

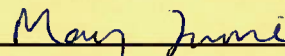
An
Coimisiún
Pleanála

Commission Direction
CD-000732
PL-500904-DL-26

The submissions on this file and the Inspector's report were considered at a meeting held on 16 June 2026.

The Commission decided, by a majority of 2:1, to refuse permission for the following reasons and considerations.

Planning Commissioner:



Mary Gurrie

Date: 26/06/2026

DRAFT WORDING FOR ORDER

Reasons and Considerations

Having regard to the nature and scale of the proposed development, its prominent location on Port Road, a major corridor through the town, on lands zoned as 'Town Centre', in the Letterkenny Plan and Local Transport Plan 2023-2029, Objective LK-TC-O-01 which aims *"To strengthen the urban form of the town centre so as to reinforce the centre as a cohesive, attractive and high-quality*

urban area that is attractive and safe for residents, visitors and investors and is a place where public life can thrive” and Policy TS-P-1 of the Donegal County Development Plan 2024-2029 which requires compliance with specified technical standards, including for signage, and which standards require signage to be designed and located in a manner that integrates effectively within the host environment and to be of a scale suitable to the subject building, it is considered that the proposed large digital signage display sited in a prominent location along Port Road, and its scale relative to the host building would not contribute positively to the character and distinctiveness of the area, and fails to contribute towards the creation of a strong urban form / streetscape, conducive to a vibrant / high quality urban environment within the town centre. Accordingly, to permit the proposed development would contravene the aforementioned policy provisions of the Letterkenny Plan and Local Transport Plan 2023-2029 and Donegal County Development Plan 2024-2029 and would therefore be contrary to the proper planning and sustainable development of the area.

The Commission concurred with the inspector in considering that the proposed development would not pose a traffic hazard, however in deciding not to accept the Inspector's recommendation to grant permission, the Commission considered that the proposed signage was excessive in scale relative to the host building and did not integrate with the host environment and having regard to the nature and scale of the proposed digital display and alternating advertising images would detract from the visual amenity of the area and would not contribute positively towards the creation of an attractive urban form.