

BRAY MUNICIPAL DISTRICT DRAFT LOCAL AREA PLAN 2017



WICKLOW COUNTY COUNCIL
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BRAY MUNICIPAL DISTRICT LOCAL AREA PLAN 2017 – 2023

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CHAPTER 1 INTRODUCTION

1.1 Preamble

This is the draft Bray Municipal District Local Area Plan 2017 prepared pursuant to Section 20 of the Planning & Development Act 2000 (as amended).

The purpose of this plan is to put in place a land use framework that will guide the future sustainable development of the Bray Municipal District, which includes the settlements of Bray, Enniskerry and Kilmacanogue (as shown on Land Use Map No. 1 appended to this plan). This plan, in conjunction with the County Development Plan, will inform and manage the future development of the area.

Previously, the development plan for Bray Town was a stand-alone policy document, prepared under a process separate to the Wicklow County Development Plan¹. Previous Town Development Plans therefore were required to include the entire suite of policies, objectives and development standards that would be relevant to and would apply in the Bray Town Council jurisdiction. However, with the dissolution of the town councils, Wicklow County Council has become the planning authority for Bray town and therefore the provisions of the Wicklow County Development Plan now apply directly in Bray town².

The development plans for the towns of Enniskerry and Kilmacanogue previously formed part of the County Development Plan and those plans adopted in the 2016 County Development Plan are hereby superseded by this Local Area Plan³.

The majority of policies, objectives and development standards that will apply in the Bray Municipal District are already determined in the Wicklow County Development Plan and all efforts shall be made to minimise repetition of County Development Plan objectives in this Local Area Plan, unless it is considered necessary to emphasise assets or restate objectives that have particular relevance and importance to the area. While this will facilitate the streamlining of this plan to just those issues that are relevant to this area, and an overall reduction in the content of the plan, this should not be seen a diminution of the level of importance or indeed protection afforded to this area.

In particular, development standards, retail strategies, housing strategies etc that are included in the County Development Plan shall not be repeated. Any specific policies / objectives or development standards required for this area will be stated as precisely that, and in all cases will be consistent with the County Development Plan. Thus development standards will therefore be the same across the entire County, and any differences for specific settlements would be clear and transparent, to both those adopting the plans, and the general public alike.

Furthermore, this Local Area Plan shall only include objectives that are area specific and achievable, and avoid those that are aspirational or are best dealt with in the annual budget, road works programme, etc. **The role of land use plan is to put in place framework within which development can occur, but does not decide what works actually get done** by either private individuals or public bodies. The delivery of objectives will be determined by the initiation of private development or by the allocation of public funding through the annual

¹ The 'Town Development Plans' prepared previously for Bray Town were prepared under Sections 11-12 of the Planning and Development Act 2000 (as amended), as Bray Town Council was until 2014 a separate planning authority to Wicklow County Council.

² The provisions of the Wicklow County Development Plan already directly apply to all lands outside of the former Town Council boundary, including the settlements of Enniskerry and Kilmacanogue.

³ The County Development Plan will be varied as required to reflect this change

budgetary process, which is a separate process to any land use plan.

This plan shall have a duration of 6 years, but has been framed with a longer horizon. In particular, residential land zoning provisions have been made on the basis of providing enough housing land to meet the 2025 population and housing target, in order to ensure that there is enough flexibility in the zoning provision to achieve the target in the event that impediments to the development of certain lands arise.

1.2 Plan format

The plan comprises a written statement and a series of maps that provide a graphic representation of the content of the written text. Where there is any discrepancy between the text and maps, the text shall take precedence.

The plan is accompanied by a number of appendices – the plan Strategic Environmental Assessment, Appropriate Assessment, Strategic Flood Risk Assessment, a Conservation Area Appraisal and Green Infrastructure audit. All of these documents have informed the crafting of the plan.

As a Local Area Plan, there is no requirement to set out a 'Core Strategy' for the development of the area covered in the plan. However, Chapter 2 of the written document shall set out the factors on which the plan objectives are built, that are consistent with the Core Strategy of the County Development Plan.

Thereafter the sections of the plan will set out the objective of the plan under the following headings:

- Residential development
- Economic development and employment
- Town / Neighbourhood centres & Retail
- Community development
- Tourism and recreation
- Infrastructure
- Built and natural heritage
- Key development areas

1.3 Maps

The maps provide a graphic representation of the written statement of the Plan. They indicate land use and other development standards together with various objectives of the Council. The maps do not purport to be accurate survey maps from which site dimensions or other survey data can be measured. Should any conflict arise between the written statement and the map, the written statement shall prevail.

The plan relates to the functional area of Bray Municipal District. Parts of the built-up area of Bray are located in the adjoining functional area of Dun Laoghaire-Rathdown County Council and the appropriate Development Plans and Local Area Plans of DLR County Council governs development of these areas.

CHAPTER 2 OVERALL VISION & DEVELOPMENT STRATEGY

2.1 Vision

A key aim of a Local Area Plan is to set out the vision and development strategy for the future development of an area and from this vision, all policies and objectives can be developed and implemented with the overall aim of achieving this vision. The vision and development strategy must be consistent with the 'Core Strategy' of the County Development Plan and reflect the characteristics, strengths and weaknesses of the area.

The vision for the Bray MD is:

For the Bray Municipal District to be a cohesive community of people enjoying distinct but interrelated urban and rural environments; where natural surroundings and important resources are protected; where opportunities abound to live and work in a safe atmosphere, allowing people to enjoy the benefits of well paid jobs, a variety of housing choices, excellent public services, ample cultural and leisure opportunities, and a healthy environment.

This chapter will describe the key factors that have influenced this plan, in particular the higher order plans and strategies, as well as physical factors and the desired pattern of development, that have influenced the crafting of this plan.

Local Area Plans exist in a hierarchy of plans flowing from national level (National Spatial Strategy / National Planning Framework) to regional level (Regional Planning Guidelines for the Greater Dublin Area / Regional Spatial & Economic Strategy) to County level (Wicklow County Development Plan). It is through the County Development Plan that these higher order strategies, as well as other national and regional policies (e.g. relating to transportation and the environment) are translated to a 'local level'. The County Development Plan includes a 'Core Strategy' which sets out the 'direction' for the future growth of the County, in accordance with these higher level strategies, and in particular sets out the settlement and population growth strategy for the target years of 2022, 2025 and 2028, evaluates the demand for housing and adequacy of zoned lands to meet those needs, as well as providing strategies for infrastructure, environmental protection and retail development.

2.2 FACTORS INFLUENCING THE STRATEGY

2.2.1 Role and function of settlements in the Bray MD

BRAY



Bray is the largest town in County Wicklow located in a strategically important position within the metropolitan area and at the eastern gateway to the County. The town has the best transport links in the County, with access to the N/M11 transportation corridor (including M50), DART/ rail line and quality bus service. It is a strong active town that provides a higher order economic and social function for its local residents and for residents from other surrounding towns and villages.

Further expansion of the town is severely constrained on all sides by the administrative boundary of Dun Laoghaire Rathdown to the north, the coast to the east, Bray Head / Sugarloaf mountains to the south and the N/M11 to the west. In order for Bray to achieve its targeted population, lands at Fassaroe to the west of the N/M11 are targeted for new housing and other facilities. The development of a new centre at Fassaroe is largely dependent on the delivery of infrastructure including upgrades to the N/M11 and the delivery of high quality public transport connections to Bray Town Centre and to Dublin City Centre. Planned development in the Fassaroe area shall be required to avoid effects on the integrity of Natura 2000 sites, particularly the Ballyman Glen SAC which forms the northern boundary of this area. In addition, the town should continue to consolidate and to densify at suitable, albeit limited, locations in a sustainable manner.

Bray forms part of the 'Bray/Cherrywood/Greystones Core Economic Area' (RPGs). Bray should provide significant employment opportunities; while a significant number of the town's residents commute to Dublin for employment, the vision is for this trend to be reversed. The town has potential to provide significant employment, not only for the residents of the town but should be drawing workers into the town from other areas across the region. The RPGs indicate that the employment catchment of the town extends as far as Wicklow, Arklow and Gorey. The town should aim to have a concentration of major employment generating investment, particularly in the retail, services and industrial sectors. While the town would be attractive to all forms of industry and investment types, the town should primarily aim to attract high value foreign investment, focusing mainly on 'people' based industries at locations with easy access to public transport. Having regard to the limitations for expansion of employment facilities within the town, there is scope for the creation of new facilities at Fassaroe.

The town has a role to play in the provision of all forms of higher order services and facilities, including for example high quality secondary and tertiary education services, a small hospital or polyclinic type facility, swimming pool, athletics track, libraries, cultural and leisure facilities. In addition, the town should aim to become a major shopping destination for comparison goods, attracting people from the surrounding towns and villages.

The town has the potential to be the most sustainable town in the County – a town which can most easily achieve the vision of ‘walkable’ communities whereby residents have access to local services and facilities including employment, shops, services, schools, playgrounds etc all within walking distance. In addition, all residents in the town have access to a good quality public transport system with local buses and DART services, thereby reducing the dependence of residents on private car use.

Bray Seafront and Bray Head draw a significant number of day trippers to the town. Protecting the heritage and amenities of the town is particularly important if it is to continue attracting visitors into the future. There is scope to improve the overall visitor experience through measures such as improving the quality of tourist services and facilities and through measures that could improve the quality of the overall appearance of the town and seafront area, including for example shopfront improvements.

ENNISKERRY



Enniskerry is identified as 'Small Growth Town' (Level 5) in the County settlement hierarchy. Such settlements are not to be prioritised for major growth or investment but rather should be prioritized as attractors for more local indigenous growth and investment. Such towns are ideally serviced by good bus or rail links and located approximately 5-25km or so from large growth towns.

Relatively small and locally financed businesses are expected to locate in small growth towns. However other economic investment could be supported where sustainable and in keeping with the size and services of the particular town. These towns should target local investment in 'product' intensive industries with some 'people' emphasis. Retail is likely to be mainly in the convenience category with a small supermarket and possibly local centres serving only the town and its local catchment area. Small growth towns would likely contain facilities such as a primary and sometimes a secondary school, as well as a health clinic.

KILMACANOGUE



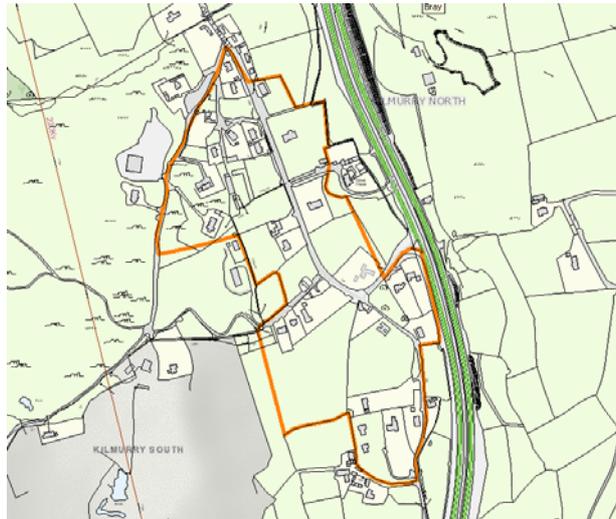
Kilmacanogue is identified as 'Rural Town' (Level 6) in the County settlement hierarchy. Level 6 towns are strong rural towns, with a good range of infrastructural services. These towns are differentiated in this plan from 'small growth towns' having regard to their more rural character and the rural nature of their catchments. Such rural centres are considered to contain the potential to consolidate rural development needs and support the maintenance of essential rural social and community infrastructure such as schools, shops, public houses, post offices and local sporting organisations.

These settlements should aim to attract local investment, mainly in 'product' intensive industries with some 'people' intensive industries particularly within centres. There may be scope for these settlements to capitalize on opportunities to provide tourism infrastructure and to tap into developments based on rural pursuits within the rural area.

These settlements are suited to accommodating a significant element of urban generated housing demand, with necessary controls in place to ensure that local demand can also be met. As set out in the Sustainable Rural Housing Guidelines (which are relevant to settlements under 1,500 in size, such as these towns), the NSS suggest that in stronger rural areas the small town and village structure has much potential in accommodating additional housing development catering for persons working in larger cities and towns, but desiring a rural lifestyle.

In these settlements it is essential that growth is supported while also strictly controlled so that development is undertaken in a manner that is respectful to the character of these towns and the environmental sensitivities of the rural area. It is of utmost importance to ensure that the design of development is appropriate to the rural setting within which these towns are situated.

KILMURRAY



Kilmurray is identified as 'Rural Cluster' (Level 9) in the County settlement hierarchy. Level 9 'rural clusters' are 'unstructured' settlements considered suitable for very limited new rural development, with the main purpose of the designation being to direct rural generated housing into clusters rather than the open countryside.

RURAL AREA

The 'rural area' i.e. any lands outside of a designated 'settlement' is an active and vibrant place that plays host to a range of activities including, for example, rural housing, rural recreational activities, agricultural, horticulture, forestry, aquaculture and fishing activities, rural tourism, rural enterprises, quarrying and extraction, landfill and energy generation.

The key development parameter in the rural area is to facilitate appropriate and necessary activities and development, but to protect the natural environment within which these activities are undertaken. Protecting the natural environment is essential for the maintenance and protection of ecological biodiversity and landscape quality, as well as meeting climate change and green infrastructure aspirations. In order to safeguard the future viability of rural activities and to ensure that the rural area flourishes, it is essential that the development of the rural area is managed in a sustainable manner into the future.

It is necessary to support and protect the rural area and ensure the appropriate management of rural uses including rural housing, key rural services, agricultural activities, use of aggregate resources, green and alternative businesses, rural transport, rural tourism and rural entrepreneurship.

Development within the rural area should be strictly limited to proposals where it is proven that there is a social or economic need to locate in the area. Protection of the environmental and ecological quality of the rural area is of paramount importance and as such particular attention should be focused on ensuring that the scenic value, heritage value and/or environmental / ecological / conservation quality of the area is protected.

2.2.2 Physical context

The key factors that will drive the development strategy for the Bray MD area are the physical context and natural/manmade constraints of the area. In particular:

Bray

Bray is the most northerly town in County Wicklow, being located at the Dublin – Wicklow border, with parts of the ‘town’ actually being located in County Dublin. The town is only c. 17km south of Dublin city centre and forms part of the ‘Dublin Metropolitan Area’.

The town developed initially around the castle built in the 12th century by Sir Walter de Ridelsford on a rocky promontory (on what is now known as Castle Terrace) overlooking a strategic river ford on the Dargle. The initial village grew up around the castle and adjoining oratory, with a mill and mill race being constructed along the river below. Fishing boats and trading ships generally used the south bank of the river, between the town and the coast. In time, development spread to the northern side of the river, a castle having been built on what is now Castle Street in probably the 15th century.

Development over the next centuries was principally on higher lands on the southern river bank, the hub of maritime activity, and further south along the main routes south towards Greytsones and Kilmacanogue. The 18th and 19th centuries saw the major growth of the town, with commerce in the form of brewing, distilling and milling taking over from the traditional military and fishing role of the settlement. However, it was with the coming of the railway in 1854 (to principally support the burgeoning tourist industry) that saw Bray start to take its current form; the seafront esplanade was developed, along the wide boulevards linking the town down to the station and coast, in particular Quinsborough Road, with the development of stately mansions, villas, grand hotels and public institutions on the lands between the Main Street and coast. Bray harbour was built in 1897.

Little Bray and Bray Commons, north of the river, underwent much more haphazard and piecemeal development up until around the turn of the 20th century, when a programme of clearance of poorer cabins was commenced along with the construction of model ‘artisan dwellings’ between Castle Street and Sunnybank.

Development in the latter half of the 20th century was principally focused on the lands between the town centre and the seafront and to the west as far as the natural boundary formed by the Dargle River initially; with the construction first of dual carriageway in the 1970s and then the M11 ‘Bray-Shankill bypass’ in 1991 ultimately forming a western boundary to the development ‘envelope’. Other key events which have or will influence the spatial development of the town include the development of the Bray southern cross road in the mid 1990s which opened up significant tracts of lands for range of housing, employment and community uses and the relocation of Bray Golf Club (in the early 2000’s), which has left a large area of land vacant in the heart of the town.

In considering how and where to grow the town further, the historical development and physical limitations must be recognised, namely:

- Bray cannot grow to the north or north-west due to the County boundary or the east (sea);
- Growth to the south-east is constrained by Bray Head and the SAAO / Natura 2000 designation;
- Growth on the southern / southern western side must consider the historical Kilruddery Demesne, the Little Sugarloaf and the desire to maintain a ‘break’ between the built up areas of Bray and Kilmacanogue;

- Growth of the town to west of the N11 is feasible, but must take cognisance of existing access points across the N11 and the maintenance of a 'break' between Bray and Enniskerry;
- The existence of only one bridge in the town centre, as well as the location of M11 junctions and primary access routes in to the town.

The key parameters for development are based around environmental protection (in particular to identify which key natural and built assets to protect given the pressure for development) sustainability and developing the town in a manner that would generate the minimal number of car journeys and maximum use of public transport.

The solution adopted in this plan has a number of elements:

- As the majority of the lands in the town⁴ are 'built out' and very few 'greenfield', 'brownfield' or vacant sites remain, all such possible sites have been identified and re-evaluated in this draft plan, to achieve the maximum level of infill development possible in the town core; for example with respect to new housing, the plan provides that 35% of all new housing is targeted to occur on such sites, including 1,000 units on the former Bray golf club;
- The development of a major new centre at Fassaroe, west of the M11, targeted to be developed as a mixed residential, open space, community and employment area, with the potential to meet up to 60% of the new housing need of the settlement;
- To designate a small area of Kilruddery Demesne for additional development, for residential, open space, tourism and employment uses.

Enniskerry

Enniskerry is a picturesque settlement located 22km south of Dublin city centre, 5km west of Bray and approximately 2.5km west of the N11/M11, which links Dublin to Rosslare. The settlement is situated at the head of the wooded Cookstown River Valley between the Glencullen and Dargle Rivers, within the foothills of the Sugarloafs, and Wicklow-Dublin Mountains.

The compact settlement of Enniskerry is an estate town laid out around a triangular market place containing a clock tower dating back to 1843. Landscape plays a large part in the town's character and development. In the second half of the 20th century the settlement began to extend northwards into the Monastery area and westwards into the Kilgarron area, with Knocksink Wood and the Bogmeadow area remaining in their natural green form. The release of land from part of the Powerscourt Demesne allowed the construction of the "Eagle Valley" development south of the settlement in the 1990s. Development has generally not occurred in an eastward direction due to the topography of this area and the alignment of the R117, which generally limits the construction of new entrances. The settlement is surrounded in three directions by an undeveloped agricultural belt to the north, east and west, with Powerscourt Demesne providing a natural green area to the south.

Enniskerry is located in a valley area surrounded by higher ground in all directions. The settlement is served with a network of roads radiating in all directions from the town centre. The settlement is principally served by the R117, which links the settlement to the N11/M11, and continues across Enniskerry Bridge in a northwards direction towards The Scalp, Kiltiernan and south County Dublin. South of the settlement is served by the R760 and R755 to Kilmacanogue with local road L1010 to the west to Glencree. The Dargle River runs south of Enniskerry with the Glencullen River flowing north of the historic settlement, through Enniskerry Bridge. The County Development Plan categorises the landscape surrounding Enniskerry in all directions as an Area of Outstanding Natural Beauty.

⁴ By 'town' the former area within the 'Town Council' boundary is meant

In deciding how the town should develop there are many options given the fashion of its spatial development history. Again the key parameters however, must be based on environmental protection, sustainability and developing the town in a manner that would generate the minimal number of car journeys. The solution adopted in this plan is to designate residential lands as close as possible to the town centre and existing community facilities whilst avoiding the environmentally sensitive and EU designated areas (Knocksink Wood and Ballyman Glen are both SACs), with new employment being located on existing zoned land to the west of the settlement.

In recognition of the above this plan has aimed to consolidate the existing built pattern in Enniskerry by maximising the potential of large sites close to the settlement core and any infill sites along the main roads within the settlement. The designation of specific lands for residential development has been provided in a manner that facilitates greater connectivity between the settlement core and the existing developed lands within the plan area. Sufficient lands have been zoned in order to meet the projected population targets as set out in the Core Strategy of the County Development Plan.

Kilmacanogue

The town of Kilmacanogue is located at the junction of the R755 to Roundwood and the N11, 5km south of Bray town centre. Kilmacanogue is located equidistant between the Little Sugar Loaf to the east and the Great Sugar Loaf to the west, in the north eastern foothills of the Wicklow Mountains. The town itself is named after St. Mochonog who was an early Irish saint with strong associations with Glendalough. The location of the town at the foothills of the Great Sugar Loaf Mountain makes it a popular destination for recreational users.

The town of Kilmacanogue is spread out, with no real definition in terms of a town core and over the years the N11 has come to dominate the town. The properties on the east side of the N11, which includes some residential and employment properties and a service station, have become somewhat cut-off from the majority of services, which are located on the west side of the N11. The pedestrian link bridge over the N11 and the vehicular flyover are important links to connect the two sides of the town.

Existing services in the primary lands on the west side of the N11 comprise a post office, service station, public house, church, two crèches and primary school. The 'Avoca Handweavers' outlet and the business park to the north of the settlement are a popular destination for tourists, locals and those travelling on the N11. While these facilities are all in close proximity and together would form the basis for a town 'core', the dominance of the N11 and associated roundabouts / slip roads has hindered the development and improvement of this core area and has impacted on town 'identity'.

In light of these factors the key aim of this plan is to consolidate the town; to encourage the development commercial and community development in the core, particularly that which can contribute towards creating a more defined 'town centre' and town streetscape; and to allow for the development of housing on infill, rather than out of centre, sites.

Kilmurray

Kilmurray is an 'unstructured' cluster of rural housing at the south end of the 'Quill Road' south of Kilmacanogue. Such settlements considered suitable for very limited new rural development, with the main purpose of the designation being to direct rural generated housing into clusters rather than the open countryside. The cluster boundary generally reflects the existing developed area, and the development strategy is generally to fill in gaps between existing houses, rather than to expand the extent of the cluster.

2.2.3 Population and Housing

The population of the Bray MD in 2016 was 35,530 persons, showing a slight increase of 3.5% from the 2011 population (34,335).

The 2022, 2025 and 2028 population targets for the settlements in the Bray MD are provided in the Core Strategy of the County Development Plan – the County Development Plan does not provide a target for the overall MD. While this plan will have a duration of 6 years initially, up to 2023, the provisions of the Planning Act allow in certain circumstances for the duration of local area plans to be extended to 10 years i.e. up to 2027. It is considered likely that between 2017 and 2022 (date of the next County Development Plan) that the population targets for the County and this MD will be revised in light of the findings of Census 2016 and the provisions of the new National Planning Framework (NPF) and the Regional Spatial and Economic Strategy (RSES). In this uncertain context, it is considered appropriate at this stage that the plan shall put in place a structure to meet the short term 6 year target only, with 2 years 'headroom'. "Headroom" or "market factor" which is 'extra' land that is zoned over and above the minimum amount needed to accommodate the 2023 population target. Headroom is provided so as to allow for greater location choice and deal with any land supply inflexibility which may arise. Therefore the population and housing unit targets for 2025 are utilised in this plan.

The population and housing unit figures used in the 2016 County Development Plan are derived from the 2011 Census, as the full results of the 2016 Census were not available at the time of the making of the County Development Plan. As the Census 'town boundaries' do not always necessarily match our plan boundaries, the Census figures have been amended where required, using additional data sources such as the CSO 'Small Area Population Statistics' and the An Post GeoDirectory. The housing stock requirement is based on these population targets, a decreasing numbers of occupants of each house and built in assumptions about the level of vacancy / second homes⁵.

This plan includes details regarding the capacity of zoned lands for housing. The estimated potential number of additional units indicated for each piece of land is indicative only. The actual amount of units that may be permitted on a site will be determined having regard to all normal planning considerations, such as access, site services, topography, flooding, heritage issues etc. However, in accordance with Objective HD5 of the County Development Plan, in order to make best use of land resources and services, unless there are cogent reasons to the contrary, new residential development shall be expected to aim for the highest density indicated for the lands.

| Settlement | Population 2011 | Housing Stock 2011 | Population 2025 | Housing Stock 2025 | Housing stock growth required |
|---------------------|-----------------|--------------------|-----------------|--------------------|-------------------------------|
| Bray | 29,339 | 11,518 | 38,119 | 17,651 | +6,133 |
| Enniskerry | 1,940 | 642 | 2,401 | 1,112 | +470 |
| Kilmacanogue | 799 | 277 | 923 | 428 | +151 |
| Kilmurray | | 28 | | | +6⁶ |

RESIDENTIAL DEVELOPMENT STRATEGY FOR BRAY MD

- To adhere to the objectives of the Wicklow County Development Plan in regard to population and housing as are applicable to Bray MD.

⁵ For more information, see Wicklow County Development Plan, Chapter 2

⁶ In accordance with Chapter 3 of the Wicklow County Development Plan, indicative growth target for such 'rural clusters' during the six year lifecycle of County Development Plan is in the order of 4 units.

- To ensure sufficient zoned land is available at appropriate locations capable of meeting the housing needs of the projected population of the settlements in the MD over the plan period in a sustainable manner. Notwithstanding the zoning of land for residential purposes, the Planning Authority shall monitor and implement the population targets as set out in the County Development Plan and shall phase and restrict, where necessary, the granting of residential planning permissions to ensure these targets are not exceeded.
- To promote and facilitate in-fill housing developments, the use of under-utilised / vacant sites and vacant upper floors for residential use and facilitate higher residential densities at appropriate locations, subject to a high standard of design, layout and finish.
- To promote and facilitate the redevelopment of sites in town centres, including identified opportunity sites, where development will positively contribute to the commercial and residential vitality of the town centre.
- To promote and facilitate the rapid delivery of the maximum number of housing units in the key development areas of Fassaroe and the former Bray golf club.

2.2.4 Economic Development and Employment

Depending on their degree of accessibility and their economic function, the settlements within the Bray MD area have varying roles to play in acting as attractors for foreign and local investment. Level 5 and 6 settlements generally perform a lesser function in terms of attracting investment than Level 1-4 settlements, however these settlements perform an important role in attracting local investment and should aim to target investment in the form of local services, 'product intensive' industries, particularly those linked to rural resources, such as food processing, agricultural services and tourist facilities / accommodation.

The factors that make a town economically viable and attractive to investors and visitors are numerous and often hard to predict and influence, but for the purpose of this land use plan, the strategy for economic development will be based around (a) providing a land-use framework for the settlements in the MD, which makes the Council's requirements and expectations with respect to the location and type of new development abundantly clear, (a) supporting and facilitating, to the highest degree possible (subject to environmental and other relevant planning considerations) all forms of employment generation appropriate to the MD, (c) protecting and enhancing the heritage and environment of the MD including historic street pattern and buildings / features of heritage and environmental value and (d) encouraging a varied mix of uses in the core town / village areas.

An established measure of the employment 'health' of a settlement is a measure called the 'jobs ratio'. This is the relationship between the number of people in the labour force and the number of jobs in any defined area. A healthy area is considered to be one where the jobs ratio is around 70%. The County Development Plan sets out an objective to increase the average 'jobs ratio' in the County to c. 60% in 2028 (from a 2011 rate of 42%). Not all towns / areas will of course be able to reach this level and it is considered reasonable that the plan should aim to increase the jobs ratio proportionately in each area according to its characteristics and level in the County settlement / employment hierarchy.

For the Bray MD it is an objective to increase the jobs ratio in the three settlements between 2011 and 2028 as follows:

| Settlement | JR 2011 | JR 2028 | Jobs 2028 | Growth 2011-2028 |
|---------------------|------------------------|-------------|---------------|------------------|
| Bray | 55% | 83% | 13,832 | 6,154 |
| Enniskerry | 22% | 33% | 415 | 209 |
| Kilmacanogue | 94%⁷ | 118% | 492 | 130 |

⁷ The jobs ratio for Kilmacanogue is exceptionally high and this is due to (a) the small population and associated force of the town, compared to (b) the high number of jobs available in the town, particularly boosted by Avoca Handweavers. This figure should not be taken to suggest that everyone living in Kilmacanogue is in employment.

The objectives of this LAP, in particular the land zoning provisions, will support the achievement of this quantum of jobs growth. It is acknowledged that the timeframe of 2028 is longer than the housing growth timeline of 2025, but it is considered appropriate to have a longer term framework in place for employment given the priority attached to this land use and the pressure all land banks may be under in the future for housing delivery.

In order to ensure the land use framework can deliver such new employment creation, the solution adopted in this plan has a number of elements, as set out below.

ECONOMIC DEVELOPMENT AND EMPLOYMENT STRATEGY FOR BRAY MD

- To build on the Bray MD's distinctive qualities to develop a dynamic, regionally competitive economy that creates wealth and provides quality sustainable work opportunities for all the residents of the district;
- To encourage in the first instance, job creation in the existing town centres, in retail and retail services, professional services, tourism, accommodation;
- To encourage and facilitate the change of use of existing non-commercial properties in the town core to commercial or employment uses, particularly small to medium size enterprises and start ups;
- To ensure sufficient zoned land is available in appropriate locations capable of facilitating the development of appropriate employment opportunities in accordance with the provisions of the County Development Plan. Maintain existing, developed employment lands and resist changing the zoning or use of such sites, particularly to residential uses, except where local conditions can justify same. In such limited circumstances, employment providing development may still be required as part of the package of development including residential;
- To target that at least 50% of the required jobs growth in any town shall be in the **town centre** or existing **developed employment sites** and thereafter, to zone lands for new employment creation at the most optimal locations;
- Facilitate the provision of key infrastructure required for the future development of enterprise and employment.
- Promote a high quality built and natural environment that is attractive to indigenous and foreign industry and employees.
- To facilitate the development of opportunities to capitalise particularly on the district's coastal location.
- To prioritise the existing town centres as the core location for more intensive economic activity and job creation.
- Promote tourist developments at suitable locations that are of an appropriate scale and design, particularly developments that are linked with the tourism products or themes associated with the Bray MD and its hinterland and maximise the towns in the district's locations as both destinations and gateways between other nearby tourism assets.
- For Bray, the key location for new employment development shall be in Fassaroe, where it is the objective to secure the delivery of up to 3,000 new jobs.

2.2.5 Town Centres and Retail

It is the vision of the Council that every resident, visitor and worker within County Wicklow shall have access to a range of quality retail goods within County Wicklow, and that these goods shall be provided within town and village centre areas that are vibrant places to be in and viable places to do business.

This vision shall be realised through the implementation of the following **key strategic objectives**:

- to expand the level of convenience floorspace within the County, to meet the convenience shopping needs of existing and future residents up to 2031;

- to reduce leakage of expenditure from County Wicklow to other counties, through a significant expansion in the amount and range of comparison floorspace within the County, which will provide for a significant amount of the comparison shopping needs of existing and future residents up to 2031;
- to enable each centre to perform in accordance with its role and function as identified in the Retail Hierarchy and to allow a healthy level of competition between centres whilst ensuring that the role and function of each centre is not undermined;
- to promote and encourage the major enhancement of retail floorspace, primarily comparison goods and town centre functions in Bray, to sustain its competitiveness and importance as a Consolidation Town within the GDA;
- to promote the expansion of retail floorspace first and foremost within the core retail areas / existing town and village centre areas and thereafter in accordance with the sequential approach to retail development;
- to ensure that town and village centres are attractive places to live in, to work in and to visit, easy to get to, easy to walk and cycle within and are competitive places to conduct business; and
- to promote a high quality of design in all centres.

TOWN CENTRE AND RETAIL STRATEGY FOR BRAY MD

- To promote and encourage consolidation of and improvement to retailing and other town centre activities in the core areas of the three towns in the district including the renovation and expansion of existing retail premises in the core retail area.
- Encourage the redevelopment and regeneration of vacant, underutilised and derelict sites including the conversion of non-retail premises in the core area to retail use.
- To protect features that contribute to the towns' overall appearance and heritage value.
- To encourage higher residential densities in the town centre zones and the concept of 'living over the shop'.
- The redevelopment of lands within the town core area, particularly those sites with frontage onto the main streets and squares of the towns, shall provide for a street fronting building of a high quality design or for a high quality urban space, including hard and soft landscaping, and appropriate street fixtures and furniture, in order to enhance and create a more attractive streetscape.

TOWN CENTRE & RETAIL STRATEGY FOR BRAY

It is the vision that Bray will become a major destination for shopping and in particular for medium and higher quality comparison goods. Shoppers within the town shall have access to a range of quality leisure and cultural activities provided within the core retail area. This centre should provide a full range of all types of retail services from newsagents to specialist shops and boutiques, department stores, foodstores of all types, shopping centres and a high level of mixed uses including the arts and culture, to create a vibrant, living place. The centre should be well connected and served by high quality public transport.

This centre provides for the 'big shop' convenience needs of its residents and other settlements in the vicinity including Enniskerry, Kilmacanogue and Shankill. The centre has the opportunity to provide for the comparison shopping needs of a much wider catchment beyond its more immediate environs, particularly extending south and north to other settlements along the N11.

Having regard to the above, it is the priority of the Planning Authority to:

- promote and encourage the major enhancement of retail floorspace, primarily comparison goods and town centre functions in Bray to sustain its competitiveness and importance as a Consolidation Town and leisure destination within the GDA;

- facilitate the significant expansion in the amount and range of comparison floorspace, particularly floorspace for middle and higher order comparison goods;
- to facilitate the delivery of a large scale retail development within the core retail area on the Florentine Development site;
- to facilitate the delivery of a large scale retail development on the former Golf Club Lands; and
- to facilitate the extension of the LUAS to Bray.

Bray seafront area shall be a vibrant and attractive seafront area, which functions as the primary tourist, recreational and leisure centre of the town. It is a priority to rejuvenate the seafront area through the expansion of retail and non-retail services, particularly targeted at the visitor market and tourism products. The town centre is located some distance from the seafront area and does not benefit from spin-off associated with the uptake of leisure activities on the seafront. Taking account of this, it is of major importance that the centre carves out a significant role for itself in the provision of quality shopping facilities which act as a draw for people into the centre.

Bray is well connected by a high quality public transport system, centred at the Bray DART Station. The town suffers severe traffic congestion at times. While improvements have been made to make the central area more pedestrian friendly, the town could benefit from further improvements. It is a priority of the Planning Authority to facilitate development that contributes to the improvement of the overall appearance of the area around Bray Railway Station, to increase the density and mix of uses in this area and to provide clear pedestrian/cyclist links between this area and the town centre and seafront area. This area is the gateway and transportation hub of this major town and the general appearance, aesthetic appeal and range of uses promoted in this area should be reflective of this significant role.

The quality of shopfronts within Bray Main Street and surrounding side streets is relatively poor. In addition, some parts of the centre have suffered from high degrees of vacancy. It is a priority of the Planning Authority to facilitate development that would contribute to the improvement of the overall appearance and aesthetic appeal of the streetscape, including for example shopfront improvements, regeneration of vacant sites and public realm improvement schemes.

Within the expansion area of Fassaroe, the Planning Authority will facilitate the provision for the development of appropriately scaled retail provision, which provides for the immediate needs of residents and employees of the area but does not undermine the role of Bray town centre as the principal shopping destination in the settlement.

The Planning Authority will allow for the development of a new appropriately scaled neighbourhood centre on the Southern Cross Road, to provide for the day to day needs of residents and employees of the area but does not undermine the role of Bray town centre as the principal shopping destination.

Indicative additional floorspace allocations (net m²):

| | |
|-----------|--|
| Bray: | Convenience 7,000m ² , Comparison 30,000-35,000m ² |
| Fassaroe: | Convenience 2,500m ² , Comparison 1,000m ² |

The RPG Retail Guidelines indicate that well established centres with population catchments in excess of 60,000 people would be expected to have a volume of retail floorspace in excess of 40,000m². Bray currently has approximately 35,000m² of net retail space (including vacant units). While the level of additional floorspace allocated to Bray is significant, Bray is better positioned to expand its comparison retail offer than a number of settlements lower down in the hierarchy and is the Metropolitan Consolidation Town in the County and therefore it is considered appropriate to allow for substantial growth. The above allocation aims to expand the volume of retail floorspace to c. 77,000m². This is reasonable, having regard to the size of other level 2 centres, e.g. Dundrum c. 82,000m², Blanchardstown c.78,000m².

While the target population and retail catchment of Fassaroe is more akin to a Level 3 centre (5,000-15,000 people), it is envisaged that Fassaroe will provide the function more akin to a Level 4 Neighbourhood Centre. This is in order to ensure that the area does not undermine the role of Bray town centre as the principal shopping destination in the settlement.

RETAIL STRATEGY FOR NEIGHBOURHOOD CENTRES IN BRAY

A neighbourhood centre comprises a small group of shops, typically comprising newsagent, small supermarket / general grocery store, sub-post office and other small shops of a local nature serving a small, localised catchment population. The function of a Neighbourhood Centre is to provide a range of convenient and easily accessible retail outlets and services within walking distance for the local catchment population. Neighbourhood centres generally only occur in the larger settlements of the County, e.g. Bray, Wicklow, Arklow and Greystones, at a location within the settlement boundary but remote from the core retail area.

The designated 'Neighbourhood Centres' in this plan are

- Vevay Road
- Southern Cross Route
- Fassaroe

TOWN CENTRE & RETAIL STRATEGY FOR ENNISKERRY

The commercial core of Enniskerry extends around the clock tower with a mixture of shops, cafes, public houses and other businesses. The town centre has a relatively strong street frontage and core for urban activity with residential, commercial and community functions taking place side by side. It is important that town centres are inhabited, provide for a mix of uses and exhibit a high standard of urban design, in order to ensure vitality and viability.

Given Enniskerry's retail function as envisaged by the County Retail Strategy and having regard to the significant leakage of expenditure from the settlement due to the close proximity to a number of high order retail centres (notably Bray, Greystones and Dundrum), it is considered there is a need to further develop and enhance the retail offer in the town, particularly with regard to convenience shopping. It is important that new developments, particularly in the 'Town Centre' zone respect the existing scale of the development in the settlement and have regard to the architectural conservation area designation.

TOWN CENTRE & RETAIL STRATEGY FOR KILMACANOGUE

As a Level 6 settlement, it is the strategy to create a consolidated and vibrant mixed use settlement centre that is the focal point for the delivery of the retail, commercial, community and activity needs of the local population and its hinterland, and to promote this area for tourist uses and for residential use, with an animated and high quality streetscape, whilst ensuring the protection of the special character and heritage of this area.

- To support existing uses and facilitate the development of new uses that will improve the vitality, connectivity and vibrancy of the primary lands.
- To promote the development of a range of retail outlets, including a variety of small scale convenience and comparison outlets in accordance with the County Retail Strategy and shops to provide for the tourist market (i.e. 'tourist retail').
- To promote these lands for the development of 'people' intensive employment generating developments, including retail, tertiary services, commercial developments, office, civic, institutional and tourist uses.
- All shopfronts shall be of traditional design with strict adherence to the use of traditional materials.
- To promote the use of upper floors for 'Living over the Shop' and office accommodation.

The objectives of this LAP, in particular the land zoning provisions, will support the achievement of this quantum of retail floor space development.

2.2.6 Social and Community Development

The provision of accessible social and community infrastructure, including open space and leisure / recreational facilities, contributes to the quality of life for all and it is important that existing and future residents of the MD and its catchment are provided with such facilities. High quality social and community services in an area can also make a place more attractive for the establishment of new businesses and to encourage long stay visitors. In particular, new community facilities will be required to be provided in tandem with the development of significant new residential developments and new neighbourhoods.

The policies, objectives and recommendations set out in a suite of Council publications and strategies relating to social and community development will guide the objectives and zoning provisions of this LAP⁸.

Of key importance in the crafting of this plan was recognition of the shortfall in active open space, particularly organised sports grounds, in the town and environs.

COMMUNITY DEVELOPMENT STRATEGY FOR BRAY MD

To facilitate the development of a range of high quality community, educational, open space and recreational facilities that meet the needs of the local population, and in particular to require that new community, open space and recreational facilities are developed in tandem with new housing.

2.2.7 Infrastructure & Services

The provision of transport and services infrastructure is essential to the development of any area, providing ease of movement within towns, connecting towns to surrounding areas and providing sufficient service infrastructure capable of meeting the demands of the resident, commercial and employment populations. The County Development Plan, and various programmes of the Council's Roads and Environmental Services Departments, as well as outside agencies such as Irish Water and the National Transport Authority, provide detailed strategies and objectives for a whole range of service infrastructure. As these provisions apply directly to the Bray MD it is not considered necessary to restate all of these objectives; objectives included in this plan are those considered necessarily to emphasise assets or restate objectives that have particular relevance and importance to the area.

The key factor influencing the future development of the Bray MD is the adequacy and the improvement of the roads and transportation infrastructure in the area. The key investment priorities for this area as set out in the County Development Plan are:

- the upgrade of the N11 in the north of the County, from the Dublin border as far as Ashford, in particular improvements to the M50 / M11 merge which is deficient in capacity, and all interchanges serving Bray;
- significant improvements to the Dublin-Rosslare rail line, the extension of Luas or other mass transit to Bray town centre, Bray Station and Fassaroe, the provision of car and bus park-and-ride facilities and improved penetration of local bus services in designated growth towns; and

⁸ In particular, the Wicklow Local Economic and Community Plan, Wicklow's 'Hierarchy Model of community facilities', the Wicklow Play Policy and the Wicklow Outdoor Recreation Strategy.

- retention and improvement of local bus services.

With respect to road connections within and between the settlements in the District, the key priorities are:

- To enhance routes into Bray from all locations in the district, Bray being the primary service town for the area;
- To secure the development of a significantly improved or alternative route to Enniskerry, via the new development zone at Fassaroe; such a route will provide both an alternative safer access route to Enniskerry from the N11 but also a more direct route to Bray centre, the key service location for the area;
- To reduce the number of private entrances onto the N11, particularly in the Kilmacanogue area;
- To secure additional or improved road crossings of the Dargle and enhanced access to Bray seafront;
- To enhance pedestrian and cycling infrastructure within settlements and between settlements where possible, including the development of 'green routes.'

INFRASTRUCTURE STRATEGY FOR BRAY MD

- Promote the development of a safe and accessible pedestrian, cycling and traffic routes and excellent public transport facilities.
- Facilitate and promote the delivery of reliable and effective water, drainage, energy, waste management and communications infrastructure to service the existing and future development needs of the settlement.

2.2.8 Built Heritage and Natural Environment

The protection and enhancement of heritage and environmental assets through this plan will help to safeguard the local character and distinctiveness of the area and its surroundings, providing local economic, social and environmental benefits. The maps included in this plan include a heritage map indicating the key natural and built heritage features.

The key heritage and environmental factors that have influenced the shape of this plan include:

- Protection and enhancement (where possible) of Natura 2000 sites, NHAs, Bray Head SAAO;
- Identification of rivers and watercourses and their associated green corridors, and the recognition of same as a 'Green Infrastructure' resource;
- Protection and enhancement of the Victorian building stock in Bray; and the set piece that is the seafront and promenade
- Recognition of the valuable heritage asset that is Kilruddery Demesne

HERITAGE STRATEGY FOR BRAY MD

- To protect the natural, architectural, archaeological and maritime heritage of Bray MD.
- To enhance the quality of the natural and built environment, to enhance the unique character of the towns in the district as a place to live, visit and work.
- To promote greater appreciation of, and access to, local heritage assets.

2.2.9 Strategic Environmental Assessment

Strategic Environmental Assessment (SEA) is the formal, systematic evaluation of the likely significant effects of implementing a plan or programme before the decision is made to adopt the plan or programme. The purpose is to *"provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation of plans and programmes with a view to promoting sustainable development"*, (European Directive 2001/42/EC).

The Strategic Environmental Assessment (SEA) of this plan has been carried out in compliance with the provisions of the SEA Directive and those regulations transposing the Directive into Irish Law. The SEA has been informed by the findings of the Appropriate Assessment and the Strategic Flood Risk Assessment. **Appendix A** to this plan sets out the assessment, as well as the advice / observations of the environmental authorities.

As part of the SEA process, an environmental sensitivity 'heat map' was produced and it is against this that all possible plan objectives, particularly zonings, have been tested. Generally, those areas deemed most vulnerable to development have been avoided. The Environmental Report (ER) also considers alternative development scenarios for the draft LAP. The ER summarises the evaluation for likely significant environmental effects of each scenario and identifies the reasons for choosing the plan (the preferred scenario). Three alternative scenarios for the LAP were examined:

1. Densification of development on all existing housing/mixed use/town centre lands and change of use of suitable existing non-residential lands to residential use within the boundary of the former Bray Town. All extra units achieved within the footprint of the town. Do not alter density or number of units in Fassaroe.
2. (a) Densification of development on all existing housing/mixed use/town centre lands but no changes of use from non-residential use to residential (i.e. no open spaces/employment zones etc. to change to residential). Shortfall to be made up by increasing number of units to be allowed in Fassaroe. This will reduce land dedicated to other uses e.g. employment
(b) Same as above but shortfall to be made up by combination of some increases in Fassaroe and some zoning of greenfield lands at the periphery of the town e.g. around Kilruddery, between Bray and Kilmacanogue (only such a quantum of zoning that can be accommodated in this sensitive area – sensitivities including lands, Bray Head, Sugarloaf etc. Capacities of these areas given sensitivities would determine how much should be channelled towards Fassaroe).
3. Make up for entire shortfall by significant zoning of new greenfield lands at periphery e.g. at Kilruddery and between Bray and Kilmacanogue; west and south of Fassaroe.

Following the examination, it is clear that there are associated costs and benefits with following any one of the alternatives. However the 'preferred strategy' for the plan most closely reflects the second scenario with a combination of different parts of the other alternatives.

Habitats Directive Appropriate Assessment

This draft LAP has been prepared in accordance with the Appropriate Assessment requirements under EU Habitats Directive (43/92/EEC) and the EU Birds Directive (79/409/EEC) and Section 177 of the Act. These Directives form the cornerstone of Europe's nature conservation policy, built around the Natura 2000 network of nature protection areas made up of Special Areas of Conservation (SACs)⁹ and Special Protection Areas (SPAs)¹⁰.

⁹ Special Areas of Conservation (SACs) are sites designated under European Communities Directive 92/43/EEC known as the 'Habitats Directive'. This requires the conservation of important, rare or threatened habitats and species (not birds) across Europe.

¹⁰ Special Protection Areas (SPAs) are sites designated under the European Communities Directive 79/409/EEC, known as the 'Birds Directive', to conserve the habitats of certain migratory or rare birds.

The Planning Authority is required to ensure that any plan or programme and any projects that arise therefrom, individually or in combination with other plans or projects, are subject to 'Appropriate Assessment' to ensure there are no likely significant effects on the integrity (defined by the structure and function) of any Natura 2000 site(s) and that the requirements of Article 6(3) and 6(4) of the EU Habitats Directive are fully satisfied. Where a plan / project is likely to have a significant effect on a Natura 2000 site, or there is uncertainty with regard to effects, it shall be subject to a full Appropriate Assessment. The plan / project will proceed only after it has been ascertained that it will not adversely affect the integrity of the site or where, in the absence of alternative solutions, the plan / project is deemed imperative for reasons of overriding public interest - all in accordance with the provisions of Article 6(3) and 6(4) of the EU Habitats Directive.

The Appropriate Assessment associated with this plan is set out in **Appendix B** to this plan sets out the assessment and in particular, a 'Natura Impact Report' has been prepared, which assesses the provisions of the draft plan. In carrying out this assessment, the Council has taken into account the relevant matters specified under Part XAB of the Planning and Development Act 2000 (as amended).

It is determined that the risks to the safeguarding and integrity of the qualifying interests and conservation objectives of the European Sites, which form part of the Natura 2000 network, have been addressed by the inclusion of achievable mitigation measures in this draft LAP, in conjunction with the measures set out in the Wicklow County Development Plan. These measures will prioritise the avoidance of impacts in the first place and will reliably mitigate these impacts where these cannot be avoided. Having incorporated these mitigation commitments; it is considered that the draft plan will not have significant effects to any European Sites which form part of the Natura 2000 network¹¹.

2.2.10 Flood Risk

To comply with the EU Floods Directive and in line with the guidelines for Planning Authorities '*The Planning System and Flood Risk Management*', an assessment of flood risk has been formally taken into account in the preparation of this plan. The objective of '*The Planning System and Flood Risk Management*' guidelines is to integrate flood risk management into the planning process, thereby assisting in the delivery of sustainable development. For this to be achieved, flood risk must be assessed as early as possible in the planning process. The guidelines states that the core objectives are to:

- avoid inappropriate development in areas at risk of flooding;
- avoid new developments increasing flood risk elsewhere, including that which may arise from surface run-off;
- ensure effective management of residual risks for development permitted in floodplains;
- avoid unnecessary restriction of national, regional or local economic and social growth;
- improve the understanding of flood risk among relevant stakeholders; and
- ensure that the requirements of EU and national law in relation to the natural environment and nature conservation are complied with at all stages of flood risk management.

The flood risk assessment carried out for Rathdrum is set out in **Appendix C**. This draft LAP has been crafted to ensure that (a) flood risk is avoided where possible, (b) where avoidance is not possible, less vulnerable uses have been substituted for more vulnerable ones, (c) risk is mitigated and managed where avoidance and substitution are not possible.

¹¹ Except as provided for in Section 6(4) of the Habitats Directive, viz. There must be:

- a) no alternative solution available,
- b) imperative reasons of overriding public interest for the plan to proceed; and
- c) Adequate compensatory measures in place.

CHAPTER 3 RESIDENTIAL DEVELOPMENT

This section will set out the local objectives for the sustainable residential development in Bray MD that are relevant to and implementable through a local land-use plan.

The residential development strategies, objectives and standards set out in the Wicklow County Development Plan will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **The Wicklow County Housing Strategy**
- **Sustainable Communities**
- **Zoning principles**
- **Phasing principles**
- **Densities**
- **Rural housing**
- **Design of new developments**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; and the objectives to follow are those considered necessarily to emphasise assets or restate objectives that have particular relevance and importance to the area.

RESIDENTIAL ZONINGS

It is an aim of this plan to focus new residential development into the existing built envelope of the districts' three settlements. While the 'Town Centre' zones in Bray and Enniskerry, the 'Primary Zone' in Kilmacanogue and the 'Existing Residential' / 'Secondary Zone' areas all present significant housing opportunities through redevelopment, infill and backland developments, these areas are not sufficient in size and scope to accommodate all of the required future housing growth in the area.

Therefore new residential development is also provided for on 'greenfield' lands zoned 'new residential' (R-HD, R40, R20, R10, R-Special¹²) and 'Mixed Use (MD). 'Edge of centre' locations will be considered the priority location for new residential development while 'out of centre' housing sites will only be considered on the basis of integrated housing / community facilities / open space schemes that can be well connected to the existing built up area. Such areas may be 'Specific Local Objective' or 'Action ' areas which are to be the subject of comprehensive (not piecemeal) integrated schemes of development that allow for the sustainable, phased and managed development of the area during the plan period.

The table below sets out the land zoned for residential development in this plan and the potential housing yield.

¹² See Chapter 11 for details on the description of the different zonings.

Table 3.1 Bray & Environs

| LOCATION/DESCRIPTION | AREA (HA) | ZONING | POTENTIAL NO. OF UNITS |
|-------------------------------------|-----------|--------|------------------------|
| Former Buckley Heitons, Dublin Road | 0.6 | TC | 120 |
| Bray Head Hotel, Bray seafront | 0.3 | SF | 30 |
| Former Dawson's, Bray seafront | 0.42 | SF | 110 |
| Former Bray Golf Club | 9.92 | MU | 1,000 |
| Bray Harbour | 1.4 | MU | * |
| Rehills – The Slang | 3 | R-HD | 100 |
| Brook House | 1.2 | R-HD | 60 |
| Presentation College | 2.2 | R-HD | 75 |
| Oldcourt House | 1.5 | R20 | 30 |
| Ravenswell | 2.97 | R-HD | 150 |
| FCA | 2.03 | R-HD | 100 |
| Dell | 3.75 | MU | 150 |
| Kilruddery | 12 | R20 | 240 |
| Fassaroe | 13.89 | RE | 20 |
| Fassaroe | 73.28 | R-HD | 3,670 |
| Fassaroe | 1 | NC | 75 |
| Infill on other TC / RE lands | | | 200 |
| TOTAL | | | 6,130 |

* These lands shall be subject to a masterplan that may or may not include residential development; the land bank is limited and is partly 'made land' and until further study is completed, it is not clear if significant residential development would be viable.

Table 3.2 Enniskerry

| LOCATION/DESCRIPTION | ZONING | POTENTIAL NO. OF UNITS |
|--|-----------|------------------------|
| Lands at Monastery Grove | R20 | 72 |
| Lands at Cookstown | R10 | 8 |
| Action Area 1 - Lands at Parknasilloge | R20 | 156 |
| SLO 1 - Lands at Ballyman | R special | 12 max |
| Action Area 2 - Lands at Kilgarron | R40 | 28 |
| Action Area 3 - Lands at Cookstown | R20 | 105 |
| Lands at Powerscourt | R20 | 44 |
| Infill on other TC / RE lands | | 45 |
| TOTAL | | 470 |

Table 3.3 Kilmacanogue

| LOCATION/DESCRIPTION | ZONING | POTENTIAL NO. OF UNITS |
|----------------------|--------|------------------------|
| Primary Zone | PDA | 20 |
| Secondary Zone | SDA | 105 |
| Tertiary Zone | TDA | 25 |
| TOTAL | | 150 |

Residential Development Objectives (General)

- R1** All new housing developments shall be required to accord with the housing objectives and standards set out in the Wicklow County Development Plan.
- R2** In order to make best use of land resources and services, unless there are cogent reasons to the contrary, new residential development shall be expected to aim for the highest density indicated for the lands. The Council reserves the right to refuse permission for any development that is not consistent with this principle. Lands zoned **Residential – High Density** will be expected to achieve a

density of not less than 50 units / hectare.

- R3** Housing development shall be managed and phased to ensure that infrastructure and in particular, community infrastructure, is provided to match the need of new residents. Where specified by the Planning Authority, new significant residential or mixed use development¹³ proposals, may be required to provide a social and community facility/facilities as part of the proposed development or the developer may be required to carry out a social infrastructure audit, to determine if social and community facilities in the area are sufficient to provide for the needs of the future residents. Where deficiencies are identified, proposals will be required to either rectify the deficiency, or suitably restrict or phase the development in accordance with the capacity of existing or planned services.
- R4** To encourage in-fill housing developments, the use of under-utilised and vacant sites and vacant upper floors for accommodation purposes and facilitate higher residential densities at appropriate locations, subject to a high standard of design, layout and finish.

Bray Specific Housing Objectives

- R5** Designated housing lands at Fassaroe (Action Area 1) shall only be developed as part of comprehensive (not piecemeal) integrated schemes, in accordance with the objectives for this Action Area set out in this plan.

Enniskerry Specific Housing Objectives

- R6** The maximum size of any single 'housing estate' shall be 60 units and developments that include more than 60 units should be broken into a number of smaller 'estates', which shall be differentiated from each other by the use of materially different design themes.
- R7** A full range of unit sizes, including smaller 1 and 2-bedroomed units shall be provided in all new housing areas. No more than 50% of the units in any development shall exceed 3 bedrooms or 125sqm in size.

Kilmacanogue Specific Housing Objectives

- R8** No single application shall increase the existing housing stock in Kilmacanogue by more than 15% and the maximum size of development that will be considered will be 25% of the number of houses permissible over the life of the plan for that settlement.
- R9** Kilmacanogue shall be prioritized for moderate housing growth and shall absorb demand for new housing from inside and outside the County subject to the following controls:

Multi-house development

75% no restriction

25% Applicant / purchaser of any new home must be either a resident for at least 3 years duration in County Wicklow or in permanent employment for at least 3 years duration in County Wicklow prior to making of application / purchase of new house.

Single house development

Applicant / purchaser of any new home must be either a resident for at least 3 years duration in County Wicklow or in permanent employment for at least 3 years duration in County Wicklow prior to making of application / purchase of new house.

¹³ This is determined to be any proposed development in excess of 150 residential units

- R10** In the **Primary Development Zone**:
- To encourage residential development that contributes to the vitality of the primary area and provides for passive / night-time supervision of the primary area, although loss of active commercial or retail floorspace to residential use will be discouraged;
 - To promote the use of upper floors for 'Living over the Shop';
 - To allow residential development at a suitable density, and not to provide residential density limits, but to assess proposals on the basis of qualitative standards such as layout, design, amenity and impacts on adjacent properties, transportation infrastructure and environmental quality.
- R11** In the **Secondary Development Zone**, to promote densities in the order of 15 dwelling units per hectare. A higher or lower density may be considered appropriate, having regard to the context of the site and the prevailing density in the vicinity of the site.
- R12** In the **Tertiary Development Zone**,
- To restrict the residential development to low density (max 5/ha) single house developments and multi house developments not exceeding 4 units (other than social housing developments).
 - Multi-house development shall only be considered where they share a single road entrance, are sufficiently clustered together and are sufficiently set back from the public road.
 - to allow for social housing provided it is located in accordance with firm planning principles especially with respect to proximity to services and connectivity to the settlement core.
- R13** A full range of unit sizes, including smaller 2 and 3 bedroomed units shall be provided in all new housing developments (i.e. developments exceeding 4 units). Generally, no more than 50% of the units in any new development shall exceed 3 bedrooms or 120sqm in size.
- R14** To allow for development of up to 25 new dwellings on lands identified as **KM1** on Land Use Map No.4, contingent on the development on these lands of public active open space measuring not less than 1ha.

Kilmurray Specific Housing Objectives

- R15** The indicative growth target for Kilmurray is in the order of 4 units given the overall population target for the rural clusters. Given the controls that apply for these clusters, some flexibility in this target may be applied where the number of bona fide applicants exceeds the target. Where permission is sought for development that would result in the development of more than 5 units in Kilmurray during the lifetime of the plan, permission may be considered subject to it being determine that (a) the settlement has the form and infrastructural capacity to accommodate the additional development proposed and (b) the total housing growth target for the rural clusters as a group will not be exceeded.

CHAPTER 4 ECONOMIC DEVELOPMENT & EMPLOYMENT

This section will set out the local objectives for the sustainable development of the Bray MD's economy that are relevant to and implementable through a local land-use plan. The land-use objectives of this plan aim to support the strategies of the Wicklow Local Economic and Community Plan and the Wicklow Local Enterprise Office, as well as the non-statutory 'Wicklow Economic Think Tank' strategy, all of which have a wider remit than this LAP the area of economic development.

The economic development and employment strategies, objectives and standards set out in the Wicklow County Development Plan will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **The role of land use planning in economic development; link between land use planning and the Local Economic & Community Plan (LECP)**
- **County Economic Development Hierarchy**
- **General Objectives for economic development**
- **Specific Objectives for Employment Types**
- **Economic Development in a Rural Area**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; and the objectives to follow are those considered necessarily to emphasise assets or restate objectives that have particular relevance and importance to the area.

4.1 Priority employment areas

It is the objective of the Council to support and facilitate the growth of existing employment areas and to designate lands for new employment development, in accordance with the targets set out in the Wicklow Core Strategy. In this regard, the majority of existing 'employment' zoned lands from previous plans for the area will be maintained, except where a change of zoning is considered appropriate to stimulate employment generating activity on the majority of the site. Priority employment areas for this LAP will be:

Bray Town Centre and seafront
Existing employment areas on Bray SCR, Boghall Road and Killarney Road
Fassaroe (Action Area 1)

Enniskerry Town Centre
Parknasilloge (Action Area 2)

Kilmacanogue Settlement Centre (Primary Development Zone)

Objectives

- E1** To support all forms of employment creation, especially where this can mitigate long distance commuting, subject to the proper planning and sustainable development of the area and compliance with all other objectives of this plan.
- E2** To normally require new employment generating developments to locate on suitably zoned in settlements. Proposals in settlements with no zoning plan should be assessed on the basis of their individual merits, taking into consideration the objectives set out in this chapter of the plan and all other matters pertaining to the proper planning and sustainable development of the area, including ensuring that the proposal is appropriately sited in a location so that it enhances,

complements, is ancillary to or neutral to the existing land uses in the area. All other proposals for employment generating developments outside of settlements will be assessed on the 'Objectives for Wicklow's Rural Economy'.

- E3** To protect employment zoned land from inappropriate development that would undermine future economic activity or the sustainable development of such areas.
- E4** To encourage the redevelopment of brownfield sites for enterprise and employment creation throughout the District and to consider allowing 'relaxation' in normal development standards on such sites to promote their redevelopment, where it can be clearly demonstrated that a development of the highest quality, that does not create an adverse or unacceptable working environment or create unacceptable impacts on the built, natural or social environment, will be provided.

4.2 Priority industries

While all forms of employment will be supported where possible, there are a number of priority sectors existing or emerging in the Bray MD, in particular: Tourism, Retail & Retail Services, Small & Medium Enterprises, High Technology and the Film Industry.

Objectives

E5 Film Industry

Bray is an important centre for film making, 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 Bray. The Council will encourage the on-going development of the industry in Bray including the use of the studio as a visitor attraction. It is the objective of the Council to:

- facilitate and support the film industry in the District, including the development of new production facilities at appropriate locations and the use of the County for film locations, including the erection of temporary structures and services
- resist and restrict proposals for change of use of lands zoned 'Film Industry' in the plan area.

E6 Large-Scale Employment Generating Developments

It is the objective of the Council to promote and facilitate the development of large-scale employment generating developments, including industrial, knowledge, high-technology, office and service based and science space developments, at appropriate locations.

E7 Knowledge, High-Technology and Service Based Industries

To encourage and facilitate the development of knowledge, high-technology and service¹⁴ based specialist industries at appropriate locations, in accordance with the relevant development and environmental standards, and to support and strengthen the capability and quality of research and development functions in the District. The Council will promote the clustering of these type industries and other inter-related industries.

E8 Office Developments and Small-Scale Service Industries

To encourage and facilitate the provision of office developments and small-scale service industries at appropriate locations. The most suitable location for local or small-scale office

¹⁴ Service Based Industry includes software development, data processing and electronic commerce, technical and consulting service, commercial laboratory services, administrative centres, co-ordination and headquarters services, research and development services, media, multimedia and recording services, entertainment and leisure services, training services, publishing services, international financial services, healthcare services, construction related services, environmental services, logistics management services.

developments and small-scale service industries is generally in above-ground floor commercial premises at appropriate locations in town / village centres and neighbourhood centres¹⁵. The development of these types of uses in neighbourhood centres can reinforce the existing service function of these centres, as well as create new opportunities for local employment in locations that are accessible to residential areas.

The Council will permit office development in appropriate employment zoned locations that are deemed suitable with regard to sustainable traffic and land use considerations.

E9 Small and Medium Enterprises¹⁶

To encourage and facilitate the development of small to medium scale indigenous industries and services at appropriate locations within settlements. The Council acknowledges that the development of small scale projects with long term employment potential are important in sustaining both urban and rural settlements in County Wicklow and as such, the Council will adopt a proactive and flexible approach in dealing with applications on a case-by-case basis.

4.3 Enniskerry Specific Economic Development Objectives

In terms of employment and enterprise, the role envisaged for Enniskerry is to sustain the local community and to provide for enhanced opportunities for the creation of new enterprises. Given the town's location, situated in close proximity to the higher order settlement of Bray, it is unlikely that the town can act as an attractor for a large scale employer to locate over the lifetime of the plan.

There are limited employment opportunities in the town, other than those presented by the tourism industry, retail, education and other town centre type services. This plan will therefore make provision for the development of a small business park / employment zone in Action Area 3 which will cater for high quality office / surgery / studio type employment and local service employment.

Enniskerry is accessible by both car and public transport and its attractive streetscape and scenic wooded setting are important assets in terms of attracting daytime and short stay tourists. Its immediate hinterland contains many sites of interest ranging from woodlands, valleys, cliffs and upland heaths. Powerscourt waterfall and gardens are two of the country's leading tourist attractions. The number of craft shops, coffee shops and restaurants in the town is an indication of the popularity of the area with tourists. There are also a number of hotels and 'Bed and Breakfast' facilities offering guest accommodation. The tourism base of Enniskerry needs to be further strengthened and measures taken to ensure that visitors to Powerscourt Estate spend time in the town itself.

- EE1** To maintain the existing level of land in employment use in the form of service based employment and tourist based activities in Enniskerry.
- EE2** To provide c. 1ha of employment lands in the form of high quality office / surgery / studio type employment and local service and incubator businesses (in Action Area 2).

¹⁵ This objective does not relate to the use as an office, as set out in Class 2 of 'Part 4, Exempted Development-Classes of Use' of the 2001 Planning and Development Regulations.

¹⁶ The term small enterprise refers to an individual business/enterprise, which employs less than 10 persons, and the term medium enterprise refers to those, which employ up to 50 persons.

CHAPTER 5 TOWN / NEIGHBOURHOOD CENTRES & RETAIL

This section will set out the objectives for the sustainable development of the Bray MD's town and neighbourhood centres that are relevant to and implementable through a local land-use plan.

The town / neighbourhood centre and retail strategies, objectives and standards set out in the Wicklow County Development Plan will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **The County Retail Strategy, including the retail hierarchy for the county and retail floorspace growth targets**
- **General objectives for centres (town / neighbourhood / local centres)**
- **Objectives for retail development**
- **Objectives for uses and design of town centre and retail developments**
- **Objectives for retail warehousing, large convenience stores and outlet centres**
- **Objectives for tourism and rural retail.**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; and the objectives to follow are those considered necessarily to emphasise assets or restate objectives that have particular relevance and importance to the area.

5.1 Town Centre Development Objectives

- TC1** To ensure the continued vibrancy and life of centres, to direct new development and investment into settlement centres (i.e. the 'town centres' and 'primary development areas') in the first instance and to particularly prioritise actions that enhance business, retail, leisure, entertainment and cultural uses, as well as making town centres an attractive place to live.
- TC2** To vigorously protect and promote the vitality and viability of town centres. Development proposals not according with the fundamental objective to support the vitality and viability of town centre sites must demonstrate compliance with the 'sequential approach' before they can be approved. The 'sequential approach' shall be applied and assessed in accordance with the 'Retail Planning Guidelines, (DoECLG, 2012)¹⁷. The Planning Authority will discourage new retail development if they would either by themselves or cumulatively in conjunction with other developments seriously damage the vitality and viability of existing retail centres within the District. In the application of the 'sequential approach' due regard shall be paid to **RT4** below which prioritises the 'core retail area' for new retail development.
- TC3** To promote the 'active' use of above ground floor levels, and in particular to promote the concept of 'living over the shop' in centres. Where a 'living over the shop' use is proposed, a relaxation in density, car parking and open space standards will be considered, where the development meets very high quality of design and accommodation.
- TC4** To control the provision of non retail uses at ground floor level in the principal shopping streets of centres, in order to protect the retail viability of centres and to maintain the visual character of streets. This objective aims to prevent the proliferation of 'dead frontages' on key streets. In particular, active use of corner sites, particularly within larger centres, is considered pivotal in creating a sense of vibrancy.

¹⁷ In short, the order of priority for the sequential approach is to locate retail development in the town centre and only to allow retail development in edge-of-centre or out-of-centre locations where all other options have been exhausted. Refer to guidelines for full description.

- TC5** To promote the revitalisation of vacant / derelict properties / shop units. Where no viable retail use can be sustained, alternative uses will be assessed on their own merits against the requirements of the proper planning and sustainable development of the areas within which they are located. This objective will be used to ensure that all proposals for the reuse of existing retail floorspace can be evaluated against the proportion of overall vacancy and to reduce the possibility of dereliction.

5.2 Retail Development Objectives

Retail – General

- RT1** To promote and facilitate the development of retail developments in a sustainable manner. Retail related development shall be located on suitably zoned land within settlement boundaries. There shall be a general presumption against the development of retail uses within the rural area, except as otherwise provided for by a particular objective of the County Development Plan.
- RT2** To ensure that all retail development is generally in accordance with the Wicklow County Retail Strategy for the period up to 2022 and beyond to 2031. All development proposals shall be assessed having regard to the Retail Strategy for the Greater Dublin Area 2008-2016.
- RT3** To promote developments which reinforce the role and function of the ‘core retail area’ as the prime shopping area of town centres. The ‘core retail area’ shall be promoted as the area of first priority for new retail development. In settlements where no ‘core retail area’ is defined, regard shall be paid to the designated ‘town centre’ area, the location of the traditional/historical centre and the location of other retail units. Where an application is made for a new development with street frontage either in the defined retail core of a larger settlement or on the ‘main street’ of a smaller town, retail or commercial use will normally be required at street level.
- RT4** To promote an appropriate mix and balance of different types and styles of retail within centres and to control the number of bookmakers, off-licences (including off-licences in convenience stores), take-aways, ‘cash for gold’ and ‘Pound’ type shops, and other uses that can adversely affect the character of a centre. The mix and balance of different type of retail (including retail services) is important to attract people to centres, and to ensure centres remain the main meeting point for the community. Too many of certain types of outlet can destroy the balance of a centre.

5.3 Bray Town Centre Specific Objectives

- BT1** To promote Bray town centre as the **primary** retailing and commercial sector location in the town. Retailing will be promoted as the core function of the town centre. Bray Town Centre consists of the area of land which is zoned ‘TC: Town Centre Uses’, which extends in a north/south direction from the Dublin Road to Market Square, and in an easterly direction, encompassing Quinsborough Road, Florence Road, Bray Dart Station and part of Novara Avenue. It is the area of the town that provides a broad range of facilities and services and which fulfils a function as a focus for both the population of Bray and public transport.
- BT2** To promote and support the development of significant new retail, retail services, commercial and cultural / community floorspace in Bray town centre, at the following locations:
- the ‘Florentine Centre’(see Objectives for ‘Opportunity Sites’ to follow)
 - Former Bray golf club lands (see Objectives for SLO 3)
- BT3** Generally, a maximum height of 3-storeys above ground level will be considered appropriate in Bray town centre, irrespective of adjoining property heights. However, the Council may permit heights

above this, where the specific context of the site and the design of the building allow it (for example where additional storeys are set back from street frontage).

5.4 Bray Neighbourhood Centres Specific Objectives

BT4 Within designated neighbourhood centres at Boghall Road / Ballywaltrim, Vevay Road, Dargle Road, Dublin Road – Little Bray, Albert Road and walk, Fassaroe and Bray Southern Cross Road, it is the objective of the Planning Authority to protect, provide for, and improve the mix of neighbourhood centre services and facilities, which provide for the day-to-day needs of the local community, to a degree that is akin to their role and function as outlined in the Retail Strategy and the objectives of this plan.

5.5 Bray Opportunity Sites

Bray Town Centre 'opportunity sites' are identified in this Local Area Plan, which would if developed, contribute to the enhancement of the public realm, vibrancy and vitality, and the retail / services offer in the town centre.

OP1 Florentine Centre



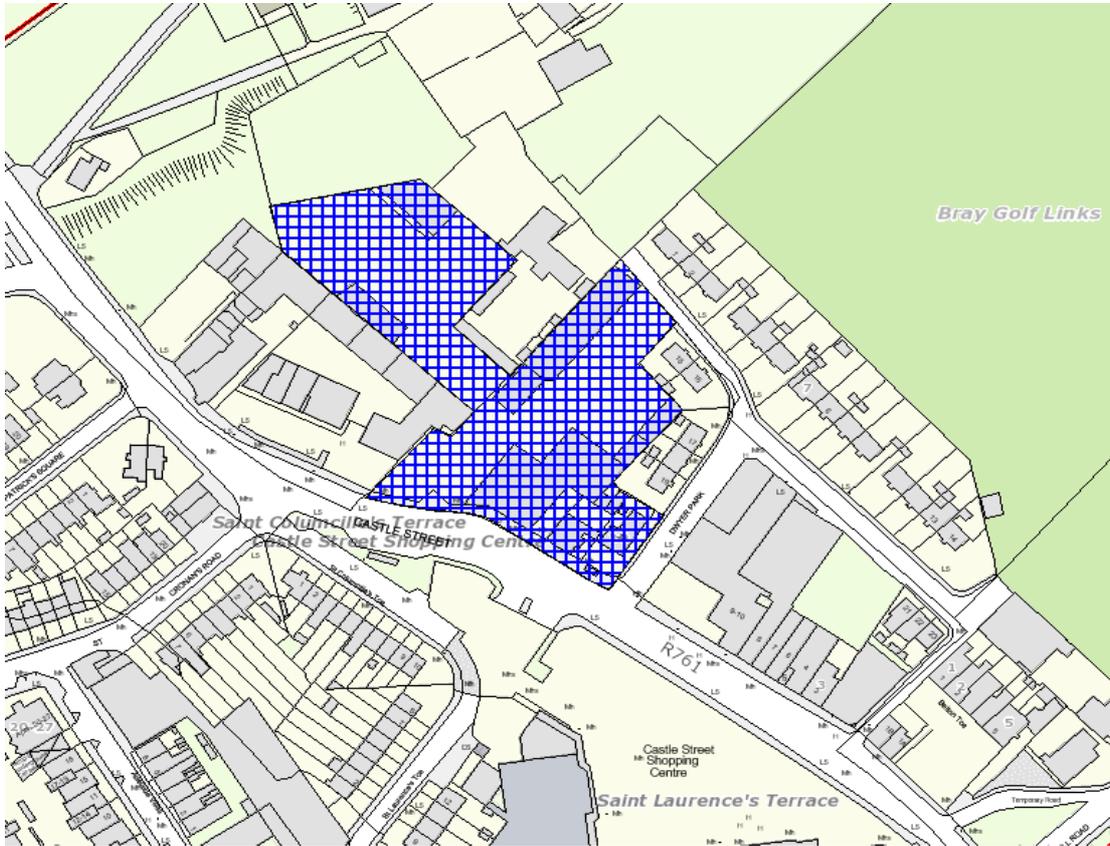
These 'town centre' zoned lands measure c. 1ha (including all existing buildings thereon) and have road frontage onto Main Street, Florence Road, Eglinton Road and Quinsborough Road. The site is suitable for a high intensity mixed use development.

Objectives OP1

- To provide for a landmark mixed use development which may include commercial, retail, retail services, residential, community and cultural uses; the priority consideration in determining the optimal mix of uses shall be to reinvigorate and bring activity (including evening time) to this area
- A high density development, that makes the best use of this serviced urban land will be expected, in a 3-4 storey development;
- Any development on the lands shall include street frontage directly onto Main Street, following and

- restoring the established building line;
- Any development shall include a significant below ground / under podium car park

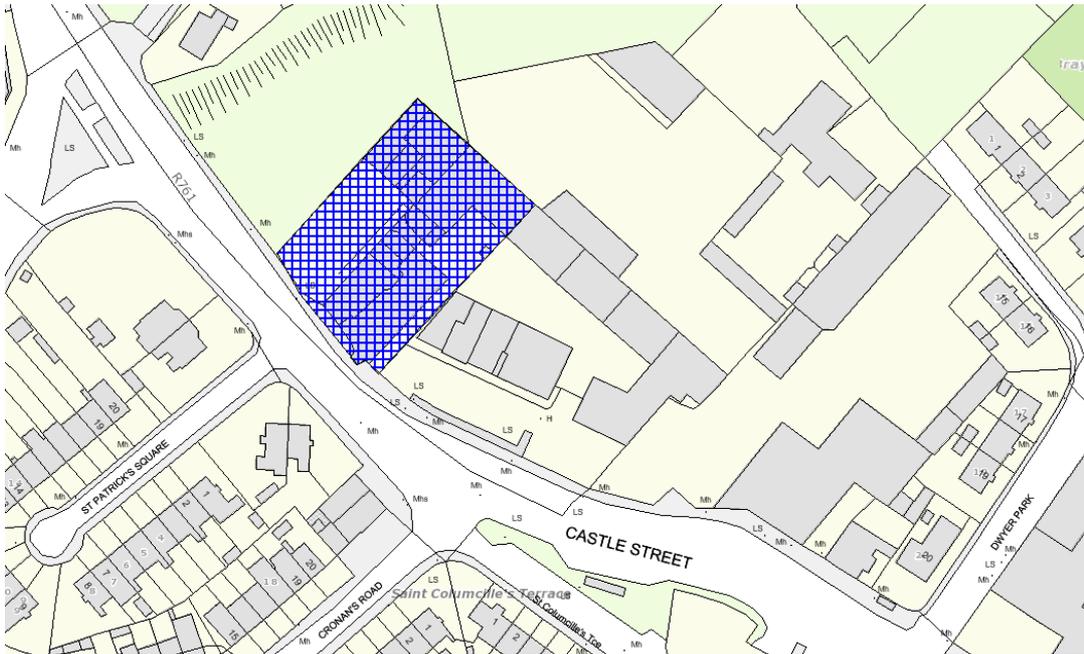
OP2 Former Heiton Buckley's, Dublin Road



These 'town centre' zoned lands measure c. 0.6ha (including all existing buildings thereon) and have road frontage onto Castle Street and Dwyer Park. At the time of the crafting of this plan, the existing buildings and associated yards were vacant. The site is suitable for a high intensity mixed commercial and residential development.

Objectives OP2

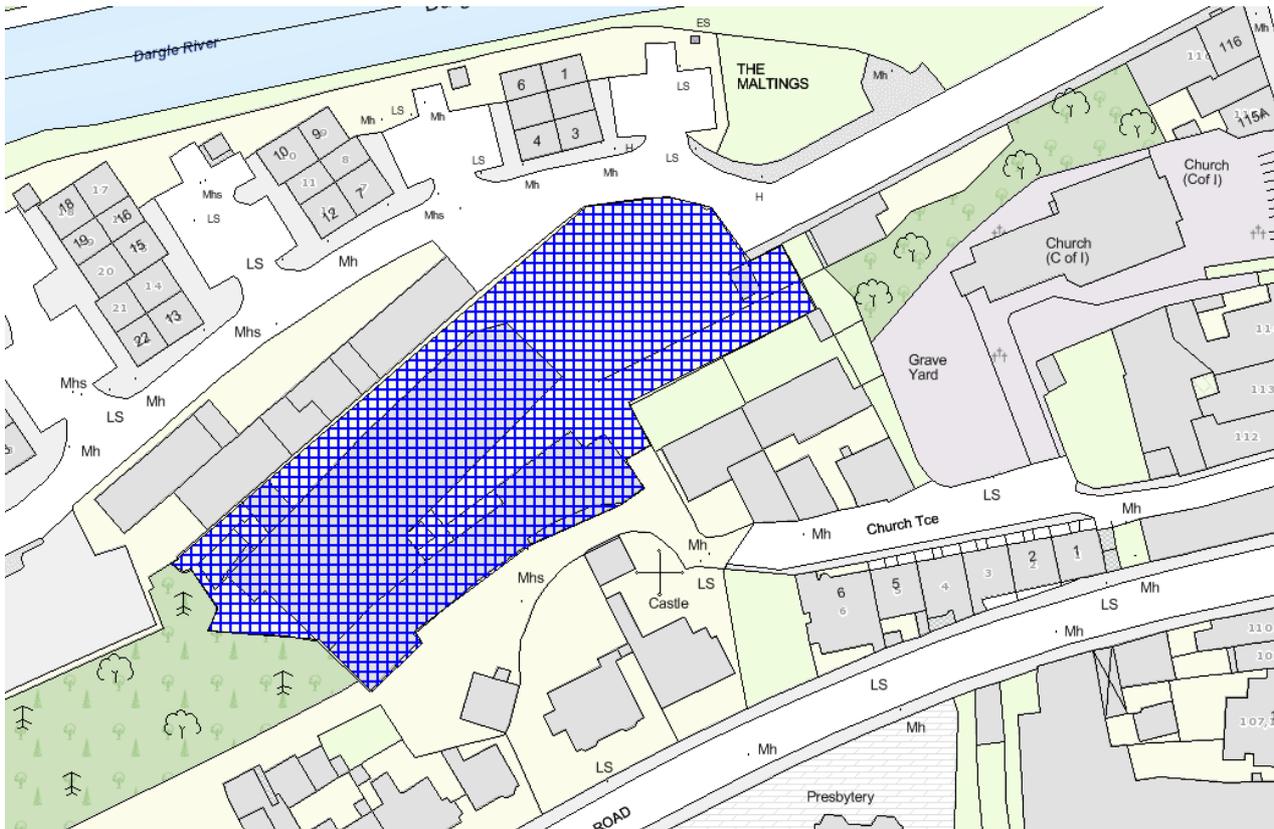
- To provide for a mixed use development including commercial, retail, residential, community and cultural uses;
- A high density development, that makes the best use of this serviced urban land will be expected, with a plot ratio of not less than 2, in a 3-4 storey development;
- The design (including height) of any development shall pay particular regard to the height of immediately adjoining (mostly 2-storey) residences and in general heights shall not exceed 3-storeys along Dwyer Park;
- Any development on the lands shall include street frontage directly onto Castle Street, ideally with limited set back across the frontage of the site; (other than that required for adequate pedestrian / cyclist usage); any set back in excess of 5m from the road kerb will require to be justified based on specific design criteria and in any event buildings shall not be set back any further than 15m from the kerb.
- Those parts of any proposed development that adjoin existing streets shall provide for an active street frontage; in particular, active commercial use shall be expected at ground floor, opening onto the street.

OP3 Former Everest Centre, Dublin Road

These 'town centre' zoned lands measure c. 0.16ha and have road frontage onto Castle Street, close to the Dargle Road junction. At the time of the crafting of this plan, the site was vacant, all former buildings having been demolished. This is an important site, forming the northern bookend to the Castle Street commercial area and being located immediately adjoining the likely main route into the golf course development to the east. The site is suitable for a high intensity mixed commercial and residential development.

Objectives OP3

- To provide for a mixed use development including commercial, retail, residential, community and cultural uses;
- A high density development, that makes the best use of this serviced urban land will be expected, with a plot ratio of not less than 2 in a 3-4 storey development;
- Any development on the lands shall include full street frontage across the majority of the site onto Castle Street, ideally with limited set back across the frontage of the site; (other than that required for adequate pedestrian / cyclist usage); any set back in excess of 5m from the road kerb will require to be justified based on specific design criteria and in any event buildings shall not be set back any further than 15m from the kerb.
- Those parts of any proposed development that adjoin Castle Street shall provide for an active street frontage; in particular, active commercial use shall be expected at ground floor, opening onto the street.

OP4 Former Chemical Plant and The Maltings

These 'town centre' zoned lands measure c. 0.33ha and are accessed via The Maltings on the north side and Church Terrace at the upper, south side. There are a number of buildings on the site, particularly O'Rahilly Hall, the former 'Beverly handbags' factory on Church Terrace, in active commercial use and a number of (at least partially) vacant warehouse type buildings on 'The Maltings' side. While there may be buildings worthy of retention of the site, there is certainly scope for demolition of some structures and for the development of a new, high intensity mixed commercial and residential development.

Objectives OP4

- To support the redevelopment of the lands for a mix of uses, including commercial, residential, community and cultural uses; retail use will only be considered acceptable where it would add and not detract from the vitality and viability of the core retail area along Main Street; in the event that redevelopment comprising residential use only is brought forward, there would be no requirement to accompany same with commercial / retail development;
- A high density development, that makes the best use of this serviced urban land will be expected.

5.6 Enniskerry Specific Town Centre & Retail Objectives

The commercial core of Enniskerry extends around the clock tower with a mixture of shops, cafes, public houses and other businesses. The town centre has a relatively strong street frontage and core for urban activity with residential, commercial and community functions taking place side by side. It is important that town centres are inhabited, provide for a mix of uses and exhibit a high standard of urban design, in order to ensure vitality and viability.

Given Enniskerry's retail function as envisaged by the County Retail Strategy and having regard to the significant leakage of expenditure from the settlement due to the close proximity to a number of high order retail centres (notably Bray, Greystones and Dundrum), it is considered there is a need to further develop and enhance the retail offer in the town, particularly with regard to convenience shopping. It is important that new developments, particularly in the 'Town Centre' zone respect the existing scale of the development in the settlement and have regard to the architectural conservation area designation.

- EN1** New town centre developments shall incorporate new "streets" where possible, and developers of town centre sites shall co-operate with each other in order to provide a new network of streets and spaces and to minimise duplication of car parks and vehicular access points on the square.
- EN2** New developments (including the refurbishment of buildings) shall generally be two-storey in the town centre area and shall have regard to the protection of the residential and architectural amenities of structures in the immediate environs, but alternative and contemporary designs shall also be encouraged (including alternative materials, heights and building forms), to provide for visual diversity.

5.7 Kilmacanogue Specific Town Centre & Retail Objectives

In the Primary Zone of Kilmacanogue, it is the objective to create a consolidated and vibrant mixed use settlement centre that is the focal point for the delivery of the retail, commercial, community and activity needs of the local population and its hinterland, and to promote this area for tourist uses and for residential use, with an animated and high quality streetscape, whilst ensuring the protection of the special character and heritage of this area.

- KL1** To support existing uses and facilitate the development of new uses that will improve the vitality, connectivity and vibrancy of the primary lands.

CHAPTER 6 COMMUNITY DEVELOPMENT

The provision of an adequate community infrastructure is critical to facilitate and sustain the growth of the Bray Municipal District County over the lifetime of the plan and beyond. The community development and infrastructure strategies, objectives and standards set out in the Wicklow County Development Plan will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **The role of land use planning in community development; link between land use planning and the Local Economic & Community Plan (LECP)**
- **Community Facilities Hierarchy Model**
- **Education and Development**
- **Health, Care and Development**
- **Childcare and Preschool**
- **Community Centres**
- **Culture & the Arts, including libraries and places of worship and burial**
- **Open space, Leisure and Recreation, including sports, children's play, facilities for teenagers and young adults**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; however, a priority concern in the Bray MD is the provision of adequate Open space, Sport and Play facilities, and therefore this issue is addressed to follow.

6.1 Open Space & Play Objectives

- CD1** To facilitate opportunities for play and support the implementation of the Wicklow County Council Play Policy and its objectives, including the collection of development levies.
- CD2** In all new residential development in excess of 50 units, where considered necessary by the Planning Authority, the developer shall provide, in the residential public open space area, a dedicated children's play area, of a type and with such features to be determined following consultation with Community, Cultural & Social Development Office of Wicklow County Council. The location of any such proposal shall be situated within a centrally located area capable of being passively supervised by surrounding developments.
- CD3** All new neighbourhood parks or active open space zones shall include a 'mixed use games area' (MUGA) of an appropriate size and nature to be determined in, pre-consultation with the Community, Cultural & Social Development Office of Wicklow County Council.
- CD4** The redevelopment for alternative uses of open space and recreational lands whether owned by private recreational clubs or publicly owned, will normally be resisted by the Planning Authority unless suitable and improved alternative recreational facilities can be provided in a convenient location.
- CD5** In existing residential areas, the areas of open space permitted, designated or dedicated solely to the use of the residents will normally be zoned 'RE' as they form an intrinsic part of the overall residential development. Non-community uses on such lands will not normally be permitted.
- CD6** To facilitate the development of allotments of an appropriate scale on lands which meet the following criteria:
- Lands situated within or immediately adjacent to the edge of towns;
 - lands that are easily accessible to the residents of a particular town;

- where an adequate water supply can be provided;
- where adequate road infrastructure and access exists/can be provided; and
- where adequate parking facilities can be provided.

CD7 To preserve lands at Kilmacanogue GAA identified as KM2 on Land Use Map no. 4 for recreational and sports use only.

CHAPTER 7 TOURISM & RECREATION

The Bray Municipal District's tourism and recreational attractions are important assets, which form the basis of the area's tourism industry and which are fundamental to the enjoyment of the area by both visitors and residents.

The Bray MD's close proximity to Dublin offers significant opportunities to expand the existing tourism offer and brand for the County. With Dublin's increasing importance as a popular destination for city-breaks, Wicklow's scenic beauty and rich built and natural heritage provide opportunities to attract visitors from the nearby City-region. Furthermore, the area can benefit from the constrained capacity of the capital city and act as an accommodation base for those visiting Dublin and the east.

While the district is a particularly attractive location for day-trippers, the additional enhancement of the visitor experience is needed to increase dwell time. The implementation of strategies and programmes by the tourism agencies aim to ensure that visitors are aware of, and directed to, a broad range of attractions across the County, thereby better managing visitor numbers at sites.

The Wicklow County Development Plan sets out a range of strategies, objectives and standards aim to promote and facilitate the development of a sustainable tourism and recreation and these will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **The overall strategy for tourism and recreation**
- **Tourist accommodation**
- **Integrated Tourism/ Leisure/ Recreational Complexes**
- **Visitor Facilities**
- **Tourism and Recreation Infrastructure**
- **Tourism and Recreation Themes and Products**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; however, priority concerns in the Bray MD are (1) Appropriate management of existing tourism and recreational assets, and (2) Support for the development of a wider range of facilities / attractions, to ease the pressure off 'high load' areas such as Bray seafront and Powerscourt and therefore these are addressed to follow.

7.1 Bray Seafront & Esplanade

The 'Seafront Area' is defined as the area included in the 'SF' and OS1 zones, which run parallel to Bray Beach. Bray Seafront is a locally distinctive and significant area in the town. It is rich in architectural and natural heritage, comprising the beach, the Esplanade and many fine architectural structures dating to Victorian times, many of which are listed in the Record of Protected Structures. The area has huge symbolic, cultural, social and economic importance and as such, its character must be preserved to ensure that its amenity and economic value is safeguarded for existing and future generations.

The vision for this area is for it to remain an inviting, animated and attractive seafront area, with a vibrant commercial leisure sector supervised by permanent residences, that functions as the primary tourist, recreational and leisure centre of the town.

In order to respond to the changing nature of modern tourism and maintain and improve the vibrancy and economic vitality of the seafront, the area shall be developed to incorporate a mix of uses that provide year-round attractiveness to both locals and tourists. Residential development shall play a role in the supervision of the area; associated increased footfall will further bolster economic activity and contribute towards the long-term prosperity of the area.

The Council will favour high quality developments that serve to attract visitors to the seafront to enjoy the beauty of its natural and manmade physical amenities, the high standard of its services, and its relaxed, pleasant and dynamic atmosphere. In doing so it will thereby contribute towards ensuring a pleasant stay for visitors and garner repeat business through subsequent visits and word of mouth promotion.

In the SF zoned 'Seafront' area, a proposed development will only be permitted where it does not negatively impinge on: (1) the amenity and character of the area; (2) its natural and built heritage; (3) protected views and prospects; and (4) protected structures.

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

In the SF zone, the following objectives shall apply:

- The design of new buildings shall draw reference from and complement the historic Victorian style of the seafront; all applications shall be accompanied by a 'design statement' setting out how consideration of the historic character and style influenced the design of the development and how it complements and enhances the area;
- Generally new buildings shall not exceed the 4 storeys height; where a new structure is proposed to exceed the height of immediately adjacent structures by more than 1 storey detailed justification and assessment of impact (visual, overlooking, over shadowing etc) shall be required;
- New buildings will be expected to follow the established building line; where a set back from the road is prevalent, such spaces shall generally be laid out as amenity spaces / gardens rather than car parking, and all efforts shall be made to located car parking underground or to the rear of new developments; where car parking to the front cannot be avoided, the quantum of spaces shall be minimised, the appearance of hard surfacing shall be ameliorated by use of innovative materials and significant landscaping shall be required;
- It is the overriding objective of the Council to promote the seafront area as the primary tourist, leisure and recreational centre of the town and the quality of residential amenity must be viewed in light of this objective and the long standing use of this area for leisure activities;

In the OS1 zoned area, it is the objective of the Council to promote the sustainable development and improvement of the beach and open space for amenity and recreational use and in this zone the following objectives shall apply:

- No development or activity will be permitted that would directly or indirectly contribute to flood risk, coastal erosion or a reduction of water quality and safety;
- To continue to improve the appearance, attraction and amenity of the area through seafront improvement works incorporating hard and soft landscaping plans
- To promote the use of existing kiosks for appropriate tourist, leisure based uses;
- To facilitate the development of a boat slip for the boating club at the south end of the seafront;
- To continue to improve Naylor's Cove, as funding allows;
- Additional new development will not be permitted on land zoned as OS1 on the east side of the Strand Road from Martello Terrace to Bray Head. Minor works to existing structures will only be considered where a compelling case can be made.

7.2 Bray Harbour

This mixed use area measures c. 3.3ha including the harbour walls. To the north side of the river, between the railway line and the beach there is a land block of c. 1.75ha currently occupied by a number of older industrial buildings in various states of usage; to the south of the river, there is a land parcel of c. 1.1ha (including public roads and open harbour areas) which is in variety of uses including a public house, café, Scouts den, Bray boxing club, a number of boat yards and services, sea anglers club and Bray sailing club.

The two areas are joined by a single carriageway road bridge. Wicklow County Council owns land in this area as well as being the custodian of the harbour and the public roads in the area.

There is potential for redevelopment on both sides of the river, to create a more active, thriving harbour area that capitalises on its location adjoining the Bray promenade, the sea and river, to become a destination for visitors in its own right, as well as a hub for water based sporting and community activities.

As a stakeholder in this area, it is objective of the Council to prepare a masterplan for the area in consultation with property owners which addresses the following objectives:

- To encourage and facilitate the redevelopment of vacant or underutilised properties / lands for a range of uses, serving to both harbour users and the wider public including shops (particularly those relating to recreational use of the area e.g. sailing / fishing equipment, boat / canoe hire etc), boat/marine services, restaurants / cafes, clubs, community facilities etc;
- To encourage the development of residential uses in the area above commercial / community ground floors;
- Given the small land bank available, to encourage intensive and high density redevelopment and to encourage the development of higher buildings, with particular regard being taken of the historical and residential amenities of the area and especially Martello Terrace;
- To encourage more intensive use of the harbour for recreational use, to enhance harbour infrastructure and to consider the development of water-side marina infrastructure;
- To improve road and pedestrian / cyclist infrastructure in the area and in particular to improve / provide linkages to the north beach, the seafront, the Dargle River walk and the former golf course lands to the west.

7.3 Bray Head & Great and Little Sugarloaf Mountains

The area of land covering Bray Head and the Great and Little Sugarloaf mountainous region surrounding the towns of Bray and Kilmacanogue is designated an 'area of outstanding natural beauty' in the Wicklow County Development Plan landscape strategy. These areas are important locations for recreation amenity both locally and for visiting tourists, with Bray Head having a Special Area Amenity Order designation.

Bray Head is one of the most important natural and amenity assets in Bray and accordingly, it must be preserved as open space and protected from development pressures. Currently the building line is restricted to the lower slopes with little residential or commercial development in the area, the surrounding open space may come under development pressure in the future. As a result, there is a need to protect and enhance this natural resource.

Owing to the presence of important coastal habitats of sea cliffs and dry heath, and due to its high scenic value, Bray Head has long been recognised as an area of prime importance for nature conservation. It is an area of local, National and European importance, and as such is afforded strict protection due to its designation under the EU Habitats Directive as a 'Candidate Special Area of Conservation' (cSAC) and as a proposed 'Natural Heritage Area' (NHA). In addition, the area is also a site of geological and geomorphologic importance.

Bray Head is an area of enormous recreational and social value, and is frequented regularly by the town's residents and visitors. Care must be taken to ensure that the damaging effects of overuse, in terms of erosion and pollution are mitigated, and to ensure that the area is sustainably managed for its future conservation and preservation.

In order to protect Bray Head from the harmful effects of overuse, Bray Head has been designated as a Special Amenity Area Order (SAAO). SAAOs are made for areas of outstanding beauty or areas of special recreational value, having regard to any benefits for nature conservation. The SAAO states the objectives of

the planning authority in relation to the preservation and/or enhancement of the character or special features of Bray Head, including objectives for the prevention and/or limitation of development in the area.

The SAAO enhances the protection afforded to the area as one of outstanding natural beauty by promoting it as an important recreational and education resource. The SAAO also acts as a stimulus to improve environmental quality by enhancing environmental diversity and the area's natural and manmade heritage.

The main reason for implementing an SAAO is to ensure the protection of an area of local and national importance. An effect of the SAAO is that it brings certain exempted developments within planning control. It provides more detailed information to potential developers as to what is acceptable/unacceptable by stating in advance the special amenity value of the area and the clear policy of the Council with regard to the area. This Special Amenity Area Order for Bray Head provides coherent policies to pilot sustainable use of the Head.

The Council will require any development proposal in the vicinity of, or affecting in any way, Bray Head, to provide sufficient information to show how the proposal will impact upon the area, and including proposals for appropriate amelioration.

In the Bray Head and Sugarloaf Mountains areas, it is the objective of the Council to:

- Protect and enhance the character, setting, and natural and geological heritage of Bray Head in order to ensure its existing and future amenity, recreational and scientific value is secured. In recognition of the area's scenic value and vulnerability to development pressure, it is the policy of the Council to implement the 'Special Amenity Area Order' (SAAO) for Bray Head.
- In the Bray Head SAAO, to only allow development that contributes to and enhances the function of the area as a natural and recreational amenity to the area
- Strictly implement the landscape protection measures for AONBs as set out in the Wicklow County Development Plan
- To support the development of new and existing walking trails from Bray Head, via the Sugarloaf Mountains, joining up with The Wicklow Way, including facilities ancillary to trails (such as sign posting and car parks)
- To promote Kilmacanogue as the main service base for visitors to the Great Sugarloaf and preserve and improve walking routes between the town and the summit of the mountain.

7.4 The Dargle River

Bray is located on the River Dargle, which is an important natural amenity. As the river has a strong visual relationship with the built environment of the town, it forms an attractive setting that is rich in flora and fauna. Unfortunately, the recreational amenity and development potential of the riverbank has not yet been fully exploited and it remains an under-utilised resource. The Council aims to facilitate the appropriate development of the area so that the full potential of the area can be utilised to the benefit of the town's economic, recreational and natural environment.

The Dargle River is also an important environmental and recreational amenity to the wider municipal district, providing opportunities for walking and fishing, as well as a partial link between Bray, Enniskerry and Powerscourt Estate.

Along the River Dargle, the following objectives shall apply:

- To promote the use of the Dargle riverbank, between Bray Harbour and 'La Vallee' as a leisure and natural amenity area, through the development of a Dargle River Walk along the south bank of the river.
- To reserve lands along the river bank of not less than 10m free of all development;

- To appropriately manage and control development along the Herbert Road so that existing or potential access points to the Dargle are not impeded; in addition, any development in the vicinity of the meeting of the Swan River with the Dargle shall make provision for direct access between the two river banks and pedestrian access from Herbert Road.
- To resist development that would prevent or unduly restrict the long term development of a complete green route along the Dargle from Bray to Powerscourt

7.5 Kilruddery House & Gardens

Kilruddery House & Gardens are a major tourism and recreation asset to the wider Bray area, and draw significant number of visitors to both the house, gardens and regular markets but also to events such as concerts, endurance races and adventure / sport activities. It is the objective of the Council to:

- Support and facilitate appropriate use of the estate for tourism and recreation purposes, mindful of the impacts that can arise from sporadic intensive use, in particular impacts on neighbouring residences and traffic flows in the area;
- Allow for some additional development of the estate in order to support the ongoing viability of the estate;
- To require further development of the estate to make provision for significant public open spaces and sports grounds, linking to surrounding areas and to the Bray SCR.

(for further detailed objectives, see SLO 1 to follow)

7.6 Enniskerry and Powerscourt

Enniskerry is accessible by both car and public transport and its attractive streetscape and scenic wooded setting are important assets in terms of attracting daytime and short stay tourists. Its immediate hinterland contains many sites of interest ranging from woodlands, valleys, cliffs and upland heaths. Powerscourt waterfall and gardens are two of the country's leading tourist attractions. The number of craft shops, coffee shops and restaurants in the town is an indication of the popularity of the area with tourists. There are also a number of hotels and 'Bed and Breakfast' facilities offering guest accommodation. The tourism base of Enniskerry needs to be further strengthened and measures taken to ensure that visitors to Powerscourt Estate spend time in the town itself.

In the Enniskerry area, with respect to tourism and recreation, the following objectives will apply:

- To improve, as funding allows, the principal access routes and junctions linking Enniskerry town centre to surrounding tourist attractions and strategic transport corridors;
- To facilitate appropriate tourism development within the settlement;
- To support and facilitate in co-operation with relevant bodies and landowners, the provision of tourism amenity routes around the town;
- To maintain and protect the demesne settings of the Powerscourt Estate, and to require all development proposals within or directly adjoining the demesne to fully evaluate and address any impacts of the setting and character of the demesne.

CHAPTER 8 INFRASTRUCTURE

The provision of an adequate infrastructure is critical to facilitate and sustain the growth of the Bray Municipal District over the lifetime of the plan and beyond. The infrastructure strategies, objectives and standards set out in the Wicklow County Development Plan will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **Roads & Transportation**
- **Water Supply & Demand**
- **Wastewater Infrastructure**
- **Storm and Surface Water Infrastructure**
- **Flooding**
- **Solid Waste Management**
- **Hazardous Waste and Emissions**
- **Emissions to Air**
- **Noise Pollution**
- **Light Pollution**
- **Telecommunications**
- **Energy**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; however, priority concerns in the Bray MD are (1) Roads & Transportation, and (2) Flooding, and therefore these are addressed to follow.

8.1 Roads & transportation

While the overarching rationale for the production of a development plan is to guide land-use, the integration of good land use planning with transportation is a key that can unlock significant improvements in the quality of life, in ways that are tangible to many in the District, who have long identified car dependency and commuting as being a major drawback to living in the area. Reducing the need to travel long distances by private car, and increasing the use of sustainable and healthy alternatives, can bring multiple benefits to both our environment and communities.

The Council will continue to provide for all components of the transportation system which are within its own remit and will encourage and facilitate the development of those other elements provided by external agencies, such as the National Transport Authority (NTA) and Transport Infrastructure Ireland (TII, made up of the former NRA and RPA). In addition the strategy and objectives of this plan are required to be consistent with the transport strategy of the NTA.

It is therefore the strategy of this plan to craft land use policies to produce settlements of such form and layout that facilitates and encourages sustainable forms of movement and transport, prioritising walking, cycling and bus transport. In this regard, the Council is particularly guided by the strategies and objectives of the transport authorities, namely the National Transport Agency and Transport Infrastructure Ireland. At the time of the publication of this draft plan, a number of transport studies had been completed or were in train that directly affect the Bray MD area, in particular:

- NTA Greater Dublin Area Transport Strategy 2016-2025
- TII M11/N11 Corridor Study (April 2017)
- Local Transport Plan for Bray & Environs (NTA, in progress)

In particular, this plan has been crafted with the following goals in mind:

- To promote development that facilitates the delivery of improved local transport links within towns (such as feeder buses to train stations), between towns and in rural areas;

- To promote development that delivers improvements to public transport services, in particular the upgrading of the Dublin – Rosslare train line, improved DART Services, bringing the LUAS or other mass transit to Bray and Fassaroe and the development of improved bus services;
- To allow for the improvement or provision of new walking and cycling facilities throughout the District;
- To facilitate the improvement of the existing road network, to remove bottlenecks and increase free flow;
- To improve east – west linkages in the District; and
- To improve facilities for pedestrians and access for people with special mobility needs.

8.1.2 Public Transport

Wicklow County Council recognises the progress made in the national public transport network over the past number of years, while acknowledging that deficiencies still exist within the Bray Municipal District and the wider County.

The key to getting people out of their cars and into public transport is to have a reliable, convenient, frequent and fast service available, that brings people to the places they want to go, and in the case of the Bray MD this will primarily mean into (1) Bray town centre, to the transport hub at Bray train station and the main employment zones in Bray that are outside the town centre, such as along the Southern Cross Road and (2) Dublin, namely Dublin city centre, Sandyford and the M50 ring (pending the rebalancing of employment and retail opportunities into Wicklow).

While Wicklow County Council is not itself a public transport provider, and cannot force providers to deliver services in any particular area, development plans can put in place the necessary policy framework to encourage and facilitate the improvement of public transport.

Public Transport Objectives

- PT1** To cooperate with NTA and other relevant transport planning bodies in the delivery of a high quality, integrated transport system in the Bray MD area.
- PT2** To support the NTA in the crafting of a **Local Transport Plan** for the Bray area and to facilitate the implementation of measures contained therein.
- PT3** To promote the development of transport interchanges and ‘nodes’ in the Bray MD where a number of transport types can interchange with ease. In particular:
- to facilitate the development of park and ride facilities at appropriate locations along strategic transport corridors which will be identified through the carrying out of required coordinated, plan-led transport studies and consultation with the appropriate transport agencies;
 - to support the improvement of bus links to the train station in Bray;
 - to promote the linkage of the Luas extension or other mass transit to Bray town centre, Bray train station and Fassaroe; with respect to the major development area of Fassaroe, west of the N11, the development of this area shall make provision for mass transit such as Luas or BRT, including any necessary infrastructure such as stabling;
 - to encourage the improvement of bicycle parking facilities at all transport interchanges;
 - to improve existing and provide new footpath / footway linkages to existing / future transport interchange locations; and in particular, the provision of a pedestrian link/shortcut shall be investigated between the centre of Enniskerry and the proposed BRT/LUAS terminus in Fassaroe.
- PT4** To continue to work with Iarnrod Eireann and the NTA on the improvement of mainline train and

DART services into Bray station.

- PT5** To facilitate, through the zoning of land, the tie-in of new facilities with the development of land and the application of supplementary development contributions, the extension of the LUAS or other mass transit to Bray town centre, Bray train station and Fassaroe.
- PT6** To improve the capacity of the N11 / M11 in a manner capable of facilitating greater free flow of public transport and reducing congestion at junctions serving Bray.
- PT7** To promote the delivery of improved and new bus services both in and out of the District but also within the District by:
- facilitating the needs of existing or new bus providers with regard to bus stops and garaging facilities (although unnecessary duplication of bus stops on the same routes / roads will not be permitted);
 - requiring the developers of large-scale new employment and residential developments in Bray that are distant (more than 2km) from train / LUAS stations to fund / provide feeder bus services until public bus services have been extended to that location.

8.1.3 Cycling and Walking

There are a number of factors that will influence whether one will walk or cycle to a destination (rather than taking the car), including distance, weather, safety, topography, bicycle parking facilities and the availability of car parking at the destination. A land-use plan cannot influence many of these factors, but through the implementation of the following objectives, it is intended that facilities will be significantly improved, thereby promoting these forms of transport.

Cycling and Walking Objectives

- CW1** To improve existing or provide new foot and cycleways on existing public roads, as funding allows and to facilitate the development of a cycling and walking amenity routes throughout the District including foot and cycleways off road (e.g. through open spaces, along established rights-of-way etc), in order to achieve the most direct route to the principal destination (be that town centre, schools, community facilities or transport nodes), while ensuring that personal safety, particularly at night time, is of the utmost priority.
- CW2** To require all new regional and local roads to include foot and cycleways, except in cases where shared road space is provided¹⁸.

8.1.4 Public Roads

Wicklow County Council is responsible for the provision and maintenance of all non national roads and bridges within the County. Funding for improvements and maintenance is allocated yearly from the annual Council budget, the Department of Transport, Tourism and Sport, the National Transport Authority and Transport Infrastructure Ireland.

National Road N11/M11

While the N11/M11 has undergone significant upgrading over the past number of years, the majority of these works have been south of the Bray MD and significant works are still required in the north of the

¹⁸ Streets where real and perceived barriers to movement within and between modes of transport are removed to promote improved interaction between users in a safe and traffic calmed environment.

County (particular from the County boundary to Newtownmountkennedy) to accommodate the current predicted future traffic flows in this district. Wicklow County Council will work closely with the various road agencies to achieve all necessary upgrading works, which should include, but not be confined to, the following essential improvements to the N11/M11.

Objectives for the M/N11 (in plan area)

- Upgrading of the N11/M11 between the County boundary and Ashford including road capacity and safety improvements to the main carriageway and all necessary improvements to associated junctions;
- Improving the M11 / M50 merge;
- Upgrading of the N11 to motorway status between Bray and Cullenmore;

Regional Roads: Regional roads play a key role in the future development of the District, by linking the principal towns and villages to each other, serving local traffic and providing access to the national road network within the County.

Local Roads: Local roads provide the principal circulation networks through the District, meeting the needs of local journeys and providing connections to higher order routes. The 'Design Manual for Urban Roads and Street's (March 2013) set out the following street hierarchy and functions for roads within urban areas:

Arterial Routes: These are the major routes via which major centres/nodes are connected. They may also include orbital or cross metropolitan routes within cities and larger towns.

Link Roads: These provide the links to *Arterial* streets, or between *Centres, Neighbourhoods, and/or Suburbs*.

Local Roads: These are the streets that provide access within communities and to *Arterial* and *Link roads*.

Rural local roads serve an important function providing access to rural properties and agricultural lands within the countryside while also providing linkages to regional and local collector roads.

8.1.5 Road Objectives (See map TO1)

| | |
|------------|--|
| RO1 | To support major road improvements to the national road M/N11 including: <ul style="list-style-type: none"> - Capacity and operational improvements - Removal or reconfiguring of existing direct accesses and left on / left off junctions - Upgrades to the regional / local road network to provide improved access between existing M11/N11 mainline junctions and regional / road network |
| RO2 | To support improvements to the national road by reserving corridors, as and when these are identified, of any proposed road improvements or new road construction free of development, which would interfere with the provision of such proposals. In particular, to reserve corridors along all potential route improvements / new routes identified in the 2017 Transport Infrastructure Ireland M11/N11 Corridor Study . |
| RO3 | To significantly improve existing or provide alternative road links between Bray / the N11 and Enniskerry |
| RO4 | With respect to the major development area of Fassaroe, west of the N11 (Action Area 1): <ol style="list-style-type: none"> (a) The development of this area shall include the provision of an access road from the N11 to Ballyman Road; the scale of such a route shall reflect its primary function as a service road for a new neighbourhood, rather than that of a 'by-pass'; the design and location of this route shall not affect the functionality of the major open space as a single park and an innovative design solution where park crossing is necessary will be required; access to the lands zoned for new residential in SLO-7 at Monastery shall be from Ballyman Road and any access road shall be designed to form an element of the future Fassaroe – Monastery link road. (b) Provision shall be made (unless necessity for same has been definitely ruled out by the transport agencies) for a north – south link route from the new distributor road to cross Ballyman Glen and |

| | |
|------------|---|
| | continue into County Dublin and link up with old Conna Avenue. The nature and function of this link i.e. the type of traffic it will carry (vehicles / pedestrian / cyclist / light rail) shall be determined at application stage, following consultation with the transport agencies and the neighbouring local authority. |
| R05 | With respect to the major development area at the former Bray Golf Course, excellent linkages shall be provided from the site to surrounding areas; multiple access points for both vehicles and cyclists / pedestrians shall be developed and in particular, the development shall include linkages through the site between the Dublin Road and Bray seafront / the DART station and public walking route along the river; |
| R06 | The layout and design of any development in SLO-2 (Rehills) shall facilitate the delivery of a link road from Dargle Road to Herbert Road, unless further study / analysis by WCC and the TII determines that this road is not necessary or feasible; |
| R07 | To improve (as funding allows) the following roads in Bray MD, and ensure developments along these routes are so designed as to allow for / not impede the delivery of required improvements: <ul style="list-style-type: none"> - Castle Street – Dublin Road - Vevay Road - Novara Avenue - Seapoint Road - Killarney Lane - Kilbride Lane - Ballyman Road from County Brook to the R117 |
| R08 | To provide for the development of a new route east of the Kilmacanogue Interchange that would serve (from the east) zoned lands and properties that currently are accessed only via the N11. No further development of any lands to the NE of Kilmacanogue interchange will be permitted unless access from the east (rear) is provided / available. |
| R09 | To promote and support the development of enhanced or new greenways at the following locations and require development in the vicinity of same to enhance existing routes and / or provide new links: <ul style="list-style-type: none"> - Bray - Dargle River south bank - Bray – North Beach – Ravenswell – People’s Park - Bray Head – Esplanade – Bray Harbour – North Beach - Bray - Swan River Kilruddery to Dargle River - Dargle River to Herbert Road via woodland - Fassaroe - Ballyman Glen to Cookstown River - Kilmacanogue River - Enniskerry – Glencullen River - Cookstown River - San Souci Wood / Vevay Crescent - San Souci Wood – Sidmonton Gardens, with links to St. Cronan’s, St. Patricks and St. Thomas’s school sites and Novara Avenue / Sidmonton Road |
| R10 | To improve existing or provide new foot and cycle links (as funding allows) at the following locations in Bray MD, and ensure developments along these routes are so designed as to allow for / not impede the delivery of required improvements ¹⁹ : <ul style="list-style-type: none"> - Across the River Dargle in Bray town centre via improvements to Bray Bridge or a new pedestrian / cycle only bridge - Herbert Road from Killarney Lane to N11 footbridge - Killarney Road - Boghall Road - Schools Road - From Boghall Road to Bray SCR via Ard na Greine and via Pinewood Close – Riddlesford - Bray SCR |

¹⁹ These improvements are in addition to foot and cycleway enhancements carried out in conjunction with road improvements described in Objectives R02-R05 and R09

8.2 Flooding

Bray has experienced four catastrophic flood events in the past 100 years or so from the river Dargle. Other parts of Bray and Kilmacanogue have experienced limited floods from smaller streams. While extensive works have been carried out on the Dargle and the smaller streams, flooding cannot be completely eliminated, but its impacts can be avoided or minimised with proactive and environmentally sustainable management and planning

Flood Risk

Local Authorities are responsible for implementing the provisions of *'The Planning System and Flood Risk Management'* Guidelines (2009) in the carrying out of their development management functions and they require a Strategic Flood Risk Assessment to be carried out during all plan making processes. A **Strategic Flood Risk Assessment** (SFRA) including flood maps has been prepared as part of this LAP process and is appended to this plan. The guidelines follow the principle that certain types of vulnerable development should not be permitted in flood risk areas, particularly flood plains, except where there are no alternative and appropriate sites available in lower risk areas that are consistent with the objectives of proper planning and sustainable development.

Flood Management Objectives

- FL1** To implement the 'Guidelines on the Planning System and Flood Risk Management' (DoEHLG/OPW, 2009).
- FL2** The zoning of land that has been identified as being at a high or moderate flood risk (flood zone A or B) shall be in accordance with the requirements of the Flood Risk Guidelines and in particular the 'justification test for development plans' (as set out in Section 4.23 and Box 4.1 of the guidelines).
- FL3** Applications for new developments or significant alterations/extension to existing developments in a flood risk area shall comply with the following:
- Follow the 'sequential approach' as set out in the Flood Risk Guidelines.
 - Flood risk assessments will be required with all planning applications proposed in areas identified as having a flood risk, to ensure that the development itself is not at risk of flooding and the development does not increase the flood risk in the relevant catchment (both up and down stream of the application site).
 - Where a development is proposed in an area identified as being at low or no risk of flooding, where the planning authority is of the opinion that flood risk may arise or new information has come to light that may alter the flood designation of the land, an appropriate flood risk assessment may be required to be submitted by an applicant for planning permission.
 - Restrict the types of development permitted in Flood Zone A and Flood Zone B to that are 'appropriate' to each flood zone, as set out in Table 3.2 of the guidelines for Flood Risk Management (DoEHLG/OPW, 2009).
 - Developments that are an 'inappropriate' use for a flood zone area, as set out in Table 3.2 of the guidelines, will not be permitted, except where a proposal complies with the 'Justification Test for Development Management', as set out in Box 5.1 of the Guidelines.
 - Flood Risk Assessments shall be in accordance with the requirements set out in the Guidelines.
 - Generally a Flood Impact Assessment will be required with all significant developments and a certificate (from a competent person stating that the development will not contribute to flooding within the relevant catchment) will be required with all small developments of areas of 1 hectare or less.

- FL4** For developments adjacent to all watercourses of a significant conveyance capacity or where it is necessary to maintain the ecological or environmental quality of the watercourse, any structures (including hard landscaping) must be set back from the edge of the watercourse to allow access for channel clearing/ maintenance / vegetation. A minimum setback of up to 10m (or other width, as determined by the Council) will be required either side depending on the width of the watercourse.

CHAPTER 9 BUILT & NATURAL HERITAGE

The purpose of this chapter is to set out objectives with regard to the heritage of the District and should be read in conjunction with the County Development Plan - the heritage strategies, objectives and standards set out in the Wicklow County Development Plan will apply directly in the Bray MD. In particular, the County Development Plan addresses:

- **Archaeology & National Monuments**
- **Architectural heritage, including the Record of Protected Structures, vernacular structures, and Architectural Conservation Areas**
- **Historical & Cultural Heritage**
- **Biodiversity**
- **Woodlands, Trees and Hedgerows**
- **Water Systems**
- **Soils & Geology**
- **Green Infrastructure**
- **Recreational Use of Natural Resources**
- **Public Rights of Way**
- **Landscape**
- **Views & Prospects**

It is not considered necessary to re-state the majority of the objectives for these areas in this plan; however, priority concerns in the Bray MD are (1) Architectural heritage, and (2) Biodiversity, including management of protected sites, and (3) Green Infrastructure / Recreational Use of Natural Resources and therefore these are addressed to follow

9.1 Architectural Heritage

Record of Protected Structures: A 'protected structure' is any structure or specified part of a structure, which is included in the RPS. The purpose of the RPS is to protect structures, or parts of structures, which form part of the architectural heritage and which are of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest. Every development plan shall include a record of protected structures, and shall include in that record every structure which is, in the opinion of the planning authority, of such interest within its functional area.

The placing of a structure on the RPS seeks to ensure that the character and interest of the structure is maintained and any changes or alterations to it are carried out in such a way as to retain and enhance that character and interest. The inclusion of a structure in the RPS confers certain responsibilities upon the owner of the structure and requires that planning permission be sought for any changes or alterations to the structure. The definition of a 'structure' or 'a specified part of a structure' for the purpose of the RPS includes "the interior of the structure; the land lying within the curtilage of the structure; any other structures lying within the curtilage of that structure and their interiors; and all fixtures and features which form part of the interior or exterior of the structure". From the date of notification of an intention to include a structure in the RPS, the owner has a duty to protect that structure from endangerment. The Council may, on receipt of a written request from the owner or occupier of a protected structure, issue a declaration under Section 57 of the Planning and Development Act 2000 (as amended), outlining certain works it considers would not materially affect the character and interest of the protected structure and which are, therefore, exempted from the requirement for planning permission. Any works that would materially affect the character and interest of a structure require planning permission. In general works to a protected structure should comply with the guidelines as set out in the Architectural Heritage Protection Guidelines from the Department.

The key to protecting such structures (or groups of structures) is to find ways to protect their physical integrity and maintain their viability. In this regard, there will be presumption in favour of the active use of heritage buildings, even if this means some modern interventions, rather than preserving them forever in the past, which can ultimately result in the structure being unusable and falling into dereliction.

The RPS for the District is set out in an Appendix to the County Development Plan. The LAP adoption process cannot be used to add to, delete from or amend the RPS; it is intended that a review of the RPS shall occur post the adoption of this LAP and any submission made during the LAP process in relation to protected structures will be considered at that time.

Vernacular Heritage: Scattered throughout the countryside and within the towns and villages of Wicklow is an extensive stock of historic buildings and structures dating mainly from the 18th, 19th and early 20th century. These modest cottages, houses, shops, farm complexes, outbuildings, mills, factories and forges were the homes and workplaces of the ordinary people built by local people using local materials and techniques.

While not all are included on the RPS, they are nonetheless of merit, making a positive contribution to the character of the landscape and to the distinctive character of a particular area. Damage to the vernacular building stock occurs through the loss of whole structures but can also be as a result of the gradual erosion of architectural details such as the replacement of roof coverings and windows with modern materials, removal of external render, inappropriate repointing and the addition of unsuitable extensions. Alterations to individual buildings can have a significant and cumulative effect on streetscapes and landscapes.

The Council seeks to safeguard vernacular heritage, and encourages the rehabilitation and appropriate reuse of the vernacular building stock in recognition of the vital role it plays in the sustainable development of the County.

Architectural Heritage Objectives

- AH1** To ensure the protection of all structures (or parts of structures) contained in the Record of Protected Structures.
- AH2** To positively consider proposals to improve, alter, extend or change the use of protected structures so as to render them viable for modern use, subject to consultation with suitably qualified Conservation Architects and / or other relevant experts, suitable design, materials and construction methods. All development works on or at the sites of protected structures, including any site works necessary, shall be carried out using best heritage practice for the protection and preservation of those aspects or features of the structures / site that render it worthy of protection. To support the re-introduction of traditional features on protected structures where there is evidence that such features (e.g. window styles, finishes etc) previously existed, while not compromising the need for energy conservation.
- AH3** To strongly resist the demolition of protected structures, unless it can be demonstrated that exceptional circumstances exist. In cases where demolition or partial demolition is permitted or where permission is given for the removal of feature(s), the proper recording of the building / feature will be required before works are undertaken and where possible the reuse of such features should be considered in any replacement buildings.
- AH4** Where an item or a structure (or any feature of a structure) is considered to be of heritage merit

(where not identified in the RPS²⁰), the Planning Authority reserves the right to refuse permission to remove or alter that structure / item, in the interests of the protection of the County's architectural heritage.

- AH5** To maintain and protect the nationally significant demesne settings of the Powerscourt Estate and Kilruddery House, and to require all development proposals within or directly adjoining these demesnes to fully evaluate and address any impacts of the setting and character of the demesne.

9.2 Biodiversity

Biodiversity refers to the variety of life on earth. It includes the habitats and ecosystems, which support this life and how life-forms interact with each other and the rest of the environment. Biodiversity covers plants, animals and micro-organisms both on land and in water. It relates to both wildlife and domesticated crops and animals. The biological diversity we see today is the result of millions of years of evolution. The conservation and enhancement of biodiversity will require the suitable and sustainable protection of designated habitats, the linkages between natural sites (whether they are natural or man-made) and the range of species in the ecosystem.

The Bray MD hosts a wealth of wildlife including a range of threatened habitats and species which are protected by law and are recognised as being of local, national and EU importance. Many habitats and species are designated for protection / preservation under national and/or EU legislation²¹.

Biodiversity Objectives

- B1** To ensure that the impact of new developments on biodiversity is minimised and to require measures for the protection and enhancement of biodiversity in all proposals for large developments.
- B2** No projects giving rise to significant cumulative, direct, indirect or secondary impacts on Natura 2000 sites arising from their size or scale, land take, proximity, resource requirements, emissions (disposal to land, water or air), transportation requirements, duration of construction, operation, decommissioning or from any other effects shall be permitted on the basis of this plan (either individually or in combination with other plans or projects²²).
- B3** To maintain the conservation value of all proposed and future Natural Heritage Areas (NHAs) and to protect other designated ecological sites²³ in Wicklow.
- B4** To support the protection and enhancement of biodiversity and ecological connectivity within the plan area in accordance with Article 10 of the Habitats Directive, including linear landscape features like watercourses (rivers, streams, canals, ponds, drainage channels, etc), woodlands, trees, hedgerows, road and railway margins, semi-natural grasslands, natural springs, wetlands, stonewalls, geological and geo-morphological systems, features which act as stepping stones, such

²⁰ The National Inventory of Architectural Heritage can sometimes be utilised as a source of information with regard to the architectural value of any such items or structures.

²¹ SPAs are designated under EU birds Directive (79/409/EEC), SACs are designated under EU Habitats Directive (92/43/EEC), transposed into Irish Law by the EU (Natural Habitats) regulations, 1997. SACs and SPAs are collectively now known as 'Natura 2000' sites. NHAs are legally protected under The Wildlife (Amendment) Act 2000.

²² Except as provided for in Section 6(4) of the Habitats Directive, viz. There must be: a) no alternative solution available, b) imperative reasons of overriding public interest for the project to proceed; and c) Adequate compensatory measures in place.

²³ Along with cSACs, SPAs and pNHA these include Salmonid Waters; Flora Protection Order sites; Wildfowl Sanctuaries (see S.I. 192 of 1979); Freshwater Pearl Mussel catchments; and Tree Preservation Orders (TPOs).

as marshes and woodlands, other landscape features and associated wildlife where these form part of the ecological network and/or may be considered as ecological corridors or stepping stones that taken as a whole help to improve the coherence of the Natura 2000 network.

9.3 Green Infrastructure & Recreational Use of Natural Resources

Green Infrastructure (GI) can be broadly defined as *'an interconnected network of green space that conserves natural ecosystem values and functions and provides associated benefits to human populations. Green Infrastructure is the ecological framework needed for environmental, social and economic sustainability – in short it is a nation's natural life sustaining system'*²⁴. Green infrastructure can include varying land uses - pasture lands, croplands, woodlands, heath, bog, scrubland, quarries, parks, formal and informal green spaces, active and passive spaces, areas around domestic and non-domestic buildings, brownfield areas, waterways, waterbodies, waterway corridors, wetlands, coastal areas, and community/institutional lands such as hospitals, schools, graveyards, allotments and community gardens. Heritage sites, Natura 2000 sites and NHAs are also important GI sites.

The key benefits of green infrastructure elements are as follows:

- recreation & health,
- biodiversity & natural resources,
- coast, water resource and flood management,
- sense of place – appreciation of landscapes and cultural heritage,
- climate change adaptation and mitigation,
- economic development,
- social inclusion, and
- productive environments – food, fibre, energy.

This plan is accompanied by a Green Infrastructure audit which has informed the zoning provisions and objectives of this plan.

The Council is committed to ensuring sustainable recreational use of the outdoors in County Wicklow in accordance with the objectives of the current County Wicklow Outdoor Recreational Strategy and in consultation with the Wicklow Uplands Council. Natural areas provide opportunities for passive and active activities such as picnicking, walking, mountain biking, swimming, fishing and sailing / canoeing / windsurfing.

Green Infrastructure Objectives

- GI1** New development and redevelopment proposals, where considered appropriate, are required to contribute towards the protection, management and enhancement of the existing green infrastructure assets and corridors of the local area in terms of the design, layout and landscaping of development proposals.
- GI2** To facilitate the development and enhancement of suitable access to and connectivity between areas of interest for residents, wildlife and biodiversity, with focus on promoting river corridors, Natura 2000 sites, nature reserves and other distinctive landscapes as focal features for linkages between natural, semi natural and formalised green spaces where feasible and ensuring that there is no adverse impact (directly, indirectly or cumulatively) on the conservation objectives of Natura 2000 sites.

²⁴ Source Comhar Sustainable Development Council 'Creating Green Infrastructure for Ireland', August 2010

- GI3** To minimise alterations or interference with river / stream beds, banks and channels, except for reasons of overriding public health and safety (e.g. to reduce risk of flooding); a buffer of generally 10m along watercourses should be provided (or other width, as determined by the Planning Authority) free from inappropriate development, with undeveloped riparian vegetation strips, wetlands and floodplains generally being retained in as natural a state as possible. In all cases where works are being carried out, to have regard to Regional Fisheries Board "Requirements for the protection of fisheries habitat during the construction and development works at river sites". New river / watercourse road crossings and / or piping shall be strongly resisted except for reasons of overriding public health and safety.
- GI4** To promote the preservation of trees, groups of trees or woodlands in particular native tree species, and those trees associated with demesne planting, in the interest of amenity or the environmental, as set out in the Heritage Schedules of this plan.
- GI5** To promote the development of a series of major open spaces and recreational areas linked by green corridors where feasible (See map GI1), in the Bray MD area as follows:
- along the south bank of River Dargle from Bray Harbour, as far as Rehills (SLO-2);
 - on the former Bray golf course lands / Ravenswell Road, linked to harbour and north beach to the east and the People's Park to the west ;
 - From Bray Head, down to the Esplanade, and up through Bray Harbour, to the north beach;
 - On the Kilruddery estate as part of SLO-1 linking along the Swan River, through the OS to the west of Hollybrook Park; from the Bray SCR, through lands zoned for employment use onto the Boghall Road; continuing through new and proposed residential areas onto Herbert Road and onto the River Dargle; in particular, (a) any new development at or in the vicinity of Oldcourt House shall make provision for the continuation of the green corridor between Giltspur Brook and Rycroft; (b) any infill development along Herbert road adjacent to the green corridor shall make provision for green link between Herbert Road and the Dargle corridor.
 - In the new development zone of Fassaroe west of the N11, linking river valleys to the north and south of the action area ;
 - A linked area from Enniskerry GAA, through the open space in Action Area 2, connecting to Knocksink Wood / Glencullen River, through the Bogmeadow recreational area, and onto the Cookstown River.

Recreational Use of Natural Resources Objectives

- RN1** To facilitate the use of natural areas for active outdoor pursuits, subject to the highest standards of habitat protection and management and all other normal planning controls.
- RN2** The facilitate access to amenity areas in the District for the benefit of all, on the basis of cooperation with landowners, recreational users and other relevant stakeholder groups to promote "agreed access" on public and privately owned land in the District on the basis of sustainability, consultation and consensus.
- RN3** To preserve the open character of commonage land and similar hill land and secure access over paths and tracks through consensus with local landowners, particularly in mountain areas.

CHAPTER 10 KEY DEVELOPMENT AREAS

Action Area Plans

'Action Areas' have been identified in this plan. Action Areas are to be the subject of comprehensive (not piecemeal) integrated schemes of development that allow for the sustainable, phased and managed development of the Action Area during the plan period. Separate applications for sections of each Action Area will not be considered until an overall Action Area Plan has been agreed in writing with the Planning Authority **unless** it can be shown that any application will not undermine the achievement of the overall objectives for that Action Area and would contribute its 'pro rata' share of the public infrastructure and facilities set out in this plan for that specific area²⁵.

The position, location and size of the land use zonings shown on plan maps are indicative only and may be altered in light of eventual road and service layouts, detailed design and topography, subject to compliance with the criteria set out for the Action Areas.

By time related conditions, agreements or otherwise, the Council will regulate the building programme to ensure that the needs of the population do not exceed the provision of essential support systems and the Council will use its powers under the Planning & Development Acts to effect this control.

Specific Local Objectives

The purpose of the SLO is to guide developers as to the aspirations of the plan regarding the development of certain lands where more than one land use is proposed or the lands are zoned for 'mixed use', in a manner similar to Action Areas, but with the exception that no masterplan will be required to be agreed prior to the submission of a planning application.

Action Areas - Bray

Action Area 1: Fassaroe

Fassaroe is identified as the location of major development in Bray; the growth of the settlement in accordance with regional plan targets is contingent on the delivery of the major residential and community services development at this location, there being no other suitable lands in the environs of Bray for such large scale development.

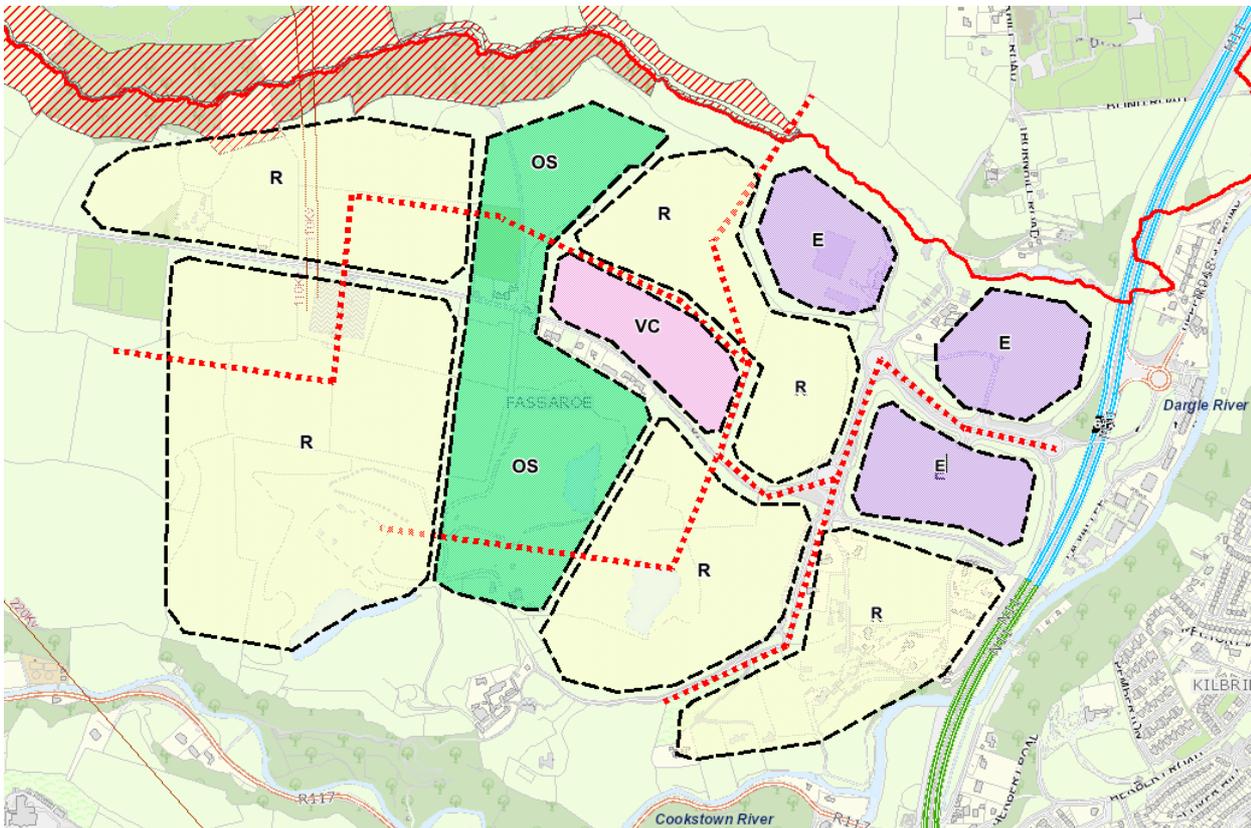
While a large part of the lands that are the subject of this action area were zoned in previous plans, and on foot of such zonings, a masterplan produced and agreed, that masterplan is now moot as the development requirements and expectation for this lands has been revised in light of changed circumstances and additional research.

The new 'concept plan' for Fassaroe is set out on the sketch to follow, the land use zones shown on Land Use Map No. 2 reflect this layout. Key parameters that have lead to this concept include:

- Existence of a Natura 2000 site along the northern boundary (Ballyman SAC); development will be suitable set back from this site and lands reserved for passive open uses;
- The necessity of a link road through the area from Bray directly to Enniskerry; the provision of such a road could provide an alternative link to Enniskerry, allow for adjustment to the existing main access road to Enniskerry from the N11, the R117;

²⁵ Based on the quantum of development proposed in any individual application vis-à-vis the total amount of development targeted as per the objectives of this plan.

- While plans for Luas extension to Bray have undergone a number of revisions, the plan should retain the possibility of Luas extension to and stabling in Fassaroe;
- The area will require a new, central 'village centre' which will provide for both the retail and services needs of the resident population but will also include a school campus;
- The need for a significant new open space facility to serve both the future residents of the area and the wider area; significant parts of the area were formerly used for aggregate extraction and for land filling and such areas are considered optimal for such use.



The Action Area Plan and development that will arise therefore shall comply with the following objectives:

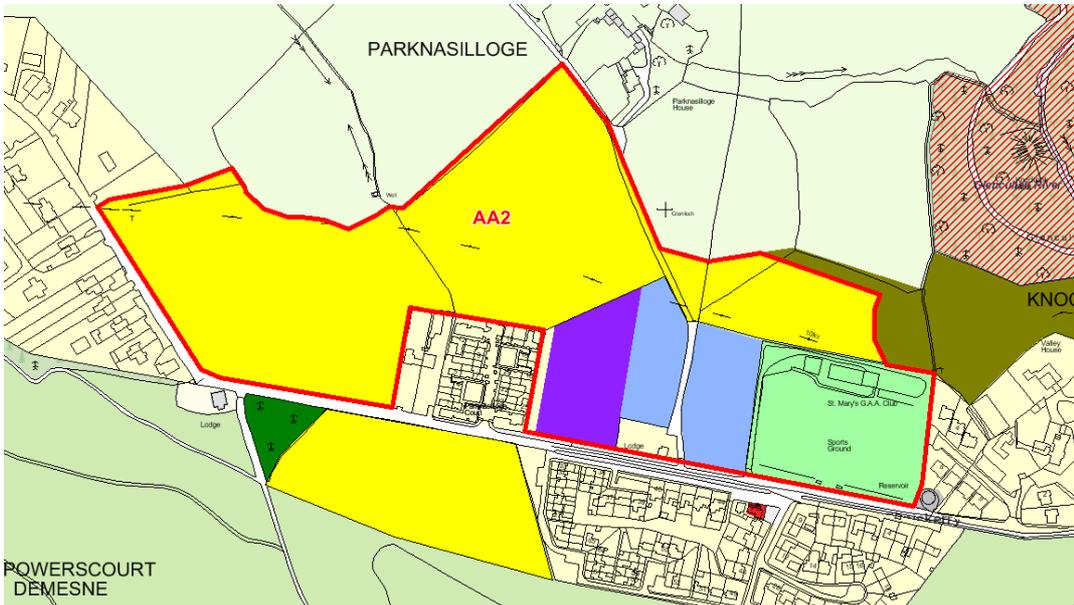
1. Development shall be carried out in phases in the following manner
 - Phase 1 Generally to the east of the major open space shown on the concept plan above; any proposed development to the west shall only occur in tandem with significant development to the east of the OS;
 Shall include the 'village centre' and at a minimum the reservation of a site for a school campus, the scale of which reservation shall be agreed with the Department of Education and Skills
 Three more easterly blocks of 'new residential' development
 The agreement of the design of the major open space and a delivery programme for same with all relevant stakeholders
 - Phase 2 Generally to the west of the major open space shown on the sketch
 No residential development may commence until the delivery programme for the major open space is well underway and will be completed by the time housing units are ready for occupation
2. The development of this area shall include the provision of an access road from the N11 to Ballyman

Road; the scale of such a route shall reflect its primary function as a service road for a new neighbourhood, rather than that of a 'by-pass'; the design and location of this route shall not affect the functionality of the major open space as a single park and an innovative design solution where park crossing is necessary will be required;

3. Provision shall be made for a north – south link route from the new distributor road to cross Ballyman Glen and continue in County Dublin and link up with old Conna Avenue. The nature and function of this link i.e. the type of traffic it will carry (vehicles / pedestrian / cyclist / light rail) shall be determined at application stage, following consultation with the transport agencies and the neighbouring local authority.
4. The development of this area shall make provision for Luas or other mass transit public transport services, and any necessary infrastructure such as depots / stabling.
5. All new development shall be accompanied by appropriate transport services, the format and scale of which shall be in accordance with the Bray and Environs Local Transport Plan (to be carried out by the NTA in collaboration with Wicklow County Council and Transport Infrastructure Ireland). Developers shall be responsible for the provision and funding of the required transport services until such a time as public services are extended to the area.
6. The scale of the village centre shall be in accordance with the retail floorspace objectives of the County Retail Strategy; as well as shopping this centre shall include a range of retail and commercial services as well as community facilities, in order to create a vibrant heart of this new community; all uses shall be serviced by wide pedestrian streets and squares (to allow for outdoor uses), and while the new distributor road through the site should provide access to the village centre, neither the road nor significant car parking areas shall dominate the centre or be located directly along the frontage of buildings;
7. Lands in the designated 'village centre' shall be reserved for the future development of a multi school campus; in the event that further schools are required, these shall be located to the west of the major open space in residentially zoned lands
8. The 'village centre' zone and major park shall be accessible to all areas by high quality, direct and safe pedestrian and cycle routes;
9. Lands of not less than 20ha shall be laid out and dedicated to parks and active / sports uses (this corresponds to land use zones OS1 and AOS, but not OS2). Lands identified as OS2 generally comprise open, undeveloped lands encompassing flood plains, buffer zones along watercourses, rivers and Natura 2000 sites, steep banks, green breaks between built up areas, green corridors and areas of natural biodiversity. These lands are generally not considered suitable for new development, including for park use, and shall not be included in the required 20ha major open space.
10. All development proposals within the Fassaroe Action Area shall take cognisance of the requirement to maintain the rate, quality and general areas where groundwater recharge occurs in order to maintain or enhance the recharge supplying the groundwater-dependent habitats of Ballyman Glen SAC. This shall be achieved by the use of an appropriate SuDS system(s) developed throughout any development site and taking into account the cumulative in-combination impact of other development.

Action Areas - Enniskerry

Action Area 2: Parknasilloge

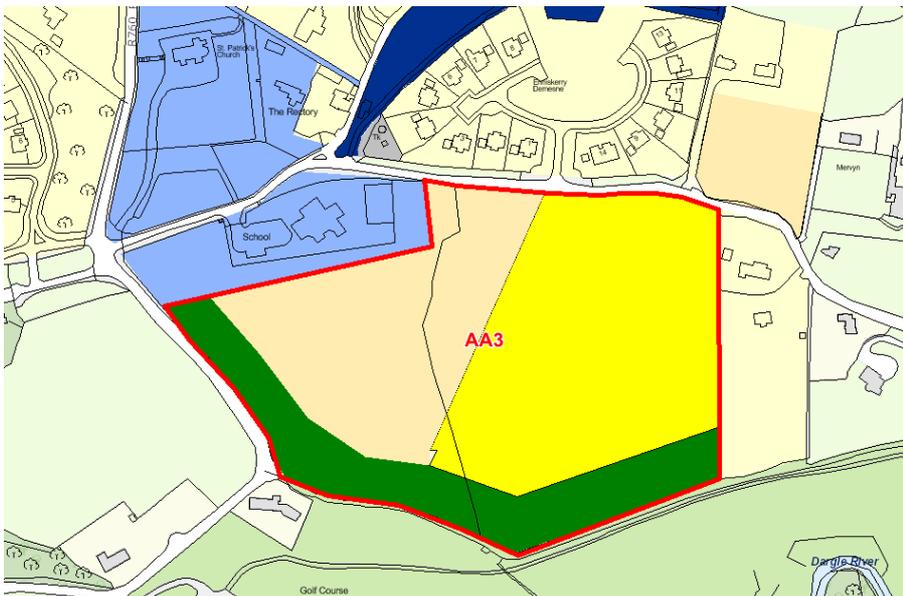


This action area is located west of Enniskerry town centre and immediately north of Kilgarron housing development, in the townland of Parknasilloge. This action area measures c. 13.5ha. This action area shall be developed as a residential, open space, employment and community zone in accordance with the following criteria:

- A minimum area of 2ha shall be reserved as Active Open Space (this is the size of the area currently occupied by Enniskerry GAA). In the event of the relocation of the GAA to an alternative location, this quantum of AOS shall, as a minimum, be maintained within the overall action area. Any alternative AOS shall be maintained available for general public use, shall be suitably sized to allow for organised sporting activities i.e. pitches, courts etc and shall be so located within the action area so as to be easily accessible by the wider community. (Any proposals to redevelop the existing GAA grounds will only be considered when the Planning Authority has been satisfied that suitable alternative lands have been secured for this sporting facility).
- A minimum of 1.2ha shall be reserved for education use.
- A minimum of 0.4ha shall be provided for a community uses, including a community centre of not less than 500sqm and an equipped playground of not less than 400sqm.
- A minimum of 1ha shall be provided for employment uses. Generally, this shall comprise office/studio/surgery type development of the highest architectural quality and layout. A minimum of 0.4ha of this area shall however be reserved for local service and incubator businesses.
- The car park associated with the employment area shall be so located and designed to facilitate tourist use during non-business hours and shall at all times remain available and open for this use
- A maximum of 156 residential units may be provided on the remainder of the site (8.8ha).
- The development shall be delivered in phases such that adequate education, community and employment facilities are provided for each phase; in particular, the school site shall be provided in Phase 1 accompanied by no more than 50% of the residential development and the employment facilities shall be provided no later than Phase 2 accompanied by no more than an additional 75% of the residential units.
- A maximum of two vehicular access points onto Local Primary Road L1010 (Enniskerry – Glenree) shall be permitted.

- To achieve a sense of place and allow for visual diversity any residential application should provide for a number of identifiable and distinct housing estates (not exceed 60 units), each containing different house designs within an overall unified theme.
- Full geotechnical and archaeological assessment of the lands shall be undertaken prior to any development taking place.
- Development proposals within the Parknasilloge Action Area shall take cognisance of the requirement to maintain the rate, quality and general areas where groundwater recharge occurs in order to maintain or enhance the recharge supplying the groundwater-dependent habitats of Knocksink Wood SAC. This shall be achieved by the use of an appropriate SuDS system(s) developed throughout any development site and taking into account the cumulative in-combination impact of other development.

Action Area 3: Cookstown



This action area is located south of the town centre, in the townland of Cookstown. This action area measures c. 9.4ha. This action area shall be developed as a residential, open space and community space in accordance with the following criteria:

- A maximum of 105 housing units may be provided in this action area, with density not exceeding 10/ha on the lands zoned R10, and the remainder may be developed at a higher density but not exceeding 20/ha.
- A minimum area of 0.4ha shall be provided for voluntary / sheltered housing, of a type to be agreed with the Local Authority, as part of any Part V obligations under the Wicklow Housing Strategy. Permission will not be considered for private housing until sufficient progress has been made on this element.
- Access to the site shall be from local road LP-1020.
- A public park of a minimum of 2ha shall be established along the full southern and western boundaries of the action area, which shall comprise an amenity walk area along the existing tree lined field boundaries connecting through the development to regional road R760 (Enniskerry – Kilmacanogue) and to the existing pedestrian route along the Dargle. In light of the provision of such an amenity space, the incidental open space required to be interspersed throughout the residential area may be reduced to 7.5% of the total zoned residential area.
- Any development shall be so designed to maintain maximum views of the Sugarloaf from Cookstown Road.

Specific Local Objectives

SLO – Bray

SLO 1: Kilruddery

Kilruddery House and grounds are considered an important asset to the town and Bray, providing important cultural, recreational and tourism services to the area. It is an objective to support the ongoing protection of the house and gardens and their development as a visitor attraction, and to facilitate the growth of this business into other related areas, such as tourist accommodation, tourism retail, visitor centre etc.

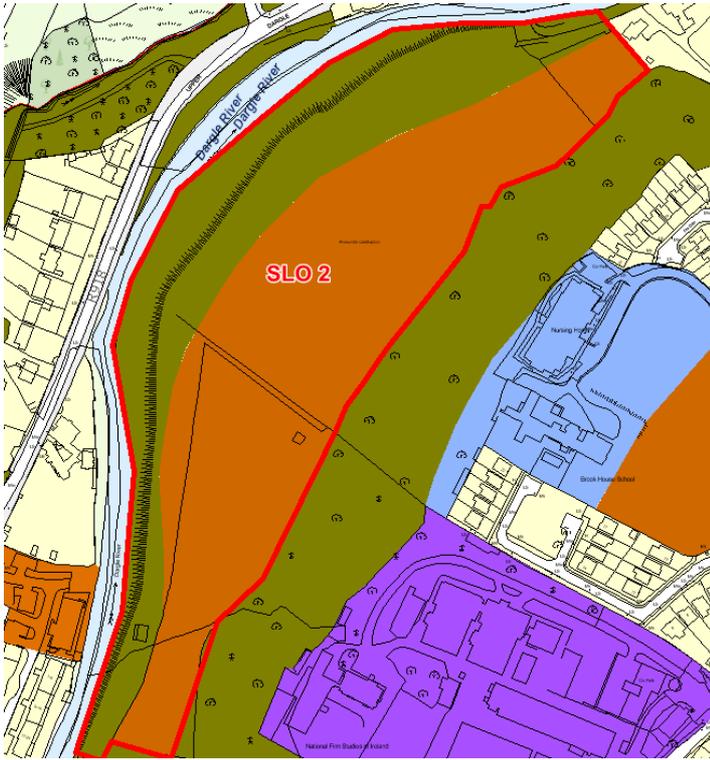
In the previous development plan, some lands surrounding the house and gardens were zoned for tourism use, with the majority given 'greenbelt' designation, while lands to the west / north-west of the house were zoned for housing and open space. In light of changed circumstances, including a new County Development Plan and associated Core Strategy, the previous strategy for this area has been reviewed.

The development of these lands shall comply with the following objectives:

- The lands immediately surrounding the house and garden are zoned in this plan '**Kilruddery Demesne Conservation and Tourism Zone**' and this mixed use type zoning extends to the entire house and gardens, not just a limited area to the north. Notwithstanding this change in zoning, the priority in this area remains the protection and conservation of this valuable heritage asset. The types of uses that will be considered in this area will not be prescribed but rather any development that is considered to enhance the conservation and tourism offer of the area will be considered open for consideration. Only those projects which show a direct link to enhancement of the estate and its visitor product will be considered for permission.
- Former Kilruddery Demesne lands have in the past been released to the market and developed for a variety of essential uses such as for housing, employment and recreation. It is considered that such development has been successful in delivering much needed housing and employment to Bray, and did not unacceptably damage the historical and cultural setting of the main house and gardens. In this regard, given the extreme shortfall of suitable housing land in Bray and the high demand for housing in the area, and taking into account the Core Strategy of the Wicklow County Development Plan and the findings of the environmental sensitivity mapping carried out for the Strategic Environmental Assessment of this plan, it is considered that there is additional land at Kilruddery that may be suitable for new housing and active uses. Therefore this plan designates 12ha of land for new housing (at density of 20/ha).
- A key element of the revised concept is the delivery of a significant area of public open space of not less than 4ha, which shall be laid out as playing pitches, courts, playgrounds etc which shall be linked by a linear park to an existing area of wooded open space along the Bray SCR adjacent to Hollybrook Park, generally following the route of the stream. No housing may commence until such a time of the design, implementation plan and future management structure of this space has been agreed in writing with the Planning Authority. An additional area of 'buffer' open space shall be maintained in a natural condition between any housing development and Kilruddery House.
- In order to facilitate commercial uses which may not be strictly linked to the tourism product on these lands, land is designated for general 'employment' use, generally to be accessed via the Bray Business Park adjoining to the north. The density, design and height of buildings in this area shall be particularly managed so as to ensure minimal visual impact on the area.

- Vehicular access to the housing and open space elements shall be via the existing Kilruddery entrance; additional pedestrian and cycling routes shall however be provided where opportunities arise e.g. via Giltspur Lane to the west and Hollybrook Park.
- The location of such uses are shown indicatively on the concept plan to follow, which is reflect in the zoning objectives but may be amended in light of best fit that arises on the lands. However, no structure may be built above the 70m contour line and the ridge of no structure shall exceed 78m.



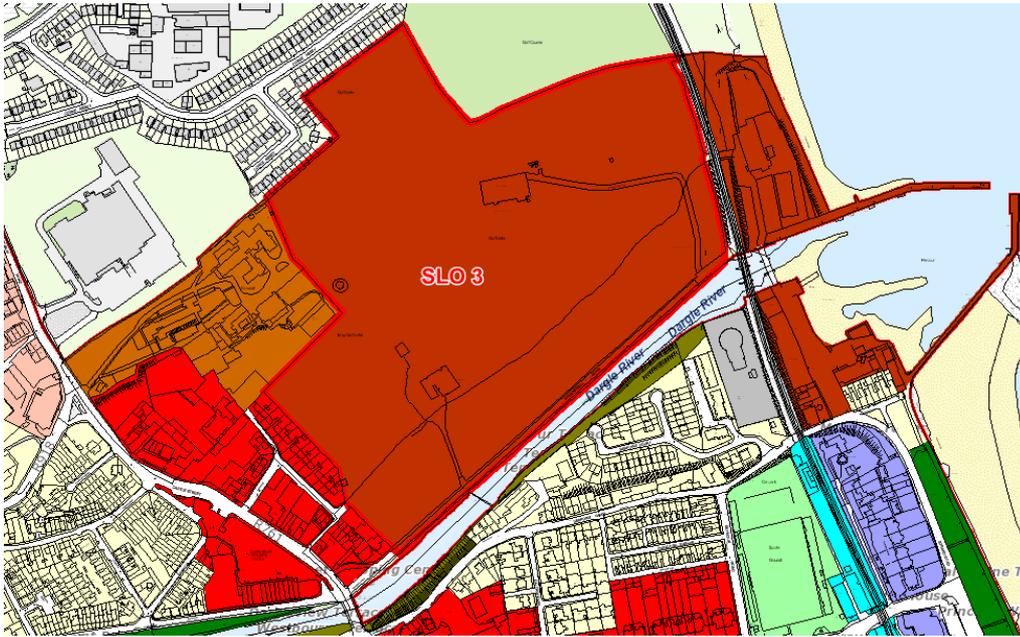
SLO 2: Rehills

This riverside area, just east of the M11, measures c. 7ha and is bounded to the north and west by the River Dargle and the south by a steep bank up to Herbert Road. The majority of this area is owned by the Local Authority. Upon completion of the River Dargle Flood Scheme, those lands zoned 'R-HD' in this action area will be suitable for development. The remaining lands are designated as 'open space' and comprise part of the River Dargle flood conveyance area (which may be suitable for informal park use, but the area will be required to remain free of any objects / items that could become dislodged in the event of high water flow, such as trees and park benches).

Access to these lands can be achieved through the construction of a new bridge from La Vallée; Transport Infrastructure Ireland has also indicated in their 2017 N11 study that a route from Dargle Road to Herbert Road through these lands could aid in traffic circulation in this area, easing pressure and congestion on the N11. In light of these significant infrastructural requirements, it is considered that a high intensity of development is deemed necessary to offset land loss or cost associated with such works.

Development of these lands shall be in accordance with the following objectives:

- Up to 3.3ha may be developed for residential use, which shall be in a high intensity format of not less than 50 units / ha;
- The remaining lands shall be laid out and developed as public amenity areas in a layout and of a format to be agreed before development commences. All open spaces either in the 'OS' or 'R-HD' zones shall be linked and shall connect in as many locations possible to existing public areas (existing parks, open spaces, public roads etc) and in particular to the future riverine amenity route along the south bank of the Dargle to Bray town centre, which is an objective of this plan, as well as to the Herbert Road if possible.
- The layout and design of any development shall facilitate the delivery of a link road from Dargle Road to Herbert Road, unless further study / analysis by WCC and the TII determines that this road is not necessary or feasible;

SLO 3: Former Bray Golf Course

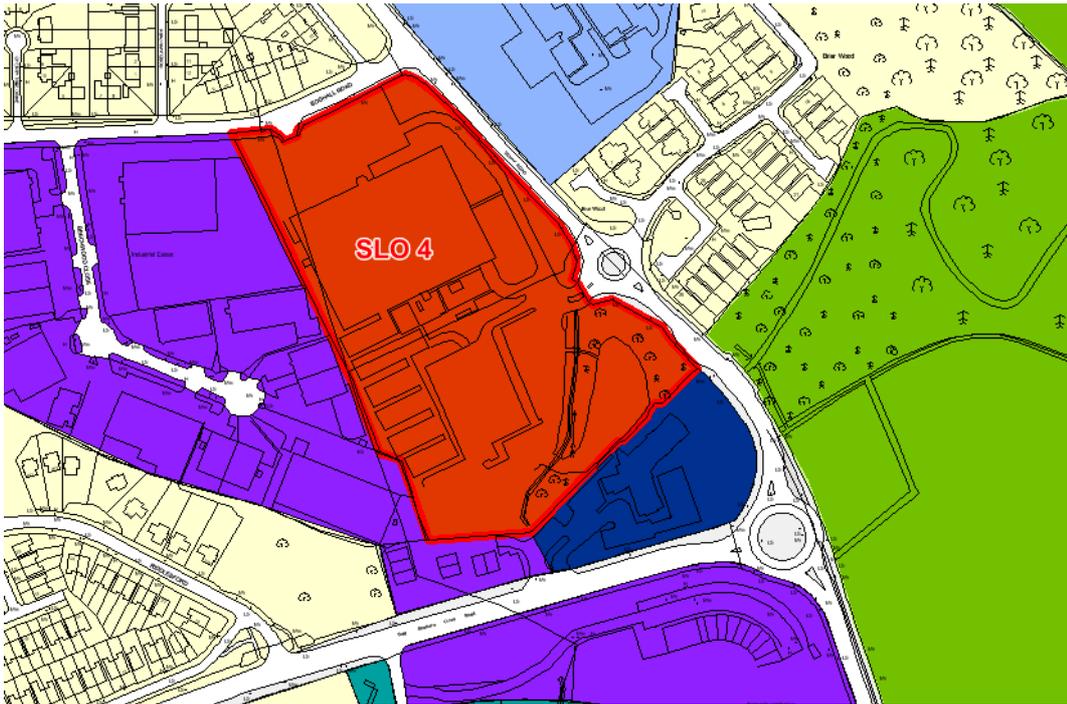
This MU zoned area measures c. 17ha. It is an objective that this land be developed as a mixed commercial, residential, education / community facilities and open space zone. While only c. 5ha has been developed to date (schools / sports zone) there is an extant permission on the remainder valid until 2020 and as substantial works have been carried out an application may be made for this permission to be extended for a further 5 years to 2025. In the event that this permission is not taken up, any new / revised proposals shall comply with the following requirements:

- The lands shall be developed as an extension to the existing town centre and shall involve the creation of a number of new streets and squares, where pedestrians and non-motorised forms of transport have priority, where buildings front directly onto streets and squares with active, attractive ground floor frontage;
- The design, finishes etc of all buildings shall draw reference and inspiration from the existing traditional town centre and the development shall flow from 'old' to 'new' without jarring distortions of scale, format or design;
- Excellent linkages shall be provided from the site to surrounding areas; multiple access points for both vehicles and cyclists / pedestrians shall be developed and in particular, the development shall include linkages through the site between the Dublin Road and Bray seafront / the DART station and public walking route along the river;
- Car parking shall generally be located under or within buildings; not more than 20% of the total overall parking provision required for the entire MU area may be located on open surface locations;
- The residential element shall generally be delivered in a high density format and shall achieve the delivery of not less than 1,000 units in a variety of unit sizes and formats;
- Retail development shall be integrated into the development in a manner that flows from the existing retail core of the town and brings vitality and vibrancy to the streets and squares of the new development. Retail floor space (including retail services such as restaurants, hairdressers etc) of not less than 20,000sqm (of which a minimum of 10,000sqm shall be comparison floorspace) will be required;
- Non retail commercial floor space, such as offices, professionals services etc of not less than 5,000sqm shall be integrated into the development at both ground and above retail levels;
- The existing schools / sports zone shall be retained; excellent access shall be retained to the schools and associated sports facilities and such access shall avoid the need to bring traffic through new

residential areas or town shopping streets;

- Not less than 2ha shall be developed as a public park;
- Any application shall include a detailed phasing programme that ensures the timely delivery of all elements of the SLO. In order to 'kick start' the development, a first phase of housing, being those units that are not integrated into the mixed use retail / commercial element, in conjunction with the public park, may be developed as a 'Phase 1' of the overall development, strictly on the basis of the remaining housing being delivered in tandem with the retail / commercial element.

SLO 4: Former Dell site, Vevay Road – Boghall Road



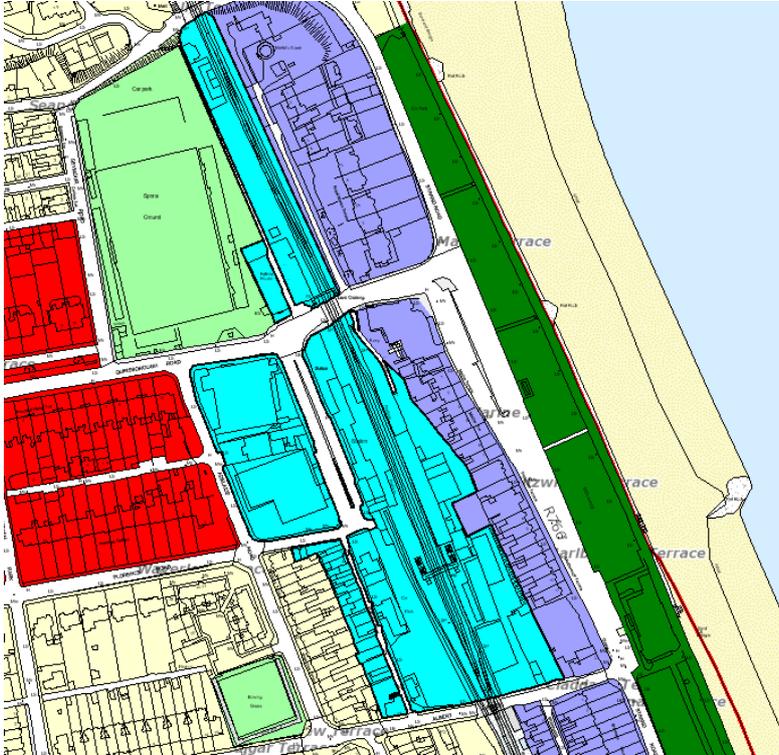
This site was formerly occupied by computer company Dell and has been vacant for some years. The site is occupied by a large manufacturing building and surrounding grounds and car parking, measuring c. 3.75 ha. While there is a demand for additional housing in Bray, it is not considered appropriate that any and every vacant employment site should be considered for solely residential redevelopment as it is not sustainable to only deliver significant new housing at the expense of employment opportunities.

Given that this site is surrounded by both residential and employment uses, it is considered that a mixed, high intensity employment and residential scheme would be suitable on these lands, in accordance with the following criteria:

- The development shall be delivered a high density format and in particular, shall have a plot ratio of not less than 1:1. Development of up to 4 storeys may be considered;
- The employment element shall be in modern office format and low density manufacturing / warehousing will not be considered; on the basis of achievement of a 1:1 plot ratio, a total employment floor space yield of at least 20,000sqm is desired;
- Not more than 40% of total floor space shall be devoted to residential use; depending on the range of unit sizes and formats, at least 150 units is desired (c. 15,000sqm)
- Any planning application shall include a detailed phasing programme that ensures the timely delivery of all elements of the SLO. In order to 'kick start' the development, a first phase of housing, comprising not more than 50% of the total housing programme, may be developed as a 'Phase 1' of

the overall development, strictly on the basis of the remaining housing being delivered in tandem with the employment element.

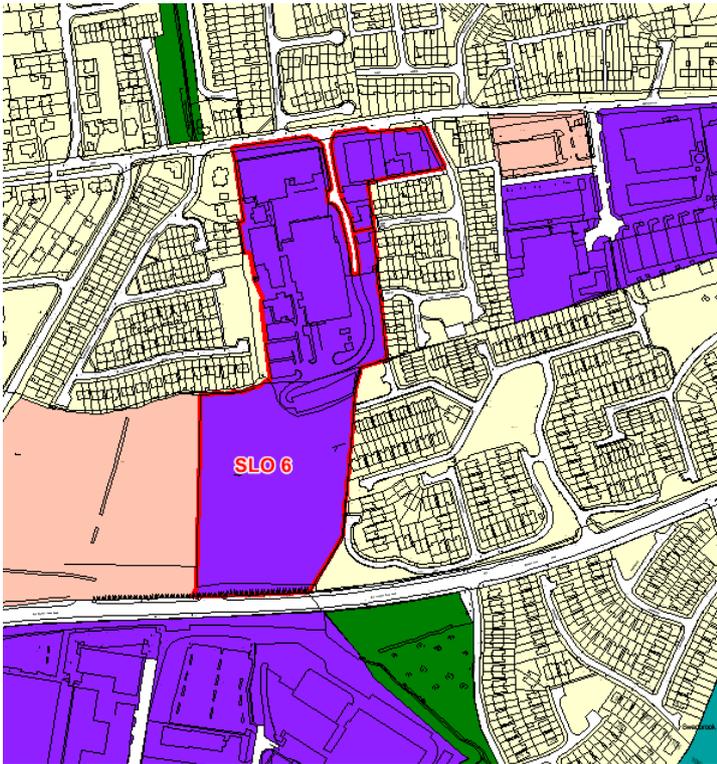
SLO 5: Bray Gateway & Transportation Hub (GTH zone)



It is objective of this plan that the area designated as GTH are Bray railway station shall be identified and prioritised as the principal transport hub for the County, with a range of transport services, of various modes, being available and emanating from here to all parts of the District and the wider east coast of the County.

In addition, it is the objective that the area surrounding the station shall be developed as a 'gateway' to the town with clear linkages to Bray Town Centre and the Seafront. The area is considered suitable for higher density mixed use development including retail, commercial, office, residential and civic use.

The Council will favour attractive developments incorporating uses that give rise to increased footfall, including, inter alia shops, restaurants, cultural and recreation related developments.

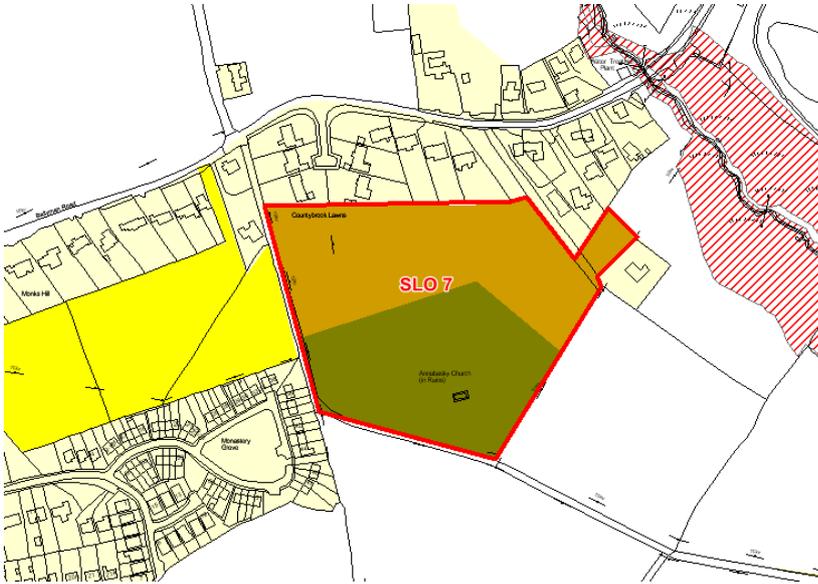
SLO 6: Employment lands between Boghall Road – Bray SCR

This SLO is located between Boghall Road and the Bray Southern Cross Road and is zoned for employment use. This is considered a significant development site that could add substantially to employment creation in the town. Any development on these lands shall accord with the following objectives:

- To accommodate the traffic movements generated by this zoning, the roads / footpaths servicing development on these lands shall access onto both Boghall Road and the Bray SCR;
- Any development on the southern part of the lands shall include landmark buildings, of the highest architectural quality, fronting onto the Bray SCR;
- The development shall be so designed as to provide for a 'green route' link between Boghall Road and Bray SCR ('Swan River green route').

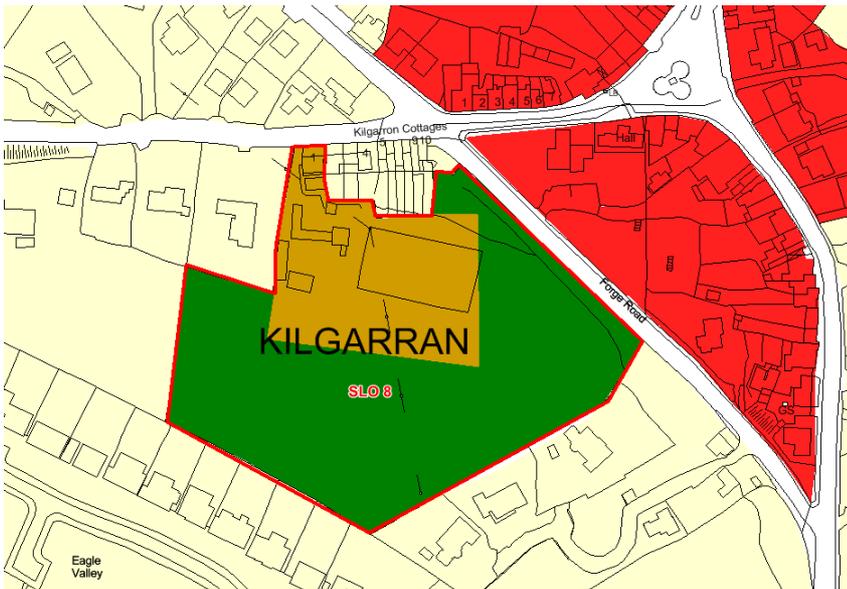
SLO – Enniskerry

SLO 7: Monastery



This SLO is located on the northern side of the settlement, in the townland of Monastery. This SLO measures c. 5.7ha and includes 3ha zoned for housing, 0.25ha is occupied by an existing dwelling, and the remainder being reserved for its existing agricultural use with an open space zoning. The SLO area shall be developed in accordance with the following criteria:

- A maximum of 12 residential units may be constructed.
- The optimum location for housing shall be determined following (1) an archaeological evaluation of the action area, with particular regard to the existing National Monument (Annabasca Church) (2) agreement with the Planning Authority of the final route corridor of the Fassaroe – Monastery link road and (3) consideration of the amenities of existing properties along Ballyman Road.
- Suitable access shall be provided from Ballyman Road and any access road shall be designed to form the final element of the future Fassaroe – Monastery link road.

SLO 8: Kilgarron

This SLO is located south of the town centre, in the townland of Kilgarron. This SLO measures c.2.5ha. These lands shall be developed as a residential area in accordance with the following criteria:

- Access to the site shall strictly be from local road LP-1010 (Enniskerry - Kilgarron) and no opening, entrance or otherwise (including for construction purposes) shall be made along the Forge Road.
- Development proposals shall be accompanied by a detailed tree survey of the entire area, including all trees along site boundaries. Development proposals shall include measures to protect and re-enforce existing mature trees and proposals for new tree planting.
- The finished floor level of any development shall not exceed 90.00mOD (for the avoidance of doubt, this being the existing ground level at the south-east of the existing jumping arena); the top ridge height of any structure shall not exceed 98.00mOD.
- A maximum of 0.7ha of the area may be developed for residential use. The site shall be developed at 'town centre' type densities (i.e. 40 units/ha max) and shall generally comprise terraces and courtyards of dwellings, as opposed to detached format housing; commercial development is not permitted within the area.
- The design of any development proposed shall have due regard to the protection of the privacy and amenity of the houses on the north side of the area and in particular, the design shall include significant screening and planting proposals.
- Any development proposals shall be accompanied by a Visual Impact Assessment which shall have particular regard to views of the site from the town square and the approach roads to the north of the town and where adverse visual impacts are identified, suitable mitigation measures shall be proposed.
- The remainder of the site, zoned open space, is not designated for a particular purpose (either housing or amenity use), shall be retained in its current agricultural use.

CHAPTER 11 ZONING AND LAND USE

The plan land use map indicates the boundary of the local area plan. All lands located outside of a 'settlement boundary' and marked in red are considered to be within the 'rural area'. Within these areas planning applications shall be assessed having regard to the objectives and standards for the rural area, as set out in Volume 1 of the Wicklow County Development Plan.

The purpose of land use zoning objectives is to indicate the Council's intentions for land uses in the district.

Land use zoning objectives and the associated vision for each zone are as follows:

| ZONING | OBJECTIVE | DESCRIPTION |
|---|---|---|
| RE: Existing Residential | To protect, provide and improve residential amenities of existing residential areas | To provide for house improvements, alterations and extensions and appropriate infill residential development in accordance with principles of good design and protection of existing residential amenity. In existing residential areas, the areas of open space permitted, designated or dedicated solely to the use of the residents will normally be zoned 'RE' as they form an intrinsic part of the overall residential development; however new housing or other non-community related uses will not normally be permitted. |
| R-HD: New Residential – High Density | To protect, provide and improve residential amenities in a high density format. | To facilitate for the provision of high quality, high density new residential developments with excellent layout and design, well linked to the town centre and community facilities. To provide an appropriate mix of house sizes, types and tenures in order to meet household needs and to promote balanced communities. |
| R20: New residential | To protect, provide and improve residential amenities at a density up to 20 units/ha. | To facilitate for the provision of high quality new residential developments at appropriate densities with excellent layout and design, well linked to the town centre and community facilities. To provide an appropriate mix of house sizes, types and tenures in order to meet household needs and to promote balanced communities. |
| R15: New residential Low Density | To protect, provide and improve residential amenities at a lower density not exceeding 15 units/ha. | To facilitate for the provision of high quality new residential environments with excellent layout and design, reflecting the low-medium density character of the surrounding area. |
| R10: New residential Rural Fringe | To protect, provide and improve residential amenities at a lower density not exceeding 10 units/ha. | |
| R Special: Special Residential | To protect, provide and improve residential amenities in a format and a density specified in the relevant plan. | To facilitate for the provision of high quality new residential environments with excellent layout and design, reflecting the density and character of the surrounding area. |
| TC: Town Centre | To provide for the development and improvement of appropriate | To develop and consolidate the existing town centres to improve vibrancy and vitality with the densification of appropriate commercial and residential developments |

| ZONING | OBJECTIVE | DESCRIPTION |
|---|--|--|
| | town centre uses including retail, commercial, office and civic use, and to provide for 'Living Over the Shop' residential accommodation, or other ancillary residential accommodation. | ensuring a mix of commercial, recreational, civic, cultural, leisure, residential uses, and urban streets, while delivering a quality urban environment which will enhance the quality of life of resident, visitor and workers alike. The zone will strengthen retail provision in accordance with the County Retail Strategy, emphasise town centre conservation, ensure priority for public transport where applicable, pedestrians and cyclists while minimising the impact of private car based traffic and enhance and develop the existing centres' fabric. |
| VC: Village Centre | To provide for the development and improvement of appropriate village centre uses in the identified area, including retail, commercial, office and civic use, and to provide for 'Living Over the Shop' residential accommodation, or other ancillary residential accommodation. | To develop and consolidate the village centre area in an appropriate manner and to an appropriate scale given its role as a secondary or subsidiary area to the main town centre. |
| LSS – Local Shops & Services | To provide for small scale local neighbourhood shops and services | To facilitate the limited development of small scale local neighbourhood shops and retail services and other local service uses that meet only the retail or service needs of residents in the immediate catchment and are not of such a scale or type that would detract or draw trade from lands designated town centre. |
| E: Employment | To provide for the development of enterprise and employment | To facilitate the further development and improvement of existing employment areas and to facilitate opportunities for the development of new high quality employment and enterprise developments in a good quality physical environment. |
| E-Special: Employment | To provide for the development of enterprise and employment at Kilruddery | To provide for enterprise and employment development on the grounds of Kilruddery estate that is not strictly related to the tourism product of the estate, but is compatible with the objectives of the KD zone adjacent (see Bray Specific Local Objective SLO-1 for Kilruddery) |
| Film Industry | To provide for film/TV production related development | To provide for the development of and expansion of the existing studios at Ardmore; development of these lands shall be strictly limited to facilities for the production of film, TV, animation etc including any directly associated spin offs such as visitor facilities; however, residential development or other non film related commercial activities are not to be permitted. |
| CE: Community & Education | To provide for civic, community and educational facilities | To facilitate the development of necessary community, health, religious, educational, social and civic infrastructure. |
| AOS: Active Open Space | To protect and enhance existing and provide for new active open space | To facilitate the further development and improvement of existing active open spaces, formal exercise areas, sports grounds, playing pitches, courts and other games areas and to facilitate opportunities for the development |

| ZONING | OBJECTIVE | DESCRIPTION |
|---|--|--|
| | | of new high quality active recreational areas. |
| OS1: Open Space | To protect and enhance existing and provide for recreational open space | To facilitate the further development and improvement of existing parks and casual play areas, to facilitate opportunities for the development of new high quality amenity open areas and to restrict developments / activities (such as the use or development of such lands for formal sports grounds for organisations that are not available for a broad range of the public) that would reduce the opportunities for use by the wider public. |
| OS2: Open Space | To protect and enhance existing open, undeveloped lands | To protect, enhance and manage existing open, undeveloped lands that comprise flood plains, buffer zones along watercourses and rivers, steep banks, green breaks between built up areas, green corridors and areas of natural biodiversity. |
| PU: Public Utility | To maintain lands providing services infrastructure | To allow for lands to be designated for public utilities such as waste water treatment plants, large ESB sub-stations, gasworks etc |
| MU: Mixed Use | To provide for mixed use development | The nature of the mixed use development envisaged for any particular site is set out in the text of the plan. |
| SF: Bray Seafront | To provide for the development and improvement of appropriate seafront uses | To protect and enhance the character of the seafront area and to provide for mixed-use development including appropriate tourism, retail, leisure, civic and residential uses. The Seafront area shall be promoted as the primary tourist, recreational and leisure centre of Bray. |
| GTH: Bray Gateway & Transport Hub | To provide for the development and improvement of appropriate gateway and transport hub uses | To provide for the development and improvement of public transportation infrastructure. The area shall be developed as a gateway to the town with clear linkages to the Town Centre and the Seafront. The area is considered suitable for higher density mixed use development including retail, commercial, office, residential and civic use. |
| T: Tourism | To provide for tourism related development | To provide for the sustainable development of tourism related structures, uses and infrastructure. To provide for the development of tourism facilities including accommodation of an excellent sustainable design and aesthetic quality. Tourism related office, civic and cultural and commercial development will be facilitated. |
| KD: Kilruddery Demesne Conservation & Tourism Zone | To protect and enhance the distinctive historical character, setting and amenity value of Kilruddery Demesne and provide for appropriate and sympathetic conservation, amenity, tourism and community uses that enhance awareness, appreciation and accessibility of the area and to resist development that would detract from its integrity and setting. | To provide for the development and improvement of Kilruddery Demesne in a manner sensitive to its long term protection and conservation; to allow for a mix of conservation, amenity, tourism and community uses strictly on the basis that such uses can be shown to enhance the estate, its amenity value and its visitor product. |

| ZONING | OBJECTIVE | DESCRIPTION |
|--|----------------|--|
| Kilmacanogue Only ²⁶ | | |
| PZ | Primary Zone | To create a consolidated and vibrant mixed use settlement centre that is the focal point for the delivery of the retail, commercial, community and activity needs of the local population and its hinterland, and to promote this area for tourist uses and for residential use, with an animated and high quality streetscape, whilst ensuring the protection of the special character and heritage of this area. |
| SZ | Secondary Zone | To provide for the sustainable development of a mix of uses including residential, employment, community and recreational uses that provide for the needs of the existing settlement and that allows for the future growth of the settlement. |
| TZ | Tertiary Zone | To protect and provide for agriculture and amenity in a manner that protects the physical and visual amenity of the area and demarcates the urban and rural boundary. |

The box below gives typical appropriate uses for each zone type. The planning authority shall determine each proposal on its merits, and shall only permit the development of uses that enhance, complement, are ancillary to, or neutral to the zoning objective. Uses that are materially inconsistent with and detrimental to the zoning objective shall not be permitted.

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| <p>Uses generally appropriate for residential zoned areas include houses, apartments, residential open space, education, community facilities, retirement homes, nursing homes, childcare, health centres, guest house, bed and breakfast, places of public worship, home based economic activity, utility installations and ancillary development and other residential uses in accordance with the CDP.</p> <p>Uses generally appropriate for town and village centres include retail, retail services, health, restaurants, public house, public buildings, hotels, guest houses, nursing / care homes, parking, residential development, commercial, office, tourism and recreational uses, community, including provision for religious use, utility installations and ancillary developments for town centre uses in accordance with the CDP.</p> <p>Uses generally appropriate for employment zoned land include general and light industry, office uses, enterprise units, appropriate warehousing, petrol filling stations (as deemed appropriate), public transport depots, open space, community facilities, utility installations and ancillary developments for employment and industry uses in accordance with the CDP.</p> <p>Uses generally appropriate for community and educational zoned land include community, educational and institutional uses include burial grounds, places of worship, schools, training facilities, community hall, nursing homes, health related developments, sports and recreational facilities, utility installations and ancillary developments for community, educational and institutional uses in accordance with the CDP.</p> <p>Uses appropriate for active open space zoned land are sport and active recreational uses including infrastructure and buildings associated with same.</p> <p>Uses appropriate for open space (OS1) zoned land are formal / informal landscaped parks with off-road</p> |
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²⁶ See 'Introduction to Level 6 Settlement Plans', Volume 2 of the County Development Plan

walking / cycling paths, as well as playgrounds, skate parks, Mixed Use Games Areas and outdoor gyms.

Uses appropriate for **open space (OS2)** zoned land are uses that protect and enhance the function of these areas as flood plains, buffer zones along watercourses and rivers, green breaks between built up areas, green corridors and areas of natural biodiversity. As these open lands are not identified or deemed necessary for development for recreational purposes, other uses that are deemed compatible with proper planning and sustainable development may be open for consideration where they do not undermine the purpose of this zoning.

Uses generally appropriate for **public utility** zoned land are for the provision of necessary infrastructure and services such as water and waste water treatment plants, large ESB sub-stations, gasworks.

Uses generally appropriate for **tourism** zoned land are tourism accommodation and tourism / recreational uses such as Bed & Breakfast, cultural uses, holiday homes, hotels, recreational facilities.

Uses generally appropriate for the **Kilruddery Demesne Conservation and Tourism Zone** are visitor / tourism attractions, tourist accommodation, cultural / sporting / recreational uses and events, recreational and community facilities.

Uses generally appropriate for the **Film Industry Zone** are facilities for the production of film, TV, animation etc including any directly associated spin offs such as visitor facilities; however, residential development or other non film related commercial activities are not to be permitted.

Uses generally appropriate for any **mixed use** area will be specified in the plan.

Many uses exist where they do not conform to the designated zoning objective. When extensions to, or improvements of premises accommodating such uses are proposed, each shall be considered on its merits and permission may be granted where the development does not adversely affect the amenities of properties in the vicinity and does not prejudice the proper planning and development of the area.

Whilst the land-use zoning will give an indication of the acceptability or otherwise of particular uses in particular areas, proposed development will also be assessed in terms of compatibility with the development control guidelines and standards outlined in the Wicklow County Development Plan and this plan. Factors such as density, height, massing, traffic generation, public health regulations, design criteria, visual amenity, availability of services and potential nuisance by way of noise, odour and air pollution are also of importance in establishing whether or not a development proposal conforms to the proper planning and sustainable development of an area.

Phasing

It is an objective of the Council that development is undertaken in an orderly and sustainable manner. The development of zoned land should generally be phased in accordance with the sequential approach:

- Development should extend outwards from the town centre with undeveloped land closest to the centre and public transport routes (if available) being given preference, i.e. 'leapfrogging' to peripheral areas should be avoided;
- A strong emphasis should be placed on encouraging infill opportunities and better use of under-utilised lands; and
- Areas to be developed should be contiguous to existing developed areas.

Only in exceptional circumstances should the above principles be contravened, for example, where a barrier

to development is involved. Any exceptions must be clearly justified by local circumstances and such justification must be set out in any planning application proposal.

The Council may, in certain cases, phase permitted development where this is considered necessary for the following:

- (i) the promotion of an appropriate balance of employment, residential and service facilities (schools, shopping, community facilities etc.) and other uses that are required to increase the self sufficiency of the settlement, or
- (ii) ensuring the delivery of infrastructural services in tandem with development, including water, sewerage and road infrastructure, that is required to safeguard the environmental quality and public safety of the area.

Conservation Areas

There are a number of Natura 2000 sites located in or in close proximity to the plan area. The sites themselves are protected from inappropriate development through the legal provisions of the Habitats and Birds Directives, as well as the Planning Act. Such sites, where they are located within the plan boundary are shown on the heritage map associated with the plan as 'Natura 2000' site and on the land use map as a 'conservation area', which is not a land-use 'zoning' but an objective to signify that these are areas where the goal is to conserve and enhance habitats and attributes for which the site was selected for EU protection.

In a number of locations, there are lands adjoining Natura 2000 sites, which while not being included in the legally designated site, are linked to the site in terms of similar or supporting habitats, water flows or other characteristics which render them important to protect from inappropriate development which may have a direct or indirect affect on the designated site itself²⁷. The extent of any such 'buffer zone' has been determined through both desktop and field assessment by the plan team and a professional ecologist, as well as consultation with the National Parks and Wildlife Service. This 'buffer zone' has similarly been identified as being within the 'conservation area'.

The approach to zoning in the 'conservation area' has been as follows:

1. No lands within the actual Natura 2000 site have been zoned;
2. Where the Conservation Area coincides with existing developed areas, the lands have been zoned for their existing use, which will essentially allow for the continuation of the existing use and its enhancement. Where permission is sought for development in such zones, the purpose of the Conservation Area objective is to flag at the earliest possible stage (which is the adoption of the development plan) that development on such lands may have the potential to give rise to impacts on the Natura 2000 site. In accordance with the provisions of the EU Habitats Directive 1992 and the Planning & Development Act, any proposed development with potential to impact upon a Natura 2000 site shall be subject to an Appropriate Assessment;
3. Where the Conservation Area coincides with existing undeveloped lands, the lands will only be zoned for new development where it can be justified that such zoning and development arising

²⁷ In accordance with Article 10 of the Habitats Directive, the aim is to protect and maintain linear landscape features which act as ecological corridors, such as watercourses (rivers, streams, canals, ponds, drainage channels, etc), woodlands, hedgerows and road and railway margins, and features which act as stepping stones, such as marshes and woodlands, which taken as a whole help to improve the coherence of the Natura 2000 network

therefrom is essential for the area to achieve its development vision and strategic objectives. In accordance with the provisions of the EU Habitats Directive 1992 and the Planning & Development Act, any proposed development with potential to impact upon a Natura 2000 site shall be subject to an Appropriate Assessment;

4. Where the Conservation Area coincides with existing undeveloped lands, and the development of these lands is not essential for the achievement of the development vision and strategic objectives for the area, the land will be zoned 'OS2' – **passive open space**. The only developments that will be considered in such area are those which contribute to the objective of the Passive Open Space zone (detailed in this plan) and that can be shown to not diminish the role and function of such areas, will not result in significant adverse impacts on any EU protected site and will not diminish the biodiversity value of the lands or the ability of plants and animals to thrive and move through the area.

Under the provisions of the EU Habitats Directive 1992 and the Planning & Development Act, any proposed development, whether in an area identified as 'conservation areas' or not, with potential to impact upon a Natura 2000 site shall be subject to an Appropriate Assessment.