

An  
Bord  
Pleanála

**Board Direction**  
**BD-014451-23**  
**ABP-314544-22**

The submissions on this file and the Inspector's report were considered at a Board meeting held on 25/10/2023.

The Board decided to make a split decision, to

- (1) grant permission, for the following reasons and considerations and subject to the following conditions for the retention of signage 1 for the following reasons and considerations, subject to conditions.

Having regard to the design, siting to the rear of the main building, and nature of the use of the sign (signage 1) in association with the display of goods and operation of the permitted use on the overall site, it is considered that, subject to compliance with the conditions set out below, the development would not adversely impact on the visual amenities of the area, would be consistent with the provisions of the Clare County Development Plan 2023-2029, and would otherwise be in accordance with the proper planning and sustainable development of the area.

- |    |   |
|----|---|
| 1. | The development (signage 1) to the rear of the building on the site shall be retained in accordance with the plans and particulars lodged with the application, except as may otherwise be required in order to comply with the following conditions. Where such conditions require details to be agreed with the planning authority, the developer shall agree such details in |
|----|---|

	<p>writing with the planning authority and the development shall be retained in accordance with the agreed particulars.</p> <p><b>Reason:</b> In the interest of clarity.</p>
2.	<p>The sign shall only be operated between the hours of 8am to 5pm, Monday to Friday.</p> <p><b>Reason:</b> In the interest of clarity and the visual amenity of the area.</p>
3.	<p>The sign shall be solely for purposes of the display of goods in association with the operation of the permitted use on the overall site and shall not be used for other type of industrial, business and/or commercial purposes.</p> <p><b>Reason:</b> In the interest of clarity and the proper planning and sustainable development of the area.</p>
4.	<p>Notwithstanding the exempted development provisions of the Planning and Development Regulations, 2001, or any statutory provision amending or replacing them, any change to the internal/external illumination, shall be the subject to a separate application for permission to the planning authority.</p> <p><b>Reason:</b> To enable the planning authority to ass the impacts of any such changes on the amenities of the area.</p>
5.	<p>In the event the use of the existing buildings for the design, manufacture and installation of display signs ceases, the electronic sign and associated support structure shall be removed.</p> <p><b>Reason:</b> In the interest of orderly development.</p>

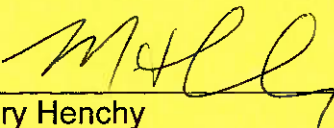
and

(2) refuse permission for the retention of signage 2 for the reason stated below

generally in accordance with the Inspector's recommendation, for the following reasons and considerations.

It is considered that the sign (signage 2) for retention to the front of the building by virtue of its internal illumination, height, size, and nature (electronic variable messaging signs) at an elevated and visually prominent location on the outskirts of Ennistymon in a semi-rural setting, would form an incongruous feature in the landscape, would be contrary to the standards for signage as set out in Section A1.7.1 of the Clare County Development Plan 2023-2027. The proposed retention, if permitted, would also set an undesirable precedent for similar development and would be contrary to the proper planning and sustainable development of the area. The development, therefore, seriously injures the visual amenities of area and is contrary to the proper planning and sustainable development of the area.

**Board Member:**

  
\_\_\_\_\_  
Mary Henchy

**Date:** 03/11/2023