



Clare County  
Development Plan  
2023–2029

VOLUME

**3** a(iv)

**Ennis  
Local Transport Plan**

**Proposed Variation No. 1**



COMHAIRLE CONTAE AN CHLÁIR  
CLARE COUNTY COUNCIL



6th March 2026



COMHAIRLE CONTAE AN CHLÁIR  
CLARE COUNTY COUNCIL

**SYSTRA**

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## List of Abbreviations

- ABTA - Area Based Transport Assessment
- CAP - Climate Action Plan
- CCC - Clare County Council
- CDM - Cycle Design Manual
- CDP - County Development Plan
- CSAs - Census Small Areas
- CSO - Central Statistics Office
- DMURS - Design Manual for Urban Roads and Streets
- EV - Electric Vehicle
- GIS - Geographic Information Systems
- HGV - Heavy Goods Vehicle
- KPIs - Key Performance Indicators
- LAP - Local Area Plan
- LTP - Local Transport Plan
- MCA - Multi-Criteria Analysis
- MMPs - Mobility Management Plans
- NDP - National Development Plan
- NDIS - National Disability Inclusion Strategy
- NIFTI - National Investment Framework for Transport in Ireland
- NPF - National Planning Framework
- NTA - National Transport Authority
- NSO - National Strategic Outcomes
- PT - Public Transport
- RSES - Regional Spatial and Economic Strategy
- SAC - Special Area of Conservation
- SAPS - Small Area Population Statistics
- SMP - Sustainable Mobility Policy
- SRTS - Safe Routes to School
- SWOT - Strengths, Weaknesses, Opportunities, and Threats
- TAF - Transport Appraisal Framework
- TDM - Transport Demand Management
- TII - Transport Infrastructure Ireland
- WC - Walking and Cycling





# 1 INTRODUCTION

## 1.1 Project Overview

Clare County Council have commissioned the development of a Local Transport Plan (LTP) for Ennis. The LTP will establish a strategic framework for transport investment in Ennis. The LTP will be the first town wide transport plan since the early 2000's and will look at Ennis in the context of its role as the largest town in the region.

Transport plays a crucial role in the vitality and growth of a town. It serves as the lifeline that connects the town's residents, businesses, and resources to the outside world, opening up opportunities and facilitating economic development. Reliable and efficient transport infrastructure enables people to commute to work, access essential services, and engage in recreational activities. It facilitates the movement of goods, allowing local businesses to import supplies and export their products, contributing to trade and the overall prosperity of the community. Additionally, an accessible and well-connected transportation system attracts visitors, boosting tourism and generating revenue for local businesses.

The LTP has been developed in line with the National Transport Authority (NTA) and Transport Infrastructure Ireland's (TII) Area Based Transport Assessment (ABTA) methodology. This process has been defined to ensure a consistent, evidence-based approach to the development of LTPs nationally. A Natura Impact Statement and a Strategic Environmental Assessment Report have been prepared as part of the LTP process.

This document has been developed at a strategic level in accordance with national and regional policies and sets out proposals which will undergo further stages including detailed design and planning before delivery.

## 1.2 Study Context

According to the 2022 Census<sup>1</sup> the Ennis LTP Study Area encompassing the built-up area and immediate hinterland had a population of 29,924 compared to the 2016 Census figure of 27,269. This points to significant levels of growth in the town which is planned to continue under the National Planning Framework.

Ennis is Clare's County Town and is identified as a 'Key Town' in the Southern Regional Assembly Regional Spatial and Economic Strategy (RSES). The town is strategically connected along the M18 which links Limerick, Shannon (Airport) and Galway, and provides connectivity to Cork via the N20 and Dublin via the M7.

Ennis is served by the Limerick-Athenry rail line. Passengers can interchange at Athenry to access the Dublin-Galway line, or in Limerick to access to the Dublin-Cork Line.

The accessibility to Galway and Limerick cities via strategic road and rail corridors has supported the economic growth of Ennis into areas of light industry and healthcare services. The central location of the town within Clare has led to it becoming a major retail and education destination, serving the local urban population, hinterland and wider county. Acting as a gateway to the Burren and Cliffs of Moher facilitates tourism offerings, along with cultural events such as the Fleadh Nua in recent years.

The Draft LTP has been prepared to determine the transport infrastructure, service measures and policies required in Ennis for existing and planned levels of population, education and employment.

The primary aim of the LTP is to reduce car dependence through improved sustainable transport and in doing so reduce the impacts of traffic congestion, provide solutions for sustainable growth and meet climate targets.

<sup>1</sup> Note that this is based on the 'best-fit' selection of Census Small Areas (CSAs) for the study as outlined in Section 2.3 and therefore will not line up exactly with CSO reported data on a 'settlement' level. CSO 'settlement' data is generally based on continuous urban area, where the defined Ennis ABTA study area stretches beyond this continuous urban area.

### 1.3 Methodology Overview

The methodology for developing the Ennis LTP is illustrated in Figure 1-1 and follows guidelines set out in the National Transport Authority's (NTA) 'Area Based Transport Assessment (ABTA) Guidance Notes – April 2018'<sup>2</sup>, the NTA's 'ABTA How To Guide Guidance Document – Pilot Methodology'<sup>3</sup> and "ABTA and LTPs – Supplementary Advice note 2024"<sup>4</sup>.

The ABTA process was developed to ensure a consistent, evidence, based approach to the development of LTPs nationally.

Development of the LTP takes a considered approach that takes account of the needs of all transport users, as well as the future development aspirations. A key component is the identification of opportunities to increase sustainable mode share. The LTP has considered all modes of transport in line with the modal hierarchy defined in National Investment Framework for Transport in Ireland (NIFTI) has prioritised walking and cycling, then public transport and then vehicular traffic including private car.

The overall outcome is a Local Transport Plan setting out a series of transport policy recommendations over the short, medium, and long term that will support the sustainable growth of the town.

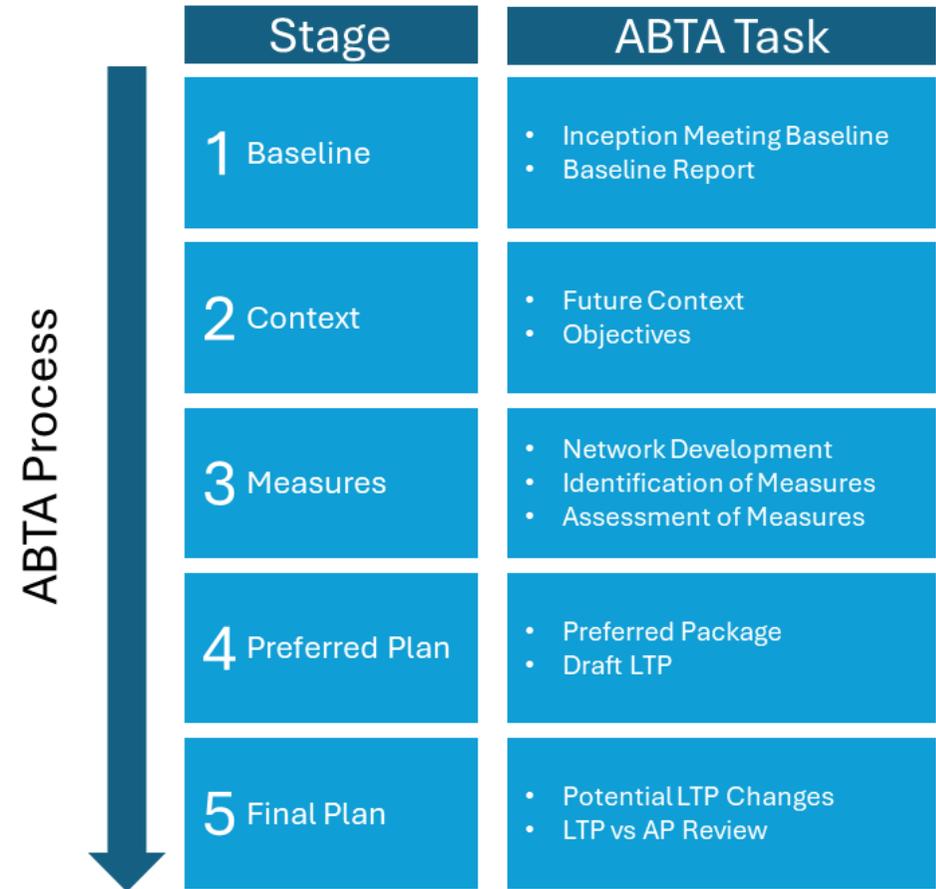


Figure 1-1 Ennis ABTA Study Process

<sup>2</sup> Source: <https://www.tiiipublications.ie/library/PE-PDV-02046-01.pdf>

<sup>3</sup> Source: <https://www.nationaltransport.ie/wp-content/uploads/2021/09/20210909-ABTA-How-To-Guidance-Doc-v6.0-Website-Version.pdf>

<sup>4</sup> Source: <https://www.nationaltransport.ie/wp-content/uploads/2024/05/ABTA-and-LTPs-Supplementary-Advice-Note-2024.pdf>

## 1.4 Report Structure

The Local Transport Plan (LTP) Report is structured as follows:

- **Chapter 1** outlines the context of this LTP and an overview of the report structure, layout and methodology behind the LTP.
- **Chapter 2** gives an overview of the Baseline Assessment phase of the LTP, including the policy and plan context, a summary of the area characteristics, existing travel patterns and transport conditions, along with a Strengths, Weaknesses, Opportunities and Constraints (SWOC) analysis.
- **Chapter 3** lays out the objectives for the LTP and their rationale.
- **Chapter 4** outlines the process for developing the long-list of transport options.
- **Chapter 5** explains the options assessment process used to identify schemes for the Emerging Preferred Strategy.
- **Chapter 6** details the Emerging Preferred Strategy for the draft LTP developed through the processes explained in Chapter 5.
- **Chapter 7** outlines the monitoring strategy for this LTP.
- **Chapter 8** provides a summary and conclusion to the report.







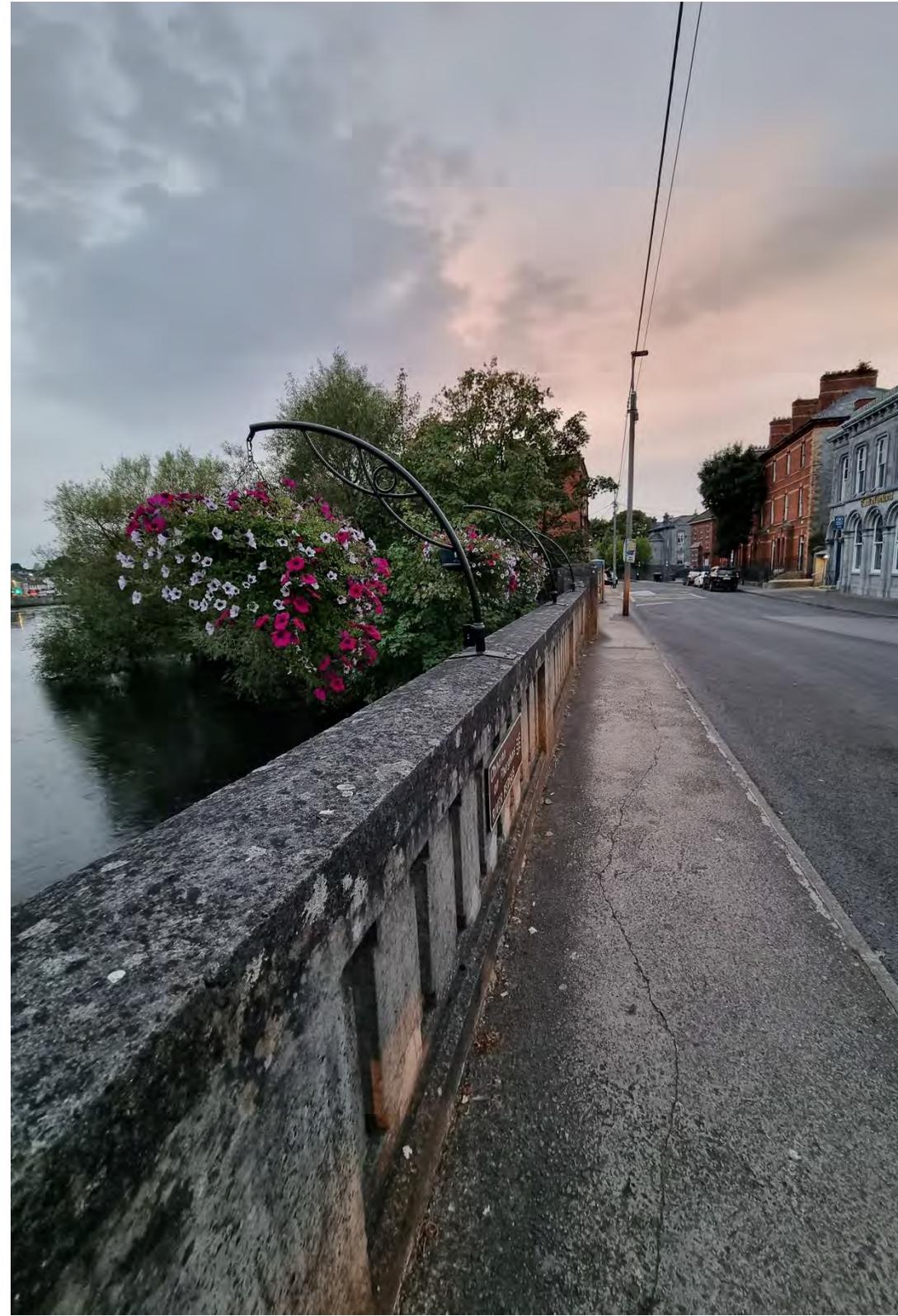
## 2 BASELINE ASSESSMENT

### 2.1 Introduction

The following chapter provides an overview of the Baseline Assessment undertaken for the Ennis LTP. The full Baseline Assessment can be found in the Baseline Assessment Report in Appendix B. The aim of the Baseline Assessment is to gain a clear understanding of the existing spatial characteristics, land use, transport conditions and constraints relating to the study area, focusing on:

- **Policy Context:** overview of existing national, regional, and local policies, plans and guidelines that are relevant to the study area, as well as planned infrastructure and services.
- **Local Area Characteristics:** outlines the study area including an analysis of existing land uses and demographics along with physical attributes.
- **Existing Travel Patterns:** overview of the current trip distribution profile, average trip lengths and mode shares for the Ennis ABTA study area using Census data.
- **Accessibility:** overview of the assessment of current walking and cycling accessibility to schools, employment opportunities and public transport.
- **Existing Transport Infrastructure and Services:** assesses current walking and cycling accessibility to schools, employment opportunities and public transport.
- **Consultation Feedback:** insight gained from the Baseline Consultation with key stakeholders and local residents during the initial public consultation process.
- **Conclusions and Next Steps:** summary of the key points raised in the Baseline Assessment tasks and Strengths, Weaknesses, Opportunities and Constraints (SWOC) analysis undertaken to inform the LTP process.

The following sections provide a summary of the key elements outlined above.





## 2.2 Policy Context

The Table below outlines the key existing plans, and guidelines, relevant to the development area as of the time of preparing the Baseline Assessment (2023).

Table 2-1 Planning & Policy Plans

International Level
<ul style="list-style-type: none"> <li>European Union Green Deal (European Commission, 2020) and Fit For 55 Package (European Commission, 2021)</li> <li>UN Convention for the Rights of People with Disabilities (2019)</li> </ul>
National Level
<ul style="list-style-type: none"> <li>Project Ireland 2040</li> <li>Revised National Planning Framework (NPF) (April 2025)</li> <li>National Development Plan 2021-2030 (NDP)</li> <li>National Investment Framework for Transport in Ireland 2021 (NIFTI)</li> <li>Climate Action Plan 2024 (2023)</li> <li>National Sustainable Mobility Policy (2022)</li> <li>Draft All-Island Strategic Rail Review (2023)</li> <li>Our Journey Towards Vision Zero: Road Safety Strategy 2021 – 2030</li> <li>Five Cities Demand Management Study (2021)</li> <li>National Disability Inclusion Strategy (NDIS) 2017-2021</li> <li>Transport – Climate Change Sectoral Adaptation Plan (2019)</li> <li>Spatial Planning and National Roads - Guidelines for Planning Authorities (2012)</li> <li>Travelling in a Woman’s Shoes (2020)</li> <li>Get Ireland Walking</li> <li>Healthy Ireland: A Framework for Improved Health and Wellbeing 2019 – 2025 (2019)</li> <li>Healthy Ireland: National Physical Activity Plan (2019)</li> <li>Sport Ireland Participation Plan 2021 – 2024 (2021)</li> <li>Housing for All – a New Housing Plan for Ireland (2021)</li> </ul>
Regional Level

- Southern Regional Assembly, Regional Spatial and Economic Strategy (RSES) 2031
- Limerick – Shannon Metropolitan Area Transport Strategy

### Local Level

- Clare County Development Plan 2023 – 2029
- Ennis 2040 Economic and Spatial Strategy
- Ennis Traffic Management Plan – 2009
- Clare County Council – Ennis Pedestrian Survey (October 2021)
- Ennis Traffic Plan (September 2003)
- Clare Climate Action Plan 2024 – 2029

### Guidance Documents

- Design Manual for Urban Roads and Streets (DMURS) (2019)
- Permeability Best Practice Guide (2015)
- Universal Design Walkability Audit Tool for Roads and Streets
- National Cycle Manual
- Traffic Management Guidelines Manual (2019)
- Greenways Guidelines & Rural Cycleway Design (Offline and Greenways)
- TII/NTA Area Based Transport Assessment (ABTA) Guidance Notes (2018) & ABTA Supplementary Advice Note 2024)
- Safe to School: An Ideas Document for Safe Access to School (2020)
- NTA Safe Routes to School Design Guide (2022)
- TII guidance materials and publications

Since the Baseline Assessment the Department of Transport has also published a new Climate Action Plan document and the NTA have produced a note on Rapid Build Active Travel Facilities. These documents were subsequently taken into account in the LTP Options Development Process.



Climate Action Plan - Department of Transport – December 2023



The Climate Action Plan 2024 (CAP24) was published in December 2023 and is the third annual update to Ireland’s Climate Action Plan 2019. This plan is the first to be prepared under the Climate Action and Low Carbon Development (Amendment) Act 2021, and follows the introduction in 2022, of economy-wide carbon budgets and sectoral emissions ceilings. The plan sets out a roadmap of action to halve emissions by 2030 and reach net zero no later than 2050.

**Decarbonising transport is a key tenet of the Plan, with a target of a 50% reduction in emissions by 2030.** CAP24 outlines policies to

reduce transport emissions by improving our towns, cities, and rural planning and by adopting the Avoid-Shift-Improve approach (reducing or avoiding the need for travel, shifting to public transport, walking, and cycling and improving the energy efficiency of vehicles). Targeted actions include:

- Changing the way we use our road space.
- Reduction in total distance driven across all car journeys by 20%.
- Reduction in fuel usage of 50%
- Walking, cycling and public transport to account for 50% of all journeys.
- An increase of 130% in all daily public transport journeys.
- A reduction in daily car journeys by 25%
- 30% of all private cars will be using an Electric Vehicle
- Increasing walking and cycling networks
- 70% of people in rural Ireland will have buses that provide at least 3 trips to the nearby town daily by 2030.

Clare County Development Plan 2023 - 2029 – Clare County Council

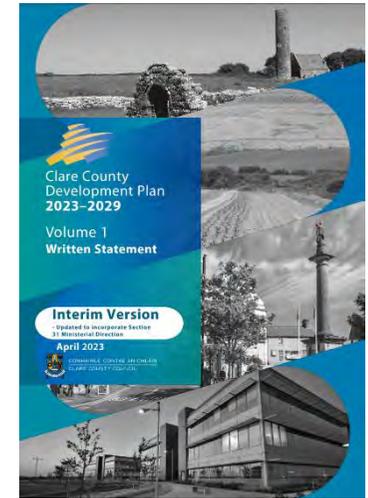
The adopted Clare County Development Plan (CPD) 2023 – 2029 sets out the strategy by which the planning and sustainable development of the county will be achieved to 2029.

In relation to urban areas in Clare, the County Development Plan (CDP) is focused on delivering development of towns according to the five strategic principles of:

- Quality of Life,
- Sustainability,
- Climate Action,
- Resilience,
- Inclusivity.

The principle for Climate Action is closely tied to the delivery of transport infrastructure that can support sustainable development.

CDP objectives for Ennis include the implementation of the ‘10 Minute Town’ as well as specific policies in relation to Rail, Bus, Active Travel, and Road infrastructure and services. Further detail on the county development plan can be found in the accompanying Baseline Assessment Report.





## Ennis 2040 Economic and Spatial Strategy

Ennis 2040 sets out the long-term strategy for the town, guided by national and regional policies. It will inform and guide economic, social and physical development in a sustainable manner. As a key town the transport and telecommunications connectivity offers potential for growth as both an investment and commercial centre and an attractive location to live.

- In relation to long term development the Strategy identified four strategic objectives that will ensure balance economic growth in a sustainable manner aligning with national and regional policies. These are:
  - Location for Investment
  - Ireland's First Climate Adaptive Town
  - Accessible Place of Quality
  - A "10 Minute Town"

In order to achieve the 10 Minute Town status it will be required to provide public transport infrastructure that is of high quality, within the town, but also between the town and other centres. The strategy proposes to improve local public transport, by developing a high frequency urban bus service and improving services linking Ennis to other towns and villages in County Clare. Full details on the Ennis 2040 Strategy can be found in the accompanying Baseline Assessment Report.

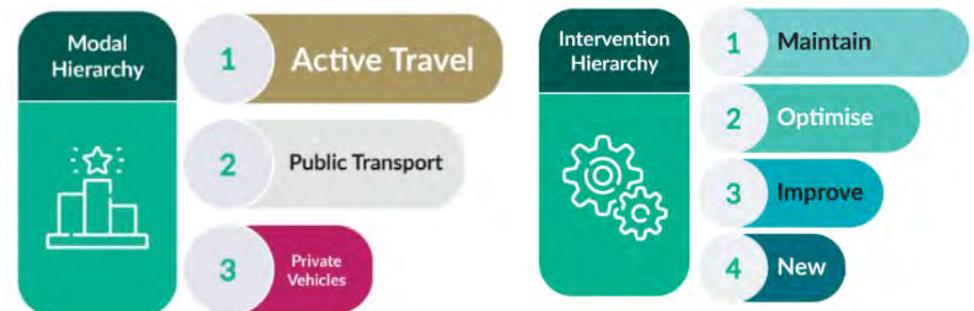
## National Investment Framework for Transport in Ireland (NIFTI)

The Department of Transport issued the National Investment Framework for Transport in Ireland (NIFTI) in 2021. It sets out the prioritisation for future investment in the land transport network to support the delivery of the NPF and the NSOs.

A key objective of NIFTI is to protect and renew our existing transport assets to safeguard the value of our past investment and ensure that the network is resilient to the impacts of climate change and adaptable to future transport behaviours. NIFTI sets out two hierarchies – travel modes and transport intervention – to enable the delivery of investments that address four investment priorities:

- Decarbonisation
- Protection and Renewal
- Mobility of People and Goods in Urban Areas
- Enhanced Regional and Rural Connectivity.

The NIFTI Modal Hierarchy outlines which modes are to be accommodated and encouraged when investments and other interventions are made.





## 2.3 Description of Study Area

Ennis is the county town and administrative centre of County Clare and defined as a key town within the Southern Regional Assembly RSES. With a population approaching 30,000 people, it is the largest town in Munster. Ennis is situated 40km north of Limerick City and 70km south of Galway City, with strategic road and rail corridors linking the town to these cities. The train station is situated on the Quin Road providing access to the Western Rail Corridor, serving Galway and Limerick with onwards travel to Dublin, Cork, and Waterford. The M18 Motorway meanwhile provides high-quality road access to Galway and Limerick, with onward travel to Dublin.

The study area has been identified in consultation with Clare County Council and is presented in Figure 2-1. It contains the established town of Ennis, the village of Clarecastle, surrounding areas earmarked for development, and buffer zones. A 'best-fit' selection of Census Small Areas (CSAs) has been identified to form the study area for the purpose of undertaking baseline analyses of census data.

All data presented in the following sections of this chapter is related to the Ennis LTP Study Area in Figure 2-1.

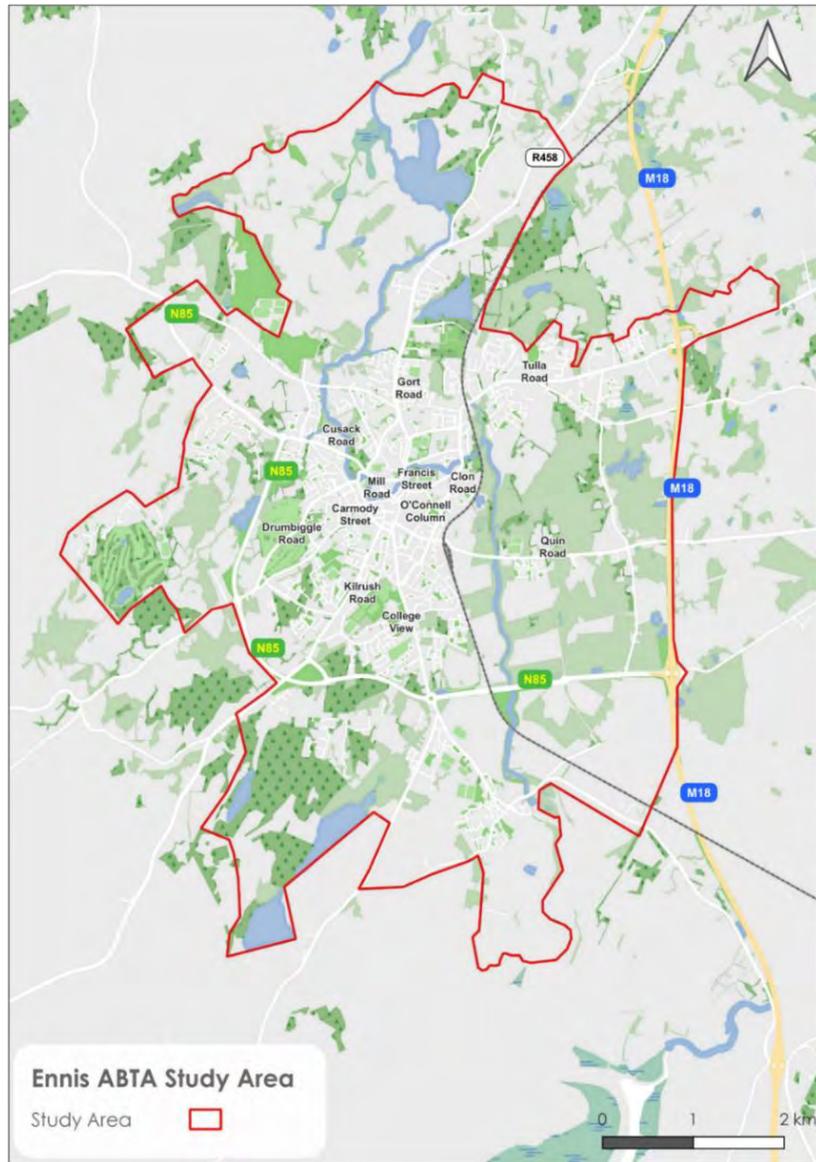


Figure 2-1: Study Area

## 2.4 Demographic Profile

To better understand the profile of residents in the study area, and their travel patterns, this section presents data extracted from the 2022 Census Small Area Population Statistics (SAPS) dataset. It summarises information on the proportion of residents travelling to work and school, as well as high level information on age, gender, and car ownership.

### Total Population

As shown in Table 3-1 below, the Study area has an estimated population of 29,924 according to the 2022 Census<sup>5</sup>. This represents a population growth of 9.7% compared to the 2016 Census (27,269), which is a higher growth rate than seen nationally (8%).

The table also outlines the age profile of residents in Ennis.

- Ennis has very similar demographics to county and national averages.
- Ennis has a slightly higher proportion of working age population to over 65s compared to the county average.

Table 2-2: Population in Ennis LTP Study Area, Clare County and Nationally

	ENNIS LTP STUDY AREA	CLARE COUNTY	NATIONAL
Total Population 2022	29,924	127,983	5,149,139
0-18	25%	25%	25%
18-64	60%	58%	60%
64<	15%	17%	15%



<sup>5</sup> Note that this is based on the 'best-fit' selection of Census Small Areas (CSAs) for the study as outlined in Section 3.2, and therefore will not line up exactly with CSO reported data on a 'settlement' level. CSO 'settlement' data is generally based on

continuous urban area, where the defined Ennis ABTA study area stretches beyond this continuous urban area.

## Population Density

Figure 2-2 illustrates the population density for CSAs within the Ennis study area. The overall population levels for each of the Small Areas were divided by the associated area to identify the most densely populated regions of the Study Area (population/sq. km).

- The most densely populated areas of Ennis are in the inner urban areas around the town centre to the south, west and north.
- The area around Mill Road has the highest population density of between 7,000 and 8,000 people per square kilometre. The surrounding areas, i.e., Carmody Street, Cusack Road and Francis Street are similarly densely populated.
- North of the town centre, Gort Road has a large population base but in a lower density than the Mill Road area.
- To the south of the town centre, there are pockets of higher density along the Kilrush Road but mostly amongst low density housing.
- To the east of the town, a significant population live along the Tulla Road, however this area has developed as low density between the Railway and Motorway.
- The low population density outside the main core area can largely be attributed to the dominance of one-off housing that continues beyond the study area into the hinterland with approximately 3,000 one of dwellings within 3km to 8km of the town centre. That results in car being the dominant mode choice for trips to the town.

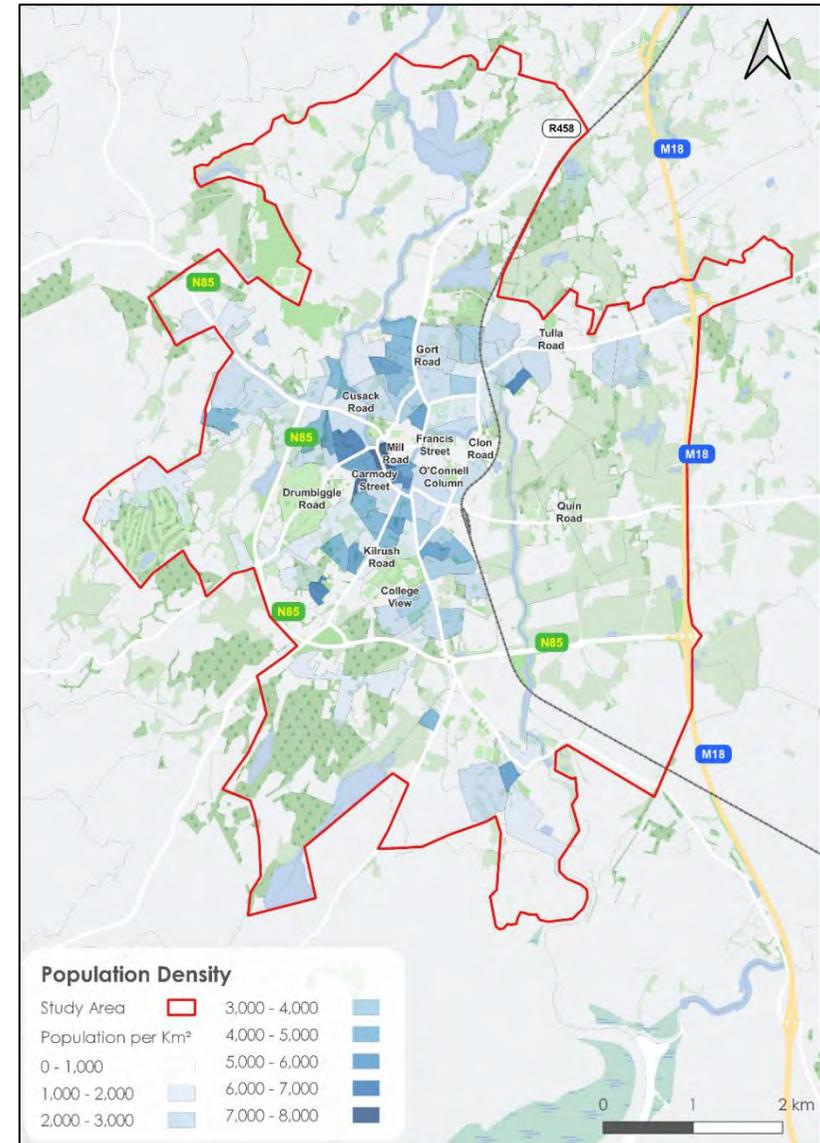


Figure 2-2: Ennis Population Density

## Employment

The following figure illustrates the employment density for Census Small Areas within the Ennis study area (represented as number of jobs per square kilometre).

- The results indicate that the town centre is the largest attractor of employment trips within the study area.
- The densest areas of employment surrounding the town centre are along Station Road, Carmody Street, and Mill Road.
- North of the town centre, the Gort Road Business Park and Clare Technology centre also feature prominently on the map.
- South of the town centre, there is relatively low density but consistent level of employment along the Kiltrush Road and Clare Road, and a large area of employment is evident at the Quin Road Business Park.

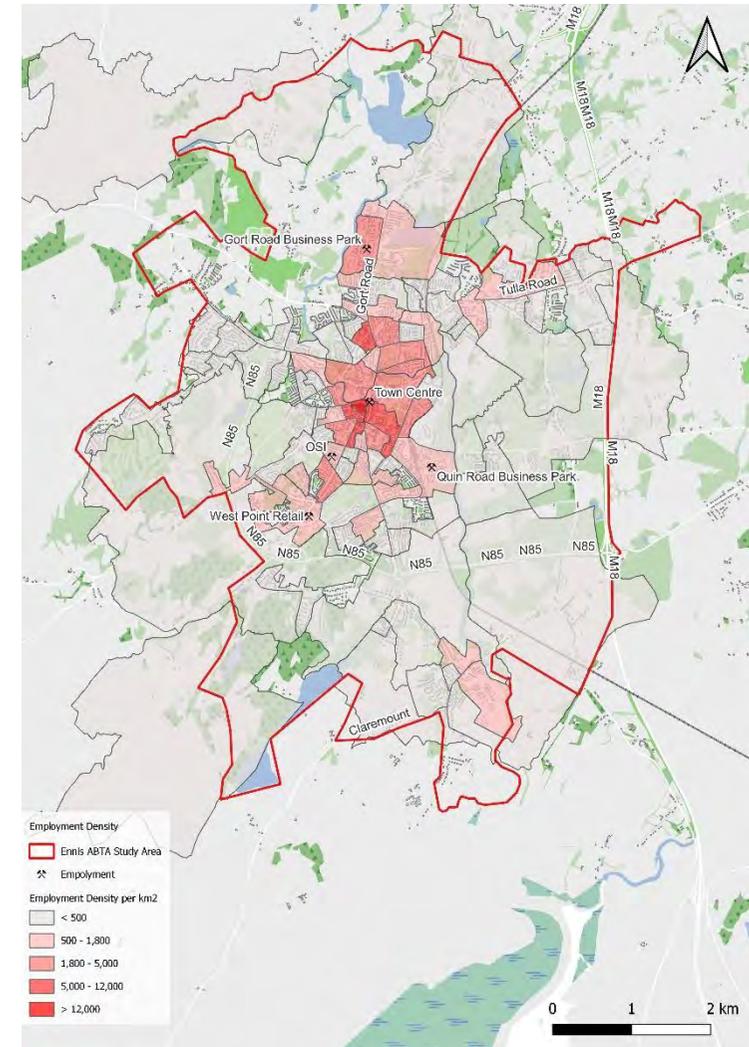


Figure 2-3: Ennis Employment Density

## 2.5 Baseline Consultation

An online survey was developed using the tool 'Snap Surveys' and was accessible between 6<sup>th</sup> November and 7<sup>th</sup> December 2023. It was made available through the Clare County Council consultations portal. Following completion of the survey, respondents were directed to the map-based platform hosted by PlaceChangers. The survey was posted on the Clare County Council website and promoted locally.

There were 421 responses to the questionnaire and 674 responses (people could leave a response in more than one location) to the map-based tool which contributed to the Options Development and Options Selection phases of the LTP. Table 2-3 below shows the split of map-based responses classified in terms of mode and issues being addressed.

Table 2-3 Survey Responses

	Safety Issue	Accessibility Issue	General Comment	No Further Comment	Total Comments
Car	15.4%	19.1%	25.3%	40.1%	162
PT	3.2%	22.6%	22.6%	51.6%	31
Walk	21.9%	5.9%	16.9%	55.3%	320
Cycle	22.6%	9.0%	18.1%	50.3%	155
Other	0.0%	0.0%	0.0%	100.0%	3

The key issues which came up frequently in the mapping survey are presented below.

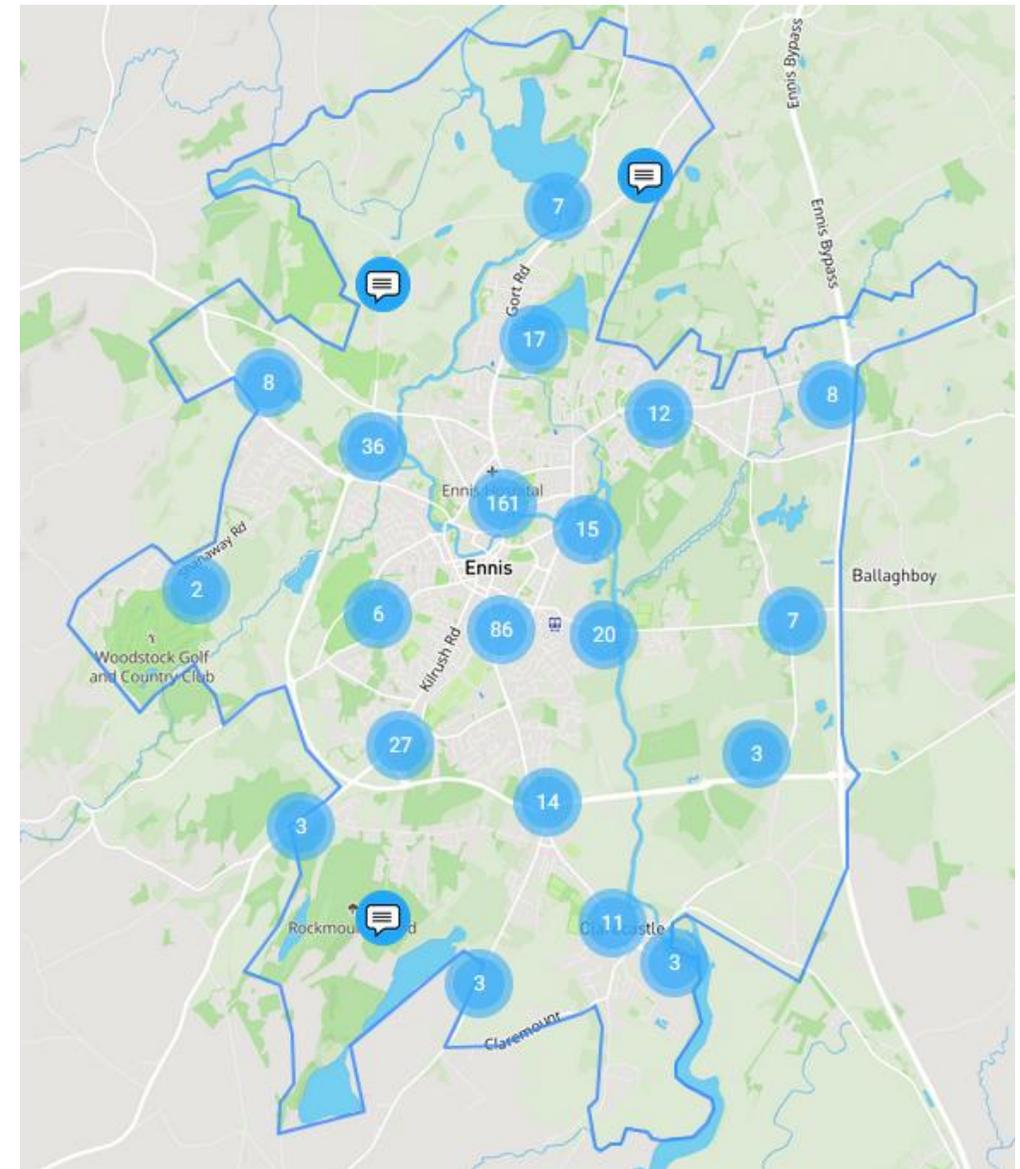


Figure 2-4: Locations of comments to Ennis PlaceChangers Survey



Key points raised through the mapping survey:

- Active Travel –Frequent comments regarding need for active travel infrastructure including;
  - Need for signalised pedestrian crossings at junctions, and need for pedestrian crossings close to key destinations such as schools;
  - Safe School Zones needed for children walking and cycling, including walking to parents car;
  - Need for safe active travel routes to schools, employment sites and recreation amenities;
  - Ensure high volume pedestrian routes are well lit;
  - General requests for segregated cycle infrastructure in many locations; and
  - Amenity trails and greenways along river Fergus to improve orbital connectivity.
- Public Realm:
  - Respondents requested to see improved pedestrian environment with greater pedestrianisation in the town centre;
  - Additional public realm spaces; and
  - increased pedestrian crossing points in the town centre.
- Public Transport:
  - Need for new services that can accommodate school trips;
  - Improved rail timetable with integration of intercity buses and waiting facilities; and
  - Need for park and ride at strategic sites
- Traffic Management and Safety:
  - Issues with one-way system in town centre;

- Junction upgrades for safety;
- Traffic congestion during peaks;
- High vehicle speeds and need for traffic calming; and
- Town wide junctions assessment for active travel network.

Most responses received can be classified under the Active Travel theme and seven key locations were referenced on many occasions:

- Clon Road –
  - Convert Clon Road/Station Road junction from roundabout to four arms signalised junctions reducing safety risks;
  - Pedestrian crossings needed at all junction arms with Lifford Road, New Road, St. Senan’s Road and Tulla Road;
  - A formal and enforced set down area is required along both New Road and Lifford Road for school times to avoid unsafe pedestrian movements and illegal parking; and
  - Utilise laneway along St. Joesph’s Hospital to create safe active travel route from St. Senan’s to Rice College via Old Lifford Road.
- Town Centre –

Many requests that pedestrianisation of O’Connell Street be reinstated with potential to extend zone to adjoining Abbey Street, Bank Place and High Street to create a fully pedestrianised retail core;

  - Create a more people and bike friendly town centre with cycle parking facilities throughout the town centre;
  - Improve pedestrian environment with awnings along commercial facades and increased street furniture throughout the town centre, relocate taxi rank to Bank Place with strong



lighting to create a safe waiting environment that can support late night economy; and

- Improve pedestrian connectivity with new bridges over the River Fergus to connect New Road with Francis Street at the Aldi car park or FBD site for town centre trips and school commuters.
- **Gort Road** –
  - **Hospital Roundabout:** Both safety improvements for people walking and improvements to traffic flow requested
  - **Lifford Road Roundabout:** Pedestrian crossings requested
- **Claureen Roundabout – Lahinch Road/Shanaway Road** –
  - Upgrades for people walking requested for both these junctions
  - Signalisation or conversion to roundabout of Shanaway Road junction requested
  - Traffic calming on Lahinch Road requested.
- **Corrovorrin** – segregated cycle route over the railway to reduce severance, improve east – west connectivity for residents north of the town centre, reduce walking distances to local schools, integrate with a Tulla Road Park and Stride Site to reduce vehicles through the town centre.
- **Arterial Cycle Routes** – requests for segregated cycle tracks were made on arterial roads including Kilrush Road, Gort Road, Clon Road, Carmody Street and the Lahinch Road
- **Drehidnagower Road (Bridge)** –the lack of pedestrian infrastructure from Drehidnagower Bridge to Lees Road creates conflict between cars and pedestrian resulting in a dangerous environment , on a busy pedestrian route.





ANDRE'S  
MASTER TAILORS  
QUALITY  
ALTERATIONS

GUINNESS

TRESPASS  
PERFORMANCE OUTDOOR CLOTHING

Nuggies  
AMERICAN  
CANDY  
STORE  
open

HATTOO  
SHOE-RACK  
SHOE-RACK  
SHOE-RACK

3

LITTER

Image courtesy of Clare County Council

### 3 LTP OBJECTIVES

#### 3.1 Introduction

Development of the Objectives applies the information gathered from the policy review and baseline assessment to determine the principles and objectives that guide the development of the Local Transport Plan (LTP). As the LTP will inform the upcoming update of the County Development Plan, the objectives for the LTP must be in line with National, Regional and Local Policy. The following sections provide an overview of the methodology used to derive the objectives for the Ennis LTP, along with the Key Performance Indicators (KPIs) used to assess the strategy options.

Objectives are focused on meeting the strategic vision for Ennis included in the Clare County Council Development Plan:

“A vibrant and culturally rich Ennis area with a revitalised town centre and strong economic growth, balanced with enhanced social inclusion, accessibility, sustainable neighbourhoods and a high level of environmental quality, to ensure an excellent quality of life for all”.

To be consistent with national and regional policy guidance, a hierarchy of users was established that emphasises the importance of sustainable and active travel modes. Providing for those who walk or wheel as the highest priority ensures accessibility for all residents and visitors, with private vehicles as the lowest priority highlighting the need to change travel behaviours towards sustainable mode choices.



Figure 3-1: Hierarchy of Mode Users

### 3.2 Developing the Objectives and KPIs

In order to ensure a robust assessment of transport options, the objectives were broadly aligned with the key categories outlined in the Department of Transport's Transport Appraisal Framework (TAF) with common themes identified:

- **Accessibility & Social Inclusion:** supporting local accessibility by walking and cycling within Ennis for all users;
- **Environmental:** supporting climate change initiatives and a general switch to more sustainable modes of travel;
- **Economic:** supporting the vibrancy and connectivity to Ennis Town Centre enhancing its economic competitiveness;
- **Integration:** supporting the integration of land use and transport planning in a manner that can affect significant modal shift to walking, cycling, and public transport; and
- **Safety & Physical Activity:** promote walking and cycling and provide a safe environment for vulnerable users.

A detailed review was undertaken of Local and National Policy to identify existing objectives under each of the TAF themes outlined above. In particular, strategic outcomes and policies from them were identified which could inform the principles and objectives for the Ennis LTP.

The SWOC analysis from the Baseline Assessment was reviewed to identify specific constraints and issues currently within the study area which should be addressed by the Ennis LTP.

Whilst the objectives developed for the LTP focus on the need to improve travel by sustainable modes, in accordance with DoECLG Section 28 Ministerial Guidelines 'Spatial Planning and National Roads Guidelines for Planning Authorities', an overarching aim in the development of all LTP transport measures is the need to safeguard the strategic function, capacity and safety of the existing national road network in the Plan area.

Performance measurement is used to determine if the full set of recommendations proposed under the Ennis LTP achieve the desired outcomes. Key Performance Indicators (KPIs) have been identified and were used to measure the performance of the LTP strategies under the various objectives.





### 3.2.1 Mode Share Targets

The full implementation of the Ennis Local Transport Plan is envisaged to have a positive impact on the modal split of the town, with the aim of increasing sustainable mode shares.

National mode share targets have been set out within the Climate Action Plan (CAP) 2024 as shown in Figure 3-2 below. These targets are what the Local Transport Plan aims to facilitate.

#### CAP 2024 Modeshare Targets

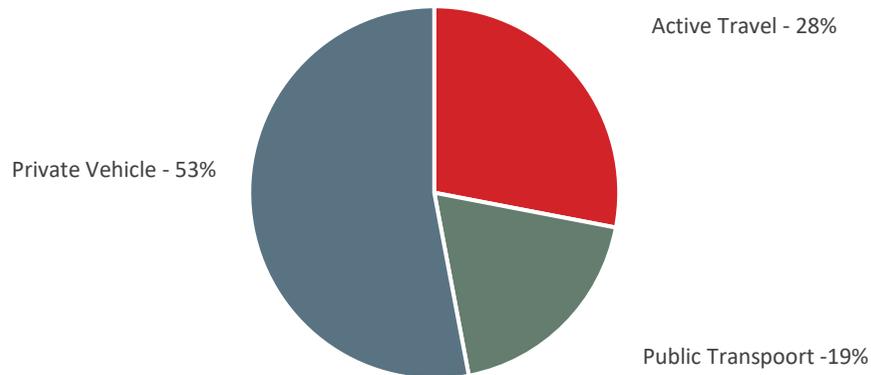


Figure 3-2 Climate Action Targets 2024



### Education

Current education mode share, from the 2022 census, is shown in Figure 3-3 below.

The impact of the emerging preferred strategy aims to encourage a reduction in private vehicles for school commutes by creating a comprehensive network of safe pedestrian and cycle routes. The rollout of new town bus services will support a transition toward Public Transport.

Current Education Modeshare

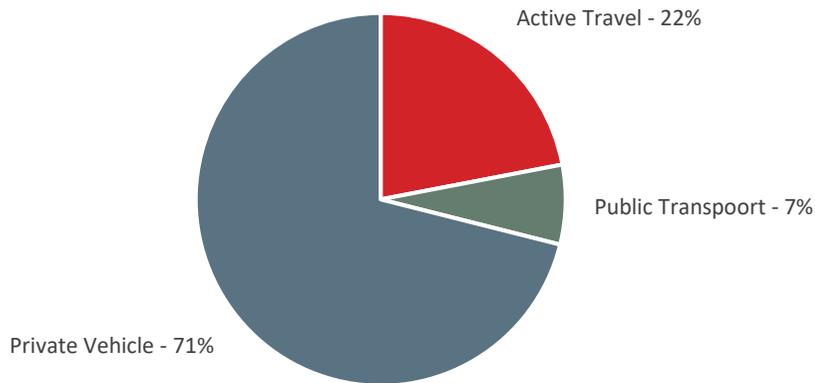


Figure 3-3: Current Education Mode Share

### Employment

Current employment mode share, from the 2022 census, is shown in Figure 3-4 below.

The linking of town bus services with core retail and local business parks aim to facilitate a shift to public transport away private vehicles while the active travel schemes within the preferred LTP strategy will facilitate increased walk and cycle.

Current Employment Modeshare

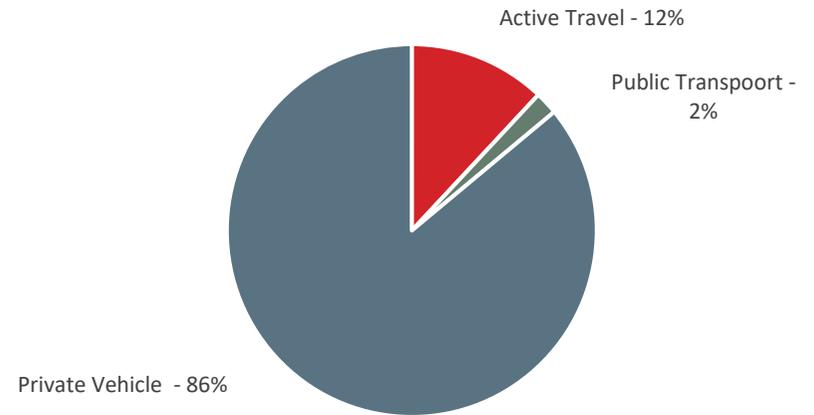


Figure 3-4: Current Employment Mode Share



Table 3-1: Objectives and Key Performance Indicators (KPI's)

HEADING	OBJECTIVE
Accessibility & Social Inclusion	To create and enhance connectivity to existing and proposed high-quality public services around Ennis, and between Ennis and surrounding villages, towns, and Cities
	To promote the application of Universal Design in the delivery of a sustainable transport network, reducing car dependency, for users of all abilities in Ennis, where services are accessible via a comfortable, short, and safe walk, cycle, or PT ride.
Integration	To promote the '10-minute town' concept in Ennis aiming to reduce walking times to essential daily services through improved integration of land use and transport.
	To provide a high level of integration between sustainable transport modes, enhancing bus-rail integration at Ennis Train Station, provision of a transport hub, and ensuring high-quality active travel access to public transport stops (including future town bus services).
	To align and integrate with National, Regional, and Local planning policy
Safety & Physical Activity	Provide safe access to schools for vulnerable road users to schools and ensure a safe front of school environment, increasing road safety and reducing air pollution.
	To invest in the health and wellbeing of residents and visitors of Ennis through the promotion of active travel modes and schemes that foster a healthy lifestyle and a more liveable town.
	To safeguard the strategic function and levels of safety on the national road network in accordance with the requirements of official policy
Environment	Design core active travel and public transport networks that can feasibly be fully implemented within the plan period, to provide connected routes which encourage modal shift to sustainable modes and support the county achieving 2030 Climate Action and Sustainable Energy targets
	To improve and create a more appealing town centre environment for pedestrians and reduce harmful air and noise pollution from vehicles.

### 3.3 Future Demand for Travel

In addition to the review of present-day conditions in Ennis.

In collaboration with Clare County Council, an assessment of appropriate lands for future potential development was completed. The existing development patterns in Ennis were taken into account during this process. Access to existing, and planned, development sites was taken into consideration when determining the transport options for the LTP.

Identified opportunity sites within the Settlement Plan were further examined as part of the Ennis 2040 Strategy to form a succinct list of 7 transformational projects. These projects include developments of the Roche Opportunity Site, Our Ladies Hospital and further development of the Clare Technology Park. Within the town centre it highlights potential for a modern hotel and conference centre along Cornmarket Street.

Any new residential or employment developments (including expansion of existing) in Ennis will also need to provide active travel infrastructure throughout the proposed developments, which will connect to the proposed set of measures outlined in this LTP. This will ensure that connectivity across the network is maintained as Ennis is developed into the future.

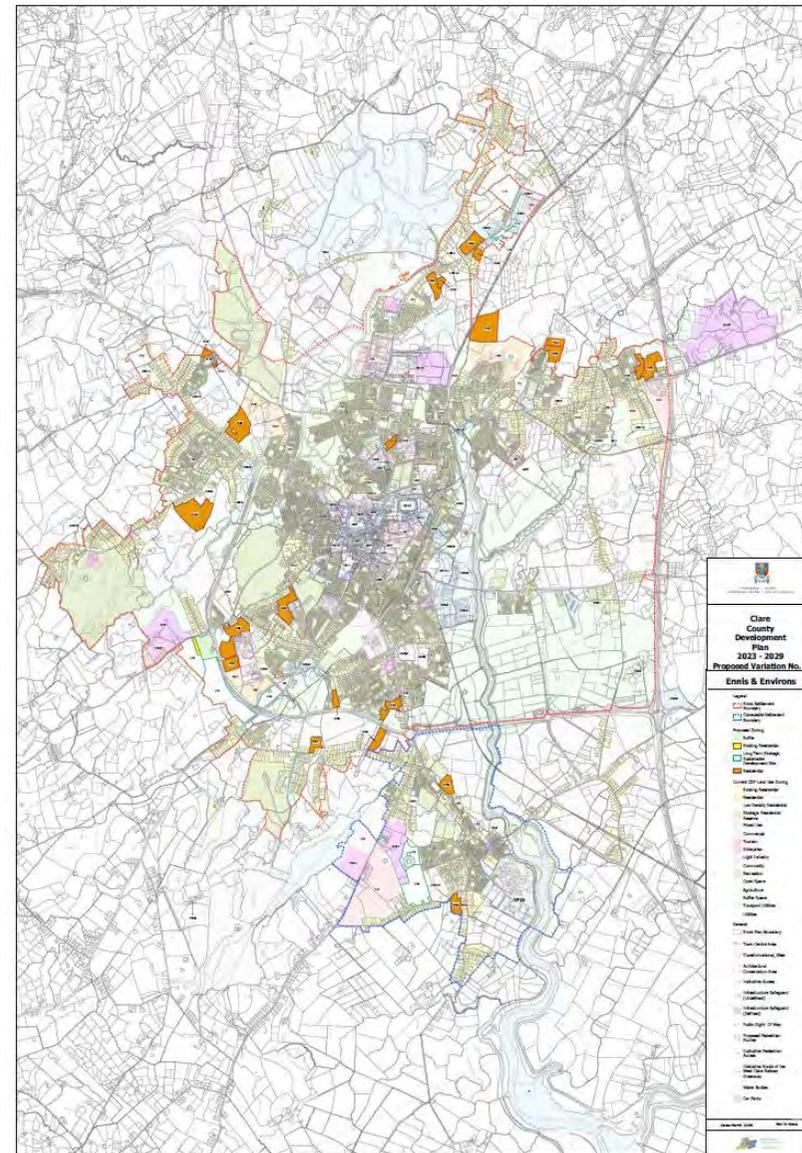


Figure 3-5: Connections to Future Zoned Land





## 4 OPTIONS DEVELOPMENT

### 4.1 Options Development Review

The following chapter outlines the options developed to overcome the constraints identified in the baseline assessment and achieve the defined objectives for the LTP. The options list was developed in collaboration with the wider project working group including representatives from Clare County Council (CCC), the National Transport Authority (NTA) and Transport Infrastructure Ireland (TII), through the following:

- **Data review** to identify proposals from wider policy/strategies for the study area.
- **Baseline assessment** to identify constraints and opportunities in the study area.
- **Consultation** through the PlaceChangers mapping platform and public survey to include options identified by the public.

The options development process followed the Department of Transport's National Investment Framework for Transport in Ireland (NIFTI) modal and intervention hierarchy shown in Figure 4-1. This hierarchy provides both a pathway for considering options but also is used to determine funding allocation for potential schemes.

The following sections of this chapter provide an overview of some of the options considered across all modes. The full list of options can be found in the Options Assessment Report included in Appendix C.



Figure 4-1: NIFTI Modal and Intervention Hierarchy

## 4.2 Active Travel – Walking and Cycling

The NTA defines Active Travel as travel that “involves travelling with a purpose, using your own energy via sustainable means. It includes walking, wheeling, and cycling or the use of self-powered, non-motorised scooters as part of a purposeful journey”.

The key aim in developing Active Travel Options is to provide Ennis with a safe, comfortable, and integrated walking and cycling network, enabling short to medium distance trips to school, work, shopping, and all other purposes to be made using active travel.

The development of the walking and cycling options took into account, and expanded upon, the NTA’s Cycle Connects Ennis Urban Network and other planned network improvements identified by Clare County Council.

A key consideration in the design and selection of Active Travel options was the NTA’s Rapid Build Active Travel Facilities Advice Note, which outlines that cost effective rapid build construction approaches, including road space reallocation, are now required to be the initial options to be considered in new active travel infrastructure.

Options focused on improving connectivity and permeability from residential areas and neighbourhood centres to main trip attractors, including the town centre, key employment and education sites and leisure opportunities, as well as improved access to the proposed town bus service.

Examples of active travel interventions are shown in Table 4-1 on the following page.

Of particular focus was connecting residential areas on the urban fringe, and to the east of the rail line with safer active travel routes to school and the town centre.

Where feasible, fully segregated cycle facilities were preferred to improve safety for cyclists, along with footpath upgrades and improved crossings for pedestrians. Where segregation was not possible given space constraints, the creation of a small number of bus, cycle and pedestrian only sections of street was considered along key travel corridors.

Within the town centre measures have been proposed to provide a safe, low speed, traffic calmed environment to improve safety and comfort for vulnerable road users.

The town centre’s medieval streets are often very narrow, creating difficulties for the provision of segregated cycle infrastructure. Footpath widths are generally below minimum standards and lacking of formal road crossings creating an unattractive environment for pedestrians and cyclists. This constraint in the town centre is progressively being addressed through the introduction of ‘shared surface’ streets. Given these spatial constraints and existing conditions, improving safety and comfort in central areas considered traffic circulation through the town centre, alongside junction improvements.

All users, regardless of mode used to access the town centre are pedestrians for the last leg of their journey.

A number of leisure and amenity routes have also been proposed. These include several greenways and walkways throughout the study area along the River Fergus, Inch River and through Cappahard. It should be noted that these are mainly off-road routes many of which traverse sensitive environments and SACs and therefore may require longer planning and deployment time frames, as such would be considered as longer-term measures.

Table 4-1 Active Travel Terminology

INTERVENTION	EXAMPLE IMAGE	INTERVENTION	EXAMPLE IMAGE
<ul style="list-style-type: none"> <li>○ <b>Cycle Tracks</b> = cycle lanes separated from vehicular traffic with a physical barrier (e.g. Kerb or bollards).</li> </ul>		<ul style="list-style-type: none"> <li>○ <b>Permeability links</b> = short walking and cycling links along desire lines which increase accessibility and reduce active travel distances by providing short-cuts.</li> </ul>	
<ul style="list-style-type: none"> <li>○ <b>Greenway</b> = an off-road trail for use by cyclists, pedestrians and other non-motorised transport, often in scenic surroundings with access to nature and urban areas, connecting residential areas with key destinations.</li> </ul>		<ul style="list-style-type: none"> <li>○ <b>Quietway</b> = a street with low traffic (less than 200 vehicles in the peak hour) and low-speeds where cyclists can safely share the carriageway. Typical additional measures include traffic calming, landscaping and improved signage.</li> </ul>	
<ul style="list-style-type: none"> <li>○ <b>Modal Filter</b> = a point where pedestrians, cyclists, emergency vehicles, and sometimes buses, can pass through but general traffic cannot. Access is maintained for local cars but traffic is reduced and cycling made safer.</li> </ul>		<ul style="list-style-type: none"> <li>○ <b>School Zone</b> = front of school works to prioritise pedestrian and cycle safety outside the school gate, improving school visibility through signposting &amp; placemaking, reducing vehicle congestion &amp; preventing illegal parking in the area.</li> </ul>	

### 4.3 Public Transport Options

The key aim of public transport options is to provide an alternative to the car for medium and long-distance trips.

A key element of future transport provision within Ennis is the town bus service which will provide sustainable travel options for short and medium trip distances around the town and is to be implemented in 2025. Options explored in the LTP are intended to support and expand upon these services.

The development of public transport options has incorporated insight from the Baseline Assessment and engagement with the NTA, with the aim of encouraging increased use of existing regional services and maximum use of the proposed service.

As such, the options within the LTP seek to:

- Enhance accessibility for active modes from residential areas to bus stops and the rail station;
- Improve facilities and integration of modes and services at public transport nodes, through the provision of sheltered waiting areas, cycle parking and passenger information to enhance interchange opportunities.
- Work with the NTA to deliver the proposed Ennis Town Bus services in a timely manner and examine the need for additional local routes; and
- Work alongside the NTA to deliver enhanced bus and rail services to villages and towns in the wider region.
- Support the School Transport Scheme provides transport to and from school for children who live remote from their nearest school.
- Work with the NTA and TFI Local Link Limerick Clare to deliver improved bus transport for all residents





#### 4.4 Supporting Measures & Demand Management Options

In line with the Five Cities Demand Management Study Avoid-Shift-Reduce-Manage Transport Demand Management (TDM) Toolkit to reduce carbon, improve air quality and the urban environment, and manage congestion, a range of TDM Measures have been identified to support the switch to sustainable modes across the Study Area.

Safe Routes to School measures proposed by An Taisce in Ennis have been included with the options. In addition, a number of potential Park & Stride sites have been considered which aim to reduce congestion at centrally located schools.

Schools in Ireland which have implemented park and stride have found that children are more alert in the morning, due to increased fresh air and exercise<sup>6</sup>.

Supporting measures include those to promote Active Travel, Public Transport and School Travel. A number of behavioural change measures are identified, including the role that Mobility Management can play in both avoiding the need to travel and supporting a switch from car travel to sustainable modes on a site-by-site basis. The town centre environment aims to be improved.

#### 4.5 Road & Traffic Management Options

The priority in the development of the road network options (as per NIFTI) is to maintain, renew, manage, and operate the existing road infrastructure in a more efficient manner, and new road schemes must demonstrate that public transport, traffic management or demand management measures cannot effectively address the same need.

However, all infrastructure alignments within the County Development Plan have been assessed considering different options for the alignments:

- Maintain alignment for potential future uses.
- Develop as a greenway or shared cycle and pedestrian space.
- Develop as a local road with filtered permeability to limit through movement by non-active modes.
- Develop as an HGV corridor or similar controlled road.
- Develop as a multi-modal corridor with lower speeds, segregated active travel and bus lanes (if applicable).
- Develop as a relief road to regional or national standards.

<sup>6</sup> <https://www.fingal.ie/sites/default/files/2020-03/20200302-300548-school-streets-pilot-review-1-issue-1.pdf>



AIB

The Yard





## 5 OPTIONS ASSESSMENT

### 5.1 Options Assessment Methodology

This chapter provides an overview of the options assessment process used to arrive at the Emerging Preferred Strategy for the Ennis LTP.

It includes an initial screening process followed by more detailed Multi-Criteria Analysis (MCA) to determine the optimal package of measures to meet the identified study objectives.

- **Stage 1 Options Screening:** The long-list of options were screened against the overall project objectives (outlined in Table 3-1) and core delivery themes to identify which ones should be discontinued, which could pass directly to the final strategy, and which required further assessment.
- **Stage 2 Multi-Criteria Analysis (MCA):** Options requiring further comparative analysis were passed through a MCA with qualitative indicators used to score each option against the study objectives.
- **Stage 3 Draft Emerging Preferred Strategy Options for Consultation:** Options passing Stage 1 and Stage 2 form the initial draft Emerging Preferred Strategy for the LTP.
- **Stage 4 Final Preferred Strategy:** Feedback from the project steering group and public consultation will be used to refine the preferred strategy for the final LTP.

The following sections provide a more detailed description of Stages 1-3 outlined above, full details of the process along with the assessment results for the long-list of options are available in Appendix C.

### 5.2 Stage 1: Options Screening

Stage 1 of the Options Assessment examined each of the long-list of measures to see whether they helped to achieve the ABTA themed objectives (Economic; Health and Safety; Environment; Integration; Accessibility and Social Inclusion). The options were also assessed at a high level against the following **core delivery themes**:

- Engineering feasibility
- Acceptability
- Funding potential
- Value for money

Based on this initial screening, options were classed as follows:

- **Discontinued:** the option did not align with the LTP objectives and therefore is not included in the Emerging Preferred Strategy.
- **Pass:** the option satisfied the project objectives and the core delivery themes, and no alternative proposals were identified in the options development process. These options passed directly into the Emerging Preferred Strategy without the need for an interim assessment.
- **Conditional Pass:** the option aligned with the LTP objectives, however, either didn't fully meet all of the core delivery themes or had a number of alternative proposals identified. In these instances, the options were assessed in further detail as part of the interim MCA.

Further details on the outcomes of the Options Screening process, including all options assessed and associated scoring is provided in Appendix C.



### 5.3 Stage 2: MCA

The MCA was used to evaluate options classed as having a Conditional Pass (as outlined above). At this stage, options were assessed

in more detail based on their ability to meet the core delivery themes outlined above and also the overarching study objectives.

This assessment was predominantly qualitative in nature, however where possible, quantitative information was used to supplement the scoring e.g. survey data, traffic model data, Geographic Information System (GIS) analysis etc.

A five-point scoring system, was used to assess the options across the study objectives and delivery themes. This produced a performance matrix which was reviewed to rank the scenarios and identify which ones performed best and therefore, passed into the Emerging Preferred Strategy.

To ensure that the options that had advanced to the interim MCA stage were assessed holistically, and that mutually exclusive options were assessed at the same time, where possible/reasonable options were packaged together for the MCA process.

Detailed work was undertaken to balance the positive and negative outcomes of each option to assess whether it would be included in the Emerging Preferred Strategy. Further details on the Interim MCA, including all options assessed and associated scoring is provided in Appendix C.

### 5.4 Stage 3: Emerging Preferred Strategy Assessment

The options that passed from Stage 1 and Stage 2 of the assessment process formed the draft Emerging Preferred Strategy for the Ennis LTP. This included a wide range of proposals across walking, cycling, public transport, road network changes and wider supporting measures.

The Emerging Preferred Strategy was then comprehensively reassessed against all of the study objectives using the Key Performance Indicators outlined in Table 3-1. This included qualitative scoring but also more detailed quantitative analysis such as length of infrastructure improvements, GIS catchment analysis, traffic modelling results etc. Further details on all elements of the Emerging Preferred Strategy are provided in Chapter 6.



## 6 EMERGING PREFERRED STRATEGY

### 6.1 Overview

The previous chapters in this report have detailed the process followed in identifying the Preferred Strategy for the Ennis Local Transport Plan. This chapter provides the detail of the proposed measures which have passed through the assessment process and now form the Local Transport Plan (LTP).

These multi-modal network strategies have been developed in order to determine the key infrastructure and transport policy measures required in Ennis and its wider hinterland in order to effectively address existing constraints in transport capacity, taking all journey purposes and modes of transport into consideration, to plan for the projected growth in population and to encourage sustainable mobility

The Preferred Strategy of the Ennis LTP will enable the town to further develop and realise its potential, supporting a positive modal shift to sustainable transport, by identifying and prioritising key transport related investment decisions for the town and its environs, whilst safeguarding and promoting commercial activity within the town.

The Emerging Preferred Strategy sets out a strategic level transport plan for Ennis Town and its surrounding areas in accordance with national and regional policy.







## 6.2 Active Travel

The development of the LTP active travel measures have been focused on increasing walking and cycling mode share, by providing high quality, attractive alternatives for journeys by car (particularly for short distance car trips) and improving transport choice for those without access to a car.

Providing a safe and convenient network of routes for people of all ages and abilities to confidently cycle and walk is essential to achieving a modal shift. In keeping with the principles set out CAP, NIFTI and the Sustainable Mobility Policy (SMP), this will primarily be achieved through the reallocation of road space away from vehicular traffic towards providing protected, safe facilities for active travel. Where traffic speeds and volumes are low (typically less than 200 vehicles two-way in the peak hour), cyclists may share the carriageway space with traffic. In these circumstances, appropriate interventions will be implemented to reinforce low traffic speeds (30kph or less). These will be designed in accordance with the principles set out in the Design Manual for Urban Roads and Streets DMURS) and the Cycle Design Manual (CDM) and will be sympathetic to the character and function of the street.

The provision of quality, secure cycle parking in key locations including the town centre in order to meet future demand will also be critical to achieving a step change in active travel. This is complemented by a range of supporting behavioural change measures to lock in the benefits of this investment in active travel.

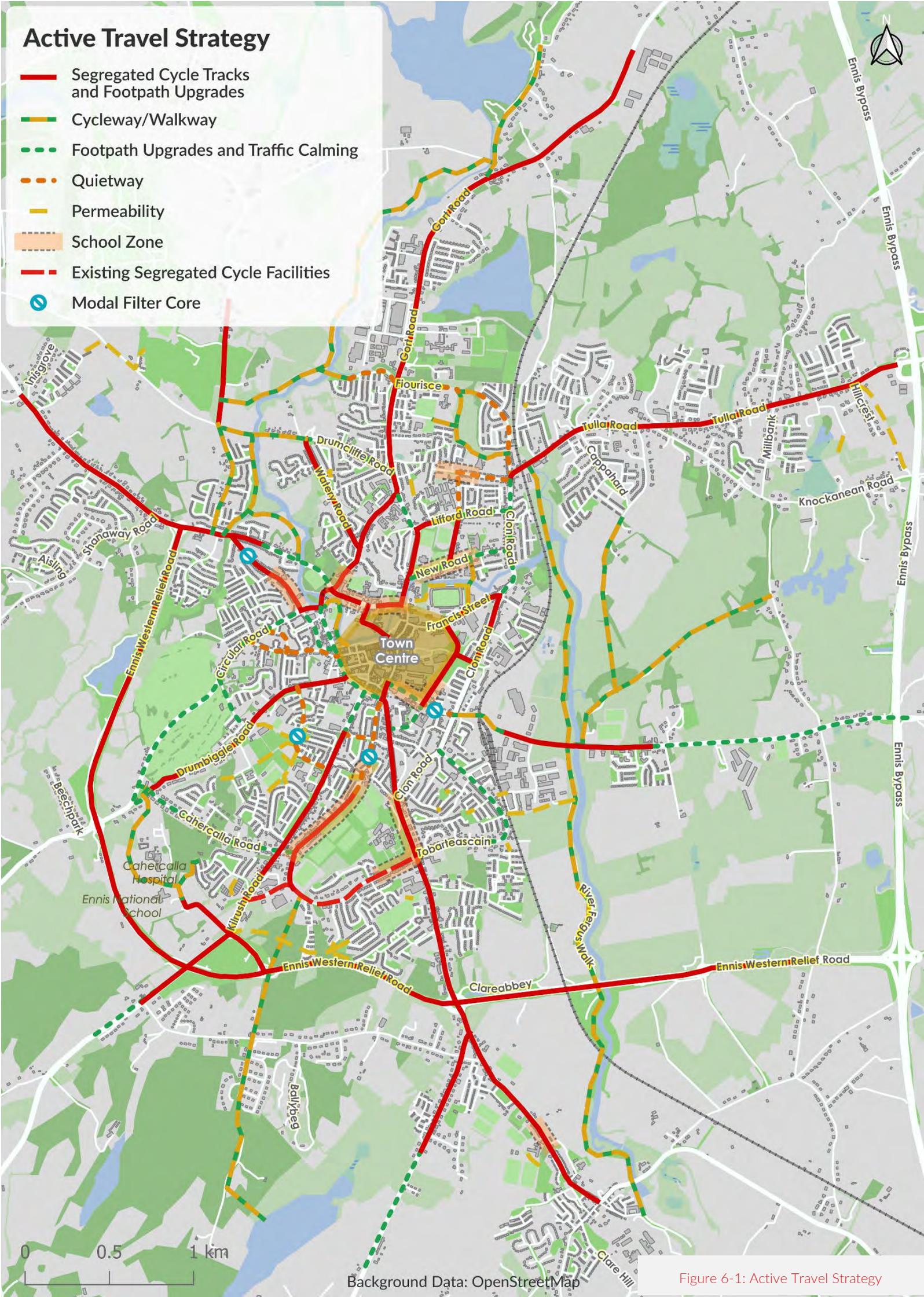
The overall proposed walking and cycling measures in the Strategy for Ennis are illustrated in Figure 6-1 and 6-2. These measures will deliver radically improved connectivity and permeability from residential areas to main trip attractors including the town centre, key employment and education sites, and leisure opportunities. It should be noted that all alignments are purely indicative, with preferred routes for each section to be identified at a project level.

Throughout this section of the report following terminology or similar has been used to describe proposed interventions:

- **Cycle Tracks** - cycle lanes separated from vehicular traffic with a physical barrier (e.g. Kerb or bollards).
- **Greenway** - an off-road trail for use by cyclists, pedestrians and other non-motorised transport, often in scenic surroundings with access to nature and urban areas, connecting residential areas with key destinations.
- **Modal Filter** - a point where pedestrians, cyclists, emergency vehicles, and sometimes buses, can pass through but general traffic cannot. Access is maintained for local cars but traffic is reduced and cycling made safer.
- **Permeability links** - short walking and cycling links along desire lines which increase accessibility and reduce active travel distances by providing short-cuts.
- **Quietway** - a street with low traffic (less than 200 vehicles in the peak hour) and low-speeds where cyclists can safely share the carriageway. Typical additional measures include traffic calming, landscaping and improved signage.
- **School Zone** - front of school works to prioritise pedestrian and cycle safety outside the school gate, improving school visibility through signposting & placemaking, reducing vehicle congestion & preventing illegal parking in the area.

# Active Travel Strategy

- Segregated Cycle Tracks and Footpath Upgrades
- Cycleway/Walkway
- - - Footpath Upgrades and Traffic Calming
- - - Quietway
- Permeability
- - - School Zone
- - - Existing Segregated Cycle Facilities
- ⊙ Modal Filter Core



# Active Travel Strategy

- Segregated Cycle Tracks and Footpath Upgrades
- Cycleway/Walkway
- - - Footpath Upgrades and Traffic Calming
- - - Quietway
- Permeability
- - - School Zone
- - - Existing Segregated Cycle Facilities
- ⓘ Modal Filter Core

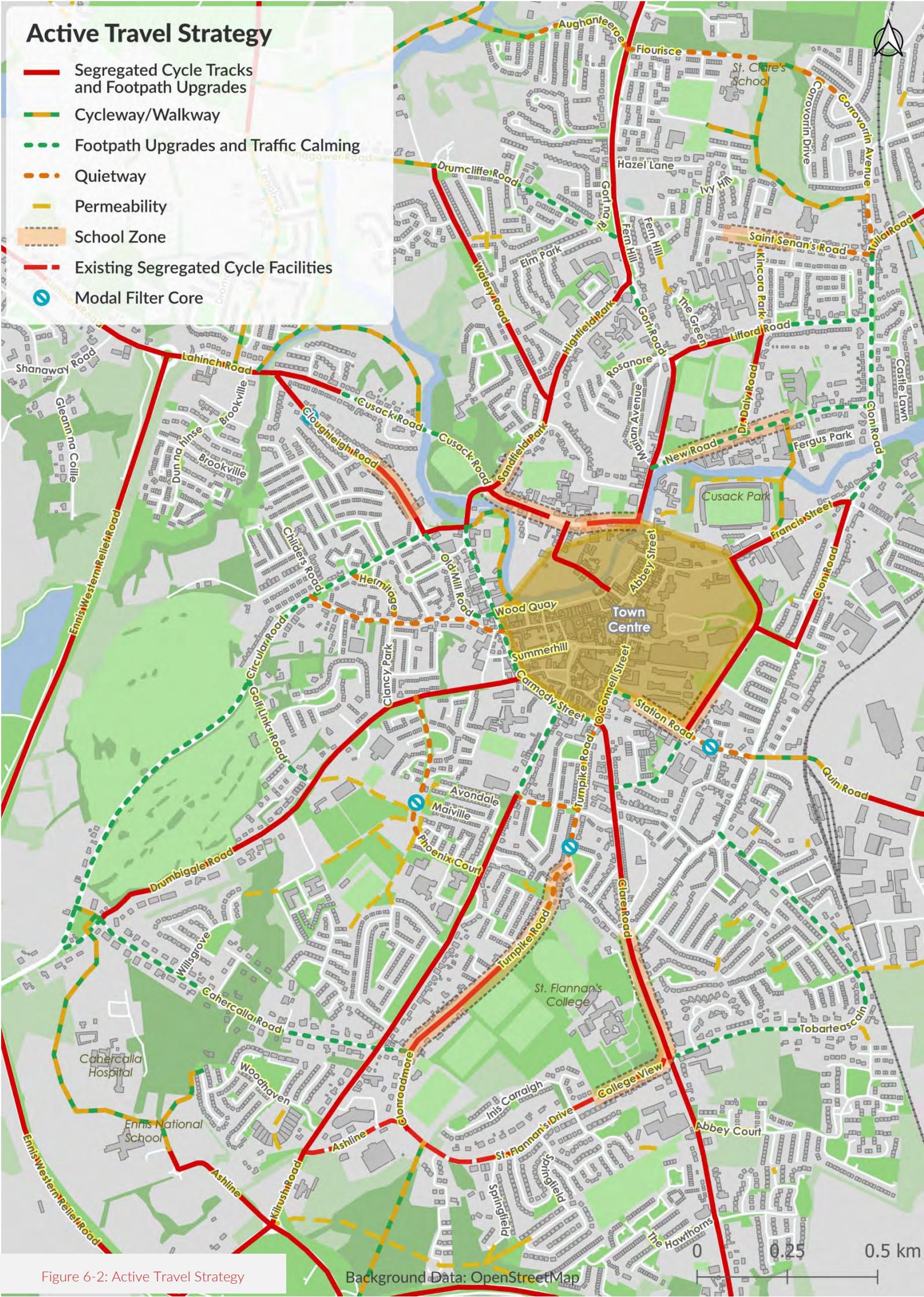


Figure 6-2: Active Travel Strategy

Background Data: OpenStreetMap



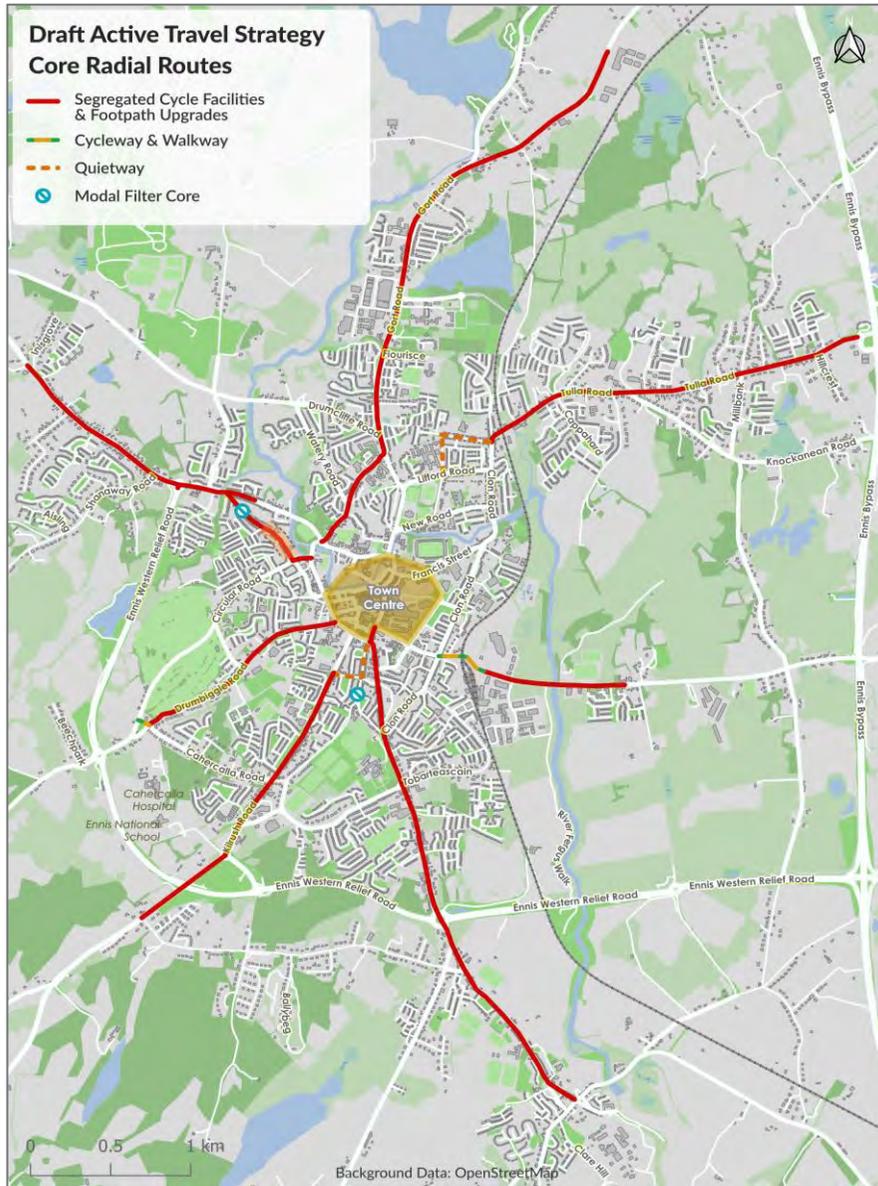


Figure 6-3: Core Radial Active Travel Links

Segregated cycle infrastructure has been proposed to improve safety and comfort for cyclists across the network. In particular, the segregated cycle network connects large residential areas within the study area to the town centre.

On all roads where cycling infrastructure is proposed, improvements to footpaths and crossings at junctions are also proposed. In some locations, delivery of segregated infrastructure will be challenging and other means of delivering a high-quality cycling environment has been considered, including the use of modal filters to reduce traffic volumes and enable safe cycling on-street.

In addition to high quality segregated cycle facilities, a number of permeability links are proposed which will increase the walking catchment of schools, key employers, and the town centre core.

The Strategy also proposes new and improved footpaths and traffic calming on roads and streets with insufficient width for implementing segregated cycle infrastructure. A full description of the proposed measures included in the Strategy are provided in Appendix A.

### 6.2.1 Radial Connectivity – Core Routes

As the county town and administrative centre of County Clare, the traditional market town of Ennis has developed around key radial and orbital routes, that have significant potential to become key active travel links in the short or longer term. Figure 6-3 illustrates the location of these links and their proximity to key trips attractors including employment zones, retail areas and educational services. The type of infrastructure proposed is in the context of the width of the road boundary, existing traffic flows and traffic management arrangements, as well as potential alternative traffic management arrangements, proposed routings for the future town bus services, and all possible routes for active travel that could serve the corridor. The key proposed radial and orbital active travel links are described below:

**Gort Road (R458) & Highfield Park** is a key link to the town from the north, providing access to a number of schools, business parks and housing estates along it, as well as destinations like Cois na hAbhna and Lidl, before ending at Ennis Hospital.

The Gort Road between the hospital and Ballymaley Business Park is a wide road, and there is space to provide safe and comfortable footpaths and segregated cycle tracks without changing traffic management arrangements.

Highfield Park between the Hospital and Maid of Erin Roundabouts can also accommodate segregated cycle tracks without changes to traffic management arrangements, although care at design stage will need to be taken at narrower sections. Highfield Park will connect the Gort Road to a number of secondary schools, as well as the Town Centre, via Harmony Row, as the Gort Road narrows between Lifford Road and the Hospital Roundabout and therefore cannot fit segregated cycle tracks.

Junctions along the route will also be made safe for active travel and crossings provided at appropriate locations.

Segregated cycle lanes and enhanced footpaths with upgraded junctions and improved crossing facilities. No changes to motor traffic routing required.

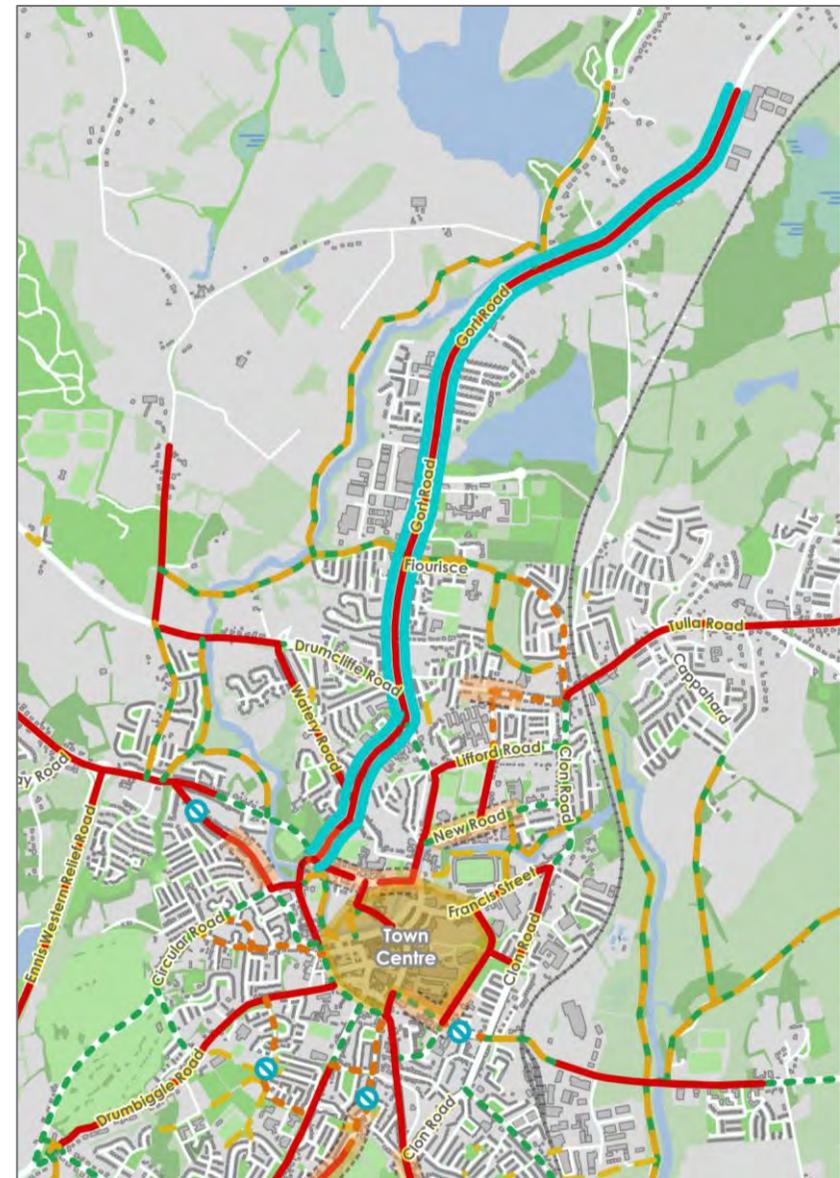


Figure 6-4: Gort Road and Highfield Park Proposed Active Travel Route



Potential Gort Road Active Travel Route



**Tulla Road Corridor** connects an area with a high and growing residential population, Roslevan centre, and a future school towards the town centre. The Tulla Road Active Travel Scheme is already underway along this corridor will provide active travel facilities to Corrovorrin Avenue. To build on this the LTP is proposing HGV limits for vehicles passing under the railway bridge to reduce the number of HGVs using Tulla Road, and to connect the route from Corrovorrin Avenue to the town centre via St Senan's Road.

To link the scheme to the town centre, it is proposed that cyclists use St Senan's Road and the laneway just east of St Joseph's Church, the permeability link between the two will be upgraded. Cyclists could also use Kincora Park off St Senan's Road. Lighting and surfaces will be upgraded. Using other segregated cycle tracks proposed in the LTP cyclists could then access the CBS and Rice College via Dr. Daly Road, or the town centre via Lifford Road and Newbridge Road.

The LTP proposes connecting the existing Tulla Road Scheme to Lifford Road and New Road through quiet ways on St Senan's Road and segregated cycle tracks on or parallel to Old Lifford Road. No changes to motor traffic routing are required.

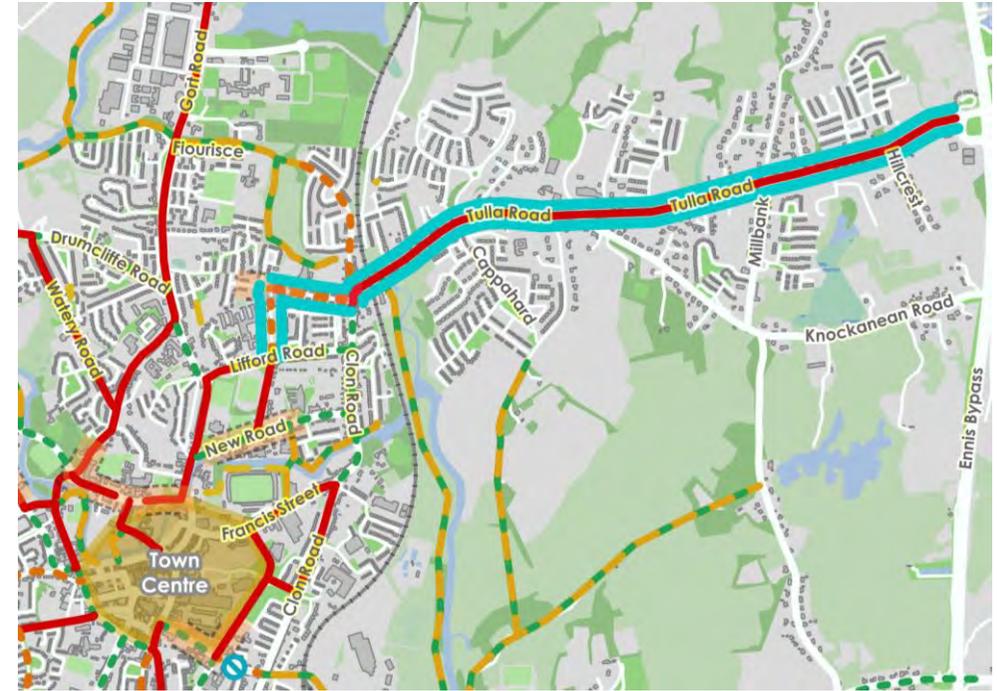


Figure 6-5: Proposed Tulla Road Active Travel Route



Clare Road (R458) is a key artery into the town for all modes of transport connecting Ennis and Clarecastle, serving trips attractors along the route including St. Flannan's College and the West County Hotel. It is the primary connection to the town from the M18 at J12 via the N85 Western Relief Road.

The LTP proposes widening existing footpaths, segregating existing cycles lanes, and providing new segregated cycle tracks where none currently exist. No changes to motor traffic routing are required.

Where necessary only light segregation will be provided and at appropriate points adjacent greenspaces will be in part reduced to provide a continuous segregated cycle route from the N85 to the town centre.

Improvements will be complemented by new permeability links and will connect with the existing cycle tracks along College View to form a comprehensive network.

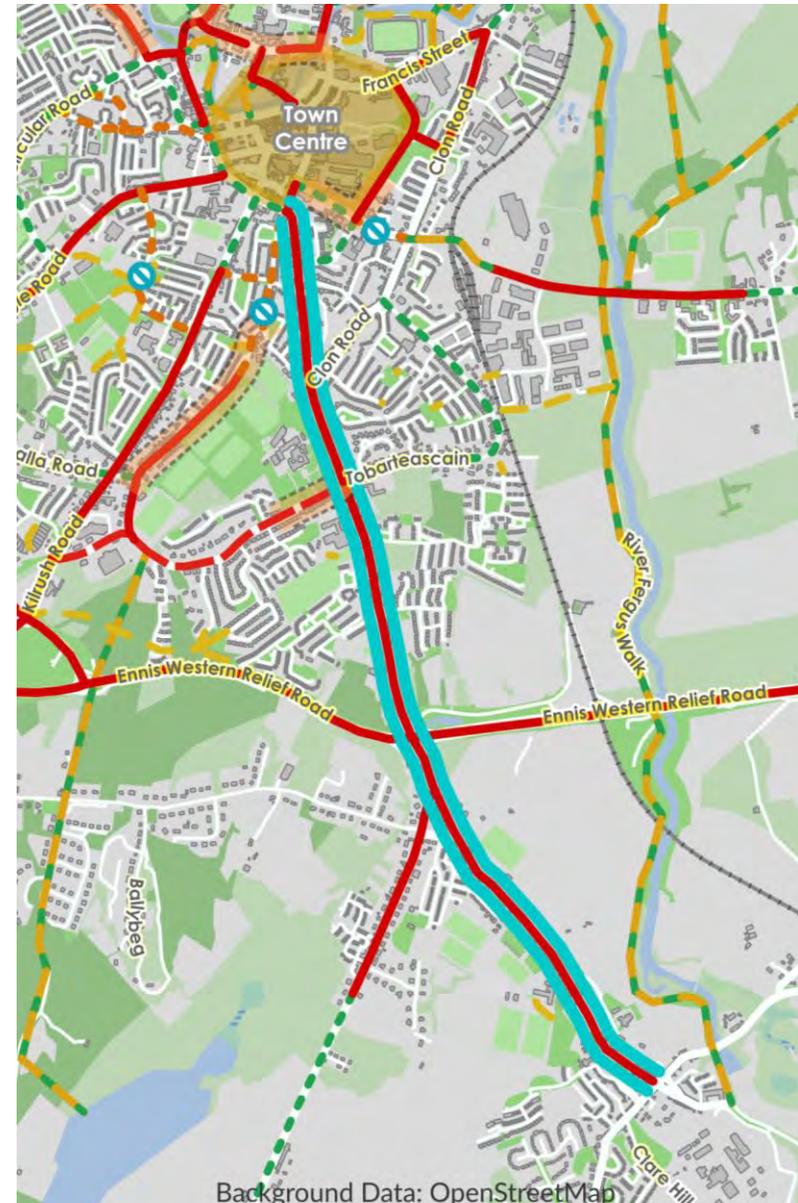


Figure 6-6: Proposed Clare Road Active Travel Route



**DNG**  
O'SULLIVAN HURLEY  
**FOR SALE**  
085 884 8880

Church  
View

Potential Clare Road Active Travel Route

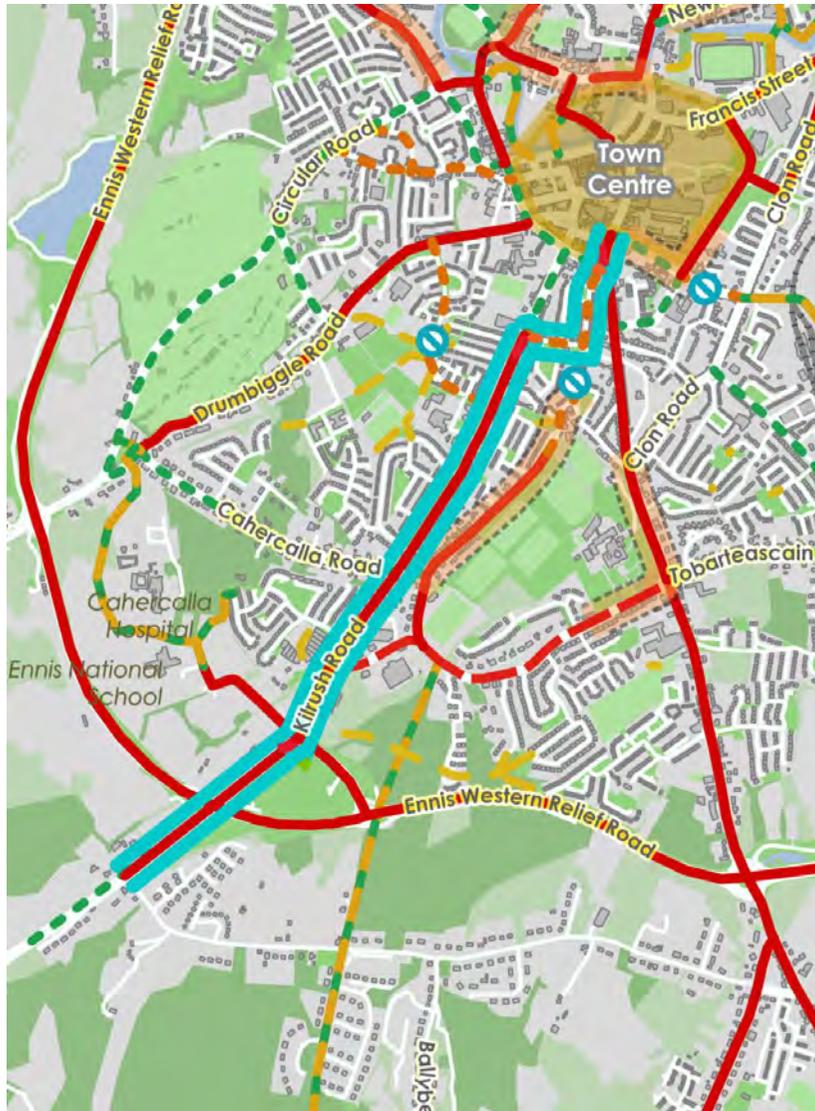


Figure 6-7: Proposed Kilrush Road Active Travel Route

**Kilrush Road** is a main arterial link serving the town centre, Ennis National School, a number of commercial and health premises in West Point Retail

Park and Woodhaven, as well as Éire Óg and St. Flannan's via Ashline and College View.

The LTP proposes an upgrade of the N68 shared track, including an upgrade of crossings between Cahercalla Beg and Kilrush Road Roundabout. North of the roundabout the LTP proposes provision of segregated cycle tracks and upgraded footpaths along the road to Dalcassian Drive. No changes to motor traffic routing are required along this section.

Kilrush Road narrows north of Dalcassian Drive and providing cycle tracks on this section would require changes to motor traffic movements. Multiple options for this section were examined, in consultation with Clare County Council the option that was selected was to route cyclists via Dalcassian Drive and Turnpike Road and maintain motor traffic on Kilrush Road.

To link cyclists travelling northbound from Turnpike Road to the town centre, a short section of contra-flow cycle lane is proposed on O'Connell Street between Turnpike Road junction and Barrack Street. To ensure low traffic volumes on Turnpike Road and Dalcassian Drive, a modal filter is proposed on Turnpike Road south of Dalcassian Drive to remove through traffic from this location and enable safe cycling on-street. To be introduced is warranted as part of the active travel network rollout or when active travel activity warrants it.

To accommodate cyclists who will remain on Kilrush Road towards Carmody Street, this section north of Dalcassian Drive will be traffic calmed and speeds reduced to 30kph.

A quiet cycle route is proposed along Dalcassian Drive and Turnpike Road. To facilitate this, a modal filter is proposed on Turnpike Road.

The LTP proposes a quiet cycle route along Dalcassian Drive and Turnpike Road. To facilitate this, a modal filter is proposed on Turnpike Road.



**Drumbiggle Road** is an important link in the proposed active travel network given the scale of proposed development west of Ennis Golf Club.

An assessment to identify the preferred option for a link from the development site adjacent to the N85, Circular Road and the golf course to the town centre was undertaken as part of the Options Selection process. This assessment was followed by workshops with Clare County Council.

The preferred option is to use Drumbiggle Road. A short off-road link from the site entrance on Circular Road to the Drumbiggle Road will be provided through the small triangle of greenfield land between the two roads here. To create room for footpaths and a two-way cycle track, the LTP proposes to make Drumbiggle Road one-way inbound between Cahercalla Road and the Showgrounds as well as to widen the road boundary on Drumbiggle Road slightly for this stretch.

From the Showgrounds to Carmody Street there is road space available to provide segregated cycle tracks and upgraded footpaths without changes to motor traffic routing.

The LTP proposes new footpaths and a two-way segregated cycle track on the Drumbiggle Road between Cahercalla Road and the Showgrounds. To make space for this, this section of Drumbiggle Road will be made two-way for motor traffic. West of the Showgrounds segregated cycle tracks and upgraded footpaths will be provided with no changes to motor traffic routing required.

NOTE: the LTP is a high-level strategic document and exact engineering details of this and all routes will be determined at project stage. Subject to change through statutory appraisal process.

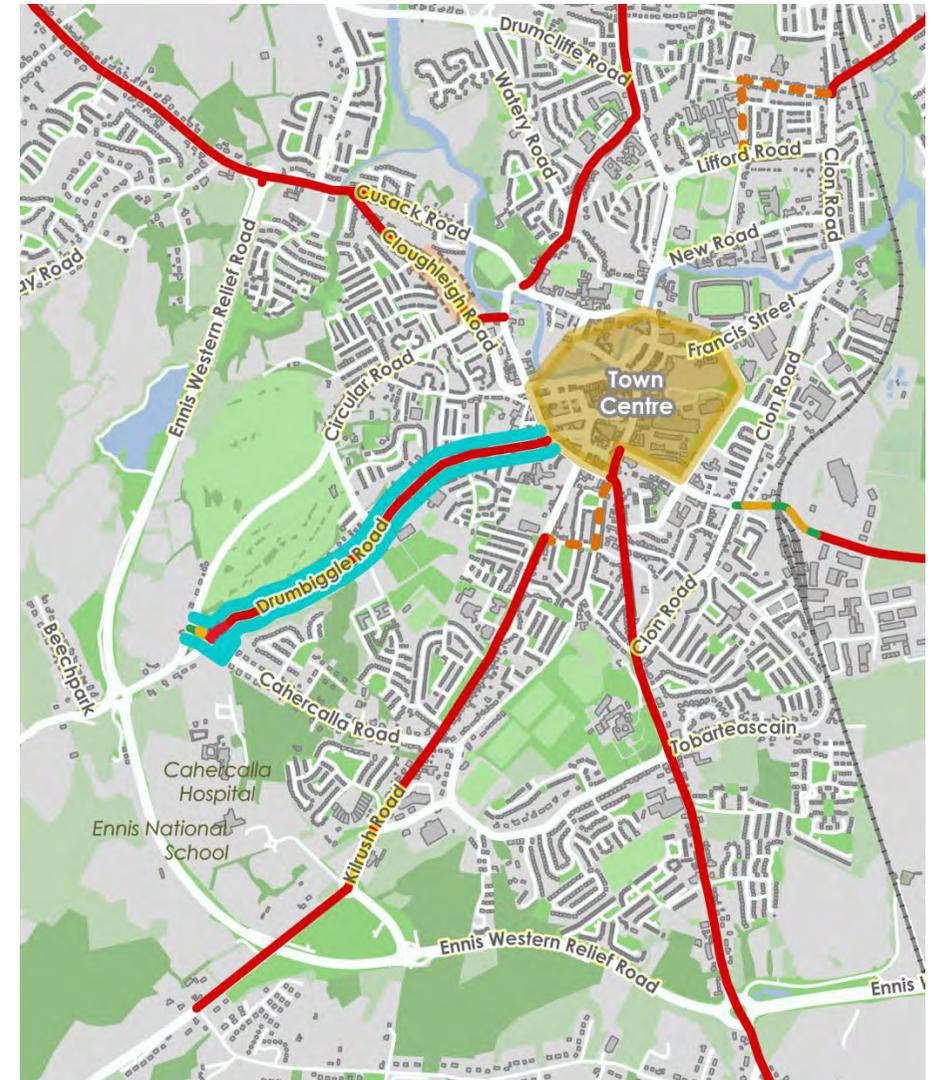


Figure 6-8: Proposed Drumbiggle Road Active Travel Route

Lahinch Road/Cusack Road/Cloughleigh Road/Circular Road serves as an important connection to the town centre and Scoil Chríost Rí for local residents and those located to the north west of the study area along Shanaway Road and the Lahinch Road. Should the lands between Limerick Road and Lees Road zoned for residential use develop there will be a further increase in demand along the route.

The LTP recommends segregated cycle tracks on the Lahinch Road from Inisgrove to the Clareen Roundabout. A full upgrade of the Clareen Roundabout is proposed to make safe both cycling and pedestrian movements in line with the Cycle Design Manual 2023<sup>7</sup>. East of the roundabout segregated cycle tracks are proposed to Lucey's Flats, as far a space allows while maintaining two-way traffic. To connect this corridor to the town centre, and to Scoil Chríost Rí, cyclists will turn from Cusack Road onto Cloughleigh Road.

The existing shared path on Cloughleigh Road either side of the pinch point is proposed for upgrade to segregated cycle tracks. Given the lack of space at the pinch point, it is proposed to remove through traffic from the pinch point through use of a modal filter, enabling safe cycling on-street. However, given there are small number of accesses along the pinch point, and the future town bus service is proposed to run along Cloughleigh Road, it is proposed to allow buses and vehicles accessing property along the pinch point through. The modal filter be implemented if required for the operation of the town bus service and for safe walking and cycling at the pinch point along this school route

An upgrade of the section of shared path on Circular Road between Cloughleigh Road and Mill Road will similarly be upgraded to segregated cycle tracks and footpaths. To address cycling connectivity between Wood Quay/town centre and Mill Road, potential routes via Old Mill Road/Considine Road, River Walk or a new alignment will be considered and explored through further options assessment.

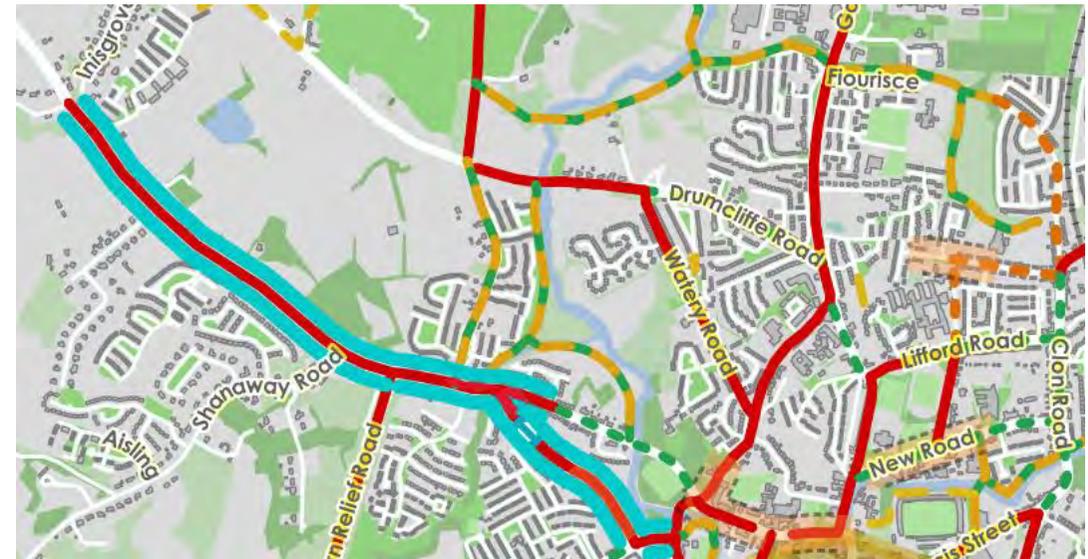


Figure 6-9: Proposed Active Travel Route

<sup>7</sup> Note as this is a National Road junction all TII requirements for works along the Lahinch Road and Roundabout will need to be complied with.

Quinn Road (R469) is a major link to the town centre as well as serving a number of employment sites and other destinations. Quinn Road/Station Road provides access to Ennis Railway Station, a point of particular importance for the LTP. In addition, it is a key route for Heavy Goods Vehicles (HGV) and other goods vehicles to access the Quinn Road Business Park, Doorra Industrial Estate and Ennis Mart. Safe active travel infrastructure is required given the prevalence of HGV traffic.

The LTP proposes an upgrade of the existing shared path from the railway line eastbound, and an extension to the Station Road/Clon Road junction. East of this path, segregated cycle tracks and footpaths are proposed as far as Bruach na hAbhainn. This will also provide access to Fr. Mc Namara Park (Clare Camogie Grounds). No changes to motor traffic routing are required.

These measures are considered achievable without changes to traffic management or significant widening of the road boundary. However the bridge over the River Fergus here is a considerable constraint, with either bridge widening, a cantilever active travel bridge, or a stop-go traffic light system alternating between cyclists and general traffic required. As with all routes, exact engineering details will be established at project stage with proposals in the LTP being indicative only.

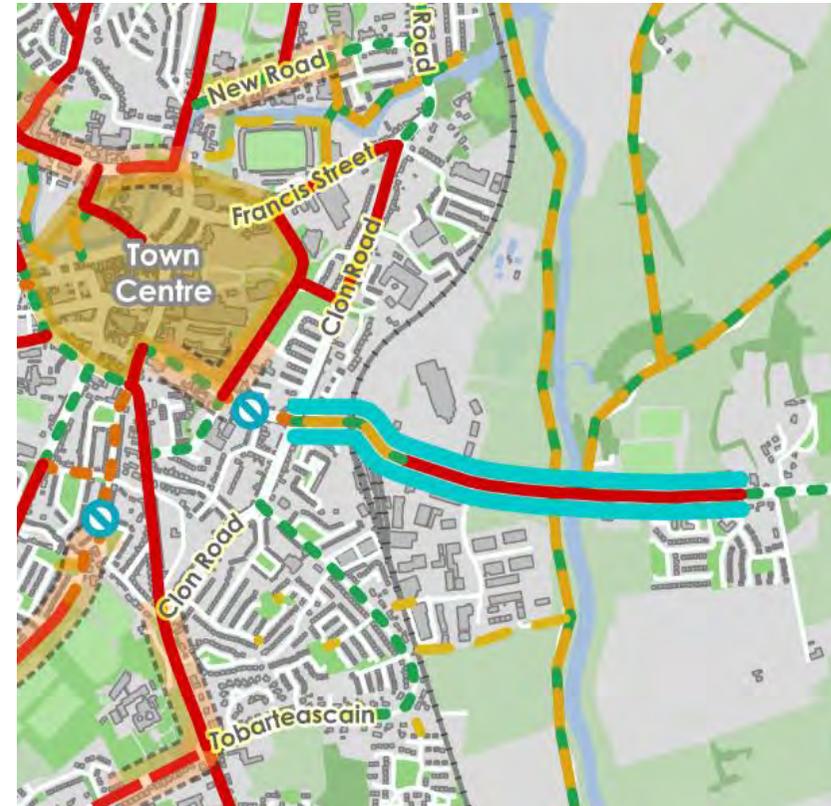


Figure 6-10: Proposed Quinn Road Active Travel Route

## 6.2.2 Other Off-Road Active Travel Routes

As part of the development of an integrated town wide pedestrian and cycle network, aiming to enable anyone living in the study area to travel to any other part of the study area safely and comfortably by active travel, all links in the network perform an important function. There are a number of links that are of strategic importance because they will serve a large number of people towards high demand destinations (such as radial trips towards the town centre covered above). This section will cover strategically important links that connect proposed active travel routes together or provide connections to important destinations that would otherwise require a large detour.

It is proposed that a number of strategic off road active travel routes be implemented. These routes aim to provide continued segregated connectivity to the town centre and key trips attractors of schools and employment zones while also serving as recreational/leisure routes for residents and visitors.

**Inch River off-road active travel route** will act as a north – south link for residents to the west of the town centre connecting Cusack Road to Drehidnagower Lower. This short route aims to fill a network gap and facilitate orbital journeys around the town centre. The link will begin west of the Drehidnagower Bridge and travel south along the border of Lissaniska and Glassan estates. From this point the off-road active travel route branches into two links with a new bridge over the Inch River with one arm connecting to Cusack Road west of the junction with Cloughleigh Road and the other travelling east around the estate of Victoria Court and intersecting with Cusack Road at the Inch River bridge crossing. This will help to reduce distances of walking and cycling to key trips attractors such as Lees Road Sport and Amenity Park and encourage a modal shift from the private car.

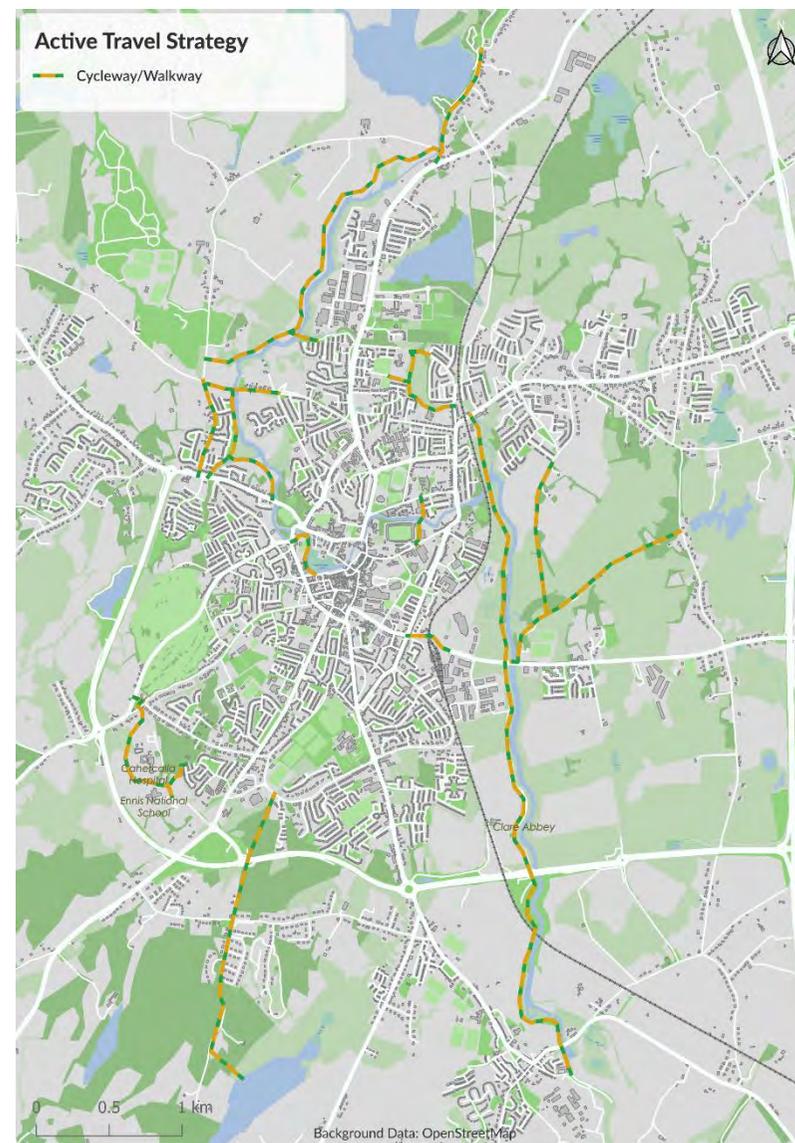


Figure 6-11: Off-Road Active Travel Routes

**Cornmarket Street** has a very narrow pinch point between Pound Lane and Old Mill Road with no pedestrian footpaths on the Northbound side of the road for a short section. This creates a road safety issue for pedestrians.

The LTP proposes in depth examinations of the Corn Store to explore options to enable safe and design compliant footpaths along Cornmarket Street while retaining two-way traffic, which will require realigning.. Footpaths will be provided from the Wood Quay/Old Mill Road junction to the Circular Road junction. .

To address cycling connectivity between Wood Quay/town centre and Mill Road, potential routes via Old Mill Road/Considine Road, River Walk or a new alignment will be considered and explored through further options assessment.

**Drumbiggle Road to Kilrush Road** which provide access to Ennis National School and St Flannan's College located in the south east of the town would benefit from improved active travel links to reduce the distance and time of orbital journeys.

The LTP proposes the development of an off-road cycleway & walkway to link Drumbiggle Road and the entrance to the new development adjacent to the N85 and golf course to Ennis National School through lands west of Cahercalla Community Hospital.

These routes aim to provide greater connectivity and safe segregated routes to the school by active means for existing residents and future residents of the proposed nearby Glenveagh development.

Further north, a link through Coote Park using an existing infrastructure safeguard via Phoenix Court and Waterpark Heights will provide another safe connection for active travel between Drumbiggle Road and Kilrush Road.

**River Fergus Greenway** the main route here provides a north – south connection stretching from Clarecastle village along the River's banks until the Tulla Road. Along this section access to the Quin Road Business Park will be provided through new links and connecting pathways through Cappahard will be upgraded. A continuous route from the Tulla Road poses significant engineering and environmental challenges to overcome the need to traverse the rail line. The route will join the Tulla Road cycle route, to pass under the railway line and then turn along Kevin Barry Avenue to continue on the Greenway. From this point access will be provided through to the schools of St. Anne's, St. Claire's and Gaelscoil Mhíicil Cíosóg before the Greenway connect to the Gort Road where new access points will be created to connect with Ennis Educate Together NS and nearby employment zones. The Greenway will then continue west to connect to Lees Road and associated sporting facilities and to the north continuing to the Ballyalla Lake via Ballyallia Grove. This is currently a proposed option and is subject to further feasibility studies and funding. This route aims to provide safe, segregated pedestrian and cycle route connection for residents throughout Ennis and Clarecastle to schools, employment sites and leisure facilities.

**Town Centre Riverwalks & Bridge** A new Active Travel Bridge connecting New Road to Francis Street running along the site of the recently redeveloped Ennis CBS is proposed to improve active travel permeability in the town. This bridge will greatly improve permeability to the town centre from the northern side of the town, and to the CBS and Rice College from the southern side.

Further measures within the town centre are covered in Section 6.2.

## 6.2.3 Improvements to Permeability

To allow for improved access to the proposed active travel corridors and planned bus services, a number of smaller interventions are proposed as part of the LTP.

Permeability links are short connections which remove barriers to walking and cycling to reduce travel distances. These are usually as simple removing small section of wall or providing a paved path through greenspace.

The LTP proposes a number of permeability enhancements to shorten travel distances and improve access to the core active travel network and public transport routes.

Figure 6-12 presents the permeability links proposed to be either upgraded or created. Upgrade of permeability links could include improved surfacing and widening to accommodate both people cycling and walking, as well as lighting to improve safety during the winter in particular.



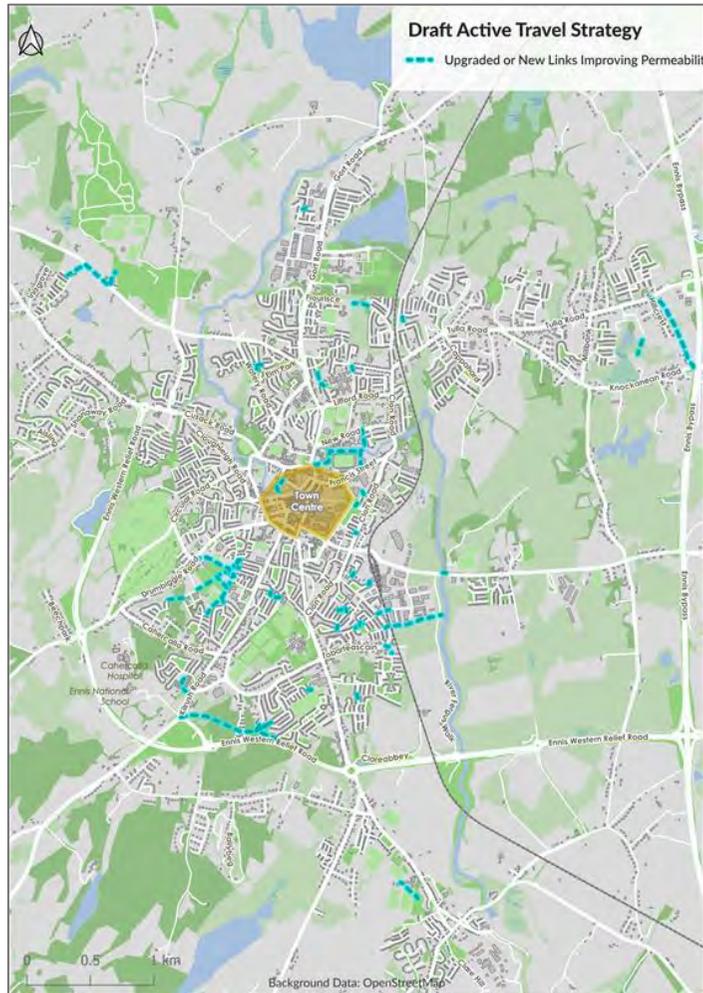


Figure 6-12: Upgraded and New Permeability Links in the Draft Active Travel Strategy

Some of the key proposed permeability links are:

- The LTP recommends the opening of a link to Ennis Railway Station from College Park to increase accessibility to public transport and support sustainable multi-mode journeys. This would require consultation with CIE and Irish Rail.

- A number of links are proposed around Tobairteascáin to reduce active travel distances for short trips in this area.
- Permeability links to the Killaloe Diocesan Lands from the Kilrush Road direction as part of the master planning of these lands.
- A number of links through the Showgrounds are proposed which will improve access to/from the town centre and improve connections between Drumbiggle Road and Kilrush Road, including onward to St. Flannan's College and Ennis National School.

An example of the impact of permeability links is provided in Figure 6-13 below. The bridge from New Road to Francis Street proposed in the LTP would halve the travel distance from Francis Street to the CBS/Rice College site. These types of reductions in travel distances make walking and cycling significantly more viable.



Figure 6-13: Permeability improvement impact example



## 6.2.4 Summary

The LTP proposes a step change in the provision of active travel infrastructure in Ennis through the provision of primary active travel corridors with segregated cycle lanes, improved permeability and enhancements to pedestrian infrastructure around the town.

The LTP active travel measures proposed will allow those who wish to wheel, walk or cycle to move about the town in safety and comfort.

In all, the Active Travel schemes proposed would deliver:

- Proposed Number of Schemes: **116**
- Combined Length of All Proposals: **75km**
- Combined Length of All Proposals by Category:
  - Segregated Cycle Tracks & Footpath Upgrades: **31km**
  - New and Upgraded Permeability Links: **5.9km**
  - Footpath Upgrades and Traffic Calming: **11.7km**
  - Cycleway & Walkway: **18.6km**
  - Bridge: **0.6km**
  - Quietway: **3.4km**
  - School Zone: **2.7km**





## 6.3 Town Centre

### 6.3.1 Introduction

A key goal of the LTP is to create a thriving town centre that is accessible, safe and comfortable for all users. The town centre needs to support businesses while also creating a meeting place and venue to spend time in. An objective of the LTP is "To improve and create a more appealing town centre environment for pedestrians and reduce harmful air and noise pollution from vehicles".

Options to increase the attractiveness and vibrancy in the town centre have been developed and refined through the LTP process. This process has built on projects undertaken by Clare County Council in recent years to improve the town centre, most significantly public realm interventions on Parnell Street and ongoing works on O'Connell Street and High Street.

This section covers the LTP Town Centre measures which are proposed to be delivered in phased approach over a 15 year period, which is detailed at the end of the section.

Principles for the development of the town centre were developed in collaboration with Clare County Council based on the LTP objectives and are the following:

- Placemaking Approach
  - Create a thriving town centre
- 10-minute town concept
- Implement Modal Hierarchy in town centre
  - Attractive, pleasant and safe pedestrian environment
    - Including pedestrians with disabilities and wheelchair users
  - Cycling and Public Transport Networks/Routes
  - Supporting Traffic Management Measures
  - Maintain vehicle access to town centre car parks and disabled badge parking

### 6.3.2 Ongoing Projects

A number of measures to improve the town centre are at various stages of development by Clare County Council. These projects are presented in the graphic on the following page and include:

- Mobility Hub at Museum-Friar's Walk Car Park
  - Improved access to and interchange between bus services
- Residential development on Francis Street

Following on from public consultation, engagement with elected members and relevant stakeholders, it has been decided that the Abbey Riverside and Harvey's Quay transformational sites together with the proposed Post Office Field boardwalk proposals are no longer under consideration as part of the Ennis LTP.

Clare County Council is in the process of upgrading the streetscape of core town centre streets. During the COVID-19 pandemic restrictions, a significant public realm project was completed on Parnell Street and the Town Laneways and Bow-ways. Following on from this project, the Ennis Public Realm Regeneration Project is currently under construction which will upgrade the streetscape and provide a shared space pavement on High Street, Bank Place, O'Connell Square, O'Connell Street, Old Barrack Street and Barrack Square.

In collaboration with Clare County Council, these projects were assumed in the 'Do Minimum scenario' for the Town Centre, in that they would proceed regardless of the LTP. All LTP Town Centre measures therefore aimed to build off these interventions to create a wholistic plan for the town centre.



### 6.3.3 Town Centre Strategy

A number of transport planning and placemaking concepts which were used in the development of strategy for Ennis Town Centre will be described here to make proposals in the strategy clearer.

#### Through Traffic

'Through Traffic' is when motor vehicles can drive from one end of a road to the other, or from one end of an area to another. Removing through traffic usually takes the form of a 'traffic filter' on a road or street, where vehicles can drive up to this filter, but not through it, so they must either turn before they reach it or turn around at that point. The idea with the removal of through traffic is to move through traffic from streets where it is less appropriate onto more arterial roads, while maintaining vehicle access at all times for people who are accessing the town for work, shopping, deliveries etc. Modal filters are a common traffic calming feature to reduce through-traffic. A key benefit will be quieter, safer roads with less traffic and pollution. It also frees up road space for improved public realm e.g. planting, seating, outdoor dining.

#### Timed Pedestrian Priority

Implementing 'pedestrian priority' measures on a street involves the restriction of motor traffic from a street for certain hours of a day, while maintaining vehicle access during other times.

Pedestrian priority opens up a street for pedestrians by making it safe to use the middle of the street without mixing with traffic. This is particularly beneficial for people in wheelchairs, using mobility aids, pushing buggies and all people who need more space than is provided by footpaths. It benefits all people on a street by creating a quieter, more relaxed area without air or noise pollution. Clare County Council has implemented timed pedestrian priority along O'Connell Street with vehicles restricted from using the street except from 06.00 to 11.00 to permit deliveries and service

activities, outside of these hours the street is fully pedestrianised from 11.00 to 06.00..

#### Phased Approach

Implementation of the town centre strategy is proposed on a phase based with the full plan implemented by 2040 in alignment with the Ennis 2040 plan.

The phased implementation of the plan involves:

- Phase 1 – 5 years
  - Time Pedestrian Priority on O'Connell Street to Station Road (moving to Full Pedestrian Priority during Phase 1)
  - A Delivery and Service Strategy for O'Connell Street will be developed on foot of information gathered during the one-to-one consultation with businesses during the consultation for the implemented timed pedestrian priority..
  - Left turn ban from the top of Abbey Street (except deliveries)
  - Modal filter on Old Friary Lane
- Phase 2 – 5-10 years
  - Pedestrian Priority on O'Connell Street, timed access for deliveries
  - Introduction of timed pedestrian priority on Abbey Street, High Street, Salthouse Lane, eastern end of Bank Place, western end of Francis Street
  - Market Square Public Realm Project
  - Modal Filter on Cabey's Lane to facilitate cycle circulation
- Phase 3 – 10-15 years
  - Pedestrian Priority on O'Connell Street, Abbey Street, High Street, Salthouse Lane, eastern end of Bank Place, western end of Francis Street with timed access for goods vehicles

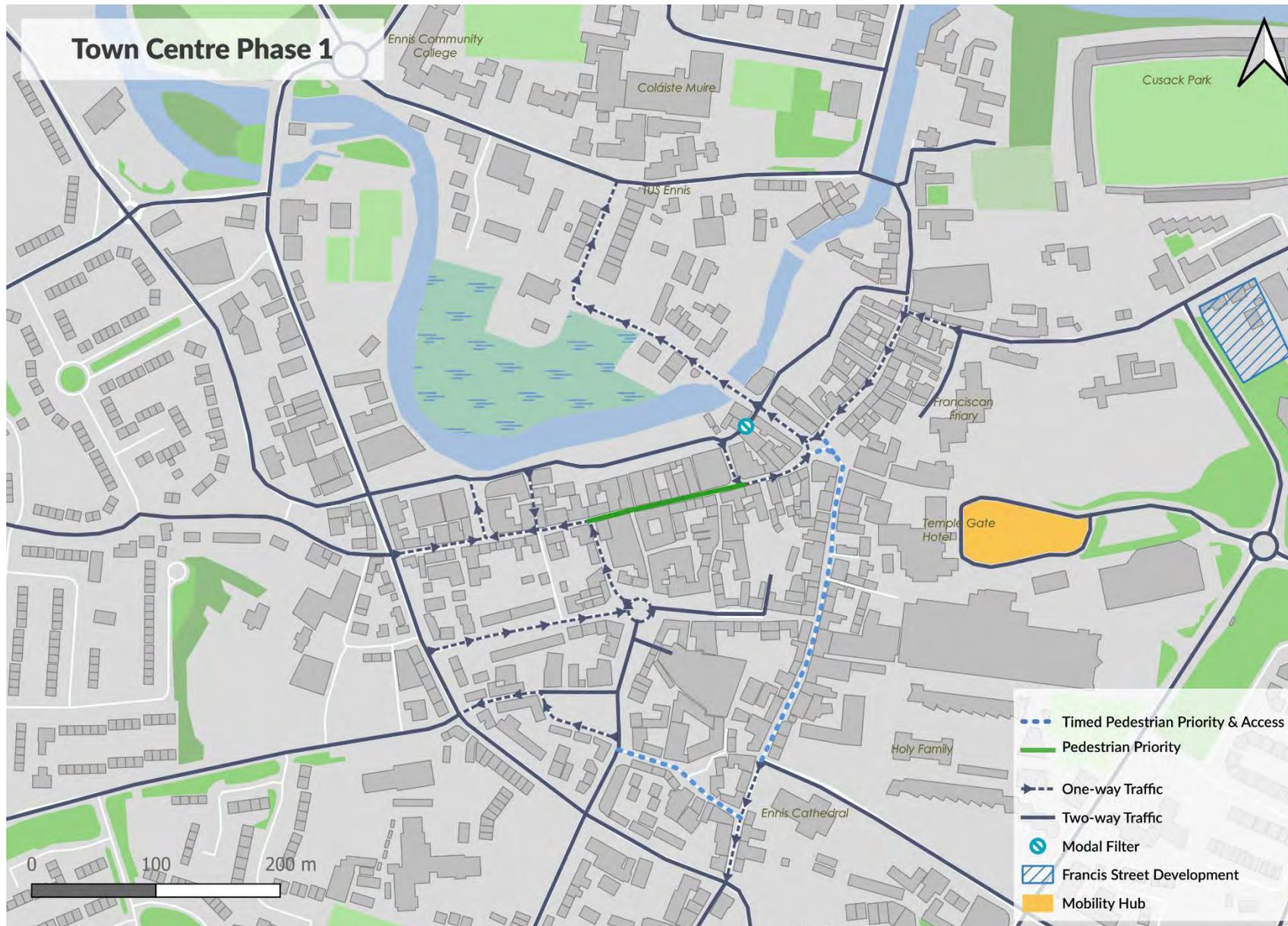


Figure 6-14: Phase 1 Town Centre Strategy

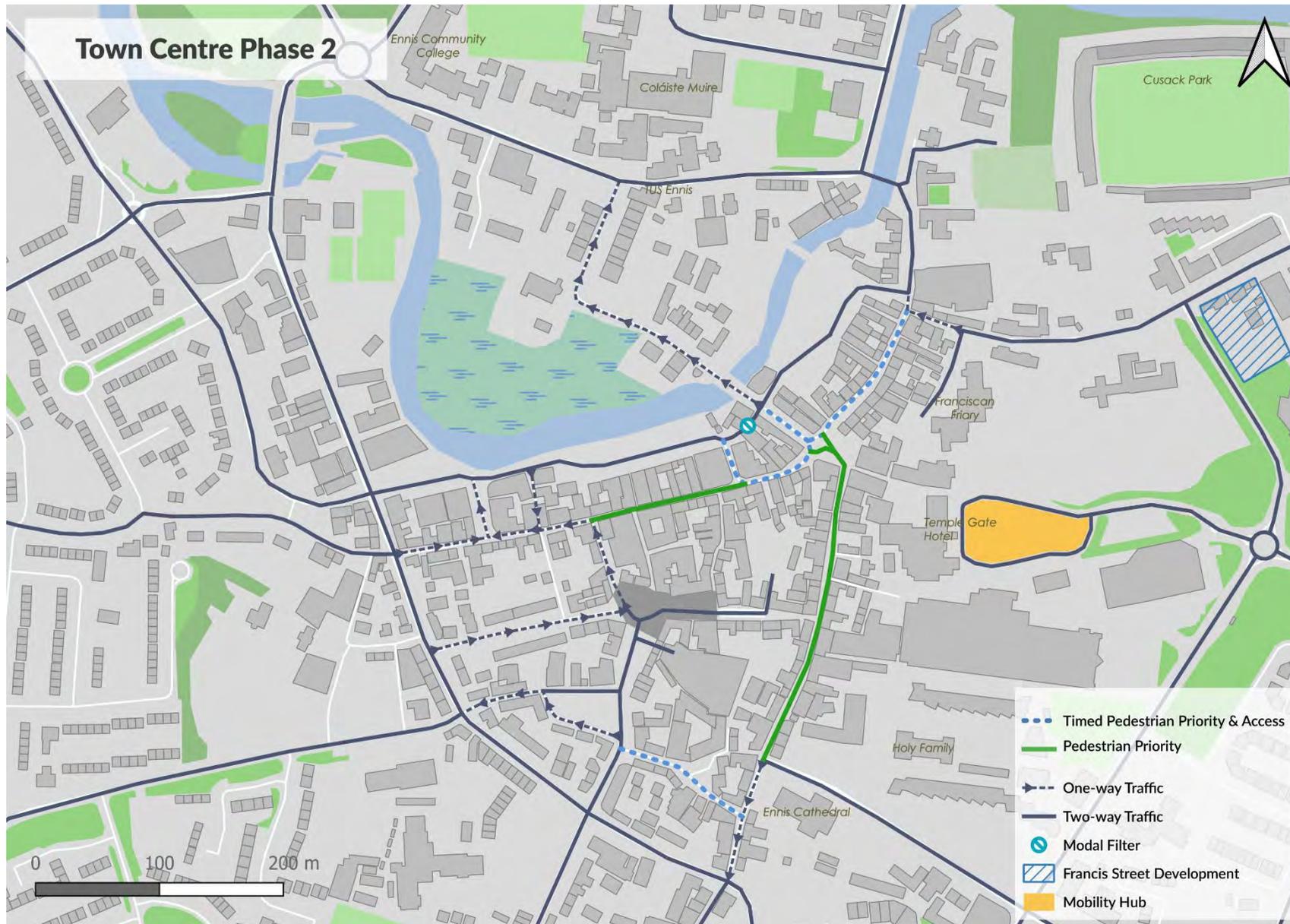


Figure 6-15: Phase 2 Town Centre Strategy

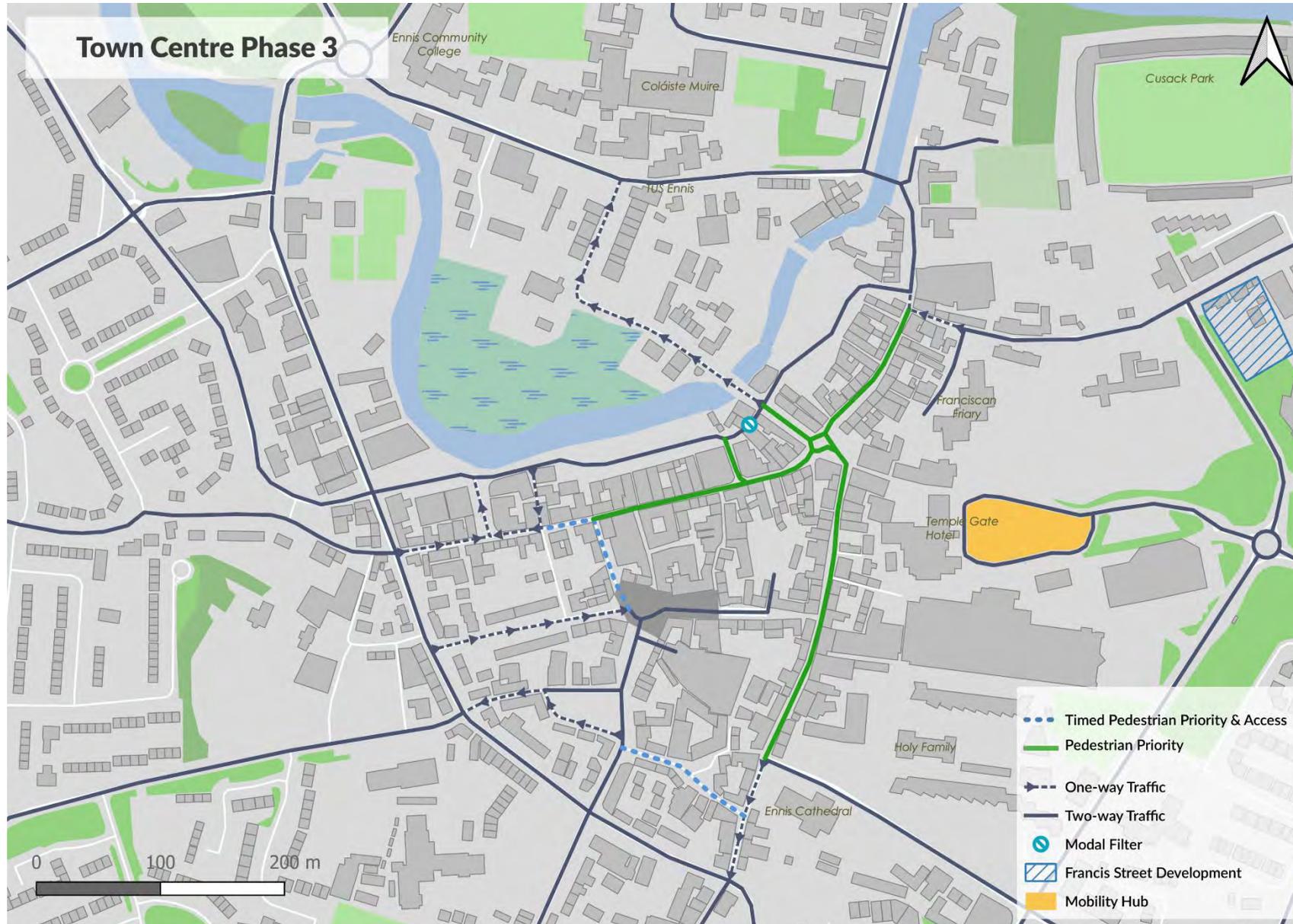


Figure 6-16: Phase 3 Town Centre Strategy

## Management of Through Traffic

Over the lifetime of the LTP, using the town centre as a way to get from one side of the town to the other will be restricted through three traffic management changes. Drivers will still be able to access all car parks within the town centre to allow continued access for shopping, leisure activities, etc. The aim of this proposal is to reduce the amount of traffic, and noise pollution, on town centre streets, resulting in a more attractive space to spend time. These types of trips increase traffic on narrow streets creating a less welcoming environment without adding to the number of people shopping, socialising, and spending time within the town centre. An Inner Circulation Route for motor traffic is proposed in the Traffic Management and Roads section of the report, traffic can use this alternative route rather than driving through the town centre. The changes to traffic management proposed are as follows:

- No left-turn from Abbey Street to O'Connell Street
- No Straight Ahead at Cabey's Lane
  - This could be timed to suit deliveries
- No Straight Ahead on Old Friary Lane
  - This could be timed to suit deliveries

## Access to Car Parks

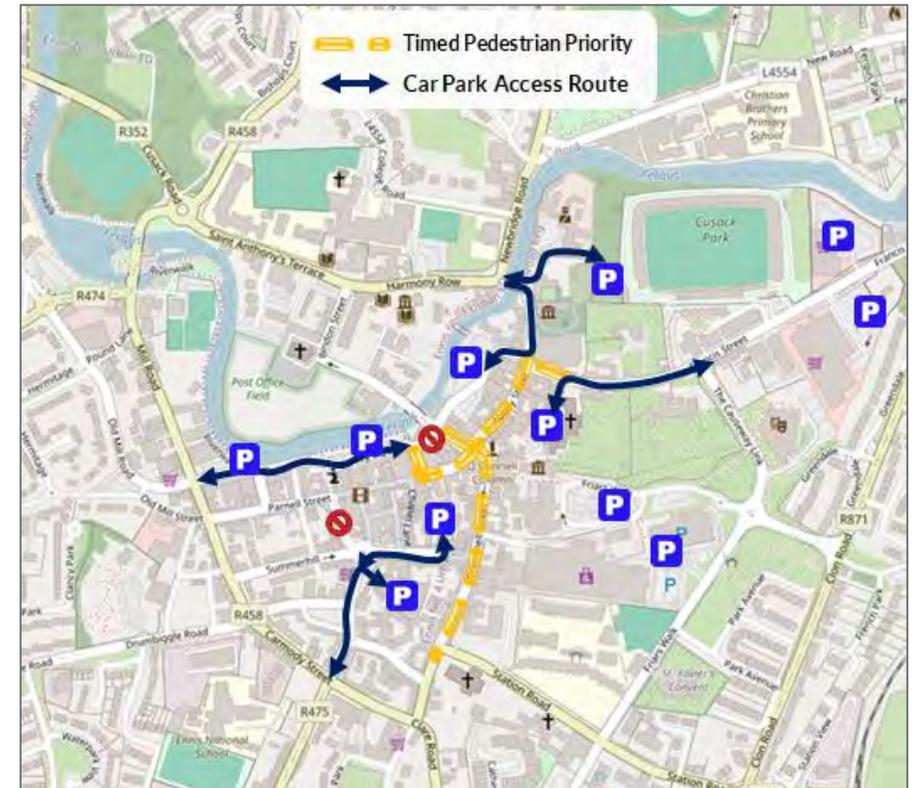


Figure 6-17: Access to Car Parks Maintained under Town Centre Strategy

Access to all car parks is maintained under the Town Centre strategy including when Timed Pedestrian Priority may be in operation. Generally to exit car parks, drivers will turn around within the car park and exit the town centre the way they came in. This will be the case when all LTP measures are in after Phase 3, for example the restriction on Cabey's Lane is not proposed place for implementation until Phase 2.



### Timed Pedestrian Priority

Over the lifetime of the LTP, Timed Pedestrian Priority is proposed along Francis Street (between the Friary and Abbey Street), Abbey Street (south of Francis Street), O’Connell Street (north of Station Road), High Street, and Salthouse Lane. This will build on the restriction of through traffic by opening up the entire street to pedestrians and business owners. For timed periods throughout the day, pedestrians will be able to escape narrow footpaths and walk in the middle of the street, and businesses who choose to do so can “spill out” onto the street through the use of outdoor displays or street furniture. All car parks would remain accessible at all times and due to the timed nature of this intervention, deliveries can be facilitated in the morning and evening, outside of pedestrian priority times. Additionally, it is proposed to develop a delivery strategy for the town centre, collaborating with traders on their needs.

The LTP proposes the introduction of pedestrian priority on a phased basis for Francis Street, Abbey Street, O’Connell Street, High Street and Salthouse Lane.

### Public Realm Upgrades

Opportunities in addition to those proposed under the Ennis 2040 Economic and Spatial Strategy to create a more pleasant and welcoming public realm in the town centre were identified through the LTP process. The most significant of these was Market Square, also known as the Market, where what was previously a large market area is now a wide roundabout serving wide traffic lanes, with no formal pedestrian crossings. There is an opportunity to rationalise the road space here – while maintaining motor vehicles access to car parks and for deliveries – and vastly increase footpaths, greenery etc. as well as provide safe pedestrian crossings. A smaller area identified for improvements is the Abbey Street/Francis Street/Abbey Street Car Park junction to widen footpaths and provide safe crossings.

The LTP proposes public realm upgrades at a number of places, including Abbey Street, Francis Street and the Market.



### Parking

Ennis has more than 2,700 town centre parking spaces mixed between private and public, short term and long term, and on-street and off-street. The current off-street parking, approximately 1,750 spaces, is shown in Figure 6-19. There is a proposal for an additional 200 spaces at GAA Cloister.

A 2022 report by Momentum<sup>8</sup>, found that the required parking provision in Ennis was overestimated in the Car Parking in Ennis (2008) report with predicted growth in private car ownership significantly higher than observed trends as potential mode shift was not considered. The report also found that the two multistorey car parks at Dunnes and Market Street were underutilised. The report estimated that there was a spare capacity of approximately 390 parking spaces across the town centre.

Count data collected in 2023 backed up this finding for the Market Street carpark which had a peak occupancy of approximately 65% and a daily average of approximately 40%. The Dunnes car park was found to have an average occupancy of approximately 65% but was at capacity between 11am and 1pm.

The Momentum report recommended the introduction of a tiered pricing structure, with daily/weekly rates for long term parking and pricing zones developed based on proximity to the town centre and trip purposes for short term parking. It is also suggested that commercial (employee) permit holders be allocated parking at Park and Stride sites to focus central parking for shorter term stays. The LTP recommends that this is introduced alongside new Park and Stride facilities, also identified in the Momentum report, see Section 6.1.1, to encourage a shift away from town centre parking.

To support the introduction of pedestrian priority, the LTP proposes that council owned car parks increase the provision of parking for holders of a Disabled Persons Parking Permit through reallocation of existing spaces, ensuring equitable access to the town centre for those unable to use Park and Stride.

The LTP suggests the introduction of the paid parking strategy proposed in the Momentum report along with the reallocation of council owned town centre spaces to Disabled Person Parking Permit holders.



Figure 6-18 Existing Parking Facilities in Ennis

<sup>8</sup> Ennis Pedestrian Friendly and Park and Stride Assessment, Momentum, 2022

## Cycling Strategy

The core of the Town Centre strategy is ensuring a vibrant future for Ennis with a centre that's an attractive destination, one that people will want to travel to spend time in. The LTP proposes a core of Pedestrian Priority streets with a spine through Abbey Street and O'Connell Street. To maximise this aspect of the strategy, in general, cycling will not be allowed on pedestrian priority streets.

However, given the lack of space on Carmody Street for cycling infrastructure and lack of alternative routes for motor traffic, a key aspect of the proposed Active Travel network is for cyclists travelling from one active travel route to another, e.g. from the Clare Road to the Gort Road, will travel via the town centre.

To maintain Pedestrian Priority streets free from cycling and also enable safe cycling trips through the town centre, ensuring that alternative modes of travel to driving are available for all trips, the volume of traffic on some key links is proposed to be reduced to enable safe trips for cyclists mixing with general traffic.

A key priority for the Active Travel network is to serve school trips, which will have great advantages for the town in providing alternative modes of travel to school and reducing school traffic. For this to work, the town centre must be safe for travel by school children.

These restrictions on traffic are only proposed when the radial cycling infrastructure feeding into the town centre are constructed. Figure 6-19 to the right shows how traffic filters on Cabey's Lane and Old Friary Lane create Low Traffic Routes which are safe for use by cyclists. The modal filter on Old Friary Lane creates a Low Traffic Route from Wood Quay to Club Bridge, once the radial cycle routes in the town are constructed. The filter on Cabey's Lane links this route to the Market.

A good volume of high-quality, secure bicycle parking will be required to supplement this cycling strategy in the town centre. Parking will need to be distributed along the proposed cycle routes. In addition, the provision of a dedicated free indoor parking facility is recommended, replicating the Drury Street model in Dublin.

The LTP proposes a number of measures to support cycling through the town centre away from pedestrian priority streets. This will need to be supported through the provision of sufficient cycle parking along the route. In addition, the LTP proposes looking at options for an indoor secure cycle parking facility.



Figure 6-19 Cycling Routes in the Town Centre Strategy – Long Term



## 6.4 Public Transport

Measures in the LTP relating to public transport have followed evidence from the baseline assessment and baseline consultation, a review of proposed measures including the town bus service, and workshops with Clare County Council and the NTA. The flagship public transport measure included in the LTP is the town bus service.

The proposed measures are aimed at providing enhanced connectivity, improved passenger information and waiting environment and interchange facilities. This package of measures aims to encourage journeys by public transport both within the Study Area and to outlying settlements and other regional towns and cities, thus encouraging a mode shift from the private car to sustainable travel. Appendix A contains a table of all Public Transport Measures proposed as part of the LTP for Ennis, and an overview of the key measures in contained in the following section of the report. The key public transport measures are described below and include:

- Planned town bus service
- Improved regional and national bus services
- Improved rail transport provision
- The creation of a multi-modal transport hub
- Promote awareness of Local Link services







Current Proposed Routes are:

### NS1

Route NS1 runs between the Ballymaley Business Park and Clarecastle south of Ennis with a service every 30-minutes in both directions. It serves the R458 Gort Road passing the Gort Road Business Park and entrance of Ennis Hospital, traverses Lifford Road and Clon Road towards the town centre. It travels along Frances Street and Friars Walk to access the proposed Museum Friars Walk Mobility Hub before continuing along Bothar na Trocaire and Station Road to serve Ennis Railway Station and rejoin Clon Road and continue south of the town to terminate at Clarecastle via the Clare Road passing St. Flannan's College en route. The route will provide an alternative for north-south vehicle movements through the town connecting residential areas to the town centre, schools and employment sites.

### NS2

Route NS2 will run between the Shanaway Road and Tulla Road with a service every 30-minutes in both directions. Begins in northwest of the town on the Shanaway Road and travels inbound along the route past the residential area of Drumcliff Road & Brookville before turning south along Cloughleigh Road passing Scoil Chríost Rí. It will travel through the town centre along Carmody Street and turn south along Kilrush Road down to the Westgate Business Park and Ennis Hospital Outpatient Department. From here it will travel along St. Flannan's Drive before moving north to the town centre via Clare Road following the route of NS1 to serve Ennis Railway Station and Museum – Friars Walk. It deviates from the NS1 at the junction of Clon Road and Lifford Road to continue east along the Tulla Road terminating before the M18. NS2 will connect Ennis town centre, education sites and retailers to several large residential areas.

### NS3 (Future Route)

Route NS3 is a potential future route for the town bus services that would begin along the Lahinch Road in a similar location to NS2 but travel through the town via Cusack Road, Harmony Row and New Road serving the majority of town centre schools. At the junction with New Road and Clon Road it would follow the same route as NS1 and NS2 to serve Temple Gate and the Railway Station and then continue east along the Quinn Road to terminate at Doora Industrial Estate. NS3 would provide direct connections for proposed residential development along the Lahinch Road to education and employment sites in addition to the town centre. The progression of NS3 is to be assessed once NS1 and NS2 have been implemented and evaluated.

There would be a suitable number of stops along each route, the locations of which have not been finalised as of yet. An appropriate level of bus stop waiting infrastructure & passenger information would be provided at each designated stop in line with NTA standards. The LTP supports the delivery of the Ennis town bus services.

Appendix A contains a table of all Public Transport Measures proposed as part of the LTP for Ennis. Included in these measures are proposals to investigate areas, particularly at junctions where bus priority measures would benefit run times and reliability of the town bus services. This would take place after the services have had a chance to “bed in” and the proposals would be in addition to the bus priority measures proposed as part of modal filters on Cloughleigh Road and Station Road in the Active Travel Strategy. Another measure proposes a review of frequencies on the proposed town bus services, with a view to increasing the frequency and capacity of the services. These measures were proposed after the implementation of services as the first priority for both Clare County Council and the NTA was to implement the services as currently planned and funded.

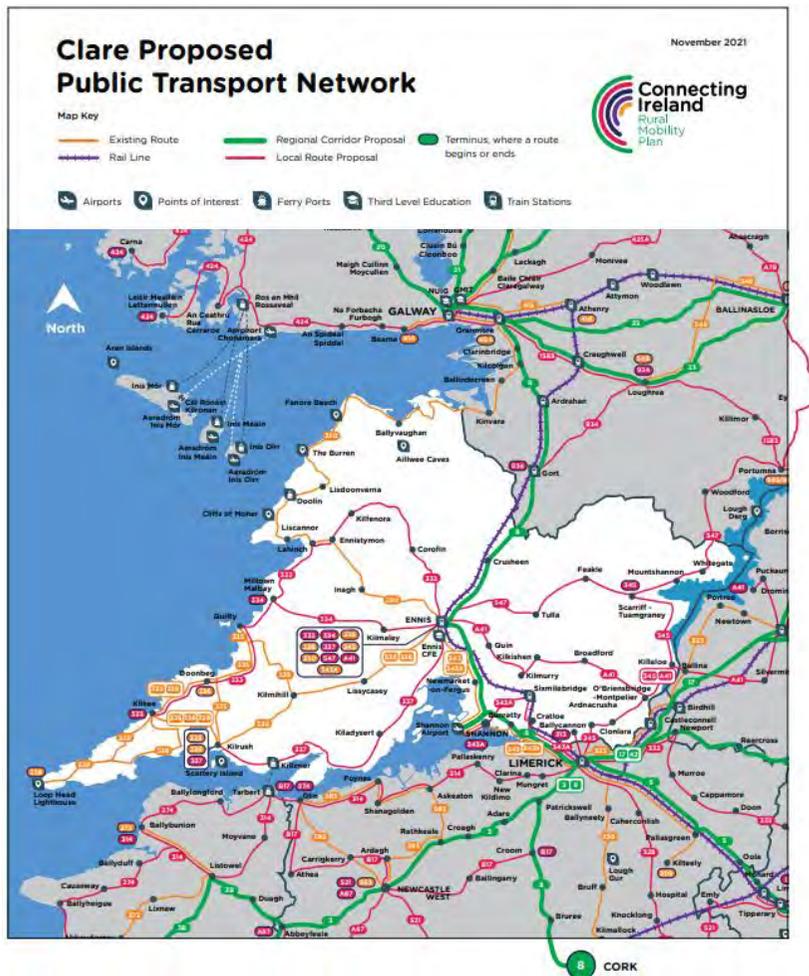


Figure 6-21: Proposed Connecting Ireland Services in Clare

### 6.4.2 Improved Regional and National Bus Services

The provision of bus services is not within the control of Clare County Council and is therefore largely outside the scope of the LTP. In terms of regional connectivity for bus services to and from Ennis, the LTP supports the delivery of the NTA’s Connecting Ireland proposals<sup>9</sup>, wherein the NTA has defined its short term-strategy for the development of rural bus services. These measures will bring an increased level of public transport service into the town, increasing the attractiveness and viability of bus-based public transport across a range of journey purposes. The strategy includes services operated by commercial operators such as Dublin Coach. The figure, left, illustrates the routes proposed for Ennis classified as follows with further detail provided in the table below.

- **TFI Local Link Routes:** TFI Local Link routes available in Ennis offer once daily to six return trips a day to neighbouring and regional towns such as Lisdoonvarna, Kilrush and Flagmount. In addition, services to Limerick from the town serve Broadford and Quin en route, with additional demand responsive services in operation to cater for local demand within the town area between key sites. In total up to 17 services operate throughout the week with specific evening routes available for Friday and Saturdays.
- **Existing Routes:** No significant changes are planned to these routes. As the public transport network develops, and as more people travel more often and more widely by public transport, the NTA will continue to review their usage and take steps to ensure their continued fitness-for-purpose. For Ennis, the existing routes include the 317, 318, 330, 331, 333, 335, 336, 337, 342, 344, 350.

<sup>9</sup> Further details on Connecting Ireland can be found at: <https://www.nationaltransport.ie/wp-content/uploads/2023/04/Connecting-Ireland-Proposed-Network-Maps-2021.pdf>



- **Local Route Proposals:** Local routes connect smaller towns and villages and their rural catchments with nearby larger towns. This will improve access to the range of services available in larger centres, at more useful times of the day and week, for those living in rural areas and smaller villages. It will also permit transfer to Regional Services to travel onwards, with timed reliable connections.
- **Regional Corridor Proposals:** Regional Corridors generally operate along main roads, connecting cities and large towns and any settlements en route. Corridors can consist of several routes, some provided commercially and some by PSO operators. Some run the full length of the corridor between places, and some, only on sections. Connecting Ireland will improve the level of service during the core day, evenings and on weekends on Regional Corridors. They will do this by liaising with existing service providers. New services may be added, or existing services improved<sup>10</sup>.

Note that the proposals below date from 2021 and are evolving as the NTA, Local Link Limerick Clare, and other operators collaborate to implement the Connecting Ireland programme.



<sup>10</sup> Image (right) courtesy of Local Link Limerick Clare



Table 6-1: Connecting Ireland Routes

ROUTE NO.	CONNECTING	SERVING	CONNECTING IRELAND PROPOSAL
Regional Corridor Proposals			
8	Galway	Cork	Oranmore, Ennis, Shannon, Limerick, Mallow and other places en route  This corridor is currently served by routes 51, 251 and 300. We propose to provide additional services and a better integration of routes along this corridor with a minimum service Regional Corridor frequency of 30 minutes
Local Route Proposals			
333	Ennis	Kilkee	Corofin, Ennistymon, Milltown Malbay and other places en route  We propose an increase in frequency of route 333 from Kilkee to Ennis. Minimum service of 4 return trip Monday to Saturday, 3 return trips on Sunday
334	Ennis	Milltown Malbay	Kilmaley and other places en route  We propose a new route from Ennis to Milltown Malbay via Kilmaley. Minimum service of 3 return trips a day.
337	Ennis	Kilrush	Kiladysert, Killimer and other places en route  We propose an increase in frequency of route 337 from Ennis to Kilrush. Minimum service of 3 return trips a day
547	Ballinasloe	Ennis	Portumna, Whitegate, Scarriff, Feakle and other places en route  We propose an extension of route 547 from Portumna to Ennis via Whitegate, Scarriff and Feakle. Minimum service of 4 return trips a day.
A41	Ennis	Dromineer	Kilmurry, O'Briensbridge, Montpelier, Killaloe, Ballina, Nenagh and other places en route  We propose a new route from Ennis to Dromineer via Broadford, Killaloe, Silvermines and Nenagh. Minimum service of 3 return trips a day.

### 6.4.3 Rail Transport Provision

Similarly to the provision of interurban bus services, the provision of rail services is outside the scope of the LTP. However, the LTP supports increased rail service for Ennis as recommended by the All-Ireland Strategic Rail Review, and includes a number of measures to support increased use of rail from the town.

As set out in Section 6.2 Active Travel, the Draft Ennis Local Transport Plan contains a number of active travel measures which will enhance access to the rail station for pedestrians and cyclists. In addition, the proposed town bus routes will directly serve the train station which will substantially improve access for residents in Ennis and its environs supporting multi modal public transport journeys.

Whilst the delivery of enhanced rail services is not within the scope of the Local Transport Plan, Clare County Council will work proactively with Irish Rail and the NTA to improve timetabling and frequency on the Limerick to Galway line to further increase sustainable transport options for residents of the study area and wider hinterland.



Figure 6-22 All-Ireland Strategic Rail Review Proposals including Ennis



Clon Road/Station Road Junction  
Potential Layout



#### 6.4.4 Bus Station & Mobility Hub

A mobility hub is a conveniently located place which provides access to a range of sustainable mobility options, and easy interchange between modes. An example would be the provision of safe bike parking to enable someone to cycle and then take a bus for an onwards trip to Limerick. Successful mobility hubs are normally supplemented with a range of travel information and supporting facilities to make the interchange a comfortable and seamless user experience.

A range of factors contribute to the identification of an appropriate location for a mobility hub, these include:

- **Public Transport:** Routing of existing public transport services (Bus and Rail)
- **Accessibility:** Provision of actively travel infrastructure, particularly for those with a mobility impairment
- **Density:** Sufficient density of residents and businesses in the area to create a demand
- **Safety and Activity:** Visibility of the area to passing pedestrians / transport users
- **Space:** Sufficient room on site to accommodate the needs of all integrating modes and supporting facilities, including aspects such as dropping and collecting facilities, available car parking etc.
- **Growth:** Site is supported by future growth proposals

With these characteristics in mind, Friars Walk Car Park in Ennis town is well placed to serve as a mobility hub. It has space for shared mobility modes and public realm upgrades and is located in close proximity to the town centre and prominent sites of Cusack Park Stadium and Ennis Shopping Centre. In combination with the town bus services and existing interurban bus services to Limerick and Dublin, this could support increased sustainable trip making to work, retail and event sites with the possibility for bike rental services and improved bike parking facilities encouraging bus and

cycle trips. In addition, the existing Ennis Coach Park in Friar's Walk provides direct access to the town centre for many tourist busses which would be enhanced through the provision of the mobility hub.

The ultimate design of the mobility hub will respond to the specific setting in Ennis and will need to be developed in a collaborative way with input from various stakeholders and interest groups. The LTP supports the creation of a Mobility Hub at Friars Walk Car Park to encourage sustainable trip making and reduce reliance on the private car.

## 6.5 Traffic Management and Road Infrastructure

### 6.5.1 Traffic Management

A number of traffic management arrangements have been proposed within the study area to support the incoming town bus service, walking, cycling and public realm improvements. While the modal hierarchy emphasises that pedestrians and cyclists are to be prioritised an effort has been made to maintain two-way motor traffic where possible. This has resulted in a limited number of proposed alterations to traffic management in the town that promote sustainable travel and facilitate vehicle trips around the town via an inner orbital loop. These changes are listed below, and the proposed traffic arrangements are presented in a figure under this list.

- Time Limited Pedestrian Priority O'Connell Street (Phase 1), Abbey Street, High Street, Salthouse Lane, and short sections of Francis Street and Bank Place (Phase 2).
- Implementation of modal filters and turning restrictions at key points to minimise through traffic of the town centre while maintaining all car park access along designated routes (Phase 1 & 2).
- Modal Filter allowing local access for motor vehicles, buses, cyclists and pedestrians through at Cloughleigh Road pinch point (Phase 1).
- Modal Filter allowing only buses, cyclists and pedestrians through on Station Road west of Árd na Gréine (Phase 2).
- Modal Filter allowing only cyclists and pedestrians through on Turnpike Road south of Dalcassian Drive (Phase 2).
- Modal Filter allowing only buses, cyclists and pedestrians through on Harmony Row east of Bindon Street. This measure is intended as a long term measure to support future bus routes (Phase 2).
- One-way inbound on Drumbiggle Road between Cahercalla Road and the Showgrounds (Phase 2).

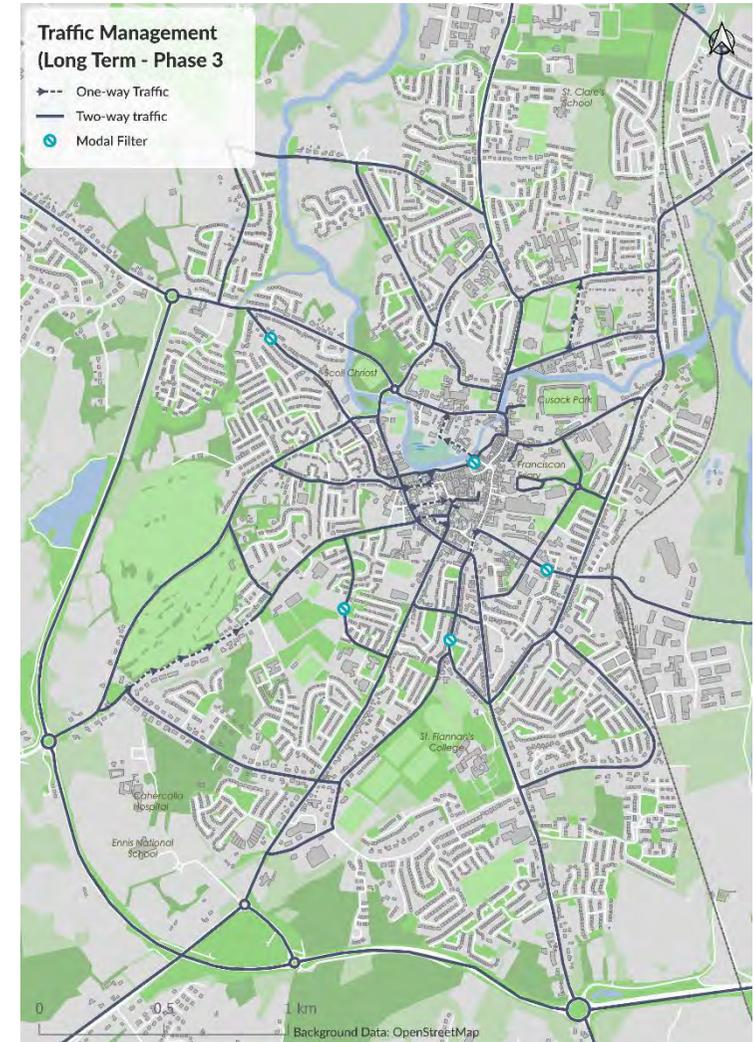


Figure 6-23: Proposed Traffic Management for Ennis



## 6.5.2 Junction Upgrades<sup>11</sup>

The Ennis LTP also proposes the upgrade of a number of junctions to be completed as a matter of priority throughout the town to improve safety for all road users.

The current road and street network in Ennis is often difficult to traverse for pedestrians and cyclists, with few formal crossings provided in the town, and most junctions featuring wide turns for cars, leaving long crossing distances for pedestrians and creating hazards to cyclists from turning vehicles.

There are a few junctions where conditions are particularly substandard and a small number of these have been chosen as priorities for upgrade in the short term. These standalone upgrades should provide (or provide passive provision) where possible for the future proposed cycle tracks where applicable. This list is not exhaustive, and indeed all junctions should be safe and comfortable to cross for people walking and cycling in the town - as the active travel measures illustrated are delivered, all junctions along these routes will be reviewed and upgraded to provide safe access for pedestrians and cyclists.

The junctions identified as priorities for active travel upgrades in the short term are:

- Gort Road/Highfield Park (Hospital Roundabout) – A revised junction design, enabling for safe pedestrian and cycling movements, will be considered following detailed modelling. In order to address impacts on traffic flow and congestion, modelling assessment will include the full section of road from Ivy Hill/Gort Road junction to the Hospital roundabout.
  - Potential to provide bus priority here for town bus service

- Gort Road/Lifford Road – reconfiguration into three arm signalised junction with enhanced pedestrian and cycle facilities
- New Road/Tulla Road – reconfiguration into three arm signalised junction with enhanced pedestrian facilities
- New Road/Steele’s Terrace – reconfiguration into three arm signalised junction with enhanced pedestrian facilities and provision for cyclists
- Clon Road/Station Road - reconfiguration into four arm signalised junction with enhanced pedestrian facilities
- Clareen Roundabout – upgrade of roundabout to provide safe active travel crossings. Work on this by Clare County Council and TII is underway.
- Tulla Road/Lifford Road - reconfiguration into four arm signalised junction with enhanced pedestrian facilities
- Clareabbey Roundabout - upgrade of roundabout to provide safe active travel crossings. This is included in the Clare Road Active Travel Scheme which is at design stage.
- Shanaway Road/N85 – upgrade of junction to provide safe active travel crossing and reduce congestion. Project at tender stage.
- Clon Road/Friar’s Walk - Junction by Glór/Greendale, upgrade junction to provide safe pedestrian crossings.
- Further pedestrian crossings, or priority implementation of crossings, as deemed to be required.

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<sup>11</sup> Any works to a junction on a national road remain subject to TII requirements and completion of a Design Report

### 6.5.3 Road Infrastructure

Contained within the Clare County Development Plan 2023 – 2029 are five infrastructure safeguards which could be used for future road development, either to provide access to new development or provide new routes for traffic circulation around the town. The location and description of these routes are as follows:

- **R1** Skehenagh Roundabout (N85) – Quin Road (R469): alternative HGV access route to commercial and industrial businesses located along the Quin Road reducing volume of traffic from the M18 (J12) through the town centre via the N85 and Limerick Road
- **R2** Clon Road -Quin Road (R469): proposed connection from Mart Site to Clon Road via a new link over the railway line that will facilitate safe and suitable pedestrian permeability between services of facilities of the Quin Road and town centre alongside the carriageway
- **R3** Gort Road (R548) – Tulla Road (R352): to provide improved connectivity within existing residential areas and to proposed new neighbourhood and school on zoned lands, with continuation of existing distributor road to include cycle lanes and footpaths along the length of the route and appropriate crossing facilities
- **R5** Lahinch Road (N85) – Drumcliffe Road (L4182): indicative route to provide access for lands zoned for development under the Local Infrastructure Housing Activation Fund that support sustainable mode choices and smarter travel
- **R5** Drumcliffe Road (L4182) – Gort Road (R548): indicative link road to create a town centre ring road connecting to R3 through the River Shannon SAC

network for Ennis. This included the option to maintain the route as an infrastructure safeguard for development in the future.

The infrastructure safeguard for a new junction of the M18 with the Quin Road was not progressed due to failures to meet the present criteria and guidelines of a Motorway Junction.

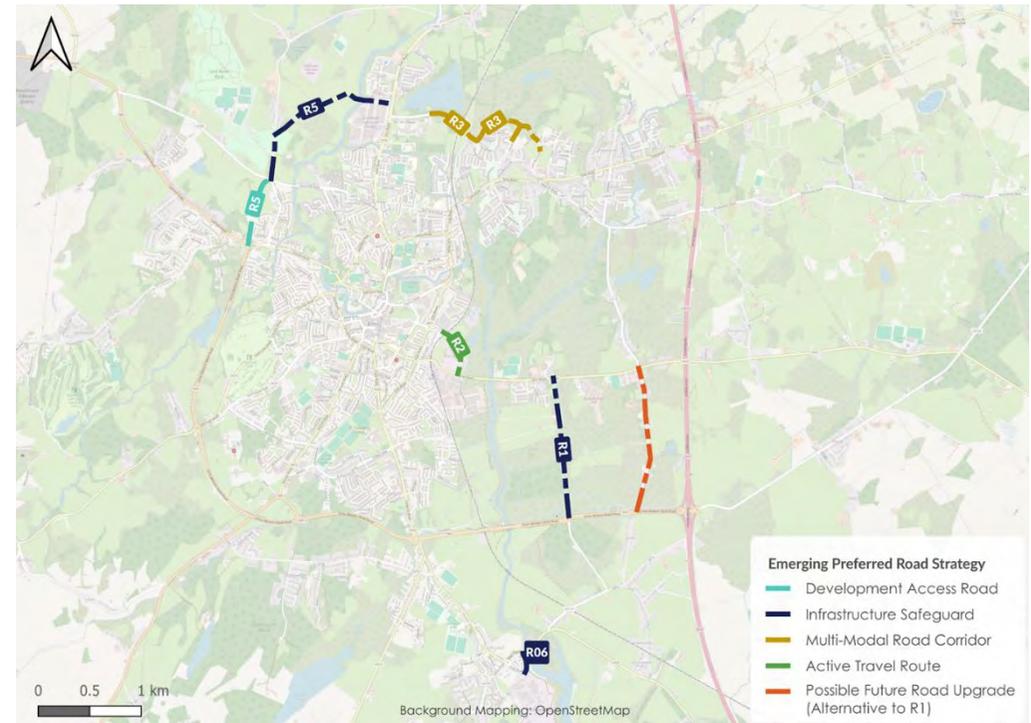


Figure 6-24: Draft LTP Proposed Road Infrastructure Strategy

An assessment of these infrastructure safeguards was undertaken to assess the optimal usage of the alignments as part of a multi-modal transport



## Assessment undertaken of Infrastructure Safeguards

To assess the types of measures that could be implemented along these routes several options across modes were identified from greenways to new relief roads. Each route was assessed against all options in relation to the LTP objectives to determine the preferred option. These decisions took cognisance of the need for a clear justification for the construction of new road corridors, with funding agencies prioritising the delivery of sustainable transport infrastructure through NIFTI as outlined in Chapter 5. Any works to a national road will require a Design Report as well as adherence to TII Publications complementary to DMURS principles on urban national roads. The outcomes and logic applied for each option are summarised below, full details of the MCA process can be found in the Options Selection Report Appendix C.

### R1: Skehenagh Roundabout (N85) – Quin Road (R469)

During the assessment process it was determined that the delivery of road infrastructure between the N85 and the Quin Road, either along the R1 alignment or through an upgrade of the Bog Road, would provide benefits to the transport network through removing HGV trips bound for commercial units or the Mart along the Quin Road from roads closer to the town centre like Clare Road and Clon Road. . The redistribution of HGV volumes from local roads within the town centre would improve road safety for all road use and increase the efficiency of good deliveries. However, it must be noted that additional road infrastructure linking to the N85 could induce car travel demand to the town centre and worsen congestion throughout the network. Limits on non-strategic traffic would be required. The LTP recommends that the protection of the current alignment is maintained. The outcome of the R1 assessment was:

R1 only tangentially supports the objectives of the LTP in the short term, however a preliminary modelling exercise found notable potential for the route to reduce traffic on roads closer to the town centre as well as removing HGV trips destined for Quin Road Business Park and the Mart

from these roads. The earlier stages of Project Approval Guidelines should be undertaken in Phase 1 with proposals to progress with the project subject to approvals in Phase 2.

### R2: Clon Road - Quin Road (R469)

The delivery of this link should be completed only in response to the redevelopment (and relocation) of the Ennis Mart to provide improved permeability to the town centre with restrictions for motor vehicles. R2 is therefore maintained with its current alignment to provide an access road for the redevelopment of the Ennis Mart site with the implementation of an active travel crossing over the railway line to provide a permeability route to the town centre.

R2 is dependent on redevelopment of the Mart. Link over rail line should be provided as an active travel-only to improve permeability.



### R3 Gort Road (R458) – Tulla Road (R352)

R3 would connect areas north of the Tulla Road of existing and proposed residential development with employment sites along the Gort Road across the railway line. There are a number of considerations to the delivery of new road infrastructure in this location.

As the provisions of this route could attract more trips through the residential area north of Tulla Road the design of this route would need careful consideration to ensure sufficient steps are taken to limit safety, air quality and noise impacts on local residents.

There are also a number of engineering constraints to the proposed alignment, these are:

- The alignment at the Gort Road is just south of the Ballyallia Lake SAC which covers Lough Girroga. The SAC may constrain potential engineering designs considerably. The first section of the link road that provides access to Clare Technology Business Park has been constructed adjacent to the Lough Girroga SAC.
- To connect the Gort Road and Tulla Road, R3 passes the rail line very close to the completed sections on both the Tulla Road and Gort Road side. This would provide additional engineering challenges in terms of clearance and elevation.

Following workshops with Clare County Council, and given the significant quantum of development proposed around this area north of the Tulla Road and the employment sites off the Gort Road, the preferred option to progress to the LTP is a multi-modal corridor along the R3 route. This multi-modal corridor will provide high quality pedestrian and cycling facilities alongside the road.

R3; multi-modal corridor, is the preferred option and will advance to the LTP Emerging Preferred Strategy.

### R5 Lahinch Road (N85) – Gort Road (R458)

The development of the R5 links in combination with R3 have the potential to create a staggered northern distributor road from the N85 Claureen Roundabout to the Tulla Road, forming a ring around the town. It should be noted that any works to a national road will require a Design Report as well as adherence to TII Publications complementary to DMURS principles on urban national roads.

Given the existence of the exiting N85 Ennis Relief Road which bypasses the town, and the constraints on road development, particularly those connecting to National Roads, that exist in current national policy, it is unlikely that the delivery of a high-capacity extension of the N85 would be successful in proving alignment with policy and securing funding in the short term.

Unlike R3, which links large amounts of adjacent existing and planned development, the section of the R5 between Lee's Road and the Gort Road is surrounded by land zoned for agriculture and therefore projected benefits would be low for active travel trips which rely on shorter travel distances. Similarly to R3 there would be engineering challenges to delivering R5 as this section runs through an environmentally sensitive location in the Lower Shannon SAC and would require a bridge of the River Fergus.

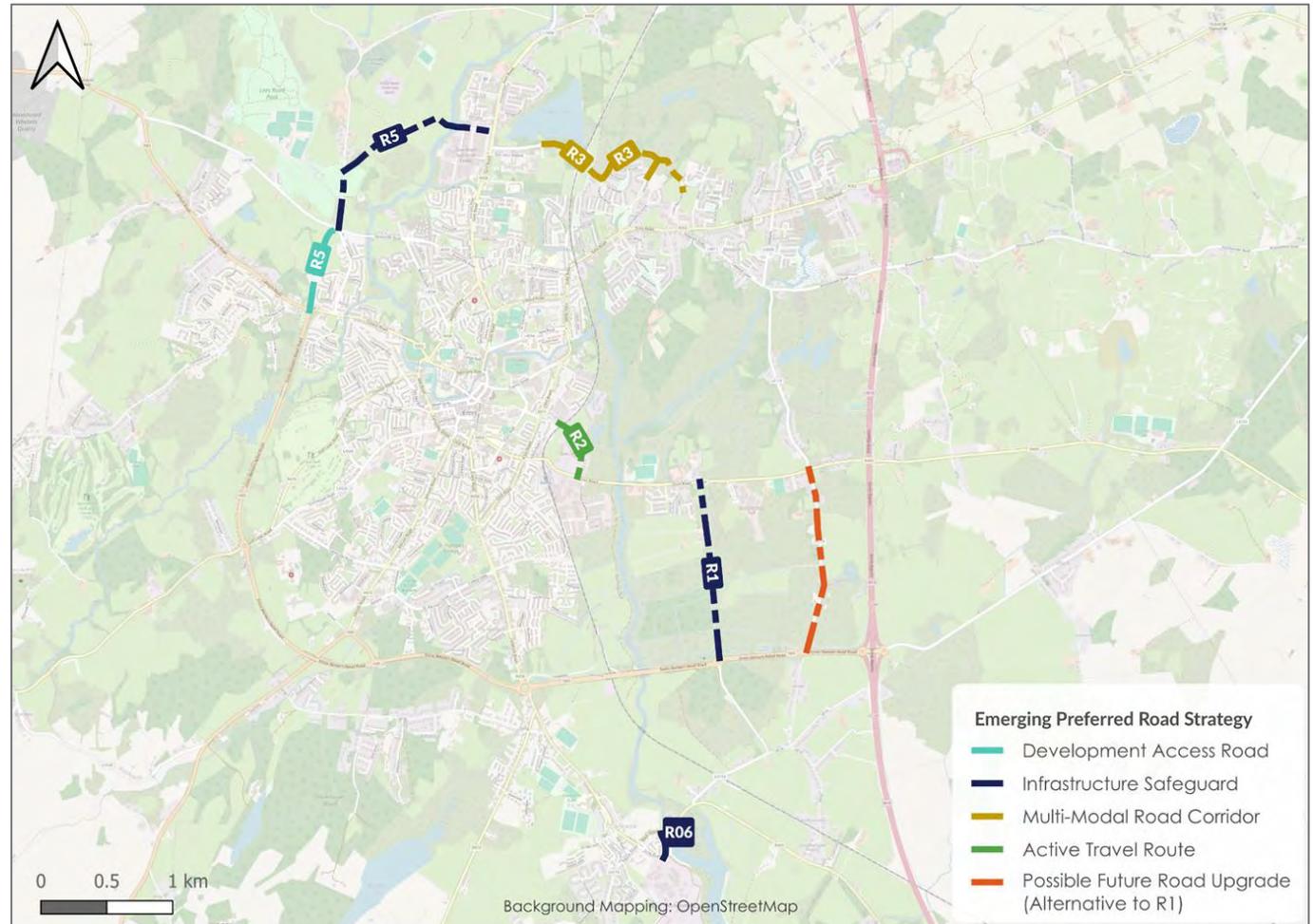
Following assessment undertaken detailed in the Options Selection Report, the LTP proposes the inclusion of the lower section of R5, Lahinch Road (N85) – Drumcliffe Road (L4182), for development access to lands zoned as residential. Upon completion it is recommended modal filters be implemented to prevent through traffic along this section while facilitating active travel journeys, improving safety for pedestrians and cyclists. The remainder of the route from Drumcliffe Road to the Gort Road will remain in the plan as an Infrastructure Safeguard with its alignment maintained for possible future development.



It is recommended that only infrastructure required for new development is delivered within the LTP period, however any link between Claureen Roundabout and Lee's Road should include filtered permeability to avoid provision of additional through road capacity in alignment with national road policy. For the link between Drumcliffe Road and The Gort Road, it is proposed to maintain the infrastructure safeguard for possible future development.

### R6: OP19 Roche Site link to Clarecastle Bridge

An infrastructure safeguard is proposed to provide a multi-modal link from Clarecastle Bridge to the Roche development site in Clarecastle along the riverside, enabling traffic to/from this large site to bypass the village while also providing walk and cycle facilities alongside the River Fergus.





#### 6.5.4 Summary

The LTP proposes a range of measures in relation to Traffic Management and Road Infrastructure with a view to deliver a high-quality, balanced, multi-modal network for Ennis and Clarecastle.

Measures proposed by the LTP are:

- Eight changes to traffic management in the town to both improve traffic management in the town and accommodate safely the proposed Active Travel Strategy
- Six priority, short term junction upgrades to improve road safety
- A new multi-modal road corridor between Tulla Road and Gort Road
- Provision for access roads in line with development between Claureen Roundabout and Drumcliffe Road
- Maintaining other Infrastructure Safeguards as included in the Clare County Development Plan 2023-2029



## 6.6 Supporting Measures & Demand Management

In line with the Five Cities Demand Management Study Avoid-Shift-Reduce-Manage Transport Demand Management (TDM) Toolkit to reduce carbon, improve air quality and the urban environment, and manage congestion, a range of TDM Measures have been identified to support the switch to sustainable modes across the Study Area.

A number of potential Park & Stride<sup>12</sup> sites have been identified which aim to reduce congestion at centrally located schools and in the town centre. Schools in Ireland which have implemented park and stride have found that children are more alert in the morning, due to increased fresh air and exercise<sup>13</sup>.

Supporting measures include those to promote Active Travel, Public Transport and School Travel. A number of behavioural change measures are identified, including the role that Mobility Management can play in both avoiding the need to travel, and supporting a switch from car travel to sustainable modes on a site-by-site basis.

The full list of measures can be found in Appendix A.

### Park and Stride Example – Leamington Spa Warwick<sup>14</sup>

During a four-month trial in 2018 in Leamington Spa, Warwick, workers, shoppers, and visitors were encouraged to use several underutilized car parks located just outside Leamington’s Old Town. They were then asked to walk the remaining 10 minutes to their destinations in the town centre. Participants were rewarded with “BetterPoints” for using designated car parks, which could be converted into monetary amounts for use at local retailers or donated to charity.

After the trial, 56% of surveyed participants were more likely to park outside the town centre. In total, 32,241 active journeys were undertaken, removing 6,147 km of car travel from the town and saving 1.2 tonnes of CO2 emissions.

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<sup>12</sup> The concept of ‘Park & Stride’ means parking the car a short distance from your destination and making the last leg of the journey on foot. This can have health benefits in terms of promoting physical exercise, whilst also removing traffic from heavily congested areas e.g. outside school gates and town centres.

<sup>13</sup> Fingal School Streets: Pilot Review 1 <https://www.fingal.ie/sites/default/files/2020-03/20200302-300548-school-streets-pilot-review-1-issue-1.pdf>

<sup>14</sup> <https://www.betterpoints.ltd/download/choose-how-you-move-leamington-spa-case-study-sheet/>

### 6.6.1 Park and Stride

In 2022 Momentum Transport Consultancy published the Ennis Pedestrian Friendly and Park and Stride Assessment. As part of this assessment a number of strategic Park and Stride (P&S) sites were identified to be utilised as long stay commuter/employee parking for town centre businesses to alleviate demand for all day on street parking and reduce traffic congestion during the morning peak from school commutes.

Important to the success of P&S is the quality of the active travel connection to the town centre. As such, P&S sites are proposed within the preferred LTP document based on their access to quality links to the town centre.

Including the sites proposed within the Momentum Report, an additional two sites are included within the LTP;

- Ennis Mart
- Ennis Train Station
- Showgrounds
- Cloughleigh Road
- College Road
- Clare County Council Offices

Figure 6-26 shows these sites and the relevant active travel schemes included in the Preferred LTP strategy that connect them to the town centre.

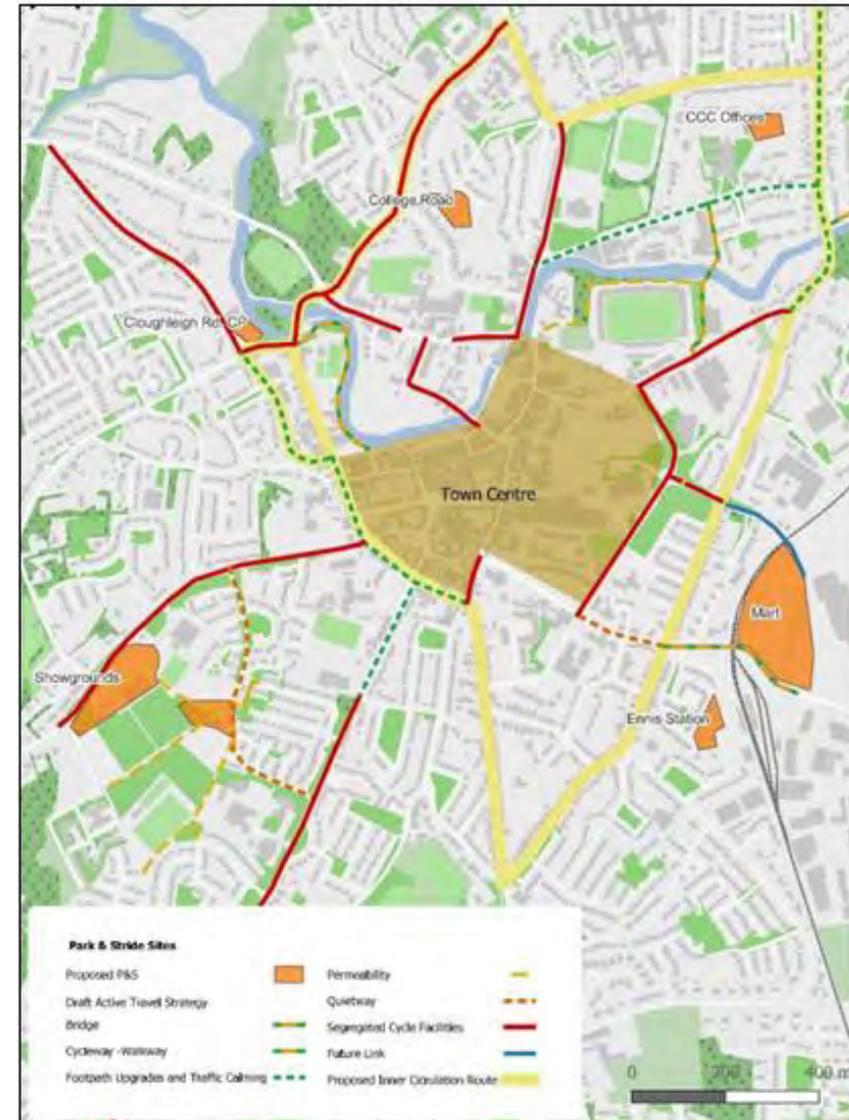


Figure 6-26 Park and Stride Sites



### Ennis Mart and Ennis Train Station

Both sites sit adjacent to each other on the Quin Road and will be connected to the town centre via the Station to Town Centre active travel improvements and for the Mart Site, a future access across the railway line toward Dunnes. Walk time from the sites is approximately 10 minutes to the Town Centre

Car access to the site is currently from the Clon Road, however, depending on future demand along the Quin Road, R1 may provide some additional access from the N85.

### Showgrounds

The Showgrounds site is located on the Drumbiggle Road and is connected to the town centre via the Drumbiggle Road active travel corridor which provides segregated cycle facilities. These segregated cycle facilities will create a barrier between motorised traffic and pedestrians resulting in a comfortable route into town of approximately 10 minutes. The site will also be connected by permeability links across to the Kilrush Road.

For motorised traffic using the site, primary access will be from the Drumbiggle Road inbound and outbound via the Golf Links Road. This site is better suited to service trips with access to the N85, as the distance from the proposed inner orbital make it more difficult to access from the northern side of Ennis.

In addition, a rear park and stride facility is proposed between Pheonix Court and Stone Court with no through access for motorised traffic and access only to the car park. However, access will be provided for active travel creating a permeability link.

### Cloughleigh Road

The existing Cloughleigh Road site is located on the corner of Cloughleigh Road and Circular Road. This site is ideally located on the proposed inner orbital route, with easy access into the town centre via the proposed shared riverside walk or along Cornmarket Street using the improved pedestrian facilities with an approximately 5-minute walk.

### College Road

The college road site is located off the proposed inner orbital movement making it readily accessible to all trips. The site is connected to the town centre by active travel schemes on Highfield Park and connection to Harmony Road and Bindon Street with an approximately 10 minute walk to the town centre.

This site is also located 5 minutes walk from the schools on Harmony Row providing an excellent opportunity for a drop off location for school students. An additional permeability link through to Marian Ave would allow the site to also serve the schools on New Road.

### Clare County Council Offices

The Clare County Council Offices are located on New Road, near the junctions with Clon Road. The site will be connected to the town centre via proposed permeability links across the Fergus River to Francis Street requiring an approximately 10 minute walk to the town centre.

In addition, this site is excellently located to provide drop off facilities to the schools on New Road.



Figure 6-27 Trip Distribution to Ennis Study Area (excluding internal trips)

Analysis carried out during the Baseline Assessment showed that the highest proportion of trips to Ennis from outside the Study Area came from West Clare and an area to the west of the town within approximately 15km. As such the priority for Park and Stride should be focused on the western side of the town.

College Road, Cloughleigh Road and Showgrounds are best situated to serve this demand with easy access from the west via Cusack Road, Circular Road and Kilrush Road. Table 6-2 below shows the distribution of flows along the four main routes into the town from the west, with Cusack Road carrying the most demand.

Table 6-2 Traffic Flow Split along Western Routes

ROAD	PROPORTION OF TRAFFIC FLOW <sup>15</sup>
Cusack Road	47%
Circular Road	13%
Drumbiggle Road	14%
Kilrush Road	26%

Cloughleigh Road and College Road would serve the highest number of trips coming into Ennis, while all Park and Stride is included within the preferred LTP, focus should be on the delivery of these two sites first.

<sup>15</sup> Flow proportion calculated from sum of modelled AM flows on Cusack, Circular, Drumbiggle and Kilrush Road with preferred LTP strategy in place.



## 6.6.2 Park and Ride

Park and ride is proposed as a complementary demand management measure to be introduced following the implementation of the Ennis town bus services. Its purpose is to intercept longer car journeys at the urban edge and enable a convenient transfer to local buses for the final leg, thereby relieving pressure on constrained streets.

In line with the LTP's phased delivery approach, park will be considered following the implementation of the town bus service. Sites should be located toward the start of the town bus routes, at gateway locations near national roads to maximise catchment and ease of access.

Any proposed park and ride sites will be designed to integrate into the proposed active travel schemes to double up as longer distance park and stride.

In this way, park and ride can intercept car trips where people are reliant on private car before congestion is created in the town.



## 6.7 Connections to Future Zoned Land

As outlined previously in Section 3.3, the proposed LTP measures considered access to existing development but also took cognisance of future sequential development areas consistent with national and regional policies.

This was to ensure that all future zoned land is served effectively by all transport modes to support the sustainable growth of Ennis and Clarecastle. The following section sets out the key sustainable transport measures which will serve future development lands. Through the planning process, proposed developments will be required to prioritise active travel infrastructure and integrate with the wider active travel network to ensure future residents/employees are provided with a choice of sustainable transport modes.

### 6.7.1 Residential Lands

Land zoned for future residential development is largely served by the proposed radial active travel routes, and often additionally served by the town bus service.

Combined with the wider active travel network, the LTP proposes a strong sustainable transport network connecting these lands to the town centre, schools, and other destinations.

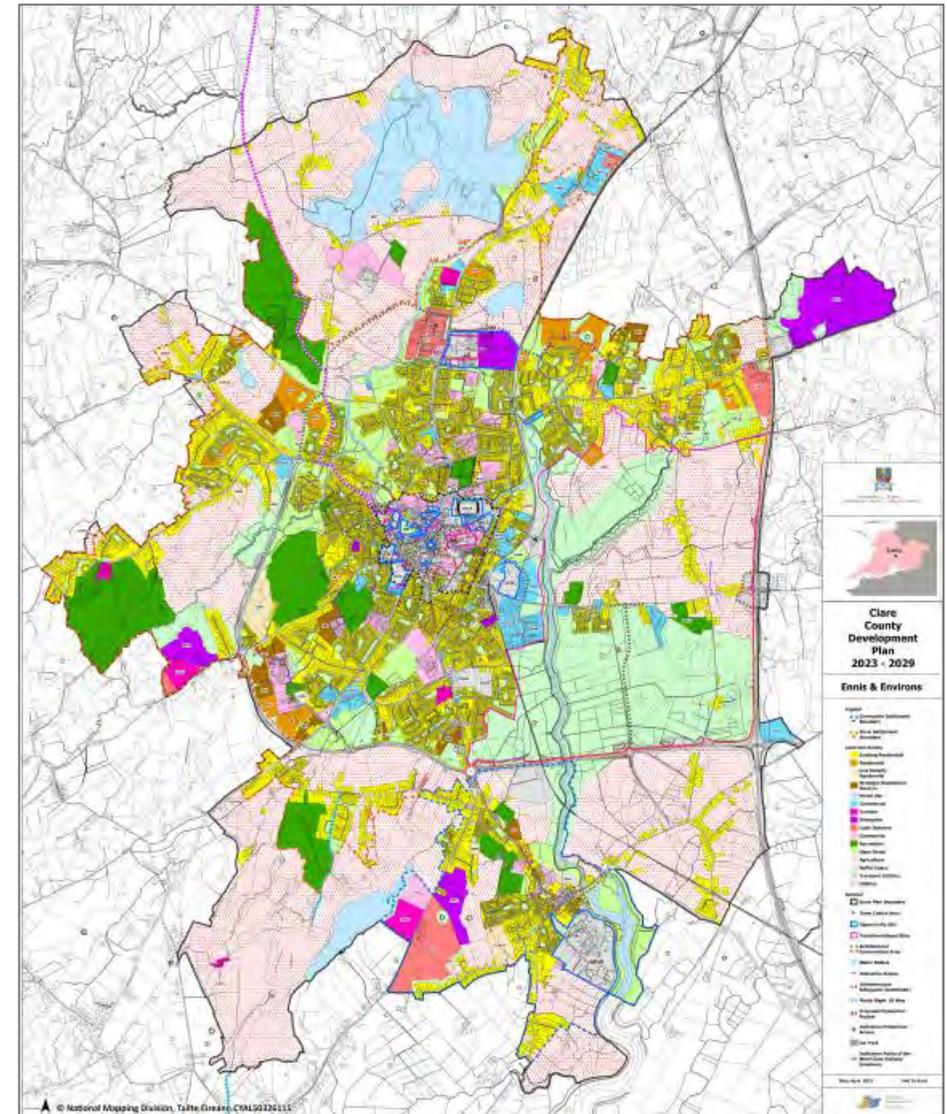


Figure 6-28: Ennis Land Use Zoning



## Claureen

The future development of lands zoned residential, and community has been considered as part of the LTP.

The land use zoning in the area with the LTP active travel and road infrastructure proposals is shown to the right. Note that town bus service route NS2 and future town bus service routes NS3 both will serve the Lahinch Road south of these lands.

Segregated Cycle Tracks are proposed as part of the LTP along the Lahinch Road with a connection to the town centre via Cloughleigh Road and to schools via Mill Road and Harmony Row.

Road infrastructure is to be provided for the development through the LIHAF Road R1 linking Claureen Roundabout to Drumcliffe Road. To reduce the likelihood of rerouting via Drehidnagower, it is proposed that any road design should incorporate traffic calming measures to make the route unattractive for rat running.

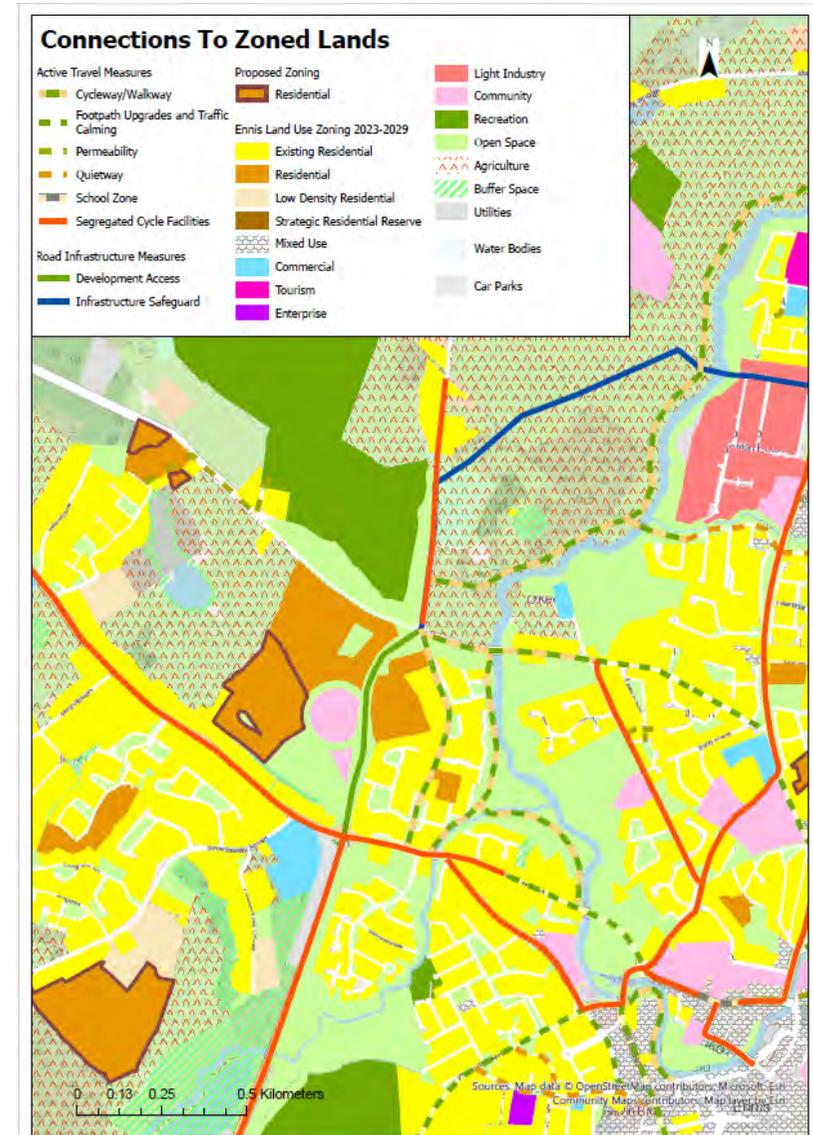


Figure 6-29: Zoned Lands at Claureen

### Cahercalla More and Circular Road

The future development of lands zoned residential, in this area been considered as part of the LTP.

The land use zoning in the area has with the LTP active travel proposals is shown to the left.

Segregated Cycle Tracks are proposed as part of the LTP along the Drumbiggie Road and Kilrush Road for connections to the town centre. For connections to Ennis National School and St. Flannan’s College, segregated cycle tracks are proposed along College View and Ashline, connected to proposed segregated cycle tracks on Kilrush Road. Connections to the schools from the Circular Road site is proposed as part of the LTP via a cycleway/walkway through the strategic reserve lands and connecting to Ashline at Ennis National School.

Road infrastructure for these lands is indicated in the County Development Plan via new accesses to the Ashline Roundabout, to Cahercalla using the private Cahercalla Hospital Road (this would require third party agreement) and via a new access point to the Circular Road 100m east of the N85 Beechpark Roundabout. Depending on traffic movements on the N85 there may be potential need to address congestion on the Rocky Road Roundabout

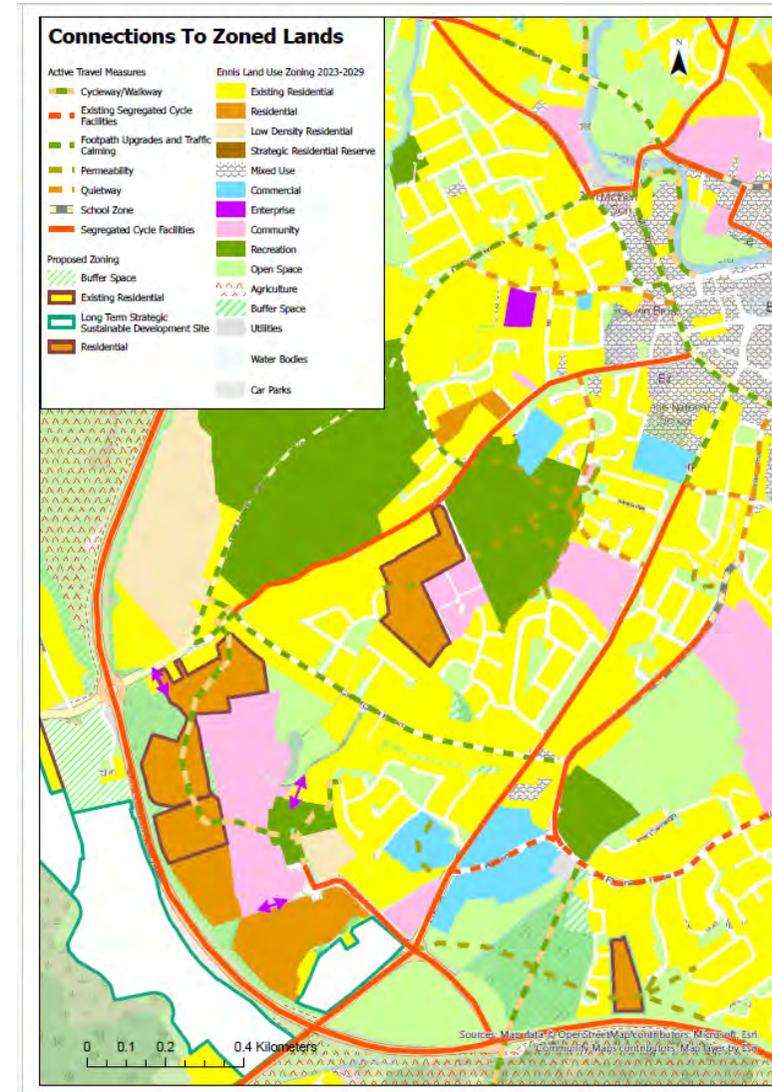


Figure 6-30: Land Use Zoning Cahercalla More and Circular Ro



Figure

## 7 IMPLEMENTATION AND PHASING

### 7.1 Introduction

This strategy contains a range of transport solutions to support the sustainable compact growth of Ennis as set out in the Clare County Development Plan 2023-2029. In keeping with the objectives established for the study, the sequencing of measures within the plan seeks to provide existing and future residents of Ennis with a range of sustainable travel choices. As such, the plan provides a strong emphasis on the upfront delivery of active travel and public transport infrastructure, supported by a range of supporting measures for sustainable travel.

This chapter provides the delivery process for schemes arising from the LTP, followed by the proposed phasing of the Ennis transport measures providing commentary on impacts and dependencies. The Chapter then provides a list of key transport measures that should be progressed as priority schemes.

### 7.2 Delivery Process for Projects arising from the Local Transport Plan

.A forward-looking, coherent plan will be in place to guide the overall direction for the

transport network in Ennis. The projects will not all be implemented immediately. Which projects are implemented, and how they are implemented, will be subject to consultation at project stage.

The flow chart and explanation below outline how individual projects that will arise from the LTP will be implemented. An example of one of these projects would be the ongoing Tulla Road Active Travel Scheme or the School Zone at the Holy Family.

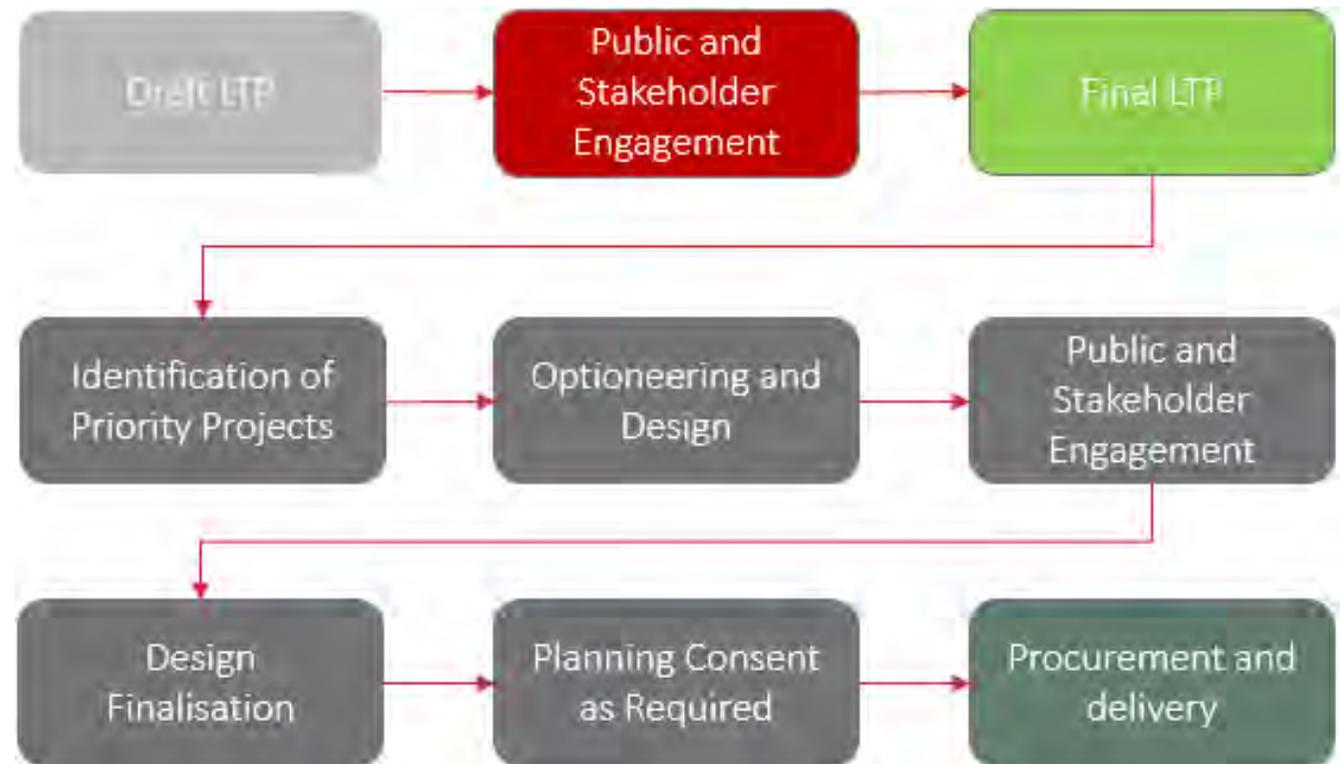


Figure 7-1: Project Process for Transport Project arising from LTP

**LTP Finalisation:** Local Transport Plan is finalised, incorporating changes from the public consultation process and Material Alterations passed by elected members.

**Identification of Priority Projects:** Clare County Council (CCC), collaborating with the elected members, the NTA, and other stakeholders and funding bodies, identifies priority projects with a focus on the town centre and schools arising from the measures within the LTP for which the implementation process should begin.

**Optioneering and Design:** Engineering consultants are engaged and commence a detailed optioneering and design process. In line with project management guidelines stipulated by funding bodies, most projects must complete an optioneering process from scratch, incorporating all options which could fulfil the project objectives. Key constraints that could affect the design are identified at this stage and environmental surveys will take place if required. This may see the chosen option for a given project take a different route than that indicated in the LTP. Following a decision on the Emerging Preferred Option, preliminary design is undertaken which can be presented for public and stakeholder engagement to give an idea of the shape and impact of the proposed scheme.

As individual measures progress beyond the LTP Strategy to project level, each individual project will need to be delivered in accordance with the relevant guidance and standards, in particular TII's Project Management Guidelines and Project Appraisal Guidelines for National Roads and the NTA's Project Approval Guidelines.

**Public and Stakeholder Engagement:** The elected members are taken through the options selection process and the preliminary design which will go to either full public consultation or more limited stakeholder engagement depending on the scale of the project. as deemed appropriate depending on the scale of the project.

**Design Amendments and Finalisation:** Amendments required to the design arising from the engagement process are made.

**Planning Consent as Required:** The planning process and additional engagement on the final design required will depend on the scheme. Some

schemes will require Part XIII approval including statutory consultation and formal consideration by elected members. Some schemes may go to An Coimisiún Pleanála, some schemes may proceed via Section 38 of the Road Traffic Act, 1994. For schemes where the chosen options involve more limited intervention, additional statutory consultation on the scheme is not required.

**Procurement and Construction/Delivery:** Following grant of planning consent, detailed design drawings which will be issued to construction contractors are produced. Invitations to tender for construction contracts are issued. If construction traffic management plans are required, these will be decided in collaboration with GCC. Briefings and engagement with elected members will take place.





## 7.3 Phased Implementation

The following section outlines the proposed phasing of the LTP Delivery Plan. Measures have been divided into the following phases:

- **Short Term (up to 2030):** This timeline corresponds with the completion of the current National Development Plan.
- **Medium Term (up to 2035):** This time period represents a midway point between the end of the current Clare County Development Plan and the timeline for Project Ireland 2040.
- **Long Term (up to 2040):** This timeline corresponds with Government's long term sustainable development strategy for the country- Project Ireland 2040.

A summary of the priority actions for immediate action is provided below. As noted above, each of these measures will be appraised individually on its own merits, in terms of feasibility, design, planning, approval and available funding. Most projects will require grant funding from central government and agencies. Availability of funding will be a key driver for the implementation of the LTP

The phasing of measures is based both on both the ability of a project to deliver on the LTP objectives, and its deliverability timeframe. Projects with the potential to enable trips to school, and then to the town centre, to be made by cycling have been prioritised for earlier phases.

It should be noted that these categories are indicative only, and a project being in Medium or Long Term does not preclude it from being brought forward for implementation before another project.

### 7.3.1 Active Travel

#### Short Term

- Tulla Road (Section 6.2.1) (Section as far as St. Senan's Road under construction)
- Connecting Tulla Road scheme to town centre and schools (Section 6.2.1)

- Cornmarket Street setback of protected structure and provision of footpath
- North-South Active Travel Corridor: (Section 6.2.1)
  - Clarecastle to Town Centre active travel route including Clareabbey Roundabout (Section 6.2.1)
  - Mill Road to Carmody Street active travel route (Section 6.2.2)
  - Gort Road to Town Centre active travel route (Section 6.2.1)
- Lahinch Road to Town Centre and Harmony Row (Section 6.2.1)
  - Lahinch Road/Cusack Road to Cloughleigh Road
  - Cloughleigh Road Modal Filter (as required)
  - Circular Road north of Cloughleigh Road
  - Mill Road
  - Harmony Row (excluding Modal Filter – School Zone through pinch point)
- Train Station to Town Centre (Section 6.2.1)
- Corrovorrin to Fioruisce Bridge (Section 6.2) (Preliminary Design Stage)
- Droichead na Gabhair Active Travel Bridge (Section 6.2) (Design)
- School Zones Safety Interventions (Section 6.2) (Holy Family, Ennis National School completed & Gaelscoil Mhichíl Cíosóg in design stage)
- Permeability Improvements (Section 6.2)
- Traffic Calming and Footpath Upgrades (Section 6.2)
- Francis Street to New Road Pedestrian Bridge (*Design*) (Section 6.2)

## Medium Term

- Drumbiggle Road to Town Centre active travel route to be delivered ahead of, or in conjunction with, further residential development (Section 6.2.1)
- Quin Road Scheme: Station to Bruach na hAbhainn active travel route (Section 6.2.1)
- Cahercalla More to Town Centre active travel route, incl. Turnpike Road Modal Filter (as required) (in conjunction with completion of Clarecastle to Town Centre active travel route) (Section 6.7.1)
- Lahinch Road (Shanaballa) to Town Centre active travel route (Section 6.2.1)
- Phoenix Court park and stride access with modal filter (Section 6.2)
- Drumbiggle Road/Circular Road to Ennis National School (Section 6.7.1)
- Newbridge Road Cycle Scheme (Section 6.2) (In conjunction with the completion of connecting Tulla Road to schools and Town Centre project)
- Francis Street to New Road pedestrian bridge (Construction/Completion) (Section 6.2.2)
- Drumcliffe Road active travel schemes (Section 6.2.1)
- Station Road modal filter (subject to assessment of improvements in bus efficiency) (Section 6.5.1)
- River Fergus walk and cycleways (Section 6.2.2)
- Traffic calming and footpath upgrades (Section 6.2)
- Permeability improvements (Section 6.2.3)

## Long Term

- N85 Inter-Urban cycle scheme (Section 6.2)

- River Fergus walk and cycleways (Cappahard) (Section 6.2.2)

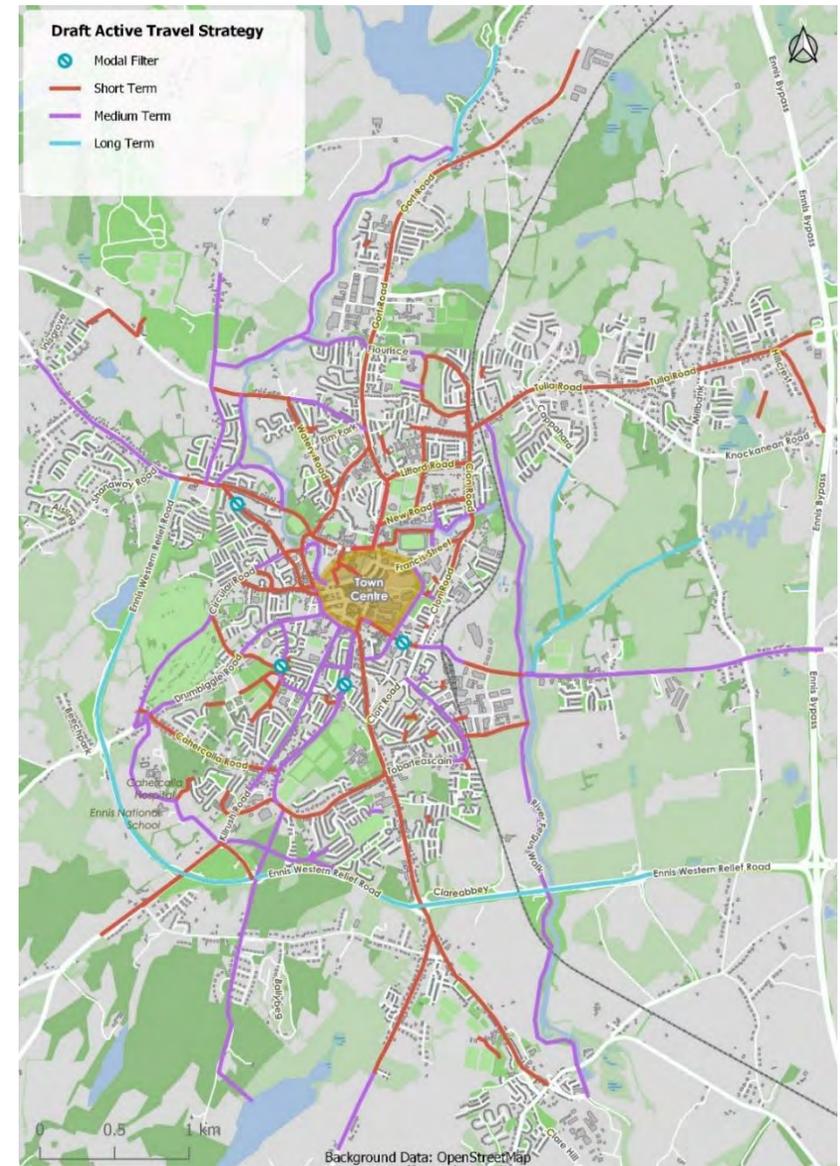


Figure 7-2 Proposed Phasing of Active Travel Schemes



### 7.3.2 Town Centre

Phasing maps of the Town Centre Plan are included in Figure 6-14, Figure 6-15 and Figure 6-16.

#### Short Term

- Timed Pedestrian Priority O'Connell Street (*to Full Pedestrian Priority by End of Short Term*) (implementation in line with 2025/2026 consultation process) (Section 6.3.3)
- A Delivery and Service Strategy for the Town Centre (initially for O'Connell Street) (Section 6.3.3)
- Cabey's Lane Modal Filter (*Town Centre Low Traffic Cycle Route*) (Section 6.3.3)
- Old Friary Lane Modal Filter (*Town Centre Low Traffic Cycle Route*) (Section 6.3.3)
- Mobility Hub at Museum-Friars Walk Carpark (Section 6.4.1)

#### Medium Term

- Wider Timed Pedestrian Priority Area (Section 6.3.3)
- Walking and Cycling only on Salthouse Lane, High Street, eastern end of Bank Place (Section 6.3.3)
  - Potential to Remove Old Friary Lane Modal Filter
- Market Square Public Realm Enhancement (Section 6.3.3)
- Abbey Street Public Realm Enhancement (Section 6.3.3)

#### Long Term

- Pedestrian Priority Abbey Street and O'Connell Street (Section 6.3.3)

### 7.3.3 Public Transport

#### Short Term

- Town Bus Service (Section 6.4.1)
- Bus Station & Mobility Hub, Friars Walk Car Park – Museum (Section 6.4.1)
- Review Town Bus Service Performance and Potential Need for Bus Priority and Capacity Enhancements (Section 6.4.1)
- Introduction of NS3 Bus Route (Section 6.4.1) (Subject to the level of uptake of NS1 & 2 town bus routes)
- Ongoing support to NTA and Irish Rail in the delivery of enhanced rail services to Ennis (Section 6.4.3)
- Ongoing support to NTA in delivering enhanced bus services to Ennis as set out under Connecting Ireland (Section 6.4.2)

#### Medium Term and Long Term

- Work with the NTA to secure improvements to frequency of town bus services (Section 6.4.1)
- Work with NTA to review town bus service routes with a view to expanding the number of town bus service routes (Section 6.4.1)
- Ongoing support for NTA and Irish Rail in the delivery of enhanced rail services to/from Ennis (Section 6.4.3)
- Ongoing support for NTA and Local Link in delivering enhanced bus services to/from Ennis as set out under Connecting Ireland (Section 6.4.2)

### 7.4 Traffic Management and Road Infrastructure

#### Short Term

- Priority Active Travel Junction Upgrades (Section 6.5.2)
- Traffic Management Changes supporting Active Travel and Town Centre Schemes (Section 6.5.1)



- LIHAF Scheme Claureen Roundabout to Drumcliffe Road (Section 6.5.3)
- OP19 Roche Site link to Clarecastle Bridge Options Development and Feasibility Study (Section 6.5.3)
- Multi-Modal Road Corridor R3: Tulla Road to Gort Road (*Design and Feasibility Study*) (Section 6.5.3)
- R1 Skehenagh Roundabout (N85) – Quin Road (R469) Options Development and Feasibility Study (*Design and Feasibility Study*) (Section 6.5.3)

### Medium Term

- Multi-Modal Road Corridor R3: Tulla Road to Gort Road (*Construction – Completion*) (Section 6.5.3)
- R1 Skehenagh Roundabout (N85) – Quin Road (R469) (*Construction – Completion*) (Section 6.5.3)

## 7.4.1 Demand Management and Supporting Measures

### Short Term

- 10-minute Town Principles (Section 8.1)
- Ensure design alignment with Design Manual for Urban Roads and Streets and the Cycle Design Manual 2023, particularly at junctions (Section 6)
- Town Car Club / Car Sharing Scheme to support existing and future residents (Section 8.1)
- Safer Routes to School & School Mobility Plans (Section 8.1)
- Workplace Travel Plans for large employers to encourage sustainable travel behaviours of staff (Section 8.1)
- Support and encourage Park & Stride initiatives (Section 6.6.1)

- Implement 30pkh speed limit area (Section 8.1)
- Cycle Parking Strategy (Section 8.1)
- Park and Ride/Stride (Section 6.6.1)

### Medium to Long Term

- HGV Management Strategy. The full delivery of a weight limit restriction in the town may be dependent on the delivery of Road Infrastructure Links R1 and R3 (Section 6.5.3)
- LGV Management Strategy (Section 6.6)
- All other Demand Management and Supporting Measures (Section 8.1)



## 7.4.2 Priority Actions

The items listed below are seen as the highest priority actions and schemes that should be considered as soon as possible to support the successful delivery of the LTP.

- Tulla Road to Town Centre (Section 6.2.1) (Section as far as St. Senan's Road under construction)
- Town Bus Service (Section 6.4.1)
- Town Centre Phase 1 (Section 6.3.3)
- Permeability Links (Section 6.2.3)
- R3 Multi Modal Corridor Tulla Road to Gort Road (Section 6.5.3)
- Clarecastle to Ballymaley (Gort Road) Scheme via Gort Road (Section 6.2.1)
- Lahinch Road and Cloughleigh Road (Section 6.2.1)
- School Zone Safety Interventions (Section 6.2)
- Traffic Calming and Footpath Upgrades (Section 6.2)
- Priority Active Travel Junction Upgrades (Section 6.5.2)
- Ensure design alignment with Design Manual for Urban Roads and Streets and the Cycle Design Manual 2023, particularly at junctions (Section 6.2)

# 8 APPENDIX

## 8.1 Appendix A: Full List of Measures

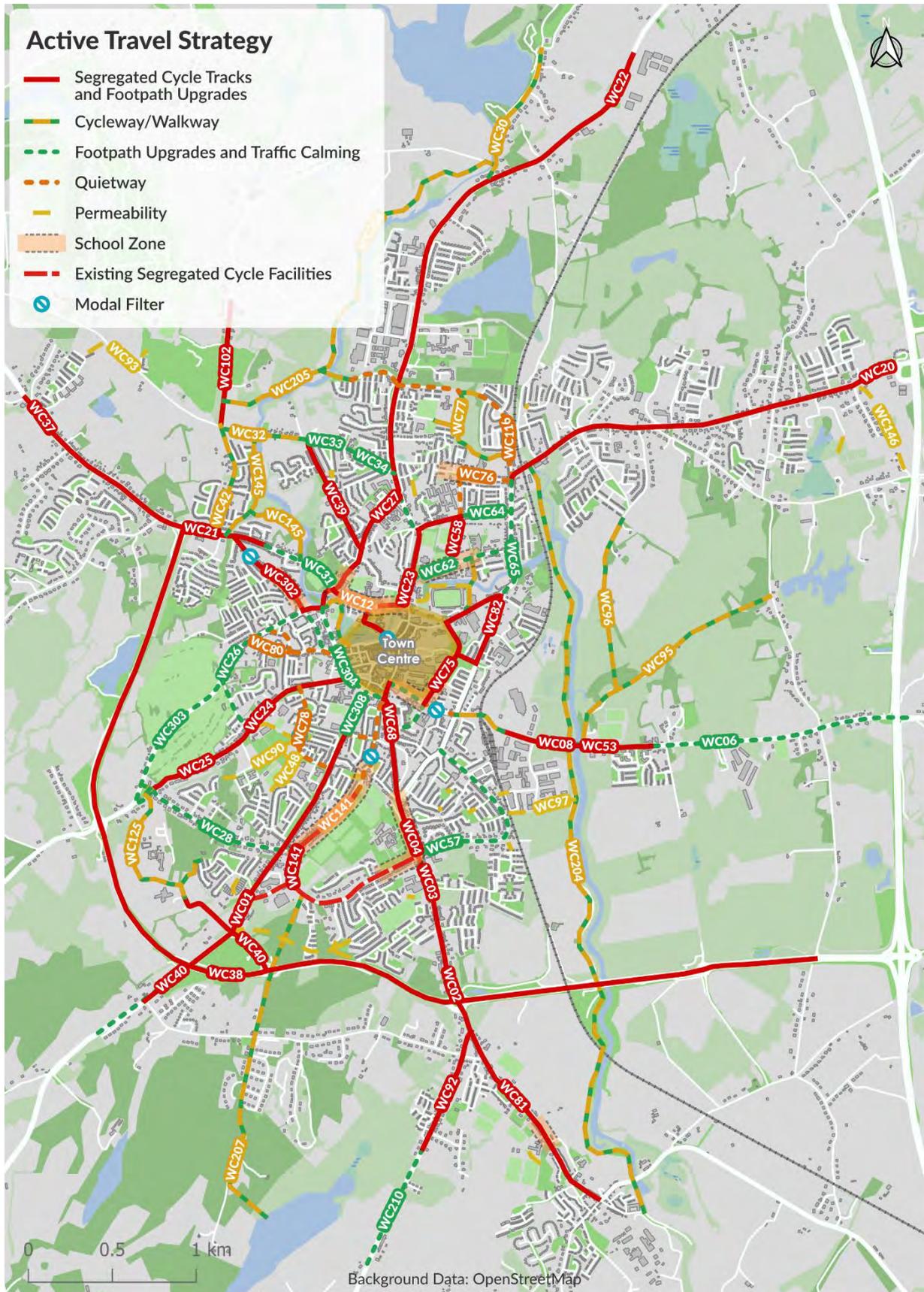


Figure 8-1: Emerging Preferred Strategy - Active Travel Schemes

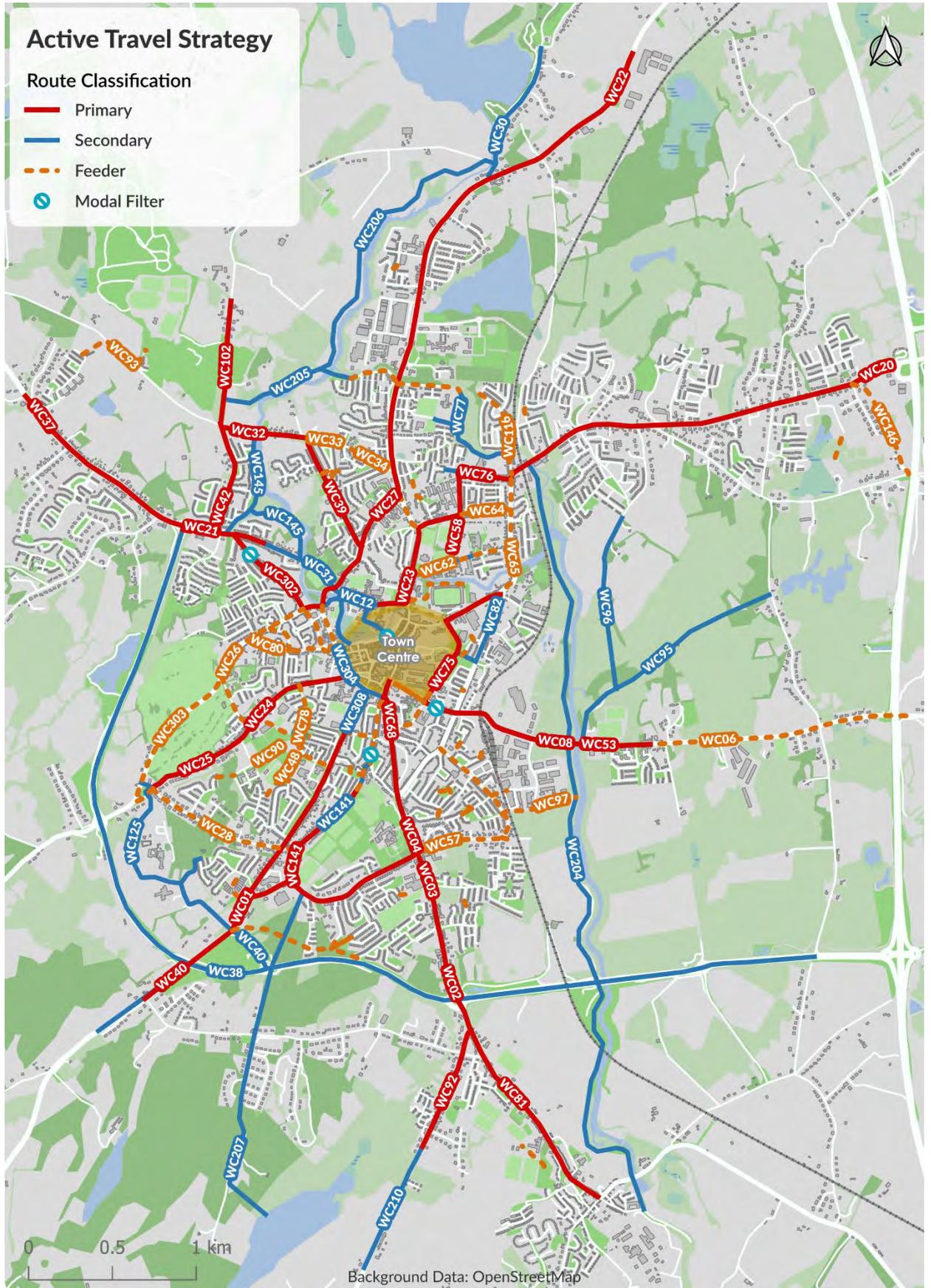


Figure 8-2: Active Travel Strategy: Route Classification

**Table 1. Preferred Strategy - Active Travel Schemes**

OPTION REF.	LOCATION	DESCRIPTION
WC01	Kilrush Rd. (Ashline Roundabout to Dalcassian Drive)	Segregated Cycle Facilities and footpath upgrades - Road carriageway has sufficient width along this section for the creation of segregated cycle tracks while maintaining two-way motor traffic flow - minor incursions into grass verges near Dalcassian Dr. Preliminary work is ongoing on a pedestrian crossing of the N68 Rocky Road Roundabout.
WC02	Clare Rd. (Kildysart Cross to Westfields Roundabout)	Segregated Cycle Facilities and footpath upgrades - Carriageway is sufficient for dedicated active travel infrastructure along length, brief pinch points of 13.5 along boundary access. Preliminary work is currently ongoing to provide an active travel crossing of the N85 Clareabbey Roundabout.
WC04	Clare Rd. (St Slannan's Roundabout to Old Gaol Road)	Segregated Cycle Facilities and footpath upgrades - Carriageway is sufficient for dedicated active travel infrastructure with some use of green space (pinch point of 13m connecting link on the network).
WC03	Clare Rd. (Westfields Roundabout to St Flann's Roundabout)	Segregated Cycle Facilities and footpath upgrades - Existing narrow one-way unprotected mandatory cycle tracks. Minimum intervention would be to provide light segregation for existing cycle tracks.
WC09	Clon Rd – Quin Road Business Park	Cycleway/Walkway – Existing active travel link across railway bridge to be extended west to Clon Rd/Station Road Junction and east to the entrance of business park. Narrowing of entrance to Station Court with raised pedestrian crossing.
WC10	Station Rd/Friars Walk	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC11	Cloughleigh Rd.	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC12	Harmony Row	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school. This measure encompasses the pinch point at Bindon Street. In the long term, as NS3 bus route is implemented, the LTP proposed a modal filter in this location which will result in a safe cycling environment and efficient bus operations. In the near term, this School Zone measure will provide traffic calming measures through the pinch point, in line with the Safe Routes to School Design Guide and the Cycle Design Manual, to ensure low speeds and a safe environment for cyclists mixing with traffic.
WC13	Harmony Rd.	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.

OPTION REF.	LOCATION	DESCRIPTION
WC14	New Road	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC15	Clare Rd.	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC16	College View	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC17	Madden's Terrace	School Zone - approaching and outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC20	Tulla Rd.	Segregated Cycle Facilities and footpath upgrades - Tulla Rd Ongoing scheme to include segregated cycle facilities with shared space at pinch points, junction improvements.
WC21	Cusack Road	Segregated Cycle Facilities and footpath upgrades - Carriageway is sufficient for dedicated active travel infrastructure
WC22	Gort Rd	Segregated Cycle Facilities and footpath upgrades - Carriageway is sufficient for dedicated active travel while maintaining two-way motor traffic
WC23	Newbridge Rd/ Steele's Terrace	Segregated Cycle Facilities Carriageway is sufficient for dedicated active travel - Carriageway is sufficient for dedicated active travel.
WC24	Drumbiggle Rd (Carmody Street to Parc na Coille Road)	Segregated Cycle Facilities and footpath upgrades - Road carriageway can be made wide enough for improved walking/cycling infrastructure does require extension into greenspaces in places but mostly using wide carriageway.
WC25	Drumbiggle/Showgrounds Rd (Cahercalla Road to Parc na Coille Road)	Drumbiggle Road to become one-way for motor traffic, with a two-way segregated cycle track and footpaths provided through the reallocation of one traffic lane and possibly some road boundary widening, as far as Golf Links Road linking to cycle tracks proposed under measure WC24.

OPTION REF.	LOCATION	DESCRIPTION
WC26	Circular Rd (Golf Links Road to Cloughleigh Roundabout)	Footpath Upgrades and Traffic Calming - Space constraints mean no space for segregated cycle tracks without traffic management changes or road widening. Level differences in places create further difficulties for road boundary widening. Traffic calming and upgrades to footpaths where possible recommended under WC26.
WC27	Highfield Park	Segregated Cycle Facilities - Carriageway is sufficient for dedicated active travel infrastructure. possibly changes to junction turning lanes and encroachment into green spaces at pinch point with Oakwood Dr.
WC28	Cahercalla Road	Footpath Upgrades and Traffic Calming - Insufficient width (typical 10m width) to provide cycle tracks without traffic management changes or road widening. Enhance existing traffic calming, widen footpaths where possible and fill gaps in footpath infrastructure at Drumbiggle Road end.
WC30	Ballyallia	Cycleway/Walkway - Widen footpath to create a 4m shared walkway/cycleway, marked "share with care", to provide a transport and recreational route to Ballyallia lake, tying into proposed Ballyallia Amenity Enhancement Plan.
WC31	Cusack Rd (Maid of Eireann to Cloughleigh Road)	Footpath Upgrades and Traffic Calming - Space constraints mean no space for segregated cycle tracks without traffic management changes or road widening, with the bridge a location of particular constraint. Alternative cycle route proposed through Cloughleigh Road.
WC32	Droichead na Gabhair Rd	Cycleway/Walkway – Road boundary widening required in this location to facilitate walking and cycling trips towards Lees Road. Clare County Council will explore a separate active travel bridge.
WC33	Droichead na Gabhair r Rd	Footpath Upgrades and Traffic Calming - Footpath improvements have been implemented with residential development, provide traffic calming to improve road safety and upgrade footpaths where required.
WC34	Droichead na Gabhair Rd	Footpath Upgrades and Traffic Calming - Space within road boundary for segregated cycle tracks and upgraded footpaths with removal of some green space of parking. However due to constraints on sections of roadway further west, cycle tracks here would be disconnected. Footpath upgrades and traffic calming proposed.
WC35	Oak Park	Permeability - Access to laneways improved to create linkages through residential estates to facilitate east west movements. Exact route to be delivered would need to be confirmed at project stage. (this is closed at present)
WC37	N85 Lahinch Road (Claureen to Loughville)	Segregated Cycle Facilities and Footpath Upgrades – Sufficient road space for Segregated Cycle Facilities and Footpath Upgrades while maintaining two-way motor traffic. Preliminary work is ongoing on active travel improvements to the N85 Lahinch Road Roundabout and the N85 Lahinch Road/Shanaway Road junction.

OPTION REF.	LOCATION	DESCRIPTION
WC38	N85 Relief Road	Segregated Cycle Facilities and Footpath Upgrades – Off road Segregated Cycle Facilities along length of N85 to complete the cycle network and provide recreational cycle route around the town. Low Priority and subject to all TII requirements.
WC40	N68 Kilrush Road (Rocky Road roundabout to Ashline to Ballybeg Cross to Edenvale)	Segregated Cycle Facilities and Footpath Upgrades - Small intervention to widen existing shared path to 4m wide plus buffer to improve comfort and safety along Kilrush Rd and N85 link.
WC41	Golf Links Road	Footpath Upgrades and Traffic Calming - Carriageway rationalisation to create continuous footpath connecting network links and provide active travel route to Ennis Golf Club. Traffic calming along length of link given poor sightlines.
WC42	Drumcliffe Road (Lahinch Road to Drumcliffe Road Cross)	Cycleway/Walkway - Widening of existing shared path where possible and increased segregation to improve safety.
WC46	Abbyville	Permeability - Implement permeability link between local estates to improve connectivity and reduce journey times to the town centre.
WC47	Abbey Ct/Westfields	Permeability - Implement permeability link between local estates to improve north – south connectivity.
WC48	Rugby Club	Permeability - New link along rugby and soccer pitches with access points to adjoining estates.
WC51	Clover Hill/The Hazels	Permeability - Implement permeability link between local estates to improve connectivity and reduce journey times to the town centre.
WC52	Mill Bridge	Segregated Cycle Facilities and Footpath Upgrades - Enhance existing facility – widen and segregate.
WC53	Quinn Rd. (River Fergus to Johnnos)	Segregated Cycle Facilities and Footpath Upgrades - Space along existing road boundary for the provision of segregated cycle tracks and footpaths.
WC55	Harmony Row	Segregated Cycle Facilities and Footpath Upgrades - Implement as part of development of school zone, with reallocation of road space.
WC56	Bank Pl	Segregated Cycle Facilities and Footpath Upgrades - Wide one-way street with on-street parking on both sides, adequate space for dedicated two way cycle track.
WC57	Tobartescain	Footpath Upgrades and Traffic Calming - Minimise impact of rat running for both current and potential traffic movements from future changes, to be achieved through widened footpaths to narrow carriageway (especially at wide bend), raised table crossings at junctions. Carriageway width fluctuates between 10m and 17m, but extensive sections of 10m widths so no consistent space for segregated cycle tracks within road boundary. A pedestrian crossing for the Brothers of Charity will be provided as part of this project.



OPTION REF.	LOCATION	DESCRIPTION
WC58	Dr. Daly Rd.	Segregated Cycle Facilities and Footpath Upgrades - Current one way maintained with option to replace parking with segregated cycle tracks serving CBS and Rice College as well as integrating with wider active travel network, alternative option to construct a segregated cycle facility inside the wall of the park. The construction of the path inside the park may require more significant engineering works and removal of trees.
WC60	Saint Senan's Road	School Zone - School Zone approaching and. outside school gate in line with Safe Routes to School (SRTS) guidance, resulting in traffic calming and increased safety for children walking and cycling to school.
WC62	New Road	Footpath Upgrades and Traffic Calming - Improve footpaths and calm traffic, taking note of fire station requirements.
WC63	Lifford Rd (Tulla Road to Old Lifford Road)	Segregated Cycle Facilities and Footpath Upgrades - Removal of on street parking on westbound side to create space for cycle route. Very wide carriageway, road space available for segregated cycle tracks.
WC64	Lifford Rd	Footpath Upgrades and Traffic Calming - Widen footpaths to narrow carriageway with raised table crossings at junctions.
WC65	Tulla Rd/Clon Rd	Footpath Upgrades and Traffic Calming - Road width is not sufficient for segregated cycle facilities (very limited sections above 10m) without road boundary widening or traffic management changes on this arterial road.
WC68	Clare Road	Segregated Cycle Facilities and Footpath Upgrades - Sufficient road space while maintaining two-way traffic flow.
WC69	St Senan's Road to Kincora Park	Permeability - Formalisation of existing permeability connection for active travel.
WC70	Kincora Park	Quietway - Quietway between St Senan's Road and Lifford Road via WC69 permeability link.
WC71	Greendale to Friars Walk	Permeability - Permeability link from Greendale to Friars Walk.
WC72	Francis Street	Segregated Cycle Facilities and Footpath Upgrades - Reorganisation of parking and turning lanes to provide segregated cycle tracks as far as Causeway Link. Section 179 development will bring building line between Clare FM and Causeway Link back in line with Clare FM according to latest drawings.
WC73	Causeway Link	Segregated Cycle Facilities and Footpath Upgrades - Utilise green space to provide segregated cycle facilities, linking to Francis Street.
WC74	Station Road between Friars Walk and Clon Road	Segregated Cycle Facilities & Quietway - segregated cycle tracks from Friars Walk to Teagasc Entrance where road boundary is of sufficient width to accommodate footpaths, segregated cycle tracks and two-way traffic. Bus gate west of Árd na Gréine. Quietway between Ard na Gréine and Clon road with access to on-street



OPTION REF.	LOCATION	DESCRIPTION
		parking along Station Road maintained. This is a long term proposal with traffic calming to enable safe cycling-on street recommended in the short term.
WC75	Bóthar na Trocaire	Segregated Cycle Facilities and Footpath Upgrades - Segregated cycle facilities along Friars walk.
WC76	St Senan's Road	Quietway - along St Senan's Road and onward to Lifford Road via WC69 permeability link.
WC77	East of Glenina, Ivy Hill, St Claire's School and St Anne's School	Cycleway/Walkway - Formalise existing permeability routes for walking and cycling. These routes link the Lifford Road and Corrovorrin to Gaelscoil Mhichíl Cíosóg, Ennis Educate Together and St. Claire's School.
WC78	Waterpark View and Coote Park	Quietway - along Waterpark Heights/View and Coote Park to link Drumbiggle Road to residential areas via WC48 & WC77.
WC79	Hermitage	Quietway - along residential streets to provide alternative cycle route to constrained Circular Road.
WC80	Orchard Lane, Considine Terrace, Hermitage, Old Mill Street	Quietway - along residential streets to provide alternative cycle route to constrained Circular Road.
WC81	Clare Road	Segregated Cycle Facilities - Segregate and widen existing cycle tracks to complete the cycle network. Preliminary work is currently ongoing to provide an active travel crossing of the N85 Clareabbey Roundabout.
WC82	Clon Road from Francis Street to Friar's Walk	Segregated Cycle Facilities - along Clon Road from Francis Street to Friar's Walk. May require some green space. Alternative option to use service street, signalised crossing into Greendale with new active travel only links from Greendale to Clon Road and Friar's Walk.
WC83	Friar's Walk from Clon Road to roundabout	Segregated Cycle Facilities - along Friar's Walk from Clon Road to Roundabout that may require some road widening into green space.
WC84	Árd Aoibhinn to Hazelwood	Permeability - Permeability link for active travel only from Árd Aoibhinn to Hazelwood via existing laneway, enables potential onwards links to Ennis Train Station and Quin Road Business Park.
WC85	Dún na Rí to Cregaun	Permeability - Formalisation of existing path through green space for walking and cycling.

OPTION REF.	LOCATION	DESCRIPTION
WC86	Hazelwood to Carraig Dubh	Permeability - Permeability link for walking and cycling from Hazelwood to Carraig Dubh.
WC87	College Park to Ennis Train Station	Permeability - Permeability link from College Park to shorten walking distance to Train Station. Note would require safe active travel path through bus parking area.
WC88	Tobairteascáin to Quin Road Business Park	Permeability - Permeability from Tobairteascáin to Quin Road Business Park. Note significant challenges to this link. Would likely require third part land agreement and requires crossing of live railway line. However, if delivered would bring significant benefits.
WC89	Park Avenue to Clon Road	Permeability - connection from Park Avenue to Clon Road to shorten active travel distances.
WC90	Showgrounds	Permeability - through Showgrounds Road, linking to WC77 with links onwards to Kilrush Road. Greatly reduces walking cycling distances. Note routing here as for all options is showing a possible indicative routing only.
WC91	Old Military Barracks to Turnpike Road via Gallows Hill	Permeability - route from Old Military Barracks to Turnpike Road via Gallows Hill, provides active travel link from Kilrush Road to Turnpike Road and a shortcut to Flannan's College.
WC92	Kildysart Road	Segregated Cycle Facilities and Footpath Upgrades - Upgrade existing cycle lanes to segregated tracks.
WC93	Ach Bile	Permeability - connection from Ache Bile to Lees Road sports campus.
WC94	Newpark/Knockanean Rd	Segregated Cycle Facilities and Footpath Upgrades - along Knockanean Road from Tulla Road to Knockanean NS.
WC95	Cappahard	Cycleway/Walkway - link from Quin Road to L4118.
WC96	Cappahard	Cycleway/Walkway - link from McNamara Park to Cappahard.
WC98	GAA Clarecastle	Permeability - link from People's Park to Clarecastle GAA.
WC99	Edenvale	Footpath Upgrades and Traffic Calming - Establish footpath from Ballybeg junction to connect nearby residents.
WC101	Clonroadbeg/Turnpike Road	Footpath upgrades and Traffic Calming - Improve footpaths and crossing at residential access.
WC102	Drumcliffe Road	Footpath upgrades and Traffic Calming - Improve footpaths and crossing at residential access.

OPTION REF.	LOCATION	DESCRIPTION
WC110	Station Court	Permeability - link from Station Court to Centra Retail Site.
WC111	Greendale/Glor	Permeability - link from Greendale to Glor Car Park.
WC116	Corrovorrin Avenue	Quietway - Establish Quietway to mitigate against school vehicular traffic using estate as set down/drop off point.
WC117	Ard Caoin to Lidl	Permeability - link from Ard Caoin to Lidl.
WC119	The Hawthorns, West County, College Grove	Permeability - link from The Hawthorns to College Grove and the West County - would require 3rd party agreement but significant benefit.
WC120	Development Lands bounded by Cahercalla Road, Kilrush Road, Drumbiggie Road and N85 Relief Road	Cycleway/Walkway - Provision of walking and cycling permeability along these lands between the Drumbiggie Road/Circular Road, the Cahercalla Road and Kilrush Road ensuring short travel distances. Note routing on map is indicative only and will be developed at planning stage.
WC121	Woodhaven to Cnoc na Scioli	Permeability - Shorten travel distances to Ennis National School: provide a safe active travel route through Westgate Business Park and to Cnoc na Scoile. It is unlikely that the WC121 permeability link will be pursued in the earlier phases of the Ennis LTP, however permeability links to the Killaloe Diocesan Lands will be considered in the master planning of these lands.
WC122	Gort Road (Highfield)	Footpath Upgrades and Traffic Calming - Narrow road section with constraint at hospital boundary, while space does not exist for segregated cycle facilities the pedestrian environment and road carriageway should be upgraded to prioritise pedestrian and cyclists on road safety.
WC141	Turnpike Road	Segregated Cycle Tracks & School Zone – Segregated Cycle Tracks and School Zone along western entrance to St Flannan's Site.
WC201	New Rd. to Francis St Bridge	Bridge - New Road to Francis Street Active Travel Bridge via side of CBS and back of ALDI.
WC202	Cloister Car Park	Permeability - through Cloister Car Park to connect to WC201 if delivered.
WC203	Kildysart Road	Footpath Upgrades and Traffic Calming (short term), Segregated Cycle Facilities and Footpath Upgrades medium term as zoned land is developed - Traffic calming to end of 50kph zones and provision of footpath on at least one side of road to link to existing footpaths and proposed cycle track.
WC204	River Fergus	Cycleway/Walkway - Progress greenway route to connect local areas with town centre and trip attractors along length.

OPTION REF.	LOCATION	DESCRIPTION
WC205	River Fergus – Fioruisce to Drumcliffe Road	Cycleway/Walkway - Connect town centre and residents to sports facilities, including links to residential estates in line with 10-minute town report for RSES. Utilise short section of roadway in Fioruisce and then Aughanteeroe as a quietway before using the Old West Clare Railway Bridge to cross the River Fergus and continue to Drumcliffe Road. As with all measures, exact routing to be decided at project stage.
WC206	River Fergus	Cycleway/Walkway - Connect town centre to recreational and amenity site
WC207	Ballybeg Woods	Cycleway/Walkway - Off road route from limerick road, edge of college road, through Cahercalla to Ballybeg woods dedicated amenity route to popular recreational site.
WC208	College Green - Kilrush Rd	Permeability - Opportunity to improve access throughout local area, engineering works due to dense foliage.
WC209	Droichead na Gabhair	Bridge - Clare County Council will explore a separate active travel bridge.
WC210	Kildysart Rd	Segregated Cycle Facilities - Extend measure WC203 footpath upgrades further south.
WC211	Claureen River Walkway	Cycleway/Walkway - Promote existing walkway to greenway standard to provide off road segregated cycle facilities.
WC215	Corrovin/Fergus	Bridge - Install Bridge over Fergus Minor connecting Gaelscoil/St Clare's & Corrovorrin.
WC302	Cloughleigh Rd.	Segregated Cycle Facilities and Footpath Upgrades - with motor traffic through the pinch point limited to public transport vehicles and local access only. Key cycle route in network and serving local primary school. The modal filter be implemented if required for the operation of the town bus service and for safe walking and cycling at the pinch point along this school route
WC303	Circular Rd	Segregated Cycle Facilities and Footpath Upgrades – Short section of segregated cycle tracks and footpath upgrades between roundabout and Mill Road.
WC304	Carmody St	Footpath Upgrades and Traffic Calming - Proposed upgrades to pedestrian environment at edge of town centre pedestrian zone between Clare Road and Drumbiggle Road, taking in the Kilrush Road/Marketplace junction. Space constrained here and a key road for traffic, in particular in conjunction with possible town centre options.
WC305	Cornmarket Street	CCC will conduct in depth examinations of the Corn Store to explore options to enable safe and design compliant footpaths along Cornmarket Street while retaining two-way traffic, which will require realigning and possibly relisting the structure.



OPTION REF.	LOCATION	DESCRIPTION
		To address cycling connectivity between Wood Quay/town centre and Mill Road, potential routes via Old Mill Road/Considine Road, River Walk or a new alignment will be considered and explored through further options assessment.
WC308	Kilrush Rd.	Quietway/Traffic Calming and Footpath Upgrades - Divert people cycling from Kilrush Road along Dalcassian Drive and Turnpike Road while maintaining two-way motor traffic on Kilrush Road. Provision of a Contra-Flow cycle track on O'Connell Street to Barrack Street. Filtered permeability on Turnpike Road south of Dalcassian Drive to minimise motor traffic levels and stop rat running. Traffic calming and 30kph speed limit along Kilrush Road. Modal filter will be introduced when its introduction is warranted as part of the active travel network rollout or when active travel activity warrants it.

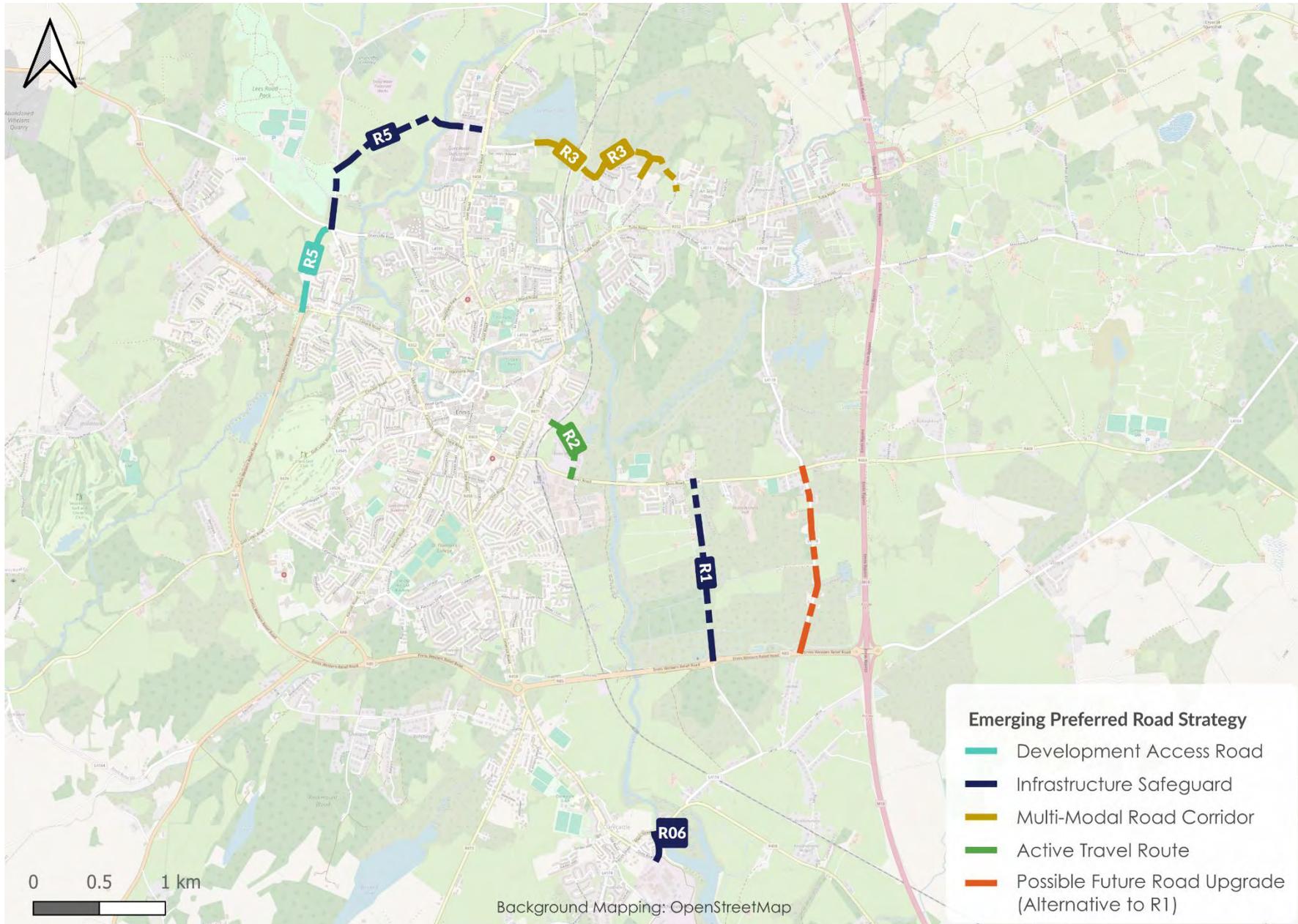


**Table 2. Town Centre Strategy**

OPTION REF.	LOCATION	DESCRIPTION
TC - 03	Town Centre	Pedestrian Priority - Pedestrian Priority and cycling strategy proposals detailed in Section 6.2.
TC - 04	Town Centre	Additional public realm and placemaking interventions - Additional public realm and placemaking interventions throughout the town centre, leveraging opportunities arising from town centre options in the MCA process. This includes a rationalisation of the Market Square junction with a focus on increased public realm space, and projects along Abbey Street and Francis Street to support future Timed Pedestrian Priority
TC - 09	Town Centre	Develop a Town Centre Deliveries Strategy in collaboration with traders.

**Table 3. Preferred Strategy - Public Transport**

OPTION REF.	LOCATION	DESCRIPTION
PT01	Town Wide	Increase in town bus service frequency from every 30 mins to 10 - 15 mins in the medium term.
PT02	Town Wide	Implementation of NS3 Bus Route from town centre to Doora Industrial Estate after assessment of routes NS1 and NS2.
PT03	Town Wide	Improve permeability and access to bus stops with enhanced crossing points and upgrade to bus stop shelters.
PT04	Temple Gate	Creation of a mobility hub at Temple Gate, where current hourly bus service to Limerick operates from, to allow for improved interchange with PT services and complemented with improvements to cycle access and bike parking.
PT05	Rail Station	Work closely with the NTA and Irish Rail to improve integration between interurban bus and rail services.
PT06	Town Wide	Support the full implementation of proposed Connecting Ireland bus routes from and through Ennis with Local Link, Bus Éireann and other operators.
PT07	Town Wide	Work closely with the NTA and TFI Local Link Limerick Clare to monitor and improve capacity and frequency of Connecting Ireland routes.
PT08	Town Wide	Support proposed PT measures with the delivery of information packs to residents regarding service enhancements.
PT09	Town Wide	Post-implementation of town bus services, monitor bus speeds with a view to the implementation of bus priority measures where they may be required.
PT10	Train Station & Surrounds	Assess opportunities for improved access of buses to the train station.
PT11	Town Wide	Dedicated Park and Ride/Park and Stride facility proposed along the Lahinch Road, Tulla Road and Railway station/Mart to allow those commuting from hinterland to complete journeys for education, employment, shopping and leisure by foot or bus.



**Table 4. Preferred Strategy- Road**

OPTION REF.	LOCATION	DESCRIPTION
R1	N18 - R469 Quin Road	Retain safeguard for a potential future use as an HGV link.
R2	R469 Quin Road - Clon Rd	On eastern side of the railway deliver infrastructure as required for local development. Connection across the railway track to be delivered as pedestrian/cycle link.
R3	Tulla Rd (R353) - Gort Rd (R548)	Multi-Modal Corridor:. Connection across the railway track to be delivered with full pedestrian/cycle infrastructure in accordance with the Cycle Design Manual 2023, and provision made for future use as part of town bus service All stakeholders will be updated on project progression and further consultation will be undertaken once the project secures funding and moves forwards to design phases.
R5	N85 Claureen Roundabout - Gort Road	Between Claureen Roundabout and Lee's Road provide infrastructure as required by local development but with modal filters to prevent use as a through road which would increase traffic on constrained Drehidnagower Bridge. Given potential long-term usage as relief road, provide segregated cycle tracks and footpaths on this section.  Preserve infrastructure safeguard between Lee's Road and Gort Road.
R6	OP19 Roche Site link to Clarecastle Bridge	An infrastructure safeguard is proposed to link the Roche site in Clarecastle which may be redeveloped directly to Clarecastle Bridge along the riverside, enabling traffic to/from this large site to bypass the village.
J2	Gort Road/Highfield Park	Upgrade junction to provide safe pedestrian and cycling movements.
J3	New Road/Steele's Terrace	Upgrade junction to provide safe pedestrian and cycling movements.
J4	New Road/Tulla Road	Upgrade junction to provide safe pedestrian and cycling movements.
J5	Clon Road/Station Road	Upgrade junction to provide safe pedestrian and cycling movements.
J6	Lifford Road/Tulla Road	Upgrade junction to provide safe pedestrian and cycling movements.

J7 General Junctions Ennis Co Creating: Junction Tightening & Improvements

**Table 5. Preferred Strategy: Supporting Options**

OPTION REF.	LOCATION	DESCRIPTION
SM - O1	Town Wide	10 Minute Town Principles - embed within Ennis 2040 and land use planning decisions and development of transport network and transport investment decisions. Under the RSES, the Southern Regional Assembly have developed a framework and methodology to be used by local authorities to integrate the '10 Minute Town Concept' into future Local Development Plans. This approach was developed following assessment of 3 key towns (Carlow, Ennis and Tralee) and aims to support increase in sustainable transport and reduce carbon emissions.
SM - O2	Town Wide	Slow Zones – introduction of 30kph on town centre streets and on residential streets in the Study Area, supported by traffic calming measures and signage to encourage driver compliance. This measure is in alignment with the Road Traffic Bill in effect from April 2024.
SM - O3	Town Wide	Workplace Mobility Management Plans (MMPs) & Area MMPs – support major employers & business parks/industrial estates with the implementation of MMPs in conjunction with the NTA Smarter Workplaces Team.
SM - O4	Town Wide	Residential Mobility Management Plans (RMMPs) - introduce requirement for RMMPs for all new residential developments over certain size. RMMPs manage transport demand at source and combine hard measures (e.g. access to a car club, bikes) and soft measures (e.g. Travel Welcome Packs, PT taster tickets).
SM - O5	Town Wide	Design of new and upgraded links and roundabouts - All new and upgraded road links and junctions constructed under this Local Transport Plan, or as part of new developments, will prioritise pedestrian and cyclist movements over vehicle traffic movements, in line with the Design Manual for Urban Roads and Streets and the Cycle Design Manual 2023.
SM - C1	Town Wide	Cycle Parking Strategy - Including on-street short-stay parking locations and capacity consistent with development standards. Provision of expanded cycle parking including spaces for cargo bikes, e-bikes, e-scooters and adapted bikes, longer stay secure bike parking in the town centre, at the rail station, and residential areas.

SM - C2	Town Wide	End of trip facilities - Showers, changing rooms, lockers, etc. at major employment/leisure destinations.
SM - C3	Town Wide	Public Bike Repair Stands – implemented at key locations including schools and longer stay bike parking.
SM - C4	Town Wide	Cycle Skills Training - Deliver at schools, workplaces and via community events .
SM - C5	Town Wide	Cycle Maintenance Checks and Training - Deliver at schools, workplaces and via community events.
SM - C6	Town Wide	Bike Events & Challenges – To encourage new users to try out cycling.
SM - S1	Education Sites	Education Mobility Management Plans (MMPs) - Provide Council resource for Education MMP support (in partnership with An Taisce Green Schools/SRTS) for large schools in Ennis.
SM - S2	Town Wide	Bike and scooter parking at schools - Enhancement of existing facilities.
SM - S3	Education Sites	Behavioural change campaigns to tackle speeding, inconsiderate parking and engine idling near schools.
SM - S4	Education Sites	School based Active Travel initiatives and events - Bike Week, Scoot to School, active travel challenges, curriculum activities.
SM - S6	Education Sites	Walking Bus & Cycling Bus support for local schools – Continued council support for cycle and walking buses to schools.
DM - P1	Town Wide	Public Parking Controls – refresh of town centre parking controls and pricing strategy to strengthen parking as a traffic demand management measure. This would include; review parking duration to reach suitable balance between long and short-term parking, with duration limits well signed and enforced; Proactive enforcement to ensure short stay parking not used for long-stay parking on town centre streets; Proactive enforcement to reduce incidents of inconsiderate parking (e.g. on pavements and cycle lanes) to safeguard road space for vulnerable and active travel users.
DM - P6	Town Wide	Park and Ride/Stride - Pathfinder study to establish suitable locations for potential Park & Ride/Park & Stride facilities towards the town (centre) edge.
DM - P5	Town Wide	Parking for new developments - Reduced Residential Parking and Workplace Parking standards for new developments in appropriate locations (e.g. in areas well served by sustainable transport options). Require EV spaces within new residential, workplace and mixed use developments. Require Car Club spaces within new residential, workplace and mixed-use developments.
DM - P2	Town Wide	EV Parking Strategy – Deliver charging points at new developments, in public car parks, on-street (for rapid charging and those without access to private driveways) and taxi ranks. New charging would be a mix of rapid and slow charging depending on origin and destination needs. Expanding on existing provision as identified in the baseline report by bringing existing parking in line with An Bord Pleanála recommended 10% of parking spaces be EV charging spaces.



DM - P3	Town Wide	EV Parking Pricing Strategies - Integration over time with Public Parking Pricing policies, balanced to encourage take up of EVs without encouraging unnecessary car trips by providing free parking for EVs.
DM - P4	Town Wide	Car Clubs - Car Club provision in town centre and at key residential and mixed-use developments. To promote concept of shared mobility, reducing need for individual car ownership and parking. Reliant on commercial operators to deliver, who are impacted by market conditions and demand.
DM - TM1	Town Wide	HGV Management Strategy – HGV restrictions to prohibited non-destination trips within the town through permit system. In addition, timed restrictions on HGV deliveries town centre.
DM - TM2	Town Wide	LGV Management Strategy for Town Centre - LGV timed restrictions for deliveries.
DM - TM3	Tulla Rd	HGV Limits on Tulla Road Rail Bridge - Limit HGV movements under rail bridge at Tulla Road as well as on link between Cappagh Lawn and Quin Road. The implementation of this measure, to increase active travel safety and comfort on the Tulla Road, may depend on the delivery of road infrastructure proposed in the LTP.
DM - TC2	Town Centre	Town Centre Parking - Alongside pedestrian priority measures propose use of Market St multi storey parking facilities for designated users.
DM - TC3	Town Centre	Town Centre Speeds - Proposed reduction in traffic speeds across the town centre extent including reductions below 30kph included in SM-O2.







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