

**Bray
Urban District Council**

**DEVELOPMENT PLAN
1999**

technical assistance by

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PREAMBLE

Scope of the Plan

The Bray Urban District Development Plan 1999 is made in accordance with the requirements of the Local Government (Planning and Development) Acts 1963 to 1998. The Plan has been prepared for Bray Urban District Council (Bray UDC).

The Plan relates to the administrative area of Bray Urban District. Parts of the built-up area of Bray are located in the adjoining administrative areas of Wicklow County Council and Dun Laoghaire-Rathdown County Council and the planning and development of these areas is governed by the appropriate development plans of these Councils.

The Plan supersedes the Bray Urban District Council Development Plan 1993.

The Plan relates to a period of five years from the date of adoption by Bray Urban District Council, or until the Plan is varied or a new Plan is made.

Content of the Plan

The Development Plan consists of this Written Statement together with a Land Use Zoning and Specific Objectives Map.

Interpretation

References in the Plan to the 'Planning Authority' or the 'Council' shall be taken to refer to Bray Urban District Council, unless otherwise stated.

1. INTRODUCTION

Aim of Plan

- 1.1 The aim of the Bray Urban District Development Plan 1999 is:

To establish a framework for the planned, co-ordinated and sustainable development of the Urban District of Bray and for the conservation and enhancement of its natural and built environment.

- 1.2 The Plan sets out the objectives and policies of Bray Urban District Council in respect of physical planning as well as co-ordinating the activities of the Council as Housing, Sanitary and Roads Authority. The Plan provides the statutory basis for the consideration by the Council of planning applications under the provisions of the Local Government (Planning and Development) Acts 1963 to 1998.

Review of 1993 Plan

- 1.3 The aim of the Bray Urban District Development Plan 1993 was to provide a good physical environment and improve the town as a place in which to live, work and recreate. The plan also sought to facilitate employment opportunities, particularly in manufacturing industry, tourism, leisure and other services.
- 1.4 Many of the specific objectives contained in the 1993 Plan have been successfully realised. These include the Bray Southern Cross Route, traffic management schemes, the provision of additional social housing and the further development of amenity lands at Ballywaltrim. Other objectives are at the planning or implementation stage and delays have primarily been due to financial constraints.
- 1.5 Since the adoption of the 1993 Plan there has been extensive housing development in the Urban District and environs area. The development was facilitated and guided by the objectives of the Plan, and reflected the rapid growth in residential development in the greater Dublin area. A consequence of the extensive residential development is that little suitably zoned residential land remains in the Urban District. Apart from the Bray Golf Club lands there is now little development land of any type available within the town. New development will in the future be concentrated in the environs area outside the present jurisdiction of Bray Urban District Council.

Regional Development

- 1.6 Bray is located within the Mid-East Region, but is close to the boundary of the Dublin Region with which it has close functional and transportation links. The development of the town must, therefore, be set in the context of both regions.
- 1.7 The planning strategies of both Wicklow County Council and the Mid-East Regional Authority recognise Bray as a major growth centre. The town is located within the area covered by the Dublin Transportation Initiative and consequently benefits from the activities of the Dublin Transportation Office.
- 1.8 Strategic Planning Guidelines for the Greater Dublin Area (the Dublin and Mid-East Regions) have been prepared. These Guidelines provide a framework for planning authorities, including Bray UDC, in the preparation of future development plans.

Sustainable Development

- 1.9 The principles of sustainable development, as set out in the document “Sustainable Development – A Strategy for Ireland” published in 1997, have been adopted by the Government. The Strategy commits public bodies, including local authorities, to ensuring positive relationships between socio-economic growth and the environment. In effect, this implies that development should not exceed the carrying capacity of its local environment and should not compromise the ability of future generations to meet their needs.
- 1.10 The Government strategy recognises the need for good spatial planning and the inclusion of sustainability concerns in urban and built environment policies. The Council, through the Bray Urban District Development Plan 1999, seeks to support the objectives of sustainable development.
- 1.11 The Council will seek to integrate its land-use planning with strategic economic, social and transportation planning. The Council will seek to encourage high movement activities, such as retail development, to locate in areas with good public transport access.

Local Agenda 21

- 1.12 The Earth Summit, held at Rio de Janeiro in 1992, formulated the Local Agenda 21 initiative as an action programme that provides a blueprint on how the world's nations can work individually and collectively towards sustainable development in the 21st century. The basis of Local Agenda 21 is the involvement of local communities in achieving specific targets of conserving resources and minimising environmental impacts.
- 1.13 The Council supports Local Agenda 21 and will endeavour to implement the initiative through appropriate actions. These will include the involvement of local communities in the consideration of policies affecting conservation, resources and the environment.

2. CONTEXT

Location

- 2.1 Bray is located 12 miles south of Dublin city centre on the east coast of Ireland. Bray is the largest town in County Wicklow and is the principal service centre for the north of the county. The town is connected to Dublin by the DART rail system, mainline railway, bus services and M11/N11 road.
- 2.2 The built-up area of Bray extends to the north and south beyond the Urban District boundary. Parts of the functional area of the town lie within the jurisdiction of Wicklow County Council and Dun Laoghaire-Rathdown County Council.

Town Function and Role

- 2.3 The town has a range of functions that include:
- residential centre within the greater Dublin area;
 - service and retail centre for north Wicklow and parts of Dun Laoghaire-Rathdown;
 - industrial and commercial employment centre; and
 - seaside resort and tourism centre.

Population and Employment

- 2.4 Bray Urban District had a population, at the time of the 1996 Census of Population, of 25,252. The town, together with its environs, had a population of 28,447.

Table 2.1 Population change in Bray and environs, 1961 to 1996

	Bray Urban District	Environs*	Total	% Change Urban District	% Change Environs
1961	11,688	927	12,615	n/a	n/a
1966	12,699	969	13,902	+8.6	+4.5
1971	14,467	1,374	15,841	+13.9	+41.7
1979	21,773	389	22,162	+50.5	-71.7
1981	22,853	612	23,358	+5.0	+29.8
1986	24,686	1,417	26,103	+8.0	+131.5
1991	25,096	1,857	26,953	+1.7	+46.8
1996	25,252	3,195	28,447	+0.6	+72.0

Note : the boundaries of the Urban District and the environs have changed over the years.

- 2.5 The principal characteristics of the population structure of Bray Urban District are:
- a constant growth in population since the 1960's - the population doubled between 1966 and 1996;
 - the period of greatest increase of 50.5% occurred between 1971 and 1979;
 - a gradual decrease in the population growth rate in the UDC area since the 1980's, with the most recent inter-censal period between 1991 and 1996 recording a population increase of 0.6%;
 - continuous and expanding growth in the population of the environs;

- a high proportion of dependants, almost 37%, with over two-thirds of these being young dependants; and
- the older and central areas within the town recorded decreases in population between 1991 to 1996. The other parts of the town experienced an increase in population.

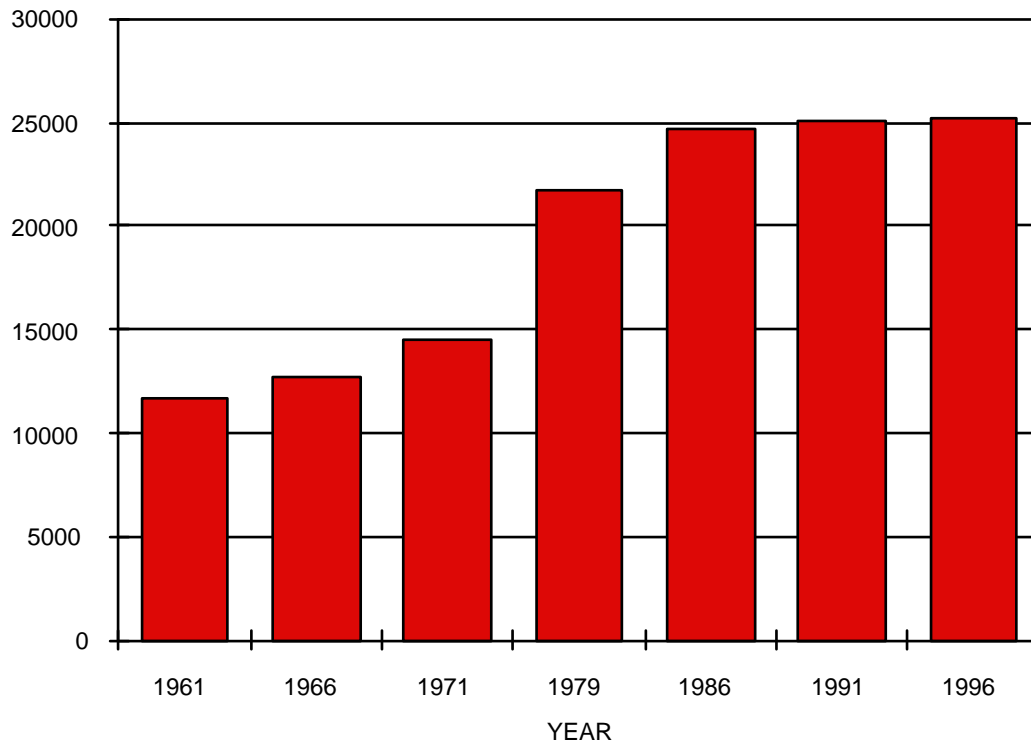


Figure 2.1 Bray Urban District population change between 1961 and 1996

2.6 The population structure of Bray Urban District is undergoing a number of significant changes that reflect similar changes at a national scale, including:

- a reduction in the birth rate; and
- an ageing population structure.

Households

2.7 There were 7,730 households within the Urban District in 1996. This represents an increase of over 5% on the 1991 household numbers. A significant number of residential developments have been completed in the Urban District since 1996 and estimates based on the waste management charge demands of Bray Urban District Council indicate that there are approximately 9,200 households in the Urban District. This is consistent with the characteristic of the greater Dublin area, shared by Bray, of the rapid formation of new households and the related decrease in average household size.

Table 2.2 Private households, numbers and average size

	Permanent private households	Temporary private households	Total private households	Persons in private households	Average household size
1991	7,283	33	7,316	24,483	3.35
1996	7,699	31	7,730	24,462	3.16

Population Projections

- 2.8 Population projections undertaken for the Development Plan review indicate that the Urban District will continue to experience modest population growth. Considerable numbers of new houses have been completed in the Urban District since the 1996 Census of Population. The impact of these on total population numbers will be partially offset by lower household occupancy rates. The population of the Urban District is expected to be in the region of 28,500 by 2011. This will depend on a number of factors that include the supply of houses in the area. The population of the environs area is likely to expand more rapidly. The Urban District will continue to be the principal service centre for this greater population.

Employment

- 2.9 The 1991 Census of Population showed that over 43% of the population that was aged 15 years and over within Bray Urban District is in employment (1996 figures are not available). This is the same figure as for Wicklow County and slightly lower than the national figure of 44.4%. Those classified as being unemployed accounted for just over 9% of the total labour force. There were 1,160 males compared to 525 females unemployed in the Urban District at the time of the 1996 Census. This was similar to the county and national situation.

Table 2.3 Economic status of the population, aged over 15 in 1991

Principal economic status	Total	%	Male	%	Female	%
Working	7,979	43.60	4,969	57.96	3,010	31.07
Unemployed	1,685	9.25	1,160	13.53	525	5.41
Looking for first job	253	1.40	169	1.97	84	0.86
Students	2,064	11.30	1,078	12.57	986	10.20
Home Duties	4,115	22.55	15	0.17	4,100	42.32
Retired	1,717	9.40	890	10.40	827	8.55
Unable to work	441	2.45	289	3.37	152	1.56
Other	6	0.05	3	0.03	3	0.03
Total	18,260	100	8,573	100	9,687	100

Note : These figures are based on 1991 Census information. The relevant information on the 1996 Census has not yet been released and will be incorporated later in the development plan process.

- 2.10 The largest proportion of the working population of Bray is classified as 'intermediate/other non-manual workers' and 'skilled manual workers'. Significant proportions of lower professionals also reside in the area. In addition to manufacturing industry, there is considerable employment in the service sector activities of tourism, retailing and general office work.

Urban Form

- 2.11 The present town of Bray has developed from a small settlement located close to the bridge on the banks of the River Dargle. The arrival of the railway during the nineteenth century was accompanied by an expansion of the town towards the coast. The major period of growth has occurred during the last 30 to 40 years. The town has developed rapidly to the south and the south-west during this period.
- 2.12 The centre of the town is no longer at the core of the built-up area as a result of the pattern of urban growth. The character of the road network and the pattern of

suburban development, primarily semi-detached housing in estates, as well as the location of the town centre, have contributed to the extensive use of the car and traffic congestion in the town.

2.13 The principal characteristics of the town at present include:

- the town centre in the north-eastern quadrant of the urban area;
- the coastal strip that includes the attractive esplanade, the harbour and Bray Head;
- an area of mainly private sector housing inland of the coastal strip;
- a number of institutional land holdings along the Vevay Road;
- extensive areas of private and public housing to the west, north-west and south-west of the town; and
- a number of industrial areas, mainly in the south and west of the town.

2.14 The further development of the built-up area of Bray is constrained by factors that include:

- Bray Head and other amenity lands to the south;
- the M11 motorway to the west; and
- green belt policies of Dun Laoghaire-Rathdown County Council to the north.

2.15 As a consequence of these constraints, the further development of the built-up area of Bray will have significant implications for amenity and transportation. If development is only to the south and/or the west, it will further exacerbate the relative off-centre location of the town centre. All major future development will be outside of the existing Urban District boundaries.

3. DEVELOPMENT STRATEGY

- 3.1 Previous development plans for Bray Urban District have focused on the orderly development, growth and expansion of the town. The development policies in these plans reflected the opportunities that existed for new development within the Urban District at that time. There has been extensive new housing development within the Urban District and environs area since the adoption of the 1993 Bray Urban District Council Development Plan.
- 3.2 There are few opportunities for new development within the Urban District apart from that arising from the proposed re-location of Bray Golf Club. The Development Plan review recognises a fundamental change in the development strategy of the Council. Emphasis will be placed in the future on the consolidation and re-development of the Urban District area rather than on new 'greenfield' development.
- 3.3 **The development strategy of Bray Urban District Council, as set out in this Development Plan, is to consolidate the Urban District as an attractive place in which to live, work, educate and recreate, and to facilitate the achievement of a high quality of life for residents and visitors through the further development of sustainable economic and social activities in a high grade environment.**

Development Objectives

- 3.4 The development objectives of Bray Urban District Council, in line with the development strategy, include:
1. To enhance the role of Bray as the principal service centre for the north Wicklow and south Dublin area through the encouragement and stimulation of development and re-development, especially in the town centre, and through the provision of additional and improved retail services and facilities.
 2. To facilitate the provision of additional residential accommodation, including a social housing element, consistent with the limited land resources available in the Urban District and with the protection and enhancement of residential and other amenities.
 3. To facilitate the provision of employment opportunities through the further development of industry, commerce and other economic activity.
 4. To seek for the further development of Bray as a tourism and recreational centre, especially through the improvement and re-development of the seafront area.
 5. To maintain and enhance the town's socio-economic mix, including the encouragement of mixed-use developments.
 6. To conserve and enhance the natural and man made amenities of the town.
 7. To seek for the further upgrading of the physical environment of the town.
 8. To protect and enhance residential amenity.
 9. To seek for mixed use development of the Bray Golf Club lands in accordance with an approved Action Plan.
 10. To improve and extend the physical infrastructure of the town, including sanitary services.
 11. To improve the road system of the town and to seek for improvements in traffic circulation and management.

Bray Golf Club Lands

- 3.5 Bray Golf Club propose to re-locate its activities. This will release a significant area of land close to the town centre for re-development. The Council recognises the development opportunity that the proposed move provides and will seek to facilitate appropriate forms of new mixed-use development on the land.
- 3.6 The golf club lands represent the last major development opportunity within the present Urban District boundary. The lands are also located strategically in respect of the town centre and the northern part of the Urban District. However, the development of these lands will result in the loss of an extensive area of private open space.
- 3.7 It is the objective of the Council that these lands be developed in the interests of the Urban District for a range of mixed land uses and activities. These will include residential, commercial, leisure and educational uses. Significant areas of public open space will also be provided to compensate for the loss of the extensive area of private open space.
- 3.8 **The policy of the Council is that the Bray Golf Club lands will be developed solely in accordance with the objectives and provisions of an approved Action Plan for the Bray Golf Club lands.**

Implementation

- 3.9 The Planning Authority is under a general obligation to secure the objectives set out in the Development Plan. The Council must also have regard to the provisions of the Plan when exercising its powers under the Local Government (Planning and Development) Acts 1963 to 1993. The plan should not be interpreted as committing the Council to any specific expenditure.

Areas Outside the Urban District

- 3.10 The objectives, policies and other provisions of this Plan apply only to the area of Bray Urban District. However, as the built-up area of Bray now extends beyond the Urban District, the Council will monitor planning applications in the neighbouring jurisdictions and will, if and where appropriate, make observations and representations to the appropriate Planning Authorities on matters that affect the planning and development of Bray.

Boundary Extension

- 3.11 The functional area of Bray now extends significantly beyond the existing boundary of the Urban District and is likely to extend further as development opportunities in the environs are taken up in the future. It is the view of the Council that the administration of the wider built-up area of Bray, including the planning and control of development, would be best facilitated through the consolidation of the built-up area into one authority.
- 3.12 **It is the policy of the Council to review the existing boundaries of the Urban District and to consider the seeking of an extension of the boundary to better reflect the functional area of Bray.**

4. DEVELOPMENT POLICY

4.1 Housing

- 4.1.1 There were 7,730 housing units in the Urban District, of which 7,699 were classified as permanent units at the time of the 1996 Census of Population. Since 1996, several hundred new houses and apartments have been built in the Urban District and environs. This is indicated in approximately 9,200 waste management charge demands being made by Bray Urban District Council in 1998.
- 4.1.2 The current structure of the town largely concentrates private sector and public sector housing into specific areas of the Urban District. There has been a better mix of housing types and sizes in recent development along the Bray Southern Cross route.
- 4.1.3 **It is the policy of the Council to seek for an acceptable balance and mix in the provision of social and private housing in order to promote a social and demographic balance within the Urban District.**
- 4.1.4 The limited availability of land within the Urban District restricts the scope for the development of further residential estates. The Council will, therefore, seek for appropriate development of suitable infill sites. In keeping with the declining average household occupancy rates within the Urban District, developments catering for lower occupancy levels will also be encouraged as part of an overall development mix.
- 4.1.5 The Council will endeavour to comply, where appropriate and possible, with the conclusions and recommendations set down in the '1996 Bray UDC - Land Use Study'. The Council will also seek for the planned and proper development of Ardbrae Park, as identified on the Land Use Zoning and Specific Objectives Map, in accordance with a plan that is approved by the Council. All housing developments will be required to comply with the Development Standards as set out in Chapter 5 of this Plan.

Social Housing

- 4.1.6 Bray Urban District Council, in carrying out its housing functions, will have regard to Government policy as established in 'Social Housing – The Way Ahead' (Department of the Environment 1995) or as subsequently amended. This document sets out the broad aim of ensuring that every household has a dwelling suitable to its needs, located in an acceptable environment and at a price or rent they can afford. The Council recognise that social housing should have regard to a wide range of households. These should include the households that currently live in unfit or overcrowded accommodation, the homeless, travellers, elderly, disabled/handicapped, medical/compassionate reasons, involuntary sharing, young persons leaving institutional care as well as those that are unable to afford existing accommodation.
- 4.1.7 There are more than 500 family units on the public housing list in the Urban District. The Council is implementing a range of measures including the construction of new, and the refurbishment of existing, housing units to accommodate the needs of these family units. The Council will continue to seek for the provision of additional social housing to meet local needs and will consider other measures to assist in the accommodation of those on the public housing list. These may include joint social and private housing schemes developed through collaboration between private developers and the local authority.

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- 4.1.8 The Council will seek a minimum of 25% provision for social housing in all new residential development areas. Where appropriate, this will include local authority housing. It remains the policy of the Council to encourage the purchase of public housing units by current tenants.
- 4.1.9 **It is the policy of the Council to promote the provision of social housing accommodation in accordance with the proposals outlined in 'Social Housing – The Way Ahead' and in other appropriate ways, including a requirement for a minimum of 25% provision for social housing in all large residential proposals. Where appropriate, the Council will require the inclusion of local authority housing as part of the provision.**
- 4.1.10 A particular difficulty is the availability of land within the Urban District for any significant social housing provision and the relatively high cost of infill sites. A consequence of this is that the Council will have to consider the provision of social housing outside of the Urban District.
- 4.1.11 **It is the policy of the Council to actively seek for the provision of additional social housing units on suitable sites within, and outside of, the Urban District.**

Accommodation of the Travelling Community

- 4.1.12 It is the responsibility of the Council, as the Housing Authority for the area, to provide suitable accommodation for the travelling community. There are a number of ways in which such accommodation may be provided, including standard housing, special group housing schemes and the provision of residential caravan parks. The Council has provided a five bay residential caravan park at Silverbridge just off the N11 road. The Council will continue to facilitate the provision of appropriate and suitable accommodation for the travelling community. The Council will in co-operation with Wicklow County Council adopt a local traveller accommodation programme under the Housing (Travellers Accommodation) Act 1998 or as subsequently amended.
- 4.1.13 **It is the policy of the Council to seek for the provision of suitable accommodation for the travelling community through the provision of standard housing, special group housing schemes, residential caravan parks and other appropriate measures.**

Residential Estate Development

- 4.1.14 Opportunities for extensive new housing developments within the Urban District are limited. Developments on the Bray Golf Club lands will be guided and controlled through the policies of the Action Plan for those lands. Elsewhere, there may be some opportunities for new development in line with the policies of the Development Plan.
- 4.1.15 New housing developments should be sympathetic to their surroundings and reflect the character of the area. Residential development in certain areas may also provide an opportunity to improve the local environment. It is important that the residents of the development enjoy satisfactory standards of privacy and outdoor amenity and that the overall layout provides a safe and attractive living environment.
- 4.1.16 The Council will seek a minimum of 25% provision for social housing in all new residential development areas.
- 4.1.17 **It is the policy of the Council to facilitate residential estate development in accordance with the objectives and provisions of the Development Plan.**

4.1.18 **It is the policy of the Council to facilitate residential estate development on Bray Golf Club lands in accordance with the objectives and provisions of an approved Bray Golf Club Lands Action Plan.**
Infill Development

4.1.19 The Council will encourage individual replacement housing units and small pockets of infill housing in locations other than new development areas. Infill housing should have regard to the surrounding environment and reflect the existing character of the street and/or immediate area in terms of height, proportion and materials used and should require adequate and appropriate access for public and other services. Generally, proposals will be required to maintain existing building lines and to respect existing roof pitches, fenestration and other details. Proposals to increase height over neighbouring properties in the town centre area will be considered on their merits, but such proposals elsewhere will not normally be permitted.

4.1.20 **It is the policy of the Council to encourage infill housing developments on appropriate sites where there is adequate and appropriate access for public and other services and where the proposals respect the existing character of the area.**

Apartments

4.1.21 Where apartment blocks are proposed in areas of a residential character their height should respect surrounding developments. Blocks higher than the surrounding properties will be considered on their merits, but uncharacteristically high structures will not be permitted where they are considered to interfere with the scale, amenity or visual quality of existing developments.

4.1.22 It is a requirement of the Council that the design of apartment developments be of high quality incorporating where possible laundry facilities and bicycle parking facilities as well as refuse and 'wheely bin' storage areas for the use of all residents and also adequate internal storage areas within each unit.

4.1.23 The Council requires that an adequate level of communal open space be provided for residents. Where it is not possible to provide an adequate level of open space on the site of the apartment block the developer will be required to make a contribution to the Council towards the provision of public open space that facilitates the occupants of the apartments.

4.1.24 **It is the policy of the Council to facilitate the development of high quality apartments on appropriate sites subject to meeting the above requirements.**

Subdivision of Dwellings into Flats

4.1.25 In general, houses suited to family accommodation may not be converted to flats. In particular, such sub-division will not normally be acceptable in suburban estates of two storey houses suitable for single family accommodation. However, the sub-division of larger houses, that are impractical for modern family use, may be considered. The maximum number of units to be permitted in a sub-division will be decided with regard to the character of the area, the suitability of the dwelling for sub-division, the availability of services, parking provision and other relevant factors. It is a requirement of the Council that the following minimum sizes should apply : one bedroom unit - 38 square metres, two bedroom unit - 55 square metres and a three bedroom unit - 70 square metres.

4.1.26 Where possible, parking should be provided at the rate of one space per unit. The Council may grant permission in certain circumstances for the conversion of a

property without on-site parking but will require the developer to make a contribution towards the provision of parking elsewhere.

- 4.1.27 **It is the policy of the Council to allow for the sub-division of dwellings only in exceptional circumstances and then subject to the above requirements.**

Residential Accommodation Above Commercial Properties

- 4.1.28 The Council will seek to support the conversion of the upper floors of suitable business and retail premises into residential accommodation especially in commercial areas. This type of conversion may also be appropriate at suitable locations outside the town centre. Conversion of entire business premises may also be acceptable in appropriate parts of the town.

- 4.1.29 **It is the policy of the Council to support the conversion of the upper floors of suitable business and retail premises into residential accommodation.**

Temporary Dwellings and Caravans

- 4.1.30 The Council is of the view that, wherever possible, accommodation should be provided in permanent dwelling units. Therefore, the provision of temporary dwellings and caravans will be permitted only in exceptional circumstances.

4.2 Industry and Commerce

- 4.2.1 Bray has a strong industrial base of primarily small to medium size enterprises. The recent improvement in access has resulted in an increase in the number of 'high-tech' industries that have been attracted to the area. The town also has a wide range of commercial activities. There is a concentration of manufacturing and warehousing activity in the southern part of the town. This includes recent developments along the Bray Southern Cross route.

- 4.2.2 The limited land availability in the Urban District requires the emphasis on industrial development to be on the expansion of existing establishments. New industrial development will be directed towards the limited areas identified in the plan for this form of development. Appropriate high quality commercial developments will be directed to the lands zoned F2 and F4 in the Plan close to the N11 National Primary road.

- 4.2.3 Appropriate office-based commercial activity will be encouraged in the town centre (see section 4.9).

- 4.2.4 Bray Urban District Council will explore the possibility of obtaining lands outside its functional area for the purpose of providing industrial and commercial development opportunities in the context of overall mixed use developments.

- 4.2.5 **It is the policy of the Council to facilitate the continuing development of industry and commerce in Bray Urban District, to direct new manufacturing and commercial activity to suitably zoned sites and to encourage appropriate industrial and commercial development in the environs of the town.**

- 4.2.6 **Proposals for the development of facilities for industrial and commercial uses will require to comply with the criteria contained in Schedule 2.**

The Film Industry

4.2.7 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.

4.2.8 **It is the policy of the Council to facilitate appropriate proposals for the further development of the film industry.**

4.3 Retailing

4.3.1 Whilst Bray is the principal service centre for the north Wicklow area, its retail base is significantly affected by leakage of spending to Dublin, Dun Laoghaire and other centres with large and modern facilities outside of the Urban District. Shopping requirements can be divided into convenience goods and comparison goods. Convenience goods include food and other regularly purchased household goods. Comparison goods include clothing, footwear, electrical goods, furniture, etc.

4.3.2 At present, there are about 200 retail outlets in Bray. There has been relatively little development of the retail sector as compared to other towns. The development of the Florentine Centre, together with the recent upgrading of the Castle Street centre and other retail proposals, is a significant phase in the development of shopping facilities in the town.

4.3.3 **It is the policy of the Council to seek the strengthening of the retail base of Bray and to encourage the further development and upgrading of modern shopping facilities.**

4.3.4 The retail base of Bray is concentrated in the town centre. The Council regards this as the most appropriate location for further major retail development and it is the policy of the Council to strengthen the role of the town centre, especially for the sale of comparison goods. (see section 4.9). Large retail development will, therefore, generally be allowed only in the town centre area.

4.3.5 The Council, however, also recognises the need for the provision of adequate convenience goods outlets at locations accessible to local populations and in locations that help discourage car use in the town. Consequently, a number of local service centres are identified and zoned for this purpose in the plan. These include areas with significant numbers of small shops and supermarkets devoted primarily to convenience goods sales. In addition, the Council will facilitate the development of small shop units in residential areas serving local needs.

4.3.6 A particular difficulty arises in the south of the town, because of the relatively northern location of the town centre within the Urban District. Residents of this part of the town and environs, which has been the focus of exceptional growth in recent years, have limited local retail provision. The location of the area relative to the town centre encourages high levels of car usage that contributes to overall traffic difficulties within the town.

4.3.7 The Council will, therefore, permit a neighbourhood retail development, comprising of a supermarket of not more than 2,500 square metres of net retail floorspace and other ancillary neighbourhood uses, as well as other suitable uses, on suitably zoned land along the Bray Southern Cross route. This retail development will benefit local residents and assist in traffic management but will have limited impact on trading in the town centre.

4.3.8 **It is the policy of the Council to strengthen and protect the town centre as the primary retail area in Bray, especially for comparison goods. The Council will oppose proposals for major retail developments, catering for significant**

levels of comparison goods sales, outside of the town centre, whether in the Urban District or in the environs.

- 4.3.9 **It is the policy of the Council to facilitate the development of local service centres, catering primarily for convenience goods sales, at appropriately zoned locations in the Urban District. This policy includes the provision of a supermarket of not more than 2,500 square metres of net convenience goods floorspace with appropriate ancillary neighbourhood uses, as well as other uses on suitably zoned land on the Bray Southern Cross route.**
- 4.3.10 **It is the policy of the Council that future shopping centre proposals must conform with the requirements set out in Schedule 3 of this Plan and the Retail Planning Guidelines 1999 or as subsequently amended.**

Shop Fronts

- 4.3.11 The traditional shopfronts of Bray are gradually being replaced by more modern designs. The 'Bray Shopfronts Study', carried out for the Council in 1991, provides design guidelines for the refurbishment of shop fronts on the Main Street. These guidelines encourage good design and environmental improvement of the Main Street and the Council wishes to encourage the improvement of shopfronts on Main Street in accordance with the study and generally throughout the Urban District.
- 4.3.12 **It is the policy of the Council, in order to retain the original character and identity of the area, to seek for high quality shop front design in new proposals and for the replacement of existing poor quality shopfronts with ones of higher design quality.**
- 4.3.13 In assessing proposals for new or replacement shopfronts, the Council will have regard to the guidelines set out in Schedule 4.

Motor Fuel Filling Stations

- 4.3.14 The Council considers that, in general, motor fuel filling stations are most appropriately located on the town periphery but within the speed limit area. The principal aims in motor fuel filling station design are considered to be the provision of safe access for customer and delivery vehicles, ensuring that all such vehicles using the facilities may be accommodated clear of the public road at all times. Protection of residential amenity is also considered of great significance.
- 4.3.15 The primary purpose of motor fuel filling stations is the sale of fuel for vehicles. However, consideration will be given to granting permission for ancillary retail use involving goods related to the motor trade, domestic fuel, confectionery, newspapers and other small grocery items. However, the total area devoted to retail sales will be strictly controlled.
- 4.3.16 The Council considers that many of the canopies used in motor fuel filling stations are detrimental to amenity and will, therefore, seek for innovative approaches to the design of proposed new stations, especially in relation to the impacts of canopies and advertising on amenity.
- 4.3.17 **It is the policy of the Council to assess applications for motor fuel filling stations on the basis of the criteria set out in Schedule 5 and the Local Government (Planning and Development) General Policy Directive (Shopping), 1998. Ancillary retail use of petrol stations will be strictly limited.**

Automated Teller Machines

4.3.18 The Council considers that automated teller machines (ATM) are most appropriately located on the external wall of a bank or building society. There may however be a case for installing ATMs at commercial and transport nodes or other similar locations. The Council are aware that the provision of ATMs at certain locations can cause a traffic hazard and where possible, a parking or lay-by facility should be available adjacent to the ATM. Where an ATM is proposed to be located on the external wall of a listed building very careful consideration will be given to its impact on the building before permission is granted.

4.3.19 **It is the policy of the Council to facilitate the development of automated teller machines at appropriate locations.**

4.4 Tourism

4.4.1 Bray was, at one time, a major seaside resort and it retains many characteristics of such resorts. In recent decades, the tourism industry has been of less significance to the town's economy, but more recently significant emphasis has been placed on developing Bray both as a destination for day and staying visitors and as the gateway to the other attractions of County Wicklow. This has resulted in the development of the Sea Life Centre and expansion of the accommodation base of Bray.

4.4.2 **It is the policy of the Council to encourage and facilitate the further development of Bray as a tourism centre.**

4.4.3 The principal location for tourism activities within the town is the seafront area. The Council recognise the potential that exists for the appropriate further development of tourism based activities in the area as well as at other locations within the town. To protect the unique character of the built environment of the seafront area, and to protect it from inappropriate alternative uses, a specific land-use zoning objective, B2, has been included in this Plan.

4.4.4 The Council recognise that the seafront area has a significant resident population and will seek to ensure that tourism developments are appropriate and respect the need to retain residential amenity.

4.4.5 The need for at least one major high quality hotel development in the town has been recognised for some time and the Council will seek to facilitate such provision on appropriately zoned sites.

4.4.6 **It is the policy of the Council to direct appropriate tourism related development to the seafront and other suitably zoned areas within the town. The Council will seek to facilitate these appropriate tourism related developments subject to the protection of residential amenity.**

4.5 Education, Training and Community Facilities

4.5.1 The range of community facilities throughout the Urban District include primary and secondary schools, churches, library, community halls and other meeting places that in turn facilitate a wide range of activities.

4.5.2 **It is the policy of the Council to facilitate the land use requirements of the education, training and community needs of the population of the Urban District.**

4.5.3 The Council recognise the need to maintain and develop community facilities in the Urban District, in order to provide for the needs of the population. A good variety of community healthcare, social and civic facilities are available throughout the Urban District. It is the intention of the Council to support proposals to relocate certain

community oriented facilities to a central area site with the intention of creating a civic centre for Bray. In addition to the provision of public service facilities, the Council also intends to facilitate voluntary bodies in their development, in recognition of the vital role that they play in the town.

4.5.4 **It is the policy of the Council to seek for the development of a Civic Centre within the town centre of Bray.**

4.5.5 The Council recognises the need to provide a range of social and recreational facilities throughout the Urban District to meet the needs of all residents, regardless of age or social background. A particular requirement has been identified for a public swimming pool to augment the existing private facilities. The Council will also seek to further develop the library service in the town. In major new residential and commercial developments the Council will seek to ensure that adequate provisions are made for community facilities, where this is appropriate, and to seek for their provision concurrent with the development. The Council will seek for the provision of a civic amenity facility, including a transfer centre, within the Urban District. The Council will also seek for the relocation of the Courthouse to a suitably zoned site on Vevay Road.

4.5.6 **It is the policy of the Council to seek for the provision of adequate social and recreational facilities, including a public swimming pool, to meet the needs of residents and visitors. It is the policy of the Council to seek to provide, in collaboration with Wicklow County Council, a new Court House on the Vevay Road.**

Schools

4.5.7 The population of Bray and its environs are well serviced by 13 primary schools and seven secondary schools. A number of these schools are currently operating at, or over, capacity. In the future there may be a need to facilitate the expansion of some of these schools as Bray is likely to continue to serve the educational needs of the growing population of the environs.

4.5.8 To facilitate the development of educational facilities the Council has made provision for a site for educational purposes in the Action Plan for the Bray Golf Club Lands.

4.5.9 **It is the policy of the Council to facilitate the development of educational facilities to meet the needs of the population of Bray and its environs.**

Higher Education

4.5.10 The population level of Bray, together with its hinterland, warrants the provision of a third level educational institution. One constraint on the development of a third-level educational institution in Bray is the difficulty of finding an appropriate site. In the event of an existing educational facility of sufficient size being vacated within the area the Council will positively consider proposals for its re-use as a third level or other educational facility.

4.5.11 Alternative means of providing third level educational facilities, through 'out-reach', 'second chance' and similar programmes will also be facilitated by the Council.

4.5.12 **It is the policy of the Council to seek for the provision of a third level educational facility to provide for the needs of Bray and its hinterland. The Council will positively consider proposals for the conversion of existing educational or other institutional facilities for these purposes.**

Crèche and Playgroup Facilities

- 4.5.13 Changes in the population structure, changing lifestyles and economic needs have led to increasing demands for pre-school childcare facilities and day nurseries. The lack of such facilities can discourage the take up of employment opportunities particularly by women. Such pre-school services play an important part in the development of children and are particularly significant to single parents and women either in, or returning to, work.
- 4.5.14 The Council will seek to facilitate the provision of crèche and playgroup facilities. However, the Council is also aware that such facilities, when located in residential areas, can adversely affect amenity through increased traffic generation and other impacts. Consequently, proposals for crèche or playgroup facilities in residential areas will be carefully assessed to ensure that impacts on residential amenity are acceptable.
- 4.5.15 **It is the policy of the Council to seek to improve the provision of childcare facilities, including day and workplace nurseries, crèches and playgroups in the Urban District.**

Nursing Homes

- 4.5.16 Nursing homes are generally located in residential areas. The development or conversion of a building into a nursing home should not be detrimental to the amenity of existing residents and should provide satisfactory amenities for the proposed residents. New nursing homes should be easily accessible to the user and be within easy access to facilities such as shops, churches, libraries, doctor's surgeries, parks and public transport. Where possible, these homes should not be located together but should be spread across the local community area.
- 4.5.17 **It is the policy of the Council to permit an adequate supply of nursing homes at appropriate locations throughout the Urban District of Bray.**

Burial Grounds

- 4.5.18 Two burial grounds are located within the Urban District. The main cemetery is located at Springfield on the Killarney Road and has an existing capacity of 2,225 burial spaces, which is considered sufficient for the duration of the coming plan period. The second cemetery is adjacent to St. Peter's Church in Little Bray and has almost reached capacity.

4.6 Public Utilities

- 4.6.1 Bray Urban District Council, together with other utility companies and authorities, provide important services for residents and employers in Bray. The Council, both directly and through the facilitation of other utility companies and authorities, will seek to ensure the efficient and effective provision of utility services throughout the Urban District.

Water Supply

- 4.6.2 Bray Urban District Council is responsible for the supply of water in Bray. Water supply is taken from the Dublin Corporation reservoir at Vartry. Current water storage facilities for the Urban District are insufficient and the Council has plans to increase storage capacity through the provision of a reservoir at Giltspur.
- 4.6.3 There is a problem of leakage from water pipes throughout the Urban District. The Council is complying with the Greater Dublin Water Strategy, prepared by M.C.

O'Sullivan and Generale des Eaux. As part of this, the Council is involved in a major survey of water pipes to identify the areas of water leakage. The Council will endeavour to comply with the objectives of the 'Bray and Environs Water Supply Scheme - Preliminary Report' by J.B. Barry in the Urban District. There is also a planned programme of renewal of old cast iron pipes, especially those located in the town core.

- 4.6.4 **It is the policy of the Council to seek for the improvement of water supply in the Urban District through the provision of a new storage reservoir at Giltspur and other measures.**

Wastewater Collection and Treatment

4.6.5 Bray Urban District Council is responsible for the collection and disposal of wastewater in Bray. Wastewater from the Urban District is collected and taken to a pumping station where, following screening of coarse wastes, it is discharged via a long sea outfall. This system also serves an extensive area outside of the Urban District boundary that extends as far as Kilmacanogue.

4.6.6 To meet European Union requirements it will be necessary to provide secondary, and possibly tertiary, treatment of wastewater before discharge to the sea. Two proposals are currently under consideration:

1. Joint treatment of wastewater from Bray with that from parts of the county of Dun Laoghaire-Rathdown at a facility to be provided within Dun Laoghaire-Rathdown.
2. Full treatment of Bray's wastewater at a site within the Urban District near the harbour.

4.6.7 While both options are under consideration, it is prudent, in the context of this Plan, to reserve a site immediately north of the harbour for a wastewater treatment works and this has been provided for in the Plan. If the joint treatment of wastewater from Bray can be provided within Dun Laoghaire-Rathdown County Council then alternative uses for this site will be considered during the development plan period and this has been allowed for in the Plan.

4.6.8 **It is the policy of the Council to seek for the treatment of wastewater to the requirements of EU Directive 91/271/EEC on Urban Waste Water Treatment or as subsequently amended. To facilitate this policy, the Council will pursue, with Dun Laoghaire-Rathdown County Council the possibility of joint treatment. The Council will also reserve, if warranted, a site north of Bray Harbour for the provision of a wastewater treatment plant.**

4.6.9 Developers will be required to provide efficient drainage systems with separate surface water and foul water systems.

Septic Tanks

4.6.10 New septic tanks will be permitted in the Urban District only in exceptional circumstances.

Industrial Effluents

4.6.11 Developers and property owners will be required to ensure that discharges of industrial effluent has a biochemical oxygen demand (B.O.D.) not in excess of that of domestic sewage and that the solids in suspension (S.S.) do not exceed 400

parts per million. Attention is drawn to the Local Government (Water Pollution) Acts, 1977 and 1990, and in particular the licensing provisions contained therein.

Flooding

- 4.6.12 Parts of the Urban District have suffered from flooding. New development and redevelopment can increase the risk of flooding by reducing the storage capacity of land. At sites suspected to be at risk from flooding, but for which adequate flood risk information is unavailable, developers will be required to carry out detailed technical investigations to evaluate the extent of the risk. The Council will seek, where funds permit, to carry out a flood protection scheme for the Dargle River. All types of proposal need to be properly evaluated, and the Environmental Impact Assessment procedure is the most appropriate way of ensuring that adverse effects are minimised.
- 4.6.13 **It is the policy of the Council not to permit development on any lands that it considers to be prone to flooding or likely to cause flooding unless adequate mitigation measures are included as an integral part of the development proposal. It is also the policy of the Council to seek to implement a Coastal Protection Scheme and, where funds permit, a flood protection scheme for the Dargle River. The flood protection scheme should enhance the fishery aspects of the river and take account of the Department of the Marine and Natural Resources publication "Fisheries Guidelines for Local Authority Works".**

Electricity and Gas

- 4.6.14 There has been a steady increase in demand for electricity in recent years. Electricity is supplied by the Electricity Supply Board (ESB) transmission system. Developers are advised to consult with ESB at the earliest stages of the planning process.
- 4.6.15 **It is the policy of the Council to promote the installation, wherever practicable, of underground cabling in new developments and existing areas.**

Telecommunications

- 4.6.16 The telecommunications network in Bray is being upgraded progressively and the town is now serviced by a range of digital telecommunications services. Within the town, a network of phone boxes provides a valuable service to the local community.
- 4.6.17 The Council will encourage the provision and renewal of call boxes in the Urban District and will seek consultation with the telecommunication undertakers with regard to location and design. It is the policy of the Council to have regard to the "Telecommunications Antennae and Support Structures, Guidelines for Planning Authorities" issued by the Department of the Environment in 1996, or as subsequently amended, when considering proposals for telecommunication antennae and support structures.

4.7 Transportation

- 4.7.1 The Council recognise the need to develop a safer and more efficient integrated transport system that will improve the road network and other forms of transport serving the population. In addition to road access, Bray is served by the Dublin to Rosslare railway line and by the Dublin Area Rapid Transit (DART) system, which provides fast, frequent access to and from Dublin city centre. Bray is also served by a range of bus services, including local town services. The Council shares

responsibility for the transportation system in the Urban District with a number of other bodies including Iarnród Éireann, Dublin Bus, Bus Éireann, private bus operators and the Gardai.

- 4.7.2 The Council will seek to implement appropriate recommendations from the 'Quinsborough Road Pedestrianisation Traffic Appraisal' and the 'Bray Southern Cross Route Traffic Appraisal Reassessment' following consideration of these reports by the Council.
- 4.7.3 **It is the policy of the Council to co-operate with the relevant transport bodies and authorities to secure improvements in the public and other transportation system.**

Traffic

- 4.7.4 Traffic congestion within the town was significantly relieved by the opening of the Bray By-Pass (M11/N11) and more recently by the opening of the Bray Southern Cross Route. However, as in other towns, traffic levels within the town have continued to increase and this remains an issue that the Council will seek to address. The Council will seek to improve the signposting of traffic into, through and out of the town.
- 4.7.5 The Council will support the development of a park and ride scheme located on the Southern Cross Route on land that is zoned as G1 on the Land Use Zoning Map. The development of such a scheme could serve to intercept car users on their approach to Bray. This will help alleviate congestion and reduce long term car parking, especially in the seafront area. Traffic management and calming schemes have reduced the impact of increased traffic on residential properties and pedestrians. A scheme for Vevay village has been proposed to improve the local environment for residents, businesses and visitors. A study of journeys to school in the Bray area has recently been completed.
- 4.7.6 As part of its actions to relieve traffic congestion, the Council will seek to widen and improve the main Dargle bridge leading from Castle Street to Main Street.
- 4.7.7 The Council will seek to improve residential amenity and traffic flow in conjunction with Iarnród Éireann, Dublin Bus, Bus Éireann, private bus operators, Gardaí, Bray and District Chamber of Commerce, and residents' associations.
- 4.7.8 Bray falls within the area covered by the Dublin Transportation Office. The policies and measures adopted by the Council will be in keeping with the recommendations of the Dublin Transportation Initiative. The Council will continue to monitor both traffic levels and management schemes. The Council will undertake network and junction improvements and traffic management measures as required.
- 4.7.9 **It is the policy of the Council, in co-operation with other agencies including the Dublin Transportation Office, to seek for the improvement of transportation to and within Bray.**

Public Transport

- 4.7.10 The Council recognise the need to develop a safer and more integrated transport system. Bray is served by local, regional and national bus services as well as the DART suburban rail line and the east coast mainline railway. The Council will co-operate with the public transport authorities and any other relevant bodies in the improvement of the public transport system and assist in their pursuit of finance for investment in public transport infrastructural facilities and the development of an integrated transport system based on a seamless transport network. This will include the promotion of an efficient transport interchange at the railway station

with appropriate levels of adjacent car parking spaces to be provided by public transport operators and others.

- 4.7.11 **It is the policy of the Council to co-operate with the public transport authorities and any other relevant bodies in the improvement of the public transport system.**

Parking and Loading

- 4.7.12 The level and location of on-street vehicular parking has been a contributory factor in the extent of traffic congestion in Bray. The Council has addressed the issue and implemented a number of measures to control parking within the town and in particular to facilitate short term parking over longer stays. The disc parking system is now well established. The parking system will be kept under review by the Council and amendments and additions to the scheme will be introduced as necessary. The Council will also consider proposals to address the issue of loading from delivery vehicles in the town.
- 4.7.13 The development of a decked car park as part of the Florentine Centre will further increase the level of parking in the town. A decked car park is also proposed as part of the Bray Golf Club Lands Action Plan. The Council will consider proposals for additional car parking facilities on suitable sites that would improve the parking and traffic problems of Bray. The Council will support the development of a park and ride scheme located on the Southern Cross Route on land zoned as G1 on the Land Use Zoning Map.
- 4.7.14 **It is the policy of the Council to continually review parking requirements in Bray and to introduce new or amended measures to effectively control parking throughout the Urban District. It is the policy of the Council to seek to facilitate short-term over longer-term parking in commercial areas within the Urban District.**
- 4.7.15 All new developments will be required to provide sufficient and adequate off-street car parking facilities to cater for the immediate and anticipated future demands of the development. In addition, adequate loading and unloading facilities will be required. The Council will also seek that adequate parking facilities are provided for school and other buses.
- 4.7.16 Parking accommodation will be expected to locate within the site of, or in close proximity to, proposed development and will normally be established behind the building lines in each development. In developments where car parking is to be provided in front of the building line, extensive screening and/or other landscaping proposals will be required in order to protect the visual amenities of the area.
- 4.7.17 The Council will seek to limit the size of delivery and other vehicles entering the urban district.
- 4.7.18 The Council will seek to control the times at which deliveries and collections are made in the main arteries of the urban district.
- 4.7.19 **It is the policy of the Council that adequate parking provision be incorporated into all new developments in accordance with the requirements set out in Table 5.1, and/or that developers pay a financial contribution to the cost of providing car parking at other locations.**

Cycleways

- 4.7.20 Cycling is a non-polluting and energy efficient form of transport that has the potential to make a contribution to meeting the transport needs of the Urban

District. The provision of safe and direct cycle routes, accompanied by associated facilities such as secure cycle parking at transport nodes and popular destinations, could encourage more people to travel by bicycle.

- 4.7.21 The Council will seek, subject to resources, to establish and provide cycle links between the town centre, the seafront, local shopping and other centres. A vital component in encouraging people to travel by bicycle is the provision of secure cycle parking facilities. The Council will seek for the provision of such facilities at strategic locations in the Urban District in accordance with requirements set out in Table 5.2.
- 4.7.22 **It is the policy of the Council to seek to facilitate and encourage cycling as a more convenient, popular and safe method of transport. The Council will consider the provision of a cycle track from the Dargle River to Boghall Road.**

4.8 Open Space and Amenity

- 4.8.1 There has been an increase in the leisure time of the population as a result of changing social conditions. This has resulted in a demand for the improvement of recreation and leisure facilities in the Urban District. This improvement will also cater for the increasing population of the environs of Bray. The Council will facilitate this improvement by maintaining the existing range of recreational facilities, and by the provision of a comprehensive programme of new and extended facilities, which will be implemented as resources permit. The Council will seek, subject to funds made available from the sale of Council owned-land, to acquire additional land as public open space at Bray Head.
- 4.8.2 The Council will seek for the provision of a public pedestrian walk from the lower Dargle bridge along the south bank of the Dargle river within the Urban District, together with a number of other pedestrian ways as indicated on the Land Use Zoning and Specific Objectives Map. The Council will also seek to properly maintain all walkways and to upgrade the People's Park in the town.
- 4.8.3 **It is the policy of the Council to seek for the provision of a network of amenity pedestrian walks throughout the Urban District.**
- 4.8.4 The largest and most utilised open space amenity areas in Bray are located along the coast and the Dargle River. These amenity areas have a considerable number of open spaces linked to them, including the Esplanade, the extensive upland area of Bray Head and the People's Park. The Council will seek, subject to resources, to improve these areas and to implement other environmental improvement schemes at appropriate locations, including the provision of street furniture, children's play areas and suitable landscaping.
- 4.8.5 **It is the policy of the Council to seek to improve recreational and amenity open space provision in the Urban District.**
- 4.8.6 Bray Urban District Council recognises the importance of Bray Head, including the cliff walk, both as an amenity area and as a backdrop to the town. The Council will support the successful completion of the Sustainable Recreational Use of Natural Assets (SRUNAS) project on Bray Head. The Council will, therefore, safeguard the Bray Head area from future development through appropriate land use zoning objectives and will consider seeking for designation of the area as a Special Amenity Area. In addition, the Council recognises the need for improved management of the Bray Head area, including the cliff walk, and will prepare, jointly with Wicklow County Council, a management plan for the area.
- 4.8.7 The Council will continue to permit agricultural practices on appropriate areas of open space that have historically been used for agriculture in the Urban District.

The Council will encourage the take up of the Rural Environmental Protection Scheme in co-operation with state agencies and the farming community.

- 4.8.8 **It is the policy of the Council, in co-operation with Wicklow County Council, to secure a Special Area Amenity Order for Bray Head. It is an objective of the Council to consider the making of a Special Amenity Area Order for Bray Head and to ensure that development which prevents the realisation of this objective is restricted.**
- 4.8.9 The Council recognises that a considerable number of sports facilities in the Urban District are in the private ownership of sports clubs and other organisations and institutions. In certain circumstances, where proposed developments are considered to be in the best interests of the general community, the Council is willing to facilitate the re-location of some facilities, on condition that the overall level of sports facilities in the Urban District and environs is not diminished. The Council will seek, where funds permit, to prepare a sports development plan in conjunction with the objectives of this Development Plan.
- 4.8.10 The objectives of the proposed Action Plan for the development of Bray Golf Club lands are in accordance with Council policy. The loss of private open space will be compensated by the provision of significant areas of public open space.
- 4.8.11 All public open space should be available to all members of the local community and be left graded, grassed and landscaped to a satisfactory standard.
- 4.8.12 **It is the policy of the Council to protect land zoned as open space from inappropriate development. Within such areas only very limited development, directly related to amenity and leisure uses and to the on-going development of agriculture, will be permitted.**

4.9 Town Centre

- 4.9.1 The town centre is at the heart of Bray and it is the policy of the Council to seek to strengthen the role of the town centre, to increase its vibrancy and to improve its environment. Consequently, the Council will encourage the development and re-development of commercial and social activity in the area. The Council will therefore seek to support the conversion of the upper floors of suitable town centre commercial premises into residential accommodation.
- 4.9.2 The Council recognises the importance of maintaining a strong retail base in the town centre and its policies on retailing reflect this (see section 4.3). It is Council policy to direct appropriate retail, commercial and other uses to the town centre.
- 4.9.3 The development of the service sector, especially office employment, in Bray has fallen short of predicted levels due to the traditional dependence on Dublin and other centres for the provision of employment opportunities. The Council recognises the need to develop a stronger service sector that employs a greater proportion of the population of the Urban District and which will strengthen Bray as a major growth centre in the regional context. The Council recognises the need to seek to improve the accessibility of the town centre, together with its environment and car parking facilities in order to facilitate the development of the service sector.
- 4.9.4 **It is the policy of the Council to promote the town centre as a retail commercial and service sector location.**

4.10 Obsolete and Derelict Sites

- 4.10.1 The Council recognises that there are areas of obsolescence and decay in the Urban District. Three sites have been identified and are listed in Schedule 6 of this Plan. In addition, there are properties in the Urban District that are vacant or

under-utilised. The Council recognises the need to encourage the beneficial use of these properties.

4.10.2 Dereliction contributes to the lack of suitable and available sites for the accommodation of inward investment, and to the persistence of environmental degradation that creates an adverse image and which in turn acts as a deterrent towards development. The Council will continue to approach the reclamation of obsolete and derelict sites by integrating a range of actions and developing partnerships between the public and private sectors, the local community and businesses.

4.10.3 **It is the policy of the Council to seek the removal and renewal of derelict and vacant sites throughout the Urban District.**

Urban Renewal

4.10.4 An area of Bray was proposed for tax incentive designation in the context of an Integrated Area Plan (IAP) prepared under the 1998 Urban Renewal Scheme. The proposal has not been successful.

4.10.5 The Council will however continue to encourage private enterprise to take part in the redevelopment of obsolete areas. The Council will endeavour to secure the retention of significant buildings within redevelopment proposals, consistent with the redevelopment of the area.

4.10.6 **It is the policy of the Council to facilitate renewal proposals during the Plan period.**

4.11 Environment and Conservation

4.11.1 The natural and built environment make a vital contribution to the quality of life in Bray. Buildings and structures with an architectural, historical and/or streetscape value have been listed for preservation or for consideration for preservation and are listed in Schedule 7 and 8. Buildings, structures or features included in the lists for preservation may not be demolished or materially altered without planning permission under the Local Government (Planning and Development) Acts 1963 to 1993 or as subsequently amended. Alterations to any of these buildings, structures or features that are normally deemed exempted development need planning permission, under the Local Government (Planning and Development) Regulations 1994, Article 10 (Restrictions on Exemption) or as subsequently amended. The Council will, upon discovery, seek to preserve Victorian crossings.

4.11.2 The Council will require new development to be sympathetic to existing structures, particularly the Victorian and Edwardian terraces, where many properties are listed for preservation. The built facade of the Esplanade is an identifying feature of the resort of Bray and forms an important backdrop to the open space area and the coast.

4.11.3 The Council will also seek to promote environmental awareness and good practices, together with high standards of design in all development proposals. The Council will seek to undertake environmental improvement works in the Urban District. The Council will also seek to develop a tree planting programme in Bray.

4.11.4 **It is the policy of the Council to conserve and protect the important assets of the natural and built environment of Bray and to develop and implement an Urban Forestry Programme.**

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- 4.11.5 **It is the policy of the Council to protect the buildings, structures and other items listed in Schedules 7 and 8, as well as designated areas of heritage, archaeological and architectural importance and interest.**

Pollution

- 4.11.6 Development that causes noise, smell, smoke, soot, grit, dust, vibration or other forms of disturbance can damage the health of people, animals and plants and lead to a deterioration of building materials. Government policy, as expressed in 'Sustainable Development - A Strategy for Ireland', attaches great importance to controlling and minimising pollution. It advises that relevant agencies should aim to prevent pollution, minimise the risk to human health and the environment; and encourage and apply the most advanced technical solutions.
- 4.11.7 Bray Urban District Council, as planning authority, exercises control over pollution and nuisance primarily through the development control process. The Council will refuse planning applications that are likely to give rise to unacceptable levels of pollution or nuisance, and will adopt a precautionary approach where scientific knowledge is inconclusive.
- 4.11.8 Some commercial operations can cause environmental problems and harm residential amenity. The Council will encourage these uses to relocate to a more suitable area or to improve operations on site. The Council will seek to control the effect of such uses through the implementation of the Air Pollution Act 1987 and other legislation.
- 4.11.9 **It is the policy of the Council to refuse planning permission for development that would create unacceptable air, water, noise or other pollution or nuisance.**
- 4.11.10 The Council will endeavour to maintain the quality of sea water in and adjoining the Urban District to the necessary standards, especially in reference to bathing areas. The Council will also seek to improve the water quality in rivers and water courses in the Urban District. The Council will minimise the impact on ground water of discharges from septic tanks and other potentially polluting sources.
- 4.11.11 **It is the policy of the Council to implement the provisions of water pollution legislation, in conjunction with other agencies as appropriate.**

Trees

- 4.11.12 The Council is mindful of the importance of mature trees in development and accordingly the preservation of such trees will be a prime consideration in the determination of applications for sites containing trees of amenity value. All new developments will be required to integrate existing trees into the new schemes, where this is appropriate and practical.
- 4.11.13 To protect the amenity value of significant trees in the Urban District, it is the intention of the Council to make tree preservation orders for the trees, groups of trees and woodlands listed in Schedule 9.
- 4.11.14 **It is the policy of the Council to make tree preservation orders for the trees, groups of trees and woodlands listed in Schedule 9.**
- 4.11.15 Where development is proposed in landscapes of which mature trees are a feature, the Council may request the submission of a comprehensive tree survey with the application. Details to be included in the survey will include:
- the location and type of all trees of 3 metres in height or more;

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- the girth and spread of each tree;
 - the height and the species of each tree; and
 - a report from a competent tree specialist regarding the condition of the trees.
- 4.11.16 Where the survey identifies trees that are suitable for preservation, the Council may require that they be protected by the erection of a 1.5m high railing or fence around the area at the drip line (or at any other such area as may be agreed with the Council).
- 4.11.17 In some instances, the Council may require a detailed landscaping scheme to accompany the planning application. Planting details will be required, including the type and density of species to be planted and a likely timescale within which this would be completed.
- 4.11.18 **It is the policy of the Council to ensure, wherever appropriate, that existing trees are incorporated into development proposals and that detailed landscaping schemes are incorporated into major development proposals. The Council will require, as appropriate, tree surveys and landscaping schemes to be carried out. The Council will seek to undertake a review of the trees covered by Tree Preservation Orders and planting schemes during the Plan period.**

Views and Prospects

- 4.11.19 The Urban District contains a number of sites, areas and vantage points from which views over local landmarks, lands and the sea may be obtained. In addition to scenic views, the Urban District also contains important prospects. These are areas of special amenity value or interest, and prominent landscapes that are visible from the surrounding area. Views and prospects for protection have been identified in the Plan and are listed in Schedule 10 and on the Land Use Zoning and Specific Objectives Map.
- 4.11.20 In the implementation of this policy, it is the intention of the Council to refuse permission for development that would block or otherwise interfere with a view that is designated for protection. The Council will also preserve the prospects listed in the Plan. In evaluating planning applications located in the foreground of identified views and prospects, consideration will be given to the effect such development may have on the view or prospect.
- 4.11.21 Where possible, it is the intention of the Council, within its powers and resources, to improve the viewing potential by selective removal or lowering of walls or other structures and by the establishment of viewing points that are in keeping with the area.
- 4.11.22 **It is the policy of the Council to protect the views and prospects of special amenity value or special interest listed in Schedule 10.**

Buildings and Structures

- 4.11.23 The built heritage of the Urban District is an important element in the character of the Bray and has intrinsic interest. Schedules 7 and 8 list the buildings, structures and other items that are considered to merit preservation or protection.
- 4.11.24 The buildings, structures and items listed in Schedule 7 are of particular importance and will be preserved unchanged except for essential maintenance or repair. The essential quality and character of buildings, structures and items listed in Schedule 8 will be protected by the Council, and only sensitive development proposals that fully respect the architectural, historical and/or streetscape significance of these buildings will be considered.

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- 4.11.25 **It is the policy of the Council to secure the preservation of buildings, structures and other items listed in Schedule 7.**
- 4.11.26 **It is the policy of the Council to protect the quality and character of buildings, structures and items listed in Schedule 8 and to permit alterations of these only where such development fully respects the architectural, historical and/or streetscape significance of the listed items.**

4.12 The Arts

- 4.12.1 Wicklow County Council has appointed an Arts Officer to ensure a proper foundation for the development of arts and heritage in the County including Bray Urban District. The Council will seek for the development of a Centre for the Arts / Culture and Tourism Centre within the Urban District.
- 4.12.2 **It is the policy of the Council to promote the development of the arts in the Urban District and to seek for the development of a Centre for the Arts / Culture and Tourism Centre for the town.**

5. DEVELOPMENT CONTROL

5.1 Land Use Zoning Objectives

- 5.1.1 The Planning Authority is required under Section 26 of the Local Government (Planning and Development) Acts to control development, ensuring that permissions granted under the Acts are in accordance with the proper planning and development of the area and are consistent with the policies and objectives of the Development Plan. The Bray Urban District Development Plan is the statutory framework for change in terms of land use, development and conservation.
- 5.1.2 The Development Control section of the Plan sets out the detailed objectives, policies and standards that will be used by the planning authority in assessing individual development proposals. As the Development Plan cannot include policies to comprehensively cover all development, the development control system allows for reasonable discretion by the Planning Authority in the evaluation of proposals including a flexible application of prescribed standards and controls in certain circumstances.
- 5.1.3 Discussions with the Planning Authority prior to the submission of planning applications are useful in helping to clarify policies and issues for both the Planning Authority and developer. Any such discussions would take place without prejudice to the decision of the Planning Authority on the individual or other development proposals. Development proposals that are consistent with the provisions of the Plan will not necessarily be permitted. Development proposals that contravene the Plan will not necessarily be refused.
- 5.1.4 Development proposals may be subject to other regulations and statutes, covering fire, air and water pollution etc., as well as building regulations. In cases where development has commenced or is being carried out without planning permission or in breach of a permission, the Council will take enforcement action.
- 5.1.5 The purpose of land use zoning is to indicate the planning authority's intentions for all lands within the functional area of Bray Urban District. The land use zoning objectives are detailed below and are shown on the Land Use Zoning and Specific Objectives Map. A range of land uses are listed in the matrix in Schedule 1 together with an indication of their broad acceptability in the different land use zones.

Permitted in Principle

- 5.1.6 Land uses designated under each zoning objective as 'Permitted in Principle' are generally acceptable, subject to compliance with the relevant policies, standards and requirements set out in the Development Plan.

Open for Consideration

- 5.1.7 Land uses shown as 'Open for Consideration' are uses that are not considered acceptable in principle in all parts of the relevant use zone. However, such uses may be acceptable in circumstances where the Council is satisfied that the proposed use would not conflict with the general objectives for the zone and the permitted or existing uses as well as being in the interests of the proper planning and development of the area.

Not Permitted

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- 5.1.8 Land uses which are not indicated as 'Permitted in Principle' or 'Open for Consideration' will not be permitted.

Other Uses

- 5.1.9 Proposed land uses not listed in the matrix in Schedule 1 will be considered on the merits of the individual planning application and in relation to the general policies and zoning objectives for the area in question of the Plan.

Material Contravention

- 5.1.10 The Planning Authority may not permit development which materially contravenes a provision in the Development Plan unless it adopts a special procedure prescribed in section 26 (3) of the Local Government (Planning and Development) Act 1963 as amended. The decision to permit a material contravention must be taken by a majority of the elected members of the Planning Authority and this majority must consist of not less than three quarters of the total number of the elected members voting in its favour.

5.1.11 Zoning Objective A1 Primarily Residential

To protect existing residential amenity; to provide for appropriate infill residential development; to provide for new and improved ancillary services.

- 5.1.12 This is the largest zoning in the Urban District and principally covers existing residential areas. The zoning provides for infill development within these existing residential areas. It is the policy of the Council to require a proposed development to integrate with and relate to existing development in terms of use, density, design and form. The primary aims of this zoning objective are:

- to preserve and improve residential amenity;
- to provide for further residential development at a density that is considered suitable to the area and to the needs of the population; and
- to provide for residential redevelopment at a density that is considered suitable to the area and to the needs of the population.

- 5.1.13 It is the policy of the Council that proposals for appropriate non-residential use within these areas may be permitted subject to meeting the other requirements of the Development Plan and the consideration of the proper planning and development of the area.

5.1.14 Zoning Objective A2 Primarily Residential

To provide for new residential development in accordance with the policies of the Development Plan.

- 5.1.15 There is a lack of suitable and available land for new residential areas in the Urban District. Consequently, apart from the Bray Golf Club Lands (which are covered by a separate zoning objective) there are two areas in the south-west of the Urban District zoned as A2. The zoning provides for new residential development in accordance with the policies of the Development Plan. New residential areas should be developed in accordance with a comprehensive plan detailing the layout of services, roads, open space and other factors for the whole area.

5.1.16 Zoning Objective B1 Primarily Town Centre Uses

To provide for the development and improvement of appropriate town centre uses including retail, commercial, office and civic use.

- 5.1.17 This zoning provides for the development and improvement of appropriate retail, commercial and office uses in the town centre. The town centre is the most appropriate area in which to encourage these uses. The zoning covers a significant

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- area centred on the Main Street, where commercial activities interspersed with the primary function of retailing will add diversity to the area.
- 5.1.18 An increased level of commercial office development will be welcomed, especially in the east of the area, with the aim of establishing a clearly identifiable commercial district in Bray. However, any development should not significantly detract from the residential amenity or quality of the built environment of a primarily residential area in this zone.
- 5.1.19 **Zoning Objective B2 Primarily Seafront Uses**
To protect and enhance the character of the seafront area and to provide for the development and improvement of appropriate tourism and leisure uses, consistent with the protection of residential amenity.
- 5.1.20 This zone extends south from the harbour to Bray Head along the western side of Strand Road. This is an area of considerable environmental character and an important aim of the zoning objective is to retain and enhance that character.
- 5.1.21 The built facade of the Esplanade is an identifying feature of Bray and forms an effective backdrop to the open space area and the coast. The zoning provides for the appropriate development and improvement of high quality seafront uses that are consistent with the protection of both residential amenity and the existing character and heritage of the area. The Council will ensure that new development is sympathetic to the existing Victorian and Edwardian terraces.
- 5.1.22 The planning authority recognises the need for the further development and improvement of the tourism industry in Bray in conjunction with local, regional and national tourism policies. It is an aim of this zoning objective to provide for a diversity of functions that include the provision of tourism accommodation as well as appropriate cultural and leisure facilities. The Council recognises that the development of this area for seafront uses should not detract from the residential, recreational and coastal amenity as well as the character of the area.
- 5.1.23 **Zoning Objective C Solely Industrial**
To provide for the development and improvement of industrial and related uses.
- 5.1.24 This zoning objective provides for the development and improvement of industrial and related uses. The areas that are zoned for industry are generally located at the edges of the Urban District. The Council will favourably consider proposals for industrial development on available land within this zone, particularly where they present significant employment opportunities.
- 5.1.25 Other uses, ancillary or similar to industry, will be considered on the merits of each planning application and may be acceptable in this zone. Residential or retail uses will not normally be acceptable in an industrial area.
- 5.1.26 **Zoning Objective D1 Primarily Civic, Community and Educational Uses**
To provide for civic, community and educational facilities.
- 5.1.27 This zoning objective provides for civic, community and educational facilities including a courthouse, schools, churches, meeting halls and other community facilities, ancillary neighbourhood uses and services. The zones containing education and community facilities are dispersed throughout the Urban District.
- 5.1.28 **Zoning Objective D2 Reserved Site**
To provide for, if warranted, a wastewater treatment plant. To provide for appropriate residential and amenity uses if the site is not required for a waste water treatment plant.
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- 5.1.29 This zoning provides for the construction, if warranted, of a wastewater treatment plant on a site north of Bray Harbour (see Section 4.6). If the joint treatment of wastewater from Bray can be provided within Dun Laoghaire-Rathdown County Council then this site may be developed for appropriate residential and amenity uses.
- 5.1.30 **Zoning Objective D3 Solely educational uses**
To provide for solely educational facilities.
- 5.1.31 This zoning objective provides for solely educational facilities. The zone contains the St Andrews school and other adjacent land at Newcourt West, Vevay Road.
- 5.1.32 **Zoning Objective D4 Primarily community and educational uses**
To provide for community and educational facilities
- 5.1.33 This zoning provides for appropriate community and educational uses at the Presentation College.
- 5.1.34 **Zoning Objective D5 Primarily community and educational uses**
To provide for primarily community and educational uses
- 5.1.35 This zoning objective provides for primarily community and educational facilities. The zoning is located at Newcourt West, Vevay Road and is adjacent to the St Andrews school.
- 5.1.36 **Zoning Objective E1 Solely Open Space**
To protect and provide for recreation, open space and amenity provision.
- 5.1.37 The areas included in this zoning objective cover both private and public open space and are dispersed throughout the Urban District. The aims of this land use zoning objective include:
- to protect and provide for recreation, open space and amenity provision;
 - to protect and maintain public open space;
 - to preserve private open space; and
 - to provide open space recreational facilities.
- 5.1.38 The Council will not normally permit development that would result in a loss of open space within the Urban District except where specifically provided for in this Development Plan. Existing agricultural uses in open space areas will continue to be permitted, and reasonable development proposals in relation to this use will be considered on their merits. Development will not be permitted on land zoned as E1 on the east side of the Strand Road from Martello Terrace to Bray Head.
- 5.1.39 **Zoning Objective E2 Solely Open Space**
To protect and provide for recreation and open space provision and commercial related activities.
- 5.1.40 This zoning provides for recreation and open space provision as well as appropriate commercial related activities.
- 5.41 **Zoning Objective E3 Solely Open Space**
To protect and provide for open space provision.
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- 5.1.42 The area included in this zoning objective is Bray Head. The zoning provides for open space provision. Existing agricultural practices will continue to be allowed and other reasonable development proposals in relation to agriculture will be considered on their merits.
- 5.1.43 **Zoning Objective E4 Solely Open Space**
To preserve continuous open space along the river valley
- 5.1.44 The zoning provides for the preservation of the open space along the river valley as well as the preservation of trees and stream. The Council will not normally permit development that would result in a loss of open space except where specifically provided for in this Development Plan.
- 5.1.45 **Zoning Objective F1 Mixed-Use Development**
To provide for mixed-use development in accordance with the Bray Golf Club Lands Action Plan.
- 5.1.46 This zoning objective provides for mixed-use development, including residential, commercial, leisure and educational uses, in accordance with an approved Bray Golf Club Lands Action Plan.
- 5.1.47 **Zoning Objective F2 Mixed-Use Development**
To provide for appropriate business and commercial use in a landscaped setting.
- 5.1.48 There is considerable potential for employment generating uses, such as commercial, business use and logistics along the M11/N11 and this is confirmed by the level of interest in such developments. This zoning objective provides for an appropriate balance of low-density, high-quality business and commercial activities in a highly landscaped parkland setting. Only very high quality, low density and well landscaped proposals will be allowed in this area.
- 5.1.49 **Zoning Objective F3 Film Industry**
To provide for the development of the film industry.
- 5.1.50 This zoning objective provides for the further development and consolidation of the film industry and associated development at and adjacent to the Ardmore Film Studios.
- 5.1.51 **Zoning Objective F4 Reserved Site**
To provide for appropriate hotel, high quality tourism development in association with adequate public open space provision, and to provide for a connecting bridge between points X and Y.
- 5.1.52 This zoning objective provides for an appropriate hotel, high quality tourism development in association with a high quality landscaped setting and adequate public open space provision. There is a need for a major hotel development in the Bray area, additional to the level of development that can be accommodated in the seafront area. To accommodate the development, the plan allows for a connecting bridge to be developed between points marked X and Y on the Land Use Zoning and objectives map.
- 5.1.53 Only very high quality, low density and well landscaped proposals will be allowed in this area. The land is owned by the U.D.C. and the Council will ensure that appropriate conditions are attached to the sale of the land, if required.
- 5.1.54 **Zoning Objective G Solely Local Service Areas**
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To provide for the development and enhancement of appropriate retail and other service uses outside of the town centre in accordance with the policies of the Development Plan.

5.1.55 This zoning objective seeks to consolidate existing, and provide for additional, local service areas throughout the Urban District, with appropriate levels of retail provision catering primarily for the needs of the local community. New developments will be strictly controlled in accordance with the policies of the Development Plan to protect the primary retailing role of the town centre.

5.1.56 **Zoning Objective G1 Solely Local Service Areas**

To provide for a neighbourhood retail development, comprising of a supermarket of not more than 2,500 square metres of net retail floorspace, and other ancillary neighbourhood uses. The zoning also provides for a park and ride development as well as a car sales / petrol retail use on a site of approximately 1.5 acres adjacent to the Southern Cross Route.

5.1.57 This zoning objective seeks to provide for an additional local service area adjacent to the Southern Cross Route, with appropriate levels of ancillary neighbourhood uses catering primarily for the needs of the local community. New developments will be strictly controlled in accordance with the policies of the Development Plan to protect the primary retailing role of the town centre. This zoning also provides for a park and ride development as well as a car sales / petrol retail use on a site of approximately 1.5 acres adjacent to the Southern Cross Route.

5.2 Non-Conforming Uses

5.2.1 Throughout the Urban District there are uses that do not conform to the zoning objectives for the area. These are uses that were in existence on 1 October 1964, that subsequently received planning permission.

5.2.2 The improvement of premises accommodating non-conforming uses, including residential properties, will generally be permitted, where the development does not seriously injure the amenities of the area.

5.2.3 Proposals for the extension of premises accommodating non-conforming uses, including residential properties, will be considered on their merits and may be permitted where the development does not seriously injure the amenities of the area and is otherwise in accordance with the proper planning and development of the area.

5.3 Transitional Areas

5.3.1 While the zoning objectives indicate the different uses permitted in each zone it is important to avoid abrupt transitions in scale and use at the boundary of adjoining land use zones. In these areas it is necessary to avoid developments that would be detrimental to amenity. In zones abutting residential areas, particular attention will be paid to the uses, scale, density and appearance of development proposals and to landscaping and screening proposals in order to protect the amenities of residential properties.

5.4 Phased Development

- 5.4.1 Bray Urban District Council will continue to control the phasing of development as necessary. Large scale development may be best considered in terms of a phased programme of development. This will allow a systematic and co-ordinated approach to development at a sustainable level.

5.5 Settlement Structure

- 5.5.1 The Planning Authority will encourage new development that will protect the viability of community facilities and infrastructure and encourage a sustainable and balanced distribution of population throughout the Urban District.
- 5.5.2 In cases where limited road frontage development is considered acceptable, in order to prevent excessive densities or linear road frontage development, agreements to limit development under Section 38 as amended (and other relevant regulations) may be entered into.

5.6 Development Standards

Residential Density

- 5.6.1 The Department of the Environment and Local Government has recently published Circular Letter PD 4/98 on Residential Density, which identifies that increased residential density has the following benefits.
- more economic use of existing infrastructure and serviced land;
 - a reduced need for the development of green field sites, urban sprawl and ribbon development;
 - reduced need for investment in new infrastructure;
 - better access to existing services and facilities; and
 - more sustainable commuting patterns.
- 5.6.2 The Circular Letter identifies the Development Plan and the exercising of development control functions as a way for planning authorities to take effective action to achieve higher levels of residential density. The Circular Letter also identifies the Development Plan as a method of recognising the importance of achieving higher residential densities in appropriate areas such as brownfield sites, sites in proximity to town centres, public transport nodes and access points in the interest of providing a more sustainable residential development pattern.
- 5.6.3 Existing residential densities vary considerably throughout the Urban District of Bray. Bray Urban District Council will seek to promote appropriate levels of higher residential densities on brownfield sites, in the town centre and at other appropriate locations within the Urban District. A range of densities is proposed in the Bray Golf Club Lands Action Area Plan 1998.
- 5.6.4 Whilst higher development densities will be promoted by the Council, it is recognised that over-development of sites can have an adverse effect on the amenity of adjoining properties and areas, can give rise to significant levels of traffic and has implications for the provision of private open space. The Council recognise that a high quality of design and layout and a good quality living environment, including the availability of proper shopping, transport and leisure infrastructure, are essential if increased residential densities are to be acceptable.
- 5.6.5 Subject to the over-riding density control for each zoning objective, the maximum densities for various types of residential development are identified in the following table. These standards may be altered in the future, subject to Government Circulars and revised legislation.

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- 5.6.6 Where the Planning Authority grants permission for higher density developments, the Council reserves the right to request developers to contribute towards the cost of providing larger areas of open space elsewhere.

Table 5.1 Maximum residential densities per acre

	Maximum residential density per acre
2 storey apartments	24
3 storey apartments	33
4 storey apartments or higher	38
Terraced housing	16
Semi-detached / detached housing	10

Site Coverage and Plot Ratio

- 5.6.7 Plot ratio and site coverage should reflect traditional patterns of usage within the area of a proposed development. The gross building floor area divided by the gross site area is the plot ratio. The gross floor area is the sum of all floor space within the external walls of the buildings, excluding plant, tank rooms and car parking areas. The gross site area is all land within the curtilage of the site. Site coverage is calculated by dividing the total area of ground covered by buildings by the total ground area within the site omitting any land between the building line and the public street. The maximum plot ratio should be 1.0 and the maximum site coverage should be 55%. The standards are not applicable in zoning E1, E3 and E4. The only other exception to these rates is zoning B1 Primarily Town Centre Uses where the maximum plot ratio should be 2.5 and the maximum site coverage should be 80%.

Building Lines

- 5.6.8 Building lines in the urban environment are intended to provide protection from the noise and fumes associated with traffic, allow the provision of off-street car parking and allow for future road development.
- 5.6.9 Generally, in determining applications for development works the Council will seek to ensure that development is not carried out in front of established building lines or in a position where it would be in conflict with the building lines determined by the Council to be appropriate for that area. Maintenance of the traditional street line is of particular importance in the central area. However, in specific situations, it may not be in the interests of good planning to enforce a rigid standard for building lines. Consequently, the Planning Authority, in the interests of maintaining a good townscape, will examine each application on its own merits.

Building Height Control

- 5.6.10 A high building is defined as one which is significantly higher than neighbouring or nearby buildings. In a number of locations, particularly within the town centre, consideration may be given to developments in which an increase in roof height is proposed, especially where this provides added definition to the streetscape.
- 5.6.11 The building height of proposed developments will generally be considered in terms of the extent and location of the site, its relationship to open space and its setting within the Urban District.
- the degree of overshadowing & consequent loss of light caused by surrounding property;
 - the degree of overlooking (particularly of residential property) and consequent loss of privacy to surrounding premises;
 - the extent to which there is a disruption of the scale of an existing streetscapes;

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- the extent to which the building detracts from the structures or spaces of architectural or historic importance;
 - the extent to which the building detracts from important landmarks;
 - the detrimental effect on any existing building having special visual identity;
 - any attractive view from significant vantage points that would be obscured by the building;
 - the degree of obtrusion of the building on the skyline;
 - the visual relationship as well as the scale of the building in relation to open space and the effects of the building on the quality of the space;
 - the area of the site and whether it is large enough to provide a visual transition from the scale of surrounding development;
 - whether the purpose or civic importance of the building would justify its prominence; and
 - whether the building may be used as the site for any advertising structure and the possible effect of such a structure on the amenity and environmental quality of the adjoining area. (An advertisement will only be permitted on a high building if it is accepted that it forms part of, or is complimentary to the design of the building, and is otherwise compatible with the land use zoning objective).

Drainage

- 5.6.12 Developers will be required to provide efficient systems of drainage with separate surface water drains.

Public Utilities

- 5.6.13 The Planning Authority will normally require that all wires, cables and pipes for the provision of public utility services shall be ducted underground to preserve the amenity and visual character of an area, and in the interests of public safety in urban areas.

Environment

- 5.6.14 It is the policy of the Planning Authority to minimise the threat of air, land, water or other environmental pollution by use of the statutory powers of the local authority. The attention of developers is drawn to the requirements of the Environmental Impact Assessment Regulations.

Noise

- 5.6.15 The Council will seek to ensure that new development does not cause an unacceptable increase in the noise and pollution levels affecting surrounding properties.

5.7 Design Considerations

- 5.7.1 In general, where a development is proposed, the visual aspects of the proposal will be examined, with particular emphasis on their setting within the overall street facade. Generally, materials should be matched to existing buildings and the design of existing boundary walls, railings etc. should be reflected in the proposed development.

Residential Areas

- 5.7.2 The following standards shall normally be applicable:

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1. Adherence to the guidelines, including residential road requirements, set out in the booklet 'Recommendations for Site Development Works for Housing Areas' (An Foras Forbartha) or as subsequently amended. Alternatives to these may be permissible and can be discussed at preliminary design stage.
 2. Density guidelines will be given as appropriate to individual circumstances.
 3. A garage, or one car-parking space, as a minimum, shall be provided within each house plot. Grouped parking may be considered acceptable for high density developments where appropriate. A minimum of 2.3 metres shall be provided between each house, pair of semi-detached houses or terrace of houses for maintenance purposes.
 4. In larger schemes, a phasing programme may be required in advance of work commencing to ensure the provision of services and the proper completion of each portion of the scheme.
- 5.7.3 Where land is being developed for housing the following considerations will be taken into account in the assessment of the proposal:
1. The need for land to be used economically;
 2. The capacity of the infrastructure to cater for future population;
 3. The adequacy of present and future community facilities;
 4. Appropriate density;
 5. Adequate privacy for individual houses, flats etc.;
 6. The safety of proposed layouts and the capacity of existing roads to absorb future development;
 7. Adequate provision for car parking, open space, landscaping and planting; and
 8. Integration with existing development and the preservation of attractive features on site.

Infill Development

- 5.7.4 Infill development policies apply to areas that are largely built up and where the proposal is not of such a scale that it represents a major addition to, or redevelopment of, the existing physical fabric. The design of new development in these areas must be in sympathy with the existing character and must protect and, where possible, enhance amenity. Proposed development must have due regard to the surrounding environment and predominant design features, the existing residential density and the existence of particular elements such as towers, groups of trees and hedgerows, listed buildings or open spaces.
- 5.7.5 In infill development the proposed building should relate to the overall character of the area. Particular regard should be had to materials and colours proposed in this context. It is an objective to seek to provide public open space to Development Plan standards in infill areas. However where this is not possible or desirable, the Council may require a financial contribution towards the improvement of existing open space or recreational facilities.

Privacy

- 5.7.6 New dwellings that closely overlook the rear curtilage of existing dwellings will not normally be permitted. Houses located in a piecemeal fashion to the rear of existing houses, with inadequate independent road frontage and that do not form part of a comprehensive development plan for a particular area are considered to represent sub-standard development and will not normally be permitted.

Pedestrian Access

- 5.7.7 The Planning Authority intend that provision be made for main pedestrian links between the various centres of activity in the town. All existing pedestrian routes will be preserved.

Access for Disabled Persons

- 5.7.8 The Planning Authority will require that the layout and design of a proposed development gives consideration to the needs of the disabled. Where buildings are intended for public use, the planning authority will require that the design is in accordance with the Building Regulations 1997 or as subsequently amended. The building design should allow full access to the building for all disabled persons, whether employees or the visiting public.

Private Open Space

- 5.7.9 Privacy is an essential part of human living and is particularly important in relation to homes. The Council will seek to ensure that residential amenity is protected and that new development does not adversely affect the amenities of neighbouring properties. The standards to be applied for private open space provision per bedspace are 15 square metres for houses and 5-10 square metres for apartments and flats.
- 5.7.10 Where the development is in the town centre or infill is proposed, particularly apartments and flats, a reduction in the levels of communal private open space provided per unit may be considered acceptable where developments are considered to include appropriate building designs and suitable landscaping of communal areas.

Access to Land

- 5.7.11 It is the policy of the Planning Authority to ensure that no development takes place that will prejudice the provision of means of vehicular and pedestrian access to undeveloped lands.

5.8 Landscape Considerations

- 5.8.1 Landscaping is an integral part of any development and there is a need to ensure that existing trees are protected and integrated into the development and that new planting is well designed and adequately carried out. The potential of existing site features should be fully explored and planning applications should include an accurate landscape survey plan. Wherever possible, existing healthy trees should be protected and retained. Where the trees are to be accommodated in rear gardens of new dwellings, the building should normally be sited at least 11.5m beyond the spread of the tree. This distance may be reduced to 6m for front gardens and 2m in the case of flank walls.
- 5.8.2 Developments should include new trees within the site at a ratio of at least two trees per dwelling. Garden areas should be adequately landscaped. Rear gardens should be treated with a 300mm minimum cover of consolidated top soil, and front garden areas with grass.

5.9 Roads and Parking

Roads

- 5.9.1 The design standards required for carriageways, gradients, footpaths, junctions, road drainage, cul-de-sacs, sight lines, boundary walls, vehicle accesses, service roads, bus lay-bys, rear lanes, pedestrian ways, cycleways, screen walls, public lighting, water supply, drainage and other underground services, street furniture etc. vary according to the scale, intensity, layout, design and location of the proposal.
- 5.9.2 The Councils road requirements will be based on "Geometric Design Guidelines RT 180" (An Foras Forbartha, 1977). "Recommendations for Site Development Works for Housing Areas", (An Foras Forbartha, 1974), or as subsequently amended, shall apply to all residential developments.

Parking

- 5.9.3 In all developments whether residential, commercial, industrial or otherwise the Planning Authority will normally require the provision of car parking spaces within or convenient to the site of the development. The provision should be based on the extent to which the development is likely to generate demand for additional parking spaces. The parking standards given in Table 5.2 shall apply.

Table 5.2 Car Parking Standards

Type of development	Relevant car parking standards
House and flats	1 car space per dwelling unit
Shops	1 car space per 12 sq.m. of gross floorspace
Supermarkets and large stores	1 car space per 18 sq.m. of gross floorspace
Offices	1 car space per 24 sq.m. of gross floorspace
Industry	1 car space per 35 sq. m. of gross floorspace
Warehousing	1 car space per 40 sq. m. of gross floorspace
Theatres, cinema and stadia	1 car space per four seats
Hotels	1 car space per bedroom
Lounge bars	1 car space per 3.75 sq. m. of public floorspace
Restaurants	1 car space for every 4.5 sq.m of public floorspace
Ballroom, dance halls, clubs	1 car space per 3 sq.m.
Playing fields	15 car spaces per pitch
Primary Schools	1.2 car space per classroom
Secondary Schools	2 car space per classroom
Nursing homes	See Section 5.10 below.

Note: Large complex developments may be assessed separately with regard to the circumstances.

- 5.9.4 In addition to car parking standards sufficient space will be required within the curtilage of the site for all service vehicles involved in the operation of the business or building. Where, in a particular development, it would be impracticable for individual developers to provide for service parking, the Planning Authority may accept a contribution towards the cost of public car parking provision in the area in lieu of the direct provision of parking spaces.

Bicycle Parking

- 5.9.5 The planning authority will encourage the provision of a minimum level of cycle parking facilities in association with new development and a change of use. Where the provision of cycle parking facilities are intended for use by the staff of that particular development stands should be located within the curtilage of the development to ensure effective security and supervision. Cycle stands for use by visitors and additional staff facilities should be located to maximise convenience to the entrance of buildings, and positioned so as to ensure safety, security and supervision.

Table 5.3 Bicycle Parking Standards

Type of development	Relevant cycle parking standards
House and flats accessible by cycle	1 stand for every flat and all other residential dwellings
Shops	1 stand for every 200 sq.m. of gross floorspace
Supermarkets and large stores	1 stand for every 200 sq.m. of gross floorspace
Offices	1 stand for every 200 sq.m. of gross floorspace
Industry	1 stand for every 200 sq.m. of gross floorspace
Warehousing	1 stand for every 250 sq.m. of gross floorspace
Theatres, cinema and stadia	1 stand for every 20 seats
Hotels	1 stand per 8 bedroom
Lounge bars	1 stand for every 30 sq.m. of public floorspace
Restaurants	1 stand for every 30 sq.m. of public floorspace
Ballroom, dance halls, clubs	1 stand for every 30 sq.m.
Playing fields	4 stands per pitch
Schools	1 stand per 10 pupils
Nursing homes	1 stand per 8 members of staff

Note: Large complex developments may be assessed separately with regard to the circumstances.

- 5.9.6 The planning authority should be consulted at an early stage of the planning process to ascertain appropriate bicycle parking requirements. These will be stated as a minimum requirement. The planning authority will also encourage the provision of cycle parking facilities where possible at existing transport nodes, public buildings, retail centres and leisure facilities.

5.10 Nursing Homes

5.10.1 Bray has a significant number of privately run nursing homes. These provide an essential service for the elderly and infirm. The Planning Authority will, subject to protecting residential amenity, consider the location of nursing homes in residential areas and on sites considered adequate in size to cater for all generated needs of the development. The development of nursing homes should not involve significant changes to the street scene involving the loss of trees, hedges, walls etc.

5.10.2 Permission will normally only be granted for nursing home developments that are located in properties of adequate size, with six or more bedrooms. The premises should have adequate access and off-street parking in line with the following guidelines:

- 1 space for every resident member of staff;
- 1 space for every 2 non-resident staff members on duty at the peak period; and
- 1 space for every 4 residents.

5.11 Advertising and Signage

5.11.1 The Council accepts that advertising is an integral part of commercial and industrial development. However, in considering applications for advertising structures, it remains the primary concern of the Planning Authority to protect the essential character of the town.

5.11.2 The Council is opposed to advertisements in residential areas, on or near buildings of architectural or historical importance, adjacent to amenity and recreational areas, except appropriate advertising in sports stadia, in open space or near the river or coast. As advertising is an accepted part of commercial and shopping activity, appropriate levels and types of it will generally be allowed in the retail and

commercial core of the Urban District. Control will be exercised to prevent clutter in any location and to limit the size and number of signs on any building.

5.11.3 Proposals for signs and advertising structures must be:

- in scale and harmony with the surrounding environment;
- not interfere with the safety and free flow of traffic;
- not obscure traffic signs;
- not impair the amenities of the area;
- not interfere with windows or other features of a building façade; and
- not project or obtrude, in whole or part, above the eaves of the building or skyline.

5.11.4 Large internally-illuminated advertising panels on bus shelters can detract from the visual appearance and will not generally be permitted on listed buildings, and in areas of high architectural or conservation significance. Such advertising panels on bus shelters will generally be permitted in other areas. In considering applications for bus shelters, the planning authority will have regard to the particular circumstances of each case, such as location, scale and type of advertising proposed and the effect on the amenities of the area and the streetscape.

5.11.5 The Council will seek to avoid a proliferation of advertisements in the Urban District. Because of the priority that is to be given to public transport, the desirability of adequate provision of bus shelters is not in question. However, poorly designed shelters, with excessive amount of advertising can have a very unfavourable visual impact. Care must be taken with the location of shelters and attached advertising panels so that the public footpath, road traffic signs, pedestrian and vehicular entrances are not obstructed. As a general principle, the planning authority has a clear preference for smaller sized advertising panels, especially in bus shelters.”

5.11.6 Free-standing advertising structures, such as sandwich boards, which require a license under Section 89 of the Local Government (Planning and Development) Act 1963, will not be allowed on footpaths or in pedestrian areas where they have the potential to cause an obstruction and may be a hindrance, particularly to disabled persons. Temporary advertisements may be permitted in certain positions and in greater numbers than would be acceptable on a permanent basis. Where locations are considered suitable, advertising panels may be permitted on builder's hoardings for a specified period. As a general principle the planning authority has a clear preference for smaller sized and vertical proportioned advertising panels.

5.12 Building Regulations

5.12.1 The Council will ensure that the construction of new buildings, extensions and material alterations to buildings occur in line with the Building Control Regulations, 1997 and the Building Regulations, 1997 that became law in July 1998 or as subsequently amended. They require developers to have regard to :

1. Complying with the Technical Guidance Documents issued by the Department of the Environment on Building Regulations in 1997 or as subsequently amended.
2. Informing Bray Urban District Council of the date of commencement of development within a period of not less than one week and not more than three weeks before development commences.
3. Obtaining a fire safety certificate where applicable (a private dwelling house does not require a fire safety certificate)

5.13 Development Contributions and Cash Deposits

Development Contributions

- 5.13.1 The Planning Authority, taking into consideration the capital expenditure necessary for the provision of infrastructure required to facilitate development, will require financial contributions in relation to drainage, water supply, roads, open space and car parking.

Cash Deposits

- 5.13.2 Developers will be required to lodge a Cash Deposit for the satisfactory completion of residential and other developments and their ancillary services.

SCHEDULE 1

Land use zoning objectives

Permitted in Principle

Land uses designated under each zoning objective as 'Permitted in Principle' are generally acceptable, subject to compliance with the relevant policies, standards and requirements set out in the Development Plan.

Open for Consideration

Land uses shown as 'Open for Consideration' are uses that are not considered acceptable in principle in all parts of the relevant use zone. However, such uses may be acceptable in circumstances where the Council is satisfied that the proposed use would not conflict with the general objectives for the zone and the permitted or existing uses as well as being in the interests of the proper planning and development of the area.

Not Permitted

Land uses that are not indicated as 'Permitted in Principle' or 'Open for Consideration' in the matrix at the end of Schedule 1 will not be permitted.

Other Uses

Proposed land uses not listed in the matrix at the end of Schedule 1 will be considered on the merits of the individual planning application and in relation to the general policies and zoning objectives for the area in question of the Plan.

Other Land Use Zonings

Land use zoning objective D2 applies to an area reserved, if warranted, for a wastewater treatment plant. If the joint treatment of wastewater from Bray can be provided within Dun Laoghaire-Rathdown then alternative uses for this site will be considered during the development plan period. Land use zoning objective F1 applies to the Bray Golf Club lands. The uses permitted in that area are set out in the Bray Golf Club Lands Action Area Plan. Land use zoning objective F3 applies to an area designated for the development of the film industry. No other uses will be permitted in that area.

Acceptability of Uses in the A1 and A2 Primarily Residential Zones

The objectives for the A1 and A2 land use zones are :

A1 Primarily Residential

To protect existing residential amenity; to provide for appropriate infill residential development; to provide for new and improved ancillary services.

A2 Primarily Residential

To provide for new residential development in accordance with the policies of the Development Plan.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Church Open Space Private Garage Public Services Residential
Open for consideration	Bed and Breakfast Commercial Recreational Buildings Community Facility Crèche / Nursery School Cultural Use Doctor/Dentist Education Guest House Halting Sites Health Centre Small Home Based Economic Activity Hotel Local Neighbourhood Services Neighbourhood Shops Public House Recreational Facility / Sports Club Residential Institution Restaurant Retirement Home

Acceptability of Uses in the B1 Primarily Town Centre Uses Zone

The objectives for the B1 land use zone is :

B1 Primarily town centre uses

To provide for the development and improvement of appropriate town centre uses including retail, commercial, office and civic use.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Bed and Breakfast Betting Office Car Park Commercial Recreational Buildings Cultural Use Doctor/Dentist Guest House Health Centre Local Neighbourhood Services Hotel Offices - District Offices - Neighbourhood Offices - Other Open Space Public House Public Services Restaurant Shops - Major Shops - Neighbourhood
Open for consideration	Advertisements and Advertising Structure Church Community Facility Crèche/Nursery School Dance Hall/Discotheque Education Enterprise Centre Funeral Home Garden Centre Small Home Based Economic Activity Hospital Light Industry Private Garage Residential Retail Warehouse Wholesale Outlet

Acceptability of Uses in the B2 Primarily Seafront Uses Zone

The objectives for the B2 land use zone is :

B2 Primarily seafront uses

To protect and enhance the character of the seafront area and to provide for the development and improvement of appropriate tourism and leisure uses, consistent with the protection of residential amenity.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Bed and Breakfast Commercial Recreational Buildings Cultural Use Guest House Hotel Open Space Public House Public Services Residential Restaurant Shops - Neighbourhood
Open for consideration	Advertisements and Advertising Structure Betting Office Car Park Community Facility Crèche/Nursery School Dance Hall/Discotheque Doctor/Dentist Education Health Centre Small Home Based Economic Activity Offices - District Offices - Neighbourhood Offices - Other Private Garage Shops - Major Recreational Facility / Sports Club

Acceptability of Uses in the Solely Industrial Uses Zone

The objectives for the Solely Industrial land use zone is :

C Solely Industrial

To provide for the development and improvement of industrial and related uses.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Cash and Carry Enterprise Centre Industry - Light Industry - Other Open Space Private Garage Public Services Science and Technology Based Industry
Open for consideration	Abattoir Advertisements and Advertising Structure Boarding Kennels Car Park Community Facility Concrete Asphalt etc. Plant Garden Centre Heavy Vehicle Park Motor Sales Outlet Motor Fuel Filling Station Residential Retail Warehouse Scrap Yard Service Garage Warehousing

Acceptability of uses in the Primarily Civic, Community and Educational Uses D1 Zone

The objective for the D1 land use zones is :

D1 Primarily civic, community and educational uses

To provide for civic, community and educational facilities.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Church Community Facility Doctor/Dentist Education Health Centre Open Space Public Services Recreational Facility/Sports Club
Open for consideration	Commercial Recreational Buildings Crèche/Nursery School Cultural Use Residential Institution

Acceptability of uses in the Solely Educational Uses D3 Zone

The objective for the D3 land use zones is :

D3 Solely educational uses

To provide for solely educational facilities.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Education Open Space Public Services
Open for consideration	Commercial Recreational Buildings Community Facility Health Centre Crèche/Nursery School Cultural Use Church Doctor/Dentist Recreational Facility/Sports Club Residential Institution

Acceptability of uses in the Primarily Community and Educational Uses D4 Zone

The objective for the D4 land use zones is :

D4 Primarily community and educational uses
To provide for community and educational facilities.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Church Community Facility Doctor/Dentist Education Health Centre Open Space Public Services Recreational Facility/Sports Club
Open for consideration	Commercial Recreational Buildings Crèche/Nursery School Cultural Use Residential Hotel Residential Institution

Acceptability of uses in the Primarily Community and Educational Uses D5 Zone

The objective for the D5 land use zones is :

D5 Primarily community and educational uses

To provide for community and educational uses.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Church Cemetery Education Open Space Private Garage Public Services Residential
Open for consideration	Advertisement and Advertising Structures Caravan Park Residential Commercial Recreational Buildings Community Facility Cultural Use Doctor / Dentist Embassy Garden Centre Guest House Health Centre Hospital Hotel Recreational Facility / Sports Club Car Park Private Club Residential Institution Restaurant Shops - Neighbourhood

Acceptability of Uses in the Solely Open Space E1 Zone

The objectives for the E1 land use zone is :

E1 Solely open space

To protect and provide for recreation, open space and amenity provision.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Open Space Public Services
Open for consideration	Community Facility Agriculture Recreational Facility/Sports Club

Acceptability of Uses in the Solely Open Space E2 Zone

The objectives for the E2 land use zone is :

E2 Solely open space

To protect and provide for recreation and open space provision and commercial related activities.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Open Space Appropriate Advertisement Structure in Sports Stadia Public Services Associated Commercial Sports Related Activities
Open for consideration	Community Facility Recreational Facility/Sports Club

Acceptability of Uses in the Solely Open Space E3 Zone

The objectives for the E3 land use zone is :

E3 Solely open space

To protect and provide for open space provision.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Agriculture Open Space Public Services
Open for consideration	Recreational Facility/Sports Club

Acceptability of Uses in the Solely Open Space E4 Zone

The objectives for the E4 land use zone is :

Zoning Objective E4 Solely Open Space

To preserve continuous open space along the river valley

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Open Space Cemetery Public Services
Open for consideration	Agriculture Car Park Caravan Park Holiday Church Commercial Recreational Buildings Community Facility Cultural Use Education Private Club Private Garage Recreational Facility/Sports Club

Acceptability of Uses in the Mixed-Use Development Use Zone

The objectives for the F2 land use zone is :

F2 Mixed-use development

To provide for appropriate business and commercial use in a landscaped setting.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Light Industry Offices - District Offices - Neighbourhood Offices - Other Open Space Public Services Science and Technology Based Industry
Open for consideration	Commercial Recreational Buildings Cultural Use Enterprise Centre Hospital Hotel Private Garage Restaurant

Acceptability of Uses in the F4 Reserved Site Zone

The objectives for the F4 land use zone is :

F4 Reserved Site

To provide for appropriate hotel, high quality tourism development in association with adequate public open space provision, and to provide for a connecting bridge between points X and Y.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Hotel Open Space Public Services
Open for consideration	Commercial Recreational Buildings Cultural Use Enterprise Centre Offices - District Offices - Neighbourhood Offices - Other

Acceptability of Uses in the Solely Local Service Areas Zone G

The objectives for the G land use zones are :

G Solely Local Service Areas

To provide for the development and enhancement of appropriate retail and other service uses outside of the town centre in accordance with the policies of the Development Plan.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Betting Office Doctor/Dentist Local Neighbourhood Services Open Space Public House Public Services Shops - Neighbourhood
Open for consideration	Advertisements and Advertising Structure Bed and Breakfast Car Park Church Commercial Recreational Buildings Community Facility Crèche/Nursery School Cultural Use Dance Hall/Discotheque Education Funeral Home Garden Centre Guest House Health Centre Home Based Economic Activity Hotel Motor Sales Outlet Motor Fuel Filling Station Offices - Neighbourhood Offices - Other Private Garage Restaurant Retail Warehouse Service Garage Shops - Major

Acceptability of Uses in the Solely Local Service Area Zoned as G1

The objectives for the G1 land use zones are :

G1 Solely Local Service Area

To provide for a neighbourhood retail development, comprising of a supermarket of not more than 2,500 square metres of net retail floorspace, and other ancillary neighbourhood uses. The zoning also provides for a park and ride development as well as a car sales / petrol retail use on a site of approximately 1.5 acres adjacent to the Southern Cross Route.

ACCEPTABILITY	DESCRIPTION OF USE
Permitted in principle	Betting Office Doctor/Dentist Open Space Public House Park and Ride scheme Local neighbourhood services Public Services Motor Sales Outlet Motor Fuel Filling Station Shops - Neighbourhood
Open for consideration	Advertisements and Advertising Structure Car Park Church Commercial Recreational Buildings Community Facility Crèche/Nursery School Cultural Use Dance Hall/Discotheque Education Funeral Home Garden Centre Health Centre Hotel Offices - Neighbourhood Offices - Other Private Garage Restaurant Retail Warehouse Service Garage Shops - Major

LAND USE ZONING MATRIX

The following matrix is an amalgamation of the previous tables in this schedule and should be read as such.

Use classes	Land use zoning objective															
	A1/A2	B1	B2	C	D1	D3	D4	D5	E1	E2	E3	E4	F2	F4	G	G1
Abattoir	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
Advertisements and Advertising Structure	x	o	o	o	x	x	x	o	x	o	x	x	x	x	o	o
Aerodrome /Airfield	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Agriculture	x	x	x	x	x	x	x	x	o	x	/	o	x	x	x	x
Bed and Breakfast	o	/	/	x	x	x	x	x	x	x	x	x	x	x	o	x
Betting Office	x	/	o	x	x	x	x	x	x	x	x	x	x	x	/	/
Boarding Kennels	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
Caravan Park - Holiday	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Caravan Park - Residential	x	x	x	x	x	x	x	o	x	x	x	x	x	x	x	x
Car Park	x	/	o	o	x	x	x	o	x	x	x	x	x	x	o	o
Cash and Carry	x	x	x	/	x	x	x	x	x	x	x	x	x	x	x	x
Cemetery	x	x	x	x	x	x	x	/	x	x	x	x	x	x	x	x
Church	/	o	x	x	/	o	/	/	x	x	x	x	x	x	o	o
Associated Commercial Sports Related Activities	x	x	x	x	x	x	x	x	x	/	x	x	x	x	x	x
Commercial Recreational Buildings	o	/	/	x	o	o	o		x	x	x	x	o	o	o	o
Community Facility	o	o	o	o	/	o	/	o	o	o	o	o	x	x	o	o
Concrete Asphalt etc. plant	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
Crèche / Nursery School	o	o	o	x	o	o	o	x	x	x	x	x	x	x	o	o
Cultural Use	o	/	/	x	o	o	o	o	x	x	x	x	o	o	o	o
Dance hall / Discotheque	x	o	o	x	x	x	x	x	x	x	x	x	x	x	o	o
Doctor/Dentist	o	/	o	x	/	o	/	o	x	x	x	x	x	x	/	/
Education	o	o	o	x	/	/	/	/	x	x	x	x	x	x	o	o
Enterprise Centre	x	o	x	/	x	x	x	x	x	x	x	x	o	o	x	x
Funeral Home	x	o	x	x	x	x	x	x	x	x	x	x	x	x	o	o
Garden Centre	x	o	x	o	x	x	x	o	x	x	x	x	x	x	o	o
Guest House	o	/	/	x	x	x	x	o	x	x	x	x	x	x	o	x
Halting Sites	o	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Health Centre	o	/	o	x	/	o	/	o	x	x	x	x	x	x	o	o
Heavy Vehicle Park	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
Small Home Based Economic Activity	o	o	o	x	x	x	x	x	x	x	x	x	x	x	o	x
Hospital	x	o	x	x	x	x	x	o	x	x	x	x	o	x	x	x
Hotel	o	/	/	x	x	x	o	o	x	x	x	x	o	/	o	o
Industry Light	x	x	x	/	x	x	x	x	x	x	x	x	/	x	x	x
Industry Other	x	x	x	/	x	x	x	x	x	x	x	x	x	x	x	x
Local Neighbourhood Services	o	/	x	x	x	x	x	x	x	x	x	x	x	x	/	/
Motor Sales Outlet	x	x	x	o	x	x	x	x	x	x	x	x	x	x	o	/
Motor Fuel Filling Station	x	x	x	o	x	x	x	x	x	x	x	x	x	x	o	/
Offices District	x	/	o	x	x	x	x	x	x	x	x	x	/	/	x	x
Offices Neighbourhood	x	/	o	x	x	x	x	x	x	x	x	x	/	/	o	o
Offices Other	x	/	o	x	x	x	x	x	x	x	x	x	/	/	o	o

Use classes	Land use zoning objectives															
	A1/A2	B1	B2	C	D1	D3	D4	D5	E1	E2	E3	E4	F2	F4	G	G1
Open Space	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Park and Ride Scheme	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	/
Private Garage	/	o	o	/	x	x	x	/	x	x	x	x	o	x	o	o
Private Tip	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Public House	o	/	/	x	x	x	x	x	x	x	x	x	x	x	/	/
Public Services	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Recreational Facility / Sports Club	o	x	o	x	/	o	/	o	o	o	o	o	x	x	x	x
Residential	/	o	/	o	x	x	/	/	x	x	x	x	x	x	x	x
Residential Institution	o	x	x	x	o	o	o	o	x	x	x	x	x	x	x	x
Restaurant	o	/	/	x	x	x	x	o	x	x	x	x	o	x	o	o
Retail Warehouse	x	o	x	o	x	x	x	x	x	x	x	x	x	x	o	o
Retirement Home	o	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Science and Technology based Industry	x	x	x	/	x	x	x	x	x	x	x	x	/	x	x	x
Scrap Yard	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
Service Garage	x	x	x	o	x	x	x	x	x	x	x	x	x	x	o	o
Shops Major	x	/	o	x	x	x	x	x	x	x	x	x	x	x	o	o
Neighbourhood	o	/	/	x	x	x	x	o	x	x	x	x	x	x	/	/
Warehousing	x	x	x	o	x	x	x	x	x	x	x	x	x	x	x	x
Wholesale Outlet	x	o	x	x	x	x	x	x	x	x	x	x	x	x	x	x

- x Not permitted
- o Open for consideration
- / Permitted in principle

SCHEDULE 2

Criteria for the Consideration of Applications for Industrial and Commercial Developments

1. A high standard of architectural design of buildings, site works and landscaping proposals will be required.
2. The provision of adequate and landscaped car parking facilities in accordance with Table 5.1.
3. The provision of adequate space for the loading and unloading of goods, in areas removed from the public road.
4. The incorporation of suitable site landscaping and, where required, other measures to reduce or ameliorate impacts on surrounding land-uses, including residential areas.
5. Where the width of the adjoining public road carriageway is less than 9m, the width of each vehicular access opening to factories and similar premises may, subject to planning permission be increased to 9m provided they are suitably located with respect to road junctions or to similar openings in adjoining premises. Generally the building line must be at least 9m from the road boundary. A main access road likely to be used as a bus route must have a minimum width of 16m comprising a 9m carriageway and two 2m wide footpaths and two 1.5m wide grass margins. All side roads including cul-de-sacs, should have a minimum width of 14m comprising a 7.3m wide carriageway and two 1.85 wide footpaths and two 1.5m wide grass margins. In the case of further industrial development in the vicinity of the Southern Cross Route, the building line shall be 23m to it.

SCHEDULE 3

Criteria for the Consideration of Applications for Shopping Centre Developments

1. Adequate off-street and landscaped car parking in accordance with Table 5.1.
2. Separate service areas with adequate loading space.
3. Suitably located utility areas.
4. Convenient for access by public transport and by foot.
5. Adequate provision for pedestrian circulation.
6. Provision and attractive siting of street furniture, and also site landscaping where appropriate.
7. Provision within the overall design of the centre for a range of public facilities such as toilets, crèche, health clinic, sub-post office, etc.
8. The achievement of a suitable tenant mix.
9. Where appropriate, the possible incorporation of residential units in the upper floors of the development, in order to increase the evening activity and security of the centre.
10. The considerations and requirements of the Retail Planning Guidelines 1999.

SCHEDULE 4

Shopfront Design Guidance

The following guidance points are intended to assist in the achievement, in conjunction with the 'Bray Shopfronts Study', of a higher standard in shopfront design.

1. Traditional shop front designs and name plates over shop windows should, if at all possible, be retained and preserved.
2. Where new or replacement shopfronts are proposed, the use of traditional materials will be favoured. The excessive use of illuminated plastic or neon signs is not considered appropriate.
3. The design of new shopfronts should relate primarily to the architectural characteristics of the buildings of which they form part. Shopfronts should also reflect the scale and proportion of the streetscape.
4. In developing new shopfronts, the actual building design, materials, colour and detailing of the building should all be taken into account.
5. The quality, texture and the colour of materials used is of paramount importance. The painting of natural brick or stone is generally unacceptable. Where elements of the original shopfront framework remain, efforts should be made to retain them in order to assist in integrating the new shopfront with the building as a whole.
6. The level of workmanship is a significant contributing factor in shopfront design. High quality detailing is necessary in order to maintain a good appearance in shopfronts.
7. Canopies and awnings should be made of durable and where possible traditional materials and should not cause a cluttered appearance.
8. Security shutters should where possible be internal lattice shutters or toughened / laminated glass.
9. In new shopfronts, appropriate access should be made for disabled, elderly and those with children in prams and pushchairs.

SCHEDULE 5

Criteria for the Consideration of Applications for Motor Fuel Filling Stations

1. Developments shall be of the highest possible quality design.
2. Canopies and overhead structures are required to be in scale with surrounding buildings.
3. Applications must be accompanied by detailed landscaping and screening proposals, providing details of the type, location and timescale of planting.
4. Applications must include details of signage and their proposed location. The location of illuminated signs shall be given particular consideration as regards impact through glare-hazard or confusion to public road users.
5. Consideration will be given to the impact of the proposed development on the existing amenities and the streetscape.
6. A road frontage of at least 21.5 m is required for a new petrol station. The frontage must be kept clear of any structures (with the exception of the boundary wall) for a depth of not less than 4.5 m from the street or roadside boundary of the site.
7. No pump, hose pipe or other service may be situated less than 4.5 m from the street or roadside boundary of the site, nor may it be adapted to serve a vehicle standing on the public street.
8. Where petrol pumps and other services are sited not less than 9m from the street or roadside boundary of the site, the street frontage of the station may be reduced to 12m.
9. The station should not have more than two vehicular openings onto a street. The width of each opening should not exceed 7.5m. The street or roadside boundary of the station shall be defined, except at openings, by a wall or railing to a height of not less than 0.5m over the level of the adjoining street. Kerbs and footpaths shall be dished in accordance with the detailed requirements of the Roads Authority.
10. Petrol stations will not be permitted where a traffic hazard may be created.
11. The following standards must be observed in relation to the siting of filling stations near a junction:
 - where the street width is greater than 15m a vehicle entrance or exit shall not be sited nearer to a road junction than 33.5m, in the case of a junction with a street 15m in width or over, or 23m in the case of a junction with a street of between 7.5m and 15m in width;
 - where the street width is less than 15m a vehicle entrance or exit shall not be sited nearer to a road junction than 23m in the case of a junction with another street 7.5m in width or over;
 - where the junction occurs on the opposite side of the street from the petrol station site, no vehicle entrance or exit may be sited nearer than 23m to the junction where the width of the intersecting street exceeds 7.5 m;
 - where the street is of a dual carriageway type, no break in the central strip shall be permitted under any circumstances to serve the petrol station.
12. Persons intending to seek permission for the development of a new motor fuel station are advised to consult with the Fire Officer in relation to the installations for the storage and distribution of dangerous substances. All petrol stations (new and existing) are required to be licensed under Section 21(1) of the Dangerous Substances Act 1972 and are accordingly required to comply with these regulations.

SCHEDULE 6

Derelict Sites

The Derelict Sites Act 1990 requires the Council to prepare a register of derelict land and buildings and to impose a levy charge on the owners if it is considered necessary. The following areas have been identified as derelict sites :

1. House on the corner of Sutton Villas / Pearse Square.
2. Site on Upper Dargle Road, (north side).
3. No. 9 Fitzwilliam Terrace, Strand Road.

SCHEDULE 7

Buildings and Structures Listed for Preservation

It is an objective of the Planning Authority to secure the preservation of buildings, structures and other items listed below.

No.	Building and structure	Location	Extent
1	Town hall and fountain	Main Street	Entire
2	Courthouse and fountain	Main Street	Structure
3	Nos. 1 - 12 Prince of Wales Terrace	Quinsboro Road	Structure, including interior, gates and railings
4	Nos. 1 - 10 Duncairn Terrace	Quinsboro Road	Structure and railings
5	St. Peter's Church and old graveyard (excluding new graveyard)	Little Bray	Structure and Reredos
6	Christchurch	Church Road	Structure including interior
7	Church of Ireland Church	Kilbride	Structure including interior
8	Railway station	Off Quinsboro Road	Structure
9	Nos. 1 - 13 Florence Terrace	Florence Road	Structure railings
10	Massey Cottage	Killarney Road (Kilbride)	Structure
11	Brook House	Herbert Road	Structure
12	Violet Hill	Herbert Road (Kilbride)	Structure
13	Conservatory at Loreto Convent	Vevay Road	Structure
14	Loreto Convent (Main building)	Vevay Road	Structure
15	F. Doyle	90 Main Street	Structure
16	Culloden	Wyndham Park	Structure
17	The Esplanade Hotel	Strand Road	Structure
18	Lacey's Hotel	Strand Road	Structure
19	Bella-Vista	Strand road	Structure
20	Oldcourt Castle	Oldcourt	Structure
21	"Ard Soluis"	King Edward Road	Structure
22	Ecclesiastical remains	Fairyhill housing estate	Structure

SCHEDULE 8

Buildings and Structures Listed for Conservation

It is an objective of the Planning Authority to protect the quality and character of buildings, structures and items listed below and to permit alterations of these only where such development fully respects the architectural, historical and/or streetscape significance of the listed items.

No.	Building and structure	Location	Extent
1	Church of the Holy Redeemer	Main Street	Structure and interior
2	St Paul's Church	Main Street	Structure and interior
3	St. Andrew's Presbyterian Church	Quinsboro Road	Structure and interior
4	Methodist Church	Florence Road	Structure and interior
5	Nos. 4 (Gaffneys) & 5 (Kings) Main Street	Main Street	Structure
6	Former Offices of Alliance & Dublin Consumers Gas Co.	108 Main Street	Structure
7	"H. Taylor & Company" (Ladbrokes)	9 Quinsboro Road	Facade
8	Former Manse of Presbyterian Church	Quinsboro Road	Structure
9	Nos. 1 - 12 Goldsmith Terrace	Quinsboro Road	Structure and railings
10	Supreme Sports	15 Quinsboro Road	Facade
11	Bray Post Office	Quinsboro Road	Structure
12	Nos. 1 - 7 Novara Terrace	Galtrim Road	Structure
13	Nos. 1 - 14 Galtrim Road	Galtrim Road	Structure
14	Nos. 1 - 7 Wyndham Park	Wyndham Park	Structure and railings
15	Nos. 1 - 11 Alexandra Terrace	Novara Avenue	Structure
16	"Wellington"	Novara Avenue	Structure
17	"Sidmonton Cottage"	Novara Avenue	Structure
18	"Ferndale"	Novara Avenue	Structure
19	Nos. 1 - 6 Sidmonton Square	Sidmonton Square	Structure
20	French School	Sidmonton Place	Structure
21	"Mount Coleman"	Meath Road	Structure
22	"Glenhazel"	Meath Road	Structure
23	Nos. 1 - 8 Milward Terrace	Meath Road	Structure
24	CIE Goods Store	Off Meath Road	Structure
25	Nos. 1 - 8 Martello Terrace	Strand Road	Structure
26	Martello Tower	Strand Road	Structure
27	Nos. 1 - 5 Royal Marine Terrace	Strand Road	Structure
28	Nos. 1 - 12 Brennan's Terrace	Strand Road	Structure
29	"The Porterhouse"	Strand Road	Structure
30	"Jim Doyle & Sons"	Strand Road	Structure
31	"Tullyra"	Strand Road	Structure
32	Nos. 1 - 4 Esplanade Terrace	Strand Road	Structure
33	Strand Hotel	Strand Road	Structure
34	St. Mary's Terrace	Strand Road	Structure
35	"Dunluce"	Strand Road	Structure & cast iron ballustrade
36	"Tree of Idleness"	Strand Road	Structure & cast iron ballustrade
37	"Altona"	Strand Road	Structure & cast iron ballustrade
38	"Neptune House"	Strand Road	Structure & cast iron ballustrade
39	Nos. 1 - 4 Mount Norris Villas	Strand Road	Structure

Schedule 8 Continued

40	Bray Head Hotel	Strand Road	Structure ballustrade
41	Nos. 1 - 6 Fontenoy Terrace	Strand Road	Structure
42	The Battery	Strand Road	Structure
43	Oldcourt House	Oldcourt	Structure
44	Sunbeam House	Oldcourt	Structure
45	St. Patrick's N.S. (Royal Drummond Institute)	Vevay Road	Structure
46	Carrigbrae	Vevay Road / Church Road	Structure
47	Presentation College	Putland Road	Structure
48	"Pembroke College"	Church Road	Structure
49	"Lansdowne"	Church Road	Structure
50	"Ryecroft"	Church Road	Structure
51	The Rectory (Former)	Church Road	Structure
52	"Ardcairn"	Killarney Road	Structure
53	"Granite Cottage"	Boghall Road	Structure
54	"Ard Na Greine"	King Edward Road	Structure
55	"Silverdale"	King Edward Road	Structure
56	"Cambrae"	King Edward Road	Structure
57	"Kylemore"	King Edward Road	Structure
58	"Kilbride Tower"	Kilbride (Herbert Road)	Structure
59	"Ardmore"	Herbert Road	Facade
60	"Mount Herbert"	Herbert Road	Structure
61	"An Lar" (Cripples Institute)	Lower Dargle Road	Facade
62	Brabazon Cottages	Sheridan's Lane	Structure
63	Nos. 29 & 30 Dublin Road	Dublin Road	Structure
64	Seapoint House	Seapoint Road	Structure
65	1 Sea point Road	Seapoint Road	Structure
66	Nos. 1 - 5 Church Terrace	Church Terrace	Structure, stone bollards & chains
67	"The Maltings"	Mill Lane	Structure
68	Victorian Pillar Boxes	Main Street junction of Sidminton Road & Lorento Avenue & elsewhere	Structure
69	Stone Boundary Walls	Killarney Road, King Edward Road, Vevay Road and Church Road	Structure

SCHEDULE 9

Tree Preservation

Subject to a more thorough specialist assessment of individual specimens within each group, the Planning Authority intends to consider making Tree Preservation Orders under Section 45 of the 1963 Local Government (Planning and Development) Act in the case of groups of trees at the following locations:

1. Brook House School and Killarney Glen, Herbert Road
2. Kilbride (generally)
3. Violet Hill
4. Ballywaltrim House
5. Oldcourt House and Vevay House, Swan River Valley
6. Grounds of Loreto Convent
7. Grounds of Presentation College
8. Bray Head
9. Church Road
10. Duncairn Terrace, Quinsboro road
11. Swan River to Bray Bridge. (The Maltings)
12. Park at Novara Avenue/Galtrim Road
13. Small woodland on the ecclesiastical remains, Fairyhill housing estate
14. Florence Road
15. Ballywaltrim Lane

SCHEDULE 10

Views and Prospects

The Council proposes to preserve the following views and prospects:

1. The view of Bray Head and the Little Sugar Loaf from the town generally.
2. The view towards the River Dargle, its flood plain and adjoining steep-sided wooded slopes, from N11.
3. The view of the Town's steep western wooded slopes between St. Valery's Bridge and Kilcrouney, from N11.
4. The view from the Bridge over the Swan River on the Herbert Road down towards the Dargle.
5. The view down the Swan River Valley towards Herbert Road from the bridge on Killarney Road.
6. The view down the River Valley from below Granite Cottage off Boghall Road towards Oldcourt House.
7. The view of the Western side of Bray head from Killarney Road (between cemetery near Elgin Wood and Fairy Hill).
8. The view from the shelter below Fiddlers Bridge leading to Bray Head back along the Esplanade towards Martello Terrace and the Sailing Club, particularly of the houses along Strand Road.
9. The view from Hedge End on Herbert Road across the wooded area towards King Edward Road.
10. The view from the fenced area above Mount Herbert on Herbert Road towards Fassaroe.
11. The view from the high ground near the Sunnybank Inn of churches in Bray namely, St. Paul's, the Holy Redeemer and Christ Church.
12. The view from the Harbour Bridge of The Maltings and the former power station chimney.
13. The view of Loreto Convent and the spire of Christ Church from Fiddler Bridge on Bray Head.
14. The view from Old Court Drive towards the Sugar Loaf Mountain.