a hotel and this would be the ideal site in town centre location. Off street parking is also badly needed in the town.
125	A hotel is badly needed to unite the town. A proper medical centre that opens seven days a week. Cinema and bowling alleyway would be great give the kids somewhere to go instead of bookies and pubs and fast food shite outlets. Edenderry has been left behind by the Irish government.
126	Cinema or animal attraction
127	There was a great plan for that area a few years ago when business men got together and had a plan drawn up and applied to council but as always permission wasBy given and council went there own plan and ruined the centre of town. Look up this plan again it was a great one for shops and restaurants
128	Something popular to make people stop on the town instead of just driving through it, like a cinema and move tons of fun up there. Or a popular shop like penneys or super valu
129	A proper playground and skate park that is monitored from junkies
130	Keep as much green area as possible, add additional seating and picnic areas. <input type="checkbox"/> Tie in public walking paths to the canal for Blundell Park.
131	H
132	Hotel, Better parking and access

133	Need more housing there is no houses available for rent or council housing is non-existent. Need to attract more businesses to the town, decent shopping centre with good shops that will attract custom to the town eg. good bookstore (easons), gaming store, affordable clothing store example (Penney's), argos, a foodcourt like in Liffey valley with decent options for eating example KFC, McDonald's, chopped, abra-keba etc. so many people travel outside of Edenderry to other areas where there are decent shops. A decent hotel so friends and family can have visitors come to the town. A cinema and bowling alley like the plex leisure centre that children and young people can attend and stay off the streets. Definitely need a centre for children with disabilities a sensory play centre for children on the autistic spectrum. As there is so many children with disabilities that have nowhere to go unless it's outside of Edenderry.
134	Affordable housing
135	Hotel site, landscape castle Grounds and area to encourage history walks. Combine the two to encourage weddings etc
136	More social housing.
137	Anything that puts life back in to the commercial heart of the town while alleviating the chronic traffic congestion currently happening.
138	this will only create a lot more road traffic congestion instead of relieving traffic congestion. its the other side of jk1 street that should be developed with a parallel road running from the entrance of pat larkins all along the back of main street coming out at dunnes and also running from entrance of pat larkins car park back to clonmullen. anyone with half a brain would see this. developing up the castle side of main street will only fuck up traffic congestion altogether. but obviously there must be brown envelopes been passed around to make this happen
139	Plenty of things for the community can be done but without clearing out the junkies and guarding the place no one will go up to that area.
140	Amenities, play area, concert area, accommodation, car parking, hotel.
141	Bigger better park the link road from granary to fairgreen is a stupid idea
142	A shopping centre, cinema, multistory carpark, anything that will bring business and life back to the town, NOT residential units as they can be built anywhere, we need commercial buildings that will restore this town, not hinder it.
143	houses
144	G
145	Mix of public park, library/theater and residential
146	I would like to see a calmer environment where prioritisation is given to the pedestrian and cyclists. Traffic if required in the area should be calmed through good design and shared spaces. Passive policing would be critical for the success of the area as anti-social behaviour has been a major problem. A mix of residential & commercial along with functional public spaces would be desirable and hopefully deliver a more pleasant area for the community. The plans should incorporate a maintenance plan for the public spaces and provision should be made for the associated life cycle costs. Too often pleasant spaces are delivered by adequate thought has not been given to on-going maintenance and as a result they deteriorate quickly.
147	Playground has ASB - out of sight of public. Need dog bins. Lovely walk. GO out of town to visit parks. Transportations
148	Cinema. More for kids to do (non-sport). Get rid of Tesco's building. Good brand shop
149	Put in historical building
150	Pennys, Cinema, Leisure Centre
151	Age friendly housing. Not certain about Arts Centre. Enough empty shops. Activity Centre
152	Car parking, Nature Park, Nice Walk, Outlets - small shops/café, Living area. Safe, service lighting, Playground
153	Some sort of development for entertainment for the community. Cinema, Bowling etc etc. <input type="checkbox"/> All that area does at the moment is serve as a meeting point for local drug users. Walking through the area at night is dangerous and unnerving. <input type="checkbox"/>
154	Develop Town Parking. Purpose build a call centre development capable of catering for three or four hundred employees as a first step in redressing the terrible employment black spot that is Edenderry, now going back almost a generation. Then let this development be the catalyst in developing a hub of such activities for the town of Edenderry, promoting it's close proximity to Dublin and Maynooth University as its main point of value. Instead of relying on Tullamore's ability or more accurately inability to compete with Athlone in particular, as towns in the Midlands Gateway Region to provide the stimulative for Co. Offaly growth activity including Offaly Co. Co. Rates base, use Edenderry's proximity to the powerhouse that is Dublin to better achieve the Offaly Co. Co. rates base objective <input type="checkbox"/>



155	New library and arts centre, small hotel and off street parking with links to the town centre. I would also love to see the proposed link road be extended right along the back of JKL Street with an exit at the Harbour. I believe the majority of residents/business owners living along here would be in favour of the Council purchasing a section of their gardens which would provide greater access to the rear of their properties.
156	Library, Community arts centre with theatre, workshop spaces and meeting rooms, Hotel, small housing scheme for the elderly
157	Library <input type="checkbox"/> Innovation or Energy Centre <input type="checkbox"/> Better entrance to Blundell Park <input type="checkbox"/> Improved Playground, perhaps within the Park
158	hotel, a theatre, a mixture of commercial, cultural and civic spaces with residential streetscapes, a glass-covered 'courtyard' for 'outdoor' dining -cafes - meeting space bowling green, activity areas for young and old - outdoor gym, sculptures, discreet parking on peripheries, pedestrian access to JKL St at Tesco location that would bring life into JKL St and revitalise the town, pedestrian link to the canal with upperfloor dining with view on to canal, 21st century architecture of the highest quality but sympathetic to the beautiful 19 century architecture of the best of JKL St
159	Office campus, for our highly educated children. They have to look elsewhere. No prospects in Edenderry
160	(a) Snooker club (which was started by the social club in the shoe factory in mid 1960s) <input type="checkbox"/> (b) Hotel <input type="checkbox"/> (c) Secure houses for the elderly <input type="checkbox"/> (d) Indoor bowls club <input type="checkbox"/> (e) Walkways
161	A community centre with a room for a snooker hall and a bowling hall. A building like the present library, should it become vacant would be eminently suitable.
162	Outdoor activity park, retirement village
163	housing for aged and disabled
164	Old folks houses, Hotel, Cinema, Snooker Club
165	hotel, library, centre for youth to go to, bowling, café, cinema
166	Youth entertainment facilities, Arts and Craft for younger ages, Theatre for Drama & Social activities, Training Centre for Trades, Hotel potentially
167	McDonalds, Swimming pool (nearest pool is Tullamore) or travel, Edenderry 'full of pubs & chippers', boring with little alternative activity... therefore consistently on the road [moved from Dublin, and have to get in the car to do anything e.g. cinema. Either to Tullamore or Dublin (35mins away) to give the children activities. Moved because of house prices].
168	Cinema, Hotel, Age friendly housing in town centre
169	local housing
170	propose that 4-6 acres be set aside for a hotel site for Edenderry, which is so badly needed. Also to set aside land to build 20-25 houses for the elderly, which would be purpose built for their needs. Moneys for such a project is available in the Dept of Housing
171	Get relief road down first
172	Hope it is properly planned
173	Training facilities/CPD, Media facilities, Train Station
174	Age-Friendly & Disability Friendly Housing, which is protected and secure [cautious of nightclubs in vicinity], Hotel, Disability Facilities, Guards on the street, Blundell Park/Canal - ASB/Drugs fear, Road crossings, Activities for young people, Widen road, pavement [beside town hall] too wide
175	Would like to see playground moved there, Have a new library and arts centre combined included
176	Wonderful location, Huge potential, Number of projects: Fitness, community centre, cinema, houses for senior citizens
177	Cinema, for younger people, Indoor bowling, Community Centre - within the town (GAA too far away), Occupy the younger people, By-pass needed, Equipped well with shops but the old Tesco store had everything from a 'needle to an anchor', and drew people into the town centre. Library used to be a popular shop, FAYS

178	Cinema, bowling alley, for teenagers. <input type="checkbox"/> Apartments, parking and move post office back to town centre. Good anchor store for clothing (Pennys, H&M etc).
179	Non commercial, amenity, public sector and housing. There is currently a huge oversupply of commercial building stock in Edenderry which should not be added to.
180	Library development with: <input type="checkbox"/> 1. Arts Centre/Community Hall incorporated and convertible theatre/performance space <input type="checkbox"/> 2. Hotel < functions, accommodation, etc
181	1. More access to Blundell Park; make safer for children and close at night. Better keeping of the area <input type="checkbox"/> 2. Removal of the old Tesco building, and turn it into [something] good for Main St, and bring more people into the centre [e.g] Housing, Cinema, Shop, Hotel, etc
182	Develop Sensitively
183	Old Peoples Good Quality Accommodation: <input type="checkbox"/> Safe Environment: <input type="checkbox"/> Proper Car Park for 50+ Cars for Country People to Come in & Out of Town, to shop, visit doctors, pharmacy's, pub, cafes etc in comfort
184	As a resident of Blundell Wood born & raised, I am hugely aware & full of appreciation for the historical & cultural significance of blundell hill/park. The whole heritage of Edenderry town both past & present can be seen from there with blundell castle sadly in ruins, and views of carbury castle. Carrick Hill, the Grand canal, bog of Allen & mount lucas wind farm to be seen clearly. I would love it to be developed as a town park like in Tullamore. With a historical trail perhaps & it's lovely expansive green areas to remain.
185	Could help move Edenderry from a linear main street with estates on the edge to an actual multi-dimensional town, with cross-streets etc. <input type="checkbox"/> Urban planning has been pretty poor since the landlords stopped designing towns, this site could bring Edenderry to being a beacon in modern Irish urban design
186	Hotel - The Town desperately needs a hotel. It also needs a proper park with tree alleys, paths, benches, trees and shrubs, new lighting and with the Bundell Castle to be incorporated beautifully into the new scenery.
187	Develop Tesco site into new retail centre with main anchor tenant and cafes etc
188	Adult exercise park. <input type="checkbox"/> Need a community centre.
189	A park/woodland area with picnic area at the top. Links to the playground, town centre, canal, and fr murphy street

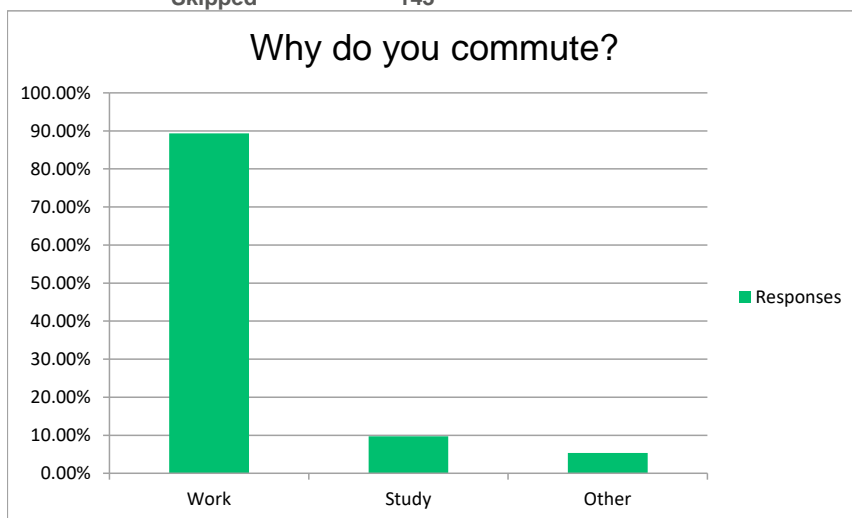


Q8.

Edenderry Resident & Commuter Survey

Why do you commute?

Answer Choices	Responses	
Work	89.38%	101
Study	9.73%	11
Other	5.31%	6
Answered		113
Skipped		143

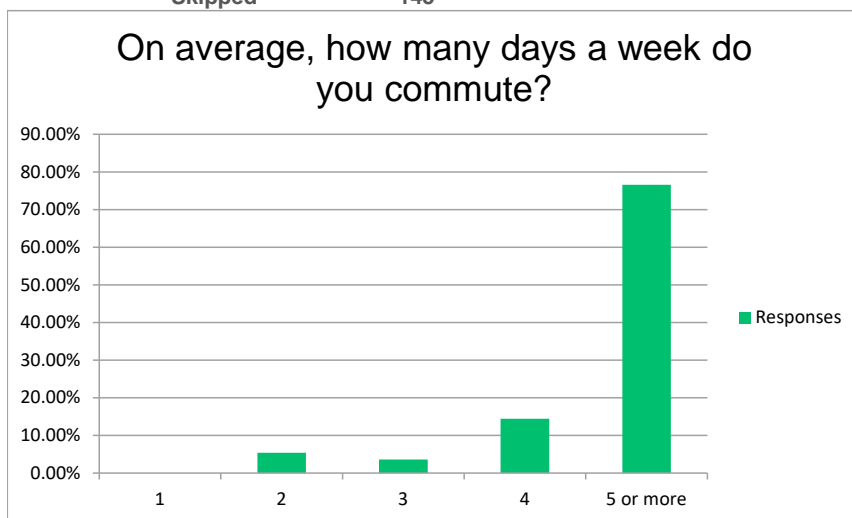


Q9.

Edenderry Resident & Commuter Survey

On average, how many days a week do you commute?

Answer Choices	Responses	
1	0.00%	0
2	5.41%	6
3	3.60%	4
4	14.41%	16
5 or more	76.58%	85
Answered		111
Skipped		145



Q10. Edenderry Resident & Commuter Survey
On average, how many hours a week do you spend commuting each WEEK?

Answered 107
Skipped 149

Respondents	
1	20
2	12
3	10
4	2
5	2
6	10
7	10
8	20
9	9
10	4
11	4
12	10
13	12
14	10
15	15
16	6
17	10
18	20
19	15
20	14
21	10
22	24
23	12
24	4
25	8
26	16
27	15
28	15
29	7
30	4
31	20
32	20
33	10
34	12
35	15
36	10
37	9
38	12
39	6

40	23
41	10
42	14
43	5
44	20
45	12
46	10
47	10
48	10
49	12
50	12
51	5
52	15
53	12
54	20
55	10
56	4
57	8
58	5
59	20
60	6
61	10
62	6
63	12
64	15
65	12
66	4
67	10
68	10
69	20
70	14
71	3
72	25
73	12
74	24
75	10
76	4
77	15
78	10
79	12
80	8
81	15
82	5
83	10
84	15
85	18
86	10
87	5

88	15
89	9
90	5
91	20
92	12
93	5
94	6
95	5
96	9
97	10
98	10
99	8
100	4
101	20
102	8
103	12
104	3
105	10
106	20
107	20



Q11.

Edenderry Resident & Commuter Survey
Where do you commute to each day?

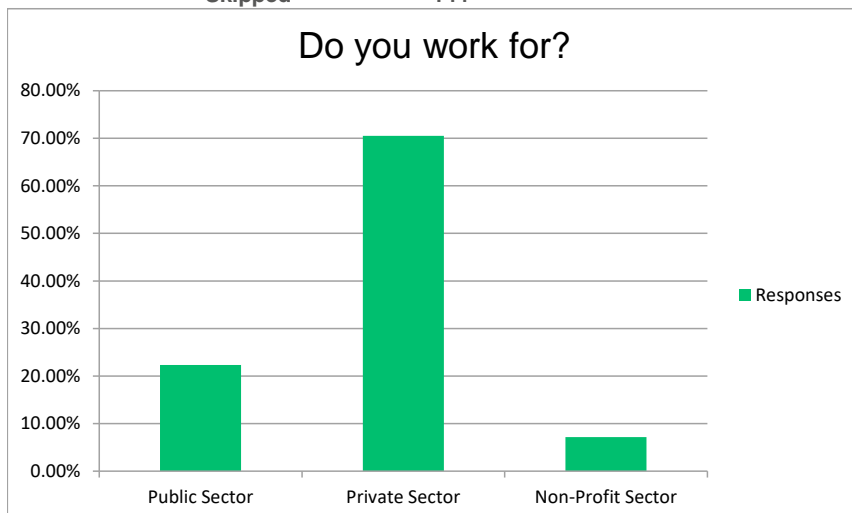
Answer Choices	Responses	
Dublin City	30.36%	34
Greater Dublin Area	33.93%	38
Within Offaly	11.61%	13
Other	24.11%	27
Answered		112
Skipped		144



Q12.

Edenderry Resident & Commuter Survey
Do you work for?

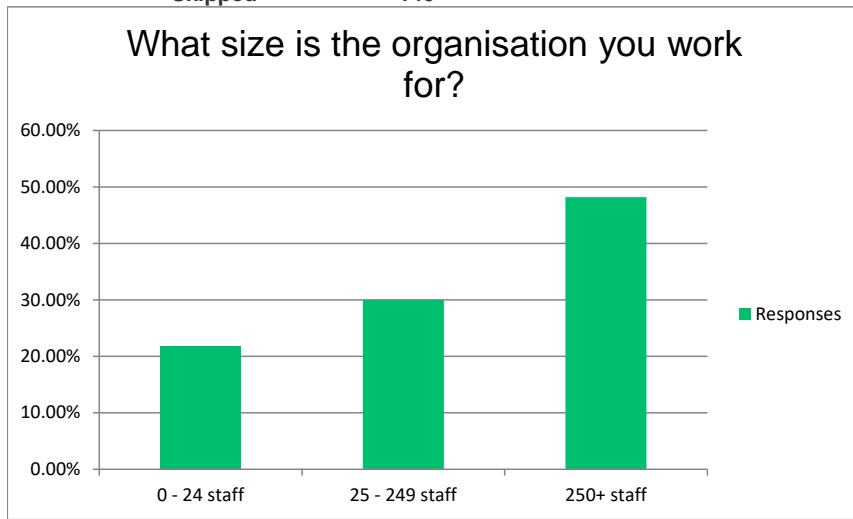
Answer Choices	Responses	
Public Sector	22.32%	25
Private Sector	70.54%	79
Non-Profit Sector	7.14%	8
Answered		112
Skipped		144



Q13.

Edenderry Resident & Commuter Survey
What size is the organisation you work for?

Answer Choices	Responses	
0 - 24 staff	21.82%	24
25 - 249 staff	30.00%	33
250+ staff	48.18%	53
Answered		110
Skipped		146



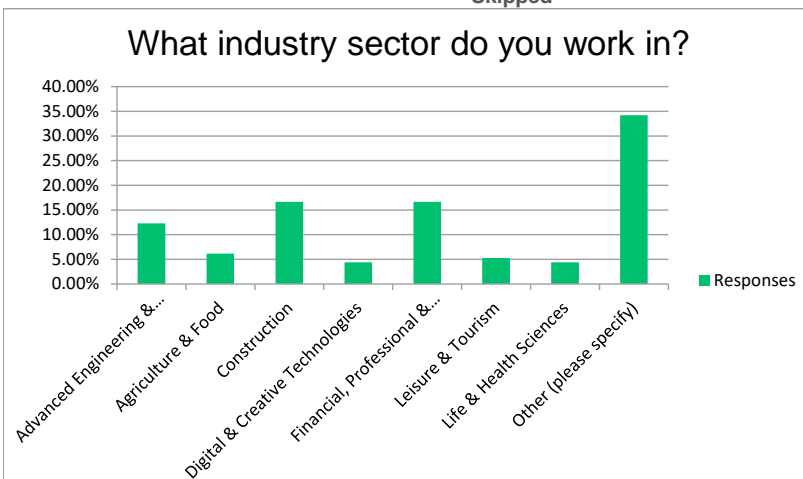


Q14.

Edenderry Resident & Commuter Survey

What industry sector do you work in?

Answer Choices	Responses	
Advanced Engineering & Manufacturing	12.28%	14
Agriculture & Food	6.14%	7
Construction	16.67%	19
Digital & Creative Technologies	4.39%	5
Financial, Professional & Business Services	16.67%	19
Leisure & Tourism	5.26%	6
Life & Health Sciences	4.39%	5
Other (please specify)	34.21%	39
	Answered	114
	Skipped	142



Respondents	Other (please specify)
1	Interiors/ arts
2	Education Centre
3	Education
4	Community Development
5	Energy
6	Pharmaceutical
7	Security
8	Supply Chain
9	Self employed
10	Retail
11	Pharmaceutical
12	Educatuin
13	Community Finance
14	Retail
15	Pharmaceutical
16	Data Centre
17	Food
18	School
19	Media (Newspaper)
20	Commercial vehicle parts supplier
21	Distillery
22	An Garda Síochána
23	Semi State sport organisation
24	Truck driver
25	Government
26	Automotive
27	Education

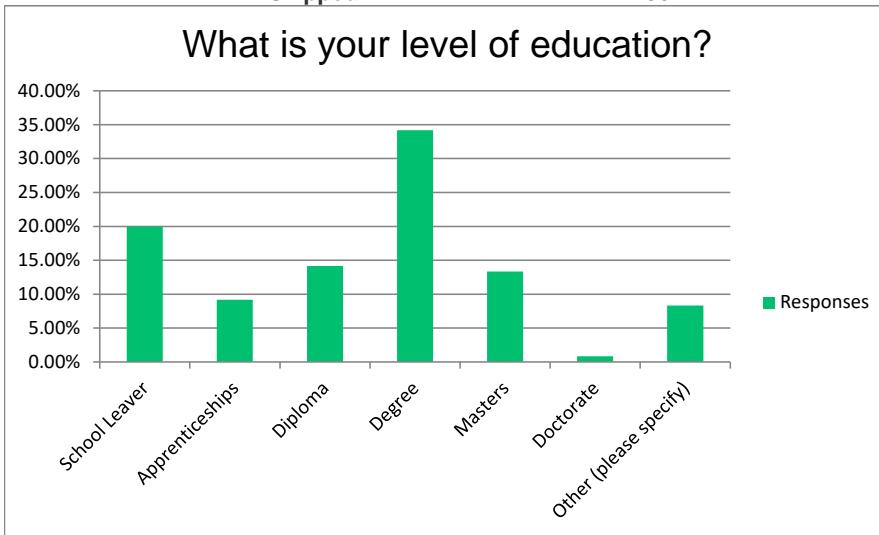
28	Childcare
29	Telecommunications
30	Pharma
31	Retail
32	Transport
33	Defence
34	school
35	Local Government
36	-
37	-
38	Social Care
39	Property

Q15.

Edenderry Resident & Commuter Survey

What is your level of education?

Answer Choices	Responses	
School Leaver	20.00%	24
Apprenticeships	9.17%	11
Diploma	14.17%	17
Degree	34.17%	41
Masters	13.33%	16
Doctorate	0.83%	1
Other (please specify)	8.33%	10
Answered		120
Skipped		136



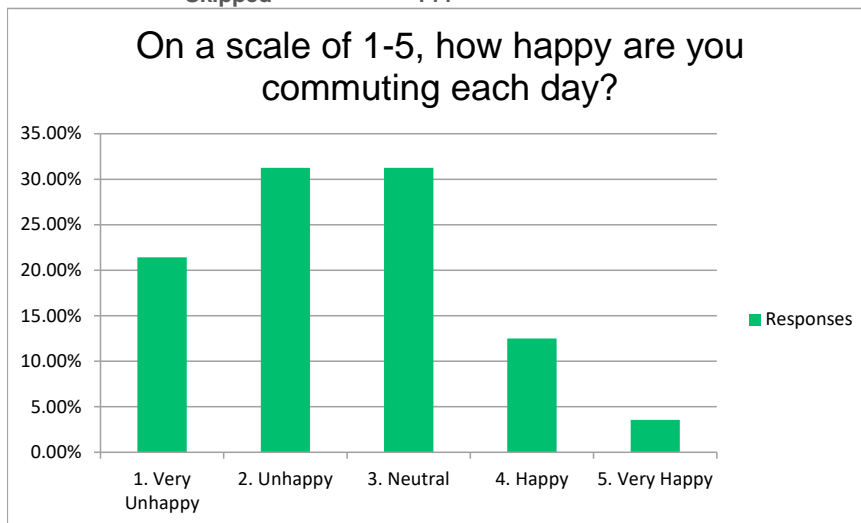
Respondents	Response Date	Other (please specify)	Tags
	1 Nov 24 2019	C Community development level 6	
	2 Nov 18 2019	C Professional	
	3 Nov 18 2019	C PLC	
	4 Nov 18 2019	1 Secondary	
	5 Nov 17 2019	C Pgcr	
	6 Nov 17 2019	C Higher certificate 3rd level	
	7 Nov 17 2019	C Professional accountant	
	8 Nov 17 2019	C Double honours degree, Masters degree and 3 higher diplomas.	
	9 Nov 17 2019	C Level 6 cert in BioPharma	
	10 Nov 17 2019	C QA with big food producer	



Q16.

Edenderry Resident & Commuter Survey
On a scale of 1-5, how happy are you commuting each day?

Answer Choices	Responses	
1. Very Unhappy	21.43%	24
2. Unhappy	31.25%	35
3. Neutral	31.25%	35
4. Happy	12.50%	14
5. Very Happy	3.57%	4
Answered	112	
Skipped	144	

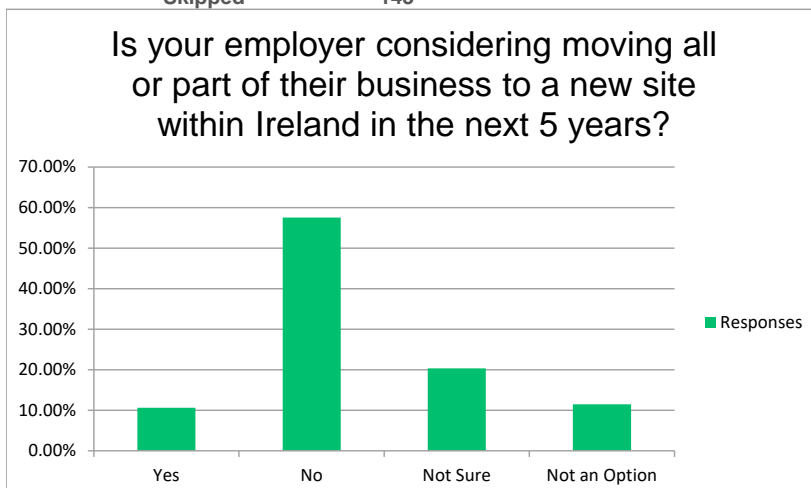


Q17.

Edenderry Resident & Commuter Survey

Is your employer considering moving all or part of their business to a new site within Ireland in the next 5 years?

Answer Choices	Responses	
Yes	10.62%	12
No	57.52%	65
Not Sure	20.35%	23
Not an Option	11.50%	13
Answered	113	
Skipped	143	

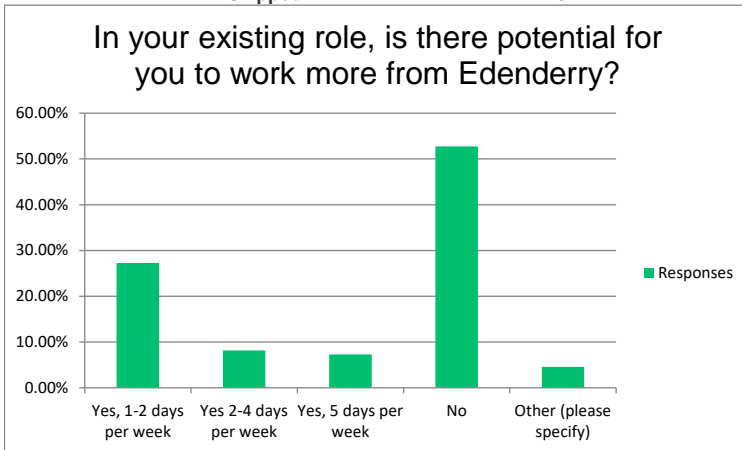


Q18.

Edenderry Resident & Commuter Survey

In your existing role, is there potential for you to work more from Edenderry?

Answer Choices	Responses	
Yes, 1-2 days per week	27.27%	30
Yes 2-4 days per week	8.18%	9
Yes, 5 days per week	7.27%	8
No	52.73%	58
Other (please specify)	4.55%	5
Answered		110
Skipped		146



Respondents	Response Date	Other (please specify)	Tags
1	Nov 17 2019 0	Pgce	
2	Nov 17 2019 0	Transfer	
3	Nov 17 2019 0	1-2 times monthly	
4	Oct 28 2019 0	town needs more	
5	Oct 25 2019 1	As it is care based, hands on and frontline there is no opportunity to work from Edenderry	

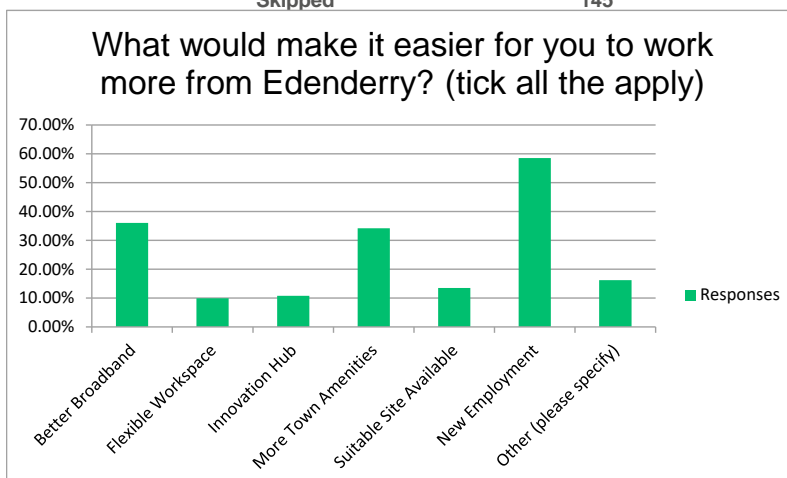


Q19.

Edenderry Resident & Commuter Survey

What would make it easier for you to work more from Edenderry? (tick all the apply)

Answer Choices	Responses	
Better Broadband	36.04%	40
Flexible Workspace	9.91%	11
Innovation Hub	10.81%	12
More Town Amenities	34.23%	38
Suitable Site Available	13.51%	15
New Employment	58.56%	65
Other (please specify)	16.22%	18
Answered		111
Skipped		145



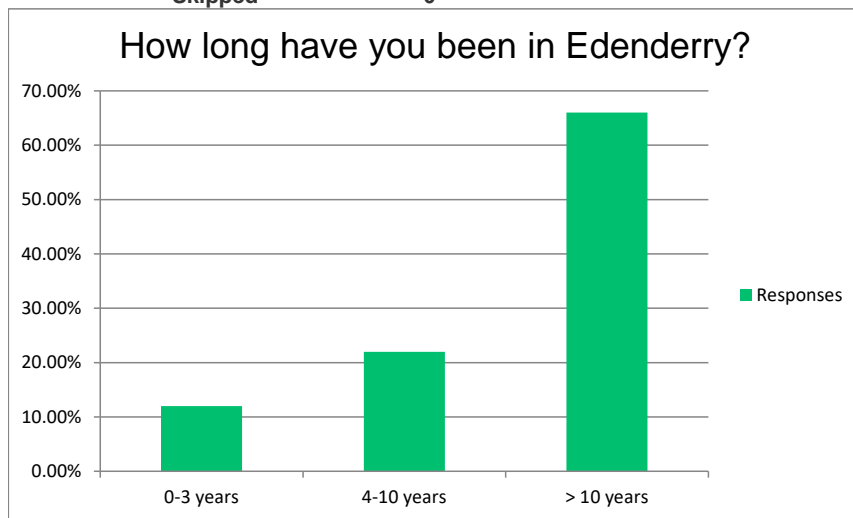
Respondents	Other (please specify)
1	Permanent base already established.
2	More opportunities, too many derelict buildings and not enough businesses there to keep the town spirit alive. Bring back the cinema
3	Better traffic management
4	Better parking options & improves traffic flow.
5	New roads
6	Better transport options would reduce traffic, reopening the train line would greatly decrease the waiting times to travel from tesco to town centre which can be 15 to 45 minutes depending on traffic, roadworks etc
7	Office moving
8	My job is mobile
9	Not possible
10	Inward investment by sector specific employers.
11	More trust in current employer
12	Bypass around town, from tullamore side to Dublin side.
13	Cinema, decent shopping center (the one we have is a joke)
14	backroads in edenderry
15	Pennys
16	Depends if funding can be transferred from Offaly budget (healthcare) to Kildare budget(company is Kildare based)
17	Ring road around Edenderry, not through a housing estate
18	There is so much traffic in and around the town all day its not a pleasant environment

B. BUSINESS SURVEY

Q1.

Edenderry Business Survey How long have you been in Edenderry?

Answer Choices	Responses	
0-3 years	12.00%	6
4-10 years	22.00%	11
> 10 years	66.00%	33
Answered		50
Skipped		0



Q2.

Edenderry Business Survey How many staff have you?

Answer Choices	Responses	
0 - 9	70.00%	35
10+	30.00%	15
Answered		50
Skipped		0





Q3.

Edenderry Business Survey

What are the 3 best things about Edenderry?

Answered 44

Skipped 6

Respondents	Responses
1	The People, proximity to Dublin,
2	Location
3	Locality , Know your customers
4	Musical town, Canal, Semi-pedestrian - large streets
5	Active community, Good schools, All sports facilities
6	People, Local businesses
7	Proximity to Dublin, Community, Good town
8	Canal, Town Hall, Shops, Sports Clubs, Swimming Pool
9	People, Great town
10	Community spirit
11	People, Canal, Night life, Satellite town - close to everything
12	Community spirit and good culture, Very friendly town, Huge potential as a commuter town
13	Location to Dublin and all major mid-level towns, 3,000+ workforce in all sectors living in the town, The people
14	Local community, Connection to Dublin, Central location and connection to motorways
15	People and their community spirit, Every sports club available, Location, location, location
16	Community, Music/ entertainment, Social - sports
17	Proximity to Dublin and other major towns, Community spirit, Growing business communities
18	People, Strong Community, Pubs & Culture
19	Sports clubs, community spirit, locals
20	People, Parking, Rural/ community
21	Variety of retail, Accessible - good road network, People
22	Passing trade, Parking
23	Local people
24	Sports clubs, People - genuine, Strong community
25	Community Spirit, Young population
26	Friendly town, Young population
27	Canal Walk, Local shops, Community is strong
28	Better value for money shopping, Local community, Schools, Growing population, Housing developments
29	Footfall is good, Repeat customers
30	Small town mentality, Four large supermarkets in town, Close to Dublin
31	Good choice of food and drink eateries <input type="checkbox"/> Young population
32	Close to Dublin
33	Friendly town

34	People☐ Local businesses
35	Canal and walks, Central location, Banks
36	1. Great town to live☐ 2. Great schools☐ 3. Sports clubs
37	Friendly, Safe, Home
38	1. People☐ 2. Shopping☐ 3. Social
39	1. Community/ people☐ 2. Family ties☐ 3. Access to motorways
40	Good supermarkets, Football/ sports clubs, Strong community
41	1. Nothing good☐ 2. Central location
42	1. Shopping☐ 2. Schools
43	People , Sports clubs
44	The canal walkway , Central location, People



Q4.

Edenderry Business Survey

What problems do businesses face in Edenderry?

Answered 47

Skipped 3

Respondents	Responses
1	The local politicians, the works carried out last year on O'Connell Square, the proposed realm enhancement on JKL ST next year.
2	Infrastructure in town is poor, Traffic congestion, High unemployment/ social issues
3	Traffic
4	Rent and rates review
5	Lack of good infrastructure, Lack of parking on Main St, Sewerage system needs upgraded
6	Traffic congestion, Rates too high
7	Parking - more spaces in town, Traffic flow - off-putting, High rents - reduces spend
8	Dug up road, ruined it. Too narrow, Parking - more needed, Public realm hard to walk on in places, Square is too big
9	Parking, Council
10	Parking, Price of rates, Not enough variety
11	High rates, Accessibility, Not enough exposure, No industry so no new settlers to spend money in locality
12	Needs better infrastructure, Needs industry, Needs investment
13	Poor road network
14	Council
15	Parking, Lack of town centre, Traffic Management
16	Traffic, Housing, Technology (connectivity), Potential in keeping business away
17	Road access, Not enough amenities - swimming pool Too much negative press when so many positive news stories
18	Displacement - too many of same businesses, Capped on population, Poor car parking, No loading bays
19	Traffic, too much concentration of businesses at Dublin end of town, too many people leave Edenderry in mornings to commute then shopping outside of town.
20	Empty buildings/ vacant, Derelict sites at shopping centre, Out of town shopping centre
21	Retailers closing down, Paying for parking, Poor signage re parking, Public Realm is taking up space
22	Nothing
23	Cleaning up the site, Public realm has impacted on the streets, Unemployment
24	Traffic and parking
25	Anti-social behaviour with young people, Park not safe
26	Derelict/ vacant, There is no function space in Edenderry
27	Vacant buildings as result of Tesco's closing, High rates, Limited funding available, Anti-social behaviour

28	Main St dead, Poor bus services and timetables, Nothing for young people to do
29	Vacant businesses at Dunnes, Nothing for young people, Parking
30	Parking - no off street parking
31	Low disposable income, Not shopping local, Not enough events/ activities to support businesses
32	Parking issues for customers and staff
33	Out of town shops, Poor traffic management system, No Gardaí presence
34	Nothing for young people to do, Too many similar type shops
35	Tesco building very derelict, Car parking
36	Vandalism
37	Tesco Building, People travelling to work
38	Traffic jams, Accidents - zebra crossing/roundabout
39	Commuter town, Employment, Traffic congestion, Parking, No competition, need more businesses
40	No work in the town, Traffic congestion, Can't get through town in housing estate
41	Commuter town
42	Traffic, Parking (more and free), Road conditions, Vacant shops - still recovering from the recession
43	Not enough footfall, Parking, People/ beggars looking donations
44	Traffic, Parking with traffic - not enough parking spaces
45	Footpaths poor, No free parking, Council don't respond, Parking layout
46	Traffic/ congestion, Paid parking - need more spaces as customers can't stop
47	Not enough parking roads are a disgrace all the anti social behaviour going on individuals begging on streets drug dealing on streets plus many many more things that have being turned a blind eye to on our street



Q5.

Edenderry Business Survey

How can the JKL Backlands site best be developed to help local businesses?

Answered

47

Skipped

3

Respondents	Responses
1	Remove any and all input from local politicians
2	Kids amenities, Cinema, Health Centre/ GP (500 on waiting list), Need to draw people into the town
3	More activities and attractions for younger people, No record shop Hang out space for kids between lessons - youth club only runs on a Friday night
4	Accessible back street parking
5	Library, Social (cinema, bowling, snooker) for kids
6	No commercial units, Parking Tourism amenity - development of the canals to get blue/greenways 10k loop
7	Age friendly housing, Affordable housing, More activities at canal, Library/ arts centre
8	Attract people to come in and do business
9	Listen to the voice of businesses
10	Hotel - needs to be at road front of old Tesco's site <input type="checkbox"/> Conference Centre - lots of companies have away days - big money maker
11	Hotel development or a new industry bringing prosperity to the town
12	Start development on JKL street and work inwards <input type="checkbox"/> Allow local businesses to have a voice <input type="checkbox"/> Engage with Edenderry Chamber of Commerce
13	Attract businesses that will benefit the town and not what the council want
14	Proper play park, Outside of school term, its challenging for businesses
15	Build apartments
16	Hotel
17	Hotel, Cinema and indoor leisure space
18	Good parking, recreation areas, good access routes. Bring locals services to area, like library, SW offices, doctors.
19	Community hub, More visual appealing independent traders <input type="checkbox"/>
20	Mixed residential, Hotel, Library
21	Nothing
22	Arts Centre, Parking spaces for shoppers, Accommodation/ apartments
23	Cinema, Hotel
24	Playgrounds relocated to Tesco building, Lighting and security of green space, Full view of playground
25	Slip road at Tesco's old site, Develop centre of Backfields site to encourage people to use site, Hotel
26	New retail offering (large), Something for kids, Only on function hall

27	Arts and Library site, Community centre, Bowling alley and cinema, Proper swimming pool
28	Cinema, Parking, Play park in wrong place, Indoor leisure facility - bowling, Skateboard Park, Need an anchor retailer
29	Larger retailer - Penny's, Boots etc., Older accommodation
30	Recreational offering
31	Need to attract people to shop - focal point, Relocate park - too far away and hard to access, Library
32	Don't put elderly accommodation at old Tesco site (between two pubs/clubs), Arts & Library - good for youths, Cycle lanes, Traffic solutions for buses and taxis
33	Library, Cinema, Gym
34	Knock down Tesco building and open up space, Relocate play park, Green park in the middle of town, Car parking
35	Gym at Tesco site
36	Housing needed
37	Penny's
38	Attraction to attract people into town
39	Free carparking, Safe cycle lanes, Housing, Community centre
40	Factory needed - something rather than shops
41	Library, Arts Centre, Housing, Cinema/ social activities
42	Pennys, Parking, Improve eyesores, Development of Harbour, Feature in town centre e.g. fountain, art piece
43	Parking links to centre <input type="checkbox"/> Avoid ASB - need a viable park to create community spirit <input type="checkbox"/> Good shopping development
44	Penny's shopping centre, Hotel
45	Hotel needed to encourage people to stay
46	Put something in it for kids cinema plus a multi shopping centre attract more big names to town i.e. Penny's etc
47	Open up different routes within the town for local access <input type="checkbox"/> A new community centre with different size meeting rooms/ performance spaces with a library attached <input type="checkbox"/> Parking <input type="checkbox"/> A senior housing development like Sr. sennan Ave.



Q6.

Edenderry Business Survey

What steps can the town take to encourage more businesses & commuters to base themselves in Edenderry? What opportunities should the town pursue?

Answered 46

Skipped 4

Respondents	Responses
1	Undo last year's work around O'Connell Square and cancel the proposed realm enhancement on JKL ST next year. Restore the parking system we had 20 years ago before any streetscape was inflicted on us
2	Age friendly housing
3	Ring road, Free parking or reduced rates
4	Carbon Challenge, Canonball - more family type events
5	New inner relief roads, Good hotel
6	More variety of shops
7	Town needs more footfall, Thursday/Friday traffic puts people off, Housing, Empty premises - turn into homes, Address derelict buildings
8	Large industry needed, Events/ festivals
9	Hotel
10	Rent and rates review, Review parking prices and amount of spaces
11	We need a Masterplan for Edenderry, not a certain site within the town. Must take into consideration traffic, public transport etc.
12	Take a long term vision and bring industry which will create jobs and contribute to the local economy. We badly need a hotel - create jobs and a location for arts
13	Start development on JKL street and work inwards <input type="checkbox"/> Allow local businesses to have a voice <input type="checkbox"/> Engage with Edenderry Chamber of Commerce
14	Better ring road into town and allow business flow
15	Need to sell town's location better - close to airport, ferry ports etc. <input type="checkbox"/> Need to attract a large employer to sustain jobs and housing developments
16	New relief roads - pedestrianize the main street <input type="checkbox"/> Build apartments in Backfields <input type="checkbox"/> Companies won't come here without the right skilled people
17	Roads, Internet
18	Rates support for businesses - particularly new starts
19	Traffic issues through the town - no alternate routs away from Main St
20	There is no direct bus from Edenderry to Dublin that will get commuters to Dublin for 9am. Improved transport links, the base bus stops around retail areas. People will spend their money when they get off the bus, happening in Enfield everyday. People fro. Edenderry are parking there, commuting from Enfield and spending their money in shops in Enfield as they get off the bus
21	Town centre needs populated, Hotel
22	More things for young people to do

23	Widen the street and help with the parking
24	Don't displace businesses, Office space needed
25	Need more activities in the centre of town, Office space
26	Business start-up units with wrap-around services for the businesses to help grow/ start-up
27	Shopping offering needs improved - nowhere to stop at Xmas <input type="checkbox"/> Transport big problem - no direct bus links anywhere
28	Need to improve the shopping experience - more higher class boutiques Work with other local towns to find niche
29	Not a shopping destination town, Need a Penny's, Rates are already competitive, More parking, Need new access points for the traffic, No hotels
30	Middle of town needs regenerated i.e. Tesco building <input type="checkbox"/> Rates review needed
31	More initiatives to help people shop locally, Offering needs to be good, Empty properties lying vacant, More events/ festivals
32	Better parking, Layout of businesses wrong - need a draw to centre of town, Public realm needs improved - dangerous at times.
33	Lower rates, Improve footpaths, Better lighting, Need business support packages for start-up businesses Slip road won't work - only pushing it into a housing site, Town should expand away from one street - cross road effect, Need an anchor industry
34	Need more businesses, especially a large industry <input type="checkbox"/> More E-hive type spaces
35	More support for businesses to set-up
36	Main street traffic terrible <input type="checkbox"/> Transit town - bypassing town for Dublin or Newbridge
37	Local cards to shop in all businesses, Remote working
38	Cinema, Re-route traffic
39	A large factory
40	Businesses promote themselves well <input type="checkbox"/> Parking - narrowed streets; free parking, longer stay
41	Better broadband - more reliable
42	Lower rates, Reason to come into town 30mins in any direction to cinema - large hinterland
43	Reduce charity shops <input type="checkbox"/> Commercial vacancy - poor perception <input type="checkbox"/> Need to bring jobs (meat plant attracts foreign workers)
44	Address parking and traffic, Rates are too high
45	Better roads in and out of town attract bigger companies to set up in edenderry also a proper shopping centre would be a big bonus as people tend to leave town to go to Dublin newbridge etc... if things were there for people they'd shop local and generate a lot more for locals and also a bit of employment... tax office so people could tax there cars
46	Better WiFi, 3rd level education school, Pool hall/bowling alley/cinema complex

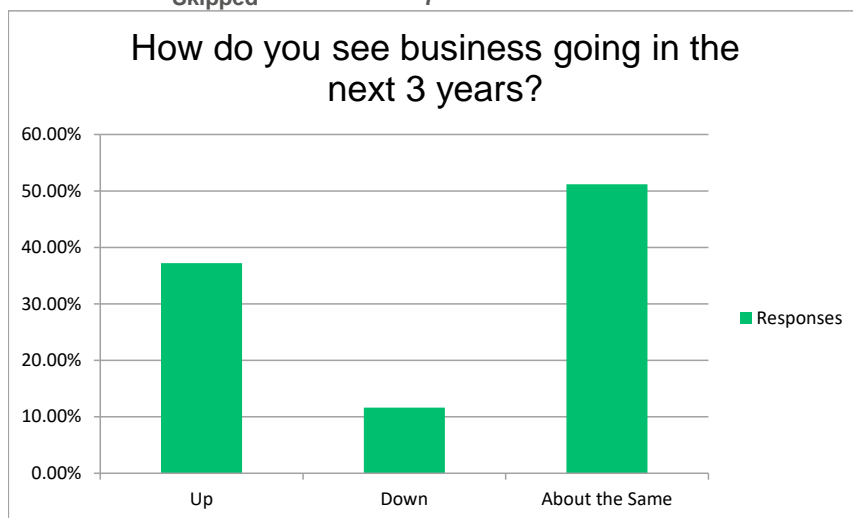


Q7.

Edenderry Business Survey

How do you see business going in the next 3 years?

Answer Choices	Responses	
Up	37.21%	16
Down	11.63%	5
About the Same	51.16%	22
Answered		43
Skipped		7



Q8.

Edenderry Business Survey

Any other comments:

Answered 28

Skipped 22

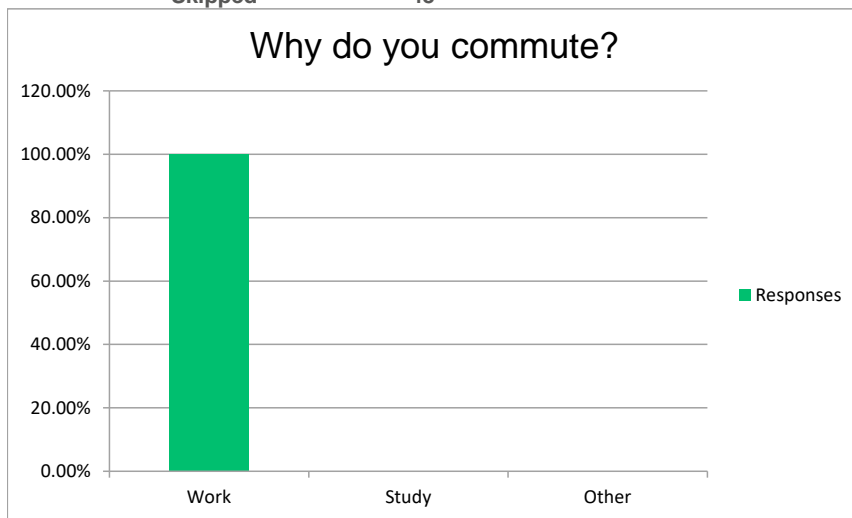
Respondents	Responses
1	You urgently need to start listening to the residents of the town
2	Ring road - takes 25mins to get through town, Quality of roads is poor
3	Out of town supermarkets impacting on town centre trade
4	Edenderry has good proximity to Dublin and has great potential for development., New sewerage system needed
5	Feeder bus to Enfield, Need more people, footfall, disposable income
6	No support from Council, Traffic is deadly, Trucks go through town to avoid toll, Depend on people from outside the town
7	Anything to replace the old Tesco's site would be brilliant. It is an eyesore when you come into town
8	Arts and culture are very strong in Edenderry but I feel the economy should come first and then when they can create and grow our own economy, then we can pursue the arts
9	If Council get involved in the development it could deter investment and developers with interest in the site.
10	The Council are seen in a very poor light in Edenderry. They have a rep of pushing through their own agenda.
11	Need to attract a high value employer. Hard to watch counties like Meath and Kildare developing leaving us in their shadow
12	If local shops want footfall make it safe, Boutique areas of shops, cafes, restaurants, Day and night time economy, Make Edenderry a destination for living, More people - more talent - more businesses
13	More sensible and joined up thinking required
14	Nothing for kids to do
15	Good to see something being done now rather than later
16	A couple of community meetings should be held to allow locals time to give suggestions for backlands, people won't always go to the first meeting.
17	Good mix of quality retail needed
18	Too much competition from Tesco, Aldi etc, New road won't help businesses
19	Need to review traffic management on Main Street
20	Town centre regenerated
21	Traffic and parking
22	Parking is a major barrier - more expensive compared to Tullymore <input type="checkbox"/> Funding a major problem compared to Tullymore and Birr
23	Hotel, B&B, Guest House required
24	Lights at square to let people out, One way system in town, Park the car Dangerous to cycle on the road
25	Aged friendly housing, Playground needs moved, Lots of sports clubs
26	Too much emphasis on bus lanes, loading, wheelchairs - hard to get parking
27	Injection of life into town, Good councillors needed, Need more people into the town
28	Will anything ever come out of this survey or will it just go on deaf ears as per usual... I think the road down granary court is a waste of money so I do it's only going to congest fair green and granary court plus you have the playground there where would the health and safety be there ??



Q9.

Edenderry Business Survey
Why do you commute?

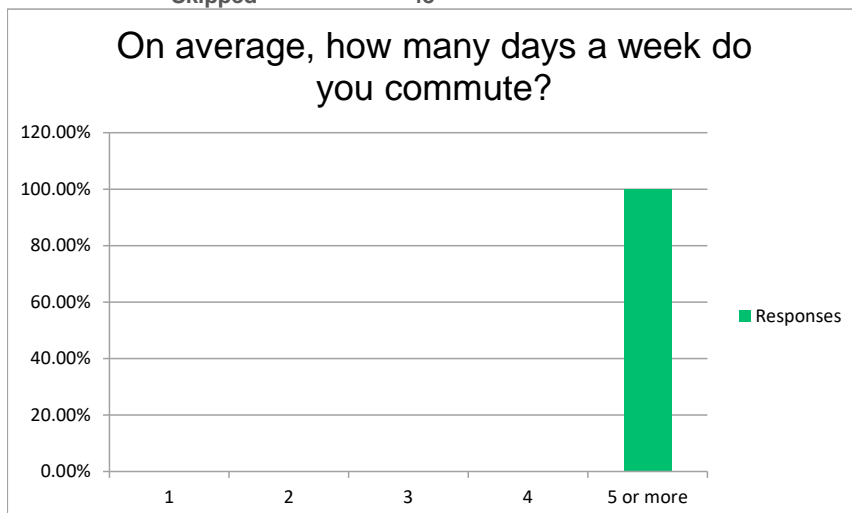
Answer Choices	Responses
Work	100.00% 2
Study	0.00% 0
Other	0.00% 0
Answered	2
Skipped	48



Q10.

Edenderry Business Survey
On average, how many days a week do you commute?

Answer Choices	Responses
1	0.00% 0
2	0.00% 0
3	0.00% 0
4	0.00% 0
5 or more	100.00% 2
Answered	2
Skipped	48



Q11.

Edenderry Business Survey
On average, how many hours a week do you spend commuting each WEEK?

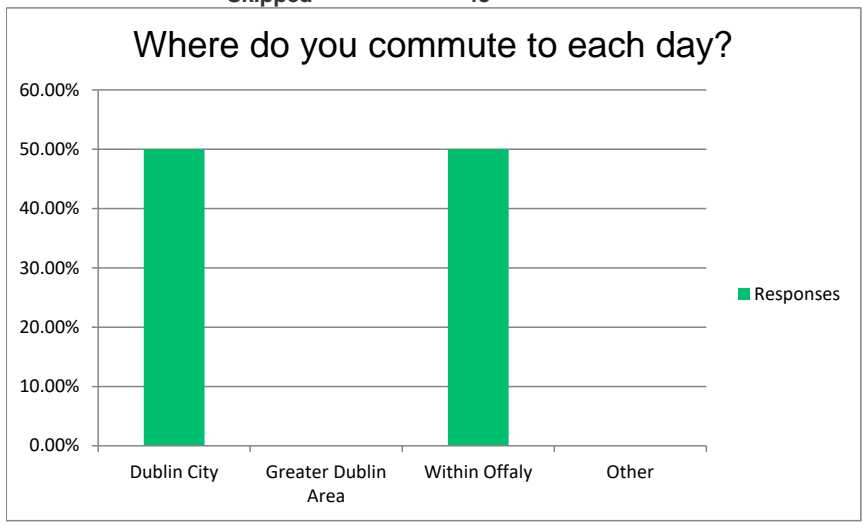
Answered 1
Skipped 49

Respondents	
1	20

Q12.

Edenderry Business Survey
Where do you commute to each day?

Answer Choices	Responses
Dublin City	50.00% 1
Greater Dublin Area	0.00% 0
Within Offaly	50.00% 1
Other	0.00% 0
Answered	2
Skipped	48



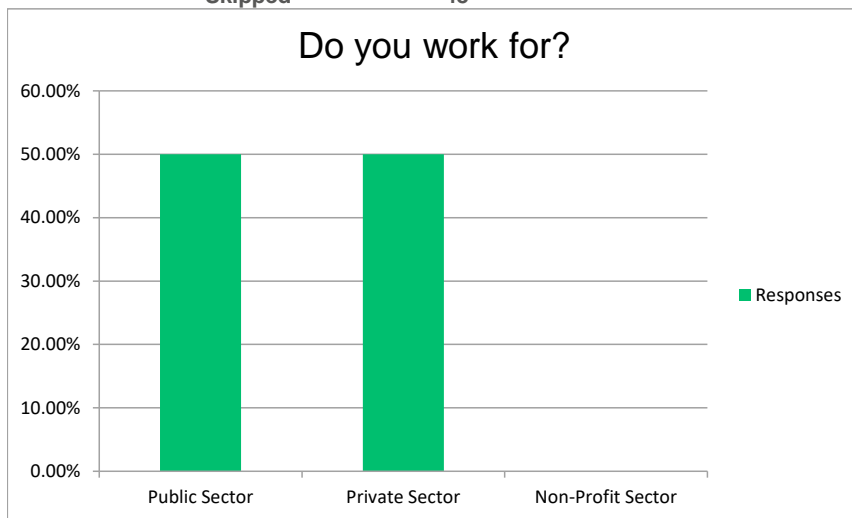


Q13.

Edenderry Business Survey

Do you work for?

Answer Choices	Responses	
Public Sector	50.00%	1
Private Sector	50.00%	1
Non-Profit Sector	0.00%	0
Answered		2
Skipped		48

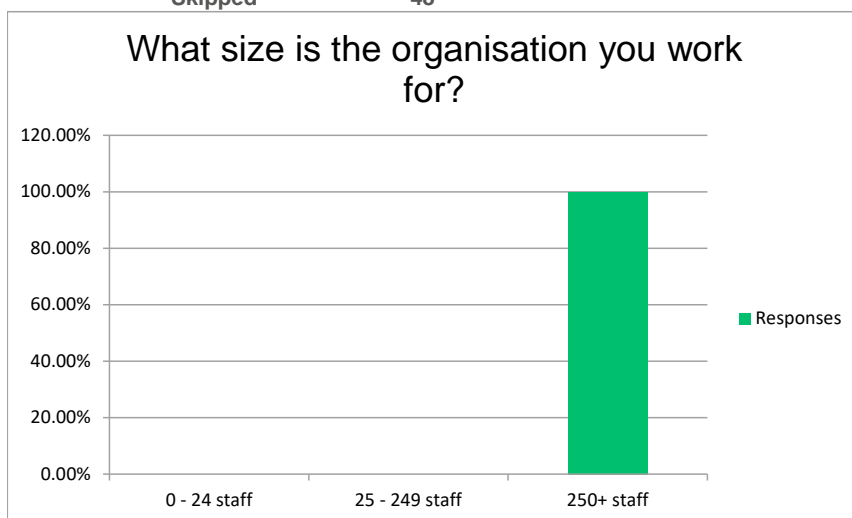


Q14.

Edenderry Business Survey

What size is the organisation you work for?

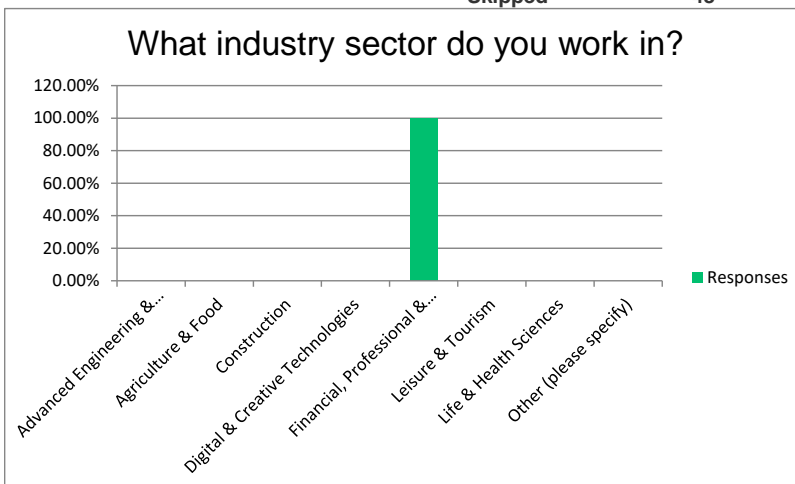
Answer Choices	Responses	
0 - 24 staff	0.00%	0
25 - 249 staff	0.00%	0
250+ staff	100.00%	2
Answered		2
Skipped		48



Q15.

Edenderry Business Survey
What industry sector do you work in?

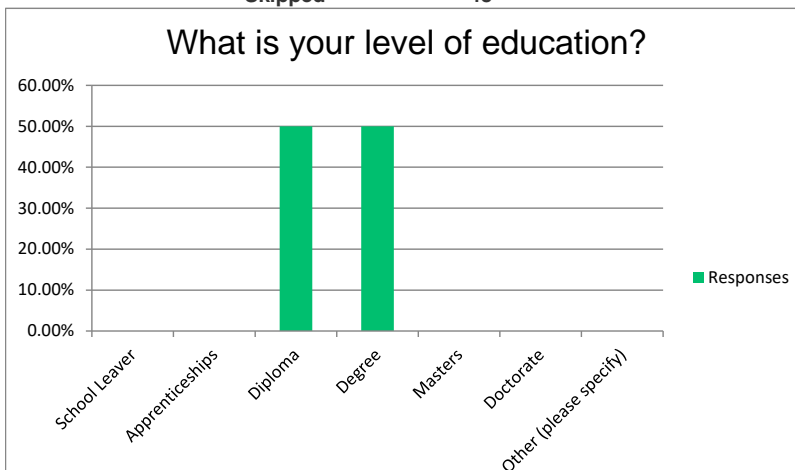
Answer Choices	Responses	
Advanced Engineering & Manufacturing	0.00%	0
Agriculture & Food	0.00%	0
Construction	0.00%	0
Digital & Creative Technologies	0.00%	0
Financial, Professional & Business Services	100.00%	2
Leisure & Tourism	0.00%	0
Life & Health Sciences	0.00%	0
Other (please specify)	0.00%	0
Answered		2
Skipped		48



Q16.

Edenderry Business Survey
What is your level of education?

Answer Choices	Responses	
School Leaver	0.00%	0
Apprenticeships	0.00%	0
Diploma	50.00%	1
Degree	50.00%	1
Masters	0.00%	0
Doctorate	0.00%	0
Other (please specify)	0.00%	0
Answered		2
Skipped		48



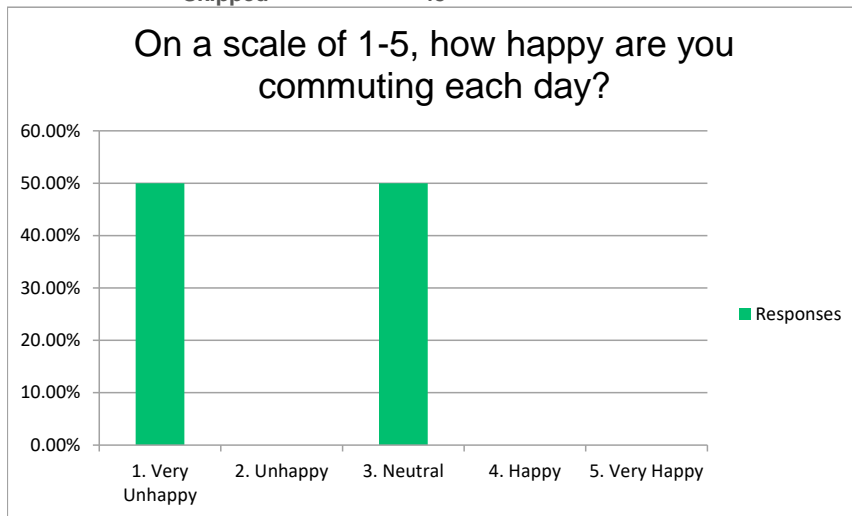


Q17.

Edenderry Business Survey

On a scale of 1-5, how happy are you commuting each day?

Answer Choices	Responses	
1. Very Unhappy	50.00%	1
2. Unhappy	0.00%	0
3. Neutral	50.00%	1
4. Happy	0.00%	0
5. Very Happy	0.00%	0
Answered		2
Skipped		48

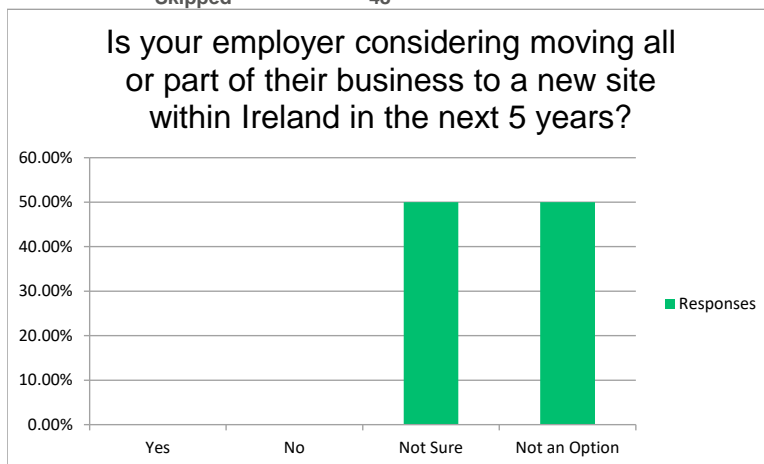


Q18.

Edenderry Business Survey

Is your employer considering moving all or part of their business to a new site within Ireland in the next 5 years?

Answer Choices	Responses	
Yes	0.00%	0
No	0.00%	0
Not Sure	50.00%	1
Not an Option	50.00%	1
Answered		2
Skipped		48

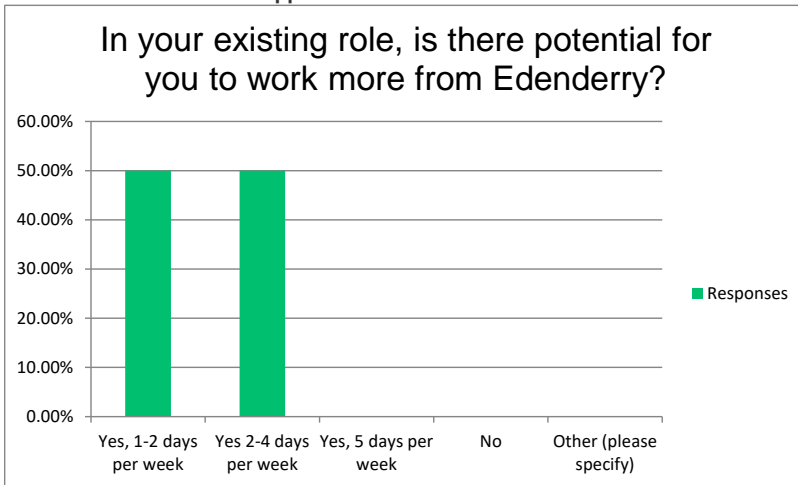


Q19.

Edenderry Business Survey

In your existing role, is there potential for you to work more from Edenderry?

Answer Choices	Responses	
Yes, 1-2 days per week	50.00%	1
Yes 2-4 days per week	50.00%	1
Yes, 5 days per week	0.00%	0
No	0.00%	0
Other (please specify)	0.00%	0
Answered		2
Skipped		48

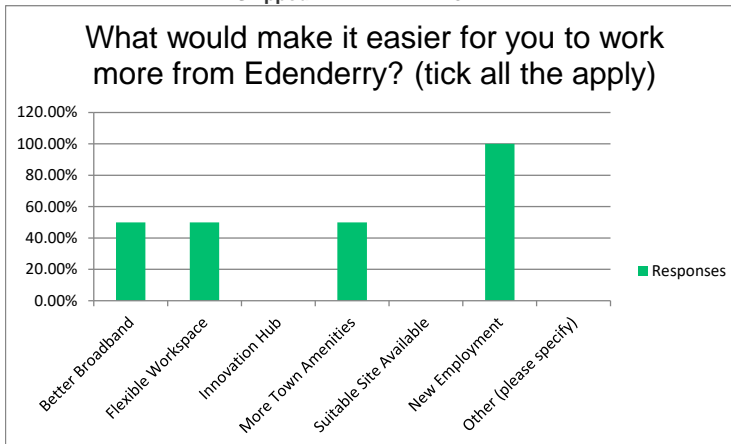


Q20.

Edenderry Business Survey

What would make it easier for you to work more from Edenderry? (tick all the apply)

Answer Choices	Responses	
Better Broadband	50.00%	1
Flexible Workspace	50.00%	1
Innovation Hub	0.00%	0
More Town Amenities	50.00%	1
Suitable Site Available	0.00%	0
New Employment	100.00%	2
Other (please specify)	0.00%	0
Answered		2
Skipped		48





BLUNDELL MASTERPLAN

