

Planning and Development Act 2000, as amended

Planning Authority: Wexford County Council

Planning Register Reference Number: 2025/1487W

Appeal by JCDecaux Ireland Limited against the decision made on the 16th day of January, 2026 by Wexford County Council to refuse permission.

Proposed Development: Replacement of one number illuminated 6.4-metres by 3.4-metres advertising display with one number digital 6.28-metres by 3.4-metres advertising display on the gable wall of 1 Main Street, Gorey, County Wexford and all associated site works and services and the permanent decommissioning of one number 6.3-metres by 3.5-metres advertising display located adjacent to the western side of the R772, all at Gorey Corporation Lands, Gorey Urban, Gorey, County Wexford.

Decision

REFUSE permission for the above proposed development for the reasons and considerations set out below.

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 are 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 proposed development 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 and would, 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 to 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.

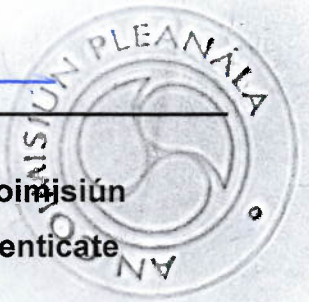


Paul Caprani

Planning Commissioner of An Coimisiún

Pleanála duly authorised to authenticate

the seal of the Commission.



Dated this 16th day of June 2026.