

11 | Bray Seafront area



11.1 Context

The Seafront area is defined as the area included in the B2, B3 and E1 zones, which run parallel to Bray beach.

Bray Seafront is a locally distinctive and significant area in the town. It is rich in architectural and natural heritage, comprising the beach, Esplanade and many fine architectural structures dating to Victorian times. The area has huge symbolic, cultural, social and economic importance and as such, its character must be preserved to ensure that its amenity and economic value is safeguarded for existing and future generations.

In order to respond to the changing viability of the town's hotel industry, it is envisaged that the introduction of a residential land use component in the B3 area will yield significant benefits in terms of providing much needed residential accommodation and in increasing the attractiveness, vibrancy and safety of the area.

11.2 Development Objectives

11.2.1 The B2 and B3 Zones

In the B2 and B3 zoned Seafront areas, a proposed development will only be permitted where it does not negatively impinge on:

- the amenity and character of the area;
- its natural and built heritage;
- protected views and prospects;
- protected structures.

While having regard to the above, the Council will consider permitting developments comprising modern, innovative designs, where the character and setting of historically important buildings is not compromised.

In the B2 and B3 zoned Seafront area, the following development standards shall apply:

- Maximum plot ratio = 2.75
- Maximum site coverage = 65%
- Generally, a maximum height of 4 storeys above ground level is appropriate. However the Council may permit heights above this, where the specific context of the site and the design of the building allows it.

While it is recognised that it is the overriding objective of the Council to promote the Seafront area as the primary tourist, leisure and recreational centre of the town, the Council appreciates that there is a significant resident population living in the B2 and particularly B3 zones. As such, proposed developments in these zones, which would significantly depreciate the quality of residential amenity enjoyed by residents will not be permitted.

B2 Zone

In the B2 Zone, the following objective shall apply:

To protect and enhance the character of the seafront area and to provide for the development and improvement of appropriate tourism and leisure uses, consistent with the protection of residential amenity. The Seafront area shall be promoted as the primary tourist, recreational and leisure centre of the town.

Refer to Opportunity Sites, Section 4.4.13, site number 8 for acceptable use of Bray Head Hotel.

B3 Zone

The B3 zone has been designated from the Seanchara Restaurant/B+B to Convent Avenue. In this zone, the following objective shall apply:

To protect and enhance the character of the seafront area and to provide for mixed-use development including appropriate tourism, leisure and residential uses. The Seafront area shall be promoted as the primary tourist, recreational and leisure centre of the town.

11.2.2 Open Space (E1 Zone) and Beach

In the open space and beach area of the Seafront, it is the objective of the Council to:

- develop and improve the beach and open space for amenity and recreational use;
- implement the recently adopted Beach Master Plan to improve the facility and to safeguard the area from flooding and erosion. Funding for the implementation of the Beach Master Plan shall be provided in part from Class 3 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016;
- acquire a Blue Flag for the beach, in conjunction with the Bray Shanganagh Sewage Treatment Works. This will require the achievement of stringent water quality standards, the provision of facilities and the provision of environmental education and information relating to the beach and surrounding area;
- improve the appearance, attraction and amenity of the area through Seafront Improvement Schemes and develop guidelines for this area;
- promote the use of existing kiosks for appropriate tourist, leisure based uses;
- create access to the sea across the shingle by providing walkways and a diving float;
- facilitate the development of a boat slip for the boating club at the south end of the seafront.

Development will not be permitted on land zoned as E1 on the east side of the Strand Road from Martello Terrace to Bray Head.