



An
Bord
Pleanála

Board Direction
BD-015573-24
ABP-317175-23

The submissions on this file and the Inspector's report were considered at a Board meeting held on 27/02/2024.

The Board decided to refuse permission, generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

Reasons and Considerations

Having regard to the Waterford City and County Development Plan 2022-2028 including in particular policy objectives DM 20 and DM 21 relating to advertising signage, the proposed development and submissions in that regard, the location of the application site at the Cork Road and in close proximity to the Kingsmeadow Roundabout, it is considered that the proposed development by virtue of its size and location would represent a distraction to road users approaching a significant transport junction. Furthermore, it is considered that, due to the increased height of the structure and the inclusion of digital display, the development would negatively impact on the amenities of the area, which is a main approach route to Waterford City Centre. The proposed development would, therefore, contravene development plan objectives DM 20 and DM21, would endanger public safety by reason of traffic hazard, and would seriously detract from the amenities of the area and, as such, would be contrary to the proper planning and sustainable development of the area.

Board Member Eamonn James Kelly **Date:** 28/02/2024
Eamonn James Kelly