

Naas Town Renewal Plan

What's happening?



Kildare County Council & BDP (Architects, Landscape & Urban Designers) are preparing a Town Renewal Masterplan for Naas and **we want your input!**

The goal is to **establish a common vision for the future direction of Naas** to ensure that it remains a desirable and resilient place to live, work, study and visit.



Why Are We Doing This?

Kildare County Council has been awarded URDF Category B funding for a Town Renewal Plan for Naas. The purpose of this plan is to emphasise placemaking, town centre living, improve the social and economic purpose of the town, improve movement and active travel, sustainability and climate resilience.



What is Town Centre Renewal?

Town Centre Renewal is the process of providing a framework to ensure that Naas remains a thriving, vibrant, climate resilient town through a common vision.

This is done by analysing the strengths, weaknesses, opportunities and challenges of the town centre in collaboration with local residents and stakeholders, and produces a common vision for the future direction of the town.

The common vision will emphasise placemaking, improvements to the public realm, opportunities for town centre living, economic development, movement and active travel, sustainability, and climate resilience.



Where We Are in the Process

We're in the beginning stages which is why it's important to get your input on what you feel is most important.

We're in Stage 1 of 5. More consultation work will happen in Stage 3 and Stage 5.

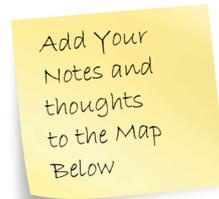
1. **Inception & Analysis** ←
2. Draft Masterplan
3. Further Public Consultation
4. Refinement
5. Adoption & Implementation



Involving the Community

This plan aims to create development potential and highlight new opportunities for renewal within the town. We want input from residents and visitors to understand what's most important.

Please help us by giving us your thoughts on what's working, what can be improved, and what your aspirations are for Naas.



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Barcode Expire Date
25th July 2025



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Give Us Your Thoughts

BDP.



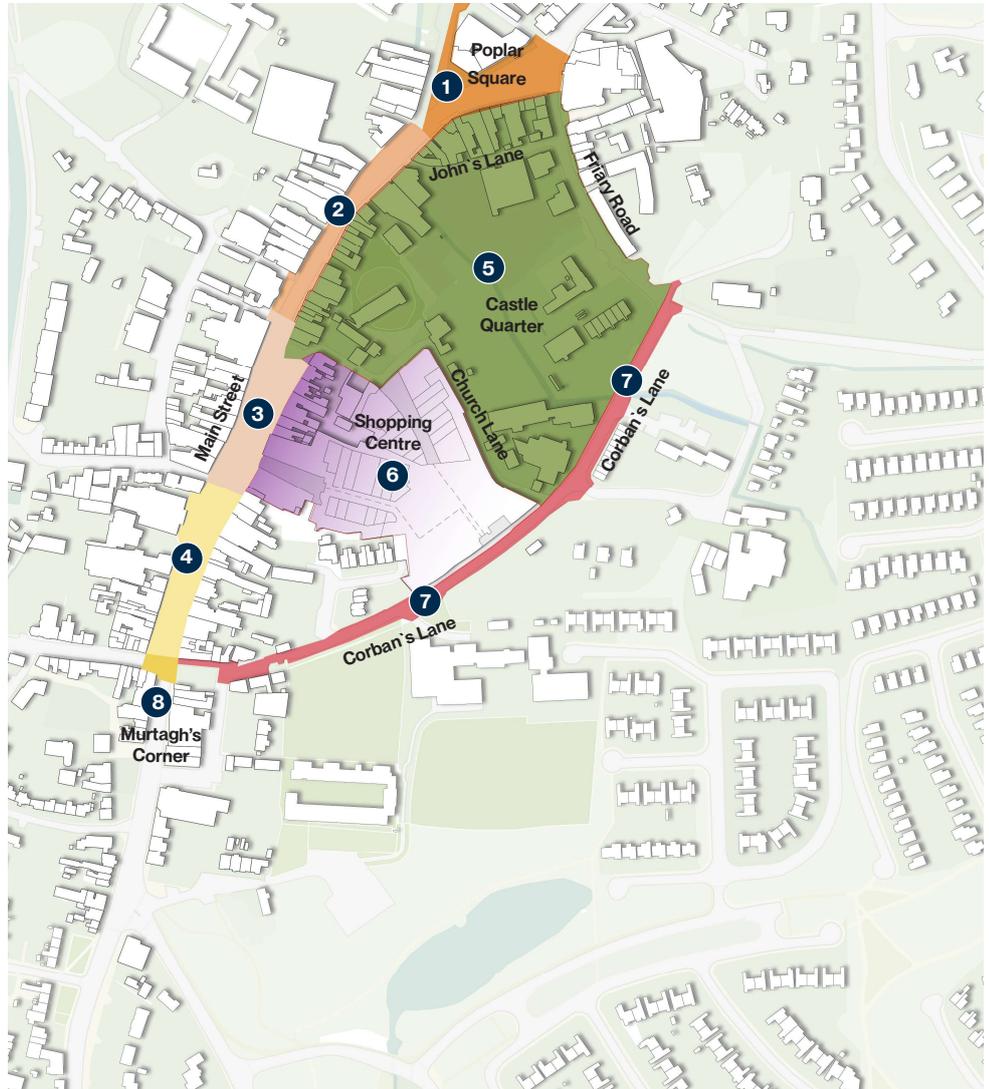
Potential Project Sites & Strategies

Initial Project Sites

1. Poplar Square
2. Main Street North
3. Main Street Taxi Rank & Potato Market
4. Main Street South
5. Castle Quarter & John's Lane
6. Shopping Centre & Church Lane
7. Corban's Lane
8. Murtagh's Corner

Improvement Strategies

- Enhancement & Wayfinding
- Town Branding Strategy
- Mobility Strategy
- Town Centre Living
- Resilient Town



Enhancement & Wayfinding

We will look to improve shopfronts and streetscapes through positive placemaking and wayfinding. This could include street furniture, lighting, planting, pedestrianisation, and other schemes to make Naas even more attractive and easy to navigate.

Town Branding

We want to create a town brand to conceptualise, communicate and foster an image and sense of place for residents, investors and visitors.

Mobility Strategy

We will seek to address traffic and parking management with an emphasis on pedestrian and cycle connectivity between key destinations within the town centre, and traffic calming where possible and appropriate.

Town Centre Living

We want to create incentives and opportunities to encourage living in the town centre. This will improve the contribution to street life and sustainability.

Resilient Town

We want to promote environmentally sustainable projects and schemes which integrate climate change measures and adaptation opportunities.

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COMMENTS



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