



An
Coimisiún
Pleanála

Commission Order
PL-501209-WD-26

Planning and Development Act 2000, as amended

Planning Authority: Waterford City and County Council

Planning Register Reference Number: 2660060

Appeal by JCDecaux Ireland Limited against the decision made on the 27th day of March, 2026 by Waterford City and County Council to refuse permission for the proposed development.

Proposed Development: The development will consist of the replacement of two number (6.28 metres x 3.5 metres and 6.4 metres x 3.4 metres) advertising displays with one number digital 6.28 metres x 3.4 metres advertising display on the south western face of the existing structure (with increase in overall height from 4.93 metres to 5.8 metres) and provision of a one metre fence on top of existing boundary wall (overall height approximately 2.1 metres) at the Western side of the Cork Road and Inner Ring Road Roundabout, Kingsmeadow, Waterford.

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 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.



Tom Rabbette

Planning Commissioner of An Coimisiún

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

Dated this 4th day of August 2026