

INTRODUCTION



The need for a Spatial and Economic Plan for Ennis up to 2040 has arisen as the Town and its Environs faces specific economic, infrastructural, environmental and physical challenges, including transportation, demographic and population change, retail vitality and viability, availability of modern office and employment accommodation, environmental considerations and Town Centre accessibility.

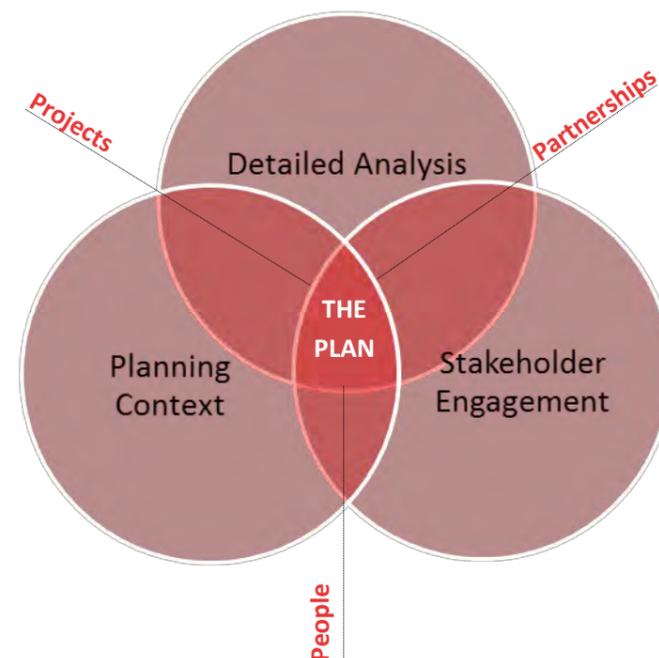
The Plan has been commissioned in light of the recovery in the economy and the adoption of a new National Planning Framework (NPF) for Ireland to 2040 and a National Development Plan, 2018-2027 which sets out the investment priorities that will underpin the successful implementation of the NPF over a ten year period through a total investment estimated at €116 billion.

The production of the Spatial and Economic Plan for Ennis is also timely in terms of:

- the production of the Regional Spatial and Economic Strategy for the Southern Regional Assembly
- the opening of the M18 to Galway

- changes in the role of Shannon Group and Shannon Airport with the consequent changes in regional perspectives, linkages and spheres of influence
- the key assets and potential of the County including Tourism, Shannon Estuary, access to third level institutions and renewable energy
- the Vision for Ennis as set out in the Clare County Development Plan 2017-2023

Engaging with stakeholders, undertaking urban design, economic and transportation analysis and developing initial strategic recommendations to facilitate collaborative input from the community fosters confidence, development and investment in the final Plan. It will have the potential to stimulate the economy, transform quality of life and enhance the environment.



Current Context

- * Recent development in Ennis has primarily been residential in nature and located around the fringe and in the environs of the Town.
- * The Town Centre continues to face challenges in terms of commercial vacancy, including on principal shopping streets, the public realm, pedestrian amenity and connectivity with surrounding areas.
- * The Town Centre does, however, contain a number of locations that have the potential for development/redevelopment.
- * A framework for the regeneration of the Town Centre that will build momentum for change has been progressed with the production of Plans for key areas including Parnell Street and O'Connell Square, Barrack Square and Old Barrack Street and the Lanes and Bow-Ways.

The Spatial and Economic Plan

- * The Spatial and Economic Plan will set the long-term economic plan for the County Town of Ennis to focus and agree on an economic future and spatial pattern to 2040.
- * The Plan will set an economic framework to drive prosperity in line with a clear vision.

- * The function of the Plan is to inform and drive the economic, social and physical development of Ennis as an investment location and place to live.
- * There will be three distinct but integrated elements in the form of an economic action plan, a spatial implementation plan and a marketing plan.
- * The economic action plan will identify specific actions to drive the enhancement of the economy of Ennis to 2040 and beyond.
- * The spatial implementation plan will provide a spatial expression to the economic activities proposed and will be formulated to match investment opportunities with a plan for physical development, including development of the public realm and strategic sites which acknowledges the significant architectural, cultural and historic heritage of Ennis.
- * Finally, the marketing plan will advise on how best to attract investment for existing commercial centres and how to attract local, national and international businesses and people to avail of the new facilities and offerings in the Ennis and Environs Area.

PROCESS TO DATE

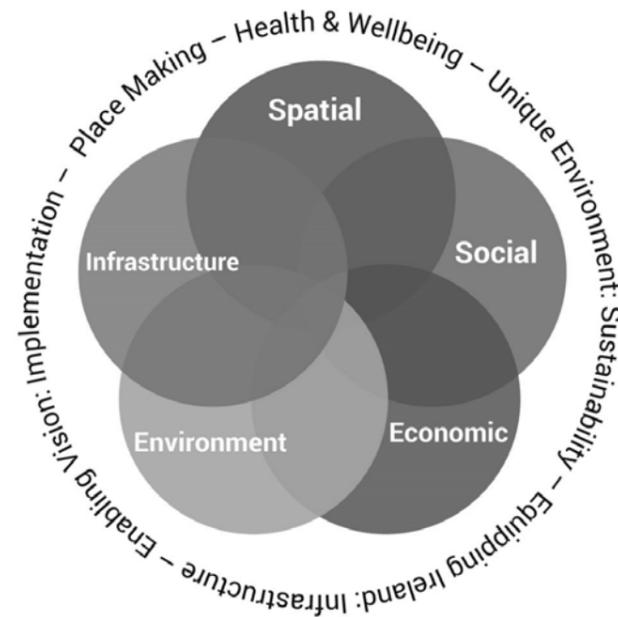
The Preparation of the Economic and Spatial Plan for Ennis to 2040 began in June 2018 and is being progressed as part of a pre-determined Work Programme with a Draft due for public display in January 2019.

A primary aim of the project is to engage with residents, workers and visitors to maximise the potential for Ennis to become a more attractive place to live, work and visit.

GVA are appointed by Clare County Council to lead a multi-disciplinary team to undertake the preparation of an Economic and Spatial Plan for Ennis to 2040.

As experts in the area of economic development and spatial planning in Ireland, GVA, along with our partners, particularly those specialising in urban design, transport, the environment and heritage have begun the process of gathering the information necessary to produce a plan for the sustainable development of Ennis.

The team are currently completing the research phase of the project with this public information event feeding into the next stage of evaluating opportunities.



Evaluating Opportunities

Today everyone will have the option to provide feedback which will be collected and inform decisions around opportunities that could include:

- Growth sectors
- Urban improvement
- Better mobility
- Enhanced Public Realm

"IF YOU PLAN CITIES FOR CARS AND TRAFFIC, YOU GET CARS AND TRAFFIC. IF YOU PLAN FOR PEOPLE AND PLACES, YOU GET PEOPLE AND PLACES"

- FRED KENT, FOUNDER, PROJECT FOR PUBLIC SPACES

Stakeholder Consultation

- * Stakeholder Engagement is an important element in the overall process of producing the Plan. This approach provides a basis for a well-informed final Plan which includes inputs on foot of collaboration with the public.
- * It is vital to identify and gather the opinions of stakeholders who live and work in the area as local knowledge is invaluable to the depth of detail included in the Plan.
- * To encourage participation in the project and to build positive momentum for its preparation, Public Information Sessions and

Stakeholder Workshops are included as an integral part of the project programme.

- * The engagement with the public and key stakeholders help the Team to identify the next steps in the project and realise the potential of the Town through local knowledge and expertise.
- * Identifying a future vision for the Town aids the preparation of the Plan and provides focus for the effective development of the local economy and the creation of a quality place to live.



Image: First Stakeholder Workshop

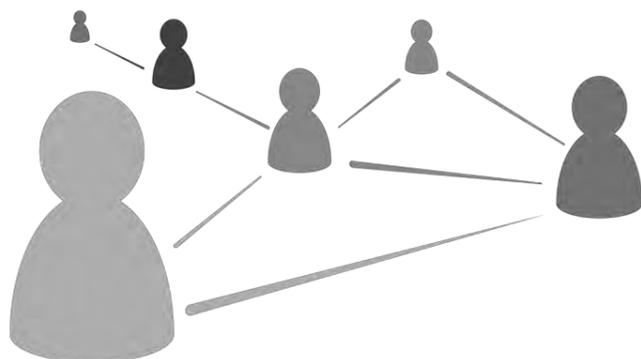
STAKEHOLDER ENGAGEMENT



Stakeholder engagement involves the introduction of key principles that shape and form the final output of the project. Feedback is generated through interaction with the public and various bodies, such as Government / State Agencies, Clare County Council, Ennis Chamber of Commerce, Clare Public Participation Network, Members of the Public and other stakeholders as identified throughout the process.

The type of engagement can take a number of forms but the purpose is to:

- Facilitate participation
- Allow for opinions to be expressed
- Gather comments and ideas



The Approach

- * Stakeholder Engagement is an important element in the overall process and occurs at different levels in line with a project brief and programme.
- * A 'Steering Group' and 'Working Group' has been established consisting of the Project / Consultant Team and local business people.
- * The collaboration with the business sector ensures frequent communication and sharing of ideas and opinions openly and freely.
- * Targeted Workshops are integral to the approach and offer the opportunity for participants to provide feedback in an organised and pre-determined fashion.
- * The Workshops range from roundtable discussions to more open formats consisting of background material to initial proposal/conclusions.
- * Public information sessions such as today are important to ensure the general public are both informed and participate in the process.
- * Public displays of drafts of the project as ideas and solutions will also allow for increased public participation (e.g. Draft Plan Stage).

Brand / Identity

- * It is important to establish a strong Brand and Identity for Ennis to be competitive on a local, regional, national and International basis. Please share your ideas with us today.



Who is involved in the process:

The Team consists of members Clare County Council in the Economic Development and Physical Development Directorates. Working with the expertise provided by the Consultant Team, there is a collaborative effort to engage with organisations and groups with a keen interest in among other things the local economy, community initiatives, public realm and physical development.

LOCAL AUTHORITY



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL

The Council plays a pivotal role in producing plans and strategies to encouraging positive outcomes for Ennis.

ENNIS CHAMBER OF COMMERCE



Ennis Chamber
Advancing business together

Consists of key business operating in the town whose co-operation is essential to the renewal area.

CLARE PUBLIC PARTICIPATION NETWORK



Allows for the voices of community and voluntary groups in the County to be heard.

MEMBERS OF THE PUBLIC



Residents, workers and visitors to Ennis who have an interest in the future development of the town.

CONSULTANT TEAM



Community Engagement Partners

Providing specialist expertise throughout the various aspects of the physical, social and economic environment of Ennis - Spatial Planning, Economic Development, Transport, Urban Design, Heritage, Community and Engagement.

STAKEHOLDER WORKSHOP 1



The first Stakeholder Workshop took place at the Temple Gate Hotel in Ennis on the 4th September 2018. The attendees at the workshop were invited from a 'targeted' list of stakeholders which were identified in agreement with Clare County Council. These consisted of a number of groups and business owners in the Town as well as representatives from various organisations and national bodies.

Targeted Approach

A summary of the comments received at the initial workshop have been compiled and assessed as part of the advancement of the Plan thus far. The Key Findings of the workshop can be broken down into 6 main work streams.

- Perceptions of the Town
- Spatial Planning
- Transport
- Economic Development
- Urban Design / Heritage
- Community

Key Findings



Perceptions of the Town

Ennis is generally viewed in a positive light with many people highlighting aspects such as friendliness, medieval heritage, unique streetscapes and boutique shopping opportunities. It is important to maintain and enhance these features to benefit the Town in the future.

Spatial Planning

It is crucial that Ennis builds on its strategic location in the region and improve road and rail communications with Limerick, Shannon and Galway. Ennis has the potential to be a driver of growth and employment opportunities in tandem with the development of necessary infrastructure.

Transport

Issues surrounding parking and car dependency are prevalent in the Town and need addressing as part of any future transport proposals. Walking and cycling infrastructure also needs to be developed and encouraged.

Economic Development

Ennis needs to take advantage of tourism in the Town and its connections to the Wild Atlantic Way. The level of tourism can expand through developments to improve visitor accommodation and facilities. This would boost the local economy and create an attractive environment for growth.

Urban Design / Heritage

The importance of heritage assets such as lanes and bow-ways, shop fronts and streetscapes must be protected and enhanced to provide a vibrant Town Centre.

Community

Need to improve the quality and range of housing provision in Ennis. Cultural facilities should also be enhanced as they contribute to diversity and make the Town more attractive to live and work in.



Image: First Stakeholder Workshop

THE GOALS



The Economic and Spatial Plan being prepared for Ennis will endeavour to shape development within the Town to the benefit of current and future residents, workers and visitors. Ennis 2040 will provide a framework to deliver a number of targeted goals and objectives that need to be agreed at this stage of the process.

The Plan will build on the assets of the Town such as the growth of the Town Centre through the identification of infill development opportunities.

Co-operation and community engagement are key drivers which can support local development and drive investment into areas which need it the most.



Target

1. Ennis to become the Regional Capital

Ennis can continue to grow and fulfil its role within the region with the aim of becoming the leading force in the Mid-West. The key elements of a Regional Capital will be developed and integrated into Plan policies.

2. Expand and Diversify the Economic Offering of the Town

Build on the current offering of Ennis by identifying gaps in the market which the town can facilitate and benefit from.

3. Ensure that Ennis operates as a serious node on the Atlantic Economic Corridor

Utilise the location of Ennis on the west coast of Ireland to reap the benefits associated with the Atlantic Economic Corridor.

4. Improve connections with the wider County and area

This Plan will interact with its wider sphere of influence to maximise the benefits of the assets of County Clare.

5. Make the Town Centre the beating heart of Ennis

Strengthen town centre assets to provide civic amenities for the community and ultimately attract investment to add vibrancy to the traditional core of the Town.

6. Revitalise Ennis through a network of well-connected places

Creating an attractive 'Capital' location is a platform for investment, creates vibrancy and special places to live.

7. A Place to arrive and spend time where the urban area and scenic landscape meet

Showcasing unique civic and physical attributes attracts visitors who will have a sense of arriving to a forward looking and dynamic Ennis.

8. Apply principles of Effective Leadership to drive growth and provide direction

Ensure the implementation of the Plan is effectively lead and encouraged by the Local Authority, residents, businesses and workers in Ennis.

A REGIONAL 'CAPITAL'



It is important to combine the unique elements of a settlement with a high-quality provision of infrastructure in the physical and social environment to create a sustainable area which encourages natural growth and investment.

Responsible civic qualities and attractive places appeal to a variety of people, businesses and activities. Locations that function as capitals have an offer that attracts not only the locals, but also businesses, specialised services, regional players, commuters and tourists.

The important thing is to foster balanced and sustainable growth that will not only deliver success, but also ensure that it is maintained.

The question we need to ask ourselves is:

What are the key drivers for Ennis to be considered a 'capital'?

Investment

Investment in the local economy is vital to the development of industry and ultimately create jobs. The West of Ireland already benefits from Foreign Direct Investment which contributes to employment in the area.

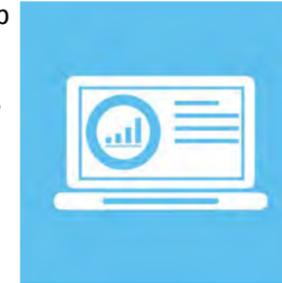


Public investment in local infrastructure such as electricity, broadband, water and housing can attract a larger resident population leading to a stronger, more competitive economy.



Creation of Networks

It is important to develop strong ties with other towns, cities and regions where there can be mutual benefit for all.



Limerick, Shannon and Galway are the immediate neighbours for Ennis, but it is also important to think on a larger national and global scale.

Improvements in the connections to Dublin, Cork and the rest of Europe help to minimise the impact of the peripheral location of Ennis.

The Atlantic Economic Corridor is an example of a network that Ennis must exploit to gain its fair share of investment, leading to growth in the local and wider economy.

Inclusion of smaller settlements in the hinterland of Ennis such as Clarecastle and Barefield can support sustainable growth into the future.



Sustainable Growth

Growth and expansion are key aspects of a regional capital. Diversification in the economic offer of Ennis would contribute to further growth and investment.



A number of aspects must work together to produce this growth and this can be done on a physical, social and economic level;

- Spatial Planning
- Infrastructure
- High-quality housing provision
- Diversity
- Education

A REGIONAL DRIVER OF GROWTH



Ennis is in a strategic location in the Mid-West Region and has good connectivity to major urban centres like Limerick City to the south and Galway City to the north. Shannon town is also located just south of Ennis and is an important employment centre for residents in Ennis.

Regional road infrastructure and connectivity to Ennis is centred on the M18 Motorway which runs parallel to the Town in the east.

Ennis also benefits from rail infrastructure with commuter train services running between Ennis and Limerick and Ennis and Galway, with connections to Dublin and Cork from Limerick Junction.

Access to the wider county is built on a series of national and regional roads of varying quality and capacity.

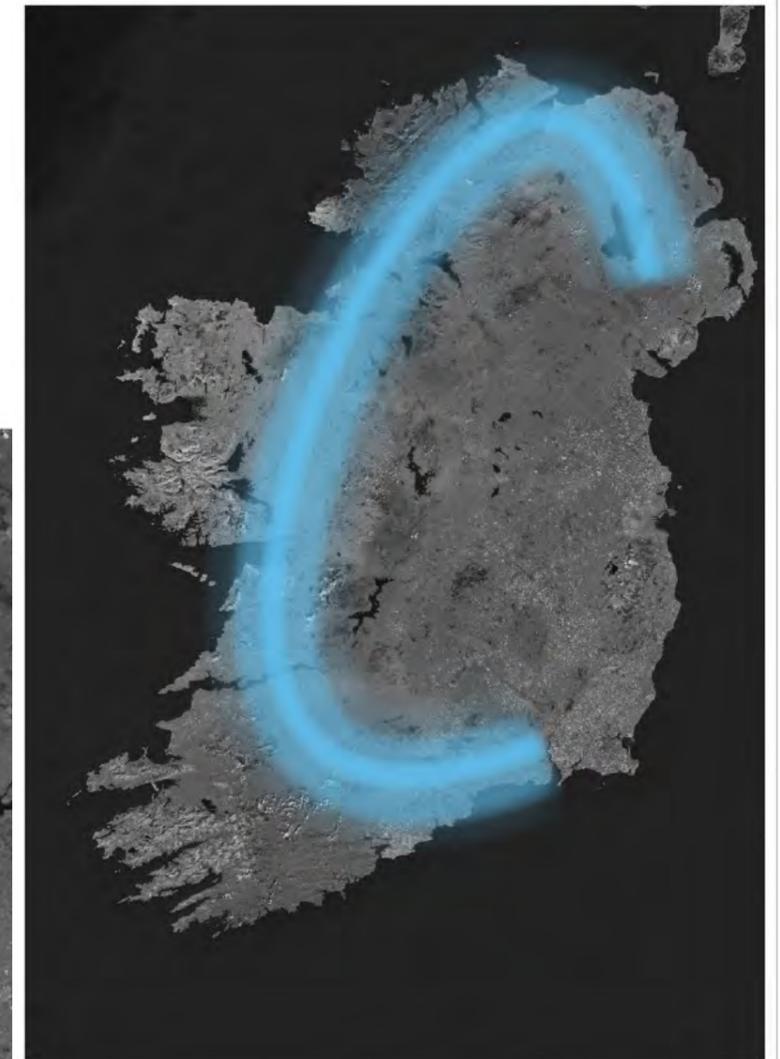
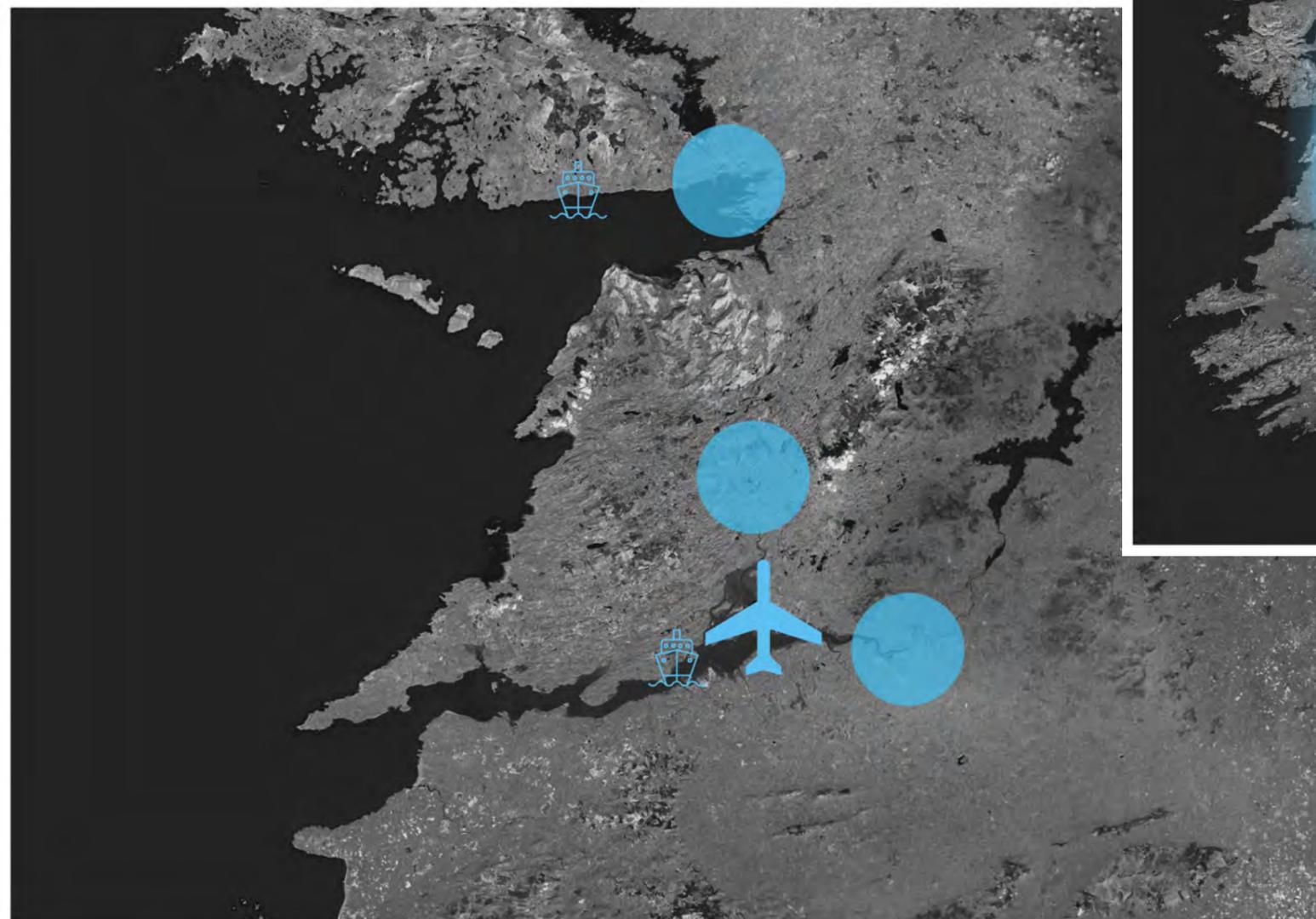
Ennis is primarily used by tourists as a base for exploring and visiting the many assets of County Clare such as The Burren and The Cliffs of Moher.

Ennis is located along the Atlantic Economic Corridor and works alongside the other major urban centres to create an attractive and vibrant region upon which other aspects of the economy can grow.

Ennis is home to office and business parks and attracts a level of employment from Foreign Direct Investment. Clare Technology Park, formally known as Information Age Park Ennis (IAPE), is an important asset in the technological industry for the Town.



The resources contribute to the attractiveness of the Town as an enterprising place to do business.



ECONOMIC PROPOSITION



	Ennis	Clare	State
At Work	52%	58%	59%
Looking for 1st Regular Job	1%	1%	1%
Unemployed—Lost or given up Job	9%	8%	8%
Student	9%	11%	11%
Looking after home/family	7%	1%	1%
Retired	16%	17%	15%
Unable to work—permanent disability or sickness	5%	4%	4%
Other	0%	0%	0%

- ◆ Potential to increase the density of Ennis
- ◆ Town Centre development
- ◆ Infill Development

Population of Ennis 2016



25,276

- ◆ Population of Ennis is increasing
- ◆ Need to plan for an expanding economy
- ◆ Developments in housing and community infrastructure required

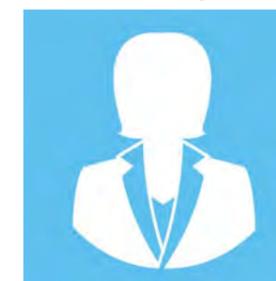
Average House Price in Ennis 2018



€270,000

- ◆ House prices beginning to level off after increase in recent years
- ◆ Well above Clare average of c. €160,000
- ◆ Need for supply of alternative forms of housing e.g. apartments

Largest Employment Sector - those living in Ennis



Professional Services

- ◆ 52% of the population of Ennis are 'At Work'
- ◆ Below State Average of 59%
- ◆ Commerce & Trade and Manufacturing are the 2nd and 3rd largest employment sectors

Population Density of Ennis



Medium—1,290 people per sq. km

Population of Ennis Trend



Increasing

Residential Stock of the Town



C.90% Houses and Bungalows

Commerce and Trade



Employs a Significant number of people living in Ennis

URBAN DESIGN/HERITAGE



Strengths

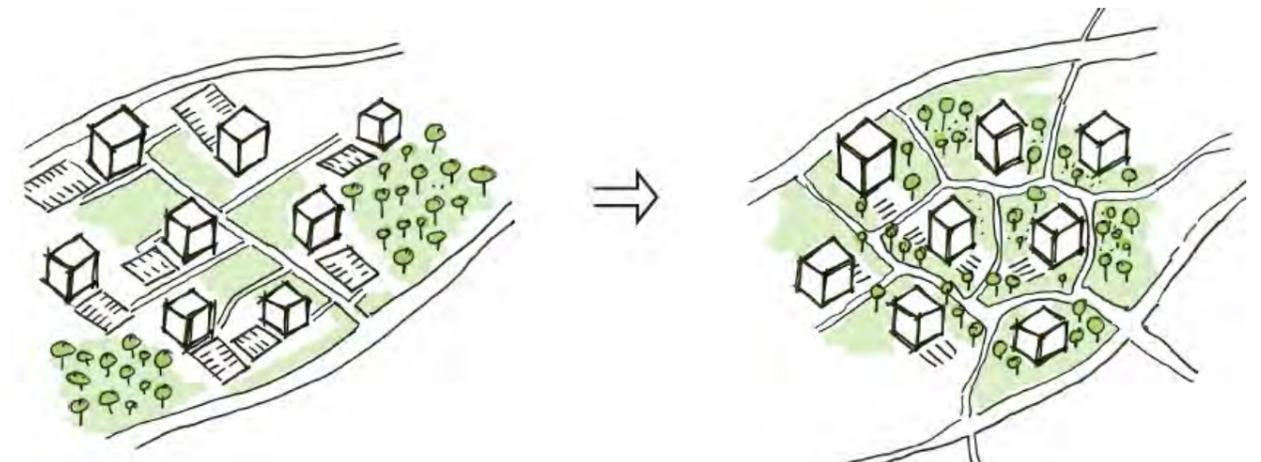
- Vibrant Town Centre
- Unique Streetscape
- Positive Urban Character
- Defined by markets, shops and commercial activity
- Needs to be preserved and enhanced
- Material palette represents variety and careful design
- Pedestrian priority areas are clearly defined
- Contributes to a balance between cars and pedestrians
- Medieval Layout
- Pedestrian streets and squares
- Attractive urban spaces
- Interesting mix of building façades
- Contributes to a unique Town Centre landscape

Weakness & Opportunities

- Issues surrounding vehicular traffic
- Reduced space for pedestrians in the Town Centre
- Quality of the public realm is impeded
- Creates issues around safety, movement and access
- Surface car parks take up a lot of room in the Town Centre
- These areas could be used for public / community purposes
- Need to improve the features that make Ennis a compact centre for working, living and visiting

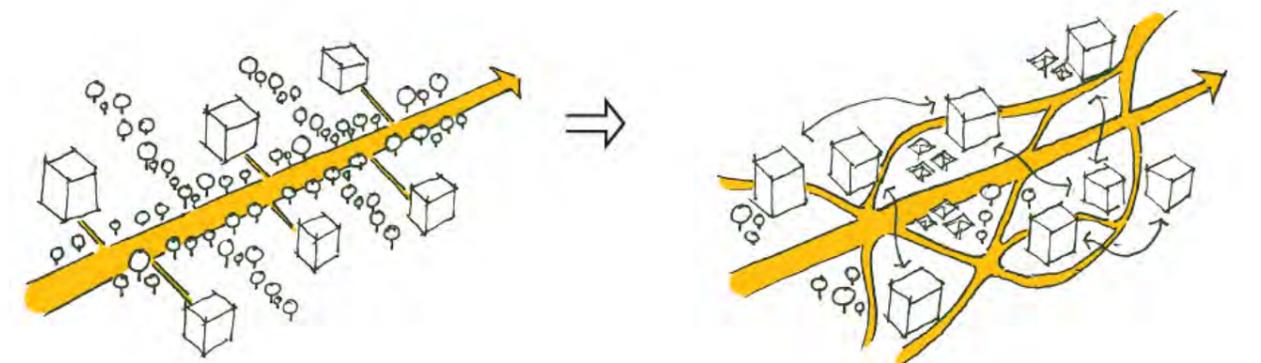


Best Practice Principles



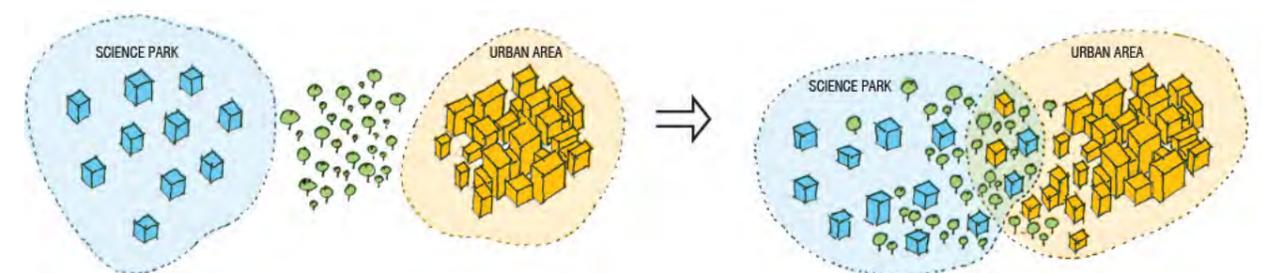
Segmented design of urban and landscape/park areas

Integrated design of urban and landscape/park areas



Low interconnectivity between different areas

High interconnectivity between different areas



Science Park not integrated with Urban Area

Science Park integrated with Urban Area

TRANSPORT

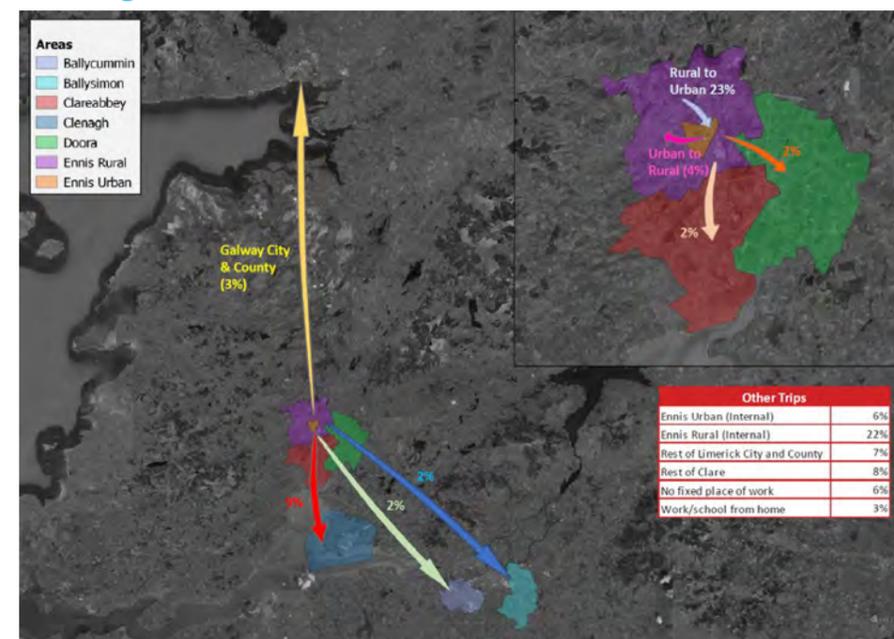


Ennis is located directly adjacent the M17/M18 Gort to Tuam Motorway providing excellent connectivity to Limerick and Galway - Ireland's third and fourth largest cities. It has good road connections to Shannon, a major employment centre and host to Shannon Airport, via M18 and N19 roads. It is also a transportation gateway to major tourist destinations in western Co. Clare, such as Cliffs of Moher.

Daily Traffic Flows



Existing Travel Patterns



Ennis	55%
Ennis Urban (Internal)	6%
Ennis Rural (Internal)	22%
Ennis Rural to Urban	23%
Ennis Urban to Rural	4%
Clare County	17%
Cleanagh/Shannon	9%
Rest of Clare	8%
Galway City and County	3%
Limerick City and County	11%
Ballysimon	3%
Ballycummin	2%
Rest of Limerick	7%
No fixed place of work	6%
Work/school from home	3%
Not Known	5%

Train services connect Ennis directly to Galway and Limerick.

Trains terminate at Ennis on the Limerick to Ennis commuter service and stop at Ennis on the Limerick to Galway intercity service.

Transfers to Dublin, Cork and Waterford services can be made at Limerick Junction.

Ennis is well connected to Galway, Dublin, Cork, Limerick and Shannon by bus.

It is used as stopping point on journeys between cities providing connectivity to other towns.

Direct regional services are also provided within Co. Clare.

Choice of Travel Mode

Mode	Ennis	Clare	State
On foot	39%	12%	15%
Bicycle	2%	1%	3%
Bus	5%	7%	9%
Car	53%	79%	68%
Train	1%	1%	5%



Quite a lot of cars



STRATEGIC AREAS



Diagrammatic Map of Ennis



What can areas have?



Parks



Social Facilities



Living Accommodation



Employment (Office, Manufacturing, etc.)



Employment (Hotels, Retail, etc.)



Recreation and Amenity

Your Ideas will be recorded by a Facilitator