

Towards A Better Kilkee

A Town Improvement & Economic Development Strategy 2014-2024



Clare County Council



Kilkee Town Council

Vision: A Kilkee which, driven by local energy working in partnership with all key stakeholders, builds on its strengths, to make the town a better place in which to live, work, visit and invest.

Towards A Better Kilkee

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*Towards a Better Kilkee is a town improvement and economic development strategy initiated by Kilkee Town Council. Its goal is to assist in making Kilkee a better place to live, work, visit and invest in. It has been prepared by Clare County Council and Kilkee Town Council in association with the various community groups concerned with the development and promotion of Kilkee. The strategy is for the period 2014-2024. Thank you for taking the time to read this study. Any assistance you can provide, large or small, in realising its aims would be greatly valued.*

### ***THANK YOU***

*Kilkee Town Council and Clare County Council would like to express its grateful appreciation to all those who participated in the preparation of this strategy including those who made submissions, attended the public consultation event and particularly the various Kilkee community groups for their invaluable input into identifying a vision for Towards a Better Kilkee.*

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# CONTENTS

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|                                                       |          |  |                                              |           |
|-------------------------------------------------------|----------|--|----------------------------------------------|-----------|
| <b>Chapter 1</b>                                      |          |  | <b>Chapter 3</b>                             |           |
| <b>Introduction</b>                                   | <b>2</b> |  | <b>Town Improvement Action Plan</b>          | <b>12</b> |
| 1.1 Purpose and Aims of Study                         | 2        |  | 3.1 Introduction                             | 12        |
| 1.2 History of Kilkee                                 | 2        |  | 3.2 Enhancing the Physical Environment       | 12        |
| 1.3 Kilkee Today                                      | 3        |  | 3.3 Kilrush Approach. Quarter 1              | 13        |
| 1.4 Planning Context                                  | 3        |  | 3.4 Town Centre and Seafront. Quarter 2      | 17        |
| 1.5 Layout of Study                                   | 3        |  | 3.5 East End and Doonbeg Approach Quarter 3: | 25        |
| 1.6 Consultation and Research.                        | 4        |  | 3.6 Carrigaholt Approach: Quarter 4          | 29        |
|                                                       |          |  | 3.7 West End: Quarter 5                      | 34        |
| <b>Chapter 2</b>                                      |          |  | <b>Chapter 4</b>                             |           |
| <b>Economic Development Strategy</b>                  | <b>6</b> |  | <b>Implementation</b>                        | <b>38</b> |
| 2.1 Introduction                                      | 6        |  |                                              |           |
| 2.2 Tourism Development                               | 6        |  |                                              |           |
| 2.3 Pursuing other Economic Development Opportunities | 7        |  |                                              |           |
| 2.4 Harnessing the Potential of Opportunity Sites     | 8        |  |                                              |           |
| 2.5 Dealing with Derelict Sites                       | 10       |  |                                              |           |
| 2.6 Working in Partnership                            | 10       |  |                                              |           |
| 2.7 Supporting Civic Leadership                       | 10       |  |                                              |           |
| 2.8 Supporting Business uses                          | 10       |  |                                              |           |
| 2.9 Upgrading Key Infrastructure                      | 10       |  |                                              |           |



Chapter 1 Introduction

**1.1 Purpose and Aims of Study**

Successful towns, although diverse, have something in common. They are attractive places in which to live, work and visit. The purpose of this study is to identify a series of measures that will:

- (a) Enhance the physical appearance of Kilkee
- (b) Further the economic development of Kilkee.

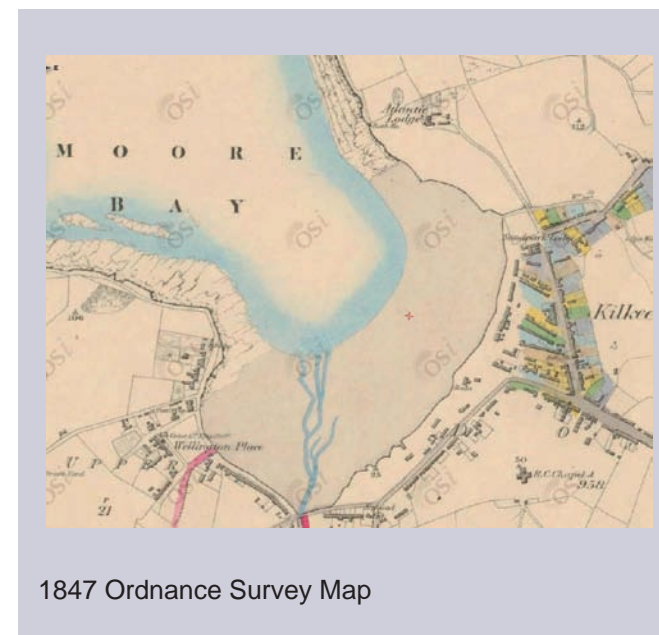
The study was initiated by Kilkee Town Council. In summary, the strategy sets out a series of steps towards creating a better Kilkee for everyone. In order to ensure progress in its delivery it is important that the local community take ownership and lead in its implementation with support from Clare County Council and other key stakeholders. The strategy is non statutory and is for the period 2014-2024.



**1.2 History of Kilkee**

While Kilkee, Cill Chaoidhe, is mentioned in historical documents as early as the 14th Century, it was in the 18th Century that its current form began to take shape. The natural amenities of sheltered bay, sandy beach, cliff scenery and bracing air, saw it begin to attract visitors, to the then fishing village, in significant numbers.

The 1840's Ordnance Survey map shows that buildings have already formed the core street pattern of, the present, O'Connell St, Grattan St and O'Curry St with the West End houses already in place and looking



out over the bay. An 1837 account (Samuel Lewis, A Topographical Dictionary of Ireland) records a population of 1051 inhabitants and observes that 'the village is much frequented by the citizens of Limerick on account of the fine strand.'



Hard times in the mid-1800's saw the 'strand line wall' being constructed as a famine relief scheme. This would have given some protection from the elements and was probably shortly followed by the construction of the strand line road.

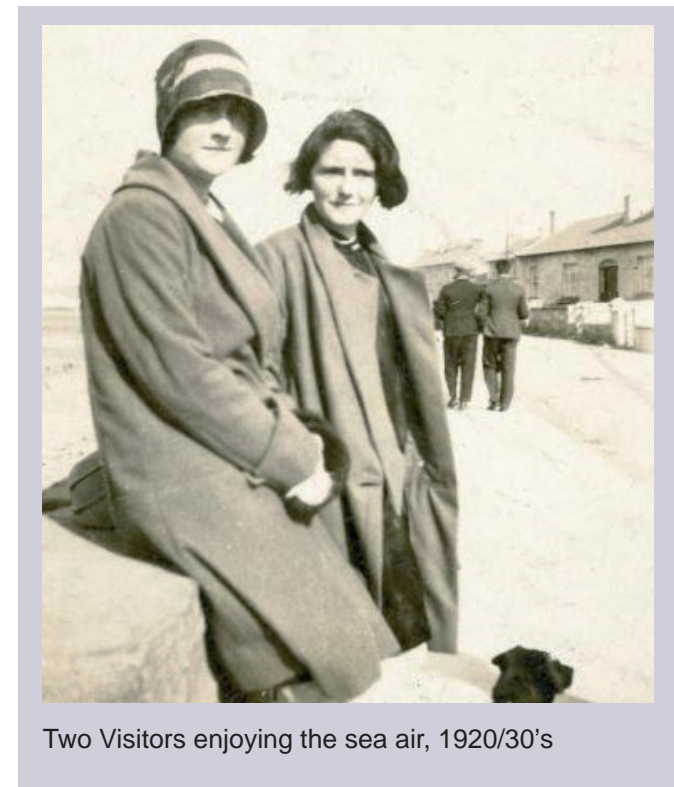
As Kilkee developed, visitors came from Clare, Limerick, Tipperary and surrounding counties. Transport was the key to bringing visitors to Kilkee. Initially they came by steamer on the estuary from Limerick to Kilrush and thence by horse and carriage to Kilkee.

The connection of the South Clare railway to the West Clare railway in 1892 saw Ennis connected to Kilkee by rail until its closure in 1961. With increasing ownership, the car, or bus, became the principal mode of transport to Kilkee for the summer season. As well as the main attractions of beach and cliff walks, other holiday activities of golf, tennis, pony hire, boating, fishing, water sports particularly skin diving, developed. Kilkee was used as a base to visit other attractions in the area such as Loop Head, Carrigaholt and Scattery Island.

However, holiday patterns began to change with greater mobility and the availability of affordable overseas

travel. The traditional Kilkee family began to make different choices about how they spent their summer holidays. In the later decades of the 20th Century, tax incentivised building projects saw many new houses or apartments built. One of the objectives of this was to extend the season by providing more spacious and comfortable living accommodation; while this did occur there is a sense that visitor spend has not continued to benefit the town as might have been expected.

Within the permanent population of the town there have been and are many people who over the years have worked hard together and formed organisations focussed on the enhancement of Kilkee. Many of the facilities now in place are a tribute to their actions.



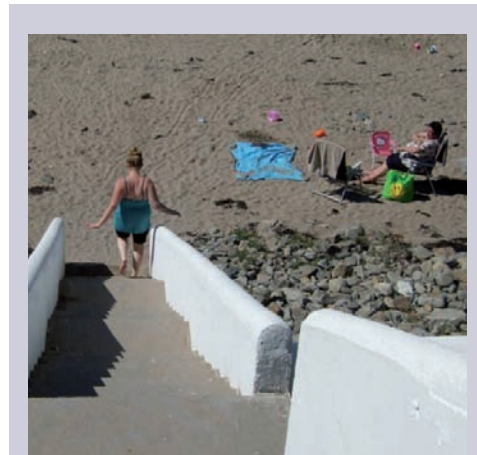


**1.3 Kilkee Today**

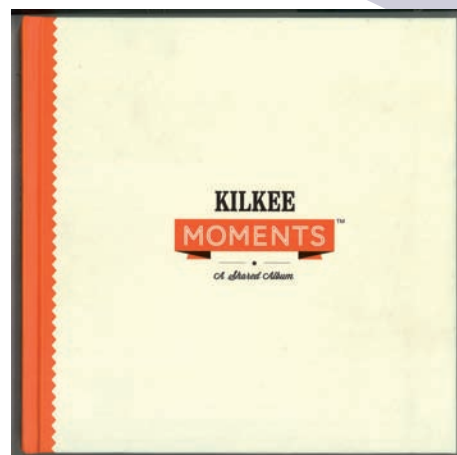
The North Atlantic Ocean stretches between the East coast of America and the West coast of Europe. Coasts are often places of great beauty and drama and Ireland, as the most westerly part of Europe, has many such places. The town of Kilkee can be found among the dramatic sea cliffs and sandy beaches which run the length of County Clare's western seaboard.

Kilkee has much going for it: natural beauty, marine life, fine buildings, historic features and a strong community spirit. The town has a wide range of facilities including: primary and secondary schools, library/mini theatre, post office, community centre, churches, GAA club, golf club, astroturf court, playground, sheltered housing, pool and gym.

While the range of shops is limited there are a number of professional services including doctor and pharmacist. Kilkee has a history of attracting people for niche activities including deep sea diving and geological study. 'Kilkee Moments' is a book of photos published in 2012. It is a wonderful glimpse of happy times and captures Kilkee's particular charm. Kilkee is also a gateway to the Loop Head Peninsula, which was named in 2013 the Best Place to Holiday in Ireland .



Relaxing on the Beach



There are two main aspects to life in Kilkee. Firstly, the town is home to a resident population of 1037\* people, many of whom can trace their families back for generations in the locality while others are more recent arrivals. Secondly, over the summer season the population of Kilkee expands and while the average population may be in excess of 5000 there can be significant spikes which can raise the numbers to 15,000 people or more, drawn by the attractions of the area. The relationship between these two aspects is important to the economy and life of Kilkee.

Seasonality is both an opportunity and a challenge; during the season a sustainable business needs to earn enough to cover annual costs. The arrival of large numbers of people into the town annually is a huge testament to the enduring appeal of Kilkee as a holiday destination. However, in light of shrinking visitor numbers and revenue of recent years, the question arises as to why the numbers are declining and how the town could position itself both to expand its visitor base and maximise the economic benefit of the numbers who do visit.

The latest census figures show that while 295 of the 464 Kilkee workforce is employed, a further 169 are unemployed (36%). While not all of those employed in Kilkee work in tourism, it is the case that the sector represents the chief option for economic development in Kilkee. It is also likely that a significant percentage of the rate-paying businesses in Kilkee are either entirely or partly dependant on the tourism sector. Population figures for Kilkee from the Census show a decline from 1331 in 1996 to 1037 in 2011 and continuation of this trend is not desirable for Kilkee or its hinterland.

Since successful towns are attractive places, Clare County Council wish to assist in enhancing the physical appearance of Kilkee and to further the economic development of the town with this study. It is hoped that the study can form part of an integrated action plan for the rebranding and marketing of Kilkee for the benefit of all.

\*Census 2011

**1.4 Planning Context**

The Clare County Development Plan 2011-2017 is the principal document for planning in County Clare and it is the parent document for this strategy ( Ref. CDP 19.2e). Kilkee

is identified as one of the key small towns in the county. The County Development Plan also recognises the importance of supporting Tidy Towns and other community groups and to this end providing technical assistance and the preparation of town centre improvement plans are objectives in the CDP. It is also an action of the Clare County Council Economic Development Strategy 2011-2014 to prepare economic and town improvement strategies of selected settlements. A settlement plan for Kilkee forms part of the West Clare Local Area Plan 2012-2018. This consists of a written statement and land zoning map. This study builds on and complements the West Clare Local Area Plan 2012-2018. The strategy also has the support of the West Clare Economic Task Force and reflects its objectives.

Following the Screening for Appropriate Assessment, it is concluded that 'Towards a Better Kilkee' will not impact on the Natura 2000 Site Network and therefore does not require an Appropriate Assessment (Stage Two of the Habitats Directive Assessment). Similarly, 'Towards a Better Kilkee' has been through a Screening process for Strategic Environment Assessment and is found not to require a full Strategic Environment Assessment. The Clare County Development Plan 2011 – 2017 provides for an overall strategy for the social, economic, cultural and physical development of the county up to 2017, and contains specific objectives for the protection of natural heritage, landscape and water, including water supply and wastewater treatment.

**1.5 Layout of Study**

The study has two elements, firstly an Economic Development Strategy (Chap 2) and secondly a Town Improvement Action Plan (Chap 3) Both of these issues are interlinked and interdependent.

Generally, the economic health of a town and the appearance of its built environment are two sides of the same coin. Chapter 2 looks at how the economic development of the town can be advanced. While the Town Improvement Action Plan generally focuses on the town centre, Kilkee needs to be studied as one 'place' with attention also given to approach roads.

## 1.5 Layout of Study - Continued

The town comprises a number of interlinked places as set out on Map 1.

- These are:
1. Kilrush approach (N67).
  2. Town centre and sea front.
  3. Doonbeg approach East End.
  4. Carrigaholt approach
  5. Dunlickey Road and West End.

## 1.6 Consultation and Research.

Preparation for this study has involved the following:

- *Local Stakeholders*
- *Public Consultation*
- *Tidy Towns*

### *Local Stakeholders*

To inform the study, meetings took place with representatives from the Kilkee Tidy Towns; Kilkee Development Association, Kilkee Chamber of Commerce, Kilkee Tourism Ltd and Kilkee Civic Trust. The study has also been informed by discussions with Kilkee Town Council and elected members of Clare County Council Kilrush electoral area. Previous documents on Kilkee published by organisations in Kilkee, by the County Council and by others were also reviewed in the course of this study.

### *Public Consultation*

At predraft stage a questionnaire was presented to members of the public asking such questions as 'What do you like about Kilkee?', 'What could be improved?', and 'What Additional Amenity would you like to see?'. The sample of 90 people, taken at the end of August 2012, represented a balanced cross section of residents and visitors. Among many popular elements, the beach, the walks and the natural beauty emerged as the most attractive aspects of Kilkee. The most prominent elements requiring improvement related to the beach. Upgrading of town buildings and places were also seen as important. Desirable additional amenities included more festivals, better promotion of Kilkee and tourism packages incorporating local activities.

Following publication of the Draft Towards a Better Kilkee in July 2013, 35 written submissions were received from members of the visiting public, residents of both Kilkee and Limerick, participating community groups and the elected members of Kilkee Town Council. The submissions were analysed and discussed with the participating groups and many suggestions incorporated into the Final Strategy.

In addition to the above process, a workshop was organised, in July 2013, between an experienced facilitator and representatives of the participating community groups to address issues around the best community structure to implement the objectives of Towards a Better Kilkee.

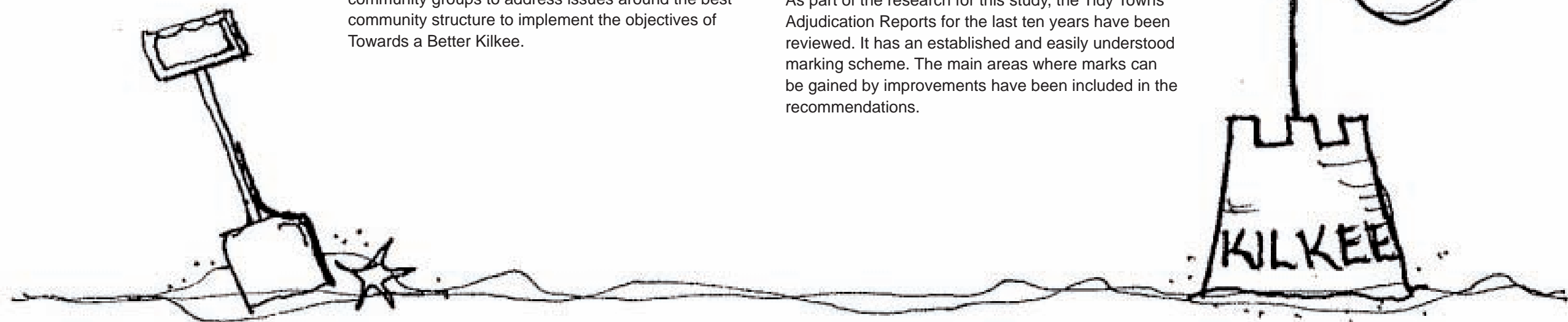


O'Curry Street in full bloom.

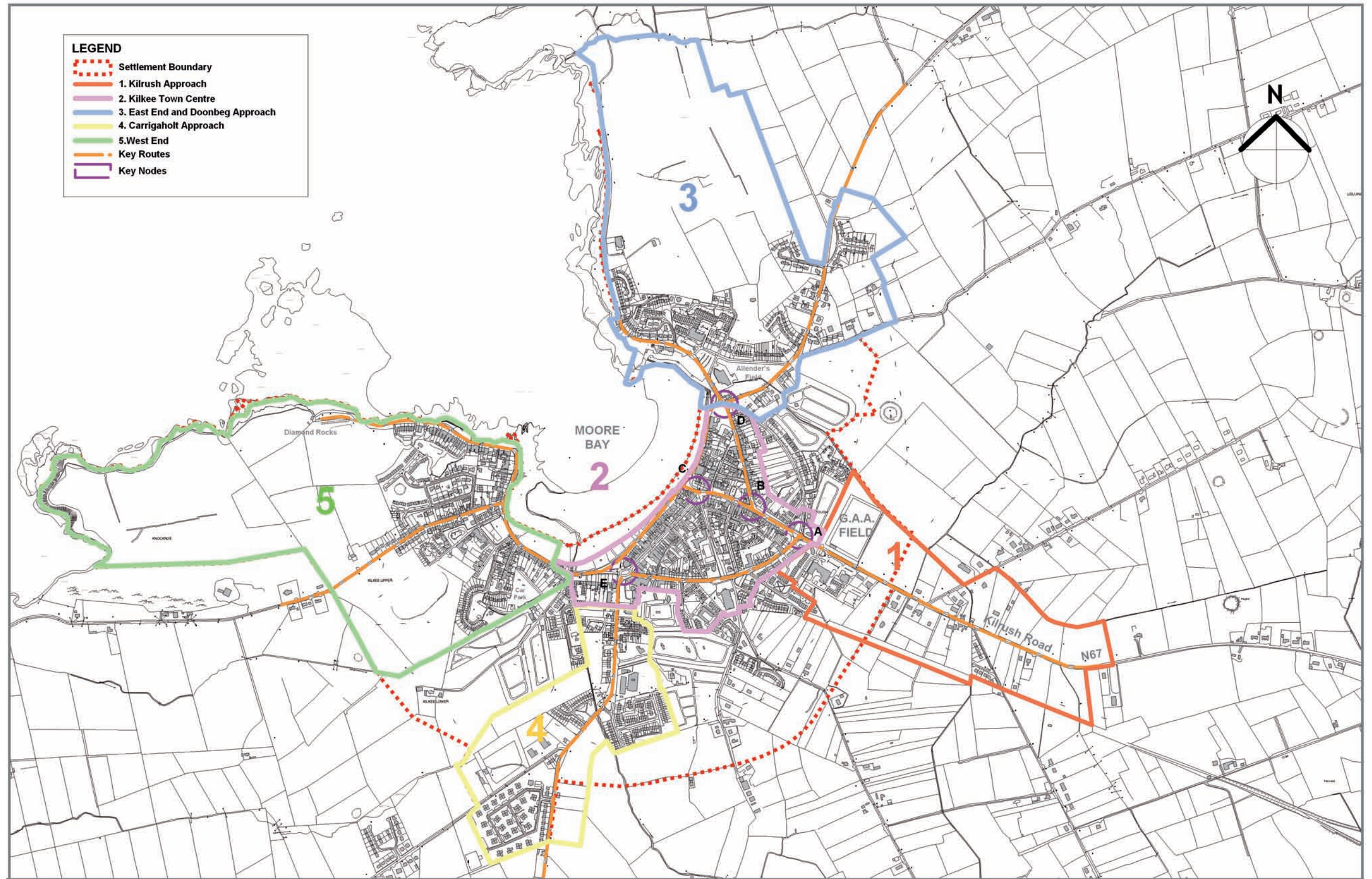
### *Tidy Towns*

Kilkee has a proud record in the Tidy Towns competition having, in earlier times, been county winner in consecutive years. More recently it has again made steady progress in winning a Bronze Medal in both 2012 & 2013. The Tidy Towns is a useful competition for towns and villages who wish to enhance their place and can be a great motivator for communities to pull together in a common cause.

As part of the research for this study, the Tidy Towns Adjudication Reports for the last ten years have been reviewed. It has an established and easily understood marking scheme. The main areas where marks can be gained by improvements have been included in the recommendations.







PHYSICAL CONTEXT: MAP 1



## Chapter 2 Economic Development Strategy

### 2.1 Introduction

This section of the strategy examines how the economic development of Kilkee can be promoted. As expected, there is a strong focus on tourism but other opportunities for the economic development of Kilkee are explored.

### 2.2 Tourism Development

#### 2.2.1 Introduction

Kilkee started life as a small coastal settlement dependant on the sea but came into its own economically as a tourist resort. Over 150 years later, the natural assets which gave rise to this development are still in place as Kilkee's principal strength.



Tourism is recognised as a valuable instrument of *local development for the entire community* if well managed. A successful tourist destination depends on having a range of tourism products that have to be constantly modified, updated and, in some cases, reinvented.

(Davidson and Maitland 1999)

While there is great loyalty and affection for Kilkee among regular visitors, the economic benefit to the town from tourism is declining. In order to reverse the trend, the reasons for decline need to be addressed. While full evaluation of these matters is complex and beyond the scope of this study, based on the 'snapshot' survey carried out and on observations in the course of the study, a number of initiatives are recommended.

#### 2.2.2 Strengthening the Tourism Product

In order to ensure that tourism developments benefit the community while respecting the natural assets of Kilkee, ecotourism principles should be incorporated into development proposals. Ecotourism: is defined as uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities ensure the following: a) minimise impact b) build environmental and cultural awareness and respect, c) provide positive experiences for both visitors and hosts, d) provide direct financial benefits for conservation e) provide financial benefits and empowerment for local people. Implementation of these principles is the basis of sustainable tourism.

##### Integrated Packages

The economic necessity of extending the season in Kilkee is clear. The absence of out-of-season services came up frequently as a negative in the survey. There is a 'chicken and egg' element in this issue as many services close down at end of season due to reduced demand which in turn deters potential out-of-season visitors. Good quality, interesting integrated packages, which offer certainty to both the visitor and the service provider could play a part in extending the season.

##### Festivals

Family-oriented or uniquely-themed festivals could be timed to extend the season, promote Kilkee and draw in new visitors. A Kilkee Calendar to promote and

In spite of a pier, a slip and a sheltered bay leading out to spectacular seascapes, there seems to be an undersupply of opportunities for visitors to avail of sustainable *Marine Activities*. This is potentially an area which could provide activities for residents, for regular and new visitors on an out-of-season basis.



coordinate events should be strongly considered. The development of heritage trails of the town, of the natural environment on the coast and linked to the cliff walks would also be beneficial. The area has proven status in Environmental and Geological resources which attracts regular visitors. A feasibility report was commissioned by Kilkee Tourism Ltd. in April 2013 which examined this issue.

##### The Wild Atlantic Way

This Way is set to be Ireland's first long-distance touring route, stretching along the Atlantic coast and will include the town of Kilkee. The overall aim of the project is to develop a long-distance driving route that will achieve greater visibility for the west coast of Ireland in overseas tourist markets. The project offers opportunities to Kilkee to capitalise on the exposure and avail of potential markets.

##### Irish Leisure Market

This market continues to grow, providing year round activity, often in more remote locations. Recent EU research on leisure marine pursuits in Europe identified lower levels of use of natural amenities in Ireland than other countries, thus indicating potential for expansion in an area where Kilkee has significant natural resources. Walking, cycling and other outdoor activities are popular with locals and visitors alike.

##### West Clare Railway

The project to reopen the rail link between Kilrush and Kilkee continues to progress. The re-establishment of this connection would be a major benefit to the towns and to the wider region.

##### Customer Focus

To succeed all businesses need to focus on the customer. A useful initiative is "Clare says Cead Mile Failte" which is an initiative rolled out by the Clare Tourism Forum to promote good customer service. The initiative is aimed at business owners/managers and employees and will benefit all service users.

### **ED 1 Strengthening the Tourism Product**

The Tourism Product can be strengthened by:

- Developing integrated and sustainable Tourism Packages.
- Developing a 5/10 year programme to develop the Irish Leisure Market in Kilkee
- Supporting development of good Customer Focus.
- Supporting initiatives such as the West Clare Railway project.
- Exploring the concept of voluntary Town Ambassadors
- Preparing a management plan for the beach to include safety, cleanliness and co-ordination of activities.



**2.2.3 Improving Accommodation and Services**

The successful tourism product is generally a combination of suitable attractions and services. For a holiday destination, accommodation is a primary service. Accommodation in Kilkee is principally in the caravan and privately owned holiday home sector with limited numbers of hotel and B&B bed spaces. This scenario is more likely to suit return rather than new visitors. It is particularly desirable that hotel accommodation in the town improves and expands over time.

Those surveyed who stayed in their own holiday home, or that of a relative, were satisfied with accommodation. However, a telling number in rented houses reported unacceptable standards of cleanliness on arrival. The absence of a comprehensive online database of available accommodation for Kilkee also presents difficulty for those wishing to book accommodation. The restaurants were praised by many but an equal number found fault with the service as highlighted in Section 1.6. In order for the town to benefit from what are essentially free amenities like the beach and cliff walks, significant improvements need to occur in services available to people who come, or who may be encouraged, to visit Kilkee in order to generate economic return for the town.

The current lack of provision of adequate convenience shopping floorspace, is also noted in the West Clare Local Area Plan and the absence of petrol supply also impacts on the town's profile. The town also lacks provision for touring tourist caravans and campers and this is seen as a matter requiring urgent attention. A site is proposed for this in the West Clare Local Area Plan on lands zoned TOU 1.

**ED2 Database of accommodation:**

- a) Develop a comprehensive and easily accessible database of accommodation, including online
- b) Avoid the erosion of short term accommodation



**2.2.4 Improving Branding and Marketing**

Arising from the research referred to above, the question arises: Has the tourism product on offer in Kilkee been updated, modified and reinvented to suit tourists of today? The sea, beach and cliff walks produce positive responses from people and are strongly identified with Kilkee. Are they sufficient to attract new and retain existing visitors against competing locations? What other complementary elements need to be added to develop a strong successful Kilkee Brand for today's market?

The present tourist season in Kilkee is mainly June, July and August. During that time visitors are predominantly return visitors who have a family history of visiting Kilkee. On the day of the survey a significant majority were return visitors from Limerick. This suggests that new markets need to be targeted to bring the attractions of Kilkee to their notice & to encourage them to visit.

**ED3 Branding and Marketing:**

- a) Identify how Kilkee wishes to brand and market itself.
- b) Develop and undertake a revised branding and marketing initiative for Kilkee.
- c) Develop and launch an updated, professional website for Kilkee.
- d) Examine the use of social media such as facebook and twitter.
- e) Examine the possible development of an APP for Kilkee.

**2.3 Pursuing other Economic Development Opportunities.**

It is critical that economic development opportunities outside of tourism are identified and pursued. This is a challenging task as opportunities for manufacturing or foreign direct investment are limited with the exception of opportunities that relate to Kilkee and West Clare's unique assets and location. In particular, therefore, if opportunities are to be harnessed they are likely to arise from Kilkee's maritime location and the provision of related services. It is considered that the following present opportunities:

- a) Geology: Kilkee has over recent decades come to be recognised by experts in the field as being of particular value for academic investigation and training. In this regard, a detailed study was carried out in 2012 by Geoscience Training Alliance. Opportunities for developing a permanent base for these activities which can benefit specialist and training interests along with the general audience should be examined.



- b) Agriculture and specialist food products: The availability of quality niche or local food products can add significantly to the attractiveness of an area and can generate revenue if successfully exported. Possibilities in this area should be examined.
- c) While Tourism may be the dominant business in the area, there may be opportunities for both primary and secondary services to that industry, both in Kilkee and the tourist hinterland, which are currently undersupplied, possibly in the area of cleaning and property maintenance.
- d) The Shannon Development industrial units /site on the Carrigaholt Road are on land zoned for enterprise in the West Clare Local Area Plan. The zoning permits uses which include light industrial, high end research and development, financial services, call centres, incubator units, manufacturing and office use. The buildings are an important asset notwithstanding that they are rundown and appear to have reached the end of their lifespan without substantial investment or redevelopment. This important site is dealt with in Section 2.4 POS 11.
- e) Web-based businesses, which are not location specific, may have potential in Kilkee.

**ED 4 Pursuing other Economic Development Opportunities**

To examine, in conjunction with local stakeholders, potential investors and enterprise agencies, other sustainable economic development opportunities for Kilkee.



**2.4 Harnessing the Potential of Opportunity Sites.**

These are sites which present opportunities for development which are currently not realised. Buildings or sites in a town which are vacant, underutilised or derelict take from the attractiveness of the town and undermine economic confidence.

Vacant premises generally reflect weak economic activity and poor demand for space and unless dealt with they can facilitate further decay in adjacent areas. Ultimately, demand for space is the vital ingredient and this arises through generating activities which attract public interest.

All vacant sites represent an opportunity for new use, development and enhancement. Their successful upgrade can enhance the town but where viable new uses are slow to emerge, the exterior of the building should be kept well maintained. Suitable temporary uses can be helpful in retaining vitality.

At the time of writing, Kilkee has many vacant buildings, both residential and commercial, with several occupied buildings on the market. To aid a proactive approach, a representative range of 32 sites throughout Kilkee, have been identified.

14 of these are treated as Priority Opportunity Sites (POS) and these are listed below. The remaining 19 Opportunity Sites (OS) have been integrated into the detailed action tables for each quarter. The quarters are areas of town as set out in Section 1.5. The numbered sites are shown on Maps 3,4,5,6 and 7.

**POS 1 Kilrush Road, Garage Site.  
Status: Vacant+ Derelict Site (.26Ha)**

The site consists of a former petrol station, forecourt, canopy, shed and ancillary structures. The priority of the site arises from the prominent location on the principal approach to Kilkee. The vacant status and poor condition do not present a positive first impression of the town and have a negative visual impact. Options should be examined for viable new uses as part of an overall review of the site. In the interim and as an important part of the proposals to upgrade the Kilrush approach road, the following action is recommended. Remove signage, canopy and ancillary structures. Place a suitable boundary along back of footpath. Plant a shelterbelt of trees around site and between the garage and neighbouring house sites. Retain these in any new development. The resulting upgrade would heighten the marketability of the site.

**POS 2 21 Grattan Street.  
Status: Vacant + Derelict Site (Site Area.04Ha)**

The site consists of a traditional two storey, five bay building and ancillary single storey buildings which formerly housed a pub and commercial residential accommodation. The priority arises from the negative visual impact and vacancy in a prominent location on the national route while having adjacent parking, bus terminus and good pedestrian links to the beach and seafront. The Grattan St. area generally could better exploit the advantage of these linkages. Highly visible,

within the Grattan St. area, the buildings could become a positive landmark.

**POS 3 O' Curry Street, AIB Bank.  
Status: Recently Vacated.  
Protected Structure. (.06Ha)**

The site consists of a detached, two storeys over part basement, and three bay red brick building with stone dressings. The priority arises from its prominent location on the principal commercial street in Kilkee together with the architectural quality and historic nature of the building. The condition and decorative order are good. However, prolonged vacancy can change this without an agreed maintenance regime. A full review of the accommodation and sourcing of floor plans could usefully precede the search for new uses.

**POS 4 O'Curry St/ Corry Lane, Claremount.  
Status: Vacant (.003Ha)**

The site consists of a two storey end-of-terrace, four-bay house, named 'Claremount'. The priority arises from its prominent location on the principal commercial street and on a corner with Corry Lane. The route down Corry Lane is a key pedestrian link to the seafront and the footfall is potentially excellent at this junction. The building recently obtained planning permission for conversion to a restaurant. In the interim the building and its grounds need to be well maintained.

**POS 5 Marine Parade, Bandstand.  
Status: In Use + Protected Structure**

The site consists of an octagonal, freestanding Bandstand containing some of the original structure of cast iron columns. The priority arises from its prominent location on the seafront and its iconic seaside character. It is in use today primarily as a landmark but also as a meeting place and an out door 'playpen'. Small children and their carers regularly arrive with the children enjoying the vantage point within the bandstand, enclosed temporarily by the railings.

However, its condition has deteriorated and renewal of many of the elements is now urgently required. Details of any upgrading need to be agreed with the Local Authority, to be fit for purpose, and to contribute to the unique sense of place that is Kilkee.

**POS 6 Circular Road, Percy French Green.  
Status: Underused. (.04Ha)**

The site consists of a small Green with some seats and memorabilia associated with the West Clare Railway. The priority arises from its location on the original terminus for West Clare Railway and its proximity to the original station building, a protected structure. The location is also a potential focal point from Railway Road nearby, which makes the historic connection from the railway to the market place.

A design needs to be agreed for this important site which establishes a fitting landmark/focal point which recognises the historic connections to the West Clare Railway and its link to the market via Railway road.





**POS 7 Minister's Place, beside Waterworld.**  
**Status: Vacant Undeveloped Site. (.07Ha)**

The site consists of an undeveloped site with no boundary definition at its road edges. The priority arises from its prominent location at the gateway to Kilkee from the Doonbeg approach. This site is visually prominent being in the sight lines of those travelling towards this junction from all four directions. Any development on the site needs to take account of the need for a suitable landmark. In the interim the site needs a suitable boundary and to be maintained in a tidy condition as befits the location.

**POS 8 Doonbeg Approach road, Allenders Field.**  
**Status: In use but under-utilised. (1.17Ha)**

The site consists of an open area of land, re-landscaped as a park in recent years. The priority arises from its large size, central location and low usage. Allenders Field while looking pleasant in passing is under utilised and there may be options for activities on at least part of the site which would complement the activities in Waterworld. In the interim failed trees and plants need to be removed.

**POS 9 East End Coast Road, Ocean Cove Hotel.**  
**Status: Vacant. (.43 Ha)**

The Priority Opportunity Site here consists of the main hotel building which has been closed for some years. The priority arises from its prominent location at the East End waterfront and the importance of hotel



functions for both tourist and community uses. Kilkee needs additional hotel and hostel accommodation. This hotel is ideally located for access to the water for marine activities and is also easily accessible to cars, buses or pedestrians. It is highly visible on the sea front and its current closed status impacts negatively on the town. Review contacts with owners/administrators to explore options for reopening and improving the appearance, particularly of the car park.

**POS 10 East End Pier Head, Boat House:**  
**Status: In use + Protected Structure**

The site consists of an iconic Kilkee marine structure i.e. a single storey stone building, used by the Kilkee Boat and Fishing Club. The priority arises from its historic status as one of the oldest buildings in Kilkee and its prominent location at the East End waterfront. The fact that it remains in use for a marine related function is to be celebrated. However it needs to be redecorated, its surroundings cleared of debris and rusted containers. A simple appropriate landscaping scheme needs to be put in place to set off the building which is visible from all sides.

**POS 11 Enterprise Units off Carrigaholt Rd: Shannon Development (.6Ha)**

This consists of an open site with two enterprise structures approximately 30 years old. The priority arises since the site has enterprise zoning and good road access.



The enterprise units have been vacant for many years. The condition of the building fabric and services need to be realistically assessed. A feasibility study of options for viable new use needs to be undertaken as a matter of urgency. In the interim, the site needs a thorough overhaul as in the current condition it conveys a negative image of Kilkee.

**POS 12 Well Road Car Park: (.6Ha) (Picture Page.34)**

This consists of a large poorly surfaced open space designated as a car park. The priority arises from its strategic location for visitors with cars who wish to visit the West End /Diamond rocks. To date this car park has not delivered on its potential to make a positive contribution to easing the traffic congestion issues at the West End. Setting up signage at key points and improving access would facilitate its use. The space itself needs to be upgraded and landscaped as it is sufficiently sheltered to allow trees to grow.



**POS 13 Coast Rd, West End. Clar Ellagh, (.16Ha)**

This consists of an historic terrace converted to a three storey, six bay building. The priority arises from its spectacular location overlooking Moore Bay. Clar Ellagh offers an opportunity to add quality accommodation to Kilkee in this location. Options for reuse including possible suitability for a hostel should be explored. The site has rear access. The fine standard of decorative order should continue as it makes a valuable contribution to the West End.

**POS 14 Carrigaholt Rd, St. James Church. In use + Protected Structure. (.16 Ha)**

This 19th Century, double height, stone building stands on a spacious, accessible site. The church is used as a place of worship but may offer potential in the future for additional or shared uses. The priority arises from its historic status, visual significance, site size and prominence. Its proximity to the seafront, approximately 2 minutes walking distance, is another important consideration.



**ED 5 Using Opportunity Sites**

Clare County Council, in partnership with local stakeholders, will work with site owners to assist in identifying options for Opportunity Sites. This may include the preparation of site briefs where appropriate.

**2.5 Dealing with Derelict Sites.**

The Council maintains a register of derelict sites in its functional area. Under the Derelict Sites Act, 1990 Clare County Council has an obligation to eliminate and/ or prevent dereliction and are actively engaged in dealing with several derelict sites in Kilkee. The Council remains willing to work with owners to address issues.

**ED 6 Dealing with Derelict Sites**

Clare County Council will carry out a full overview of the town to determine if additional sites need to be addressed under Derelict Sites Legislation

**2.6 Working in Partnership**

Economically Kilkee needs to be considered in association with its neighbouring town of Kilrush. Development of links between the two towns in particular, and the wider area from Loophead to Doonbeg, can create a critical mass which would be mutually beneficial to all communities in the area. The potential for linkages using the West Clare Railway and its former route exists and the benefits of this for the entire region would be significant.

While the Council can make a contribution over a 5/10 year time span for implementation of the objectives of the strategy, it must be appreciated that the drive for the re-energising of Kilkee must come from the community itself working in a co-ordinated manner to achieve progress. The objectives and actions set out in this strategy are intended to support that effort. The

implementation of the strategy would be consistent with the objectives of the West Clare Economic Task force.

About 290 young people attend school in the parish of Kilkee at primary and secondary level and there are other schools in the wider area. The energy of youth could play a part in generating the community momentum needed to reinvent Kilkee. Suitable school projects, could aid understanding of the need for fresh thinking in relation to Kilkee tourism and the Schools Enterprise Programme may be useful in this regard.

Culturlann Sweeney, the new library, its associated facilities and staff also has a potential role to play as a new landmark and focus of community endeavour.

**ED 7 Working in Partnership**

- a) Draw up rolling one to two year implementation plans based on this strategy.
- b) Establish strong links and work on areas of mutual interest with Kilrush and other community / commercial interests in Doonbeg and Loophead areas.
- c) Identify suitable subjects for school enterprise projects and any supports which may be available.
- d) Assemble a skills register of people who can assist in a fundraising strategy & manage PR—including annual newsletter/ update.
- e) Explore the feasibility of a full time project manager to drive implementation of 'Towards a Better Kilkee'

**2.7 Supporting Civic Leadership**

As noted above there have been many people who over the years have worked hard together and formed organisations focussed on the enhancement of Kilkee and this remains the case today. If Kilkee is to move forward, to survive and prosper, the various community groups which play a positive role in Kilkee, need to examine the structures required to effectively implement this strategy. All dynamic elements of the town need a focus which can only be achieved by co-ordinated effort and thus avoiding duplication.

**ED 8 Supporting Civic Leadership**

Examine the best community structures to implement this strategy and to drive forward the development of Kilkee.



Kilkee Golf Club

**2.8 Supporting Business uses**

Mapping of land use can help show how the town works economically. The colour coding of commercial and other uses shown on Map 2 of the town centre and bay front areas shows that very few buildings with commercial use face the sea. Given the popularity of the sea front area this is surprising.

**ED 9 Supporting Business Uses**

To encourage and support the retention of appropriate commercial uses on the seafront

**2.9 Upgrading Key Infrastructure**

It is important that infrastructure such as water services, roads and internet connectivity improve over time.



Water Services

Kilrush and Kilkee Sewerage Scheme are at the planning stage of the Water Services Investment Programme 2010-2013. The Preliminary Report has been carried out. While significant funding is required to progress to the next stage the scheme is important to Kilkee, not least for retaining its Blue Flag status.

Public Lighting

Chapter 3, the Town Improvement Action Plan contains recommendations for undergrounding of wires and replacement of lamp standards in certain areas. Significant work is currently underway on an upgrading project along the Strand Line which involves the undergrounding of overhead wires, the removal of old poles and the erection of new lampposts.

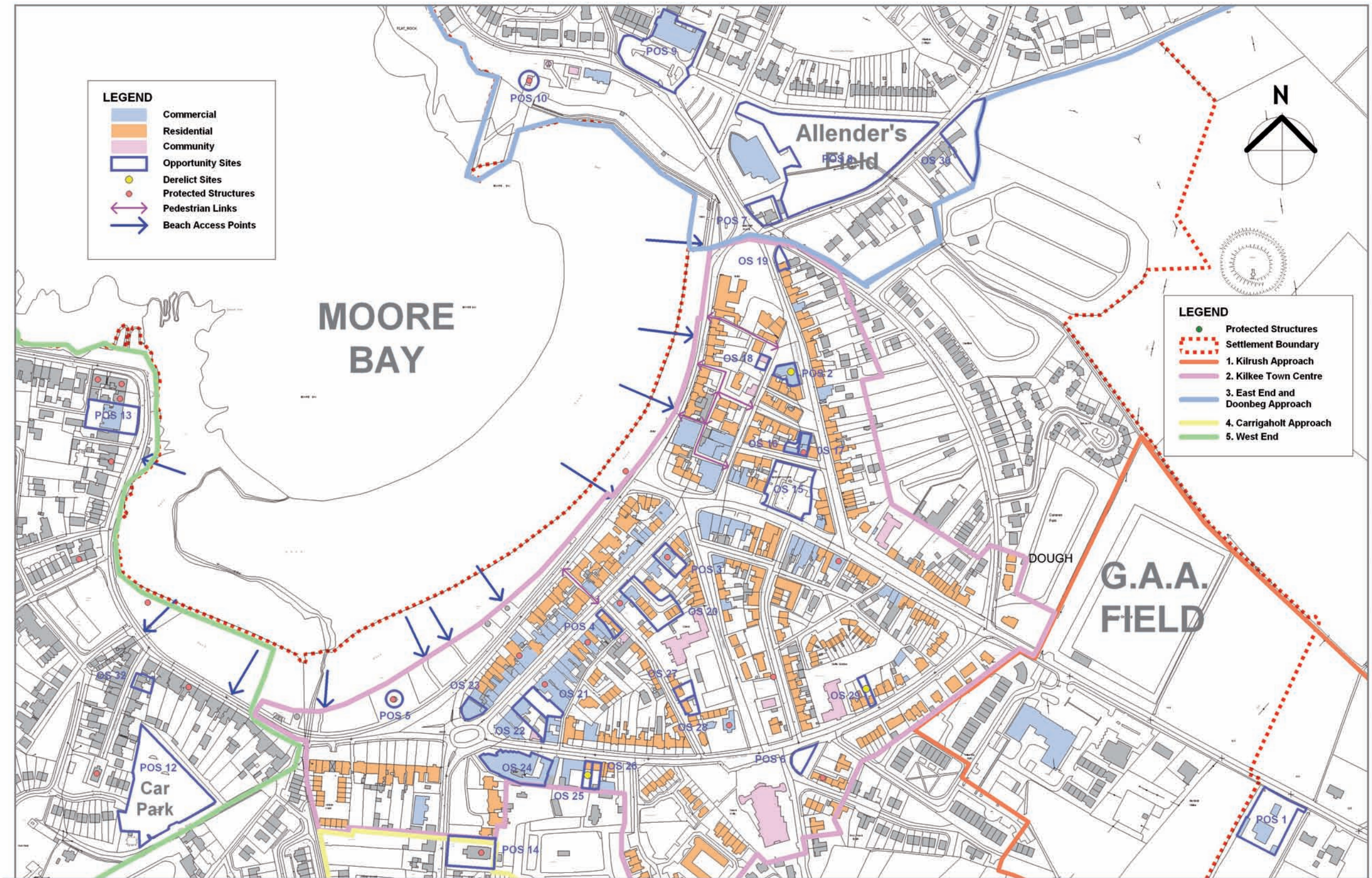
Traffic Management

Chapter 3, the Town Improvement Action Plan contains recommendations for the five main junctions, called Nodes in this strategy. The Kilkee Traffic Management Plan Rev 2 Feb 2006 contains proposals for all these junctions. It will be necessary to co-ordinate placemaking, accessibility and road design criteria when preparing final designs for these Nodes.

Lanes

Chapter 3, the Town Improvement Action Plan contains recommendations for improved accessibility to certain lanes providing essential pedestrian access between the sea front and Grattan St. It will be necessary to change their status to that of 'public road' to ensure accessibility.





ECONOMIC CONTEXT: MAP 2



## Chapter 3 Town Improvement Action Plan

### 3.1 Introduction

Kilkee, a largely intact historic town sitting around a sheltered bay and overlooking unspoilt natural beauty, has huge strengths in terms of its physical environment. All environments evolve and are subject to change. It is in the interest of all, but particularly residents, that those changes are positive. Familiarity often blurs the vision so seeing through the eyes of a newcomer can be useful.

This study will identify actions required to enhance the principal public places in Kilkee. While the physical environment of the entire town is important, this study is primarily concerned with those areas frequented by the visiting public. The town is seen as a series of interlinked places, named 'Quarters', as set out on Map 1. These are Q1 Kilrush N67 approach, Q2 Town Centre and Seafront, Q3 Doonbeg N67 approach and East End, Q4 Carrigaholt approach and Q5 Dunlickey Road and West End.

Each quarter will first be considered in overall terms with examples given of the type of response required. Secondly the quarter will be examined in closer detail with specific guidance for improvement. Each quarter has a dedicated section consisting of Text, Map, Pictures/Sketches, List of Actions and List of Opportunity sites.

### 3.2 Enhancing the Physical Environment

This section includes some key principles for enhancing the physical environment including placemaking, wayfinding, the use of colour and boundary treatment.

#### Successful Placemaking

Place is defined by physical elements, built or natural, including:

- Type of boundaries, buildings, plants.
- Materials, texture, colour, pattern
- Shape of the space enclosed.
- Activities or services available



In general, successful places make the most of their strengths and minimise their weaknesses often by turning them into opportunities. Tidy Towns guidance stresses the importance of a sense of welcome in a town, which is conveyed in a range of ways. A person's first impression will be influenced by ease or difficulty in finding their way around i.e. good wayfinding



#### Wayfinding

Good Wayfinding depends on :

- Landmarks, particularly at junctions.
- Spatial definition, particularly at junctions.
- Signage and Streetnames.
- Focal points, items of interest.
- Ground finishes, texture and markings.

The town centre needs to be easy to move around, to find parking in and to walk comfortably to the destination. At junctions people need clarity on where they are, which turn to take and where it will lead them. Kilkee has five main junctions, also called nodes, on the five main streets, which are within or adjoin the town centre. These are A Circular Rd, B Grattan St, C Jimmy's Hill, D Hodges Green, E Carrigaholt Rd. All of these are important public spaces which need to be easier to read by the visitor. Lack of clarity can lead to additional volumes of traffic moving around town seeking parking or other amenities and adding to traffic congestion.

#### Using Colour

Colour, whether in the form of paint on a building or of petals on a flower, can make a powerful visual and emotional impact. It is important to consciously choose colours which can promote a positive response. Kilkee can use colour to emphasise its seaside character. White ( on its own or as a contrast), Blues (Navy, Sky, pale turquoise) Ox blood red, yellow, soft pastels of all hues are all associated with marine locations as are striped patterns.

Flower colour can be used on its own or to emphasise and complement building colour. Planting groups, in beds or planters, need to be of an appropriate size to make sufficient impact in their location. Successive Tidy Towns reports have noted a lack of colour in the town centre, particularly in the O'Connell St area.

#### Improving the Edges

The Edge is the boundary between public and private space and care is needed when deciding on a boundary type. Kilkee has many good local examples.

Ongoing maintenance of edges has a major impact on the quality of public places, giving a sense of welcome or disinterest.



#### Tidy Towns

In 2013, Kilkee achieved 74.5 % (298) of the total mark (400) placing it fifth in Clare. Progress can be made in categories where marking is relatively low. Roads, Streets and Back areas were lowest with Tidiness and Waste Minimisation, Wildlife and Natural Amenities and Landscaping also identified as having room for improvement.

Adjudication reports have repeatedly stressed: (a) the need for improvements on the Kilrush Approach,(b) the lack of colour and landscaping in the town and (c) the need to upgrade public engagement and information on the Wildlife and Natural Amenities of the Bay and Special Areas of Conservation.

#### TI 1 Enhancing the Physical Environment

- Implement the Actions set out for each quarter.
- Address opportunity sites
- Improve on Kilkee Tidy Town Results, raising the national profile of the town.



**3.3 Kilrush Approach: Quarter 1**

**3.3.1 Introduction**

The Kilrush approach to Kilkee is a 1 kilometre stretch of road from the bend on the N67 to the junction with Circular road. The impression formed while travelling this short distance does not do justice to Kilkee. The route and its shortcomings have been mentioned in many Tidy Towns adjudications over the years and also in the 1997 CAAS report as requiring urgent action. Although efforts have frequently been made to improve matters, the challenging scenario remains. The combination of poorly defined road edges and margins with the high visibility of scattered development creates an untidy, unwelcoming impression. The conditions are demanding for plants. Unlike the other approach roads there is no eye catching view of the sea to create a sense of anticipation and arrival. Transforming this stretch into a pleasant, welcoming experience will require the above issues being addressed successfully.

**3.3.2 Kilrush Approach Road Improvement Project.**

This section sets out the actions required to deliver on enhancing the Kilrush Approach road. This will involve a number of key principles as outlined below. More detailed proposals are set out on the associated maps and table of actions which follow.

Defining the Edges

The road edge, as defined in Section 3.2, needs to be clearly and attractively defined. Kilkee has several boundary types which are attractive and characteristic of the seaside location. They are simple, sturdy and relatively inexpensive. Generally continuity of boundary along a road edge gives the best definition to the public space.



Earth Bank and Grass Margin.



Uncapped Block Wall, Plastered and Painted

Forming the Views

Even when the edge of the public space is attractively defined, the view will take in an assortment of structures spread out on either side. Usually, natural forms like trees, hedgerows, hills and hollows cushion buildings in the landscape and settle them in to a comfortable looking informality.



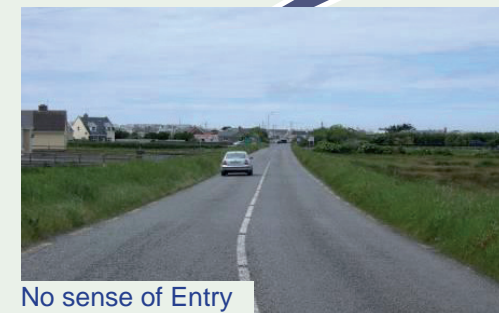
Views of an assortment of structures.

However, the scarcity of natural forms in this case means that the buildings are highly visible, looking somewhat bare and disorderly. While the absence of shelter

and soil type create challenging growth conditions, a way must be found to introduce trees and shelter belts on either side of the 750m of road within the open countryside.

Framing the Entry

While actions following 1 and 2 will greatly enhance the approach, a 'gateway' of some kind will be needed to create the necessary sense of arrival and anticipation. It is proposed that at some point between the bend and the present town sign, a vertical structure or group of structures be designed to perform this function. The final location will need to be fine tuned in conjunction with local landowners.



No sense of Entry

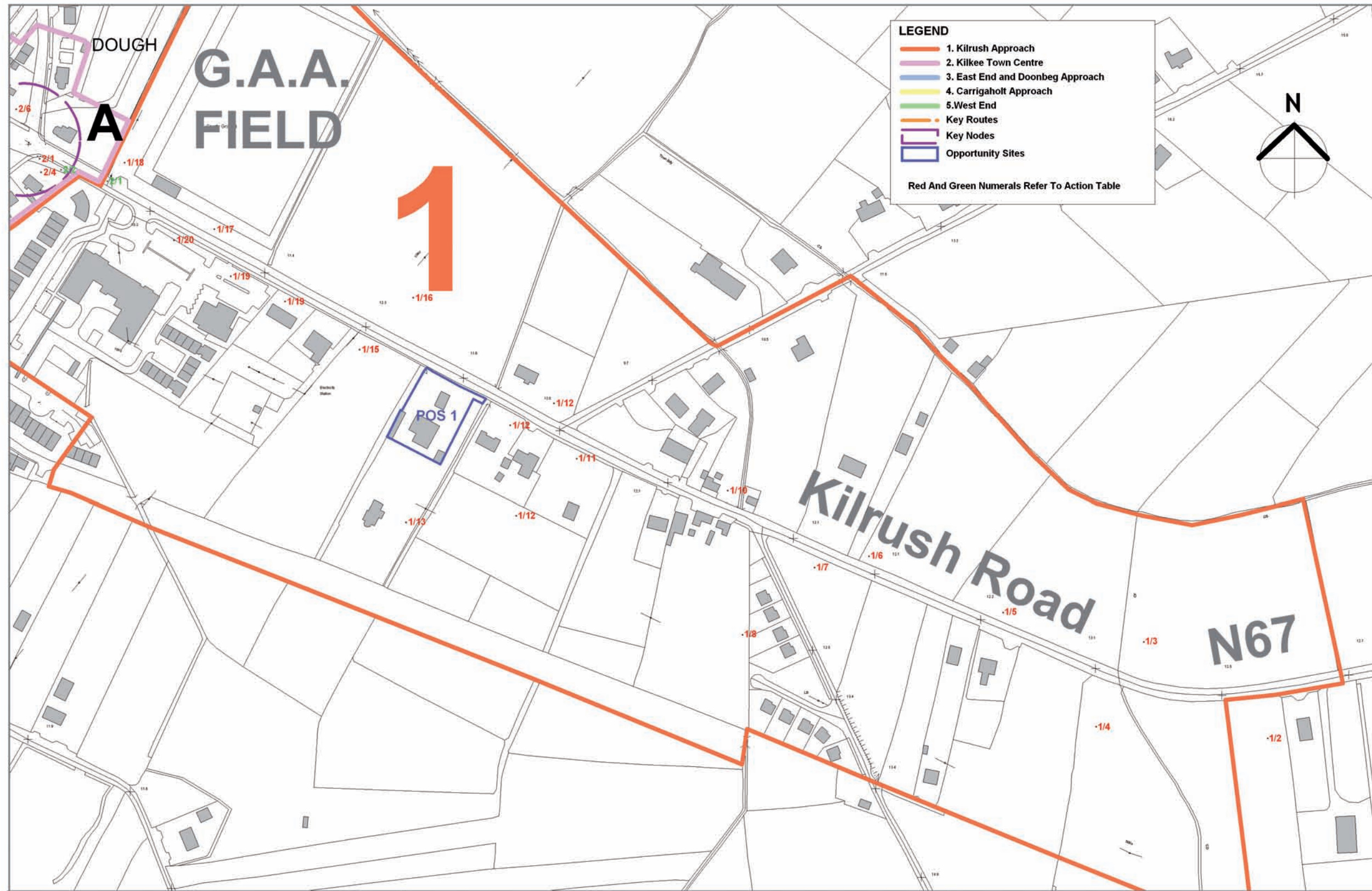


Enhancing the Gateway with planting and signage

TI 2 Enhancing the Kilrush Approach

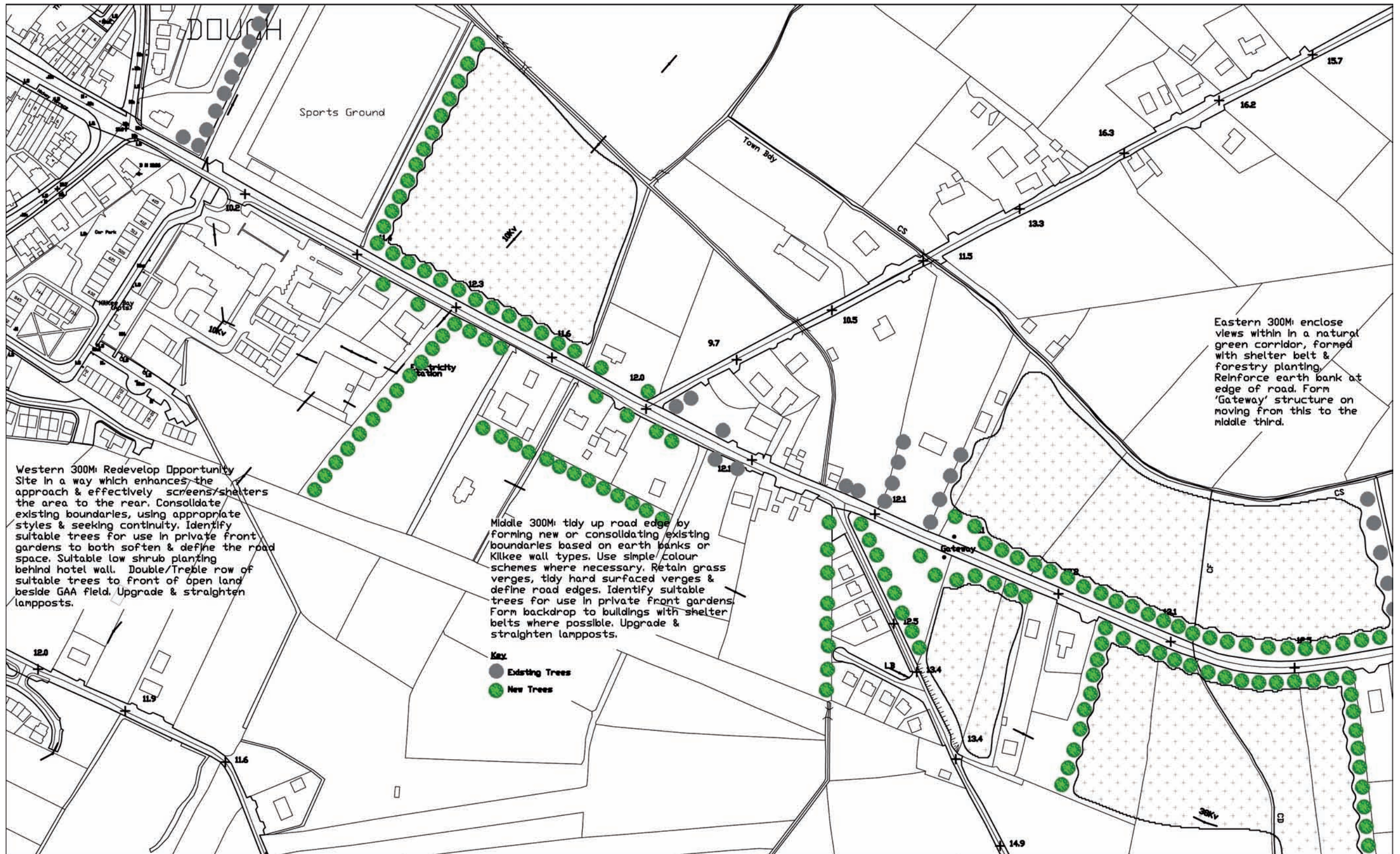
Facilitate the implementation of an improvement scheme for the Kilrush approach road.





QUARTER 1 KILRUSH APPROACH: MAP 3





QUARTER 1 KILRUSH APPROACH: MAP 3A



| Quarter | QUARTER 1    | Item No | Features to be improved                                                                                                                                                                                      | Item No | Features contributing to positive 'Sense of Place' |
|---------|--------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------|
| Q1      | Kilrush Road | 1/1     | The 1KM stretch from the bend of road to the cross roads at circular road needs to be treated as one approach.                                                                                               |         |                                                    |
|         | Kilrush Road | 1/2     | On left, plant a shelter belt of trees along boundary at right angles to the road.                                                                                                                           |         |                                                    |
|         | Kilrush Road | 1/3     | On right, extending 350 M approx to the speed signs, investigate the planting of forestry in the open land.                                                                                                  |         |                                                    |
|         | Kilrush Road | 1/4     | On left, investigate the planting of forestry between houses to the speed signs, running back to the railway line.                                                                                           |         |                                                    |
|         | Kilrush Road | 1/5     | Keep grass bank trimmed.                                                                                                                                                                                     |         |                                                    |
|         | Kilrush Road | 1/6     | Just before the speed signs, erect a vertical structure, on one or both sides, designed to act as a gateway.                                                                                                 |         |                                                    |
|         | Kilrush Road | 1/7     | Enhance grass bank on left                                                                                                                                                                                   |         |                                                    |
|         | Kilrush Road | 1/8     | Plant shelter belts of trees in front of & behind houses running at angle to road.                                                                                                                           |         |                                                    |
|         | Kilrush Road | 1/9     | Paint house & boundary on right. Plant trees in front gardens where possible.                                                                                                                                |         |                                                    |
|         | Kilrush Road | 1/10    | Paint boundary on right & tidy field. (?) Plant trees in front garden                                                                                                                                        |         |                                                    |
|         | Kilrush Road | 1/11    | On left form grass bank or suitable boundary & entrance to bungalow which is set back. Plant trees in garden.                                                                                                |         |                                                    |
|         | Kilrush Road | 1/12    | Paint boundaries. Plant trees in private gardens if possible. Shelterbelts to rear of houses if possible.                                                                                                    |         |                                                    |
|         | Kilrush Road | 1/13    | Shelterbelt around house site to rear of garage.                                                                                                                                                             |         |                                                    |
|         | POS 1        |         | <b>FORMER GARAGE SITE:</b> Please refer to Text under <b>P 2.4</b>                                                                                                                                           |         |                                                    |
|         | Kilrush Road | 1/15    | On left, shelterbelt screening substation boundary & road edge.                                                                                                                                              |         |                                                    |
|         | Kilrush Road | 1/16    | On right, investigate the planting of forestry in the open land or along road boundary or along GAA boundary.                                                                                                |         |                                                    |
|         | Kilrush Road | 1/17    | GAA boundary, enhance grass bank with topsoil, maintain bank, surface of parking area & boundary wall.                                                                                                       | 1/1     | Good colours on wall to GAA Field.                 |
|         | Kilrush Road | 1/18    | GAA carpark, Upgrade entry. Maintain surface & keep weed free.                                                                                                                                               |         |                                                    |
|         | Kilrush Road | 1/19    | There are 15 No street lights on the left on this road, several are misaligned. Replacement of all these with simple well designed modern lights, properly aligned, would enhance the approach considerably. |         |                                                    |
|         | Kilrush Road | 1/20    | Plant suitable trees inside hotel wall.                                                                                                                                                                      |         |                                                    |

## ACTION TABLE for Q1

To be read with accompanying photos and proposed opportunity sites in Chapter 2



**3.4 Town Centre and Seafront: Quarter 2**

**3.4.1 Introduction**

This area contains the historic centre, the main promenade along the seafront and the commercial and community core. The principal streets in the quarter are O'Connell st, Grattan St, O'Curry St, Strand Line and Circular Rd. South which are connected by a network of minor streets and lanes. Views of the bay dramatically connect the town to the sea.

Since the majority of visitors arrive in Kilkee via the Kilrush road, O Connell St. is the first experience of the town. The town centre has five main junctions, or nodes, which along with the streets, are important public spaces. They need to be recognisable and welcoming to the visitor. They form the edges which need to be unique but also clean, tidy, inviting and offer goods services and amenities.

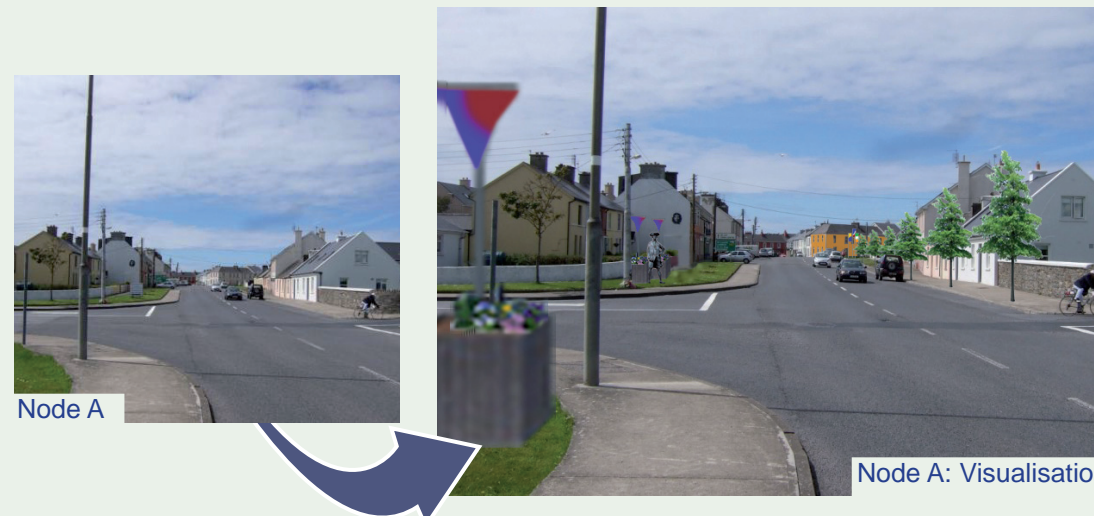
Generally, the buildings are well presented with some fine examples of the historic character of the town. However improvement is needed. This section describes the journey around the town, making proposals for enhancement in text, map, pictures, visualisations and an action table.

**3.4.2 Improvements to Streets and Junctions.**

This section outlines improvements needed to the key streets and junctions in the town centre and central area of Kilkee.

Circular Road junction: Node A

As the buildings are set back, the junction lacks definition. A landmark on the South West corner, possibly a sculpture or figure associated with Kilkee, would aid both placemaking and wayfinding. This is a good location also to start the scheme of themed planters which would give a seasonal splash of colour as a welcome. All boundary walls and building facades to continue high level of maintenance.



At Node A, introduce street name signs and directional signage to the Well Road, car parking and Carrigaholt to avoid funnelling traffic needlessly down to the Strand Line. Improve facilities for pedestrians crossing the junction.

The street is well defined and the simple plastered boundary walls in front of Hickey Terrace are very much in character for a seaside town. A single colour on adjoining boundary walls makes for better continuity of the street space. Two lanes leading off to the North need visible name signs.

Culturlann Sweeney on the right is a significant facility for both locals and visitors. The setback, while creating a valuable public space, reduces the library's visibility. Consistent with the scheme of planters, a pole type structure designed to carry a banner announcing the presence of the library, is proposed in a suitable location on the forecourt. Generally care is to be taken to avoid visual clutter on this forecourt arising from a variety of signs and objects which may gravitate in that direction.

Grattan St Junction, Node B

Introduce directional signage to the East End and associated carparking area to aid traffic management. This area is well defined by buildings but it needs a landmark which could be provided by use of a strong colour on the corner buildings. The post office, the protected structure and beautifully presented Bernadette House, is a focal point looking South from Grattan St. A stronger colour would strengthen its role as a landmark at this important junction.



O' Connell St. between Nodes B and C has many well presented buildings. Market Square on the north side is a large space which lacks colour. The N/E corner is open and untidy. All buildings and boundaries around the square need to play their part in defining the space and providing colour.

Further west, the street widens out to a distance of 35m between facades and the combination of these two large spaces weakens the street. This could be counteracted by continuing the planting scheme, suitably designed and sized, at the natural street line. This would also soften the extensive, rather bare pavement areas in front of the buildings. The view here is marred by unsightly wirescape and old, extended poles. The lane leading off to the south needs a visible name sign.

The Stella Maris Hotel makes a very positive contribution to Placemaking and Wayfinding. Its colour and location provide a focal point and landmark for O'Connell St and O'Curry St while giving valuable definition to the space at the top of O'Connell St.

Strand Line/ O'Connell St, Node C.

Known locally as Jimmy's Hill, this is in many ways the centre of Kilkee. The view and the road finally terminate in a T junction in front of Moore Bay. It is a busy four way junction but in its present form does not balance the needs of vehicles and pedestrians.





TI 3 Improving Wayfinding and Accessibility.

Improve Wayfinding and Accessibility at all Nodes by introducing:

- a) Appropriate directional and place signage
- b) Colour and landmarks
- c) Edge definition
- d) Pedestrian linkages

O'Curry St. between Nodes C and E

O'Curry St. is the area with a higher percentage of buildings (70%) with commercial use than elsewhere in Kilkee. Generally, the street is defined by well presented buildings with colourful flower displays enlivening and softening the place. When repainting, it may benefit the street to pick from the 'seaside' palette of colours with a change of hue between neighbouring buildings. Pay attention to boundary walls and forecourt areas. Extend the use of seasonal flowers and maintain plants and hedges within building curtilages.



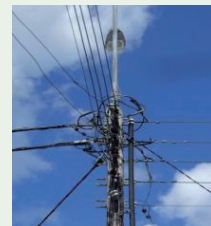
Node E



Node E: Visualisation

O'Curry St. is a straight street with vistas in either direction. The Stella Maris Hotel is the focal point to the north. To the south, at Node E, the absence of a focal point weakens streetscape. The roundabout could accommodate a focal point/ landmark which would enhance the placemaking and wayfinding as seen from O'Curry St, Circular Rd and Carrigaholt Rd. A landmark of suitable size and design would add to the character and uniqueness of Kilkee.

A dominant negative feature on the street is the unsightly wirescape and lamp standards. The visual dominance of parked cars could be counteracted by suitable planters on build outs



Wirescape on O'Curry St

The Strand Line: Nodes E to C to D

The Strand Line and promenade is the essence of Kilkee with the row of houses, the beach and sea dominating the view and atmosphere. The buildings which face the sea have, with few exceptions, residential use. The absence of a footpath along the land side of the road may be a contributing factor to the absence of commercial use in this location.

The Council has carried out a project installing new lighting standards along the footpath from the toilets to the East End car park and the associated unsightly wiring has been undergrounded.



To allow ease of movement for people from the seafront to businesses on O'Curry St, Erin St and Grattan St areas, the existing lanes are important and need to be upgraded and signposted. (Map 2) The lanes and minor roads can reduce traffic congestion by allowing people to walk to and from, parked cars away from the sea front, accessing business and services as they go.

The structures, furniture and signboards on the beach side of the sea wall should all be maintained to a high standard using classic sea side colours. The Bandstand is of particular importance as it is an iconic structure in Kilkee.

It is important that the buildings with commercial use are accessible to pedestrians. The lanes which connect back inland should have name signs, be accessible and have parking restricted at their entry. Colour can also be provided by the sea front buildings and their boundary walls.



Inadequate Pedestrian Access

To support the economic health of businesses on the sea front, pedestrian access needs to be improved where possible. For example, the footpath serving the Strand Restaurant is too narrow and disappears along its frontage.



**TI 4 Enhancing Amenity in the Town Centre**

Enhancing Amenity in the Town Centre by:

- a) Designing and installing a suitable scheme of planters for key areas;
- b) Upgrading the Bandstand;
- c) Agreeing and implementing a design proposal for Percy French Green;
- d) Creating name plates on all lanes and streets;
- e) Introducing Local Award Schemes to raise awareness of care for buildings and signage.

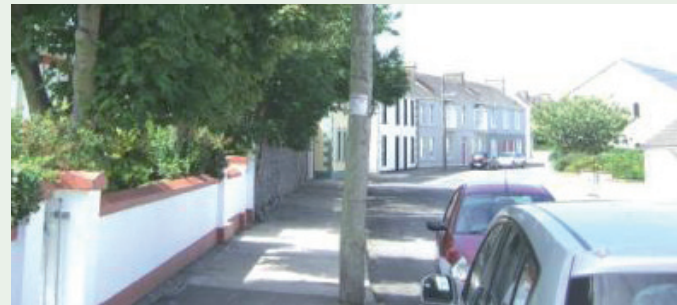
Grattan St. between Nodes B and D

Grattan St, one of the original streets in Kilkee, is also part of the national network for traffic passing through the town. This broad street has straight vistas in both directions. To the south is the focal point of the Post Office, dealt with under 3.4.2. The vista to the north terminates at a currently undeveloped site. Development proposals for the site would need to satisfy the need for a landmark in this spot. This is dealt with 3.4, Quarter 3.

The eastern side of Grattan St. is intact and in good order apart from a vacant residential building identified as an opportunity site at the northern end. The western side has a number of open spaces and minor roads which give access to Erin St which in turn opens onto a series of lanes connecting to the Strand Line and beach. During the peak season there are options for people to park in this area and access the beach via the lanes.

Circular Rd: Nodes A to E

Circular Rd, a later addition to the layout of Kilkee, is a vital link in the circulation network connecting the newer areas to the historic core. Railway Road, Chapel St, and Corry Lane are attractive places unique to Kilkee. Railway Road connected the terminus of the Kilkee branch of the West Clare Railway to the Market Square. Circular Road generally, while it has interesting features, lacks a clear sense of place.



Railway Road

During peak season there is potential for parking in the vicinity of the church and walking to the beach and services through Railway Road, Chapel St, or Corry Lane. This would also raise the profile of these attractive areas and draw attention to the play ground and Astroturf court to allow greater access to these useful facilities.

All minor roads and lanes need to have name signs and ideally their ground surfaces need to be maintained. Access arrangements need to be clearly signed.



Corry Lane

POS 6



Percy French Green POS 6: Visualisation

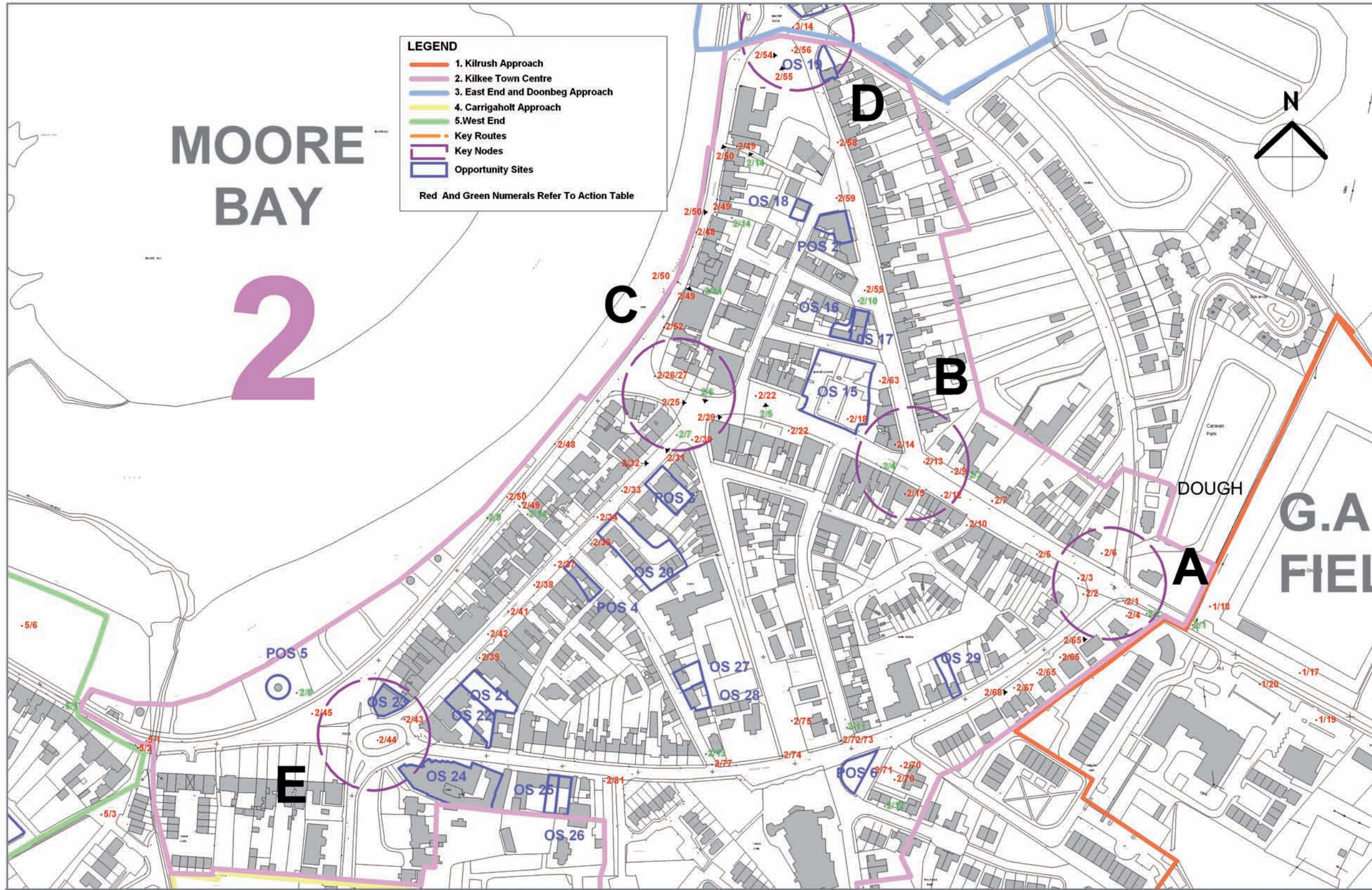
The Percy French Green is a potential focal point on Circular Road and from Railway Road. Any upgrade should aim for a simple statement as the surrounding area is visually confusing. Where sites have a front garden, boundaries need to be maintained and open fronted sites should be avoided. Identify suitable trees for use in private front gardens.

**TI 5 Improving Tidiness in the Town Centre**

Improve Tidiness in the Town Centre by:

- a) Undergrounding wires and replacing lampposts in O'Curry St and O'Connell St.
- b) Defining and marking overwide street areas, particularly Grattan St.





QUARTER 2 TOWNCENTRE: MAP 4



| Quarter | QUARTER 2    | Item No | Features to be improved                                                                                                                                                                                                                                                      | Item No | Features contributing to positive 'Sense of Place'                                                       |
|---------|--------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------------------------|
| Q2      | Node A       | 2/1     | Signage to West End carpark & Carrigaholt (not businesses) focal point, colour.                                                                                                                                                                                              | 2/1     | On right, Shelter Belt of evergreens screens the caravan park                                            |
|         | Node A       | 2/2     | Landmark/Sculpture associated with Kilkee on either grass verge (not to obscure sightlines)                                                                                                                                                                                  | 2/2     | On left, Shelter Belt of evergreens screens private garden from road.                                    |
|         | Node A       | 2/3     | Design scheme of planters, with marine character, to commence at this junction, giving seasonal colour.                                                                                                                                                                      | 2/3     | Culturlann Sweeney, Library                                                                              |
|         | Node A       | 2/4     | Plant trees inside garden wall at South - East corner & North-West corner if possible.                                                                                                                                                                                       | 2/4     | Contribution of many buildings & boundaries by standard of decoration to good Placemaking                |
|         | Node A       | 2/5     | Plant trees at rear of grass in front of terrace of six houses.                                                                                                                                                                                                              | 2/5     | Stella Maris Hotel makes vital contribution to Placemaking & Wayfinding in its location, design & colour |
|         | Node A       | 2/6     | Paint all plaster boundary walls & houses around junction.                                                                                                                                                                                                                   | 2/6     | View of Sea                                                                                              |
|         | O'Connell St | 2/7     | On right, plant a tree in in front of each property, in the grass verge.                                                                                                                                                                                                     | 2/7     | O'Curry St                                                                                               |
|         | O'Connell St | 2/9     | Purpose designed, vertical structure/ focal point in front of library, along or in front of the building line.                                                                                                                                                               | 2/8     | Bandstand                                                                                                |
|         | O'Connell St | 2/10    | On left, name signs on all roads & lanes.                                                                                                                                                                                                                                    | 2/9     | Railway Road                                                                                             |
|         | Node B       | 2/11    | On buildings, choose colours associated with marine character. Corner buildings particularly important.                                                                                                                                                                      | 2/10    | Station House                                                                                            |
|         | Node B       | 2/12    | Signage to East End carpark & Pier (not businesses)                                                                                                                                                                                                                          | 2/11    | Corry Lane                                                                                               |
|         | Node B       | 2/13    | Planters, with marine character, giving seasonal colour, on build outs.                                                                                                                                                                                                      | 2/12    | Lane Access to sea front                                                                                 |
|         | Node B       | 2/14    | Building on North-West corner is important focal point, use stronger colour.                                                                                                                                                                                                 |         |                                                                                                          |
|         | Node B       | 2/15    | Bernadette House is important focal point, use stronger colour.                                                                                                                                                                                                              |         |                                                                                                          |
|         | OS 16        |         | <b>FIVE BAY HOUSE. Continue standard of maintenance while seeking viable new use or appropriate temporary use, perhaps related to the market.</b>                                                                                                                            |         |                                                                                                          |
|         | OS 17        |         | <b>MURPHY'S PUBLIC HOUSE. Maintain structural fabric and decorative order to all sides of this highly visible &amp; prominent Protected Structure. Implement requirements under Derelict Sites while seeking new user.</b>                                                   |         |                                                                                                          |
|         | O'Connell St | 2/22    | Layout of planters to define back of footpath line on opposing forecourts & give seasonal colour. Trees?                                                                                                                                                                     |         |                                                                                                          |
|         | OS 15        |         | <b>MARKET PLACE. Consider uses for non market days &amp; optimising use of space. Introduce appropriate focal point and /or colour or enlivening features. Focal point to be visible from Railway Road. All buildings &amp; boundaries around market to be kept painted.</b> |         |                                                                                                          |
|         | Node C       | 2/25    | Redesign overwide junction to balance needs of pedestrians with needs of vehicles & parking.                                                                                                                                                                                 |         |                                                                                                          |
|         | Node C       | 2/26    | Redesign of junction to include extension of footpath in front of Strand Bistro to the lane.                                                                                                                                                                                 |         |                                                                                                          |
|         | Node C       | 2/27    | Redesign of junction to include upgrade of seating on grass bank in context of new design for all coastal seating.                                                                                                                                                           | 2/13    | High standard of decoration of many buildings at Node C inc Bay View Hotel                               |
|         | Node C       | 2/28    | Redesign of junction to enhance Placemaking & Wayfinding, avoid visual clutter.                                                                                                                                                                                              |         |                                                                                                          |
|         | Node C       | 2/29    | Underground untidy, unsightly wirescape & replace lamp standards                                                                                                                                                                                                             |         |                                                                                                          |
|         | Node C       | 2/30    | Signage to Playground & Astro turf Court at entrance to Chapel St                                                                                                                                                                                                            |         |                                                                                                          |
|         | O Curry St   | 2/31    | Underground untidy, unsightly wirescape & replace lamp standards                                                                                                                                                                                                             |         |                                                                                                          |
|         | O Curry St   | 2/32    | Planters on 'Build Outs' to reduce visual impact of parked cars.                                                                                                                                                                                                             |         |                                                                                                          |
|         | O Curry St   | 2/33    | Paint, boundaries, railings, buildings inc corner /prominent gables. Colours from marine palette preferable.                                                                                                                                                                 |         |                                                                                                          |
|         | O Curry St   | 2/34    | In enclosed forecourts plant & maintain flowers or shrubs to provide seasonal colour & greenery.                                                                                                                                                                             | 2/14    | Generally good standard of maintenance                                                                   |

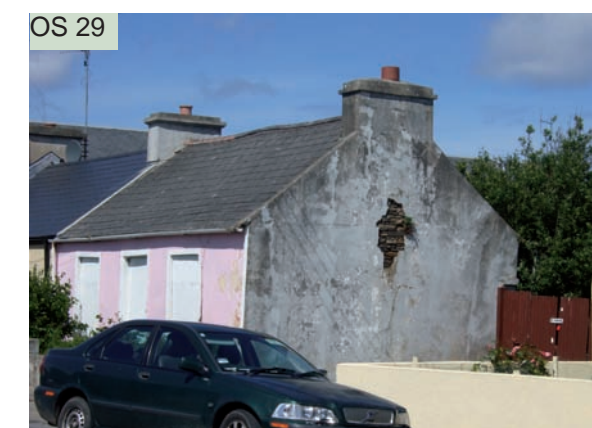
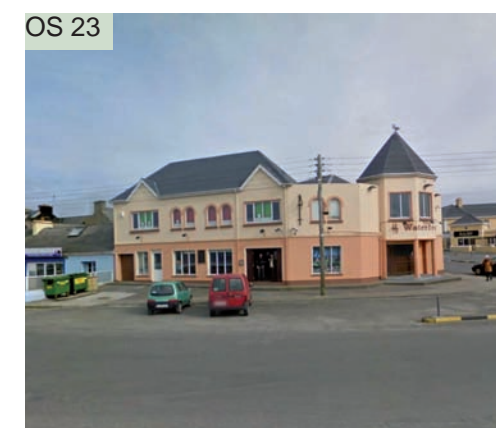
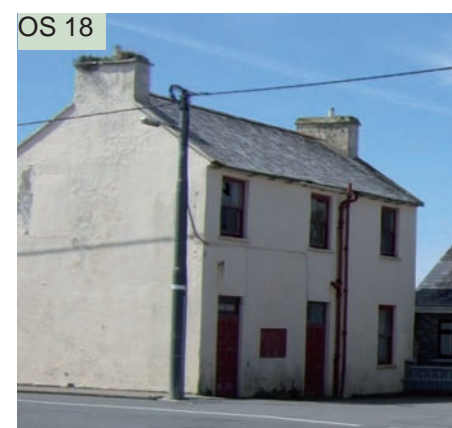


| Quarter | QUARTER 2           | Item No | Features to be improved                                                                                                                                                                                                                                                                               | Item No | Features contributing to positive 'Sense of Place' |
|---------|---------------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------|
| Q2      | POS 3               |         | <b>FORMER ALLIED IRISH BANK. Please refer to text under 2.4</b>                                                                                                                                                                                                                                       |         |                                                    |
|         | O Curry St          | 2/36    | In enclosed forecourt at Bank of Ireland plant appropriate,specimen trees, one on each side of entrance.                                                                                                                                                                                              |         |                                                    |
|         | O Curry St          | 2/37    | Design a planting scheme for open forecourts, to define back edge of footpath. Keep ground surfaces sound.                                                                                                                                                                                            |         |                                                    |
|         | POS 4               |         | <b>CLAREMOUNT. Please refer to text under 2.4</b>                                                                                                                                                                                                                                                     |         |                                                    |
|         | O Curry St          | 2/38    | Shop window displays to enhance visual amenity,avoid visual clutter, tidy notices.                                                                                                                                                                                                                    |         |                                                    |
|         | Protected Structure | 2/39    | Purtills Guest house,would be enhanced if coloured differently to adjoining building. Mid range colour + white.                                                                                                                                                                                       |         |                                                    |
|         | OS 21               |         | <b>VACANT SITE. Decorate Hoarding with suitable Mural. Site on O'Curry St. Area site in main commercial area, also has access to lane at rear.</b>                                                                                                                                                    |         |                                                    |
|         | OS 22               |         | Continue a good standard of maintenance while seeking viable new use or appropriate temporary use.<br>Review available accommodation & granted planning permission.                                                                                                                                   |         |                                                    |
|         | O Curry St          | 2/41    | Signage generally clear, simple handpainted or individual letters.                                                                                                                                                                                                                                    |         |                                                    |
|         | O Curry St          | 2/42    | Avoid storing barrels or bins on the street or forecourt areas in public view.                                                                                                                                                                                                                        |         |                                                    |
|         | O Curry St          | 2/43    | Planters on 'Build Outs'at mouth of O'Curry st.                                                                                                                                                                                                                                                       |         |                                                    |
|         | Node E              | 2/44    | Introduce a unique,marine themed landmark/focal point on the central area of the roundabout.                                                                                                                                                                                                          |         |                                                    |
|         | Node E              | 2/45    | Screen the lower half of the cars parked at Senans place from view as seen from O'Curry st & Circular rd.                                                                                                                                                                                             |         |                                                    |
|         | OS 23               |         | <b>WATERFRONT. This is one of the very few buildings with commercial use on the sea front along Strand Line. Being highly visible, it is has potential as positive land mark. Review all accommodation to find suitable fit-for-viable uses. Keep decorative standard &amp; signage quality high.</b> |         |                                                    |
|         | POS 5               |         | <b>BANDSTAND. Please refer to text under 2.4</b>                                                                                                                                                                                                                                                      |         |                                                    |
|         | Strand Line         | 2/48    | Paint all plaster boundary walls & houses along Strand Line using a variety of marine colours.                                                                                                                                                                                                        |         |                                                    |
|         | Strand Line         | 2/49    | Name all the lanes with visible signs on buildings. Ensure lanes are accessible.                                                                                                                                                                                                                      |         |                                                    |
|         | Strand Line         | 2/50    | Erect bollards to prevent car parking at front of lanes.                                                                                                                                                                                                                                              |         |                                                    |
|         | Strand Line         | 2/51    | Maintain gardens                                                                                                                                                                                                                                                                                      |         |                                                    |
|         | Strand Line         | 2/52    | Extend footpath in front of Strand Bistro to the lane.                                                                                                                                                                                                                                                |         |                                                    |
|         | Strand Line         | 2/53    | Line areas where parking is permitted                                                                                                                                                                                                                                                                 |         |                                                    |
|         | Node D              | 2/54    | Introduce a unique,large, marine themed landmark/focal point on Hodges Green, visible from Doonbeg Rd, Grattan St. & Strand Line.                                                                                                                                                                     |         |                                                    |
|         | Node D              | 2/55    | Redesign junction balancing needs of car & pedestrian traffic & placemaking                                                                                                                                                                                                                           |         |                                                    |
|         | Node D              | 2/56    | Introduce effective signage for thru traffic & local amenities.                                                                                                                                                                                                                                       |         |                                                    |
|         | OS 19               |         | <b>HOUSE at MINISTERS PI. Upgrade &amp; redecorate boundary wall, maintain garden &amp; renovate house.</b>                                                                                                                                                                                           |         |                                                    |
|         | Grattan St          | 2/58    | Paint all plaster boundary walls & houses along Grattan St. using a variety of marine colours.                                                                                                                                                                                                        |         |                                                    |
|         | Grattan St          | 2/59    | Reconfigure various expanses of roadway for more organised parking & other functions inc spatial.                                                                                                                                                                                                     |         |                                                    |
|         | Grattan St          | 2/60    | Enhance the area spatially & direct pedestrians to the beach via lanes                                                                                                                                                                                                                                |         |                                                    |
|         | OS 18               |         | Maintain structural fabric & decorative order of former courthouse while considering options for viable new uses.                                                                                                                                                                                     |         |                                                    |
|         | POS 2               |         | <b>KETTS BUILDING. Please refer to text under 2.4</b>                                                                                                                                                                                                                                                 |         |                                                    |
|         | Grattan St          | 2/63    | Tidy up & define edges on East side of Market Sq. Pain Gable of single storey house                                                                                                                                                                                                                   |         |                                                    |
|         | Grattan St          | 2/64    | Generally paint adjoining buildings in different colours.                                                                                                                                                                                                                                             |         |                                                    |
|         | Circular rd         | 2/65    | Plant suitable tree in each front garden if possible.                                                                                                                                                                                                                                                 |         |                                                    |
|         | Circular rd         | 2/66    | Preferably enclose front gardens with simple painted plaster wall which does not have to be the same colour as main building.                                                                                                                                                                         |         |                                                    |
|         | Circular rd         | 2/67    | Plastered buildings should be painted.                                                                                                                                                                                                                                                                |         |                                                    |



| Quarter | QUARTER 2   | Item No | Features to be improved                                                                                                                                                                                                                                                                                                             | Item No | Features contributing to positive 'Sense of Place'                                                                    |
|---------|-------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|
| Q2      | OS 29       |         | <b>COTTAGE in CIRCULAR RD. Upgrade house &amp; garden. Deal with requirements of Derelict Sites.</b>                                                                                                                                                                                                                                |         |                                                                                                                       |
|         | POS         |         | <b>PERCY FRENCH GREEN. Please refer to text under 2.4</b>                                                                                                                                                                                                                                                                           |         |                                                                                                                       |
|         | Circular rd | 2/70    | Plant suitable trees in front gardens to rear of Percy French Green if possible.                                                                                                                                                                                                                                                    |         |                                                                                                                       |
|         | Circular rd | 2/71    | Reduce width of road behind Percy French Green                                                                                                                                                                                                                                                                                      |         |                                                                                                                       |
|         | Circular rd | 2/72    | Planters on build outs at mouth of Railway road, signage to Market Sq.                                                                                                                                                                                                                                                              |         |                                                                                                                       |
|         | Circular rd | 2/73    | Signage on Railway Rd to graveyard. & old church site.                                                                                                                                                                                                                                                                              |         |                                                                                                                       |
|         | Circular rd | 2/74    | Planters on build outs at mouth of Chapel St. Signage to playground & Astro turf court.                                                                                                                                                                                                                                             |         |                                                                                                                       |
|         | Circular rd | 2/75    | Improve road surface on parking area at South end of Chapel St.                                                                                                                                                                                                                                                                     |         |                                                                                                                       |
|         | Circular rd | 2/76    | Plant suitable trees on church green if possible.                                                                                                                                                                                                                                                                                   | 2/15    | Beautifully converted & maintained house & garden                                                                     |
|         | Circular rd | 2/77    | Name Corry Lane & sign for pedestrian access to beach.                                                                                                                                                                                                                                                                              | 2/16    | Church grounds very well kept                                                                                         |
|         | OS 27       |         | <b>TERRACED HOUSE in CORRY LANE. Maintain good decorative order of house &amp; garden on this important circulation link between Circular rd, O'Curry st and the sea front. Review occupancy of property &amp; seek to optimise use.</b>                                                                                            | 2/17    | Corry Lane is an attractive place with interesting features, suitable for walking, it connects dramatically to beach. |
|         | OS 28       |         | <b>DETACHED HOUSE in CORRY LANE. Repair vandalised elements. Maintain good decorative order of house &amp; garden on this important circulation link between Circular Rd, O'Curry St and the sea front. Review occupancy of property &amp; seek to optimise use.</b>                                                                |         |                                                                                                                       |
|         | Circular rd | 2/80    | Paint all plaster boundary walls & houses along Circular Rd. using a variety of marine colours.                                                                                                                                                                                                                                     |         |                                                                                                                       |
|         | Circular rd | 2/81    | Name entry ways on south side after convent development.                                                                                                                                                                                                                                                                            |         |                                                                                                                       |
|         | OS 25       |         | <b>VACANT SITE on CIRCULAR RD. Site has potential as it is located adjacent to commercial uses serving the local population.</b>                                                                                                                                                                                                    |         |                                                                                                                       |
|         | OS 26       |         | <b>TERRACED HOUSE on CIRCULAR RD. Maintain structural fabric &amp; decorative order of building while considering options for viable new uses. Building is located adjacent to commercial uses serving the local population.</b>                                                                                                    |         |                                                                                                                       |
|         | OS 24       |         | <b>MARINE HOTEL occupies a large site on a key junction accessed by O'Curry St, Circular Rd &amp; in view of the bay. It is an area containing many of the commercial uses serving the local population. It needs to find viable &amp; appropriate uses for its extensive floor space. Address Unauthorised Development issues.</b> |         |                                                                                                                       |

**ACTION TABLE for Q2** To be read with accompanying photos and proposed opportunity sites in Chapter 2





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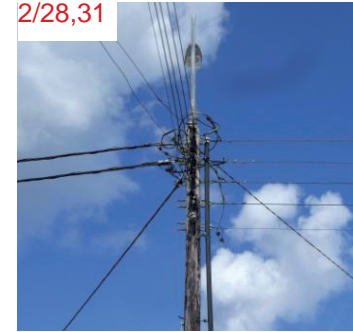
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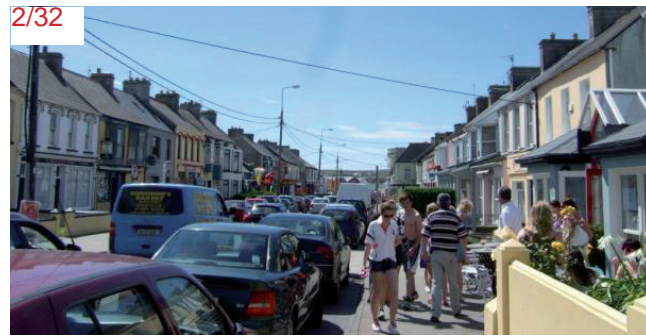
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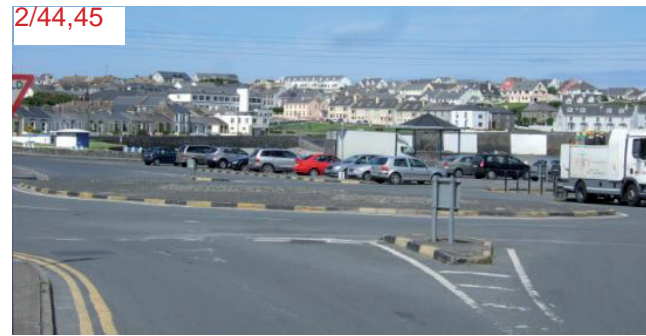
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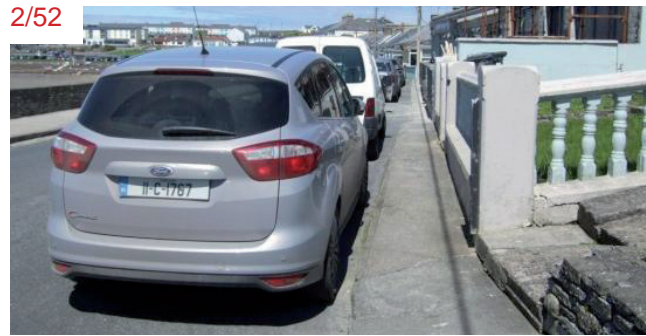
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2/52



2/9



2/9



2/3



2/4



2/5



2/8





### 3.5 East End and Doonbeg Approach: Quarter 3

#### 3.5.1 Introduction

This area contains the approach from the north on the N67 and is the second most popular approach to Kilkee. It also contains a number of marine related assets including the pier, the slip, the steps, the Marine Rescue base and associated car park. Water World and the Golf club are located here along with a hotel which is currently closed.



#### Making use of Resources

East End has a number of commercial and community uses in the structures facing the bay. This combination makes for a potentially dynamic area of the town and much activity takes place here. However, there are a number of prominent vacant sites in this quarter creating an unkempt air. The reopening of the hotel in this location would have a major positive impact on this area and the town generally.



The entire bay front area is a priority zone for Kilkee and this includes the East End Boathouse (POS 10), designated as an opportunity site. It is an iconic building and one of the oldest in Kilkee. The colours are characteristic marine however it needs appropriate redecoration and its surroundings to be sensitively landscaped. Explore suitable locations for additional seafront playing facilities. Examine the potential for future development of the slip and breakwater area subject to environmental assessment in accordance with Habitats Directive.

The Coast Road has natural beauty and drama. It is an obvious location to install upgraded information on the natural environment linked together as a trail and in the process gain valuable marks in the Tidy Towns competition. Several adjudication reports have noted that the natural environment of the coast is not sufficiently explained to the public.

Allenders Field (POS 8) is an underutilised resource and perhaps there is scope to develop at least part of it for an activity to complement Waterworld activity centre.

#### 3.5.2 Improvement Project.

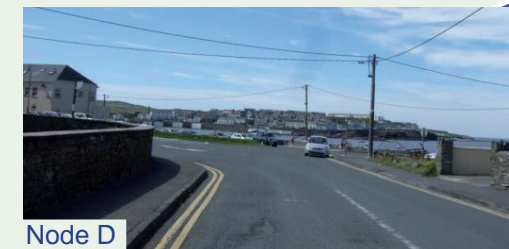
This section outlines a number of proposed initiatives for improving the East End and Doonbeg Approach. The proposals for enhancement are made in the following text, map, pictures, visualisations and action table. Opportunity sites within this Quarter which are of strategic importance to Kilkee are dealt with in Chapter 2.

#### Introducing More Colour

At the fork between the N67 and Lisluinaghan road, the road enters the older town area with the historic terrace of buildings on Pound St.. More colour in the painting schemes of the houses themselves would brighten this approach as would the renovation of the end of terrace cottage. The terrace has some attractive boundary walls.

#### Tidying up the public spaces

The Doonbeg road as it approaches the entry signs has substantial, well maintained grass banks. The road following the speed signs consists of suburban and ribbon development with good examples of typical, characteristic Kilkee walls. An abandoned building site lets the area down as do a number of poor boundaries. At Node D, POS No 7 looks derelict. Untidy edges continue to be an issue to the rear of the public buildings in the carpark, the Ocean Cove site, (POS 9), and along the coast road to the golf club.



Node D



Node D: Visualisation

#### Improving Wayfinding, Placemaking and Accessibility

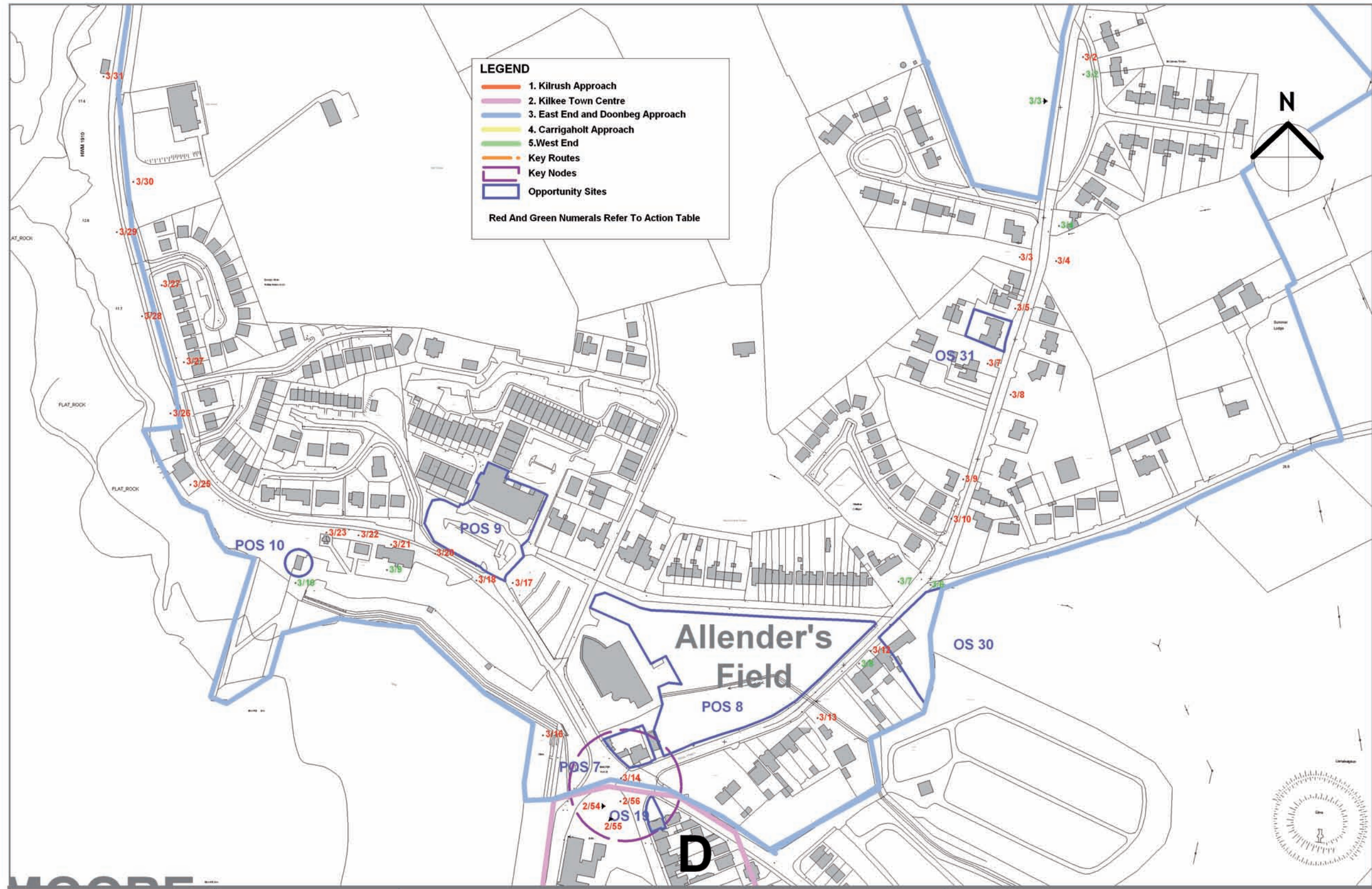
Hodges green, Node D, is a 5 way junction and is a gateway into Kilkee which does not function well from either a traffic management, wayfinding, placemaking or accessibility viewpoint. There is little definition or signage. There are long standing plans to introduce a roundabout at this junction however in the interim a suitable land mark is required, appropriate signage and crossing points for pedestrians.

#### TI 6 Making Use of Resources throughout Kilkee

Making Use of Resources by:

- a) Focussing on key opportunity sites.
- b) Promoting the existing coastal walks by upgrading signage & information on natural & historic features.
- c) Appropriate redecoration & landscaping of the East End Boathouse
- d) Taking care of the Edges, as defined in Section 3.2.



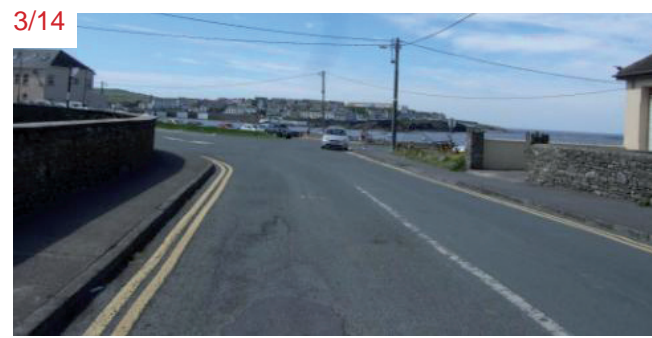


QUARTER 3: EAST END: MAP 5



| Quarter | QUARTER 3   | Item No | Features to be improved                                                                                                                                                                                                                                               | Item No | Features contributing to positive 'Sense of Place'                               |
|---------|-------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------|
| Q3      | Doonbeg Rd. | 3/1     | Single storey buildings on right after entry signs: Tidy up forecourt, edge, gates & site generally.                                                                                                                                                                  | 3/1     | Buildings in 3/1 make attractive traditional group & good gateway                |
|         | Doonbeg Rd. | 3/2     | Sweeney Terrace keep boundary wall freshly painted white, return kerb on footpath                                                                                                                                                                                     | 3/2     | Sweeney Terrace good layout, greenspace & wall.                                  |
|         | Doonbeg Rd. | 3/3     | Verges on right untidy. No edge definition at entry to undeveloped site                                                                                                                                                                                               | 3/3     | Good size grass banks, well maintained.                                          |
|         | Doonbeg Rd. | 3/4     | Cut overgrown grass bank on left.                                                                                                                                                                                                                                     | 3/4     | Good 'Kilkee Style' wall after Mc Sweeney terrace, even better if painted        |
|         | Doonbeg Rd. | 3/5     | Verge unkempt, boundary required, paint gable, doors, remove signage, tidy driveway.                                                                                                                                                                                  | 3/5     | Well kept boundary walls to the left                                             |
|         | OS 31       |         | <b>NEW SEMIDETACHED HOUSES.</b> Complete, decorate & suitably finish front forecourts.(Boundary wall missing) If accommodation is to be made available for rent, advertise via database & set up sustainable maintenance regime.                                      | 3/6     | Attractive traditional stone wall                                                |
|         | Doonbeg Rd. | 3/8     | Tidy boundary to field on left 3/8 Retain attractive boundaries                                                                                                                                                                                                       | 3/7     | Nicely landscaped boundary & garden.                                             |
|         | Doonbeg Rd. | 3/9     | Paint boundary to single storey house on right                                                                                                                                                                                                                        | 3/8     | Retain attractive boundaries                                                     |
|         | Doonbeg Rd. | 3/10    | Verge in front of footpath to housing scheme is rough                                                                                                                                                                                                                 |         |                                                                                  |
|         | OS 30       |         | <b>END of TERRACE COTTAGE</b> is sited in highly visible location on approach into Kilkee within view of the sea. Appropriate renovation of historic cottage which retains unique features & boundary . Repair stone field boundary. Introduce colour to the terrace. |         |                                                                                  |
|         | Doonbeg Rd. | 3/12    | Introduce more colour to this attractive terraced approach to seafront                                                                                                                                                                                                |         |                                                                                  |
|         | Doonbeg Rd. | 3/13    | Repaint gable                                                                                                                                                                                                                                                         |         |                                                                                  |
|         | POS 8       |         | <b>ALLENDERS FIELD.</b> Please refer to Text under 2.4                                                                                                                                                                                                                |         |                                                                                  |
|         | Node D      | 3/14    | Introduce definition, landmark, signage.                                                                                                                                                                                                                              |         |                                                                                  |
|         | POS 7       |         | <b>VACANT SITE at MINISTERS PLACE.</b> Please refer to Text under 2.4                                                                                                                                                                                                 |         |                                                                                  |
|         | Coast Rd.   | 3/16    | Improve Atlantic Stream discharge onto beach                                                                                                                                                                                                                          |         |                                                                                  |
|         | Coast Rd.   | 3/17    | Paint bollards around green to North of Waterworld. (Seats very black ?)                                                                                                                                                                                              |         |                                                                                  |
|         | Coast Rd.   | 3/18    | Paint bollards beside Bring Bank/ Signage has Graffiti/ Unofficial Shortcut over bank is scruffy                                                                                                                                                                      |         |                                                                                  |
|         | POS 9       |         | <b>OCEAN COVE HOTEL.</b> Please refer to Text under 2.4                                                                                                                                                                                                               |         |                                                                                  |
|         | Coast Rd.   | 3/20    | Form consistent grass bank edge backing all sites on left, top soil & seed.                                                                                                                                                                                           |         |                                                                                  |
|         | Coast Rd.   | 3/21    | Scruffy bin enclosure behind Ocean World/ paint needs redoing in various areas/ flags tattered.                                                                                                                                                                       |         |                                                                                  |
|         | Coast Rd.   | 3/22    | Entrance to Marine Rescue scruffy/ Container needs painting                                                                                                                                                                                                           | 3/9     | Façade to front, colours good/ blues, aquamarine & white                         |
|         | Coast Rd.   | 3/23    | Toilet Block: upgrade painting & signage scheme. Function of post & rail fence to rear in unclear.                                                                                                                                                                    |         |                                                                                  |
|         | POS 10      |         | <b>EAST END BOAT HOUSE.</b> Please refer to Text under 2.4                                                                                                                                                                                                            | 3/10    | Iconic & historic Kilkee structure in key location./Protected Structure.         |
|         | Coast Rd.   | 3/25    | Cliff cottage: Tidy up building site.                                                                                                                                                                                                                                 | 3/11    | Nice boundary treatment on some houses                                           |
|         | Coast Rd.   | 3/26    | Unpainted boundary after red wall                                                                                                                                                                                                                                     |         |                                                                                  |
|         | Coast Rd.   | 3/27    | Front of Holiday homes very open/ cars highly visible.                                                                                                                                                                                                                |         |                                                                                  |
|         | Coast Rd.   | 3/28    | Linear grass mound beside path is too low/ Much rubble & loose stone on show/not seeded/supports weeds.                                                                                                                                                               |         |                                                                                  |
|         | Coast Rd.   | 3/29    | Repaint large rust stained concrete cubes.                                                                                                                                                                                                                            |         |                                                                                  |
|         | Coast Rd.   | 3/30    | Redesign bollards defining the golf club car park to form visually appealing boundary.                                                                                                                                                                                |         |                                                                                  |
|         | Coast Rd.   | 3/31    | Repaint shelter. Prepare a scheme of information boards to best practice.                                                                                                                                                                                             |         |                                                                                  |
|         | Coast Rd.   | 3/32    | Picnic area dull                                                                                                                                                                                                                                                      | 3/12    | Seats well located/ good colours but review seat condition & maintenance regime. |
|         | Coast Rd.   | 3/33    | Boundary to golf club scruffy at Byrnes cove                                                                                                                                                                                                                          |         |                                                                                  |
|         | Coast Rd.   | 3/34    | Signage Faded & path formation broken down at entrance to Byrne Cove.                                                                                                                                                                                                 |         |                                                                                  |







**3.6 Carrigaholt Approach: Quarter 4**

**3.6.1 Introduction**

This long stretch of road and the entry into the town is gradual, lacking a sense of arrival or welcome. Within the town there is a contrast between areas which show a pride in their place by a high standard of maintenance and areas which, by the absence of a maintenance regime appear to show lack of interest in their place. This section describes the journey from the entry at the speed signs to the entrance to Quarter 2, the town centre area and makes proposals for enhancement.



Example of untidy edges

**3.6.2 Improvement Project.**

This section outlines a number of proposed initiatives for improving the Carrigaholt Approach. The proposals for enhancement are made in the following text, map, pictures, visualisations and detailed action table. Opportunity sites within this Quarter which are of strategic importance to Kilkee are dealt with in Chapter 2.

Dealing with untidy edges

The grass banks form definite edges to the approach road. However, on entering the built up area the edges become disjointed.

There is a general untidiness of margins, walls and buildings which creates an unkempt impression. While many properties within the town are well presented there are a number of 'missing' boundaries which undermine the overall effect.



Planting to improve the town

While Kilkee is a challenging environment for trees, shelterbelts have been successfully established in the past. Shelterbelts of trees in key locations would form a definite sense of place while enhancing the views.

Maintaining Holiday Homes

Homes which are occupied for limited periods are often neglected and this can show in their appearance. A maintenance regime needs to be established to ensure that residential accommodation for visitors does not damage the image which the town wishes to promote.



Using Enterprise zoned land

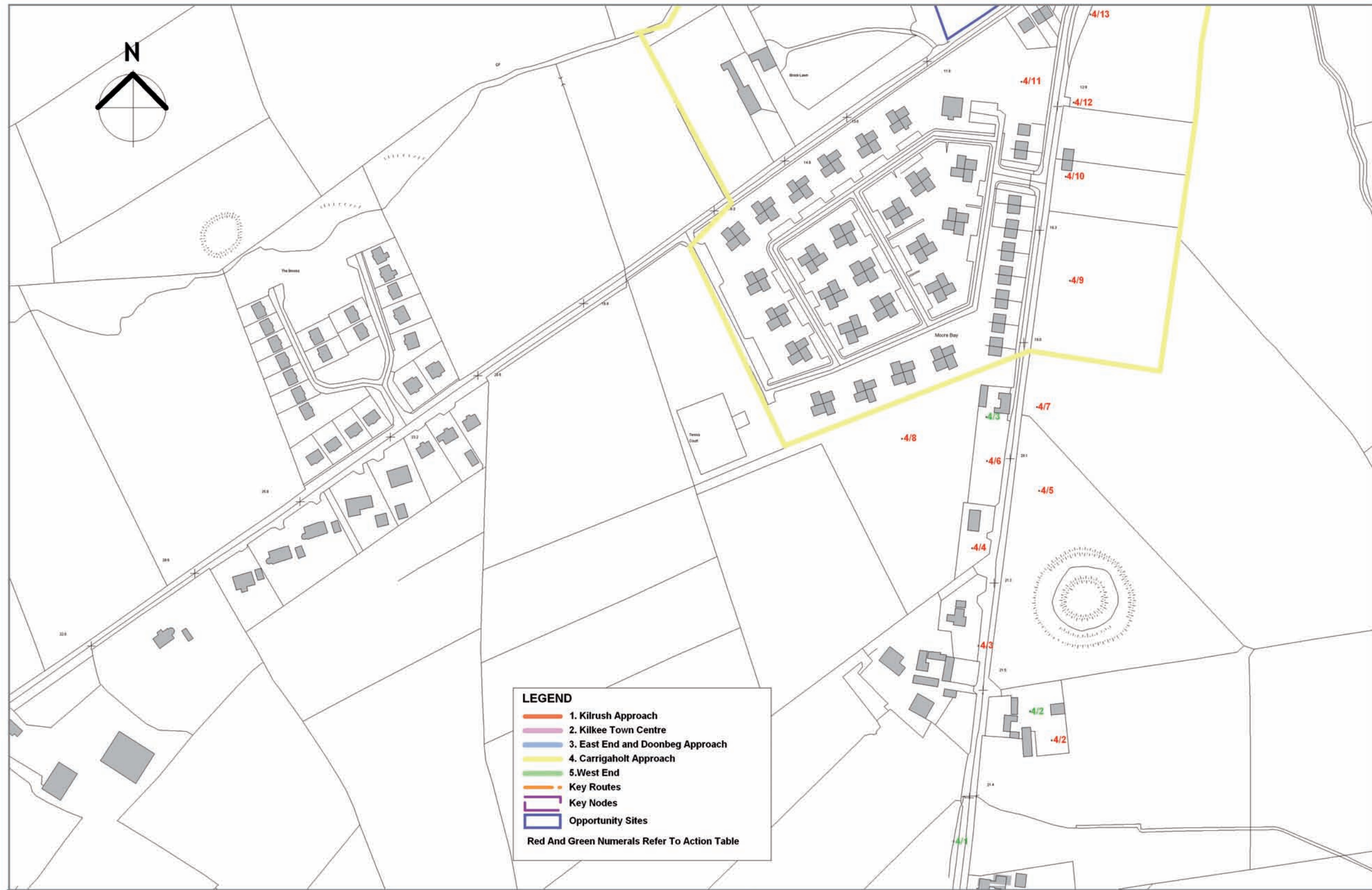
The two buildings on the enterprise site (POS 11) by their condition, convey stagnation. Lack of maintenance of landscaping outside the site compounds the poor impression. As a short term measure, this area should be cleaned up as much as possible until a long term future for the site is secured.

TI 7 Enhancing Approach Roads

All approach roads can be improved by:

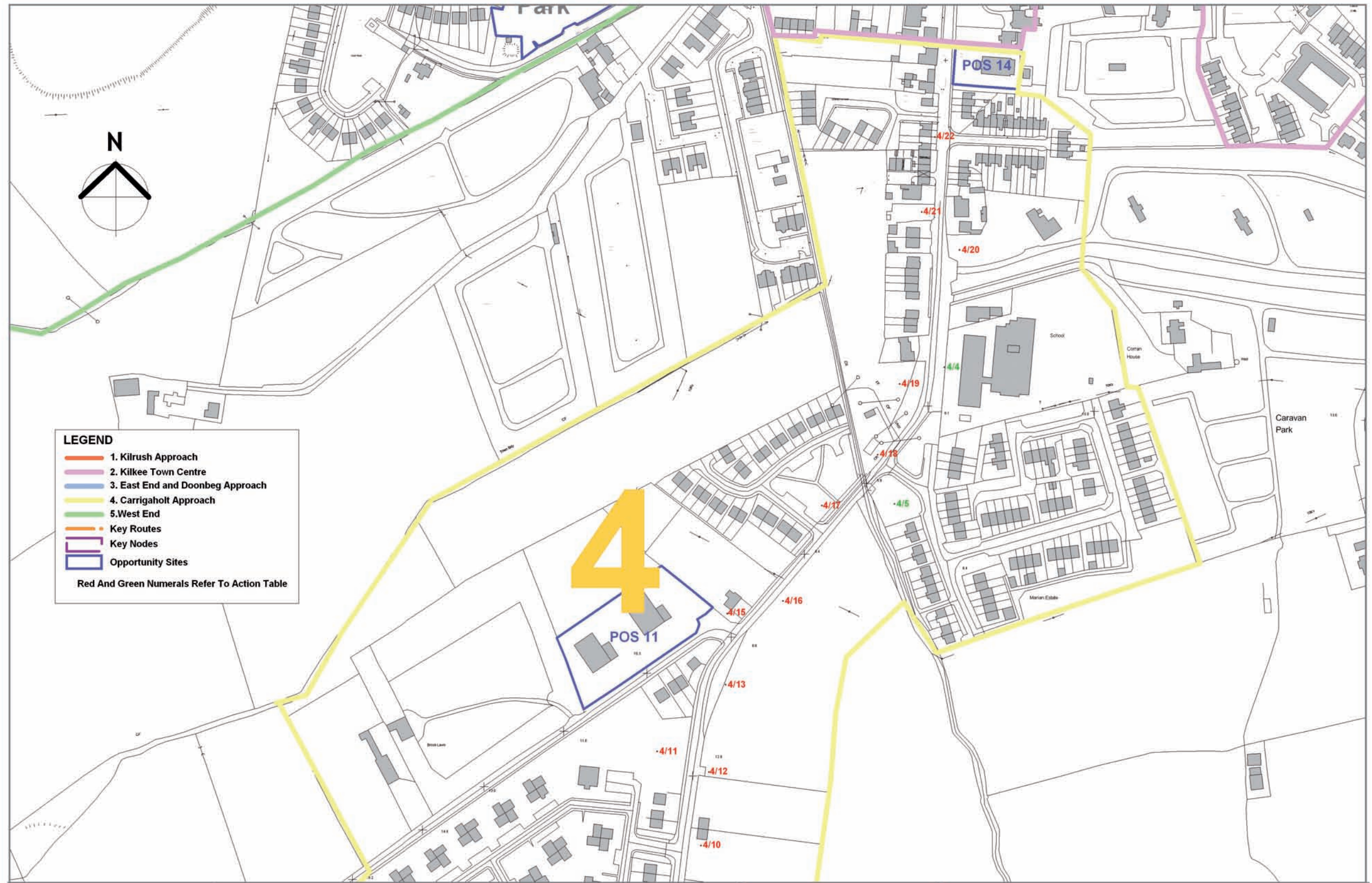
- a) Planting shelterbelts of selected trees in key locations.
- b) Forming appropriate boundaries along road edges.
- c) Establishing effective maintenance regimes for holiday homes.
- d) Dealing with long term vacancy of structures





QUARTER 4: CARRIGAHOLT: MAP 6A





QUARTER 4: CARRIGAHOLT: MAP 6B

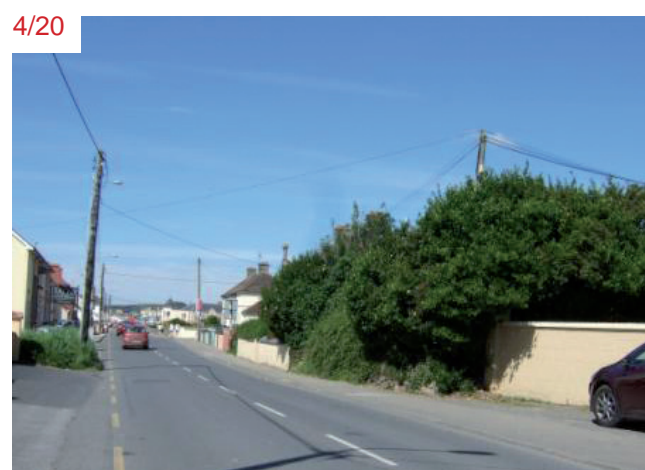


| Quarter | QUARTER 4               | Item No | Features to be improved                                                                                                  | Item No | Features contributing to positive 'Sense of Place'                      |
|---------|-------------------------|---------|--------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------|
| Q4      | Carrigaholt Rd          | 4/1     | Area between welcome sign & speed sign is 325m in length & needs upgrade to form positive impression.                    | 4/1     | Good grass bank defines road edge.                                      |
|         | Carrigaholt Rd          | 4/2     | Upgrade house & farm buildings. Repair field boundary to road, keep grass verge trimmed.                                 | 4/2     | Traditional layout & style of house & farm buildings make good gateway. |
|         | Carrigaholt Rd          | 4/3     | Margin surface poor                                                                                                      | 4/3     | Traditional cottage forms good gateway                                  |
|         | Carrigaholt Rd          | 4/4     | Paint boundary wall & upgrade margin surface 4/4 Good grass bank                                                         | 4/4     | Well maintained School.                                                 |
|         | Carrigaholt Rd          | 4/5     | Plant shelter-belt of trees behind bank                                                                                  | 4/5     | Well maintained Marian Estate.                                          |
|         | Carrigaholt Rd          | 4/6     | Upgrade & maintain grass bank of both sides of road                                                                      |         |                                                                         |
|         | Carrigaholt Rd          | 4/7     | Repair roof, paint façade & tidy site of roadside cottage                                                                |         |                                                                         |
|         | Carrigaholt Rd          | 4/8     | Plant shelter-belt of trees to soften views of estate houses on approach                                                 |         |                                                                         |
|         | Carrigaholt Rd          | 4/9     | Establish maintenance regime for houses & gardens of Moore Bay estate.                                                   |         |                                                                         |
|         | Carrigaholt Rd          | 4/10    | Paint gates & piers, tidy boundary, cut down overgrowth in garden.                                                       |         |                                                                         |
|         | Carrigaholt Rd          | 4/11    | Plant trees to enhance road boundary, to screen rear views to houses & industrial buildings                              |         |                                                                         |
|         | Carrigaholt Rd          | 4/12    | Tidy up gateway to field                                                                                                 |         |                                                                         |
|         | Carrigaholt Rd          | 4/13    | Upgrade & maintain road boundaries on both sides, including grass verge.                                                 |         |                                                                         |
|         | POS 11                  |         | <b>ENTERPRISE SITE. Please refer to Text under 2.4</b>                                                                   |         |                                                                         |
|         | Carrigaholt Rd          | 4/15    | Relandscape verge on right hand side of road approach to industrial units.                                               |         |                                                                         |
|         | Carrigaholt Rd          | 4/16    | Maintain boundary & plant trees between single storey house & Cluain na Mara                                             |         |                                                                         |
|         | Carrigaholt Rd          | 4/17    | Plant trees inside Cluain na Mara boundary                                                                               |         |                                                                         |
|         | Carrigaholt Rd          | 4/18    | Link up pavements by continuing behind stone wall                                                                        |         |                                                                         |
|         | Carrigaholt Rd          | 4/19    | Plant shelter belt of trees at rear of landscaped grass verge.                                                           |         |                                                                         |
|         | Carrigaholt Rd          | 4/20    | Formalise boundary: ie low Kilkee wall or similar                                                                        |         |                                                                         |
|         | Carrigaholt Rd          | 4/21    | Formalise boundary & continue footpath                                                                                   |         |                                                                         |
|         | Carrigaholt Rd          | 4/22    | Continue footpath in front of terrace of four on left.                                                                   |         |                                                                         |
|         | POS 14                  |         | <b>CHURCH of ST. JAMES. Please refer to text under 2.4</b>                                                               |         |                                                                         |
|         | Right of Carrigaholt Rd | 4/23    | Incomplete housing Development outside Q4 and South of the Catholic Church needs to be addressed as a matter of urgency. |         |                                                                         |



**ACTION TABLE for Q4** To be read with accompanying photos and proposed opportunity sites in Chapter 2







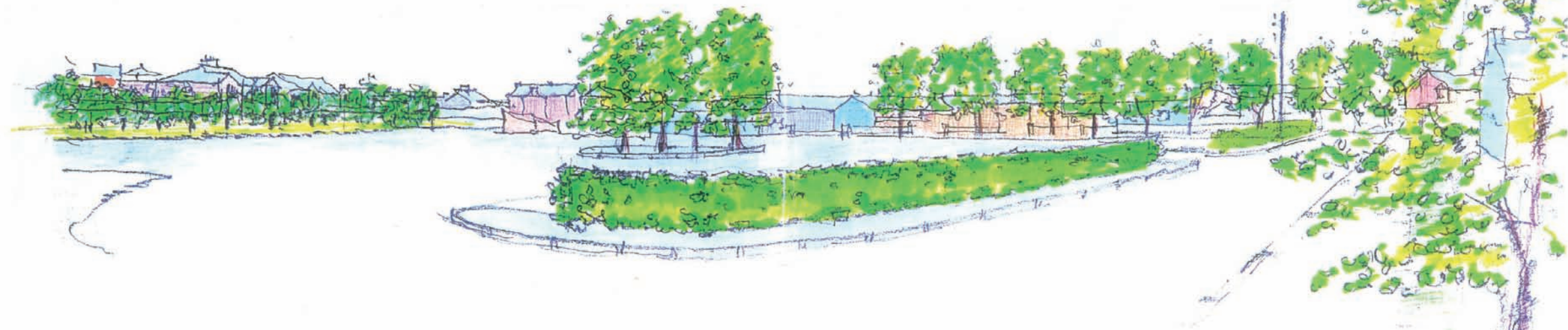
**3.7 West End: Quarter 5**

**3.7.1 Introduction**

The West End is renowned for its historic buildings, spectacular views and cliff walks along with interesting coastal features of Pollack holes, diving boards, amphitheatre and Diamond Rocks cafe. It has several historic urban spaces like Geraldine Place, Wellington Square and Merton Square as well as archaeological items of interest. This section describes the journey into the area, considers conditions at peak season and makes proposals for enhancement.



Sketch proposal for landscaping of Well Road car park as prepared by CAAS (1997)



**3.6.2 Improvement Project**

This section outlines a number of proposed initiatives for improving the West End. The proposals for enhancement are made in the following text, map, pictures, visualisations and detailed action table. Opportunity sites within this Quarter which are of strategic importance to Kilkee are dealt with in Chapter 2.

Enhancing the West End

Due to the range of attractions in the West End, large crowds visit in peak season. Due to the restrictions of road access this can cause traffic congestion. There is considerable, well located parking space available, however, it is under-used due to a combination of poor signage, access and carpark quality. This was recognised in the 1997 CAAS (Environmental Services) Ltd report which proposed the solution illustrated below. This proposed simple block planting and upgrading of surfaces. Had this planting been carried out at that time the trees would by now be reasonably mature. This is the case with trees just planted in Albert Place at that time which now, sixteen years later, are mature and providing environmental amenity.



Albert Place 1997

Reviving the Seasonal Racquets Tournament

The practice of playing 'Racquets' on the beach against the white painted sections of coastal wall is unique to Kilkee. It is associated with Actor Richard Harris who won the tournament a number of times and would be a valuable addition to the events calendar of Kilkee.

Improving Amenity on Dunlicky Road

The cliff walk circuit generally goes out by Dunlicky Road and back by the cliffs. The town end of this road space is well defined with attractive buildings and Kilkee boundary walls but there is some dereliction and general untidiness along the roadway which needs to be addressed.

Developing an Urban Heritage Trail

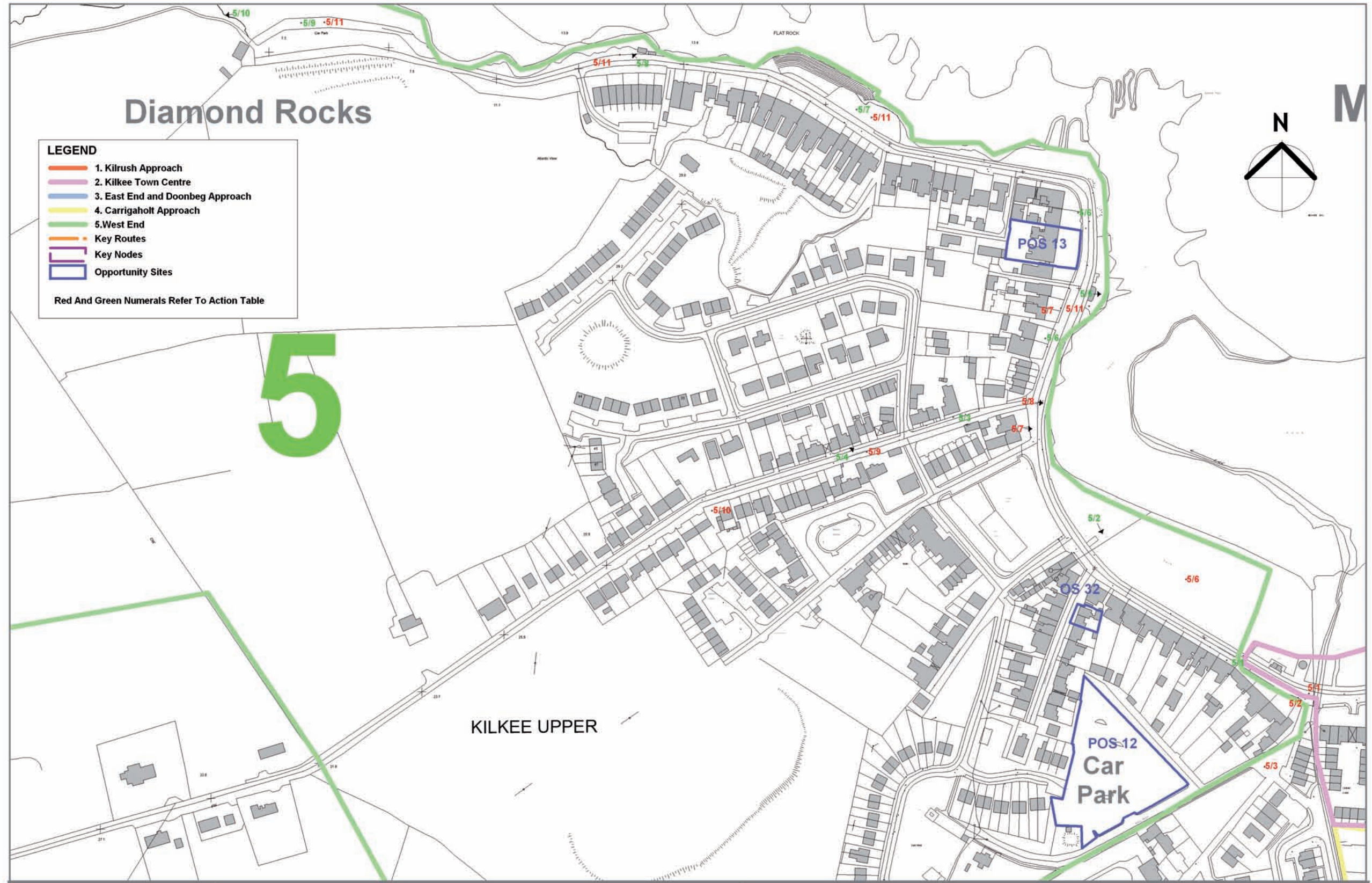
Kilkee and the West End have a wealth of structures of historic interest which would, if formed into a heritage trail, add to interest and amenity for visitors. Such a trail could link up with the Coastal Heritage Trail referred to in PE 5.

**TI 8 Managing the Traffic**

Reducing car traffic to West End while increasing pedestrian traffic by:

- a) Redesigning layout and landscaping the Well Road Car Park
- b) Enhancing access, and signage from all key points in town.
- c) Promoting the use of Well Road carpark as an integral link and starting point for coastal walking trail and access to West End & Diamond rocks.





QUARTER 5: CARRIGAHOLT: MAP 7



| Quarter | QUARTER 5          | Item No | Features to be improved                                                                                                                        | Item No | Features contributing to positive 'Sense of Place'                                  |
|---------|--------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------|
| Q5      | West End, Coast Rd | 5/1     | Traffic management on Coast Road in peak season would be improved if the Well Road carpark was more accessible & attractive.                   | 5/1     | Restored Marine Parade house, with historic features: simple & well maintained      |
|         | West End, Coast Rd | 5/2     | Upgrade signage to Well Road carpark, clearly linking it to coastal walking trail ,West End & Diamond Rocks, showing walking distance & times. | 5/2     | Old coast guard slipway                                                             |
|         | Well Road          | 5/3     | Improve accessibility from Well Road to 'West End Carpark', inc. road markings & signage                                                       | 5/3     | Unique streetscape on Dunlicky road & sea views                                     |
|         | POS 12             |         | <b>CARPARK.</b> Please refer to Text under 2.4                                                                                                 | 5/4     | Typical boundary walls on Dunlicky road                                             |
|         | OS 12              |         | <b>GERALDINE PLACE HOUSE.</b> needs to be sensitively restored to take its place among Kilkee's historic structures.                           | 5/5     | Shelter seating area & viewing point but review seat condition & maintenance regime |
|         | West End, Coast Rd | 5/6     | Keep beach clean & white 'rackets ' areas freshly painted                                                                                      | 5/6     | Historic Houses                                                                     |
|         | West End, Coast Rd | 5/7     | Keep all boundary walls & seafront houses in good decorative order.                                                                            | 5/7     | Amphitheatre/Steps seating area & view                                              |
|         | Dunlicky Rd        | 5/8     | Signage for cliff walk at Dunlicky road                                                                                                        | 5/8     | 'New Found Out', viewing place & diving boards                                      |
|         | Dunlicky Rd        | 5/9     | Keep all boundary walls & Dunlicky houses in good decorative order.                                                                            | 5/9     | Duggerna Rocks/Pollack Holes Viewing point                                          |
|         | Dunlicky Rd        | 5/10    | Upgrade detached house on left in poor condition. Form simple plastered boundary, painted.                                                     | 5/10    | Richard Harris Statue.                                                              |
|         | West End, Coast Rd | 5/11    | Upgrade Information on environment & amenities in the form of a trail at all viewing points                                                    |         |                                                                                     |
|         | POS 13             |         | <b>CLAR ELLAGH</b> Please refer to Text under 2.4                                                                                              |         |                                                                                     |

ACTION TABLE for Q5

To be read with accompanying photos and proposed opportunity sites in Chapter 2







## Chapter 4 Implementation and Review

As the strategy has demonstrated, although Kilkee today remains an attractive town and a strong tourist destination, there are many challenges to be addressed. The Plan has been initiated as both Kilkee Town Council and Clare County Council recognise this and wish to assist the community in making Kilkee a better place to live, work, visit and invest in.

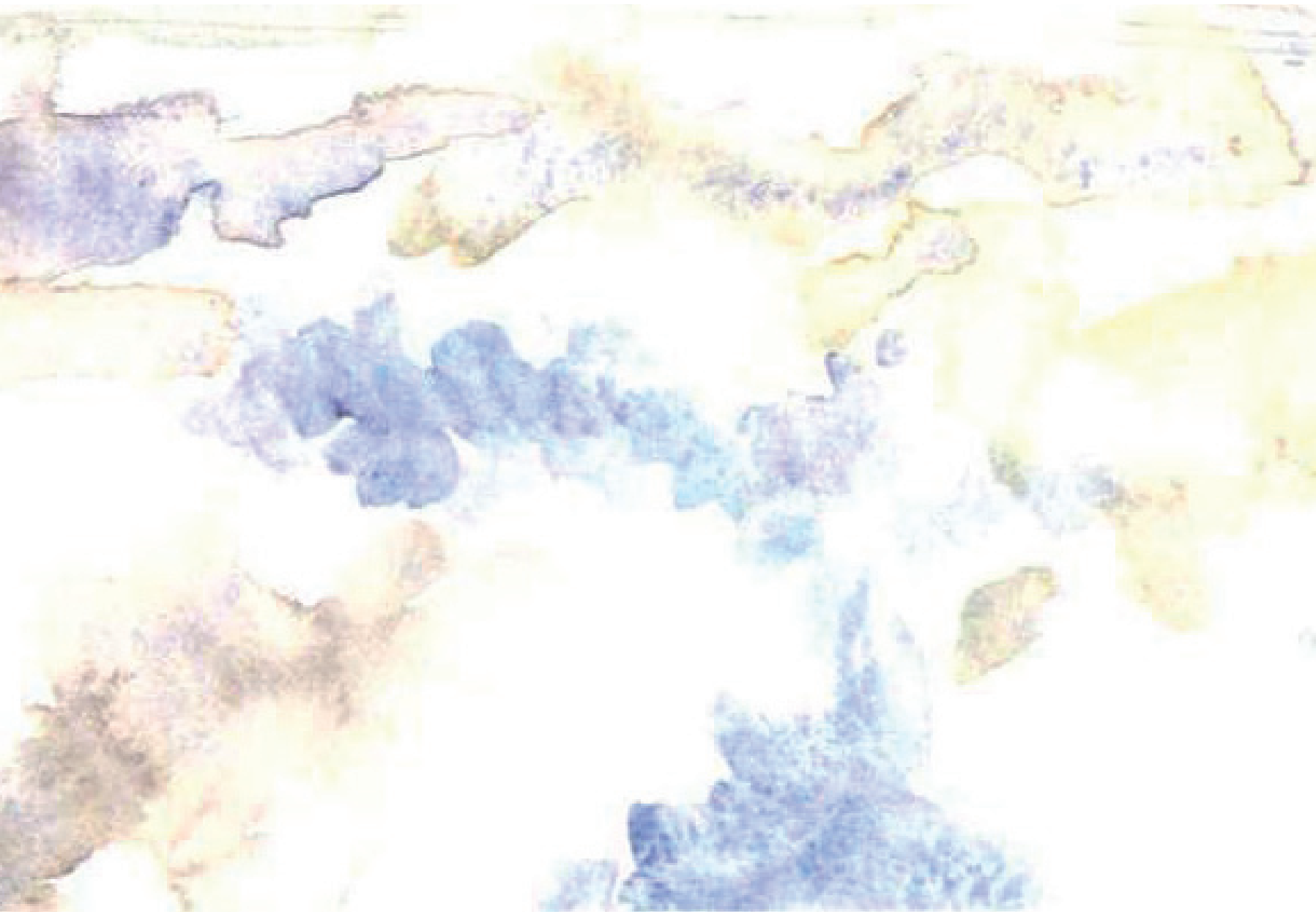
The implementation of the strategy comes at a difficult time with pressure on both private and public sector finance. However, if viewed over a 10 year time horizon

much of what is proposed is achievable but only if it is driven by the community. To this end it is considered particularly important that the community consider the best structure to deliver the objectives of the plan. In order to maintain the momentum and focus needed to deliver a Better Kilkee, review of progress will be required, ideally twice, within the ten year period. A number of short and medium term priorities have been identified as achievable and suitable for prioritisation as set out below:

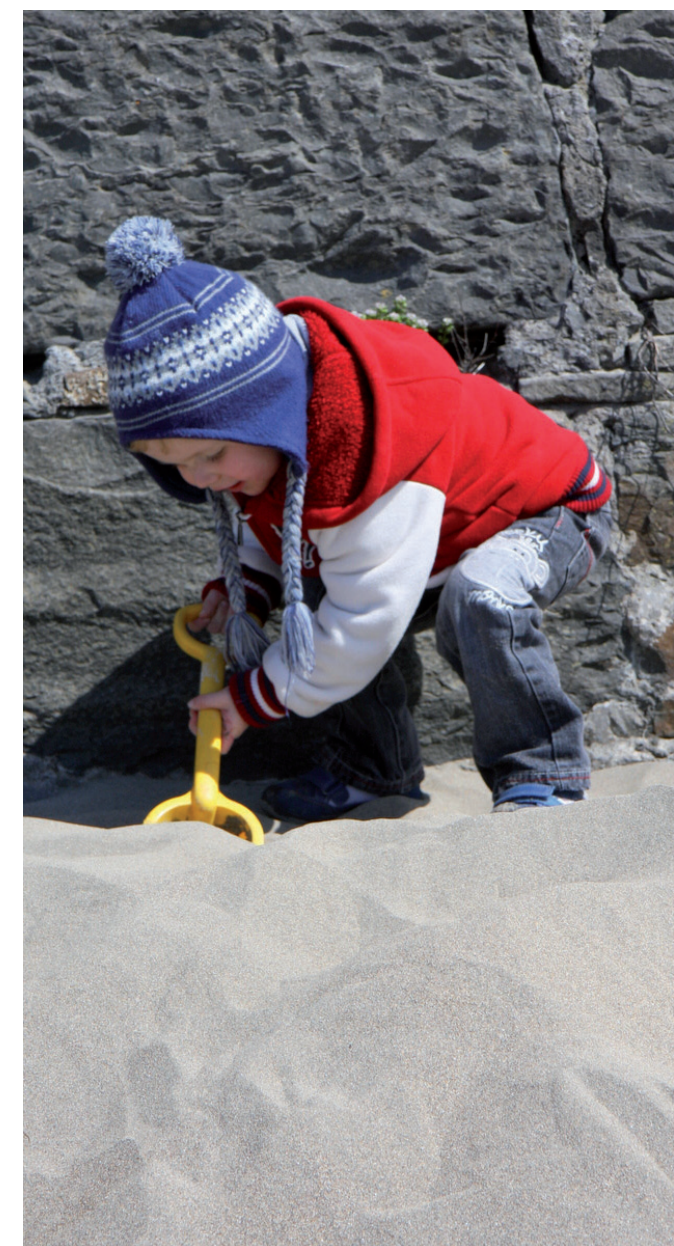
- 1) **ED8:** Examine the best community structures to implement this strategy and to drive forward the development of Kilkee.
- 2) **ED 7(a):** Draw up rolling one to two year implementation plans, based on this strategy.
- 3) **TI 2:** Carry out a comprehensive improvement scheme on the Kilrush approach road.
- 4) **ED 6:** Conduct a full survey of Derelict Sites in the town.
- 5) **ED5:** Establish contact with owners of all opportunity sites.
- 6) **ED 3 (a):** Carry out Branding & Marketing exercise for Kilkee.
- 7) **ED 3 (c):** Establish a comprehensive professional Website.
- 8) **ED 2:** Establish a Database of Accommodation linked to website.
- 9) **TI 6 (b):** Promote the existing coastal walks by upgrading signage & information.
- 10) **ED 7:** Involve Schools in the process of implementing the objectives of this strategy
- 11) **TI 3 & TI 4:** Produce a comprehensive scheme of street & lane signage.
- 12) **TI 4:** Carry out appropriate upgrading works to Bandstand to an agreed design
- 13) **TI 6:** Carry out appropriate upgrading works to the East End Boathouse
- 14) **TI 8:** Upgrading and landscaping works to an agreed design on the Well Road Carpark
- 15) **TI 4:** Produce and implement a suitable scheme for Percy French Green.











Clare County Council

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