

Planning and Development Act 2000, as amended

Planning Authority: Laois County Council

Planning Register Reference Number: 25/60135

Appeal by Portlaoise Plaza Limited care of Connellan and Associates of Sonas, Cahercalla Wood, Cahercalla, Ennis, County Clare against the decision made on the 12th day of May, 2025 by Laois County Council to refuse permission for the proposed development.

Proposed Development: Retention of signage and advertisement as constructed on site adjacent to Junction 16 on the M7, Ballydavis, Portlaoise, County Laois.

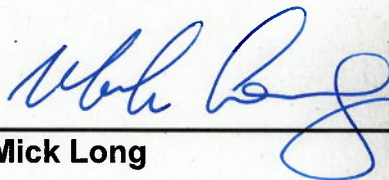
Decision

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

Reasons and Considerations

1. Having regard to the location of the advertising structure, which is highly visible from the M7 Motorway, it is considered that to permit the development proposed to be retained would endanger public safety by reason of a traffic hazard, would set an undesirable precedent for further similar free-standing advertising structures in the area which would lead to a proliferation of such developments and which would adversely affect the operational efficiency and safety of the road network, particularly along the M7 with resultant serious injury to the traffic safety in the area. The development proposed to be retained would be contrary to the provisions of the Spatial Planning and National Roads Guidelines for Planning Authorities (2012), would be contrary to Development Management Standard DM TC 10 (Advertisements on Public Roads) of the Laois County Development Plan 2021-2027 and would, therefore, be contrary to the proper planning and sustainable development of the area.

2. Development Management Standard DM TC 10 (Advertisements on Public Roads) of the Laois County Development Plan 2021-2027 outlines the considerations against which advertising structures will be assessed, including, their impact on the visual amenity of the area. The development proposed to be retained would seriously injure the visual amenities of the area, would be contrary to the general provisions of Development Management Standard DM TC 10 of the Laois County Development Plan 2021-2027 and would, therefore, be contrary to the proper planning and sustainable development of the area.



Mick Long

Planning Commissioner of An Coimisiún

**Pleanála duly authorised to authenticate
the seal of the Commission.**



Dated this 6th day of October 2025.