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Re: Your City, Your Space; Draft Dublin City Public Realm Strategy and Dublin City Development Plan – Outdoor Advertising Strategy

The National Transport Authority (“the Authority”) welcomes the opportunity to comment on the above documents. The Authority has published a draft Transport Strategy for the Greater Dublin Area which is currently with the Minister for consideration. An integrated implementation plan, which will guide investment decisions over a six year period, will follow the adoption of the Transport Strategy.

The overarching policy approach taken in the Draft Strategy is set out in Measure OVR 1 – Transport User Hierarchy, and it considers transport user needs in the following order:

- Pedestrians (including those accessing public transport)
- Cyclists
- Public transport users
- Freight, delivery and waste vehicles
- Private vehicle users

Measure WCY 3 of the Strategy states the following:

The Authority will seek-

- Reconfigurations to street space including widening of footpaths and rationalisation of street furniture, poles and signs, and removal of redundant poles, signs or other clutter in Dublin city centre and other town centres and their approaches, to allow for easier people movement, to enhance the quality of the urban realm and to provide more space for people on foot, seating, planting and cycle parking as appropriate;

The measures above would appear most amenable to application in the city centre as the area with the highest numbers of pedestrians in the GDA. The Authority therefore broadly welcomes the principles set out in “Your City, Your Space” to put people first, to recognise the varied roles of city centre streets and to make the streets welcoming and safe.

The Authority is currently engaged with Dublin City Council in preparing a transport plan for the city centre area. It will be important that there is consistency between the emerging measures of this plan and the actions and projects to be set out in the final version of “Your City, Your Space”. The

Authority would therefore recommend further close consultation on these matters between the Authority and all relevant departments of Dublin City Council.

In relation to the Outdoor Advertising Strategy, the Authority supports the commitment to ensuring advertising does not adversely impact on pedestrian movement. This is of particular importance for those with mobility impairments. Similarly, the commitment to the safety and free flow of traffic, including the need to take account of road signs, is also welcome.

I trust that the views of the Authority will be taken into consideration by Dublin City Council in the finalisation of "Your City, Your Space" and the Outdoor Advertising Strategy. Overall the Authority supports the intent and approach of these two draft strategies and commend the Council for their work in this area.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Hugh Creegan', is written over a horizontal line. The signature is fluid and cursive, with a large loop at the end.

Hugh Creegan

Director of Transport Planning and Investment