

An  
Bord  
Pleanála

**Board Order**

**ABP-314544-22**

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**Planning and Development Acts 2000 to 2022**

**Planning Authority: Clare County Council**

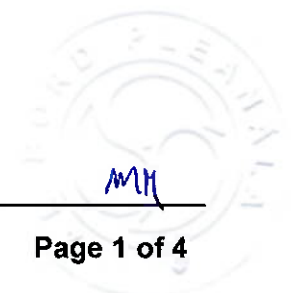
**Planning Register Reference Number: 22/546**

**Appeal** by Daktronics Ireland Company Limited care of Hassett Leyden and Associates of 4 Bindon Street, Ennis, County Clare against the decision made on the 11<sup>th</sup> day of August, 2022 by Clare County Council to refuse permission for development comprising retention of two electronic signs and associated works at Deerpark West Townland, Deerpark Industrial Estate, Ennistymon, County Clare.

## **Decision**

**GRANT** permission for retention of signage 1 in accordance with the said plans and particulars based on the reasons and considerations marked (1) under and subject to the conditions set out below.

**REFUSE** permission for the retention of signage 2 based on the reasons and considerations marked (2) set out below.



## Reasons and Considerations (1)

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 proposed to be retained would not adversely impact on the visual amenities of the area, would be in accordance with the provisions of the Clare County Development Plan 2023-2029, and would, therefore, be in accordance with the proper planning and sustainable development of the area.

## Conditions

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 writing with the planning authority and the development shall be retained in accordance with the agreed particulars.

**Reason:** In the interest of clarity.

2. The sign shall only be operated between the hours of 0800 to 1700, Mondays to Fridays .

**Reason:** In the interests of clarity and the visual amenity of the area.

3. 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.

**Reason:** In the interests of clarity and the proper planning and sustainable development of the area.

4. 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.

**Reason:** To enable the planning authority to assess the impacts of any such changes on the amenities of the area.

5. In the event that 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.

**Reason:** In the interest of orderly development.

## Reasons and Considerations (2)

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 development proposed to be retained, (signage 2) would also set an undesirable precedent for similar development, would seriously injure the visual amenities of the area and would, therefore, be contrary to the proper planning and sustainable development of the area.



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**Mary Henchy**

**Member of An Bord Pleanála**

**duly authorised to authenticate  
the seal of the Board.**

Dated this *22<sup>nd</sup>* day of *November* 2023