

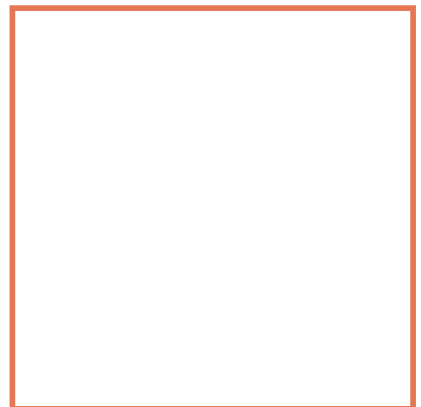
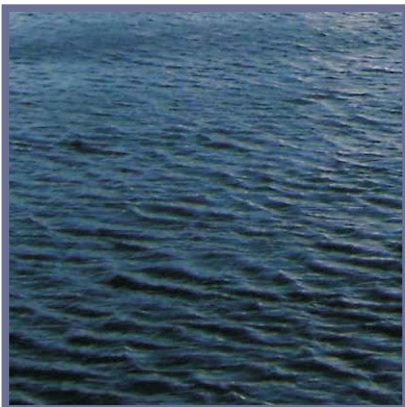
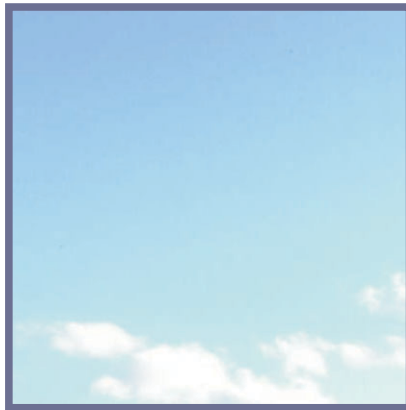
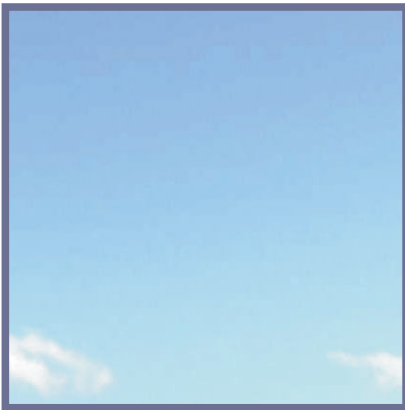


Bray Town Council

Bray Town Development Plan 2011 to 2017

Written Statement & Maps

March 2011



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1 Introduction

1.1 Introduction of Bray Development Plan (2011-2017)

The Bray Development Plan will set out an overall strategy for the proper planning and sustainable development of the administrative area of Bray Town Council for the period 2011 to 2017. The Plan will provide for, and manage, the physical, economic and social development of the town, in the interests of the overall common good.

It will provide the means by which the specific objectives and activities of the private and public sector will be co-ordinated, to ensure that they are implemented in a mutually integrated, consistent, sustainable and supportive manner. It will promote and encourage development, conserve and protect the environment and make the best possible use of resources.

The Planning and Development Act, 2000 (as amended) indicates the mandatory objectives that must be included in the Bray Development Plan. To this accord, the Plan includes objectives for:

- the zoning of land for particular land use purposes;
- the provision of infrastructure including transport, energy and communication facilities, water supplies, waste recovery and disposal facilities, waste water services and ancillary facilities;
- the conservation and protection of the environment including archaeological and natural heritage, and the conservation and protection of sites;
- the integration of the planning and sustainable development of the area with the social, community and cultural requirements of the area and its population;
- the preservation of the character of the landscape where the proper planning and sustainable development of the area requires it, including the preservation of views and prospects and the amenities of places and features of natural beauty or interest;
- the protection of structures, or parts of structures, which are of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest;
- preservation of the character of Architectural Conservation Areas;
- the development and renewal of areas in need of regeneration;
- the provision of accommodation for Travellers, and the use of particular areas for that purpose;
- the preservation, improvement and extension of amenities and recreational amenities;
- the control of establishments affected by the provisions of the Major Accidents Directive;
- the provision of services for the community including schools, crèches and other education and childcare facilities.

1.2 Structure of Bray Development Plan.

The Plan consists of a written statement and a series of maps, which provide the development objectives for the area.

1.2.1 The Written Statement

The written statement comprises a series of chapters, which outline the development objectives for the administrative area of Bray Town Council. The written statement is made up of the following elements:

- The core strategy of the development plan shall provide the Strategic Vision and Strategic Policy Objectives of the Plan. These are framed within the general planning and development context within which the Plan is set. This strategy shall evolve from consideration of national, regional and local plans, strategies and guidelines.
- The core of the Plan is made up of numerous chapters that focus specifically on providing detailed development objectives in relation to the following land uses:
 - Housing
 - Retail and Town Centre
 - Economic Development and Tourism
 - Community
 - Transport
 - Natural, Architectural and Archaeological Heritage
 - Recreation and Open Space
 - Public Services
 - Bray Seafront Area

Each of the above chapters includes the following elements:

- *Vision:* This identifies the overall vision for the proper planning and sustainable development of the particular development type.
- *Context:* This outlines the national, regional and local context within which each chapter is framed. It provides the relevant strategies and guidelines to which the Plan shall have regard.
- *Strategy:* The Strategy identifies the existing situation within Bray and provides the background and reasoning for the specific policies and objectives.
- *Policies:* The policies set out the specific and detailed aims of the Council for the proper planning and sustainable development of the town.

- Chapters 12 and 13 provide the 'Development Control Standards and Guidelines' and the 'Land Use Zoning Objectives' for the Plan.
- Chapters 14-16 include Area Action Plans, which provide specific standards and guidelines for the development of mixed-use areas, including Former Bray Golf Club Lands, Bray Harbour and North Beach, and Rehills Land.
- The final component of the Written Statement comprises Appendices.

1.2.2 Maps

The maps provide a graphic representation of the written statement of the Plan. They indicate land use and other development standards together with various objectives of the Council.

The maps do not purport to be accurate survey maps from which site dimensions or other survey data can be measured. Should any conflict arise between the written statement and the map, the written statement shall prevail.

The Plan relates to the functional area of Bray Town Council, as delineated on the map. Parts of the built-up area of Bray are located in the adjoining functional areas of Wicklow County Council and Dun Laoghaire-Rathdown County Council and the planning and the appropriate Development Plans and Local Area Plans of these Councils govern development of these areas.

1.3 National Plans, Policies and Strategies

The Plan will, in so far as is practicable, be consistent with such national plans, policies or strategies as the Minister determines relate to proper planning and sustainable development. These plans, policies and strategies provide the national and regional context within which the Plan is made. The relevant documents relating to the formulation of policies are provided in the 'Context' section of each Chapter.

The Planning and Development Act, 2000 (as amended) states that in making a Development Plan, a planning authority shall have regard to the Development Plans of adjoining planning authorities and shall co-ordinate the objectives in the Development Plan with the objectives in the Plans of those authorities, except where the planning authority considers it to be inappropriate or not feasible to do so. The development objectives included in the Development Plans for Wicklow County and Dun Laoghaire-Rathdown County have been considered along with the potential significant effects that the implementation of the Bray Development Plan will have on the areas of Wicklow County Council and Dun Laoghaire-Rathdown County Council.

1.4 Financial Consideration

This Development Plan has taken account of prevailing economic conditions as they affect public and private investment. The nature of the statutory Development Plan process is such that no budget is agreed in advance for the implementation of the Development Plan and no funding is guaranteed. The implementation of the Development Plan is dependent on factors largely outside the control of Bray Town Council; on the one hand the funding of major infrastructural projects by Central Government and on the other hand by the willingness of the private sector to invest in new developments.

Given the degree of difficulty in predicting the allocation of state funding in future years, the various policy measures and objectives put forward in this Plan will be subject to regular review. Particular objectives may be modified or deleted and new works, which may become necessary, and are not included in the specific objectives, may be initiated, depending on the availability of finance and the sanctioning of works by Central Government.

1.5 Plan Period

Although set within the context of a twenty year planning horizon, the period of this Plan is six years from the date of adoption, unless circumstances dictate that the Plan should be reviewed earlier, or a variation of the Plan is made.

1.6 Plan Implementation

The implementation of the Bray Development Plan will secure the future development of Bray and its environs in a sustainable and integrated manner. The Plan will provide a platform for the development of a healthy economy and environment, which in turn will create conditions for social progress and a better quality of life. These benefits will be realised in a manner that meets the requirements of the town's present population, while also safeguarding the physical, economic and social environment of the town for the enjoyment of future generations.

Any publications or standards referred to in this Plan that are required to be complied with, are those relevant at the time of drafting the Plan. The requirements of succession or other relevant documents produced subsequently should also be complied with

2 Overall Strategy

2.1 Vision

It is the vision of Bray Town Council to provide in full for the development needs of Bray, and higher order services for its environs, in accordance with the principle of sustainable development, so that Bray becomes a thriving integrated community, sustaining a high quality of life for all, while its valuable environment and heritage is safeguarded.

2.1.1 Overview

The population and settlement objectives for the Town flow directly from the National Spatial Strategy 2002 – 2020, the Regional Planning Guidelines for the Greater Dublin Area and the County Development Plan.

The National Spatial Strategy unit of the Department of the Environment Heritage and Local Government have allocated populations for the Mid-East region, and the Regional Planning Guidelines for the Greater Dublin Area 2010-2022 have allocated the following populations for Co Wicklow, which puts the onus on the County to cater for increased population from the 2006 census level of 126,196 persons in 2006 to 164,280 persons in 2016 and 176,800 persons in 2022

In accordance with the requirements of the National Spatial Strategy Unit, as translated by the Regional Planning Guidelines, within Co. Wicklow at least 42% of the growth allocated will be directed into the Metropolitan area settlements of Bray and Greystones, with Bray taking a larger share having regard to its designation in the Regional Planning Guidelines as a Metropolitan Consolidation Town. The resultant populations for the wider Bray urban area within Co. Wicklow as allocated within the draft County Development Plan 2010-2016 are 30,000 for 2011, 40,000 for 2016, and 45,000 for 2022. Of these figures, 28,000, 31,000 and 33,000 respectively are allocated to the Bray Town Council administrative area, based on the outside probabilities of what can be accommodated within the Town Council boundaries.

While this Town Plan only deals with the Bray Town Council area, it does not ignore the fact that the current boundaries of Bray cannot absorb the levels of population the National Spatial Strategy and Regional Planning Guidelines envisage for Bray's designation as a Metropolitan Consolidation Town. Nor can it be blind to the fact that the core of the town will have to develop to provide higher order retail, cultural, entertainment, leisure, community, and educational infrastructure, in accordance with various guidelines, to service both the Town Council area and the newly designated environs areas. So while this Plan seeks to provide as much housing as possible within the town boundary, (with the greatest density of new housing as close to the central core, and its current and proposed rail infrastructure), lands at Fassaroe (in Co Wicklow) and Old Conna and Woodbrook (in Dun Laoghaire Rathdown), will have to provide the balance of new housing development. The same will apply to employment infrastructure. There simply is not sufficient land within the Town Council boundaries to provide for the level of employment needed to combat unsustainable commuting.

This Plan, its strategies, and objectives will be crafted based on these requirements.

2.1.2 The Strategic Vision and Strategic Policy Objectives of the Bray Development Plan.

The Strategic Vision and Strategic Policy Objectives of the Bray Development Plan (2011-2017) provide the overall strategy of Bray Town Council for the proper planning and sustainable development of Bray for the period up to 2017. The Vision and Policy Objectives are framed within the demographic, socio-economic, and strategic and local planning contexts within which the town's future development is mapped out.

2.1.3 Strategic Policy Objectives

It is the policy of Bray Town Council to:

- promote Bray as a regional centre of economic, retail, educational, tourism, industrial, social, cultural and ecological growth;
- ensure an adequate supply of zoned and serviced land is provided, to meet anticipated development needs;
- consolidate the urban form of the town through:
 - ❖ promoting the use of under-utilised physical and social infrastructure via the redevelopment of brownfield and derelict sites;
 - ❖ promoting a more intensive use of existing residential, community and industrial stock, via the promotion of increased densities, 'Living Over The Shop' (LOTS), infill housing and development of employment zoned areas;
 - ❖ regeneration of declining residential and industrial areas;
- improve the economic competitiveness of Bray through:
 - ❖ increasing the quantity and quality of retail development, particularly within the town centre, and to control development and uses that undermine the quality, vibrancy and vitality, of the town centre;
 - ❖ facilitating the expansion and diversification of the existing employment base via the development of industry, commerce and other economic activity.
- retain the town's population through providing a sufficient amount of affordable residential units in the town, and facilitating the development of infrastructure, services, employment and social opportunities to meet the needs of the population;
- improve the image and attractiveness and vitality of Bray Town Centre through improving the appearance, amenity, accessibility and shopping environment so that Bray becomes a vibrant, high-quality environment to visit, shop, and work in.
- reduce the demand for travel and support the development of sustainable modes of transport by facilitating the extension of the LUAS line (B2) Cherrywood to Bray Railway Station, developing Quality Bus Corridors, and developing a transport interchange at Bray Dart Station;

- promote sustainable land use and transportation objectives through promoting the development of neighbourhood centres and mixed use developments, and through increasing accessibility to public transportation and integration between transport modes;
- provide for the orderly and timely provision of public infrastructure and facilities, including transportation and roads, water and sewerage, and community and recreational facilities;
- preserve and enhance the natural, architectural and archaeological heritage of the town;
- improve the natural and built environment of the town;
- protect and enhance the quality of residential amenity;
- promote a more inclusive and fairer society;
- the Council, in consultation with the Office of Public Works, will identify those areas of the town prone to flooding which must be reserved for flood protection. Only developments that are consistent with that function will be permitted in these areas. The Council shall have regard to the Planning system and Flood Risk Management Guidelines adopted by the Department in 2009 and ensure developments are in keeping with those guidelines.

2.2 Demographic and Socio-Economic Context

2.2.1 Population

The population of Bray and its environs has increased significantly since the 1960s. In 2006, the population within the boundaries of Bray Town Council reached 27,041 and the population of the town's environs within county Wicklow reached 1,773. Since 1996, the environs have witnessed large population growth, while the growth within the jurisdiction of Bray Town Council has remained relatively muted. It is projected that the population of both the town and its environs will continue to grow. However due to the lack of available greenfield sites within the boundaries of the Town Council, it is likely that population growth in the environs will continue at a faster rate. This is particularly so with the adoption of the Bray Environs Plan by Wicklow County Council in 2009 which will cater for a population of 7000.

Table 2.1: Population change and projections in Bray and environs, 1996-2017

Year	Bray Town Council	Environs* Wicklow	Total	% Change in Town Council	% Change in Environs
1996	25,252	508	25,760	N/A	N/A
2002	26,244	1758	28,002	+3.93%	+246.06%
2006	27,041	1773	28,814	+3.04%	+0.85%
2011	28,000	2000	30,000	+3.55%	+12.80%
2017	31,300	9,500	40,800	+11.79%	+375.00%

*Environs refer solely to parts of the census districts in Wicklow County

2.2.2 Age and Gender

The 2006 census results on the age and sex structure of the town's population indicate that there are slightly more females than males in the town. In addition, the town is witnessing other demographic changes, such as a reduction in the birth rate, an ageing population and a reduction in the amount of elderly people residing in the town.

2.2.3 Household Structure and Size

Between 2002 and 2006, the number of private households in the town and its environs increased by 919 or 9.2%. The figures provided in Table 2.2 indicate that there is a wide variety of different forms of household composition in the town, ranging from one person households, which increased in numbers by 21.5% since 2002, to households comprising two or more family units, which increased by 46.4% during the same period. The figures indicate that there is a growing demand for a variety of different types of residential accommodation, to meet the needs of the wide array of household compositions within the town.

Table 2.2: Private Household Composition in Bray and environs, 2002-2006

Household Composition	Number of Households		% Change 2002-2006
	2002	2006	
One person	1,804	2,193	+21.5
Couple*	1,619	1,871	+15.5
Couple* with children	3,874	3,874	-2.37
Couple* with other persons	140	213	+52.1
Couple* with children and other persons	404	277	-31.4
Lone parent with children	1,192	1,400	+17.4
Lone parent with children and other persons	197	179	-9.14
Two or more family units	56	194	+46.4
Non-family households	562	660	+17.4
TOTAL	9,942	10,861	+9.2

*Includes both married and co-habiting couples. Source: Census 2006

Household sizes have dropped significantly in recent years. At the 2006 census the average household size in Bray is 2.65. Under the draft 'Regional Planning Guidelines for the Greater Dublin Area 2010-2022', household size is projected to decrease to 2.56 by 2016.

2.2.4 Employment

The 2006 Census provides figures on the total number of persons, inside and outside the labour force. The labour force consists of persons who are at work, unemployed or seeking regular work for the first time. Those outside the labour force consist mainly of students, persons looking after the home/family and retired persons.

As indicated on Table 2.3, the vast majority of employment in the town is provided in the employers/managers, professional and service sectors. The Census figures for Bray in 2006 indicate that there are a total of 14,671 persons in the labour force, of which 92% of these are at work.

7.8 % of people in the labour force were unemployed in the 2006 Census. This compares with an overall unemployment rate of 8.5 % for the State (these figures are based on 'the principle economic status category' method of calculation). The most recent figures taken in October 2009 show an increase in the number of individuals within the State on the Live Register to 9.2%

Table 2.3 Employment in Bray, classified by Sector, 2006

Sector	Percent
Managerial, Professional and Services	72.3
Industry	20.3
Agriculture	0.7
Other	6.7

Source: Census 2006

Most recent information (from the CSO) illustrates that between the dates of March 2008 to March 2009 there was a doubling of numbers on the Live Register in Bray.

2.3 Strategic Planning Context

The spatial pattern of development in Bray must conform to the strategies outlined in the 'National Spatial Strategy' (2002-2020) and the 'Regional Planning Guidelines for the Greater Dublin Area, 2010-2022' as above. All forms of development must conform to the principles of sustainable development.

2.3.1 National Spatial Strategy

The strategic vision for the spatial development of Ireland for the forthcoming twenty years is outlined in the 'National Spatial Strategy (NSS)'. This Strategy aims to achieve balanced regional development over the country of Ireland within the period up to 2020, in a way that is internationally competitive, socially cohesive and environmentally sustainable.

Under the Strategy, Bray is located within the metropolitan area of the Greater Dublin Area (GDA). The strategic national role of the GDA is to consolidate its area. To facilitate this physical consolidation, the following actions are required:

- Provision of housing and other suitable uses on vacant, derelict and under-utilised land, particularly on areas in or close to public transport corridors and areas with under-utilised physical and social infrastructure.
- Use of the Derelict Sites Act (1990) to assemble fragmented sites and to encourage the relocation to more suitable sites where there is inappropriate land use.
- Ensure the effective use of the existing housing stock, for example by promoting 'Living over the Shop' schemes and by seeking opportunities for infill housing.
- Prepare urban design plans in renewal areas, to establish a framework for buildings and public spaces.
- Examine the potential of declining industrial and warehouse estates for re-development for new economic activity.

2.3.2 Regional Planning Guidelines for the Greater Dublin Area 2010-2022

The Draft Regional Planning Guidelines for the GDA 2010-2022 were adopted in June 2010.

It is a policy of the Council to facilitate the implementation of the 'Regional Planning Guidelines, Greater Dublin Area, 2010-2022'.

The Greater Dublin Area is comprised of 7 local authority areas, including Dublin City, and South Dublin, Dun Laoghaire Rathdown, Fingal, Kildare, Meath and Wicklow Counties.

The core principles for the sustainable development of the GDA, as established in the NSS, are incorporated in the 'Regional Planning Guidelines, Greater Dublin Area, 2010-2022'. These Guidelines provide a long-term strategic planning framework for the development of the Greater Dublin Area. Under these Guidelines, the strategic vision for the future development of the GDA is used as a primary starting point:

Under the Guidelines Bray is designated a 'Metropolitan Consolidation Town', which will be a main growth area within the Metropolitan Area. The Guidelines advise that these towns should be developed to a relatively large scale as part of the strategy for the Metropolitan Area involving its consolidation.

The spatial dimension to the Strategy support the growth of the polycentric gateway and primary economic growth towns linked by multi-modal corridors and focused on identified Cores Economic Area including the Bray / Cherrywood / Greystones Core Economic Area. The Vision for this document is to develop, by 2022, a *"region which fosters communities living in attractive, accessible places well supported by community infrastructure and enjoying high quality leisure facilities; and promotes and protects across the GDA green corridors, active agricultural lands and protected natural areas"*

The settlement strategy and the economic strategy shall integrate with the physical, green and social infrastructure and rural development policies and recommendations.

There are a number of core principals for achieving this vision, including;

- The GDA, through its ports and airport connections will continue to be the most important entry/exit point for the country as a whole and as a Gateway between the EU and the rest of the world.
- The Dublin and Mid-East Regions will be attractive, vibrant locations for industry, commerce, recreation and tourism and will be a major focus for economic growth within the Country.
- Development in the GDA shall be directly related to investment in integrated high quality public transport services and focused on compact urban form.

Bray, as a metropolitan consolidation town, should continue to be developed at a relatively large scale as part of the consolidation of the metropolitan area, and to continue to support key public transport corridors connecting these locations to the city, each other and the Large Growth Towns in the hinterland. Bray town should assess, specify and plan for the long-term growth of these centres – up to 100,000 population, to take place over a series of Development Plans. This should ensure that the planning of new infrastructure fully takes into account the long-term growth role of these centres, and ensures for the future co-ordinated integration of all new services to serve future expansion.

2.3.4 Sustainable Development

It is important to note that all planning and development is obliged to conform to principles of sustainable development, as outlined in documents such as 'Sustainable Development: A Strategy for Ireland' (DoE, 1997) and 'Making Ireland's Development Sustainable' (DoEHLG, 2002). Sustainable development has been defined as development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. In essence, it is about present and future generations all over the world being afforded the opportunity to enjoy economic prosperity,

social progress and a high quality environment. Sustainable development must encompass economic and social development, along with environmental protection, in an integrated manner and on the basis that it is a process in which these three objectives are addressed on an equal footing and are mutually reinforcing. Citizen participation is a key factor in the achievement of these goals. In applying these principles, the quality of life of present and future generations can be improved by:

- keeping the economy competitive in a rapidly changing world;
- providing a strong basis for further economic prosperity;
- pursuing greater eco-efficiency;
- bringing about a fairer and more inclusive Ireland;
- promoting and securing a high quality environment;
- contributing to sustainable development at the global level.

These measures must be embedded in strategic land use and social, economic and environmental development policies.

From the point of view of strategic spatial planning, sustainable development will, among other things mean:

- maximising access to and encouraging the use of public transport, cycling and walking;
- developing sustainable urban and rural settlement patterns and communities to reduce distance from employment, services and leisure facilities and to make better use of existing and future investments in public services, including public transport;
- promoting cost-effective provision of public services like roads, drainage, waste management facilities, lighting, public amenities and schools;
- contributing to the evolution of socially integrated communities in both urban and rural areas;
- minimising the consumption of non-renewable resources like soils, groundwater and agricultural land;
- avoiding adverse impacts on environmental features such as landscapes, habitats and protected species, river catchments, the maritime environment and cultural heritage;
- ensuring that construction design is of a high quality and appropriate to the scale and context of its surroundings.

2.4 Local Planning Context

2.4.1 Factors Impacting on Development

Identification of the main strengths, weaknesses, opportunities and threats that are impacting on Bray's current and future development is vital in order to establish the local context within which the Plan is prepared.

Strengths

- Bray is located in the metropolitan area of the GDA and thereby yields benefits in terms of its enhanced economic competitiveness and from its proximity to a variety of infrastructural, social and cultural facilities that are available in the Dublin area. In addition, it is the largest town in County Wicklow and it is the principal service centre for the north of the county.
- The town is easily accessible to Dublin and County Wicklow by good transportation links and services, in the form of the N11/M11, DART, Dublin Bus and Bus Eireann services.
- The community/voluntary sector in the town is active and strong, comprising a multitude of community and voluntary groups. Volunteering benefits civil society as an expression of active citizenship.
- The area comprising Bray Head, the Seafront and the Esplanade is rich in natural and architectural heritage. The area provides an important economic, recreational, natural and historic amenity, which is enjoyed by residents and visitors alike.
- The availability of recycling facilities within the town and the greater uptake of recycling practices among the town's residents.
- The development and adoption of the Bray Head SAAO in 2007. This designation protects an area which is considered to be of particularly high amenity value which is sensitive to intense development pressure, and which cannot be fully protected through planning control.
- The town and its environs have a large population of 31,900, which is projected to continue increasing in the forthcoming years. This large population ensures the future provision of services and facilities within the town.
- The town is well served by a wide variety of public leisure and recreational facilities, such as the Mermaid Centre, the Leisure Bowl, National Sealife Centre, Star Leisure Complex, Peoples Park, Ballywaltrim Recreation area and the River Dargle. The development of Bray Swimming Pool (Shoreline) has significantly improved the range and quality of public leisure facilities.
- The reputation of Ardmore Studios and the number of recent successful productions made there means that Bray is an important national centre for film-making.

Weaknesses

- Even in the current economic climate there is an insufficient supply of houses to match demand. This has in the past resulted in upward pressure on house prices, forcing the house-buying public to locate outside the town.
- Bray is designated a Major Town Centre in the GDA, however the quantum and quality of the town's retail floorspace lags significantly behind other Major Town Centres. Unless this problem is addressed, the leakage of comparison expenditure to nearby retail centres such as Dundrum Town Centre, and to a lesser extent Carrickmines, Blackrock and Dun Laoghaire will continue.

- There is a lack of employment opportunities in the town to cater for the needs of the Bray and North Wicklow community.
- The future development of the town is physically constrained by the lack of greenfield sites available in the town and by the pattern of the town's existing urban form and buildings.
- Increased car use, a lack of routes across the river, and a shortfall of car parking facilities has resulted in traffic congestion.
- The administrative boundaries of the town do not reflect the functional area that the town realistically services. This impedes the ability of Bray Town Council to plan the future development of the town in a holistic and strategic manner.

Opportunities

- As the functional urban area of the town extends significantly beyond the existing boundaries of the Town Council, into the jurisdictions of Wicklow and Dun Laoghaire-Rathdown County Councils, the opportunity exists to extend the planning and administrative boundaries of the Town Council. This would enable the land use and infrastructure planning of Bray's functional area to be dealt with in a more integrated, strategic and holistic manner.
- The development of the Former Golf Club Lands and Florentine site will contribute enormously to the success of the town. In particular, the development of the Former Golf Club Lands will yield significant benefits for the town in terms of alleviating the enormous housing pressure within the town and in facilitating the provision of expanded employment, retail, leisure, social and cultural opportunities for the town's residents.
- The opportunity exists to unlock the development potential of under-utilised sites around the town, such as the Herbert Road car park, Florentine car park and the former Health Centre on the Killarney Road.
- Greater consideration could be given to the needs of disabled and elderly people during the design and planning of the built environment.
- The opportunity exists to realise the full amenity and development potential of the Seafront, harbour and river areas of the town, so that full benefit is gained from these important, yet under-utilised assets.
- The general appearance of the town centre could be improved through quality urban design and landscaping. This would enhance the vitality and viability of the area.
- The water quality of the beach and harbour area should be improved and the Council should aim to secure a Blue Flag.
- The image of the town can be improved. This would translate in economic and social gains for the town.
- The designation of Bray Head as a special amenity area, (SAAO), will give rise to the promotion of the areas use in a managed and environmentally sustainable manner
- The opportunity exists to improve the permeability of the town through improving links, for example, between residential areas and commercial/employment/leisure facilities. There is a need to ensure the development of neighbourhoods that promote easy and close access to

important amenities with convenient and safe links. This would enhance the permeability and legibility of the urban living environment.

- The opportunity exists to provide employment facilities to cater for the employment needs of the Bray and North Wicklow communities.
- To promote and facilitate the linkage of the LUAS extension to Bray and Fassaroe, and the linking of both the DART and LUAS through a transport interchange at Bray Railway Station.
- The opportunity exists to further expand and develop Bray town into its environs through the development of Local Area Plans by Wicklow County Council and Dun Laoghaire Rathdown County Council.

Threats

- Rapid population growth has resulted in increased pressure on existing physical and social infrastructure. The strain being experienced by the town may stunt its long-term social, economic and cultural development.
- Historically, the economy of the Seafront area is dependent on tourist trade. In recent years, the amount of long-stay tourists visiting the town has reduced and this has negatively impacted on the viability of the hotel industry. Unless the area faces up to the challenge confronting it, the future vitality and viability of the area is put at risk.
- The uncertain economic outlook facing the nation has far reaching implications for the future development of the town. Development progress will be retarded as the national economy is currently experiencing a down turn.

In essence, the points raised in the above analysis indicate that although the town has numerous strengths, largely associated with its location within the GDA, its large and growing population and its abundance of rich natural and built heritage, the town is suffering from a number of problems that have surfaced in recent years as a result of the economic and population growth which the GDA has experienced. These main problems have included a lack of affordable residential accommodation, increased traffic congestion, and increased pressure on social and physical infrastructure. Other problems that are particular to Bray relate to the continued leakage of retail revenue as shoppers continue to travel outside the town for comparison goods and the relative failure of the town's tourist industry to attract enough long-stay tourists to make the hotel industry viable. Addressing these problems, which are stunting the sustainable development of the town are key determining factors in the formulation of policies in the Development Plan.

2.4.2 Town Function and Role

The role of Bray in the context of the broad settlement structure for the GDA is considered, with the following conclusions:

- Its location within the metropolitan area of the GDA means that it is a centre of regional importance. This means that the town must consolidate its future development in a way that accommodates the further development of business, retail, employment, residential accommodation and the provision of services.
- Bray is the administrative, retail/commercial, educational and transportation hub of County Wicklow. The town is ranked in a position of primary importance at the top of the County Wicklow Settlement Hierarchy as a 'Metropolitan Consolidation Town' within the Wicklow County Development Plan 2010-2016 settlement hierarchy.

- Bray is a large residential centre, providing a commuting base for a large number of workers who travel to Dublin for employment.
- Bray is an important employment centre, providing a valuable local and sub-regional source of employment.
- Bray is a seaside and tourist town, and a centre for leisure and recreational activities.
- Bray is a heritage town, rich in natural and built heritage.
- Bray provides a gateway to the County of Wicklow

2.5 Core Strategy

The Planning and Development Bill 2009 requires a Development Plan to set out a core strategy to show the development objectives in the Plan are consistent with the objectives of the National Spatial Strategy and Regional Planning Guidelines.

Compliance with National Spatial Strategy and Regional Planning Guidelines:

The overview above clearly demonstrates that the population targets in this Plan are fully consistent with the National Spatial Strategy, Regional Planning Guidelines, and the Wicklow County Development Plan; additional information in respect of the Councils housing strategy is provided in Chapter 3.

Area of Land Zoned for Residential or a Mix of Residential and Other Uses:

A total area of approximately 480 ha is currently zoned for these purposes with no additional proposed under this plan, this is largely a result of the lack of available unzoned lands within the town boundary. The focus is therefore on the redevelopment of existing brownfield sites and the promotion of higher density residential development where appropriate. A total of approximately 12,600 housing units (existing and proposed) are to be provided in this area.

Retail Objectives comply with Retail Planning Guidelines:

This plan looks towards the promotion of the vitality and viability of the Town Centre, to provide for a mix of functions and land uses. The retail objectives for the Town for the six-year period that this plan covers (as set-out in Chapter 4), comply with the Retail Planning Guidelines.

Details in respect of certain specified criteria are set-out below:

- 1) *Details of the Town centre* - Bray is recognised as being a Metropolitan Consolidation Town, in close proximity to the capital. Bray Town Centre has long been the major retail centre for County Wicklow but has been in decline for a number of years. the Town Centre covers an area of some 30 hectares.
- 2) *Areas designated for significant development during the period of the Development Plan* – the areas in the town which may provide future potential development have been identified as the Former Golf Club Lands, Gateway Transportation Hub zoned lands and Rehills Lands.

- 3) *Availability of public transport* – Bray Town has a significant level of public transport including both public & privately run bus services. Rail services including the D.A.R.T are located close to the town centre and will in the future be complemented by the delivery of the Luas to Bray.
- 4) *Retail centres in the Town* – The core retail area has been identified as comprising areas along Main Street, Quinsborough Road and at Castle Street shopping centre. Outside the town centre, retailing is focused in local neighbourhood centres along the Boghall Road, Vevay Road the Dublin Road and the Southern Cross Road.

The information referred to in points 1 to 4 above is set out on Map 17.

2.6 Environmental Assessment

It is acknowledged that development of previously undeveloped areas under the Plan could lead to impacts on the environment. The Council will normally only grant planning permission where it is clearly demonstrated that a proposal will not adversely affect the environment, e.g. water quality, protected habitats and species, and as such the Council may require assessment of the impacts on the environment of certain proposals.

In some cases, applications for certain types of proposed developments will require an Environmental Impact Assessment (EIA) as per the requirements of the Environmental Impact Assessment Directive (85/337/EEC as amended by 97/11/EC and 2003/35/EC). In cases where proposals fall below the thresholds of the EIA Directive, the Council may require an assessment of the impacts on the environment based on the potential for likely significant effects to occur. Key types of assessment that may be required include, but are not limited to:

- landscape impact assessment;
- assessment of wastewater capacity;
- flood risk assessment;
- assessment of impacts to identified heritage features;
- ecological impact assessments.

When determining whether assessment of impacts for sub-threshold developments is appropriate, the Council shall have reference to the Department of the Environment, Heritage and Local Government (2003) document, Environmental Impact Assessment (EIA) Guidance for Consent Authorities regarding Sub-threshold Development.

2.6.1 Strategic Environmental Assessment

In accordance with Article 13A of the Planning and Development (Strategic Environmental Assessment) Regulations 2004 (S.I. 436 of 2004), Bray Town Council must carry out a Strategic Environmental Assessment (SEA) of the Plan before the Plan can be adopted. The SEA will play an integral part in the development of the Plan by ensuring that the environmental consequences of implementing the Plan are considered during its preparation and prior to its adoption.

2.6.2 The Habitats Directive

The EU Council Directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna and Flora, better known as 'The Habitats Directive', provides legal protection for habitats and species of

European importance, through the establishment and conservation of an EU-wide network of sites known as Natura 2000. These are candidate Special Areas of Conservation (cSAC) designated under the Habitats Directive and Special Protection Areas (SPAs) designated under the Conservation of Wild Birds Directive (79/409/EEC). Article 6(3) establishes the requirement for Appropriate Assessment (AA) of plans and projects likely to affect Natura 2000 sites. Such an assessment is being carried out in relation to the Bray Town Development Plan 2011-2017. The Natura Impact Statement issued along with this draft Plan is a step in that process.

2.6.2.1 Requirements under the Habitats Directive

The Habitats and Birds Directives provide for the protection and sustainable management of the network of nature conservation areas known as Natura 2000. Natura 2000 was established under the 1992 Habitats Directive and aims to assure the long-term survival of Europe's most valuable and threatened wildlife. It is comprised of Special Areas of Conservation (SAC) designated under the Habitats Directive and Special Protection Areas (SPAs) designated under the 1979 Birds Directive. The establishment of Natura 2000 is a key element in the European Union's response to the ongoing decline in biodiversity worldwide and it fulfils an obligation under the UN Convention on Biological Diversity.

The Habitats Directive places strict legal obligations on Member States to ensure the protection, conservation and management of the habitats and species of interest in all Natura 2000 sites. In particular Article 6 of the Directive obliges Member States to undertake an "appropriate assessment" for any plan or project which may have a significant effect on any Natura 2000 site. The outcomes of such Appropriate Assessments fundamentally affect the decisions that may lawfully be made by competent national authorities (including planning authorities and An Bord Pleanála) in relation to the approval of plans or projects.

The Department of the Environment, Heritage and Local Government has recently issued guidance for planning authorities in relation to Appropriate Assessment (Appropriate Assessment of Plans and Projects in Ireland –Guidance for Planning Authorities, February 2010). This underlines the need for planning authorities to ensure that their decisions in the exercise of their functions comply fully with the obligations of the Habitats Directive. This applies to all plans including the Town Development Plan, Local Area Plans, Variations to the Development Plan, Masterplans, Urban Design Frameworks and Strategies etc. It also applies to planning applications and to public development which is subject to the consent processes detailed in Part X or XI of the Planning and Development Act as amended. This includes any projects arising from the implementation of the Town Development Plan or from the implementation of any of the other types of plans detailed above.

Plans and projects must be screened for Appropriate Assessment and full Appropriate Assessment must be carried out unless it can be established through screening that the plan or project in question will not have a significant effect on any Natura 2000 site. Furthermore unless an Appropriate Assessment concludes definitively that a plan or project will not negatively affect the ecological integrity of Natura 2000 sites approval for the plan or project cannot lawfully be given, other than in the exceptional circumstances provided for in Article 6(4) of the Habitats Directive. It is therefore important to establish at the earliest stage in plan making or project planning whether Appropriate Assessment is required (through screening) and the likely implications of Appropriate Assessment for the plan or project in question. Further detailed information in relation to Appropriate Assessment is provided in the Natural Heritage Chapter.

3 Housing

3.1 Vision

To ensure that there is an adequate supply of genuinely available housing land in locations where people wish to live and to create safe, healthy and attractive opportunities for urban living.

3.2 Context

- County Wicklow Housing Strategy 2010-2016
- Wicklow County Council/Bray Town Council Traveller Accommodation Programme 2009-2013
- Part V of the Planning and Development Act, 2000: Guidelines for Planning Authorities (DoEHLG, 2000)
- The Planning and Development Act 2000 (as amended)
- National Spatial Strategy 2002-2020 (DoEHLG, 2002)
- National Development Plan 2007-2013
- Regional Planning Guidelines for the Greater Dublin Area 2010-2022, Dublin & Mid-East Regional Authorities
- DTO Strategy 2000-2016: A Platform for Change
- Mid-Term Review Of Outlook: Wicklow CDBs Ten Year Strategic Plan for County Wicklow 2002-2012 (Wicklow County Development Board,)
- Residential Tenancies Act 2004
- Housing (Miscellaneous Provisions) Act 2009
- The Housing Policy Framework – Building Sustainable Communities (DoEHLG 2005)
- National Action Plan for Social Inclusion 2007-2016(Office of Social Inclusion)
- Social and Affordable Housing Action Plan 2004-2008
- Quality Housing for Sustainable Communities – Design Guidelines 2007(DoEHLG)
- Delivering Homes, Sustaining Communities; Statement on Housing Policy 2007 (DoEHLG).
- Sustainable Urban Housing, Design Standards for new Apartments (Guidelines for Planning Authorities) 2007 (DoEHLG)

- Sustainable Residential Development in Urban Areas 2009 (DoEHLG)
- Urban Design Manual 2009 (DoEHLG)
- Homelessness – An Integrated Strategy (2000) (DoEHLG)

3.3 Strategy

3.3.1 Introduction

In accordance with Section 94(1) of the Act, the County Wicklow Housing Strategy (Draft) for the period 2010-2016 has been prepared as a joint strategy between Wicklow County Council, Wicklow Town Council, Arklow Town Council and Bray Town Council. Reference should be made to the ‘Housing Strategy’ of the ‘Draft Wicklow County Development Plan 2010-2016’ for a detailed description of the County Housing Strategy, which refers to the four planning authorities within the County.

The ‘Bray Town Council Housing Strategy’ shall relate to the period 2011-2017. Where the Manager considers that new or revised housing needs have been identified, the Manager may recommend that the Housing Strategy be varied accordingly.

In pursuit of its Housing Strategy, Bray Town Council will, in the execution of its own programmes, as well as in considering the planning applications and programmes of other agencies, developers and individuals, apply the policies set out in this section.

3.3.2 Statutory Requirements

Part V of the 2000 Planning and Development Act states that a local authority must prepare a Housing Strategy and incorporate it into the Development Plan. A Housing Strategy must take into account the following:

- The existing need and the likely future need for housing.
- The need to ensure that housing is available for persons who have different levels of income.
- The need to ensure that a mixture of house types and sizes is developed to reasonably match the requirements of different categories of households, as may be determined by the planning authority, and including the special requirements of elderly persons and persons with disabilities.
- The need to counteract undue social segregation in housing between persons of different social backgrounds.

Overall, the strategy aims to encourage mixed and balanced housing development, and to provide for more sustainable patterns of development by ensuring that as far as possible, housing development is designed and located so as to make full use of public transport and to give access to education, employment, health and other services.

3.3.3 County Wicklow Housing Strategy 2010-2016

The Wicklow County Housing Strategy has been prepared as a joint strategy with Wicklow County Council, Bray Town Council, Wicklow Town Council and Arklow Town Council.

The Planning and Development Act 2000 sets down the procedures for the preparation of a Housing Strategy, the strategy must:

- Estimate the existing and likely future need for housing in the area, and ensure that sufficient zoned and serviced land is made available to meet such needs,
- Ensure that housing is available for persons who have different levels of income,
- Ensure that a mixture of house types and sizes is developed to reasonably match the requirements of the different categories of households, including the special requirements of elderly persons and persons with disabilities,
- Counteract undue segregation between persons of different social backgrounds
- Provide that as a general policy a specific % (not exceeding 20%) of the land zoned in the Development Plan for residential use, or for a mixture of residential and other uses, shall be reserved for those in need of social or affordable housing in the area.

Thus the Housing Strategy encompasses both the role of the Authority as the provider of social and special housing and its broader land use planning responsibilities.

The analysis of housing supply in the County draws a number of conclusions that are required to be addressed through the objectives or actions of the Local Authority, these include:

- The requirement to set out targets with regard to population growth in the County, to allocate this growth to various settlements and to ensure that local area plans and Town Development Plans are crafted to ensure there is sufficient zoned land to meet the anticipated growth in the County,
- The requirement to set out long term targets for population and housing growth in order to provide a longer term timeframe for the planning and delivery of services, in particular water infrastructure,
- The requirement that a Settlement Strategy be implemented in the County that will aim to achieve more balanced growth in the County. As set out in the NSS, a settlement hierarchy will incorporate a range of settlements from small to large and concerns service and economic functions as well as population,

3.3.4 Housing Strategy 2011-2017

The Housing Strategy to be employed by the Council over the period of this Plan will:

- determine the overall housing needs that exist within Bray at present, and the projected need over the life of the current Development Plan;
- detail changes that are required to ensure that sufficient zoned and serviced land is available within the town and its environs to accommodate the estimated housing requirements of the Bray urban area during the lifetime of the Plan;
- ensure that an appropriate mix of dwelling types and sizes is planned to cater for a range of housing needs (e.g. smaller household sizes, first time buyers, single person households, people with disabilities, the elderly);

- ensure that the necessary social and affordable housing is provided through the implementation of Part V of the Planning and Development Act, 2000;
- encourage the development of mixed, integrated and balanced communities in order to counteract social segregation;
- set-out an active role for the voluntary and co-operative housing sector.

3.3.5 Housing Demand Projection

Household need over the period 2011-2017 will arise from:

- an increase in the number of households;
- obsolescence of the existing stock (including existing habitable dwellings that become second homes);
- additional houses required to facilitate movement of persons within the stock of housing.

Of these, the first is the most significant in Bray, where the number of households is rising rapidly. Between 2002-2006, the population of the town and its environs has increased by 3% from 30,951 to 31,901. During the same period, the number of households in the town and its environs increased by 9.24% from 9,942 in 2002 to 10,861 in 2006.

Examination of the Draft Wicklow County Development Plan (2010-2016) illustrates the projected increase in population from 2011-2016 is 33.3% within Bray and its County Wicklow environs. However, the projected increase in households over this period is 37%. This greater proportional increase is as a result of decreasing average household size. Of the 40,800 population projected for the year 2017, 31,300 will be within the Town with the remaining 9,500 being in its environs. Housing demand within the town for the period 2011-2017 will require the provision of approximately 2,000 units.

Table 3.1: Projected population and households in Bray and its County Wicklow environs.

Year	Population	Household Numbers	Average Household Size (ratio of total population to private households)
2002	28,002	9,942	2.81
2006	28,814	10,861	2.65
2017	40,800	16,062	2.54

3.3.6 Planning Permissions and Part V of the Planning and Development Consolidated Acts, 2002

It is the policy of the Council to require a 20% quota of social/affordable housing, (in accordance with Part V, Planning and Development Act, 2000) as amended) to be provided from each housing development within the town, on zoned lands for residential use or mixture of residential and other uses. This requirement will be included as a condition of development, with the exception of an application for development of 4 or less houses, or for housing on land of 0.1 hectares or less (as specified in Section 97, Planning and Development Act, 2000 (as amended)). It will be necessary for applicants to have pre-planning discussions with the Bray Town Council Housing Section, to ascertain the type and size of housing required, and to incorporate those housing types and floor areas (in accordance with the DoEHLG specifications) into the planning application drawings and specifications.

The Council will operate Part V of the 'Planning and Development Act, 2000' (as amended) in a way that encourages and facilitates a level of supply, which will meet the demands of all sectors of the market. It would frustrate the objectives of the Housing Strategy if its implementation were to result in any undue slow-down, interruption of housing supply, or disruption of the housing market.

Section 96 of the Planning and Development Act 2000 (as amended) sets out the manner in which the percentage of supply (not greater than 20%) can be met, and the County Wicklow Housing Strategy has determined that this should be 20%. The ratio of social to affordable houses to be provided, shall be assessed on a case by case basis, having regard to local housing needs, but at all times the 20% requirement shall be met.

This agreement includes for:

- i. the transfer of land,
- ii. the building of dwellings and the transfer of land,
- iii. the transfer of fully or partially serviced sites,
- iv. the transfer of other land within the functional area of the Planning Authority,
- v. the building and transfer of houses within the functional area of the Planning Authority,
- vi. Payment of cash,
- vii. The transfer of land and / or a combination of the above options,
- viii. A combination of two or more of the above options.

In so far as it is known at the time of the agreement, the Council will indicate to the developer its intentions in relation to the provision of social and affordable housing. Conditions attached to planning permissions for residential development, to which Part V applies, will require developers to enter into an agreement with the Planning Authority. This agreement will identify the land, sites or houses to be transferred on foot of an agreement.

The decision on the transfer of sites or houses in lieu of land or other such compliance as is specified in the Planning and Development Acts is a matter for negotiation between the developer and the Planning Authority.

It will be the Council's objective to finalise the agreement within two months at the latest of the grant of permission, in order to avoid delaying the start of housing development.

The Council continues to vigorously pursue the provisions of Part V of the Planning and Development Act, 2000, in order to facilitate the provision of social and affordable housing alongside private sector developments, where possible, throughout the town.

3.3.7 Capacity of Supply

Despite the significant increase in density and plot ratio proposed in this Development Plan, there will not be sufficient zoned and serviced land available within the jurisdiction of Bray Town Council, to meet the needs of the expected increase in households over the period to 2017. Due to the shortfall of available land within the confines of Bray Town Council, the North Bray and Environs Land Use and Transportation Study (2006), (Refer to Section 7.4.3) has been prepared and implemented by Bray Town Council in conjunction with Wicklow County Council and Dun Laoghaire-Rathdown County Council. This document examines the potential of the area to develop beyond 2010, and considers how the current proposals shall integrate into the longer-term provision of transportation within the study area. This Plan provides a strategy to accommodate a large proportion of the future housing needs of the town up to 2011 and beyond. As a result of this transportation study, Wicklow County Council has adopted the Bray Environs LAP, catering for an extra 6,000 people. Dun Laoghaire Rathdown County Council has adopted the Woodbrook LAP and is working on the Old Connaught LAP, which will cater for housing to accommodate Bray's increasing population.

3.3.8 Social and Affordable Housing

It is the policy of the Council to promote and encourage the provision of housing accommodation in accordance with proposals outlined in the document 'Delivering Homes; Sustaining Communities' and to seek an element of social housing in all new development areas.

The anticipated future social and affordable housing requirements of the town have been calculated on a countywide basis, in the 'County Wicklow Housing Strategy 2010-2016'.

As is noted in section 3.3.4 above, the Housing Strategy sets out targets with regard to population growth in the County and allocates this growth to various settlements. This strategy also sets out longer-term targets for population and house growth, in order to provide a longer-term timeframe for the planning and delivery of services.

Although the Housing Strategy does not specifically identify the numbers within Bray town that require housing, the housing list for Bray Town Council currently identifies in excess of 1,000 people seeking housing.

To date Bray Town Council's requirement has been that of the 20% of units being provided 3 out of every 4 will be for social housing, this is due to the number of people on the Council's social housing list compared to the numbers on the affordable list.

3.3.9 Direct Provision of Social Housing including for Persons with Special Needs Requirements

It is recognised that there will continue to be a demand for social housing in Bray. The Council will continue to endeavour to meet the needs of households through a range of social housing options,

including its own direct house building programme and assistance to other housing agencies. The Council is committed to promoting and facilitating the use of the full range of social housing options.

A number of housing schemes have been completed within Bray Town over the course of the 2005 - 2011 Development Plan. They include; 29 units at Cedar Court and 23 units at Richmond Hill. In addition 18 units at Riversdale, 2 units at Richmond Way and 2 units at St Rita's, Dargle Rd were acquired/provided under Part V of the Planning & Development Act, with 7 further units being acquired at the Atlas Print Works site, these being transferred to Sunbeam House voluntary body.

Sites have also been acquired and project appraisals are with the DoEHLG for approval at the following locations: 40no. units at Kilbride Lane (Murphys Land) and 28no. units at Carrigoona Site on the Upper Dargle Road. The Council will pursue the provision of housing on these sites.

In addition sites have been acquired under Part V of the P & D Act at the former Kilbride Lodge / Boghall Road and Brighton Terrace. Planning permission has been granted for the construction of 16no. units at the Kilbride Lodge site, however to allow for special needs constructions, this provision may be reduced to 10-12no. units. At Brighton Terrace planning permission exists for 10no. units.

Due to financial constraints and scarcity of available land within Bray Town, the opportunities for providing new social housing schemes are limited. The DOEHLG have indicated the focus will be on long term leasing of social units together with the provision of units through the RAS (Rental Accommodation Scheme). Compared to other parts of the country there are not numbers of unsold units that would be suitable for long term leasing in Bray and this has been highlighted with the Department.

However, the Council will continue its efforts to identify suitable sites within the town for the provision of social housing with particular emphasis on infill sites. The Council will also consider the option of buying units for social housing into stock.

3.3.10 Other Social Housing Options

A number of other schemes are available to eligible candidates, including:

- traditional housing loans;
- mortgage allowance scheme;
- extensions to Council houses;
- Housing Aid For Older People Scheme;
- Housing Adaptation Grant for People with a Disability;
- Mobility Aids Housing Grant Scheme;
- improvement works in lieu of local authority housing;
- tenant purchase scheme;
- private long-term leasing;

- RAS – Rental Accommodation Scheme

A contribution to the stock of available social housing is also made through returns to stock, where a vacancy has arisen because the previous occupant is now housed in a dwelling obtained on the open purchase or rental market.

An annual contribution of 30 units is estimated for Bray Town Council over the lifetime of the Plan, covering the net returns to stock as defined above as well as the budgetary impact of tenant purchase.

3.3.10.1 Accommodation for Elderly People

It is the policy of the Council to facilitate the alteration of dwellings to suit the needs of elderly people, and where appropriate, to re-locate elderly people to alternative accommodation which is more suited to their needs.

Special attention will be given to the elderly on low incomes in substandard, privately rented accommodation, when planning and allocating accommodation for the elderly. Wherever possible, elderly people will be housed in the vicinity of their own area. Bray Town Council shall attempt to provide a mix of house types for elderly persons to ensure they do not have to leave the area in which they live to find suitable accommodation.

It is noted within the Draft Wicklow County Housing Strategy that it is envisioned that 5% of the housing programme will be dedicated to the elderly and disabled.

3.3.10.2 Accommodation for Homeless Persons

It is the policy of the Council to provide appropriate residential accommodation for homeless people, in conjunction with the relevant authorities and bodies.

The needs of Bray's homeless people are wide ranging. Services required include initial accommodation, but also settlement and outreach services, health, education, training and social welfare services. A County Wicklow Homeless Strategy has been adopted. Under it, each local authority is responsible for the accommodation needs of the homeless. The role of the County Wicklow Homeless Forum, established as part of the Strategy, is to oversee the preparation and implementation of an Action Plan for the County.

The role and involvement of a wide range of agencies is crucial to ensure that the full range of housing options and support services are available to homeless persons and that their route into homelessness is effectively cut off. The local authority and the H.S.E have a key central role in meeting the needs of the homeless and their involvement in this area should be on a joint basis and in partnership with the voluntary bodies. Homeless persons housed by Bray Town Council, should have the necessary supports provided to them by the HSE and other agencies to help sustain their tenancies.

Emergency accommodation that can accommodate up to 16 men has been provided by the Council. In addition funding was provided for transitional housing for 6 men, this facility being run by Arc Housing. The gap that has been identified is the need for emergency/transitional housing for women/children in North Wicklow development in support of this will be subject to land availability. It may not be feasible to develop this within the Bray Town Council administrative area due to lack of available land.

3.3.10.3 Accommodation for the Traveller Community

It is the policy of the Council to provide suitable residential accommodation for the traveller community, in conjunction with the relevant authorities and bodies.

Wicklow County Council/Bray Town Council have adopted the Traveller Accommodation Programme 2009-2013. The Programme addresses the accommodation needs of existing roadside families and prospective needs over a four-year period. The Council will have an ongoing programme of providing suitable accommodation for Travellers through the allocation of 1 in every 16 social housing units constructed as set out in the Traveller Accommodation Plan. In addition the refurbishment of the Silverbridge Halting Site will be an objective during the lifetime of the plan.

While the primary objective of this programme is to provide the necessary accommodation there are many issues such as education, training, equality etc that must be addressed in conjunction with the provision of accommodation.

3.3.10.4 Accommodation for people with disabilities

It is the policy of the Council to facilitate the provision of suitable accommodation for people with disabilities.

This includes the needs of the physically disabled and persons with learning disabilities.

Purpose built dwellings will continue to be provided for these persons in accordance with need, either as part of the local authority housing programme or through the voluntary and co-operative sector. In addition, the Council will transfer persons to suitable units as they become available.

Wicklow County Council currently administers the Housing Aid for People with a Disability Grant. The Scheme endeavours to assist homeowners and to enable any necessary/reasonable adaptations to houses, to accommodate the specific needs of a disabled resident.

It is noted within the Draft Wicklow County Housing Strategy that it is envisioned that 5% of the housing programme will be dedicated to the elderly and disabled.

3.3.10.5 Key Considerations in the Provision of Housing for the Mobility Impaired

Where possible, all new housing for the mobility impaired (e.g. disabled, elderly) should meet the following requirements:

- *Location* – Be accessible to public transport
- *Access* – Pedestrian safety and ease of access should be catered for by ensuring that pavements are dished and best access practice is adhered to.
- *Accessible Design* – Should suit the requirements of individual tenants and therefore requires direct and on-going consultation with the prospective tenant (with respect to size, design and accessories).

3.3.11 Promoting the Role of Housing Agencies

It is the policy of the Council to work in co-operation with voluntary and co-operative housing agencies in order to identify and agree opportunities for their participation in the construction of social and affordable houses.

3.3.12 Housing Mix

It is the policy of the Council to encourage a wide variety of different house types and sizes to meet the needs of different categories of households, in all new residential developments.

The Council will require all residential schemes of 25 units or more to provide a variety of house types and sizes. In addition, the Council will encourage smaller schemes to provide a mix of appropriate dwellings. The Council shall limit the quantum of 1-bed apartments within residential schemes; generally these should comprise not more than 5% of the development total. Apartments, duplexes, terraces, semi-detached, detached, retirement complexes and special needs housing should all be considered as possible elements of a housing mix.

3.3.13 Countering Social Segregation and the Revitalisation of Existing Areas of Social Housing

It is the policy of the Council to encourage the development of sustainable and integrated communities in housing estates, so as to avoid areas of social exclusion.

To counterbalance the causes and effects of social exclusion, the Council will undertake the following measures in local authority housing estates:

- *Housing Estate Management* – The Council will engage in an active programme of proactive estate management with the aim of building better communities, promoting tenant involvement and counteracting anti-social behaviour. To date four residents associations have been established or re-organised through the office of the Council's Estate Development Officer. These include Fassaroe, Oldcourt, White Oaks / Heatherwood / Ard na Greine / Deerpark (WHAD) / and Giltspur Heights. There are two additional housing estate management projects for which Wicklow County Council are responsible, however, Bray Town Council are assisting in their setting up, they are Ballywaltrim Heights and Glenthorn
- *Anti Social Behaviour Strategy* - In accordance with the provisions of the Housing (Miscellaneous Provisions) Act 2009 (Commencement) Order, 2009 (S.I. No. 449 of 2009) the Housing Authority of Bray Town Council will draw up and adopt an anti-social behaviour strategy. This strategy will set out measures promoting good estate management and co-operation with other bodies, such as the Gardaí, that have a role to play in combating anti-social behaviour
- *R.A.P.I.D* – The Council will continue to support the R.A.P.I.D scheme. The R.A.P.I.D. Programme (Revitalise Areas by Planning Investment and Development) has been in operation since late 2001. Bray is the only town in County Wicklow that has been designated under this programme. In Bray five local authority housing estates have been included in the RAPID Programme. They include Fassaroe, Oldcourt, Ballywaltrim Heights, Kilbride Grove and Ard Na Greine/Heatherwood/White Oaks/Deerpark/Cois Sleibhe. An Area Implementation Team (AIT) has been established, which draws its membership from statutory agencies, community representatives and community organisations. The AIT has responsibility to implement the RAPID strategy at local level. Since 2007 the AIT has implemented its strategy under seven strategic themes; health, physical environment, youth, family supports, education, employment and training and community safety
- *Community Facilities* – The lack of appropriate community facilities has been detrimental in the social development of housing estates and the establishment of sustainable communities. The Council will continue to develop new community facilities and maintain existing facilities, including community buildings, children's play areas etc. The Council will

engage in public consultation with those directly affected by such facilities and will pursue joint partnership with the local community.

It should be noted that problems of social exclusion requires the involvement of a variety of sectors and authorities, including the relevant policing, health, employment and education authorities. Neighbourhood renewal must be approached in a holistic fashion, taking regard of education, employment, crime and health factors, as well as the physical refurbishment of housing and open areas. Renewal of these estates must be done in partnership with local residents.

3.4 Other Policy

3.4.1 Bray Environs Local Area Plan 2009-2015

The Bray Environs Plan (2009-2015) is a Local Area Plan prepared and adopted by Wicklow County Council in 2009. The Plan Area covers approximately 1,100 hectares to the south and west of Bray Town. The area includes Fassaroe to the west, Cookstown, Kilcrouney, Giltspur, Wingfield, Kilruddery Demesne, Belmont Demesne and Ballynamuddagh. It also includes a number of environmental designations. The purpose of this Local Area Plan (LAP) is to establish a framework for the proper planning and sustainable development of the Environs of Bray commensurate with its designation as a Metropolitan Area Settlement.

Bray, constrained as it is, is unable to provide for the proper planning and sustainable development of its area. Therefore, it is recognised that the development area of Bray needs to expand in a planned and managed fashion into the Environs area as envisaged in the LAP. The Plan Area is strategically located in terms of public and private transport networks, both existing and planned. This strategic location has important connotations for the sustainable development of the areas identified within the Plan for future growth.

The Bray Environs Local Area Plan, in conjunction with the relevant policies and objectives set out in the Wicklow County Development Plan, is the main instrument to guide and control development in the area, and thus, has major implications on the future growth and development of Bray and the Plan area.

3.4.2 Sustainable Residential Development in Urban Areas (Cities, Town and Villages) 2009

It is the policy of the Council to promote higher overall residential densities.

The Sustainable Residential Development guideline document adopted in May of 2009, supersedes the 'Residential Density Guidelines for Planning Authorities' (DoEHLG, 1999). Much of the substantive policy content of the older document is still relevant and has been carried forward into the current guidelines; in particular, it remains Government policy to encourage more sustainable development through the avoidance of excessive suburbanisation and through the promotion of higher densities in appropriate locations

The 1999 guidelines on residential density recommended that planning authorities should promote increased residential densities in appropriate locations, including city and larger town centres. This recommendation was based on three significant social, economic and environmental considerations, namely:

- The trend towards smaller average household sizes;
- The need to encourage the provision of affordable housing, particularly in the greater Dublin area, and

- The need to reduce CO2 emissions by reducing energy consumption and to support a more efficient use of energy in the residential and transport sectors, in line with Ireland's commitments under the Kyoto Protocol.

All three considerations remain relevant and it remains Government policy to promote sustainable patterns of settlement, particularly higher residential densities in locations that are, or will be, served by public transport under the Transport 21 programme.

In order for Bray to consolidate, overall residential densities must be increased, in addition to the delivery of well designed urban environments and priority for public transport. In time this will lead to a more compact urban form, relative to the size of the population, and will reduce the growth in overall demand for travel through supporting the provision and use of public transport.

3.4.3 Infill Residential Development

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.

Potential sites for infill development may range from small gap infill, unused or derelict land and back land areas, up to larger sites that are assembled from a multiplicity of ownerships. Infill housing should have regard to the surrounding environment and the existing character of the street and/or immediate area in terms of height, mass, proportion, density 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.

Infill housing will not always be appropriate in Victorian and Edwardian townscapes, which are high quality areas, rich in built heritage. Intensifying the scale and massing of buildings in such areas may adversely affect local character and damage the local heritage of the area.

3.4.4 Quality Residential Environments

It is the policy of the Council to promote high quality residential environments.

The creation and maintenance of quality residential environments is dependent on the delivery of well designed residential environments. Good design can help promote sustainable development, improve the quality of the existing environment, attract business and investment, and reinforce civic pride and a sense of place. It can help secure public acceptance of new development and higher densities. The Council will promote quality residential development that:

- create places for people which are attractive, locally distinctive and appropriate to their surroundings, and which are safe, convenient, adaptable and easy to maintain;
- respect and enhance features of value and local character and promote biodiversity;
- reduce reliance on the private car, support movement by pedestrians and cyclists, provide adequate and convenient access to public transport and connect well with the wider locality;
- respect residential amenity and privacy.

In implementing this policy the Council will evaluate proposals for new residential development in accordance with the criteria set out in 'Chapter 12: Development Control Standards and Guidelines'.

3.4.5 Sustainability and Energy Efficiency

It is the policy of the Council to promote sustainable building designs and materials that optimise the energy efficiency of buildings.

The Council recognises the importance of promoting sustainable development within the built environment. Improvements in the design and construction of modern developments can, through the utilisation of available technologies, lead to significant energy savings for the property owner. These savings may be augmented by the use of renewable energy sources leading to a further reduction in attributable CO₂ emissions. Appropriate design decisions in relation to layout, levels of insulation, amount and orientation of glazing, utilisation of solar energy heating systems and fuel type, construction materials and measures to limit the use of potable water can therefore contribute greatly towards ensuring sustainability.

All new developments shall be required to demonstrate how they intend to integrate best practice in the form of a written submission accompanying planning applications. Each submission shall include a report on the building's energy performance rating to be demonstrated on the basis of a simple approved method carried out by a qualified or accredited expert. For example it is expected that in line with the EU Energy Performance of Buildings Directive (EPBD) 2002/9/EC, all new developments shall be designed to achieve a high Building Energy Rating (BER) and that renewable energy sources will contribute towards a building's total energy demand. The minimum energy performance criteria for new developments are set out in further detail in Chapter 12: Development Control Standards and Guidelines, Section 12.18

The Council encourages the minimisation of waste production during the construction process and the recycling of construction waste.

3.4.6 Protecting Civic, Community and Educational Lands

It is the policy of the Council to retain CE type zoned land that is reserved for civic, community and educational uses and to retain these institutions and the open character of their lands.

Bray contains a number of sites that are reserved for civic, community and educational uses and which are located on open lands. Due to the lack of residential accommodation in Bray, these sites have come under increased pressure to transfer portions of land for housing purposes. In light of the projected population increase of the town, the Council considers that the majority of CE type zoned land must be maintained and preserved in order to ensure that a sufficient amount of civic, community and educational services are available to meet future demand for these services.

In circumstances where an existing institution wishes to terminate, reduce or relocate its activities, the Council will endeavour to reserve the use of the lands for other institutional uses.

3.4.7 Ardbrae Park

It is the policy of the Council to promote and facilitate the development of Ardbrae Park.

The Council will facilitate the development of Ardbrae Park in a safe and sustainable manner. Applications in respect of significant developments will be required to demonstrate the provision of an adequate standard of services. Where existing services, including inter alia, water supply (sufficient for firefighting), drainage, sewerage, roads and public lighting are deemed to be substandard, proposals for their upgrading shall be included with the application.

4 Retail and Town Centre

4.1 Vision

To create an attractive and accessible retailing environment in which people can enjoy themselves and benefit from a choice of high quality shops which are on offer within the nucleus of the town centre.

4.2 Context

- Retail Planning: Guidelines for Planning Authorities (DoEHLG 2005)
- Retail Strategy for the Greater Dublin Area 2008-2016
- Wicklow County Retail Strategy 2010-2016
- Regional Planning Guidelines for the Greater Dublin Area, 2004-2016
- Draft Greater Dublin Area Regional Planning Guidelines 2010-2022
- Guidelines for Shopfront Design for Bray (Colm O'Broin & Partners, 2007)
- Implementing Regional Planning Guidelines – Best Practice Guidelines (DOEHLG 2005)

4.3 Strategy

Bray is regarded as the primary retail, commercial and service centre in the County of Wicklow. Its retail base is predominantly made up of comparison floorspace¹, and with just over 47% of the County's total comparison floorspace located in the town², it is marked out above other centres in the County, as a Level 2 Major Town Centre. Bray, Greystones, Wicklow Town and Arklow account for the vast majority of the Retail floorspace in County Wicklow. These 4 centres contain approximately 3/4 of all convenience floorspace and 4/5 of all comparison floorspace of County Wicklow. Retailing in the town centre is concentrated along the Main Street and Quinsborough Road, and at Castle Street Shopping Centre. Outside the town centre, retailing is focused in local neighbourhood centres along the Boghall Road, Vevay Road, and Dublin Road.

Despite the fact that the town is the largest settlement and retail centre in the County, the quantum and quality of Bray's retail floorspace is not comparable to other major town centres in the Greater Dublin Area (GDA). County Wicklow on the whole is experiencing high levels of comparative expenditure leakage to the Greater Dublin Area. Bray Town is particularly sensitive to this leakage as it is in closer proximity to Dublin than any other town in County Wicklow. Competing centres include large-scale shopping locations in particular Dundrum Town Centre, and to a lesser extent Dun Laoghaire, Cornelscourt Carrickmines and Blackrock. This means that, unless this issue is addressed, Bray will continue to lag behind with resultant increasing leakage of comparison expenditure from the town and County.

¹ Comparison goods include items such as clothing, footwear, furniture, household equipment, medical and pharmaceutical products and educational and recreational equipment and accessories.

² As of 2007 per Retail Planning Strategy for the Greater Dublin Area (2008)

In addition, the success of the town centre's retailing environment is challenged by factors including (i) the limited opportunities for any major increase in retail floorspace within the existing town centre due to the tight nature of the built up area, (ii) traffic congestion, and (iii) a poor quality shopping environment.

4.4 Policy

4.4.1 Retail Strategy

It is the policy of the Council to promote and encourage the major enhancement and expansion of retail floorspace and town centre activities in Bray Town Centre, in order to sustain its competitiveness as a Major Town Centre in the GDA. In achieving this, the Council will have regard to the 'Retail Planning Strategy for the Greater Dublin Area', the 'Wicklow County Retail Strategy' and the 'Retail Planning Guidelines for Planning Authorities'.

The retail policies and development control objectives of this Plan are framed within the 'Retail Strategy for the Greater Dublin Area' (2008-2016) and the 'Wicklow County Retail Strategy' (2010-2016). These strategies are designed to ensure that there will be sufficient retail floorspace to accord with population and expenditure growth, and that it is provided in an efficient, equitable and sustainable manner.

The 2008 Retail Strategy for the Greater Dublin Area, replaced the 2001 retail planning strategy, on foot of its review necessitated by the many policy, economic and population changes that have occurred in the Greater Dublin Area since 2001. Under the retail hierarchy of the GDA Retail Strategy, Bray is classified as a Major Town Centre, which is the second highest designation after Dublin City Centre. As such, it is in a position to attract a variety of different shopping outlets, including high, middle and low order comparison outlets, superstores and supermarkets, as well as attracting the cultural, social and employment opportunities that are associated with high ranking centres.

For Bray to become a functioning Major Town Centre as envisioned in this Strategy there is a strong and definite need for significant expansion and redevelopment to give it critical mass in order to make the town an attractive, alternative and sustainable retail destination" (Retail Strategy for the GDA 2008-2016) As a result of Bray's designation as a Major Town Centre in the GDA, the town will retain and strengthen its role to become a regional and County centre for retail and commercial services and development.

The Council will have regard to 'Retail Planning Guidelines for Planning Authorities' (DoEHLG, 2005), or as subsequently amended, in dealing with applications for retail developments. These Guidelines outline a number of strategic policy objectives which seek to accommodate additional development in a way that is efficient, equitable and sustainable. They seek to establish optimum locations for retail development that is accessible to all sections of society and is of a scale which allows for the continued prosperity of traditional town centres such as Bray, and existing retail centres. Supporting the role of the town centre and adherence to sustainable land use and transportation principles are central tenets of the Guidelines.

4.4.2 Bray Town Centre

It is the policy of the Council to promote the town centre as the primary retailing and commercial sector location in the town. Retailing will be promoted as the core function of the town centre.

The 2005 Retail Planning Guidelines for Planning Authorities recognises that shopping provision is a key component of Town Centres. It makes a major contribution to their vitality and viability, and it is important therefore that they retain retailing as their core function.

Bray Town Centre consists of the area of land which is zoned 'TC: Primarily Town Centre Uses', which extends in a north/south direction from the Dublin Road to Market Square, and in an easterly direction, encompassing Quinsborough Road, Florence Road, Bray Dart Station and part of Novara Avenue. It is the area of the town that provides a broad range of facilities and services and which fulfils a function as a focus for both the population of Bray and public transport.

As far as possible, new retail and commercial development is to be sited within Bray Town Centre. The Council will follow the 'sequential approach' to the location of these developments. This essentially means that the preferred location for new retail and commercial development, where practicable and viable, is within the town centre. If town centre locations are not readily available within a reasonable and realistic development timescale then edge of centre sites should be looked to, i.e. sites that are within 300-400 metres of the core retail area. Only after the options for town centre and edge of centre are exhausted, and where it has been determined that there are no available sites by virtue of size, availability, accessibility and feasibility should out of centre locations and sites be considered.

The core retail area of the town centre is the area including and immediate to the 'prime pitch'. This is the area that achieves the highest rentals, best yields, is highest in demand from operators, where competition for representation is greatest, is overwhelmingly retail floorspace and has the highest footfall of shoppers. The current core retail area of Bray includes Castle Street, Main Street, Quinsborough Road and the section of Florence Road that extends from the junction of Main Street to the junction of Eglington Road.

The Council considers that the quality of shops in the town centre should be improved and will particularly favour the development of specialist, niche-type shops, which could perform an important function with regard to improving Bray's shopping environment and enhancing its image as a unique, high quality and attractive town to shop in.

The Council will promote office developments at appropriate locations within the town centre.

4.4.3 Vitality and Viability

It is the policy of the Council to promote the vitality and viability of the town centre so that it becomes a high quality environment for shopping, working and visiting.

In order to ensure that Bray has a healthy town centre, the vitality and viability of it will be maintained and enhanced through the following objectives;

It is the policy of the Council to:

- sustain and improve retail competitiveness;
- strengthen the range and quality of retail outlets on offer;
- ensure an equitable, efficient and sustainable spatial distribution of retail development;
- ensure that the retail needs of the town's residents are met as fully as possible within Bray;
- encourage and facilitate innovation and diversification;
- enhance the image of the town centre;
- improve the quality, amenity and safety of the shopping environment;

- improve accessibility to retail developments.
- support the role of the Town Centre as a place to visit that has strong community and civic functions, catering for the surrounding population (Retail Strategy 2008)
- limit the number and density of financial institutions (including banks and building societies), mortgage brokers, betting offices and estate agents permitted within the Town Centre, to ensure that the retail element of the Town Centre is not weakened
- limit and restrict uses including adult shops, gambling, gaming and amusement centres, off-licences, cash-for-gold shops and recreational drug shops (head shops) within the Town Centre area, as these reduce the opportunities for higher end retailers to locate within the town, thereby damaging the towns ability to prosper;
- strengthen and improve the quality of the visual amenities of the Town Centre through the restriction of uses including financial institutions, gaming, gambling and amusement centres, among other uses, as these result in dull shopfronts which have limited relationship to the streetscape, reduce the footfall throughout the town and as a result reduce the Town Centres ability to prosper.
- require that roller shutters and other such security screens are located a minimum of 400mm behind the glazing line, in order to improve the visual amenities of the streetscape outside of business hours. The Council will not permit the erection of any signage or other advertising material that detracts to a material degree from the amenities of the Town Centre area.

The Council will look unfavourably on new developments that have an adverse impact on the vitality and viability of the town centre. Proper planning and development includes promoting healthy town centres, in the public interest. Where new developments compromise this planning goal, they will be rejected.

4.4.4 Town Centre Expansion

It is the policy of the Council to expand the town centre into a significant portion of the Former Golf Club Lands.

Bray town was historically an important regional centre for retail shopping for most of the 20th Century. However, the retail offer in the town has gone into decline. For Bray to become a functioning Major Town Centre as envisioned in the Retail Strategy (2008-2016), there is a strong and definite need for significant expansion and redevelopment to give it critical mass in order to make the town an attractive, alternative and sustainable retail destination (Retail Strategy for the GDA 2008-2016).

In order for Bray to elevate its level of retail offer and attraction in accordance with the Wicklow and GDA Retail Strategies, it will require significant improvement in the quantum and quality of retail offer. Significant enhancement to the scale required cannot be achieved within the existing town centre. Therefore, the town centre will be expanded to include a significant component of the Former Golf Club Lands. The new town centre must be connected to, and complement the current town centre. This is an appropriate edge of town centre location with strong links to the core retail area. The expansion of the town centre into this area will substantially enhance the town's profile and importance within the GDA hierarchy.

4.4.5 Living Over the Shop

It is the policy of the Council to promote the concept of 'Living Over the Shop' in the town centre (TC zone) and in local neighbourhood centres (NS& NS1 zones).

The concept of 'Living Over the Shop' (LOTS) aims to promote the conversion of vacant space over commercial premises into residential accommodation. In Bray, the promotion of LOTS will have added benefits in terms of relieving pressure on housing supply and in assisting the creation of a 'living' town centre environment, which will sustain and enhance its vitality and make the town centre a safer and more vibrant place to be in during periods of the day when commercial trading has concluded.

To accommodate the introduction of this residential component in the town centre, the height of buildings in the town centre will be allowed to increase. The height of buildings will only be allowed to increase in a manner that does not compromise the scale and character of the streetscape of the town. Specific criteria relating to height standards in the town centre, NS & NS1-zoned neighbourhood centres are provided in Section 12.2.4 of 'Chapter 12: Development Control Standards and Guidelines'.

4.4.6 Shopfronts

It is the policy of the Council to facilitate and promote the visual appearance of shopfronts in the town centre, and in NS and NS1 zoned local neighbourhood centres.

The Council considers that the quality of shopfronts in the town centre and in local neighbourhood centres, such as the Vevay Road and Dublin Road, need to be improved. Improving the quality of shopfronts will significantly contribute to improving the quality of the town's shopping environment and to enhancing its image. In turn, this will ensure that trade in the town flourishes.

Bray contains a number of traditional shopfronts, which contribute to the distinctive character of the town. The Council will encourage the preservation and refurbishment of existing traditional shopfronts and name plates, and the development of new shopfronts in traditional designs. Non-traditional designed shopfronts will be considered, however these must be designed to the highest standards. Lighting should be low energy and via pin mounted or swan type downlighters.

Modern shopfronts can interpret traditional design principles in innovative ways so as not to detract from the property or area. It is accepted that retailers wish to trade on the basis of house colours and styles. However a retailer's corporate identity should be balanced against the need to enhance the quality of an individual property or shopping area. Compatibility with individual buildings and with the street scene will be considered more important than uniformity between the branches.

The development of a new shopfront requires planning permission. Proposed developments will be assessed according to the criteria laid down in Section 12.5 of 'Chapter 12: Development Control Standards and Guidelines'. In addition, the Shopfront Design Guidelines for Bray Town (C.O'Broin & Partners 2007) provide useful design guidelines for the refurbishment and upgrade of shopfronts. This document is found within the Appendices at the end of the Development Plan.

4.4.7 Laneways

It is the policy of the Council to promote the development of laneways in the town centre.

The main streets of Bray Town Centre are intersected at numerous locations by a number of laneways. The Council considers that these laneways are an under-utilised resource as they offer enormous development potential for the expansion of retail and service outlets. The development of laneways can offer potential benefits in terms of enhancing the permeability of the town centre, and in the development of attractive, unique and pedestrian friendly urban spaces.

4.4.8 Large Foodstores

It is the policy of the Council to facilitate the provision of a wide distribution of large foodstores in appropriate locations, where the appropriate criteria are satisfied.

“Large foodstores comprising supermarkets, superstores or hypermarkets are an accepted component of the retail hierarchy. They serve mainly the large weekly convenience goods² shopping requirements of families. They require large clear areas of floorspace together with adjacent car parking as the majority of families undertake their weekly bulk convenience shopping by car” (Retail Planning Guidelines 2005). Large foodstores will only be permitted in locations that are accessible by car and where the road network has the capacity for additional traffic and service vehicles. Priority will be given to places that are serviced by good public transport.

In accordance with the Retail Planning Guidelines (DoEHLG, 2005), the size cap on sales floorspace for large foodstore developments within the town is set at 3,500 square metres. This floorspace cap applies to new development or extensions to existing schemes which will result in an aggregate increase in the sales floorspace. Where a proposal for foodstore development involves the sale of a significant amount of non-food goods, the application drawings accompanying a Planning Application should delineate clearly the area to be devoted primarily for the sale of convenience goods. In such stores no more than 20% of net floor area can be devoted to non convenience goods items to ensure such stores do not divert trade from, and reduce the vitality of the town centre.

The Council will permit the development of a supermarket on G1 zoned land (Southern Cross), in conjunction with appropriate local based retail and service outlets.

4.4.9 Discount Foodstores

It is the policy of the Council to permit in principal discount foodstore³ developments on lands zoned NS, NS1 (Neighbourhood Centre Uses) and the AO Smith ‘Opportunity Site’. Discount foodstore developments will also be open to consideration on lands zoned GTH (Gateway and Transportation Hub Uses) and TC (Town Centre Uses).

Smaller discount foodstores of up to 1,500 square metres have a potential role in extending the choice and range of retailing, particularly for certain sectors of the community. Their customer catchment and retail offer is different to the mainstream superstores and supermarkets and their trade draw will be different. Their impact on neighbourhood centres and other shops will be considered. Discount foodstores can provide standalone stores in town centres, on the edge of centres and also opportunities to anchor new or existing neighbourhood or district centres. The re-use of existing non-retail and vacant premises will be encouraged unless there is evidence to suggest that there would be a significant impact on the viability of smaller centres, due to the size of the discount store. (Retail Planning Guidelines 2005 DoEHLG)

In such stores no more than 20% of net floor area can be devoted to non convenience goods items to ensure such stores do not divert trade from, and reduce the vitality of the town centre.

4.4.10 Local Convenience Shops

It is the policy of the Council to facilitate the provision of small local convenience shops and other suitable locally based service outlets in appropriate residential areas, providing that the relevant criteria are satisfied.

Local convenience shops and service outlets play a vital economic and social role in communities and are important for essential day to day needs, with their accessibility to the less mobile sectors of the community of particular importance.

² Convenience goods include food, alcoholic and non-alcoholic beverages, tobacco and other non-durable goods.

³ A Discount Foodstore is defined as a single level, self-service store normally of between 1,000-1,500m² of gross floorspace selling a limited range of goods at competitive prices, often with adjacent parking.

Local convenience shops will only be permitted in locations where:

- there is no significant damage to residential amenity;
- increased traffic, pedestrian and cycle flows can be accommodated, with particular priority being given to pedestrian movement for areas within its walking catchment;
- it can be demonstrated that there is a deficiency of retail provision in the area.

4.4.11 Retail Warehouses

It is the policy of the Council to permit the development of retail warehouses⁴ at appropriate locations in EMP2 zoned employment areas.

The Retail Planning Guidelines were reviewed and republished in 2005 with changes in the document relating to retail warehousing. In accordance with these Guidelines, for the foreseeable future, large-scale single retail warehouse units in excess of 6,000 square metres (including any ancillary garden centres) are unlikely to be accepted in many locations. This is due to their effect on the surrounding road network and their potential for creating local monopolies, which would inhibit competition in local catchment areas.

Close attention will be given to the implementation of free standing retail warehousing along major road corridors, in order that good quality design can be achieved.

The Council will require applications for retail warehouses to include information on the type and range of goods to be sold in the proposed development. The Council will not favourably consider developments where the majority of goods proposed to be sold are non-bulky items that could be sold as easily in the town centre, and would add to the shopping experience, vitality and viability of the town centre.

In accordance with the Retail Strategy for the Greater Dublin Area (2008-2016) a number of conditions may be placed on retail applications in out / edge of centre locations:

- restrictions on range of goods sold
- restrictions on floorspace
- prevent sub-division into larger number of smaller units
- restriction on delivery hours
- restrictions on the installation of mezzanine floorspace

4.4.12 Local Neighbourhood Centres

It is the policy of the Council to facilitate the provision of appropriate local based retail and service outlets in NS & NS1 zoned local neighbourhood centres, subject to the protection of residential amenity.

⁴ A Retail Warehouse is defined as a large single-level store specializing in the sale of bulky household goods such as carpets, furniture and electrical goods, and bulky DIY items, catering mainly for car-borne customers.

Local neighbourhood centres, which cater particularly for the daily needs of nearby residents and those passing by, perform an important function in local urban areas. They are aimed at ensuring that all residential areas are adequately serviced by local facilities and services, and comprise retail and commercial outlets, such as foodstores, pharmacies and hairdressers. Since they reduce the need to travel, foster community development and encourage local economic enterprise, they are sustainable and successful nodes for the local community. They offer a particularly important service for those who are less mobile, especially elderly and disabled people, families with small children, and those without access to a car.

Retail and service outlets will only be permitted in NS & NS1 zoned locations where:

- there is no significant damage to residential amenity;
- increased traffic and pedestrian flows can be accommodated;
- the economic viability and vitality of the primary retailing role of the town centre is not compromised.

The Council will promote the use of space over retail premises for offices and for conversion into residential accommodation.

4.4.13 Opportunity Sites

It is the policy of the Council to promote the re-development and intensification of use of opportunity sites.

The Council considers that there are a number of prime sites within the town, which are under-utilised in terms of their development potential, and as such they should be upgraded and revitalised. These sites are capable of being marked by the presence of business or residential development with a notable architectural input and of a scale befitting their location.

The sites are located at critical gateways or entry points to the town, and as such are highly visible and are suitable for 'landmark buildings'⁵. As the development of these sites will help set the tone for the town, and influence the public perception of it, a high quality of urban design and innovative architectural design solutions will be sought at these locations.

In assessing re-development proposals for Opportunity Sites the Council, unless otherwise specified in Table 4.1, shall have regard to the general development standards and guidelines outlined in Chapter 12, and Land Use Zoning Objectives set out in Chapter 13.

⁵ The term 'landmark building' refers to a building, which provides a strategic gateway point. It is intended that they will close vistas and mark important corners or new civic spaces. They should be of exceptional architectural quality, and bring benefits in terms of re-vitalizing, regenerating and enlivening areas. The height of a landmark building shall be considered with regard to the context of the site and in accordance with the relevant height standards, in particular those set out in Section 12.2.4 and Section 11.2.1.

Table 4.1: Opportunity Sites

Site No	Location	Zoning	Acceptable Use
1	Herbert Road Car Park	TC- Primarily Town Centre Uses	Mixed-use development comprising multi-storey car park, town centre uses on ground floor and above, and residential units on upper floors
2	Health Centre, Killarney Road	TC- Primarily Town Centre Uses	Mixed-use development incorporating among other uses a significant public community healthcare facility and a minimum 200 space car park. Other suitable uses include commercial/community and cultural developments. Where proposed, office/residential uses should be located on upper floors.
3	Heitons, Dublin Rd	TC- Primarily Town Centre Uses	Mixed-use development comprising commercial units on ground floor and office/residential units on upper floors.
4	Bray Head Hotel	SF- Primarily Seafront Uses	Mixed-use development comprising commercial/tourist/recreational uses at the north of the existing building and residential uses at the south of the existing building. Commercial tourist/recreational uses shall comprise a minimum of 20% of the total gross building floor area of the development.
5	Star Leisure/Dawson's Amusement	SF- Primarily Seafront Uses	Mixed-use development comprising commercial/tourist/recreational uses at the east of the site and residential uses at the west of the site Commercial tourist/recreational uses shall comprise a minimum of 20% of the total gross building floor area of the development site area. This land use ratio shall be maintained at all phases of development. Any development proposal shall include the removal of the existing buildings.
6	Dell Site	EMP1 – Employment Uses	Employment use development. Industry/office/ and science and technology based uses. The rear of the site is considered suitable for the location of taller buildings up to 5 storeys in height. Max Plot Ratio 1.25
7	A O Smith Site	EMP1 – Employment Uses	Predominantly employment use development. Industry/office/ and science and technology based uses in the main with the option of neighbourhood services /discount foodstore. The site is considered suitable for the location of taller buildings up to 5 storeys in height. Max Plot Ratio 1.5

4.4.14 Derelict Sites

It is the policy of the Council to prepare a register of derelict land and buildings and to secure the improvement/redevelopment of such sites.

The Council may acquire derelict areas within the town or so much of such areas as may be necessary to secure the satisfactory redevelopment of the areas using their powers under the 1990 Derelict Sites Act. The Council will impose a levy charge on the owners of Derelict Sites if it is considered necessary.

5 Economic Development & Tourism

5.1 Vision

To build on Bray's distinctive qualities to develop a dynamic, regionally competitive economy that creates wealth and provides quality sustainable work opportunities for all the residents of the town and its environs

5.2 Context

- National Spatial Strategy 2002-2020
- Mid-Term Review Of Outlook: Wicklow CDBs Ten Year Strategic Plan for County Wicklow 2002-2012 (Wicklow County Development Board)
- A Platform for Change: DTO Strategy 2000-2016
- National Development Plan 2007-2013
- Regional Planning Guidelines for the Greater Dublin Area 2010-2022

5.3 Strategy

Bray has a strong and expanding economic base, which is grounded on the town's competitive economic and social infrastructure. The town's competitive advantages include its strategic and accessible location, in close proximity to Dublin City Centre, a well-developed transportation network, a large resident population and workforce, business parks on the Southern Cross and Boghall Roads and an attractive urban environment. In addition, the town has a well-established economic base comprising a large number of small to medium size enterprises, a wide range of commercial activities, an increasing number of 'high-tech' industries, and a concentration of manufacturing and warehousing activity in the southern part of the town.

Consistent with figures for the Greater Dublin Area (GDA), most employment in the town is provided in the employers/managers, professional and service sectors. The Council recognises the important contribution that service and office based industry makes to the economy of the town and will seek to provide additional opportunities for the development of these sectors. While not as significant as before, manufacturing industry will remain an important employment base in the town. However, there will be a need to provide for the replacement of existing manufacturing industry producing commodity goods with high-tech and service industries. Although still important, the economic contribution of the tourist industry has reduced in recent years.

Bray has a labour force that exceeds the jobs available in the town. The pattern of commuting to the city is well established. From the viewpoint of economic and settlement sustainability, it is essential that more jobs are created in the town and environs.

The priority for economic strategy in the Greater Dublin Area is outlined in the 'Regional Planning Guidelines for the Greater Dublin Area, 2010-2022' as follows:

- It must ensure that the GDA can continue to compete on a global stage – attracting to Ireland, several types of activity for which no alternative locations exist elsewhere on the island but only in the metropolitan regions of other countries;

- It needs to protect and enhance the performance of the GDA as an engine of growth for the national economy;
- It needs to ensure that the GDA continues to play a leading role as a focus for knowledge generation, knowledge dissemination and innovation activity – essentially what NESC (2008) have termed a ‘theatre of experimentation’;
- Finally, the strategy must seek to ensure that the potential of the entire GDA is maximised so that the whole of the region (and the other regions in Ireland) can both contribute to and benefit from positive economic outcomes.
- Promote balanced economic development within the region.

To promote the economic development of the town in line with the above policies, it is the strategy of the Council to:

- ensure the provision of adequately zoned and serviced industrial and commercial sites, at high quality locations, which are attractive to industry;
- promote the delivery of a high quality built environment to ensure the attractiveness of the town to employers;
- provide good educational facilities in appropriate locations;
- encourage and foster local enthusiasm, enterprise and initiative;
- support the speedy implementation of key infrastructural projects, especially those in the transport and communications sector;
- encourage mixed use developments, in which jobs and residences are relatively close, thus encouraging short trips and greater use of walk and cycle modes, while discouraging longer trip lengths and dispersed settlement patterns that result in extensive car use;
- develop the town’s capacity for tourism, thereby providing additional employment.
- Encourage the provision of employment development in the environs’ of the town.

5.4 Policy

5.4.1 Economic Development

It is the policy of the Council to facilitate and encourage the economic development of Bray, in co-operation with the relevant authorities, so that it becomes an economic driver for County and regional success. In order to ensure that current employment levels are safeguarded and the creation of new employment is promoted, the Council will facilitate the provision of employment opportunities at appropriate locations in the town centre, local neighbourhood centres and in EMP1 and EMP2 zoned employment areas. The Council will promote sustainable land use and travel patterns, and will particularly favour developments that are well served by public transport facilities.

The Council considers that economic development is important in order to raise the quality of life for the people of Bray. A vibrant economy must be created, to produce employment and wealth for the future, if a cohesive, inclusive and just society is to be achieved.

The large-scale development of additional employment opportunities within the town is stifled by the lack of available land within the jurisdiction of the Town Council. In response to this shortfall of land availability, the Council will promote the intensification of existing land uses to provide additional employment, and will work with adjacent local authorities in order to develop opportunities for the provision of suitable sites in the environs of the town, for additional employment opportunities.

The Bray Environs LAP (2009-2015) provides for sufficiently zoned lands to ensure the sustained growth of Fassaroe to complement development in Bray Town.

The creation of employment opportunities within close proximity of new and existing residential development would consolidate Bray Town and its Environs. This approach to development would reduce the need for commuting, provide necessary physical and social infrastructure, and provide a more sustainable approach to development. The Council will seek to provide a better balance in the ratio between the number of people who both live and work in Bray, and those who reside in the town and commute to other locations outside the jurisdiction.

5.4.2 Office Development

It is the policy of the Council to encourage and facilitate the provision of office development above commercial premises at appropriate locations in town centre (TC zone), neighbourhood centre (NS & NS1) zoned areas. Office development will be permitted at appropriate locations within EMP1 and EMP2 zoned Employment areas.

The development of local or small scale offices in neighbourhood centres (NS and NS1 zoned areas) can reinforce the existing service function of these centres, as well as create new opportunities for local employment in locations that are accessible to residential areas.

The Council will permit office development in appropriate EMP1 and EMP2 zoned Employment locations that are deemed suitable with regard to sustainable traffic and land-use considerations and which are well served by public transport facilities.

The Council will require all planning applications for large-scale offices to include a Mobility Management Plan - refer to Section 12.13 of 'Chapter 12: Development Control Standards and Guidelines'.

5.4.3 Knowledge-Based Industries

It is the policy of the Council to encourage and facilitate the development of knowledge-based industries and to support and strengthen the capability and quality of research and development functions.

The Council recognises that Bray can benefit from the development of a competitive, innovative, knowledge-based economy where there are plentiful employment opportunities and a population equipped to grasp them. Engineering and high technology type businesses, such as those found in ICT and biotechnology can contribute to the town's competitiveness by promoting innovation and improved business practices. The Council will promote developments, which have benefits in terms of inward

investment, research and development (R&D), enterprise and the Information Society¹, so that the innovation capacity of the town is promoted.

5.4.4 Bray Enterprise Centre

It is the policy of the Council to facilitate the development of an Enterprise Centre in an appropriate location, on either EMP1 or EMP2 zoned land, or on the Former Golf Club Lands, in association with other agencies and in the context of local needs in accordance with the principles of sustainable development, particularly considering availability of public transport and other services and utilities.

The development of an Enterprise Centre in Bray will provide a valuable facility for the development of economic and community enterprise, and thereby employment opportunities.

5.4.5 Small and Medium Enterprises

It is the policy of the Council to encourage the use of industrial space for small and medium enterprises. The Council will require the provision of incubator/starter units in all major planning applications on EMP1 zoned Employment land.

The provision of small-scale incubator and workshop space increases the capacity of the local economy to spur new enterprise and entrepreneurial activity and ensures a balance in the economic base of the town.

5.4.6 Tourism

It is the policy of the Council to build up Bray's capacity for tourism and to develop the potential of undeveloped resources, so that the town becomes a major tourist destination. The Council will direct appropriate tourism related development to the Seafront and to other suitable locations within the town, subject to the protection of residential amenity and environmental quality.

Tourism makes a positive contribution to the economic and social wellbeing of Bray. The town has a very strong tourism resource base, comprising rich natural and built heritage, primarily associated with the Seafront and Bray Head area of the town. Although historically Bray has been a major tourist destination, due in part to its close proximity to the Dublin Metropolitan Area, the number of long-stay visitors to the town has reduced. Despite this, the town remains an important destination for a large number of day-trippers who travel from Dublin and County Wicklow to enjoy the tourist resources and leisure facilities of the town. In addition, it is important that Bray continues to provide a sufficient amount of short-stay overnight accommodation for the needs of visitors who wish to stay in the town, due to its advantageous location as a 'gateway to the Garden of Ireland' and its accessibility to Dublin city.

In co-operation with the appropriate agencies, the Council will seek to promote Bray as a tourist destination for day-trippers and short stay visitors, who come to sample the rich natural and historic heritage of the town through their participation in a wide variety of recreational and leisure activities, such as walking, swimming, fishing, boating, canoeing and visiting amusement arcades. The Council shall seek to develop Bray Harbour to allow for water-sports and outdoor pursuits. The Council recognises that the Seafront and Bray Head area is the primary focus for tourist activity and will accordingly continue to promote and enhance this area as the primary tourist centre of the town.

¹ Information Society is the term that is used to capture the increasing contemporary influence of information and communication technologies

The Council shall seek to retain the amenity / tourist character of the Esplanade and the Strand Road area, while at the same time increasing the utilisation of the existing buildings and bringing life back to the Seafront. Specific objectives relating to the development of appropriate tourist based initiatives in the Seafront are outlined in 'Chapter 11: Bray Seafront Area'.

The Council will support the development of other areas, such as the Dargle River, where significant potential for tourism based development exists but has not developed yet, particularly with regard to opportunities for the development of fishing activities.

In order to draw visitors to the retail and commercial centre of the town, the Council will facilitate the development of suitable tourism based facilities in the town centre. The Council will support the establishment of a Heritage Trail in order to encourage visitor activity throughout the town.

Tourism related development will only be permitted in appropriate locations where the proposed development will not have a detrimental effect on the character, quality and amenity of the natural and built environment.

5.4.7 The Film Industry

It is the policy of the Council to facilitate proposals to strengthen and further develop the film industry in Bray. The Council shall resist and restrict proposals for change of use in this area.

Bray is an important centre for film making, based largely on the presence of Ardmore Studios. The industry contributes significantly to direct and indirect employment and also contributes to the international image of Bray. The Council will encourage the on-going development of the industry in Bray including the use of the studio as a visitor attraction.

Given the long history of film making in Bray, the Council will encourage the provision of a film museum at an appropriate location within the town

6 Community

6.1 Vision

To promote a sustainable and socially inclusive community, whereby every individual has equal opportunity to citizen rights, such as education, employment, health, housing, leisure and social services

6.2 Context

- Outlook: The Ten Year Strategic Plan for County Wicklow (Wicklow County Development Board, 2002)
- Childcare Facilities – Guidelines for Planning Authorities (DoEHLG, 2001)
- Wicklow County Childcare Committee Strategic Plan: 2007-2010
- County Wicklow Arts Strategy: 2008-2012
- Building an Inclusive Society: National Anti-Poverty Strategy (2002)
- Sustainable Development – A Strategy for Ireland (DoEHLG, 1997)
- Making Ireland's Development Sustainable (DoEHLG, 2002)
- National Spatial Strategy 2002-2020
- Bray Family Childcare Needs Analysis, 2004
- The National Children's Strategy-Our Children-Their Lives, 2000
- Safe Routes to Schools 1998
- Ready Steady Play 2004
- National Action Plan for Social Inclusion 2007-2016
- National Childcare Strategy 2006-2015
- Sustainable Residential Development in Urban Areas 2009 (DoEHLG)
- Wicklow County Arts Strategy 2008-2012
- Wicklow Local Authorities Disability Implementation Plan 2005-2015
- Disability Act 2005

- (National) Disability Strategy 2004
- Building for Everyone (National Disability Authority, 2002)

6.3 Strategy

Despite the increased economic prosperity enjoyed in recent years, the disparities between the 'haves' and the 'have-nots' in society have increased, rather than decreased. The most disadvantaged members of our society find it increasingly difficult to access basic citizenship rights, such as education, housing, leisure and basic social services.

Barriers to inclusion in society are most readily felt by disadvantaged groups, such as the long term unemployed, homeless people, refugees and asylum seekers, people with disabilities, substance abusers, older people and lone parents. These groups experience difficulties in participating in the labour and housing markets and in accessing basic healthcare, childcare, training and educational services. Their resultant marginalisation from society contributes to disadvantage, exclusion and deprivation, which stagnates community development and social progress and reduces overall levels of quality of life.

Promoting the development of a sustainable and socially inclusive community is about enabling people to play a role in shaping the society of which they are part. It works towards assisting individuals and groups to identify needs and to express viewpoints, which will influence the policies, services and processes that affect their lives. It is also about ensuring that there is an adequate provision of services and facilities, such as public transport, housing, health care, telecommunications, waste disposal, leisure and educational opportunities, and that these are affordable and accessible, so that every individual has the means and capability to access them.

6.4 Policy

6.4.1 County Development Strategy

It is the policy of the Council to facilitate the sustainable implementation of the Wicklow County Development Board's 'Outlook: The Ten Year Strategic Plan for County Wicklow'

The Wicklow County Development Board was established to co-ordinate the plans and activities of public sector organisations in County Wicklow. The Board's strategy for the social, economic and cultural development of the County over a ten year period from 2002-2012 is presented in 'Outlook'. The implementation of this strategy is required for the betterment of the people of the entire County, including Bray.

Both CDB Strategies and development plans are required to formulate strategies for the development of counties and cities and consider socio-economic and physical issues. They exist as parallel statements on the future development of counties and cities. However their remit is different. The focus of the CDB Strategy is on economic, social and cultural development, while the focus of the development plan is on physical development and land-use and how this can serve wider social, economic and environmental objectives.

Land-use decisions must be informed by socio-economic considerations, while the spatial dimension of the CDB Strategy will reflect the land-use policies and objectives of the development plan. However, the development plan is the statutory statement on land-use matters and must take precedence with regard to such matters. In practice, interaction will apply between both, as each will assist in setting a context for the other. Ultimately, CDB strategies and development plans should reflect and reinforce each other.

The Bray Development Plan and County Development Strategy shall operate in parallel to one another to ensure the creation of sustainable communities. While 'Outlook' assesses the needs of the County and provides actions to address these needs, the Bray Development Plan provides specific development policies for the proper planning and sustainable development of the town.

6.4.2 Community Development

It is the policy of the Council to support the development of a diverse and representative range of community groups and organisations. The Council will develop additional and improved community centres to accommodate community based development programmes and activities.

It is recognised that community based projects, such as women's groups, arts projects, youth projects and education projects have a key role to play in the rejuvenation of local communities.

The planning and development of all community centres shall be carried out in consultation with the members of the community, in particular young people and relevant interest groups, which that facility will serve. The long-term management and operation of community based facilities will not be the responsibility of Bray Town Council. However, the Council will remain involved, through the provision of strategic management and guidance.

Where appropriate, it is a policy of the Council to encourage the use of existing community facilities for multi-purposes, so that these facilities can be used by a wide number of relevant interest groups for different community related activities.

The Council will support the development of a Volunteer Bureau to match volunteers to prospective voluntary agencies.

6.4.3 Childcare

It is the policy of the Council to encourage the provision of purpose-built crèches and playschools in residential areas, places of employment, educational establishments, neighbourhood centres and in locations convenient to public transport facilities. The Council will permit the conversion of part of existing dwellings to such uses, where the bulk of the building remains in residential use, subject to residential amenity and traffic considerations.

It is the policy of the Council to require all new residential developments to provide one childcare facility per 75 dwellings, with a ratio of 20 spaces per 75 units (unless it can be demonstrated that having regard to the existing geographic distribution of childcare facilities and the emerging demographic profile of the area that this level of childcare facilities is not required. In addition, the Council will require large commercial, industrial and retail developments to provide childcare facilities in appropriate locations. The threshold for provision will be established having regard to the existing geographical distribution of childcare facilities and the emerging demographic profile of local areas.

In recognition of the role that childcare provision plays in addressing social disadvantage and exclusion, there is a need to increase the number of childcare places and facilities available and to improve the quality of childcare services. The provision of childcare facilities has an important economic role in terms of providing direct employment and in terms of promoting equality of access to employment facilities.

In dealing with planning applications, the Council will have regard to 'Childcare Facilities: Guidelines for Planning Authorities', issued by the Department of the Environment and Local Government in 2001, and the 'Child Care (Pre-School Services) Regulations 2006' issued by the Department of Education.

In particular, regard will be paid to the suitability of the site for the type and size of facility proposed, and the location, accessibility and provision of adequate parking for both staff and customers, convenience to public transport, and the local traffic conditions. Facilities should be designed and located so that they will not cause nuisance to existing or future residents, and that customer vehicles can turn without causing a traffic hazard or congestion, and the existing infrastructural services.

The associated availability of private open space to allow for outdoor play areas should be detailed, including details of management of same. Details of the nature of the facility (full day care, sessional care, after school care), the number and ages of children to be catered for, and the numbers of staff, and intended hours of operation should also be provided.

In order that all children will have access to a range of high quality childcare facilities, that will nurture their development, the Council will support the strategic objectives of the Wicklow County Childcare Strategic Plan 2007-2010, issued by the Wicklow County Childcare Committee.

In conjunction with the relevant authorities and interest groups, the Council will seek to develop community childcare facilities.

6.4.4 The Arts

It is a policy of the Council to support the development of local arts. In particular, the Council will encourage the advancement of public art throughout the town having regard to the sensitivity of particular sites. The provision of appropriate works of art and/or arts projects will be required within public places as part of large development proposals (this shall be conditioned as part of planning applications). The Council will support the work of the Mermaid Arts Centre and all other relevant interest groups that are involved in the development of the arts.

The Council will support the implementation of the key policy objectives included in the 'County Wicklow Arts Strategy: 2008-2012', issued by Wicklow County Council.

The policy objectives of the County Wicklow Arts Strategy 2008-2012 are:

- to support and develop individual arts practice;
- to enhance arts provision for artists and the community through the provision of, and assistance to, organisations and venues;
- to encourage and increase access to and participation in the arts;
- to develop a vibrant and imaginative Public Art Programme.

The Council will encourage the development of suitable murals on appropriate walls and public walkways throughout the town. The development of murals will require planning permission.

6.4.5 Festivals

It is the policy of the Council to support the development of festivals and to encourage the establishment of new festivals that celebrate community creativity and identity.

6.4.6 Libraries

It is the policy of the Council to support the expansion of the library service.

The Council will support the implementation of the Wicklow Library Development Plan. Funding for the implementation of this Plan, as relevant to Bray, shall be provided in part from Class 3 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016.

6.4.7 Social Inclusion

It is the policy of the Council to create a more inclusive society and to promote every individual's full participation in social, community and economic life, irrespective of gender, marital status, family status, age, disability, race, sexual orientation, religious belief or membership of the Traveller community. This involves the removal of barriers that contribute to social exclusion and the active promotion of opportunities to increase access to core citizenship rights.

Social exclusion is described as cumulative marginalisation from production (unemployment), from consumption (income poverty), from social networks (community, family and neighbours), from decision making and from an adequate quality of life.

6.4.8 Equality Proofing

It is the policy of the Council to incorporate the Equality Authority's equality proofing guidelines in reviews and in the preparation of future plans, strategies and policies.

Through the alleviation of poverty and building an inclusive society, multiple benefits will be yielded by reducing the direct cost of social exclusion, improving the quality of life generally and allowing people to contribute to the wealth of the town and share in the benefits of economic and social development.

6.4.9 Persons with Disabilities

It is the policy of the Council to promote the inclusion of people with disabilities. Bray Town Council will proof its services, policies and procedures to ensure that not only do they not impede the lives of people with disabilities but that they proactively assist and enable them. It is the policy of the Council to support and be involved in the implementation of the Barcelona Declaration Project through the Wicklow Local Authorities Disability Implementation Plan 2005-2015.

Bray Town Council adopted the Barcelona Declaration Project in 2001. The Council will develop an implementation plan for the Barcelona Declaration Project. This underlines the Council's commitment to the promotion of access for all.

In addition, Bray Town Council will continue to liaise with local people with disabilities and their advocates, through the Wicklow Local Authorities Access team and will seek input with regard to accessibility and adaptability issues relating to new developments in the town. Specific policies and guidelines relating to improved access in the public realm for people with disabilities are included in Section 7.4.11 of 'Chapter 7: Transport' and Section 12.17 of 'Chapter 12: Development Control Standards and Guidelines'.

6.4.10 Public Participation and Consultation

It is the policy of the Council to improve consultation with local communities and to improve their participation in public initiatives that affect their physical, social and economic environment.

The Council will promote and use the widespread use of user-friendly language in all public documents.

The Council will continue to improve the information and services provided on the local authority website and endeavour to communicate with the public through the more commonly used forms of electronic media, while recognising that certain sections of the community prefer to communicate through more traditional means.

6.4.11 Crime and Anti-Social Behaviour

It is the policy of the Council to work with the community and relevant authorities to reduce crime and anti-social behaviour.

It is the policy of the Council to continue to promote the usage of CCTV cameras along the main streets in the town centre, in appropriate locations. An environment of natural surveillance can be created in new residential and commercial developments, through the use of appropriate design provisions. Applications for planning permission will have to demonstrate that the public lighting and physical layout of any proposed development will achieve such an environment. In the interest of crime prevention, the Council will avail of advice from the Gardaí with regard to certain developments. The Council will promote the use of specific recreational facilities for children and young people.

6.4.12 Education on Health Service

It is the policy of the Council to co-operate with relevant State authorities and voluntary/community groups in the provision and development of quality educational and health services in the town. All facilities must be built to the highest standard of design.

It is the policy of the Council in conjunction with other relevant authorities to promote the development of a special second chance school for early school leavers. It is the policy of the Council to support lifelong learning.

Where lands are zoned for educational use, the Council will facilitate proposed developments for a mix of educational (primary, secondary, third level and adult education) uses. Where land is zoned for employment use, the Council will facilitate the development of training facilities that are ancillary to the main development.

The development of educational and health facilities will only be permitted at appropriate locations where:

- adequate provision has been made in terms of access, parking and servicing requirements; appropriate set-down facilities are provided; pedestrian and road safety is not compromised; and the existing road network can satisfactorily accommodate any additional traffic from the proposal;
- there is no significant damage to the amenity of the area in terms of noise, nuisance and general disturbance;

- the proposal is of a high quality design and layout, and appropriate landscaping/open space is provided.

6.4.13 Burial Grounds

It is the policy of the Council to improve the visual appearance of burial grounds in the town and to source a location for a future new burial ground.

6.4.14 Development Contribution Scheme

It is the policy of the Council to implement the Bray Development Contribution Scheme

7 Transport

7.1 Vision

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

7.2 Context

- Sustainable Development – A Strategy for Ireland (DoEHLG, 1997)
- A Platform for Change, Final Report, An Integrated Transportation Strategy for the Greater Dublin Area 2000-2016 (Dublin Transportation Office, 2001)
-
- Regional Planning Guidelines for the Greater Dublin Area 2010-2022, Dublin & Mid-East Regional Authorities
- National Spatial Strategy (DoEHLG, 2002-2020)
- National Climate Change Strategy 2007-2012(DoEHLG, 2000)
- National Development Plan 2007-2013
- Smarter Travel – A Sustainable Transport Future 2009
- Smarter Travel – A New Transport Policy for Ireland 2009-2020
- National Cycle Policy Framework 2009-2020
- North Bray and Environs Land Use and Transportation Study (LUTS)2006
- Transport 21 2008-2016
- Transport Strategy for the Greater Dublin Area 2010-2030 (NTA)
- Implementing the Regional Planning Guidelines – Best Practice Guidelines 2005
- Bray Safe Routes to School Study (Bray U.D.C./D.T.O., 1998)
- The Next Steps; Safer Routes to Schools (D.T.O., 2005)
- Dublin Transportation Initiative Final Report (DTI, 1994)

- 2030 Vision (NTA)
- Traffic and Transport Assessment Guidelines 2007 (NRA)
- DTO Cycle Policy 2006
- Public Transport Study 2007
- Dublin Road Improvement Scheme (DLRCC)

7.3 Strategy

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

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

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

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

- maximise access to and encourage use of public transport, cycling and walking;
- discourage private car based travel;
- develop an extensive, effective, high quality and integrated network for rail, bus, road, cycling and walking;
- integrate land use and transportation planning objectives so that sustainable urban patterns and communities are formed, where the distance between employment, residential, leisure and commercial land uses are reduced;
- to continue to improve and develop roads which are safe and provide for the needs of all road users.
- To facilitate and support the Railway Procurement Agency (RPA) in works relating to the extension of the LUAS service to Bray.
- reduce average journey times;

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

7.4 Policy

7.4.1 The National Transport Authority

It shall be the policy of the Council to review and set out an implementation plan, for all road schemes as part of a Local Traffic Plan to be prepared following the publication of the NTA Transport Strategy for the GDA

The National Transport Authority is a statutory body established in December 2009. At a national level the NTA has responsibility for securing the provision of public passenger land transport services. This includes the provision of subvented bus and rail services by Bus Éireann, Dublin Bus and Irish Rail. The NTA also has responsibility for the development of an integrated transport system within the Greater Dublin Area (GDA).

The principal functions of the NTA with respect to the GDA are:

- Development of an integrated accessible public transport network;
- Promoting cycling and walking;
- Effective management of traffic and transport demand.

Work is currently underway on preparing a new Transport Strategy for the GDA for the period up to 2030. The Strategy will be inextricably linked to sustainable land use planning and will be directed by the economic, social, cultural and environmental needs of the people of the Greater Dublin Area. The target year for the Strategy is 2030, but to ensure a robust examination of strategic transport investment, consideration will be given to a 2050 horizon.

The process will include an examination of the lessons from the recent past, an analysis of current circumstances, and will predict future changes and their impact on the quality of life of people living in the GDA and beyond.

The NTA is required to make an integrated implementation plan within 9 months of the approval by the Minister of Transport of the Transport Strategy. This is to be followed by the preparation of a Strategic Traffic Management Plan. Section 65 of the Dublin Transport Authority Act 2008 requires that each local authority prepare a 'Local Traffic Plan' for its functional area that is consistent with this Plan.

The NTA has subsumed the role of the DTO, which has ceased to exist. The policies of the DTO are still however relevant to this Plan.

7.4.2 Integrated Land Use and Transportation Policies

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

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

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

The Council supports this guidance and will require all developments to have regard to it. The resultant land use patterns will be consistent with the aim of consolidating development as proposed in the Regional Planning Guidelines and will support the development of alternative modes of travel to the private car.

7.4.3 North Bray and Environs Land Use and Transportation Study (LUTS)

It is the policy of the Council to implement the North Bray LUTS Study (2006) for Bray and its environs, in conjunction with Wicklow County Council and Dun Laoghaire-Rathdown County Council.

The study area of the LUTS encompasses Woodbrook, Rathmichael, Old Connaught, Fassaroe and North Bray, as well as the N11 as far as the junction with the Bray Southern Cross. It overlaps with the study area of the Bray Environs LAP at Fassaroe and also includes the N11 up to the interchange with the Bray Southern Cross Road. This Plan will provide for the integrated, strategic and holistic development of the area of Bray Town Council and its environs.

The Plan has regard to the existing and future patterns and scales of development of the area in terms of local transport, housing, employment uses, retail and other land use requirements. It is an objective of the LUTS to ensure that the study area can cater for expected future levels of development as proposed throughout the Town and County Development Plans.

The existing boundaries of the administrative area of Bray Town Council will be reviewed with a view to extending them to include areas of the environs of the town which are currently located within the jurisdictions of the adjoining local authorities. It is a particular objective of this plan that the town boundary is extended to include the entire area of the Southern Cross.

An emphasis will be placed on achieving a joined-up and co-ordinated approach between the three relevant planning authorities such that the Bray and Environs Areas may in future be perceived as a single entity.

7.4.4 Car Parking Control

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

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

- the introduction of the town centre proposals for bus priority, cycle lanes and improved environmental amenity will require the removal of some on-street spaces. Increases in off-street parking provision on sites such as the Herbert Road, Killarney Road and Florentine site, will provide an opportunity to reduce the number of on-street spaces and, hence, help reduce congestion and improve the environment for pedestrians and cyclists;
- in order to encourage short term parking in public car parks, the Council will discourage long term parking or a sliding scale of charges in these car parks;
- the Council will seek to reduce the negative effects of heavy goods vehicles in the town centre by considering weight and time limits;
- The Council shall support the provision of a new park and ride car park, bus parking and bicycle spaces to be provided at the LUAS stop proposed within Fassaroe, to facilitate interchange between the various modes of transport, as is identified within the Bray Environs Local Area Plan. This will assist in providing an integrated public transport network.
- the Council recognises the opportunity presented by the development of the Former Golf Club Lands to provide additional car-parking facilities to meet the current shortfall in the town centre.

7.4.5 Town Centre Car Parks

It is the policy of the Council to develop multi-storey car parks to facilitate town centre development, including the reduction of on-street parking. Multi-storey car parks can be developed at the existing Herbert Road car park¹, Florence Road car park and Killarney Road Health Service Executive site in conjunction with town centre uses (as detailed in Section 4.4.13, Opportunity Sites) These sites are suitably positioned to provide easy pedestrian access to town centre businesses while avoiding additional traffic congestion on the Main Street.

7.4.6 Cycling and Walking

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

The Council recognises that cycling and walking are cost effective, non-polluting and highly flexible transportation modes that reduce congestion, foster improved health and are accessible to a broad spectrum of age groups. To this end, it is the policy of the Council to introduce a network of cycle routes and footpaths, which will form part of an overall linked-up transport system consistent with the National Cycle Policy Framework.

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

- Security
- Coherence
- Directness
- Attractiveness
- Comfort
- Road Safety

Newly published government policy, 'Smarter Travel – A New Transport Policy for Ireland (2009-2020)' and the 'National Cycle Policy Framework (2009-2020)' have clearly placed an emphasis on walking and cycling as alternatives to vehicular transport. The Council shall have regard to the cycle policy framework document produced by the Department of Transport, which seeks to ensure that the urban road infrastructure and traffic management measures are designed to be cyclist friendly.

The DTO cycle policy seeks to enhance the cycling environment and facilitate cycling in the Greater Dublin Area by a number of measures including improved and additional cycle infrastructure and cycle friendly planning and design. This is to be promoted by such means as training and education, and the promotion of cycling as a healthy activity.

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

It is the policy of the Council, in co-operation with other agencies and subject to the availability of the necessary finance to provide enhanced and safe cycling and walking facilities/infrastructure on all roads which have in excess of 500 CPU's (car passenger units) per hour in the urban area of the Town Council.

In 2005 the DTO produced the document 'Next Steps – Safer Routes to Schools'. This looked to create a modal shift away from car transportation, improving levels of fitness among students by promoting more active travel patterns and to ensure the front of schools was focused on the pupils, and not on the private car. It is an objective of the Plan to review the 1998 Safe Routes to School Report and to implement its recommendations where possible.

7.4.7 Public Transport

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

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

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

The Council will continue to work with Iarnród Éireann on the improvement of mainline DART services to facilitate all options available to increase capacity through Bray Head and along the coastal route to Greystones.

The Council recognises that if public transport is to provide an attractive and viable alternative to private car commuting, public transport must be supported by effective, on-street bus priority measures and complementary land use policy and practice. The Quality Bus Network Project Office, on behalf of Bray Town Council, are preparing a Phase 1 Quality Bus Corridor (QBC) for Bray Town. In common with many towns, Bray suffers from traffic congestion due in part to high levels of private car use. The provision of QBCs through the town will make bus travel more attractive.

The scheme is to include Main Street and Castle Street, Quinsborough Road, Florence Road and Novara Avenue. While it is proposed to dedicate road space for bus priority lanes, further changes are required, such as street ticket machines to minimise the time spent by buses taking up road space, and adding to journey time, whilst passengers have to queue to purchase tickets. Other necessary changes are real time displays of bus arrivals, and transfer ticketing, particularly to exploit the proposed confluence of Luas and Dart lines in the town. The Council will work together with the QBN Project office in seeking to provide improved bus services to the town.

7.4.8 Luas/Metro

It is the policy of the Council to facilitate and support the Railway Procurement Agency in works relating to the extension of the LUAS (and a later potential upgrade to METRO) services to Bray, as well as supporting faster bus services. To support this it is the

policy to protect the route as shown on Maps 2 & 3 from the County Boundary east of Sunnybank Junction, through the Ravenswell Golf Course lands, as far as the River Dargle to accommodate tracks for the Luas.

From the southern side of the River Dargle, alongside the Railway Line to the front of Bray DART Station on Station Road, the route will be reserved for Luas and scheduled bus services including a terminus for the Luas and a possible alternative routes for a separate bus way parallel to the southern side of Seapoint Road joining Seymour Road.

The proposed route is indicative and represents a corridor up to 18 metres wide (up to 9m either side of the route) this being required for the construction of the Luas line. It is envisaged that the reservation required for the operation of a Luas system will be of the order of 7 metres in width (3.5m either side of the route)

The Council will consider the adoption of a supplementary development contribution scheme, in accordance with Section 49 of the Planning and Development Acts, this to be applied to those developments directly benefiting from the delivery of Luas.

7.4.9 Lands at Bray Railway Station

It shall be a policy of the Council to provide for the development and improvement of public transportation infrastructure including interchange facilities and high level uses on the lands at Bray Railway Station. The area shall be developed as a gateway to the town with clear linkages to the Town Centre and the Seafront. The area is considered suitable for higher density mixed use development including retail, commercial, office, residential and civic use. All developments will be required to be of particularly high aesthetic design.

Bray Railway Station is the principal public transport hub for the town of Bray, It provides both the local and wider community with access to a broad range of transport modes including DART, future LUAS, Intercity and scheduled bus services. Located at the end of Quinsborough Road, it functions as a primary gateway to the town centre and seafront areas. In addition to servicing significant levels of daily commuter traffic it also sees a considerable volume of tourism dependent traffic.

In recognition of the importance of the Railway Station and the role it plays, it shall be the policy of the Council to provide for the development and improvement of public transportation infrastructure including interchange facilities and high level uses on these lands.

The area in the immediate vicinity of the Railway Station, by virtue of its location, provides opportunities for higher density mixed use development. The Council will favour attractive developments incorporating uses that give rise to increased footfall, including inter alia shops, restaurants, and/or cinema developments. Chapter 13 contains a schedule of permitted uses in the zonings accompanying land use matrix. The requirement that all development proposals be of particularly high aesthetic design will help promote the visual amenity of the area and strengthen its role as a gateway to the town.

7.4.10 Road Development

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

Wicklow County Council is the Roads Authority for Regional roads in the town area. The Town Council co-operates with Wicklow County Council and the National Roads Authority in seeking to provide a safe and efficient road network. Links between the designated growth centres of the County are recognised by Wicklow County Council as being of significance in allowing synergy to develop within the County, and in order to develop the County as a self-sustaining economy.

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

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

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

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

7.4.11 Road Signage

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

7.4.12 Access for Mobility Impaired

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

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

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

7.4.13 Traffic Calming

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

7.4.14 Rights of Way

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

7.4.15 Purchase of Road Making Materials

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

8 Natural, Architectural & Archaeological Heritage

8.1 Vision

To provide the highest quality environment containing impressive architecture and natural features, with a distinctive townscape, where heritage contributes strongly to the character and identity of the town, and to quality of life of residents and workers.

8.2 Context

- National Heritage Plan (Department of Arts, Heritage, Gaeltacht and the Islands, 2002)
- National Biodiversity Plan (Department of Arts, Heritage, Gaeltacht and the Islands, 2008-2012)
- Architectural Heritage Protection: Guidelines for Planning Authorities (DoEHLG 2004)
- Architectural Heritage Protection: For Places of Public Worship (DoEHLG 2003)
- Framework and Principles for the Protection of the Archaeological Heritage (Department of Arts, Heritage, Gaeltacht and the Islands, 1999)
- Tree Preservation - Guidelines for Planning Authorities (DoE, 1994)
- Framework and Principles for the Protection of the Archaeological Heritage' (Dept. Arts, Heritage, Gaeltacht and the Islands, 1999)
- National Monuments Acts 1930-1994
- Regional Planning Guidelines, Greater Dublin Area, 2004-2016
- Landscape and Landscape Assessment 2000
- County Wicklow Heritage Plan 2009-2014
- Bray Head Special Amenity Area Order (SAAO) 2007

8.3 Strategy

Within the context of the physical environment, heritage comprises monuments, archaeological and heritage objects, architectural heritage, wrecks, inland waterways, landscapes, seascapes, geology, flora, fauna and wildlife habitats.

Bray has both a rich and diverse natural and architectural heritage, comprising important natural landmarks such as Bray Head and seafront, and a number of structures of historical and architectural importance, which date back to the Victorian era. This heritage provides the town with a resource of tremendous social, educational, recreational and aesthetic value. In economic terms, it is of fundamental importance to the maintenance and development of the town's tourism industry. For present and future generations who will live and visit the town, the historic, cultural and natural heritage of the town has the ability to enhance and enrich the context of everyday existence.

In recent years, significant economic growth and changing population, consumption and settlement patterns have impacted on the environmental quality of the town. In light of the increased pressure that the town's heritage is under, and of the greater awareness of the value of the resource, the heritage of Bray must be vigorously protected and enhanced.

There is a need to promote the conservation of the built heritage of Bray as a development objective in association with the continued development of the town in a sustainable manner. There is a need to increase awareness of the importance of heritage while recognising the relationship between landscape, heritage and recreational open spaces.

8.4 Policy

8.4.1 Wicklow County Heritage Plan

It is the policy of the Council to support the implementation of the County Wicklow Heritage Plan 2009-2014.

Protection of heritage begins at the local level, requiring everybody to become actively involved in its preservation and enhancement. In recognition of this fact, Wicklow County Council has produced a second 5 year County Wicklow Heritage Plan. This five year strategy and action plan seeks to advance protection, increase awareness and collect information of heritage in the County. It carries forward the overall aim of "conserving the natural, built and cultural heritage of the County, and increasing awareness of it among all the people of Wicklow". The Council is one of a number of bodies represented on the Wicklow Heritage Forum (a partnership committee responsible for implementing the Plan). The Council has a significant role to play in ensuring the implementation of actions contained in the Heritage Plan.

8.4.2 Promoting Public Knowledge

It is the policy of the Council to promote public knowledge of heritage and biodiversity, in conjunction with the relevant authorities.

For conservation strategies to be successful, it is vital that local communities are fully aware of the importance of what is being protected, why it has this importance, and how the activities of local people can impact on conservation. The Council will raise public awareness of heritage and biodiversity through education based initiatives, with the involvement of local schools and the Library Service. A well informed population is more likely to support local initiatives and to create pressure for wider environmental improvements.

8.4.3 Views and Prospects

It is the policy of the Council to preserve the views and prospects that are identified in Table 8.1, through restricting development that would intrude significantly on or materially alter the view or prospect.

Bray's landscape contains a number of sites, areas and vantage points from which views over local landmarks, lands and the sea may be accessed. In addition to scenic views, the town contains a number of important prospects. These are areas of special amenity value or interest, and prominent landscapes that are visible from the surrounding area.

In evaluating planning applications located in the foreground of identified views and prospects, consideration will be given to the effect that such development may have on the view or prospect.

Table 8.1

No.	Protected Views and Prospects
1	The view of Bray Head and the Little Sugar Loaf from the town generally.
2	The prospect towards the River Dargle, its flood plain and adjoining steep-sided wooded slopes from N11.
3	The prospect of the town's steep western wooded slopes between St. Valery's Bridge and Kilcrouney, from the N11
4	The view both up and downstream of the Swan River Valley, from both sides of the bridge on the Killarney Road.
5	The view down the River Valley from below Granite Cottage off Boghall Road towards Oldcourt House.
6	The prospect of the Western side of Bray Head from Killarney Road (between cemetery near Elgin Wood and Fairy Hill).
7	The prospect of the western side of Bray Head from the Southern Cross.
8	The view from 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 Ravenhall site of the 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 from Old Court Drive towards the Sugar Loaf Mountain and Little Sugar Loaf.
14	The view of Loreto Convent and the spire of Christ Church from Fiddler Bridge on Bray Head.
15	The view from the south harbour along the Promenade and Strand Road

8.4.4 Natural Heritage

8.4.4.1 Protection of Natural Habitats

It is the policy of the Council to protect important natural wildlife habitats, in particular the River Dargle and the c.S.A.C at Bray Head.

The Council will strive to ensure the protection and enhancement of important features such as the coast, cliffs, rivers, trees, parkland, and boundaries comprising hedgerows, ditches and stone walls. These features form an important network of habitats and corridors that allow wildlife to exist and flourish. The Council will adopt any necessary measures to achieve this objective.

8.4.4.2 Tree Protection

It is the policy of the Council to protect trees, in particular native and broadleaf species, which are of conservation, and/or amenity value.

The Council will seek to preserve and enhance the amenity of the town by preserving in so far as possible, that part of its appearance attributable to trees, woodlands and hedgerows. In accordance with the requirements of Part XIII, Section 205 of the Planning and Development Act 2000, Bray Town Council has implemented Tree Preservation Orders with a total of 17no. areas within the Bray Town Council area; these are identified in Table 8.2 below. The rationale behind the making of these orders is the preservation of the amenity value that the trees collectively offer.

Table 8.2

No.	Tree Preservation Orders
1	Kilbride Lane
2	Violet Hill
3	Brook House School and Killarney Glen, Herbert Road
4	Ballywaltrim Grove, Killarney Road
5	Oldcourt House and Vevay House, Swan River Valley
6	Grounds of Loreto Convent, Bray
7	Grounds of Presentation College, Bray
8	Bray Head
9	Duncairn Terrace
10	Swan river valley to Bray Bridge (The Maltings)
11	Small woodland and Ecclesiastical remains, Fairyhill Housing Estate
12	Florence Road
13	Ballywaltrim Lane
14	Entrance to Elgin Wood, Killarney Road
15	Wooded slopes East of Dargle River
16	Wooded slopes from St. Valery's Bridge to Kilbride Church
17	Ledwidge Crescent

The Council will discourage the felling of mature trees to facilitate development, and will encourage tree surgery rather than felling where possible. Development that requires the felling of mature trees of special interest, even though they may not be listed in the Development Plan, will be discouraged. The Council will require existing mature trees that are worthy of preservation to be incorporated into any proposed development, where this is appropriate. In such cases, development to be occupied by people will not be permitted within falling distance of such trees.

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;
- the girth and spread of each tree;
- the height and the species of each tree;
- a report from a competent tree specialist regarding the condition of the trees.

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 (during construction) around the area at the drip line (or at any other such area as may be agreed with the Council).

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.

8.4.4.3 Bray Head

It is the policy of the Council to protect and enhance the character, setting, and natural and geological heritage of Bray Head in order to ensure its existing and future amenity, recreational and scientific value is secured. In recognition of the area's scenic value and vulnerability to development pressure, it is the policy of the Council to implement the 'Special Amenity Area Order' (SAAO) for Bray Head.

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

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

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

In order to protect Bray Head from the harmful effects of overuse, Bray Head has been designated as a Special Amenity Area Order (SAAO). SAAOs are made for areas of outstanding beauty or areas of special recreational value, having regard to any benefits for nature conservation. The SAAO states the objectives of the planning authority in relation to the preservation and/or enhancement of the character or special features of Bray Head, including objectives for the prevention and/or limitation of development in the area.

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

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

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

The Council is committed to ensuring that access by the public to Bray Head via the existing Public Rights of Way is retained, protected and preserved. In particular, the Council is committed to ensuring that the Cliff Walk is retained, maintained and improved. This will require commitment and co-operation on behalf of Bray Town Council, Wicklow County Council, Greystones Town Council and other relevant authorities/bodies. Details in respect of proposed maintenance and improvement works, including the provision of improved public signage will be incorporated into the 5 year management plan for the SAAO area.

The Council will protect access to Raheen a Cluig as the oldest known building in Bray.

8.4.5 Architectural Heritage

8.4.5.1 Record of Protected Structures

It is the policy of the Council to preserve and protect structures included in the Record of Protected Structures (RPS). This includes protecting the character and setting of the protected structure through the control of the design of new developments in the vicinity, by protecting adjoining streetscapes, site features and views to and from, where appropriate. In determining applications for the development of any structure on the RPS, regard will be paid to 'Architectural Heritage Protection: Guidelines for Planning Authorities'. All planning applications for the development of protected structures will be referred to the Heritage Section of the Department Environment, Heritage and Local Government (DoEHLG), prior to the making of a decision.

A Record of Protected Structures (RPS) (Table 8.3 below) has been compiled to protect the architectural heritage structures of the town that are of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest.

In the interests of clarity the definitions of both a 'protected structure' and 'structure' as contained in the Planning and Development Act 2000 are set out below:

A "protected structure" is defined as

- (a) a structure, or
- (b) a specified part of a structure,

which is included within the Record of Protected Structures (RPS), and where the record so indicates, includes any specified features which is within the attendant grounds of the structure and which would not otherwise be included in this definition.

A “structure”, as defined within the Planning and Development Act 2000 Part I, Section 2, means any building, structures, excavation, or other thing constructed or made on, in or under any land, or any part of a structure so defined.

In relation to a protected structure or proposed protected structure, this definition is then expanded to include the following:

- (i) the interior of a structure,
- (ii) the land lying within the curtilage of the structure,
- (iii) any other structure lying within that curtilage and their interiors, and
- (iv) all fixtures and features which form part of the interior or exterior of any structure, or structure referred to in *subparagraphs (i) or (ii)*

Where indicated in the RPS, protection may also include any specified features within the attendant grounds of the structure, which would not otherwise be included. It should also be noted that there are no categories or grades of protected structures under the Act. A structure is either a protected structures or it is not.

In Table 8.3 below, designation as a structure means the protected structure is defined as (a) above. Where it is designated otherwise, it is defined as (b) above, and only the specified part of the protected structure shall be protected.

In the context of the protection of the architectural heritage, the term ‘character’ should be taken as referring to the exact (as opposed to the generalised) appearance of a structure, and also to the settlement, toning-down and colouration of a material or finish due to age or weathering. The ‘character’ of a particular structure that is protected should emanate from, but not be limited to, the elements that contribute to its special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest. This includes the interior and rear of these structures.

The Council will only grant permission for the demolition of protected structures or proposed protected structures where the Council is satisfied that exceptional circumstances exist.

It is recognised that the best method of conserving historic buildings and prolonging their functional and cultural life is to keep them in active use. While a degree of compromise will be required in adapting a protected structure to meet the requirements of modern living, it is important that its special interest is not damaged. There may be some structures which are of such rarity or quality that they cannot be altered without unacceptable damage to their character and special interest. The planning authority will consider whether it is appropriate in such cases to permit any alterations to the protected structure.

In order to prolong their cultural life, it may be necessary for protected structures to accommodate change or new uses. Change may be necessitated by the requirement that a structure yields an economic return to pay at least for its maintenance, that it be made safe from fire for its occupants, or that improvements be made in access to it or in its security. It will often be necessary to permit new extensions to structures that are protected, in order to make them fit for modern living and to keep them in viable economic use. Extensions shall only be permitted when it is considered that the new extension is necessary. Extensions should complement the original structure in terms of scale, materials, and

detailing design while reflecting the values of our time. Any proposed material change of use of protected structures should be compatible with the fabric, character and special interest of the structure.

There are many structures in the town which do not merit inclusion to the RPS, however have some degree of architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest, or contribute to the amenity or character of the town. The opportunity should always be taken of examining the possibility of re-using and integrating such structures in new developments.

Table 8.3

RPS No:	Location	Street Number	Designation
1	Adelaide Road	No.1-8 Waverley Terrace	Structures including gates and railings
2	Boghall Road	Belcourt Lodge	Structure
3	Boghall Road	Copper Lodge	Structure
4	Boghall Road	Granite Lodge	Structure
5	Church Road	Pembroke Lodge/ Lansdowne	Structure
6	Church Road	Christchurch	Structure including interior
7	Church Road	Ryecroft	Structure
8	Church Road	The Rectory (Former)	Structure
9	Church Terrace	No.1-5 Church Terrace	Structure, stone bollards & chains
10	Dublin Road	No.29 and 30 Dublin Road (Pace Institute)	Structure
11	Eglington Road	No.1-11 (including No.1-5 Longford Tce)	Structure
12	Eglington Road	Bray Public Library	Structure
13	Fairyhill Housing Estate	Ecclesiastical remains	Structure
14	Florence Road	No. 1-13 Florence Terrace	Structure and railings
15	Florence Road	Methodist Church	Structure and interior
16	Florence Road	Arno	Structure
17	Florence Road	Colaiste Raithin	Facade, external walls and roof
18	Galtrim Road	No.1-7 Novara Terrace	Structure
19	Galtrim Road	No.1-14 Galtrim Road	Structure
20	Herbert Road	Mount Herbert	Structure
21	Herbert Road	Ardmore	Structure
22	Herbert Road	St. Bricins	Structure

23	Herbert Road	The Olde Rectory (B&B)	Structure
24	Herbert Road	Brook House	Structure
25	Herbert Road (Kilbride)	Violet Hill	Structure
26	Herbert Road (Kilbride)	Kilbride Hill	Structure
27	Kilbride	Church of Ireland Church	Structure and interior
28	Killarney Road (Kilbride)	Masey Cottage	Structure
29	Killarney Road	Ardcairn	Structure
30	Killarney Road	No. 1-7 Pembroke Cottages, Killarney Villas	Structure
31	Killarney Road	Glenlucan	Structure
32	Killarney Road	Killarney House	Structure
33	Killarney Road	Abington House	Structure
34	King Edward Road	Ard Soluis	Structure
35	King Edward Road	Ard na Greine	Structure
36	King Edward Road	Silverdale	Structure
37	King Edward Road	Cambrae	Structure
38	King Edward Road	Kylemore	Structure
39	King Edward Road	Glendair House	Structure
40	King Edward Road	Alderbrook House	Structure
41	King Edward Road, Killarney Road, Vevay Road and Church Road	Stone Boundary Walls	Walls as indicated on map 'RPS Item No.41' (refer to appendices)
42	Little Bray	St. Peter's Church and old graveyard (excluding new graveyard)	Structure and reredos
43	Lower Dargle Road	An Lar (Dry Rain)	Facade
44	Main Street (Junction of Sidminton Road and Loreto Avenue, and elsewhere)	Victorian Pillar Boxes	Structure
45	Main Street	Town Hall and fountain	Entirety
46	Main Street	Courthouse and fountain	Structure
47	Main Street	No.90- F. Doyle	Structure
48	Main Street	Church of the Holy Redeemer	Structure and interior

49	Main Street	St. Pauls Church	Structure and interior
50	Main Street	No.108 (Former Offices of Alliance and Dublin Consumers Gas Co.)	Structure
51	Meath Road	Dargan Court	Structure
52	Meath Road	Earlsbrook House	Structure
53	Meath Road	No. 1-8 Milward Terrace	Structure
54	Meath Road	Richmond Terrace	Structure
55	Meath Road	1-2 Claremont Terrace	Structure
56	Mill Lane	The Maltings	Structure
57	Novara Avenue	No.1-11 Alexandra Terrace	Structure
58	Novara Avenue	Wellington	Structure
59	Novara Avenue	Sidmonton Cottage	Structure
60	Novara Avenue	Ferndale	Structure
61	Novara Avenue	Bray Parochial Hall (inc detached house)	Structure
62	Novara Avenue	Laxton House	Structure
63	Oldcourt	Oldcourt House	Structure
64	Oldcourt	Sunbeam House	Structure
65	Oldcourt	Oldcourt Castle	Structure
66	Parnell Road	2-4 Old Brighton Terrace	Structure
67	Putland Road	Presentation College	Structure
68	Quinnsborough Road	No. 1-12 Prince of Wales Terrace	Structure, including interior, gate and railings
69	Quinnsborough Road	St. Andrews Presbyterian Church	Structure and interior
70	Quinnsborough Road	No.9- 'H.Taylor and Company' (Ladbrokes)	Structure
71	Quinnsborough Road	Former Manse of Presbyterian Church	Structure
72	Quinnsborough Road	No. 1-12 Goldsmith Terrace	Structure and railings
73	Quinnsborough Road	No. 1-10 Duncairn Terrace	Structure and railings
74	Quinnsborough Road	No.15 (Lawlors Pharmacy)	Facade
75	Quinnsborough Road	Bray Post Office	Structure

76	Seapoint Road	Seapoint House	Structure
77	Seapoint Road	No.1 Seapoint Road	Structure
78	Sidmonton Place	Toner House	Structure
79	Sidmonton Square	No.1-6 Sidmonton Square	Structure
80	Station Road (off Quinnsborough Road)	Railway Station	Structure
81	St. Laurence's Terrace	Brabazon Cottages	Structure
82	Strand Road	The Esplanade Hotel (including former Lacey's Hotel)	Structure
83	Strand Road	Bella Vista	Structure
84	Strand Road	No.1-8 Martello Terrace	Structure
85	Strand Road	Martello Tower	Structure
86	Strand Road	No.1-5 Royal Marine Terrace	Structure
87	Strand Road	No. 1-12 Brennan's Terrace	Structure
88	Strand Road	The Porterhouse	Structure
89	Strand Road	Jim Doyles and Sons	Structure
90	Strand Road	Seanchara Restaurant and B&B	Structure
91	Strand Road	No.1-4 Esplanade Terrace	Structure
92	Strand Road	Strand Hotel	Structure
93	Strand Road	Dunluce	Structure and cast iron ballustrade
94	Strand Road	Tree of Idleness	Structure and cast iron ballustrade
95	Strand Road	Altona	Structure and cast iron ballustrade
96	Strand Road	Neptune House	Structure and cast iron ballustrade
97	Strand Road	Kelly's Bath House	Structure
98	Strand Road	No.1-4 Mount Norris Villas	Structure
99	Strand Road	Bray Head Hotel	Structure and ballustrade
100	Strand Road	No.1-6 Fontenoy Terrace	Structure
101	Strand Road	The Battery	Structure
102	Strand Road	St Mary's Terrace	Structure

103	Vevay Road	Conservatory and Loreto Convent	Structure
104	Vevay Road	Loreto Convent (Main Building)	Structure
105	Vevay Road	St. Patricks NS (Royal Drummond Institute)	Structure
106	Vevay Road/Church Road	Marino Centre	Structure
107	Wyndham Park	Culloden	Structure
108	Wyndham Park	No.1-7 Wyndham Park	Structure and railings

8.4.5.2 Architectural Conservation Areas

It is the policy of the Council to consider making Architectural Conservation Areas to preserve the character of areas of special interest.

The Council may designate a place, area, group of structures or townscape, that is of special architectural, historical, archaeological, artistic, cultural, scientific, social or technical interest, or that contributes to the appreciation of a protected structure, as an Architectural Conservation Area (A.C.A.).

Having regard to the requirements of Part IV of the Planning and Development Act 2000 as amended, the Council will investigate the designation of A.C.A.'s for the following areas:

- i. Sidmonton Square
- ii. King Edward Road

If the Council considers that all or part of these areas are of special importance to the civic life; or the architectural, historical, cultural or social character of Bray; a scheme may be prepared setting out the development objectives of the preservation and enhancement of the A.C.A.

8.4.6 Archaeological Heritage

It is the policy of the Council to secure the preservation (i.e. preservation in-situ or, as a minimum preservation by record) of all archaeological monuments included in the Record of Monuments and Places and of sites, features and objects of archaeological interest generally.

The archaeological heritage of Bray includes structures, constructions, groups of buildings, developed sites, recorded monuments as well as their contexts, and moveable objects, situated on land and underwater. Archaeological heritage is not confined to the archaeological sites within the Record of Monuments and Places. It includes any archaeological site that may not have been recorded yet, as well as archaeology beneath the ground surface, as well as the context of any site. It is an objective of the Council to undertake the following:

- secure the preservation of all sites and features of historical and archaeological interest;
- preserve the integrity of existing archaeological monuments in their settings;

- ensure that development in the vicinity of a site of archaeological interest shall not be detrimental to the character of the archaeological site or its setting by reason of its location, scale, bulk or detailing.

All applications for proposed developments that may have serious implications for archaeological heritage shall include an archaeological assessment, which includes measures to avoid or minimise potential effects on archaeological heritage. In assessing planning applications, the planning authority will have regard to areas of archaeological potential, as outlined in 'The Urban Archaeological Survey of County Wicklow'.

In securing the preservation of archaeological heritage, the planning authority will have regard to the advice and recommendations of the National Monuments Section of the Department of Environment, Heritage and Local Government, both in respect of whether or not to grant permission and in respect of the conditions to which permission, if granted, should be granted. In addition, the Council will have regard to the guidelines provided in 'Framework and Principles for the Protection of Archaeological Heritage' (Department of the Arts, Heritage, Gaeltacht and Islands, 1999).

8.4.7 Bray Heritage Centre

It is the policy of the Council to further develop and improve the resources of the Bray Heritage Centre, in conjunction with the relevant authorities.

The Council will support the development of the Bray Heritage Centre, so that it becomes a centre for cataloguing the history of Bray, particularly in relation to its history as a Victorian seaside town. In order to comply with the terms of the Disability Act 2005, the current building will require some structural modifications. Bray Town Council recognises the importance of the building remaining in active use.

8.4.8 Appropriate Assessment

It is the policy of the Council that all plans or projects likely to impact on Natura 2000 sites are subject to Appropriate Assessment.

The Habitats Directive requires that the impacts of any plans or projects likely to affect Natura 2000 sites are assessed by the planning authority. This process is known as Appropriate Assessment. Appropriate Assessment means an assessment, based on best scientific knowledge, of the potential impacts of a plan or project, wherever located, on the conservation objectives of any Natura 2000 site and the development, where necessary, of mitigation or avoidance measures to preclude negative effects. The impacts assessed must include the indirect and cumulative impacts of approving the plan or project.

While the responsibility for carrying out appropriate assessment lies with the planning authority, applicants for planning permission must provide sufficient information with a planning application to enable the authority to complete the screening process and full appropriate assessment if screening cannot exclude significant effects on Natura 2000 sites. For projects requiring full appropriate assessment it is the responsibility of the project proponents to have a Statement for Appropriate Assessment prepared for submission to the planning authority as part of the planning application.

To ensure that Appropriate Assessments are based on best scientific knowledge, those compiling information to enable Screening for Appropriate Assessment and those preparing Statements for Appropriate Assessment must have sufficient expertise and experience in relation to the ecological or other (e.g. hydrological) issues concerned and disclose an appropriate regard for the latest and most appropriate scientific methodology and assessment procedures. Those compiling information to enable Screening for Appropriate Assessment and those preparing Statements for Appropriate Assessments should consult the Guidance issued by the Department of the Environment, Heritage and Local

Government (Appropriate Assessment of Plans and Projects in Ireland – Guidance for Planning Authorities, December 2009) and relevant EU Guidance documents.

Where full Appropriate Assessment is required for a project the need for an EIS will also be formally considered by the planning authority. For plans (including variations to the development plan) which require a full Appropriate Assessment, Strategic Environmental Assessment (SEA) must also be carried out.

The Council will consult with the Prescribed Bodies, and other Government agencies where appropriate, when considering plans or projects which are likely to affect Natura 2000 sites (or those sites proposed to be designated as Natura 2000 sites). In accordance with Article 6(3) of the Habitats Directive the Council will normally only grant permission in cases where it is clearly demonstrated that, a proposed development either individually, or in combination with other plans and projects, will not adversely affect the ecological integrity of a Natura 2000 site or sites. Following a finding that a proposed development will adversely affect the integrity of a Natura 2000 site, planning permission may only be granted in exceptional cases, in the absence of any alternatives, for imperative reasons of overriding public interest subject to the strict requirements of Article 6(4) of the Habitats Directive

9 Recreation & Open Space

9.1 Vision

To create attractive open spaces and a range of facilities to provide for leisure and relaxation throughout Bray.

9.2 Context

- Wicklow County Play Policy
- County Wicklow Sports and Recreation Policy (DRAFT), 2004
- National Spatial Strategy 2002-2020
- Ready, Steady, Play-A National Play Strategy 2004
- National Action Plan for Social Inclusion 2007-2016

9.3 Strategy

The Council attaches great importance to the retention and creation of areas of recreational and amenity open space. It is important for physical and mental health that everyone, particularly children, the elderly and those with disabilities should have easy access to public open space. Attractive open space, whether or not there is public access to it, is also important for its contribution to the quality of urban life by providing important green lungs and visual breaks in built-up areas. Open space can enhance the character of residential areas and protected structures. It can also help to attract business and tourism and can contribute to the process of urban regeneration.

Recreation forms an important component of life and encompasses many activities with major land use implications. The Council recognizes the increasing concern felt by many communities that open space with recreational and amenity value should be protected from development and adequate provision made for future use.

9.4 Policy

9.4.1 The Dargle River

It is the policy of the Council to promote the use of the Dargle riverbank, between 'La Vallee' and Bray Harbour, as a leisure and natural amenity area, through the development of a Dargle River Walk. In particular, the Council will promote the area between 'The Maltings' and Bray Harbour as a focal point for leisure and recreational activities. Subject to an environmental management plan the Council will control the location, layout and design of proposed developments to ensure the character, amenity and natural environment of the Dargle riverbank is not damaged.

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

It is the policy of the Council to encourage the provision of pedestrian and cycle access along the Dargle Riverbank, while protecting the residential amenity of adjoining properties. The Council will reserve lands free from development to facilitate such access.

In conjunction with the relevant authorities and interest groups, the Council will seek to develop a neighbourhood park and associated leisure and play facilities as part of the Dargle River Walk. Funding for the development of the scheme shall be provided in part from Class 3 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016.

A Dargle River Walk Plan will be prepared and implemented by the Council, in conjunction with all relevant authorities, interest groups and members of the public. This plan will include relevant measures that relate to the development of the walkway. This Plan will include provision for matters relating to conservation, developing amenity/recreational potential, funding, management, maintenance, security etc. In particular, the Plan will include appropriate measures to ensure that existing residential amenity of residents in the vicinity of the proposed walkway is not impinged on. The Plan will seek to develop a neighbourhood park and associated leisure and play facilities as part of the Dargle River Walk.

The Council recognises that the Dargle riverbank is an important natural habitat for flora and fauna. All development that may affect these habitats will be strictly controlled so as to ensure that they are protected and enhanced. Any riparian development works will be carried out in consultation with the ERFB.

9.4.2 Bray Beach and Seafront

It is the policy of the Council to promote the use of Bray beach and the Seafront area for amenity and recreational use.

Specific objectives relating to the promotion of Bray beach and Seafront area for amenity and recreational use are outlined in 'Chapter 11: Bray Seafront Area'.

9.4.3 Naylor's Cove

It is the policy of the Council to maintain Naylor's Cove as a recreational amenity area, in conjunction with the relevant authorities and members of the public.

Naylor's Cove has long been identified as an under-utilised recreational amenity asset, which has strong links to the town's primary recreational assets of Bray Seafront and Bray Head. Funding for the development of Naylor's Cove shall be provided in part from Class 3 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016.

The Plan for the development of the Cove will include appropriate conservation provisions to ensure that its character, setting and natural and geological heritage is protected and enhanced and that the development is appropriate to the area's SAAO designation.

9.4.4 Play Facilities

It is the policy of the Council to create a child friendly environment through the provision of safe, attractive, accessible and enjoyable play areas that are available to all children. The provision of a child friendly environment will be promoted in accordance with the Wicklow County Play Policy and 'Ready, Steady, Play - A National Play Policy'

In recognition of the fact that the natural environment is becoming less accessible to the children of the town and in acknowledgement of the importance of play for child development, the Council will implement the Wicklow County Play Policy and 'Ready, Steady, Play - A National Play Policy'. The Council will endeavour to provide additional play facilities in local neighbourhoods through the provision of additional and improved:

- Local Equipped Areas for Play (L.E.A.P's)- Bray Town Council shall maintain its existing facilities located at Ballywaltrim, People's Park, Sidmonton Park, Fassaroe, Giltspur and develop that site adjacent to the bandstand at Bray seafront. Equipped play areas will be located on sites that are easily and safely accessible, they will include at least five pieces of equipment on safety surfacing and will be surrounded by dog-proof safety open fencing. The distance between a play area and the nearest residential boundary should be a minimum of 30m/reasonable distance to avoid disturbance of nearby residence caused by users of the play areas.
- Local Areas for Play (L.A.P's). The issue of play is not limited to the provision of play equipment. Informal play space, such as parks, urban woodlands, green areas and natural features, such as trees and bushes are important play areas for children. The Council will facilitate the provision of open space that is not laid out for defined, formal sport, recreation or play space, but is accessible, available and safe for informal use by children and adults for such purpose. The Council will require all new housing developments to provide informal open space, in appropriate locations that are overlooked by nearby housing (Refer to Section 12.3.3 of 'Chapter 12: Development Control Standards and Guidelines').

All play facilities must be accessible to children with disabilities.

Funding for the development of play facilities shall be provided in part from Class 3 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016.

9.4.5 Open Space

It is the policy of the Council to protect, enhance and maintain existing open space. The Council will not normally permit development that will result in the loss of public or private playing fields, parks, children's play space, amenity open space or land zoned for recreational or open space purposes. The Council will provide additional public open space in appropriate locations.

Open space is essential for active and passive recreation. It contributes to the character of the town, and provides valuable green areas for wildlife corridors and habitats. Use of land, as open space is therefore no less important than other uses. It is a valuable resource and the Council attaches great importance to its retention, for once built on the value and amenity of open space is almost certainly lost to the community forever. The Council will not normally permit development that would result in a loss of open space within the Town Council, except where specifically provided for in this Development Plan.

Land has been reserved for public open space as part of the Area Action Plans for the Former Golf Club Lands, Harbour and North Beach area and Rehills Land.

9.4.5.1 OS1 Zoned Solely Open Space

It is the policy of the Council to protect and provide for recreation, open space and amenity provision.

The areas included in this zoning objective cover both private and public open space and are dispersed throughout the town. 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;
- to provide open space recreation facilities;
- to protect existing trees and natural features.

Open space in housing estates, designated in their respective planning permissions, which has or has not been taken in charge by Bray Town Council, cannot be built upon.

Development will not be permitted on land zoned as OS1 on the east side of the Strand Road from Martello Terrace to Bray Head.

9.4.5.2 OS2 Zoned Solely Open Space

On OS2 zoned lands it is the policy of the Council to protect and provide for recreation and open space provision.

9.4.5.3 OS3 Zoned Solely Open Space

It is the policy of the Council to protect and provide for open space provision

This zoning objective relates to 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 virtues.

Bray Head has been designated as a Special Amenity Area Order (SAAO). The Council will require any development proposal in the vicinity of, or in any way affecting Bray Head, to provide sufficient information to show how the proposal will impact upon the area.

9.4.5.4 OS4 Zoned Solely Open Space

It is the policy of the Council to preserve continuous open space along the Swan River Valley ensuring no negative impacts on the natural environment of the area.

This zoning provides for the preservation of the open space along the river valley as well as the preservation of trees, consistent with maintaining the flood capacity of the stream.

9.4.6 Floodlighting of Recreational Facilities

The Council will normally only permit proposals for the floodlighting of recreational facilities where the amenities of adjacent residents will not be significantly impaired and the visual amenity and character of the locality, including its biodiversity, will not be adversely affected.

Details submitted to the Council should include detailed dimensions of the proposed lighting columns, their associated overspill of light, superimposed on an Ordnance Survey Map of the area.

9.4.7 Sport and Recreation

It is the policy of the Council to support the implementation of the 'County Wicklow Sports and Recreation Policy 2004', in co-operation with the relevant authorities.

The Council will work in partnership and co-operation with organisations and the community to maximise provision, maintenance and usage of sport and recreation facilities within the town.

10 Utilities, Services & Water Services

10.1 Vision

To have reliable and effective water, drainage, energy, waste management and communications infrastructure to service the existing and future development needs of the town, in an environmentally sustainable manner

10.2 Context

- Sustainable Development- A Strategy for Ireland (DoEHLG, 1997)
- National Spatial Strategy, 2002-2020 (DoEHLG, 2002)
- The National Climate Change Strategy (DoEHLG 2007-2012)
- Telecommunications Antennae and Support Structures, Guidelines for Planning Authorities (DoEHLG 1996)
- National Hazardous Waste Management Plan (DoEHLG)
- Regional Planning Guidelines, Greater Dublin Area 2004-2016
- Dublin Region Water Conservation Programme
- Greater Dublin Strategic Drainage Study 2002-2031
- Greater Dublin Water Supply Strategic Study 1996-2016
- Dublin Waste Management Plan 2005-2010
- County Wicklow Waste Management Plan 2006-2011
- Preventing and Recycling Waste: Delivering Change (DoEHLG) 2002.
- Wind Energy Development Guidelines (DoEHLG) 2006
- Delivering a Sustainable Energy Future for Ireland 2007
- Making Ireland's Development Sustainable 2002
- Draft Air Quality Management Plan 2008-2012
- Water Quality Management Planning in Ireland (EPA) 1999
- Litter Management Plan 2009-2011

- The Energy White Paper, Energy Policy Framework 2007-2020, Department of Communications, Energy and Natural Resources, 2007
- The Planning System and Flood Risk Management (DoEHLG) 2009
- A Framework for Major Emergency Management (2006)
- International Review of Waste Management Policy: Summary Report (DoEHLG) 2009
- EU Directive 91/271/EEC, Urban Waste Water Directive, 1991

10.3 Strategy

In recent years, against the backdrop of increasing population levels and significant housing demand and supply, the existing service infrastructure in Bray has experienced a dramatic increase in demand. In response, the Council in association with the relevant government departments has directed significant levels of investment into services infrastructure.

The Strategy in relation to services infrastructure is to promote and facilitate the provision of the necessary infrastructure to fully accommodate the existing and future residential and economic needs of the town in a manner that does not negatively impact on the quality of the environment.

10.4 Policy

10.4.1 Waste Management

It is the policy of the Council to support the waste management function of Wicklow County Council. The Council will conform to the European Union and National waste management hierarchy in the undertaking of waste prevention, waste recycling and, energy recovery and disposal. In particular, the Council will encourage, enable and facilitate Wicklow County Council in the implementation of the Wicklow Waste Management Plan 2006-2011 in order to provide recycling facilities and services in the town.

10.4.1.1 Waste Recycling Facility

It is the policy of the Council to support the existing bring centre for a wide range of recyclables including garden waste.

10.4.2 Litter

It is the policy of the Council to reduce the amount of litter in the town.

Bray Town Council is responsible for the operation of litter collection and enforcement in Bray. The Council recognises that littering and illegal dumping are serious problems. To this accord the Council have, in co-operation with the relevant agencies, and in consultation with the public, prepared and implemented a Litter Management Plan (2009-2011). This Plan puts in place policies and initiatives to combat the problems of litter and illegal dumping. In particular, the Plan focuses on developing initiatives in local authority estates, where the problems are most clearly evident.

The main targets are to raise the level of cleanliness to the highest European standards during the lifetime of the plan, and objectives include:

- to prevent and control litter pollution in Bray
- to have people, structure, systems and resources in place to support partnership development in Bray
- to establish and maintain Best Practice in all aspects of Litter Management.

This plan provides for the future management of litter prevention and control and includes a number of strategies. The success of the plan will be the measure of how litter pollution is controlled, alleviated and / or prevented in Bray during its lifetime.

10.4.3 Water Supply

It is the policy of the Council to provide adequate high quality drinking water throughout the Town Council area through the provision of additional storage facilities, as proposed under the Bray North Water Scheme, and to continue the development and improvement of the network as proposed under the Bray Water Supply Scheme.

At present Bray Town Council is well served with water. Supply for the town is taken from Dublin City Council reservoir at Roundwood. Current water storage facilities particularly at the north of the town are insufficient. Under the Dublin Region Water Conservation Programme, major works have been carried out over the last number of years to replace leaking pipes particularly in the town centre area, and to break the town up into multiple district metering areas.

10.4.4 Waste Water Collection and Disposal

It is the policy of the Council to collect, treat and dispose of waste water in accordance with the provisions of EU Directive 91/271/EEC.

Bray Town Council's drainage network is predominantly a combined system. Under the Bray Catchment Report, proposals have been set out to separate the combined sewers in the town thus relieving the pressure on both the sewer network and treatment plant.

In accordance with the requirements of EU Directive 91/271/EEC on Urban Waste Water Treatment, Bray Town Council has joined with Dun Laoghaire-Rathdown County Council to provide a secondary treatment plant at Shanganagh. The construction of that treatment plant is currently underway.

A sub-ground storage tank will be located in the vicinity of the Former Bray Golf Club Lands (Refer to Chapter 14: Former Bray Golf Club Lands Area Action Plan).

In accordance with the Greater Dublin Strategic Drainage Study, it is the Council's intention to:

- have regard to the Sustainable Urban Drainage System (S.U.D.S.). All new developments will be required to incorporate best management practices for the disposal of storm water drainage;
- encourage the decommissioning of septic tanks for individual dwellings in areas, which are served by main drainage;
- implement of the Department of the Environment, Heritage and Local Government Water Pricing Framework.

10.4.5 Flood Risk

It is the policy of the Council to ensure that no development will be permitted at any location, unless the Council and the Office of Public Works are entirely satisfied that all lands throughout the town, whether or not located in proximity to watercourses, are not put at a new or increased risk from potential flooding. All new developments must be constructed in compliance with the regional drainage policies of the Greater Dublin Strategic Drainage Study 2005', and the recommendations of 'The Planning System and Flood Risk Management (DoEHLG 2009)

The Council, in consultation with the Office of Public Works, will identify those areas of the town prone to flooding which must be reserved for flood protection. Only developments, which are consistent with that function, will be permitted in these areas.

The recently published document 'The Planning System and Flood Risk Management' (DoEHLG 2009) provides a systematic approach to the assessment and minimisation of flood risk in the zoning and subsequent development of land. In doing so the Guidelines require the adoption of a Sequential Approach to land use zoning and where appropriate the carrying out of a Justification Test.

The Sequential Approach seeks to avoid development in areas at risk of flooding, where this is not possible the substitution of a land use that is less vulnerable should be considered. Only in the case where avoidance and substitution are not possible should consideration be given to mitigation and management of risks. Possible exceptions to the restrictions on development of lands are provided for through the Justification Test process. This process requires that the overriding planning need against the sustainable management of flood risk to an acceptable level can be demonstrated.

In respect of those existing undeveloped, zoned areas at risk of flooding within Bray, the Guidelines provide that in exceptional circumstances and where the criteria of the Justification Test have been met, the design of structural or non-structural flood risk management measures as prerequisites to development may be adopted such that flood hazard and risk at the site itself and to other locations will not be increased or, if practicable, will be reduced

In accordance with best practice, as outlined in the guidelines the Council will promote the following objectives.

- To preserve riparian strips free of development and of adequate width (minimum of 10m) to permit access for river maintenance
- To integrate comprehensive flood risk assessment and management in the overall planning process to include forward planning and development management
- To avoid flood risk to people and property where possible
- To seek to manage the risk to acceptable levels through the use of flood relief schemes and/or flood-resistant and flood resilient construction methods, where avoidance is not possible
- To address flood risk management in the detailed design of development as set out in Appendix B of the Guidelines (DoEHLG 2009).

Further details are given in Chapter 12: Development Control Standards & Guidelines.

In accordance with these principles, and in order to ensure the continued development of Bray in line with its designation as a 'Metropolitan Consolidation Town', the Council is committed to the implementation of the River Dargle Flood Defence Scheme approved by An Bord Pleanála in August 2008. This scheme will give protection to all vulnerable properties adjacent to the Dargle River and facilitate the expansion of the town centre thereby ensuring its future economic and social prosperity. However, although the Flood Defence Scheme will provide protection up to the 300 year flood event, there will still be a residual flood risk from larger flood events which will need to be taken into account.

10.4.6 Strategic Flood Risk Assessment

Bray has experienced severe fluvial flooding from the River Dargle four times in the past century between 2005 and 2086, that flooded large parts of little Bray and caused substantial property damage. As a result of this a flood defence study was carried out of the river between Route N11 and the sea. Mathematical and physical modelling was carried out to Office of Public Works specifications using various combinations of return periods for river flooding up to one in a hundred years and tidal events up to one in 200 years. The attached map shows the maximum extent of flooding modelled for the do nothing situation. This would correspond to areas that the Planning System and Flood Risk Management Guidelines (DoHELG 2009) require that development should only be permitted when there are no alternative, reasonable sites available in areas at lower risk. Given that this area is predominantly either a brownfield area with only opportunities for infill development, or the Golf Course site that is strategically important, these land are subject to the 'justification test'.

An Bord Pleanála have approved the Environment Impact Assessment and Compulsory Purchase Order for the Flood Defence Scheme, and it is expected this will be carried out in the lifetime of this Plan. However, it is important to note that a residual risk of flooding remains to such defended locations and thus the sequential approach and the Justification Test is still relevant. As there are no alternative suitable lands, as this is predominantly already long developed land, or underutilised strategic land, the sequential test is not relevant; it is thus subject to the Justification Test. For the existing developed predominantly residential development to the west of Castle Street, any development will be minor, consisting of change of use, extensions, or redevelopment of dwellings, the defended flood plain is considered suitable to accommodate such development. The current underutilised land to the east of Castle Street and the existing commercial development on Castle Street is the subject of the Justification Test below.

Justification Test

For development to be permitted in high or moderate risk zones, such as the 'do nothing' Dargle flood plain in Bray town, the Planning Authority must be satisfied that the zoning is necessary on the basis of all 5 criteria in box 3.2 of the Guidelines:

1. The town is designated for growth in the Regional Planning Guidelines for the Greater Dublin Area. Bray has the highest designation in the Regional Planning Guidelines, a town of 40,000 to 100,000 population. Between Counties Wicklow and Dun Laoghaire Rathdown Bray will more than double in size, and Bray town centre, including some of the subject lands will service the much expanded needs of the expanded town. Bray is also designated at level 2 in the Retail Planning Strategy for the Greater Dublin Area, the highest designation after the centre of Dublin.
- 2i. Development of the area is essential to facilitate regeneration or town centre expansion, as demonstrated in the town and County development plans. As stated in 1) above the designations for Bray both in terms of population and retail, underlines the requirement for expansion of the town centre. In addition the current retail area of the town requires regeneration, as it is not able to compete with the new M50 shopping centres. This has already been described in Section 4 of this Plan.

- 2ii The area comprises significant previously developed and/or underutilized lands within the urban envelope.
- 2iii These lands are directly adjacent to the current town centre.
- 2iv It is essential to development these lands to achieve a compact sustainable urban retail growth.
- 2v There are no reasonable and available alternative development areas or sites that meet the wider strategic policy requirements as outlined at 1) above, within low or lower flood probability areas. The town centre is in the heart of the town, an area that has long been developed. While there are brownfield sites in the existing town centre, these are not of sufficient size to give either the critical mass to regenerate the retail offer in Bray, or to cater for the future population envisaged as per 1) above.

In accordance with Section 4.23 of the Guidelines it is considered that it has clearly been demonstrated that the zoning and development of these lands satisfies the Justification Test.

10.4.7 Management of Watercourses

It is the policy of the Council to protect, maintain, improve and enhance the character of all watercourses, thus enriching biodiversity and natural heritage.

Proposals pertaining to development along watercourses shall have regard to the document 'Requirements for the Protection of Fisheries Habitat during Construction and Development Works at River Sites' (Eastern Regional Fisheries Board). Where appropriate adequate development-free riparian strips (minimum 10m wide) for river maintenance and the protection of bio-diversity, consistent with flood conveyance should be provided. The ERFB will be notified in advance of all works which may have an impact on surface waters.

10.4.8 Water Quality

It is a policy of the Council to maintain, improve and enhance the environmental and ecological quality of surface waters and groundwaters by implementing the Programme of Measures contained in the Eastern River Basin District (ERBD) River Basin Management Plan 2009-2015.

For the purpose of implementing the Water Framework Directive 2000/60/EC (WFD), Ireland has been divided into eight river basin districts or areas of land that are drained by a large river or number of rivers and the adjacent estuarine / coastal areas. The management of water resources will be within these river basin districts. Bray is located in the Eastern River Basin District (ERBD).

The Local Authorities located in the ERBD, have prepared a draft River Basin Management Plan which, following six-months of public consultations in 2009, will be adopted in 2010. The River Basin Management Plan provides objectives for river basins in order to implement the requirements of the WFD. Within the ERBD, for the purpose of assessment, reporting and management, water has been divided into groundwater, rivers, lakes, estuarine waters and coastal waters which are in turn divided into specific, clearly defined water bodies.

The main rivers within Bray are the River Dargle and its tributaries. The river has been identified as being of Moderate Ecological Status under the WFD but is also classified as '1a' – at risk of not achieving the required Good Ecological Status by 2015.

10.4.9 Energy and Communication Networks

10.4.9.1 Electricity and Gas

It is the policy of the Council to support and facilitate the provision of improved energy supplies, including those involving renewable energy sources, to the town in order to support economic and social development.

10.4.9.2 Energy Conservation

It is the policy of the Council to promote a culture of energy conservation in its own activities and in the provision of services.

The Council will support national and local initiatives in the development of energy conservation. The Council will support and facilitate developments that conform to the following principles:

- protect the environment;
- maximise efficiency in generation;
- emphasise the use of renewable energy sources;
- promote a culture of energy conservation by all users;
- minimise emissions of greenhouse gases and other pollutants;
- maintain local air quality;
- limit or reduce the local contribution to regional, national and global environmental problems.

10.4.9.3 Telecommunications Infrastructure

It is the policy of the Council to promote and facilitate the provision of telecommunications infrastructure at appropriate locations. Planning applications for telecommunications infrastructure shall be assessed with regard to 'Telecommunications Antennae and Support Structures: Guidelines for Planning Authorities' (DoEHLG, 1996) and applications should be accompanied by a Statement of Compliance with the Guidelines of the 'International Commission on Non-Ionising Radiating Protection (INCIRP) 1998 as well as including an assessment of the proposals impacts on the surrounding environment.

10.4.9.4 Broadband Rollout

It is the policy of the Council to support and facilitate the development of broadband infrastructure and services at appropriate locations.

The Council wishes to ensure the widespread availability of open-access, affordable, always-on, broadband infrastructure and services for businesses and citizens within the town. The Council supports the introduction of wireless broadband access throughout the Core Retail Area of the Town Centre.

11 Bray Seafront Area

11.1 Vision

To create a vibrant and attractive seafront area, supervised by a plentiful number of permanent residences that functions as the primary tourist, recreational and leisure centre of the town.

11.2 Context

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

11.3 Strategy

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

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

11.4 Policy

11.4.1 The SF Seafront Zone

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

In the SF zoned Seafront area, a proposed development will only be permitted where it does not negatively impinge on:

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

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

In the SF zoned Seafront area, the following development standards shall apply:

- Maximum plot ratio = 2.75
- Maximum site coverage = 65%
- Generally, a maximum height of 4 storeys above ground level is appropriate. However the Council may permit heights above this, where the specific context of the site and the design of the building allows it.
- Provision shall be made for exceptional storms, using the precautionary principle, when some flood water may pass over the coastal defences. In particular ground floor door thresholds shall be suitably above ground level, and any residential units with at ground floor shall be 2 storey or duplex, to provide for refuge from floods.

While it is recognised that it is the overriding objective of the Council to promote the Seafront area as the primary tourist, leisure and recreational centre of the town, the Council appreciates that there is a significant resident population living in the area. As such, proposed developments, which would significantly depreciate the quality of residential amenity enjoyed by residents will not be permitted. Correspondingly, in recognition of the traditional use of the seafront for commercial and leisure uses, proposals for residential development must include specific noise insulation proposals at the planning application stage.

All major development proposals for the seafront area should incorporate a material element of commercial use that serves to both bolster and broaden the attractiveness of the area for locals and tourists alike.

'Opportunity Sites' to be found along the seafront include both Bray Head Hotel and Star Leisure/Dawsons (refer to Table 4.1 of Section 4.4.13.) The development objectives for these sites is as follows.

- *Bray Head Hotel* - Mixed-use development comprising commercial/tourist/recreational uses at the north of the existing building and residential uses at the south of the existing building. Commercial tourist/recreational uses shall comprise a minimum of c.20% of the total gross building floor area of the development.
- *Star Leisure/Dawsons* - Mixed-use development comprising commercial/tourist/recreational uses at the east of the site and residential uses at the west of the site. Commercial tourist/recreational uses shall comprise a minimum of c.20% of the total gross building floor area of the development site area. This land use ratio shall be maintained at all phases of development. Any development proposal shall include the removal of the existing buildings.

11.4.2 Open Space (OS1 Zone) and Beach

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

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

- promote the sustainable development and improvement of the beach and open space for amenity and recreational use;
- implement the Beach Master Plan to improve the facility and to safeguard the area from flooding and erosion. Funding for the implementation of the Beach Master Plan shall be provided in part from Class 3 of the 'Bray Town Council Development Contribution Scheme' for the period 2004-2016;
- acquire a Blue Flag for the beach, in conjunction with the construction and commissioning of the Bray Shanganagh Sewage Treatment Works. This will require the achievement of stringent water quality standards, in accordance with the provisions of the Bathing Waters Directive, the provision of facilities and the provision of environmental education and information relating to the beach and surrounding area;
- improve the appearance, attraction and amenity of the area through Seafront Improvement Schemes incorporating hard and soft landscaping plans and develop guidelines for this area which have regard to the Seafronts close proximity to the Bray Head cSAC;
- promote the use of existing kiosks for appropriate tourist, leisure based uses;
- facilitate the development of a boat slip for the boating club at the south end of the seafront.

Additional new Development will not be permitted on land zoned as OS1 on the east side of the Strand Road from Martello Terrace to Bray Head. Minor works to existing structures will only be considered where a compelling case can be made'

12 Development Control Standards & Guidelines

12.1 Introduction

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.

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 may be subject to other regulations and statutes, including the Building Regulations, Public Health Acts, Water Services Act, Fire Regulations, Air and Water Pollution Legislation, Environmental Impact Assessment Regulations and EU Directives and policies. It should be noted that it is not the function of Bray Town Council's planning authority to monitor compliance with the relevant Building Regulations. This is a matter for the Building Control Section of Wicklow County Council.

The planning authority, taking into consideration the capital expenditure necessary for the provision of infrastructure required to facilitate development, will require financial contributions in accordance with the 'Bray Town Council Development Contribution Scheme' (prepared under Section 48 of the Planning and Development Act, 2000 as amended).

Developers will be required to lodge a cash deposit for the satisfactory completion of residential and other developments and their ancillary services.

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.

12.2 General Site Development Standards

12.2.1 Plot Ratio

Plot ratio expresses a relationship between the area of a site and the total gross floor area of the building/s whether existing or intended to be erected on it. The maximum plot ratio throughout the Town Council area is 0.5-1.0. The Council considers that higher plot ratios, in the region of 0.7-1.0, are more suitable in locations that are within close proximity to the TC, Town Centre Zone. However, development proposals will be considered on the individual merits of each case. This standard is not applicable in zoning OS1, OS3 and OS4. The only exceptions to this standard include the following:

- Zoning TC: Primarily Town Centre Uses, where the maximum plot ratio is 2.75;
- Zoning SF: Primarily Seafront Uses, where the maximum plot ratio is 2.75;
- Zoning NS & NS1: Local Neighbourhood Centres, where the maximum plot ratio is 2.
- Zoning GTH: Town Gateway and Transportation Hub Uses, where the maximum plot ratio is 2.75

Calculating Plot Ratio

Plot ratio is determined by the following equation:

$$\frac{\text{Gross Floor Area of Building/s}}{\text{Site Area}} = \text{Plot Ratio}$$

Gross floor area is the sum of floorspace within the external walls of the buildings, excluding plant and tank rooms, covered recycling units and car parking areas. The gross floor area only includes floorspace at ground level or above. Site area relates to the area of the development site and in the case of 'greenfield' sites would include access roads, car parking areas and open spaces within the site.

12.2.2 Site Coverage

Site coverage should reflect traditional patterns of usage within the area of a proposed development. Site coverage is determined by dividing the total area of ground covered by the building/s by the total ground area within the curtilage of the building/s excluding any land lying between the building line and the public street.

Calculating Site Coverage

Site Coverage is determined by the following equation:

$$\frac{\text{Building/s Footprint}}{\text{Site Area} - \text{Area between Building Line \& Public Street}} = \text{Site Coverage}$$

The maximum site coverage is 55%. This standard is not applicable in zoning OS1, OS3 and OS4. The only exceptions to this standard include the following:

- Zoning TC: Primarily Town Centre Uses, where the maximum site coverage is 80%.
- Zoning SF: Primarily Seafront Uses, where the maximum site coverage is 65%.
- Zoning NS & NS1: Local Neighbourhood Centres, where the maximum site coverage is 80%.
- Zoning GTH: Town Gateway and Transportation Hub Uses, where the maximum site coverage is 80%

12.2.3 Building Lines

Building lines in the urban environment are intended to provide protection from the noise and fumes associated with traffic, to allow for the provision of off-street car parking and future road development, and to preserve the existing character of an area.

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 town centre. 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.

12.2.4 Building Height Control

The Council will control high buildings. A high building is a building that is significantly higher than neighbouring or surrounding development. In a number of locations, particularly within the town centre and local neighbourhood centres, the Council will permit developments in which an increase in roof heights is proposed, in accordance with the appropriate plot ratio standards, especially where this provides added definition to the streetscape.

12.2.4.1 General Guidelines

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 town. The Council will not permit proposed development that will have a significant negative effect in terms of the following:

- the degree of overshadowing and consequent loss of light;
- the degree of overlooking (particularly of residential property) and consequent loss of privacy to surrounding premises;
- the disruption to the scale of an existing streetscape;
- a detraction from the structures or spaces of architectural or historic importance, and important landmarks;
- the detrimental effect on any existing building having special visual identity;
- the degree of obtrusion to/from significant vantage points;
- the degree of obtrusion 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;
- 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 complementary to the design of the building and is otherwise compatible with the land use zoning objective.

12.2.4.2 Guidelines for the Core Retail Area

The Core Retail Area of the Town Centre is a particularly appropriate location for high buildings. In assessing development proposals for increased heights in the Core Retail Area (as defined in Section 4.4.2 of Chapter 4: Retail and Town Centre), the following standards and guidelines shall apply. These standards shall only apply to buildings fronting onto the streets in the Core Retail Area. Elsewhere the 'General Guidelines' above shall apply:

- generally, a maximum height of 4 storeys above ground level is appropriate irrespective of adjoining property heights. However, the Council may permit heights above this, where the specific context of the site and the design of the building allows it (for example where additional storeys are set back from street frontage);
- no building shall detract from structures or spaces of architectural or historic importance or important landmarks. In particular, the Council will not look favourably on proposed developments that detract from the landmark/focal point position and character of the Town Hall;
- the quality of overall design must be of a particularly high quality.

12.2.4.3 Guidelines for Local Neighbourhood Centres

In NS & NS1 zoned lands, Local Neighbourhood Centres, generally a maximum height of three storeys above ground level is considered appropriate, however heights in excess of this may be permitted where the specific context of the site allows.

12.3 Residential Development

12.3.1 General Guidelines

The planning authority will have regard to 'Sustainable Residential Development in Urban Areas – Guidelines for Planning Authorities' (DoEHLG 2009) and the companion document 'Urban Design Manual – A Best Practice Guide' (DoEHLG 2009) in determining planning applications for residential developments.

All proposals for residential development will be expected to conform to the following criteria:

- the development has regard to the relevant controls and standards e.g. plot ratio, site coverage, open space, parking, height etc.;
- the development respects the surrounding context and is appropriate to the character and topography of the site in terms of layout, scale, proportions, massing, bulk and appearance of buildings, structures and landscaped and hard surfaced areas;
- features of the archaeological and built heritage, and landscape features are identified and, where appropriate, protected and integrated in a suitable manner into the overall design and layout of the development;
- adequate provision is made for public and private open space and landscaped areas as an integral part of the development. Where appropriate, planted areas or discrete groups of trees will be required along site boundaries in order to soften the visual impact of the development and assist in its integration with the surrounding area;
- a movement pattern is provided that supports walking and cycling and permeability by those modes within and between residential developments, meets the needs of people whose mobility is impaired, respects existing public rights of way, provides adequate and convenient access to public transport and incorporates traffic calming measures;
- adequate and appropriate provision is made for parking which in principle should be operationally and physically unobtrusive;

- adequate and appropriate provision is made for storage of waste and recyclables;
- the design of the development draws upon the best local traditions of form, materials and detailing;
- the layout and design of the development deters crime and promotes personal safety;
- infrastructure has the capacity to absorb the demands of the proposed development. Infrastructure works may include roads, cycleways and footways, water, sewerage and land drainage, and other services such as electricity, gas or telecommunications. The specific requirements for each site will depend on local circumstances;
- adjoining residential amenity and privacy is respected;
- the development of gated communities in existing or proposed apartment/town house/housing estate schemes will not be permitted.

Any proposal for residential development which fails to produce an appropriate quality of design and which fails to conform to these and other relevant criteria will not be permitted.

12.3.1.1 Residential Development in Established Residential Areas

In established residential areas, proposals for housing development will be permitted only where the development does not significantly impinge negatively on the local character of an area and on the environmental quality, amenity and privacy enjoyed by existing residents, for example through inappropriate design or over-development. Infill housing should be compatible with the existing densities of adjoining residential areas and with other criteria, such as plot ratio, building lines etc. In addition, it should provide adequate and appropriate access for public and other services. Particular account will be taken of the spacing between buildings, the safeguarding of privacy, the scale and massing of buildings, the use of materials, impact on existing vegetation and landscape design.

The design and layout of extensions to houses should have regard to the amenities of adjoining properties particularly as regards sunlight and privacy. The character and form of the existing and adjoining buildings should be respected and external finishes and window types should match the existing. In particular the Council will not permit development that has a significant overlooking, overshadowing or overbearing effect on adjoining properties, where this effect significantly reduces the residential amenity and privacy of adjoining properties.

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.

12.3.1.2 Quality in New Residential Development

Planning permission will only be granted for new residential development where it is demonstrated that the proposal will create a quality and sustainable residential environment.

The Council will require the submission of a Design Statement to accompany all planning applications for large-scale residential developments or for development on sites that are in a sensitive location. The Design Statement should be a short document explaining why a particular design solution is considered the most suitable for a particular site. The statement should ideally consist of both text and graphics, but is not intended to duplicate planning application documents. It may be of special value in explaining why the context requires an exceptional – rather than a conventional - design approach.

The Design Statement shall demonstrate how a developer will deliver a quality residential environment on a particular site. Quality design proposals should emerge from a careful analysis of the site's location, surrounding context and the specific characteristics of the site itself. The Statement should outline in writing the overall design concept and objectives for the site, based on the appraisal of the site and its context. To aid in this process applicants are referred to the 'Urban Design Manual – A Best Practice Guide' (DoEHLG 2009), this provides 12 criteria against which a development proposal should be tested. All Design Statements submitted should refer to these criteria and indicate how it is intended to meet the requirements.

Table 12.1 Criteria set-out in 'Urban Design Manual – A Best Practice Guide' (DoEHLG 2009)

1.	Context: How does the development respond to its surroundings?
2.	Connections: How well is the new neighbourhood / site connected?
3.	Inclusivity: How easily can people use and access the development?
4.	Variety: How does the development promote a good mix of activities?
5.	Efficiency: How does the development make appropriate use of resources, including land?
6.	Distinctiveness: How do the proposals create a sense of place?
7.	Layout: How does the proposal create people-friendly streets and spaces?
8.	Public realm: How safe, secure and enjoyable are the public areas?
9.	Adaptability: How will the buildings cope with change?
10.	Privacy / amenity: How do the buildings provide a high quality amenity?
11.	Parking: How will the parking be secure and attractive?
12.	Detailed design: How well thought through is the building and landscape design?

12.3.1.3 Guidelines for New Housing Developments

The Council will encourage high quality urban designs and layouts in the development of residential estates. In new housing development schemes, the Council shall apply the following principles:

- Housing layouts should have regard to the design guidelines, as laid out in 'Sustainable Residential Development in Urban Areas – Guidelines for Planning Authorities' (DoEHLG 2009) and the companion document 'Urban Design Manual – A Best Practice Guide' (DoEHLG 2009). Additional information may also be found in the older document 'Recommendations for Site Development Works in Housing Areas' (DoELG, 1998);
- Schemes should be architecturally diverse;
- The use of varied building heights is a useful device in creating urban enclosure and in forging a strong sense of place;
- In accordance with Section 3.4.5 of 'Chapter 3: Housing', an appropriate mix of dwelling types should be provided throughout the development. The number of 1 bedroom units should generally not exceed 5% of the development total;

- Good natural light makes dwellings more attractive, pleasant and energy efficient. Housing layouts should be designed to maximise daylight and sunlight to dwellings as far as possible, but not to the exclusion of other considerations, such as privacy, existing residential amenity or the achievement of an attractive streetscape;
- Developers should integrate the most interesting features of the site into the overall layout;
- New housing estates and layouts will allow for the inclusion of waste storage and collection facilities deemed appropriate for households and estates;
- The development of innovative housing layouts based on a hierarchy of roads ranging from narrow cul-de-sacs to wider distributor roads, facilitating the provision of clustered groups of houses, will be promoted by the Council. The layout should be designed to avoid the creation of through roads, however designs must be permeable in terms of facilitating ease of pedestrian and cycle access to local neighbourhood and public transport facilities. In all residential developments, the safety of pedestrians and quality of life should be given priority over vehicular traffic. Layouts should be prepared having regard to 'DTO/DoE Traffic Management Guidelines'. In general, all residential developments shall incorporate the following minimum road standards:
 - ❖ 1.5 - 1.8m wide footpaths with wheelchair access ramps and dishing at all crossing points;
 - ❖ A minimum road width of 4.8m serving up to 20 dwellings, and 6m for up to 200 units;
 - ❖ Each dwelling shall be provided with car parking and cycle requirements in accordance with Sections 12.11 and 12.12;
 - ❖ Cycleways shall be provided where predicted traffic volumes exceed 250 vehicles per hour;
 - ❖ Geometric layouts should be designed to ensure a 30km/h speed in the development by the inclusion of appropriate traffic calming devices in the design;
 - ❖ Road-side planting should form part of the design layout;
 - ❖ Street lighting should be in accordance the recommendations made in the ESB publication 'Public Lighting in Residential Estates'. All electrical, telephone, gas and television services shall be placed underground in housing areas and developers will be required to provide the necessary underground ducts to bring the services into each dwelling. The use of low pressure sodium lighting and full cut off lighting shall be encouraged for environmental, economic and road safety reasons;
 - ❖ It shall be a condition of a planning permission for new housing schemes that the developer will submit a scheme for the naming and numbering of the estate prior to the commencement of the development. The naming of housing estates shall reflect in as far as possible the local context in which it is located. On approval of the naming of the scheme, the developer will be required to provide nameplates and numbers, as required by the Council. Indicator plates will also be required to be erected to show the positions of water pipe fittings, hydrants, etc.
- All applications for major residential developments should include a Landscape Plan illustrating all hard and soft landscaping proposed.

12.3.1.4 Building Regulations Part M

The aim of Part M of the Building Regulations 2000, as amended, is to ensure that buildings are accessible and usable by everyone, including people with disabilities. The Regulations provide mandatory instructions that all new housing (private, affordable and social) greater than 45m² must be designed to enable adaptable/lifelong housing. Accordingly, all relevant new housing shall conform to the requirements of these Regulations. Refer to Section 12.17 for guidelines for access for people with disabilities.

12.3.2 Density

As a general rule the minimum and maximum density for new residential developments shall be 50 and 125 units per hectare respectively. These densities may not be appropriate in all instances but will serve as a general guidance rule for developers particularly in RE zoning areas. The Council will only allow higher densities up to 125 units per hectare at appropriate sites, typically these will be closer to the town centre area and be well serviced (shops, public transport etc.).

The Council will only permit developments at higher residential densities where it is satisfied that the proposed development is of a very high quality, it protects residential amenity and it satisfies the relevant criteria, including in particular those provided in the 'Residential 'Sustainable Residential Developments in Urban Areas' (2009)

12.3.3 Open Space

12.3.3.1 Private Open Space Standards

All houses (terraced, semi-detached, detached) should have an area of private open space behind the building line. The requirement shall be 60-75m² minimum for 3/4/5 bedroom houses. For one or two bedroom houses a standard of 48m² per dwelling shall be acceptable. A minimum standard of 22 metres between directly opposing first floor windows shall generally be observed. This will normally result in a minimum rear garden depth of 11 metres. However, where a sufficient alternative private open space is available, this depth may be reduced to 7 metres for single storey dwellings, subject to the maintenance of privacy.

It shall be required that, in the case of apartment and duplex style schemes, private open space will be provided in the form of landscaped areas, courtyards, terraces/patios and balconies. Roof gardens shall also be considered, provided that they are easily accessible, secure and attractively landscaped. Special attention should be paid to the potential overlooking effect of balconies and roof gardens on adjoining residential properties. Some semi-private/communal open space may be accepted in lieu of private open space in limited circumstances subject to the provision of at least 5 sq.m of private open space.

Each apartment shall have direct access to its own minimum area of private open space in the form of a balcony or patio. The minimum depth of balconies for all or most of their length should normally be 1.5m and be accessed from living rooms. Larger balconies should be assessed in terms of overshadowing of other units, and other visual impacts such as the potential for overlooking of adjoining properties. Above ground floor units shall also have access to semi-private/communal and other open amenity spaces.

In exceptional cases, for reasons of maintenance of streetscape character, preservation of residential amenity of adjoining property, or otherwise, the Planning Authority may accept the provision of communal open space in lieu of all private open space. In such cases the provision of at least 'balconettes' (with inward opening 'French' doors) and/or access to winter gardens, for access to the open air, would be desirable.

The following minimum standards shall apply:

Table 12.2: Minimum Standards for the provision of private open space in apartment and duplex developments.

Number of bedrooms	In/within 100m of the TC zone (Town Centre), in the S1 zone (Seafront Area), and in NS & NS1 zones (Local Neighbourhood Centres) and in Zone 1 of Former Golf Club Lands	All other areas
1	10m ²	20m ²
2-3	15-20m ²	30m ²

12.3.3.2 Public Open Space Standards in Residential Schemes

Qualitative Standards

Quality public open spaces shall be provided in all residential development schemes. Details of the proposed landscaping, hard and soft, shall be provided with planning applications. Public open space shall be:

- visually and functionally accessible to the maximum number of dwellings in a residential area;
- adequately overlooked, supervised and accessible;
- where appropriate, natural features should be maintained;
- hard landscaping elements such as paving, cobbled areas etc., should play an increasingly important role in the design and presentation of open space concepts. Hard play areas such as all-weather surfaces should also be taken into account when assessing new proposals.

Quantitative Standards

In new residential development schemes, the Council will require the provision of public open space at the minimum rate of 10-14% of the total site area. This space should be designed and located so as to complement residential layout and should be visually as well as functionally accessible to the maximum number of dwellings within the housing area.

In certain circumstances, where the minimum 10% cannot be provided or where it is not appropriate to do so, a contribution to local amenity facilities in lieu of the shortfall may be acceptable. This will take the form of a contribution (on a per capita basis in relation to residential schemes and gross floorspace in relation to non-residential schemes) towards capital investment in creating and/or upgrading parks and spaces and revenue costs for the maintenance of these spaces.

Public open space requirements do not apply to 'Living Over the Shop' schemes.

12.3.4 Apartments

The Council will facilitate the development of high quality apartments on appropriate sites subject to them meeting the relevant requirements:

- it is a requirement of the Council that generally the following minimum sizes for apartments shall apply: one bedroom unit – 50m², two bedroom unit – 73m² and a three bedroom unit 90m². In apartment developments, every apartment shall have at least one bedroom of a minimum floor area of 10.2m²

- where apartment blocks are proposed in existing residential areas, 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;
- it is a requirement of the Council that the design of apartment developments be of high quality incorporating bicycle parking facilities and refuse storage areas for the use of all residents and where possible, laundry facilities. Adequate internal storage areas within each unit shall also be provided, including space for seldom used but essential goods such as suitcases etc;
- it is a requirement of the Council that apartment blocks incorporate a separate refuse and recyclable material storage area, this area shall be screened;
- all living rooms, kitchens and bedrooms should minimise overlooking of adjoining/adjacent residences, and should be so located so as to avoid facing towards nearby high boundary or gable walls;
- all balconies shall be appropriately screened, where glazing is proposed this shall be maintained opaque (e.g. frosted glass), translucent glazing is not considered acceptable for this purpose.
- all buildings should receive adequate daylight and sunlight. All habitable rooms should be naturally ventilated and lit;
- the Council requires that the appropriate amount of private and public open space is provided for residents;
- apartment schemes shall be designed to promote a 'sense of place' and community well being.

Additional information is available in the document 'Sustainable Urban Housing – Design Standards for New Apartments' (DoEHLG 2007). This document should be referred to during the design process of any such schemes.

12.3.5 Subdivision of Dwellings into Flats

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 subdivision of larger houses that are located on primary traffic routes, especially in locations within close proximity to public transport, may be considered under certain circumstances, such as where houses are impractical for modern family use. 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, private open space and other relevant factors. It is a requirement of the Council that the following minimum sizes should apply:

Table 12.3: Minimum Floor Area Requirements for the Conversion of Dwellings into Flats.

Number of Bedrooms	Minimum Floor Area Requirements
1 No.	50 sq.m
2 No.	73 sq.m
3 No.	90 sq.m

Where possible, parking should be provided at the rate of 1 no. space per unit. The Council may grant permission in exceptional circumstances for the conversion of a property without on-site parking, such as in locations in close proximity to public transport, but will require the developer to make a contribution towards the provision of parking elsewhere. Regardless of what parking is provided, residents of such apartment units will not be entitled to resident parking permits on public roads.

12.3.6 Granny/Family Flats

The development of a granny/family flat to be occupied by a member of the occupant family is generally acceptable, provided it is not a separate detached unit and there is direct access to the remainder of the house, and should be subsidiary in size to the main dwelling. The flat shall not be let or sold, other than as part of the overall property and shall revert to being part of the original house when no longer occupied by a family member. The design should ensure that the flat forms an integral part of the main dwelling unit capable of reintegration for single family use. Applicants should also illustrate a valid justification for the proposals – should the owner wish for it to be sub-divided on a permanent basis, an application for this should be made.

12.3.7 Backland Development

Backland residential development usually involves the establishment of a new single dwelling, and a building line to the rear of an existing line of houses. Residential development within the boundary of larger detached houses does not constitute backland development and will not be assessed as such. Where the Planning Authority accepts the general principle of backland residential development to the rear of smaller more confined sites within the existing built-up area, the following standards will apply:

- Generally be single storey in height to avoid overlooking
- Adequate vehicular access generally of a width of not less than circa 3.5 metres must be provided to the proposed dwelling (3.1m at pinch points).
- Minimum of 1 No. off-street parking space.
- Existing dwelling and proposed dwellings shall have minimum individual private open spaces of 48sqm. each exclusive of parking for one/two bedroom units and 60sq.m plus for 3 or more bedroom units.
- Proposed single storey backland dwelling shall be located not less than 15 metres from the rear façade of the existing dwelling, and with a minimum rear garden depth of 7 metres. Proposed two storey backland dwellings shall be located not less than 22 metres from the rear façade of the existing dwelling where windows of habitable first floor rooms directly face each other. Proposed two-storey backland dwellings should have a minimum rear garden depth for the proposed dwelling of 11 metres.

12.4 Retail and Commercial Development

12.4.1 General Guidelines

A key strategic goal in the development of the retail and commercial aspects of the Town Centre is how a proposed development will contribute to making the commercial core area more vibrant, attractive and sustainable while enhancing the image of the town centre.

The criteria to be considered in the assessment of proposed retail and commercial developments will include:

- Compliance with the relevant controls and standards (e.g. plot ratio, site coverage, parking, heights, etc);
- Testing the proposal against the sequential approach and that other options have been considered;
- The impact on the town centre, including cumulative impact;
- There is demonstrable need for development;
- The relationship of the application to any Development Plan policy;
- Its contribution to town centre improvement;
- Its contribution to site and/or area regeneration;
- The quality of access by all modes of transport and by foot and bicycle;
- Its role in improving the competitiveness of the town and County;
- Its role in sustaining local communities;
- The extent to which it is relevant to consider the imposition of restrictions on the range of goods permitted for sales;
- The likely effects on the amenity of the shopping area and residents within it;
- The possibility of the proposal causing parking and/or traffic difficulties with associated congestion and inconvenience, thereby jeopardising the safety of road users;
- The period for which the premises have been vacant, and the general level of vacancy in the area. This will be dependent of the merits of each individual case;
- The attractiveness of the proposed development;
- Impact on residential amenity and privacy.

12.4.2 Take Aways, Fast Food Outlets, Amusement Centres, Night Clubs/Licensed Premises, Betting Offices, Charity Outlets, Discount Outlets, Recreational Drug Outlets (Head Shops), Cash-for-Gold Shops and Convenience Stores incorporating Off-Licences.

In order to maintain an appropriate mix of uses and protect night-time amenities in a particular area, it is the objective of the Council to prevent an excessive concentration of the above uses and to ensure that the intensity of any proposed use is in keeping with both the scale of the building and the pattern of development in the area.

Such uses are not considered to significantly increase footfall throughout the town, thereby reducing the Town Centres ability to prosper. The limiting and restricting of these uses will provide an opportunity for

higher end retail outlets to locate within the town, and in doing so, improve the vitality and viability to the Town Centre.

The provision of any of the above will be strictly controlled, having particular regard to the following, where appropriate:

- the amenities of nearby residents i.e. noise, general disturbance, hours of operation, litter and fumes;
- the need to safeguard the vitality and viability of shopping areas in the town and to maintain a suitable mix of retail uses;
- traffic considerations;
- the number/frequency of such facilities/events in the area, or a particular part of a street;
- amusement arcades and other gaming establishments will only be permitted in designated areas in accordance with the provisions of the Town Councils policy under the Gaming and Lotteries Act 1956. Four such areas exist within the town, these being highlighted amber on Map No.15.
- the Council will prohibit the further expansion of off-licences or part off-licences except in areas where a compelling case can be made. Any application for an off-licence should include a map of all the off-licences located within a 1km radius of the proposed development.
- the operators come to satisfactory arrangement with the Council in relation to litter control;
- larger leisure complexes which contain a mix of uses, e.g. cinema, bowling and restaurant will be treated on their merits;
- the intensity, design and scale of use must be in keeping with the scale of the building and be appropriate to the pattern of development in the area;
- the council may attach conditions to any relevant permission, notwithstanding regulations exempting certain changes of use, requiring the prior granting of planning permission for the operation of the above uses.
- the council may attach conditions to any relevant permission restricting the operating hours of the business in order to protect the amenity of adjoining properties and ensure that the development does not give rise to anti-social behaviour. Hours of operation shall normally be 8a.m. to 11p.m. however this may be revised subject to the nature of the business proposed. It shall be a policy of the council to restrict the operation of head shops to between the hours of 9a.m. and 6p.m.

12.4.3 Betting Offices

Betting offices, by the nature of the activities carried on, generate a certain amount of noise, litter and disturbance, which may be detrimental to the amenities of an area. These factors are valid planning considerations.

The question of loss of retail floor space and the fact that the proximity of betting offices may discourage the location of certain types of retail outlet will be considered when appropriate. In some

instances it may be possible for betting offices to locate on the upper floors of a building, thus avoiding the problems associated with breaks in the continuity of shopping frontage.

The Council will pay particular attention to design to ensure that it does not mar the street frontage and that the nature and colour of external finishes are compatible with the surrounding properties. Designs that are fundamentally alien to the existing character of an area or building are not acceptable. Regard shall also be had to amenities of nearby residents, taking into account noise, general disturbance and the hours of operation.

The proliferation or over-supply of bookmaking offices are considered to weaken the retail element of the Town Centre. This in turn can damage the town's ability to sustain or improve its retail competitiveness, and its ability to prosper. It shall be a policy of the Council to limit the number of bookmaking offices within the Town Centre area or parts of the Town Centre such that this does not occur.

12.4.4 Taxi Offices

The Council will carefully consider the effect of a proposed taxi office on adjoining residential properties. The Council will not favour the development of taxi offices in wholly residential areas, due to the noise and disturbance, which is likely to be incurred.

12.5 Shopfronts

The Council will encourage good shopfront design in the development of new shopfronts and the refurbishment of existing shopfronts. The scope of the general design principles set out below shall extend beyond retail shops and shall include and encompass banks, building societies, restaurants, bars, offices and other forms of development.

All shopfronts should be designed in accordance with the recommendations as contained in the document 'Guidelines on Shopfront Design for Bray' (produced by Colum O'Broin and Partners). The general design principles are as follows:

- 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;
- the design of new shopfronts should relate primarily to the architectural characteristics of the buildings of which they form part. Where features such as ornamental pilasters, string courses, friezes, brackets, stall risers or plinths, window frames, mullions, cornice or other mouldings are of a very high quality, these features should be retained, even where it is acceptable for the remainder of the shopfront to be changed;
- new shopfront design must respect the scale and proportions of the streetscape by maintaining the existing grain of development along the street and respecting the appropriate plot width. It is important to relate to the fascia heights of adjacent shops;
- it is important to create a good visual frame for the shopfront;
- the quality, texture and the colour of materials used are of paramount importance. Materials must complement the architectural character of the building and integrate with the overall visual unity of the street scheme. 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. Where new or replacement shopfronts are proposed, the use of traditional materials, such as timber or stone will be favoured. Illuminated plastic or neon signs are generally not considered

appropriate. Materials, such as plastics, reconstituted stone and aluminium can be improved with the effective use of modelling, detailing and the use of appropriate features;

- shopfronts must include well designed street numbers;
- fascia panels should be provided as an integral part of the shopfront and should be of a depth appropriate to the size of the building and the proportion and the length of the shopfront. The construction of fascias should not extend above the level of the first floor window sill or obscure windows or other architectural details;
- fascia lettering should generally be individually mounted or hand painted. If shoplights are used, the arms should be short and the hoods of the lights treated to match with the background;
- strong colours are a feature of traditional shopfronts and should be used appropriately, in harmony with the rest of the building and streetscape;
- projecting signs will be acceptable where they are not detrimental to the character of buildings and environmental quality, the internal illumination of box signage shall generally not be acceptable;
- alarm boxes should be sensitively designed and located on the building;
- roller shutters are not exempted development and require planning permission. External roller shutters will not be permitted in the town centre. Shutters must be recessed by a minimum of 400mm to provide for a window display area that is internally illuminated. Where possible shutters should be of lattice type and of a colour in keeping with the main shopfront;
- canopies and awnings should be made of durable and traditional materials and should not cause a cluttered appearance. Only traditional style canvas, open-ended blinds are acceptable;
- in new shopfronts, appropriate access should be made for disabled, elderly and those with children in prams and pushchairs.
- There shall be a preference for swan down-lighting to proposed shopfronts, this should not overspill onto adjoining properties.
- Licences must be obtained for all external / separate / free-standing signage and for the installation of tables and chairs on the public footpath.

12.6 Industrial/Employment Developments

In assessing planning applications, the Council is more likely to grant permission for an industrial, storage/distribution or business/office development if it is satisfied that the development proposal meets the following criteria:

- It is compatible with the relevant controls and standards, e.g. plot ratio, site coverage, parking etc;
- It is compatible with the character of the surrounding area;

- It is compatible with adjacent land uses;
- It will not damage features of nature conservation interest or man-made heritage;
- It will not cause or exacerbate flooding;
- It will not create a noise nuisance;
- It is capable of dealing satisfactorily with any emission or effluent;
- The layout and design of all buildings are of high quality;
- Appropriate boundary treatment and means of enclosure are provided;
- Any areas of outside storage proposed will be adequately screened from public view;
- Satisfactory landscaping arrangements will be provided;
- It will not result in a significant increase in traffic congestion or be a hazard to road safety;
- Adequate access, parking and manoeuvring areas will be provided;
- A Mobility Management Plan is provided to shift the emphasis from car borne commuting to increased use of sustainable transportation modes. The Plan should include aims and specific works objectives which supports walking and cycling, meets the needs of people whose mobility is impaired, respects existing public rights of way and provides adequate and convenient access to public transport;
- It will not have a significant impact on residential amenity and privacy.

12.6.1 Storage Requirements

In order to comply with the Packaging Waste Regulations 2007, all new or expanding commercial/industrial businesses shall provide for adequate covered storage space which will allow the storage of recyclable goods for at least one week's duration.

12.7 Advertising and Signage

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 Council to protect the essential character of the town.

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 Town Council. Control will be exercised to prevent clutter in any location and to limit the size and number of signs on any building.

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;
- Not project or obtrude, in whole or part, above the eaves of the building or skyline.

12.7.1 Advertising Hoardings

Advertising hoardings, including tri-vision and three-dimensional signs, inappropriately located can constitute one of the most obtrusive elements of all forms of outdoor advertisement. As such, permissions for advertising hoardings will be severely restricted.

12.7.2 Advertising on Bus Shelters

Large, internally-illuminated advertising panels on bus shelters can detract from the visual appearance of protected structures and residential dwellings and will not generally be permitted in close proximity to these. 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 streetscape.

12.8 Petrol Filling Stations

There are a number of petrol filling stations and associated forecourt shops located outside of the main commercial core of the town. The Council considers that, in general, motor fuel filling stations are most appropriately located on the town periphery.

Petrol filling stations can provide a wide range of retail goods in an associated shop. These shops should, in general remain ancillary to the use of the site as a petrol filling station. A shop of up to 100m² (net) retail floorspace is considered acceptable when associated with a petrol filling station. Above this threshold, the sequential test approach will be applied, i.e. the retail element of the development should be assessed by the planning authority in the same way as would an application for retail development (without petrol filling facilities) in the same location.

Workshops for minor servicing (tyre changing, puncture repairs, oil changing, etc.) may only be acceptable where it would not adversely affect adjacent residential amenity.

In assessing planning applications, the Council will have regard to the following factors:

- (i) Impact on residential amenity;
- (ii) 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;
- (iii) Proximity to existing retail developments in the area;
- (iv) Safety aspects of circulation and parking within the station forecourt;

- (v) Suitable screening to minimise visual impact may be required;
- (vi) The impact of canopies and advertising on amenity. Innovative approaches to design can reduce this impact.

12.9 Automated Teller Machines

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 if sited outside the commercial core. Where an ATM is proposed to be located on the external wall of a protected structure very careful consideration will be given to its impact on the building before permission is granted.

12.10 Roads and Transportation Facilities

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.

The Council's general roads requirements will be based on the following policy documents:

- NRA – Design Manual for Roads and Bridges;
- NRA – Road Geometry Handbook;
- NRA – Traffic & Transport Assessment Guidelines;
- DTO/DoT/DoEHLG – Traffic Management Guidelines;
- DTO – National Manual for Urban Areas – Provision of cycling facilities;
- DoEHLG - Recommendations for Site Development Works for Housing Areas;
- UK Manual for Streets (DoT);
- Volumes 1,2,4,5,6,7,8 and part of 9 of the Design Manual for Roads and Bridges” (DMRB) in the UK.

12.11 Parking & Loading

In all developments whether residential, commercial, industrial, employment or otherwise the planning authority will require the provision of car parking spaces within or convenient to the site of the development. The car parking standards are based on the extent to which the development is likely to generate demand for parking spaces.

Where, in a particular development, it may be impracticable for individual developers to provide for parking, the planning authority may impose a special contribution (as provided by Section 48(2)(c) of the Planning and Development Act, 2000) towards the cost of public car parking provision in lieu of the direct provision of parking spaces. In the case of 'Living Over the Shop' Schemes, planning permission will not be refused solely on the basis of a lack of parking facilities.

The following minimum car parking standards shall apply:

Table 12.4: Minimum Car Parking Standards

Type of Development	Minimum Car Parking Standard
Dwelling/flat (A1 Zone)	1.2 car spaces per dwelling unit
Dwelling/flat (all other zones)	1 car spaces per dwelling unit
Shops	1 car space per 20m ² of gross floor space
Supermarkets and large stores	1 car space per 20m ² of gross floor space
Offices	1 car space per 50m ² of gross floor space
Industry (including science and technology based)	1 car space per 50m ² of gross floor space
Industrial/Distribution Warehousing	1 car space per 100m ² of gross floor space
Theatres, cinema, stadia	1 car space per 20m ² of gross floor space
Hotels	1 car space per bedroom
Lounge bars	1 car space per 10m ² of gross floor space
Restaurants	1 car space per 10m ² of gross floor space
Ballrooms, dance halls, clubs	1 car space per 20m ² of gross floor space
Playing fields	15 car spaces per pitch
Primary schools	1.2 car spaces per class room
Secondary schools/third level or higher education	2 car spaces per class room
Nursing homes	1 car space per 4 residents
Clinic/Doctor/Dentist	2 car spaces per consulting room
Crèche/nursery/Montessori	1-2 car spaces per classroom equivalent
Retail Warehouse	1 car space per 25m ² of gross floor space

Where parking control with traffic wardens is available, and there is thus a substantially reduced risk of congestion being caused by a periodic shortage of parking, the above requirements may be relaxed on a case by case basis. The requirements may also be relaxed where evidence is provided that a particular development would not give rise to undue additional on-street car parking by virtue of the availability of car parking in the vicinity, or where certain circumstances exist such that car parking may be shared e.g. office/cinema developments or where it is well served by public transport.

Each new premises proposed for commercial or industrial use must include within the curtilage of the building one or more loading bays of a size adequate to cater for its specific needs and the requirements of the type of vehicle serving the premises. The location of these loading bays must be such as not to obstruct the circulation of vehicles on the site or other required parking space.

Where parking is permitted in the view of the general public, adequate soft landscaping must be provided to soften the appearance of parking areas.

12.12 Cycle Facilities

The planning authority will require the provision of a minimum level of cycle parking facilities in association with new development and a change of use. Cycle parking facilities should be located so as to maximise convenience to the main entrance of buildings, and positioned so as to ensure safety, security and supervision. Where a large number of cycle facilities are required, these facilities should be covered.

The Design Manual for Cycle Facilities, issued by the DTO provides design criteria and guidelines for the design and construction of cycle routes and parking facilities.

The following minimum cycle parking standards shall apply:

Table 12.5: Minimum Cycle Parking Standards

Type of Development	Cycle Parking Standard
Dwelling/flats accessible by cycle	1 per bedroom + 1 visitor space per 2 units
Shops	1 space for every car space
Supermarkets and large stores	10% of total car spaces subject to a minimum provision of 50 spaces
Offices	10% of employee numbers subject to minimum of 10 bicycle places or one bike space for every car space, whichever is the greatest.
Industry (including science and technology based)	20% of employee numbers
Industrial/Distribution Warehousing	20% of employee numbers
Theatres, cinema, stadia	1 stand for every 100 seats
Hotels	1 stand per 50 bedrooms
Lounge bars	10% of total car spaces subject to a minimum of 10 spaces
Restaurants	10% of total car spaces subject to a minimum of 10 spaces
Ballrooms, dance halls, clubs	10% of total car spaces subject to a minimum of 10 spaces
Playing fields	1 space for every 3 players
Schools/Higher education	10% of pupil registration numbers / minimum of 10 spaces
Nursing homes	20% of employee numbers
Retail Warehouse	20% of employee numbers
Multi-Storey Car Parks	10% of total car spaces / Minimum provision of 50 spaces
Public Transport pick up points / interchanges	2.5% of number of daily borders at that point / station, minimum of 10 bicycle spaces.

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

12.13 Mobility Management Plans

The Council shall require all planning applications for large employment based developments, where the Council considers that a significant level of peak and/or off peak travel will be generated, to include a Mobility Management Plan. Developments for which mobility management could be applied include:

- office, including office based industrial;
- retail (e.g. large one-off stores), including retail warehouse and distribution;
- places of education.

A Mobility Management Plan is an integrated strategy designed with the common aim of addressing the total mobility requirements of the development in a sustainable way. Its aim is to shift the emphasis from car borne commuting to increased use of sustainable transportation modes. The Plan should include aims and specific works objectives which minimise the impact on traffic of a development through:

- providing appropriate parking spaces;
- optimising links with the public transport system;
- providing facilities for cyclists and pedestrians;
- meeting the needs of people whose mobility is impaired;
- respecting existing public rights of way;
- encouraging modes of transport other than personal travel by private car.

In preparing a Mobility Management Plan, reference should be made to the D.T.O. Advice Note: Mobility Management.

12.14 Environmental Pollution

12.14.1 Air Pollution

The Council will have regard to the 'Environmental Protection Agency Act', 1992 (Ambient Air Quality Assessment and Management), the 'Air Quality Standards Regulations', 2002, and other relevant standards/guidelines issued by the Environmental Protection Agency and the 'Minister for the Environment, Heritage and Local Government'.

12.14.2 Noise Emission and Pollution

Further to the commissions proposals for a Directive relating to the assessment of Environmental Noise, the European Parliament and Council, have adopted Directive 2002/49/EU of June 2002, the main aim of which is to provide a common basis for tackling the noise problem across the EU.

The Council will have regard to the underlying principals of this directive.

12.14.3 Major Accidents Hazards

Control of Major Accident Hazards Involving Dangerous Substances (as defined under Seveso II Directive 96/82/EC)

Where development is proposed which involves the use of dangerous substances as defined under Directive 96/82/EC, such facilities shall be located so as to maximise distance and to minimise the threat of major accidents. In particular, establishments shall be controlled with respect to:

- transportation links;
- locations frequented by the public;
- residential areas;

- areas of particular natural sensitivity or interest.

In the event of the modification of any existing establishments/storage facility or process of the nature or quantity of dangerous substances which could have any significant repercussions on major accidents, such additional steps shall be taken as are necessary to ensure that there is no increased risk to people and the environment.

Guidance shall be sought from the relevant authorities on the location of all such developments.

12.15 Utilities

12.15.1 Mobile Telecommunications Infrastructure

To facilitate the evaluation of development proposals for the erection of antennae and support structures, applicants/developers/operators will be required to:

- submit a reasoned justification as to the need for the particular development at the proposed location in the context of the operator's overall plans to develop a network in County Wicklow and contiguous counties;
- indicate what other sites or locations were considered;
- submit evidence of consultations, if any, with other operators with regard to the sharing of sites and/or support structures;
- submit proposals to mitigate the visual impact of the proposed development including the construction of access roads, additional poles and structures;
- furnish a statement of compliance with the International Radiation Protection Association (IRPA) Guidelines or the equivalent European Pre-Standard 50166-2.
- Applicants shall have regard to the document 'Telecommunications Antennae and Support Structures' produced by the Department of the Environment, Heritage and Local Government in 1996.

12.15.2 Other Utility Information

Public utility (electricity, gas, telephone, television/telecommunications) services must be ducted underground. Where an exceptional and demonstrable need exists, the Council will permit the development of overhead transmission lines in locations where they do not significantly detract from visual or residential amenity.

ESB substations, pump houses and other public service installations, public light standards and other street furniture should be carefully located in unobtrusive locations. They must not cause unnecessary obstruction for the visually or mobility impaired. Trees must not be planted directly over underground services.

12.15.3 Septic Tanks

Septic tanks will not generally be permitted, and all development should discharge to public sewers. In exceptional circumstances and where connection to the public sewer is not practicably feasible, the Council may permit the installation of a septic tank where it complies with the relevant standards as per the Environmental Protection Agency guidance "**Code of Practice Wastewater Treatment and**

Disposal Systems Serving Single Houses (p.e. ≤ 10) (EPA 2009)", which provides guidance on installation of on-site wastewater treatment systems.

12.15.4 Water Supply

As a general level of service provision, Bray Town Council shall endeavour to supply and maintain an average zonal pressure of 1.5 bars with a guaranteed minimum of 1 bar. All high-rise buildings will require rising main pumps to storage tanks, drinking water risers and firefighting equipment.

All residential and commercial units should have water meters on the supply compatible with the requirement of the sanitary authority. Any development with more than 25 residential units should have a bulk supply meter on the development. All commercial developments will be required to provide 24hr water storage to ensure their business will not be disrupted during both planned and unplanned repairs and maintenance to the public system.

In the interests of water conservation the introduction of dual flush cistern to WC units shall be incorporated into designs along with electronic controls to urinal facilities.

12.16 Nursing Homes

The Council recognises the continuing and growing need for nursing homes in the town. 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. The overdevelopment of sites will not be permitted.

In assessing planning applications for the development of nursing homes the Council will have particular regard to the following considerations:

- the character of the area in which the proposal is to be located and the compatibility of use in such an area;
- traffic aspects, i.e. access requirements, parking and servicing requirements and whether or not the existing road network can satisfactorily accommodate any additional traffic from the proposal;
- the effect of the proposal on the amenity of the area in terms of noise, nuisance and general disturbance;
- design and layout;
- landscaping;
- the impact of fire escape facilities on the visual amenity of the area.

12.17 Guidelines for Access for People with Disabilities

All new buildings which provide for public access must conform with the design guidelines set out in 'Access for the Disabled No.1-3' published by the National Rehabilitation Board, additional guidelines have been published by the National Disability Authority entitled 'Building for Everybody', and the Technical Document – Part M of the Building Regulations, Access for People with Disabilities, 2000. In particular, reasonable provision should be made to enable disabled persons and mobility impaired persons to have safe and independent access to a building and to those parts of the building to which it

is appropriate to have access to and are usable by people with disabilities or mobility impairments. It is also a requirement that new dwellings are visitable and accessible by people with disabilities or mobility impairments, and that houses are designed as 'Lifetime Homes' for an aging population. The main features of these requirements include:

- the provision of a level, gently sloped ramp approach access to the dwelling from the entrance point to the site or from a suitable parking spot;
- a level access at one entry point to the dwelling;
- front door and living room door wide enough to accommodate a wheelchair;
- circulation space for wheel-chair at entry storey;
- ground floor toilet located so as to be usable by wheelchair users and other people with disabilities or mobility impairment.

Where sanitary conveniences are provided in public buildings, reasonable provision shall be made for disabled persons and the mobility impaired. In the case of community centres and buildings which are commonly used by disabled persons, the mobility impaired or the elderly for social activities, the planning authority will require at least one W.C. compartment in the building to be usable by wheelchair bound people.

Bray Town Council will meet these criteria for its buildings within the period of this Development Plan. Access considerations will be spread to the public realm with the position of street furniture, dished footpaths at junctions, tactile paving surfaces, pedestrian crossings and other elements being assessed on an ongoing manner. Car parking provision shall be provided for the disabled and mobility impaired in all car parking developments and should be located in the most convenient locations for ease of use. The minimum criteria for such parking provisions are detailed in 'You Can Park Here' Guidelines, published by the National Rehabilitation Board in 1994.

12.18 Energy Performance Criteria

In order to achieve the policy objectives set out in Chapter 3, Section 3.4.6, and improve the energy performance of new developments within Bray the Council will:

- Encourage responsible environmental management in construction.
- Promote sustainable approaches to housing developments through spatial planning, layout, design and detailed specification.
- Ensure high standards of energy efficiency in all housing developments under its remit, and encourage developers, owners, and tenants to improve the environmental performance of the building stock, including the deployment of renewable energy
- For all developments, apply an improvement of either of 40% or 60% (depending on certain criteria) relative to prevailing norms as represented by the Building Regulations Part L

The specific approach proposed for developers is to set a target, accompanied by a menu of design and technology options (including renewable energy technologies) as a means of offering flexibility towards meeting that target in the most technically and economically feasible manner on a case-by-case basis.

12.18.1 Targets

All applicable new buildings will represent a significant improvement in energy and associated environmental performance relative to prevailing practice. The following conditions shall apply:

12.18.1.1 Housing

Seek a reduction of at least 40% in CO₂ emissions within the housing development, relative to a baseline of prevailing regulatory and design practice. This initial baseline of comparison is to be represented by the provisions of Technical Guidance Document L (TGD L) to the Building Regulations, 2002 using a conventional gas fired heating boiler with an assumed seasonal efficiency of 75%. The calculation is to be carried out in accordance with the methodology of the Dwelling Energy Assessment Procedure (DEAP) as provided by sustainable Energy Ireland (SEI). In meeting this CO₂ performance target, the development shall include:

For Housing Schemes of between 1 & 9 units

- A collective average reduction of at least 40% in energy consumption for space and water heating, relative to the baseline of existing regulatory and design practice and using the methodology outlined above; and
- A contribution of 20% by renewable energy supply systems to meet the collective space and water heating requirements within the housing development.

For Housing Schemes of 10 or more units

- A collective average reduction of at least 60% in energy consumption for space and water heating, relative to the baseline of existing regulatory and design practice and using the methodology outlined above; and
- A contribution of 30% by renewable energy supply systems to meet the collective space and water heating requirements within the housing development.

The above criteria shall not be applicable in the case of domestic extensions or renovation works carried out to existing buildings where the structural fabric of the building is to be retained.

12.18.1.2 Non Residential

A collective reduction of at least 40% in CO₂ emissions deriving from total energy usage (space heating, water heating, lighting, other) arising from all services within the development, relative to a baseline of existing regulatory and design practice. This initial baseline of comparison is to be represented by the provisions of TGD L to the Building Regulations, 2006. In the absence of an official national methodology for determining the energy performance of non-domestic buildings, this calculation is to be carried out using a method compliant with the draft European Standard pr EN 13790.

In meeting this CO₂ performance target, the development shall include:

For developments having a floor area < 1000m²

- A collective average reduction of at least 40% in energy consumption for all services, relative to the baseline of existing regulatory and design practice and using a methodology as outlined above; and
- A contribution of 20% by renewable energy supply systems to meet the collective energy requirements within the development.

For developments having a floor area > 1000m²

- A collective average reduction of at least 60% in energy consumption for all services, relative to the baseline of existing regulatory and design practice and using a methodology as outlined above; and
- A contribution of 30% by renewable energy supply systems to meet the collective energy requirements within the development.

To illustrate the above, using the Heat Energy Rating methodology, the baseline energy performance of new housing is typically 125 kWh/m²/year for space and water heating when constructed to the minimum requirements of Building Regulations, 2002, and using a boiler with a seasonal efficiency of 75%. This translates into a CO₂ performance of 23.7 kg/m²/ year using a gas fired heating system.

It is proposed that all new housing developments within Bray Town Council's functional area should aim to achieve a 40% reduction in CO₂ emissions associated with space and water heating (i.e. to below 14.2 kg/m²/year), which must include a reduction in energy use for this purpose (i.e. to below 75 kWh/m²/year) and a contribution of at least 20% by renewable energy systems to meet the collective space and water heating requirements within the development.

12.18.1.3 Menu of Options

In pursuit of these targets, a strong menu of superior design and specification options will include the following:

- Site layout and associated bio-climatic/ passive solar design measures
- Enhanced levels of insulation in walls, roofs, floors, glazing and doors
- Reduced uncontrolled air infiltration losses
- Use of healthy and controllable ventilation systems
- Heat recovery systems
- Use of daylight
- Water conservation measures
- More sustainable building materials
- Improved heat generation appliance efficiency, e.g. condensing boilers
- Intelligent heating system configuration and time/ temperature/ zone/ function controls
- Efficient provision of domestic hot water
- Fuel switching to low or zero CO₂ emitting fuels
- Energy efficient lighting systems

- Incorporation of renewable energy systems, e.g. active solar, heat pumps, biomass
- Provision of appropriate group or district heating systems.
- In the case of non-domestic buildings, additional options include:
 - Heating, ventilation and air conditioning systems and controls
 - Electrical energy use including motive power
 - Efficient lighting systems and controls
 - Building Energy Management Systems
 - Occupancy controls
 - Monitoring and Targeting systems
 - Combined Heat and Power (CHP)

Other measures which can contribute to the energy efficiency and renewable energy targets can also be considered. This menu approach enables specifiers and developers to adopt approaches which are responsive to site and client circumstances and constraints. It also offers the flexibility to explore and employ different mixes of options on a case-by-case basis, to maximise technical and economic feasibility.

Further Information on the methodology for calculating a dwellings energy performance is available from Sustainable Energy Ireland (SEI), in a publication entitled Dwelling Energy Assessment Procedure (DEAP). This publication is available in both electronic and printed form and is accompanied by a spreadsheet dealing with the calculation procedure

12.19 Construction Management Plans

Construction Management Plans for developments generating significant construction activity - e.g. four or more dwellings - containing measures to mitigate against the effects of the construction, shall accompany planning applications. This will address issues such as traffic management, hours of working, delivery times and methods prevention of noise and dust, reinstatement of roadway lining and signing, repair of damage to footways and grass verges and the accommodation of worker parking within the development curtilage.

12.20 Flood Risk Management

It is the policy of the Council that a Flood Risk Assessment must accompany applications for planning permission for all significant developments to ensure that the development does not increase the flood risk in the relevant catchment. Where any proposals are located in areas of moderate or high risk of flooding, and they include types of development that are vulnerable to flooding and that would generally be inappropriate, (Table 3.2, 'The Planning System and Flood Risk Management' (DoEHLG 2009)) they will be subject to a Justification Test and required to satisfy the following criteria:

- The subject lands have been zoned or otherwise designated for the particular use or form of development in the Plan, as adopted or varied taking account of the Guidelines.

- The proposal has been subject to an appropriate flood risk assessment that demonstrates:
 - ❖ The development proposed will not increase flood risk elsewhere and, if practicable, will reduce overall flood risk;
 - ❖ The development proposal includes measures to minimise flood risk to people, property, the economy and the environment as far as reasonably possible;
 - ❖ The development proposed includes measures to ensure that residual risks to the area and/or development can be managed to an acceptable level as regards the adequacy of existing flood protection measures or the design, implementation and funding of any future flood risk management measures and provisions for emergency services access;
- The development proposed addresses the above in a manner that is also compatible with the achievement of wider planning objectives in relation to development of good urban design and vibrant and active streetscapes

For small developments less than 0.25 hectares, a certificate from a competent person stating that the development will not contribute to flooding within the relevant catchment must accompany applications for planning permission. A Flood Risk Assessment shall identify the risk of flooding at the site in question as well as flooding elsewhere due to the development of that site. It shall also identify potential loss of floodplain storage and how it would be offset in order to minimize impact on the river flood regime. It shall also take account of the possible effect on the natural resources of the river.

For developments adjacent to watercourses of a significant conveyance capacity any structures must be set back a minimum of 10 metres from the edge of the watercourse to allow access for channel cleaning/maintenance.

In assessing planning applications the Council will at all times have regard to the Guidelines 'The Planning System and Flood Risk Management' (DoEHLG 2009)

Reference should also be made to the Eastern River Basin District Catchment Flood Risk Assessment and Management (Eastern RBD CFRAM) project, which is being carried out under the EU Floods Directive and which will provide flood mapping by 2013, and flood risk management plans by 2015. Reference can also be made to the Preliminary Flood Risk Assessment (PFRA) project, which will provide maps by 2011. This flood mapping will show the areas at risk of flooding in the town.

12.21 Sustainable Urban Drainage Systems (S.u.D.S)

Development of previously 'green', or permeable, land within Bray (such as gardens) increases the impermeable area. Rain falling on impervious surfaces is usually directed into a receiving watercourse through surface water drainage systems. Although such drainage systems are effective at transferring surface water quickly, they provide only limited attenuation causing the volume of water in the receiving watercourse to increase more rapidly and increasing flood risk.

Sustainable Urban Drainage Systems (S.u.D.S) can play a role in reducing and managing run-off to surface water drainage systems as well as improving water quality and contributing to local amenity. S.u.D.S comprise a wide range of techniques, including swales, basins, ponds and infiltration systems.

Bray Town Council will promote the adoption of the principles of S.u.D.S by requiring that all new developments employ permeable pavement techniques, for example, the use of porous tarmac or solid block pavers with gaps to provide through flow of water. Harvesting of rainwater for limited and specific purposes in developments should also be examined in all buildings with a roof area or footprint

exceeding 2700sqm. Residential units should incorporate rainwater down-pipe butts for non-domestic use and gardens.

13 Land Use Zoning Objectives

13.1 Land Use Zoning Objectives

The purpose of land use zoning is to indicate the development objectives for all the lands within the Town Council. Zoning aspires to promoting the orderly development of the town, to eliminating potential conflicts between incompatible land uses, and to establishing an economic basis for investment in public infrastructure and facilities.

The land use zoning objectives are detailed below and are shown on the Land Use Zoning and Specific Objectives Maps. The following tables list the land use activities most commonly encountered in the town, together with an indication of their acceptability in the different land use zones.

13.1.1 Non Conforming Uses

Throughout the Town Council 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, or that subsequently received planning permission.

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.

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.

13.1.2 Transitional Areas

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 use, scale, density and appearance of development proposals and to landscaping and screening proposals in order to protect the amenities of residential properties.

13.1.3 Phased Development

Bray Town 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.

13.1.4 Not Normally permitted but Open for Consideration

Land uses designated under each zoning objective (including zones within Action Areas) as 'Not Normally Permitted but Open for Consideration' are not normally acceptable. However, uses may be permitted where the planning authority is satisfied that the use would be compatible with the overall policies and objectives for the zone, it would not have undesirable effects, and it would otherwise be consistent with the proper planning and sustainable development of the area.

13.1.5 Not Permitted

Land uses which are not indicated as 'Permitted in Principle' or 'Not Normally Permitted but Open for Consideration' will not be permitted.

13.2 Acceptability of Uses in each Zone

13.2.1 Acceptability of Uses in the RE1: Primarily Residential Zone

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

Acceptability	Description of Use
Permitted in Principle	Church
	Crèche/Nursery School
	Open Space
	Private Garage
	Public Services
	Residential
	Not Normally Permitted but Open for Consideration
Commercial Recreational Buildings	
Community Facility	
Cultural Use	
Doctor/Dentist	
Education	
Guest House	
Halting Sites	
Health Centre	
Local Neighbourhood Services	
Local Convenience/Neighbourhood Shops	
Public House	
Recreational Facility/Sports Club	
Residential Institution	
Restaurant	
Retirement Home	
Small Home Based Economic Activity	

13.2.2 Acceptability of Uses in the RE2: Primarily Residential Zone

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

Acceptability	Description of Use
Permitted in Principle	Church
	Crèche/Nursery School
	Open Space
	Private Garage
	Public Services
	Residential
	Bed and Breakfast
	Commercial Recreational Buildings
	Community Facility
	Cultural Use
	Doctor/Dentist
	Education
	Guest House
	Health Centre
	Local Neighbourhood Services
	Local Convenience/Neighbourhood Shops
	Recreational Facility/Sports Club
Residential Institution	
Restaurant	
Retirement Home	
	Small Home Based Economic Activity
Not Normally Permitted but Open for Consideration	Halting Sites
	Public House

13.2.3 Acceptability of Uses in TC: Primarily Town Centre Uses Zone

To provide for the development and improvement of appropriate town centre uses including retail, commercial, office and civic use, and to provide for 'Living Over the Shop' (LOTS) residential accommodation.

Acceptability	Description of Use
Permitted in Principle	Bed and Breakfast
	Car Park
	Commercial Recreational Buildings
	Cultural use
	Doctor/Dentist
	Guest House
	Health Centre
	Hotel
	Local Neighbourhood Services
	Offices
	Open Space
	Public House
	Public Services
	Residential
	Restaurant
	Recycling facilities
	Shops-Major
	Shops-Neighbourhood
Not Normally Permitted but Open for Consideration	Advertisements and Advertising Structure
	Church
	Betting Office
	Community Facility
	Crèche/Nursery School
	Discount Foodstore
	Night Club/Discotheque
	Education
	Enterprise Centre
	Funeral Home
	Garden Centre
	Hospital
	Light Industry
	Private Garage
	Retail Warehouse
	Small Home Based Economic Activity
Wholesale Outlet	

13.2.4 Acceptability of Uses in the SF: Primarily Seafront Uses Zone

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

Acceptability	Description of Use
Permitted in Principle	Bed and Breakfast
	Commercial Recreation Buildings
	Cultural Use
	Guest House
	Hotel
	Night Club/Discotheque
	Open Space
	Public House
	Recreational Facility/Sports Club
	Public Services
	Residential
	Restaurant
	Shops
	Not Normally Permitted but Open for Consideration
Betting Office	
Car Park	
Community Facility	
Crèche/Nursery School	
Education	
Health Centre	
Small Home Based Economic Activity	
Offices	
Private Garage	

13.2.5 Acceptability of Uses in the EMP1: Employment Uses Zone

To provide for economic development and employment

Acceptability	Description of Use
Permitted in Principle	Crèche/Nursery
	Enterprise Centre
	Industry-Light
	Industry-Other
	Offices
	Open Space
	Private Garages
	Public Services
	Recycling facilities
	Science and Technology Based Industry
	Training Facility
Not Normally Permitted but Open for Consideration	Advertisements and Advertising Structure
	Community Facility
	Garden Centre
	Motor Sales Outlet
	Residential
	Retail Warehouse
	Cash and Carry
	Car Park
	Service Garage
	Warehousing
	Motor Fuel Filling Station

13.2.6 Acceptability of Uses in the EMP2: Employment Uses Zone

To provide for economic development and employment, including the provision of retail warehousing.

Acceptability	Description of Use
Permitted in Principle	Crèche/Nursery
	Enterprise Centre
	Garden Centre
	Industry-Light
	Industry-Other
	Offices
	Open Space
	Private Garages
	Public Services
	Recycling facilities
	Retail Warehouses
	Science and Technology Based Industry
	Training Facility
	Cash and Carry
	Car Park
	Commercial Vehicle Park
	Service Garage
Warehousing	
Not Normally Permitted but Open for Consideration	Advertisements and Advertising Structure
	Community Facility
	Motor Sales Outlet
	Residential

13.2.7 Acceptability of Uses in the CE Primarily Civic, Community and Educational Uses Zone

To provide for civic, community and educational facilities.

Acceptability	Description of Use
Permitted in Principle	Church Community Facility Crèche/Nursery School Doctor/Dentist Education Health Centre Open Space Public Services Recreational Facility/Sports Club Recycling facilities
Not Normally Permitted but Open for Consideration	Commercial Recreational Buildings Cultural Use Residential Institution

13.2.8 Acceptability of Uses in the EDU: Solely Educational Uses Zone

To provide for solely educational facilities.

Acceptability	Description of Use
Permitted in Principle	Crèche/Nursery School Education Open Space Public Services
Not Normally Permitted but Open for Consideration	Church Commercial Recreational Buildings Community Facility Cultural Use Doctor/Dentist Health Centre Recreational Facility/Sports Club Residential Institution

13.2.9 Acceptability of Uses in the OS1: Solely Open Space Zone

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

Acceptability	Description of Use
Permitted in Principle	Open Space Public Services
Not Normally Permitted but Open for Consideration	Community Facility Recreational Facility/Sports Club

13.2.10 Acceptability of Uses in the OS2: Solely Open Space Zone

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

Acceptability	Description of Use
Permitted in Principle	Appropriate Advertisement Structure in Sports Stadia Associated Commercial Sports Related Activities Open Space
Not Normally Permitted but Open for Consideration	Community Facility Recreational Facility/Sports Club

13.2.11 Acceptability of Uses in the OS3: Solely Open Space Zone

To protect and provide for open space provision.

Acceptability	Description of Use
Permitted in Principle	Open Space
Not Normally Permitted but Open for Consideration	Recreational Facility/Sports Club

13.2.12 Acceptability of Uses in the OS4: Solely Open Space Zone

To preserve continuous open space along the river valley.

Acceptability	Description of Use
Permitted in Principle	Cemetery
	Open Space
Not Normally Permitted but Open for Consideration	Car Park
	Church
	Commercial Recreational Buildings
	Community Facility
	Cultural use
	Education
	Private Club
	Private Garage
	Recreational Facility/Sports Club

13.2.13 Acceptability of Uses in the MU3: Mixed Use Development Zone

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

Acceptability	Description of Use
Permitted in Principle	Light Industry
	Offices
	Open Space
	Public Services
	Science and Technology Based Industry
Not Normally Permitted but Open for Consideration	Cultural Use
	Commercial Recreational Buildings
	Enterprise Centre
	Hospital
	Hotel
	Private Garage
Restaurant	

13.2.14 Acceptability of Uses in the NS: Local Neighbourhood Centre Zone

To protect, provide for and/or improve local neighbourhood centre facilities.

Acceptability	Description of Use
Permitted in Principle	Bed and Breakfast
	Betting Office
	Commercial Recreational Buildings
	Cultural Use
	Doctor/Dentist
	Guest House
	Health Centre
	Home Based Economic Activity
	Local Neighbourhood Services
	Offices
	Open Space
	Public House
	Discount Foodstore
	Public Services
	Residential
	Restaurant
	Recycling facilities
	Shops-Neighbourhood
Not Normally Permitted but Open for Consideration	Advertising and Advertising Structure
	Car Park
	Church
	Community Facility
	Crèche/Nursery School
	Education
	Funeral Home
	Garden Centre
	Hotel
	Motor Sales Outlet
	Private Garage
	Retail Warehouse
	Service Garage
	Shops-Major

13.2.15 Acceptability of Uses in the NS1 Local Neighbourhood Centre Zone

To provide for a neighbourhood retail development, comprising of a supermarket of not more than 2,500m² of net retail floorspace, and other ancillary neighbourhood uses. The zoning also provides for a park and ride development as well as 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
	Discount Foodstore
	Doctor/Dentist
	Health Centre
	Home Based Economic Activity
	Large Foodstore
	Local Neighbourhood Services
	Motor Fuel Filling Station
	Motor Sales Outlet
	Offices
	Open Space
	Park and Ride Scheme
	Public House
	Public Services
	Restaurant
	Recycling facilities
	Shops-Neighbourhood
Not Normally Permitted but Open for Consideration	Advertising and Advertising Structure
	Bed and Breakfast
	Church
	Commercial Recreational Buildings
	Community Facility
	Crèche/Nursery School
	Cultural Use
	Night Club/Discotheque
	Education
	Funeral Home
	Garden Centre
	Guest House
	Hotel
	Private Garage
	Retail Warehouse
Service Garage	

13.2.16 Acceptability of Uses in the GTH: Town Gateway and Transportation Hub Uses Zone

To provide for the development and improvement of public transportation infrastructure and high level uses. The area shall be developed as a gateway to the town with clear linkages to the Town Centre and the Seafront. The area is considered suitable for higher density mixed use development including retail, commercial, office, residential and civic use. All developments will be required to be of particularly high aesthetic design

Acceptability	Description of Use
Permitted in Principle	Bed and Breakfast
	Car Park
	Bus Depot
	Taxi Rank/ Interchange
	Commercial Recreational Buildings
	Cultural use
	Doctor/Dentist
	Guest House
	Health Centre
	Hotel
	Local Neighbourhood Services
	Offices
	Open Space
	Public House
	Public Services
	Tourist Office
	Residential
	Restaurant
	Shops-Major
	Shops-Neighbourhood
Cinema/ Theatre	
Not Normally Permitted but Open for Consideration	Advertisements and Advertising Structure
	Community Facility
	Crèche/Nursery School
	Discount Foodstore
	Education
	Retail Warehouse
	Small Home Based Economic Activity

14 Former Bray Golf Club Lands Area Action Plan

14.1 Introduction

The Former Bray Golf Club Lands Area Action Plan pertains to the area of land designated MU4 on the Land Use Zoning and Objectives Map.

Map A illustrates the Area Action Plan objectives for the Former Bray Golf Club Lands. This map is strictly indicative only and the Council will consider modifications, so long as (i) the area of each zone is provided, (ii) the overriding objectives for each zone are complied with, and (iii) the modifications comply with the proper planning and sustainable development of the area. The Action Plan provides a planning framework in which the development of the Former Golf Club Lands may be facilitated, and appropriate proposals developed.

Due regard shall be given to the general development standards and other general provisions of Chapters 1-13 of the Bray Development Plan, 2011. However, in the event of inconsistency between these general provisions and the objectives of the Former Bray Golf Club Lands Action Area Plan, the latter shall take precedence.

14.2 Context

The Former Bray Golf Club Lands comprise a large area of land, the majority of which are within Bray Town Council's jurisdiction and the remaining within Dun Laoghaire-Rathdown County Council's jurisdiction. This Action Plan only pertains to that portion of the site, which is within the jurisdiction of Bray Town Council, however the Dun Laoghaire-Rathdown County Development Plan, 2010-2016 has been taken into consideration in the formulation of Action Plan objectives. Development of the Former Golf Club Lands and adjoining Industrial Yarn Site, which is located in the jurisdiction of Dun Laoghaire-Rathdown, should be undertaken in a joined-up and co-ordinated manner.

The boundaries of the site are formed by:

- the Dublin-Bray DART and mainline railway line to the east;
- the northern bank of the Dargle River to the south;
- adjoining residential properties;
- Ravenswell National School and St. John of Gods;
- the county boundary to the north.

The site is in a pivotal location, with good potential links to the existing town centre, public transport nodes and the amenities of the River Dargle and Harbour area. The site is:

- within 200m of the existing primary retail facility at the Castle Street Shopping Centre and the commercial, retail and community facilities on the Main Street and Quinsborough Road;
- well serviced by existing and emerging public transport services, including DART (c.700m from the centre of the site) and several bus routes, including the proposed Quality Bus Corridor along the site's frontage to Dublin Road/Castle Street, and proposed B2 Luas extension;

- currently accessed from Ravenswell Road, while the Industrial Yarns site is accessed via the Dublin Road.

The development of the land can aid in the provision of housing to satisfy the needs identified in the Housing Strategy, and facilitate the provision of expanded employment, retail, leisure, social and cultural opportunities for the town's residents.

14.3 Action Plan Objectives

- a) To provide an extension to Bray Town Centre that complements and enhances the existing functions of the town centre by providing a suitable range and mix of uses including retail, offices, community, recreational/leisure, amenity, residential and town centre car parking. The development of the subject lands should be linked both physically and functionally with the existing town centre, to create commercial synergy and generate sustainable movements within the town, thereby improving the vitality and viability of Bray town centre;
- b) To provide a public park for the enjoyment of the town's residents;
- c) To provide high density residential developments, which are developed to the highest quality urban design criteria;
- d) Provide for an educational facility and an active recreational facility.

14.4 Transport

Access to the site is currently via Ravenswell Road. The following future vehicular links shall be provided:

- A new link to the Industrial Yarns Site;
- A new link to Sunnybank Junction;
- A link to the harbour area.

A new eastern link should be provided to the southern side of the River Dargle. The use of this link shall be strictly restricted so that it is used exclusively for pedestrians, cyclists, the Luas, and scheduled bus services. Private Motor vehicles will not be permitted to use this link. The link is required in order to provide access to the DART station and in order to promote sustainable transportation modes and permeability between the Former Golf Club Lands and adjoining areas.

Lands have been reserved for a Luas line from the County Boundary east of Sunnybank Junction, through the Ravenswell Golf Course lands, as far as the River Dargle as shown on Map A

The site has the capacity to accommodate the combined parking demand of the uses within the development, plus overflow parking from the existing town centre which currently has a shortage of car parking supply. Car parking standards shall comply with the requirements provided in Section 12.11 of 'Chapter 12:Development Control Standards and Guidelines'.

A public pedestrian walk shall extend along the River Dargle, linking the amenities of the river, the harbour and the coastal area with the town centre.

A pedestrian footbridge shall directly link the existing town centre with the new town centre on the site.

Where appropriate, new pedestrian links should be provided to link existing areas adjoining the Former Golf Club Lands with new development undertaken therein.

14.5 Flooding

A site must be reserved for a sub-ground storm tank for the Bray Shanganagh Sewage Treatment Works;

- All development proposals must include appropriate measures for the protection of the subject site and other lands in its vicinity, from flooding;
- No development shall be permitted at any location on the Former Golf Club Lands until the Council and the Office of Public Works are entirely satisfied that all lands throughout the town, that are located in proximity to the riverbank, are not put at a new or increased risk from potential flooding associated with the development of the Former Golf Club Lands;
- Before there is any development on the Former Golf Club Lands Bray Town Council shall obtain its own expert advice from a competent hydrologist and other experts and from the OPW and permission on the said site shall not be granted unless all reports indicate that the land is suitable for development.

14.6 Protection of Existing Trees

Existing mature trees that are worthy of preservation should, where possible, be incorporated into any proposed development. In particular, the existing trees located on the rocky escarpment should be maintained.

14.7 Zone 1: Town Centre (16.5 acres)

- A minimum of 35,000m² of retail floorspace shall be built in the initial stage of the development;
- The retail element must be included and completed in the first phase of the development of the Golf Club Lands;
- Retail, commercial, commercial recreational/leisure and tourist based land use activities shall be provided at ground floor;
- Residential development shall be ancillary to all other uses and should preferably be provided in the form of 'Living Over the Shop'. Residential development shall be permitted to comprise a maximum of 35% of the total gross building floor area of the zone;
- Office development should preferably be provided at upper floor level;
- A civic square shall be provided;
- Landmark buildings shall be constructed at key locations;
- There shall be strong pedestrian links to the existing town centre and transport nodes;
- An appropriate work of art at a suitable location;

- Taking Zone 1 as a whole, the following standards shall apply:
 - ❖ Plot ratio = 3.0
 - ❖ Site Coverage = 80%
 - ❖ Generally a maximum height of 5 storeys above ground level is appropriate in Zone 1. However the Council may permit heights above this, where the specific context of the site and the design of the building allows it. A maximum of 2 storeys above ground level shall be permitted in locations that are adjoining existing residential developments. At these locations, development must respect the character and amenity of existing residential properties;
- Notwithstanding the guidelines provided in 'Section 12.5: Shopfronts', the development of new shopfronts in Zone 1, which comprise modern, innovative designs, will be permitted, where the character and setting of the existing town centre is not compromised;
- During Phase 1, the developer shall prepare and implement a plan for the environmental enhancement of Dwyer Park and adjoining residential properties on Ravenswell Road. This Plan shall include objectives to ensure that the development of the Former Golf Club Lands does not impinge on the residential amenity of these areas. This Plan shall be prepared in conjunction with the residents of these areas, and it shall be subject to the agreement of the planning authority;
- Existing trees located to the rear of Dwyer Park shall be maintained;
- The Council will require a 20% quota of social/affordable housing (in accordance with Part V, Planning and Development Act, 2000) in all mixed developments if incorporating residential development.

Acceptability of Uses in Zone 1

Acceptability	Description of Use
Permitted in Principle	Bed and Breakfast
	Betting Office
	Car Park
	Commercial Recreational Buildings
	Cultural use
	Doctor/Dentist
	Enterprise Centre
	Guest House
	Health Centre
	Hotel
	Local Neighbourhood Services
	Offices
	Open Space
	Public House
	Public Services
	Residential
	Restaurant
	Shops-Major
	Shops-Neighbourhood
Not Normally Permitted but Open for Consideration	Advertisements and Advertising Structure
	Church
	Community Facility
	Crèche/Nursery School
	Nightclub/Discotheque
	Education
	Funeral Home
	Garden Centre
	Hospital
	Light Industry
	Private Garage
	Retail Warehouse
	Small Home Based Economic Activity
Wholesale Outlet	

14.8 Zone 2: Open Space & Community (16.5 acres)

- An appropriate range and mix of community facilities shall be provided to support future residential and working communities. As a minimum requirement, and in addition to the requirement set out in the point below, the developer shall provide childcare facilities (including crèche) and a community/youth centre in Zone 2;
- 6.4 acres of Zone 2 shall be reserved for the use of an educational facility/institution and 10.1 acres of Zone 2 shall be reserved for the use of a sporting/active recreational facility/institution. In the event of the sports facility not taking up its option, a minimum of 10 acres shall be reserved for educational uses and the overall area of Zone 2 shall remain at 16.5 acres;
- The residential amenity of Corke Abbey shall be protected.

Acceptability of Uses in Zone 2

Acceptability	Description of Use
Permitted in Principle	Community Facility
	Crèche/Nursery School
	Doctor/Dentist
	Education
	Enterprise Centre
	Health Centre
	Open Space
	Public Services
	Recreational Facility/Sports Club
	Recycling facilities

14.9 Zone 3: Residential (8 acres)

- Generally a maximum height of 4 storeys above ground level is appropriate in Zone 3. However the Council may permit heights above this, where the specific context of the site and the design of the building allows it. A maximum of 2 storeys above ground level shall be permitted in locations that are adjoining existing residential developments. At these locations, development must respect the character and amenity of existing residential properties;
- High quality urban design will be required within residential layouts for the purpose of protecting the environmental quality and amenity of the area;
- Developments shall promote the creation of socially mixed communities and cater for varied lifestyle requirements, building types and settings. A variety of different house types and sizes will be required;
- Taking Zone 3 as a whole, the following standards shall apply:
 - ❖ Plot ratio = 1.0
 - ❖ Site Coverage = 55%

- ❖ Maximum density = 55 units/acre

Acceptability of Uses in Zone 3

Acceptability	Description of Use
Permitted in Principle	Church
	Crèche/Nursery School
	Open Space
	Private Garage
	Public Services
	Residential
Not Normally Permitted but Open for Consideration	Bed and Breakfast
	Commercial Recreational Buildings
	Community Facility
	Cultural Use
	Doctor/Dentist
	Education
	Guest House
	Halting Sites
	Health Centre
	Hotel
	Local Neighbourhood Services
	Neighbourhood Shops
	Public House
	Recreational Facility/Sports Club
	Residential Institution
	Restaurant
Retirement Home	
Small Home Based Economic Activity	

14.10 Planning Applications

Where appropriate, planning applications in respect of the above Action Plan must be accompanied by the following:

- Design Brief/Urban Design Strategy/Landscaping Scheme/Tree Survey;
- Mobility Management Plan;
- Retail Impact Assessment;
- Flood Risk Assessment;
- Traffic Impact Assessment;

- Environmental Impact Statement;
- Area Action Plan-Details to accompany submission of planning application;
- Any other information which the planning authority considers appropriate.

Proposed developments must link with/take account of development objectives for the adjoining Harbour and Seafront Areas, as outlined in 'Chapter 15: Bray Harbour and North Beach Area Action Plan' and 'Chapter 11: Bray Seafront Area.

15 Bray Harbour & North Beach Area Action Plan

15.1 Vision

To enhance the Harbour and North Beach's role, as the gateway to the seafront area and its function as the primary centre for water based leisure and recreational activities within the town, and to make this area an exciting and inviting place to visit for citizens and tourists.

15.2 Introduction

The Bray Harbour and North Beach Area Action Plan pertains to the area of land zoned MU6 on the Land Use Zoning and Objectives Map. As illustrated on the map, the site encompasses the harbour and the industrial units north of the harbour and the proposed reclaimed land and breakwater. Proposals within the Dun Laoghaire-Rathdown area are subject to their agreement.

While this is a generally pleasant space, it does incorporate a number of features that work against its attractiveness and functionality. These include some unsightly buildings and boundary fencing to the south and west of the harbour, as well as the industrial buildings to the north, that do not add to the presentation of the area; the shallow draught of the harbour severely limits its usefulness.

To address these and other issues, a report was prepared under a grant from the public private partnership section of the Department of the Environment Heritage and Local Government in 2003, and the main elements of the recommendations of that report have been incorporated into the Bray Harbour & North Beach Area Action Plan, that was first incorporated in the 2005-2011 Bray Development Plan.

Map B illustrates an Area Action Plan for the Bray Harbour and North Beach area. This map is strictly indicative only and the Council will consider modifications, so long as:

- (i) the area of each zone is provided,
- (ii) the overriding objectives for all zones are complied with, and
- (iii) the modifications comply with the proper planning and sustainable development of the area.

The Action Plan provides a planning framework in which the development of the Bray Harbour and North Beach area may be facilitated, and appropriate proposals developed.

Due regard shall be given to the general development standards and other general provisions of Chapters 1-13 of the Bray Development Plan, 2011. However, in the event of inconsistency between these general provisions and the objectives of the Bray Harbour and North Beach Area Action Plan, the latter shall take precedence.

Since the original report and action area plan for the harbour were published, the economic environment necessary to deliver the various objectives of that report and plan has deteriorated, and the works required to be funded by the enhanced commercial development opportunities as a result of the Action Plan are thus unlikely to be delivered within the lifetime of this draft Plan.

Accordingly the Planning Authority will consider applications for development of limited parts of the overall Action plan area provided proportionate and commensurate elements of the overall objectives of the Action Area are delivered in tandem with whatever level of development is proposed. Access from harbour road will be considered for applications for development of limited parts of the overall Action Area.

15.3 Action Plan Objectives

To provide a high quality integrated harbour/marina area incorporating mixed-use development with pedestrian and/or vehicular links to the Former Bray Golf Club Lands and Strand Road. The Council envisages that the harbour area will become synonymous as a high-class centre for water based outdoor/recreational pursuits and civic/social amenities. The development shall provide the following land uses:

- Water based outdoor/recreational pursuits;
- Ground floor retail;
- Café/restaurant;
- Leisure facilities (private and communal);
- Open space;
- Civic social amenity/community clubs;
- Berths (circa 300 berths);
- Residential;
- Artisan and crafts quarter;
- Provide public access to the North beach.

The development will involve substantial land reclamation north of the existing harbour. It is essential that the necessary coastal protection works are provided to preserve the reclaimed and existing land from erosion in the future. The residential amenity of North Strand Road/Seapoint Road area shall be protected.

The development shall be planned so as to ensure that public access to the area is maximised, through the development of quality and legible public access links, which link to all adjoining areas. Vehicular access to the North beach development will be through the Former Golf Club Lands.

Taking Zones 1 and 2 & F3 (as defined in Map B) as a whole, the following development standards shall apply:

- Maximum plot ratio = 1.0
- Maximum site coverage = 55%
- Maximum density = 55 units/acre

15.4 Zone 1: Harbour & Marina Area (29 acres)

Integrated harbour and marina area comprising:

- marina basin with potential for circa 300 berths;
- leisure harbour with easy access to the sea;
- promenade access;
- harbour entrance with wave absorbing basin;
- generally a maximum height of 4 storeys above ground level is appropriate in Zone 1. However the Council may permit heights above this, where the specific context of the site and the design of the building allows it;
- the height of any proposed developments adjacent to existing residential developments, shall be consistent with the height of these existing structures;
- throughout Zone 1, the ground level of the site should be consistent with the current ground level of the area;
- the provision of marine based community clubs and facilities in a waterside location with direct access to a launching beach and slipways. The facilities should provide appropriate clubhouse and boatyard facilities. In addition, commercial recreational based developments should be provided;
- pedestrian priority;
- residential component ancillary to all other uses;
- vehicular access to the Bray harbour and north beach area will be from both Seapoint Rd and the Golf Course lands, and a corridor shall be reserved for a future possible direct route to the Wilford junction via Woodbrook Golf Course;
- a boat pen shall be provided;
- at an appropriate location, boat slip way facilities shall be provided.

Provision of the harbour and marina would involve marine construction, dredging and land reclamation works above and below high water mark.

The harbour and marina development shall incorporate an area for marine-based enterprise and for light industrial and commercial use associated with boat building and maintenance.

At the early stages of the preparation of a scheme, the developers of the Harbour area shall consult with all relevant interest groups in the town that are associated with marine-based activities. The aim of this consultation shall be to ensure that the development, where appropriate, is undertaken in a manner that meets the needs of all types of marine based activities in harbour and marina based developments.

Acceptability of Uses in Zone 1

Commercial	Use	Illustrative Type
	Entertainment	Bars Restaurants Café Food Outlets
	Accommodation	Hotel Holiday Accommodation
	Retail	Ships Chandlers Marine Related Stores Clothing and Specialist Clothing Arts and Crafts Book Shop/Art Gallery/Records/CDs Gift Shop/Souvenir Hairdresser Florist Convenience Store/Food
	Leisure	Health and Fitness Club Spa Water based outdoor/recreational pursuits
	Business	Harbour Master and Marina Reception Office Small Offices
Residential	Residential development ancillary to other uses	
Civic and Social Amenities	Cultural	Art Gallery Tourist and Heritage Centre Library Museum Conference and Exhibition
	Community	Primary Healthcare Crèche Public toilets/showers/changing facilities

15.5 Zone 2: Residential (8.5 acres)

Provide for residential development, subject to the following standards and limitations:

- High quality urban design will be required within residential layouts for the purpose of protecting the environmental quality and amenity of the area;
- Developments shall promote the creation of socially mixed communities and cater for varied lifestyle requirements, building types and settings. A variety of different dwelling types and sizes will be required;
- Minimisation of impact of development on coastal views;
- Generally, a maximum height of 4 storeys above ground level with penthouse, is appropriate in Zone 2, however the Council may permit heights above this, where the specific context of the site and the design of the building allows it;
- Good vehicular access with adequate car parking;
- It is essential that the necessary coastal protection works are provided to preserve the reclaimed land from erosion in the future.

Acceptability of Uses in Zone 2

Acceptability	Description of Use
Permitted in Principle	Crèche/Nursery School Open Space Private Garage Public Services Residential
Not Normally Permitted but Open for Consideration	Bed and Breakfast Commercial Recreational Buildings Community Facility Cultural Use Doctor/Dentist Education Guest House Halting Sites Health Centre Hotel Local Neighbourhood Services Neighbourhood Shops Public House Recreational Facility/Sports Club Residential Institution Restaurant Retirement Home Small Home Based Economic Activity

15.6 Open Space and Recreational Amenities

Land adjoining Zones 1 and 2 is located within the jurisdiction of Dun Laoghaire-Rathdown County Council. This land is zoned 'F: To preserve and provide for open space and recreational amenities' under the 'Dun Laoghaire-Rathdown County Development Plan 2010-2016'.

15.7 Planning Applications

Where appropriate, planning applications in respect of the above Action Plan must be accompanied by the following:

- Design Brief/Urban Design Strategy/Landscaping Scheme/Tree Survey;
- Mobility Management Plan;
- Flood Risk Assessment
- Area Action Plan-Details to accompany submission of planning application;

- Any other information which the planning authority considers appropriate.

Proposed developments must link with/take account of development objectives for the adjoining Former Golf Club Lands and Seafront Area, as outlined in the 'Chapter 14: Former Bray Golf Club Lands Area Action Plan' and 'Chapter 11: Bray Seafront Area'

16 Rehills Land Area Action Plan

16.1 Introduction

The Rehills Land Area Action Plan pertains to the area of land zoned MU5 on the Land Use Zoning and Objectives Map.

Map C illustrates an Area Action Plan for the Rehills Land area. This map is strictly indicative only and the Council will consider modifications, so long as (i) the area of each zone is provided, (ii) the overriding objectives for each zone are complied with, and (iii) the modifications comply with the proper planning and sustainable development of the area. The Action Plan provides a planning framework in which the development of the Rehills Land area may be facilitated, and appropriate proposals developed.

Due regard shall be given to the general development standards and other general provisions of Chapters 1-13 of the Bray Development Plan, 2011. However, in the event of inconsistency between these general provisions and the objectives of the Rehills Land Area Action Plan, the latter shall take precedence.

16.2 Context

Rehills Land is located on the eastern side of the River Dargle at the edges of the western boundary of the Town Council. The site is bounded to the east by a steep sloped wooded area, zoned OS1, and on all other sides by the River Dargle and a residential component. The adjacent woods and river mean that the site is defined by significant natural amenity assets. At present the site is not accessible in terms of pedestrian/vehicular traffic, although land has been reserved for the construction of a bridge on the northern side of the 'La Vallee' Office Block (within the MU3 zoned area). This will ensure that the site will be accessible from the Dargle Road.

16.3 Action Plan Objectives

To provide for a mixed use development including tourist/hotel, leisure, recreational, office, open space and residential land uses. The development must be of an exceptionally high urban design quality. In particular, proposals must take account of the special natural characteristics of the site and its surrounding context. The development must respect the residential amenity of adjoining residential areas, as well as the protected views and prospects from the N11. In order to ensure no damage to the River Dargle, all development proposals must include appropriate measures for the protection of the riverbank. In addition, all development proposals must include a flood risk assessment. Where appropriate, this assessment shall include appropriate measures for the protection of the subject site and other lands in its vicinity, from flooding. The only access to the site shall be from the new bridge on the Dargle Road.

Taking the MU5 zone as a whole, the following development standards shall apply:

- Maximum plot ratio = 0.6
- Maximum site coverage = 55%
- Maximum density = 20/hectare

16.4 Zone 1: Mixed Use (4.5 acres)

In Zone 1, the following standards and principles shall apply:

- A maximum height of 4 storeys above ground level shall be permitted in Zone 1. Residential development shall only be permitted as ancillary to all other uses. Residential development shall be permitted to comprise a maximum of 15% of the gross building floor area of the zone. Residential units should be strategically located in order to provide overlooking and security throughout the zone;
- Recreation facilities, restaurant/café, Hotel and commercial recreational facilities should have easy access to/overlook the public park (Zone 2) and should take advantage of the riverside location;
- Public walkways, plazas and open spaces with continuity, ease of movement and legibility;
- An appropriate work of art at a suitable location;
- Utilisation of sound design principles and variety in built form to create a sense of place with its own identity.

Acceptability of uses in Zone 1

Acceptability	Description of Use
Permitted in Principle	Commercial Recreational Buildings
	Cultural Use
	Hotel
	Open Space
	Offices
	Recreation Facility
	Residential
	Restaurant/Café
	Recycling facilities
	Sports Club
Not Normally Permitted but Open for Consideration	Crèche/nursery school
	Enterprise centre
	Health care

16.5 Zone 2: Active and Passive Open Space (6 acres)

Creation of an attractive, landscaped public park to include:

- provision of new landscaped public park;
- appropriate planting, walkways, signage, picnic areas and seating to form a pleasant and successful outdoor public open space;
- provision of road access and public car parking with suitably located toilet and washroom facilities;
- the park is to be of contemporary design, which will attract wide public use;

- the park will run adjacent to the River Dargle, so that the amenity/leisure potential of the river is realised. The park shall link into the River Dargle pedestrian/cycle path that runs along the southern banks of the Dargle riverbank, linking the Harbour/Town Centre area of the town to development in Zone 1;
- a pedestrian bridge shall be constructed from the Dargle Road.

Acceptability of Uses in Zone 2

Acceptability	Description of Use
Permitted in Principle	Open Space
	Public Services
	Recycling facilities

16.6 Zone 3: Residential (3 acres)

This zone is to provide for new residential development in accordance with the policies of the Development Plan. The following specific requirements shall apply:

- high quality urban design will be required within residential layouts for the purpose of protecting the environmental quality and amenity of the area;
- developments shall promote the creation of socially mixed communities and cater for varied lifestyle requirements, building types and settings. A variety of different house types and sizes will be required;
- a maximum height of 4 storeys above ground level shall be permitted at riverside locations in Zone 3. A maximum height of 2 storeys above ground level shall be permitted in locations that are adjoining existing residential developments;
- where appropriate, buildings shall face onto public open space to ensure supervision.

Acceptability of Uses in Zone 3

Acceptability	Description of Use
Permitted in Principle	Crèche/Nursery School Open Space Private Garage Public Services Residential
Not Normally Permitted but Open for Consideration	Bed and Breakfast Commercial Recreational Buildings Community Facility Cultural Use Doctor/Dentist Education Guest House Halting Sites Health Centre Hotel Local Neighbourhood Services Neighbourhood Shops Public House Recreational Facility/Sports Club Residential Institution Restaurant Retirement Home Small Home Based Economic Activity

16.7 Planning Applications

Where appropriate, planning applications in respect of the above Area Action Plan must be accompanied by the following:

- Design Brief/Urban Design Strategy/Landscaping Scheme/Tree Survey;
- Mobility Management Plan;
- Environmental Impact Statement;
- Flood Risk Assessment;
- Area Action Plan – Details to accompany submission of planning application;
- Any other information, which the planning authority considers appropriate.

17 Appendices

- Shopfront Design Guidelines for Bray (Colm O'Broin & Partners, 2007)
- RPS Item No. 41 Map.



Guidelines on Shopfront Design for Bray



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INTRODUCTION

The purpose of these guidelines is to create a recognisable 'Bray Town', not by dictating specific formats, but by ensuring well thought-out design of high quality.

By the very nature of this regeneration area, there exists an opportunity to dispense with traditional genres and thus create a truly unique town centre.

A new Bray Town style actively encourages innovation but insists upon quality craftsmanship in contemporary detailing, capable of withstanding fashion and time.

It recommends a diverse range of materials, each relevant to the maritime environment and recognising its location in Wicklow by using local materials eg Wicklow granite.

The new Bray Town style will be symbolised by its variety – a variety that is capable of embracing the history of the area, while celebrating new and future developments. This diversity aims to ensure the liveliness, vibrancy and longevity of the area – improving the streetscapes and ultimately the quality of life.

An essential aim of the regeneration policy is that the generic character of the area is preserved as a means of ensuring sustainability of the area for future generations.

Contextual considerations in new design are a means of documenting what is valuable and unique in the area, ultimately maintaining personality and a sense of place.

The guidelines strongly promote attention to context in detailing, believing that it can actively enhance contemporary designs by developing interesting schemes that are harmonious to the area.



Main Street is seen as the principal public space in Bray. It is also the major focus of commercial activity in the town and must provide an attractive environment if it is to continue to draw a high level of trade in the face of competition from existing and developing shopping centres in Wicklow and South County Dublin.

Bray has a rich and colourful history which has invariably left its legacy on the built environment and wider landscape.

The main street has a linear north / south axis and curves gently from east to west. There is a terminal space at either end – at the old Court House to the northern end and at the Town Hall to the south – and the street corridor is punctuated by the Church of the Holy Redeemer approximately mid way along its length. Land use on Main Street is almost completely commercial. Ground floors are either shops or consumer services and upper floors are generally used as office space.

Shopping is an important activity within Bray. Significant deterioration of buildings and shop fronts has taken place over the last few decades. The outward appearance of shops is often an indicator of the quality, prosperity or image of a town. The design of a shopfront is, therefore, an important element in the street scene, both individually and in terms of a collective impact. An emphasis on good quality design of shopfronts will in turn encourage investment and spending and will ultimately benefit all traders and shoppers in Bray.

Main street is dotted with protected structures such as F. Doyles Butchers, No. 4 & No. 5 and No. 108. It is proposed that these buildings be upgraded and refurbished. The open spaces at the Town Hall, the Church of the Holy Redeemer and the Court House should be repaved and upgraded with planting, lighting and soft landscaping to provide three public open spaces along Brays principle shopping street.

BRAY



The function of the shopfront is two-fold; to identify a retail premises within a street by way of name, signage and window display and to express the architectural character of a building at ground floor level.

The basic rule in good shopfront design is the requirement to [respect the architecture overhead and adjacent to, in terms of proportion, scale and materials.](#)

It is essential that any new shopfront is not designed in isolation. Designs should show the relationship of the shopfront to the upper floors and any adjoining buildings. The shopfront should sit within the original building framework set by structural columns and beams and should carry significant features through to ground floor level, rather than visually separating the ground and first floors.

The vertical and horizontal emphasis of the surrounding buildings is important when designing a new shopfront. If a unit occupies more than one building, the vertical division between the buildings must be retained – a new single shopfront should not be allowed to straddle originally distinct elevations.

Designs need to be imaginative within the constraints of the existing building, enhancing its character rather than conflicting with it.

SHOPFRONT DESIGN



SHOPFRONT STYLE

The shopfront is part of the building and the building is part of the street.

Where a shopfront is to be installed, it should normally be of materials or finishes appropriate to the age, style and character of the building and its surrounding area. If a 'traditional style' shopfront is required it should be **appropriate to the style and age of the building and the locality**.

In Bray there is no precedent for any particular shopfront style. There will be some requirement for traditional designs, but nostalgia or pastiche designs are strongly discouraged. Where no original designs have survived, a modern solution is preferred over inaccurate representations. Good quality contemporary shopfront design that will serve as the basis for the new identity of the area is encouraged.



A recent replacement traditional shopfront.



A contemporary shopfront.

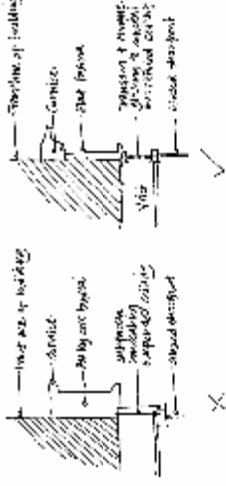
The primary function of the fascia is to advertise the name of the shop. The fascia also gives visual support to the upper floors and helps frame the shop window. Traditionally, the fascia was an integral part of the facade and never applied to the building as an afterthought. The shallow depth of a traditional fascia corresponded to that of a beam or lintel spanning the glazed opening, integrating the fascia into the facade.

The fascia should be of an appropriate height, in scale with the overall height of the shopfront and other elements of the building. **Excessively deep fascias should be avoided.** A failing of many modern shopfronts is the application of overlarge and inappropriate fascias, superimposed on the front of originals and obscuring such detailed elements as consoles and cornices.

The fascia should not encroach on or above first floor level or extend uninterrupted across a number of buildings.

The use of extended or sub-fascias, incorporated to hide suspended ceilings will be discouraged. Any such ceilings should be concealed within the area of the shop window by either setting the ceiling well back from the shop front or by positioning it behind an obscure glazed transom light.

ELEMENTS FASCIA



An example of one of many over-sized out-dated fascias on the Main Street.



Temporary looking fascias should never be used.



An example of a well proportioned fascia.



Extended fascias concealing shutters or suspended ceilings are discouraged.

The choice of lettering can evoke an image and provide decorative interest to both the architectural character of the building and to the wider landscape.

Minimum text should be used. Excessive signage can be counterproductive by creating clutter or a confused appearance. Shop lettering should convey the essential message of the retailer. The shop name alone will generally have most effect. Each shop should have its street number displayed. This could be included as part of the fascia, on glazing above the door, or on the door itself.

All lettering is to be legible and in character with the building.

Lettering is to be in proper proportion to the size of the fascia and to the scale of the building. As a general rule, the lettering should be restricted to half the fascia width, taking care to leave sufficient space at top, bottom and sides.

If additional signage is required, this could be applied to the stall riser or even the window itself.

Preferred Signage Locations

1. Directly to the glazing.
2. To the bulkhead behind the glazing.
3. To architectural features eg columns and doorways.
4. Behind the glass.

Generally, individually mounted lettering or handpainted lettering is required.

Hand-painted advertisements on walls, old enamelled signs and hanging signs representing trades are features which add to the decorative quality of buildings. They can provide interest and character to the surroundings, however they should be carefully controlled as they are not suitable for every building and overuse can destroy the visual harmony of the street.

ELEMENTS SIGNAGE



Minimal text is preferred. Excessive signage causes confusion.



Lettering should be in proper proportion to the size of the fascia.



Sandwich boards can give the appearance of clutter in the townscape, and can be a hazard to the disabled and visually impaired if not carefully designed and positioned.

The illumination of shopfronts and signage is generally considered unnecessary. In certain circumstances, for example where the business is open in the evening, modest levels of discreet lighting (the purpose of which is to light the lettering and not bathe the whole façade and pavement in a pool of light) may be permitted. **Light fittings should be discreetly located**, painted the same colour as the fascia and concealed under cornices or architectural profiling.

ELEMENTS SIGNAGE



Individually mounted lettering or handpainted lettering is required.



Sandwich boards are discouraged. Well designed signage incorporated into the design of the shopfront is preferred.

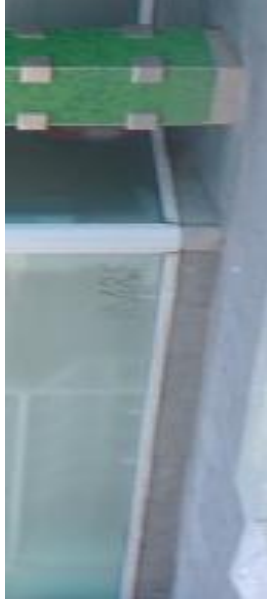


Light fittings should be discreetly located.

Stall risers not only improve the proportions of a shopfront but also provide a solid visual base anchoring the building to the ground. They also provide protection to the glass from dirt, kicks and knocks.

Hardwearing materials eg tiles, polished granite, stainless steel etc, should be used as they are easy to clean and maintain. Tiled stall risers are common in Bray, many of these have been painted over when they should have been replaced.

Often in contemporary shopfronts where the glazing runs down to the ground there is no need for stall risers.



A stall riser using the same material as the footpath.



Contemporary shopfronts may not require a stall riser.

ELEMENTS

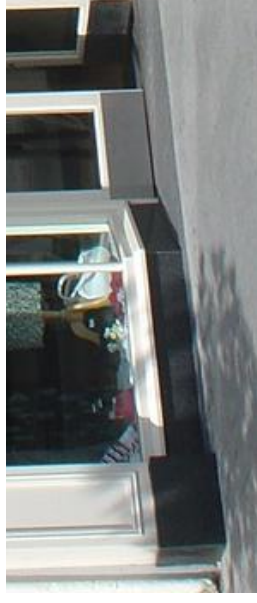
STALL RISER



An example of a traditional tiled stall riser at F. Doyles butchers.



A newer tiled stall riser at Eddie Rockets.



Polished granite stall riser.

ELEMENTS

DOORS + WINDOWS

Shop windows often work best if set in the same plane as the building front with any deeply recessed areas being confined to the entrance door. Doorways can sometimes be successfully angled inwards to create an inviting lobby while also increasing the effective display area.

Frosted glazing rather than solid signage should be used where retail necessities need to be concealed.

Schemes for shop premises which provide separate access from the shop frontage to upper floor accommodation need careful consideration to ensure that adequate provision remains for satisfactory first floor access.

Access should be made easy for everybody including those in wheelchairs or with other aids to mobility; the visually impaired; parents with pushchairs and young children; the elderly and those carrying heavy bags. Shopfronts should be designed with level access at pavement level. Where this is impossible, a ramp rather than steps must be provided.



Contrasting doorways can define the entrance.



Frosted glazing rather than signage should be used to conceal suspended ceilings, storage, seating etc.

Canopies and awnings can be invaluable for protecting goods from sunlight and providing shelter for pedestrians. Modern materials coupled with advances in engineering allow finer profiles and restrained detailing, giving canopies and awnings a renewed relevance in contemporary design.

New awnings are most effectively positioned below the fascia and between the pilasters as this means the shop name will not be hidden.

Awnings should always be retractable and ideally made of canvas or similar materials. Generally the colour chosen should be subdued as bright or gaudy colours will often jar with neighbouring shops and undermine the quality of the street scene.

The use of awnings will be considered provided these are not installed principally as a means of increasing advertisement space.

ELEMENTS CANOPIES



Canopies should be functional.



Canopies should be positioned below the fascia so the shop name will not be hidden.



Materials used in shopfront construction should be of **good quality, durable, and should respect the age and character of the building** and adjoining street.

The decision to build a traditional shopfront or a modern one will, to a large extent, dictate the type of materials used.

Materials traditionally used in Bray are wood, glass, brick, tiles and stone. Timber is an appropriate material for shopfront construction, it is versatile, durable, easily and cheaply maintained or altered.

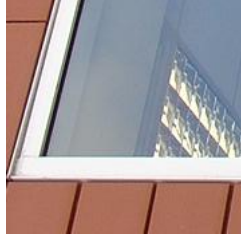
Modern materials such as aluminium, plastic, acrylic or Perspex can work well when both the building and shopfront is contemporary in style. Other high quality materials such as marble, terrazzo, bronze or chrome might also be suitable for use in such locations.

It is often best to **limit the number of different materials used**, as too wide a range can result in a confused or chaotic appearance.

The integration of existing materials with modern materials is recommended, creating a balance of finish and texture and establishing a sense of permanence in contemporary design. Historic robust materials such as granite, limestone, brick, timber, cast iron, brass and copper can be integrated with lightweight contemporary materials such as stainless steel and glass.

Note: The use of glass is strongly recommended for its reflective properties, aiding a sense of playfulness and liveliness across facades.

ELEMENTS MATERIALS



ELEMENTS COLOUR

When considering the colour of new or replacement shopfronts it is important that the selected colour scheme complements the character and style of the building, rather than conflicting with it.

Shopfronts are traditionally painted in strong colours which are slow to fade. The use of rich colours, such as dark shades of green, blue, red and black is recommended, as these are traditional. **With such 'recessive' colours it leaves the window display to provide the highlight.**

Corporate colours should be restricted to the main signage of the shopfront and not the entire shopfront.



Solid external shutters which completely cover the shopfront when closed have a major impact on the street scene and should never be used. This affects street character and visual amenity, giving a dead appearance to the frontage and contributes to the creation of an unwelcoming and hostile environment. They are vulnerable to graffiti which gives out signals about the areas vulnerability to crime and can deter shoppers from using such locations, thus losing the benefit of passive surveillance. When they are down they obscure details of the shopfront, the window display is not visible and additional illumination for the street is lost.

Where there is an obvious need for enhanced security, the use of alternative methods of protection should be considered, including, where appropriate, the use of toughened glass, additional glazing bars or internal grilles:

- Toughened / laminated glass is the most favoured solution. It incorporates a plastic interlayer and can remain intact even when broken.
- Additional glazing bars reduce glazing size, thus strengthening glass area and reducing opportunities for theft.
- Internal open-mesh window grilles, fixed inside shop windows behind glass, allow views into the shop even after hours and give a less fortified appearance than external grilles.

Although alarm boxes have to be visible to work as a deterrent, they should be as unobtrusive as possible. If the box is to be positioned on the shopfront, then aesthetically the best position is usually at a corner of the fascia. The box must be painted to suit the shop colour scheme. Wiring should be integrated and redundant wiring removed. Wiring ducts should not be planted onto the face of the building.

ELEMENTS SECURITY



Internal security grilles would be preferred to these examples of external grilles as they would have the joint benefit of allowing the shop surround and any architectural details to remain unobstructed.



ELEMENTS SECURITY

Internal lighting can be used as a means to deter criminals. During closing hours good lighting, which illuminates the whole shop interior and is visible from the street, can encourage people to window shop and also reduces the likelihood of a break in. The lighting should generally not be so strong as to illuminate the area outside the shop, as this might affect the character of the area.

Residential use of floors above the shop can provide numerous benefits to the shop owner. As well as an additional source of income 'living over the shop' is a cheap and effective way of improving security. Having a constant presence over the premises is one of the most efficient ways of reducing crime and vandalism and often involves little alteration which might affect the character of the building.

1. Open mesh transparent shutters should be used.
2. All shutters are to be fixed internally.
3. Retractable shutters must have their housing box concealed behind the internal bulkhead or suspended ceiling.

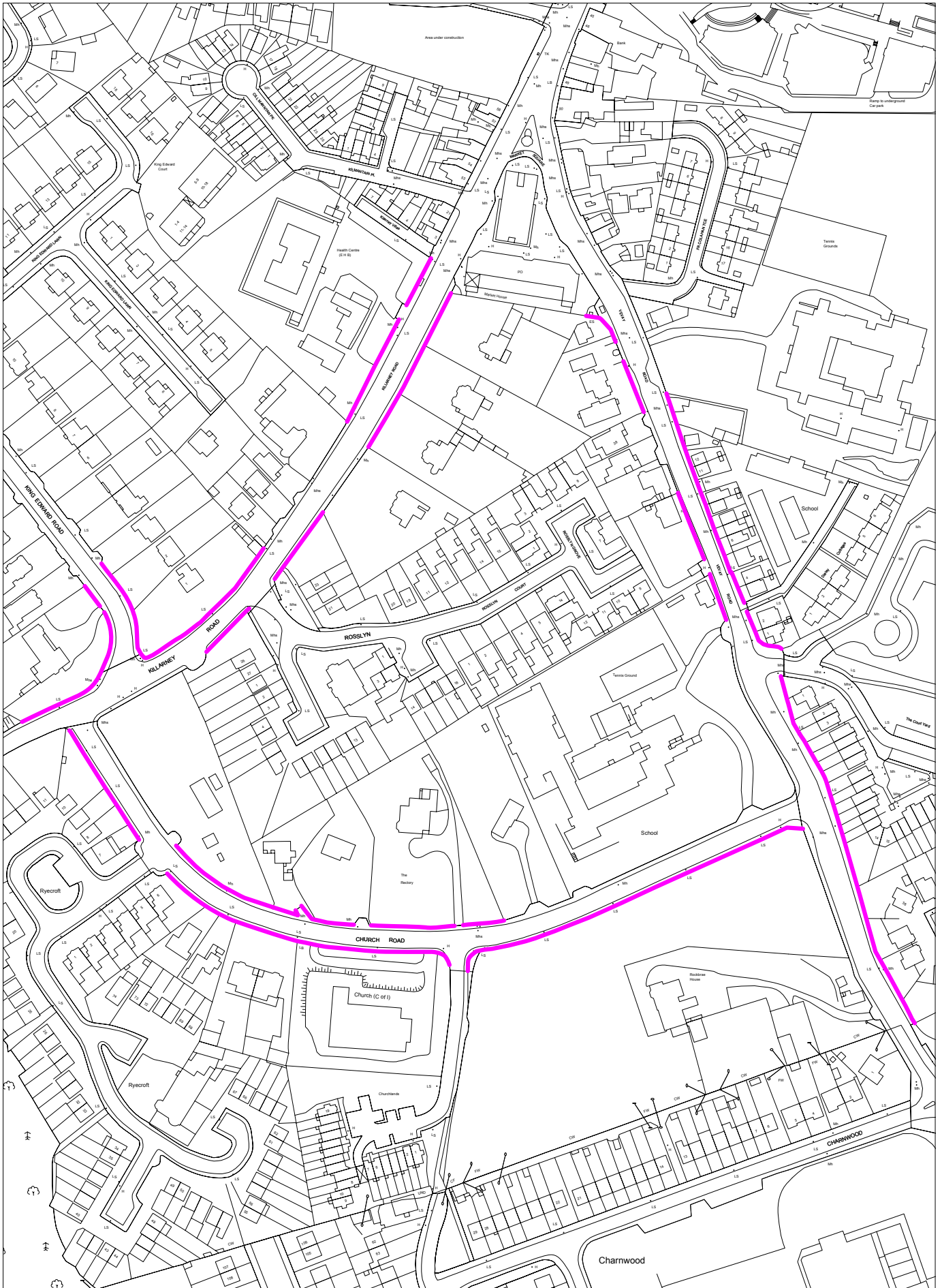


An internal shutter behind the shop window display allows passers by to window shop and gives a less fortified appearance than external grilles.



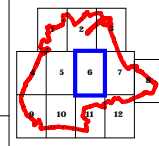
AIB Dun Laoghaire have replaced solid infill panels with glazed and timber panels creating a more attractive streetscape.





BRAY TOWN DEVELOPMENT PLAN 2011 - 2017
RPS ITEM NO.41 - STONE BOUNDARY WALLS

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Scale: 1:2500
 Date: 3/3/11