



Leitrim County Council Planning Report

Planning Reference No:	26/60108
Applicant:	JCDecaux Ireland Limited
Location:	Dublin Road (N4), Attifinlay, Carrick-on-Shannon, Co. Leitrim
Application Type:	Permission
Proposed Development	The replacement of 2 No. 6.4m x 3.35m advertising displays (south east facing) with 1 No. digital 6.28m x 3.4m advertising display (with an increase in overall height from 4.6m to 5.8m)
Date of Site Inspection:	Site notice visible and legible in accordance with the Planning and Development Regulations 2001, as amended, when inspected.
Due Date:	24/06/2026

Description of Proposed Development

The application seeks permission for the replacement of 2 No. 6.4m x 3.35m advertising displays (south east facing) with 1 No. digital 6.28m x 3.4m advertising display with an increase in overall height from 4.6m to 5.8m at Dublin Road (N4), Attifinlay, Carrick-on-Shannon, Co. Leitrim.

Site Location and Context

The subject site is situated along and fronts onto the N4 National Primary Road and falls inside the 50kmph speed restricted zone within the settlement envelope of Carrick-on-Shannon. The N4 is a strategic national route providing regional connectivity, including links towards Sligo and Dublin. The subject site currently accommodates an existing billboard advertising structure (12m x 3.5m). This display board faces south-east traffic travelling westbound on the approach into Carrick-on-Shannon with the existing advertising display sign overlooking the Homesavers car park. The immediate environs are commercial/retail in nature and zoned as 'Outer Core' as identified in the Joint Carrick-on-Shannon Local Area Plan 2025-2031 (JLAP) with the area comprising of retail-led commercial environment. Homesavers is immediately adjacent to this subject structure, with Vobe Interiors, Circle K Express (Dublin Road) and Aldi all located in close proximity. The red line application boundary for this subject site has a stated area of 0.004Ha. The subject site does not fall within any Architectural Conservation Areas or adjacent to any Protected Structures.

Zoned 'Outer Core' (Carrick-on-Shannon Local Area Plan 2025 - 2031 JLAP)



Site location





Photos of existing advertising sign to be replaced.

Planning History

P. 04/958 (Granted) Permission to retain 10m high roof mounted antennae support structure and antennae, for mobile communications purposes.

P. 12/254 (Granted) Permission (1) to retain change of use of part of existing repository/warehouse to vehicle repair/maintenance and tyre sales garage (2) to retain provision of existing external vehicle sales and hire area (3) to retain existing signage/advertisement to include all ancillary works required to complete the development.

P. 15/60 (Granted) Change of use of the existing warehouse/vehicle repair & tyre sales facility to a New Hardware Retail Store, (b) Construction of New extension to rear of existing building, (c) Retention of existing rear extension, (e) Retention of Perimeter Security Fencing, (f) Revisions to existing entrance arrangement, (g) Provision of Totem Type Signage and (h) Renovation and Alterations to the External & Internal of the building with associated site development works

P. 17/141 (Granted) Amendment to previously approved Permission Reg. Ref. No. 15/60 (above) which permitted the change of use of the existing building to use as a hardware retail store. The amendments the subject of the new application seek the following: (a) Alter the layout, access arrangements and extent of the permitted retail store from 1,140 s. m. to 1,238 sq. m. (b) Permission to change the use of the associated warehouse area to 3 no. bulky good showroom display areas accessed by a shared entrance concourse area inclusive of coffee dock/play area/toilet facilities (c) Revision to South West (front) elevations (d) Revision to approved car parking layout (e) Provision of 2 No. Totem Type Signs at road front (f) Renovate and alter the external appearance of the building inclusive of all associated site development works

P. 18/132 (Granted) Change of use of the existing building to use a hardware retail store to include hardware retail store area (240sq.m.), bulky goods showroom display areas (1233 sq.m., staff / offices / utilities area (228 sq.m.) including additional area of 102sq.m. at new first floor mezzanine level, warehouse storage area, (931 sq.m.); (b) construction of new extension to rear of existing building (199sq.m.); (c) amendments on all elevations with associated site works.

P11344 – Application for an advertising structure – granted in 1993

P8514 – Application for an extension to the warehouse – granted in 1985

P4165 – Application for an extension to the warehouse – granted in 1977

P3846 – Approval Permission for a Warehouse – granted in 1977

P2543 – Outline Permission for a Warehouse – granted on appeal - 1974

P2059 – Application for a dwelling – refused in 1972

P2057 – Application for a warehouse – refused in 1972

Services/Infrastructure

Wastewater

N/A

Water Supply

N/A

Storm Water Disposal

N/A

Natural, Archaeological and Architectural Heritage

Natural Heritage

The nearest Natura 2000 site is Annaghmore Lough Special Area of Conservation (SAC Site Code: 0001626) which is located approximately 16km southwest of the subject site.

The nearest nationally designated site is Lough Drumharlow proposed Natural Heritage Area (pNHA Site Code: 001643) which is located approximately 800m northwest of the subject site.

The subject site is not located within any designated landscape or scenic route or view as designated in the Leitrim County Development Plan 2023-2029.

Archaeological and Architectural Heritage

There are no protected structures or structures listed in the National Inventory of Architectural Heritage (NIAH) located within the subject site.

Internal and Prescribed Bodies Referrals

The application was referred to the following, with responses indicated below:

Name	Status	Required By Date	Requested Date	Returned Date
District Engineer South Leitrim Area	INTERNAL REQUESTED	03/06/2026	01/05/2026	
N4 Carrick on Shannon Sustainable Transport Study	INTERNAL REQUESTED	03/06/2026	01/05/2026	
Transport Infrastructure Ireland (TII)	RETURNED	03/06/2026	01/05/2026	21/05/2026

No internal reports received to date.

Submissions/Observations

There was 1 no. submission received from the following to date;

1. TII Report (received on the 21st May 2026) as follows;

The Authority has examined the above application and considers that it is at variance with official policy in relation to control of development on/affecting national roads, as outlined in the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (2012), as the proposed development by itself, or by the precedent which a grant of permission for it would set, would adversely affect the operation and safety of the national road network for the following reason(s):

- The proposed development, because of its location where particular vigilance is required, would endanger public safety by reason of traffic hazard due to its scale and distraction of drivers.
- The application indicates inappropriate standards which are not in accordance with those set out in the DoECLG Spatial Planning and National Roads Guidelines for Planning Authorities (January, 2012). TII refers to Section 3.7, the planning and road authority needs to ensure digital advertising shall not create adverse safety effects on road users by misleading the driver and/or distracting drivers' attention.
- The erection of the proposed sign(s), by the precedent which the grant of permission would set, could lead to a proliferation of such developments which would adversely affect the safety of the national road network.

Representations

None received.

Part V

Not applicable.

Pre-Planning Consultations

None referenced in submitted application form.

Policy Context

The subject site is zoned 'Outer Core' under the Carrick-on-Shannon Joint Local Area Plan (JLAP) 2025-2031 which is prescribed the following objective and description:

Outer Core

Objective:

To provide for a mixture of residential and compatible commercial uses.

Facilitate opportunities for an appropriate scale of development and a mix of uses in the outer town core. The 'Outer Core' zone will seek to provide an appropriate level of development, which will serve to provide a range of land uses, services and amenities which are easily accessible and compliment rather than detract from the vitality of the town core.

Section 9.5 Development Management Standards

Development Management Standards are set out in Chapter 13 of the Leitrim County Development Plan and Chapter 12 of the Roscommon County Development Plan. For the avoidance of duplication, the Development Management standards as set out in Chapter 13 of the Leitrim County Development Plan and Chapter 12 of the Roscommon County Development Plan have not been repeated. All development proposals put forward in accordance with the JLAP's provisions must also comply with the relevant County Development Plan and the respective set of Development Management Standards.

Leitrim County Development Plan 2023-2029 - Section 13 – Development Management Standards

Section 13 of the Leitrim County Development Plan 2023-2029 sets out a series of development management standards which are applicable to general development. Relevant sections include:

Section 13.13.7 of the Leitrim County Development Plan 2023-2029 refers to Outdoor Advertising Structures.

Outdoor advertising structures, including trailer type structures, will not generally be permitted within the county, whether freestanding or attached to buildings. In particular, the use of gables or sides of buildings for the exhibition of advertising structures will not normally be permitted. Billboards or similar types of advertisements may be permitted in limited circumstances for a specified time period, where it can be demonstrated that the development will enhance the area e.g. by screening an unsightly site or derelict structure. The use of freestanding signs/advertising boards on or over the public footpath will not be permitted.

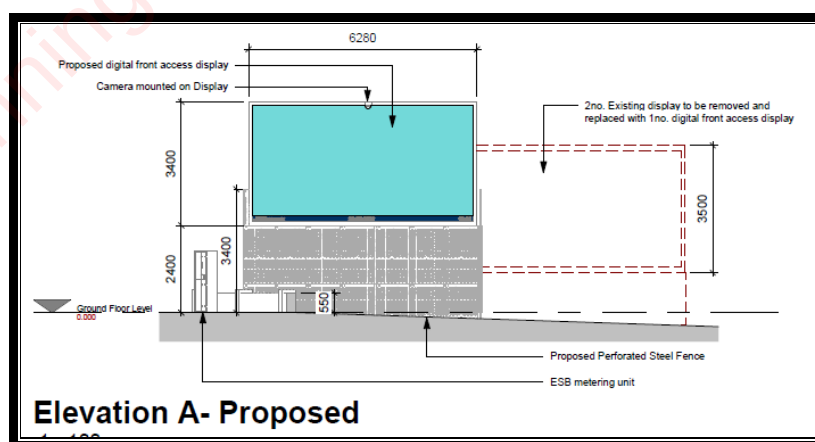
Summary of Key Planning Issues and Assessment

The application seeks permission for the replacement of 2 no. 6.4m x 3.35m advertising displays (south east facing) with 1 no. digital 6.28m x 3.4m advertising display with an increase in overall height from 4.6m to 5.8m. The subject proposal fronts and faces onto the N4 National Primary Road and lies within the 50kph speed restricted zone.

It is noted that the details submitted with this planning application also includes a supporting planning report that provides background details and examples of similar type developments at other locations outside of County Leitrim including details of lighting of the sign and planning assessment.

The subject site already accommodates an existing billboard advertising structure which appears to be *in situ* for a considerable length of time with no planning history provided for same. The immediate environs are commercial/retail in nature and zoned as 'Outer Core' as identified in the Joint Carrick-on-Shannon Local Area Plan 2025 - 2031 (JLAP). The Development Management of this JLAP Development Plan defers back to Section 13.13.7 of the Leitrim County Development Plan 2023-2029 regarding Outdoor Advertising Structures. This abovementioned section strongly indicates that advertising signs will not generally be permitted within the county, whether freestanding or whether attached to buildings. This standard does state that billboards may be permitted in limited circumstances for a specified time period, when screening unsightly sites etc. However, this limited allowance would not apply in this instance.

Further to the above, the proposed large digital signage is sited along the N4 National Road at a prominent and clearly visible location. It is considered that the digital signage as proposed is of a different type in terms of its appearance and visual impact. As such, this digital sign is considered anew and not replacing like for like. Granting permission, and by the precedent that this may set, may lead to a proliferation of other such inappropriate digital signage displays. This would seriously detract by way of visual clutter from the character of the locality. In this regard, the Planning Authority considers that the proposal for a new type of advertising sign would not comply in principle and therefore would not accord with the aforementioned section 13.13.7 of the Leitrim County Development Plan 2023-2029.



Moreover, the proposed digital signage is adjacent to the N4 National Road and in close proximity to a number of roundabouts and other nearby road junctions at a point where driver attention is critically important. The luminated digital sign, particularly at times with low light levels (winter or evening), will add to the visual distraction to drivers' attention as well as other road users along this location which, if permitted, would result

in an unacceptable traffic hazard to all road users at this location. Therefore, the Planning Authority would have very serious concerns in terms of traffic safety arising from the levels of distracting light emitting from the proposed digital sign. Applying restricted hours of operation of this sign by way of condition would not address these significant concerns particularly during the aforementioned low light periods. Moreover, the statutory consultee submission as received from Transport Infrastructure Ireland (TII) on the 21st May 2026 (see above) raises significant issues regarding traffic safety, variance to national policy towards developments affecting national roads and the precedent to which a grant of permission would set from granting same.

Accordingly, the principle of this type of development is not appropriate and to permit the proposed development would set an undesirable precedent for further similar development within the environs of Carrick on Shannon which would not accord with the proper planning and sustainable development of the area. Compounding this, is the significant traffic safety concerns that the proposed development may give rise to at what is a key traffic interchange into Carrick-on-Shannon. As such, it is recommended that the application be refused.

Appropriate Assessment

The proposal has been assessed having regard to the requirements of the EU Habitats Directive. The subject development has been screened for Appropriate Assessment (AA), and it has been determined that an AA is not required. See Appropriate Assessment (AA) screening report attached.

Environmental Impact Assessment

Having regard to the limited nature and scale of the subject development, its location in a serviced built-up area, the absence of any connectivity to any sensitive location and the likely emissions therefrom, it is concluded that there is no real likelihood of significant effects on the environment arising from the subject development having regard to the criteria set out in Schedule 7 to the Planning and Development Regulations 2001, as amended. It is therefore concluded that EIA is not required.

Development Contributions

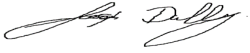
To be calculated in the event of a grant of permission.

Recommendation

It is recommended that permission be **refused** for the following reasons:

1. Having regard to the location of the proposed digital advertising structure along a heavily trafficked location on a National Primary Route at a key gateway into Carrick-on-Shannon, its scale, illumination and changing digital display, the proposed structure would be unduly dominant in this urban context and would detract from the visual amenity and character of this approach to Carrick-on-Shannon to an unacceptable extent. Moreover, the proposed development, if permitted, would set an undesirable precedent for similar development which would further erode the character of the area and give rise to significant visual clutter at this location and would therefore be contrary to the proper planning and sustainable development of the area.
2. The proposed development, by reason of its prominent location along a heavily trafficked location on a National Primary Route at a key gateway into Carrick-on-Shannon, its scale and use of an illuminated digital LED display with changing imagery, would introduce an unacceptable distraction to existing road users along this busy road that is in close proximity to a number of roundabouts and other nearby busy road junctions where driver attention is critically important. The proposed development would constitute an unnecessary distraction to drivers at a critical location, thereby endangering public safety

by reason of an unacceptable traffic hazard. The proposal is therefore contrary to the proper planning and sustainable development of the area.



Joe Duffy
Assistant Planner
Date: 18th June 2026



Liam Flynn
Senior Executive Planner
Date: 18/06/2026

Leitrim Planning Authority - Inspection Purposes Only



Appropriate Assessment Screening and Determination

STEP 1. Description of the project/proposal and local site characteristics:

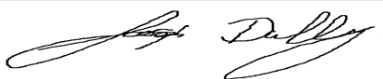
(a) File Reference No:	26-60108
(b) Brief description of the project or plan:	As per planning report
(c) Brief description of site characteristics:	As per planning report
(d) Relevant prescribed bodies consulted: e.g. DHLGH (NPWS), EPA, OPW	No
(e) Response to consultation:	N/A

STEP 2. Identification of relevant Natura 2000 sites using Source-Pathway-Receptor model and compilation of information on Qualifying Interests and conservation objectives.

European Site (code)	List of Qualifying Interest/Special Conservation Interest	Distance from proposed development (km)	Connections (Source- Pathway- Receptor)	Considered further in screening Y/N
Annaghmore Lough (Roscommon) (001626)	https://www.npws.ie/protected-sites/sac/001626	16km	None	No

STEP 3. Assessment of Likely Significant Effects

(a) Identify all potential direct and indirect impacts that may have an effect on the conservation objectives of a European site, taking into account the size and scale of the project under the following headings:	
Impacts:	Possible Significance of Impacts: (duration/magnitude etc.)
Construction phase e.g. - Vegetation clearance - Demolition - Surface water runoff from soil excavation/infill/landscaping (including borrow pits) - Dust, noise, vibration - Lighting disturbance - Impact on groundwater/dewatering - Storage of excavated/construction materials - Access to site - Pests	No significant potential impacts.
Operational phase e.g. - Direct emission to air and water - Surface water runoff containing contaminant or sediment - Lighting disturbance - Noise/vibration - Changes to water/groundwater due to drainage or abstraction - Presence of people, vehicles and activities	No significant potential impacts.

- Physical presence of structures (e.g. collision risks) - Potential for accidents or incidents													
In-combination/Other	No significant potential impacts.												
(b) Describe any likely changes to the European site:													
- Examples of the type of changes to give consideration to include: - Reduction or fragmentation of habitat area - Disturbance to QI species - Habitat or species fragmentation - Reduction or fragmentation in species density - Changes in key indicators of conservation status value (water or air quality etc.) - Changes to areas of sensitivity or threats to QI - Interference with the key relationships that define the structure or ecological function of the site	No significant potential impacts.												
(c) Are 'mitigation' measures necessary to reach a conclusion that likely significant effects can be ruled out at screening? ☐ Yes ☒ No													
Step 4. Screening Determination Statement													
The assessment of significance of effects: Describe how the proposed development (alone or in-combination) is/is not likely to have significant effects on European site(s) in view of its conservation objectives.													
Having regard to the information on file, the nature and scale of the subject development, its distance from European sites, its servicing by public water and wastewater infrastructure, the lack of direct connections with regard to the Source-Pathway-Receptor model, it is concluded that the subject development, either alone or in-combination with other developments, is not likely to have any significant effects on any European site in view of its conservation objectives.													
Conclusion:													
	<table border="1"> <thead> <tr> <th></th> <th>Tick as Appropriate:</th> <th>Recommendation:</th> </tr> </thead> <tbody> <tr> <td>(i) It is clear that there is no likelihood of significant effects on a European site.</td> <td>☒</td> <td>The proposal can be screened out: Appropriate assessment not required.</td> </tr> <tr> <td>(ii) It is uncertain whether the proposal will have a significant effect on a European site.</td> <td>☐</td> <td> ☐ Request further information to complete screening. ☐ Request NIS ☐ Refuse planning permission </td> </tr> <tr> <td>(iii) Significant effects are likely.</td> <td>☐</td> <td> ☐ Request NIS ☐ Refuse planning permission </td> </tr> </tbody> </table>		Tick as Appropriate:	Recommendation:	(i) It is clear that there is no likelihood of significant effects on a European site.	☒	The proposal can be screened out: Appropriate assessment not required.	(ii) It is uncertain whether the proposal will have a significant effect on a European site.	☐	☐ Request further information to complete screening. ☐ Request NIS ☐ Refuse planning permission	(iii) Significant effects are likely.	☐	☐ Request NIS ☐ Refuse planning permission
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Signature of Recommending Planner:													
Date:	18/06/2026												



Environmental Impact Assessment (EIA) Pre-Screening

Establishing if the proposal is a 'sub-threshold development'

File Reference No:	26-60108
Development Summary:	As per Planning Report
Was a Screening Determination carried out under Section 176A-C?:	☐ Yes – No further action required ☒ No – Proceed to Part A

Part A - Schedule 5 Part 1 - Does the development comprise a project listed in Schedule 5, Part 1, of the Planning and Development Regulations 2001 (as amended)? (Tick as appropriate)

☐ Yes – specify class:	EIA is mandatory No screening required
☒ No	Proceed to Part B

Part B - Schedule 5 Part 2 - Does the development comprise a project listed in Schedule 5, Part 2, of the Planning and Development Regulations 2001 (as amended) and does it meet/exceed the thresholds? (Tick as appropriate)

☒ No, the development is not a project listed in Schedule 5, Part 2	No screening required
☐ Yes, the project is listed in Schedule 5, Part 2 and meets/exceeds the threshold, specify class (including threshold):	EIA is mandatory No screening required
☐ Yes, the project is of a type listed but is <i>sub-threshold</i> :	Proceed to Part C

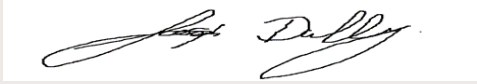
Part C – If yes, has Schedule 7A information/screening report been submitted?

☐ Yes, Schedule 7A information/screening report has been submitted by the applicant	Screening Determination required
☐ No, Schedule 7A information/screening report has not been submitted by the applicant	Preliminary Examination required

EIA Preliminary Examination:

The Planning Authority shall carry out a preliminary examination of, at the least, the nature, size or location of the development.

	Comment:	Yes/No/Uncertain:
Nature of the development: <i>Is the nature of the proposed development exceptional in the context of the existing environment?</i> <i>Will the development result in the production of any significant waste, or</i>		

<i>result in significant emissions or pollutants?</i>		
Size of the development: Is the size of the proposed development exceptional in the context of the existing environment? Are there cumulative considerations having regard to other existing and/or permitted projects?		
Location: <i>Is the proposed development located on, in, adjoining or does it have the potential to impact on an ecologically sensitive site or location?</i> <i>Does the proposed development have the potential to affect other significant environmental sensitivities in the area?</i>		
Preliminary Examination Conclusion:		
Based on a preliminary examination of the nature, size or location of the development. (Tick as appropriate)		
☐ There is no real likelihood of significant effects on the environment. EIA is not required.	☐ There is real likelihood of significant effects on the environment. An EIAR is required.	☐ There is significant and realistic doubt regarding the likelihood of significant effects on the environment. Request the applicant to submit the Information specified in Schedule 7A for the purposes of a screening determination. Proceed to Screening Determination.
Signature of Recommending Planner:		Date: 18/06/2026