



An
Coimisiún
Pleanála

Inspector's Report

PL-501036-CC-26

Development

The replacement of 1 no. illuminated 6.3m x 3.5m advertising display with 1 no. digital 6.28m x 3.4m advertising display on the gable wall and all associated site works.

Location

22 and 113, Lower Glanmire Road, Co. Cork.

Planning Authority

Cork City Council

Planning Authority Reg. Ref.

26/44456

Applicant(s)

JCDeceaux Ireland Limited

Type of Application

Permission

Planning Authority Decision

Refuse Permission

Type of Appeal

First Party Normal Planning Appeal

Appellant(s)

JCDeceaux Ireland Limited

Observer(s)

None

Date of Site Inspection

20th May 2026

Inspector

Suzanne White

Table of Contents

1.0	Site Location and Description	3
2.0	Proposed Development.....	4
3.0	Planning Authority Decision	4
4.0	Planning History.....	7
5.0	Policy Context.....	8
6.0	EIA Screening.....	12
7.0	The Appeal	12
8.0	Assessment	13
9.0	AA Screening.....	19
10.0	Water Framework Directive.....	19
11.0	Recommendation.....	20
12.0	Reasons and Considerations	20
	Appendix 1: Form 1 EIA Pre-Screening	22

1.0 Site Location and Description

- 1.1. The application comprises of two existing advertising display sites. The first is located at 22 Lower Glanmire Road, c.280m east of Site 1, on the corner of Lower Glanmire Road and Water Street. There is an existing advertising board of c.22sqm and lighting elevated on the gable end wall of the existing dwelling. Adjacent to the gable wall there is a wide area of public footpath and a small area of public realm comprising a boat-shaped planter and bollards. There are two existing utilities cabinets further west, outside the application site boundary. The advertising display faces west towards Water Street and its junction with Lower Glanmire Road.
- 1.2. The second site is located at 113 Lower Glanmire Road, c. 230m northeast of Cork Kent train station. This site comprises a gap within a residential terrace. The advertising board of c. 22sqm is elevated above a fence and gateway which are set on the back of the footpath on the northern side of Lower Glanmire Road. The terrace row directly opposite is located within Lower Glanmire Road ACA. Lower Glanmire Road at this point is the N8 Primary Route carrying two lanes of traffic heading east away from the city.
- 1.3. Lower Glanmire Road and Water Street are part of major arterial route (N8) into Cork City Centre from the east, c. 4km west of the Dunkettle Interchange and also serving Cork Kent Station. Lower Glanmire Road/N8 accommodates two-way traffic to the east of the Water Street junction. A one-way system operates from this junction whereby traffic approaching from the east is routed south onto Water Street, along Horgan's Quay. Traffic approaching from the west is one-way along Lower Glanmire Road in two lanes, until reaching the junction with Water Street where traffic either continues east on Lower Glanmire Road or turns right onto Water Street. On-street parking occurs on both sides of the road for the majority, from Kent Station eastbound. There is a pedestrian directly north of No. 22 Lower Glanmire Road and a second pedestrian crossing directly west, across Water Street. A third pedestrian crossing is located to the west on Lower Glanmire Road.
- 1.4. A railway bridge traverses Lower Glanmire Road to the west of Site 2. There is an advertising display on the railway bridge. There is also an advertising display to the north of the subject site, on the northern side of Lower Glanmire Road, and a further

advertising display to the south on Water Street, at the entrance to the railway station yards.

- 1.5. There is a mix of uses in the area, primarily residential dwellings as well as light industrial and commercial uses. Directly south of Site 2 is McMahons Builders Providers, while to the west are the railway yards of Cork Kent Station.

2.0 Proposed Development

- 2.1. The proposed development comprises:

- the replacement of 1 no. illuminated 6.3m x 3.5m advertising display with 1 no. digital 6.28m x 3.4m advertising display on the gable wall at 22 Lower Glanmire Road. The display will be at c. 6.26m above ground level. The advertisements in the digital display would be static with no motion, changed at intervals of 10 seconds with a smooth transition. A camera is proposed to be trained on the screen to allow remote monitoring of the images on screen. The luminosity of the display would not exceed 300 candelas per m2 from dusk til dawn. The applicant proposes that the display would be switched off between 2am to 6am. The existing light above the board would be removed. A data cabinet and ESB metering unit are proposed at ground level, adjacent to the gable wall;
- the permanent decommissioning of 1no. illuminated 6.3m x 3.5m advertising display at 113 Lower Glanmire Road;
- and all associated site works.

3.0 Planning Authority Decision

3.1. Decision

The Planning Authority resolved to refuse planning permission for two reasons, by order dated 26th February 2026, as follows:

1. The applicant has failed to demonstrate to the satisfaction of the Planning Authority that a digital sign of the scale proposed at a prominent location on a highly trafficked junction on the National Primary Road would not present a negative impact on the visual and residential amenities of the area and a

distraction to road users. The subject site is zoned ZO 01 Sustainable Residential Neighbourhood with an objective to protect and provide for residential uses and amenities. The proposal, as presented, would detract from visual and residential amenities to an unacceptable degree, would set an undesirable precedent for other similar proposals and would contravene the land zoning objective. The proposal, would therefore, seriously injure the residential amenities of the area and be contrary to the proper planning and sustainable development of the area.

2. The site of the proposed digital advertising display is at prominent location on a heavily trafficked junction on the National Primary Road, N8. At this location the Lower Glanmire Road and Water Street form a busy junction with one way traffic arrangements, traffic changing lanes and merging and in addition to vehicular cross junction movements this junction is also heavily used by pedestrians and cyclists. It is considered that the proposed development by reason of nature and type, size and location would represent a distraction for road users travelling through the junction and would increase the risk of traffic accidents and thereby endangering public safety by reason of traffic hazard. The proposed development would therefore be contrary to the proper planning and sustainable development of the area.

3.2. Planning Authority Reports

Planning Reports

- 3.2.1. The key points of the Graduate Planner's Report (24/02/26) may be summarised as follows:

- Site is zoned ZO 1 Sustainable Residential Neighbourhoods, is located within the Lower Glanmire Road Architectural Conservation Area (ACA) and is within a Seveso Site buffer associated with Gouldings Chemicals Ltd sites. The subject site is also within lands that are part of the committed development Cork North Docks Public Realm and Transport Infrastructure Project.
- Considers that an EIAR and AA are not required.
- The advertising display at 113 Lower Glanmire Road is opposite the Lower Glanmire Road ACA. There is a lack of clarity regarding the decommissioning of

this display. Further information not to be requested given that the proposal as a whole is proposed for refusal.

- In respect of the proposal for 22 Lower Glanmire Road, it has not been demonstrated to the satisfaction of the Planning Authority that the proposal would not adversely impact on the visual or residential amenities of the area. There is a lack of information provided regarding the proposed digital display, in respect of materials, finishes, colours, fixings, hoarding/support structure, means of removal and installation. No details were provided of the proposed metering unit and data cabinet.
- Notes that the applicant's Planning Report suggests that a condition apply to set out that the digital display shall operate no greater than 600 cd/sqm during the day time and that there is no standard for day-time hours in the Cork City Development Plan 2022-2028.
- Notes that the luminance provided is not in excess of the maximum set by Paragraph 11.200 of the Development Management Standards of the Cork City Development Plan, 2022-2028.
- Notes the recommended refusal of the application set out in the Traffic Report on the grounds that the digital display would create a road safety hazard.
- Notes that the removal of a large advertising display in proximity would reduce visual clutter. However, notes the presence of 3no. advertising displays in the location of the proposed digital signage and states that the proposed digital display would not represent a reduction in visual clutter at the junction. Adds that the digital display would represent an intensification of use.
- Concludes that it has not been demonstrated that digital sign of the scale proposed at a prominent location on a highly trafficked junction on the National Primary Road would not present a negative impact on the visual and residential amenities of the area and a distraction to road users.

The Report of the Senior Executive Planner (25/02/26) states that, having fully reviewed the submitted drawings and documentation, the policies and objectives of the Cork City Development Plan 2022 – 2028, as varied, and the report of the Graduate Planner, it is recommended that permission be refused.

The Report of the Senior Planner (25/02/26) notes the content of the report of the Graduate Planner and Senior Executive Planner and concurs with the recommendation.

3.2.2. Other Technical Reports

- Traffic Report (24/02/26): Recommends refusal on the grounds of traffic hazard. The report notes that the location of the proposed development is on the N8 National Primary route, at a junction on a heavily trafficked route where there are potential vehicle conflicts with pedestrians and 'last minute' lane changes. It considers that a changing digital display is a road safety hazard that may distract drivers and increase the risk of accidents.

3.3. Prescribed Bodies

HSA (29/01/26): states that the application appears to be outside the scope of the Regulations and therefore the Authority has no observations to make.

3.4. Third Party Observations

One third party submission was received from the owner/occupier of the land to the rear of the advertising board at 113 Lower Glanmire Road. The issues raised may be summarised as follows:

- The third party has a right of access to their property, via the advertising board (i.e. from the street)
- No elevation drawing for the decommissioning of the existing advertising board at 113 Lower Glanmire Road was submitted
- Queries how the works will be carried out, how neighbouring properties will be protected, whether access will be restricted during the works.
- Raises concern at how the boundary with the street will be secured in the future.

4.0 Planning History

4.1. Application site:

No planning applications identified for the subject site.

4.2. Other relevant planning history:

Cork North Docks Public Realm and Transport Infrastructure Scheme – Part 8. The Council resolved on the 13th October 2025, under Section 179(4) of the Planning and Development Act 2000, as amended, that the Cork North Docks Public Realm and Transport Infrastructure Scheme be carried out as recommended in the report of the Director of Services (29th September 2025). The site includes the junction of Water Street and Lower Glanmire Road and the footpath/public realm adjacent to 22 Lower Glanmire Road. The proposals as approved by the City Council include realignment of the N8 at the junction of Water Street and Lower Glanmire Road. The existing footpath/public realm to the west of 22 Lower Glanmire Road would become part of a pocket park, with new soft landscaping and realignment of the footpath adjacent to the subject site.

PL-500908-CC-26 (25/44360): Permission granted for development at Victoria Cross, Wilton Road, Cork (adjacent Victoria Station, Student Accommodation). The development will consist of the replacement of 1 no. illuminated 7.35m x 3.35m advertising display with 1 no. digital 6.28m x 3.4m advertising display at Victoria Cross, Wilton Road, Cork, (adjacent Victoria Station, Student Accommodation) demolition of a boundary wall and all associated site works and services and permanent decommissioning of 3 no. 6.3m x 3.5m advertising displays facing Wilton Road, Victoria Cross, Cork (adjacent to Farranlea Hall student accommodation, Victoria Cross, Cork).

PL-501184-CC (26/44493): current appeal for decision. The proposed development consists of the replacement of 1 no. illuminated 7.34m x 5.21m advertising display with 1 no. digital 6.28m x 3.4m advertising display on the gable wall of 30/31 Washington Street, Cork (a Protected Structure Ref Nos. PS868 and PS1098) facing Cross Street and all associated site works and services and the permanent decommissioning of 3 no. 6.3m x 3.5m advertising displays adjacent to 16 Washington Street West, Cork.

5.0 Policy Context

5.1. Development Plan

Cork City County Development Plan 2022-2028

Chapter 12: Land Use Zoning Objectives and Volume 2: Mapped Objectives

No. 113 Lower Glanmire Road and No22 Lower Glanmire Road are zoned ZO1 Sustainable Residential Neighbourhoods, with the zoning objective “To protect and provide for residential uses and amenities, local services and community, institutional, educational and civic uses.”

The footpath directly adjacent to the west of 22 Lower Glanmire Road, which would be occupied by the proposed utilities cabinets, is not zoned according to the Zoning Maps of the Development Plan. The footpath further west, together with Water Street, is zoned ZO18- Quayside Amenity Area, with the zoning objective “To protect and preserve quayside, natural heritage and river amenities.”

ZO 1.1: The provision and protection of residential uses and residential amenity is a central objective of this zoning. This zone covers large areas of Cork City’s built-up area, including inner-city and outer suburban neighbourhoods. While they are predominantly residential in character these areas are not homogeneous in terms of land uses and include a mix of uses. The vision for sustainable residential development in Cork City is one of sustainable residential neighbourhoods where a range of residential accommodation, open space, local services and community facilities are available within easy reach of residents.

ZO 1.2: Development in this zone should generally respect the character and scale of the neighbourhood in which it is situated. Development that does not support the primary objective of this zone will be resisted.

ZO 1.3: Primary uses in this zone include residential uses, crèches, schools, home-based economic activity, open space and places of public worship.

ZO 1.4: Uses that contribute to sustainable residential neighbourhoods are also acceptable in principle in this zone provided they do not detract from the primary objective of protecting residential amenity and do not conflict with other objectives of this Development Plan. Such uses include but are not limited to: small-scale local services including local convenience shops; community facilities; cultural facilities; hotels and hostels; live-work units; service stations (petrol filling stations); local medical services; third level education institutes; community based enterprise or social enterprises, health facilities including hospitals.

Non-conforming Uses

12.8: Land use zonings are used as a tool to shape the City's development strategy, and therefore may not always reflect established land uses. As a result, there are uses throughout the City that do not conform with the land use zoning objective for the area.

12.9 Where such non-conforming uses are legally established, their reasonable expansion or improvement within their curtilage will be considered on their own merits provided there is no serious detrimental impact on the primary land use zoning objective for the area or environment, having regard to other relevant objectives of this Plan.

Chapter 11 refers to Shop Fronts, Advertising & Security Signs

Section 11.194 Advertising on Buildings

In general advertising on buildings should conform to the following:

1. Be sympathetic in design and colouring both to the building on which they will be displayed and their surroundings;
2. The City Council will aim to reduce visual clutter and control the number of signs and advertising that are displayed;
3. Shop front advertising should be designed as an integral part of the shop front;
4. Not obscure architectural features such as cornices or window openings;
5. Illuminated signs or other advertising structures will not be allowed above the eaves or parapet level on buildings in any part of the city.

Section 11.200 refers to Digital Advertising/Signage

The use of digital advertising and signage is playing a more prominent role in urban environments, including the replacement of paper advertisements. While it can play a positive role in displaying public information, there is a need to control digital advertising and signage in terms of its design and location to prevent visual clutter particularly in areas such as historic parts of the city (Architectural Conservation

Areas etc.) predominately residential and high amenity areas such as waterways. It can also have adverse impacts on public and traffic safety.

As well as the above the following criteria should be considered as part of applications for digital advertising/signage:

1. Details of material, finishes and colours;
2. The maximum luminance of the advertisement display during night-time hours (darkness) should not exceed 300 cd/sqm;
3. No more than one advertisement to be displayed every ten seconds, changed by means of a fade transition of the display.

Chapter 4 refers to Transport and Mobility

Objective 4.8 Mitigation of Adverse Impacts on Strategic Roads

To safeguard the carrying capacity, operational efficiency and safety of strategic national roads and to require development proposals that would materially impact the capacity of the strategic national road network to mitigate any adverse effects of their development on transport systems and/or infrastructure and make reasonable contributions towards the costs of any required mitigation, alterations or capacity enhancement works to transport systems and/or infrastructure as required.

5.2. Natural Heritage Designations

The site is not located within a designated site. The nearest of relevance are:

- Cork Lough pNHA (site code: 001081) is located approximately 2.7km southwest of the subject site.
- Cork Harbour SPA (Site code: 004030) is located approximately 2.3km east of the subject site.
- Douglas River Estuary pNHA (site code: 001046) is located approximately 2.3km southeast of the subject site.
- Glanmire Wood pNHA (site code: 001054) is located approximately 3.5km northeast of the subject site.
- Dunkettle Shoore pNHA (site code 001082) is located approximately 3.53km east of the subject site.

- Great Island Channel SAC (site code: 001058) is located approximately 7km east of the subject site.

6.0 EIA Screening

- 6.1. The proposed development is not a class for the purposes of EIA as per the classes of development set out in Schedule 5 of the Planning and Development Regulations 2001, as amended (or Part V of the 1994 Roads).

7.0 The Appeal

7.1. Grounds of Appeal

The 1st party grounds of appeal may be summarised as follows:

- The proposed development seeks to upgrade an established advertising display in accordance with the CDP Cork City Council's policy for Advertising Structures Sections (11.94, 11.196 and 11.200) and would not detract from the visual and residential amenities of the area. The applicant highlights that the site of 22 Lower Glanmire Road is a gable wall, beside a busy roadway which dominates the land use and character of the site, more so than the residential use to the rear. The applicant maintains that the proposed digital display would be of high quality, with maximum luminance controlled, and would not impact negatively on visual or residential amenity.
- The proposed replacement digital advertising display will not endanger public safety by reason of traffic hazard as evidenced by the expert opinion of Meinhardt Consulting Engineers. The report by Meinhardt Consulting Engineers, which forms part of the grounds of appeal, concludes that the proposal would not create a traffic hazard when operated under the suggested conditions and operational controls.
- The proposed replacement digital advertising display will not endanger public safety by reason of traffic hazard and is consistent with Transport for London guidance as well as precedent planning decisions for ACP, Dublin City Council and Dún Laoghaire-Rathdown County Council in respect of traffic safety issues.

- The City Development Plan allows for granting permission on this established advertising site for a non-conforming use.
- The grounds of appeal list a number of appeal decisions and applications as precedents.
- The applicant has met with the owner of the adjacent property at 113 Lower Glanmire Road and provided assurances that the removal of the advertising display can be implemented without negative impact on their property. A letter of support from that owner is attached to the appeal submission.

7.2. **Planning Authority Response**

None received.

7.3. **Observations**

None received.

8.0 **Assessment**

Having examined the application details and all other documentation on file, including all of the submissions received in relation to the appeal, and inspected the site, and having regard to relevant local/regional/national policies and guidance, I consider that the main issues in this appeal are as follows:

- Traffic Impact
- Impact on visual and residential amenity
- Other matters

8.1. **Traffic impact**

- 8.1.1. The planning authority's second reason for refusal, which I consider to be the substantive issue in this case, relates to traffic safety. The reason for refusal on this issue raised concern that the proposed development, by reason of its nature and type, size and location, would represent a distraction for road users travelling through the junction and would increase the risk of traffic accidents and thereby endanger

public safety by reason of traffic hazard. The refusal reason noted the prominent location of the site, on a heavily trafficked junction on the National Primary Road, N8, where there is a mixture of one way traffic arrangements, traffic changing lanes and merging, vehicular cross junction movements and heavy use by pedestrians and cyclists. The first reason for refusal also stated that it had not been demonstrated that the proposed digital sign would not cause distraction to road users.

8.1.2. The Planners' Reports and Local Authority Traffic Report recommended refusal on these grounds.

8.1.3. The applicant, in their grounds of appeal, maintain that the proposed replacement digital advertising display will not endanger public safety by reason of traffic hazard. To support their position, the applicant has submitted as part of the appeal a report by Meinhardt Consulting Engineers, which concludes that the proposal would not create a traffic hazard when operated under the suggested conditions and operational controls.

8.1.4. The grounds of appeal include a copy of the Transport for London 'Guidance for Digital Roadside Advertising and Proposed Best Practice - 2013'. I consider that this guidance is relevant in the absence of similar guidance published in Ireland. The guidance states that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted. It lists situations requiring detailed analysis in support of any application, including: locations with high collision rates; urban locations with major junctions, merges, diverges or pedestrian crossings. It advises that the rate of change should be restricted so that drivers see only 1-2 images and, where the cognitive demands on a driver may be higher, increased time between changes should be considered.

8.1.5. Section 11.200 of the City Development Plan 2022-2028 refers to Digital Advertising/Signage and states that digital signage can have adverse impacts on public and traffic safety. It also lists criteria to be considered for such applications, which include luminance restricted to no more than 300 cd/sqm at night and no more than one advertisement to be shown every ten seconds. I note that the proposed development conforms to these criteria. In the event of a grant of permission, these requirements can be secured by condition.

- 8.1.6. In respect of traffic safety, given that the proposed digital sign faces the N8, I note the relevance also of Objective 4.8 of the Plan which seeks to safeguard the carrying capacity, operational efficiency and safety of strategic national roads.
- 8.1.7. The location of the proposed digital sign would be visible to eastbound traffic on Lower Glanmire Road approaching the junction with Water Street. It may also be briefly visible to westbound traffic as it enters the one-way system at Water Street junction.
- 8.1.8. The Meinhardt note submitted with the appeal maintains that the proposed digital advert display would not materially alter the conditions experienced by road users and would not increase driver workload or cognitive demand. In reference to the TfL guidance, I note that the note does not provide any details of collision rates at the junction or provide consideration of the appropriate frequency of images displayed. In this regard I note that the site is visible from a distance of over 225m to the west on Lower Glanmire Road. From my own observations and having regard to the local authority's Traffic Report, I consider that the junction at present presents complexity for drivers. As The Traffic Report notes, for eastbound traffic, there are potential conflict points with a pedestrian crossing on Lower Glanmire Road and again on Water Street, in addition to which the location is subject to 'last minute' lane changes. I also note that the site location is a point where traffic from east and west merge on entry to Water Street and that the speed limit on approach to the junction from east and west is 50kmh. There is also car parking on both sides of Lower Glanmire Road as traffic approaches from the west.
- 8.1.9. Overall, notwithstanding the existing advertising board and the mitigation measures proposed by the applicant, I consider that, due to the location of the proposed digital advert at a busy junction on a national primary road, the layout of which includes merging traffic and pedestrian crossings, and to the digital nature of the proposed advert with changing displays, the proposed digital advert would result in increased distraction to drivers approaching this busy junction and would thereby constitute a traffic hazard. Consequently, I consider that the proposed development is contrary to Section 11.200 and Objective 4.8 of the City Development Plan 2022-2028 relating to road safety. A refusal is recommended on this basis.

8.2. Impact on visual and residential amenity

- 8.2.1. The planning authority's first reason for refusal identifies that the applicant has failed to demonstrate that a digital sign of the scale proposed at a prominent location on a highly trafficked junction on the National Primary Road would not present a negative impact on the visual and residential amenities of the area and a distraction to road users, noting the site's zoning - ZO 01 Sustainable Residential Neighbourhood -with an objective to protect and provide for residential uses and amenities. The proposal, as presented, would detract from visual and residential amenities to an unacceptable degree, would set an undesirable precedent for other similar proposals and would contravene the land zoning objective. The proposal, would therefore, seriously injure the residential amenities of the area and be contrary to the proper planning and sustainable development of the area.
- 8.2.2. The proposed digital display panel would be located in a prominent position in views from Lower Glanmire Road to the west and from Water Street. Whilst it would be visible from dwellings in Castlevue Terrace to the northwest, those views would be partially obscured by the existing railway bridge and mitigated further by the separation distance of c. 43m. Due to the orientation south of the nearest dwellings in Lower Glanmire Road to the west, I do not consider that the advert would be visible from those dwellings. There are no other residential properties nearby that would be affected by the luminosity of the display advert. The proposal would be compliant with criteria set out in Section 11.200 of the City Development Plan which requires a limit on luminance of 300cd/sqm and a fading transition no shorter than every 10 seconds. I also note the applicant's proposal to implement a curfew on the operation of the display between 2-6am. Having regard to the above considerations, I do not consider that the proposed digital display would result in a material impact on residential amenity.
- 8.2.3. From my observations on site, I consider that the immediate site context is dominated by the N8 national primary road and junction, with associated traffic signals, streetlights, crossings and signage, and the industrial uses adjacent to the south (builders providers yard) and west (railway yard and railway bridge). Within this context there are also the three other existing advertisement displays on the

railway bridge, to the north of 22 Glanmire Road and to the south on Water Street. I note also that the site itself accommodates an illuminated advertising display of similar proportions to the digital display proposed. I further note that the site is not located in an ACA. Nos. 1-11 Castlevue Terrace, which are listed on the NIAH (reg. nos. 20507065-20507075) and together form Castlevue Terrace ACA, are visible from the site, however given the separation distance of c. 43m, the intervening railway bridge, the existing illuminated advertising display on site and the nature of the proposed development, I do not consider that the proposal would result in a material impact on the character of the ACA.

8.2.4. The Lower Glanmire Road ACA is located c. 240m west of the proposed digital display and, given the separation distance, I do not consider that the proposal would impact on the character of this ACA. The nearest protected structures are Nos. 143 & 144 Lower Glanmire Road (ref. PS924 & PS925), located c. 73m to the west. Given the separation distance, the presence of the railway bridge in between, which I consider creates a 'break' in the visual context, the existing illuminated advertising display on site and the nature of the proposed development, I do not consider that the proposal would result in a material impact on the character of these protected structures. The railway bridge itself is listed on the NIAH (reg. no. 20507082). Considering that the bridge itself has advertisements on both sides and taking account of the local context which includes other adverts, including the illuminated display at the subject site, I do not consider that the proposal would result in a material impact on the character of this structure. Overall therefore, I consider that the character of the area has the capacity to accommodate and absorb a digital display panel of the nature and scale proposed.

8.2.5. Section 11.200 of the City Development Plan seeks to control digital advertising in terms of its design and location to prevent clutter. The proposed digital sign would replace an existing illuminated advertisement display of similar proportions. Two utilities cabinets would be added to the public realm at ground level. I consider that these would be limited in size, set adjacent to the gable wall and would not interfere with the existing planter. Overall, I do not consider that the proposal would add to visual clutter. As noted above, the proposed development would be in accordance with the criteria set out in Section 11.200 in respect of luminance and the transition between images. The Planner's Report identified that insufficient details

were submitted in respect of the proposed materials, finishes and colours of the display. I consider that this matter could be satisfactorily resolved by condition, in the event of a grant of permission.

- 8.2.6. The planning authority's reason for refusal stated that the proposed digital display would contravene the zoning objective ZO 01 Sustainable Residential Neighbourhoods, of the lands, which has the objective to protect and provide for residential uses and amenities. The Planning Report submitted with the application states that the existing illuminated advertising display is established, having been in place for decades. However, there is no record of planning permission for the existing advertising display on the file. Under Section 12.9 of the City Development Plan, the reasonable expansion or improvement of non-conforming uses, can be considered on their merits, however the existing advert would need to have benefit of planning permission to avail of this provision. The Commission may wish to seek the views of the parties on this issue. However, having regard to the substantive reason for refusal set out below, it may not be considered necessary to pursue the matter.
- 8.2.7. The subject application proposes the decommissioning of the existing advertising display at 113 Lower Glanmire Road. Given the separation distance of c. 280m between the two sites, I consider that the two sites are not within the same visual context and, therefore, this element of the proposal would not have a material impact on the visual context at 22 Lower Glanmire Road.
- 8.2.8. Overall, having regard to the existing illuminated advertisement display on site, to the character of the area which is dominated by road and rail infrastructure and industrial uses and to the nature of the proposed replacement digital advertising display, I consider that the proposed development would not result in visual clutter or harm to the visual amenities of the local environment, subject to the imposition of a condition in respect of materials in the case of a grant of permission.

8.3. **Other matters**

- 8.3.1. The grounds of appeal include reference to decisions by other planning authorities and by An Coimisiún Pleanála regarding digital advertising displays. In my view it would be inappropriate to draw any conclusions from decisions in respect

of previous applications / appeals which do not relate to the subject site. The appeal before the Coimisiún should be determined on its merits, having regard to the particular set of circumstances pertaining to the site and its surroundings and to the policy and provisions of the Cork City Development Plan 2022-2028.

9.0 AA Screening

- 9.1. I have considered the proposed development in light of the requirements S177U of the Planning and Development Act 2000 as amended. The subject site is not located within a designated site. Cork Harbour SPA (Site code: 004030) is located approximately 4.9km east of the subject site and Great Island Channel SAC (site code: 001058) is located approximately 7km east of the subject site. The proposal consists of permission for replacement of advertising display with digital advertising display and permanent decommissioning of advertising display at 113 Lower Glanmire Road. No nature conservation concerns were raised by the appellant.
- 9.2. Having considered the nature, scale and location of the project, I am satisfied that it can be eliminated from further assessment because it could not have any effect on a European Site. The reason for this conclusion is as follows:
- The nature, scale and size of the development.
 - The distance to the nearest European sites.
 - The lack of connections to any European sites.
- 9.3. I conclude, on the basis of objective information, that the proposed & retention development would not have a likely significant effect on any European Site either alone or in combination with other plans or projects. Likely significant effects are excluded and therefore Appropriate Assessment (under Section 177V of the Planning and Development Act 2000) is not required.

10.0 Water Framework Directive

- 10.1. An assessment of the proposed development has been undertaken with regard to the objectives set out in Article 4 of the EU Water Framework Directive.

- 10.2. Having considered the nature, scale, and location of the proposed development, it is concluded that the proposal will not result in any risk of deterioration in the status of any water body, including surface waters (rivers and lakes), groundwater, transitional waters, or coastal waters. This applies to both qualitative and quantitative status, and in respect of temporary and permanent effects. In addition, the proposed development will not adversely affect the achievement of established environmental objectives, including the protection, maintenance, and improvement of water body status, as required under the Directive.
- 10.3. Accordingly, the proposed development is considered to be compliant with the requirements of Article 4.

11.0 Recommendation

- 11.1. I recommend that permission is refused.

12.0 Reasons and Considerations

1. Having regard to the prominent location of the application site on a heavily trafficked section of the National Primary Road, N8, where Lower Glanmire Road and Water Street form a busy junction with one way traffic arrangements, traffic changing lanes and merging and pedestrian crossings, the Commission is not satisfied that the proposed digital advertisement display unit, by reason of its nature and type, size and location would not unduly distract the attention of road users travelling through the junction, thereby increasing the risk of traffic accidents. The proposed development would, therefore, be contrary to Objective 4.8 and Section 11.200 of the Cork City Development Plan 2022-2028, would endanger public safety by reason of traffic hazard and would be contrary to the proper planning and sustainable development of the area.

I confirm that this report represents my professional planning assessment, judgement and opinion on the matter assigned to me and that no person has influenced or sought to influence me, directly or indirectly, following my professional assessment and recommendation set out in my report in an improper or inappropriate way.

Suzanne White
Planning Inspector

30th June 2026

Appendix 1: Form 1 EIA Pre-Screening

Case Reference	PL.501036-CC-26
Proposed Development Summary	Permission for development at 22 Lower Glanmire Road, Cork. The development will consist of the replacement of 1 no. illuminated 6.3m x 3.5m advertising display with 1 no. digital 6.28m x 3.4m advertising display on the gable wall of 22 Lower Glanmire Road, Cork and all associated site works and services and the permanent decommissioning of 1 no. 6.3m x 3.5m illuminated advertising display at 113 Lower Glanmire Road, Cork.
Development Address	22 and 113, Lower Glanmire Road, Co. Cork
IN ALL CASES CHECK BOX / OR LEAVE BLANK	
1. Does the proposed development come within the definition of a 'Project' for the purposes of EIA?	☒ Yes, it is a 'Project'. Proceed to Q.2.
	☐ No, No further action required.
(For the purposes of the Directive, "Project" means: - The execution of construction works or of other installations or schemes, - Other interventions in the natural surroundings and landscape including those involving the extraction of mineral resources)	
2. Is the proposed development of a CLASS specified in Part 1, Schedule 5 of the Planning and Development Regulations 2001 (as amended)?	
☐ Yes, it is a Class specified in Part 1.	State the Class here

EIA is mandatory. No Screening required. EIAR to be requested. Discuss with ADP.	
☒ No, it is not a Class specified in Part 1. Proceed to Q3	
3. Is the proposed development of a CLASS specified in Part 2, Schedule 5, Planning and Development Regulations 2001 (as amended) OR a prescribed type of proposed road development under Article 8 of Roads Regulations 1994, AND does it meet/exceed the thresholds?	
☒ No, the development is not of a Class Specified in Part 2, Schedule 5 or a prescribed type of proposed road development under Article 8 of the Roads Regulations, 1994. No Screening required.	
☐ Yes, the proposed development is of a Class and meets/exceeds the threshold. EIA is Mandatory. No Screening Required	
☐ Yes, the proposed development is of a Class but is sub-threshold. Preliminary examination required. (Form 2) OR If Schedule 7A information submitted proceed to Q4. (Form 3 Required)	

4. Has Schedule 7A information been submitted AND is the development a Class of Development for the purposes of the EIA Directive (as identified in Q3)?	
Yes ☐	
No ☒	Pre-screening determination conclusion remains as above (Q1 to Q3)

Inspector: Suzanne White **Date:** 30th June 2026