



An
Coimisiún
Pleanála

Commission Order

PL-500904-DL-26

Planning and Development Act 2000, as amended

Planning Authority: Donegal County Council

Planning Register Reference Number: 25/62167

Appeal by JCDecaux Ireland Limited against the decision made on the 6th day of February 2026 by Donegal County Council to refuse permission for the proposed development.

Proposed Development: The replacement of one number illuminated 6.3 metres by 3.5 metres advertising display with one number digital 6.28 metres by 3.4 metres advertising display on the gable end of 52 Port Road, Letterkenny, County Donegal, and all associated site works and services.

Decision

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

Reasons and Considerations

Having regard to the nature and scale of the proposed development, to 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, to 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 to 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 would fail 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 the 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.



Mary Gurrie

Mary Gurrie

Planning Commissioner of An Coimisiún

Pleanála duly authorised to authenticate

the seal of the Commission.

Dated this *26* day of *June* 2026.