



**Shannon  
Chamber**  
Advancing business together

**DRAFT**

## **SHANNON TOWN CENTRE MASTERPLAN**

**Shannon Chamber Response to:**



**COMHAIRLE CONTAE AN CHLÁIR**  
**CLARE COUNTY COUNCIL**

**20 December 2021**

## INTRODUCTION

Having comprehensively reviewed the Draft Shannon Town Masterplan during the initial public consultation phase and presented a Submission in September 2021, which called for:

1. A **demonstrable implementation with key actions, timelines and milestones** built in.
2. A **dedicated and full-time Project Director** whose key focus would be on the delivery of the Plan in a timely manner to **demonstrate commitment by Clare County Council to creating a new vision for Shannon** and facilitate early delivery of flagship projects such as the One Shannon Hub, retail, and residential developments along the Main Street.
3. A clear indication that **funding** for the delivery of the Masterplan would be forthcoming.
4. A clear outline of the space allocation between civic offices, community, and creative spaces in the **One Shannon Hub**.
5. **The 'Flight' sculpture**, together with the adjoining flagpoles, to **be repositioned, in a prominent location, on the new 'Main Street'**.
6. **Examples of where mixed-use developments have worked successfully**.
7. **Sustainable transport and functional linkages between the** between the Town Centre and other industry locations around Shannon e.g., Shannon Free Zone, Shannon Airport, Smithstown etc., and substantive detail on the management of traffic between these three locations and for delivery to retail centres etc.

Shannon Chamber welcomes this additional opportunity to present its views to Clare County Council on the draft Shannon Town Masterplan now presented.

We welcome the collaboration that has taken place to date with the Clare County Council team to reach this point and we are committed to maintaining and building on this collaboration to attain the successful delivery of this very important Masterplan for Shannon.

## An Implementation Plan with Definitive Key Milestones/Attainments Charted/Delivered

Shannon Chamber welcomes the refinements that have been made to shape the final Draft Masterplan, specifically the recognition of most of the key points in our September 2021 Submission.

- We particularly welcome the inclusion of a Section focused on the implementation of the Plan. However, we would strongly suggest that, despite the detailed content of the Plan now presented, implementation is now the **most critical element of the Plan** in the eyes of the collective Shannon community - business and residential.
- Failure by Clare County Council to deliver on either the 2008 or 2012 Masterplans has soured the minds of the community and resulted in lethargy and a lack of belief in follow-through on such Plans.
- As stated in our previous Submission, this Plan, unlike previous Plans, **MUST be delivered on**, and rolled out in its entirety to definitive timelines, set down at the outset.

It is now fundamental that the contents of Section 08 – Implementation & Next Steps be:

- more specific and presented in greater detail
- that **a timeline that is realistic and achievable** is prepared and delivered on, with continual updates presented when each milestone is attained.

*The appointment of a **dedicated and full-time Project Director** and **an implementation plan with key actions, timelines and milestones** built in is therefore crucial to the attainment of this goal.*

We understand, for example, that the timeline for The Venue project, from initial concept to final design and full planning approval, took in the region of 3 years.

- This level of detail, with clearly defined milestone dates, needs to be prepared and continually presented to the community.

We strongly recommend the **initiation of regular stakeholder meeting updates** e.g., quarterly to maintain focus.

It is vitally important the Clare County Council maintains open and transparent lines of communication with all stakeholders. This will ensure community buy-in and recognition that this Plan will be delivered over time.

## Funding the Draft Shannon Town Masterplan

Following the launch of Ennis 2040 and the nine key infrastructural projects contained therein, there is concern among many Shannon stakeholders that the focus of future Urban Regeneration and Development Fund (URDF) funding applications may favour Ennis over Shannon.

- While Shannon Chamber welcomes the development of Co Clare as a collective, it is imperative that, after years of failure to deliver for Shannon, a substantial URDF funding application be prepared and submitted to enable the delivery of the Shannon Town Masterplan.
- If multiple tranches of such funding should be required to deliver the Plan in its entirety, then the community must be given this level of information.
- This information should be contained in the 'most detailed, milestone-focused' Implementation Plan to show, at least, when different milestones can be funded and attained.

**We would ask, at this juncture, how many applications for the next round of URDF funding does Clare County Council plan to submit and, where does the Shannon Town Masterplan rank in these applications?**

## 'One Shannon' Community, Civic and Cultural Hub

Shannon Chamber welcomes the inclusion of the 'One Shannon' Hub, a new civic, cultural and community centre in the Masterplan, that, as stated, 'will support a wide range of uses and unlock new uses in the town centre', in essence, delivering on many aspects of the previously presented *'The Venue'*

Shannon Chamber is aware of the substantial private funding offer that has been made to enable this key project in the overall Masterplan and would call for the funding stream and a detailed project delivery plan and responsibilities for delivering same to be mapped out for presentation to key stakeholders.

**The delivery of this major project and key element of the Masterplan is critical to confirming Clare County Council's commitment to Shannon and to the delivery of all aspects of the Plan in a timely manner.**

## Innovation Campus

The inclusion of an Innovation Campus in the Masterplan is a welcome development, presenting a mechanism not just to enhance Shannon's 'innovative' reputation but to create a laboratory to perpetuate this innovativeness.

In this regard, Shannon Chamber would call for:

- The inclusion of an **academic core** in this Innovation Campus, either through placing a third-level institution on-site or through generating satellite linkages thereby facilitating the establishment of an innovation lab.

## Conclusion

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 is achieved.

We reinforce our requirement for visible manifestation that this Plan, unlike previous Plans, WILL be delivered on, and rolled out in its entirety to definitive timelines, set down at the outset.

We request 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 earnestly call for this appointment to be guaranteed to ensure that the vision, as set out in the draft Masterplan, is attained, thus demonstrating Clare County Council's commitment to delivering this new vision for Shannon.

ENDS