

Sea Gardens

Masterplan Design Document

Howells

ballymore.

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Introduction

The Sea Gardens masterplan¹ has been prepared by Howells, architects and urban designers with a long history of collaboration with Ballymore. Ballymore commissioned the masterplan to guide the development of the former Bray Golf Club lands in recognition of the strategic significance and size of the landholding.

It is intended as an overarching document setting out key design principles and illustrating how the remaining masterplan lands can be built out in accordance with the

objectives for the site set out in the Wicklow County Development Plan, Dún Laoghaire–Rathdown Development Plan and Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities (2024). The overall masterplan also takes into consideration the Bray Municipal District Local Area Plan, the Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities (2009) and the principles of sustainable development to ensure that all phases remain coherent with the elements of phase 1 which are currently under construction.

This masterplan presents Ballymore's vision for the completion of the landholding. Given the trans-boundary location of the site, the masterplan provides a structured framework for the development of the overall landholding in a clear, logical and transparent manner as each phase is permitted and implemented.

The masterplan has been formulated following an analysis of the character and morphology of Bray, the constraints and opportunities presented by the site itself, and puts forward a vision of how the site can be developed as a 21st century extension to Bray Town Centre, respecting and reinterpreting the town's character and ensuring the lands are built out in an orderly, attractive, and coherent way.

1 - Originally Harbour Point Masterplan. Key principles have not changed, this update reflects the end user/tenure requirements.



Fig. 02 View from Southern Access Road



Fig. 01 View for Central Park



Fig. 03 View from Fran O'Toole Bridge

1.0 The Design Team

1.1 Ballymore




40
Years in Business



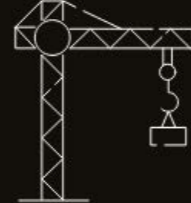
Ballymore is a privately owned family business



80+ Awards
won for our work



c. 700 Employees



35,000
homes built. 20,000 in the UK and 15,000 in Ireland



11,000+
Homes managed by Ballymore



First Green Loan In Ireland



15,000+
Homes in our portfolio pipeline



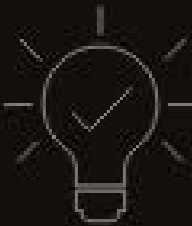
5 Active Sites in the UK



Delivering more than
5 Million
sq ft of office and retail space



8 Active Sites in Ireland



Progress 1000
Sean Mulryan named one of London's most influential people

1.2 Design Team

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1.3 Key Projects

Project: London City Island
Client: Ecoworld Ballymore
Location: London
Size: 1,706 Apartments
Status: Complete

London City Island is a new island neighbourhood located in the heart of East London with distinct public spaces and a matured soft landscape edge to the river.

Over the last 200 years the site and the surrounding wharfs have been a focus for making and industry, this has created a distinct language of simple building forms with regularly punctuated façades. It is this industrial aesthetic that has influenced the clear language of the buildings at London City Island.

The introduction of creative and cultural industries now defines the Island, with English National Ballet and London Film School sitting at the heart of the project. Island life is further enhanced by a range of amenities, including The Grocer, the Arts Club and a gym. Two art galleries provide further cultural links, and co-working studios provide affordable opportunities for makers and small businesses.



Fig. 04 New bridge

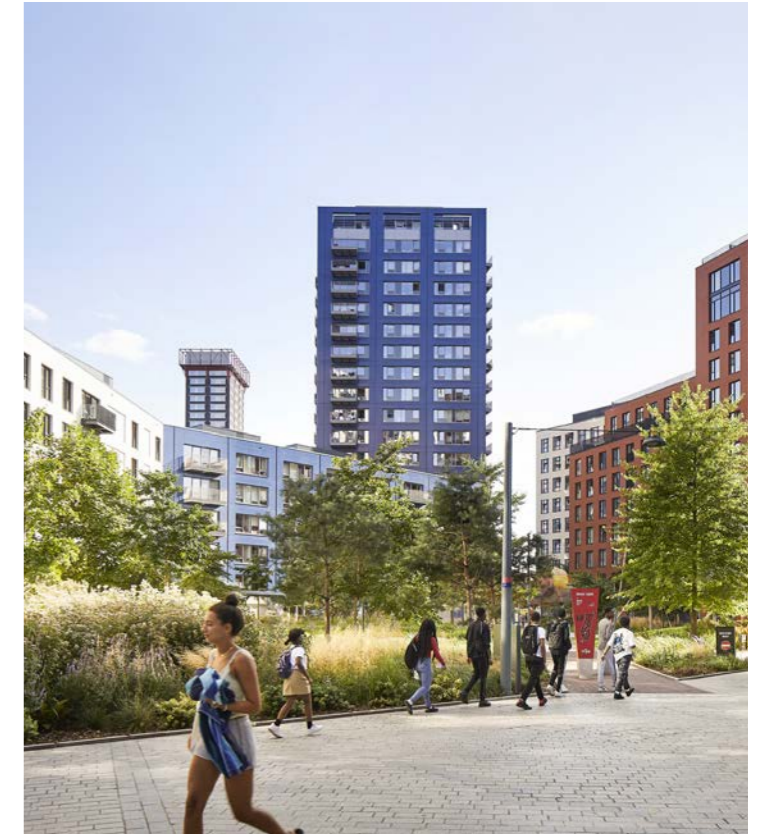


Fig. 05 Public amenity



Fig. 07 Green spaces



Fig. 06 Elevation view

1.0 THE DESIGN TEAM

Project: Royal Wharf
Client: Oxley Holdings and Ballymore
Location: Royal Docks, London
Size: 17ha, 3,385 Homes
Status: Complete

Royal Wharf is an entirely new neighbourhood along the Thames riverfront in east London. GHA masterplanned all 17 ha of the former brownfield site for Ballymore, creating a community of homes for 10,000 residents including many family town houses, a school and community centre.

As well as providing the detailed design for 1,700 units out of the nearly 3,385 in total, Howells is acting as the design champion for the scheme for the London Borough of Newham. This includes guiding the involvement of other selected practices that are working on building envelopes, liaising with the GLA, and ensuring that a legible layout with active frontages is achieved in practice.



Fig. 11 Sketch of the development



Fig. 08 Aerial view



Fig. 10 Town houses

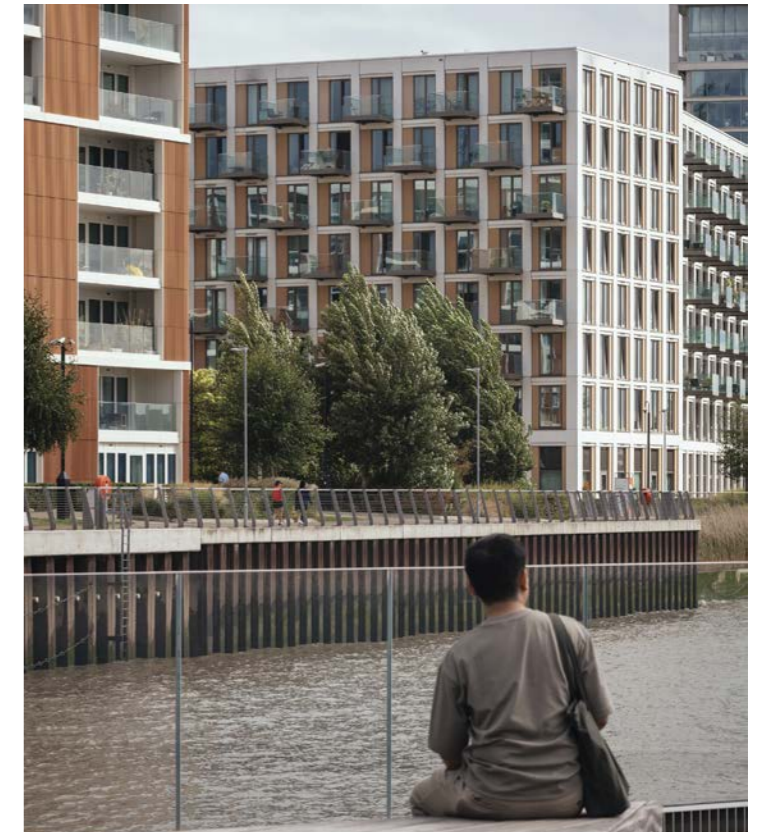


Fig. 09 View from the river

2.0 Vision Statement

2.0 VISION STATEMENT

The overall masterplan has been shaped by several key planning documents, including the *Regional Spatial and Economic Strategy, Sustainable Residential Development and Compact Settlements 2024*, the current *Wicklow County Development Plans* and *DLR Development Plans* for the same period.

The masterplan is driven by a core set of six guiding principles, which inform the design across all phases of the project.

A DISTINCTIVE PLACE:

The scheme is designed as a new urban quarter, with its own unique character and sense of place but merging seamlessly and respectfully with the existing built form of Bray town with a comparable scale and urban grain

A CONNECTED PLACE:

The scheme maximises pedestrian linkages to the surrounding urban environment including the existing schools campus at Ravenswell, the suburban parkland to the north at Woodbrook Glen, to Bray Harbour, Bray station and Main St to the south and along the Dargle River to the west.

A PERMEABLE PLACE:

External linkages will be complemented by a high degree of internal permeability, with the focus on pedestrian movement through a sequence of streets, squares and public spaces so that all services are within walkable distances.

AN ADAPTABLE PLACE:

The scheme can evolve and grow over time as demand for different land uses evolve and new uses emerge.

A SUSTAINABLE PLACE:

The scheme adopts state of the art energy saving design with landscaping and public open spaces designed to maximise biodiversity.

A RESILIENT PLACE:

The scheme is future proofed to meet the challenges of climate change including increased flood risk.



Fig. 12 Key principles diagram (Urban Design Manual: A Best Practice Guide, 2009)

3.0 Context



3.1 Built Context



3.2 Policy Context

The Sea Gardens masterplan responds directly to the goals outlined in the Dún Laoghaire–Rathdown and Wicklow County Development Plan 2022-2028. By incorporating sustainable design principles and enhancing the local area, the project supports key objectives such as environmental protection, biodiversity preservation, and the promotion of green infrastructure. It also contributes to the community's well-being by providing accessible public spaces for recreation and engagement with nature, aligning with the plan's vision for sustainable and resilient coastal development in County Wicklow and and Dun Laoghaire-Rathdown, County Dublin.

In addition to the Dun Laoghaire- Rathdown and Wicklow Development Plan, the design has also been developed in accordance with the following documents:

- DHLGH: Sustainable Residential Development and Compact Settlements: Guidelines for Planning Authorities (2024)
- DHLGH: Sustainable Urban Housing: Design Standards for New Apartments Guidelines for Planning Authorities (2023)
- DHPLG & DTTAS: Design Manual for Urban Roads and Streets (2019)
- DHPLG: Urban Development & Building Heights: Guidelines for Planning Authorities (2018)
- DECLG: Guidelines for Planning Authorities: Retail Planning (2012)
- DCHG: Retail Design Manual: A Companion Document to the Retail Planning Guidelines for Planning Authorities (2012)
- Childcare Facilities: Guildlines for Planning Authorities (2001)
- DEHLG & Office of Public Works: The Planning System and Flood Risk Management: Guidelines for Planning Authorities (2009)



Fig. 13 Aerial View of the Sea Gardens

4.0 Masterplan Principles

4.1 Key Principles



BRAY LIFE STYLE

Promote an active lifestyle



CHARACTER OF BRAY

Fit into the character of Bray



WATERFRONT LIVING

Embrace the natural advantages of the site



PARKSIDE LIVING

Embrace the natural advantages of the site



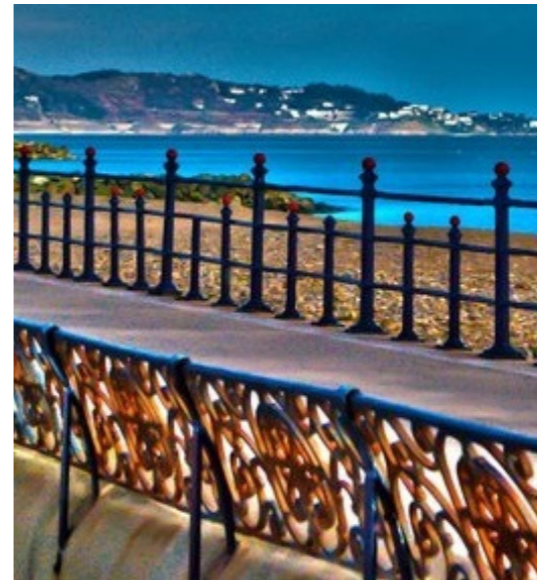
FUN AND PLAYFUL

Create a place people want to live

4.2 Bray Lifestyle

DESIGN APPROACH:

The Sea Gardens Masterplan is designed to cultivate a distinct sense of place by thoughtfully integrating architectural design, landmark buildings, and sustainable features that reflect the character of Bray. By drawing inspiration from Bray's rich history and coastal identity, the masterplan creates a neighbourhood that honours its past while embracing the future.



4.3 Reflecting the Character of Bray

DESIGN APPROACH:

The proposed housing and duplexes located further inland within the Sea Gardens masterplan take strong inspiration from the unique character and identity of Bray town. Those homes offer a more tranquil feel than the higher blocks located along the water edge, while still maintaining a strong connection to the coastal character of the development. The design prioritised a thoughtful progression in massing and form, ensuring a smooth transition from the more urban, higher structures near the coast to the quieter residential areas further west.

The architectural style here is quintessentially Bray – clean lines, generous windows and light pastel colour palette that echoes the charm of the towns’ heritage. This refined and intimate design creates a comfortable living environment that complements the surrounding landscape while enhancing the cohesive yet varied aesthetic of the broader Coastal Quarter masterplan. The inland housing provides a peaceful retreat, contributing to the vibrancy and distinctive character that defines Bray.



Fig. 14 Traditional House with Single Storey Bay Window



Fig. 15 Traditional House with Two Storey Bay Window



Fig. 16 Traditional Terrace with Corner Projecting Bay



Fig. 17 Mortello Terrace



Fig. 20 Material palette



Fig. 19 Georgian House



Fig. 18 Aerial View

4.0 MASTERPLAN PRINCIPLES

4.3.1 EXISTING FABRIC

Quinsborough Road

Architecturally important terraces and houses were built along new roads using the most competent architects of the time. The entrepreneurs responsible for building the railway and for financing the building boom in Bray included the notable railway engineer William Dargan (1799–1867) and local businessmen John Quin Junior, Edward Breslin and John Brennan. Quin supplied the land allowing the Dublin and Wicklow Railway Co. to lay out Quinsborough Road and Dargan laid out the seafront and provided structures on Quinsborough Road.

As was fashionable at the time three very grand rows of houses were erected along Quinsborough Road, which rivalled the town houses of Dublin: Dargan (now Duncairn) Terrace built c. 1859, Prince of Wales Terrace built c. 1860 and Goldsmith Terrace built c. 1863.



Prince of Wales Terrace



Duncairn Terrace

Bray Seafront

Although the general decline of the traditional seaside resort after 1970 has changed Bray's role yet again, the lengthy Esplanade, the long straight roads and the grand late-nineteenth century terraces and houses survive as a reminder of the town's special history.

Martello Terrace is one of Bray's earliest, best preserved, and most distinctive seafront terraces. Most of the buildings in the Seafront area were built in the Victorian era with features such as rendered walls, bay windows, cast-iron railings, and timber sashed windows.



Marine Terrace



Fenteny Terrace



Martello Terrace

Sidmonton Road

The town grew steadily in the fifteen years following the arrival of the railway indicated by the development of the Quinsborough Road, its terraces, the two hotels the Royal Marine and the International, the Methodist Church 1859, the Presbyterian Church in 1860, Christchurch in 1863 and the Turkish Baths in 1859. The Florence Road followed and by 1860 other residential areas such as Sidmonton Square and Novara Avenue were being developed.

As was fashionable at the time many terraces, mainly redbrick, were erected along the Galtrim, Novara, Sidmonton and Meath Roads similar to other terraces which were built in other parts of the country. The characteristics of quite a number of the houses in the roads, avenues, terraces and squares in this have similar Victorian and Edwardian architectural features such as front gardens with cast-iron railings and stone plinths, slate hipped roofs, timber sashed windows and brick detailing.



Ireland - Modernism

Nautical style also reached the shores in many coastal countries such as Ireland where most renowned Modernist architect, Michael Scott, built himself the Geragh family house in 1938, a magnificent house in Sandycove outside Dublin. Curving corners, white walls, porthole windows, flat roofs and terraces lent it the characteristics of the modernist style. Other examples of modernism include the Dublin Airport and Salthill promenade in Galway.



4.4 Waterfront Living

DESIGN APPROACH:

One of the most unique elements of the Sea Gardens masterplan is the waterfront living - a series of higher, residential blocks sat on the edge of the river Dargle and the Bray Seafront. Those buildings, surrounded by cast expanses of trees, rocky cliffs, river walk and pebble-based beaches offer a unique way of living to the residents of Bray. The Art-Deco Mansion Blocks along the Strand Road were the main inspiration behind the taller block design - neutral, sandy colours, set within green parkland.

The design of the Waterfront Living was imperative to ensure that each design statement ensures the new masterplan enhances and is subservient to the existing context. The routes alongside the blocks were arranged and considered in a way to create access to the key natural assets, such as walking routes from the new Western Gateway, through the new Central Park leading to the Bank Strand via the underpass. The proposed buildings create framed views of the surrounding landscape such as Bray Head and Killiney Hill. The scale of the buildings will build up to the centre across all of the phases but step down as it approaches the existing context, offering a fitting backdrop for the existing landscape. Finally, the material palette of all buildings has been carefully selected to reflect the colours and tones of the coastal setting and playful Bray town.

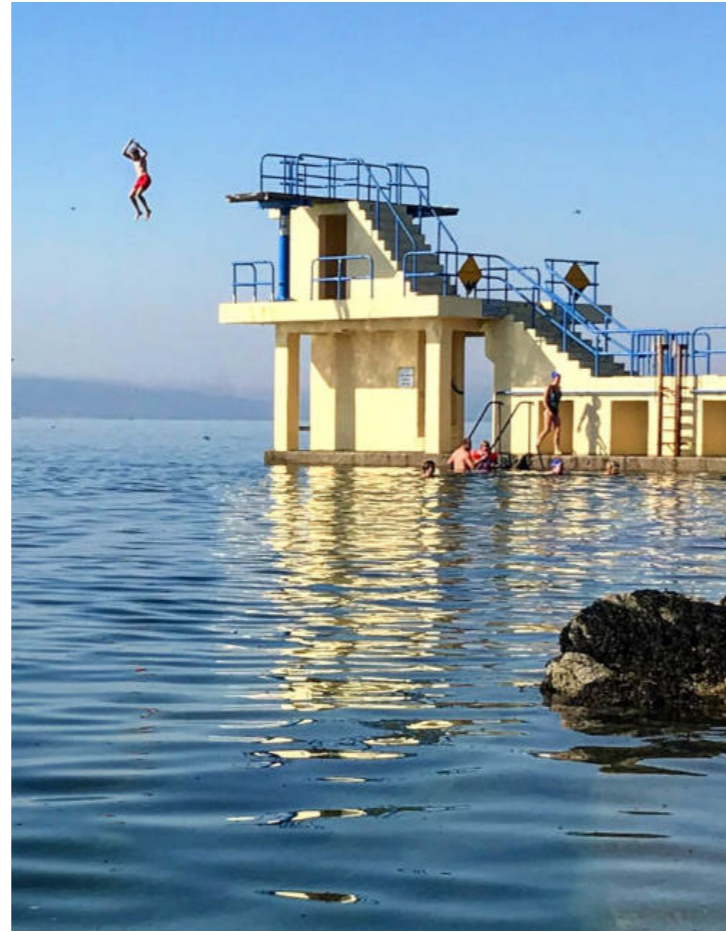


Fig. 25 Salthill Promenade in Galway



Fig. 22 Seaside Hotel



Fig. 21 Seaside high-street



Fig. 23 Proud podium shops

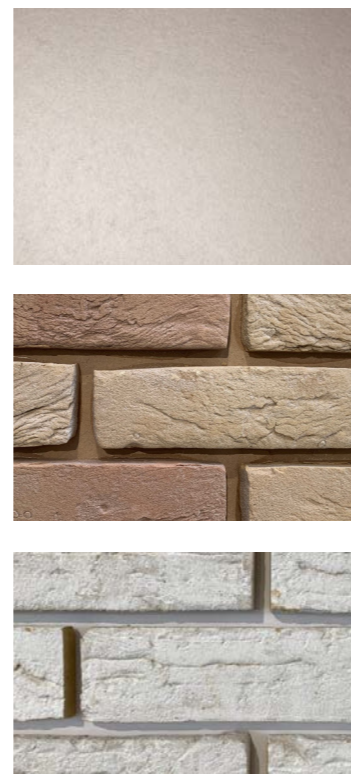


Fig. 24 Materiality



Fig. 26 De La Warr Pavilion

4.5 Parkside Living

DESIGN APPROACH:

Parkside Living was a design approach taken when designing the duplexes which were to face the new Central Park. The residents of those properties will have the advantage of access to green spaces which positively enhances mental and physical health, encourages participation in outdoor activities as well as enhances sense of community. In addition, buildings situated around parks also tend to retail higher property value as buyers are drawn to the scenic views, recreational opportunities and an overall quality of life.

In Ireland, the history of building homes around parks can be traced back to the 18th and 19th centuries – a period of urban expansion and landscape design influence by the English garden city movement. Estates such as the ones located in Dublin’s Merrion Square and St. Stephen’s Green were some of the early examples of integrating residential spaces with public gardens, where grand Georgian homes were built around green spaces. These areas were intended for recreation while showcasing status and wealth of the inhabitants. Over time, other Irish towns began to adopt similar principles of park-centric developments as the

planners began to recognise the importance of green spaces in enhancing the quality of life, promoting health and well-being and ensuing social cohesion.

Sea Gardens masterplan continues the trend by prioritizing the proximity to parks and other recreational areas and thereby promoting a higher quality of living for the residents

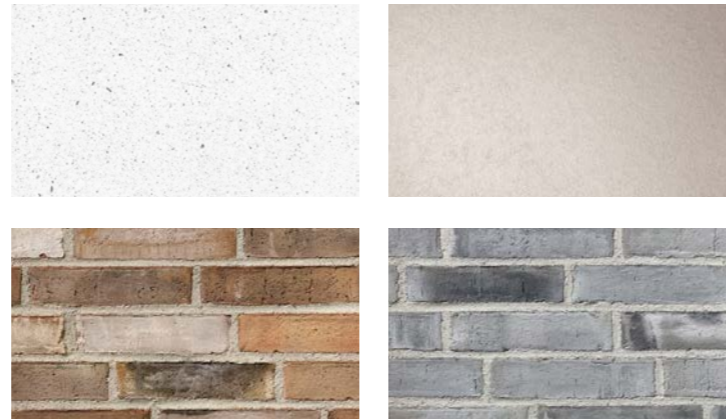


Fig. 31 Materials



Fig. 30 Merrion Square Houses, Dublin

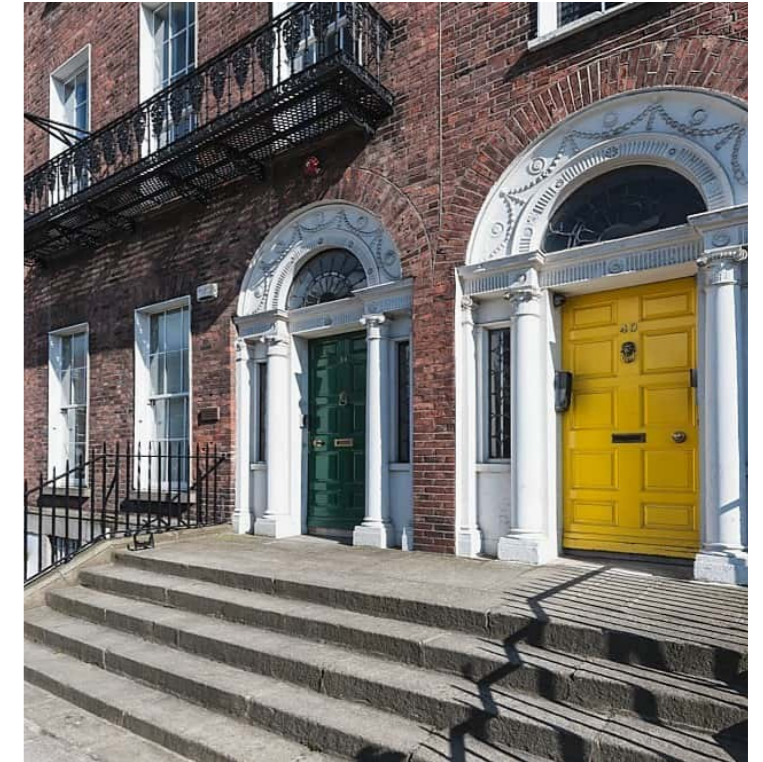


Fig. 29 Merrion Square Entrances, Dublin



Fig. 27 St. Stephens Green



Fig. 28 Merrion Square Aerial, Dublin

EXISTING OPEN SPACES AND STREETSAPES



4.0 MASTERPLAN PRINCIPLES

QUINSBOROUGH ROAD

The Quinsborough Road runs from the Main Street to the Railway Station and was laid out in 1854 by William Dargan – an Irish railway pioneer who has a vision of bringing the railway to Bray, and organising the layout of the town to resemble a Victorian resort. This road runs alongside Eglinton and Florence roads. The street has a Victorian wealth to it, the pride of the collection is the three Victorian terraces of houses built in the second half of the 19th century. One of the most elegant ones is the Prince of Wales terrace – designed by Lanyon, Lynn and Lanyon in 1961. This is a terrace of 12 three-bay, three-storey over a basement houses.

The streets within Sea Gardens use Quinsborough Road's principles to create spaces that respect and fit within the context of Bray – the Duncairn Terrace is fronted with a line of mature trees, the footpath alongside the Prince of Wales Terrace as well as both sides of the Main Street are well planted with trees. The street widths, the trees and the overall design within Sea Gardens are intrinsic to the amenity and character of it. The architecture of the houses and

duplexes has been strongly influenced by the Victorian proportions, with stone sills, recessed doors and proud bay windows.



Fig. 37 Prince of Wales Terrace



Fig. 34 Historic Map

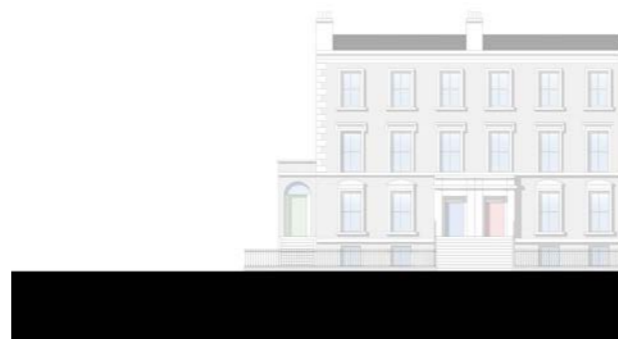


Fig. 36 View from Quinsborough Road

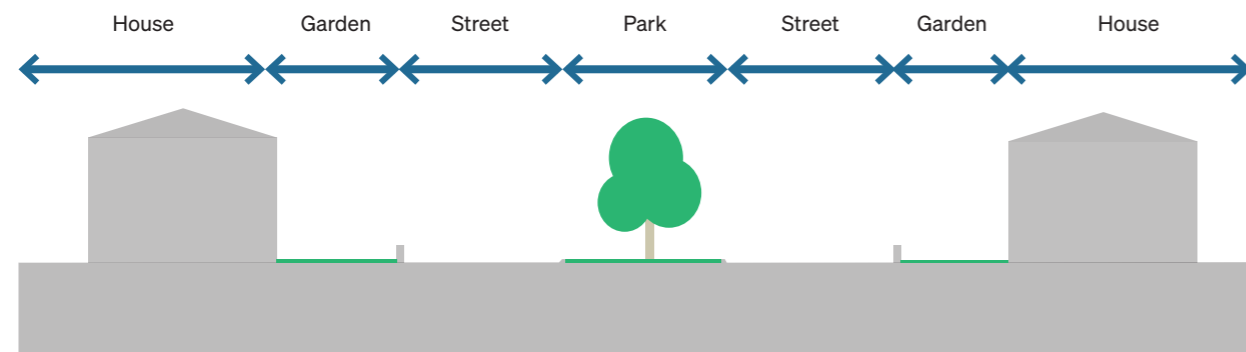


Fig. 32 Diagrammatic Section

SIDMONTON PARK

Sidmonton Square Park was built about 1890 and it is an important green space amenity defined by continuous fencing with tree planting. The park is concentrated with tree boundaries that create range of zones. It also includes a selection of playground furniture and well distributed seating. The park is a significant asset to Bray due to its character.

The square is fronted with Victorian redbrick houses. Wentworth House and Sidmonton House form a Victorian pair. Built around 1890, those five-bedroom, semi-detached properties have proud 3-storey high bay windows which overlook the green to the front and a 'secret garden' at the rear.

As part of the new Sea Gardens masterplan, the duplexes facing the Central Park will take the Simonton Road houses and park square as a precedent to allow for preserving the existing character of Bray.



Fig. 39 Wentworth House and Sidmonton House



Fig. 35 Historic Map



Fig. 38 View from Quinsborough Road

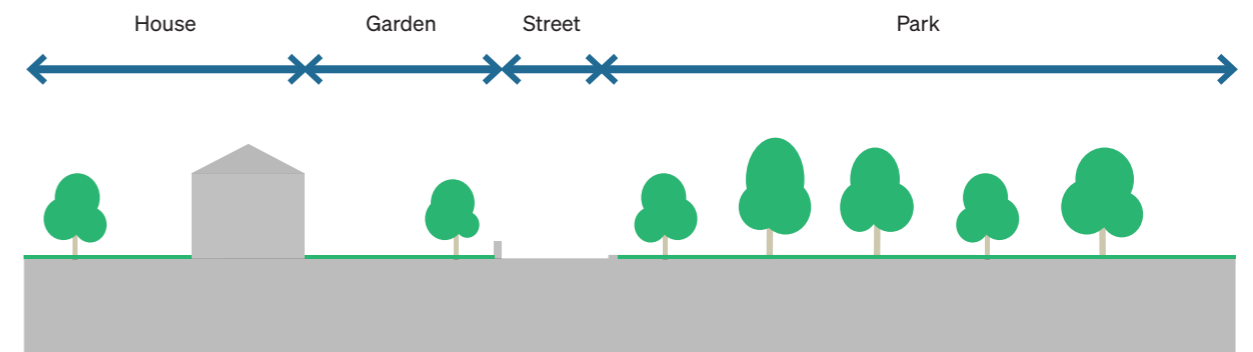


Fig. 33 Diagrammatic Section

4.6 Fun and Playful

DESIGN APPROACH:

Fun and Playful refers to the less traditional sections of the proposal such as the Gateway. The design of those buildings has been carefully crafted to create a welcoming and memorable gateway into the development, marking the transition from the surrounding urban environment into the new and exciting Sea Gardens neighbourhood. This architecture aims to be both – visually engaging and harmonious with the surrounding landscape. The buildings are placed at the key junctions to frame the entrance and draw attention to the entry points of the development.

The design is both colourful and playful, evoking the feel of park pavilions and surrounded by subservient landscaping that compliments the setting. The bold, scattered form, simple modern nature of the structures, clean lines and thoughtful materials respect and enhance the existing context of Bray.



Fig. 45 Materials



Fig. 44 Funfair in Bray



Fig. 41 Colourful



Fig. 40 Buildings in the park



Fig. 43 Seaside Location



Fig. 42 Seaside funfair

4.7 Materials

Historically, Victorian Bray builders employed a limited palette of materials. Most houses were rendered, with limited decorative moulding around doors, windows, and at eaves level. Occasionally red brick was used, typically at first and second floor level over ground floor render. Stone was rarely used, typically as plinths or as garden walls. A particular feature of Bray, perhaps reflecting its role as a seaside resort town, was the prominent use of wrought iron balconies, complementing the ironwork garden railing.



Fig. 46 Map showing materiality within Bray

4.0 MASTERPLAN PRINCIPLES

4.7.1 ARCHITECTURAL DETAIL - MATERIALS

The material selection for the Sea Gardens masterplan has been made with great care, ensuring that the materials both respond to the light, pastel tones of Bray's existing housing stock and provide buildings that will withstand the test of time.

The development proposes using a variety of complementary silicone renders for all 2- and 3-storey houses, while brick will be used for the apartment blocks and select duplexes. This strategy not only complements the town's existing architectural character but also ensures that the rendered houses can be easily cleaned and maintained by their owners. The brick façades of the apartment blocks will be maintained by an Owner's Management Company.

This material approach is designed to create a contextually sensitive development that integrates smoothly with the existing town and will age gracefully, ensuring durability and minimal upkeep over time.

4.7.2 ARCHITECTURAL DETAIL - COLOUR VARIETY

Drawing inspiration from its history as a prominent Irish seaside resort, the architectural colours of Bray feature a harmonious blend of pastels, neutral-coloured bricks, and Wicklow granite. This light and airy colour palette creates a cohesive architectural language that spans multiple eras of existing buildings in Bray.

Informed by Bray's colour strategy, the Sea Gardens development aims to reflect this tradition by using render for the smaller houses and brick for the duplexes and apartment blocks. All colours selected will be lighter hues, ensuring that the new development integrates smoothly with Bray's existing architecture, complementing the town's distinctive character while maintaining a natural, cohesive feel.

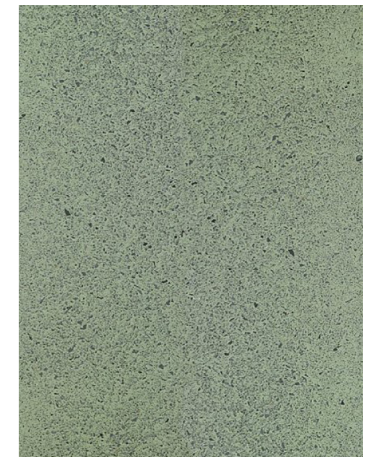


Fig. 47 Mood Board of Sea Gardens

MATERIAL QUALITY

This material study into the architectural elements that underpin Bray's traditional character begin to establish a common language among the individual terraces and houses. This results in a list of material considerations that shall be taken forward as a robust language for the new development ensuring the proposed dwellings and blocks reflect the traditional characteristics in a modern and contemporary architecture.

- 1 Principle Facade Material : Render + Brick
- 2 Window Sills : Stone or Granite
- 3 Roof : Pitched
- 4 Balconies : Wrought Iron (White / Black)
- 5 Boundary treatment: Low Lying Wall made of Stone with metal railings
- 6 Scale / Form : Two / Three Storey Houses with Corner treated with a single storey projecting bay. Larger buildings built facing the seafront
- 7 Doorways : Recessed made of painted timber

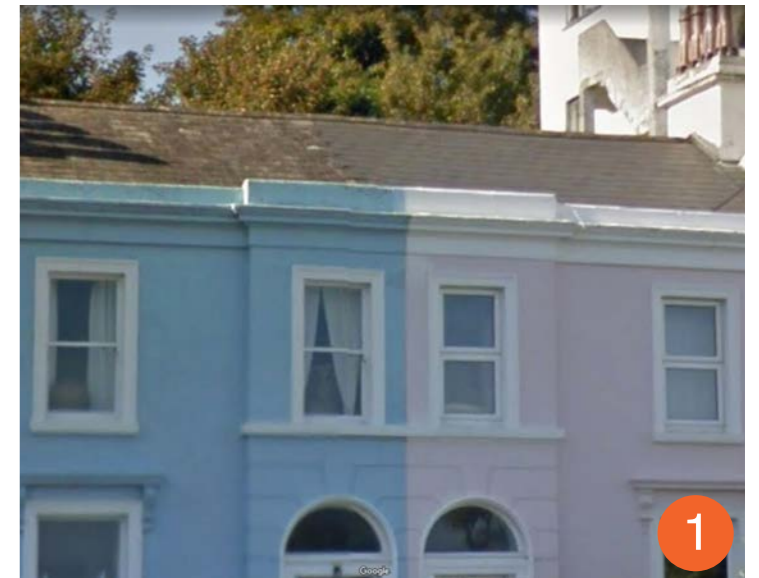
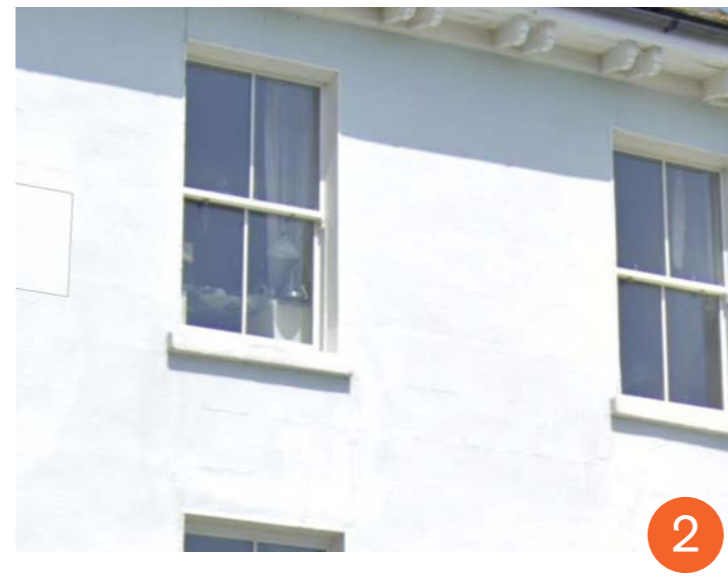
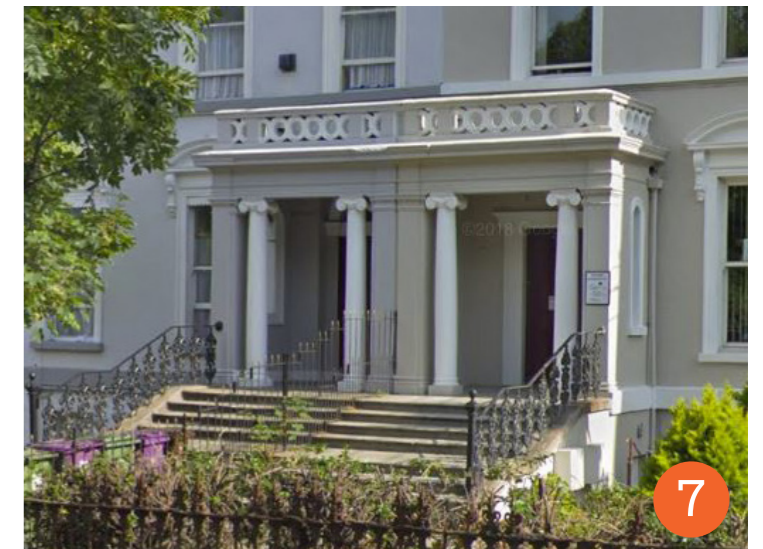
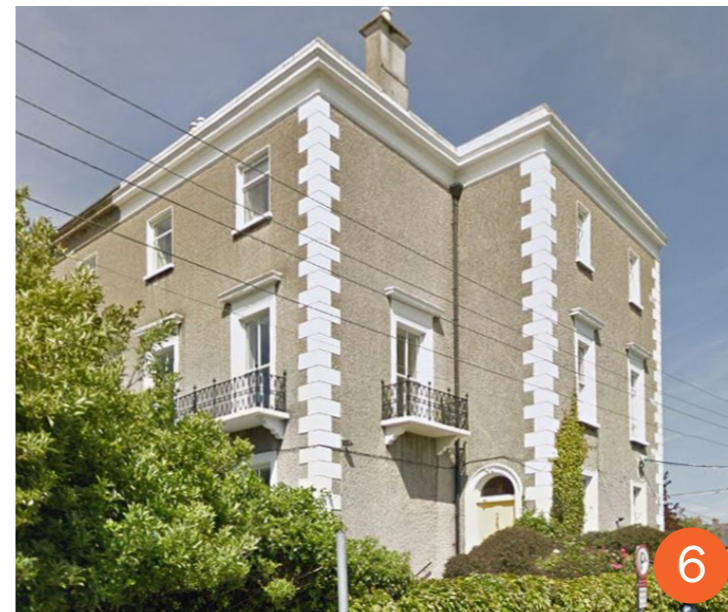
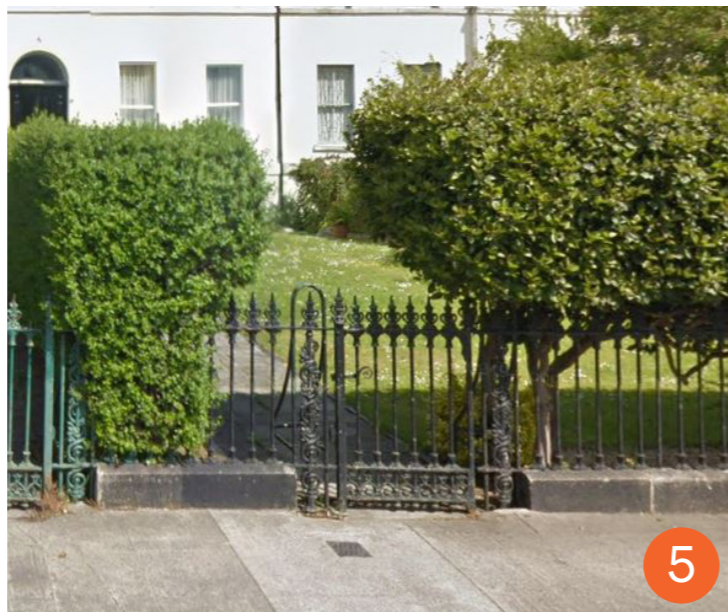
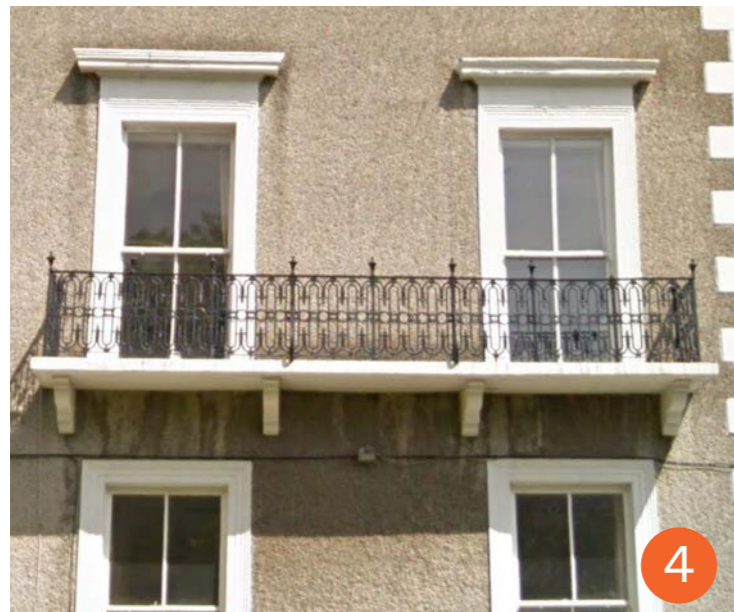
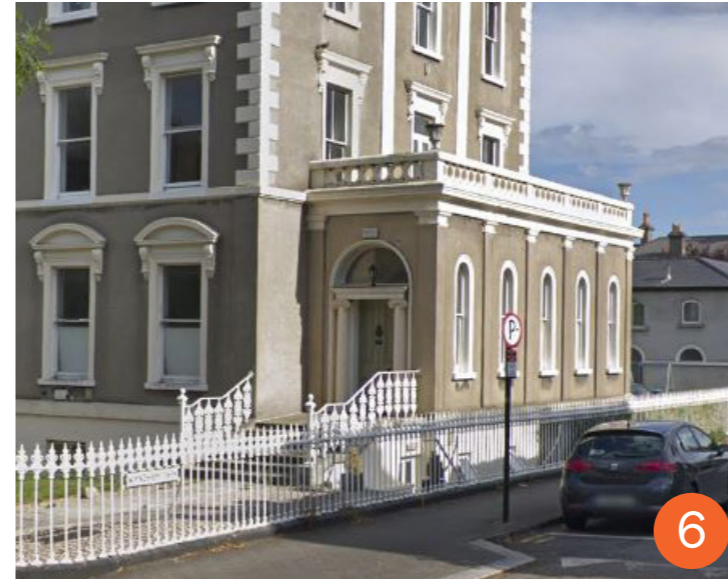


Fig. 48 Key Design Elements

4.0 MASTERPLAN PRINCIPLES





Traditional House

Pitched Roof
.....>

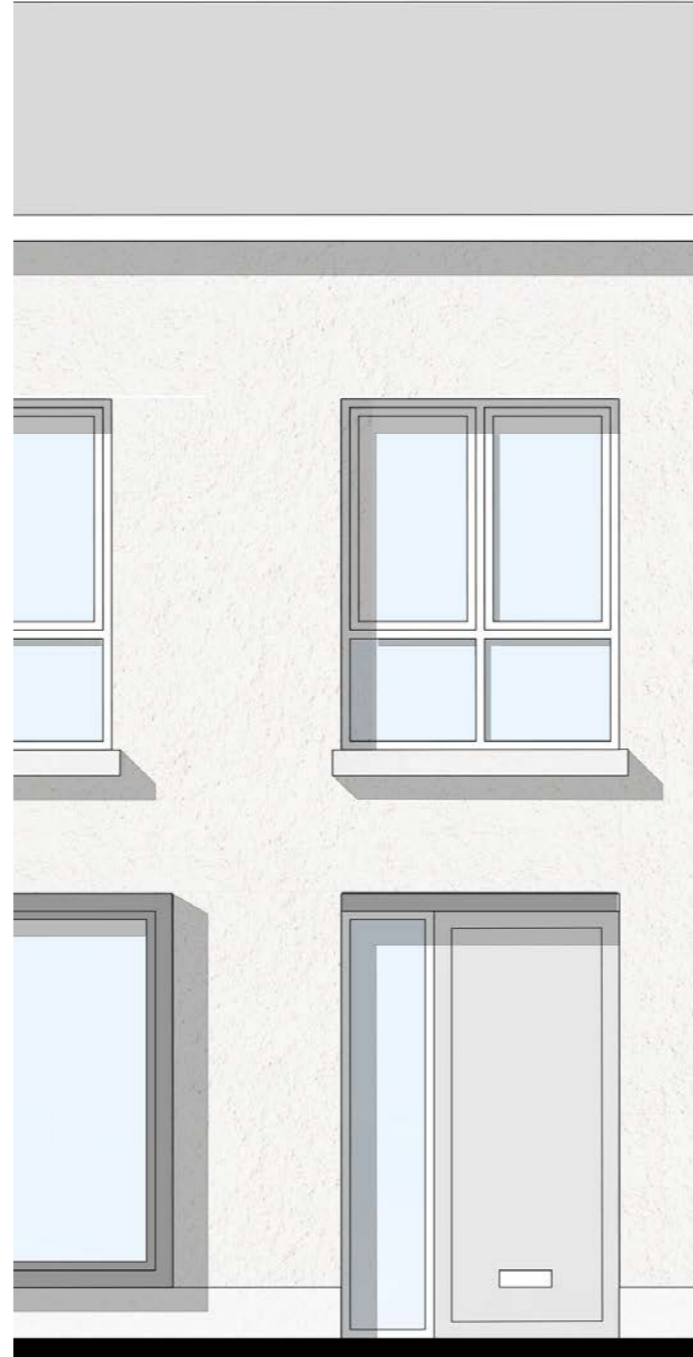
Stone Capping
.....>

Slim Line Window
.....>

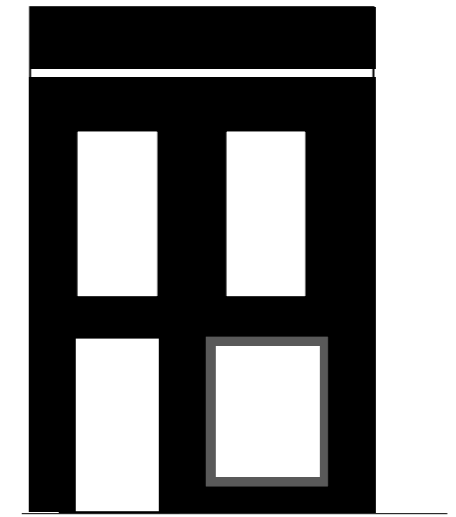
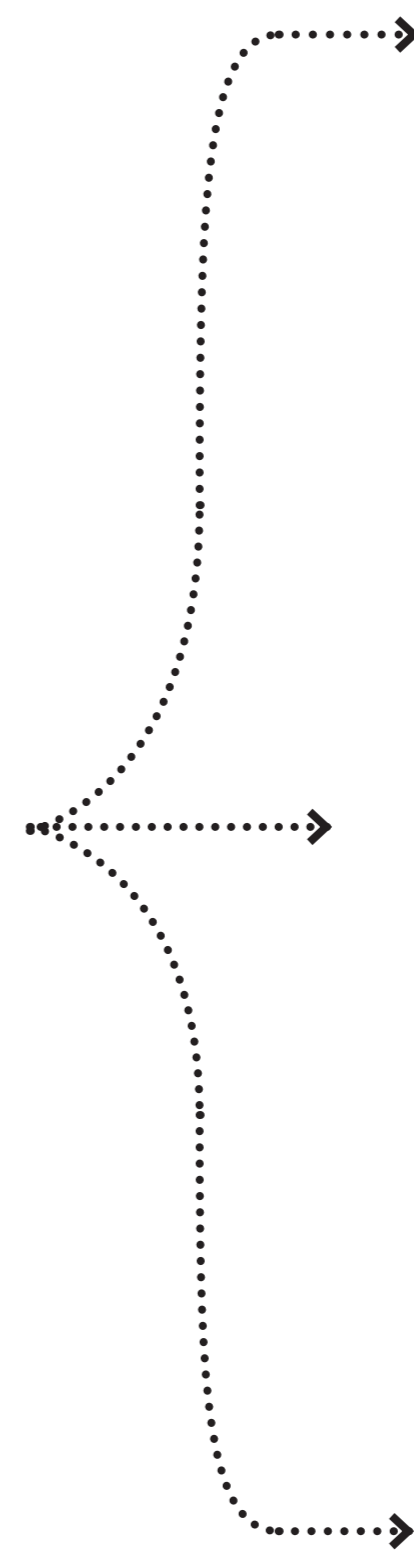
Stone Sill
.....>

Recessed Doorway
.....>

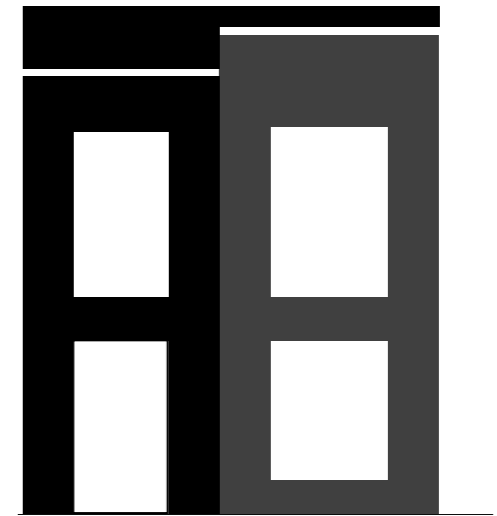
Bay Window
.....>



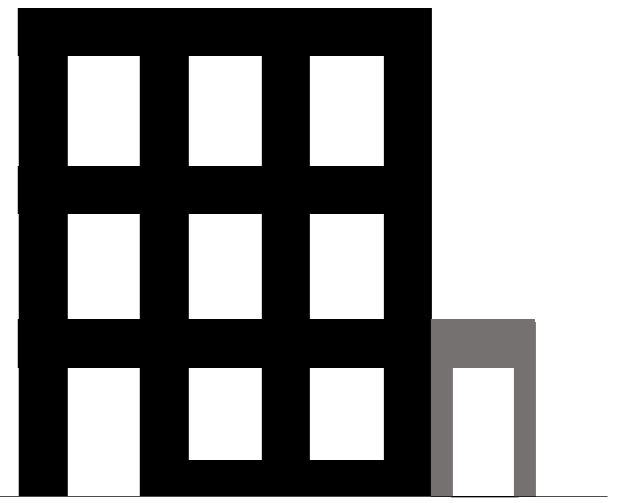
Modern House



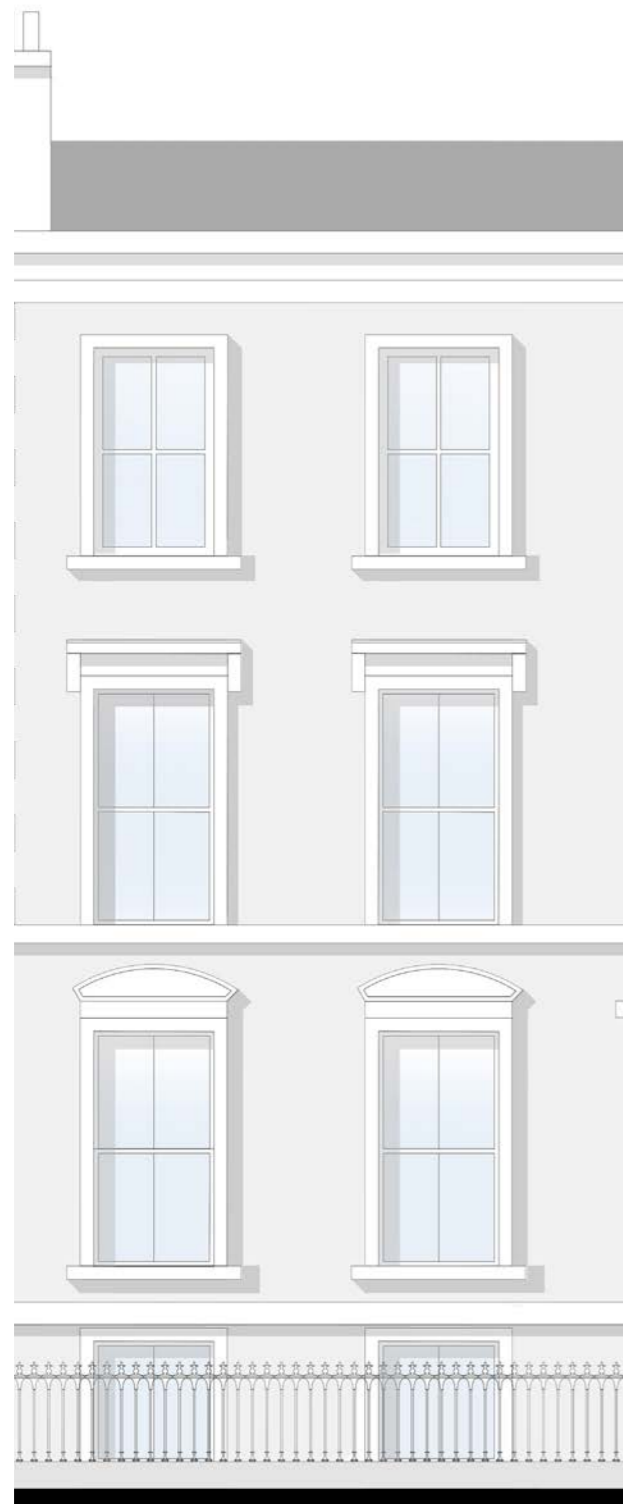
Bray Type A



Bray Type B

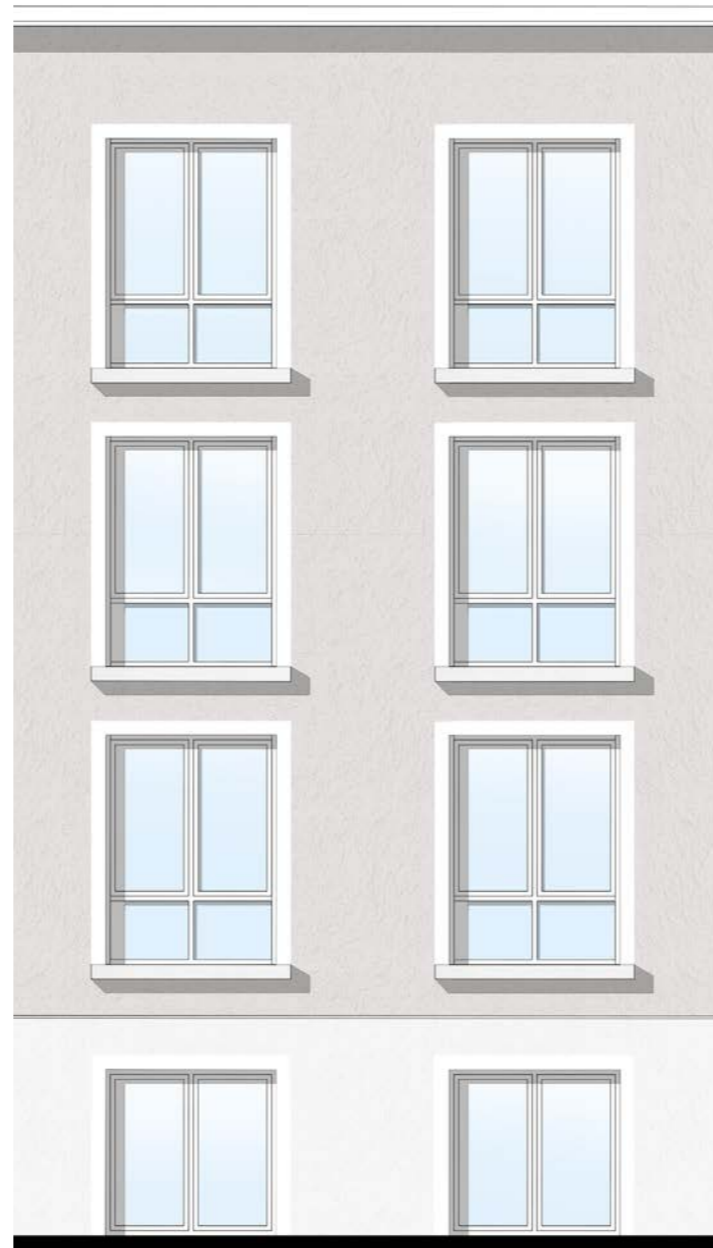


Bray Type C

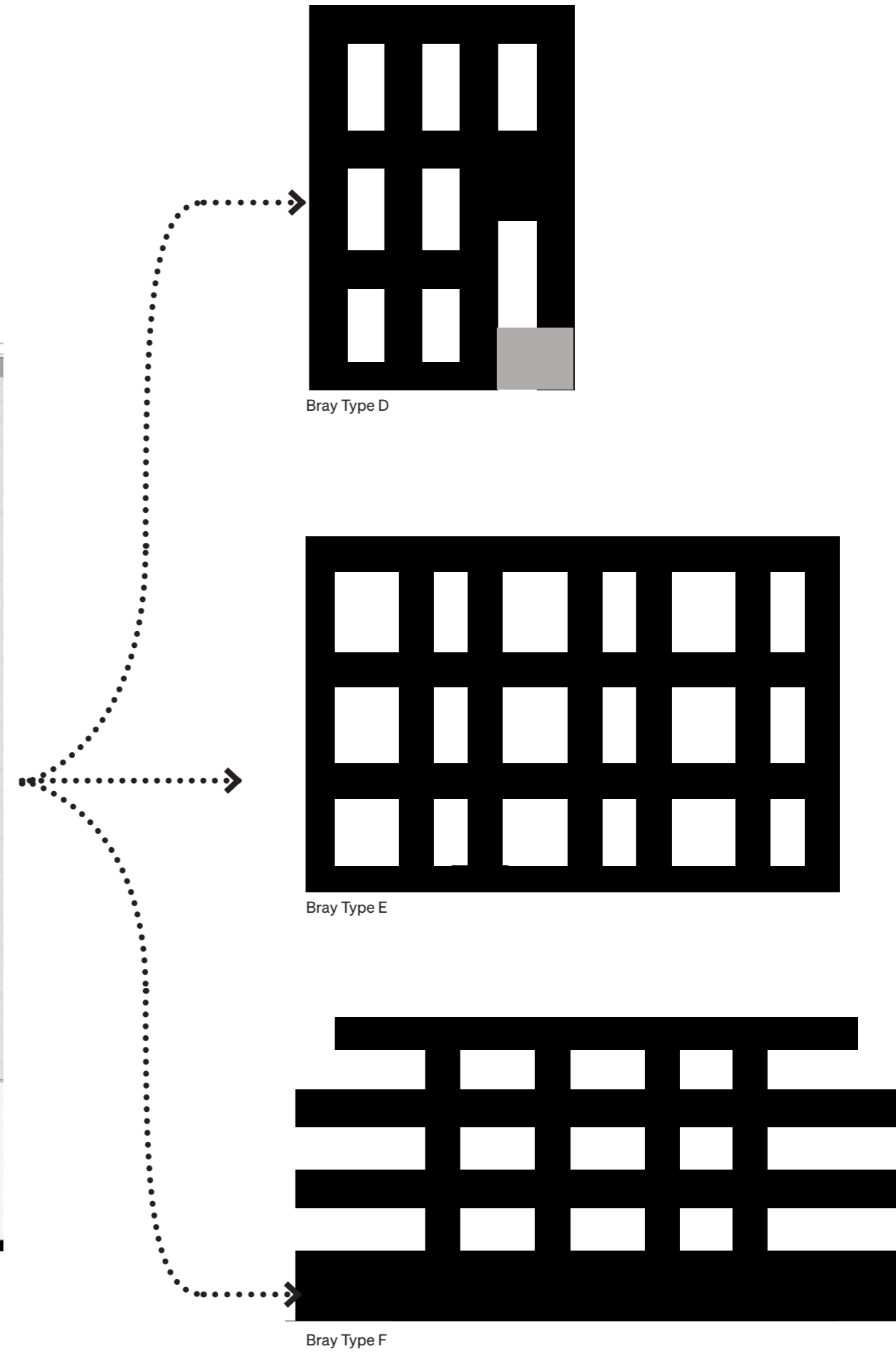


Traditional Terrace

- Stone Capping
- Window Surround
- Slim Line Window
- Stone Sill
- Stone Base



Modern Terrace



4.8 Architecture Detailing

In order to do the site and its unique context justice, the scheme must convey a high level of quality through its architectural detail. To ensure there is a successful dialect between the existing and the proposed, a series of key architectural details must be identified that is not only aesthetically pleasing but also works with render to manage water. It is crucial that all coping, capping, and sills project at a minimum of 40mm from the window reveal with a throating or drip detail to disperse water. Lintel details above door openings and window aperture should be integrated to shed water away. Detailed metalwork should be incorporated where possible, linking back to the detailing of the balustrades found elsewhere in Bray. Providing an ornate element to a modern building.



Fig. 50 Rough / Smooth Render Detailing



Fig. 54 Fine Metal Work



Fig. 52 Contemporary Windows



Fig. 51 Metal Window Box



Fig. 49 Extended Stone Sills, Capping, Base



Fig. 53 Contemporary Boundary Treatment

5.0 Masterplan Development

5.1 Sea Gardens Masterplan

5.1.1 SEA GARDENS MASTERPLAN

Just a short walk from Bray's picturesque promenade and bustling town centre, the development enjoys immediate access to a rich array of amenities, including shops, cafés, schools, and leisure facilities. The proximity to Bray's renowned beach and coastal walks, such as the Bray to Greystones cliff walk, makes it ideal for outdoor enthusiasts and families alike.

Crucially, Sea Gardens is located just minutes from Bray DART station, providing direct and reliable train services to Dublin City Centre. The DART line is a major asset for commuters, allowing for a seamless and stress-free journey of approximately 45 minutes into the capital.

5.1.2 PHASING

The Sea Gardens masterplan in Bray is divided into two phases by a new southern access road, which connects the Dublin Road to the underpass. This key route not only improves connectivity but also defines the structure of the development.

Phase 1a and 1b, located north of the road, includes the initial housing, green spaces, and community amenities, setting the architectural tone and establishing strong links to Bray town and the DART station.

Phase 2 and 3, to the south, will expand on this with additional homes and public areas, ensuring continuity while allowing for future growth. The access road plays a central role in linking both phases and integrating the site with its surroundings.

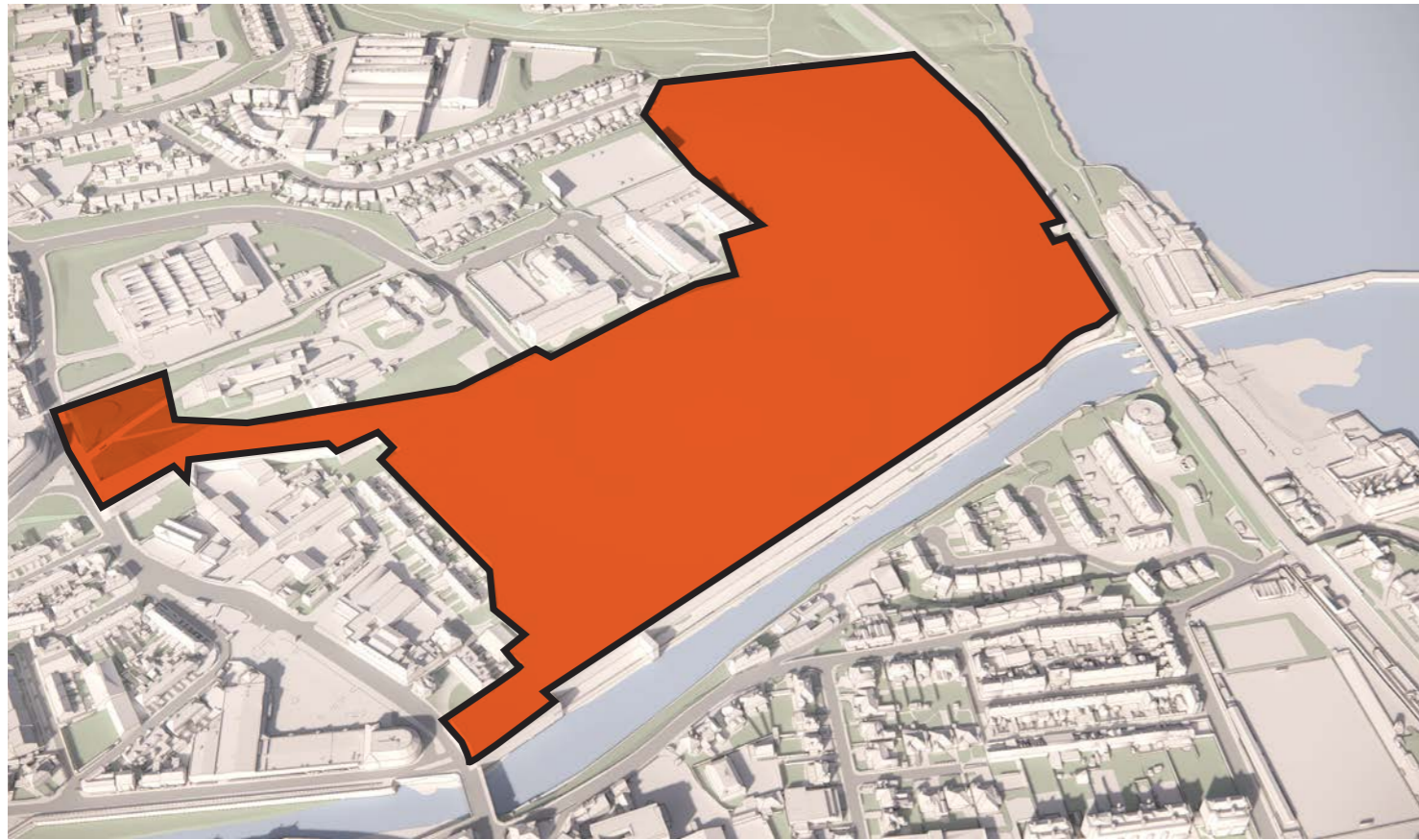


Fig. 55 Massing View

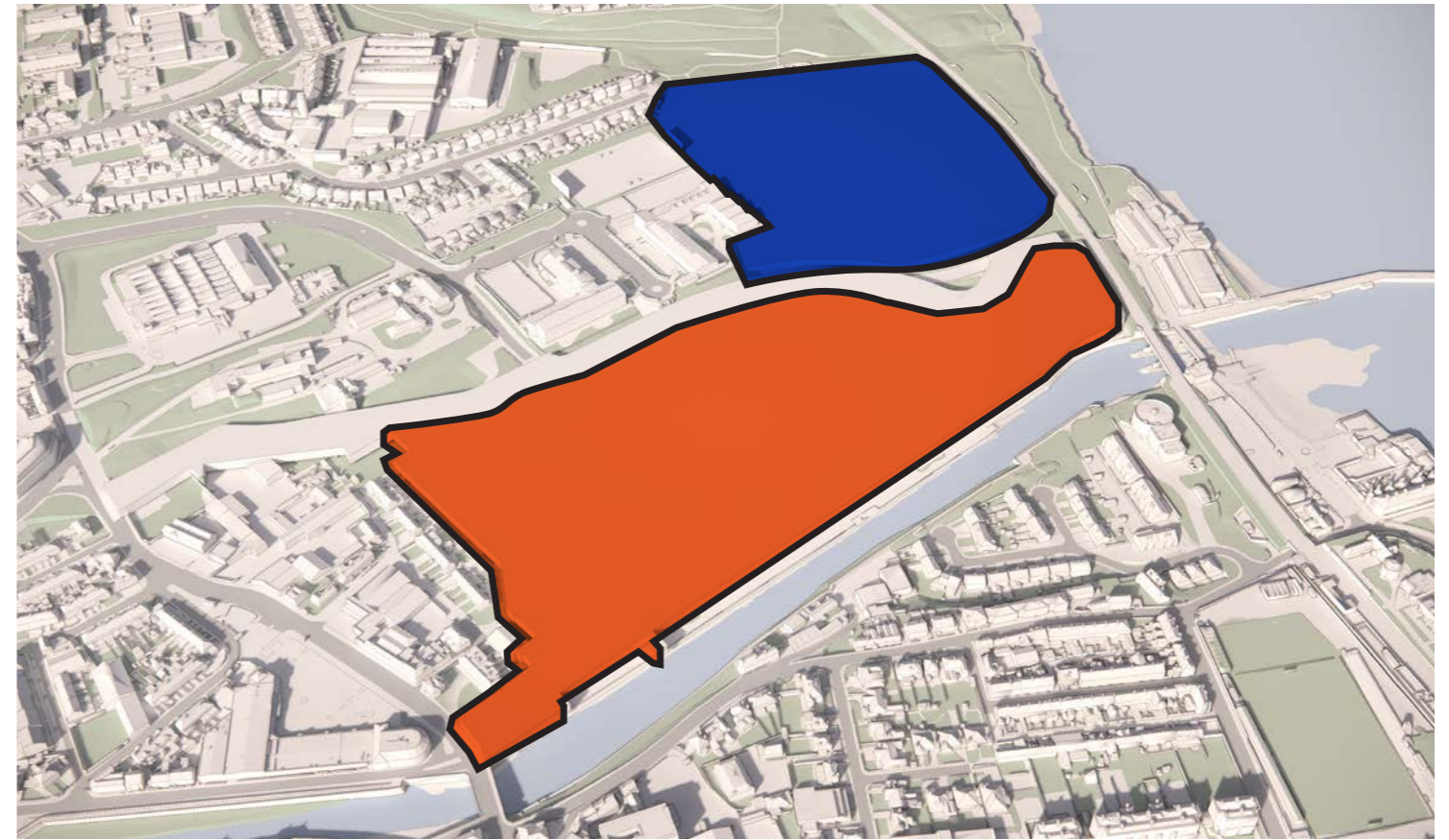


Fig. 56 Massing View

4.0 MASTERPLAN PRINCIPLES

5.1.3 GREEN SPACES

The Sea Gardens masterplan is shaped by a network of interconnected green spaces and large public realm areas that both link and define the community. Landscaped parks, walking paths, and open spaces create natural connections between homes, amenities, and key areas, encouraging movement and social interaction.

Major features like Central Park, the Linear Park, and the Coastal Gardens serve as both focal points and pathways, unifying the neighbourhood while introducing variety and character. These green spaces subtly divide the site into distinct zones, ensuring Sea Gardens feels cohesive yet rich in identity.



Fig. 57 Massing View

5.1.4 GRAIN

Within the Sea Gardens masterplan, larger building plots are thoughtfully broken down into smaller, more human-scaled streets and spaces. This approach introduces a finer urban grain that reflects the character and rhythm of Bray's historic Georgian streets.

Buildings are typically designed at a modest 2 to 4 storeys in height, which helps to maintain a sense of intimacy and scale throughout the development. This considered massing ensures that the new neighbourhood integrates naturally with its surroundings, respecting the established architectural context of Bray while bringing a fresh, contemporary edge.



Fig. 58 Massing View

4.0 MASTERPLAN PRINCIPLES

5.1.5 MASSING

By creating varied street patterns and stepping down building heights, the masterplan fosters a walkable, village-like atmosphere. These smaller, contextual spaces help to create distinct neighbourhood pockets, each with their own identity, while reinforcing a cohesive and legible urban fabric throughout the development.



Fig. 59 Massing View

5.1.6 REFINEMENT

The Sea Gardens masterplan carefully employs stepped massing to ensure a sensitive and harmonious transition between building heights across the site. Taller elements are strategically positioned closer to the water's edge, where broader open spaces and fewer neighbouring structures allow for greater height without causing overshadowing or loss of privacy.

This approach ensures that lower-rise buildings are protected from being dominated by larger structures. As the development moves toward the coastline, building heights gradually increase, creating a dynamic silhouette while maintaining a comfortable human scale near residential zones.

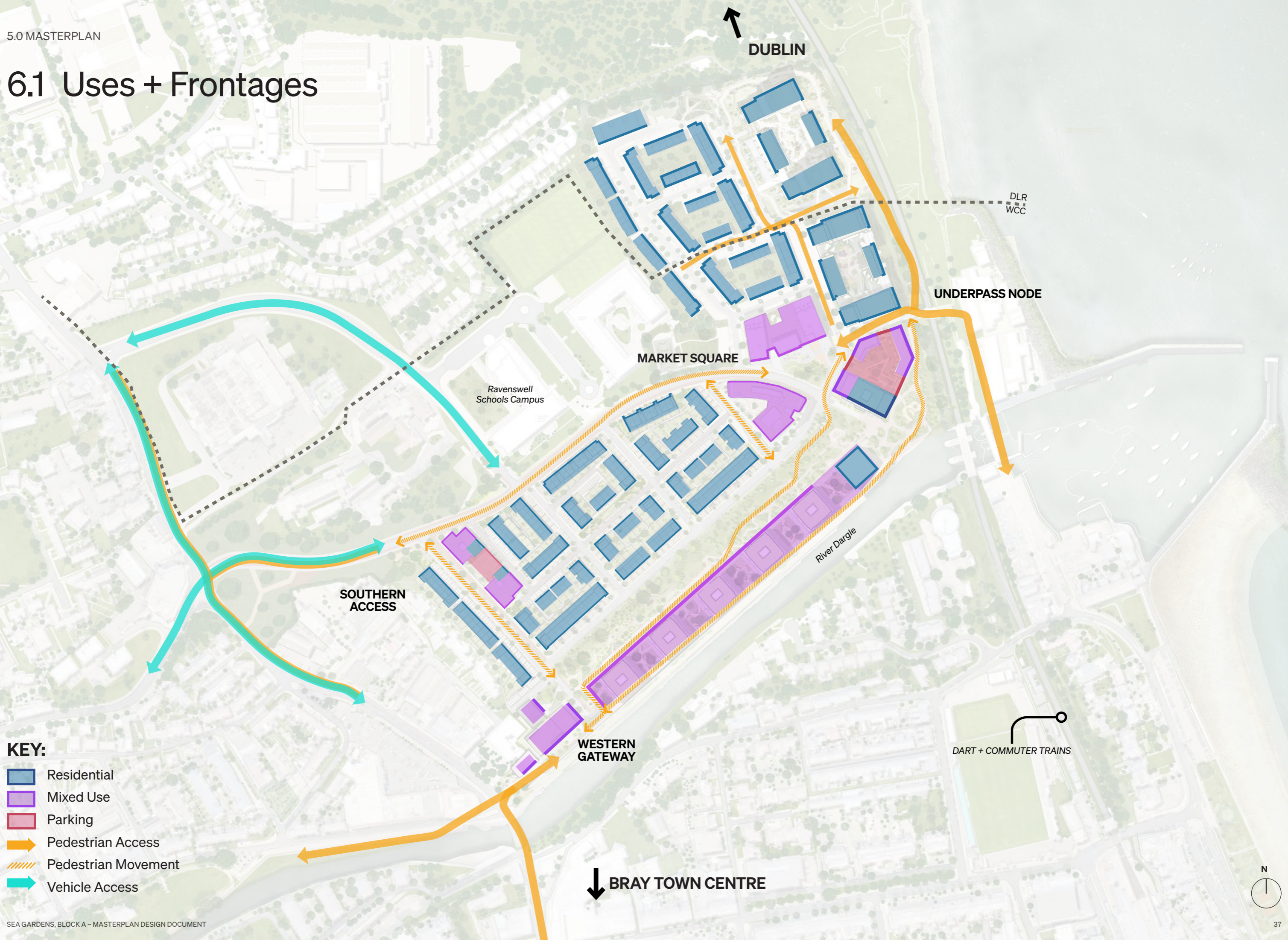
By pushing height towards the waterfront, the design takes full advantage of expansive views and natural light, while preserving the character and amenity of the more traditional, smaller-scale streetscapes inland. This careful balance of scale helps to integrate the development into its coastal context and promotes a visually appealing, well-considered urban form.



Fig. 60 Massing View

6.0 Masterplan Diagrams

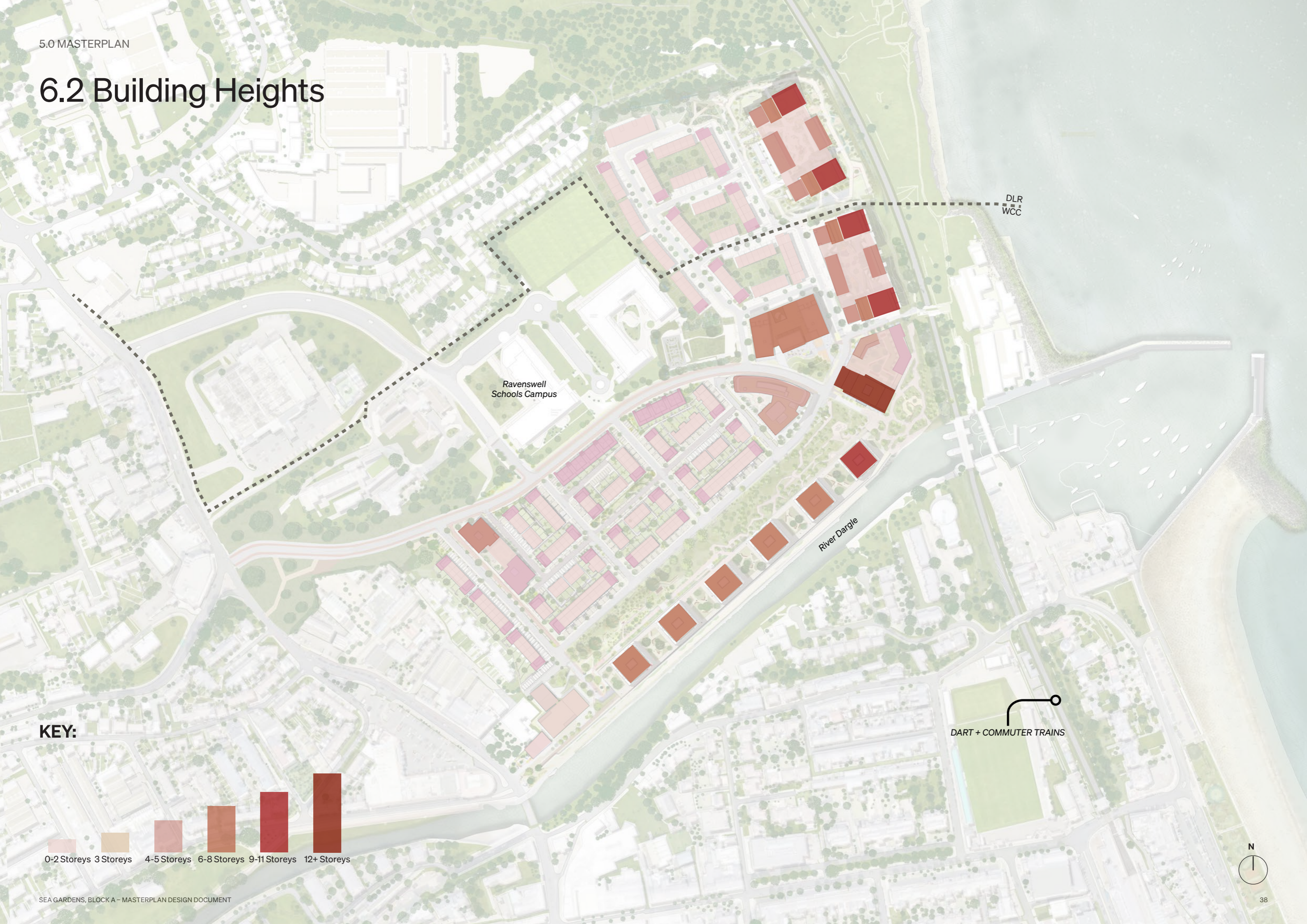
6.1 Uses + Frontages



- KEY:**
- Residential
 - Mixed Use
 - Parking
 - Pedestrian Access
 - Pedestrian Movement
 - Vehicle Access



6.2 Building Heights



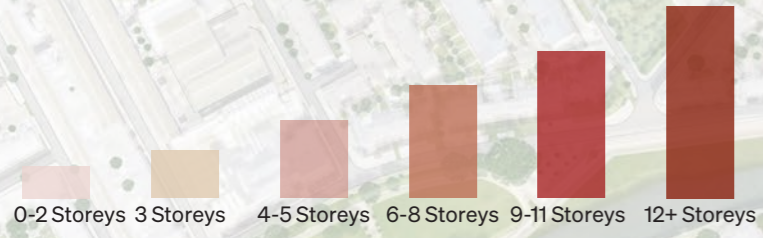
Ravenswell
Schools Campus

DLR
WCC

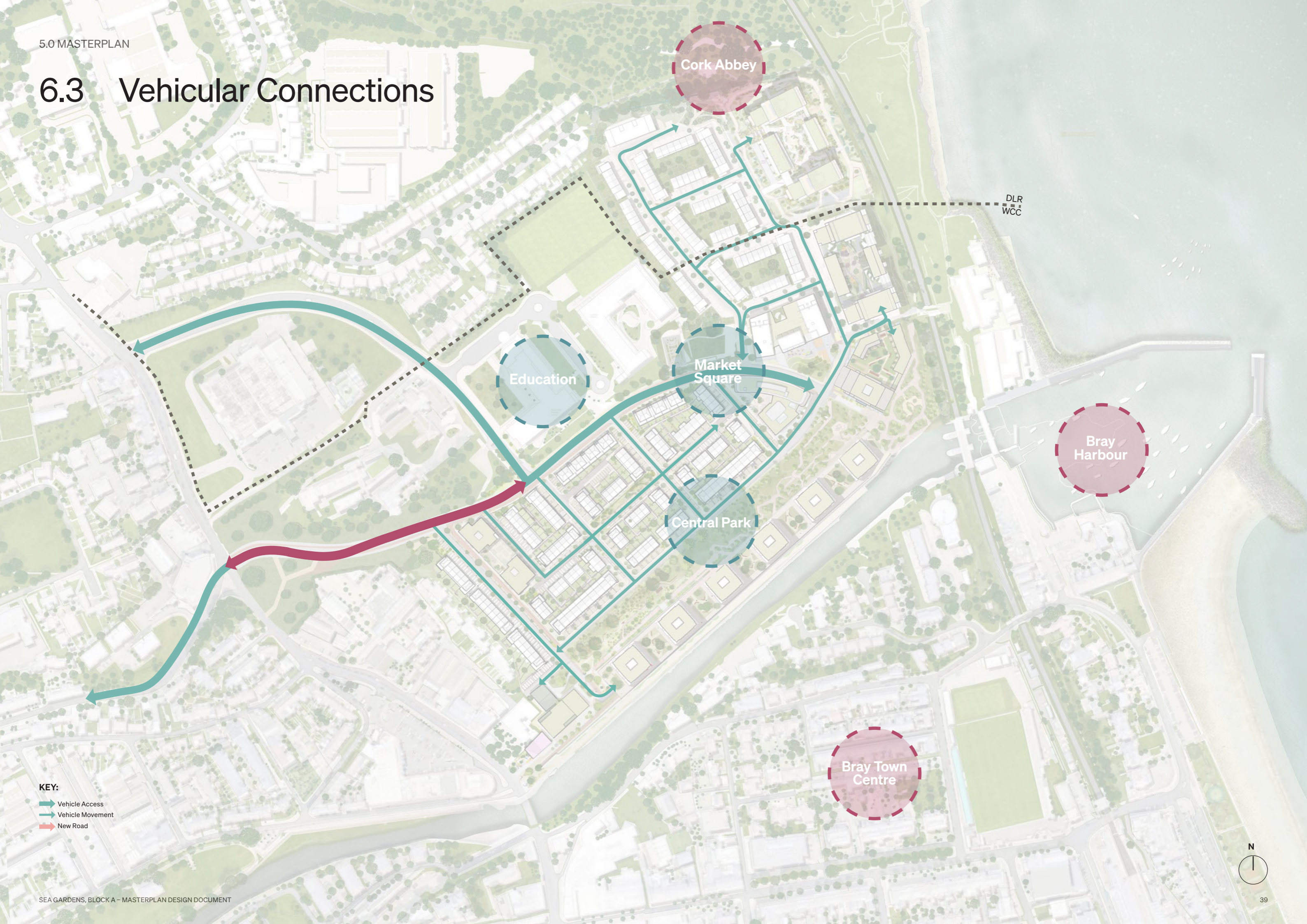
River Dargle

DART + COMMUTER TRAINS

KEY:



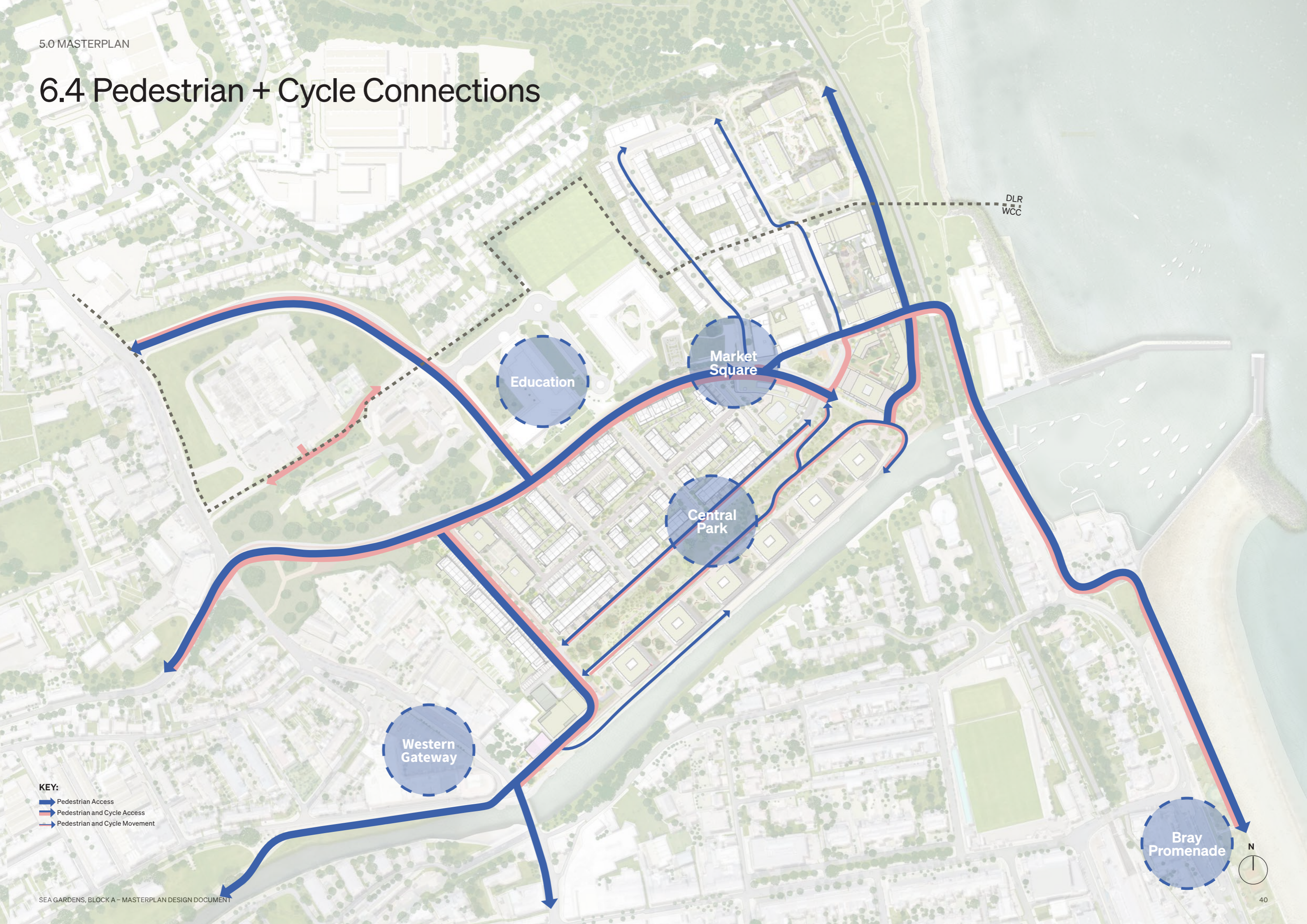
6.3 Vehicular Connections



KEY:
→ Vehicle Access
→ Vehicle Movement
→ New Road



6.4 Pedestrian + Cycle Connections



DLR
WCC

Education

Market Square

Central Park

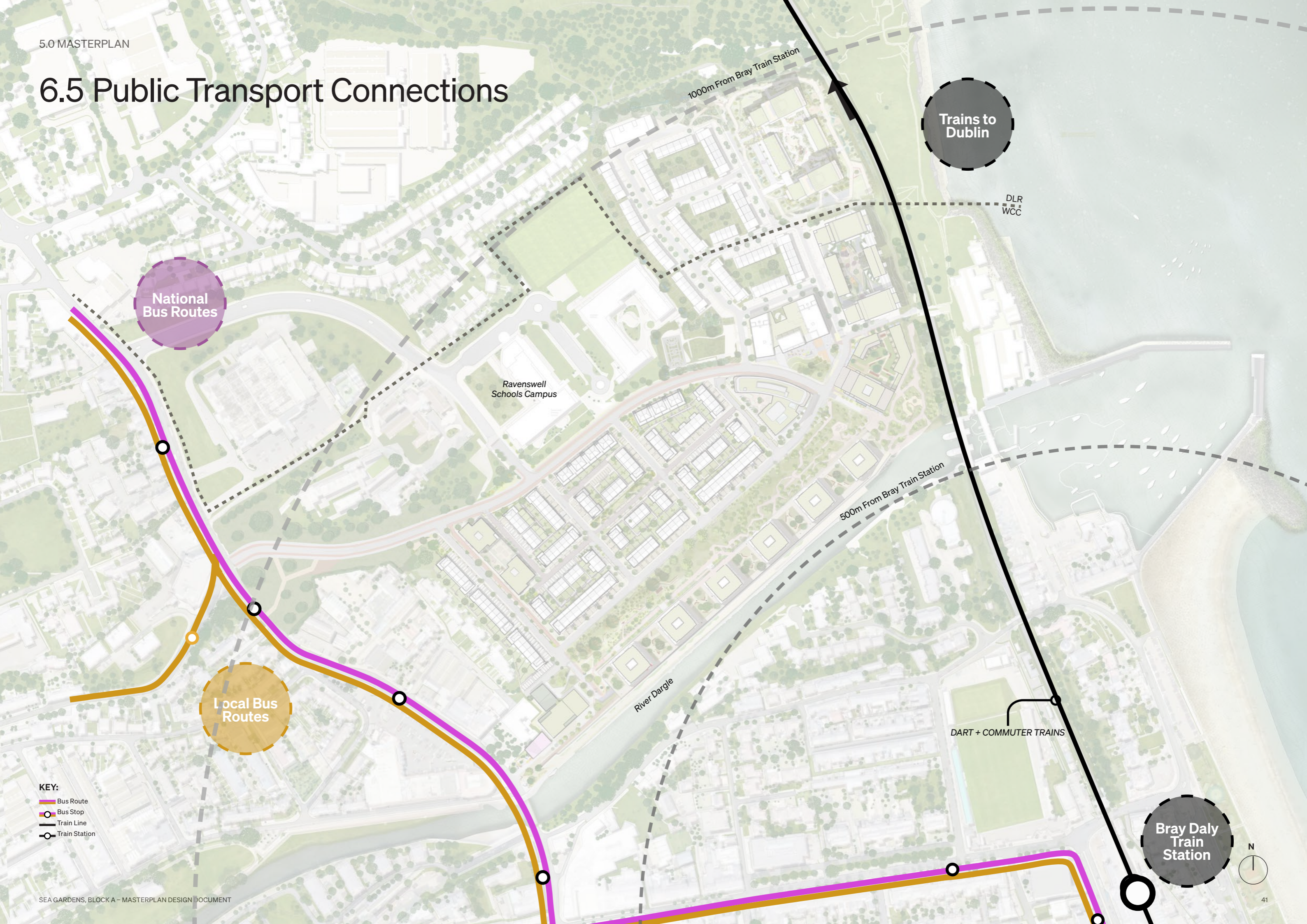
Western Gateway

Bray Promenade

- KEY:**
- ➡ Pedestrian Access
 - ➡ Pedestrian and Cycle Access
 - ➡ Pedestrian and Cycle Movement



6.5 Public Transport Connections



National Bus Routes

Local Bus Routes

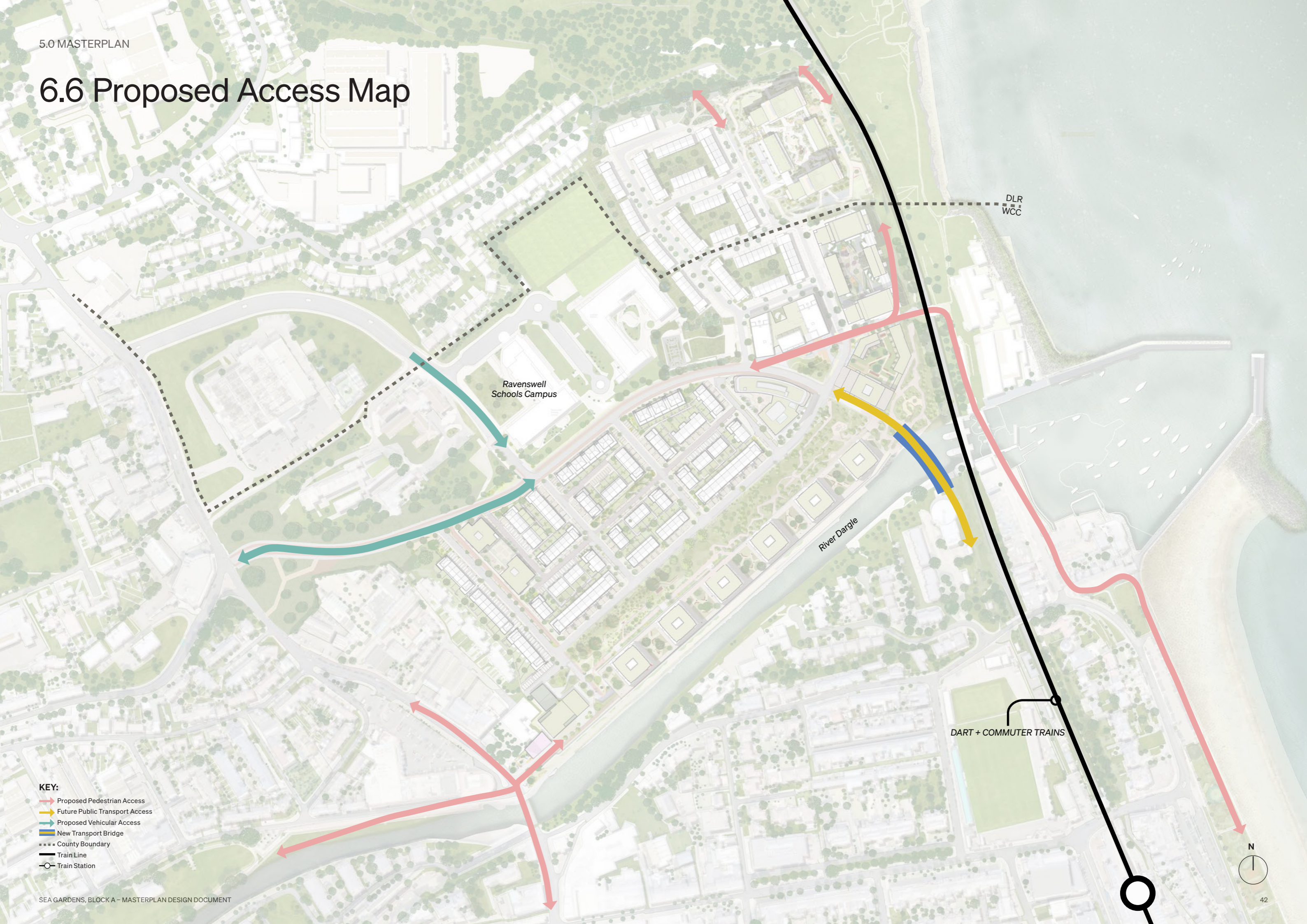
Trains to Dublin

Bray Daly Train Station

- KEY:
- Bus Route
 - Bus Stop
 - Train Line
 - Train Station



6.6 Proposed Access Map



Ravenswell Schools Campus

River Dargle

DLR
WCC

DART + COMMUTER TRAINS

- KEY:**
- Proposed Pedestrian Access
 - Future Public Transport Access
 - Proposed Vehicular Access
 - New Transport Bridge
 - County Boundary
 - Train Line
 - Train Station



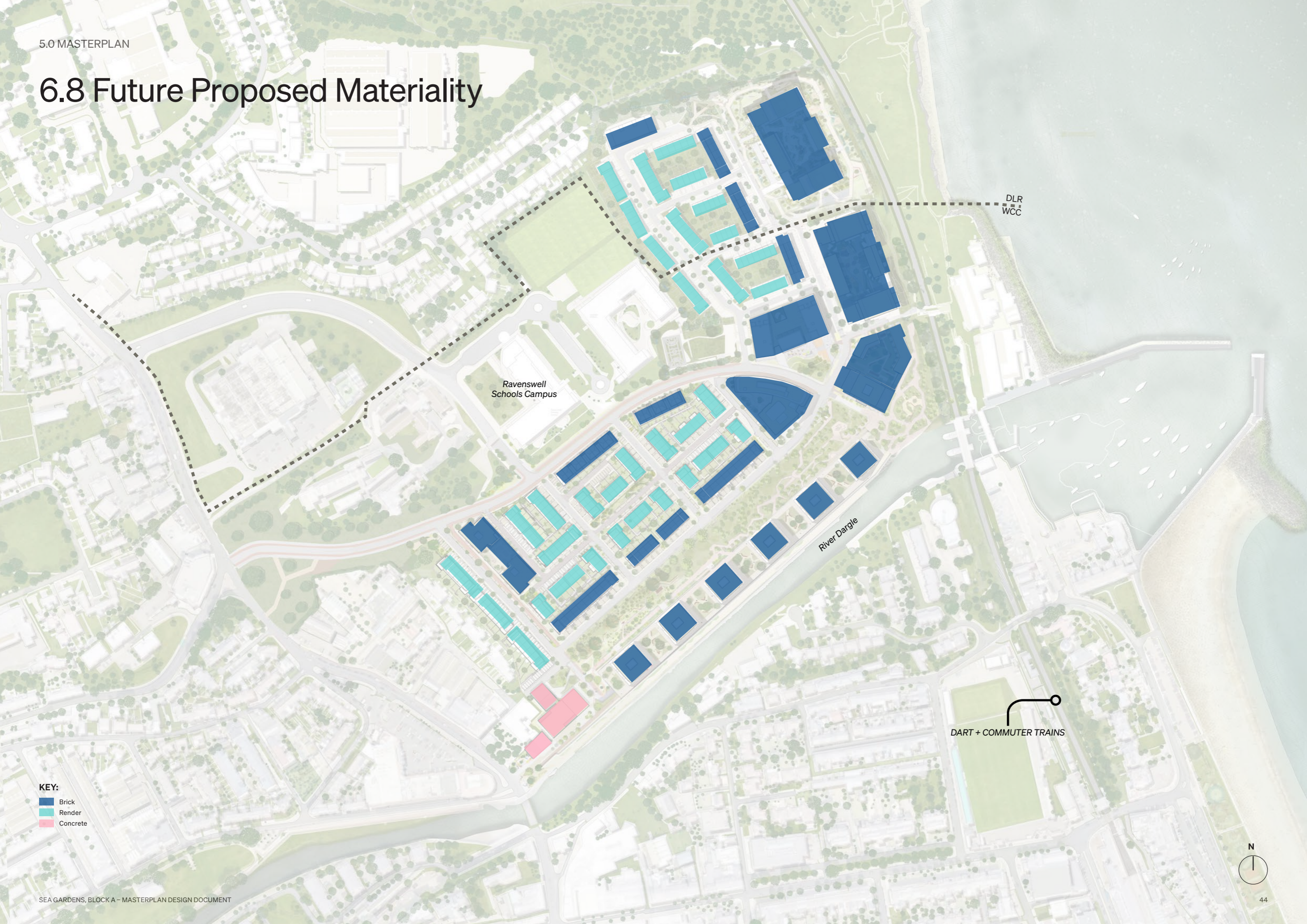
6.7 Street Types



- KEY:**
- Existing Main Road
 - Existing Link Street
 - Link Street
 - Local Street
 - HomeZone
 - Pedestrianised Street



6.8 Future Proposed Materiality



Ravenswell
Schools Campus

River Dargle

DLR
WCC

DART + COMMUTER TRAINS

KEY:
■ Brick
■ Render
■ Concrete



6.9 Open Space Strategy



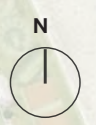
Ravenswell
Schools Campus

River Dargle

DLR
WCC

DART + COMMUTER TRAINS

- KEY:**
- 1 Central Park
 - 2 Western Gateway
 - 3 Public Dog Park
 - 4 Pocket Park
 - 5 Coastal Gardens



7.0 Height and Massing Principles

7.1 Height Concept

The Sea Gardens Masterplan is designed to create a distinct and memorable neighbourhood that fosters a strong sense of place and community identity. Drawing on its coastal location and Bray's existing character, the development aims to blend with the surrounding area while introducing vibrant new spaces and structures. Key features include landmark buildings, public spaces, and strategic views that enhance connectivity and contribute to the neighbourhood's unique atmosphere.

HEIGHT TOWARDS THE COAST

The layout strategy splits the Sea Gardens into distinctive zones, fronting the sea front with higher residential blocks and celebrating the waterfront living whilst setting the 2/3 storey houses and duplexes inland, allowing for them to seamlessly blend with Bray's unique character.

The layout maximizes views of Bray Head and the Irish Sea, integrates natural features, and creates well-defined focal points such as the Market Square and Western Gateway. These spaces will encourage social interaction and create a community hub, reinforcing Sea Gardens' role within Bray. The development is designed to be a positive addition to the local identity, offering a variety of residential options, public spaces, and commercial areas that will appeal to a diverse range of residents. Overall, Sea Gardens will be a memorable and cohesive place where people feel a strong connection to their surroundings.

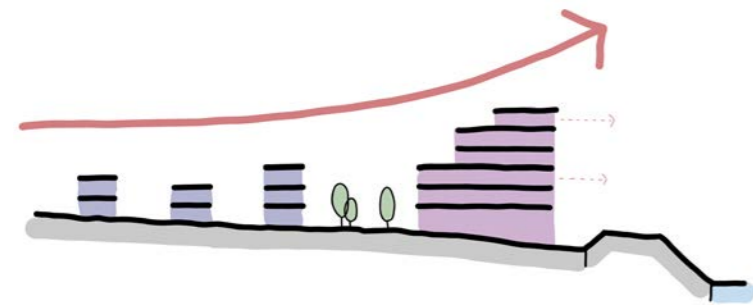


Fig. 62 Initial massing sketch

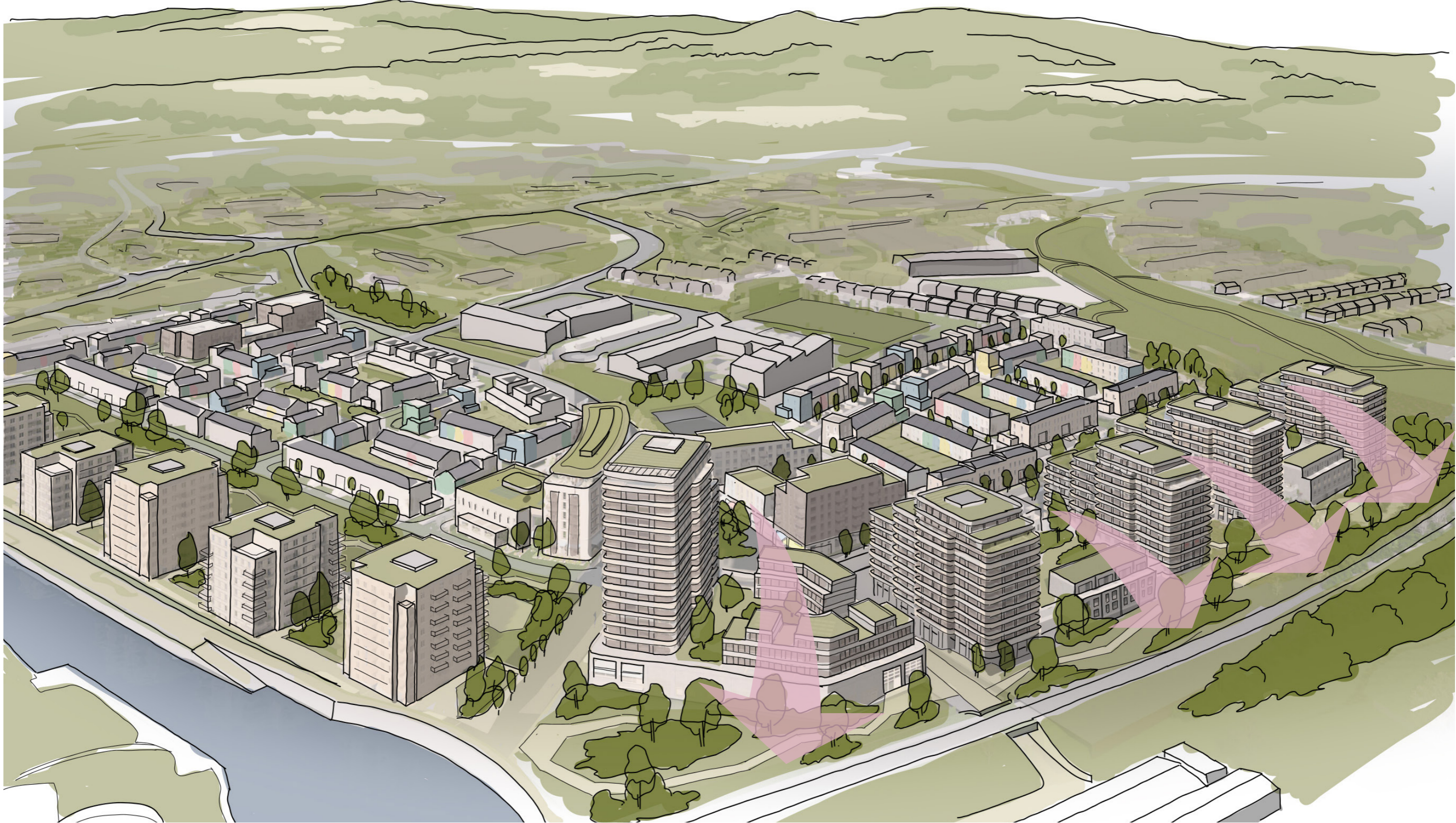


Fig. 61 Sketch showing distinctive areas within the Sea Gardens

7.2 Concept Sketch



7.3 Seafront Heights and Coastal Context



7.4 Tall buildings in a coastal Context

7.4.1 COASTAL CONTEXT

Eastern Ireland’s coastline offers a striking and dynamic landscape, shaped by dramatic cliffs, sandy beaches, and bustling harbours. Stretching from the vibrant Dublin Bay in the south to the rugged coastlines of counties Wicklow and Wexford, the region’s natural beauty is complemented by its rich maritime history and growing urbanization. The eastern coastline is a key area for both commerce and tourism, serving as a bridge between Ireland’s cultural heritage and modern development.

One of the most striking features of the taller buildings along eastern Ireland’s coastline is the undulation of their heights as they approach the sea. Rather than a uniform skyline, the buildings rise and fall in a rhythmic pattern, creating a more dynamic and visually engaging interaction with the landscape. This variation in height not only adds aesthetic value but also serves practical purposes, allowing for unobstructed views of the coastline and maximizing natural light for residences and commercial spaces.

The coastal context of eastern Ireland reflects a blending of tradition and modernity, where tall buildings at the water’s edge stand as symbols of the region’s evolving urban landscape while also prompting important conversations about the future of the coastline. The precedent set by such developments serves as both a sign of progress and a reminder of the need to carefully consider the delicate balance between growth and conservation.



Fig. 63 Coastal Elevation

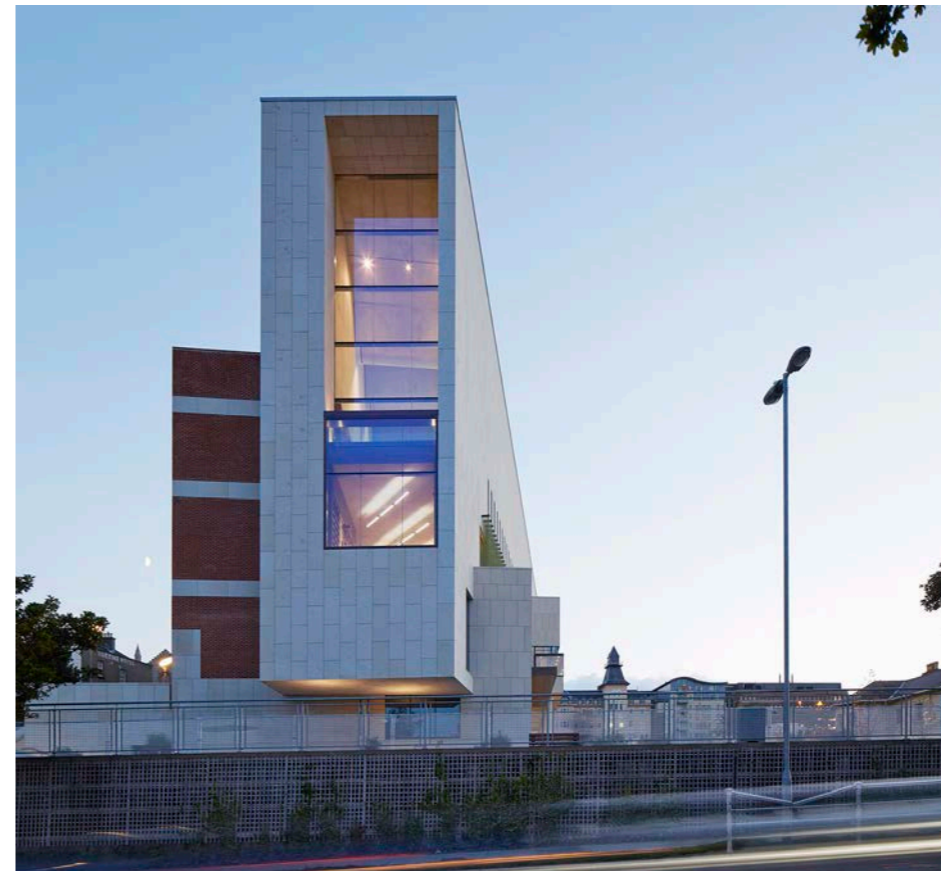
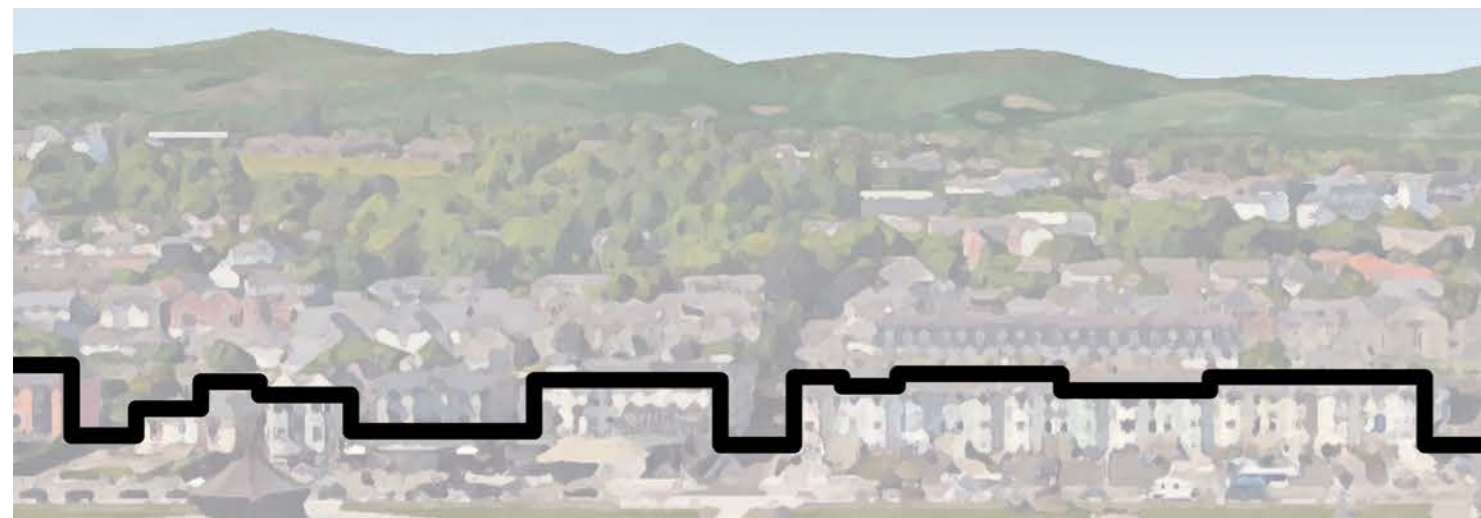


Fig. 65 DLR LexIcon



Fig. 64 Seamark

Bayside, Worthing

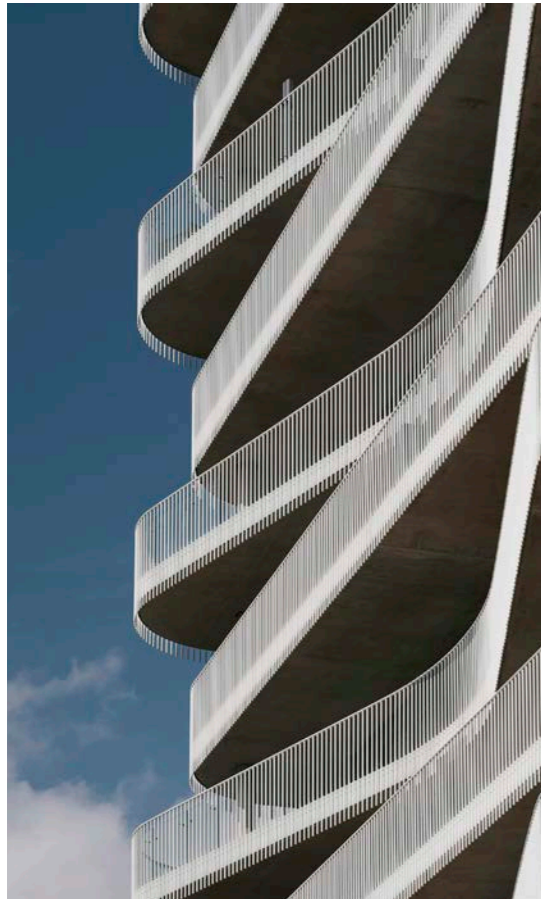
The Bayside development in Worthing, West Sussex, demonstrates a successful integration of high-rise architecture into a low-rise coastal urban context. Designed by Allies and Morrison and completed in 2021, the project comprises a 15-storey seafront tower as well as two lower buildings of two and six storeys.

Private amenity spaces for residents occupy the ground floor and include a pool, gym and lounge areas. It was established from an early stage that the seafront would be given over to public realm. A landscaped private residents' garden open to the south faces into a large public space on the seafront where a standalone glass and timber single storey pavilion with striking yellow canopies houses a new cafe: Bayside Social.

The tower's sophisticated appearance belies its simplicity: an orthogonal, fully glazed building is set back behind the slim white metal balcony railings that become the principal feature of the elevation.

The balconies produce a lantern-like structure with a rippling translucent surface. The shape of the balcony alternates at each floor between a rounded rectangle and more curvaceous bowed shape - reflecting the playful seaside architecture of its neighbours along the Parade, but also providing both shelter and openness at each level.

The 15 storey tower acts as a marker, creating a location and focus for regeneration as well as enhancing the public realm and vitality at ground level.



Alta Tower, Le Havre

Alta Tower is a residential tower which has a prominent position at the centre of Le Havre's 20th-century postwar masterplan. At 55m metres tall, the building is the third-tallest structure in the city centre, A UNESCO World Heritage Site- after the St Joseph church and the Le Havre town hall. Designed to make a 'bold and expressive statement' the Alta Tower presents a new high point in the city's skyline, which is heavily low-rise following the post-war reconstruction.

The resulting ascending twist was designed to combine Perret's gridded streets and buildings with Niemeyer's sinuous curves, using concrete in a nod to the city's existing architecture.

The 17 storey tower has a creche and 64 apartments, all offering residents generous wraparound views across the city and the docks.

Inside the tower, the floor plates are column-free, allowing the interiors to be configured by residents early in the design stage to reflect their needs and to create alternative layouts. Masson said 'The open-plan also means that the homes can be developed over time, allowing new layouts, subdivisions and groupings of homes to be created in the future in line with changing lifestyles.'



Bosco Verticale, Milan

The Bosco Verticale in Milan is a model of a green residential building, a project for metropolitan forestry contributing to the regeneration of the environment and urban biodiversity without expanding the city's footprint.

The project consists of two residential towers of 110 and 76 meters in height, located in the center of Milan, in the Porta Nuova district, hosting 800 trees, 4,500 shrubs, and 20,000 plants from a hundred different plant species, distributed according to the sun exposure of the facade.

Architecturally, the towers feature protruding balconies, allowing for the growth of trees up to 9 metres tall.

This not only provides aesthetic value but also contributes to environmental benefits such as air purification, noise reduction and microclimate regulation.

By incorporating greenery into high-rise buildings, Bosco Verticale addresses challenges like urban sprawl and environmental degradation. The project has garnered international recognition, including the International Highrise Award in 2014, and has inspired similar initiatives globally.

The introduction of the extensive planting helps to create a natural buffer between the high-rise and its environment. The greenery also helps to soften the building's mass and bridges the gap between the towers and surrounding low-rise buildings.



The Silo, Copenhagen

Designed by COBE, The Silo is part of the transformation of Copenhagen's Nordhavn – a vast post-industrial development, currently being transformed into a new city district.

Designed by Danish architects COBE with clients Klaus Kastbjerg and NRE Denmark, a 17-storey former grain silo and the largest industrial building in the area has been transformed into "The Silo", housing residential apartments and public functions.

The spatial variation within the original silo is immense due to the various functions of storing and handling grain, creating space for 39 unique apartments.

Single and multi-level apartments range from 73 m² to 305 m² in size with floor heights of up to 7 meters.

Both the top and lower levels have public access, to ensure a multi-dimensional experience for the various users of the building. The Silo is inhabited, but also a destination. An urban focal point for the redeveloped Nordhavn area.

The new facade was designed to relate to the original concrete structure and thus retain a clear continuity between new and old. A layer of insulation was added to the exterior to serve as the new building envelope.



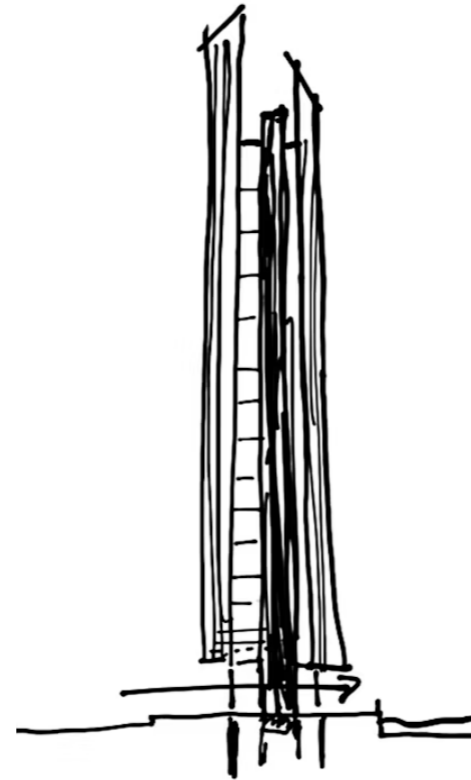
Parkgate Street Tower, Dublin

Sitting on the north side of Dublin's River Liffey and within walking distance of the city centre and Pheonix Park, this 30-storey residential tower will be the city's tallest building when complete. Working in collaboration with Reddy Architecture & Urbanism, our challenge was to help unlock the opportunity for a marker building on this former brownfield site.

The unique triangular shape of the site has allowed us to create an elegant building form with 198 apartments.

The façade's deeply sculpted stone fins will provide excellent solar shading and, when coupled with 100% natural ventilation, will create highly sustainable homes.

At street level, our design will bring life to the public realm by reviving the southern side of Parkgate Street, opening up a previously inaccessible part of the river, and delivering Dublin's first riverside public open space, a south-facing plaza with views over the Liffey.



8th Lock, Dublin

Nestled in the heart of Ashtown, 8th Lock is a pioneering addition to Dublin's landscape. Designed by Reddy Architecture & Urbanism, the project consists of 435 apartments spread across five buildings ranging from 7 to 13 storeys, carefully arranged to respect the local urban fabric. The design transitions from mid-rise to higher blocks, ensuring minimal overshadowing while establishing a distinct architectural presence.

The project comprises 218 one-bedroom, and 217 two-bedroom apartments – each catering to the varied needs of modern renters, with eco-conscious facilities, and an innovative

gym that sets unprecedented standards for residents' wellbeing.

Located on the site of the former Ormond Printworks on Ratoath Road, 8th Lock also offers c.4,200 sq.m of commercial and amenity space, with public plazas and communal gardens, as well as car and bike parking, and EV charging. allowing for a short commute to Dublin city centre

The well-connected neighbourhood stands within walking distance of the Royal Canal Greenway and Tolka Valley Park, with key transport options including Dublin Bus, cross city Luas service and Pelletstown rail station



BRAY BLOCK A - MASTERPLAN DESIGN DOCUMENT



8.0 Masterplan Phases



DLR
WCC

8.1 Phase 1a

Status
Under Construction

Application
Ref. ABP-311181-21

Information

Phase 1a of the masterplan marks the first significant step in the development’s wider vision. This phase has successfully delivered a range of new homes across both DLR and WCC, with the first residents now beginning to move in. The residential offering in Phase 1a features a diverse mix of housing types and tenures, including a variety of apartments and houses. The development balances private ownership, affordable housing, creating a well-rounded community.

In addition to residential units, Phase 1a integrates commercial spaces at the base of Block C. The commercial units are designed to activate the streetscape and contribute to the vibrancy of the area. Adjacent to Block C, a new market square has been created, featuring spill-out spaces that encourage social interaction and community engagement. This public space is intended to serve as a central hub for local markets, events, and gatherings, fostering a lively and accessible atmosphere that complements the surrounding residential and commercial development.

Phase Residential	Quantum
1 Beds	45
2 Beds	62
3 Beds	111
4 Beds	16
Total	234

Phase Commercial	Quantum
Retail - Convenience	249m ²
Retail - Comparison	-
Retail - Services	195m ²
Non Retail Commercial	627m ²
Total	1071m²



8.2 Block A

Status
Planning

Application
This Application

Information

The remaining piece of the Sea Gardens Masterplan set within DLR is Block A. Comprising of two distinct plots with a shared podium for car parking and communal amenity space.

Additionally, the proposal includes landscaping works along the coastal walk, connecting the northern and southern sections of the development, further enhancing the site's integration with its surrounding environment.

Phase Residential	Quantum	MIX	DLR REQUIRED Mix
1 Beds	48	30%	<30%
2 Beds	58	37%	40%
3 Beds	44	33%	>30%
4 Beds	9		
Total	159	100%	100%

*DLRCC lands only

Phase Commercial	Quantum
Retail - Convenience	-
Retail - Comparison	-
Retail - Services	-
Non Retail Commercial	-
Total	-



8.3 Future Block B

Status
Future Application

Application
N/A

Information

This future plot will seamlessly integrate with the existing streetscape by following the same architectural design as the adjacent buildings. It will mirror their height, façade materials, and window proportions, ensuring visual harmony and preserving the established character of the neighborhood. The structure will feature similar balconies, rooflines, and colour schemes, maintaining consistency while incorporating modern, energy-efficient materials to meet contemporary building standards. This approach not only respects the area's architectural heritage but also strengthens the cohesive aesthetic of the entire block.

Phase Residential	Quantum
1 Beds	85
2 Beds	80
3 Beds	10
4 Beds	-
Total	175

Phase Commercial	Quantum
Retail - Convenience	-
Retail - Comparison	-
Retail - Services	512m ²
Non Retail Commercial	-
Total	512m²



8.4 Phase 2

Status

Planning

Application

Submitted to WCC

Information

The site massing is pushed to the corner of the plot, with a new feature residential building positioned to the west, forming the pinnacle of the site. This strategic placement maximizes the site's visibility and focal point, creating a dynamic architectural feature that anchors the development.

Commercial spaces are located at key nodes of the site to encourage activity and foot traffic. Pedestrian and vehicle access are carefully considered, providing seamless movement through the development. These areas are designed to enhance connectivity while maintaining a vibrant atmosphere.

Activation is deliberately kept away from residential areas, focusing on the key nodes to ensure a balance between public interaction and residential privacy. The design promotes good passive surveillance throughout the site, fostering safety and a sense of community.

This phase has been submitted to WCC.

Phase Residential	Quantum
1 Beds	27
2 Beds	148
3 Beds	126
4 Beds	40
5 Beds	
Total	341

Phase Commercial	Quantum
Retail - Convenience	0m ²
Retail - Comparison	3858m ²
Retail - Services	4194m ²
Non Retail Commercial	10364m ²
Total	18416m²



8.5 Future Phase 3

Status
Future Phase

Application
N/A

Information

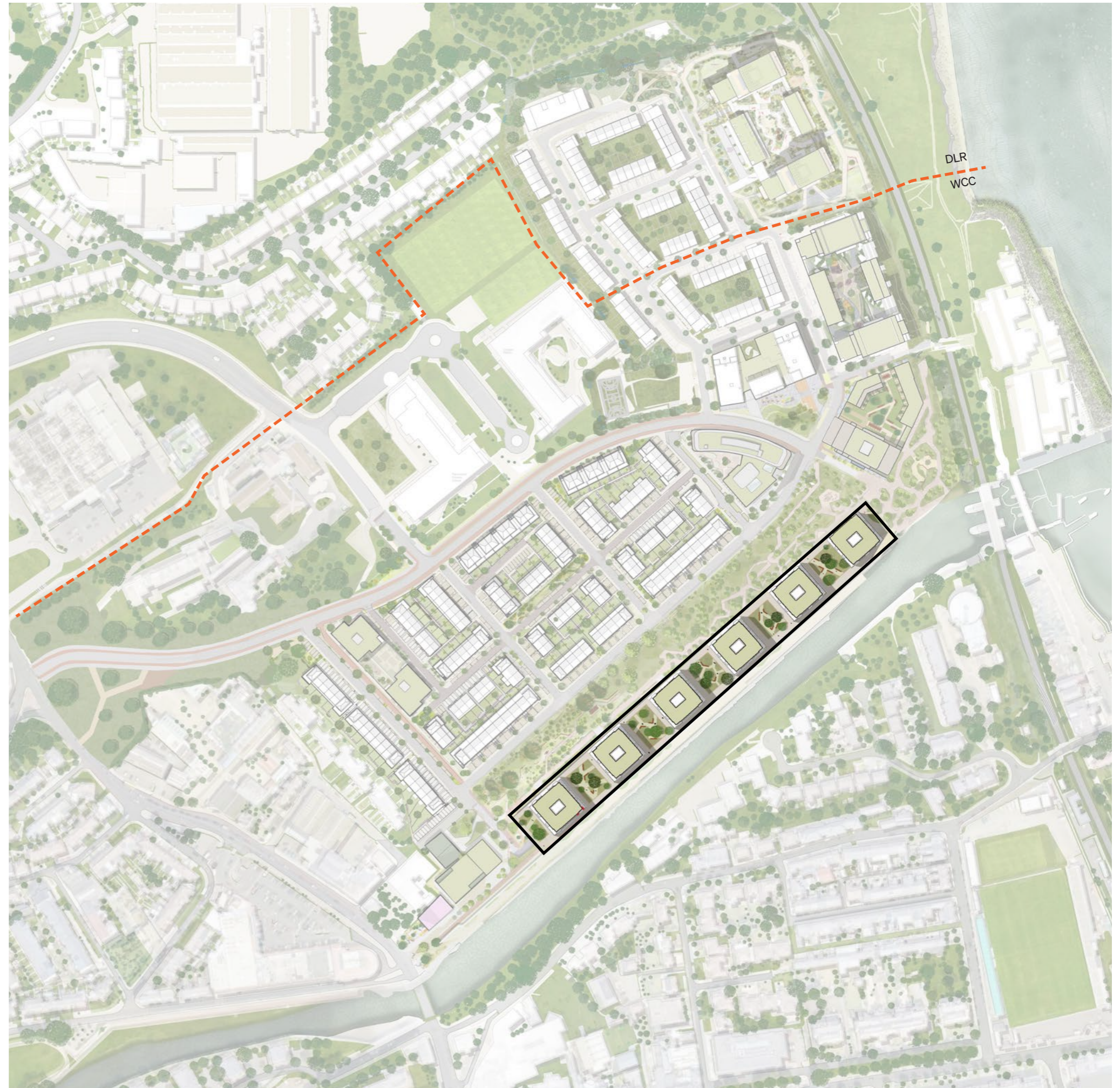
Phase 3 marks the final stage of the Sea Gardens masterplan, bringing together the remaining elements of both commercial and residential development as outlined in the Local Area Plan. This phase is designed to build upon the earlier phases, completing the vision for a dynamic and integrated urban environment that connects residents, visitors, and the waterfront.

A key feature of Phase 3 is the creation of a new retail walk along the river, designed to enhance the public realm and provide a vibrant mix of shops, cafés, and leisure spaces. This retail walk will be accessible at both park level and podium level, offering a variety of experiences for pedestrians, whether at ground level or elevated to take advantage of the river views.

Above the retail spaces, residential apartments will be carefully sited to maximize their exposure to the sea views. These apartments will offer high-quality living spaces with expansive views over the water.

Phase Residential		Quantum
1 Beds	145	40%
2 Beds	181	50%
3 Beds	36	10%
4 Beds	-	
Total	Circa 362	

Phase Commercial		Quantum
Retail - Convenience		2400m ²
Retail - Comparison		6200m ²
Retail - Services		2400m ²
Non Retail Commercial		-
Total	11,000m²	



8.6 Overall Masterplan

Sea Gardens masterplan, has been prepared in accordance with the overall vision and design established in the masterplan for the redevelopment of the former Bray Golf Course. It aims to integrate sustainably with the other phases of the masterplan and the receiving communities and natural local environment.

Additionally, the proposed development has been designed with careful consideration of the development and design guidance and standards set in the Wicklow County and the Dun Laoghaire-Rathdown development plan Development Plan 2022-2028. Although the Bray Municipal District Local Area Plan (LAP) 2018-2024 has expired, specific attention has been given to make sure the overall proposal still follows the core principles outlines in the LAP.

Phase Residential	Quantum	
1 Beds	350	40%
2 Beds	529	50%
3 Beds	327	10%
4 Beds	65	-
Total	1,271	100%

Phase Commercial	Quantum
Retail - Convenience	2400m ²
Retail - Comparison	6200m ²
Retail - Services	2400m ²
Non Retail Commercial	10364m ²
Total	11,000m²



8.7 Overall DLR Lands

As per current proposals, evidence to demonstrate that the unit mix proposed is generally in accordance with Policy Objective PHP 27: Housing Mix and Table 12.1 of the Dún Laoghaire Rathdown County Development Plan 2022-2028 and the Sustainable Urban Housing: Design Standards for New Apartments (2023). The LRD Stage 3 Application should also include how the proposed unit mix will accord with the overall Sea Gardens development

Phase Residential	Quantum
1 Beds	48
2 Beds	95
3 Beds	67
4 Beds	9
Total	219

Phase Commercial	Quantum
Retail - Convenience	2400m ²
Retail - Comparison	6200m ²
Retail - Services	2400m ²
Non Retail Commercial	-
Total	11,000m²



8.8 Overall WCC Lands

Sea Gardens masterplan, has been prepared in accordance with the overall vision and design established in the masterplan for the redevelopment of the former Bray Golf Course. It aims to integrate sustainably with the other phases of the masterplan and the receiving communities and natural local environment.

Additionally, the proposed development has been designed with careful consideration of the development and design guidance and standards set in the Wicklow County Development Plan 2022-2028. Although the Bray Municipal District Local Area Plan (LAP) 2018-2024 has expired, specific attention has been given to make sure the overall proposal still follows the core principles outlines in the LAP.

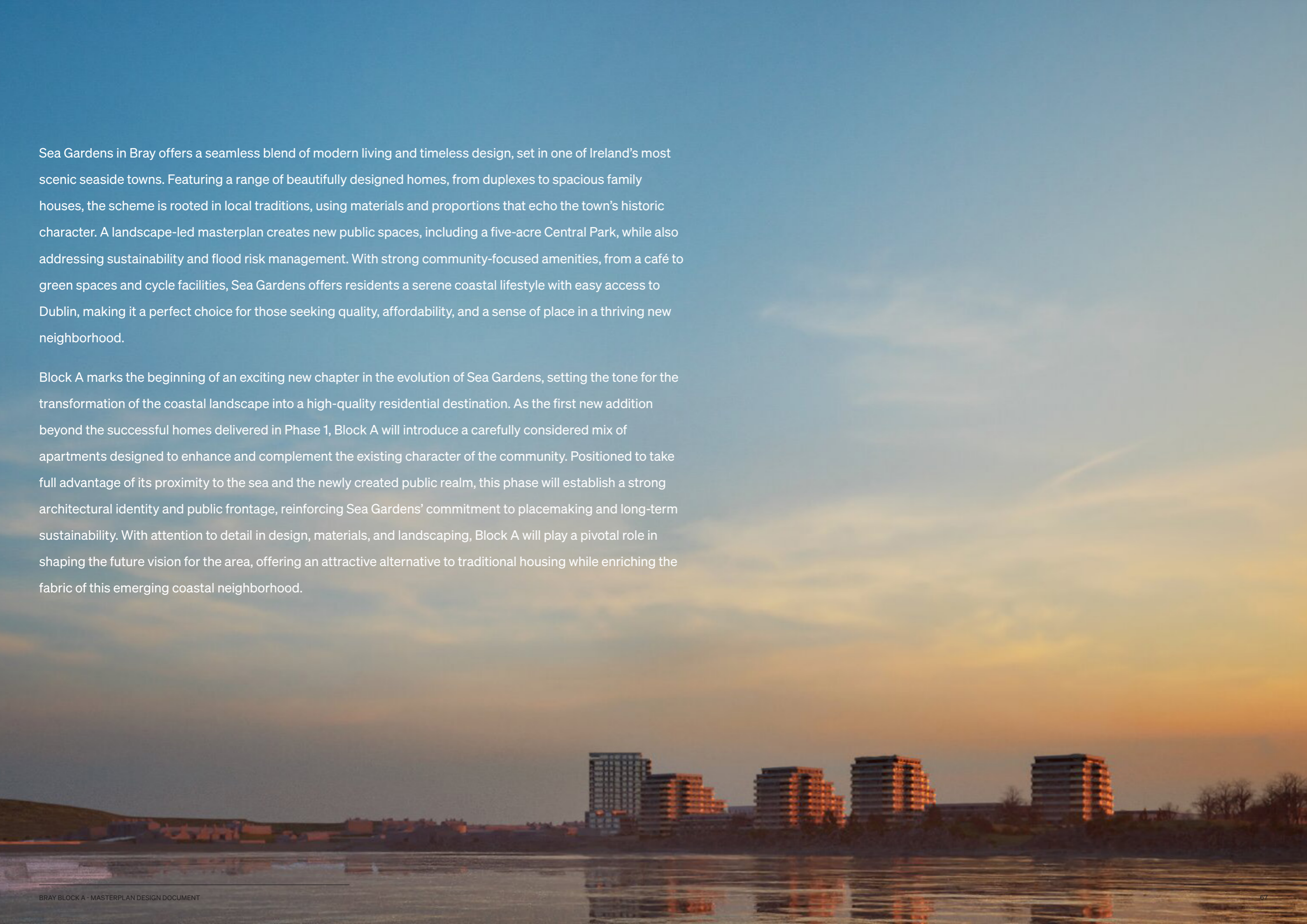
Phase Residential	Quantum
1 Beds	40%
2 Beds	50%
3 Beds	10%
4 Beds	-
Total	1000

Phase Commercial	Quantum
Retail - Convenience	2400m ²
Retail - Comparison	6200m ²
Retail - Services	2400m ²
Non Retail Commercial	-
Total	11,000m²



Sea Gardens in Bray offers a seamless blend of modern living and timeless design, set in one of Ireland's most scenic seaside towns. Featuring a range of beautifully designed homes, from duplexes to spacious family houses, the scheme is rooted in local traditions, using materials and proportions that echo the town's historic character. A landscape-led masterplan creates new public spaces, including a five-acre Central Park, while also addressing sustainability and flood risk management. With strong community-focused amenities, from a café to green spaces and cycle facilities, Sea Gardens offers residents a serene coastal lifestyle with easy access to Dublin, making it a perfect choice for those seeking quality, affordability, and a sense of place in a thriving new neighborhood.

Block A marks the beginning of an exciting new chapter in the evolution of Sea Gardens, setting the tone for the transformation of the coastal landscape into a high-quality residential destination. As the first new addition beyond the successful homes delivered in Phase 1, Block A will introduce a carefully considered mix of apartments designed to enhance and complement the existing character of the community. Positioned to take full advantage of its proximity to the sea and the newly created public realm, this phase will establish a strong architectural identity and public frontage, reinforcing Sea Gardens' commitment to placemaking and long-term sustainability. With attention to detail in design, materials, and landscaping, Block A will play a pivotal role in shaping the future vision for the area, offering an attractive alternative to traditional housing while enriching the fabric of this emerging coastal neighborhood.





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