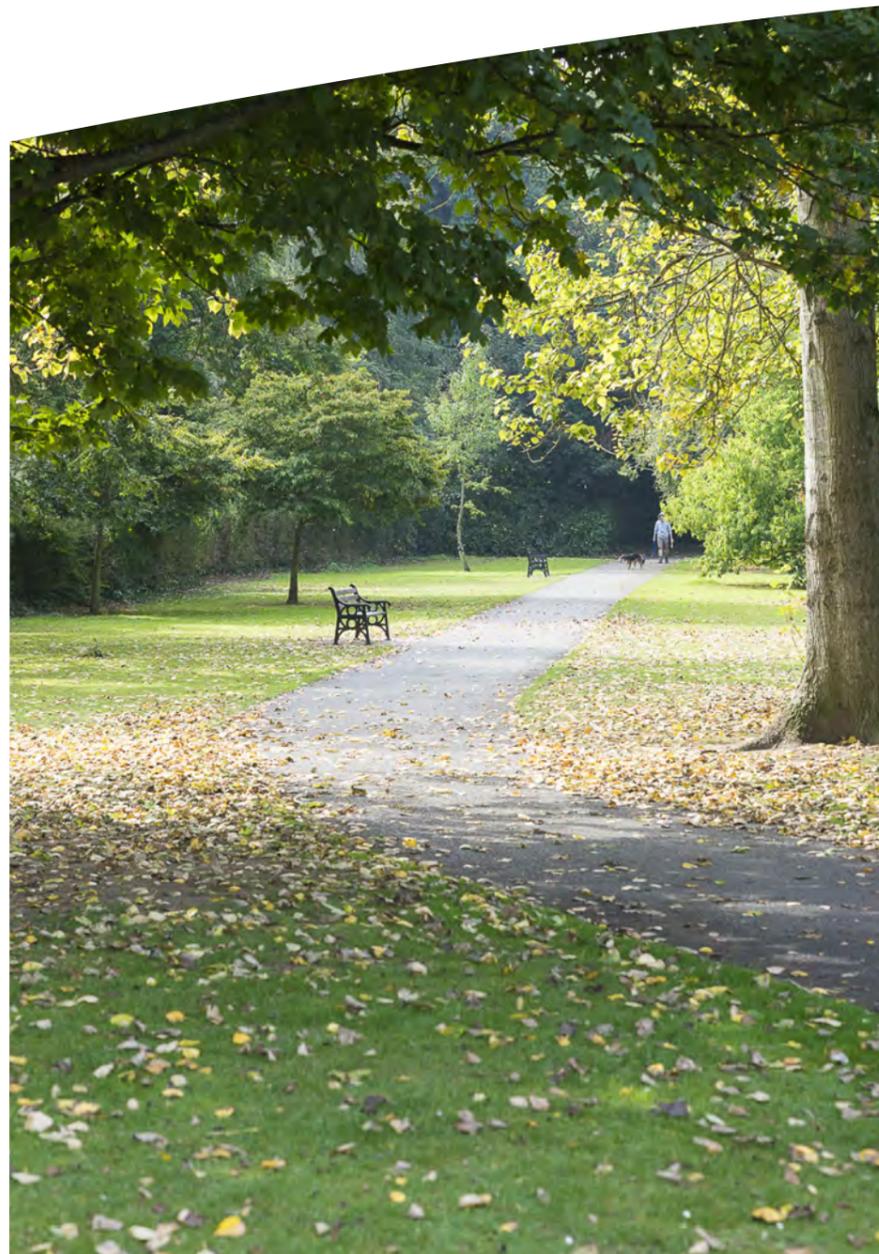




MALAHIDE

PUBLIC REALM STRATEGY





MALAHIDE

PUBLIC REALM STRATEGY

APRIL 2014

County Manager
Paul Reid

Director of Services
Gilbert Power

Senior Planner
Rachel Kenny

Senior Executive Planner
Harry McLauchlan

County Architect
Fionnuala May

Executive Planner
Eoin Moroney

Executive Architect
Celine O'Rourke

Design & Publishing
Technical Section





Section 1: A Public Realm Strategy for Malahide

Introduction	01
Defining the Public Realm	02
Scope of the Strategy	02

Section 2: Malahide's History & Context

Malahide through the Centuries	05
The Key Characteristics of Malahide	05
What does Fingal Development Plan say about Malahide	05
Gathering Information	09
SWOT Analysis	09

Section 3: Engaging with the local Community

Engaging with the local Community	11
Street Survey	11
Stakeholder Workshop No.1	12
Stakeholder Workshop No.2	13

Section 4: Listening to the Young People of Malahide

Listening to the Young People of Malahide	15
Local Schools get Involved	15
School Workshops	16
Presentation of Projects to the Council Representatives and Wider Community	17
Final Presentation & Awards Event	18
Incorporation of Ideas into the Strategy	19

Section 5: The Public Realm Projects

Public Realm Projects	27
Prioritisation of Projects	27
Destination	28
Streetscape	29
Movement	32
Concept Strategy	33
Concept Proposals	36

Section 6: Making it Happen

Key Stakeholders	43
Establishing Priorities	43
Implementation & Monitoring	44
Project Update:	
<i>Destination</i>	44
<i>Streetscape</i>	45
<i>Movement</i>	45

Acknowledgements

47

The Strategy is the product of active community participation and consultation. Its success to date and continued success through the implementation phase is a reflection of the extensive collaboration within the Council and between the Council and a wide spectrum of public and private community stakeholders.

The publication of the Strategy represents the conclusion of the 'plan' part of the process. However it is not the end of the process, and as individual projects are progressed the Council will continue to consult, engage and work in partnership with the citizens of Malahide.

A list of consultees and stakeholders is provided at the end of the document, and our sincere thanks is expressed to all those who participated in the preparation of the Strategy

Appendices

48

1. Survey: Existing Street Furniture: Bins
2. Survey: Existing Street Furniture: Bollards, Seating & Pedestrian Barriers
3. Survey: Existing Street Furniture: Traffic Signage and Lights
4. Survey: Existing Street Furniture: Lighting
5. Survey: Existing Street Furniture: Miscellaneous Signage
6. Survey: Existing Street Furniture: Miscellaneous
7. Survey: Showing Location of Existing Street Trees and Arboricultural Condition





A PUBLIC REALM STRATEGY FOR MALAHIDE

Introduction

Malahide is an attractive and vibrant medium-sized settlement located on the east coast of Ireland, to the north of Dublin City, within Fingal County Council area. The village of Malahide was identified in 2005 as one of 10 locations for which an Urban Centre Strategy (UCS) was to be prepared and this remains an objective of the 2011-2017 Development Plan. A UCS seeks to create a realistic vision for centres to which they apply, for example by providing objectives and frameworks to guide development both generally and in relation to specific sites. Improving the public realm is an important component of any Urban Centre Strategy, where the public realm may be described as streets, footpaths, and other publically accessible open spaces, such as public and civic buildings, as well as privately owned spaces and buildings that support or facilitate public life and social interaction. The definition of the Public Realm and the scope of this Strategy is detailed overleaf.

In the context of Malahide where there is limited scope or availability of large development or opportunity sites, it is considered more appropriate and productive to proceed with a Public Realm Strategy, at least in the first instance. The Public Realm Strategy will identify and focus on the most pertinent issues facing the town/village centre and how the centre interacts with its citizens and visitors.

During the summer of 2012 Fingal County Council completed extensive refurbishment work to Malahide Castle and Gardens, enhancing its draw as a major visitor attraction for both tourists and local residents. This development brought with it commercial and recreational/tourist opportunities and highlighted the need to reinforce links between the Castle and Gardens and town/village centre.

In September 2012 a multi-disciplinary team from within Fingal County Council came together to work with the citizens of the town to develop a Public Realm Strategy for Malahide through a consultative and participatory process. The development of the Strategy marks a new and innovative way in which the planning authority can engage and work with local citizens (including the young).

Over the last 12 months a series of public consultations, street conversations and stakeholder workshops, have taken place with a diverse range of citizens and visitors. This consultation has been instrumental in exploring and identifying the best way to help Malahide reach its full potential. This document 'Malahide Public Realm Strategy' is a result of this dialogue and is an holistic approach to the development of the village and its environs identifying key short, medium and long term projects and objectives that can be implemented by citizens and the Council.



Malahide : General Location



Malahide Castle & Gardens



MALAHIDE PUBLIC REALM STRATEGY : CORE STUDY AREA



Date: Nov 2013 Scale @ A3: 1:3,500
© Ordnance Survey Ireland. All rights reserved.
Licence number 2012/24/CCMAFingalCountyCouncil



MALAHIDE'S HISTORY & CONTEXT

Malahide through the Centuries

Malahide's sheltered location on the eastern coast of Fingal and at the mouth of the Broadmeadow River has attracted human settlement from pre history. The Irish version of Malahide translates as 'Mullach Ide' meaning the hill top of Ide.

Evidence of early settlement in the area can be found at Paddy's Hill (Robswall) where flint finds are attributed to the late Neolithic/Early Bronze Age period. An early church and holywell site at St. Sylvester's RC Church in the village followed in the Christian period. The Norse (Vikings) also settled here and the last Norse king of Dublin Hammund Mac Torkill owned lands near The Grange in Malahide. The Anglo Norman invasion of Ireland in 1170 led to Mac Torkill's surrender and death where upon the Talbot family were given his lands by King Henry II.

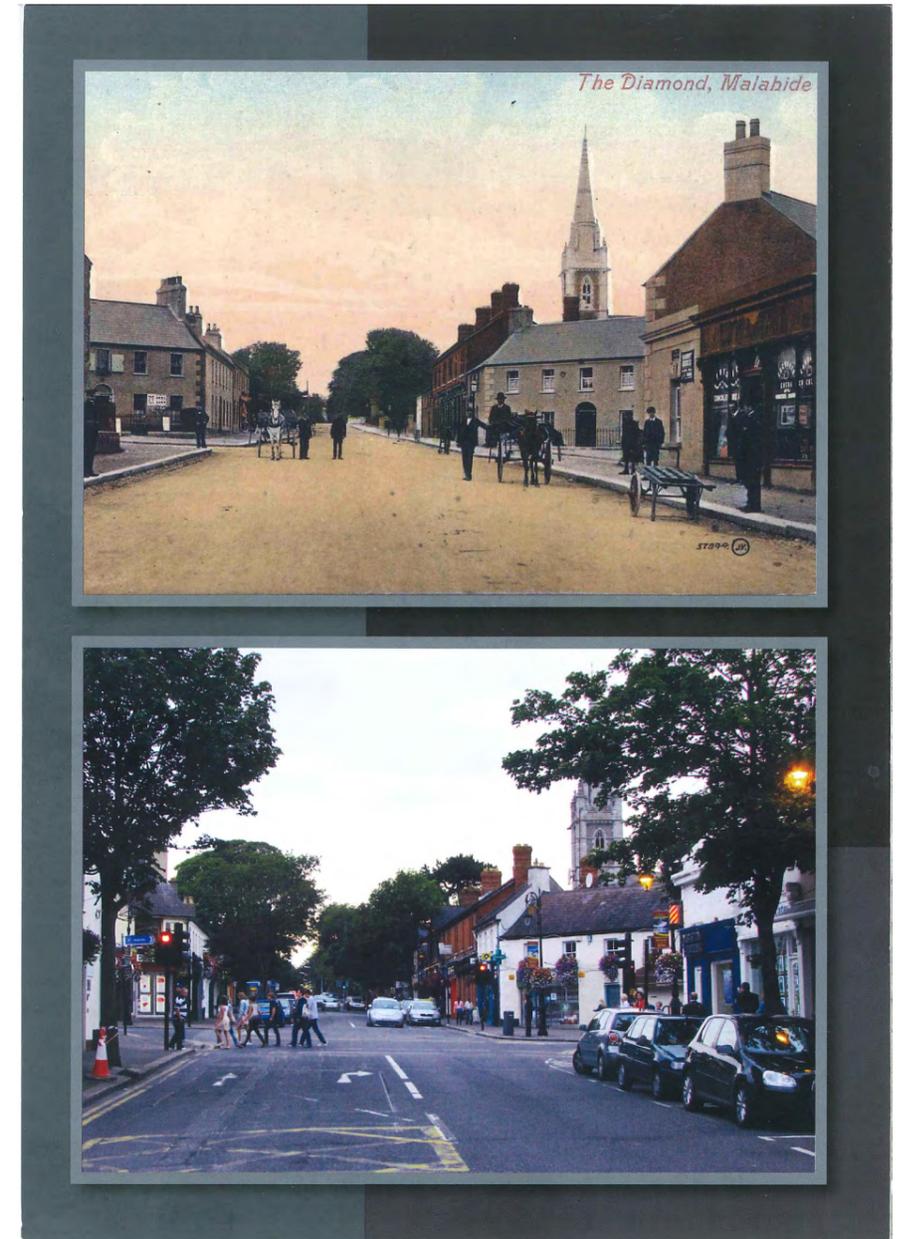
The Talbot family built Malahide Castle and laid out the surrounding demesne as their home which remained so until the end of the twentieth century. Under the Talbots influence the village of Malahide developed and reflects elements of a planned town, evidence of which remains today in the street layout, the terraces and the Diamond. They also built the Casino building as a hunting lodge for guests. By the late 17th century Malahide had achieved Borough status and was a small thriving settlement with a harbour and oyster beds.

Malahide expanded significantly in the 19th century, assisted by the newly opened railway line. The development of the Diamond, and the four roads projecting from it (i.e. New Street, Church Street, Dublin Road, and the Mall) also happened at this time.

Many of the landmark buildings that survive today date from the 19th century. These include:

- St. Sylvester's Church
- St. Andrew's Church
- The Grand Hotel
- Malahide Railway Station and Station Masters House
- Castle Terrace
- Killeen Terrace
- James Terrace
- Windsor Terrace
- Carlisle Terrace

Malahide continued to grow and during the mid to late twentieth century saw its physical boundaries expand significantly to now include extensive residential development to the south, west, and east. As a result of this growth, Malahide has a current population of 15,846. It is a preferred residential location, particularly for people working in Dublin, and has the physical and social needs which accompany such a large population.



Malahide : Past & Present



MALAHIDE'S HISTORIC CORE



Ordnance Survey Map of Malahide c.1872



The Key Characteristics of Malahide

The present character of Malahide derives from the following elements:

- A compact village centre with the Diamond at its centre.
- A busy residential and tourist village with large amounts of local and visitor traffic.
- A commuter village located on the DART line north of Dublin.
- Important community and tourist amenities including Malahide Castle the Castle Demesne, the coast, and the estuary.
- Notable grand terraces of Regency and Victorian houses i.e. James's Terrace, Killeen Terrace, Castle Terrace, Windsor Terrace, and Carlisle Terrace.
- The Marina development (incl. apartments) located at the waterfront.
- Significant pedestrian and vehicular traffic in the central area.



What does the Fingal Development Plan say about Malahide

The Fingal Development Plan 2011-2017 sets out objectives and uses for development within the County. It is a statutory document that is reviewed every 6 years.

Within the Development Plan Malahide is described as a coastal town with a high quality built and natural environment with a special relationship to Malahide Castle and Demesne. The Plan proposes that Malahide develop as a self-sustaining centre through the provision of a range of facilities to support the existing and new populations. In order for this to be achieved, it is vital that the urban centre of Malahide should be strengthened and development concentrated within the town centre that is balanced with the need to conserve its appearance as an attractive and historic settlement and to retain the existing amenities of the area.

Specific Objectives MALAHIDE 3 to 9 of the Fingal Development Plan relate to, and influence the context and parameters of the Public Realm Strategy for Malahide, specifically on the projects identified within Section 5 and Section 6 of the Strategy.

The Public Realm Strategy for Malahide offers a clear opportunity to contribute to this aim and secure the future success of the village and its surrounding area.

Land Uses & Zoning Objectives

The map on the following page is an extract from the Fingal Development Plan 2011-2017. In addition to land use zonings it also shows Specific Objectives relating to Malahide and identifies the location of Architectural Conservation Areas, Protected Structures and the Record of Monuments and Places.

Architectural Conservation Areas (ACAs)

There are 4 Architectural Conservation Areas within Malahide, namely:

- Malahide Castle Demesne
- Malahide Historic Core
- The Bawn, Parnell Cottages, and St. Sylvesters Villas
- Malahide – The Rise

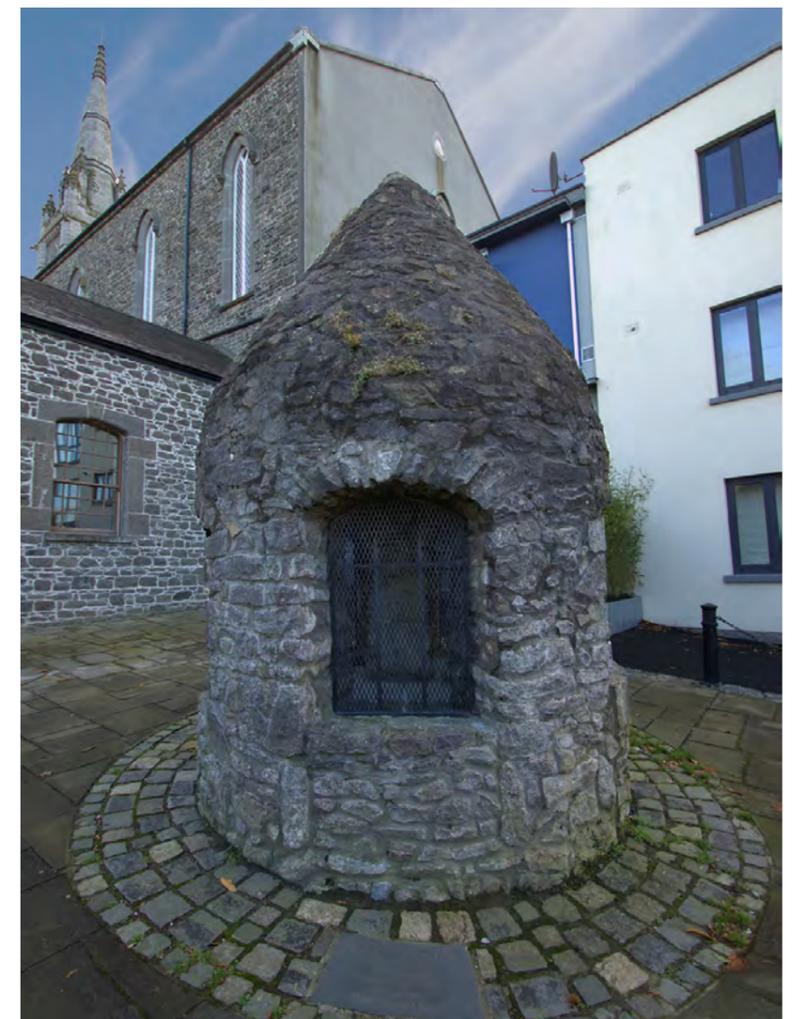
Individual Statements of Character have been produced for each ACA. These serve as guidance documents and show the boundaries of each Area. The ACAs are also defined on the Development Plan Map. The Malahide Historic Core and the Malahide Castle Demesne are the most significant in regard to this Strategy. Works that materially affect the character of an ACA require planning permission.

Protected Structures

Within the boundary of the Public Realm Strategy area there are a number of Protected Structures. The protection extends to both internal and external features. The Protected Structures are listed in Appendix 3 of the current Development Plan and indicated on the accompanying maps by a yellow circle. Works that materially affect the character of a Protected Structure require planning permission.

Record of Monuments and Places (RMP)

There are a number of known archaeological sites and features within Malahide and surrounding area. These are listed in the RMP and are protected by national monument legislation. The Minister for Arts, Heritage and the Gaeltacht must be notified of any works proposed to or in the vicinity of these sites.

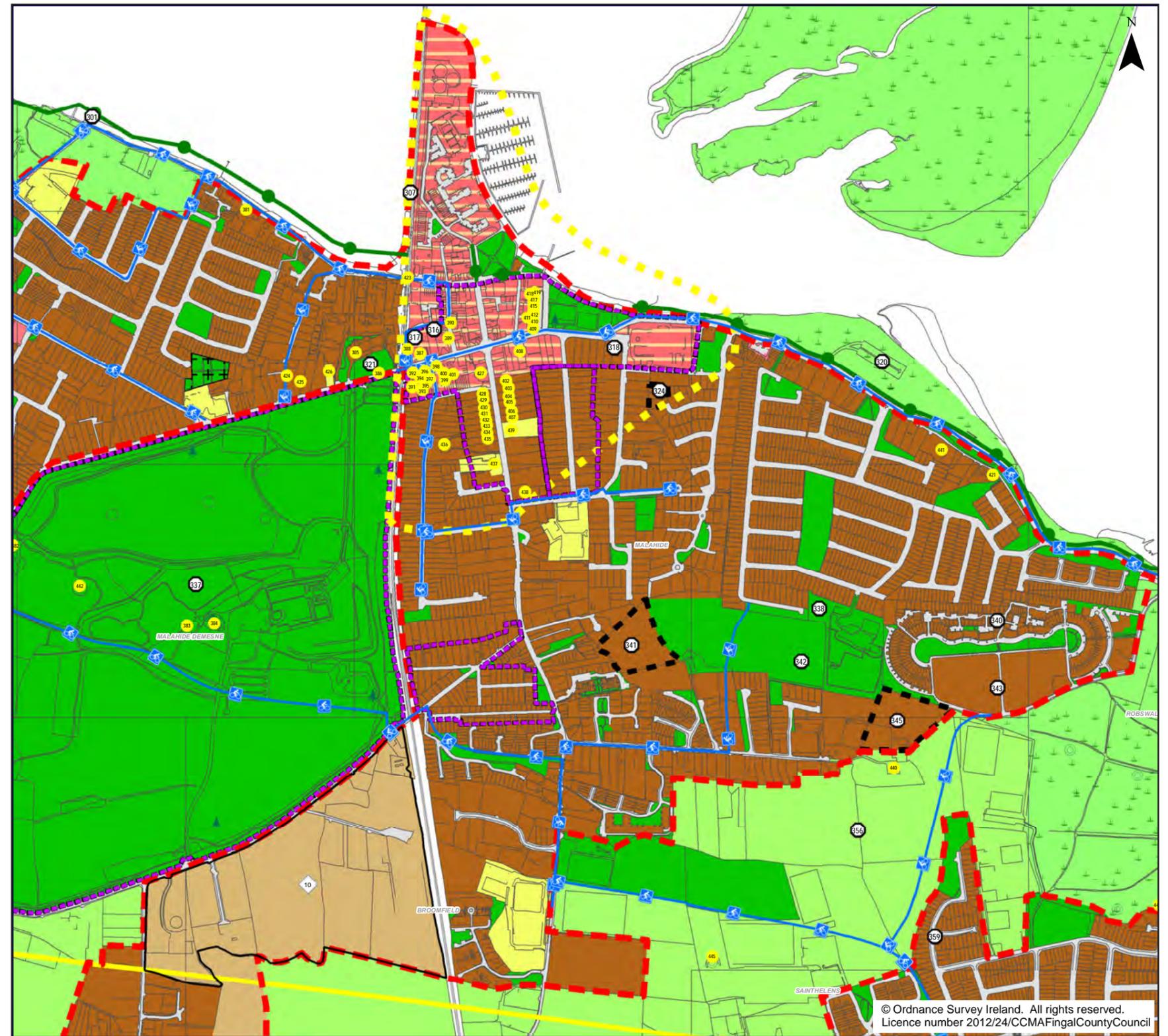


St. Sylvester's Well, Old Street, Malahide



Extract From Fingal Development Plan 2011 - 2017 (Sheet No.9)

Zoning & Specific Objectives	
	Objective CI Provide for and protect civic, religious, community, education, health care and social infrastructure
	Objective GB Protect and provide for a Greenbelt
	Objective GE Provide opportunities for general enterprise and employment
	Objective OS Preserve and provide for open space and recreational amenities
	Objective HA Protect and enhance high amenity areas
	Objective LC Protect, provide for and/or improve local centre facilities
	Objective RA Provide for new residential communities in accordance with approved local area plans and subject to the provision of the necessary social and physical infrastructure
	Objective RS Provide for residential development and protect and improve residential amenity
	Objective TC Protect and enhance the special physical and social character of town and district centres and provide and/or improve urban facilities
	Density Boundary
	Architectural Conservation Area
	Development Boundary
	Indicative Cycle/Pedestrian Route
	Road Proposal
	Preserve Views
	Site Specific Objective Boundary
	Urban Centre Strategy/Study Area
	Inner Airport Noise Zone
	Outer Airport Noise Zone
	Outer Public Safety Zone
	Car Park
	Coastal walk
	Provide for residential development at a density per hectare as shown
	Protect & preserve trees, woodlands and hedgerows
	Protected Structure
	Recorded Monument
	Local Objective



Fulfilling the Requirements of the Habitats Directive

The 2011-2017 Fingal Development Plan indicates the Natura 2000 sites located within the boundaries of Fingal. The Malahide Broadmeadow Estuary, which lies immediately to the north and west of the Malahide Public Realm area, is a designated Natura 2000 site, specifically a Special Protection Area (i.e. SPA), and Candidate Special Area of Conservation (i.e. cSAC). In accordance with the Habitats Directive (Council Directive 92/43/EEC) as transposed into Irish law by the European Communities (Birds and Natural Habitats) Regulations 2011 all plans and projects must be screened for potential impacts on Special areas of Conservation (SACs) or Special Protection Areas [SPAs]. This process aims to establish whether a full Appropriate Assessment pursuant to Article 6 of the Directive is required in any particular case.

As part of the development of this Strategy a separate Screening exercise for Appropriate Assessment has been undertaken in accordance with the Habitats Directive. The Screening Report concludes that the Strategy taken as a whole, individually and cumulatively, is not likely to have any significant direct or indirect impacts on Natura 2000 Sites. The screening report is available as an independent document relating to the strategy.

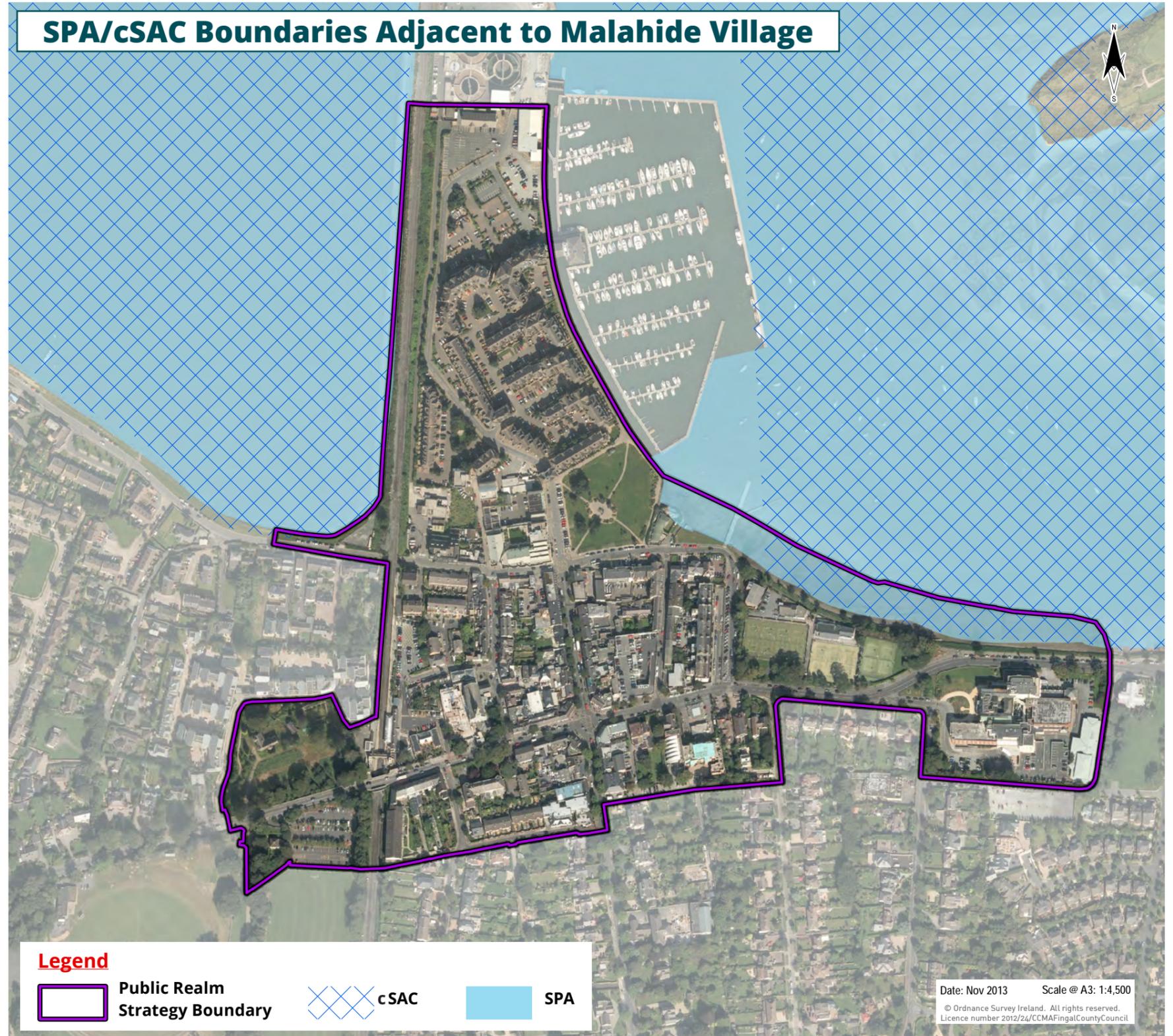
As part of the AA screening it is, however, acknowledged that some of the proposed projects identified within the Strategy because of their potential impact on Natura 2000 sites will require individual Screening as the projects are worked up. Should such Screening indicate that a project, individually or cumulatively, is likely to have a direct or indirect impact on a Natura 2000 site a full Appropriate Assessment will be undertaken to assess the potential impact of a proposed plan or project on the conservation of any Natura 2000 site.

The map opposite shows the boundaries of both the SPA and cSAC and their proximity to Malahide Village and strategy area.

Details of the SPA and cSAC including their full areas of coverage can be found in the Development Plan (Chapter 5). Details can also be obtained from the National Parks and Wildlife Service (www.npws.ie), where detailed descriptions and Site Specific Conservation Objectives can be sourced.



Broadmeadow SPA/cSAC



Gathering Information

To help inform the Strategy, in addition to the public participation exercises detailed in the following Section, Section 3 the Council along with community members also set about gathering information by carrying out a number of surveys.

These surveys included:

- The facades of existing built development showing the nature and state of the building frontages.
- Street furniture showing the nature, quantity and quality of key street furniture including signage, lighting, and seating.
- Street trees showing their location, type and condition of the trees and footpaths.

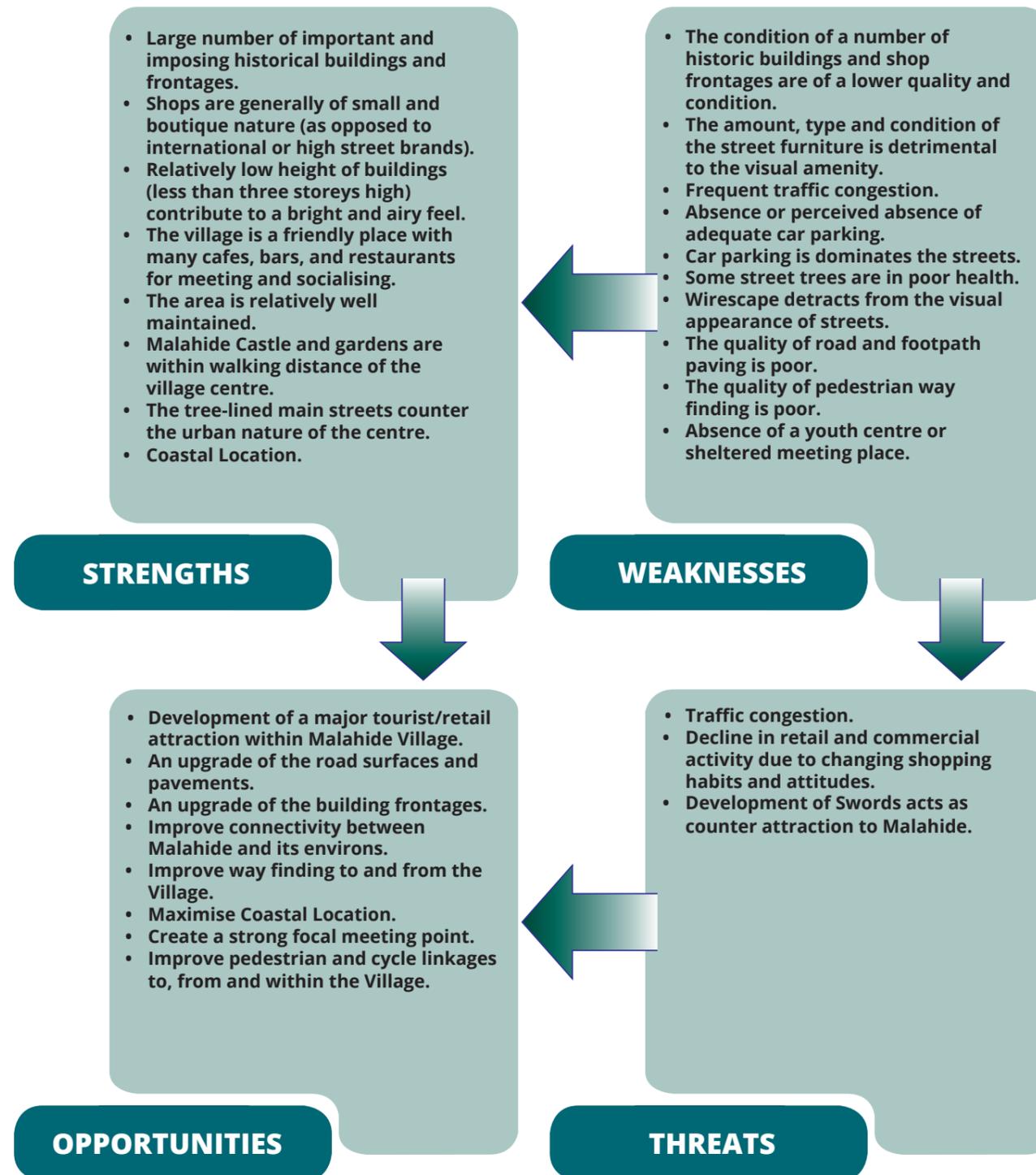
The studies provided a baseline survey of the village and have been used to give a better understanding of the current state of the Public Realm within Malahide village. An audit of the facades of the existing buildings in the village was undertaken along with surveys of existing street furniture and street trees. Further details of these surveys are discussed later in the document, and details given in Appendices.

The surveys along with consultation with a wide range of statutory and non statutory bodies, including local organisations and schools, have been used to highlight strengths and weakness and constraints that exist within Malahide. They highlight the variety of styles of street furniture that currently exists as well as highlighting where the provision of certain types of street furniture is deficient, for example seating and cycles racks. These surveys are effectively audits and will be used by FCC and other organisations to assist in decision making concerned with the rationalisation of elements of street furniture and also to reduce clutter, particularly signage. The Tree Survey also indicates the condition of trees and areas where the footpaths are being compromised and will be required to be addressed over time.

SWOT Analysis

To summarise the issues raised through the various analyses and studies, a SWOT analysis of the Village and surrounding area was used. This technique highlights existing strengths, weaknesses, potential opportunities and potential threats to Malahide. It was then used to develop in conjunction with the public participation process described in the next Section to assist in identifying future areas of interest and importance upon which to focus the Strategy.

SWOT Analysis Diagram

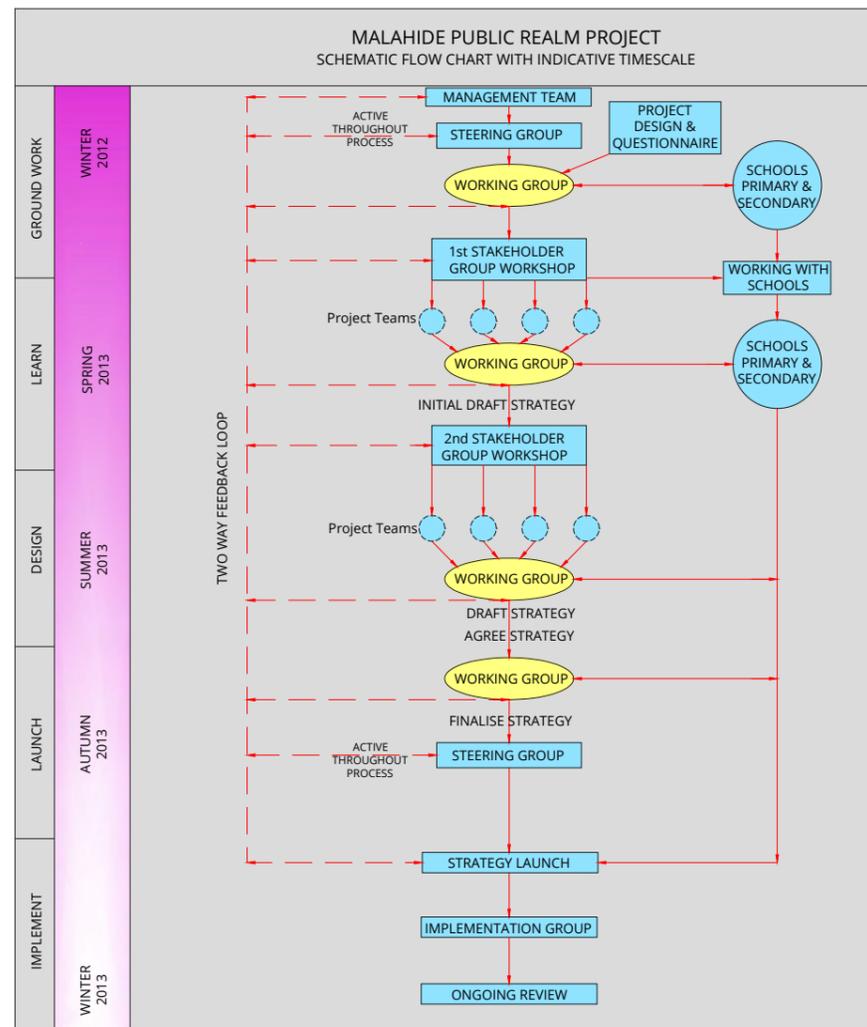


ENGAGING WITH THE LOCAL COMMUNITY

Engaging with the Local Community

Engaging with and obtaining the views of the local community was a critical and innovative element of the project. To achieve a good level of public participation, a multidisciplinary team was established to design an interactive and user-friendly process to engage with the citizens of Malahide. A key principle of the process was to listen, and learn from community-led ideas to improve the village of Malahide. In a separate but interlinked exercise the Council also wished to seek the views of local school children. From the beginning to the end of the process inclusivity, openness and transparency were guiding principles.

A multidisciplinary team of Fingal County Council staff formed a working group and developed a process for engagement, as shown below. The key stages of the project are as follows:



Street Conversation

A simple questionnaire was designed and used by Council staff to find out what people thought of Malahide. During a one day 'street conversation' exercise in December 2012 Council staff members (from planning, architects, parks and engineering departments) invited passerby's to chat to with them and encouraged them to complete the questionnaire. This was an enjoyable day and a total of 424 responses were collected.

Example of a completed questionnaire

5 Quick Questions...
...about Malahide Village...

1. Why are you here in Malahide Village?
 I live here I shop here I work here I am visiting

2. How often do you come here?
 Every day Few times a month Few times a year Rarely

3. What makes you smile about Malahide Village?
It's a great community

4. What makes you cry about Malahide Village?
Seeing shops close - village needs to be maintained as a village

5. How can we make Malahide Village a better place?
More parking & better footpaths

*Please put any other comments you might have on Malahide village on the other side of this page

The results gathered provided an initial benchmark at a point in time, from which the state of the public realm could be established. The results indicated that overall those in the area were generally positive about the Village. Enhancing and maximizing the areas potential rather than radical change was what most people wanted.

A number of issues of concern or interest began to emerge from the 'street conversation' and responses were categorized. From the responses recieved it became apparent that issues raised were broadly concerned with three strategic themes surrounding Destination, Movement and Streetscape.



Stakeholder Workshop No.1 Development of the Strategic Themes

The broad 'themes' identified during the street conversations were used as the basis for the design of the subsequent 'Stakeholder Workshop processes'.

Invites were sent out and sixty Malahide community "stakeholders", i.e. active members of a range of residential, sporting, political, business, societies, age-focused community groups and school teachers operating in Malahide, attended a stakeholder workshop event held in March 2013. At this first workshop, stakeholders were initially asked to consider the extent of the area to be covered by the public realm. They were then asked to give opinions on each of the three identified Public Realm Strategic Themes of Destination, Movement and Streetscape. They considered their meaning and impact on the public realm and identified possible projects within each theme which could facilitate the improvement of Malahide.

The workshops were designed to be relatively informal and ensured that all participants had an equal opportunity to outline their views and ideas (as depicted in the following sample of photos taken on the evening).



Further Exploration of the Three Strategic Themes

Following on from the first stakeholder workshop the three strategic themes were further distilled under each heading and key issues to be addressed were identified as outlined overleaf.



Destination: i.e. the attraction of Malahide both to residents of the village and to visitors, as both a commercial and tourist destination. The following key issues relating to the theme of destination were identified:

- **Awareness** of what is available for visitors within Malahide.
- **Availability of facilities and events** to enhance the visitor stay.
- Ability to **accommodate visitors and citizens** who spend time in the village.

Movement: i.e. the ease and comfort with which pedestrians, buses, bicycles, car and other vehicular traffic move about Malahide. The following key issues related to the theme of movement were identified:

- **Pedestrian** access to/from and within the centre of Malahide.
- **Way-finding signage** for all.
- **Quality of footpaths** – visual and physical state of paths should be improved.
- **Cycle** facilities, including routes and bike shelters.
- **Vehicular** movement within the centre of Malahide.
- **Parking** – adequacy and location.

Streetscape: i.e. the visual aspect and practicality of streets presented to locals and visitors. The following key issues related to the theme of streetscape were identified:

- Provision of appropriate **street furniture** (signage, seating, lighting, bins, etc.).
- **Conservation** of historically and architecturally important buildings and features.
- Improvement of existing **shop fronts and building facades** and guidance with respect to future changes to shop fronts and facades.
- Improved accommodation of **'greenery'** within Malahide village (whether relating to trees, flowers or parks).

Theme Based Project Teams

Participants were finally invited to actively participate with the Council working 'project teams' responsible for developing potential projects under each theme for inclusion with in the Strategy. Three project teams were established based on each of the strategic themes, i.e Destination, Movement and Streetscape. Each theme comprised of members of the local community and included locally based professionals who were prepared to offer their time and expertise to consider in more detail their respective themes and proposed projects which would address the key issues previously identified during 'Workshop 1', with the goal of improving Malahide. The proposed projects would then be presented for peer review at a subsequent workshop (i.e Stakeholder Workshop No.2).

Stakeholder Workshop No. 2 Proposed Projects Peer Review

A second Stakeholder Workshop was held in May 2013 where the individual project teams reported back to the group as a whole. The teams had considered the selected projects to be of value and address the needs of the wider community, however peer and stakeholder review is an essential component of the process. These potential projects were introduced by facilitators, and representatives from the community, rated the projects as being of 'high', 'medium' or 'low' priority, in order of importance. This rating process was used to help determine the perceived beneficial value of the proposed projects. This influenced their inclusion in the Strategy and whether it would be identified as a short, medium or long-term objective within the Strategy's Implementation Section (see Section 6).

It is perhaps worth noting that at the initial stages of the drafting of the Strategy the majority of the projects identified were considered to be high priority with the remainder being of medium priority. Projects of lower priority included youth facilities and taxi facilities. However, these became priorities following consultation with youth groups and school children and consultation with the gardai regarding the issue of taxi queuing in the village.

The photos that follow provide a snap shot of activities at Workshop No.2, where stakeholders examined detailed map based possible projects and considered their relevance and importance for Malahide's public realm.





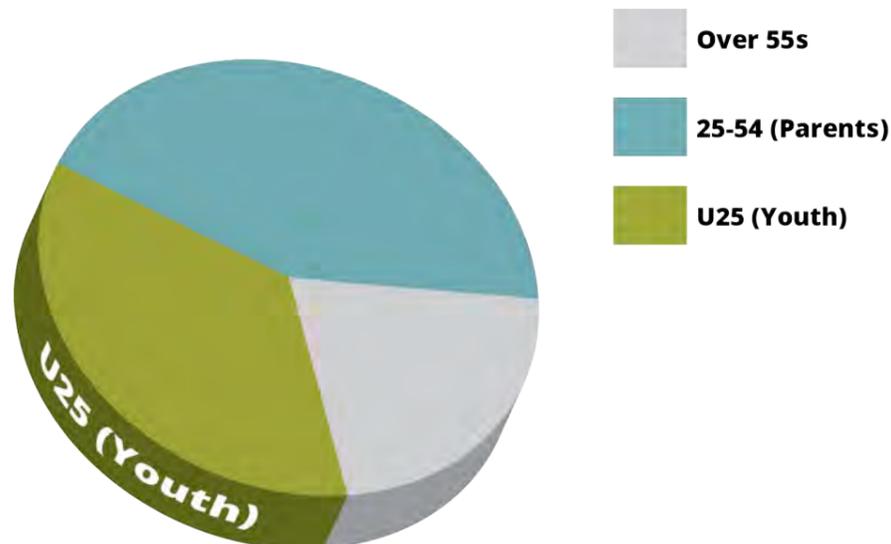
LISTENING TO THE YOUNG PEOPLE OF MALAHIDE

Listening to the Young People of Malahide

Young people provide a unique perspective on how places work and how people interact with their immediate and wide environment.

Fingal has one of the youngest populations in the country, and Malahide is consistent with the county statistics. Of the c.15,800 people who reside in Malahide, approximately 4,000 attend the local schools. 1,097 i.e. 7% of the population are pre-school and c.3,002 i.e. 19% of the population are aged between 5 and 18 years (and as such attending school), with a further 8% aged between 19 and 24 years and potentially school or college going.

As Central Statistics Office figures demonstrate the percentage population comprising the young, i.e under 25 years is high (5,380 people, ie 34%), and when taken in combination with parents of school going children (ie. a significant percentage of those within the 35-44 and 45-54 age cohorts (equating to c.30% of the overall population) this grouping represents the majority of Malahide residents. It is therefore a critical component of any plan for the area that it considers this population.



In an attempt to reach the young people of Malahide and seek their views and opinions a school engagement process was designed to run concurrently with the Stakeholder Workshops. The process was designed to gather opinions the thoughts and ideas of the young residents of Malahide. In doing so it was intended that this would inform and contribute to the Strategy while also raising their awareness of the public realm. This would also provide a valuable learning exercise for all involved giving them the tools and skill-set to continue in the process of engagement between the Council and our young citizens.

Local schools get involved

There are five schools in Malahide: St. Andrews National School, Pope John Paul II National School, St. Oliver Plunkett School and Malahide Community School and St. Sylvester's National School. While all the schools were interested in participating it was agreed that the four schools with senior cycles (i.e 3rd class upwards) would initially participate in the project.

Initial approaches to the Schools were made on an individual basis to explain the background to the proposed Strategy; the role the Schools could play; and the benefits of involvement to the children and their school as well as their value to the overall Strategy. From this initial contact classes from St. Andrews National School, Pope John II National School, St. Oliver Plunkett School and Malahide Community School were selected to participate.

The age range of school children varied from 3rd class primary to 2nd year post-primary (approx. 8 to 16 years of age). Accordingly the delivery of 'teaching' and introducing the projects was adapted to reflect the relative age of the audience. In total approximately 600 pupils were directly involved in the Project.

Who....

2000+/- young citizens of Malahide
(c.600 pupils directly involved)



School Workshops Introducing Design

A series of workshop events with the individual schools; with small group learning exercises to introduce the concepts of design and public realm were held. The pupils were then encouraged to discuss areas, buildings and features within the village and its immediate environs that they either liked or disliked, and their reasons for this. They also indicated what they would like to see retained in the village, what could be improved and what could be introduced to make Malahide better.

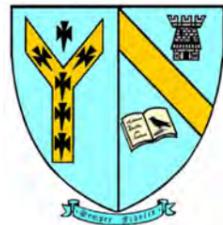
The information received from the first school workshops was analysed, with the opinions and views of the pupils categorised in the context of the 3 strategic themes – destination, movement and streetscape.



**St. Andrew's
National School**



**Pope John Paul II
National School**



**St. Oliver Plunkett
School**



**Malahide Community
School
(Pobalscoil Íosa)**

Seeking the Views of the School Children

The views of the children were sought in a manner to engage in a meaningful and understandable way for their age, as illustrated below.



Mapping likes & dislikes



Introducing concepts of design



School Visits

Project Initiation

A second series of school visits were undertaken, and exercises on a class by class basis carried out. The purpose of these visits was to let the children know that we had listened to what they had told us at the first Workshop, and through the use of slides we explored their initial ideas using destination, movement and streetscape. We then asked them through class work, to chose a theme, and develop projects around that theme.

To facilitate maximum creativity the children were encouraged to work together as part of a small group or part of an overall class project to develop their ideas collaboratively. The collecting of photographs and the use of mood boards was encouraged as a way of stimulating ideas. They also used other methods such as essays, making of models, drawings, and poems.

Monitoring Project Development

Following on from the first round of classroom visits, a second visit was made to the individual classes within the Schools to review the on-going work as projects developed. This was intended to facilitate on-going interaction and the sharing and testing of ideas between the professional designers and the young designers in the schools.

Review of Projects

When the projects were completed the pupils were given the opportunity to present their work to senior representatives of the Council staff. The children involved were encouraged to explain in detail the background to their individual projects, the work involved in developing their ideas and how there ideas would contribute to the public realm.

Following individual school presentations all the projects were taken to County Hall where they were reviewed in more detail with particular consideration given to how some may be incorporated into the Public Realm Strategy.



Pupils of Malahide Community School are seen developing their ideas for a new Malahide Community Centre. They immediately identified this as a deficit in community infrastructure; the key task therefore was to identify a location and potential design philosophy.



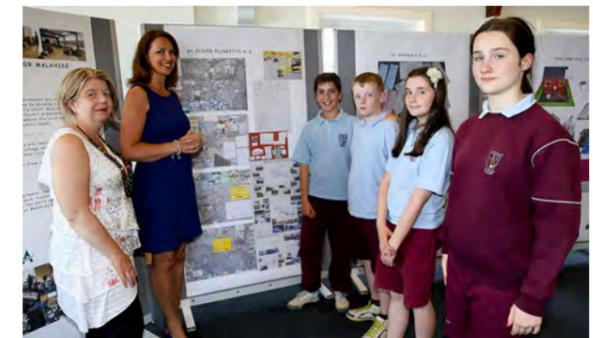
The 3rd Class students of St. Oliver Plunkett School created a Model of New Street, showing its full potential as a pedestrian priority area with underground parking beneath Marina Green.



St. Andrew's School pupils presenting and reviewing their school projects; here they developed the class's vision for Malahide using a mood board to show their ideas.

Presentation of Projects to the Council Representatives and Wider Community

The 'Schools Project' generated a significant amount of creative output by the children from all four schools. A public exhibition showcasing the work was displayed in Malahide Library from 7th June 2013 to 21st June 2013. This comprised a static display of work as well as a rolling 'slide show' on television.... much to the delight of proud children, teachers, parents and family. Images below are taken from the launch of the exhibition.



Final Presentation & Awards Event

In addition to the Public Exhibition, children representing each school were invited to County Hall to present their work to the County Manager, local Councillors, council staff and representatives from a number of organizations, including Dublin Airport Authority who funded the event. A number of projects were identified as meriting the DAA sponsored prize, having their work developed by professionals for inclusion in the final document. Each participating school as well as the individual participants received a Certificate of 'Young Designer', with those in attendance being awarded them by the Deputy Mayor and DAA representative on the day.



Final Presentation, Council Chamber, Swords



Images from the Final Presentation in the Council Chamber, Swords



Project Winners



Incorporation of Ideas into the Strategy Document

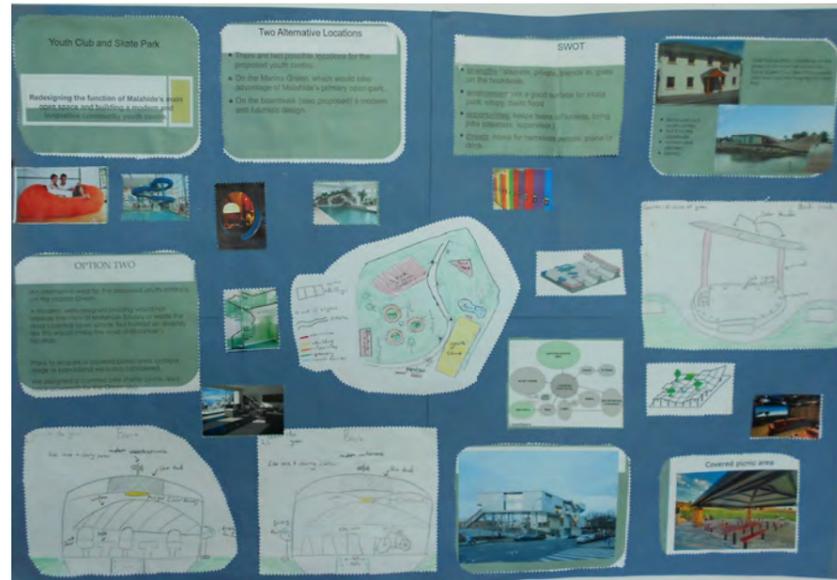
The Schools Project has informed the overall strategy in a number of ways. In its most general sense it has provided a valuable insight into how the young people of Malahide view their Village and signaled improvements that they would like to see made. This insight has been used to inform not only what projects come forward in future but importantly influence how policies and projects are developed and implemented for the benefit of young people in the first instance and then the wider community. More specifically, 2 winning projects from local 6th class students and complimentary and related projects from 2nd year students, have been taken and developed professionally for inclusion into the Strategy (this being the prize sponsored by the DAA). The award winners are pictured above.

The concept proposals advanced by the children are shown overleaf and on the following pages. The desire to see them developed in principle is detailed later in this document (Sections 5 and 6).



SECTION 4

School project one - Proposed Marina Green (Malahide Community School, 2nd Year Geography Students - Sponsored by DAA)



School/Class Presentation Boards



Representatives of Malahide Community School presenting their class's work



Sheltered Event Space

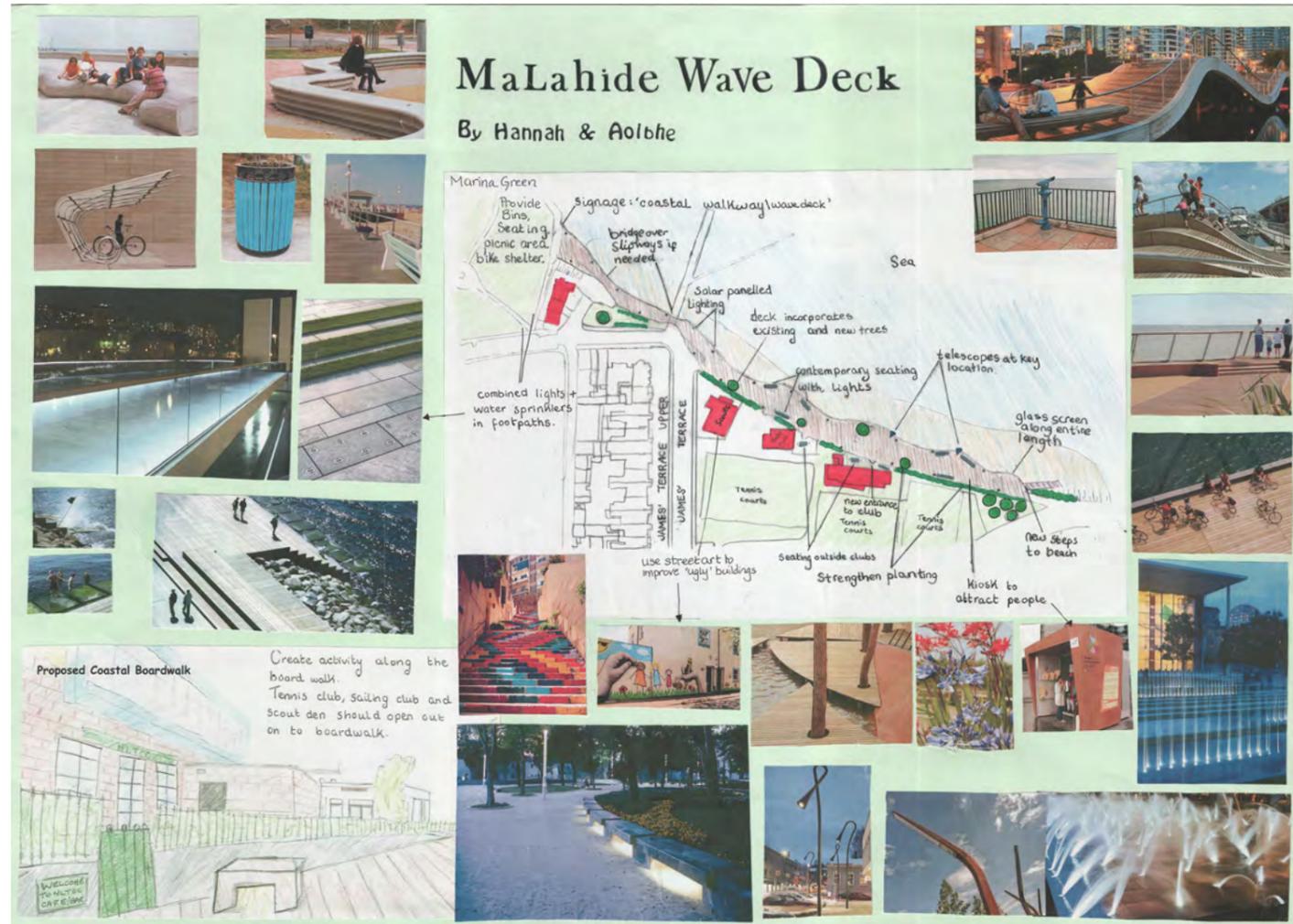


Existing Marina Green

Concept proposal for Marina Green



School project two - Proposed Wavedeck ("Young Designer" Award Winner 2013 - Sponsored by DAA)



Presentation Board developed by students

The Existing Coastline



Aoibhe Murphy & Hannah Egan, St. Oliver Plunketts School, 6th class



Concept proposal for Coastal Boardwalk/Malahide Wave Deck



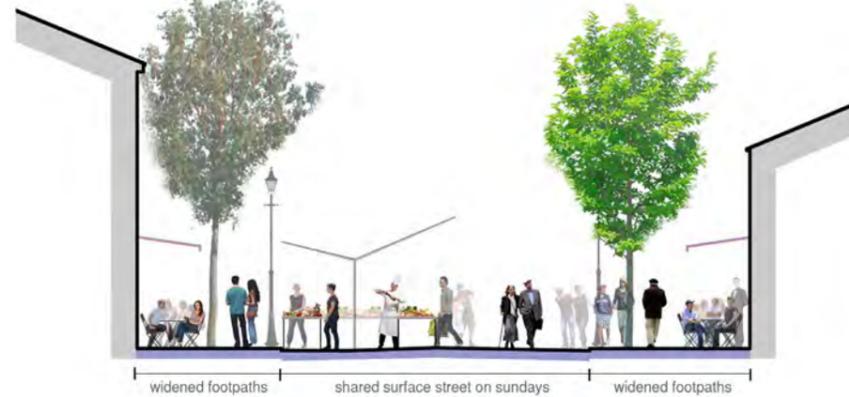
School project three - Improved Pedestrian & Cycle Facilities ("Young Designer" Award Winner 2013 - Sponsored by DAA)



Presentation Board developed by students, Ronan Allen & Jeff Bowers



The school project selected, mirrored other projects carried out by different classes in each of the schools - in particular 5th class St. Oliver Plunketts and 2nd year geography students MCS. New Street Malahide was chosen to present a typical section and visual aid, representing the possible improvements to the streetscape if cars were not allowed to dominate.



Concept section of Main Street, weekend market



Concept image for weekend market on New Street



Plan view of New Street (1:1000 @ A3)

Concept Plan, New Street



Concept proposal for New Street



widened footpaths

car parking

shared surface street



THE PUBLIC REALM PROJECTS

Public Realm Projects

Through the public engagement process (as outlined in the previous sections) a number of projects have been identified as being a priority or of critical importance for the improvement of the public realm within Malahide, and these are detailed in the tables on the following pages. While there is undoubtedly multiple benefits relating to the various projects identified for ease of readership the Strategy continues to consider them under the lead themed heading, i.e. Destination, Movement and Streetscape. These projects and their implementation represent key steps in the development of Malahide's Public Realm Strategy.

Prioritisation of Projects

As outlined in the consultation process, and as a result of the extensive and iterative involvement of the key stakeholders when the final draft list of potential public realm projects were presented to the full gambit of stakeholders at the final workshop in June (2013) all of the projects identified and developed up by the working groups were considered to be of merit and it was difficult to prioritise one over another. This had to a certain extent been unexpected although was a great vindication of the consultative workshop approach. To this end, therefore the projects have not been ranked in terms of priority or anticipated date of delivery, but rather the lead driver or proponent who would be responsible for advancing the delivery of project is identified in this section while Section 6 of the Strategy briefly outlines advancement to date on some of the potential 'quick win' projects as well as next steps to be taken in those projects which fall within the Council's remit.



Malahide Public Realm Strategy Projects

The Malahide Public Realm Strategy and the projects within this Strategy are now detailed.

Destination (D)

Projects listed under Destination, have the key aim of raising and promoting Malahide as a place to visit, live and do business. These projects include raising the awareness of what Malahide as to offer generally through marketing, the provision of local and visitor information, and raising the quality of local and visitor experience. Projects will also include audits of facilities currently available within Malahide; ways of maximising the coast and estuary; maximising opportunity sites; dealing with 'eyesore'; sites and providing an enhanced welcome to persons visiting Malahide as well as providing a better experience for visitors once they've arrived and for residents through the provision of better signage information route ways etc. A number of the projects are overarching in nature, in so far as they will depend upon other projects and reinforce improvements in movement and streetscape. However individually and collectively the implementation of the projects will contribute positively to the enhancement of Malahide's public realm.

	Action issue	Project	Benefits of the project	Lead Driver of project(s)
D1	Awareness of offer	Development of a single/co-ordinated Malahide Brand.	Ensure that Malahide is marketed in a consistent and positive manner.	Chamber of Commerce/Tidy Towns/ FCC
D2	Awareness of offer	Audit existing events calendar, and explore the feasibility of expanding future events' calendar/offer.	Potential to increase range of events within Malahide.	FCC, Chamber of Commerce/Shannon Heritage
D3	Awareness of offer	Explore different avenues for marketing and promoting Malahide at a destination.	Utilise modern and traditional forms of marketing and information dissemination (incl. social media, 'tourist buddies', town twinning, etc.).	Chamber of Commerce/Shannon Heritage/ FCC (overlap with App development, D4 below)
D4	Local and visitor information	Investigate the development of an App which highlights accessibility of Malahide and associated attractions.	Encourage people to explore and discover the village.	Chamber of Commerce/Shannon Heritage/FCC
D5	Raise the quality of the visitor experience	Design and develop a series of themed walks e.g. based on natural and historic attractions.*	Increase the awareness of and maximise utilisation of Malahide's attractions, incl. improved signage.	FCC, Malahide Historical Society/ Malahide Tidy Towns, etc.
D6	Facilities	Conduct an audit of existing tourist and leisure facilities for locals and visitors.	Provide an opportunity to identify and respond to gaps in recreational/leisure offer.	Chamber of Commerce, Malahide Tidy Towns/ Malahide Community Forum, Schools, etc.
D7	Facilities	Provide sheltered meeting place(s) for residents and tourists.	These meeting places will guarantee users of the Public Realm dry and pleasant locations to meet and socialise.	Potential for public or private lead on specific projects (involvement of schools will be an important factor)
D8	Coast and Estuary	Explore ways to maximise opportunities to enhance the coastal attraction of Malahide.*	Help the residents and visitors to enjoy the coastline experience.	FCC/Private Interests – link with movement strategy projects such as Fingal Coastal Walks and cycle networks.
D9	Opportunity sites	Encourage and facilitate the optimum use of vacant or under-utilised buildings or spaces.	Reduce vacancy and allow all sites within the village to contribute positively to the resident and visitor experience/visual amenity.	Chamber of Commerce/ Individual site owners/ FCC
D10	Eye sore sites	Encourage and facilitate the aesthetic enhancement of less attractive sites/buildings.	Remove 'eye sore' sites within the Public Realm (as part of Streetscape Enhancement).	Chamber of Commerce/ Individual site owners / FCC
D11	Visitor welcome	Use distinctive features at entry points to the village.	To help to enhance and promote Malahide as a tourist destination.	FCC/ Tidy Towns/ Malahide Chamber/ Malahide Community Forum, etc.

* Prior to the advancement/implementation of any project directly or indirectly relating to development or expanded activity which may potentially impact on the coast/estuary, being a Natura 2000 site, will require at minimum Habitat Directive Assessment (HDA) Screening. Development which adversely impacts on any protected habitats or species will not be advanced.



Streetscape (S)

To inform the nature and extent of projects to enhance Malahide's streetscape a series of audits of the existing components of the streetscape was undertaken and are available as Appendices to the Strategy. An overview of the audits is provided overleaf.

Streetscape projects listed opposite focus on the need to develop strategies to ensure that improvements to buildings, street furniture and signage are undertaken in a comprehensive and co-ordinated manner to enhance the public realm. This for example will include Guidance to enable a rationalisation and development of distinctive signage for the town both to aid direction and impart historical information. In addition other more site specific projects are the development of plans for the Coastal Walkway and the Green at the Marina.

** Prior to the advancement/implementation of any project directly or indirectly relating to development or expanded activity which may potentially impact on the coast/estuary, being a Natura 2000 site, will require at minimum Habitat Directive Assessment (HDA) Screening. Development which adversely impacts on any protected habitats or species will not be advanced.*

	Action issue	Project	Benefits of the project	Lead Driver of project(s)
S1	Buildings	Create a Design Guide for the building facades including shop-fronts (commercial) and terraced residential.	Ensure that these buildings present a practical and attractive front to users of the Malahide Public Realm.	FCC, Tidy Towns, Chamber of Commerce, etc.
S2	Buildings	Create a Design Guide for lighting and wirescape information for businesses.	Maximise and enhance the visual amenity and ACA character of the village.	FCC, Tidy Towns
S3	Street furniture	Create a Design Guide for street furniture (seating, bins, bollards, lighting etc.) for Malahide.	Ensure that the delivery of street furniture contributes to the Public Realm, and facilitate the removal of visual and physical clutter.	FCC, Tidy Towns, (potential Schools projects)
S4	The Green at the Marina	Develop a landscape plan and usage strategy for Marina Green.*	Maximise and capture the opportunities which exist at this village centre location, with coastal views, etc.	FCC (Refer to Schools Project- Young Designers)
S5	Signage	Develop a signage strategy (including historic and cultural signage) for Malahide (co-ordinate with Movement and Destination signage projects).	Provide for visual consistency and coherency of information and improve awareness and knowledge of the village's rich history and cultural past.	FCC, Malahide Historical Society, Tidy Towns, Chamber (Overlaps with Movement and Destination signage projects)



Building Facades:
Seek to ensure buildings present a practical and attractive frontage.



Wirescape:
Seek to reduce unnecessary wirescape that can be visually detracting from the aesthetic of buildings and streetscape.



Street Furniture:
Seek to reduce clutter and provide appropriate furniture at suitable locations.



Marina Green:
Seek to rejuvenate and maximize the potential of Marina Green.



Signage:
Seek a reduction, better co-ordination and design of signage generally to avoid clutter and improve way finding.



Existing Street Furniture & Tree Survey

Street furniture contributes to amenity and enjoyment of the public realm as well as to the visual appearance of an area. However inappropriate design, a multiplicity of different designs or quality can detract from the public realm. To assist us in formulating a view on how to understand and improve the situation an audit of street furniture (including street trees) was undertaken by Fingal County Council and Street Furniture Project Team. An overview of data recovered is shown on the map opposite with details provided in the Appendix (Maps 1-7). The Survey provides a benchmark and begins to indicate areas where certain provision of furniture may be deficient or conversely shows areas where there is an apparent cluttering of street furniture detracting from the visual appearance or functionality of the area. This baseline data will assist in assessing future provision or replacement of street furniture and in the case of the trees begin to identify instances where existing trees are/may cause future uplifting of footpaths and where appropriate measures will need to be taken feeding into the proposed Guidelines to be produced (Ref. Streetscape Projects S3 and S5 in particular).





Malhide Public Realm Strategy

Legend

-  Interpretive Signs
-  Garda Parking
-  Malhide Demesne
-  Parking Signs
-  Traffic Signs
-  Lighting
-  Public Benches
-  Railing / Pedestrian Barrier
-  Bollard Line
-  Bus Stop
-  Esb Box
-  Miscellaneous Signs
-  Parking Meter
-  Phone Box
-  Post Box
-  Telegraph Pole
-  Traffic Lights
-  Tree
-  Water Pump
-  Bollard (single)
-  Bins

Movement (M)

The key aim of the projects noted hereunder relate to an agreed need to improve the pedestrian and cyclist environment (incl. footpaths, crossing points and awareness of the cyclist as a legitimate road user) and to address concerns and adverse impact of traffic congestion, lack of vehicular traffic free flow at key pinch points and to provide a co-ordinated and comprehensive review of car parking provision (ease of access and use) within the Malahide. While some proposals require relocation of existing car parking places it is not the intention to reduce the overall number of spaces available to those travelling by car to the village but to redress the imbalance between parking spaces and traffic free flow and pedestrian/cyclist safety and enjoyment.

It should be noted that the issue of pedestrian and cycle movement was a priority for all school children involved in the project and for the associated school bodies. Having regard to the significant number of people that this includes, i.e. some 3000 plus children and inevitably parents and younger siblings involved in school runs. It is estimated that approximately one third of Malahide's population is involved and impacted upon each school morning and afternoon and that it should be a priority to improve these journeys making them safer and possible to carryout by walking or cycling. This would have a significant advantage within Malahide village which struggles to accommodate the level of vehicular traffic at these times. Many of the Movement Strategy Projects listed below reflect the ideas and aspirations advanced through the schools workshops and have been supported and endorsed by the Chamber of Commerce, and community at large.

All material amendments to the road network or parking arrangements will be subject to detailed design, traffic impact assessment and Habitats Directive Assesment Screening, as applicable. It will be a priority within a short-term time frame to develop a scheme upon which the appropriate planning consent can be obtained, and to thereafter seek funding for the projects on a phased basis. Further detailed assessment of such projects will be required and public consultation in respect of the detail of the movement strategy proposal(s) being advanced. The projects will be designed as an integrated and complementary package of road and footpath improvement measures, with a consistent design philosophy and palette of materials (reflecting the character and ACA status of Malahide village).

	Action issue	Project	Advantages of the project	Lead Driver of project(s)
M1	Traffic movement: Main Street and Church Road	Optimisation of road use and widening footpath, potentially involving relocation of parking spaces along north side of Main Street and east side of Church Road adjust road markings to give priority to traffic leaving village.	Improve traffic and pedestrian safety and free flow thereby easing access in this central area, and ease congestion and improve amenity at the Diamond.	FCC
M2	Pedestrian movement: Pedestrian priority at The Diamond	Improve pedestrian environment and movement at the Diamond, providing additional space and time for pedestrians crossing this junction.	To promote and prioritise pedestrian movement and re-establish the Diamond area as the heart of the village.	FCC
M3	Cycle Lanes	Make provision for cycle lanes through the village particularly along the Coast Road and from Seabury/ Yellow Walls Road. *	To help facilitate and promote the use of bicycles within Malahide.	FCC (could be developed in conjunction with Swords-Sutton Cycle network and Fingal Coastal Walk)
M4	Cycle Racks	Provide bike racks at suitable locations within the village including Marina Green, Malahide Library, Supervalu, etc.	Help facilitate and promote the use of bicycles within Malahide. There is a further opportunity to include proposals for bespoke bike racks (as presented in schools projects).	FCC (Fingal Arts Office will assist in the advance-ment of schools projects for bike racks as a form of street art)
M5	Parking: Bridgefield Car Park	Improve the efficiency and effectiveness of Bridgefield carpark to act as a viable and attractive village carpark by reorganising the existing layout, egress and payment arrangements, and enhancing capacity at this location.	Address in a more appropriate and sustainable manner the car parking requirements of village users travelling by car.	FCC
M6	Traffic: Train Station	Liaise with Irish Rail to develop a one way system for the DART car park.	To encourage the free flow of traffic within and in the area of the station especially at rush hours.	IE/FCC (medium-long term time horizon)
M7	Pedestrian movement: Old Street	Improve and promote pedestrian movement along Old Street. *	Enhance pedestrian experience and facilitate increase pedestrian footfall.	FCC (potential linkage with proposed Broadmeadow (Malahide-Donabate) Walk)
M8	Pedestrian movement: Ped. Crossings	Provide build-outs at key locations/ pinch points - incl. a) Old Street b) Strand Street c) James Tce, d) Townyard Lane.	To provide more pedestrian space at road crossing points to improve safety and amenity for footpath users.	FCC



Concept Plan:

Malahide Public Realm Strategy

A key outcome of the Public Realm Strategy was to enhance Malahide's public realm in a manner which was attractive to visitors and residents creating a quality destination and which also identified improvements to better provide for vehicular, cyclist and pedestrian movement once in the village. In order to show the potential benefits of the proposed improvements which are listed in the preceding tables, key streets within the core village area were considered in greater detail e.g. Main Street, The Mall, Church Road, and New Street.

Following agreement on the list of projects to be included in the Strategy, a concept plan was prepared. This concept plan illustrated on the pages overleaf, has been prepared to visually demonstrate the potential improvements to the street and road layout of Malahide which focus on improvements to pedestrian and cycle movement and public realm environment. As well as an overall plan typical sections and mood board for the key streets were also developed. It is important to emphasize however that the plans and drawings are schematic and conceptual in nature and are intended as a visual aid rather than a prescriptive and definitive plan.

	Action issue	Project	Advantages of the project	Lead Driver of project(s)
M9	Traffic/ Pedestrian movement: Strand Street	Improve traffic flow and widen the footpath for pedestrian movement (through potential relocation of a discreet number of car parking spaces along street)	To facilitate enhanced pedestrian and traffic movement along Strand Street.	FCC
M10	Pedestrian movement: Bisset's Strand/ Strand Street	Alleviate and ameliorate traffic constraints along Bisset's Strand and at the bridge under the railway line at Strand Road . *	Promote pedestrian movement along Strand Street and link the coast, village and the Estuary and proposed Broadmeadow Walk over the Estuary and Sutton-Swords cycle route.	FCC (consult with IE) – requires prioritisation.
M11	Pedestrian movement	Provide traffic calming along the approach from the Green onto James's Terrace, and improve pedestrian/ cycle network and link along the Coastal Walk Way. *	To reduce traffic speeds in this area and thereby ease pedestrian movement and vehicular conflicts at this key coastal location in the area. Opportunity to improve amenity to rear of Scout Den, Tennis Club (Ref. Winner of Young Designer Project)*.	FCC
M12	Traffic Movement: New Street	Explore opportunities, if any, through the rationalisation and/or expansion of the one-way traffic system in the village.	To ease pedestrian and vehicular movement along New Street and locations where conflicts exist between vehicular traffic and cyclists.	FCC Assessment to be prioritised, albeit implementation of all recommendations may be medium-longer term.
M13	Pedestrian movement: Townyard Lane	Investigate the possibility of a shared surface along Townyard Lane and prioritise the pedestrian feel of the Lane, and link to The Green.	To facilitate commercial and social activity within Townyard Lane by creating a more pedestrian-friendly environment.	FCC Assessment to be prioritised, albeit implementation of all recommendations may be medium-longer term.
M14	Pedestrian movement from village and schools to Scout Den, Tennis Club and Grand Hotel	Provide pedestrian island/improve pedestrian crossings between a) James's Tce Upper and Lower. b) The Rise and Mall/tennis club. c) Grand Hotel and village and Coast.	Improve pedestrian and cycle safety and access to key recreational facilities.	FCC – short term priority, having regard to numbers of school children adversely impacted upon.
M15	Car Parking	Explore the requirement for, and location of, additional sustainable parking to serve Malahide.	To improve parking provision at appropriate locations serving the village.	
M16	Comprehensive review of taxi queuing and taxi stand requirement	Identify a long term parking area for taxis, incl. a dedicated 24hour taxi rank in lieu of the shared taxi rank and loading bay on New Street.	To provide dedicated parking for taxis to free-up loading space and road space in the Village.	FCC (in conjunction with Gardai and taxis).

* Prior to the advancement/implementation of any project directly or indirectly relating to development or expanded activity which may potentially impact on the coast/estuary, being a Natura 2000 site, will require at minimum Habitat Directive Assessment Screening. Development which adversely impacts on any protected habitats or species will not be advanced.







legend

-  Existing estuary
-  Existing buildings
-  Existing green spaces
-  Dublin - Belfast rail line
-  Existing street tree locations
-  Proposed paving treatment to The Diamond and New Street
-  Proposed shared surface to Townyard Lane
-  Proposed pedestrian crossing locations
-  Proposed on-road cycle lanes
-  Proposed widened footpaths
-  Proposed bus stop locations
-  Proposed car parking locations
-  Proposed loading bay locations
-  Proposed street tree planting

0m 50m 100m

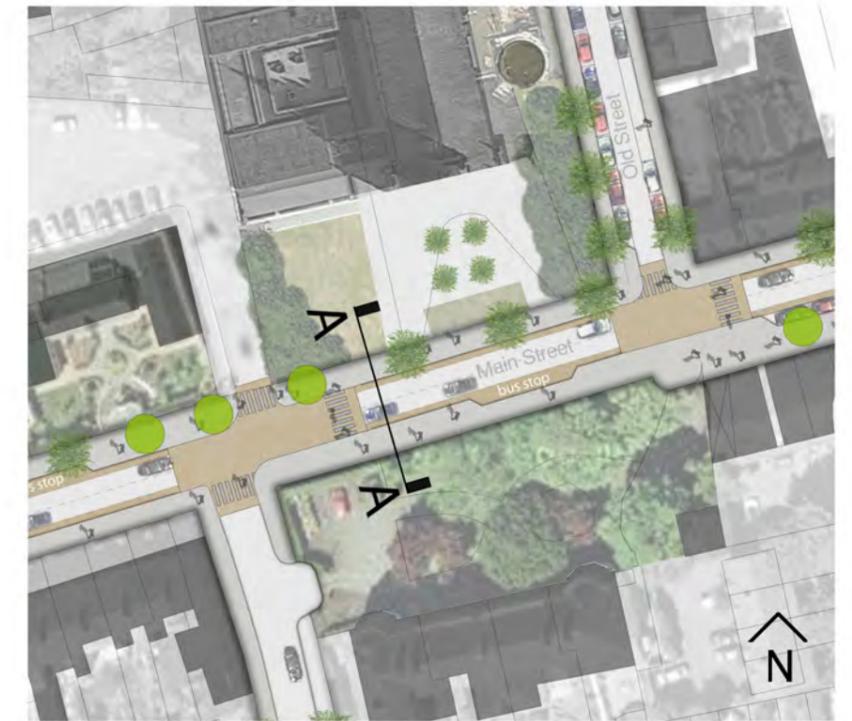


concept plan

malahide public realm strategy

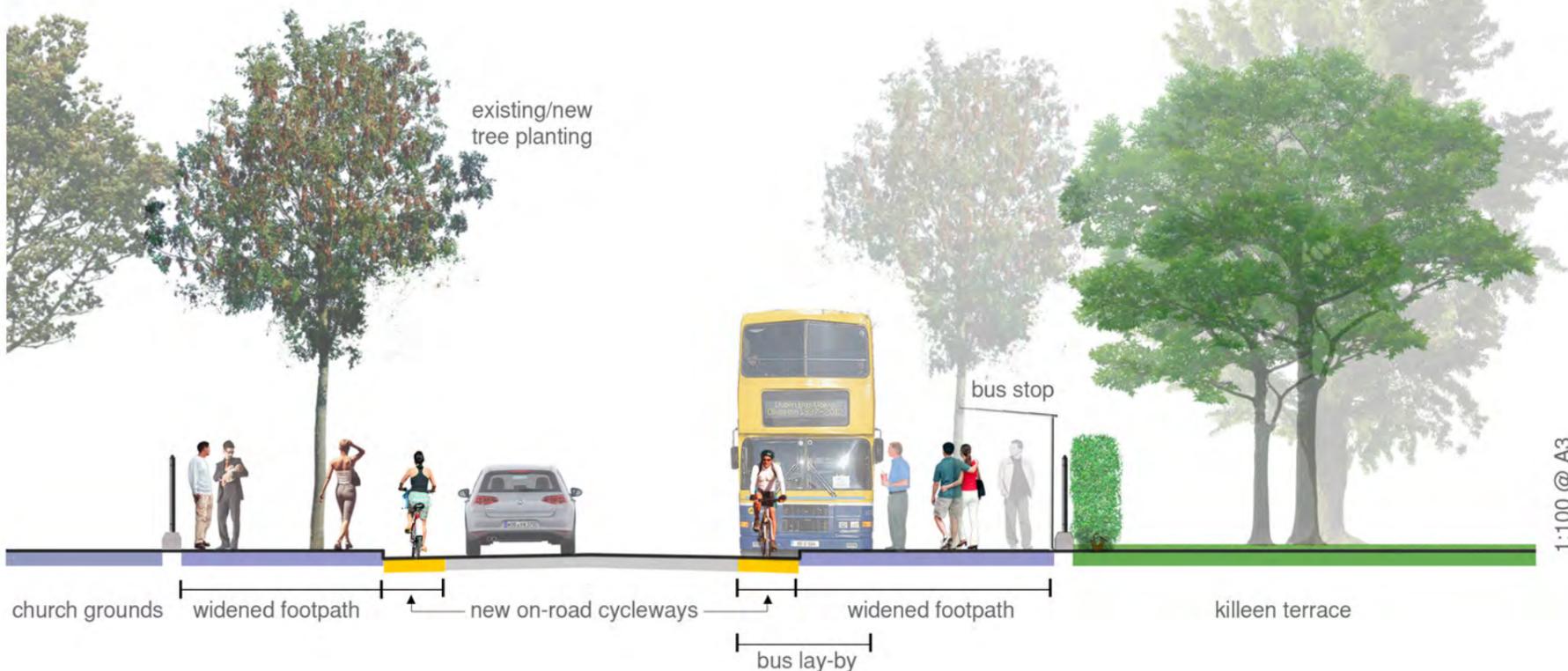
Concept Proposal : Main Street : Proposed pedestrian and cycle improvements

Existing : Section A-A



Plan view of Main Street (1:1000 @ A3)

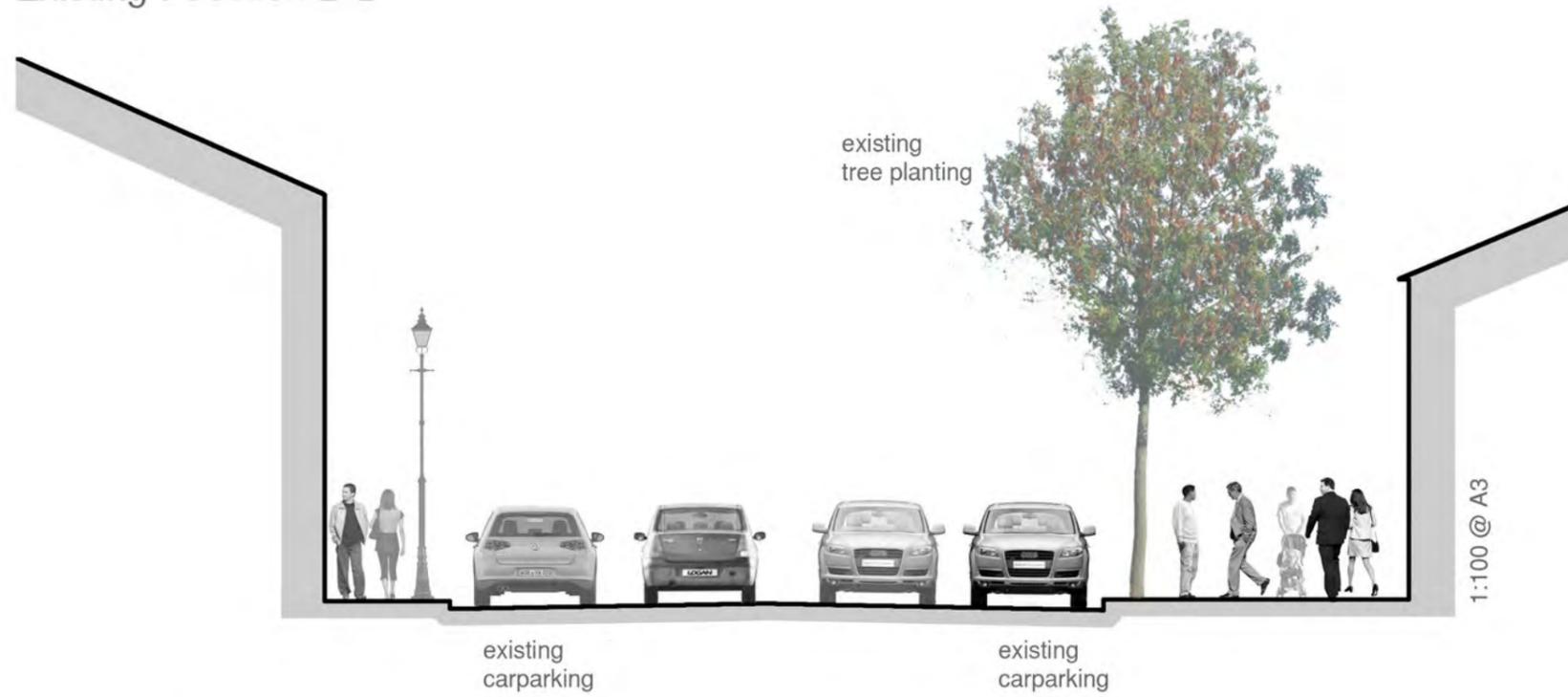
Proposed



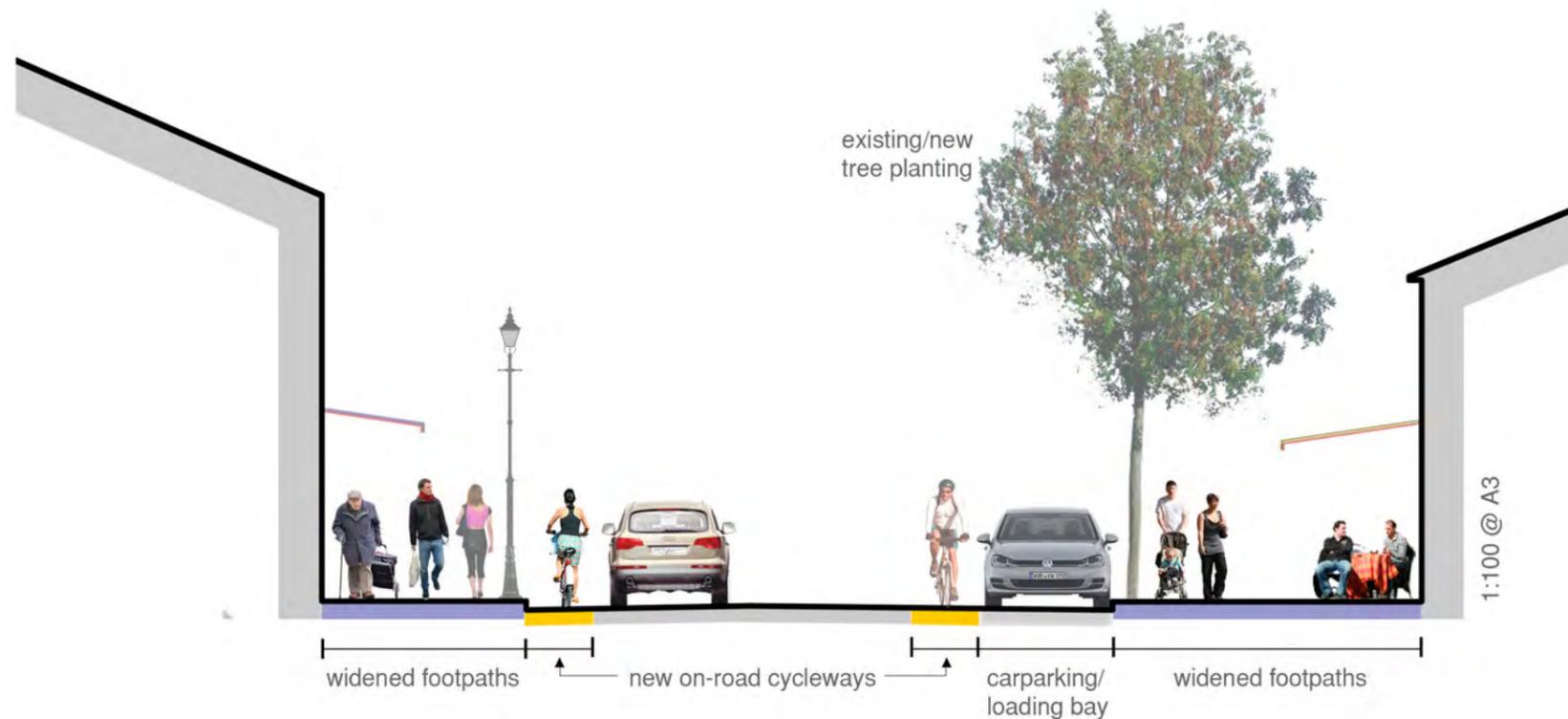
Examples of Street Furniture

Concept Proposal : Main Street : Proposed pedestrian and cycle improvements

Existing : Section B-B



Proposed



Plan view of Main Street (1:1000 @ A3)



SECTION 5

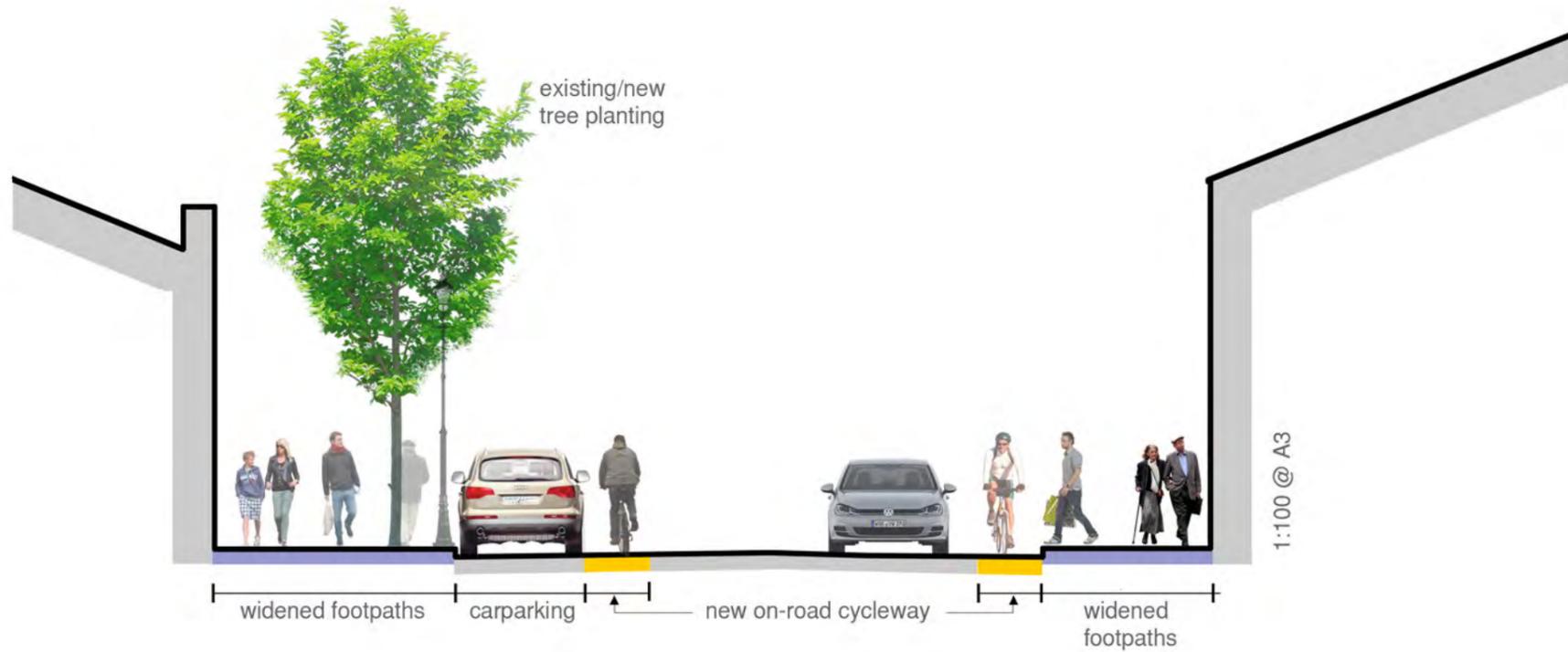
SECTION TITLE

Concept Proposal : The Mall : Proposed pedestrian and cycle improvements

Existing : Section C-C



Proposed

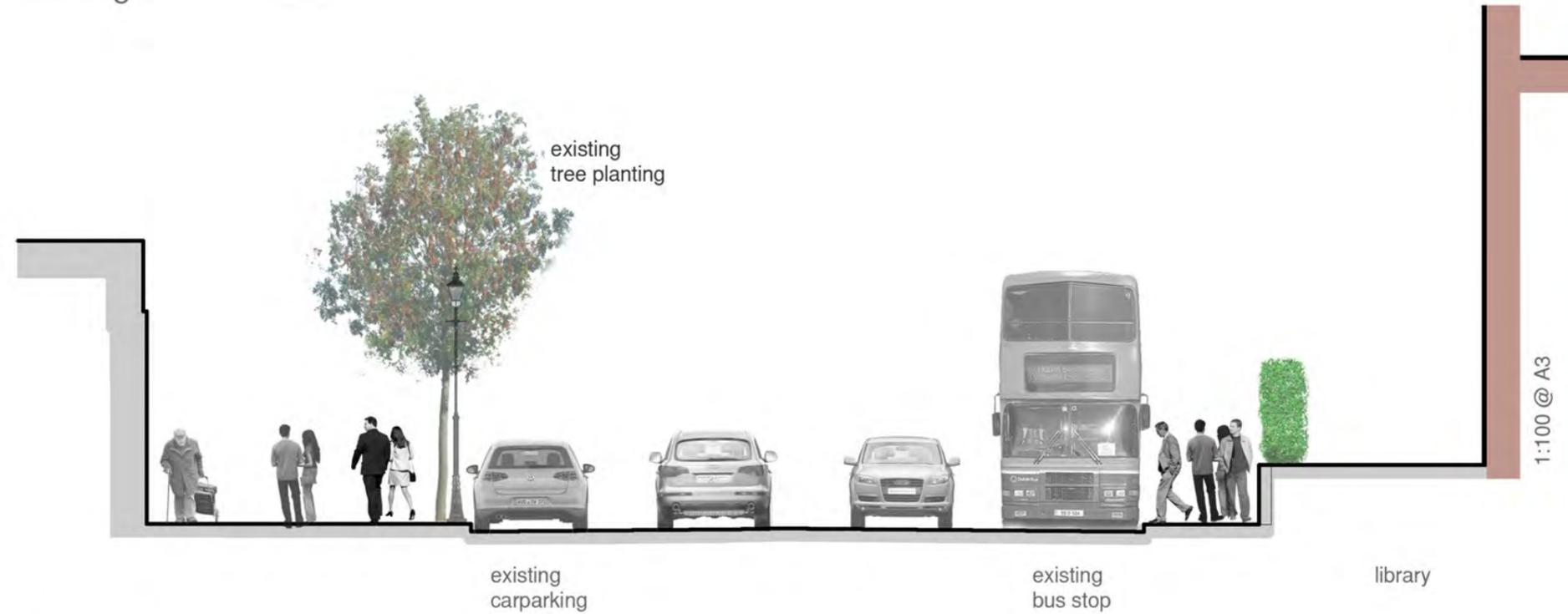


Plan view of The Mall/The Diamond (1:1000 @ A3)

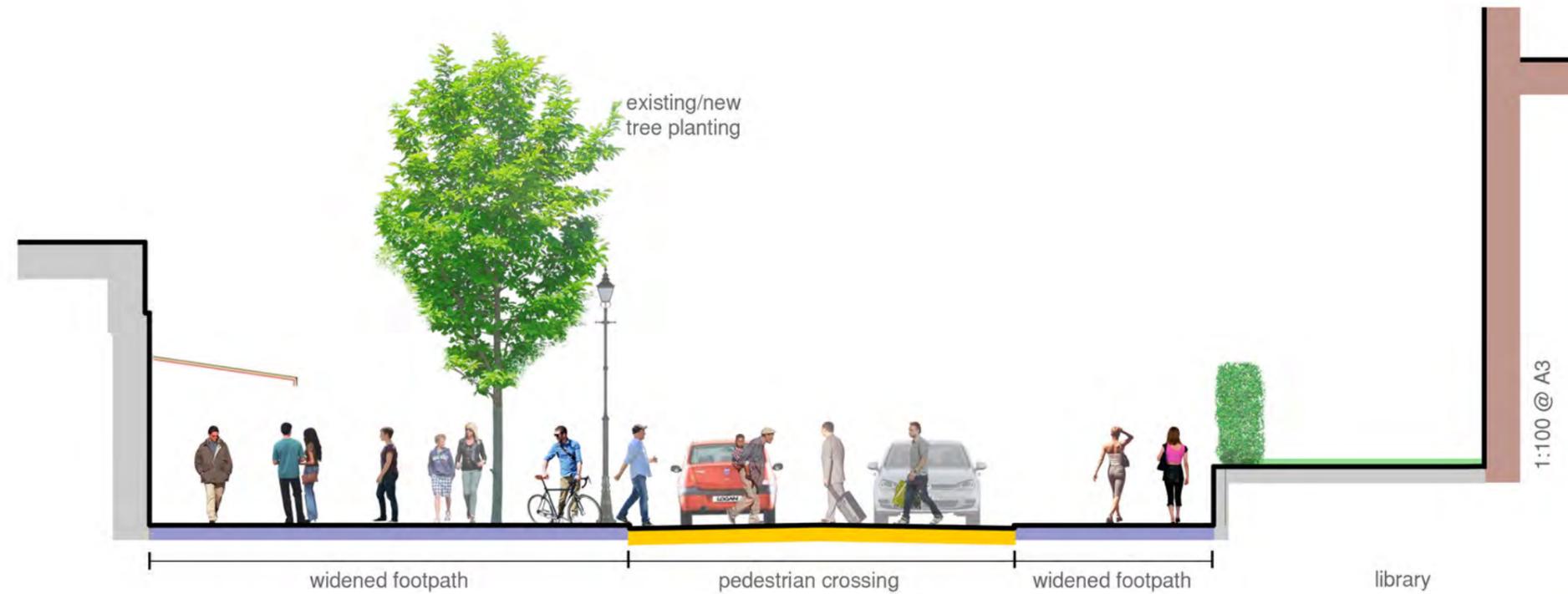


Concept Proposal : The Mall : Proposed pedestrian and cycle improvements

Existing : Section D-D



Proposed



Plan view of The Mall (1:1000 @ A3)

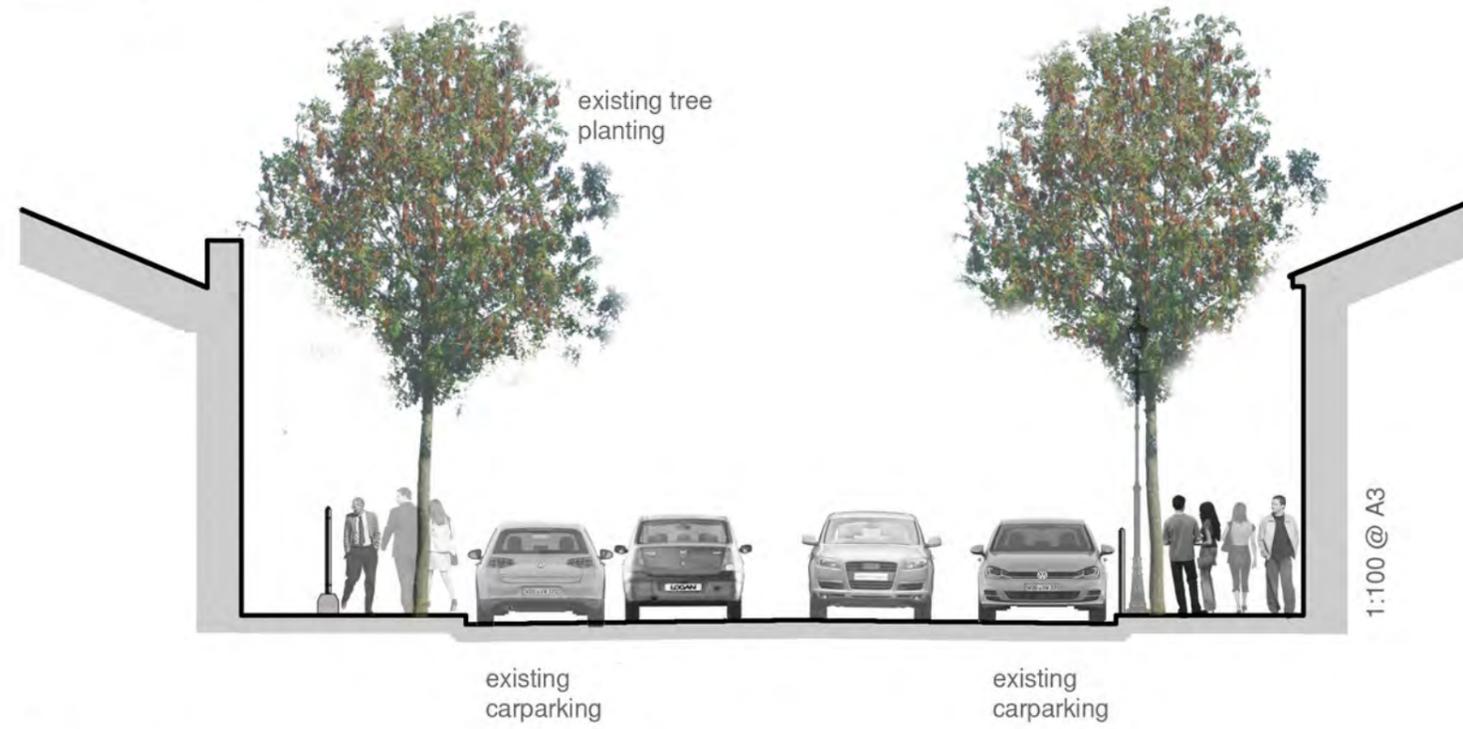


SECTION 5

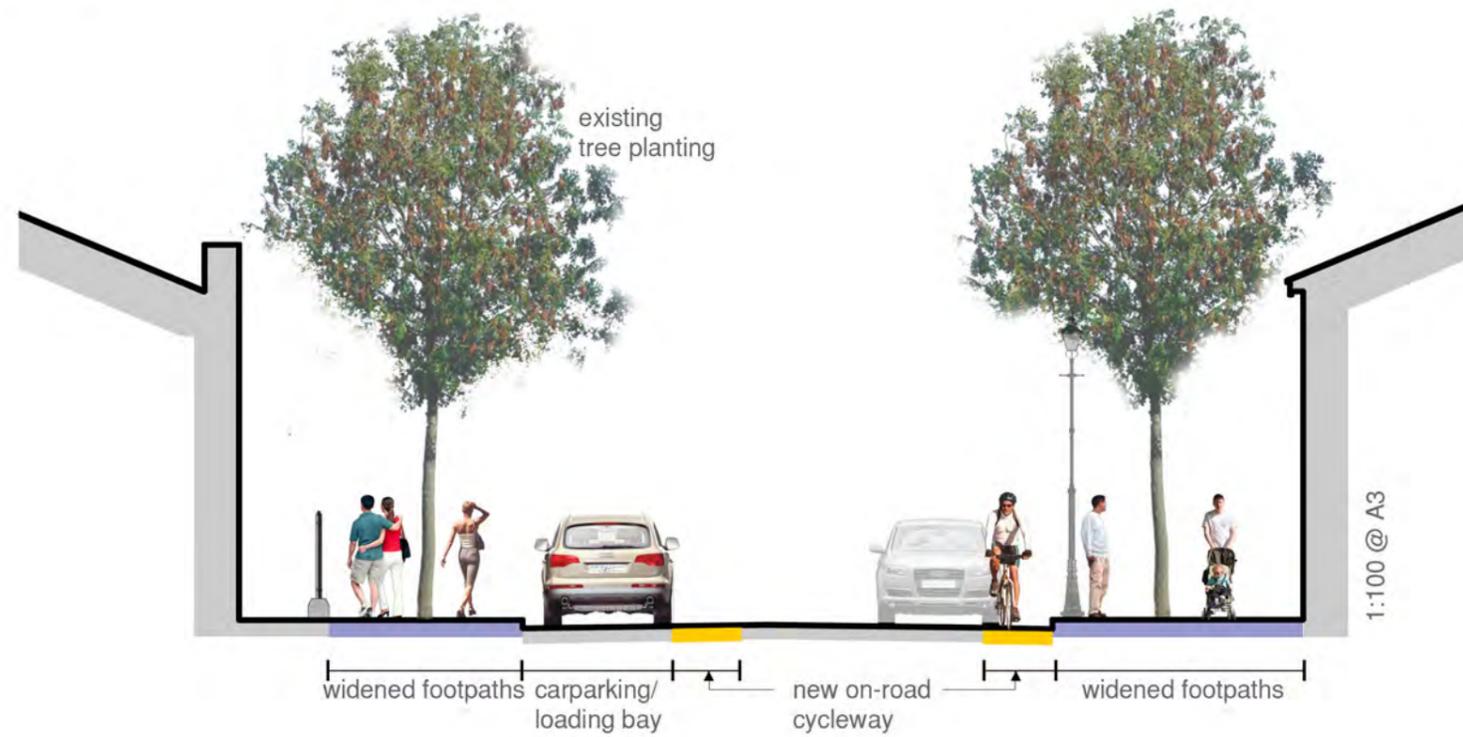
SECTION TITLE

Concept Proposal : Church Road : Proposed pedestrian and cycle improvements

Existing : Section E-E



Proposed



Plan view of Church Road (1:1000 @ A3)



Concept Proposal : New Street : Proposed streetscape improvements

Existing : Section F-F



Proposed



Plan view of New Street (1:1000 @ A3)





MAKING IT HAPPEN

Key Stakeholders

Key Stakeholders include public sector bodies, community groups, schools, and private sector bodies and individuals. The extent to which different stakeholders will need to take the lead in implementation will vary depending on the nature and scope of the proposed project or projects, and the priority attached to them. In general terms, the Council will need to take the lead in street and public space projects, whereas community groups and individuals will be primarily responsible for projects relating to private property, with input from the Council as appropriate. There may be considerable scope for public private partnership arrangements or joint ventures, particularly where land, buildings or supporting infrastructure necessary to facilitate projects are in public ownership.

Key stakeholders whose input will be directly or indirectly needed include Fingal County Council, Malahide Chamber of Commerce, Fáilte Ireland, the Heritage Council, the National Parks and Wildlife Service, the Tidy Towns Committee, the Office of Public Works, Iarnród Eireann, Community Groups, Schools and private sector individuals.

Establishing Priorities

Implementing the Strategy in full will require substantial works and investment over the short, medium and long term. This requires priorities to be established in terms of potential project costs and benefits and their likely timescales, so that delivery, and expectations, can be managed effectively. Given the current state of the development market and reduced capital budgets, opportunities for public-private partnerships should also be explored, particularly in terms of their potential to unlock properties for suitable business and/or community initiatives.

As outlined in the consultation process, and as a result of the extensive and iterative involvement of the key stakeholders when the final draft list of potential public realm projects were presented to the full gambit of stakeholders at the final workshop in June (2013) all of the projects identified and developed up by the working groups were considered to be of merit and it was difficult to prioritise one over another. To this end, therefore the projects have not been ranked in terms of priority, however the nature of some of the projects have allowed some projects to be advanced ahead of others.

A brief synopsis of the 'next steps' as they relate to particular projects, and an update as to where we are in this process as well as an anticipated timeframe for delivery is provided within this section of the document.



Implementation and Monitoring

The list of projects identified in Section 5 is in effect an Action Plan for Malahide and is a live document. A dynamic approach to its content should be taken, in order that it can adapt to changing circumstances. To maximise opportunities to advance the public realm projects it is recommended that a Working Group composed of key members of Council staff and the

community to promote, expedite and oversee the implementation of the Strategy. Through regular monitoring and updates where necessary the Working Group would ensure flexibility so, should new projects become apparent or certain funding avenues open it would allow for specific projects to have greater priority.

Destination Projects Update :

	Project	Update	Estimated Timeframe
D1	Development and Use of Malahide Brand	As part of the redevelopment of Malahide Castle and gardens a rebranding exercise took place. This has proven successful and has been accepted by the Chamber, Tidy Towns, et al as being an appropriate brand logo and colour scheme for Malahide Village. Consent and regulation for its use would be required from Shannon Heritage who manage the Castle and gardens on behalf of FCC. FCC will draft up the necessary protocols and guidance to facilitate the use of this branding as appropriate, ensuring that the clear and quality brand identity is maintained.	Identified as a 'quick win'/short-term project, the drafting of a protocol to allow the use of the 'M' brand is underway. This is due for completion within the first half of 2014.
D2	Audit existing events calendar, and explore the feasibility of expanding future events' offer	Malahide hosts numerous events throughout the year, for example 2013 saw Malahide Castle host Überfest (music concerts), open air theatre, medieval re-enactments, Easter hunts, family fun runs, England v Ireland International cricket match, etc.. Malahide Festival took place in July in numerous venues within the village. Co-ordination, marketing and expansion of the events calendar could be carried out by FCC and the Community stakeholders. The use of social media and the development of the proposed Malahide App will play a vital role (see D4).	This will be an on-going project. FCC will facilitate a review of the events calendar each year and assist in co-ordination and dissemination of events information. Malahide Chamber, Shannon Heritage, etc. will be key partners.
D3	Marketing and Promotion Malahide	Production of annual leaflet by Chamber will continue. Innovative use of social media will be maximised (see D4). Malahide in tandem with Dalkey will participate in a 'twinning type' cultural tourism project, which it is hoped will provide new measures and initiatives to enhance cultural tourism.	Short-term initial pilot assessment phase, with implementation of measures phased.
D4	Development of an App	Chamber of Commerce members propose to commission, with assistance from FCC (incl. on-going technical support), the development of a mobile phone app to promote Malahide as a tourist destination and to enhance the visitor and residents experience when in Malahide.	Due for completion early 2014.
D5	Themed walks	A series of themed walks based on cultural, historical and natural heritage trails is currently being developed in conjunction with key stakeholders. Identification of these trails, associated signage and promotion, their incorporation into the App (D4), etc. will be an integral component of the project.*	Identification of these routes and their promotion through the proposed App (as above, D4). Any additional signage will be part of a comprehensive 'signage' review (ref. S).
D6	Audit existing tourist and leisure facilities for locals and visitors	A review of existing tourist and leisure facilities for locals and visitors will be carried over the coming months in order to inform the content of the Malahide App (D4) currently underway.	Short-term (early 2104).
D7	Provide sheltered meeting place(s) for residents and tourists	This project was identified as critical for the youth within Malahide, although recognised as being of potential benefit to all residents and visitors. Working with the schools, youth clubs and key stakeholders of Malahide will remain a priority to ensure that the issues as a result of such a deficit in community facilities and village infrastructure are addressed.	Long-term goal.
	Coast and Estuary	FCC and key stakeholders are investigating ways to maximise opportunities to enhance the coastal attraction of Malahide such as the creation of coastal walkway (as part of an overall Coastal Network), or inclusion of 'coastal/marine based activities or events locally.*	Planning for the coastal walkway is due for completion during 2014. Implementation will be a longer-term objective (subject to funding).
D8 & D9	Opportunity sites & Eye sore sites	The Chamber of Commerce continues to work with individual site/property owners to ensure that buildings and sites are utilised and vacancy is minimised.	On-going commitment through planning policy and implementation.
D10	Visitor welcome	Tidy Towns are currently seeking to promote this concept (of unique bespoke attractive entry points into Malahide, as a quality heritage destination) and FCC will work with them to do so.	Short-term (planning/design). Funding may require a medium term time line.

*Prior to the advancement/implementation of any project directly or indirectly relating to development or expanded activity which may potentially impact on the coast/estuary, being a Natura 2000 site, will require at minimum Habitat Directive Assessment (HDA) Screening. Development which adversely impacts on any protected habitats or species will not be advanced.



Streetscape (S)

To inform the nature and extent of critical projects to enhance Malahide's streetscape a series of audits of the existing components of the streetscape was undertaken and are available as appendices to the Strategy.

Streetscape Projects Update :

	Project	Update	Estimated Timeframe
S1	Buildings	The Strategy includes a proposal to create a Design Guide for the building facades including shop-fronts (commercial) and terraced residential – Team appointed from within FCC to advance the project.	Short-term - 2014.
S2	Buildings	The Strategy includes a proposal to create a Design Guide for lighting and wirescape information for businesses. – Team appointed from within FCC to advance the project.	Short-term.
S3	Street furniture	The Strategy includes a proposal to create a Design Guide for street furniture (seating, bins, bollards, lighting etc.) for Malahide. – Team appointed from within FCC to advance the project.	Short-term.
S4	The Green at the Marina	Advance a landscape plan and usage strategy for Marina Green. Concept plan included in Strategy – on foot of Young Designers Projects. Design Competition may be appropriate way to advance project.	Medium-Long-term.
S5	Signage	Develop a signage strategy (including historic and cultural signage) for Malahide (co-ordinated with Movement and Destination signage projects to develop a consistent approach).	Short-term.



Movement (M)

As outlined in Section 5, the key aim of the identified 'Movement' projects relate to an agreed need to improve the pedestrian and cyclist environment (incl. footpaths, crossing points and awareness of the cyclist as a legitimate road user) and to address concerns and adverse impact of traffic congestion, lack of vehicular traffic free flow at key pinch points and to provide a co-ordinated and comprehensive review of car parking provision (ease of access and use) within the Malahide.

All material amendments to the road network or parking arrangements will be subject to detailed design, traffic impact assessment and HDA Screening, as applicable. A number of projects identified in this Strategy that will involve significant physical development works will require planning consent. As most of these works will be undertaken by FCC (or on behalf of FCC), as they relate to works of Council owned property, eg. roads, footpaths, public open spaces, etc. it will be the planning authority itself seeking consent to carry out these works. Development carried out by a local authority is often referred to as a 'Part 8' works as this is a reference to Part 8 of the Planning and Development Regulations 2001 which sets out the procedure for obtaining the necessary consent to carry out such developments*. Public consultation is an intrinsic part of the 'Part 8' process. Proposed developments by a local authority are advertised in a similar manner to typical applications for planning permission by private individuals, with comments and observations sought. The decision maker in respect of 'Part 8' proposals may be the elected Members of the Council or An Bord Pleanála (the planning appeals board) depending on the scale of the proposed development and whether or not an EIS (Environmental Impact Statement) or AA (Appropriate Assessment) is included.

Within a short-term time frame it will be a priority to develop a scheme upon which the appropriate planning consent can be obtained, and to thereafter seek funding for the projects on a phased basis.

The projects will be designed as an integrated and complementary package of road and footpath improvement measures, with a consistent design philosophy and palette of materials (reflecting the historic character and ACA status of Malahide village). Traffic impact assessment for any significant alterations will be carried out before the plan is advanced.

As the scheme is being developed up it may be possible to advance some of the smaller 'quick win' projects at an earlier stage, being of a nature and scale so as not to require 'Part 8' procedures. Such potential projects are identified in the table overleaf.

*(Provided for under Part XI of the Planning & Development Act 2007-2011)



	Project	Update	Estimated Timeframe
M1 M2	Improve pedestrian and cycle movement on Main Street and Church Road and at The Diamond	Concept plans for this project are included in the Strategy – to provide for improved amenity at the Diamond optimisation of road use and widening footpath, relocation of parking spaces along north side of Main Street and east side of Church Road adjust road markings to give priority to traffic leaving village. Alteration of traffic light sequence and duration may be considered in the short-term (on a trial basis).	Preparation of 'Part 8' drawings during 2014. Implementation (subject to planning consent and funding) will be phased over short – medium term.
M3	Provision of on-road Cycle Lanes	Concept plans provide for cycle lanes through the village particularly along the Coast Road and from Seabury/Yellow Walls Road. *	The advancement of this project may be developed in conjunction with Swords-Sutton Cycle network and Fingal Coastal Walk .*
M4	Cycle Racks	Provide bike racks at suitable locations within the village including Marina Green, Malahide Library, Supervalu, etc. Provision of bike racks should be provided for on a phased basis in tandem with the redevelopment of the village. There is an opportunity to include proposals for bespoke bike racks (as presented in schools projects) which would also provide attractive street art.	On-going/phased implementation. Fingal Arts Office will assist in the advancement of the schools projects for bike racks as a form of street art – 2014.
M5	Bridgefield Car Park	Detailed plans to improve the efficiency and effectiveness of Bridgefield carpark to act as a viable and attractive village car park by reorganising the existing layout, egress and payment arrangements, etc. are required (which will allow within the existing foot print an additional c.18 spaces to accommodate the relocated on-street parking spaces).*	Short-term project.
M6	Improve access/egress to Train Station	Liaison with Irish Rail to develop a one way system for the DART carpark is required in order to improve traffic free flow on Main Street (as one exists Malahide).	As this is not on IE's work plan - medium-long term time horizon.
M7	Old Street	The enhancement of pedestrian experience and facilitating increased pedestrian footfall was identified as a key 'movement project' and is included in concept proposals in the Strategy. It is likely that this project would be best advanced in tandem with and to compliment proposals for the proposed Malahide-Donabate Broadmeadow Walk. Plans and studies/assessments relating to this project are underway.	Short-term (early 2104).
M8/ M13 M14	Pedestrian Crossings / Pedestrian Prioritisation throughout Malahide Village	Locations requiring improvement for pedestrians, including provision of build-outs at key pinch points, new pedestrian crossing facilities, and potential for shared surfaces or pedestrian prioritisation measures include: a) Old Street b) Strand Street c) James Tce.- Upr and Lower. d) Townyard Lane e) The Rise and Mall/Tennis Club. f) Grand Hotel and Village and Coast These are identified on plan (ref) and will form part of any Part 8 proposal.	Preparation of 'Part 8' drawings during 2014. Implementation (subject to planning consent and funding) will be phased over short – medium term.
M9 M10	Linking West Malahide to village: Improve pedestrian/ cycle connectivity along Bissets Strand/ Strand Street	Proposal to (a) widen the footpath along Strand St.(through potential relocation of a discreet number of car parking spaces), (b) ameliorate traffic constraints at the railway bridge linking Strand Road and Bissets Strand. * This project was identified by Pope John Paul II School and Malahide Community School as being of critical importance.	Opportunities to advance this project as part of the Swords-Sutton cycleway, Fingal Coastal Walk and the Boradmeadow Walk. Planning 2014-2015.
M11	Coastal Walk (Ref. Section 5 for concept / indicative proposals)	Concept plans to provide traffic calming along the approach from the Green onto James's Terrace, and improve pedestrian/ cycle network and link along the Coastal Walk Way are provided in this document and will be included in the proposed Part 8. * The project should take advantage of the opportunity to improve amenity to rear of Scout Den, Tennis Club (Ref. Winner of Young Designer Project).	Preparation of 'Part 8' drawings during 2014. Implementation (subject to planning, with opportunity to advance this project as part of the Swords-Sutton cycleway/Fingal Coastal Walk.
M12	New Street	The Part 8 process may explore opportunities, if any, for the expansion of the one-way traffic system along this street – however concept proposals in the Strategy document retain the two way system with rationalisation of on-street parking and taxi rank to allow for improved footpaths and on-street cycle routes.	Preparation of 'Part 8' drawings during 2014. Implementation (subject to planning consent and funding) will be phased over short – medium term.
M15	Car Parking	Explore the requirement for, and location of, additional sustainable parking to serve Malahide.	Long term
M16	Comprehensive review of taxi queuing and taxi stand requirement	Identify a long term parking area for taxis, incl. a dedicated 24hour taxi rank is required as part of review of current on-street regime.	Short-term (required to inform Part 8 application).

* Prior to the advancement/implementation of any project directly or indirectly relating to development or expanded activity which may potentially impact on the coast/estuary, being a Natura 2000 site, will require at minimum Habitat Directive Assessment Screening. Development which adversely impacts on any protected habitats or species will not be advanced.



This project was carried out and completed with the support and assistance of a broad spectrum of local interest groups, local champions, councillors, and Council staff, some of whom are listed below:-

Howth/Malahide Area Committee Members

Cllr. Peter Coyle (until May 2013)
Cllr. Judy Dunne (from June 2013)
Cllr. Anthony Lavin
Cllr. Joan Maher
Cllr. Eoghan O'Brien
Cllr. Cian O'Callaghan

Fingal County Council Staff Internal Management Group

Rachel Kenny – Senior Planner
Fionnuala May – County Architect
Kevin Halpenny – Senior Parks Superintendent
Garry O'Brien – Senior Engineer

Working Group

Ann Hurley – Clerical Officer
Celine O'Rourke – Executive Architect
Declan Ryan – Business Development Executive
Eoin Moroney – Executive Planner
Gemma Carr – Acting Senior Executive Parks Superintendent
Harry McLauchlan – Senior Executive Planner
Paul McDonnell – Assistant Parks Superintendent
Mary Egan – Administrative Officer, Operations (Howth/Malahide)
Niall Thornton – Executive Engineer
Annamie Pretorius - Executive Architect
Helena Bergin – Conservation Officer
Susan Lovatt – Librarian, Malahide Library
Susanne McMahon - Technician
Carl Jordan - Technician
Ciarán Corrigan - Technician
Paula Sereda - Executive Technician

In addition we are grateful for the assistance of John Conroy, Deirdre Ni Raghallaigh and Mary Mooney from The Studio, Dublin City Council.

A host of other Council staff acted as facilitators during the Stakeholder Workshops and assisted with the Schools Project.

Project Teams

A number of locally based persons volunteered their time and expertise individually or representing an organisation, particularly contributing to the work of the Project Teams. These included:

Trish Murtagh – Malahide Chamber of Commerce
Ernie Brenner – Malahide Chamber of Commerce

Heidi Bedell – Malahide Tidy Towns
Gerry Raferty – Malahide Tidy Towns
Roger Greene – Malahide Historical Society
Joanne Pollard – Shannon Castle Banquet & Heritage Ltd
Al Ryan – The Grand Hotel
Dan Egan – The Big Space
Janet Quinn – Malahide Active Retirement Assoc.
John Maughan – Nimble Tours
Nuala Burke – O'Dwyer & Associates
Robert Doyle – Malahide Golf Club

Schools

St. Andrew's National School, Trevor Richmond, Principal; Staff and Pupils
St. Oliver Plunkett National School, Claire O'Connor, Principal; Staff and Pupils
Pope John Paul II National School, Stephen Prendergast, Principal; Staff and Pupils
Malahide Community School, Patricia McDonagh, Principal; Staff and Pupils

Special Thanks

Maura Cassidy and the DAA for their support and sponsorship of the "schools projects awards and prizes", in particular sponsoring the Big Space, Landscape Architects & Planning Consultants for development and visualisation of the winning school projects.

Participating Local Organisations & Community Groups

Ard na Mara Residents Assoc.
Golf Links Residents Assoc.
Grove Lawn Tennis Club
Malahide Active Retirement Assoc.
Malahide Camera Club
Malahide Chamber of Commerce
Malahide Community Forum
Malahide Community Garda
Malahide Cricket Club
Malahide Golf Club
Malahide Historical Society
Malahide Lawn Tennis & Croquet Club
Malahide Lions' Club
Malahide Rugby Union Football Club
Malahide Tidy Towns
Malahide Yacht Club
Old Street and Railway Avenue Residents Assoc.
Seamount Park and Grove Residents Assoc.
Seapark Residents Asso.
The Moorings Residents Assoc.
ColorTrend Swords

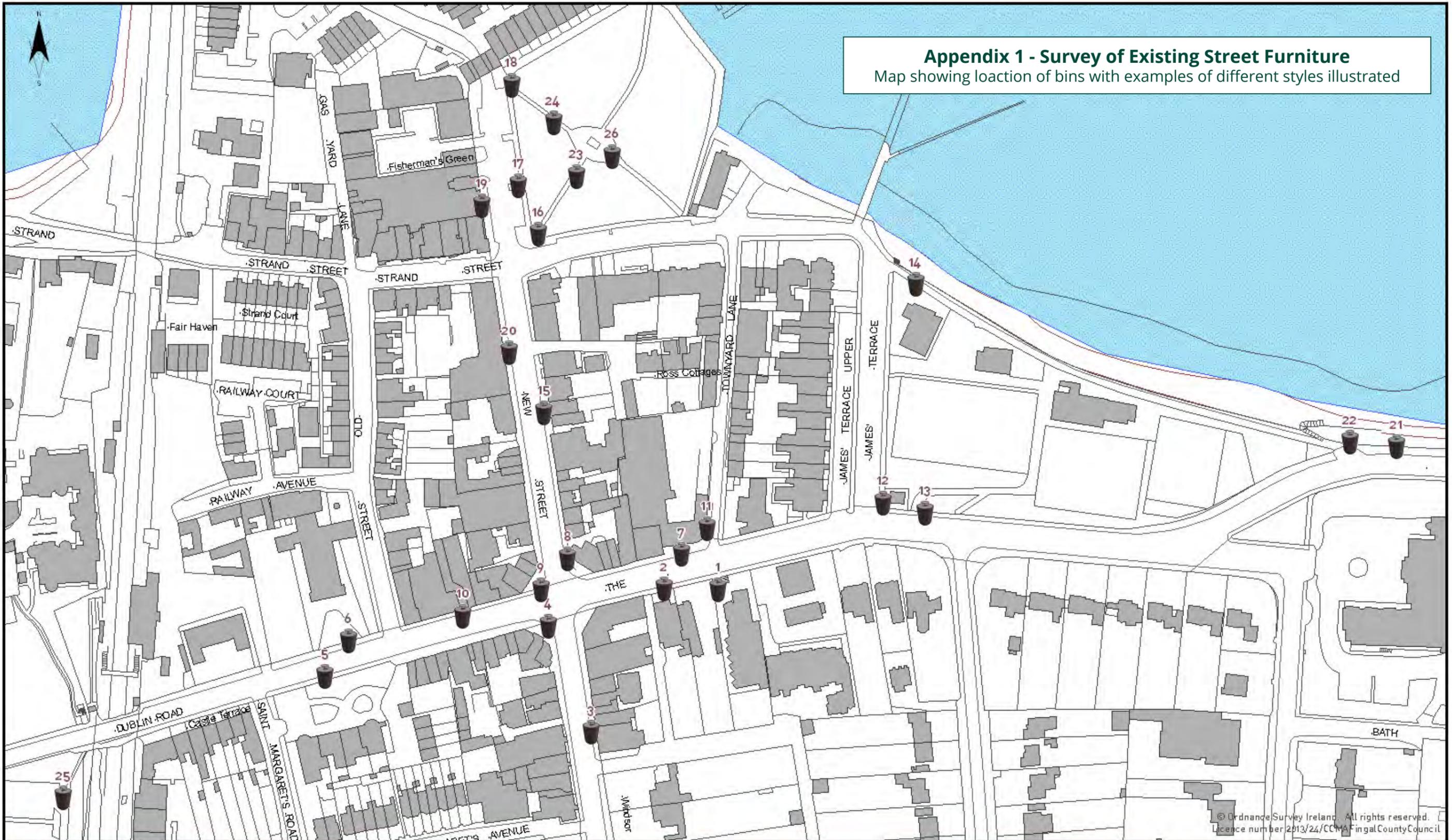


Maps

1. Survey: Existing Street Furniture: Bins
2. Survey: Existing Street Furniture: Bollards, Seating & Pedestrian Barriers
3. Survey: Existing Street Furniture: Traffic Signage and Lights
4. Survey: Existing Street Furniture: Lighting
5. Survey: Existing Street Furniture: Miscellaneous Signage
6. Survey: Existing Street Furniture: Miscellaneous Items
7. Survey: Showing Location of Existing Street Trees and Arboricultural Condition



Appendix 1 - Survey of Existing Street Furniture
 Map showing loaction of bins with examples of different styles illustrated



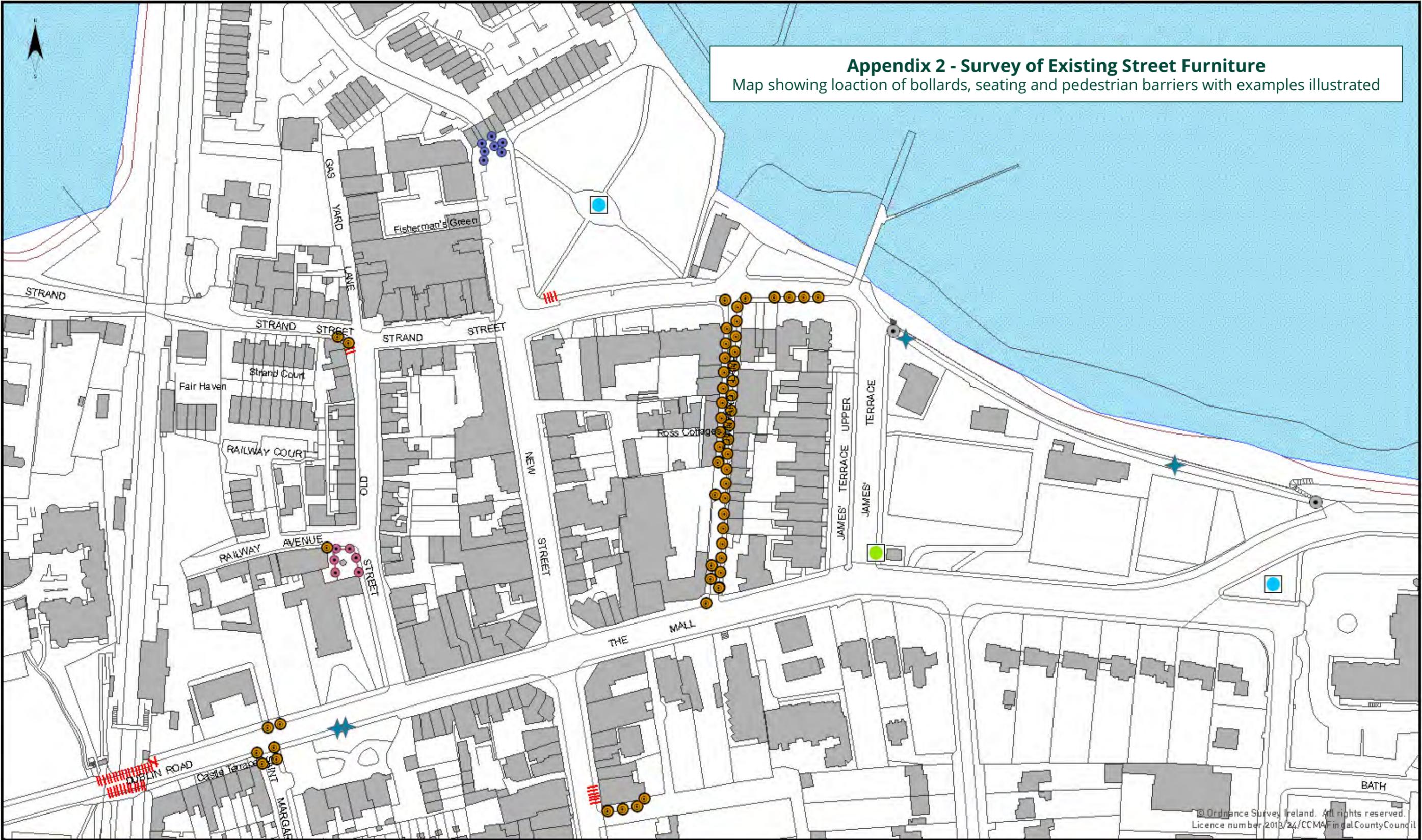
© Ordnance Survey Ireland. All rights reserved.
 Licence number 2013/24/CCMA Fingal County Council

LEGEND - Bins



- Style 1 - nos. 2-9, 11-13, 15 and 20 (New Style Rounded Opening)
- Style 2 - nos. 14, 16, 18, 21, 23, 24 (Old Style Rounded Opening)
- Style 3 - nos. 1, 10, 17, 25 (Old Style Square Opening)
- Style 4 - no. 19 (Red Shop Bin)
- Style 5 - no. 22 (Dog Litter)
- Style 6 - no. 26 (Wheelie Bin)

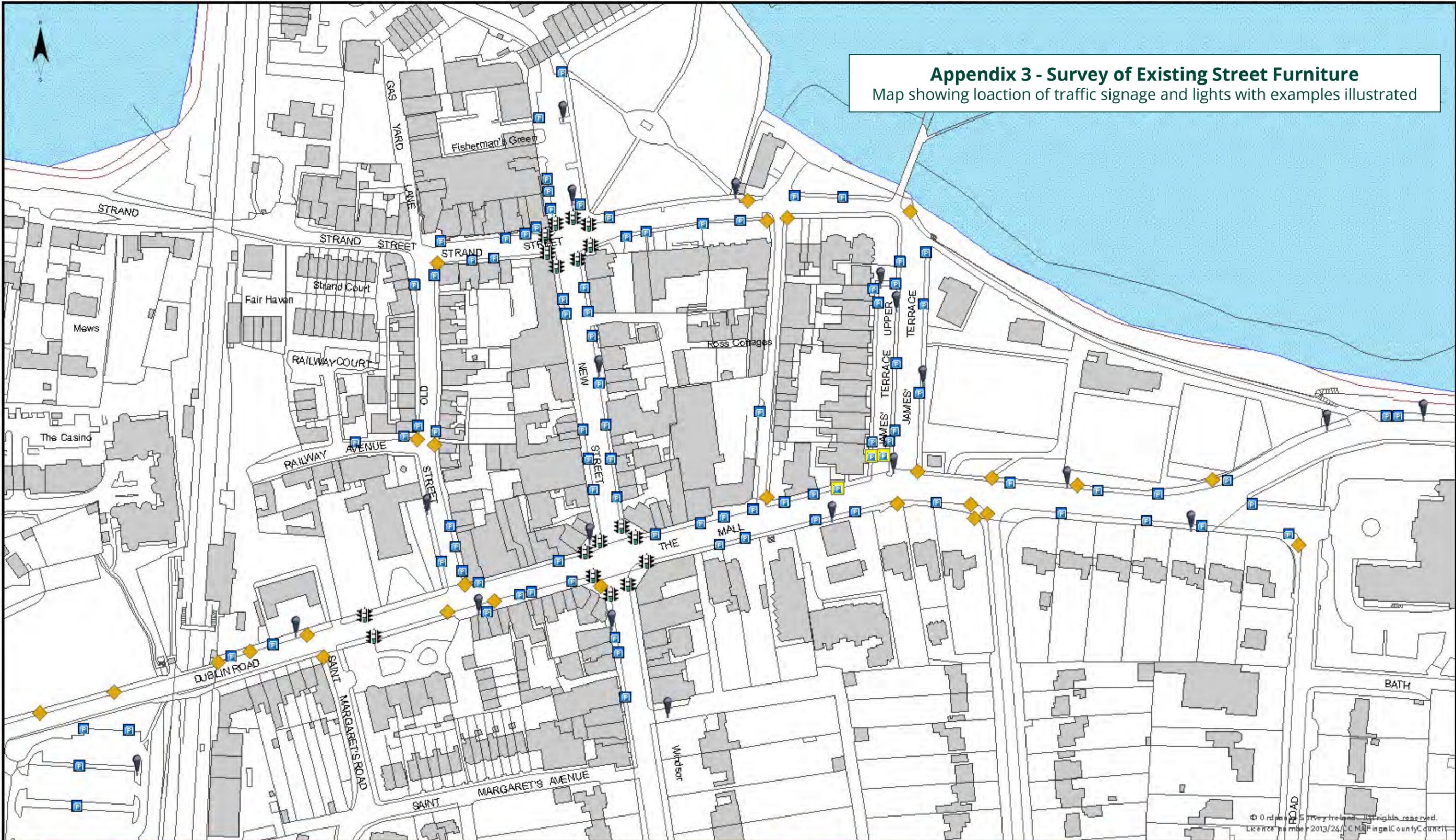
Appendix 2 - Survey of Existing Street Furniture
 Map showing loaction of bollards, seating and pedestrian barriers with examples illustrated



LEGEND - Bollards, Seating and Pedestrian Barriers

								
WATER PUMP	CHAIN LINKED BOLLARDS	BLUE BOLLARDS	BLACK BOLLARDS	PUBLIC SEATING	SILVER BOLLARD	WATER FOUNTAIN	PEDESTRIAN BARRIER	PEDESTRIAN BARRIER

Appendix 3 - Survey of Existing Street Furniture
 Map showing loaction of traffic signage and lights with examples illustrated



© Ordnance Survey Ireland. All rights reserved.
 Licence number: 2013/24/CC MA Fingal County Council



TRAFFIC LIGHTS



TRAFFIC SIGN



GARDA PARKING



PARKING METER



PARKING SIGN



TRAFFIC SIGN

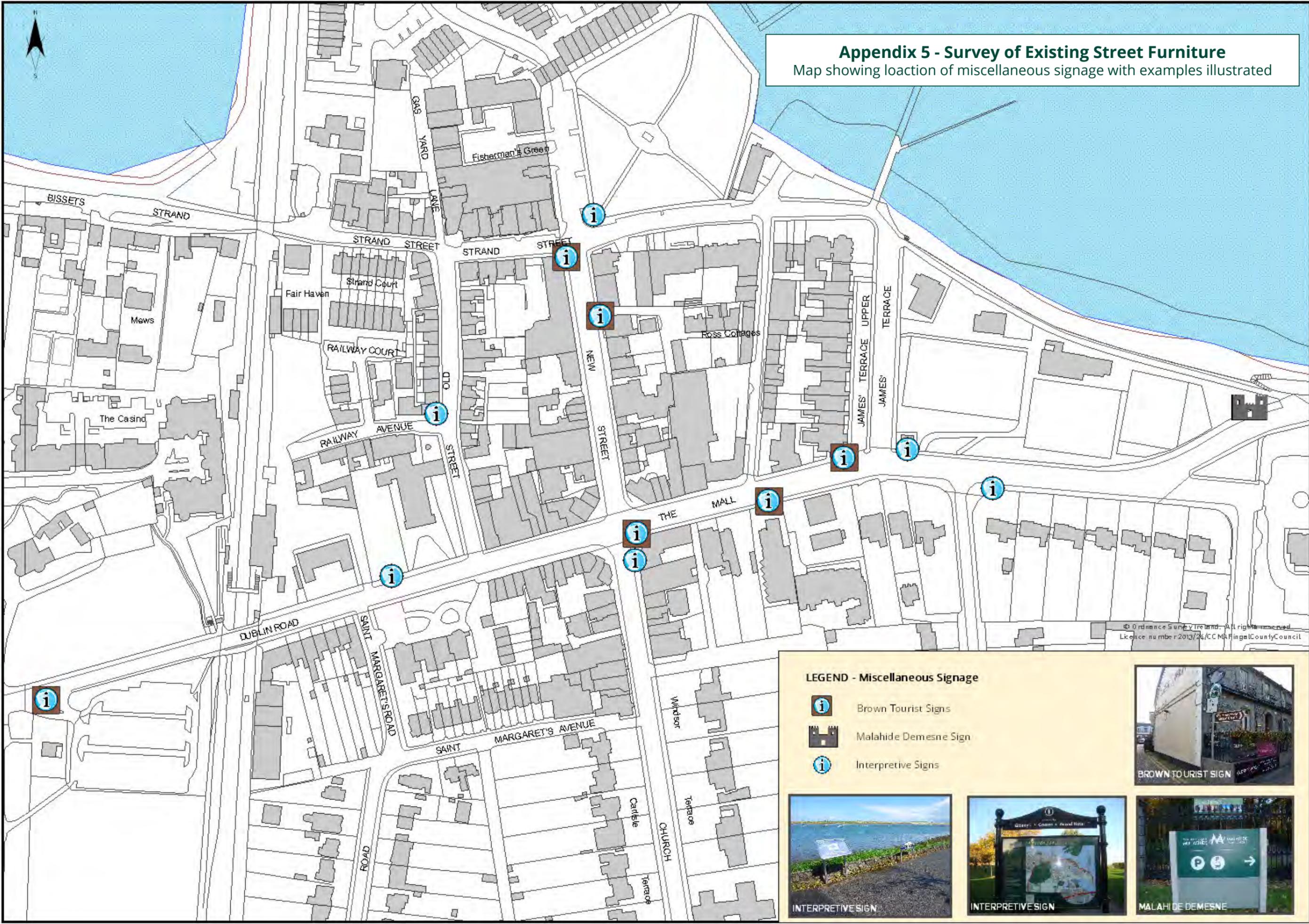


TRAFFIC LIGHTS

LEGEND - Traffic and Parking Signage

-  Parking Meter
-  Traffic Lights
-  Garda Parking
-  Parking Signs
-  Traffic Signs

Appendix 5 - Survey of Existing Street Furniture
 Map showing loaction of miscellaneous signage with examples illustrated



LEGEND - Miscellaneous Signage

-  Brown Tourist Signs
-  Malahide Demesne Sign
-  Interpretive Signs



BROWN TOURIST SIGN



INTERPRETIVE SIGN



INTERPRETIVE SIGN



MALAHIDE DEMESNE

Appendix 7 - Survey Showing Location of Existing Street Trees
 Detail of Tree Condition Survey Given Overleaf



© Ordnance Survey Ireland. All rights reserved.
 Licence number: 2013/24/C © MA Fingal County Council



Example of pavement uplifting



Example of reinstated surface at base of tree using a new flexible material



Example of pavement uplifting



Example of reinstated surface at base of tree using a new flexible material



Street view showing distribution of trees

LEGEND - Trees

-  Existing Street Tree
-  Tree Stump

Fingal County Council
tel : (01) 890 5000

County Hall

**Comhairle Contae
Fine Gall**
Fingal County
Council



Main Street

Swords Co. Dublin
email : info@fingal.ie