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The Secretary
An Coimisiún Pleanála
64 Marlborough Street
Dublin 1
D01 V902
17th of June 2026

Case Number: PAX16.324258

Re: Objection to the Proposed Tirawley Wind Farm Strategic Infrastructure Development

Planning permission for the construction of Tirawley Wind Farm comprising 16 no. wind turbines, a permanent 110kV substation, a 110kV underground cable and grid connection, a Battery Energy Storage System and ancillary development in the townlands of Ballymurphy, Ballynaleck, Barnhill Lower and Upper, Barroe, Billoos, Carn, Carrickanass, Carrowmore, Castlelacken Demesne and other townlands in County Mayo.

Dear Sir/Madam,

I wish to formally object to the proposed Tirawley Wind Farm development and associated Battery Energy Storage System.

My name is Padraic McNamara, and I am the proprietor of Hogan's Bar on O'Rahilly Street in Ballina. My livelihood depends directly on the continued success of tourism throughout North Mayo, and I therefore have a direct economic interest in the protection of the area's tourism assets, landscape and visitor economy.

Working behind the bar gives me a unique perspective on how important tourism is to Ballina and the wider region. Every year I meet visitors who come to North Mayo to experience the Céide Fields, Downpatrick Head, Ballycastle, Killala, Lacken, the Wild Atlantic Way and the spectacular coastal scenery that makes this part of Ireland unique. Many of these visitors stay in Ballina, eat in our restaurants, shop in our businesses and socialise in the local pubs. Their spending supports jobs, families and businesses throughout the town.

Ballina functions as the principal commercial, accommodation and service center for visitors exploring the North Mayo coast. As a result, any development that affects the attractiveness of the wider region as a tourism destination can have direct consequences for businesses located within Ballina itself. Tourists do not distinguish between administrative boundaries when choosing where to visit. Their experience of the region as a whole influences whether they return, recommend the area to others, or choose to spend their time and money elsewhere.

The applicant's Environmental Impact Assessment Report acknowledges the importance of tourism assets within the study area, including the Wild Atlantic Way, the Céide Fields, Downpatrick Head, the Western Way and the developing Céide Coast Experience. Significant public and private investment have been directed towards these attractions over many years with the objective of establishing North Mayo as a world-class tourism destination based on its unique natural, archaeological and cultural heritage.

The importance of these assets cannot be overstated. The Céide Fields are internationally recognised as containing the oldest known stone-walled field systems in the world and represent one of Ireland's most significant archaeological landscapes. The attraction of the site lies not only in the archaeology itself but also in its setting within an extensive prehistoric landscape overlooking the Atlantic Ocean. Likewise, Downpatrick Head is one of the most iconic locations on the Wild Atlantic Way and is recognised as a Signature Discovery Point attracting visitors from Ireland and abroad because of its dramatic scenery, geology, archaeology and unique sense of place.

The wider Céide Coast region has become synonymous with unspoilt coastal landscapes, archaeological significance, dark skies, blanket bogs and a sense of wilderness that has largely disappeared elsewhere. These qualities distinguish North Mayo from competing destinations and form the foundation of the area's tourism offering. They are also the qualities that visitors regularly comment upon when they visit my business.

The proposed development would introduce sixteen industrial-scale wind turbines together with extensive associated infrastructure, a large electrical substation, internal road network, underground cabling and a Battery Energy Storage System into a landscape of exceptional scenic, archaeological and cultural importance. In my view, the scale of this infrastructure is fundamentally at odds with the character of the area that visitors travel here to experience.

I note with concern that Mayo County Council has previously expressed reservations regarding industrial-scale wind energy development within this part of the county and has recognised the exceptional sensitivity of the Ballycastle and Céide Coast landscape. The area contains some of Mayo's most important tourism and heritage assets and is acknowledged within the County Planning Policy for its scenic and cultural significance. These considerations should, in my opinion, be afforded substantial weight by the Board.

The proposed turbines would be visible from various sections of the Wild Atlantic Way and from locations associated with important tourism destinations. The applicant's own Landscape and Visual Impact Assessment has acknowledged the presence of these tourism receptors and identifies visibility of the proposed development from parts of the surrounding landscape. While the applicant concludes that these effects are acceptable, I do not believe sufficient weight has been given to the impact that the industrial-scale structures of this nature may have on a visitor's perception of the area.

Tourism is highly dependent upon perception. People choose North Mayo because of its natural beauty, Archaeological Heritage, tranquility and sense of remoteness. Tourists have many destinations available to them and the continued success of North Mayo depends upon preserving the qualities that make it distinctive. The introduction of a large-scale industrial infrastructure into this landscape risks diminishing those qualities and undermining the image that has been carefully developed through years of investment and promotion.

As a business owner, I am particularly concerned that the potential economic consequences for tourism-dependent enterprises have not been adequately addressed. Hospitality businesses such as mine depend upon maintaining visitor numbers throughout the year. Even a modest reduction in tourism can have significant consequences for small and medium-sized enterprises, affecting turnover, staffing levels, investment decisions and long-term viability. Unlike larger companies, local businesses cannot easily absorb such impacts.

My concerns also extend to the cumulative impact of this proposal when considered alongside existing, approved and proposed renewable energy developments throughout North Mayo. The Board's assessment should not focus solely on the impact of this development in isolation. Consideration should also be given to the cumulative visual, landscape and tourism effects arising from the growing concentration of energy infrastructure throughout the region.

A central component of North Mayo's tourism appeal is the perception of an expansive, undeveloped significant coastal landscape. Incremental industrialisation through multiple developments risks undermining the very characteristics that attract visitors. While individual projects may appear acceptable when assessed separately, their combined impact will fundamentally alter the character, image and visitor experience of the wider region.

Tourism supports employment and economic activity throughout Ballina and North Mayo. Hotels, guesthouses, restaurants, pubs, cafés, retailers, activity providers and tourism operators all depend upon visitors choosing this region as a destination. Any erosion of North Mayo's reputation as an outstanding tourism destination would have consequences far beyond the immediate vicinity of the proposed development.

As the owner of Hogan's Bar, I do not have the option of relocating my business or replacing lost tourism trade from elsewhere. My premises, customer base, and livelihood are intrinsically linked to the success of this region. I therefore have genuine concerns regarding the long-term economic implications of a development that risks altering the landscape character and visitor appeal upon which so many local businesses depend.

For the reasons outlined above, I respectfully submit that the tourism, landscape and cumulative impact concerns associated with the proposed Tirawley Wind Farm have not been adequately addressed. I therefore request that An Coimisiún Pleanála refuse permission for the proposed development.

Yours faithfully,



Padraic McNamara
Proprietor Hogan's Bar
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