

An
Coimisiún
Pleanála

Inspector's Report ACP-322788-25

Development	Retention for part of existing building to film production. Retention for self-storage containers, new film studio and film backlot area and self-storage containers and all associated site works.
Location	Remedy Storage, Bray, Co. Wicklow.
Planning Authority	Wicklow County Council
Planning Authority Reg. Ref.	2460744
Applicant(s)	Storage Resources Ltd.
Type of Application	Permission
Planning Authority Decision	Refuse Permission
Type of Appeal	First Party
Appellant(s)	Storage Resources Ltd.
Observer(s)	None
Date of Site Inspection	29 th September 2025

Inspector

Emer Doyle

1.0 Site Location and Description

- 1.1. The proposed development site is located in the southern environs of Bray, Co. Wicklow, approximately 3km southwest of the DART station in the town centre.
- 1.2. The subject site of 2.776 hectares is located between the Boghall Road and Southern Cross Road (SCR) in Bray but excludes a parcel of land between the site and the Southern Cross Road. The current access to the site is via an existing estate road and Boghall Road. The site is made up partially of the former Schering Plough lands, which accounts for some of the existing brick structures on-site, some of the remaining former Schering Plough lands adjoining to the east/north are now utilised by Brookes (builder providers).
- 1.3. The site is bound by residential housing estates to the east and west. A builder's providers is located to the east of the site in the northern section of the site. Lands to the south west were recently developed as part of a strategic housing development approved under ABP-305058 which consists of a mixed use residential scheme comprising 208 No. residential units (dwelling houses, duplexes and apartment blocks) and a neighbourhood centre.
- 1.4. The northern portion of the site contains a mix of hard surfaced areas occupied by 2 no. two storey brick structures which are currently used by the film industry for offices, storage of props, and film production. A large hard surfaced area beyond these structures is covered with rows of shipping containers of various sizes and a portacabin office building. A number of steel self storage containers are currently located within the 'backlot area'. There are over 400 containers on the site mostly laid out in neatly arranged rows, and with a small number more haphazard and piecemeal in the backlot area and yard to the south of the site.
- 1.5. Elevations change by between c.2m and c.5.5m across the site, but it falls primarily by about 3.5m from south to north with the existing ground levels on the site varying from 46.0mAOD at southeastern end (and 44.0mAOD at southwestern end) to 43.5mAOD at northeastern end (and 40.5mAOD at northwestern end) of the site.

2.0 Proposed Development

- 2.1. Permission and retention permission is sought for the following:

Retention Permission – Film Use

Change of use of part of existing two storey building. The building will be used for prop storage and film production. There is an existing office use in this building which doesn't form part of the application. The total area applied for the change of use is stated to be 805m².

Retention permission- Storage Containers

Retention permission sought for self storage containers. Three different sizes are available with a total existing area of 3974m². No plans have been submitted of any of the types of containers. It is stated that they measure 2.6m in height.

Permission is sought for the expansion of self-storage containers to the rear of the site. No details are submitted in relation to the number of units proposed within this area, the layout proposed or the size of the units. No plans have been submitted of the containers. It is stated that they measure 2.6m in height.

Permission is sought for a new film studio in a single storey building with a height of 11.1m and an area of 1000m².

A dedicated, lined car parking area is proposed south of the film studio, with the existing storage containers in this area being replaced.

An area along the northern boundary of the site is shown to be reserved for a future road, but it is stated that it will be used for temporary storage.

Permission is sought for the provision of a film backlot area to the west of the site. The applicant invites a condition of planning permission for maximum heights of structures to be agreed in writing with the Planning Authority when an operator is agreed – prior to commencement of development. A typical condition would be as follows:

The following maximum parameters shall apply to the operation of the film studios and backlot area.

(a) The maximum height of any structure/ building in the backlot area shall not exceed 20m metres.

(b) The operational/opening Hours of the backlot area shall be 7am-7pm Monday to Friday.

(c) The working day hours for actors/crew on site shall be between 8am-6pm Monday to Friday with hair and makeup on site from 5am.

(d) Filming at Weekends shall only occur between 8am-4pm unless otherwise agreed in writing with the Planning Authority in advance.

(e) Night Filming is only permissible between the hours of 6pm - 11pm, unless otherwise agreed in writing with the Planning Authority in advance.

REASON: In the interests of proper planning and development, residential amenity and to prevent noise pollution. porary storage.

Access: The existing access arrangements will not be altered. Traffic will continue to enter off and egress onto the Boghill Road. However, traffic accessing the site will now be split, with film and production traffic using the access point to the west and storage business traffic using the access point to the east.

Road Reservation Area: An area along the northern boundary of the site is shown to be reserved for a future road. It is stated that it will be used for temporary storage.

2.2. Following the recommendation for refusal for 3 no. reasons, the application was placed on a 4 month time extension. A Planning Statement was submitted in relation to the Draft Reasons for Refusal.

- The planning statement outlines that the Dargle Suite is currently used as an office for film production and no change of use is required.
- The Sugar Loaf Suite is used as an office and warehouse. The warehouse element is used for film production as a film studio, for props and storage and for costumes and the application seeks to retain this use. The existing studio has an area of 850m².
- The office elements of both these buildings will continue to be used as offices and no change of use is required.
- Plans for the existing portacabin office serving the self storage units have also been included. This existing building is single storage and has an area of c. 66m².
- Lighting details have been submitted.

- Revised layout outlines the way the storage containers will be laid out on the site.
- A drawing of the proposed film studio including finishes.
- It is proposed to set aside an area of c. 25m for the road link in lieu of 10m originally proposed. It is proposed that this area will be used on a temporary basis for the storage of containers. These containers can easily be moved. If the Planning Authority have a difficulty with this matter, it can be conditioned out.
- There is no landmark building proposed on the southern part of the site as this does not form part of this site.
- Car parking Schedule submitted on drawings:
 - 57 spaces for both film studios which includes office use.
 - 4 spaces for self storage for offices but none for containers. The nature of the business is that those renting storage facilities park at their respective unit and then leave.
 - Disabled/ EV and cycle parking indicated.
- Revised notice submitted detailing significant further information.

3.0 Planning Authority Decision

3.1. Decision

3.2. Permission refused for 4 No. reasons as follows:

1. a) The location of the proposed development within the Level 1 – Metropolitan Area Consolidation Town of Bray as designated under the County Development Plan 2022-2028.

b) The location of the site within SLO6: Employment Lands Between Boghall Road – Bray Southern Cross Road.

c) The E1 zoning for the site as set out under the Bray Municipal District Local Area Plan 2018, which seeks to provide for the development of enterprise and employment and to facilitate opportunities for the development of new high quality employment and enterprise developments in a good quality physical environment.

d) Policy Objective RPO 4.38 under Objectives for Economic Development as set out in the Regional Spatial & Economic Strategy and County Development Plan 2022-2028 which states: “Support the development of Bray as a strategic employment location with a particular focus on attracting high value investment in ‘people’ based industries at accessible locations, in order to increase the number of local jobs” and E3 General Employment objectives of the Bray Municipal District Local Area Plan 2018 which states: “To protect employment zoned land from inappropriate development that would undermine future economic activity or the sustainable development of such areas.”

e) The proposed low intensity use of self-storage container parks and low plot ratio, which is at a level that does not support the efficient use of employment land.

f) The nature, scale and design of proposed self-storage containers area.

It is considered that the proposed self-storage containers would contravene the E1: Employment zoning objective, as it would constitute a low employment generating development and an inefficient use of these E1 employment zoned lands, would undermine the economic function of the settlement, as set out in the Regional Spatial and Economic Strategy 2019-2031, the Wicklow County Development Plan 2022-2028 and the Bray Municipal District Local Area Plan 2018 and would therefore be contrary to the proper planning and sustainable development of the area.

2. Having regard to:

a) The failure of the current proposal to deliver a new upgraded link road between the Boghall and SCR roads, or to set aside sufficient road/access reservation lands to achieve this objective, which would undermine the previous permission (PRR22/1226), as well as objectives RO9 and SLO 6 of the Bray Municipal District Local Area Plan 2018.

b) The layout of the proposed development, particularly in relation to the location of the proposed parking, storage containers, and the likely vehicular movements throughout the subject site, which appears to be haphazard and lacking in detail and fails to indicate that it would not result in conflicting traffic and pedestrian movements.

It is considered that the proposed development would contravene Objectives R09 and SLO6 of the Bray Municipal District Local Area Plan 2018, would contravene the Development and Design Standards of the County Development Plan 2022-2028, and has the potential to endanger public safety by reason of serious traffic hazard. The proposed development would therefore be contrary to proper planning and sustainable development.

3. The proposed development would contravene the E1: Employment zoning objective for the site because it is considered that the proposed development does not meet the requirement to achieve a good quality physical environment on these lands. The proposed development would therefore be contrary to proper planning and sustainable development.

4. Having regard to the location of the proposed backlot in close proximity to existing residential development and the potential use of the backlot, which could result in visual impacts, light pollution, noise impacts, overlooking issues, etc, it is considered that the proposed backlot would result in unacceptable impacts on the residential amenities of adjoining properties and therefore the proposed development would be contrary to the proper planning and sustainable development of the area.

3.3. Planning Authority Reports

3.3.1. Planning Reports

- Report dated 27/01/25 recommended refusal for 3 reasons. A number of concerns were expressed in relation to quality of the plans submitted and the omission of details in this regard, the vagueness of information in relation to the backlot area, parking details, roads reservation area, absence of a landmark building.
- Report dated 15/05/25 considered that the applicant's planning statement was misleading as the self-storage footprint has continued to creep across the site area, subsequent to the decision in PPR20/82.
- It was noted that the applicant was intending to use the road reservation area for the self storage containers on a temporary basis until the space was

needed for the road. It was considered that this would undermine R09 and SL06.

3.3.2. Other Technical Reports

Transportation & Infrastructure Delivery Section:

- - The following observations were raised:
 1. The location of the existing container storage on the SE corner of the proposed development may interfere with the preliminary route linking the Boghall Rd and the Southern Cross, as outlined in PRR 22/10 and 22/1226 etc. the applicant should provide information how this route can be accommodated within this proposed development, in the future.
 2. The drawing provided are unclear on the provision of disabled/EV parking, please address.

No information on proposed outdoor lighting (if any) has been furnished, please address.

Area Engineer

Car parking and container storage along the corridor reserve for the Boghall Road-Southern Cross link is not acceptable. The development is contributing to excessive traffic conflicts, involving HGVs and further development should not be permitted until a suitable access is provided from the Southern Cross Road.

3.4. Prescribed Bodies

- 3.4.1. No reports. I note that the application was referred to the DoEHLG but no response was received. The planner's report notes that the Board included Condition 22 relating to archaeology in a previous appeal under ABP 305798-19 and a similar condition should be included in any grant of permission.

3.5. Third Party Observations

- 3.5.1. One third party observation was submitted which expressed concerns in relation to the impact on residential and visual amenities. It outlined that the Council had cut down trees between the site and the MountainView Drive residential development to the west and more tree felling was proposed.

4.0 Planning History

- 4.1. Relevant history applications include the following:

On Site

PA Reg. Ref. 20/82

Permission granted to Storage Resources for the part demolition of existing warehouse to provide vehicular access to the rear of the site for use as a storage area and all associated site works.

This includes part of the site only and the self storage area has expanded outside of the area granted permission.

Planning Enforcement

UD5671C

Alleged unauthorised development consisting of shipping containers being used outdoors and extra floodlighting within the benefit of planning authority. The planning statement submitted within the time extension period details that the file was closed as items refers to came within the scope of PPR20/82 and the erection of outdoor floodlighting and security cameras was deemed to be incidental to/part of the scope and implementation of the said planning permission.

The below applications relate to the southern part of the site

PA Reg. Ref. 22/10

Permission granted for (i) removal of existing disused car parks and hard surfaced areas associated with the former Schering Plough site; (ii) provision of new vehicular entrance off Southern Cross Road with associated internal access road; (iii)

construction of an employment park accessible via Southern Cross Road and consisting of 3 no. single storey logistics/distribution buildings, with ancillary office space at mezzanine level, served by 140 no. vehicular parking spaces, inclusive of 6 no. electric charging spaces and 7 no. accessible parking spaces and 24 no. bicycle parking spaces; (iv) provision of 1 no. totem signage post (2m x7.5m), to be located on Southern cross Road; and (v) all ancillary works, inclusive of tree-planting, hard/soft landscaping, boundary treatment, provision of solar panels and SuDS drainage infrastructure, necessary to facilitate the development.

Block A fronting onto the Southern Cross Road was redesigned similar to the block granted permission by ABP under 305798-19.

PA Reg. Ref. 22/1226

Permission granted for alterations to previously approved permission Reg. Ref. 22/10. The proposed alterations arise as a result of the applicant's interest within the wider development site area reducing from 2.816 hectares to 2.027 hectares and are as follows: (i) amalgamation of Blocks B & C and associated reduction in internal floor area of these blocks from 6,398sqm to 4,624sqm; (ii) reduction in number of vehicular parking spaces from 732 no. to 109 no. and reduction in number of bicycle parking spaces from 24 no. to 16 no.; and, (iii) all ancillary works, inclusive of SuDS drainage, necessary to facilitate the proposed development.

PA Reg. Ref. 18/822 / ABP Ref. 302611 (Appeal withdrawn)

Permission refused by Planning Authority for a single storey petrol filling station (465m² GFA) comprising a forecourt convenience shop with off licence (97m²), 2 no. café / restaurant concession areas (64m²) with seating area (185m²), public toilets (40m²) and ancillary staff and store areas (79m²). Associated facilities include 6 no. fuel pumps with canopy over, external seating area, external children's play area, car wash facility, air / water services and associated car parking and bicycle parking. Permission is also sought for building and canopy mounted signage and 1 no. totem sign, boundary treatment, hard and soft landscaping & all associated site and development works. The development will be accessed from a new road

connecting Boghall Road and the Southern Cross Road, providing separate access and egress points for the petrol filling station development. Revised access arrangements for existing development and provision for future access points to undeveloped lands (subject to separate future planning applications). The new road comprises a single carriageway (6m) and will include cycle lanes (1.7m) on both sides and footpaths (2m) on both sides as well as crossings, drainage, lighting, landscaping & associated site and development works including reconfiguration and tie in works to the existing public roads at Boghall Road and Southern Cross Road. Traffic signals are proposed at the intersection of the link road and the Southern Cross Road to the south and the Boghall Road to the north.

PA Reg. Ref. 19/872/ ABP Ref. 305798-19

Permission refused by PA for the removal of disused car parks and hardstanding areas associated with the former Schering Plough site; - The realignment, upgrading and extension of the existing access road to provide for a new road link between Boghall Road and Southern Cross Road with associated pedestrian & cycle paths etc; - The provision of a new signalised junction with Southern Cross Road and associated upgrading works; - The provision of a new signalised junction and pedestrian crossing facilities at the existing junction with Boghall Road, together with the development of an enterprise and employment park including a service station inclusive of forecourt convenience shop.

On appeal to the Board, a split decision was issued which granted permission for the development of the enterprise and employment park and refused permission for the service station.

PA Reg. Ref. 20/1273/ ABP Ref. 309685

Permission refused by Planning Authority and on appeal to the Board for a service station and fuel depot/ vehicle servicing and maintenance building.

On adjacent Sites

PA Ref. No. 18/1182 / ABP-304132 (Appeal to Board withdrawn)

Permission for the development of a single storey retail supermarket measuring c. 2,493sqm gross floor area (including an ancillary off-licence within the supermarket); external loading dock of c. 38.8sqm; a service yard of c. 1,158sqm; 1 no. external plant room of c. 46sqm; 178 car parking spaces; 50 cycle parking spaces; a substation (c. 21sqm); the construction of a new armed roundabout on Southern Cross Road; hard and soft landscaping; lighting, attenuation and drainage and all associated site development, access points, roads, boundary treatment and infrastructural service provision needed, on lands at Southern Cross Road, Bray, Co. Wicklow.

ABP Ref. 305058-19

Strategic housing development granted at Southern Cross Road, Bray, Co. Wicklow, consisting of a mixed-use residential development comprising 208 No. residential units and a neighbourhood centre. • 30 No. two-storey houses (18 No. two-storey, three-bed houses, and 12 No. two-storey, four-bed houses); ABP-305798-19 Inspector's Report Page 14 of 60 • 18 No. duplex apartments (2 No. one-bed duplex apartments, 9 No. two-bed duplex apartments and 7 No. three-bed duplex apartments); • 160 No. apartments in 4 No. five-storey blocks (two of which are over podium car park) comprising 22 No. one-bed apartments and 138 No. two-bed apartments. The proposed neighbourhood centre (total floor area circa 1,484m²) will be located adjacent to the permitted supermarket (register reference 18/1182) and will comprise 3 No. retail units, a creche, and 4 No. community units including youth services centre and health care unit. Provision of new vehicular access from Southern Cross Road to the residential area. The proposed development includes minor modifications to permission register reference 18/1182 to facilitate an additional road access to the neighbourhood centre from Ard Na Greine (in addition to the permitted roundabout), and associated alterations to the permitted neighbourhood centre car park and service yard. Provision of landscaping, open spaces and play area, including a new green route connecting Ard Na Greine to the Southern Cross Road via a new neighbourhood centre plaza. All associated site

development works, landscaping, boundary treatments and services provision, including ESB substations.

5.0 Policy Context

5.1. National Planning Framework- First Revision 2025

The National Planning Framework targets a significant proportion of future urban development within the built environment of existing urban areas.

NPO 18 Regional and Local Authorities to identify and quantify locations for strategic employment development in the cities identified in Table 4.1.

NPO 19 Regional and Local Authorities to identify and quantify locations for strategic employment development, where suitable, in urban and rural areas generally.

NPO 20 In meeting urban development requirements, there will be a presumption in favour of development that can encourage more people and generate more jobs and activity within existing cities, towns and villages, subject to development meeting appropriate planning standards and achieving target growth.

5.2. Regional Spatial and Economic Strategy (RSES) 2019

- 5.2.1. The RSES sets out guiding principles for investment prioritisation. Among these is the need to consider the capacity of places having regard to implications of commuting on quality of life. The RSES identifies economic growth as a growth enabler for the region. This entails harnessing opportunities for economic growth by supporting synergies between talent and place, building on identified assets to strengthen enterprise ecosystems and provide quality jobs. It will involve re-intensifying employment within existing urban areas, complemented by strategic employment growth in the right locations and diversification of local and rural economies to better withstand economic shocks and sustain national growth.
- 5.2.2. The RSES identifies Bray and Wicklow – Rathnew as ‘key towns’ in the region. In accordance with RPO 4.27, ‘Key Towns shall act as economic drivers and provide

for strategic employment locations to improve their economic base by increasing the ratio of jobs to workers’.

RPO 4.38 Support the development of Bray as a strategic employment location with a particular focus on attracting high value investment in ‘people’ based industries at accessible locations, in order to increase the number of local jobs.

RPO 4.55 Support Wicklow-Rathnew’s role in the provision of third level education at the Wicklow County Campus Rathnew (in association with Institute of Technology Carlow) and in particular, to support the development of the campus as a hub for the Film Industry and Screen Content Creation Sector.

5.3. Wicklow County Development Plan 2022-2028

- 5.3.1. Table 9.2 identifies that Bray is a Metropolitan Key Town with an economic function as a main attractor for major investment. The investment targets identified are foreign direct investment and ‘people’ intensive knowledge based industries.
- 5.3.2. The Local Government Reform Act 2014 provides a stronger and clearer role for local government in economic and community development. This process is driven by the provision of the Local Economic and Community Plan (LECP) which aims to set out, for a six-year period, the objectives and actions needed to promote and support the economic development and the local and community development of each local authority, both by itself directly and in partnership with other economic and community development stakeholders.
- 5.3.3. Section 9.1.2 identifies a number of objectives with regard to economic development including 8.2 Capitalise on the immediate and future economic opportunity in the Film and Television Industry and support the expansion of the sector in the County.

The implementation of the objectives of the LECP and higher order national and regional economic strategies is ongoing, with particular focus on key sectors including film the maritime sector, the food industry and tourism.

Supporting key sectors for Growth

Film Industry: Wicklow is an important centre for film making, based largely on the presence of Ardmore Studios in Bray and Ashford Studios located on the outskirts of the town of Ashford. The industry contributes significantly to direct and indirect employment and also contributes to the international image of the County. The RSES (RPO 6.9) supports the development of the Mid-East as a hub for the Screen Content Creation Sector. It is envisaged that the development of the film industry cluster will enable the County to realise the potential value from film making directly, plus film tourism, accommodation services and other support services.

Objectives for Economic Development include the following:

CPO 9.1 To support all forms of employment creation, especially where this can mitigate long distance commuting, subject to the proper planning and sustainable development of the area and compliance with all other objectives of this plan.

Strategic employment development will be directed into the towns of Bray, Wicklow-Rathnew, Arklow, Greystones and Blessington.

CPO 9.4 To protect employment zoned land from inappropriate development that would undermine future economic activity or the sustainable development of such areas.

CPO 9.5 To permit proposals for employment generating development where it can be demonstrated that the development complies with the relevant development standards and is not detrimental to residential amenity or to environmental quality, and is acceptable with regard to its impact on the character and visual amenity of the area. Regard will be paid to ensuring that existing or planned infrastructure can acceptably accommodate a proposed development. Developments that result in a high level of traffic generation that cannot be accommodated by the local road network in the vicinity, that are detrimental to residential amenity, the character or visual amenity of an area or to existing service infrastructure will not be permitted.

CPO 9.10 To encourage the redevelopment of brownfield sites for enterprise and employment creation throughout the County and to consider allowing 'relaxation' in normal development standards on such sites to promote their redevelopment, where it can be clearly demonstrated that a development of the highest quality, that does not create an adverse or unacceptable working environment or create unacceptable impacts on the built, natural or social environment, will be provided.

Film Industry

CPO 9.26 To facilitate and support the film industry in the County, including the development of production facilities at appropriate locations and the use of the County for film locations, including the erection of temporary structures and services.

Chapter 11 Tourism and Recreation Objectives

CPO 11.9 To facilitate the development of tourism facilities and infrastructure related to the film industry, including film trails / routes, signage and visitor attractions.

5.4. The Bray Municipal District Local Area Plan 2018-2024

Zoning: E1 Employment

Zoning Objective: To provide for the development of enterprise and employment

Land designated SL06: Employment lands between Boghall Road- Bray SCR

Roads Objective R10- To improve existing or provide new foot and cycle links (as funding allows) at the following locations in Bray MD, and ensure developments along these routes are so designed as to allow not/ not impede the delivery of required improvements:

From Boghall Road to Bray SCR via Ard na Greine and via Pinewood Close-Riddlesford

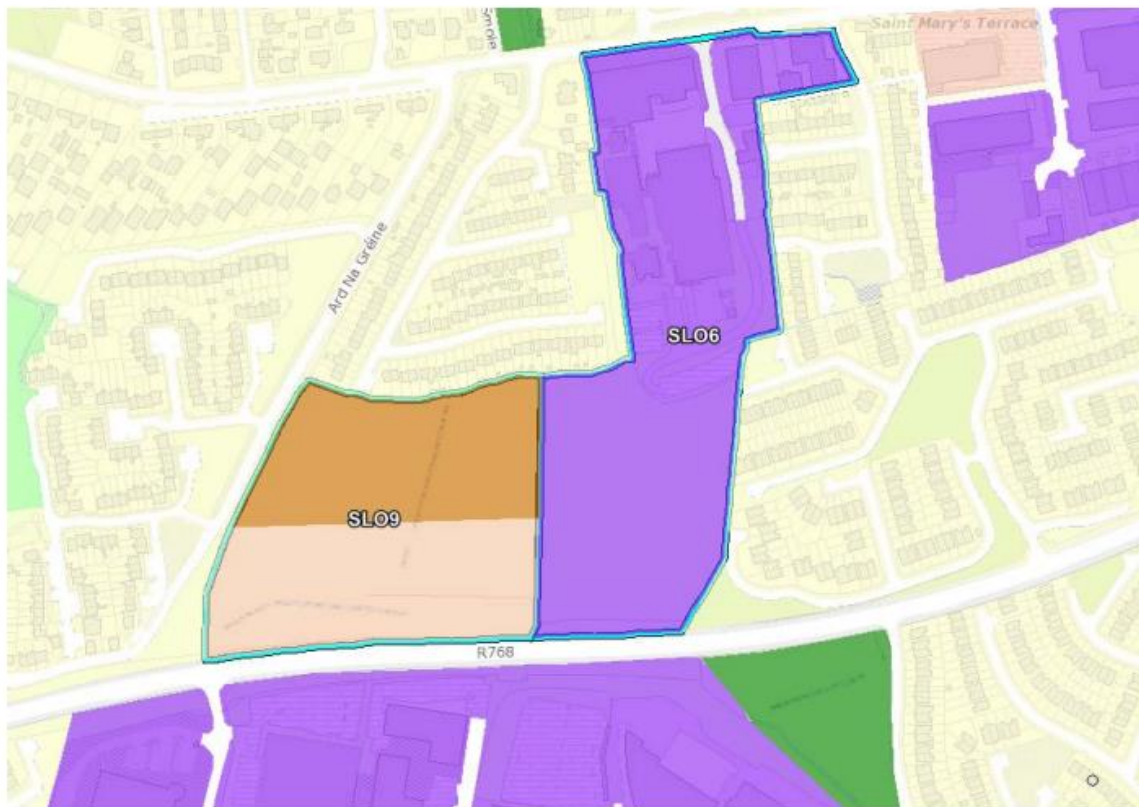
Greenway

R09 To promote and support the delivery of enhanced or new greenways at the following locations and require development in the vicinity of same to enhance existing routes and /or provide new links:

- Bray-Swan River Kilruddery to Dargle River

Transport Objectives Map



SLO 6: EMPLOYMENT LANDS BETWEEN BOGHALL ROAD – BRAY SCR

This **SLO** is located between Boghall Road and the Bray Southern Cross Road (SCR) and is zoned for employment use. This is considered a significant development site that could add substantially to employment creation in the town. Any development on these lands shall accord with the following objectives:

- To accommodate the traffic movements generated by this zoning, the roads / footpaths servicing development on these lands shall access onto both Boghall Road and the Bray SCR;
- Any development on the southern part of the lands shall include landmark buildings, of the highest architectural quality, fronting onto the Bray SCR;
- In conjunction with the development of **SLO 9** adjacent, the development shall be so designed as to provide for a 'green route' link between Boghall Road and Bray SCR ('Swan River green route').

Section 4.1 – Priority Employment Areas

Priority Employment Areas for Bray includes existing employment areas on Bray Southern Cross Road and Boghall Road.

E1 To support all forms of employment creation, especially where this can mitigate long distance commuting, subject to the proper planning and sustainable development of the area and compliance with all other objectives of this plan.

E2 To normally require new employment generating developments to locate on suitably zoned land in settlements. Proposals for employment generating

developments outside of settlements will be assessed on the 'Objectives for Wicklow's Rural Economy'.

E3 To protect employment zoned land from inappropriate development that would undermine future economic activity or the sustainable development of such areas.

E4 To encourage the redevelopment of brownfield sites for enterprise and employment creation throughout the District and to consider allowing 'relaxation' in normal development standards on such sites to promote their redevelopment, where it can be clearly demonstrated that a development of the highest quality, that does not create an adverse or unacceptable working environment or create unacceptable impacts on the built, natural or social environment, will be provided.

5.5. Natural Heritage Designations

5.5.1. The following natural heritage designations are located in the general vicinity of the proposed development site:

- The Bray Head Special Area of Conservation (Site Code: 000714), approximately 1.5km east of the site.
- The Bray Head Proposed Natural Heritage Area (Site Code: 000714), approximately 1.5km east of the site.
- The Dargle River Valley Proposed Natural Heritage Area (Site Code: 001754), approximately 2.1km west of the site.

5.6. EIA Screening

5.6.1. The proposed development has been subject to preliminary examination for environmental impact assessment (refer to Form 1 and Form 2, in Appendices of this report). Having regard to the characteristics and location of the proposed development and the types and characteristics of potential impacts, it is considered that there is no real likelihood of significant effects on the environment. The proposed development, therefore, does not trigger a requirement for environmental impact assessment screening and an EIAR is not required.

6.0 The Appeal

6.1. Grounds of Appeal

6.1.1. The grounds of the First Party Appeal can be summarised as follows:

- The application does not involve an expansion of the existing self storage business but is merely a relocation of it from an area where it (largely) has permission to an area where it doesn't have permission yet.
- The film studios currently generate significant employment at this site and this will expand with the new studio. It is estimated that the combined film studio element has the capacity to generate a total of 200+ jobs.
- The film production business is strongly promoted by the Development Plan.
- The self storage is already a permitted use and we do not see why this land use would not be acceptable under the current application.
- A significant portion of the employment zoning in third party ownership will remain vacant and can accommodate additional employment related uses if a demand for same arises, possibly even complementary film related uses.
- In relation to the roads objective, the roads/ access reservation under the current application can be increased to c. 25m to be consistent with that of PPR22/1226.
- The current application seeks to make use of the roads reservation area as space for storage on a temporary basis until such time as this space needs to be cleared to facilitate a road. The containers can easily be moved. This arrangement can easily be controlled by an appropriately worded condition.
- It is not possible to provide a layout or design for the backlot as this will be up to the film studio using the space. The applicant has included a condition used by Wicklow County Council for a backlot studio which restricts the use of the space in line with certain parameters to protect the residential and visual amenities of the area.
- The Appendix contains a number of letters of support from the film industry.

- A 25m roads reservation has been set aside. It is intended to occupy this area with rows of storage containers until the space is needed for the road. The containers can easily be moved on short notice. If the Board fundamentally disagree with this point, a condition can be included omitting the use of this strip of land for any use including storage of containers.
- The film industry is highly reliant on storage facilities and contrary to the senior planner's report, the storage facilities are not being used to justify the film element. (I have reworded this element as the appellant appears to have used the words *film element* inadvertently in lieu of *storage element*). I note that this point is addressed below in the Planning Authority response.
- The condition suggested by the applicant regarding restrictions to the backlot area could be modified to suit an urban area.
- The applicant is willing to accept a lower building height restriction - 17m in lieu of 20m.
- On page 34, the applicant refers to 3 paragraphs from the planner's report. These are all quoted together when they should read as 3 separate paragraphs. The response below from the Planning Authority clarifies this element in full.
- If the Board are fundamentally opposed to the backlot area at this location we invite a condition for the backlot to be more centrally located within the site and the backlot area to be replaced with self-storage.
- The other option is for it to be omitted altogether by condition. The applicant would be strongly against this but would accept it if it is the price to be paid for getting permission.

6.2. Planning Authority Response

6.2.1. The Planning Authority would like to clarify two matters as follows:

- *Page 32 S2.5 of the Appeal: There is an assertion that a statement in the Senior Engineer's report in relation to the integration of the Film Studio elements with self storage elements, implied that 'the Film element is being used to justify the inclusion of the film element' (it is assumed that the latter is*

a typo and is meant to state 'self storage element'). If this is what is intended to be stated by the Appellant, then the Planning Authority would like to refute the statement. The referenced statement in the Senior Engineer's report, is merely stating the facts and is used to contravene the E1 Zoning, when the film studios on their own wouldn't.

- *Page 34 S2 of the Appeal: Reference is made to the Senior Engineer's report, i.e.:*

I note that the storage proposal is not linked to the Film Industry only and is currently and proposed to be of a significant scale.

I therefore concur with the recommendation to refuse, with the modifications as detailed above and Reason 4 should be added as detailed below:

4. Having regard to the location of the proposed backlot in close proximity to existing development and the potential use of the backlot, which could result in visual impacts, light pollution, noise impacts, overlooking issues, etc., it is considered that the proposed backlot would result in unacceptable impacts on the residential amenities of adjoining properties and therefore the proposed development would be contrary to the proper planning and sustainable development of the area.

It is suggested by the appellant that this does not make sense. It is considered that this confusion is because the appellant has not included the spaces between the 3 paragraphs, as the above extract from the planning report does. Due to this, the appellant appears to have read the 3 paragraphs as one and not as 3 separate entities.

In the interests of clarification the Planning Authority confirms that the 1st paragraph in the extract above, is a standalone statement. The 2nd paragraph is a conclusion in relation to the whole of the Senior Engineer's report and the 3rd paragraph is the recommended reason no. 4 for refusal.

6.3. Observations

- None.

7.0 Assessment

7.1. Having examined the application details and all other documentation on the appeal file, including the appeal submissions and observations, and inspected the site, and having regard to relevant local, regional and national policies and guidance, I consider that the main issues in this appeal are those raised in the grounds of appeal.

- Land Use and Development Principle
- Design and Layout
- Impact on Visual and Residential Amenities

7.2. Land Use and Development Principle

- 7.2.1. The site is located on the former Schering Plough site between the Southern Cross Road and Boghall Road Bray, Co. Wicklow. The site is zoned as E1 Employment in the Bray Municipal District Local Area Plan 2018. The objective is to provide for the development of enterprise and employment. Priority Industries identified in Section 4.2 include the film industry. Objective E5 recognises the importance of Bray for film making and it is an objective of the Council to facilitate and support the film industry in the District, including the development of new production facilities at appropriate locations. Priority employment areas in Bray include existing employment areas on Bray Southern Cross Road and the Boghall Road.
- 7.2.2. The zoning description for these lands states these lands are to facilitate the further development and improvement of existing employment areas and to facilitate opportunities for the development of new high quality employment and enterprise developments in a good quality physical considered that the proposed self-storage containers would contravene the E1:
- 7.2.3. The first reason for refusal by the Planning Authority considered that the storage container element of the development would contravene the employment zoning objective, as it would constitute a low employment generating development and an inefficient use of these E1 employment zoned lands and would undermine the economic function of the settlement, as set out in the Regional Spatial and Economic

Strategy 2019-2031, the Wicklow County Development Plan 2022-2028 and the Bray Municipal District Local Area Plan 2018 and would therefore be contrary to the proper planning and sustainable development of the area.

- 7.2.4. I note that Section 4.2 of the Local Area Plan specifically states that ‘while all forms of employment will be supported where possible’ there are a number of priority sectors emerging including the Film Industry.
- 7.2.5. The Specific Local Objective 6 guiding principles for development on this site outline that this is a specific development site that could add substantially to employment creation in the town.
- 7.2.6. The film production element of the development is supported by the Planning Authority and by Local, Regional and National Guidance. I consider that the backlot element of the proposed development is integrally linked with the studio element of the proposal. The appeal response states that the film studios generate significant employment at this site and this will expand with the new studio. It is estimated that the combined film studio element has the capacity to generate 200+ jobs.
- 7.2.7. The issue identified with the storage containers by the Planning Authority is that there is little employment associated with this use and as such would be contrary to SL06. The appeal response by the Planning Authority states that the overall development contravenes the E1 zoning whilst the film studio’s on their own wouldn’t.
- 7.2.8. I consider that the storage element is akin to a warehouse. Appropriate warehousing is considered to be generally appropriate for employment zoned lands as outlined in the Local Area Plan. I refer the Commission to ABP 317687-23 (General Employment zoned lands- zoning objective to provide opportunities for general enterprise and employment), ABP 321196-24 -(General Employment zoned lands - zoning objective to provide opportunities for general enterprise and employment) and ABP 318333-23 (Industrial/ Warehousing zoned lands- zoning objective to provide for industrial employment and related uses). I note that all the above applications pertain to storage containers on similarly zoned lands and permission was granted by the Commission in all cases. I also refer the Commission to a previous appeal on this site under ABP 305798-19. The Planning Authority refused permission for reasons which included that the E1 zoned lands were being developed for ‘product’

intensive industry and commercial use rather than 'people' intensive industry. The Board issued a split decision in this case and granted permission for an enterprise park and refused permission for a service station.

- 7.2.9. The Planning Authority has previously granted permission for storage on this site. There is an element of retention in this application as some of the storage containers are now outside the lands granted for storage use. The main proposal is to move the uses around on the site so that the film industry is provided for on the northern side of the site with the self storage containers on the southern side of the site. It is proposed that part of the existing permitted self storage containers will be relocated towards the southern end of the site so a new film studio building can be constructed adjacent to the buildings currently provided for the film business.
- 7.2.10. The proposed storage units are available to the public to store goods. It is stated that users include residents of nearby apartments needing extra space, retail owners in Bray for stock, and the film industry for props. I accept that there would be minimal employment created by any of the above. Nevertheless, they serve a useful function in the area, the principle of development has already been established having regard to the planning history and the use complies with the zoning objective for the area.
- 7.2.11. I concur with the Planning Authority that the film studio and backlot elements comply with the Local Area and Development Plan policies in terms of supporting and encouraging the film industry in this area. I consider that these elements will bring significant positive implications for the local economy. Therefore, having regard to the objective and zoning of the site and the relevant national, regional, and local planning policies, I am satisfied that the proposal within the context of the existing and surrounding development can be accommodated at this location.

7.3. Design and Layout

7.4. Landmark Buildings

- 7.4.1. The overall site is designated with a Specific Local Objective- SL06. It is an objective of SL06 that 'Any development on the southern part of the lands shall include landmark buildings, of the highest architectural quality, fronting onto the Bray SCR.'

- 7.4.2. I note that the land ownership documentation submitted with the appeal identifies 4 areas of land – L1, L2, L3, and L4. L4 is split into 2 sections with Barnaby Investments listed as the owner. Contracts are being signed in 2025 for sale of the northern portion of these lands to Storage Resources with the southern portion closest to the Southern Cross Road in the ownership of Barnaby Investments.
- 7.4.3. I note that no landmark buildings are proposed as part of this application. Permission has previously been granted for one landmark building on the southernmost part of the overall site (L4 as identified in the appeal documentation) under PPR22/10 and ABP 305798-19.
- 7.4.4. I am satisfied that the Specific Local Objective refers to landmark buildings on the southern part of the site. This is the most appropriate section for development of a landmark building having regard to the proximity to the Southern Cross Road. I consider that the principle of a landmark building on the section of the overall SLO6 lands excluded from this application has already been accepted by the Planning Authority to satisfy the requirements under SL06. As such, I am satisfied that the development of these lands does not preclude the future development of a landmark building on these lands closest to the Southern Cross Road.
- 7.4.5. Roads Objective
- 7.4.6. The second reason for refusal by the Planning Authority considered that the proposed development would contravene Objectives R09 and SL06 of the Bray Municipal Local Area Plan by the failure to deliver an upgraded link Road between the Boghall and Southern Cross Road and as such would undermine the previous planning permission PPR 22/1226.
- 7.4.7. It is a specific requirement of SLO6 that in order to accommodate the traffic movements generated by the ‘employment’ land use zoning, any development of these lands should be accessible from both Boghall Road and Southern Cross Road.
- 7.4.8. I have viewed online the drawings submitted with PPR22/1226. These drawings indicated a ‘future link road’ linking the Boghall and Southern Cross Roads in accordance with Objective R09 and SL06 of the Plan.

- 7.4.9. The Area Engineers report stated that car parking and container storage along the corridor reserve for the Boghall Road-Southern Cross link is not acceptable. The Transportation and Infrastructure Report expressed similar concerns.
- 7.4.10. The applicant submitted revised proposals to increase the width of the 'link road corridor' from 10m to 25m in line with the area identified on PPR22/1226.
- 7.4.11. The appeal response states that the proposal is similar to that outlined in PPR22/1226 in that it facilitates the future delivery of the road by others. The only difference is that the current applicant seeks to make use of this space for storage on a temporary basis until such time as the space needs to be cleared to facilitate a road. It is stated that this is simply a practical arrangement and allows the applicant to conduct business on this part of the site until such time as it is needed. It is stated that this can be controlled by an appropriately worded condition.
- 7.4.12. I accept that the storage containers proposed in the location of the link corridor area can be moved to another area in the future. Nonetheless, I consider that there may well be difficulties with this approach in terms of timing and an inherent unfairness in permitting one developer to develop in this area and requiring another to leave the area vacant. I note also that Condition 3 of ABP-305798-19 required the developer to submit and agree in writing the planning authority revised drawings showing the provision of dedicated and separated cycleways and footpaths along both sides of the new link road between Boghall Road and Southern Cross Road. This shall be accompanied by detailed specifications, including marking, signage and layouts, of the junction designs with the public road, existing cycleways and footpath arrangements, and the planned green route and cycleway improvements alongside Southern Cross Road. These works shall be completed at the developer's expense and to the written satisfaction of the planning authority prior to the making available by the developer for occupation of any part of the development. I consider that should the Commission be minded to grant permission, a similarly worded condition could be applied in this case.
- 7.4.13. I note also that the Commission refused permission for a service station on part of this site under ABP Ref. 309685-21 as the developer had not demonstrated how the layout of the proposed development would be compatible with Condition 3 above.
- 7.4.14. I also refer the Commission to Condition 6 of PPR 22/1226 as follows:

'The area of the site between the eastern elevation of Block B (and its associated parking, access road and landscaped strip to the north of the building) and the eastern boundary of the site shall be kept free from development, other than the proposed internal palisade fence, whether or not such development would otherwise constitute exempted development as defined in the Planning & Development Act 2000 (as amended) and associated regulations.

REASON: To provide for future road infrastructure, in accordance with the objective in the Bray Municipal District Local Area Plan 2018 for the 'SLO6 Employment lands between Boghall Road - Bray SCR' which states that development on the SLO land shall accord with the objective "To accommodate the traffic movements generated by this zoning, the roads / footpaths servicing development on these lands shall access onto both Boghall road and the Bray SCR.'

- 7.4.15. I consider that the delivery of this link road is of high importance to the sustainable development of these E1 zoned lands and will contribute to improved traffic safety in the area. As such, should the Commission be minded to grant permission, a similarly worded condition to Condition 3 of ABP-305798-19 should be applied.

7.5. Impact on Visual and Residential Amenities

- 7.5.1. The main concerns raised by the Planning Authority in relation to the impact on visual and residential amenities related the 'unknown' aspect of backlot element of the proposed development.
- 7.5.2. The Planning Authority report states the following: *'Overlooking/ Overbearing/ Overshadowing/ Visual Intrusion/ Noise pollution – no apparent significant impacts, however the unclear layout, design, use and operation of the proposed "Backlot" undermines a meaningful assessment of the above issues. For instance a possible 20m high structure or uses running from 7am to 11pm adjoining the southern or eastern boundary of the 2-storey existing dwellings is likely to have an obvious negative impact on residential amenity.'* The fourth reason for refusal relates to unacceptable impacts on residential and visual amenities.
- 7.5.3. The appeal response states that it is agreed that there are no apparent significant impacts in respect of Overlooking/ Overbearing/ Overshadowing/ Visual Intrusion/

Noise pollution. It is stated that it is not possible to provide a layout or space for the backlot as this will be up to the film studio using the space. The use is that of a backlot as applied for.

- 7.5.4. The response suggests that a similar condition to the condition used by the Council for the backlot in Ashford studios is applied as follows: *The following maximum parameters shall apply to the operation of the film studios and backlot area.*

(a) The maximum height of any structure/ building in the backlot area shall not exceed 20m.

(b) The operational/opening Hours of the backlot area shall be 7am-7pm Monday to Friday.

(c) The working day hours for actors/crew on site shall be between 8am-6pm Monday to Friday with hair and makeup on site from 5am.

(d) Filming at Weekends shall only occur between 8am-4pm unless otherwise agreed in writing with the Planning Authority in advance.

(e) Night Filming is only permissible between the hours of 6pm - 11pm, unless otherwise agreed in writing with the Planning Authority in advance.

REASON: *In the interests of proper planning and development, residential amenity and to prevent noise pollution.*

- 7.5.5. A backlot associated with a film studio is generally a large outdoor area to be used for the purposes of outdoor film shoots. This area is essential to most large scale productions and generally needs power, water and a permeable base to support an exterior shoot or special effects. Large productions need this space to avoid the need to travel offsite. The use of the backlot would differ depending on what type of film is being made. As such, there needs to be some flexibility but such flexibility must not be at the expense of the residential amenities of the area.

- 7.5.6. The appeal response states that the backlot element has a unique environment due to the need for it to be flexible. *'A backlot refers to a large outdoor area, often part of a studio lot, where permanent or semi-permanent sets or structures are built for filming. These sets are typically designed to replicate real-world locations, such as city streets, parks or houses. They allow filmmakers to shoot scenes in a controlled environment without needing to go to the actual location, saving time and money.'*

- 7.5.7. The backlot area is directly adjacent to houses in Mountainview Drive with the rear gardens facing onto the site. The gable ends of two houses in the recently built SHD development are also directly adjacent to the proposed backlot area. There are some mature trees adjacent to the boundary with Mountainview Drive. The southern part of the site is very exposed with little or no planting. New planting is proposed on the southern, eastern and western boundaries as indicated in the landscaping plans submitted with the application. I note from a submission to the Planning Authority that trees have been felled recently due to threats to the foundations of houses in Mountainview Drive and the Council intends to fell more mature trees at this location. The drawings submitted of existing trees do not reflect this and I consider that the site is very exposed with extremely limited planting in places. This situation would worsen in the coming years if the Council cut down more mature trees as stated in the submission to the Planning Authority.
- 7.5.8. The main impacts on residential amenity include additional traffic in the area, particularly if a big film is being produced, disruptions from noise from sound effects and light pollution from film sets.
- 7.5.9. I note that the appeal response considers that the maximum height of any structure/ building could be reduced to 17m. It is also stated that the backlot area could be relocated to the central area.
- 7.5.10. The concerns raised by the Planning Authority were that the nature of development in backlot areas is very difficult to control in planning terms. The report noted that the conditions outlined by the development were for a backlot area in a rural area in Ashford. The appeal response notes that the Commission may wish to word the condition more appropriately to suit an urban area.
- 7.5.11. I am concerned that the location proposed for the backlot is entirely unsuitable due to the proximity to housing and the existing boundary treatment at this location. There is little evidence that the developer has carefully considered the urban location or the impacts on the residential or visual amenities of the area. The impacts could be considerable from sound effects and light pollution and possible late night filming and the erection of structures up to even the reduced height identified in the appeal response of 17m. I consider that even though the fourth reason for refusal and the accompanying note of the Senior Planner identifies shortcomings and challenges in

relation to the nature of the development and the urban context, the appeal response has not demonstrated a clear understanding of the issues or the context of the site.

- 7.5.12. I note that the appeal response suggests that 'If the Board are fundamentally opposed to the backlot area at this location we invite a condition of planning for the backlot to be relocated more centrally within the site and the area where the backlot is proposed to be replaced with self-storage- revised site layout to be agreed with the Planning Authority in writing prior to commencement of development.' The other alternative suggested is for it to be omitted altogether but the applicant is strongly against this.
- 7.5.13. I consider that the backlot and film production studios and offices associated with film production go hand in hand and there is little point in granting permission for the studio element and refusing permission for the backlot element. I have reservations that the site is not large enough to support both the self storage element and the film element as both uses are land intensive. The backlot area proposed appears to be small in size for the stated use and may not be fit for purpose. It is clear to me from an examination of the drawings submitted with the original application for the self storage uses that the self storage use has crept into the site over and above the granted permission which has resulted in this retention application. There is a huge demand for these facilities at present and the applicant is currently turning business away.
- 7.5.14. That said, if both elements are to form part of the site, the optimal arrangement in terms of the protection of the residential amenities of adjoining houses would be to relocate the backlot area to a more central area of the site as suggested by the applicant. I note that there would be a separation distance of at least 25m from the adjoining houses to the east by way of the roads reservation area but the houses to the west are located directly adjacent to the proposed use.
- 7.5.15. I consider that the appeal response has not made a meaningful attempt to identify possible impacts and mitigation measures and instead relies on a condition which was used for the backlot element in a rural area of Wicklow in Ashford. I consider that this could be modified to reduce the structure height to 17m and to omit the night filming aspect of the development except in circumstances where agreed with the Planning Authority in advance.

- 7.5.16. I consider that the storage containers are relatively modest in height and appearance and will not unduly detract from the residential or visual amenities of the area. I note that boundary treatment is very important to protect residential amenities. I note that the appeal response states that the containers will be single storey only and will not be stacked. I note that the proposed new film studio is 11m in height. Details on the finishes proposed were submitted in the unsolicited further information response and are acceptable.
- 7.5.17. In conclusion, it is considered that the film production, office, and self storage elements are generally acceptable provided that appropriate boundary treatment is used at this location. The backlot would have the potential to detract from the residential and visual amenities of the area, however given that it is integral to the film studio business, I consider that it would be appropriate to relocate it to a central area and to include an appropriately worded condition to limit the impacts on the visual and residential amenities of the area.

8.0 AA Screening

- 8.1. I have considered the proposed development in light of the requirements of S177U of the Planning and Development Act 2000 (as amended).

The subject site is located c. 1.5km from the Bray Head Special Area of Conservation (Site Code: 000714).

The proposed development comprises the retention of self storage containers and the retention of change of use of buildings to uses associated with film production together with a new area for self storage units, a new film studio and a backlot area.

No nature conservation concerns were raised in the planning appeal. Having considered the nature, scale and location of the development, I am satisfied that it can be eliminated from further assessment because it could not have any effect on a European site. The reason for this conclusion is as follows:

- The small scale and nature of the development.
- The distance from the nearest European site and lack of connections.

I conclude on the basis of objective information, that the proposed development would not have any likely significant effect on any European site either alone or in

combination with other plans or projects. Likely significant effects are excluded and therefore Appropriate Assessment (under Section 177V of the Planning and Development Act 2000) is not required.

9.0 Water Framework Directive Screening

- 9.1. Please refer to Appendix 2. The river body Dargle_040 IE_10D010300 is located c. 67m to the north of the site (good water body status) and the groundwater body is the Wicklow IE_EA_G_076 (At Risk WFD Cycle 3).
- 9.2. The proposed development is detailed in section 2.0 of my report. No water deterioration concerns were raised in the planning appeal. I have assessed the proposed retention of self storage containers and the retention of change of use of buildings to uses associated with film production together with a new area for self storage units, a new film studio and a backlot area and associated works and have considered the objectives as set out in Article 4 of the Water Framework Directive which seek to protect and, where necessary, restore surface & ground water waterbodies in order to reach good status (meaning both good chemical and good ecological status), and to prevent deterioration.
- 9.3. Having considered the nature, scale and location of the project, I am satisfied that it can be eliminated from further assessment because there is no conceivable risk to any surface and/or groundwater water bodies either qualitatively or quantitatively.

The reason for this conclusion is as follows:

- Nature of works e.g. small scale and nature of the development
- Location-distance from nearest water bodies and/or lack of hydrological connections

I conclude that on the basis of objective information, that the proposed development will not result in a risk of deterioration on any water body (rivers, lakes, groundwaters, transitional and coastal) either qualitatively or quantitatively or on a

temporary or permanent basis or otherwise jeopardise any water body in reaching its WFD objectives and consequently can be excluded from further assessment.

10.0 Recommendation

10.1. I recommend a grant of permission as follows:

11.0 Reasons and Considerations

11.1. Having regard to the nature, design and scale of the proposed development, the location of the site within the development boundary of Bray town on lands zoned 'E1: Employment' and identified as a key development area by SLO 6: 'Employment Lands Between Boghall Road – Bray SCR' of the Bray Municipal District Local Area Plan, 2018-2024, to the pattern of existing and permitted development in the surrounding area, and to the provisions of the Wicklow County Development Plan, 2016-2022, it is considered that, subject to compliance with the conditions set out below, the proposed development would not seriously injure the residential or visual amenities of the area or of property in the vicinity, would be acceptable in terms of traffic and pedestrian safety and convenience, and would constitute an appropriate form of development at this location. The proposed development would, therefore, be in accordance with the proper planning and sustainable development of the area.

12.0 Conditions

1. The development shall be carried out and completed in accordance with the plans and particulars lodged with the application, as amended by the further plans and particulars submitted on the 28th of March 2025 except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning authority, the developer shall agree such details in writing with the planning authority prior to commencement of development and the development shall be carried out and completed in accordance with the agreed particulars.

Reason: In the interest of clarity.

2. Prior to commencement of development, the developer shall submit to, and agree in writing with the planning authority revised details indicating the following:
 - (a) The storage containers shall not be permitted on the lands identified as the new link road between Boghall Road and Southern Cross Road.
 - (b) The proposed backlot area shall be relocated to a more central area in the site in the area indicated as storage containers.
 - (c) The proposed storage containers in the central area shall be relocated to the area indicated as backlot area.
 - (d) The area proposed for the storage containers shall be reduced taking into account the omission of storage containers on lands identified for the link road.
 - (e) A comprehensive revised landscaping scheme shall be submitted to the Planning Authority which takes into account the above requirements and provides a suitable buffer between the adjacent residential properties and the proposed development.

Reason: In the interests of residential amenity and traffic management.

3. Prior to commencement of development, the developer shall submit to, and agree in writing with, the planning authority revised drawings showing the provision of dedicated and separated cycleways and footpaths along both sides of the new link road between Boghall Road and Southern Cross Road. This shall be accompanied by detailed specifications, including marking, signage and layouts. These works shall be completed at the developer's expense and to the written satisfaction of the planning authority prior to the making available by the developer for occupation of any part of the development.

Reason: In the interests of traffic management and pedestrian and vehicular safety and convenience.

4. The following maximum parameters shall apply to the operation of the film studios and backlot area.

(a) The maximum height of any structure/ building in the backlot area shall not exceed 17m.

(b) The operational/opening hours of the backlot area shall be 7am-7pm Monday to Friday.

(c) Night filming is not permitted except in exceptional circumstances which should be agreed in writing with the Planning Authority in advance.

(d) The working day hours for actors/crew on site shall be between 8am-6pm Monday to Friday with hair and makeup on site from 5am.

(e) Filming at Weekends shall only occur between 8am-4pm unless otherwise agreed in writing with the Planning Authority in advance.

Reason: In the interests of proper planning and development, residential amenity and to prevent noise pollution.

5. Details, including samples, of the materials, colours and textures of all the external finishes of the proposed film studio shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development.

Reason: In the interests of the visual amenities of the area.

6. Water supply and drainage arrangements, including the disposal of surface water, shall comply with the requirements of the planning authority for such works and services.

Reason: In the interest of public health.

7. The developer shall enter into water and/or wastewater connection agreement(s) with Irish Water prior to commencement of development.

Reason: In the interest of public health.

8. All service cables associated with the proposed development (such as electrical, telecommunications and communal television) shall be located underground. Ducting shall be provided by the developer to facilitate the provision of broadband infrastructure within the proposed development. All existing over ground cables shall be relocated underground as part of the site development works.

Reason: In the interest of visual amenity.

9. The internal road network serving the proposed development, including turning bays, junctions, parking areas, footpaths and kerbs, shall comply with the detailed standards of the planning authority for such road works.

Reason: In the interests of amenity and of traffic and pedestrian safety.

10. Prior to opening of the proposed film studio, a Mobility Management Strategy shall be submitted to, and agreed in writing with, the planning authority. This shall provide for incentives to encourage the use of public transport, cycling, walking and car-pooling by staff employed in the development and to reduce and regulate the extent of staff parking. The mobility strategy shall be prepared and implemented by the management of the company for the development.

Reason: In the interest of encouraging the use of sustainable modes of transport.

11. A minimum of 10% of all car parking spaces shall be provided with functioning electrical vehicle charging stations/points and ducting shall be provided for all remaining car parking spaces to facilitate the installation of electric vehicle charging points/stations at a later date. Where proposals relating to the installation of electric vehicle ducting and charging stations/points have not been submitted with the application, in accordance with the above requirements, such proposals shall be submitted to, and agreed in writing

with, the planning authority prior to commencement of development, and the agreed provisions shall be carried out and completed prior to occupation of the proposed development.

Reason: In the interest of sustainable transport.

12. No advertisement or advertisement structure (other than those shown on the drawings submitted with the application) shall be erected or displayed on the buildings (or within the curtilage of the site) in such a manner as to be visible from outside the buildings, unless authorised by a further grant of planning permission.

Reason: In the interest of visual amenity.

13. Public lighting shall be provided in accordance with a scheme, which shall include lighting along the new link road between Boghall Road and Southern Cross Road, and pedestrian routes, details of which shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development. Public lighting within the proposed development shall be directed and cowled such as to reduce as far as possible the light scatter to adjacent properties and the public road.

Reason: In the interests of amenity and public safety.

14. The construction of the development shall be managed in accordance with a Construction Management Plan, which shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development. This plan shall provide details of intended construction practice for the development, including measures to prevent and mitigate the spillage or deposit of debris, soil or other material on the adjoining public road network and noise management measures.

Reason: In the interests of public safety and residential amenity.

15. Construction and demolition waste shall be managed in accordance with a construction waste and demolition management plan, which shall be submitted to, and agreed in writing with, the planning authority prior to commencement of development. This plan shall be prepared in accordance with the 'Best Practice Guidelines on the Preparation of Waste Management Plans for Construction and Demolition Projects', published by the Department of the Environment, Heritage and Local Government in July, 2006. The plan shall include details of waste to be generated during site clearance and construction phases, and details of the methods and locations to be employed for the prevention, minimisation, recovery and disposal of this material in accordance with the provision of the Waste Management Plan for the Region in which the site is situated.

Reason: In the interest of sustainable waste management.

16. Site development and building works shall be carried out only between the hours of 0800 to 1900 Mondays to Fridays inclusive, between 0800 to 1400 hours on Saturdays and not at all on Sundays and public holidays. Deviation from these times will only be allowed in exceptional circumstances where prior written approval has been received from the planning authority.

Reason: In order to safeguard the amenities of property in the vicinity.

17. The developer shall facilitate the preservation, recording and protection of archaeological materials or features that may exist within the site. In this regard, the developer shall – (a) notify the planning authority in writing at least four weeks prior to the commencement of any site operation (including hydrological and geotechnical investigations) relating to the proposed development, (b) employ a suitably qualified archaeologist who shall monitor all site investigations and other excavation works, and (c) provide arrangements, acceptable to the planning authority, for the recording and for the removal of any archaeological material which the authority considers

appropriate to remove. In default of agreement on any of these requirements, the matter shall be referred to An Bord Pleanála for determination.

Reason: In order to conserve the archaeological heritage of the site and to secure the preservation and protection of any remains that may exist within the site.

18. Prior to commencement of development, the developer shall lodge with the planning authority a cash deposit, a bond of an insurance company, or other security to secure the provision and satisfactory completion and maintenance until taken in charge of roads, footpaths, watermains, drains, public open space and other services required in connection with the development, coupled with an agreement empowering the planning authority to apply such security or part thereof to the satisfactory completion or maintenance of any part of the development. The form and amount of the security shall be as agreed between the planning authority and the developer or, in default of agreement, shall be determined by An Bord Pleanála.

Reason: To ensure the satisfactory completion of the development.

I confirm that this report represents my professional planning assessment, judgement and opinion on the matter assigned to me and that no person has influenced or sought to influence, directly or indirectly, the exercise of my professional judgement in an improper or inappropriate way.

Emer Doyle
Planning Inspector

6th October 2025

Appendix 1- Form 1 - EIA Pre-Screening

Case Reference	322788-25
Proposed Development Summary	Retention of existing buildings for film production, retention of self storage containers, new film studio and film backlot area and new area for self storage containers.
Development Address	Boghall Road, Bray, Co. Dublin.
	In all cases check box /or leave blank
1. Does the proposed development come within the definition of a 'project' for the purposes of EIA? (For the purposes of the Directive, "Project" means: - The execution of construction works or of other installations or schemes, - Other interventions in the natural surroundings and landscape including those involving the extraction of mineral resources)	☒ Yes, it is a 'Project'. Proceed to Q2. ☐ No, No further action required.
2. Is the proposed development of a CLASS specified in Part 1, Schedule 5 of the Planning and Development Regulations 2001 (as amended)?	
☐ Yes, it is a Class specified in Part 1. EIA is mandatory. No Screening required. EIAR to be requested. Discuss with ADP.	State the Class here
☒ No, it is not a Class specified in Part 1. Proceed to Q3	
3. Is the proposed development of a CLASS specified in Part 2, Schedule 5, Planning and Development Regulations 2001 (as amended) OR a prescribed type of proposed road development under Article 8 of Roads Regulations 1994, AND does it meet/exceed the thresholds?	
☐ No, the development is not of a Class Specified in Part 2, Schedule 5 or a prescribed type of proposed road	

development under Article 8 of the Roads Regulations, 1994. No Screening required.	
☐ Yes, the proposed development is of a Class and meets/exceeds the threshold. EIA is Mandatory. No Screening Required	
☒ Yes, the proposed development is of a Class but is sub-threshold. Preliminary examination required. (Form 2) OR If Schedule 7A information submitted proceed to Q4. (Form 3 Required)	10(b)(i)(iv) - Infrastructure Projects. Thresholds: > 10 hectares

4. Has Schedule 7A information been submitted AND is the development a Class of Development for the purposes of the EIA Directive (as identified in Q3)?	
Yes ☐	
No ☒	Pre-screening determination conclusion remains as above (Q1 to Q3)

Inspector: _____ **Date:** _____

Appendix 1- Form 2 - EIA Preliminary Examination

Case Reference	322785-25
Development	Retention of existing buildings for film production, retention of self storage containers, new film studio and film backlot area and new area for self storage containers.
Development Address	Boghall Road, Bray.
This preliminary examination should be read with, and in the light of, the rest of the Inspector's Report attached herewith.	
Characteristics of proposed development (In particular, the size, design, cumulation with existing/ proposed development, nature of demolition works, use of natural resources, production of waste, pollution and nuisance, risk of accidents/disasters and to human health).	Briefly comment on the key characteristics of the development, having regard to the criteria listed. The proposed development is the retention of an existing film studio use and the retention and extension of a storage use for containers. Existing buildings are to be used for the film studio use together with the creation of a new building. The self storage use is an existing use at the site and the application provides for an increase in the existing use and a relocation of this use on the site. The project due to its size and nature will not give rise to significant production of waste during both the construction and operation phases or give rise to significant risk of pollution and nuisance. The construction of the proposed development does not have potential to cause significant effects on the environment due to water pollution. The project characteristics pose no significant risks to human health. The proposed development, by virtue of its type, does not pose a risk of major accident and/or disaster, or is vulnerable to climate change.
Location of development (The environmental sensitivity of geographical areas likely to be affected by the development in particular existing and approved land use, abundance/capacity of natural resources, absorption capacity of natural environment e.g. wetland, coastal zones, nature reserves, European sites, densely populated areas,	Briefly comment on the location of the development, having regard to the criteria listed The subject site is within the urban area of Bray and comprises a part brownfield and part greenfield site. The subject site is not located in or immediately adjacent to ecologically sensitive sites. It is considered that, having regard to the limited nature and scale of the development, there is no real likelihood

landscapes, sites of historic, cultural or archaeological significance).	of significant effect on other significant environmental sensitivities in the area.
Types and characteristics of potential impacts (Likely significant effects on environmental parameters, magnitude and spatial extent, nature of impact, transboundary, intensity and complexity, duration, cumulative effects and opportunities for mitigation).	Having regard to the characteristics of the development and the sensitivity of its location, consider the potential for SIGNIFICANT effects, not just effects. The size of the proposed development is notably below the mandatory thresholds in respect of a Class 10 Infrastructure Projects of the Planning and Development Regulations 2001 as amended. There is no real likelihood of significant cumulative considerations having regard to other existing and/or permitted projects in the adjoining area.
Conclusion	
Likelihood of Significant Effects	Conclusion in respect of EIA <i>[Delete if not relevant]</i>
There is no real likelihood of significant effects on the environment.	EIA is not required.
There is significant and realistic doubt regarding the likelihood of significant effects on the environment.	N/A
There is a real likelihood of significant effects on the environment.	N/A

Inspector: _____ Date: _____

DP/ADP: _____ Date: _____

(only where Schedule 7A information or EIAR required)

Appendix 2

Screening the need for Water Framework Directive Assessment Determination

The subject site is located at Boghall Road, Bray, Co. Kildare. The nearest water body is culverted stream to the west of the site which flows into the River Dargle _040 IE_EA_10D010300 c. 67m north of the site (good water body status) and the groundwater body is Wicklow IE_EA_G_076 (At Risk in WFD Cycle 3). The proposed development is detailed in section 2.0 of my report. No water deterioration concerns were raised in the planning appeal.

I have assessed the development proposed of a film studio and expansion of self storage units and the proposed retention of change of use of part of an existing building to film production and retention of self storage areas in the central part of the site. I have considered the objectives as set out in Article 4 of the Water Framework Directive which seek to protect and, where necessary, restore surface & ground water waterbodies in order to reach good status (meaning both good chemical and good ecological status), and to prevent deterioration. Having considered the nature, scale and location of the project, I am satisfied that it can be eliminated from further assessment because there is no conceivable risk to any surface and/or groundwater water bodies either qualitatively or quantitatively.

The reason for this conclusion is as follows:

- Nature of works e.g. small scale and nature of the development
- Location-distance from nearest water bodies and/or lack of hydrological connections

Conclusion

I conclude that on the basis of objective information, that the proposed development will not result in a risk of deterioration on any water body (rivers, lakes, groundwaters, transitional and coastal) either qualitatively or quantitatively or on a temporary or permanent basis or otherwise jeopardise any water body in reaching its WFD objectives and consequently can be excluded from further assessment.