



Rialtas na hÉireann
Government of Ireland

Ár dTodhchaí
Tuaithe
Our Rural
Future



Lár Bailte ar dTús
Town Centre First

ARUP

Draft Castleisland Town Centre First Masterplan & Public Realm Plan



Comhairle Contae Chiarraí
Kerry County Council



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Vision

The Vision for Castleisland is to be a vibrant, inclusive, and resilient market town, building on its heritage while embracing innovation and sustainability. It aspires to be a great place to live, work, visit, and raise a family, serving as a vital hub for the surrounding rural hinterland.

Engagement

**Pre-Draft Public Consultation 4th-28th
February 2025**

- An online questionnaire was distributed via email and promoted through social media channels.
- Copies of the survey were also available at Castleisland Library.
- A questionnaire was circulated to the schools for schoolchildren aged 7-18.
- In-Person meetings were held with Key Stakeholders.

“The “Blitz” brings you straight back to the heart of community. It’s sport in its purest form, where everyone comes together, and everyone belongs.”



It's a nice small town but has pretty much everything you need

Friendly atmosphere, variety of shops and cafés

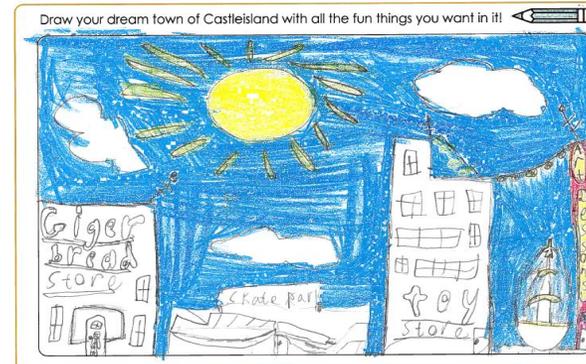


Digital Engagement: Online Survey-
209 Submissions

Public Workshop: In-Person meetings were held by the consultants with 68 stakeholder groups



School Engagement: Primary and Secondary Questionnaires –
163 Submissions



“Castleisland’s hinterland holds immense, untapped potential for tourism. To truly realise what the area can offer, we need to take a broader view, one that sees beyond the town itself.”

GUIDING PRINCIPLES



Community

- Celebrate civic pride
- Strengthen local network
- Support inclusive community spaces



Age-Friendly

- Safe, accessible streets
- Age-appropriate amenities
- Support independence & connection



Schools

- Safe routes to school
- Shared facilities
- Youth-focused spaces & engagement



Sports, Leisure & Recreation

- Enhance sports facilities
- Inclusive, all-age play
- Promote active travel & wellbeing



Daily Basics

- Revitalise town centre
- Improve housing & services
- Meet everyday needs locally



Tourism, Culture & Heritage

- Celebrate identity & history
- Festivals, trails, storytelling
- Strengthen tourism infrastructure



Sustainability & Resilience

- Climate action & biodiversity
- Greener transport & spaces
- Reuse buildings, reduce emissions

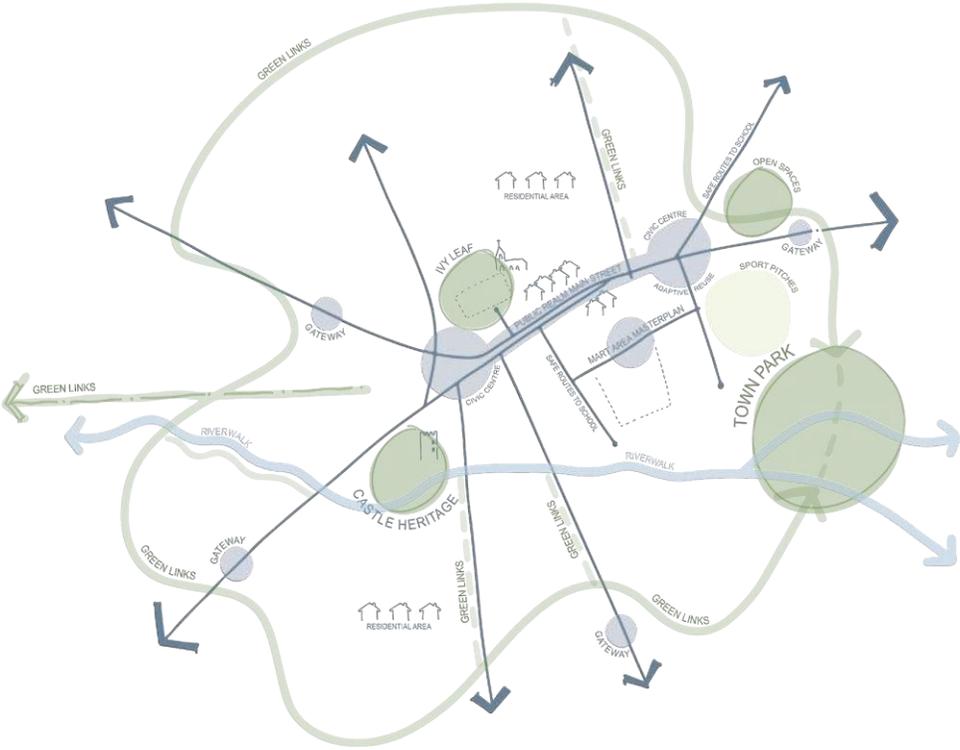


Prosperity

- Support local enterprise
- Attract new investment
- Diversify the town centre economy

CORE INITIATIVES

- | | |
|--|--|
| 1 Strengthening the Town Core - Main Street | 7 Ivy Leaf Park Community Regeneration Project |
| 2 Strengthening the Town Core - The Mart Area Masterplan | 8 The Castle Heritage Regeneration Project |
| 3 Adaptive Reuse of Buildings - Unlocking Potential | 9 Environmental Improvements - Revitalising Streets, Transforming Spaces |
| 4 Civic Centre | 10 Gateways Enhancements - Crafting Memorable Entrances to Castleisland |
| 5 Connecting Communities | 11 Events and Animation - A Diverse Calendar of Branded Events |
| 6 Castleisland Town Park Project | 12 Public Realm Plan |



01 STRENGTHENING THE TOWN CORE - MAIN STREET PUBLIC REALM PROJECT

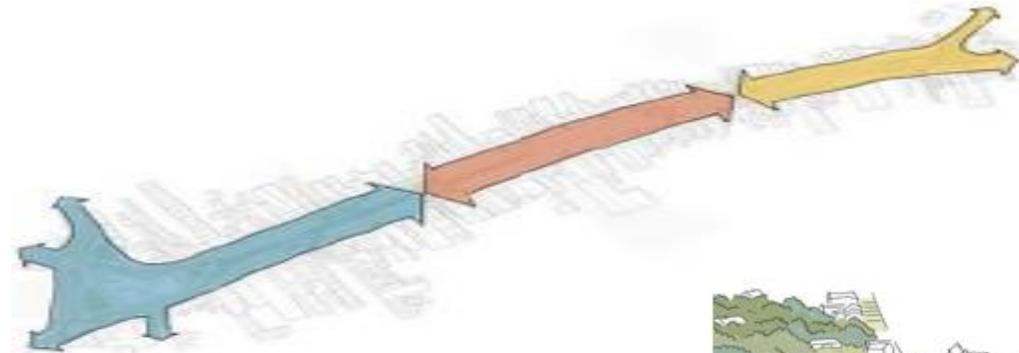


Small Interventions:

- Wayfinding and Interpretive Signage
- Explore Opportunities for ‘Tactical Urbanism’
- Planting Native and Bio-Diversity Rich Flowers and Trees
- Encourage Property Owners to form a Working Group

Large Interventions:

- Delivery of Main Square Quarter
- Delivery of the Market Space Quarter
- Delivery of the Community Space Quarter

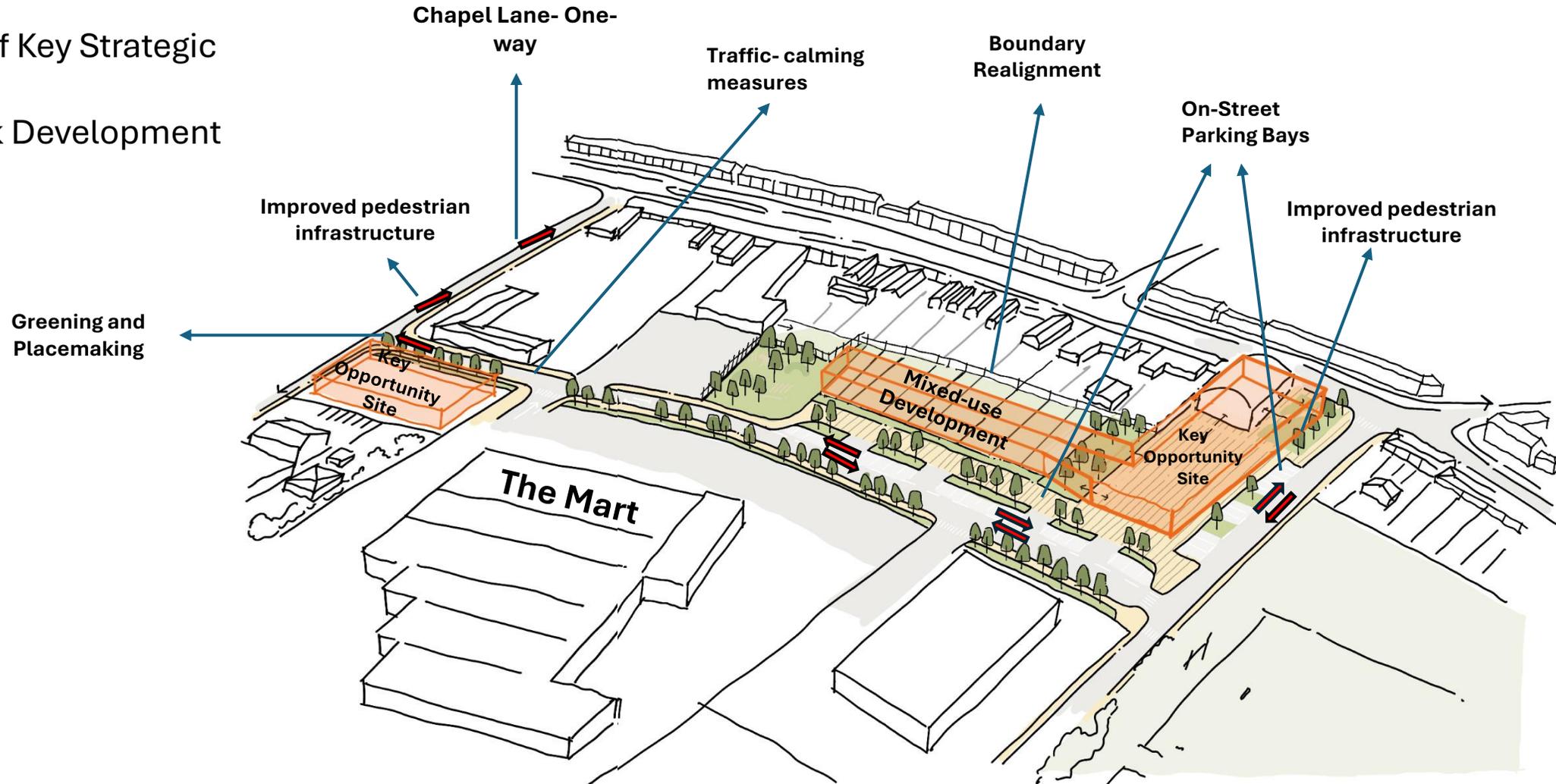


02 STRENGTHENING THE TOWN CORE – THE MART AREA MASTERPLAN



Large Interventions:

- Development of Mart Quarter Project
- Redevelopment of Key Strategic Sites
- Overflow Car Park Development



03 ADAPTIVE REUSE OF BUILDINGS - UNLOCKING POTENTIAL



Interventions:

- Business Incubator and Co-Working Hub
- Entrepreneur/Research Hubs
- Community spaces for Skills and Development
- Meanwhile Use of Vacant Buildings
- Town Centre Living
- Community Design Workshops
- Creation of Public Gathering Spaces
- Adaptive Reuse Design Guidelines
- Public Art Initiatives
- Enhanced Evening and Dining Experience
- Expansion of Short-Term Accommodation

IRISH EXAMPLES



Kells Tech Hub
Kells, Co. Meath

The town's old Bank of Ireland building was turned into a tech innovation hub, supporting rural digital economy growth, keeping heritage alive while looking forward.

The Courthouse
Gallery and Studios
Ennistymon, Co. Clare

An old courthouse was sensitively reused as a vibrant gallery and artists' studio, supporting the local arts scene and community engagement.





A Community Project

As part of Castleisland's broader masterplan, the creation of a community driven Civic Centre is proposed to reinvigorate the town and its hinterland's social, educational, cultural, and civic life. This initiative focuses on establishing a modern, inclusive facility, ideally located along or adjacent to Main Street, that serves as a welcoming space for residents and visitors alike.

Interventions:

- Feasibility and Site Selection Studies
- Carnegie Building emerging as a potential flagship location.
- Funding Strategy and Grant Application required
- Creation of a Integrated Civic Hub



Event Space



Meetings



Local Museum & Heritage Display



Workshop Rooms



Tourism Office



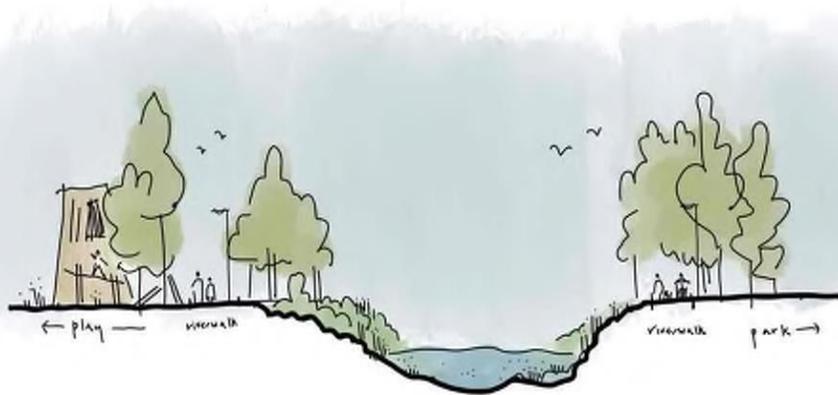
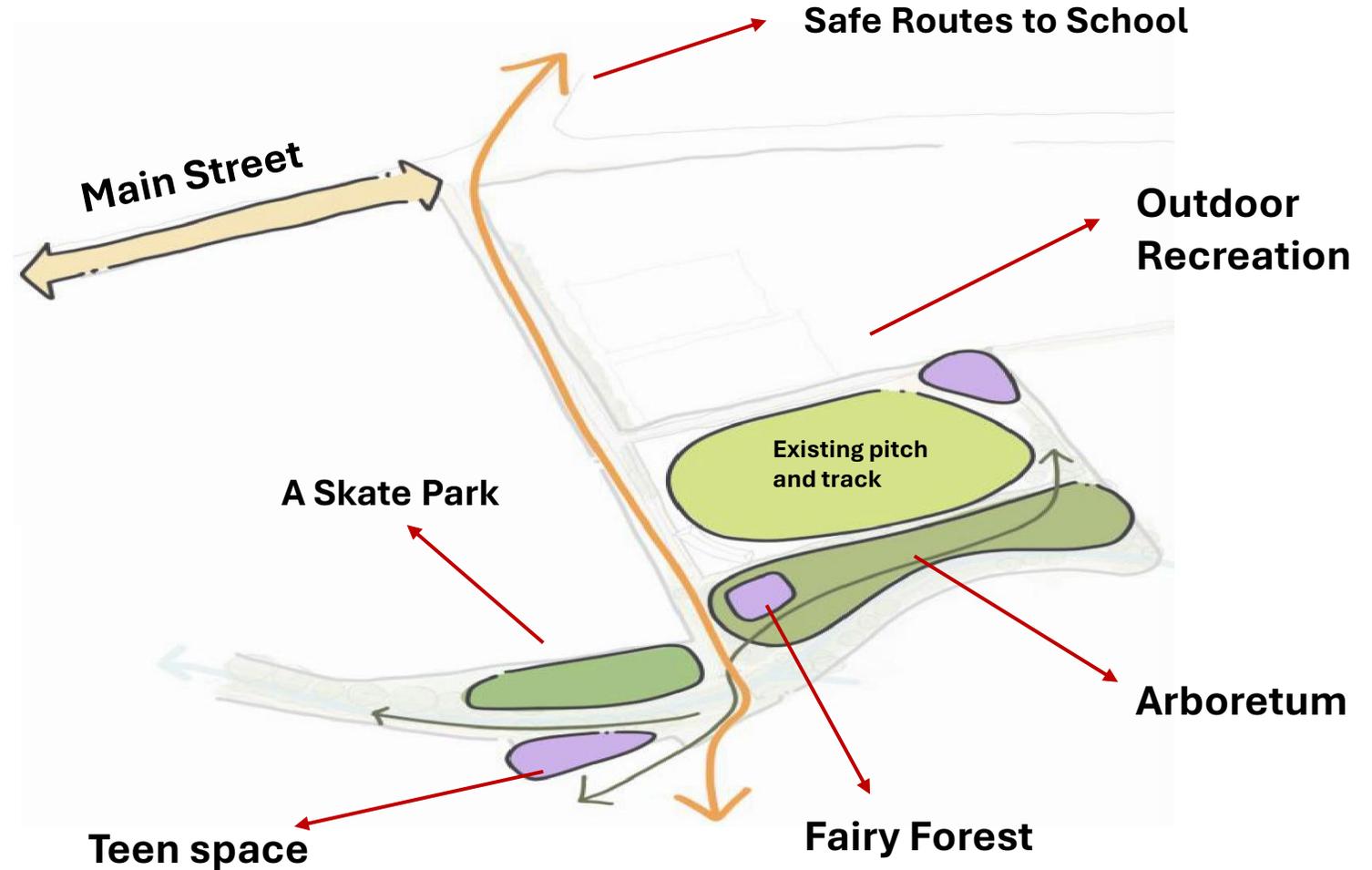
Interventions:

- **Creative Wayfinding and Inclusive Mobility Infrastructure**
- **Trailheads and Entrances**
- **Integrated Recreational Facilities**
- **Linked Public Spaces**
- **Safe Routes to School**
- **Wider Regional Connections**
- **Neighbourhood Connectivity Corridors**
- **Blue Corridors**



Interventions:

- A Nature- Based Town Park for Castleisland
- Linking to the River Walk and Sports Facilities
- Woodland and Wetland Trails
- Sustainable Urban Drainage Systems and Eco-Infrastructure
- Adventure and Natural Play Zones
- Art, Storytelling and Cultural Interpretation



07 IVY LEAF PARK COMMUNITY REGENERATION PROJECT



Community



Tourism,
Culture &
Heritage

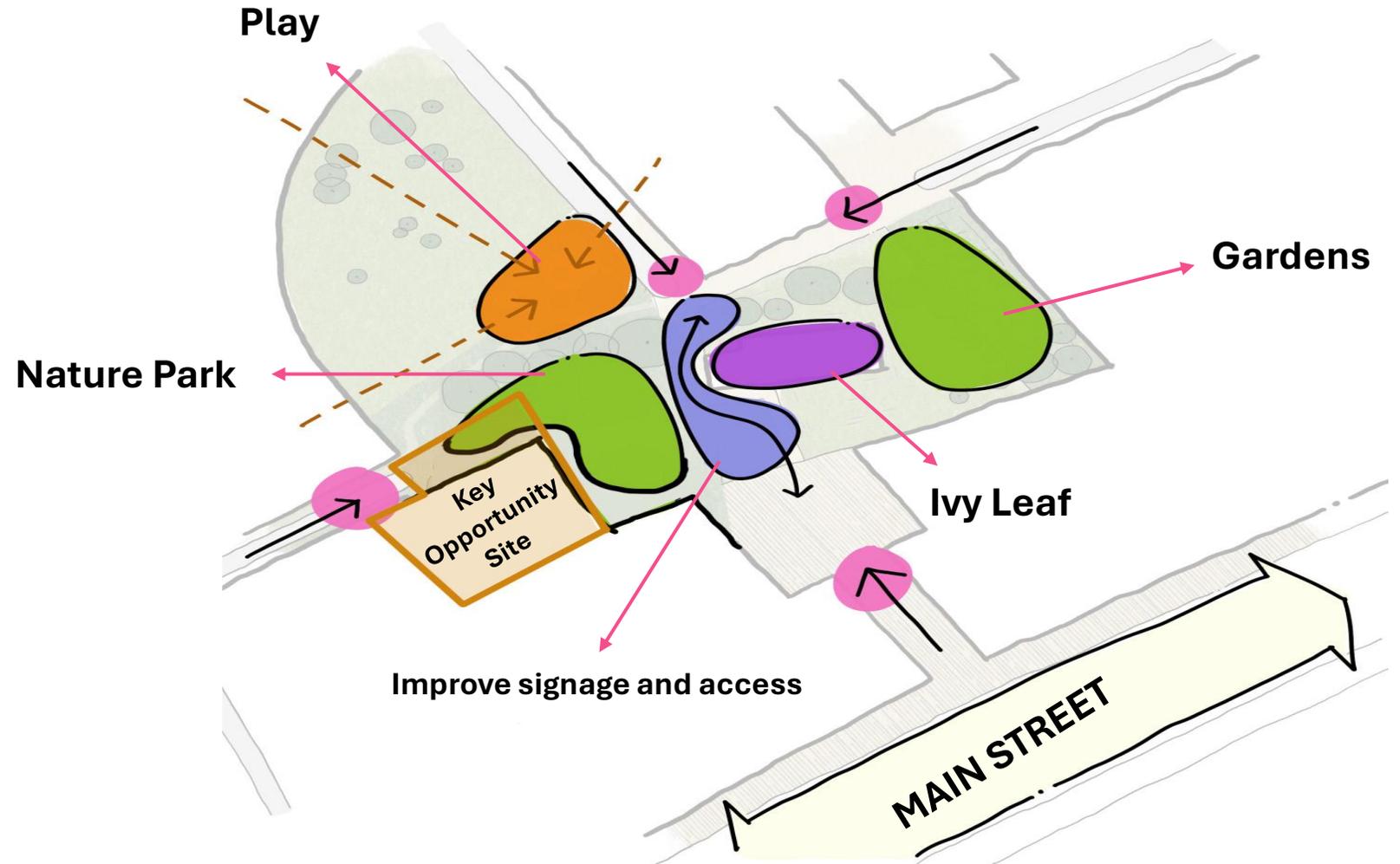


Prosperity

 = Signage

Interventions

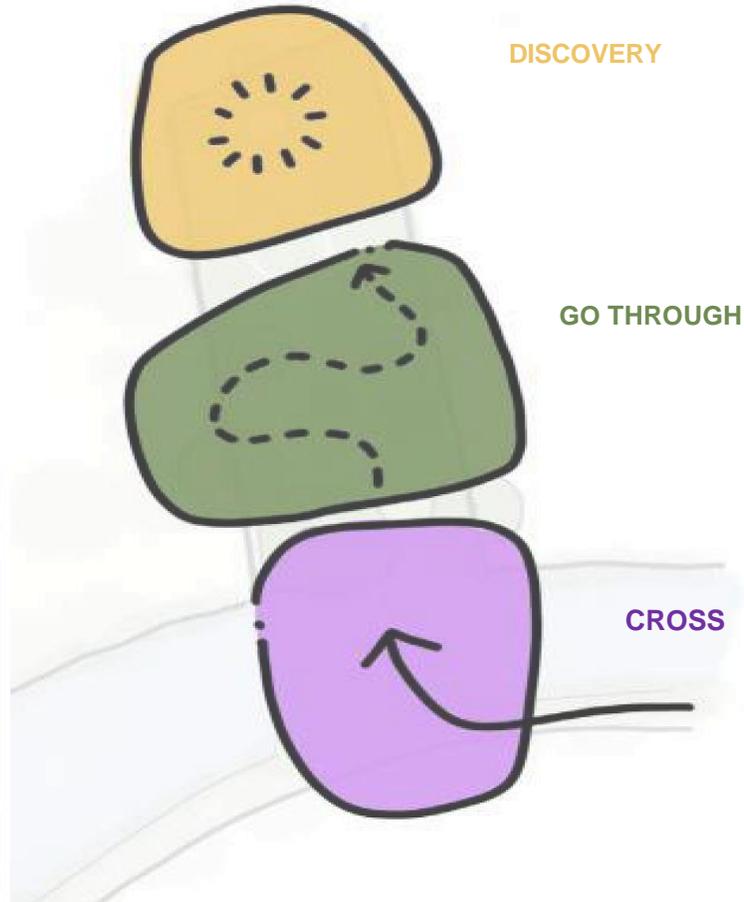
- Conservation led restoration and adaptive re-use of the Ivy Leaf Arts Centre
- Creation of a Central Pocket Park
- Respect for historical features
- Integration with Surrounding Public Realm
- Access, Wayfinding, and Connectivity Enhancements
- Sustainable Practices Implementation
- Mixed-Use Opportunity Site: Redevelopment could create additional access route to the Centre and enhance its setting and visibility

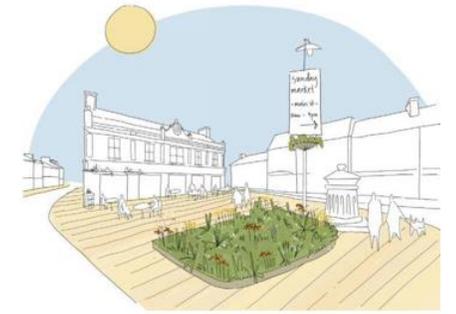




Interventions:

- Conservation and Restoration
- Heritage Interpretation
- Landscape Integration
- Feature Bridge
- Community Engagement
- Digital Outreach





Interventions:

- Shopfront Enhancement Initiative
- Flexible Public Spaces
- Permeable Green Parklets
- Community-Driven Public Art
- Enhanced Landscaping & Biodiversity
- Sustainable Drainage Integration (SuDS)
- Town Identity and Wayfinding



10 GATEWAYS ENHANCEMENTS - CRAFTING MEMORABLE ENTRANCES TO CASTLEISLAND



Tourism,
Culture &
Heritage



Sustainability
& Resilience

Interventions:

- Native Planting with Welcoming Signage
- Directional Signage to Local Landmarks
- Informational Signage Highlighting Local Businesses
- Sustainable Landscaping Practices
- Community Workdays for Collaborative Enhancement Initiatives
- Roundabout Sponsorship Scheme

Gateways



12. PUBLIC REALM PLAN



Three Quarters: Main Square Quarter-Market Space Quarter- Community Space Quarter



- Additional Pedestrian Crossings
- Re-allocation of corridor space
- Street Widening



- Formalise Parking
- Street Greening
- Additional Pedestrian Crossings
- New Shared Surface Bridge
- Define Footpath



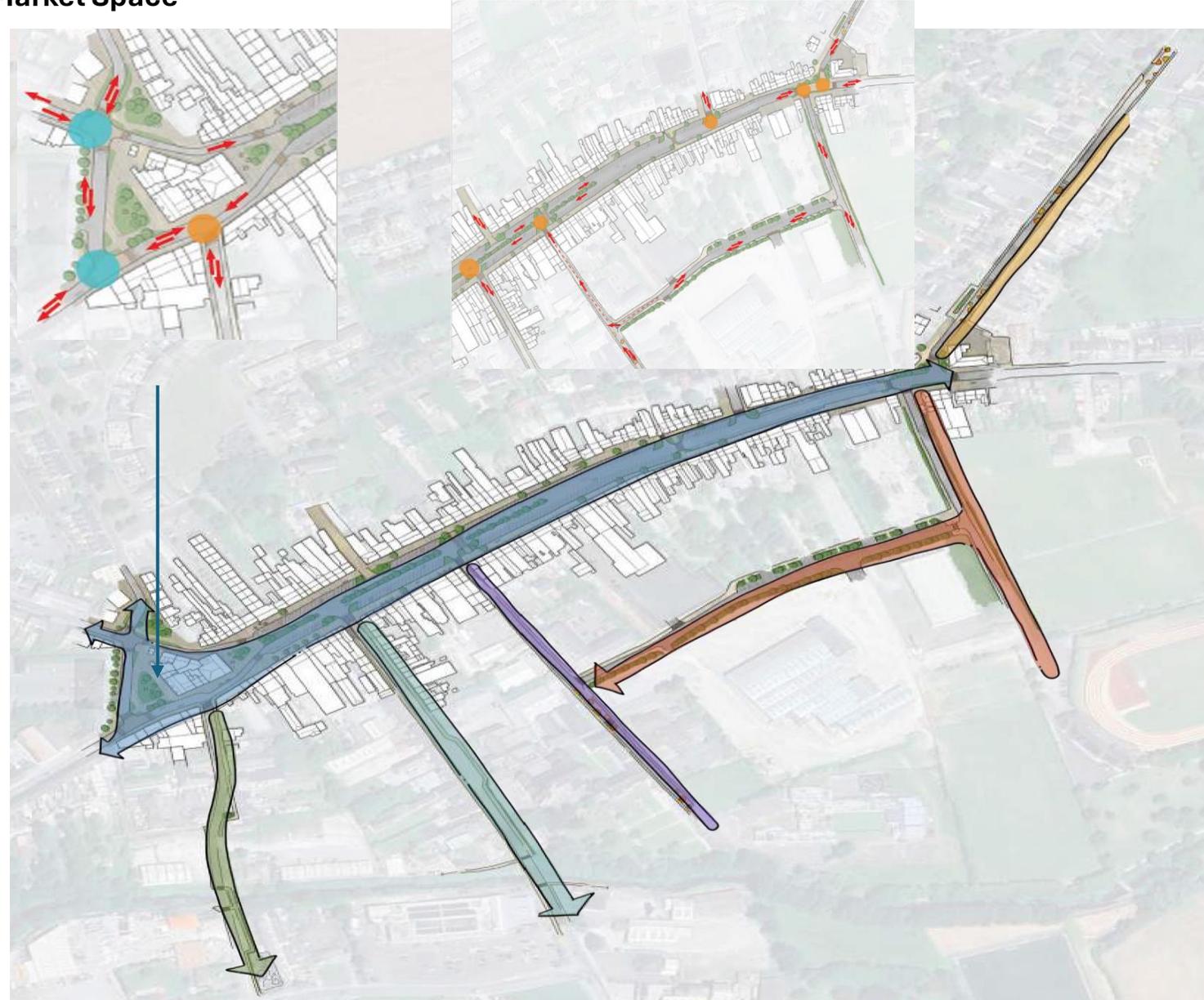
- Safe Route to School
- Additional Pedestrian Crossings
- Street Greening



- Safe Route to School
- Additional Pedestrian Crossings
- Street Greening



- Formalise Parking
- Additional Pedestrian Crossings
- Street Greening



12. PUBLIC REALM PLAN Continued..

SCHOOL DROP OFF NETWORK

Option 1 - Mart Road 1

Making use of available land, a linear strip of parking will provide an efficient use of land to maximise car parking spaces.

Option 2 - Mart Road 2

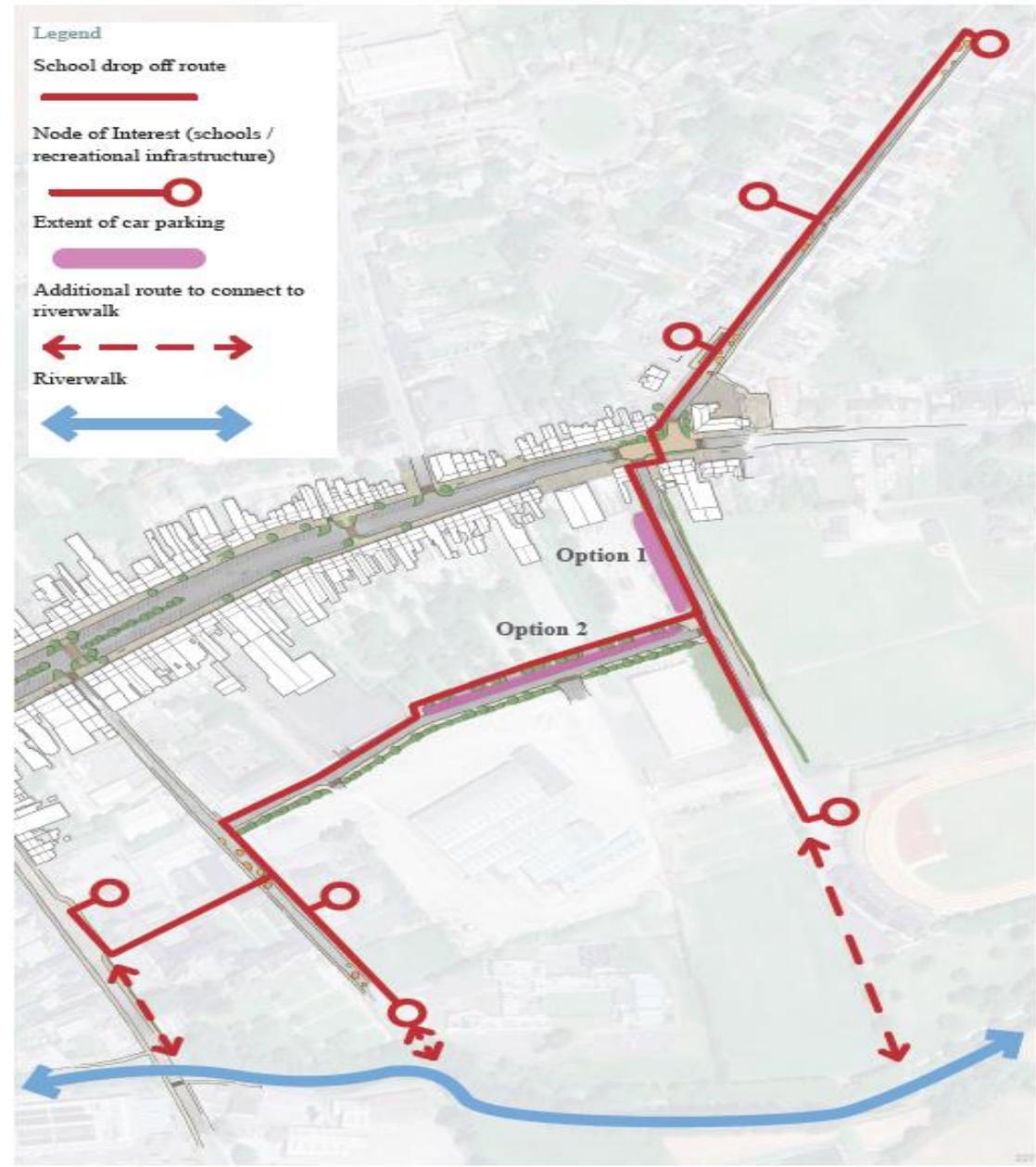
This option is envisioned in two phases, firstly as roadside parking for drop off and pick up and second phase as on road parking for in-fill residential housing opportunity sites. It would require land acquisition but can be provided in tandem with the public realm plan.

Option 3 - Blue Corridor

Strong physical and visual connections will be established between the town park and Castleisland's existing river walk, forming a continuous green corridor through the town. Pathways could be extended to nearby sports clubs, schools, and residential areas. Clear signage and wayfinding will improve legibility and invite exploration.

Option 4 - Private Partnerships

There are a series of potential private landowners along this route, which either have existing car parks or land suitable for development that could function as a drop off / short stay car park or a long stay car park / overflow car park to be used during events or significant events where existing parking provisions within the town are under capacity.





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ARUP

Please visit <https://consult.kerrycoco.ie/en/consultation/castleisland-town-centre-first-masterplan-and-public-realm-plan> or scan the QR code to make a submission and view the Draft Masterplan.

Email Submissions to:

townregenerationunit@kerrycoco.ie

Hard Copy Submissions: Town
Regeneration Unit, Kerry County
Council, Rathass, Tralee, Co.Kerry

Further Information:

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0667183836

Email:

townregenerationunit@kerrycoco.ie

Website:

<https://www.kerrycoco.ie/castleisland-masterplan/>



The public consultation period is open until 25th November 2025