

**Minutes of the Town Rejuvenation Implementation Committee meeting held in the  
Downstairs Boardroom, Bray Town Council, Civic Offices, Main Street, Bray  
on Tuesday 5<sup>th</sup> June 2007 at 5.00 p.m.**

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**Present:** Chairperson, Dermot Dwyer  
Councillor Anne Egan  
Councillor Ciaran O'Brien  
Councillor Pat Vance  
Christine Flood, Bray Town Council  
Des O'Brien, Bray Town Council  
Sean O'Neill, Bray Town Council  
Jason Cooke, Bray & District Chamber of Commerce  
John Mullane, Bray Retailers Forum  
Liam McGarry, Bray Retailers Group  
Mary McDermott Roe, Pizarro Developments Ltd

**Not in Attendance:** Councillor Anne Ferris

**1. Minutes of the meeting dated 1<sup>st</sup> May 2007.**

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The minutes of the meeting dated 1<sup>st</sup> May 2007 were agreed and signed. There were no matters arising from the minutes.

**2. Work Plan and Programme – for pre & post launch**

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**a. Streetscape improvements – task force work group**

Mr Des O'Brien circulated two documents one relating to the shopfronts and the other relating to the painting proposal. The working group had met with Coum O'Broin who had prepared two presentation documents giving guidelines as to how the town could be developed. He stated that these are both excellent documents and should be merged into one.

He confirmed that the working group drafted an allocation scheme for the shopfronts. The maximum grant would be €7,500. The cost of a double shopfront is €34,000, this includes all external works. Mr O'Brien confirmed that the grant of €7,500 is for a standard sized shopfront. He also stated that planning permission would apply, as this is public money. The Members of Bray Town Council will receive a report outlining the interest and recommendations and it will be up to them to approve the funding.

Councillor Pat Vance expressed concern regarding planning penalties and levies on the shopfronts.

Mr Des O'Brien confirmed that there will be no planning levies or increase in rates applied to the shopfronts. This will be stated on the application form in capital letters.

The Members held a brief discussion regarding independent retailers and the eligibility of corporate traders. It was agreed that a sub-committee would be set-up to engage corporate traders.

The Chairperson confirmed that he had engaged photographer David Murphy along with Colum O'Broin to select and take before and after pictures for the photomontage. Mr Murphy and Mr O'Broin are doing this project free of charge, however the committee will pay for any expenses.

Fleetwood have agreed to pay for the pictures and the display boards and they will be credited with Fleetwood branding.

Des O'Brien talked the members through his report. He confirmed that there would be no agreement from Ballymore until the commercial issues with Bray Town Council have been resolved. The paint will be free to retailers.

The members raised the following issues:

- Not happy we are doing this for free. Retailers should be paying 50% of costs.
- The pricing includes painting above the shops, power washing, fixing gutters and plaster.
- We should increase rates to cover this.
- The developer's contribution will pay for the painting.
- Painting is free but we should have a condition that they sponsor hanging baskets.
- If the proprietor owns the top and bottom sections of the property then there must condition that they do the shopfront if we paint the top half.
- Without the contribution from Ballymore, the Council may look for funding from the Budget.
- This is a VAT neutral exercise.
- Can we get the Main Street painted by 13<sup>th</sup> June 2007?
- How do we define independent retailers?
- We should paint vacant buildings.
- It is important we get bank managers to attend the meeting.

Mary McDermott-Roe volunteered to manage the painting project. She stated that she would ask the painter to complete the costings for the Main Street and surrounding areas before the meeting on 13<sup>th</sup> June.

Jason Cooke advised that the Chamber will facilitate also.

#### **b. Traffic / Parking**

The members agreed that they would give an overall plan including signage plans and presentation with a map of current and future car parking spaces. Parking in Carlisle Grounds, the Bowling Alley and St Thomas's must be highlighted.

Christine Flood stated that she believes retailers are as much a part of the problem as they are the solution. She believes they should be leaving spaces for the public and shoppers.

John Mullane stated that Bray Town Council should clamp down on this and issue fines to the retailers responsible.

#### **c. Maintenance, Cleanliness & Security**

Des O'Brien confirmed that this working group were meeting up this week to formulate their presentation.

The members raised the following points:

- Enforcement is a key factor.
- Bray Town Council need to examine public areas and ensure they are cleaned up to set an example, including lighting and bollards etc.
- Need street cleaning machines.

- Can we get the Heritage Centre painted by 13<sup>th</sup> June 2007?

Des O'Brien confirmed that the Town Engineer is examining the possibility of using a suction system on the Main Street. He also confirmed that Bray Town Council would paint the Heritage Centre by 13<sup>th</sup> June.

**d. Communications / event management**

Mr Jason Cooke requested that all slides and details must be sent to him before Friday morning. He confirmed that the Chamber had written to all properties on Main Street, Florence Road, Goldsmith Terrace, Quinsboro Road, Novara Avenue and St Kevins Square requesting their attendance at the meeting of 13<sup>th</sup> June 2007. He also confirmed that the Bray People, Wicklow Times and East Coast Radio have sponsored a once off advertising campaign for the meeting.

Councillor Anne Egan confirmed that the parking signage still states parking is Monday to Friday – this needs to be amended immediately.

John Mullane stated that the Retailers Forum will target attendance and will contact people by telephone prior to the meeting.

**f. Follow-up / making it happen**

The Chairperson confirmed that at the next meeting follow-up issues would be discussed.

It was agreed that after 13<sup>th</sup> June for two days that representatives from Bray Town Council and Bray Chamber use the Boardroom in the Civic Offices to encourage people to sign-up and answer any queries.

**3. Budget**

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The Chairperson requested that a single sheet clarifying the source of funding and the use of the funding be circulated to all members.

Liam McGarry suggested that Fleetwood set-up a shop in 34 Main Street.

**5. Any Other Business.**

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Liam McGarry confirmed that he and Mary McDermott-Roe had identified thirteen empty shops in the town. He suggested that Bray Town Council draw up a list of potential types of retail.

Mr McGarry also stated that retail mix is essential and very beneficial. He stated that Bray Town Council need to clamp down on change of use.

Mr McGarry asked if the committee would be handing out a pack to attendees on 13<sup>th</sup> June 2007.

The members raised the following points:

- Attendees must sign in and we should have clear name badges.
- Need representatives from Bray Town Council also.
- We need a chaired meeting with questions and answers.
- Meeting will last 1 hour 30 minutes max. Therefore each group has 20 minutes each.

It was agreed that the following members would speak:

- Shop front design guidelines – Colum O’Broin
- Shop front grant scheme – Des O’Brien
- Painting – Dermod Dwyer
- Traffic / Parking – Christine Flood
- Maintenance, Cleanliness & Security – John Mullane with Des O’Brien
- Communications, programmatics, information – Jason Cooke

The rehearsal will take place at 4.00 p.m. on Tuesday 12<sup>th</sup> June 2007.

The Chairperson confirmed this is Councillor Anne Egan’s last meeting. He stated that she was a pleasure to work with and he greatly admires her political skills. He also stated that he would love to see her nominated to the committee if the incoming Cathaoirleach cannot take up membership.

This concluded the business of the meeting.

**Signed:** \_\_\_\_\_  
**CHAIRPERSON**

**Signed:** \_\_\_\_\_  
**TOWN CLERK**

**Dated:** \_\_\_\_\_