

## 7 | Transport



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## 7.1 Vision

To enhance the environment of the town by providing adequate infrastructure for pedestrian, cycling, public and private transport; and by reducing traffic congestion; improving accessibility; and by encouraging the use of sustainable modes of transport.

## 7.2 Context

- Sustainable Development – A Strategy for Ireland (DoE, 1997)
- A Platform for Change, Final Report, An Integrated Transportation Strategy for the Greater Dublin Area 2000-2016 (Dublin Transportation Office, 2001)
- Regional Planning Guidelines for the Greater Dublin Area, 2004-2016
- Regional Planning Guidelines, Greater Dublin Area: Implementing the National Spatial Strategy
- National Spatial Strategy (DoELG, 2002)
- National Climate Change Strategy (DoELG, 2000)
- Bray Safe Routes to School Study (Bray U.D.C./D.T.O., 1998)
- Chapter 1-6 of the ‘Bray and Environs Transportation Study’, and amendments (Clifton Scannell Emerson Associates/Bray Town Council, as adopted 10th June 2003)
- Dublin Transportation Initiative Final Report (DTI, 1994)

## 7.3 Strategy

The availability of an efficient transport system is vital for the development of Bray Town and its environs. The primary role of Bray Town Council, in relation to transportation, is the improvement and maintenance of local roads, the promotion of road safety and the implementation of standards and guidelines for parking, traffic control, public transport, cycling and walking.

Traffic conditions have noticeably deteriorated in Bray over recent years with increased volumes of vehicles using a limited road network leading to widespread congestion. If mitigating measures are not put in place, the scale and extent of the traffic problems will deteriorate as car ownership and general economic prosperity continue to increase, creating yet more demand for travel on a transportation system which is already stretched to cater for existing travel demand.

To facilitate the increased population and demand for trips on the existing streets of Bray, more efficient use of the available street space must be made. This can only be achieved by increasing the use of sustainable modes of transport and by reducing the reliance on the private car, particularly at peak periods.

In line with the objectives of the D.T.O. Strategy ‘A Platform for Change’, the ‘Regional Planning Guidelines for the Greater Dublin Area, 2004-2016’, and the ‘National Spatial Strategy’ for the metropolitan area of the GDA, the following are the strategic transportation objectives for Bray:

- maximise access to and encourage use of public transport, cycling and walking;
- discourage private car based travel;
- develop an extensive, effective, high quality and integrated network for rail, bus, road, cycling and walking;
- integrate land use and transportation planning objectives so that sustainable urban patterns and communities are formed, where the distance between employment, residential, leisure and commercial land uses are reduced;
- develop an improved mesh of roads, which are safe and provide for the needs of all road users.

The cumulative effect of implementing this strategy will:

- reduce average journey times;
- reduce traffic accidents;
- reduce congestion;
- promote a reduction in travel demand;
- create a sustainable balance between public and private transport modes;
- reduce energy consumption and green house gas emissions;
- improve quality of life;
- improve residential and environmental amenity;
- reduce environmental impact of transport (air pollution, water, soil and land resources, congestion, noise, as well as impacts on neighbourhoods, habitats and landscapes);
- improve accessibility to local services.

## 7.4 Policy

### 7.4.1 Implementation of D.T.O. Policy

It is the policy of the Council to promote, facilitate and co-operate with other agencies in securing the implementation of the transportation strategy for the Dublin Region as set out in the Dublin Transportation Office Strategy ‘Platform for Change 2000-2016’.

To underpin the implementation of the ‘Strategic Planning Guidelines for the Greater Dublin Area’, ‘A Platform for Change’ provides the transportation strategy for the GDA up to 2011. The Strategy provides a comprehensive framework for addressing accessibility and connectivity within the metropolitan area of the GDA and connectivity between the metropolitan areas and the main settlements in the hinterland area.

The Council will support and facilitate the implementation of the proposals contained in the ‘Platform for Change’ under its two complementary and interdependent elements – ‘Infrastructure and Service Improvements’ and ‘Demand Management’ and will have regard to the D.T.O. guidance on complementary land use policies.

Infrastructure and service improvements will increase the supply of transport, including a substantial expansion of the public transport network, some strategic road construction and traffic management.

Demand management measures will reduce the growth in travel through the application of complementary land use and other policies, which are designed to encourage a transfer of trips, especially at peak periods, from the private car to sustainable modes of transport.

The ambitious mode share targets set out in the ‘Platform for Change’ for public transport is supported in principle. The implementation of the Strategy will create extensive, high quality, fully accessible and integrated networks for road, rail, bus, cycling and walking forms of transportation. The main elements of the Strategy, as it affects Bray include:

- extension of the existing Quality Bus Network to Bray;
- upgrade of the existing DART/suburban rail network;
- upgrading and expansion of bus network;

- provision of park and ride facilities at strategic locations;
- development of traffic management measures;
- promotion of cycling and walking as important means of transport.

These objectives are an important component for the consolidation of development within the metropolitan area and for the sustainable growth of Bray.

When assessing planning applications, the Council shall pay due regard to relevant Advice Notes, which are published by the D.T.O.

## 7.4.2 Integrating Land Use and Transportation Policies

**It is the policy of the Council to implement complementary land use and transportation policies.**

The Council recognizes the fundamental link between transport and land use. In this regard, the D.T.O. Strategy provides the following guidance that is relevant to the development of Bray:

- the resource of public transport corridors should be maximised by concentrating development along these corridors at public transport nodes (rail stations, bus stops and interchanges);
- development should be phased to maximise the utility of existing public transport services and to avail of new services as they come on stream;
- reservations for public transport should be protected in the design of new developments;
- development near public transportation nodes should comply with the following principles:
  - neighbourhood centres should be located with good access to public transport;
  - detailed layouts and design of developments which reflect the importance of walking and cycling as transportation modes by providing safe and direct access to local services (retailing, schools, employment and leisure) and public transport nodes;
  - increased density should be promoted close to public transport nodes;
  - mixed-use developments should be encouraged;
- development of the rail station should support local residential areas by providing services.

The Council supports this guidance and will require all developments to have regard to it.

The resultant land use patterns will be consistent with the aim of consolidating development as proposed in the Strategic Planning Guidelines and will support the development of alternative modes of travel to the private car.

## 7.4.3 Bray and Environs Transportation Study

**It is the policy of the Council to promote, facilitate and co-operate with other agencies in securing the implementation of Chapters 1 to 6 of the 'Bray and Environs Transportation Study', or as subsequently amended.**

The 'Bray and Environs Transportation Study' comprises an integrated package of measures, which will deliver the following vision for Bray:

- improved accessibility;
- increased mobility for all;
- enhanced environmental amenity;
- improved public transport;
- better cyclist and pedestrian facilities;
- provision for commercial enterprise and development.

Chapters 1-6 of the 'Bray and Environs Transportation Study', with amendments was adopted by Bray Town Council on 10th June 2003. Although D.T.O. funding for the implementation of the scheme has not been secured, the Council remains supportive of the overall objectives of the Study. It will review the study to ensure that it caters for future developments in the town. Any review will have regard to the findings of the Integrated Framework Plan for Land Use and Transportation Study (also called North Bray Environs Land Use and Transportation Study (LUTS)).

Funding for the implementation of Chapters 1-6 of the Study, or as subsequently amended, shall be provided in part from Class 1 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016.

#### 7.4.4 Traffic Management in Town Centre

**It is the policy of the Council to reduce the level of through-traffic in the town centre and to improve access for local needs, through sustainable modes of transportation.**

Chapter 6 of the 'Bray and Environs Transportation Study' includes objectives and measures to reduce the level of traffic in the town centre and to improve access to the town centre through the utilization of sustainable modes of transport. The Council supports the overall objectives of this chapter and will promote, facilitate and co-operate with other agencies in securing the implementation of recommendations for traffic reduction and management in the town centre. The Council will support the implementation of appropriate measures, which are based on the following objectives:

- bus priority in the town centre;
- improved pedestrian and cyclist facilities;
- an environment conducive to pedestrians and cyclists;
- enhanced environmental amenity;
- an opportunity for a high-quality urban streetscape link between the Main Street, the DART station and Strand Road via Quinsborough Road;
- direct access to off-street parking in the town centre from both north and south of Bray;
- discouraging traffic with no business in the town centre from travelling through the town centre.

The Council will not support the proposed extension of the existing Quality Bus Network to Bray without the implementation of appropriate measures, as outlined in the 'Bray and Environs Transportation Study', or as subsequently amended.

## 7.4.5 Car Parking Control

It is the policy of the Council to discourage commuter parking and to provide adequate public parking facilities to meet the short term parking requirements of local residents for shopping, business and leisure use. Where appropriate, the Council will seek to increase off-street parking provision and to reduce the number of on-street parking spaces. The Council will continually review parking requirements and introduce new or amended measures to effectively control parking throughout the Town Council district.

It is the policy of the Council, in co-operation with other agencies and subject to the availability of the necessary finance, to undertake the following objectives:

- the introduction of the town centre proposals for bus priority, cycle lanes and improved environmental amenity will require the removal of some on-street spaces. Increases in off-street parking provision on sites such as the Herbert Road and Florentine Centre, will provide an opportunity to reduce the number of on-street spaces and, hence, help reduce congestion and improve the environment for pedestrians and cyclists;
- in order to encourage short term parking in public car parks, the Council will impose a ban on long term parking or a sliding scale of charges in these car parks;
- the Council will seek to reduce the negative effects of heavy goods vehicles in the town centre by imposing weight and time limits;
- the Council will support the development of a park and ride scheme located on the Southern Cross Route on land that is zoned as G1;
- the Council recognises the opportunity presented by the development of the Golf Club Lands to provide additional car-parking facilities to meet the current shortfall in the town.

### 7.4.5.1 Herbert Road Car Park

It is the policy of the Council to develop a multi-storey car park on the site of the existing Herbert Road car park<sup>1</sup>. As part of this mixed-use development, town centre uses shall be permitted on the ground floor and above, with some residential units on upper floors.

The Herbert Road Car Park is included as an Opportunity Site, under Section 4.4.13 of Chapter 4: Retail and Town Centre.

<sup>1</sup> Funding for the implementation of this scheme shall be provided in part from Class 1 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016

## 7.4.6 Cycling and Walking

It is the policy of the Council to encourage and promote cycling and walking as a more comfortable, convenient and safe method of transport and to provide adequate public cycle parking at appropriate locations throughout the town centre and other trip attracting locations. It is the policy of the Council to provide footpaths along all roads and in particular to prioritise footpaths to areas where houses front directly onto roads.

The Council recognises that cycling and walking are cost effective, non-polluting and highly flexible transportation modes that reduce congestion, foster improved health and are accessible to young people. To this end, it is the policy of the Council to introduce a network of cycle tracks and footpaths.

Pedestrian and cycle routes should present the following attributes to all users:

- Security
- Coherence
- Directness
- Attractiveness
- Comfort

It is the policy of the Council, in co-operation with other agencies and subject to the availability of the necessary finance to provide enhanced and safe cycling and walking facilities/infrastructure on all roads which have in excess of 5,000 CPU's (car passenger units) per hour in the urban area of the Town Council.

It is an objective of the Plan to review the 1998 Safe Routes to School Report and to implement its recommendations where possible.

## 7.4.7 Public Transport

It is the policy of the Council to encourage and facilitate the development of an efficient, extensive, high quality, fully accessible and integrated public transport network and to promote its maximum use by the travelling public, in conjunction with the relevant authorities.

The Council recognises that a well developed and efficient public transport system is essential to reduce dependence on private transport and to facilitate the large segments of the population without access to private transport. Bray is connected by rail and bus to Dublin and Wicklow, which is particularly important to the development of the commercial and tourism sectors.

The Council will continue to support the operation of local bus services connecting the outlying residential neighbourhoods of the town with one another and with the town centre. The Council will work with the relevant authorities so that the existing local bus service is expanded so that every area within Bray is within walking distance (i.e. 10-15 minutes walk) of a frequent and efficient local bus service, which will connect to the town centre and the DART station for interchange to rail and other bus services. The Council will encourage public transport providers to display service information in public car parks.

The Council recognises that if public transport is to provide an attractive and viable alternative to private car commuting, public transport must be supported by effective, on-street bus priority measures and complementary land use policy and practice.

## 7.4.8 Road Development

**It is the policy of the Council to provide additional road capacity, subject to environmental and conservation considerations, in order to remove the volume of through traffic from central streets of the town, and to improve circulation within the town centre.**

Wicklow County Council is the Roads Authority for the National and Regional roads in the town area. The Town Council co-operates with Wicklow County Council and the National Roads Authority in seeking to provide a safe and efficient road network.

The existing major road network will be improved and developed to accommodate the increasing volume of motor traffic. The main purpose of the urban road network will be to facilitate a more even distribution of traffic flows throughout the town and to improve accessibility between the various districts.

The planning authority will continue to improve certain existing roads and streets by the removal of bottlenecks and the alteration of intersections. Where necessary and appropriate, building and frontage lines of development sites will be set back to provide for long-term road improvements, provision of sight lines and improvements of traffic flows.

During the currency of this Plan, the Council will pursue the road works that are to be implemented under Class 1 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016. The objectives of the Scheme provide for the improvement of the road network to meet the town's expansion and the anticipated increase in vehicle ownership. It is increasingly recognised however, that the provision of roads and car parking will not, of itself, promote a healthy and vibrant town. A balance needs to be struck between the demands of car users and pedestrians and between the provision of adequate roads infrastructure and the protection of the urban fabric.

The above works objectives are based on the needs identified and predicted for the lifetime of this Plan and beyond. The Plan does not prevent the carrying out of other works which are essential to achieve the objectives and policies expressed elsewhere in this Plan.

## 7.4.9 Road Signage

**It is the policy of the Council to improve signage at appropriate locations throughout the town.**

### 7.4.10 Access for Mobility Impaired

It is the policy of the Council to improve accessibility and facilities for people with mobility impairments and/or disabilities on the road network and in any new development.

The Council will require all development proposals for transport to address the real transport needs of all mobility impaired and disabled people, including elderly people and parents with small children. These needs must form part of development proposals from their initiation, not an adjunct to be tagged on in the later stages of development. These needs should be addressed as an integral part of the preparation of designs, specifications etc.

The Council will support the implementation of the general principles and specific recommendations outlined in 'Annex 3: Facilities for People with Disabilities and/or Mobility Impairments' of the 'Dublin Transportation Initiative Final Report (1994)', and other relevant policy documents.

### 7.4.11 Traffic Calming

It is the policy of the Council to introduce traffic calming measures at appropriate locations throughout the town.

### 7.4.12 Luas/Metro

It is the policy of the Council to facilitate and support the Railway Procurement Agency in works relating to the potential extension of LUAS/METRO services to Bray.

### 7.4.13 Rights of Way

It is the policy of the Council to protect and preserve all existing rights of way.

### 7.4.14 Purchase of Road Making Materials

It is the policy of the Council, specifically in relation to road-making materials (e.g. concrete, stone & tarmac), to purchase materials from contractors who are fully planning compliant.