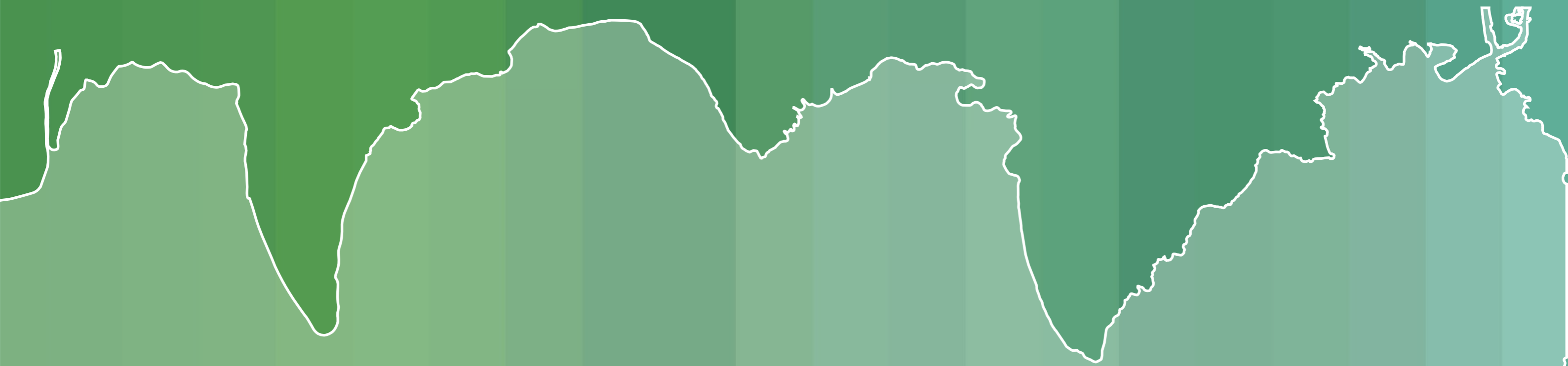


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Shannon

*A Vision for
Shannon Town Centre*



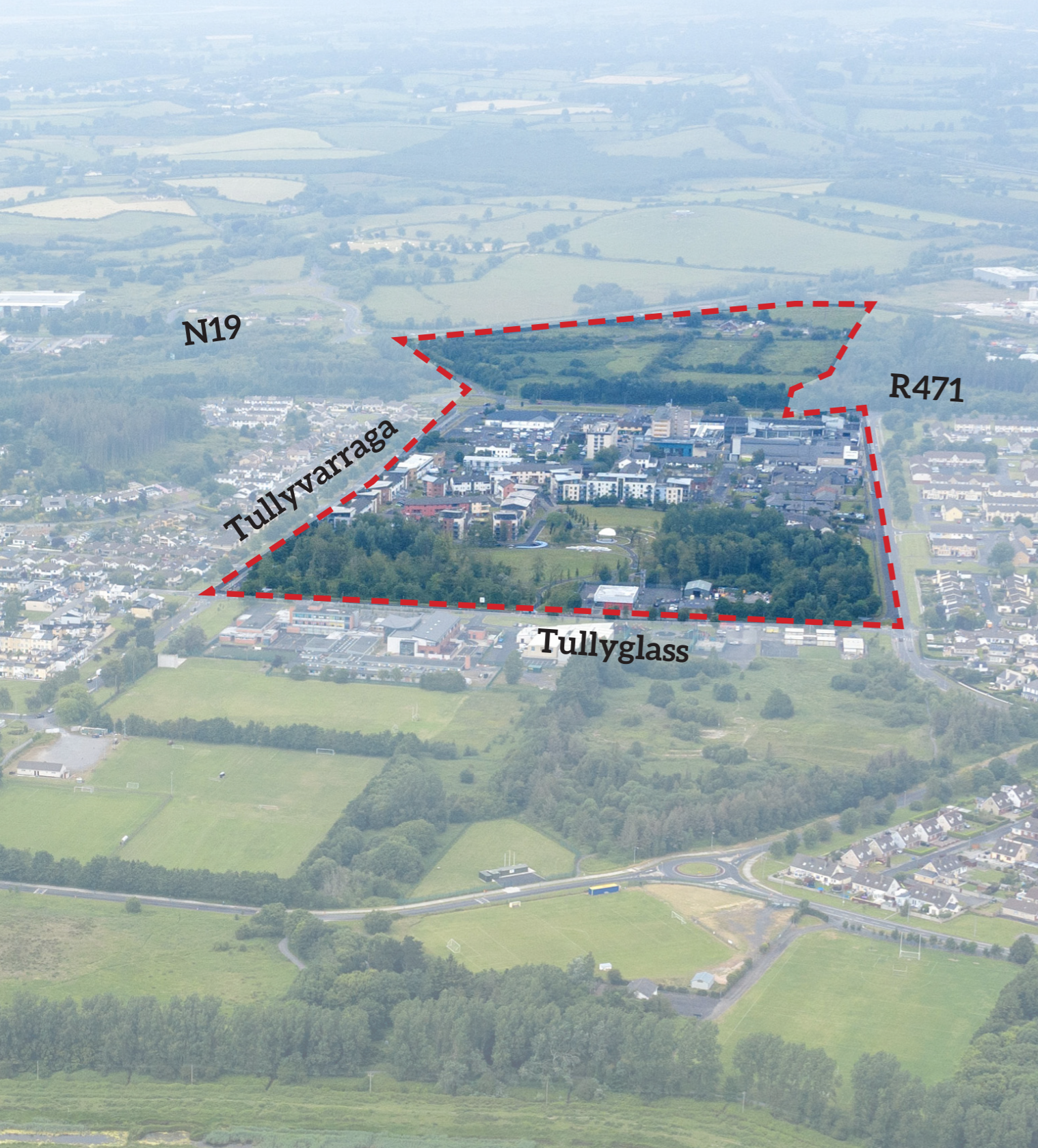
BDP.



COMHAIRLE CONTAE AN CHLÁIR
CLARE COUNTY COUNCIL

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STUDY AREA



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DESIGN PRINCIPLES

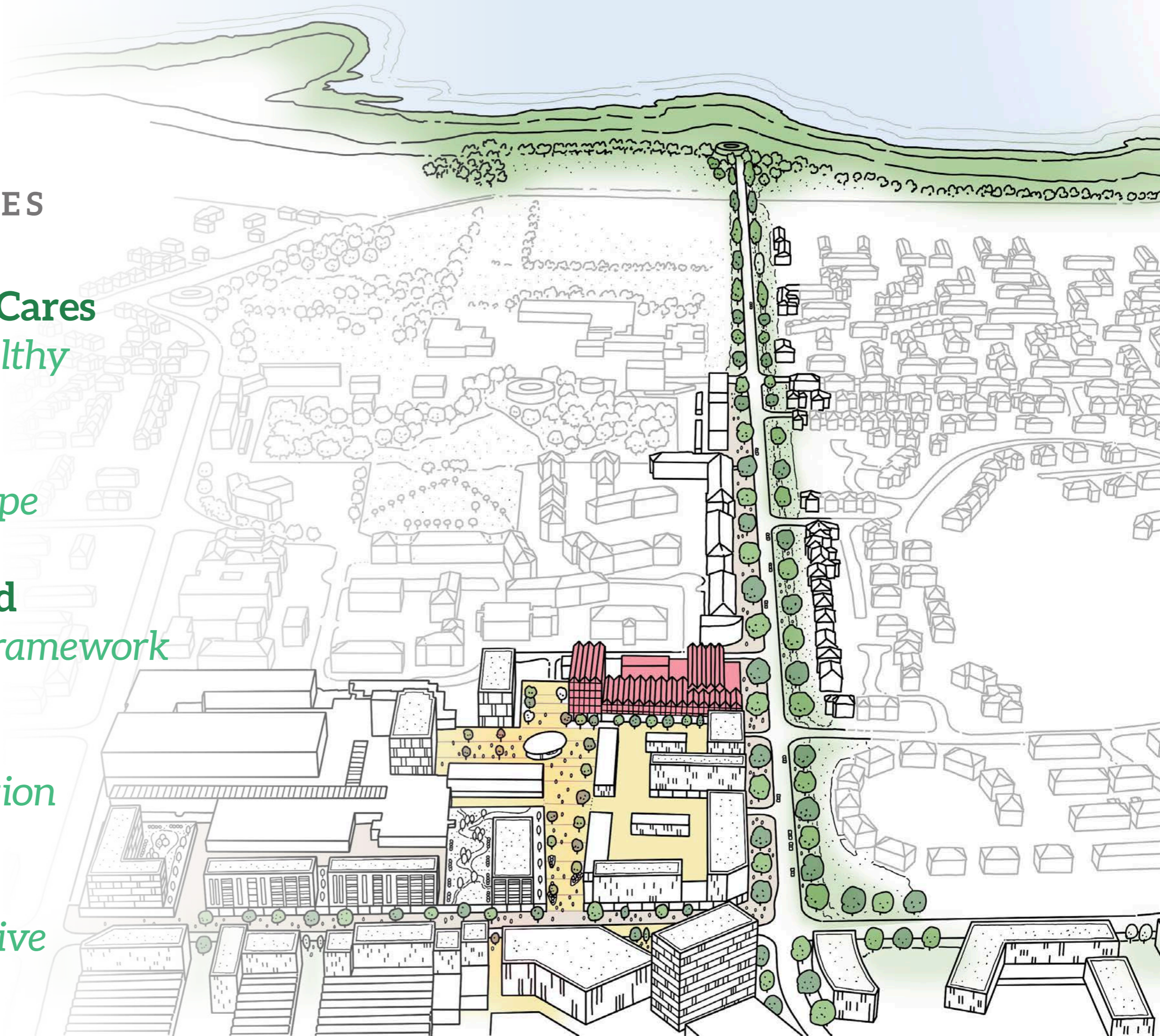
A Community that Cares
Inclusive, shared, healthy

Living Estuary
Regenerative landscape

'New Town' Revived
An updated spatial framework

Shannon Firsts
A heritage of innovation

One Shannon
Reimagine the collective

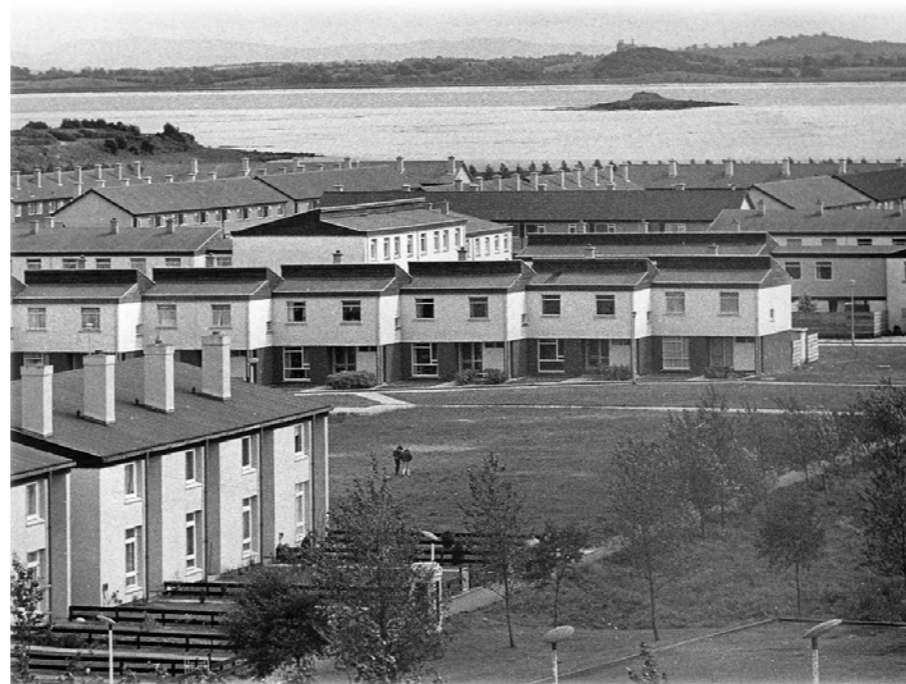


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BACKGROUND



Shannon as an Aviation Hub and New Town



Historic Imagery of Shannon New Town

Shannon is unique in Ireland, as virtually all of it has been built in the past sixty years, with its growth stemming from its success as a global aviation hub and free trade zone.

In this relatively short existence, it has become the second largest town in County Clare and is a major driver of the regional economy of Co. Clare and Limerick and currently has a population over 10,000.

With its dynamic, mixed economy stemming from the Free Trade Zone, strategic international positioning with its international airport, strong community ties and local identity, it stands on the cusp of an exciting future with an opportunity to provide more jobs, homes, community infrastructure and to establish a more vibrant town centre.

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THE OPPORTUNITY



Shannon Town Centre Today



New Town Centres: Bracknell, UK and Almere, Netherlands

Shannon Town Centre has been the heart of Shannon Town since the 1970s, but despite its range of retail and community services, it lacks definition and the sense of place found in other Irish towns and villages.

This masterplan vision aims to give it that definition, by managing future growth and establish a place that captures and secures the benefit of growth for the local community. Shannon has been a place of innovation and promoting a healthy lifestyle since its inception, yet its town centre has never been the source of pride that Shannon deserves.

This masterplan vision is an attempt to improve the local townscape with new retail, community, housing, and public spaces for locals and visitors to enjoy.

Needs Assessment



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SPATIAL FRAMEWORK

- Core intervention area
- Innovation Corridor / Main Street
- Residential
- Innovation
- Future expansion
- Estuary project
- * One Shannon Hub

Shannon Airport

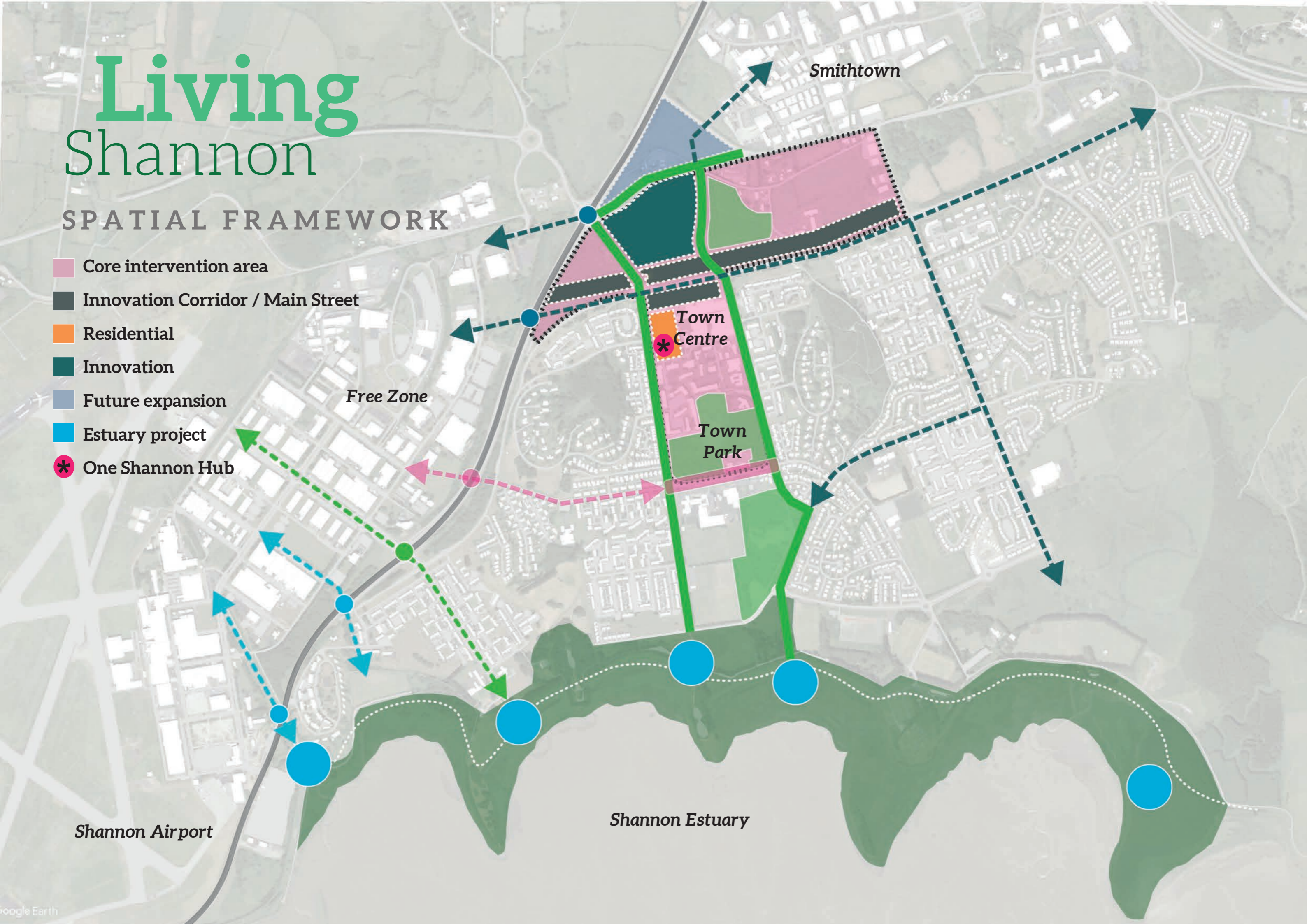
Free Zone

Shannon Estuary

Smithtown

Town Centre

Town Park



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DEVELOPMENT STRUCTURE

Main Street at the heart of the Innovation Corridor

Community and cultural uses as urban gateways

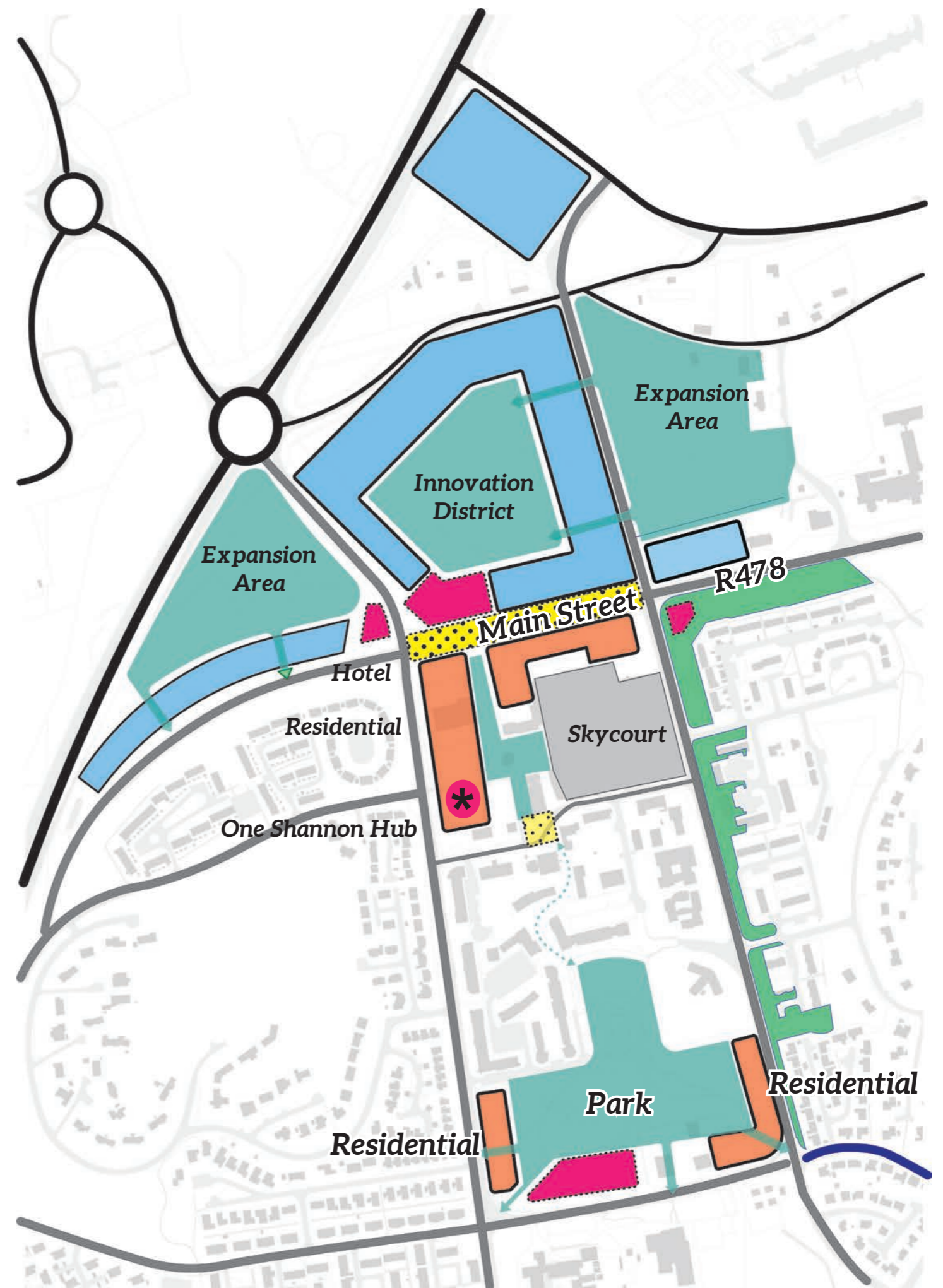
New employment clusters integrated with existing and enhanced green spaces

Sky Court redeveloped as a residential lead mixed-use quarter

Active frontages along Estuary Boulevard

Biodiverse corridor

Park residential as a new aspirational housing quarter



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DELIVERABLES

A new **Main Street** and improved **green boulevards** linking to the estuary

An expanded and reinvigorated green **Town Square area**

A **mixture** of new residential housing types

A more **varied retail** offer, showcasing **local products** and services

A new **'One Shannon'** community, civic and cultural hub

New amenities and **better connections** to the new Town Park & Estuary Park to support healthy lifestyles

An **innovation district** to showcase the Best of Shannon

A **refreshed identity** for Shannon rooted in its history of innovation, enterprise and connectivity with nature









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3D VIEW



Potential Future Land Uses

- | | |
|--|---|
|  Residential |  Office |
|  Retail |  Warehouse |
|  Cultural / Civic |  Hospitality |

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IMPROVED PUBLIC SQUARE



New Housing

New Housing

Chapel

One Shannon Hub

Town Square

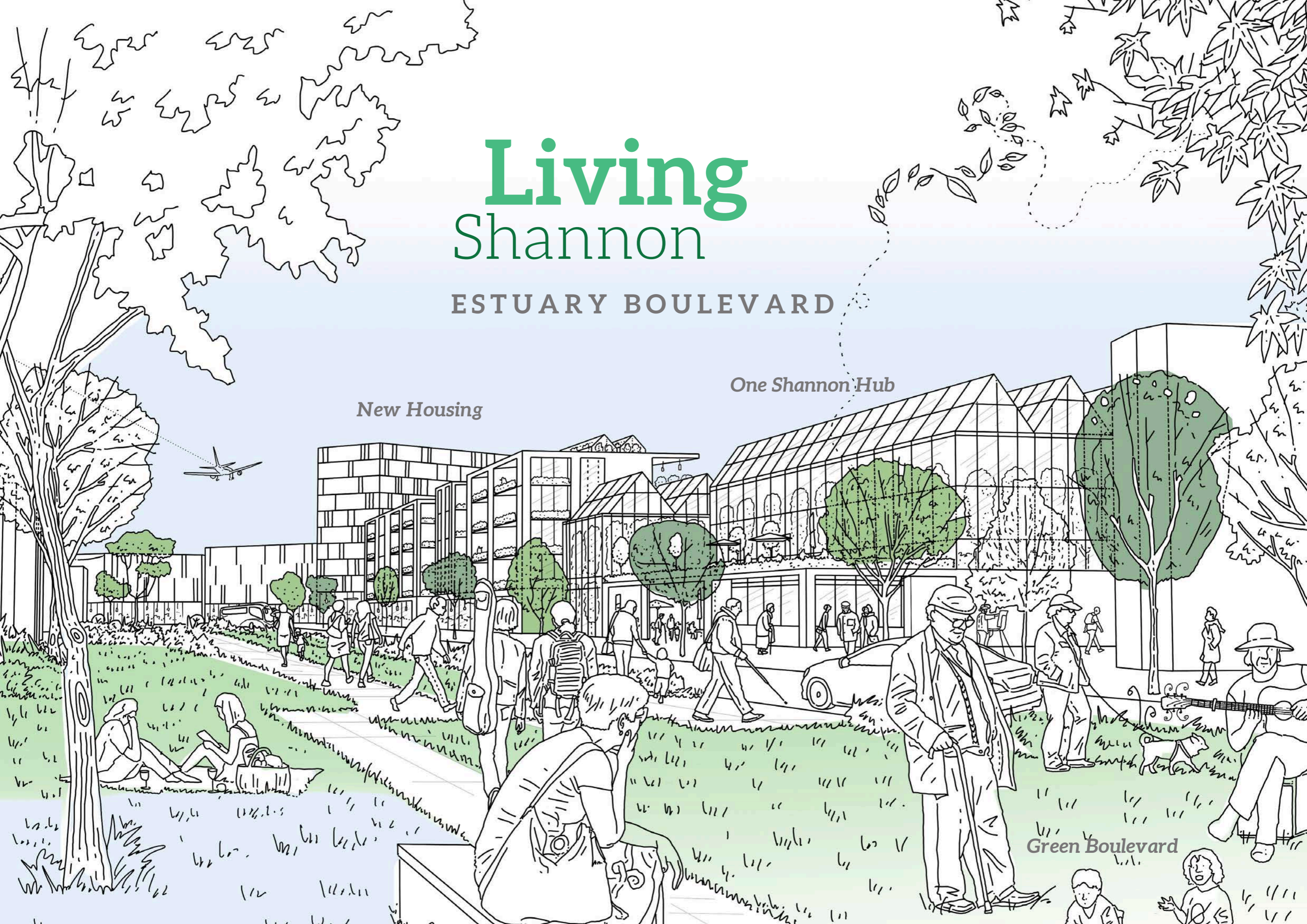
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ESTUARY BOULEVARD

New Housing

One Shannon Hub

Green Boulevard



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THE MAIN STREET



New Housing

Cycle Lane

MEET U
THERE.

New Planting

Increased Pedestrian Space

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CENTRE OF EXCELLENCE



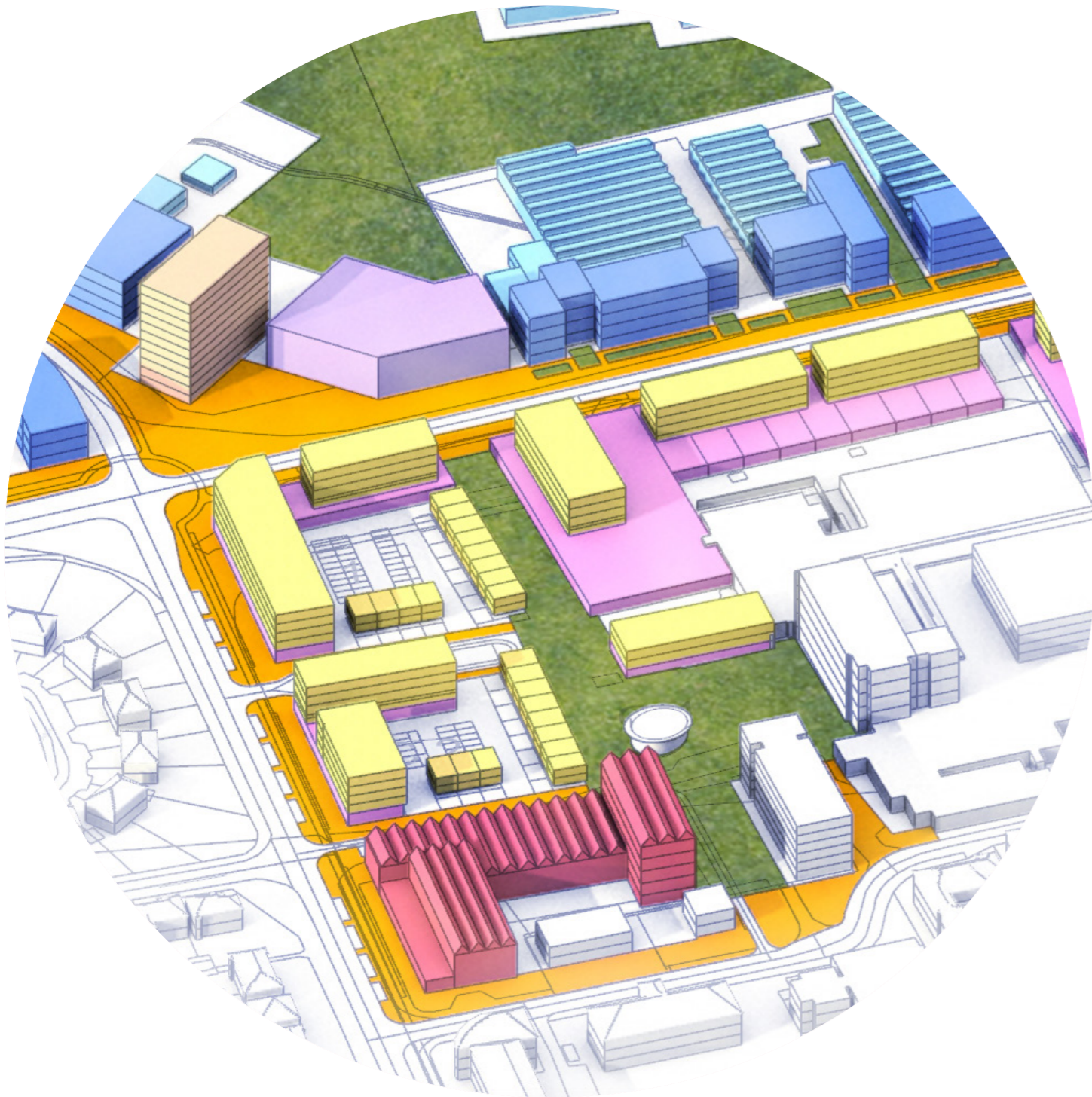
The Masterplan has identified the lands to the North of the Town Centre as potential future growth of the town environs, this represents many opportunities in terms of a transitional link from an urban to a rural context while providing a key amenity for local use.

It is important to create a distinctive environment on arrival to Shannon, the area should be developed to create a unique character, reinforced by local identity and promoting development that is sensitive to existing landscape features.

This area will become a local amenity with its biodiverse landscape and will put local movement before traffic, creating an area that promotes walking and cycling by allowing easy access and movement through the Northern Area.

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TOWN SQUARE

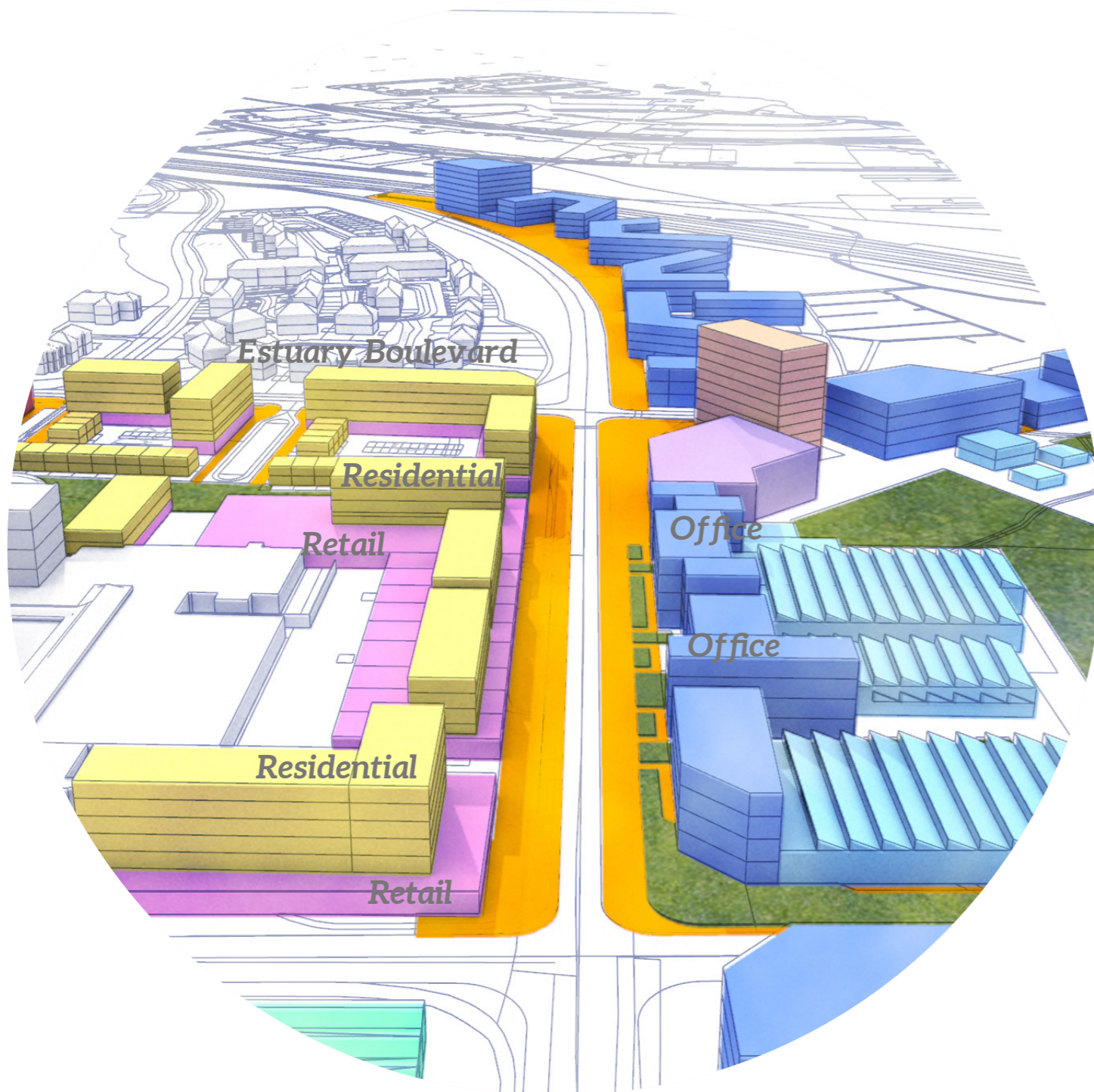


Shannon Town Square will underpin a new identity for the Town Centre as a focal point for the community. The space will be given over to pedestrians and will be able to host a variety of events, celebrations and community functions.

The Town Square will expand on the existing square with its Chapel, but with new urban furniture and lighting to support prolonged use throughout the year. It will have a direct link to the proposed One Shannon Hub, and will support its community uses.

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MAIN STREET



It is proposed to downgrade the R471 road passing through Shannon Town Centre and remove the roundabout linking it with the R472 (connecting to N19). This would allow the road to become a street focusing on pedestrians, cyclists, and enable new retail and service amenities to have a presence to the street.

It is envisaged that this new 'Main Street' will be an innovative take on the traditional main street of Irish towns, and will contribute to a sense of place for Shannon, where people come first. The Main Street will bring together local and independent retail, bars and restaurants, spaces for enterprise, education, showcase and in general an 'urban front door' to the Centre of Excellence.

The street will be a place of confluence for the '3 Shannons' (airport, Free Zone and Shannon Town), and will be a space that prioritises pedestrians and is designed as high quality public realm, including urban greening, sustainable urban drainage and amenity spaces for all ages.

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ONE SHANNON HUB



A PLACE FOR BIODIVERSITY



AN ICON FOR SHANNON



PERFORMANCE VENUE



SPACES FOR LEARNING & CULTURE

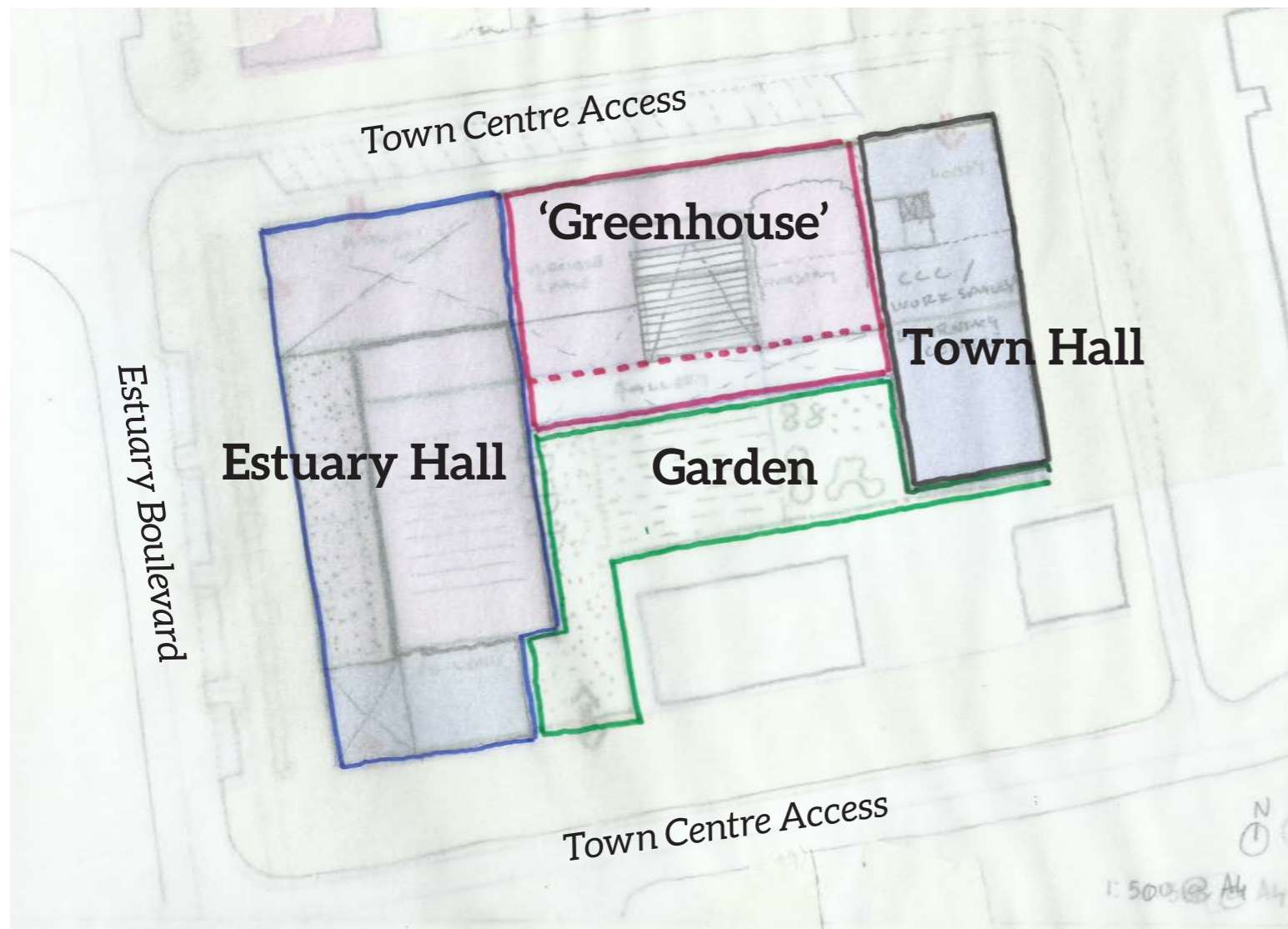


SUSTAINABLE MATERIALS



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ONE SHANNON HUB



The One Shannon Hub will be a place where multiple uses coexist to create new synergies and ensure activity throughout the day and night.

It is proposed to create a new building which will combine the Town Hall, a performing arts venue (Estuary Hall), a flexible 'Greenhouse' and a garden. This 3 in 1 approach merges community, cultural and civic uses, with Council offices relocated to the heart of the town. The flexible 'greenhouse' will be for a variety of uses that include coworking, education and training, facilities for local businesses, exhibitions, culture etc. Above all, it is a meeting space for the local community – a place for all to be co-designed by the residents of Shannon. This would be located to the east of the Estuary Boulevard, directly southwest of the existing Town Square.

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