



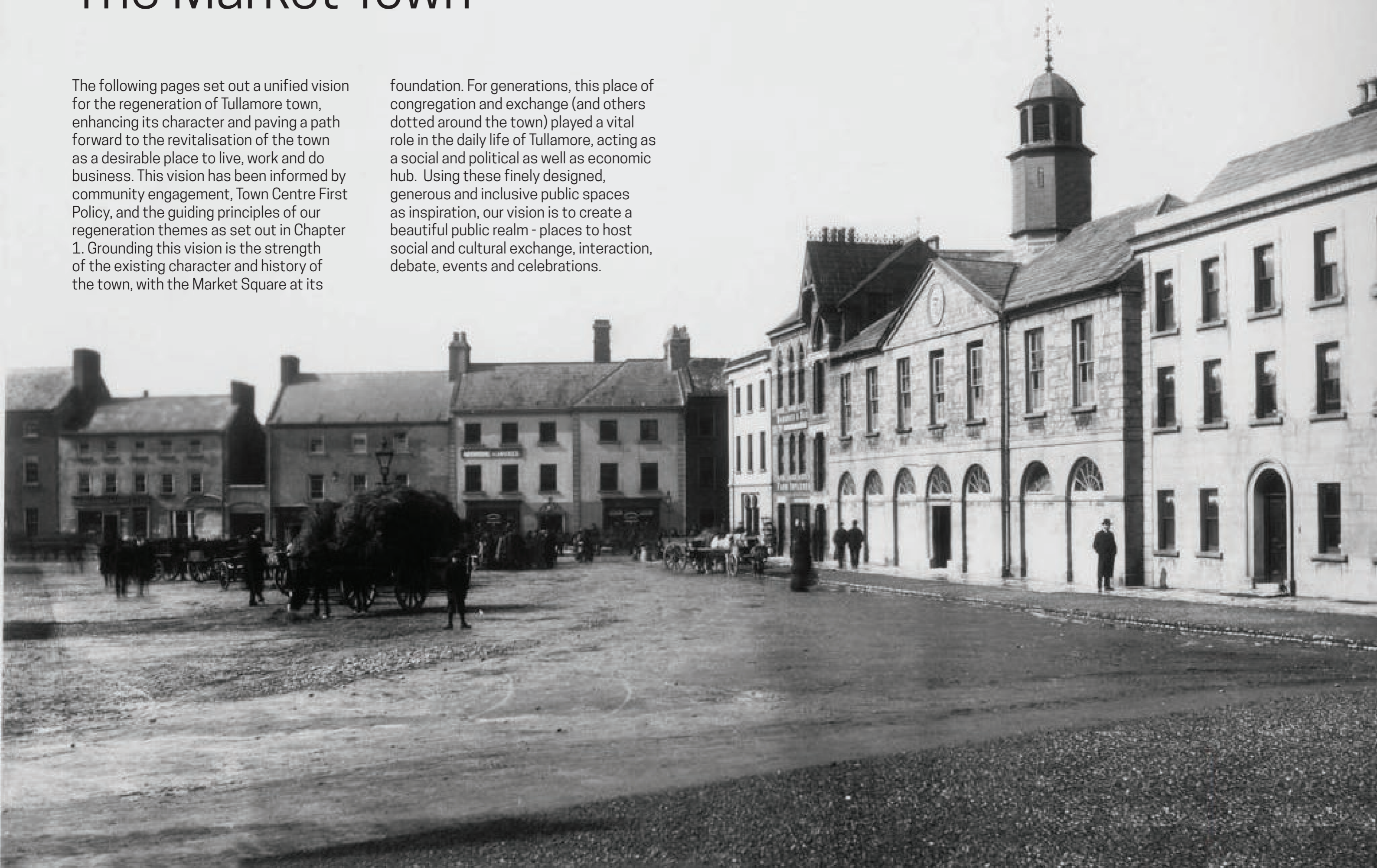
Looking Towards 2040

Vision for Tullamore

The Market Town

The following pages set out a unified vision for the regeneration of Tullamore town, enhancing its character and paving a path forward to the revitalisation of the town as a desirable place to live, work and do business. This vision has been informed by community engagement, Town Centre First Policy, and the guiding principles of our regeneration themes as set out in Chapter 1. Grounding this vision is the strength of the existing character and history of the town, with the Market Square at its

foundation. For generations, this place of congregation and exchange (and others dotted around the town) played a vital role in the daily life of Tullamore, acting as a social and political as well as economic hub. Using these finely designed, generous and inclusive public spaces as inspiration, our vision is to create a beautiful public realm - places to host social and cultural exchange, interaction, debate, events and celebrations.



Tullamore, the second life of the Irish midlands market town.

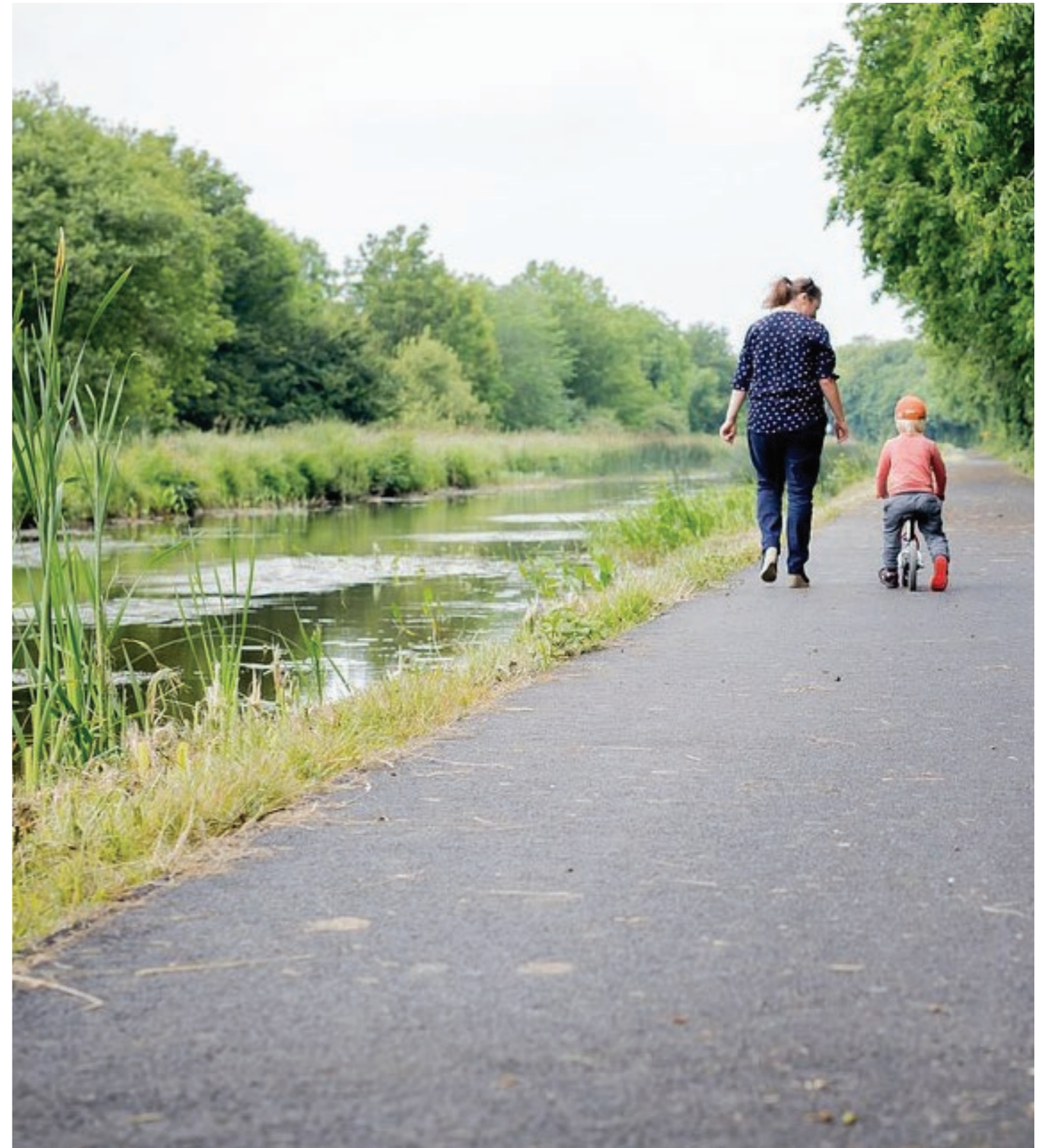
Bringing the qualities of the market square to the future of Tullamore, our vision is to strengthen the town centre through characterful placemaking and increasing opportunities for town centre living, working, socialising and tourism. The delivery framework for this vision is mapped through a series of Key Regeneration Projects set out later in this chapter, comprising Opportunity Sites and Public Realm interventions.

Tullamore contains the right DNA to become a thriving town. Compact, walkable and with a rich fabric of built architectural heritage, the town is surrounded by lakes, boglands and waterways, offering both an urban and outdoor lifestyle.

By creating animated, sustainable and welcoming places for all, the energy and exchange of the market town can be revived, instilling Tullamore as a key town to live, work and visit.



Vision for new public space south of O'Connor Square. View looking towards the refurbished J. A. Lumley Former Malthouse on Tanyard Lane.



Combining a walkable town with proximity to nature, Tullamore offers a balanced lifestyle. With numerous primary and secondary schools within the town, as well as a range of community sports clubs, Tullamore has a range of activities for all ages. Located strategically between Dublin and Galway, Tullamore benefits greatly from its central location. Residents can enjoy affordable living while cities remain easily accessible by train.



a place to live



a place to work

Tullamore boasts a young, skilled and engaged workforce, with the Midland Regional Hospital and medical-tech and biopharma companies offering significant employment in the area. 'The Junction' Co-working & Innovation Hub has proved a success, signalling greater demand

for co-working and flexible work options in the town. Building on the history of a town as a place of industry, protected structures and old distillery buildings can be converted to new workspaces and workshops, creating opportunities to showcase goods and services.



a place of culture



With the rich history of whiskey distilling and brewing, Tullamore has a well-established food and beverage culture that can be fostered to bring new opportunities to the town. Equally, the sporting culture of Tullamore is evident in its many clubs. Supporting and developing evening culture such as music and related events would further enhance the growing cultural scene of the town.





Beyond the town itself, Tullamore has a strong itinerary to offer day or weekend visitors. Birr Castle, Clonmacnoise and the Tullamore Distillery Experience are steeped in heritage and tell the story of the region. Tourism opportunity lies in increasing the presence of Tullamore within Ireland's hidden heartlands and in the considered development of the Grand Canal Greenway and Tullamore Harbour.



a place of heritage



Surrounding Tullamore is the natural beauty of the lakes, woodlands and wetlands of the greater region, while the canal and river run through the town. The Greenway offers walking and cycling trails connecting to towns beyond, while within the town the river, canal and harbour present opportunities for leisure, activity and amenity.



a place of nature



a place for all



As indicated in the findings of our public consultation, the people of Tullamore are proud of how warm and welcoming the town is. As part of our vision for Tullamore, our plans focus on creating spaces and opportunities for social exchange and community interaction, bringing refreshed and contemporary market square concepts to Tullamore for 2040 and beyond.

