

Roads Department – Planning Report

Register Reference: SD22A/0046 **Date:** 09-Mar-2022
Development: The replacement of 2 existing backlit '48 sheet' advertising panels (6.0m x 3.0m) with a single 6.0m x 3.0m digital advertising panels along with all associated site works and services.
Location: 22 Fox and Geese, Naas Road, Dublin 22
Applicant: GWR Property Co. Limited
App. Type: Permission
Planning Officer: CIARAN STANLEY
Date Recd: 11-Feb-2022
Decision Due Date: 07-Apr-2022

Prior to commencement of any works in the public domain, and in order to comply with The Roads Act 1993 Section 13 Paragraph 10, a Road Opening Licence must be secured from South Dublin County Council, Roads Maintenance Department.

Description

The replacement of 2 existing backlit '48 sheet' advertising panels (6.0m x 3.0m) with a single 6.0m x 3.0m digital advertising panels along with all associated site works and services.

Roads have concern that the illuminated sign will be a distraction to road users. This location is alongside a wide section of road containing two traffic lanes and a bus lane. It is in leading proximity to major junctions resulting in substantial traffic movements. Even considering the suitable controls suggested in the Digital Advertising Highway Safety Report submitted with the application the Roads Department consider the distraction potential of an illuminated digital sign constitutes a traffic hazard.

Roads recommend refusal.

Signed: Graham Murphy *Graham Murphy* 11/04/2022

Endorsed: _____ DATE