



An
Bord
Pleanála

Board Order ABP-317175-23

Planning and Development Acts 2000 to 2022

Planning Authority: Waterford City and County Council

Planning Register Reference Number: 23/89

Appeal by JCDecaux Ireland Limited of 6 Sandyford Park, Burton Hall Road, Leopardstown, Dublin against the decision made on the 8th day of May, 2023 by Waterford City and County Council to refuse permission.

Proposed Development: Replacement of the existing static advertising displays (each 6,396 millimetres by 3,348 millimetres) and support structure with two digital advertising displays (each 6,280 millimetres by 3,400 millimetres) and support structures and associated works, all at western side of the Cork Road and Inner Ring Road Roundabout, Kingsmeadow, Waterford.

Decision

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

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, and 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 reason 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 proposed development would negatively 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 seriously detract from the amenities of the area, and would, therefore, be contrary to the proper planning and sustainable development of the area.

Eamonn James Kelly

Eamonn James Kelly

Member of An Bord Pleanála

duly authorised to authenticate

the seal of the Board.



Dated this *1st* day of *March*, 2024.