

# Bray Town Council



Development Plan  
2005 to 2011

# Bray Town Council



## Development Plan 2005 to 2011

Bray Town Council  
*Comhairle Baile Bhré*

Civic Offices  
Main Street  
Bray  
County Wicklow

Telephone: 274 4900  
Fax: 286 0930  
VPN: 1035 4900  
Email: [tclerk@braytc.ie](mailto:tclerk@braytc.ie)

# Contents

## Chapter 1: Introduction

1.1	Introduction to Bray Development Plan (2005-2011)	2
1.2	Structure of Bray Development Plan	3
1.2.1	The Written Statement	3
1.2.2	Maps	4
1.3	National Plans, Policies and Strategies	4
1.4	Financial Considerations	4
1.5	Plan Period	5
1.6	Plan Implementation	5

## Chapter 2: Overall Strategy

2.1	Strategic Vision and Policy Objectives of the Bray Development Plan	8
2.1.1	Strategic Vision	7
2.1.2	Strategic Policy Objectives	8
2.2	Demographic and Socio-Economic Context	9
2.2.1	Population	9
2.2.2	Age and Sex	9
2.2.3	Household Structure and Size	10
2.2.4	Employment	10
2.3	Strategic Planning Context	11
2.3.1	National Spatial Strategy	11
2.3.2	Regional Planning Guidelines, Greater Dublin Area 2004-2016	12
2.3.3	Sustainable Development	13
2.4	Local Planning Context	14
2.4.1	Factors Impacting on Development	14
2.4.2	Town Function and Role	16

## Chapter 3: Housing

3.1	Vision	18
3.2	Context	19
3.3	Bray Town Council Housing Strategy	19
3.3.1	Introduction	19
3.3.2	Statutory Requirements	20
3.3.3	Review of Bray Housing Strategy 2001-2005 and Proposed Amendments	20
3.3.4	Housing Strategy 2005-2011	21
3.3.5	Housing Demand Projection	21
3.3.6	Capacity of Supply	22
3.3.7	Social and Affordable Housing Requirements	22
3.3.8	Direct Provision of Social Housing Including Special Needs	22

3.3.9	Provision of Social and Affordable Housing through Part V of the Planning and Development Act 2000	25
3.4	Policy for the Implementation of the Housing Strategy	25
3.4.1	Planning Permissions and Part V of the Planning and Development Act, 2000	25
3.4.2	Integrated Framework Plan for Land Use and Transportation	26
3.4.3	Promoting the Role of Housing Agencies	27
3.4.4	Social Housing	27
3.4.5	Housing Mix	27
3.4.6	Special Needs Housing	28
3.4.7	Countering Social Segregation	30
3.5	Other Policy	30
3.5.1	High Residential Densities	30
3.5.2	Infill Residential Development	31
3.5.3	Quality Residential Environments	31
3.5.4	Sustainability and Energy Efficiency	32
3.5.5	Protecting Civic, Community and Educational Lands	32
3.5.6	Ardbrae Park	32

## Chapter 4: Retail and Town Centre

4.1	Vision	34
4.2	Context	35
4.3	Strategy	35
4.4	Policy	35
4.4.1	Retail Strategy	35
4.4.2	Bray Town Centre	36
4.4.3	Vitality and Viability	37
4.4.4	Town Centre Expansion	37
4.4.5	Living Over the Shop	38
4.4.6	Shopfronts	38
4.4.7	Laneways	39
4.4.8	Large Foodstores	39
4.4.9	Discount Foodstores	39
4.4.10	Local Convenience Shops	40
4.4.11	Retail Warehouses	40
4.4.12	Local Neighbourhood Centres	41
4.4.13	Opportunity Sites	41
4.4.14	Derelict Sites	42

## Chapter 5: Economic Development and Tourism

5.1	Vision	44
5.2	Context	45
5.3	Strategy	45
5.4	Policy	46
5.4.1	Economic Development	46
5.4.2	Office Development	47
5.4.3	Knowledge-Based Industries	47
5.4.4	Bray Enterprise Centre	47
5.4.5	Small and Medium Enterprises	48
5.4.6	Tourism	48
5.4.7	The Film Industry	49

## Chapter 6: Community

6.1	Vision	51
6.2	Context	52
6.3	Strategy	52
6.4	Policy	53
6.4.1	County Development Strategy	53
6.4.2	Community Development	53
6.4.3	Childcare	54
6.4.4	The Arts	55
6.4.5	Festivals	55
6.4.6	Libraries	56
6.4.7	Social Inclusion	56
6.4.8	Equality Proofing	56
6.4.9	The Disabled	57
6.4.10	Public Participation and Consultation	57
6.4.11	Crime and Anti-Social Behaviour	57
6.4.12	Education and Health Services	58
6.4.13	Burial Grounds	58
6.4.14	Development Contribution Scheme	58

## Chapter 7: Transport

7.1	Vision	60
7.2	Context	61
7.3	Strategy	61
7.4	Policy	62
7.4.1	Implementation of D.T.O. Policy	62
7.4.2	Integrating Land Use and Transportation Policies	63
7.4.3	Bray and Environs Transportation Study	63
7.4.4	Traffic Management in Town Centre	64
7.4.5	Car Parking Control	65
7.4.6	Cycling and Walking	66
7.4.7	Public Transport	66
7.4.8	Road Development	67
7.4.9	Road Signage	67
7.4.10	Access for the Mobility Impaired	68
7.4.11	Traffic Calming	68
7.4.12	Luas/Metro	68
7.4.13	Rights of Way	68
7.4.14	Purchase of Road Making Materials	68

## Chapter 8: Natural, Architectural and Archaeological Heritage

8.1	Vision	70
8.2	Context	71
8.3	Strategy	71
8.4	Policy	71
8.4.1	Wicklow County Heritage Plan	71
8.4.2	Promoting Public Knowledge	72
8.4.3	Views and Prospects	72
8.4.4	Natural Heritage	73
8.4.5	Architectural Heritage	75
8.4.6	Archaeological Heritage	80
8.4.7	Bray Heritage Centre	80

## Chapter 9: Recreation and Open Space

9.1	Vision	82
9.2	Context	83
9.3	Strategy	83
9.4	Policy	83
9.4.1	The Dargle River	83
9.4.2	Bray Beach and Seafront	84
9.4.3	Naylor's Cove	84
9.4.4	Play Facilities	85
9.4.5	Open Space	86
9.4.6	Floodlighting and Recreational Facilities	87
9.4.7	Sport and Recreation	87
9.4.8	Bray Swimming Pool	87

## Chapter 10: Public Services

10.1	Vision	89
10.2	Context	90
10.3	Strategy	90
10.4	Policy	90
10.4.1	Waste Management	90
10.4.2	Litter	91
10.4.3	Water Supply	91
10.4.4	Waste Water Collection and Disposal	91
10.4.5	Flooding	92
10.4.6	Energy and Communication Networks	92
10.4.7	Management of Watercourses	93

## Chapter 11: Bray Seafront Area

11.1	Context	95
11.2	Development Objectives	95
11.2.1	The B2 and B3 Zone	95
11.2.2	Open Space (E1 Zone) and Beach	96

## Chapter 12: Development Control Standards and Guidelines

12.1	Introduction	98
12.2	General Site Development Standards	98
12.2.1	Plot Ratio	98
12.2.2	Site Coverage	99
12.2.3	Building Lines	99
12.2.4	Building Height Control	99
12.3	Residential Development	101
12.3.1	General Guidelines	101
12.3.2	Open Space	104
12.3.3	Apartments	105
12.3.4	Subdivision of Dwelling into Flats	106
12.3.5	Granny/Family Flat	106
12.4	Retail and Commercial Development	107
12.4.1	General Guidelines	107
12.4.2	Take Aways, Fast Food Outlets, Amusement Centres, Night Clubs/ Licensed Premises, Open Air Concerts, Charity Outlets and Discount Outlets	107
12.4.3	Bookmaking Offices	108
12.4.4	Taxi Offices	108
12.5	Shopfronts	108
12.6	Industrial/Employment Developments	109
12.6.1	Storage Requirements	110
12.7	Advertising and Signage	110
12.7.1	Advertising Hoardings	110
12.7.2	Advertising on Bus Shelters	111
12.8	Petrol Filling Stations	111
12.9	Automated Teller Machines	111
12.10	Roads and Transportation Facilities	112
12.11	Parking and Loading	112
12.12	Cycle Facilities	113
12.13	Mobility Management Plans	113
12.14	Environmental Pollution	114
12.14.1	Air Pollution	114
12.14.2	Noise Emissions or Vibrations	114
12.14.3	Major Accident Hazards	114
12.15	Utilities	115
12.15.1	Mobile Telecommunications Infrastructure	115
12.15.2	Other Utility Infrastructure	115
12.15.3	Septic Tanks	115
12.16	Nursing Homes	115
12.17	Guidelines for Access for People with Disabilities	116

## Chapter 13: Land Use Zoning Objectives

13.1	Land Use Zoning Objectives	118
13.1.1	Non-conforming Uses	118
13.1.2	Transitional Areas	118
13.1.3	Phased Development	118
13.1.4	Not Normally Permitted but Open for Consideration	118
13.1.5	Not Permitted	119
13.2	Acceptability of Uses in Each Zone	119
13.2.1	Acceptability of Uses in the A1: Primarily Residential Zone	119
13.2.2	Acceptability of Uses in B1: Primarily Town Centre Uses Zone	120
13.2.3	Acceptability of Uses in the B2: Primarily Seafront Uses Zone	121
13.2.4	Acceptability of Uses in the B3: Primarily Seafront Uses Zone	121
13.2.5	Acceptability of Uses in the C: Employment Uses Zone	122
13.2.6	Acceptability of Uses in the C1: Employment Uses Zone	123
13.2.7	Acceptability of Uses in the D1: Primarily Civic, Community and Educational Uses Zone	124
13.2.8	Acceptability of Uses in the D2: Solely Educational Uses Zone	124
13.2.9	Acceptability of Uses in the E1: Solely Open Space Zone	125
13.2.10	Acceptability of Uses in the E2: Solely Open Space Zone	125
13.2.11	Acceptability of Uses in the E3: Solely Open Space Zone	125
13.2.12	Acceptability of Uses in the E4: Solely Open Space Zone	126
13.2.13	Acceptability of Uses in the F2: Mixed Use Development Zone	126
13.2.14	Acceptability of Uses in the G: Local Neighbourhood Centre Zone	127
13.2.15	Acceptability of Uses in the G1: Local Neighbourhood Centre Zone	128

## Chapter 14: Bray Golf Club Lands Area Action Plan

14.1	Introduction	130
14.2	Context	130
14.3	Action Plan Objectives	131
14.4	Transport	131
14.5	Flooding	131
14.6	Protection of Existing Trees	132
14.7	Zone 1: Town Centre	132
14.8	Zone 2: Open Space and Community	134
14.9	Zone 3: Residential	135
14.10	Planning Applications	136

## Chapter 15: Bray Harbour and North Beach Area Action Plan

15.1	Introduction	140
15.2	Action Plan Objectives	140
15.3	Zone 1: Harbour and Marina	141
15.4	Zone 2: Residential	143
15.5	Open Space and Recreational	144
15.6	Planning Applications	144

## Chapter 16: Rehills Land Area Action Plan

16.1	Introduction	148
16.2	Context	148
16.3	Action Plan Objectives	148
16.4	Zone 1: Mixed Use	149
16.5	Zone 2: Active and Passive Open Space	150
16.6	Zone 3: Residential	150
16.7	Planning Applications	152

## Appendices

Appendix 1: Strategic Environmental Assessment	156
Appendix 2: Area Action Plan: Details to accompany submission of planning application	158