



**Shannon
Chamber**
Advancing business together

DRAFT

CLARE COUNTY DEVELOPMENT PLAN

2023 - 2029

Shannon Chamber Response to:



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL

28 March 2022

Shannon Chamber welcomes the vision for Shannon as set out in Volume 3: 3B Shannon Municipal District Settlement Plans of the draft Clare County Development Plan 2023 – 2029, namely, that Shannon will be developed as:

'A Metropolitan Town where people want to live and work sustainably and visit because of its strong identity and sense of place, high amenity value and quality of life. A sustainable, low carbon town, which continues to be the regional leader for economic development and employment, maximising its strategic location, accessibility and metropolitan status.'

Whilst the draft plan contains a number of strategic goals for the town in the context of its role in the Limerick Shannon Metropolitan Area / Metropolitan Area Strategic Plan, particularly related to its identity, industrial legacy, and the economic value of Shannon International Airport, the key challenges lie in the development of a vibrant and distinct town centre, the delivery of quality housing and sustainable communities, the creation of community, social, cultural and recreational amenities, the preparation of a low-carbon strategy for the town and the enhancement of Shannon and its environs as a quality tourism destination, particularly through the maximisation of the infrastructural resources accruing to the Shannon Estuary.

Shannon Chamber and its members have played a key role in the development of the recently launched Shannon Town Masterplan, and in all submissions made to the attainment of this key milestone has articulated the views of our members and wider key stakeholders, most particularly that:

- Retail and community growth should not be confined to Shannon Town Centre.
- Consideration should be given to reviewing the zoning and ownership status of the land in/around Shannon Town with a view to creating a visible link between the M18 and N19.
- A varied residential mix is essential for Shannon to create the spending power within the town and to attract the ABC1 class resident to Shannon and thereby a different mix of retailers in the town.
- An area in the town centre be ringfenced for the development of a centrally located civic and arts centre to draw footprint to the town and to boost the retail and commercial aspects of the town.
- The town needs an iconic and attractive centre to act as a beacon for people to naturally and conveniently visit.
- The mix of retail and entertainment/experience-based activities needs to be dramatically improved.
- The town is fractured - starts from its centre and ripples outward – a ripple that needs to be reversed, be that through creating a central pulsing plaza, ideally something resembling a street

with a strong mix of small shops, bistros, cafes, drawing residents, browsers, and visitors in... as you would find in any other town of its size...or in fact any other town.

- An iconic community, civic & cultural centre could be the cornerstone for a re-imagined town. A focal point, that improved and new facilities could naturally gravitate around.

Our focus now, and in the context of the draft Clare County Development Plan, is that a commitment from Clare County Council be included in the overall County Development Plan that the Shannon Town Masterplan will be delivered on and rolled out in its entirety to definitive timelines, set down at the outset.

We reiterate our request for the appointment of a **dedicated and full-time Project Director**, charged with preparing and delivering on **an implementation plan with key actions, timelines, and milestones**.

We call for this appointment to be ringfenced in the County Development Plan, and guaranteed, to ensure that the vision, as set out in the draft Masterplan, is attained, thus demonstrating Clare County Council's commitment to delivering the new vision for Shannon, which forms part of any development plan for County Clare.

Shannon Chamber confirms that the Board and Executive of the Chamber are committed to maintaining and building on the strong collaboration that has taken place to date with Clare County Council to ensure that the successful delivery of this long-overdue Masterplan for Shannon, in the context of the wider County Clare Development Plan, is achieved.

Submitted by:

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