



## Board Direction

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**Ref: PL26.246524**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 30<sup>th</sup> August 2016.

The Board decided by a majority of 2:1 to refuse permission generally in accordance with the reasons and considerations set out below.

### REASONS AND CONSIDERATIONS

1. Having regard to the substantial scale of existing retail development on this site and within this area designated with a neighbourhood centre zoning objective as set out in the Enniscorthy Town and Environs Development Plan 2008 – 2019, at a location that is a significant distance to the town centre and its retail core, and in particular to the scale of the retail expansion proposed in this context, it is considered that, in the absence of a retail impact assessment and sequential test, the proposed development would constitute a significant intensification of retail provision in this area to a degree that would be contrary to the neighbourhood centre zoning objective for the area, would detract from the vitality and viability of Enniscorthy town centre, and would be contrary to the provisions of the “Guidelines for Planning Authorities – Retail Planning”, issued by the Department of the Environment, Community and Local Government (2012). The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.
2. The proposed development is at a prominent location along Bellefield Road, a regional road that is one of the principal approaches to Enniscorthy town. The proposed development would involve the construction of a 70 m-long largely blank façade to Bellefield Road, set back behind car parking and extensive hard paving areas, which is insufficiently provided with landscaping. It is considered that the proposed development would fail to provide an active, well-designed frontage to the street at this location, would not satisfactorily integrate into the streetscape or surroundings, and would, therefore, be contrary to the provisions of Section 18.17.1 of the Wexford County Development Plan 2013-2019 in relation to retail development, would fail to uphold the design principles set out in the “Retail Design Manual” issued by the Department of the Environment, Community and Local Government (2010) and would be contrary to the proper planning and sustainable development of the area.

In deciding not to accept the Inspector's recommendation to grant permission, the Board had regard to the cumulative level of retail development on this site and in this area, and considered that, in this context, the scale of retail expansion proposed would not be appropriate in light of the neighbourhood centre zoning, at a considerable distance from the town centre, in the absence of a retail impact assessment and sequential test. Furthermore, the Board considered that, notwithstanding the existing development on this site, the proposed development fails to provide a good quality of active street frontage to Bellefield Road, and would be over-dominated by car parking and hard surfaces unrelieved by the poor level of landscaping proposed.

Board Member: \_\_\_\_\_ Date: 30<sup>th</sup> August 2016  
Fionna O' Regan