



An  
Coimisiún  
Pleanála

**Commission Direction**  
**CD-001005**  
**PL-501209-WD-26**

The submissions on this file and the Inspector's report were considered at a meeting held on 30 July 2026.

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

**Planning Commissioner:**

**Mary Henchy**

**Date:**

**30<sup>th</sup> day of July 2026**

### **DRAFT WORDING FOR ORDER**

#### **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 location of the application site at the Cork Road (R680), and in close proximity to the Kingsmeadow Roundabout, it is considered that the proposed

development, by reason of its size, location and nature of digital display, 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 proposed development would adversely impact on the amenities of the area, which is a main approach route to Waterford City Centre. The proposed development would contravene development plan objectives DM 20 and DM 21 of the development plan, would endanger public safety by reason of traffic hazard, would detract from, the amenities of the area, and would, therefore, be contrary to the proper planning and sustainable development of the area.