

"Caring for our environment"

Centre : **BRAY**
County : **WICKLOW**
Category : **F**

Results

Date of Adjudication : 01-07-1999

	Maximum Mark	Mark Awarded 1999	Mark Awarded 1998
Overall Developmental Approach	50	38	37
The Built Environment	40	30	29
Landscaping	40	27	27
Wildlife and Natural Amenities	30	18	17
Litter Control	40	29	28
Tidiness	20	14	14
Residential Areas	30	21	20
Roads, Streets and Back Areas	40	28	28
General Impression	10	7	8
TOTAL MARK	300	212	208

Bray, County Wicklow

OVERALL DEVELOPMENTAL APPROACH

Thank you for your entry form and plan outlining your projects for the year, together with map, highlighting improvements or enhancements to the town. The town of Bray has unique features which provide a number of focus points for the town, including Bray Head, The Esplanade, the Harbour area, the Town Hall and the Dargle River. The adjudicator recognises the problems that travellers are posing, particularly on two of the approach roads. Your detailed plan is very ambitious and it would appear that with good residential and commercial co-operation, Bray could do very well in this competition. There is however, on-going development in Bray, some of which appears to be haphazard. Time will tell, if these developments such as new housing, apartments etc., will be completed to high standards in terms of landscaping etc.

THE BUILT ENVIRONMENT

There are many examples of fine architectural buildings and features throughout the town of Bray. At the Esplanade, main street etc., there are opportunities to enhance these unique areas. Many of the buildings along the sea front are dated and in need of upgrading. The adjudicator also noted many premises looking well on the day of adjudication, including the Vevay Inn, the grounds of Tesco, the Town Hall, Credit Union, Hollands, Dubray Books. An improved shop front was noted at Superquinn Shopping Centre. The majority of buildings were reasonable; there is still however too much plastic signage. Other premises noted by adjudicator included Windsor's of Bray. Flower boxes were noted on a number of lamp posts again this year which helped to improve the overall appearance and enhance the built environment. Molloy's was looking well, O'Driscoll's had been newly painted; the area around the Sea Life Centre however, needs further attention. The Bray U.D.C. grounds were also well maintained this year again, well done. Overall a number of buildings, such as The Town Hall, former Court House Building etc., and many of the religious buildings provide an magnificent example of architecture which help set off the town very well. However their effects can be reduced by the presence of even one of not two bad examples of presentation of shop front design and there are many examples of these even still along the main street, for examples, take away's. In this regard there is no reason why such premises cannot be more sympathetic to their surroundings as noted in one take away, down near the dart station, in its use of traditional shop front materials.

LANDSCAPING

The adjudicator was not as impressed as in previous years with the presentation of landscaped areas particularly on the approach roads of Bray. In the past considerable effort has gone into maintaining planted areas at roundabouts which was not the case this year and suggests a lack of continued effort. Having said that there were very good examples of landscaped areas; the area at The Esplanade was well maintained, neat and tidy on day of adjudication. The Harbour area was well landscaped, with shrubs which will develop over time. Good efforts were noted in residential areas also. However, more works need to be carried out in this regard. Try to introduce additional native trees. The use of colour can also help to improve overall appearance, for example additional landscaping is needed at the new traffic calming measures, such as those on the Killarney Road. The Peoples Park was also well maintained.

WILDLIFE AND NATURAL AMENITIES

Despite the large population of Bray and its hinterland, the town is blessed with a number of unique features which are the envy of other towns such as its coast line, the Dargle River and Bray Head. The development of walks along these areas is important such as Sli Na Slainte, which is to be commended, as well as the Historic Town Walk. The adjudicator also commends the efforts of the SRUNA project. The adjudicator was impressed to see a total of 38 swans in the harbour area and welcomes your proposals for development of Swan River. It is encouraging to see that you are embracing and creating wildlife amenities throughout Bray, well done in this regard.

LITTER CONTROL

Local authorities are now required to prepare Litter Management Plans every 3 years. Consult your local authority in this regard in relation to what proposals and plans have been put forward for Bray. In general, your litter control management is quite good and it is obvious that you are getting to grips with this issue. Well done in this regard as it is one of the key elements which detract from visitors' enjoyment of an area. The adjudicator was delighted to report that no serious problems were noted with litter throughout Bray this year, well done in this regard. That is not to say that you should become complacent as sprinklings in a number of areas take from the overall appearance and reduce visual impact, one example being at the bus stop near Dell and also in one corner of the scenic car park. The main street and Esplanade area were litter free. Well done, particularly in light of the large volume of visitors passing through the town.

TIDINESS

It is encouraging to note the development of re-cycling facilities. However the adjudicator had difficulty in locating these as outlined in your map. Apologies for this, perhaps sign posting would help highlight these. Continued improvements were noted in this area in general. The car park to the cemetery had a neat and tidy appearance this year. All along the Esplanade had a neat and tidy appearance, not helped however by one or two buildings. The presence of overhead wires also takes from the overall appearance of tidiness. Try to continue efforts to underground these where possible.

RESIDENTIAL AREAS

Again it is encouraging to see the majority of residential areas making some effort in maintaining open spaces. There are many, many fine examples of individual effort both on private grounds and within residential estates. Try to encourage further involvement in open spaces. Don't be afraid to experiment. A sample of residential areas that were well presented on day of adjudication included the entrance to Mountain View Drive, Eglin Heights, Eglin Wood, Rathclarin Park, Rosslyn, Seacrest, Aravon and Sidmorton Road. The adjudicator would hope that any new developments including apartments would also allow for appropriate landscaping once complete. Overall not a bad performance again this year, well done.

ROADS STREETS AND BACK AREAS

The approach from Greystones could be neater, particularly at the roundabout which provides a focal point for visitors entering the town from this direction. It was encouraging to note the new bike lane near Dell. Along the Bog Hall Road, new lighting was noted along with cycle lanes and traffic calming measures. Weeds were noted at the roundabout on the approach along Killarney Road. Church Road was very neat and tidy, well done, as was King Edward Road. On the approach from the North, again, the roundabout presents a focal point for visitors entering the town and regrettably weeds were evident here although this area was litter free.

GENERAL IMPRESSION

The adjudicator was really impressed with the fact that considerable efforts are being made in Bray by many different sectors from residential to commercial in the presentation of the town and environs. Additional road works were taking place, for example, traffic calming measures along Killarney Road. These have reduced the visual impact on approaches so try to put some additional

effort into these presentations for next year. You are continuing to make improvements to the town of Bray and are to be commended for that. Good luck for next year.