

Bray Municipal District Local Area Plan 2017-2023

WICKLOW COUNTY COUNCIL



Have your say

Public consultation booklet



October 2016

We are consulting YOU on the kind of issues you would like to see addressed in the next land use plan for YOUR area.

Wicklow County Council intends to prepare a new Local Area Plan for the Bray Municipal District area, affecting the settlements of Bray (including the Bray town and environs area), Enniskerry and Kilmacanogue. In combination with the Wicklow County Development Plan 2016-2022 (to be adopted in November 2016), the Bray Municipal District (MD) Local Area Plan (LAP) 2017-2023 will set out a framework for the development of the area up to 2023 and beyond to 2028.

The purpose of this booklet is to get you thinking about the type of issues that may be addressed in the new plan and to encourage you, to make a submission about these issues or any other issues that you think are important, and to get involved in the plan preparation process.

You are invited to make your views known in one of the following ways:

- a) Write to: Administrative Officer, Planning Department, Wicklow County Council, Whitegates, Wicklow Town
- b) Email: planreview@wicklowcoco.ie
- c) Attend public information session in Bray Municipal District offices on Thursday 20th October 2016 from 11.00am to 1.00pm and from 4.00pm to 8.00pm

Submissions are being accepted from 12th October 2016 to 11th November 2016.

This booklet only sets out only a few of the key issues that the plan will address. You are invited to make a submission on any of these issues or on any further topics you consider important in the future development of your town.

What is the Bray Municipal District Local Area Plan 2017-2023?

The local area plan is the main public statement of planning policies for the local community. It sets out the objectives of the planning authority, for the development of land. It includes objectives for land use zoning, infrastructure, community facilities, design standards and environmental / heritage protection. The plan consists of a written statement and a series of maps, including the land use zoning map for the area.

Who makes the plan?

The making of the plan is a function reserved for the elected members (i.e. councillors) of the planning authority. It is their duty to adopt the plan with the technical help of their officials (the Chief Executive, planners, engineers etc.). The plan is to be prepared in consultation with the public and statutory consultees.

How does the plan affect me?

The plan is the main blueprint for planning decisions in your area. For example, it sets out where roads and community facilities are to be provided and it zones land for particular purposes (housing, shopping, schools, factories etc.). This will affect what type of buildings can be constructed and the use to which land can be put. It affects many facets of daily economic and social life – where you can live, what services are available and where developments with job opportunities are to be sited.

Does the plan affect planning applications?

All planning applications are measured against the local area plan to assess their conformity with the plan's objectives and development permitted must normally be in accordance with the plan.

What is the effect of zoning?

When land is zoned for a particular type of development in the plan, this is a clear indication that a planning permission for this form of development may be obtained. Zoning may also indicate restrictions on development (e.g. number of houses per hectare, certain types of industry only etc.) and permitted development will be limited accordingly.

Background to the preparation of the new plan

Wicklow County Council is due to shortly adopt the new Wicklow County Development Plan 2016-2022. The 'core strategy' of the CDP sets out the 'strategy' for future development of Bray, Enniskerry and Kilmacanogue, including the role and function of these settlements and their population and housing targets.

At present, the planning strategy for Bray is set out in two separate plan documents – the Bray Town Development Plan 2011-2017 and the Bray Environs Local Area Plan 2009-2017. It is time now to review these plans and to prepare the new plan, which will be updated to be consistent with the new core strategy. The new CDP includes local land use plans for the settlements of Enniskerry and Kilmacanogue (refer 'Enniskerry Town Plan' and 'Kilmacanogue Settlement Plan' within Volume 2 of the Draft CDP 2016-2022). While a new planning framework has just been put in place for these settlements, certain updates may be required in light of the longer timeframe of the plan, up to 2028.

The opportunity now exists to consider the overall Bray municipal district area as one holistic planning unit, taking into account the interconnections and interdependencies between the settlements of Bray, Enniskerry and Kilmacanogue and their rural areas. All communities of the area are affected by the following common land use themes, which will be considered as part of the plan making process:

- Bray, as a focus for shopping and higher order services, schools and community facilities, recreation and leisure attractions and job opportunities;
- shared roads and transportation services including M11/ N11 corridor, public transport facilities and associated problems relating to traffic congestion and need for improved links between plan areas;
- pressure for housing;
- pressure on the rural area for development;
- shared water services infrastructure

It is anticipated that the preparation of one single plan for the whole area will promote the combined success of all settlements and the MD area as a whole.

What is the ‘strategy’ for the future development of the area?

The ‘strategy’ for the future development of Bray, Enniskerry and Kilmacanogue, as contained in the Wicklow County Development 2016-2022 (to be adopted Nov 2016), is summarised in the following table:

Strategy for future development	Bray	Enniskerry	Kilmacanogue
Role and function	Level 1 Metropolitan area ‘consolidation town’	Level 5 Small Growth Town	Level 6 Rural Town
2011 population	29,339	1,940	800
2022 population target	36,240	2,300	900
2025 population target	38,120	2,400	925
2028 population target	40,000	2,500	950
Jobs	Target to increase the ‘jobs ratio’ in the town by 50% - this is the ratio of the number of people in the workforce living in the town to the number of jobs available in the town. Target highly skilled industries and foreign direct investment.	Target to increase the ‘jobs ratio’ in the town by 50%. Employment in relatively small and locally financed businesses.	Target to increase the ‘jobs ratio’ in the town by 25%. Employment in relatively small and locally financed businesses.
Shopping	Major destination for shopping within region, major expansion in retail space	Shops to provide mainly for the day to day shopping and service needs of locals.	Shops to provide mainly for the day to day shopping and service needs of locals.
Community and sports	Provide higher order facilities for the region.	Community facilities, for local needs.	Community facilities, for local needs.

In order to meet these population targets, it will be necessary to ensure that there is a supply of suitable zoned housing land in each of these settlements. Plans for Enniskerry and Kilmacanogue have recently been updated as part of the County Development Plan review process and there is enough land zoned in each of these towns to accommodate the 2025 growth target. As the new LAP will have a lifespan for 6 years only initially (up to 2023) the amount of zoned land in these towns is therefore considered adequate. The opportunity does exist however to plan for a longer timeframe up to 2028.

While it is considered that the zoning provisions in the existing Kilmacanogue and Enniskerry plans (as provided in the County Development Plan 2016-2022) would allow for the development of sufficient housing to meet the population targets set out in the County Development Plan for these settlements, all existing zonings can be reviewed as part of this process if it is deemed necessary. In particular, the review may evaluate existing zoned land banks to ensure that these lands are suitable for housing, are still the best location in the

settlement for housing expansion and have the capacities (in terms of density etc) to deliver the number of houses targeted.

A long term approach is being taken for Bray given that it is the largest settlement in the County and designated for the highest level of growth and it is the intention to ensure enough land is zoned in this plan to accommodate the 2028 target. This will require a growth in the housing stock in the town by approximately 8,000 units.

The capacity of existing lands zoned in Bray is approximately 4,750 units and therefore there is a shortfall of approximately 3,250 units if the 40,000 population target is to be met. There are few undeveloped sites suitable for housing available in the town. The town is constrained by the border with Dun Laoghaire Rathdown to the north, to the east by the coast and by Bray Head / Little Sugarloaf to the south. Finding space for an extra 3,250 units within the plan area is a significant challenge in the making of the new plan.

Options for new housing

Put simply, these are the main options:

- 1) Focus on the existing built up area of Bray town and allow housing and / or increase densities on any available lands. This would likely require the rezoning of certain sites throughout the town from employment / community / open space to residential or by increasing the density allowable of sites already zoned for housing or mixed use;
- 2) Zone greenfield lands for new housing thereby expanding the size of the town.

Existing zoned land in town core

There are very few sites that might be available for new housing in the town core. The current Bray town plan identifies the following locations as possibilities:

- Herbert road car park
- Health Centre Killarney Road
- Old Heiton's site Dublin Road
- Bray Head Hotel
- Star leisure / Dawson's site
- Bray Golf club
- Bray harbour
- Rehill's land

Only two of these sites have capacity for a significant number of housing units (Golf club and Rehill's).

Q. Are these sites still suitable and available for housing development?

Q. Are there any other sites that should be considered for housing?

Q. Should densities be increased on these sites?

Bray Golf Club lands

Under the current plan, the Bray Golf Club lands (c.16ha) are identified for mixed use development, including a new town centre. In 2010 An Bord Pleanála granted a 10 year permission for a mixed use development of (i) town centre core with c. 60,000m² gross retail space, offices, apartments, commercial uses, (ii) a seafront residential neighbourhood, and (iii) community lands with pitches and schools. 600 residential units are included in the scheme.

Q. Should the strategy for this area be reviewed?

Q. Should the zoning for these lands allow for more housing units and less commercial / community space?

Rehill's Land

Rehill's land is a 5.5ha site, owned by Wicklow County Council. The site is landlocked, bounded by steep woodland to the south and Dargle River to the north. Land has been reserved for the construction of a bridge to allow future access. The site is currently zoned to provide for a mixed use development including tourist/hotel, leisure, recreational, office, open space and residential land uses.

Q. Should the strategy for this area be reviewed?

Q. Should the zoning for these lands allow for more housing units and less commercial / recreational space?

There are also lands zoned for employment, community use and open space in the town core, such as the Schering Plough, Dell and AO Smith sites on the Boghall Road, the Carlisle sports grounds, and lands surrounding St. Thomas's community College (BIFE), Loreto College and Presentation College?

Q. Should the zoning be changed on any of these sites (or others) to accommodate new housing?

Q. What would the impacts of this be on employment and community facilities?

Greenfield lands

Outside of the town core, lands at Kilruddery and Fassaroe west of the M11 are already zoned for housing development, with Fassaroe zoned to accommodate in excess of 2,500 units.

Expanding the town to the south

Under the current Bray Environs LAP 2011-2017, only a small block of 'greenfield' land is zoned for housing around the Kilruddery / Giltspur / Hollybrook areas – c. 7.5 hectares / 18.5 acres to the southeast of Hollybrook Park. While there are certainly environmental and heritage issues to be considered, there could potentially be lands suitable in this area for additional housing.

Q. Do you think that undeveloped lands around Kilruddery / Giltspur / Hollybrook should be considered for new housing?

Expanding the town to the west (Fassaroe)

Under the Bray Environs LAP 2011-2017, significant lands are zoned at Fassaroe west of the M11. These lands are designated to accommodate a significant new resident

population and employment opportunities, including 2,600 new units (catering for future population of c. 6,600) and 16,000 new jobs, in a high density development surrounding a neighbourhood centre core. This strategy is framed around the plan to bring Luas to Fassaroe. The lands are the subject of a detailed masterplan which was approved 2010, and which outlines a phased approach to development for the lands.

The development of Fassaroe is dependent on quality roads and transportation links between the area and Bray, Dun Laoghaire-Rathdown and Dublin area. A high quality public transport system is an essential prerequisite, be that in the form of a light rail or high quality rapid bus to both Bray centre and Dublin.

The strategy for Fassaroe will be reviewed and updated during the preparation of the new plan. The strategy for this area has major implications for the future growth and development of the Bray MD area.

Q. What should be extent and type of development planned for at Fassaroe?

Q. Should the new housing growth required (c. 3,000 units) be all located in Fassaroe?

Greenbelts

The growth of Bray puts pressure on the rural area between Bray, Kilmacanogue and Enniskerry. The risk is that the rural divide between the settlements is likely to be blurred. In order to address the long term pressures facing the greenbelt, it is timely to now agree a firm framework regarding buffers between the settlements and environmental areas and to consider land reservations that may be necessary for any possible future transportation links or infrastructure.

With respect to Kilmacanogue the opportunity exists to consider the possibility of providing a new road to the east of Kilmacanogue which would, amongst other things provide alternative access from Kilmacanogue to Bray without using the N11 and for properties currently directly accessed from the N11.

Q. What long term planning framework should be put in place for greenbelt areas between Bray, Kilmacanogue and Enniskerry?

Bray town centre, seafront area and shopping

The strategy for Bray as set out in the County Wicklow Retail Strategy (draft CDP 2016-2022) is for Bray to become a major destination for shopping within the region and to promote a major expansion in retail floorspace. To achieve this, it is a priority of the planning authority to facilitate the development of the Florentine Centre site and the old Bray Golf Club Lands.

Update on the Florentine Centre

In July 2016 Wicklow County Council sought the approval of An Bord Pleanála for the redevelopment of the site for a three storey over lower ground floor development, for use as a town centre, retail, office, restaurant and cinema, with a gross floor area of 23,500m².

Bray town centre and seafront area

The seafront area and town centre area are two large, high density, mixed used areas, attracting high levels of footfall, trade and investment.

While the seafront area has become a vibrant and attractive hub for recreational and leisure uses, the town centre, located at some distance away, has lagged somewhat in recent years. Improving the shopping, cultural and leisure offer of the town centre is crucial if this area is to protect its status as the primary focus of the town.

Bray Railway Station is the gateway and transportation hub of the town. The general appearance, aesthetic appeal, and the range and density of uses promoted in this area, should be more reflective of this significant role.

Improving pedestrian and cyclist links between the town centre and other parts of the town is always a priority of the planning authority.

The quality of shopfronts and aesthetic appeal of Bray Main Street, Quinnsborough Road and surrounding side streets is relatively poor. In addition, there are certain sites that would benefit from being revitalised.

Q. How can the above issues be addressed?

Q. What is needed to improve the town centre?

Q. Are there underused buildings/sites within these areas that have opportunities for redevelopment?

Roads and transportation

Undoubtedly one of the major issues affecting the sustainability of the area relates to congestion problems facing commuters accessing the M11/N11 for trips into and out of Dublin; and congestion problems facing local residents taking local trips into and out of Bray/ within Bray, for school and employment.

Transport Infrastructure Ireland is in the process of completing a strategic study on the M11/N11 corridor from its junction with the M50 to Junction 14 at Coyne's Cross. The study will identify the improvements required to relieve congestion and cater for current and future traffic on the corridor and junctions. The study will also identify improvements required to develop the regional and local road network to support local access. The implications of this study will have critical implications for the area.

The National Transport Authority has recently published the Transport Strategy for the Greater Dublin Area 2016-2035. It is the current strategy of the NTA to extend the Luas from Cherrywood to Bray town centre. While a decision on the final alignment has yet to be made, the current NTA strategy indicates that it is likely to run to Bray DART station via Shankill and the former golf club lands. It will provide a high frequency, high capacity link between Bray and the key employment areas of Sandyford, Dundrum and Cherrywood, in addition to connecting to the city

centre. In addition, a new rail station and park and ride is to be provided at Woodbrook, between Shankill and Bray.

This is however a long term project and the new LAP will be drawn up on the basis of public transportation improvements mainly being bus or rail based.

Q. What are the key transportation issues affecting residents, workers and visitors? What could be done to address them?

Q. Are there any new road / foot / cycle links needed in the town?

Q. Are improved connections between Bray, Kilmacanogue and Enniskerry required?

Employment

Economic development and the creation of employment opportunities are fundamental to the creation of sustainable communities. While the role of the LAP is somewhat limited to zoning land and putting in place objectives for enhanced infrastructure, these are essential elements that can support economic and tourism development.

Q. What can be done to reduce the extremely high levels of out commuting from Bray for employment and to increase the amount of jobs within Bray?

Q. What assets does Bray have to offer potential employers?

Q. What barriers are there to creating new employment?

Q. There are a number of vacant or undeveloped sites zoned for employment or mixed uses throughout Bray, e.g. Dell site, Schering Plough site (Boghall road), AO Smith site, Bray Head Hotel. While many of these sites are identified in the current Bray plan as opportunity sites, this has not stimulated development. What can be done to promote development of these key sites? What type of uses should be promoted on these sites - could a mix of high density residential/office uses be considered on certain sites?

Community facilities

While the area is well serviced with schools, community facilities, sport and recreational facilities, the enhancement of these services will be required to accommodate the level of future growth envisaged.

Q. What new education, community, sport and recreation facilities are needed and where should they be located?

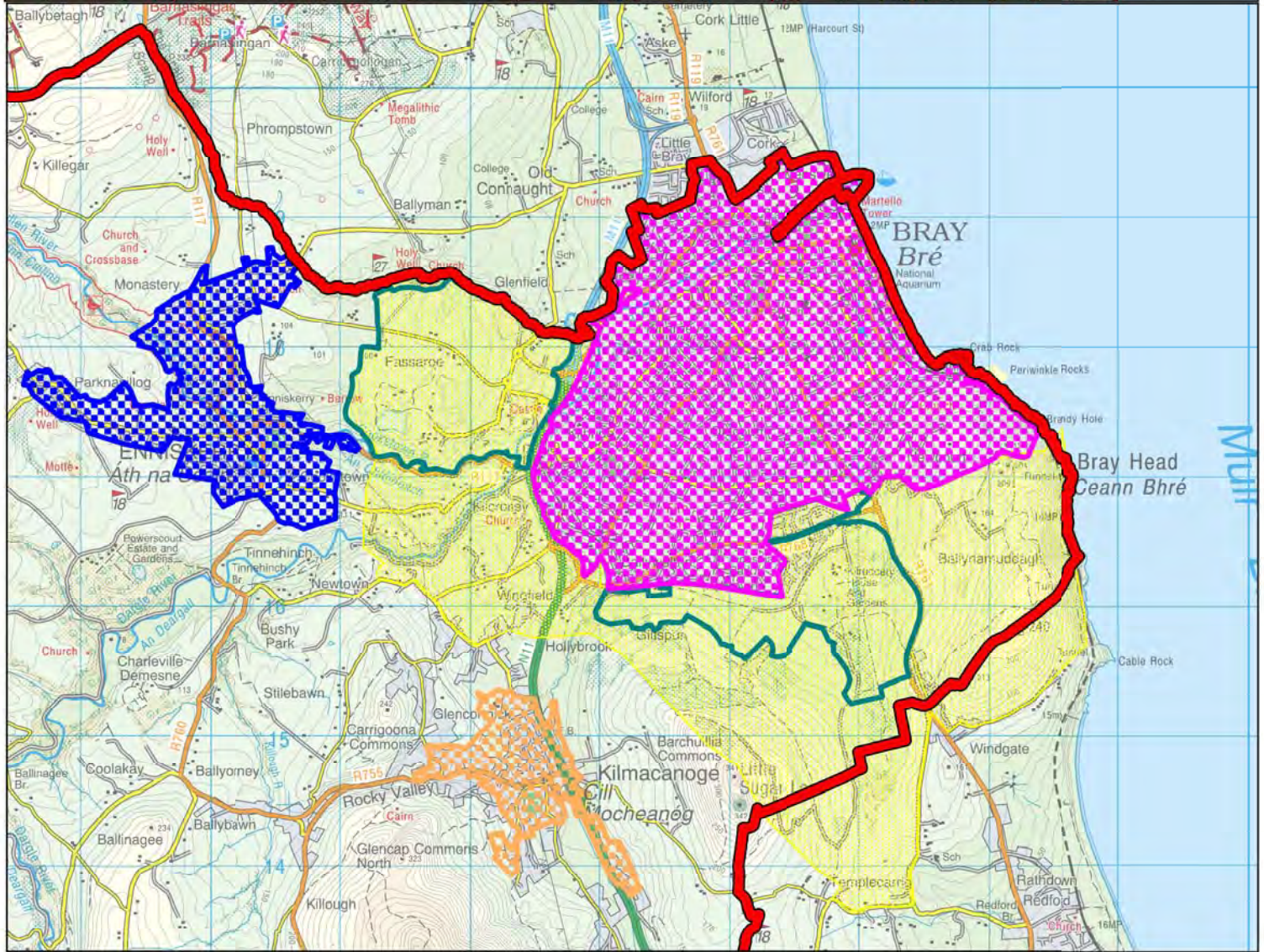
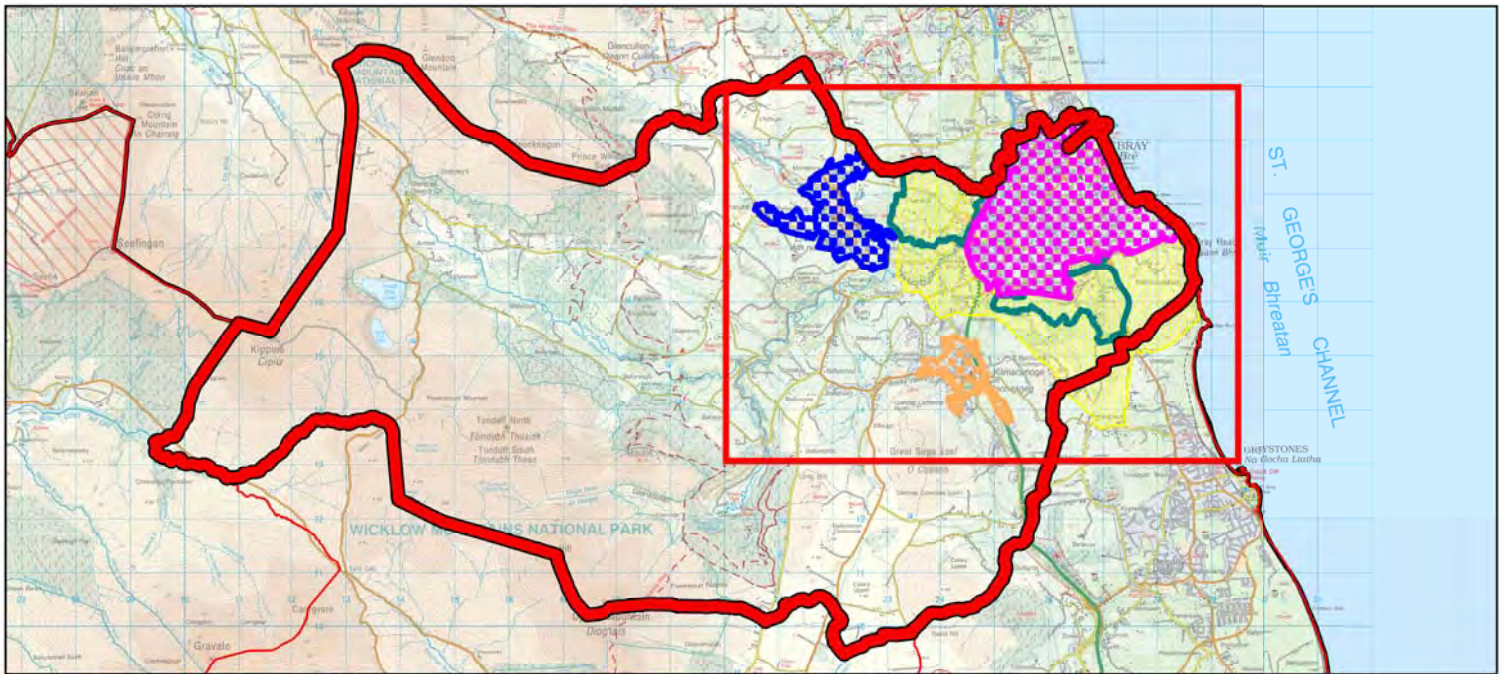
Heritage

The Bray MD area has a rich variety of built and natural heritage. The protection and enhancement of the area's natural and built assets is key to the future development of the town in a sustainable manner.


Q. Are there any additional buildings, places, trees, views etc worthy of protection in the area?

LOBBYING

Making a submission through the formal consultation process regarding your views on the proposed new plan, including the zoning of land, is not considered 'lobbying'. However, communicating, with a Designated Public Official outside the formal public consultation process about a local area plan or a proposal to zone or re-zone particular lands may be lobbying. There are new regulations regarding lobbying and anyone that is concerned that they may be engaged in lobbying or wants to know more about the new rules, should log onto www.lobbying.ie



Bray Municipal District Plan Boundaries



Maps are not to scale

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<ul style="list-style-type: none"> Bray Town Plan 2011 - 2017 Bray Environs LAP 2009 - 2017 existing Fassaroe / Kilruddery MasterPlan area boundary 	<ul style="list-style-type: none"> Enniskerry Draft Plan Boundary (Draft CDP 2016 - 2022) Kilmacanogue Draft Plan Boundary (Draft CDP 2016 - 2022) Bray Municipal District Boundary
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