

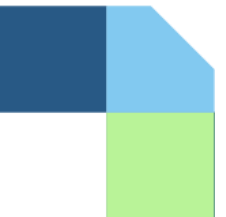


SWORDS  
Main Street  
Transformation

# PRESENTATION OUTLINE

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1. **The vision for Swords Main Street Transformation**
2. **What are the opportunities?**
3. **What issues will it address?**
4. **What stage are we at now?**



# The Vision for Swords Main Street Transformation

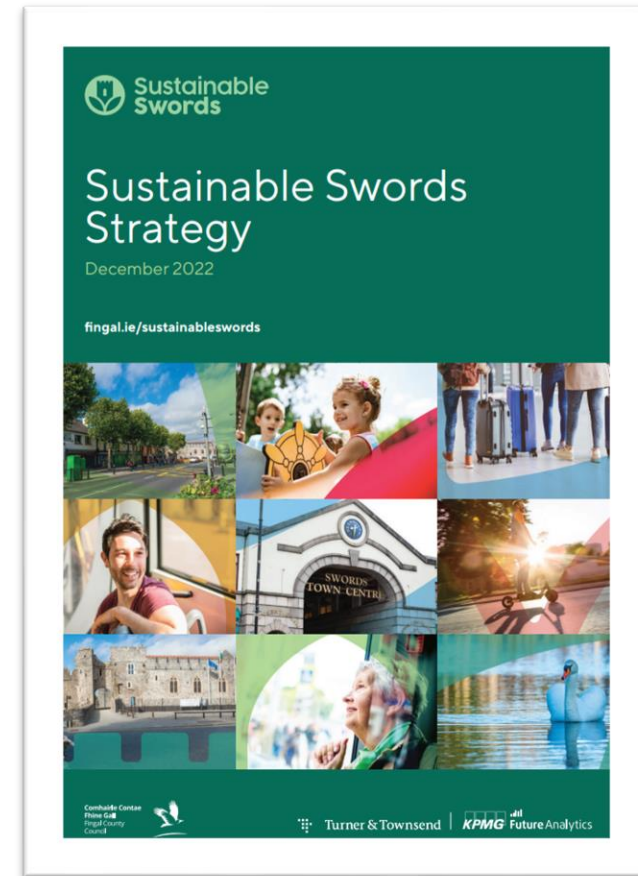
# Building on a strategy for Swords

In 2022, Fingal County Council launched the Sustainable Swords Strategy, which was the result of two years of consultation with the local community.

The strategy featured key recommended projects, aiming to position Swords for the future and support it to grow into a major regional urban centre.

One of the core recommended projects was an upgrade of Swords Main Street.

## Sustainable Swords 2022



*“Sustainable Swords aims to make Swords a better place to live, work and visit, positioning it for the future as a more attractive, vibrant, and resilient town”*



*The vision is for a vibrant Main Street that fosters community, supports local business, celebrates heritage, and enhances connectivity, creating a welcoming space for all in the heart of Swords.*



Creating a vibrant Main Street...

# Supporting local business...

Sean Costello Street, Athlone



Fostering  
community and  
Main Street as a  
social space...



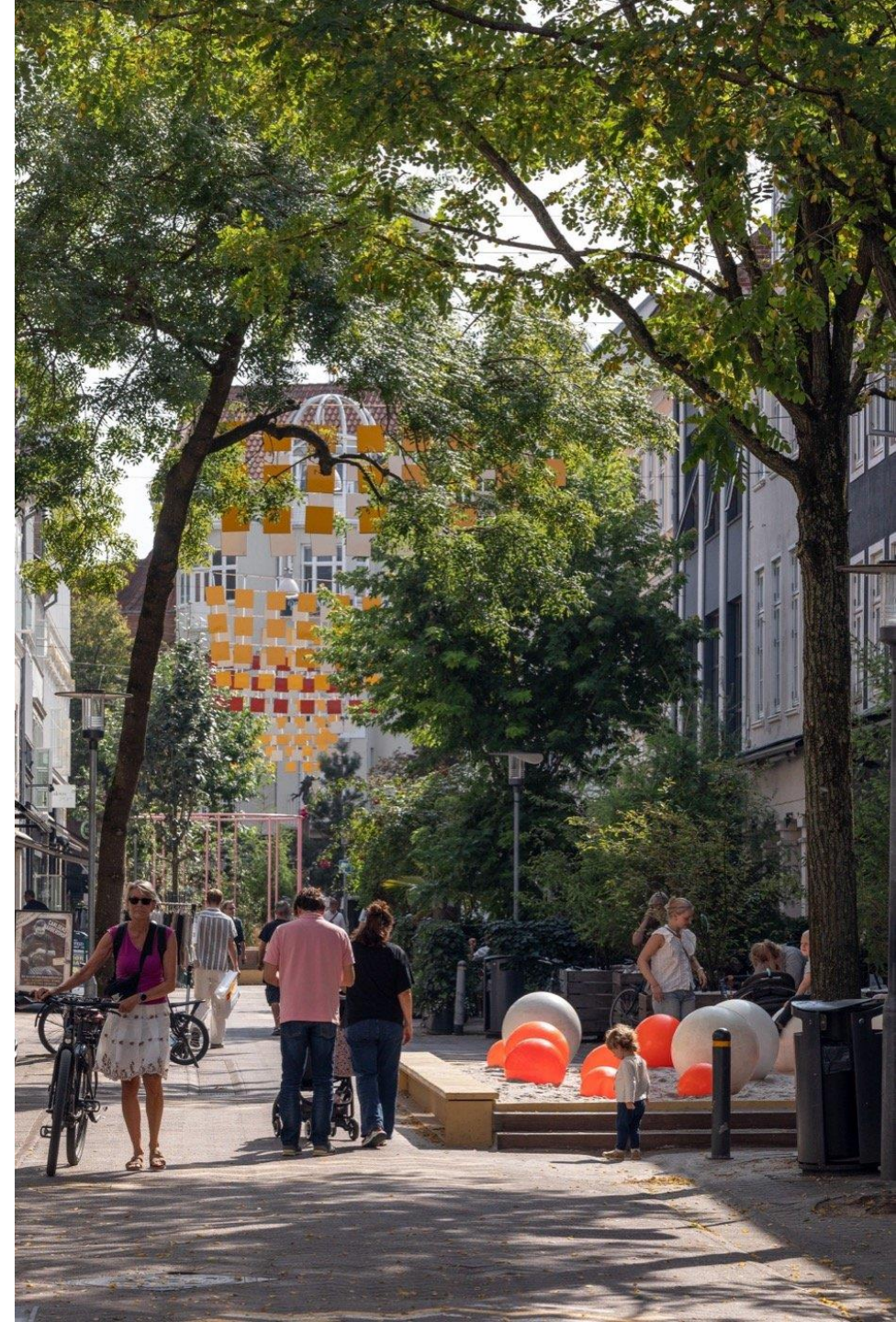
# Celebrating Swords' character and heritage...





Providing  
welcoming,  
accessible,  
and diverse  
public  
spaces...

# Fostering healthy and sustainable lifestyles



# The transformation has started...

Over the next decade, Swords' **population** is due to grow significantly.

With the arrival of **MetroLink** and **Bus Connects**, more residents and visitors will move through Swords Main Street.

Building on Swords Cultural Quarter, the Main Street project will improve the **public realm**, **enhance connectivity**, and position Swords for the future as a more **attractive**, **vibrant**, and **resilient** town.



Swords Cultural Quarter



What are the opportunities?

# Accessible and inviting space to shop, work, and play

- Building on the success of outdoor dining that started during Covid.
- Outdoor seating, traffic calmed streets, and biodiverse planting will increase footfall and encourage visitors to stay.
- Improved public realm is accessible to all with universal design features.
- Amenities like pocket parks and play features enhance the Main Street as a social space.
- Greening and Sustainable Urban Drainage (SUDs) will make the street inviting.

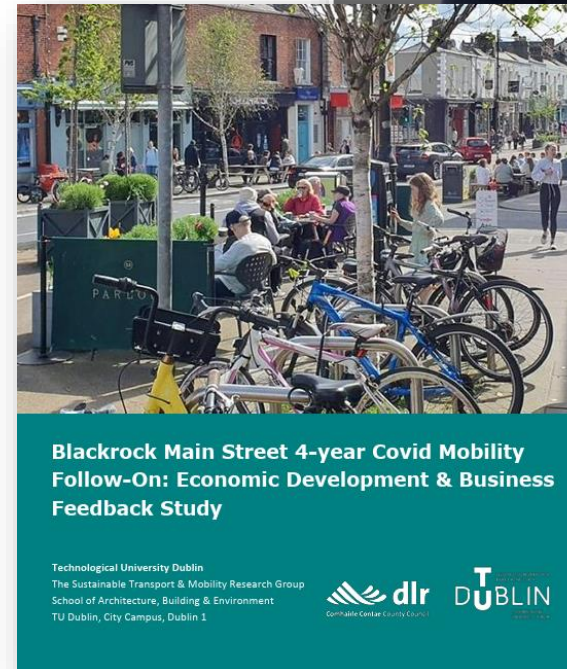


# A hub of business activity

- Swords has a thriving business community, and an enhanced Main Street can support these businesses to flourish.
- A transformation [case study](#) with similar features in Blackrock created noticeable improvements in footfall, street vibrancy and vitality around Blackrock Main Street.
- Upgraded public realm in Athlone town centre has also seen significant business benefits and improved connectivity.
- ESRI research also points to business benefits being realised after the introduced of active travel.



Economic benefits seen in Blackrock and Athlone



# Promoting our heritage

- Swords' medieval heritage surrounds Main Street, with the Castle sitting to the North.
- By building on Swords Cultural Quarter public realm works a coherent visual experience can be created.
- Opportunity to create connected heritage trail that is embedded into the built environment and connects to local heritage projects.



Joyce trail in Dublin City Centre, Swords Castle and SCQ public realm plans



# Laneway Regeneration

- Swords Main Street is connected to the River Ward and to offstreet parking areas by laneways including: Chapel Lane, Mainscourt, Cock Tavern Lane, Well Road, St. Colmcille's Court, River Mall.
- Laneway upgrades will provide accessible, convenient and desirable pedestrian access to facilitate greater footfall, vibrancy, activity and investment in the town centre.
- Possible upgrades might include: Universal Design improvements; safer pedestrian crossings; street art; more planting and pocket gardens; street furniture; play opportunities; and lighting.



Sallynoggin, Co Dublin



Vejle, Denmark



Convent Lane, Dún Laoghaire, Co Dublin

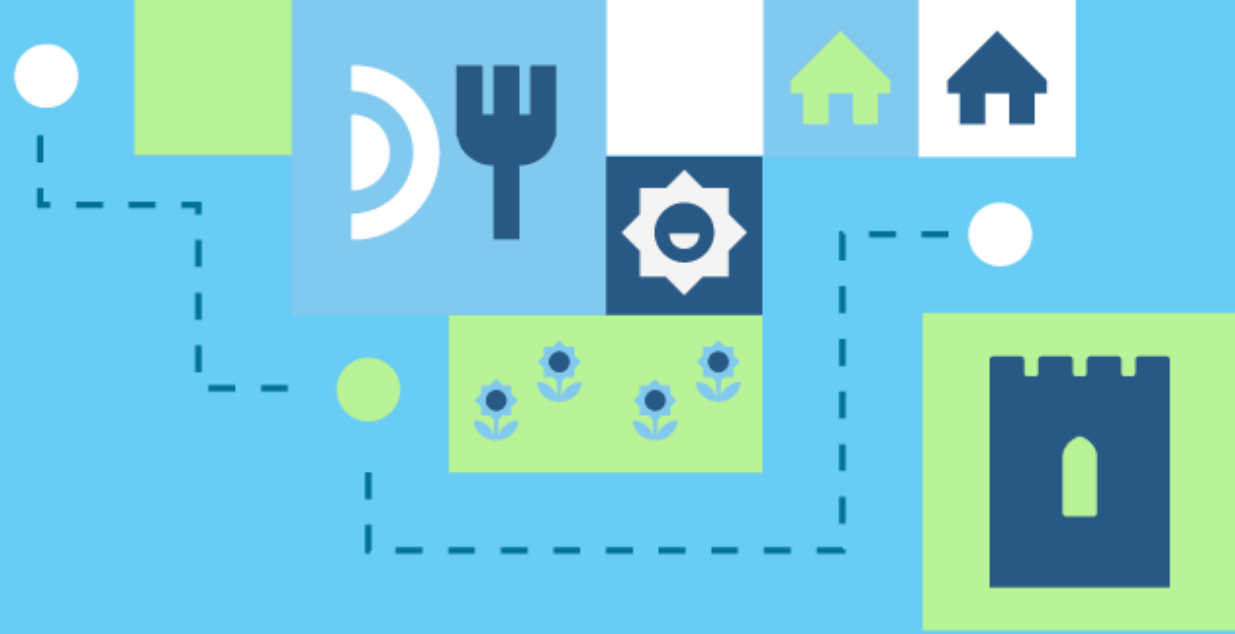


Roscommon

## Concept Sketch

*Artist's impression of what the Main Street could look like with improved seating, traffic calmed streets, biodiverse planting, and universal design features.*





What issues will it address?

# Inaccessible design



- Identified in Sustainable Swords, Main Street footpaths are broken, uneven, and inaccessible.
- These create trip hazards and make it difficult for wheelchairs, mobility aids or prams to move through Main Street.
- Paths cluttered with guard rails, bollards, poles, electricity boxes, sandwich boards, trees obstruct walking and wheeling.
- On-street parking reduces certain footpath widths, making it hard to see upcoming obstacles.
- Lack of seating and resting opportunities.

# Traffic congestion affecting the public realm



- Currently 60 – 70% of available street space on Swords Main Street is dedicated to traffic and parking.
- Car parking spaces alone account for approximately 33% of space.
- Illegal parking, turning, and dangerous traffic movements are a daily occurrence.
- Visitors don't feel safe walking, cycling, or wheeling to Main Street.

*"88% of people think Swords is a safe place to live but when asked 'what are your safety concerns' 56% responded with traffic"*  
- *Sustainable Swords Strategy, 2022*

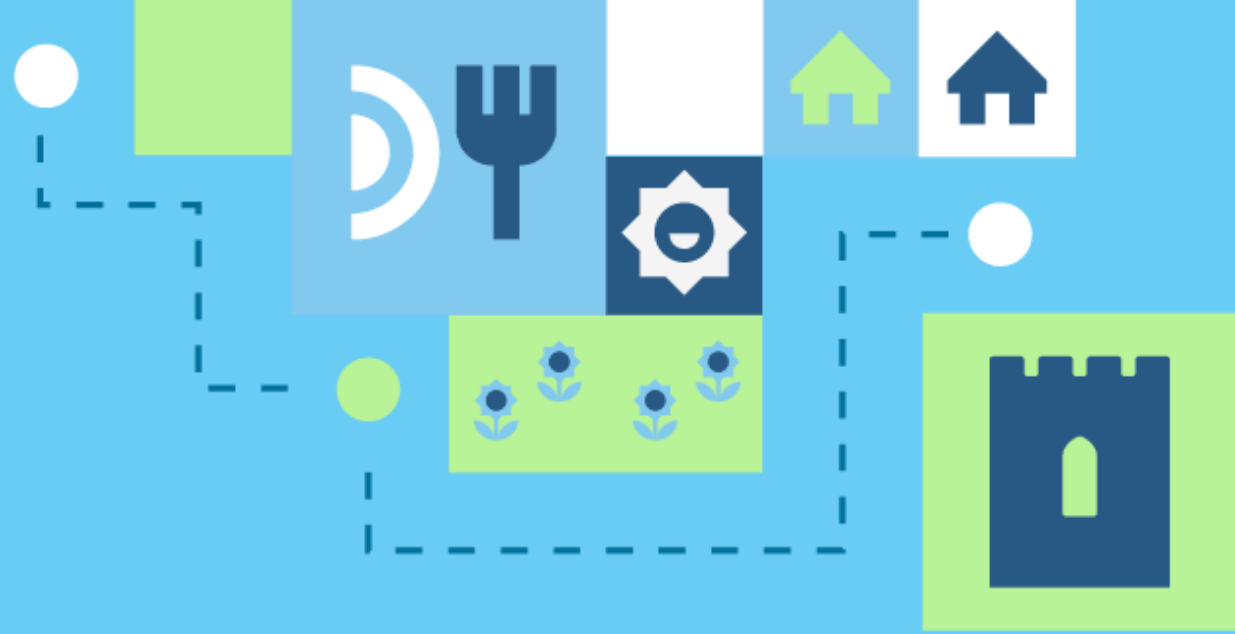
# Economic vibrancy



*Key weaknesses are identified as “High vacancy and poor quality of public realm along the North section of Main Street ”*

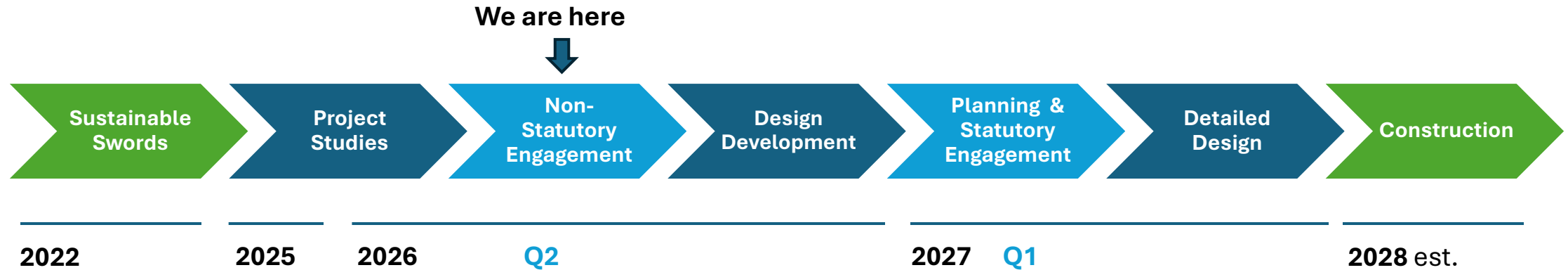
*- Swords Town Health Check: SWOT Analysis, 2021*

- Main Street is a hub used and relied upon by many, but the retail environment does not reflect this.
- In Sustainable Swords Business Survey the quality of public realm, accessibility, and connectivity were cited as issues facing businesses.
- Public realm improvements have been shown to attract private investment in main streets.



What stage are we at now?

# What stage is the project at now?



- Non-Statutory Public Engagement will take place from 19<sup>th</sup> June – 31<sup>st</sup> July 2026
- Workshops are available for local residents, community groups, businesses, and landowners – [sign up here](#)
- A public drop-in to learn more about the project and speak with the Project Team will take place on Wednesday, 8<sup>th</sup> July from 4pm – 7pm at Carnegie Library, North Street, Swords, K67 N5H2 – no booking is required to attend.
- You can also fill in an online feedback form [here](#).
- **Feedback gathered at this stage will inform the Design Development phase and there will be another opportunity to have your say at the Statutory Engagement Stage in early 2027.**



Thank You!