

# BRAY TOWN COUNCIL

## PREPARATION OF NEW DEVELOPMENT PLAN 2011-2017



## Background Issues Paper

Planning Department  
Bray Town Council  
Civic Offices  
Bray  
Co. Wicklow  
May 2009

## BACKGROUND

The review of the Bray Town Council Development Plan 2005-2011 is currently being undertaken.

Bray Town Council is inviting submissions or observations regarding the review of the existing Development Plan and the preparation of the new Plan for the period 2011-2017.

The purpose of this document is provide a forum for consultation that gives a broad overview of the main development issues facing the town and to stimulate public debate on what broad planning and development matters should be considered in the new Plan.

You are invited to submit your views on what the draft development plan should contain and what issues it should address. Submissions and observations should be marked **Development Plan** and should state your name and, where appropriate, the body represented, in writing to:

Christine Flood  
Town Clerk  
Bray Town Council  
Civic Offices  
Bray  
Co. Wicklow

Submissions and observations may also be made by email to the following address:

[planreview@braytc.ie](mailto:planreview@braytc.ie)

or

[tclerk@braytc.ie](mailto:tclerk@braytc.ie)

All submissions shall be lodged not later than **Friday 3<sup>rd</sup> July 2009**. These will be taken into consideration prior to the preparation of the new draft development plan. In order to facilitate the plan preparation, please make your submission as early as possible.

During the period and up to and including the 3<sup>rd</sup> July 2009, copies of the Background Issues Paper, the public notice, a guide to making a submission on the new development plan and the timetable for the making of the plan will be available from the Planning Department, Civic Offices, Bray.

It should be noted that there will be other opportunities later on in the process for you to further express your views and make additional submissions. It is envisaged that the draft plan will be on public display in March – June 2010

A series of public meetings will take place during this same consultation period. Further notice of the dates and locations of said meetings will be given in due course.

Further public notices will be published in newspapers and on the Town Council's website indicating the locations, dates and times of these meetings.

## INTRODUCTION

The Planning and Development Act 2000 stipulates the development plan shall set out an overall strategy for the proper planning and sustainable development of the area of the plan. It provides for the preparation of the plan in three stages:

- Pre – Draft
- Preparation of the Draft Plan
- Making of the Development Plan



*The new Bray Town Council offices at the Civic Centre off Main Street.*

Within each of these stages there are four common requirements:

- Public notification
- Public consultation
- Manager's Report
- Preparation of the Plan

This background paper has been prepared in order to stimulate

debate on the planning issues that the new plan may address over its duration from 2011 to 2017. It deals with some of the main issues under various topic headings. These headings are not exhaustive and you are invited to raise other matters you may consider relevant.

### *Topics*

- 1. Population Growth and Development**
- 2. Housing**
- 3. Employment and Industry**
- 4. Retailing**
- 5. Community**
- 6. Public Service's and Transport Infrastructure**
- 7. Heritage and Landscape Conservation**
- 8. Tourism and Recreation**

## 1. POPULATION GROWTH AND DEVELOPMENT

### *Background*

The Census of Population 2006 states that the population of County Wicklow is 126,194. In percentage terms this is an increase in population of 10% or 11,518 persons from the 2002 census. The previous CSO report for County Wicklow, from 1996 to 2002, also saw an increase in population of 11.7% or 11,993 persons. When compared to the national rate of population, there were increases in both instances, of 8% from 1996 to 2002, and of 8.2% from 2002 to 2006.

Wicklow is one of the most rapidly growing counties in Ireland today. This results from its proximity to the Dublin metropolitan area and the employment opportunities that arise therein. Bray reaps both the rewards and disadvantages of being in such close proximity to the capital. The benefits to the populace include excellent rail, bus and road links. Disadvantages include the pressure for housing closely linked to commuter travel.



*Bray Main Street often experiences heavy pedestrian traffic*

Bray is one of the major towns in Wicklow and is generally self sufficient in terms of both convenience and comparison-shopping. This however is tempered by the fact that Bray suffers substantial 'leakage' of potential comparison shopping to the Dublin area. Bray also has a wide choice of educational establishments at primary and secondary level with a student population of over 7,000. Amenities in the town include Bray Head, its strand and harbour areas, Mermaid Arts Centre, hotels and pubs, bowling etc. For these reasons the town acts as a draw for people from surrounding areas.

It also attracts and retains firms such as Trinity Biotech and Takeda Ireland Ltd. that provide a valuable employment base for the North Wicklow area.

However, the lack of suitable large service employment sites is a constraint, and the loss of the DELL facility was a direct result of this.

### **National Spatial Strategy 2002-2020**

The National Spatial Strategy (NSS) is a twenty year planning framework designed to deliver more balanced social economic and physical development between regions. The NSS seeks to match where people live with where people work, making it easier to sustain 1) A better quality of life, 2) A strong competitive economic approach and 3) An environment of high quality.

Under the NSS, Bray is part of the metropolitan area of the Greater Dublin Area (GDA). It is important that the performance of the economy of the GDA is built upon to ensure the future success and competitiveness of GDA. To guarantee that this occurs, the NSS seeks the physical consolidation of the metropolitan area. In order to achieve the physical consolidation of Bray, the Town Council must pursue the following actions:

- Facilitate the assembly of fragmented sites and encourage the relocation to more suitable sites where there is inappropriate land use.
- Ensure the effective use of the existing housing stock.
- Examine the potential of declining industrial and warehouse estates for redevelopment and new economic activity.

### **Regional Planning Guidelines for the Greater Dublin Area**

These guidelines, published in 2004, attempt to put in place a broad planning framework for the development of the Greater Dublin Area and its metropolitan area, within which Bray is situated on one of the 'Transportation Corridors' of the GDA. The Regional Planning Guidelines attempt to provide an overall strategic context for the development plans of each local authority and the promotion of a sustainable settlement strategy. The guidelines seek to provide a better balance between public and private transport. The future form of development should reduce urban sprawl and create a clearer distinction between urban and rural areas, a factor which has clear relevance for Bray, which is constrained to the South and East by Bray Head, the Little Sugarloaf and the sea. The report provides guidelines for the integration of land-use and transportation in the interests of sustainable development and in general the aim is to provide fast and efficient public transport routes for everyone in the GDA and in doing so, reduce the need for further growth and the demand for private car transport.

The new Retail Strategy for the GDA was completed in 2008 and was incorporated into the new Bray Plan.

### **DTO A Platform for Change: 2000 – 2016**

The Dublin Transport Office (DTO) strategy has been prepared to

support and complement the strategic land use and planning framework described in the Regional Planning Guidelines for the Greater Dublin Area. The DTO strategy focuses on achieving a better balance between public and private transport by encouraging the use of sustainable modes of transport and reducing trips by private car, especially at peak times. Infrastructural and service improvements are also promoted, which include public transport network expansions and traffic management. It sets out a number of broad objectives that must be considered when formulating policies within the development plan. There are five major headings:

- The Regional Economy: the emphasis here is on improving accessibility and reducing congestion in order to sustain economic development.
- Quality of life: the strategy attempts to reduce the growth in demand for transport, especially private transport while improving the reliability, availability and quality of public transport.
- International and national context: the strategy promotes improved accessibility to and from the Greater Dublin Area.
- Development of the city and region: as with the Regional Planning Guidelines, the DTO strategy also attempts to consolidate growth in the metropolitan area - which includes Bray.
- Efficiency in implementation: throughout the implementation of the strategy, efforts are being made to optimise the use of existing infrastructure and to ensure timely implementation to meet sustainable transport needs.

The need to examine the whole of Bray in a more comprehensive manner is required. As the town is constrained on all sides, it was necessary to carry out an Environs Plan, outside the town boundary. The purpose of this Environs Plan, which was adopted toward the end of April 2009, was to establish a framework for the proper planning and sustainable development of the Environs of Bray commensurate with its designation as a Metropolitan Area Settlement.

This plan was undertaken by Wicklow County Council and Dun Laoghaire Rathdown. This Environs Plan has enabled more housing and employment land to be designated and will help to accommodate the natural increase in Bray's population.

### ***Main Issues to Consider***

- How can the development plan ensure a balance between residential development, employment and traffic pressures?
- How can the need for growth be maintained while still guaranteeing quality of life?
- What measures can be used to protect against Bray spilling over its boundaries and adversely affecting surrounding areas?
- Does the development plan need to facilitate certain areas

of growth over others, e.g. residential over employment?

- How can the plan provide and cater for the growth, adaptation and improvement of existing streetscapes, urban design features and other issues of the public realm such as building height?
- Are there further measures that can be taken to consolidate Bray as a Metropolitan Consolidation Town of Wicklow (as per Wicklow Development Plan 2004) It must be noted that Bray is a major centre under the Regional Planning Guidelines and the Retail Planning Strategy for the GDA recommends Bray be designated as a 'Level 2' 'Major Town Centre' (Metropolitan Area) along with the likes of Dun Laoghaire, Blanchardstown and Dundrum (Greystones as a Level 3 District Centre).

## 2. HOUSING

### *Background*

The average private household size in County Wicklow fell from 3.68 persons per household in 1981 to 3.08 in 2001, to 2.9 in 2006. This decline in household size is in line with the State as a whole, where Irish household sizes have been moving towards EU averages, which have traditionally been lower. At present there are 37,894 households in County Wicklow.



*Waverley Terrace on Adelaide Road*

### *Housing Strategy 2004 –2010*

The Wicklow Housing Strategy 2004- 2010 currently governs the issue of housing in County Wicklow. The role of the strategy is to cater for an increase in new households in the County between 2004 and 2010.

Under the current strategy the Council requires 20% of each housing development to be for social and affordable housing with the ratio of social to affordable being 15% and 5% respectively.

Currently in Bray there are in excess of 900 people on the Social Housing list and 200 on the Affordable Housing list. The yield to date under Part V of the Planning and Development Act 2000 has had little effect on the waiting lists.

A new Housing Strategy is currently being prepared by Wicklow County Council, which will estimate future needs and set out the housing requirements in the County.



*Social housing including small playground at Giltspur Heights*

### *Residential Density Guidelines*

In 2008 the Government issued guidelines to all planning authorities on residential density. The Planning and Development Act 2000 requires planning authorities to have regard to these guidelines. Development plans should give specific recognition to the importance of achieving higher residential density in appropriate areas such as 'brownfield' sites, sites in proximity to town centres or public transport corridors in the interest of providing a more sustainable residential pattern. Planning authorities should also

review their policies in relation to densities permitted in greenfield sites.

### **Quality Housing for Sustainable Communities**

In February 2007, the Department of the Environment, Heritage and Local Government published a statement on housing policy, *Delivering Homes Sustaining Communities*, which set out the fundamentals of the Government's vision for housing in the coming years.

This integrated package of policy initiatives identifies a wide range of measures to promote better homes, better neighbourhoods and better urban spaces and are intended to assist in the implementation of the *National Spatial Strategy 2002- 2020* and the National Development Plan 2007 - 2013.

The successful design of a good quality sustainable housing project depends on the balance struck between a range of factors. Issues such as accessibility, security, safety, privacy, community interaction, availability of appropriate services and the provision of adequate space, should be given due weight. The needs and reasonable expectations of residents are of fundamental importance.

The aim of these Guidelines is to identify principles and criteria that are important in the design of housing and to highlight specific design features, requirements and standards that have been found, from experience, to be particularly relevant.

This policy is focusing on creating sustainable communities that are socially inclusive by:

- Promoting high standards in the design and construction and in the provision of residential amenity and services in new housing schemes;
- Encouraging best use of building land and optimal utilisation of services and infrastructure in the provision of new housing;
- Pointing the way to cost effective options for housing design that go beyond minimum codes and standards;
- Promoting higher standards of environmental performance and durability in housing construction;
- Seeking to ensure that residents of new housing schemes enjoy the benefits of first-rate living conditions in a healthy, accessible and visually attractive environment; and
- Providing homes and communities that may be easily managed and maintained.

### **Land Use**

In order to increase the number of housing units, consideration should be given for the better use of existing land. The seafront area could also be considered with the view to permitting residential development, particularly over ground floor levels.



*Example of mixed housing types Bray, left-right terraces, apartments & townhouses*

### **Regional Planning Guidelines 2004-2016**

The Regional Planning Guidelines for the Greater Dublin Area (RPGGDA) were published in 2004. These Guidelines have been devised and prepared having regard not only to the recommendations of the NSS for the Dublin and Mid-East Regions (the Greater Dublin Area), but also, importantly, for the regions surrounding the GDA, and build upon the Regional Planning Guidelines.

RPGs were produced for each of the eight regions in the Country. The Greater Dublin Area incorporates the Dublin Regional Authority and Mid East Regional Authority and the geographical area of Dublin City, Fingal, Dun Laoghaire-Rathdown South Dublin, Kildare, Meath and Wicklow.

The RPGGDA, will define and inform planning policy in each of the seven Planning Authorities, and will inform Government Departments and State Bodies on the future allocation of public resources. They chart a course for

the physical, economic and social development of the region, and provide a long-term strategic planning framework for the development of Greater Dublin Area in the 12 year period up to 2016 within the NSS vision for 2020.

The RPGs advise that the locations closest to Dublin City should be developed to a relatively large scale as part of the strategy for the consolidation within the Metropolitan Area. The Metropolitan Consolidated Towns are those located within the Metropolitan Area and include the existing significant urban centres of Swords, Blanchardstown, Lucan, Clondalkin, Tallaght, Dun-laoghaire, Dundrum and Bray.

### **Main Issues to Consider**

- Considering the increase in the number of households within Bray, how should the development plan cater for the high demand for new housing?
- In accordance with the principles of sustainable development, where should land be zoned for new housing?
- How can the plan cater for a range of different housing needs, including the elderly, the homeless, the mobility impaired, traveller families and first time buyers?
- How can the plan ensure the refurbishment/ improvement of existing residential areas?
- What considerations should be taken into account for proposed infill developments within existing residential areas?

- How can the plan achieve more sustainable land use patterns, which integrate housing, transportation, employment and social needs?
- How can the plan promote the better use of land to provide additional housing?
- Should a more intensive and wide spread use of above shop premises be promoted? Could ancillary standards, such as car parking requirements be lowered to promote the concept of Living Over The Shop (LOTS), making the town a more vibrant place to be after commercial trading hours have concluded?

### 3. EMPLOYMENT AND INDUSTRY

#### **Background**

The total labour force in Wicklow in 1996 was 42,600, 85% of whom were classified as at work. Census information shows that the total labour force increased in 2002 to 52,016 and again in 2006 to 62,369. In both instances 92% of the population were classified as being at work. These figures reflect the population classified as at work at state level, which in the 2006 Census information was found at 91.5% or 1,930,042 people.

The recent global economic downturn and banking crisis has had significant impacts on economic fortunes of the country. Wicklow has not been immune to these effects, the most recent figures on the Live Register indicating that from March 2008 to March 2009, the number of people on the Live Register has increased from 5,211 to 10,478 people. In Bray Town those numbers have increased from 2,030 to 4,490 for the same period.

In the context of our recent past the need to promote new employment opportunities has never been more pressing. The nature of employment in Ireland has been one of an increasingly rapid decline in traditional large scale industrial enterprises, these having been, to some extent, replaced with science and technology or 'knowledge' based companies. While it is accepted that the prevailing economic climate will have a significant role to play in determining job creation it nevertheless is crucial that the

Council's policies take cognisance of the needs of the market such that Bray can compete for employment not only at County level but nationally.

#### **Wicklow County Development Board Strategy Outlook 2002-2012**

In this document, the labour force in the County is divided into a number of sectors of which 57% are employed in the services sector, 16% in international services mainly focused on Bray, 17.5% in manufacturing and 8.5% in agriculture, forestry and fishing. The foreign owned sector, which consisted of 27 companies in 1999, accounted for 41% of all employment. Most foreign owned companies are located in the east of the County –Trinity Biotech and Takeda Ireland Ltd. being among the most prominent and well established multi-nationals in Bray.



*Labs & offices for Biotech industry in Bray*

The Irish owned manufacturing sector is extensive with approximately 140 companies receiving assistance from Enterprise Ireland. The majority of companies are either micro (1-10

workers) or small (11-50 workers) in size, although those employed by individual multi-nationals in Bray often number in the hundreds.

### ***Golf Club Lands***

The Golf Club Lands consist of the land of the now defunct Bray Golf Club on Ravenswell Road to the northeast of the town centre. It is approximately 19 hectares (47 acres) in size and falls partly within Dun Laoghaire Rathdown County Council's administration (19%). Currently the area's future development is covered by the 'Bray Golf Club Lands Action Area Plan'. This area, located as it is adjacent to the town centre and in close proximity to Bray train station has great potential as a major source of employment generation. Bray Town Council recommended Planning Permission on this in accordance with the Action Area Plan, this decision is currently on appeal to An Bord Pleanála.

### ***Bray Environs Local Area Plan 2009-2015***

Due to a lack of available greenfield sites for development, and limitations on existing brownfield sites, Bray is constrained and unable to provide additional development within its boundary area.

Bray Town needs to expand in a planned and managed fashion, however, there are limitations and constraints in achieving this. These include: the administrative boundary of Dun Laoghaire-Rathdown County Council to the north and the shared administrative

boundary with Wicklow County Council. The sea to the east, and the natural heritage and amenity designations of Bray head, the Sugar Loaf and Little Sugar Loaf mountains and the built heritage of Bray.

The purpose of the Bray Environs Local Area Plan is to establish a framework for the proper planning and sustainable development of the Environs of Bray, commensurate with its designation as a Metropolitan Area Settlement in the Regional Planning Guidelines for the GDA 2004-2016.

It envisages the balancing of economic, social and environmental components in order to maintain and develop a high quality of life, without compromising the protection of the environment and the needs of future generations. These are the principals that shall guide the future growth of the area.

### ***Fassaroe***

Bray is designated by the Regional Planning Guidelines for the Greater Dublin Area 2004-2016 as a Metropolitan Consolidated Town within the Metropolitan Area of Dublin. The lands within the area of Fassaroe had been zoned for development purposes in both the 1999 and 2004 County Development Plans, in clear recognition that the lands are suitable to accommodate the necessary expansion of Bray Town.

Therefore the Fassaroe area is considered the only location within the Environs of Bray, which is suitable to accommodate a significant new population and employment opportunities. In particular, the direct access to the N11 and the M1 motorway, the planned extension of the LUAS to Bray and Fassaroe, and its locational advantage within the Greater Dublin Area, afford the area a strategic advantage by ensuring the sustainability of a greater residential and working population.

The Environs Plan facilitates development in Fassaroe as a high density mixed use employment and residential development, so as to improve the viability of high quality public transport infrastructure.

### ***Film Industry***

Bray is an important centre for filmmaking, based largely on the presence of Ardmore Studios. The industry contributes significantly to direct and indirect employment and also contributes to the international image of the town.



***Entrance to the well established Ardmore Studios on the Herbert Road, Bray***

### ***Main Issues to Consider***

- Should all major future centres of employment be located in and around Bray train and bus station and the Golf Club lands?
- What types of enterprise would enhance the economic development of Bray?
- Should facilities such as, crèche, restaurants, leisure etc., be provided within employment centres such as business parks/ estates and should these be linked directly to those employers?
- How can the plan integrate enterprise land-uses with other forms of land-use such as residential, transportation, tourism etc?
- How can the plan reduce the traffic congestion associated with commuting to and from places of work?
- Should the range of uses currently permitted in the employment zoned lands be re-considered?
- In relation to the Boghall Road, should the range of permitted uses be expanded to include e.g. mixed use developments, or would this result in taking business from the core retail area of the town centre?

## 4. RETAILING

### *Background*

In 2001 there was an estimated 66,045m<sup>2</sup> trading retail floorspace in County Wicklow (Retail Strategy for the Greater Dublin Area 2008-2016), comprising 41% convenience, 50% comparison and 9% bulky goods. Bray, Greystones, Wicklow town and Arklow account for the majority of retail floorspace in the County. These four centres contain over three-quarters of all convenience floorspace and over four-fifths of all comparison floorspace. County Wicklow on the whole is experiencing high levels of comparison expenditure leakage to Dublin city centre. This is likely to continue, given that it is the main high order retail centre in both the country and the Greater Dublin Area (GDA). The Bray area is particularly sensitive to this leakage as it is within closer proximity to Dublin than any other town in Wicklow. Other centres, such as Dun Laoghaire, Cornelscourt and Blackrock are additional magnets for shoppers from Bray. However, the effect of other, relatively newer 'out-of-town' shopping locations in particular Dundrum Town Centre has had the greatest impact. The county's main centres are not competitive in terms of the quantum and quality of their comparison floorspace when compared to centres in other counties on the same level in the GDA hierarchy. The County is therefore starting from a low baseline and redressing this must be a key objective of the County Retail Strategy if County Wicklow is to play a major role in retailing in the GDA.



Bray has a good choice of convenience good outlets

### *Retail Planning Guidelines (2005)*

The Retail Planning Guidelines for Planning Authorities' were published by the Department of the Environment and Local Government in January 2005. These guidelines update and replace the policy on retail development set out in the Retail Planning Guidelines 2001.

These Guidelines were prepared in response to the increasing pressure for retail development in the last decade. They sought to provide the policy framework to enable the future development that is projected to be accommodated in a way that is efficient, equitable and sustainable.

The main policy objectives of the Retail Planning Guideline's include:

1. To ensure that all future Development Plans incorporate clear policies and proposals for retail development,
2. To facilitate a competitive and healthy environment for the retail industry of the future,
3. Promote forms of development which are easily

accessible – particularly by public transport – in a location which encourages multi-purpose shopping, business and leisure trips on the same journey,

4. To support the continuing role of town and neighbourhood centres, reinforcing the investment in urban renewal,
5. A presumption against large retail centres located adjacent or close to existing, new or planned national roads / motorways

In Metropolitan Dublin, Cork and other major urban centres, there is a far greater requirement for detailed development plan policies than in largely rural centres. Consequently it will be necessary for the more urban counties to prepare retail strategies and policies for their areas.

Wicklow County, located in the Greater Dublin Area, is required to draw up a County Retail Strategy in accordance with the Retail Planning Guidelines (2005).

### ***Retail Strategy for the Greater Dublin Area 2008-2016***

The new Retail Strategy for the Greater Dublin Area was finalised in July 2008, by the Joint Regional Authorities of Dublin and Mid-East, and prepared in co-operation with the seven local authorities of the GDA.

The purpose of the Retail Strategy for the GDA is to guide the activities and policies for retail planning across the seven local authorities in the GDA, including

Wicklow. The 2008 strategy replaces the previous 2001 strategy, which was considered necessary to review because of the many policy, economic and population changes that have occurred in the GDA since 2001. The strategy aims to set out a co-ordinated, sustainable approach to the assessment and provision of retail within the GDA so that:

- Adequate and suitable provision is made to meet the needs of the growing and changing population, both overall and locally, and provide for healthy competition and consumer choice;
- Retail in suitable locations is provided, integrated within existing growth areas and public transport investment, and
- Significant over-provision, which would place more marginal locations under severe pressure and undermine sustainability driven policies aimed at revitalising town centres, is avoided.

The Strategy sets out a series of policy recommendations, which draw on quantitative analysis undertaken as part of the review, examining existing market pattern expenditure and future growth projections. By setting out a strategic framework for retail, the Strategy gives guidance on where future retail should be provided and what issues need to be addressed.

## Retail Warehouses

Retail warehouses are becoming more common on the fringes of Dublin, particularly along major roads. There has been interest and pressure recently to locate such premises on the fringes of Bray within existing industrial buildings.

Bray has established 'C1 – Employment Uses' zoned lands, 'To provide for economic development and employment including the provision of retail warehousing', found along the Boghall Road in the current Plan.

The possibility of designating additional C1 zoned land on the Boghall Road / Killarney Road area for retail warehouse might be considered. Many of these existing industrial units have become vacant and a small mixed employment and retail park would provide a good service to the people of Bray and surrounding areas. The issues of parking and transportation in the proximity of industrial areas should also be assessed.



*Light industrial buildings, Bray*

## Bray Golf Club Lands Action Area Plan

The 'Bray Golf Club Lands' comprises of 41 Acres (16.6HA) of the now defunct Bray Golf Club on the north end of the town. The majority of the Golf Club Lands are located within the Bray Town Council boundary.

The action plan found within the Bray Town Council Development Plan 2005-2011 pertains to that portion of the site found within the jurisdiction of Bray Town Council.

The area is comprised of 3 zones. Zone 1 (16.5 Acres) provides for a minimum of 35,000m<sup>2</sup>, retail floorspace, with residential facilities ancillary to all other uses. Zone 2 (16.5 Acres) provides for open space with ancillary community facilities, including childcare facilities, crèche and community / youth facilities. Zone 3 (8 Acres) provides for residential development with a general maximum height of 4 storeys above ground.

The development of these lands should promote the creation of socially mixed communities and cater for varied lifestyle

The proposals seek to provide for 603no. residential units (63,701m<sup>2</sup>) retail (57,967m<sup>2</sup> with additional retail storage (5,242m<sup>2</sup>), a hotel, cinema and additional community facilities. As mentioned previously the permission granted by Bray Town Council in accordance with the Development Plan is currently on appeal to An Bord Pleanála



*The streetscape of Main Street mid-afternoon*



*Approach road (Killarney Road) into Main Street with the Old Town Hall visible*

### **Shopfront Design**

The document 'Guidelines for Shopfront Design for Bray' produced by Colum O'Broin, is to ensure that development within Bray Town is subject to well thought-out design of a high quality. This recommended a diverse range of materials, and actively encouraged innovation but still insisted upon quality craftsmanship in contemporary detailing. It promoted the preservation of the generic character of the area as a means of ensuring sustainability of the area for future generations, and ultimately maintaining a sense of place. Details regarding the various elements of a shopfront and the appropriate design and development were examined.

### **Main Issues to Consider**

- What type and scale of retail activities should the future development plan provide for, in the town centre and in the Local Neighbourhood Centres?
- Should measures, limitations or restrictions on the type or variety of proposed retail uses be limited in certain areas? Is it considered appropriate to allow retail uses, such as sex shops, recreational drug shops, gaming / gambling establishments, including bookies, to locate in core retail areas?
- Should there be limitations or restrictions on the location of off licences? Should they be permitted to operate from convenience stores?
- Should limitations or restrictions on the quantum of certain establishments, for example banks, building societies, mortgage brokers or estate agents, be implemented, to ensure that a proliferation of those uses do not occur within the core retail areas?
- What measures can be taken to improve the town centre

environment to make it more attractive to visit for shopping and leisure activities? For example, are programmes needed to reduce clutter on certain streets to improve pedestrian circulation and visual amenity?

- Could more be done, with regard to shopfront design, within the core retail areas to ensure that future shop designs take into account the existing architecture of the town?
- Are there enough appropriate retail facilities available within walking distance of residential areas within the town? Is there a need and desire for more 'corner shop', newsagent type outlets in Bray and would the pattern of most modern residential developments be able to accommodate them? In other words, should the location of small local shops within a ten minute walk (approximately 1km distance) of all houses in Bray be a policy in the plan for reasons pertaining to sustainable development?
- Could the local neighbourhood shops on the Boghall Road, Vevay Road and Dublin Road be redeveloped by increasing heights and thereby provide living accommodation on upper floors? This would increase both the housing stock and provide added security outside working hours.
- What range of services should be provided within neighbourhood centres (zoned as 'G - Local Neighbourhood Centre in the current plan)? The zoning allows for appropriate retail and other service uses, that cater primarily for the needs of the local community, while strict control is maintained to protect the primacy of the town centre. Should non-local service orientated uses such as fast food and comparison shopping outlets be given more consideration? It must be borne in mind the tendency of such zones to become dominated by late-night fast-food outlets that are not strictly regarded as local services or shopping providers.
- How important a consideration should parking adjacent to retail developments be?
- How can public transport links to retail centres be improved?
- What measures can be taken to ensure that advertising does not cause visual clutter within sensitive areas?
- Should traditionally small shop units on Main Street and Quinsborough Road be allowed to enlarge their floor space by amalgamating 2 or more shop units together?
- Consider the possibility in the medium-to- long term of the following potential effects:
  - Larger shops providing a wider range of goods within their own speciality.
  - More national and international chain stores and multiples attracted by the larger units with the potential to increase consumer choice and the competitiveness of the town.
  - Larger units resulting in higher rents and floorspace that are too high and inappropriately sized for smaller independent traders.

- Loss of smaller independent traders and speciality shops and their replacement with larger multiples offering the same wares in Bray as they would in any of their other outlets in other locations. This could reduce the attractiveness of Bray as a distinctive shopping location and the town may lose out to other larger or smaller and more convenient locations that include the same shops already.
- Chain stores and multiples often have their own branded corporate shopfront designs and this could lead to pressure to replace Bray's traditional shopfronts and in so doing, alter its traditional streetscapes with ever-changing ones to accommodate new occupiers.
- Do existing industrial areas of Bray need to be rezoned to accommodate additional retail warehouse space and how would this tie in with the retail strategy and guidelines, and the vitality and viability of the town centre?

## 5. COMMUNITY

### **Background**

Bray Town Council is looking towards a policy of sustainable and socially inclusive communities, where every individual has equal opportunities to education, employment, health, housing, leisure and social services. The 2000 Planning Act has placed greater emphasis on Planning Authorities to provide specific policies and objectives for the development of community facilities within their administrative areas.

Population growth in Bray has resulted in increased pressure on existing community facilities and services, and a growing demand for the provision of additional quality amenities, such as rehabilitation, youth, disability and health centres; childcare and sporting facilities; fire brigade services, libraries, cemeteries and public toilets.

The long term social, economic and cultural development of the town can be promoted by measures that foster community development, participation, social inclusion and equality.

### **Main Issues to Consider**

- Where should community centres be provided? What activities should they cater for? Where is there an existing shortfall?
- How can access to national and regional funding for the

improvement of community facilities be improved?

- Are there enough community facilities in your area?



*Refurbished playground on Schools Road with one of Bray's Public Libraries behind*

### **Childcare**

Guidelines on childcare facilities pursue Government policy in relation to childcare, which is to increase the number of childcare places available and to improve the quality of services for the community. While increasing numbers of people in the workforce the requirement and demand for childcare facilities within our communities is on the rise.

The Bray Town Development Plan shall have regard to the DoEHLG document 'Childcare Facilities, Guidelines for Planning Authorities' (2001), which provides for an increase in the availability of childcare facilities, coupled with guidance on their location.

Policies must include awareness of childcare needs, the role of childcare provision in addressing social disadvantage, identification of appropriate location of provision, the role childcare plays in fostering economic development and

participation with local development groups.

### ***Main Issues to Consider***

- How can the Plan provide for childcare facilities in existing residential areas? How can this be balanced with the protection of residential amenity? What locations are most appropriate for their development?
- How can childcare facilities be properly integrated within employment/industrial centres?
- How can the Council facilitate the development of more childcare facilities?

### ***Education***

It is the policy of Bray Town Council to co-operate with relevant State authorities and voluntary/community groups in the provision and development of quality educational and health services in the town

Increasing populations shall result in increasing pressures to provide good quality health and education facilities. The development of those facilities shall only be permitted at appropriate locations where there is adequate access, parking, open space, where there are no significant damage to the amenities of the area including noise and nuisances.

### ***Main Issues to Consider***

- What can be done to improve walking and cycling routes to

and from schools within the town?

- How can the quality of community facilities and services be improved?
- How can traffic congestion associated with school runs/drop off points be alleviated?
- Is there adequate provision of primary and secondary facilities to meet the current and future populations needs?
- How can the level of safety around schools be improved?

### ***Wicklow County Development Board Strategy Outlook 2002-2012***

The Wicklow County Development Board Strategy has identified a number of key issues with regard to community development. Generally it is felt that greater support of the community and voluntary sector is needed. Genuine supports are required that enable the community/voluntary sector to participate in decision making at County and regional level. The strategy has also identified problems with accessing national funding schemes. There are gaps in support to the voluntary sector regarding information around funding and the ability to access it successfully. There is a need to ensure that sporting and recreational activity is developed in a sustainable manner and promoted from a socially inclusive manner. Finally the strategy encourages the provision of increased recreational facilities to serve the needs of people with disabilities in County Wicklow.

***Main Issues to Consider***

- Where should community centres be provided? What activities should they cater for? Where is there an existing shortfall?
- What can be done to address disadvantage/ social exclusion and to promote equality?
- How can the Council promote the participation of communities in the planning and development of the areas in which they live?
- Are the needs of everyone in the community being met? If not, how might the Development Plan address this?

## 6. INFRASTRUCTURE

### **Background**

Infrastructure within the Bray Town Council includes a wide variety of services and functions, which are essential for the town to function socially and economically. This infrastructure can be subdivided into Transport and Public Services.

### **Public Service Infrastructure**

While protecting the environmental quality of Bray town, the Planning Authority must also facilitate the provision of necessary infrastructure services to facilitate development. These include:

Waste and effluent control, which involves the provision of satisfactory wastewater treatment and the maintenance and upgrade of the sewer network within the town.

The recovery and disposal of household and hazardous waste and the provision of civic amenity facilities.

Water supply, which involves providing palatable water for both private and non-domestic purposes.

Recycling services, recycling centre found on the Boghall Road and the Greenstar Recycling facility in Fassaroe.

Fire service: the provision of an operational fire prevention service for the town.

Roads: the Council, in line with Government and National Roads Authority policies, attempts to

maintain and improve the road network within the town.

Public Transport: the Council endeavours to develop public transport in line with the Dublin Transportation Office and current Government policy.

Bray is already very fortunate in public transport provision. It has a rail and bus interchange which includes significant bicycle parking, several taxi companies, and car parking. It is used by commuter (DART), Intercity and suburban services and is one of the busiest DART stations in the system (notwithstanding the city centre stations). Approximately nine local, regional, inter-urban and city bus routes circulate or pass through the town and the majority interface with the rail and bus station.



*DART commuter train serving the Bray Station – City Centre route*

Further infrastructural objectives are formulated for the provision of electricity, telecommunications and natural gas.

### **Main Issues to Consider**

- What can the Council do to promote and facilitate recycling and the reduction of waste?

- How can the Council promote recycling in apartment schemes, where, having regard to the management of waste by management scheme companies, there is often a limited incentive for recycling of personal waste?
- In what way should the plan make provision for the improvement of the water supply?



*Public transport interchange at Bray Station*

### **Transport Infrastructure**

The National Development Plan 2007-2013 entitled '*Transforming Ireland - Better Quality of Life for All*', is an investment plan looking towards delivering a better of life within a strong and vibrant economy, maintaining our international competitiveness and promoting regional development, social justice and environmentally sustainability.

Its objectives include:

- To continue sustainable national economic and employment growth,
- To strengthen and improve Ireland's international competitiveness
- To foster balanced regional development
- To promote social inclusion

### **National Spatial Strategy 2002-2020**

The NSS is a 20 year planning framework plan designed to achieve a better balance of social, economic, physical development and population growth between regions.

Achieving spatial balance will depend on enhancing capacity for the movement of people, goods, energy and information between different places. The physical networks (roads, energy communications, and public transport) are of particular importance. These have a spatial impact and influence the location, timing extent of development. A feature of successful economies is that they possess a well-integrated infrastructure that supports movement, energy and communications networks.

### **DTO A Platform for Change 2000-2016**

Due to the fact that the DTO strategy is an integrated strategy it impacts directly on land-use and infrastructure policies. The strategy has two interdependent elements:

1. Infrastructure and Service Improvements: to increase the supply of transport, including a substantial expansion of the public transport network, some strategic road construction and traffic management.
2. Demand Management: to reduce the growth in travel through the application of land-use and other policies while maintaining economic progress. It is designed to encourage a transfer of trips, especially at peak periods, from the private car to sustainable modes of transport (such as public transport, cycling and walking).

### **Regional Planning Guidelines 2004-2016**

The aim of the NSS was to improve quality of life of all citizens, bringing jobs closer to where we live, improving our environment and building a strong sustainable economic future for ourselves and our children. The strategy sets out a framework designed to achieve a better balance of social, economic and physical development and population growth throughout the country.

To give effect to the NSS the RPGs were published for the eight regions in the Country. The Greater Dublin Authority incorporates Dublin Regional Authority, Mid East Regional Authority, the geographical area of Dublin City, Fingal, Dun Laoghaire-

Rathdown, South Dublin, Kildare, Meath and Wicklow. The RPG's are built on the SPG's and the NSS, and provide a sustainable planning framework for the GDA within the context of the Planning and Development Act 2000 and the NSS. This document advises that the locations closest to Dublin City, should be developed to a relatively large scale as part of the strategy for the consolidation of the Metropolitan area, this includes Bray, which is classified as a Metropolitan Area Settlement.



*The M11 road at the edge of Bray & view looking towards Bray & its wooded fringe*

### **North Bray Land Use and Transportation Study, 2006**

The preparation of the Land Use and Transportation Study for North Bray and Environs was commissioned jointly by Dun Laoghaire – Rathdown County Council, Wicklow County Council and Bray Town Council, in January 2005.

The boundary of the study area encompasses Woodbrook, Rathmichael, Old Connaught, Fassaroe and North Bray, as well as the N11 as far as the junction with the Bray Southern Cross. It overlaps with the study area of the

Bray Environs LAP at Fassaroe and also includes the N11 up to the interchange with the Bray Southern Cross Road. It is the objective of the LUTS to ensure that the study area can cater for expected future levels of development as proposed throughout the Town and County Development Plans, by investigating a range of policies, infrastructural measures, and land use strategies.

A number of the key findings of the document include:

- The current Wicklow County Development Plan zoning of Fassaroe for low density employment is not considered either suitable or sustainable land use management in the context of its location so close to the growth centre of Bray, in view of the consolidation objectives for the GDA and the County policies to promote higher densities and public transport. The future development of Fassaroe will have a key bearing on the development of north Wicklow and south Dun Laoghaire-Rathdown.
- It is recommended to intensify development in Fassaroe and alter the current zoning to facilitate a high density mixed use employment and residential development, so as to improve the viability of high quality public transport infrastructure.
- Given the strategic location of Fassaroe, and the possibility of providing good transport connections, a high degree of employment in this area is desirable without compromising the establishment of a sustainable residential

community by facilitating higher residential densities.

- A Rapid Transit Strategy is proposed, incorporating a LUAS extension from Cherrywood to Fassaroe, and a Bus Rapid Transit link from Fassaroe and Old Connaught to Bray Town Centre, including a Park & Ride at Fassaroe.
- The LUTS also recommends a scheme of road improvements focused on improving access into the areas west of the M11, and into Bray Town Centre via the Dublin Road; and the development of a cycle network connecting Fassaroe, Old Connaught, Woodbrook and Rathmichael with Bray Town Centre, Cherrywood and DART.

### ***Sustainable Transport***

Bray Town Council are looking towards more sustainable modes of transport. This includes promoting alternative modes of transport including walking, cycling and public transport.

A well maintained and developed public transport system is vital to the future sustainable development of Bray town and is critical in meeting the transport needs of Wicklow County. Currently there is a proposal to extend the LUAS line B2, from Cherrywood to the Bray Area. This is being undertaken under Transport 21, which is a capital investment framework under the National Development Plan through which the transport system in Ireland will be developed, over the period 2006 to 2015. Variation No.2 of the

current Bray Development Plan 2005-2011, relates to the Council's facilitation and support for the RPA in relation to the extension of the LUAS (and a later potential upgrade to METRO) services to Bray, as well as supporting a faster bus service.



*Well over a hundred bikes are often parked at Bray Station during the day*

BTC is also involved in the 'Safe Routes to Schools' scheme. This is promoted through the DTO and was established in order to redress the trend of car use for the school journey, and to encourage parents and children to walk, cycle or take the bus to school. Pilot schemes have been undertaken in Bray, for example St. Cronan's National School, to reduce this car dependency

### **Main Issues to Consider**

- How can transport and land use planning be integrated to produce a sustainable living and working environment?
- How can the new Plan facilitate better co-ordination between land use and transportation facilities?
- Which infrastructural improvements should be promoted within the new development plan? E.g. Transport, water supply, waste treatment, telecommunications etc.
- How can the use of public transport, cycling and walking be promoted and encouraged and dependency and reliance on the private car be reduced?
- How can permeability in established residential areas be improved to encourage walking and cycling?
- What provision for carparking infrastructure should be made within the new plan?
- How can the plan strike a balance between infrastructural development and protection of the natural and built environment?
- Should the Development Plan take into account the widening of Bray Bridge for the provision of public transport including dedicated bus/cycle lane provision?
- Can more be done to promote the use of alternative modes of transport such as walking or cycling for school journeys? Would the provision of more cycle lanes and cycle stands increase alternative modes of transport? Who should be involved in the promotion of alternative safer routes to school? What are the primary concerns on deciding on how children will travel to school? What, if any, ongoing support may be needed?

## 7. HERITAGE AND LANDSCAPE CONSERVATION

### *Landscape*

#### *Background*

County Wicklow, known as the Garden of Ireland, has both a rich and diverse natural and built heritage.

The modern day landscape of Bray is the result of the interaction over time of physical (geology, landforms, vegetation) and man made processes (settlement patterns and economic activities). Over time the landscape has changed and evolved, and will continue to do so into the future. Planning for the future development of the landscape must be undertaken in a manner that is sustainable, that looks toward the heritage and scenic qualities of Bray town and takes into account the need to encourage sustainable settlements and economic development.

#### *Natural Heritage*

The 2005-2011 Bray Development Plan includes policies and development objectives to both conserve and protect the important assets of the natural and built environment and to ensure that where appropriate existing areas of natural beauty, buildings and / or trees are protected.

The 2000 Planning Act places greater responsibility on Planning

Authorities to consider the overall management of the landscape of the County, and makes provision for the inclusion of objectives in plans to take this into account. The Act also offers scope for the Council to designate Landscape Conservation Areas and Special Amenity Areas and Tree Preservation Orders where necessary.

The Department of the Environment Heritage and Local Government issued Draft Guidelines on Landscape and Landscape Assessment in 2000, which recommended that planning authorities work towards classifying landscape character areas in the County, assigning sensitivity values to these and using this as a basis from which to develop land use policies.

The natural heritage of Bray consists of Bray Head, the coastal area and the Dargle River, parks, woodlands and hedgerows. The enhancement and protection of this natural heritage is important as it makes a vital contribution to the quality of life, visual amenity and the economic success of the town. The Council has a role to play in helping to ensure the conservation of these resources for both current and future generations.

In formulating policies, the Council will need to have consideration for European, national and County policies and regulations pertaining to natural habitats. Of particular relevance are the recently produced National Heritage Plan (2002), National Biodiversity Plan

(2002), and County Wicklow Heritage Plan (2009-2014) which set out policy and places greater responsibility on local authorities for the management of heritage resources. Regard was also taken of the Urban Heritage Mapping for Bray. This was undertaken July and August of 2008, as an action of the Wicklow Heritage Plan 2004-2008. This identifies sites of high, moderate or low bio-diversity value but of local importance.

The EU Directive 2001/42/EC on the assessment of the effect of certain plans and programmes on the environment are given effect by the Planning and Development (Strategic Environmental Assessment) Regulations 2004 (S.I. No. 436 of 2004). This requires that a Strategic Environmental Assessment (SEA) be carried out in the preparation of Development Plans for areas whose population exceeds 10,000 and is therefore applicable to Bray. The carrying out of the SEA is an integrated process. It runs in tandem with the preparation of the Plan and it also provides for the putting in place of measures necessary to monitor the significant environment effects of the implementation of the Plan

### **Bray Head**

Bray Head is the most dominant and recognisable feature in the Bray area, and as such, great care must be taken to ensure its integrity is not adversely affect. As per the 2005 - 2011 Bray Development Plan, Bray head was noted to be a Candidate SAC and proposed NHA. As such and as it is one of the greatest amenities of the town

the Council has been careful to protect, maintain and enhance the character of the area. Only the lower, northern slopes of Bray Head are within the control of BTC, the remainder within Wicklow County Council. Under the 2005 BDP, the area is zoned E3 - Solely open space.



*Bray seafront*

The Planning and Development Act, 2000 makes provision for the creation, extension and preservation of public rights of way. On Bray Head, a public right of way extends along the Cliff Road and Cliff Walk. Although the path is important for recreational and amenity purposes, it's over-use must be protected against as this can result in pollution and erosion which is detrimental to the quality of the areas natural assets.

It was an objective of the 2005 - 2011 Bray Development Plan to have Bray Head designated as a Special Amenity Area. A Special Amenity Area Order (SAAO) is designed to protect areas that are of particularly high amenity value, which are sensitive to intense development pressure and which cannot be adequately protected by existing planning controls. The Bray Head Special

Amenity Area Order was approved by An Bord Pleanála in March 2008

### **Main Issues to Consider**

- How can the plan best protect the character of the landscape while at the same time facilitating modern settlement and development needs?
- Are there additional areas within the town which you feel should be protected by Special Areas of Conservation, Architectural Conservation Areas or Special Amenity Area Orders?
- Is a need to review the current landscape policies in light of legislative changes that have occurred in recent years, including landscape and visual amenities, development of alternative energy sources, access to the landscape and public rights of way?

### **Tree Preservation Orders**

As per The Planning and Development Act 2000, Part VIII (Amenities) Section 205, where it appears to the planning authority that it is expedient, in the interests of amenity or the environment, to make provision for the preservation of any tree, trees, group of trees or woodlands, it may, for that purpose and for stated reasons, make an order with respect to any such tree, trees, group of trees or woodlands as may be specified in the order.

A policy of the 2005-2011 Development Plan was the to *protect trees, in particular native*

*and broadleaf species, which are of conservation, and/or amenity value.*

As of the 3<sup>rd</sup> February 2009, there were 17no. tree preservation orders in effect.

### **Main Issues to Consider**

- Should we remove or add any trees from the above mentioned list in the Bray Development Plan?
- Is the Tree Preservation Order mechanism an effective way to protect trees of amenity value?
- How do we achieve a balance between the appropriate protection of trees and factors such as their potential positioning in the line of major infrastructural projects, such as road or power line alignments, or public safety issues where trees are unsafe?



*Woodland & habitat on the Dargle River*

### **Built Heritage**

#### **Record of Protected Structures**

The 2005 Bray Development Plan includes policies to protect the quality and character of buildings and structures, which are currently

found on the RPS. The RPS contains a list of Protected Structures, which are considered to be of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest. Under the 2000 Planning Act, the Council must preserve and protect structures included in the Record of Protected Structures (RPS). This includes protecting the character and setting of the protected structure itself through the control of alterations to it, and through the control of the design of adjacent buildings and surroundings. The Victorian and Edwardian terraces of Bray must be considered sympathetically in future planning. The Council may achieve this through the designation of ACA's in their Development Plans.

Currently in Bray Town there are 109 number of buildings on the RPS. The Planning Authority has a responsibility to review its record of protected structure and to form an opinion of as to whether or not existing recorded structures warrant continued inclusion and whether or not to make additions or deletions to the RPS.

### ***Main Issues to Consider***

- How can the Plan best offer protection to Bray's built heritage and streetscapes?
- How can the policies of the development plan contribute to the protection and appreciation of protected structures?
- How can we achieve a balance between development

pressures and the protection of built heritage?

- Are there any areas of Bray where a considerable legacy of high quality built environment has accrued that would warrant designation under Part 4 of the 2000 Act as Architectural Conservation Areas?
- Is there a need to review the RPS? Do all structure in the list merit protection?
- Is the RPS representative of the range of built heritage structure in the town?
- How important is the preservation of views and prospects? Is there a need to review the existing list of views and prospects?
- How can the appropriate balance be achieved between protecting the special views and enabling appropriate development?
- Do protected structure prevent the renewal of blighted areas of the town?



*Walkers on Bray Esplanade & view looking towards Bray Head*

## 8. TOURISM AND RECREATION

### **Background**

County Wicklow is known as the garden of Ireland, and has compelling advantages as a destination and centre for tourists. These include the Dublin and Wicklow Mts. the greatest mountain mass in Ireland, with granite peaks, wide valleys and lakes. The northern stretch of coastline offers some of the best sea angling opportunities in Europe. The southern coastline possesses long stretches of gently sloping sandy beaches and dunes,

All of which, when taken together, provide a unique, attractive and varied landscape, which is to a large extent unspoiled. With its close proximity to the Dublin metropolitan area, Bray is ideally located to benefit economically from both the day-tripper, the foreign visitor and the stay over visitor markets.



*Park - Sidmonton Square*

Like any industry, tourism has its advantages and disadvantages. When operating to its capacity, it attracts significant visitor spending to the local economy, creates

employment and assists investment. On the other hand, disadvantages range from traffic congestion and parking problems to the commercialisation of historic and attractive environments. Pressure to provide tourist facilities to meet the needs of visitors and tourists also create particular problems. Proposals for tourist development such as hotels, guesthouses, holiday homes, camping and caravan facilities, cafes, restaurants, and retail outlets, are not always compatible with the character and scenic amenity of the area.

### **Wicklow County Development Board Outlook 2002-2012**

It is generally believed that the true potential of tourism within County Wicklow has yet to be realised. Issues such as value added activities, marketing and the development of the county's craft industry must all be considered and worked on before the County can really benefit from the revenue potential of this sector.

### **Seafront and Esplanade**

The seafront and Esplanade area along the Strand Road has, for a long time, been the epicentre and engine driving tourism in the town, and the town can attribute much of its growth to this history. Bray became known as a Victorian seaside town. Period photographs show the seafront a bustling hive of activity. However, from the 1970's onwards and with the advent of foreign 'sun' holidays the seafront

can be argued to have declined in quality and stature.



*View of some of the extensive grassed areas of Bray Esplanade*

While residential uses today comprise much of the building frontage onto the strand it is a relatively small amount of pubs, which characterise it, especially at night.

The Strand Road is zoned as 'B2 – Primarily seafront uses' and it is with this in mind and the history of the seafront area as an amenity, that future development and improvement to the seafront must be framed.

To retain the seafront and amenity/ tourist character of the Esplanade and Strand Road area character yet at the same time increasing the utilisation of existing buildings and 'bringing life' back to the seafront, especially at night, it may be necessary to consider different approaches to seafront development. In other words, mixed uses in buildings along the seafront could provide both the tourist and leisure uses for which the seafront is known and could introduce, for example, apartment living on upper ground floors of

hotels which have gone into decline. These methods could rejuvenate the area and would have the dual effect of retaining the public use and enjoyment of the seafront and bringing more life and vitality to it at night and during the day. These approaches are needed along the expanse of the seafront and in particular along the southern and northern ends.

Another approach would be to try and reinforce the existing hotel uses on the seafront to aid tourism and recreation and in general retain the well known character of the seafront. The above issues will have to be examined and considered to guarantee the future well-being of the seafront area.



*Strand Road*

### **Open Space**

Open space is essential for active and passive recreation. It contributes to the character of the town and provides valuable green area for wildlife and habitats. Within residential schemes public open space is provided in the form of parks and green areas.

### **Main Issues to Consider**

- Should further tourist facilities be provided within the town?
  - How can tourists be encouraged to visit and stay longer?
  - Can the development plan provide facilities that are useful to both tourists and the residents of Bray and Wicklow?
  - How can the development plan facilitate the provision of recreational facilities for all age groups?
  - Are existing tourism and recreation facilities under-utilised and if so, how can those resources be developed and managed?
  - How should indoor and outdoor activities be provided within existing communities?
  - Are there forms of alternative or niche tourism activities that could or should be encouraged within the development plan?
  - If managed incorrectly tourism and recreation can be damaging to the environment. How can a balance be struck between development of tourist facilities and protection of the environment and residential amenities?
  - Are current standards for public and private open space associated with residential schemes appropriate? What standards should be applied?
  - Are there enough sport and recreation facilities in your area? What types of facilities are needed in your area?
- Can seafront buildings be brought into mixed uses such as leisure on ground floors and residential above to help rejuvenate the area and improve its character and vitality?



*View of the river side environment in the vicinity of the Dargle River*

## APPENDIX 1

### CONTENT OF DEVELOPMENT PLANS

#### Planning & Development Acts 2000-2006 (Section 10)

(1) A development plan shall set out an overall strategy for the proper planning and sustainable development of the area of the development plan and shall consist of a written statement and a plan or plans indicating the development objectives for the area in question.

(2) Without prejudice to the generality of subsection (1), a development plan shall include objectives for—

(a) the zoning of land for the use solely or primarily of particular areas for particular purposes (whether residential, commercial, industrial, agricultural, recreational, as open space or otherwise, or a mixture of those uses), where and to such extent as the proper planning and sustainable development of the area, in the opinion of the planning authority, requires the uses to be indicated;

(b) the provision or facilitation of the provision of infrastructure including transport, energy and communication facilities, water supplies, waste recovery and disposal facilities (regard having been had to the waste management plan for the area made in accordance with the Waste Management Act, 1996), waste water services, and ancillary facilities;

(c) the conservation and protection of the environment including, in particular, the archaeological and natural heritage and the conservation and protection of European sites and any other sites which may be prescribed for the purposes of this paragraph;

(d) the integration of the planning and sustainable development of the area with the social, community and cultural requirements of the area and its population;

(e) the preservation of the character of the landscape where, and to the extent that, in the opinion of the planning authority, the proper planning and sustainable development of the area requires it, including the preservation of views and prospects and the amenities of places and features of natural beauty or interest;

(f) the protection of structures, or parts of structures, which are of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest;

(g) the preservation of the character of architectural conservation areas;

(h) the development and renewal of areas in need of regeneration;

(i) the provision of accommodation for travellers, and the use of particular areas for that purpose;

- (j) the preservation, improvement and extension of amenities and recreational amenities;
- (k) the control, having regard to the provisions of the Major Accidents Directive and any regulations, under any enactment, giving effect to that Directive, of—
  - (i) siting of new establishments,
  - (ii) modification of existing establishments, and
  - (iii) development in the vicinity of such establishments, for the purposes of reducing the risk, or limiting the consequences, of a major accident;
- (l) the provision, or facilitation of the provision, of services for the community including, in particular, schools, crèches and other education and childcare facilities, and
- (m) the protection of the linguistic and cultural heritage of the Gaeltacht including the promotion of Irish as the community language, where there is a Gaeltacht area in the area of the development plan.

## APPENDIX 2

This appendix lists the principal national and regional policy documents, guidelines and plans that have helped inform and guide the preparation of the new Development Plan.

### Key National and Regional Documents:

- National Spatial Strategy 2002-2020, People Places Potential (2002) (online)
- Regional Planning Guidelines for the Greater Dublin Area 2004-2016. (online)
- Redevelopment of Certain Lands in the Dublin Area Guidelines (2006) (online)
- Retail Planning – Guidelines for Planning Authorities (2000) (online)
- Retail Planning, Guidelines for Planning Authorities, (2005) (online)
- Strategic Environmental Assessment Guidelines & Implementation of SEA Directive (2004) (online)
- Sustainable Development – A Strategy for Ireland (1997) (online)
- National Development Plan 2007-2013 (online)
- National Climate Change Strategy 2007-2012 (online)
- New Institutional Arrangements for Land Use and Transport in the Greater Dublin Area Consultation Paper (2001) (online)
- Waste Management – Changing Our Ways (1998) (online)
- Waste Management – Changing Our Ways (1998) (online)
- National Biodiversity Plan (2002) (online)
- National Heritage Plan (2002) (online)
- The National Action Plan for Social Inclusion 2007-2016 (online)
- National Childcare Strategy 2006-2010 (online)
- Transport 21, 2006-2015 (online)
- Greater Dublin Area Regional Planning Guidelines (2010-2022) Issues Paper, December 2008 (online)
- Draft Retail Strategy for the Greater Dublin Area 2008-2016 (online)
- A Platform for Change, Strategy 2000-2016 Dublin Transportation Office, November 2001 (online)
- Greater Dublin Strategic Drainage Study, 2002-2031 (online)
- Greater Dublin Water Supply Strategic Study 1996-2016. Available from Water Services Section, Department of the Environment, Heritage and local Government.
- Transport Strategy for the Greater Dublin Area 2010-2030. Currently being prepared by the DTO
- Draft Air Quality Management Plan 2008-2012 (online)
- County Wicklow Heritage Plan 2009-2014 (online)
- Dublin Waste Management Plan 2005-2010 (online)

- Water Quality Management Planning in Ireland, EPA, 1999 (online)
- Wicklow County Development Board Outlook 2002-2012 (Wicklow County Council)
- Draft Bray and Environs Local Area Plan 2009-2015 (online)
- Safe Routes to School, 1998 (Incorporated and updated into 2001 Land use and Traffic Study) (online)
- County Wicklow Waste Management Plan 2006-2011 (online)
- Dun-Laoghaire Rathdown Development Plan 2004-2010 (online)
- Wicklow County Council Development Plan 2004-2010. (online)
- North Bray & Environs LUTS document, Draft 2006. (online)

**Guidelines:**

- Architectural Heritage Protection for Places of Public Worship (2003) (online)
- Architectural Heritage Protection - Guidelines for Planning Authorities (2004) (online)
- Framework and Principles for the protection of the Archaeological Heritage (1999) (online)
- Childcare Facilities – Guidelines for Planning Authorities (2001) (online)
- Implementing Regional Planning Guidelines – Best Practice Guidelines (2005) (online)
- Design Standards for New Apartments Guidelines (2007) (online)
- Development Contribution Scheme for Planning Authorities (2003) (online)
- Development Management Guidelines (2007) (online)
- Development Plans: Guidelines for Local Authorities (2007) (online)
- Funfair Guidance (2003) (online)
- Landscape and Landscape Assessment (2000) (online)
- Quarries and Ancillary Activities (2004) (online)
- The Provision of Schools and the Planning System – Code of Practice for Planning Authorities (2008) (online)
- Sustainable Residential Development in Urban Areas (February 2008 Draft) & Best Practice (online)
- Urban Design Manual (Dec 08) Part 1 and 2 (online)
- Sustainable Rural Housing Development Guidelines (2005) (online)
- Telecommunications Antennae and Support Structure (1996) (online)
- The Planning System and Flood Risk Management – Consultation Draft Guidelines (2008) (online)
- Wind Energy Development Guidelines (1996) (online)
- Guidance Notes on Planning and Development Act 2000 (online)
- Local Authorities and Sustainable Development: Guidelines on Local Agenda 21 (1995) (online)

- Making Ireland's Development Sustainable (2002) (online)
- Delivering Homes Sustaining Communities, Statement on Housing Policy (2007) (online)
- Tree Preservation Guidelines: Guidelines for Planning Authorities (1994) (online)
- Framework and Principles for the Protection of the Archaeological Heritage (1999) (online)
- Action on Housing, DOEHLG. (2000) (online)
- Ready Steady Play! A National Play Strategy (2004) (online)
- Quality Housing for Sustainable Communities (2007) (Best Practice Guidelines) (online)
- 2020 Vision – Sustainable Travel and Transport: Public Consultation Document (online)
- Delivering a Sustainable Energy Future for Ireland: The Energy Policy Framework (2007) (online)
- Bio- Energy Action Plan, Department of Communication, Energy and Natural Resources Environmental Noise Regulations relating to the Assessment and Management of Environmental Noise (online)
- Delivering homes, sustaining communities (2007) (online)
- Wind Energy – Development Guidelines for Planning Authorities (1996) (online)
- Wind Farm Development: Guidelines for Planning Authorities (online)
- Smarter Travel – A Sustainable Transport Future (2009) (online)
- Part V of the Planning & Development Act 2000, Housing Supply Guidelines for Planning Authorities. (online)
- Framework and Principals for the Protection of the Archaeological Heritage, 1999. (online)
- Safe Routes to Schools, DTO (online)