



An  
Bord  
Pleanála

**Board Direction**  
**BD-004486-19**  
**ABP-305010-19**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 11/11/2019.

The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

### **Reasons and Considerations**

1. Having regard to the:

- i. The location of the development, centrally along the Seafront in Bray, which has retained its Victorian character.
- ii. The amendments proposed under this application.
- iii. The zoning objective for Bray Seafront as set out in the Bray Municipal District Local Area Plan 2018, which seeks to protect and enhance the character of the seafront area, and where proposed development will only be permitted where it does not negatively impinge on: (1) the amenity and character of the area; (2) its natural and built heritage; (3) protected views and prospects; and (4) protected structures.
- iv. Protected views towards Strand Road as set out in the Bray Municipal District Local Area Plan 2018.

It is considered that the proposed development would, by virtue of its increased massing and scale, be disproportionate and overbearing relative to adjoining properties, have a negative dominant impact on the visual setting of this Victorian

seafront and seriously injure a view listed for protection. The proposed development would therefore be contrary to the Bray Seafront zoning objective of the Bray Municipal District Local Area Plan 2018, would seriously injure the amenities of property in the vicinity and would be contrary to the proper planning and sustainable development of the area.

**Board Member**

**Date:** 11/11/2019

---

Maria FitzGerald