



# Sponsorship of Roundabouts in Kilkenny City



August 2024

## **Introduction**

Kilkenny County Council has received requests from local businesses regarding sponsorship of roundabouts in return for placement of commercial advertising signage. There have been occasions in the past where some sponsorship of roundabouts has taken place but this has been on an ad-hoc basis. Kilkenny County Council is now considering a formal process that will facilitate the sponsorship of all regular roundabouts in Kilkenny City i.e. roundabouts with a central island where signage can be accommodated.

It is proposed that the sponsorship of roundabouts will be on a multi-annual basis with an initial sponsorship period of 3 years which can be extended by agreement by up to 2 years. The sponsorship may be paid annually or for the full initial 3-year period. An application form is provided at the end of this document. It is the intention of Kilkenny County Council that all funding raised from the sponsorship of roundabouts will be used for the purposes listed below;

- Enhancement and maintenance of roundabouts
- St. Patrick's Festival including the St. Patrick's Day Parade
- Yulefest including the Medieval Mile Run and fireworks display
- Aiding other events in Kilkenny City
- Enhancement and maintenance of festive lighting
- Contributing to sustainable initiatives that enhance the local environment and support climate action

There are 25 roundabouts in Kilkenny City that have been identified as being capable of accommodating commercial signage and are therefore available for sponsorship. These roundabouts are listed in **Table 1**. Details of each roundabout is provided which includes photos and information about traffic levels and number and size of commercial signs that can be provided. Where signs are being provided they will be erected with a minimum clearance above ground level of 300mm to avoid being obstructed by vegetation.

Where interest from more than one party is expressed in a roundabout then the sponsorship will be offered based on a combination of proposed sponsorship value and association with the location i.e. a business may be located in close proximity to the roundabout. A justification as to why your business should be sponsor a roundabout should therefore be provided with each application for sponsorship. Such applications will be ranked based on 80% cost and 20% justification criteria. There is no limit on the number of roundabouts that can be sponsored by a single business/organisation.

**Table 1: Roundabouts in Kilkenny City Available for Sponsorship**

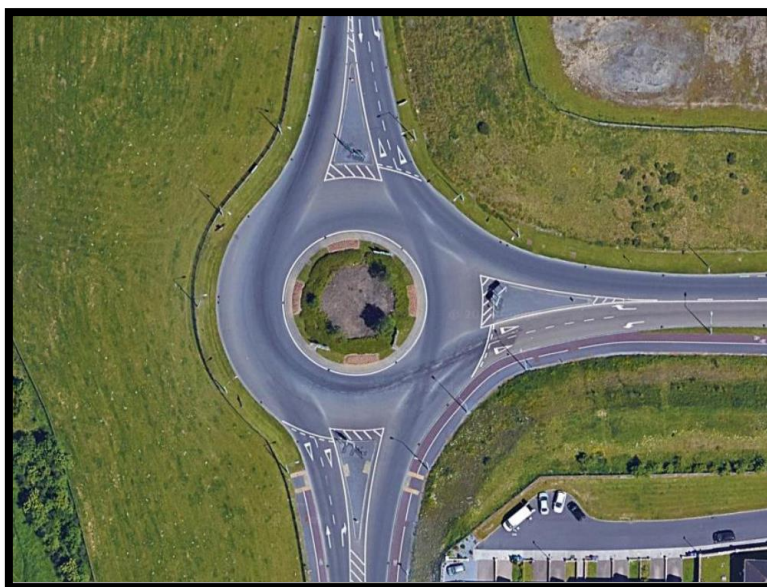
Location Number	Roundabout	Location
1	N77 Castlecomer Road Roundabout	Junction of Castlecomer Road & Kilkenny Ring Road
2	N77 New Orchard Road Roundabout	Junction of New Orchard Road & Kilkenny Ring Road
3	N77 Johnswell Road Roundabout	Junction of New Orchard Road & Kilkenny Ring Road
4	N10 Hebron Road Roundabout	Junction of Hebron Road & Kilkenny Ring Road
5	N10 Link Road Roundabout	Junction at start of N10 Link Road to M9 Motorway at Blanchfield Island
6	N10 Old Dublin Road Roundabout	Junction of Old Dublin Road & Kilkenny Ring Road
7	R712 Cillin Hill Roundabout	Roundabout on Carlow Road at access to Cillin Hill
8	N10 Bennettsbridge Road Roundabout	Junction of Bennettsbridge Road & Kilkenny Ring Road
9	N10 Bohernatounish Road Roundabout	Junction of Bohernatounish Road & Kilkenny Ring Road
10	N10 Waterford Road Roundabout	Junction of Waterford Road & Kilkenny Ring Road
11	N10 Springhill Roundabout	Roundabout on Waterford Road at access to Kilkenny Retail & Business Park
12	N76 Kells Road Roundabout	Junction of Kells Road & Kilkenny Ring Road
13	N76 Callan Road Roundabout	Junction of Callan Road & Kilkenny Ring Road
14	N76 Roundabout at Wetland	Junction of Callan Road & Link Road to Circular Road
15	R909 College Road Roundabout	Junction of College Road, Circular Road & access road to Hotel Kilkenny
16	Circular Road Roundabout @ Robertshill Estate	Junction of Circular Road, Link Road to Callan Road & access road to Robertshill Estate
17	R695 Circular Road Roundabout @ Kilcreen	Junction of Circular Road & R695 Kilmanagh Road

**Sponsorship of Roundabouts in Kilkenny City**

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18	R695 Waterbarrack Roundabout	Junction of Dean Street, Dominic Street & Butts Green
19	R712 New Road Roundabout	Junction of New Road, Castlecomer Road & Newpark Drive
20	Newpark Drive Roundabout	Junction of Newpark Drive, Johnswell Road, Pennyfeather Way & Ballybought Street
21	O'Loughlin Road Roundabout	Junction of O'Loughlin Road, Hebron Road & Pennyfeather Way
22	R712 McDonagh Junction Roundabout	Junction of Castlecomer Road, Hebron Road & Gas House Lane
23	R910 Nuncio Road Roundabout	Junction of Nuncio Road & Waterford Road near Aldi
24	R910 Roundabout on Waterford Road adjacent Lidl	Junction of Waterford Road & Bohernatounish Road adjacent Lidl
25	Roundabout on Bohernatounish Road @ Joinersfolly	Junction of Bohernatounish Road and access road to Abbots

**Location 1: N77 Castlecomer Road Roundabout (Kilkenny Ring Road)**



*Aerial View of N77 Castlecomer Road Roundabout*



*Indicative Signage Location*

<b>N77 Castlecomer Road Roundabout (Kilkenny Ring Road)</b>	
Traffic volumes	12,800 vehicles/day 4.675 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	3
Size of commercial signs	3600mm wide x 400mm high
Suggested sponsorship value – guide only	€5,000 - €6,000 / annum

**Location 2: N77 New Orchard Road Roundabout (Kilkenny Ring Road)**



*Aerial View of N77 Castlecomer Road Roundabout*



*Indicative Signage Location*

<b>N77 New Orchard Road Roundabout (Kilkenny Ring Road)</b>	
Traffic volumes	11,250 vehicles/day 4.109 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	4
Size of commercial signs	3600mm wide x 400mm high
Suggested sponsorship value – guide only	€5,000 - €6,000 / annum

**Location 3: N77 Johnswell Road Roundabout (Kilkenny Ring Road)**



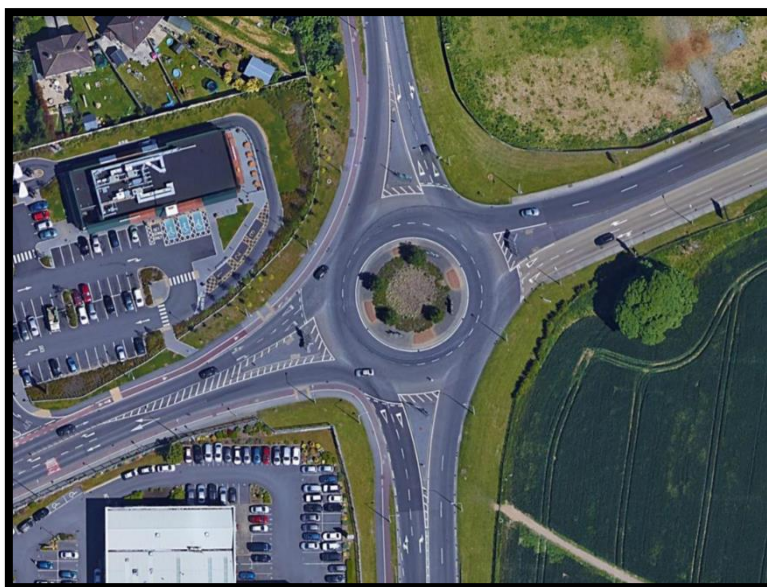
*Aerial View of N77 Castlecomer Road Roundabout*



*Indicative Signage Location*

<b>N77 Johnswell Road Roundabout (Kilkenny Ring Road)</b>	
Traffic volumes	16,850 vehicles/day 6.154 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	4
Size of commercial signs	3600mm wide x 400mm high
Suggested sponsorship value – guide only	€7,000 - €8,000 / annum

**Location 4: N10 Hebron Road Roundabout (Kilkenny Ring Road)**



*Aerial View of N77 Castlecomer Road Roundabout*



*Indicative Signage Location*

<b>N10 Hebron Road Roundabout (Kilkenny Ring Road)</b>	
Traffic volumes	26,650 vehicles/day 9.733 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	4
Size of commercial signs	3600mm wide x 400mm high
Suggested sponsorship value – guide only	€10,000 - €12,000 / annum

**Location 5: N10 Link Road Roundabout (Link to M9 Motorway)**



*Aerial View of N77 Castlecomer Road Roundabout*



*Indicative Signage Location*

<b>N10 Link Road Roundabout (Link to M9 Motorway)</b>	
Traffic volumes	9,200 vehicles/day 3.360 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	3
Size of commercial signs	3400mm wide x 400mm high
Suggested sponsorship value – guide only	€4,000 - €5,000 / annum

**Location 6: N10 Old Dublin Road Roundabout (Kilkenny Ring Road)**



*Aerial View of N77 Old Dublin Road Roundabout*



*Indicative Signage Location*

<b>N10 Old Dublin Road Roundabout (Kilkenny Ring Road)</b>	
Traffic volumes	35,250 vehicles/day 12.875 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	4
Size of commercial signs	3600mm wide x 400mm high
Suggested sponsorship value – guide only	€14,000 - €16,000 / annum

**Location 7: R712 Cillin Hill Roundabout**



*Aerial View of R712 Cillin Hill Roundabout*



*Indicative Signage Location*

<b>R712 Cillin Hill Roundabout</b>	
Traffic volumes	11,150 vehicles/day 4.072 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	3
Size of commercial signs	2550mm wide x 400mm high
Suggested sponsorship value – guide only	€5,000 - €6,000 / annum

**Location 8: N10 Bennettsbridge Road Roundabout**



*Aerial View of N10 Bennettsbridge Road Roundabout*



*Indicative Signage Location*

<b>N10 Bennettsbridge Road Roundabout</b>	
Traffic volumes	30,600 vehicles/day 11.176 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	4
Size of commercial signs	3400mm wide x 400mm high
Suggested sponsorship value – guide only	€12,000 - €14,000 / annum

**Location 9: N10 Bohernatounish Road Roundabout**



*Aerial View of N10 Bohernatounish Road Roundabout*



*Indicative Signage Location*

<b>N10 Bohernatounish Road Roundabout</b>	
Traffic volumes	25,600 vehicles/day 9.350 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	4
Size of commercial signs	3400mm wide x 400mm high
Suggested sponsorship value – guide only	€10,000 - €12,000 / annum

**Location 10: N10 Waterford Road Roundabout**



*Aerial View of N10 Waterford Road Roundabout*



*Indicative Signage Location*

<b>N10 Waterford Road Roundabout</b>	
Traffic volumes	26,550 vehicles/day 9.24 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	4
Size of commercial signs	3400mm wide x 400mm high
Suggested sponsorship value – guide only	€10,000 - €12,000 / annum

**Location 11: N10 Springhill Roundabout**



*Aerial View of N10 Springhill Roundabout*



*Indicative Signage Location*

<b>N10 Springhill Roundabout</b>	
Traffic volumes	21,000 vehicles/day 7.670 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	3
Size of commercial signs	3000mm wide x 400mm high
Suggested sponsorship value – guide only	€8,000 - €9,000 / annum

**Location 12: N76 Kells Road Roundabout**



*Aerial View of N76 Kells Road Roundabout*



*Indicative Signage Location*

<b>N76 Kells Road Roundabout</b>	
Traffic volumes	18,550 vehicles/day 6.775 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	4
Size of commercial signs	3400mm wide x 400mm high
Suggested sponsorship value – guide only	€8,000 - €9,000 / annum

**Location 13: N76 Callan Road Roundabout**



*Aerial View of N76 Callan Road Roundabout*



*Indicative Signage Location*

<b>N76 Callan Road Roundabout</b>	
Traffic volumes	20,350 vehicles/day 7.432 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	3
Size of commercial signs	3400mm wide x 400mm high
Suggested sponsorship value – guide only	€8,000 - €9,000 / annum

**Location 14: N76 Roundabout @ Wetland**



*Aerial View of N76 Callan Road Roundabout*



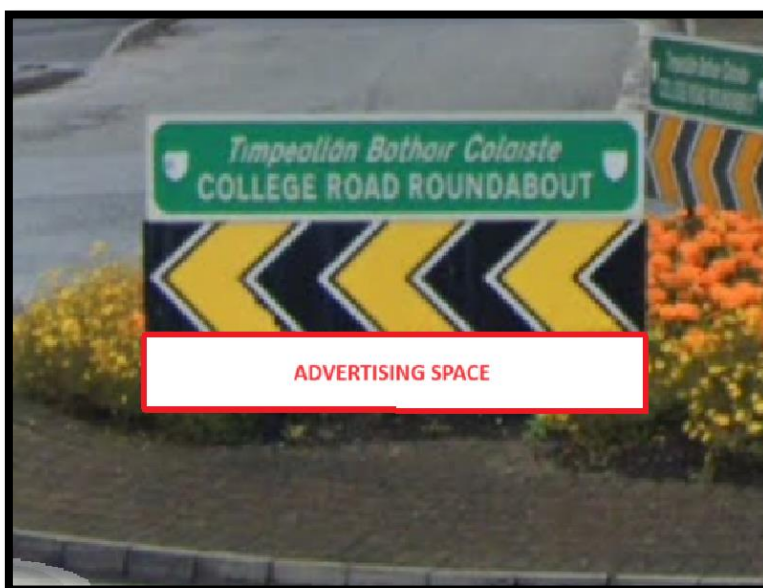
*Indicative Signage Location*

<b>N76 Roundabout @ Wetland</b>	
Traffic volumes	16,750 vehicles/day 6.117 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	3
Size of commercial signs	2550mm wide x 400mm high
Suggested sponsorship value – guide only	€7,000 - €8,000 / annum

**Location 15: R909 College Road Roundabout**



*Aerial View of R909 College Road Roundabout*



*Indicative Signage Location*

<b>R909 College Road Roundabout</b>	
Traffic volumes	18,850 vehicles/day 6.884 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	4
Size of commercial signs	1800mm wide x 400mm high
Suggested sponsorship value – guide only	€8,000 - €9,000 / annum

**Location 16: Circular Road Roundabout @ Robertshill**



*Aerial View of Circular Road Roundabout @ Robertshill*



*Indicative Signage Location*

<b>Circular Road Roundabout @ Robertshill</b>	
Traffic volumes	5,800 vehicles/day 2.118 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	4
Size of commercial signs	2850mm wide x 400mm high
Suggested sponsorship value – guide only	€3,000 - €4,000 / annum

**Location 17: R695 Circular Road Roundabout @ Kilcreen**



*Aerial View of R695 Circular Road Roundabout @ Kilcreen*



*Indicative Signage Location*

<b>R695 Circular Road Roundabout @ Kilcreen</b>	
Traffic volumes	5,800 vehicles/day 2.118 million vehicles/annum
Pedestrian & cycle usage	Medium
No. of commercial signs available	4
Size of commercial signs	2850mm wide x 400mm high
Suggested sponsorship value – guide only	€3,000 - €4,000 / annum

**Location 18: R695 Waterbarrack Roundabout**



*Aerial View of R695 Waterbarrack Roundabout*



*Indicative Signage Location*

<b>R695 Waterbarrack Roundabout</b>	
Traffic volumes	23,700 vehicles/day 8.656 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	4
Size of commercial signs	2300mm wide x 400mm high
Suggested sponsorship value – guide only	€10,000 - €12,000 / annum

**Location 19: R712 New Road Roundabout**



*Aerial View of R712 New Road Roundabout*



*Indicative Signage Location*

<b>R712 New Road Roundabout</b>	
Traffic volumes	22,000 vehicles/day 8.035 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	4
Size of commercial signs	1800mm wide x 400mm high
Suggested sponsorship value – guide only	€9,000 - €10,000 / annum

**Location 20: Newpark Drive Roundabout**



*Aerial View of Newpark Drive Roundabout*



*Indicative Signage Location*

<b>Newpark Drive Roundabout</b>	
Traffic volumes	17,100 vehicles/day 6.245 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	4
Size of commercial signs	2400mm wide x 400mm high
Suggested sponsorship value – guide only	€7,000 - €8,000 / annum

**Location 21: O’Loughlin Road Roundabout**



*Aerial View of O’Loughlin Road Roundabout*



*Indicative Signage Location*

<b>O’Loughlin Road Roundabout</b>	
Traffic volumes	12,250 vehicles/day 4.474 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	4
Size of commercial signs	2400mm wide x 400mm high
Suggested sponsorship value – guide only	€5,000 - €6,000 / annum

**Location 22: MacDonagh Junction Roundabout**



*Aerial View of MacDonagh Junction Roundabout*



*Indicative Signage Location*

<b>MacDonagh Junction Roundabout</b>	
Traffic volumes	11,950 vehicles/day 4.364 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	3
Size of commercial signs	1800mm wide x 400mm high
Suggested sponsorship value – guide only	€5,000 - €6,000 / annum

**Location 23: Nuncio Road Roundabout**



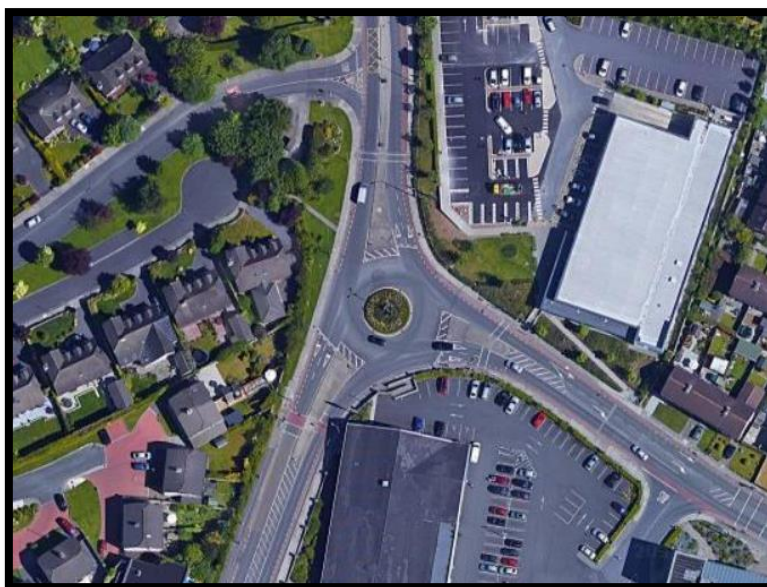
*Aerial View of Nuncio Road Roundabout*



*Indicative Signage Location*

<b>Nuncio Road Roundabout</b>	
Traffic volumes	12,700 vehicles/day 4.638 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	3
Size of commercial signs	1800mm wide x 400mm high
Suggested sponsorship value – guide only	€5,000 - €6,000 / annum

**Location 24: Roundabout on Waterford Road at Lidl**



*Aerial View of Roundabout on Waterford Road at Lidl*



*Indicative Signage Location*

Roundabout on Waterford Road at Lidl	
Traffic volumes	15,150 vehicles/day 5.533 million vehicles/annum
Pedestrian & cycle usage	High
No. of commercial signs available	3
Size of commercial signs	1800mm wide x 400mm high
Suggested sponsorship value – guide only	€6,000 - €7,000 / annum

**Location 25: Roundabout on Bohernatounish Road @ Joinersfolly**



*Aerial View of Roundabout on Waterford Road at Lidl*



*Indicative Signage Location*

<b>Roundabout on Waterford Road at Lidl</b>	
Traffic volumes	2,750 vehicles/day 1.004 million vehicles/annum
Pedestrian & cycle usage	Low
No. of commercial signs available	4
Size of commercial signs	1800mm wide x 400mm high
Suggested sponsorship value – guide only	€2,000 - €3,000 / annum

## Application Form

<b>Company Name</b>	
<b>Company Address</b>	
<b>Contact Person</b>	
<b>Contact Number</b>	
<b>Email Address</b>	

<b>Roundabout Name</b>	
<b>Sponsorship Value (€) per annum for 3 years</b>	
<b>Justification (optional)</b>	

**Notes:**

- (1) If making an application to sponsor more than one roundabout, please use one application form per roundabout*
- (2) The sponsorship value to be entered is the annual amount with a commitment to sponsor the roundabout for an initial period of 3 years*
- (3) Details of commercial signage will be agreed following the announcement of the successful applicants so there is no requirement to submit these details at the application stage*
- (4) Please contact [kmd@kilkennycoco.ie](mailto:kmd@kilkennycoco.ie) with any queries*
- (5) Closing date for receipt of applications is 12 noon on Thursday 26<sup>th</sup> September, 2024*