

---

The submissions on this file and the Inspector's report were considered at a meeting held on 11 June 2026.

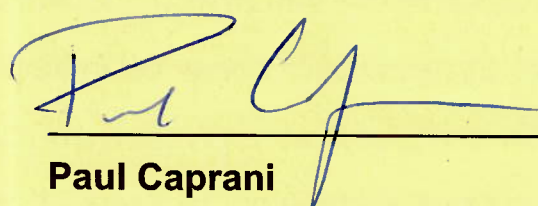
The Commission decided to refuse permission generally in accordance with the following reasons and considerations.

1. Having regard to the prominent location of the proposed replacement advertisement display at an important approach to Main Street, Gorey, and having regard to its location within the Gorey Town Architectural Conservation Area, it is considered that the proposed development would have a significant negative visual impact on the designated Architectural Conservation Area and would fail to comply with the provisions of Section 2.13 of Volume 2 of the Wexford County Development Plan 2022-2028 which requires that advertisement signs in Architectural Conservation Areas be in keeping with the character of the buildings and adhere to best conservation principles. Furthermore, it is considered that the proposed development would contravene Objective ACA01, Volume 1 of the development plan which seeks to protect and enhance the character of designated Architectural Conservation Areas, including the views and prospects to and from these areas. Furthermore it is considered that the proposal would contravene Objective ACA05 which requires all new advertising hoardings including signage, within an Architectural Conservation Area to be designed, constructed and located in a manner that is complementary to the character of the

Architectural Conservation Area. The proposed development would impact on the visual amenities of the area, therefore, be contrary to the proper planning and sustainable development of the area.

2. Having regard to the prominent location of the proposed replacement signage on a heavily trafficked arterial route to Gorey Town from the east, and the proximity of the proposed signage to a multi-arm junction and roundabout, within the town centre, the Commission is not satisfied that the proposed development would be in accordance with the provisions of Section 2.13 (Signage and Advertisements), Volume 2 of the Wexford County Development Plan 2022-2028 and that the proposed development would not give rise to increased levels of distraction and hinderance to public road users which could result in a traffic hazard. The proposed development would, therefore, be contrary to the proper planning and sustainable development of the area.

**Planning Commissioner:**



---

**Paul Caprani**

**Date:**

**11<sup>th</sup> day of June 2026**