Santry Avenue LRD, Santry, Dublin 9

Mobility Management Plan

230146-X-90-X-XXX-RP-DBFL-CE-0002

TRANSPORTATION

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DBFL CONSULTING ENGINEERS

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1 INTRODUCTION

1.1 CONTEXT

Dwyer Nolan Developments Ltd. wishes to apply for permission for a Large-Scale Residential Development (LRD) on this site, c. 1.5 hectares, located at the junction of Santry Avenue and Swords Road, Santry, Dublin 9.

The development site is bounded to the north by Santry Avenue, to the east by Swords Road, to the west by Santry Avenue Industrial Estate, and to the south by the permitted Santry Place development (granted under Dublin City Council Ref.s. 2713/17 (as extended under Ref. 2713/17/X1), 2737/19 & 4549/22).

The proposed development provides for 321 no. apartments, comprised of 104 no. 1 bed, 198 no. 2 bed, & 19 no. 3 bed dwellings, in 4 no. seven to thirteen storey buildings, over basement level, with 3 no. retail units, a medical suite / GP Practice unit and community/arts & culture space (total c.1,460sq.m), all located at ground floor level, as well as a one storey residential amenity unit, facing onto Santry Avenue, located between Blocks A & D.

The proposed development consists of the following:

1. Demolition of the existing building on site i.e. the existing Chadwicks Builders Merchants (c. 4,196.8m2).
2. Construction of 321 no. 1, 2, & 3 bed apartments, retail units, medical suite / GP Practice, community/arts & culture space, and a one storey residential amenity unit in 4 no. buildings that are subdivided into Blocks A-G as follows:
    i. Block A is a 7-13 storey block consisting of 51 no. apartments comprised of 22 no. 1 bed, 23 no. 2 beds & 6 no. 3 bed dwellings, with 2 no. retail units located on the ground floor (c. 132sq.m & c.172sq.m respectively). Adjoining same is Block B, which is a 7 storey block consisting of 38 no. apartments comprised of 6 no. 1 bed, 26 no. 2 bed, & 6 no. 3 bed dwellings, with 1 no. retail unit (c.164sq.m) and 1 no. medical suite / GP Practice unit located on the ground floor (c. 130sq.m). Refuse storage areas are also provided for at ground floor level.
    ii. Block C is a 7 storey block consisting of 53 no. apartments comprised of 14 no. 1 bed & 39 no. 2 bed dwellings. Adjoining same is Block D which is an 8 storey block consisting of 44 no. apartments comprised of 22 no. 1 bed, 15 no. 2 bed, & 7 no. 3

bed dwellings. Ground floor, community/arts & culture space (c. 583sq.m) is proposed in Blocks C & D, with refuse storage area also provided for at ground floor level.

iii. Block E is an 8 storey block consisting of 49 no. apartments comprised of 7 no. 1 bed & 42 no. 2 bed dwellings. A refuse storage area, substation, & switchroom are also provided for at ground floor level. Adjoining same is Block F which is a 7 storey block consisting of 52 no. apartments comprised of 13 no. 1 bed & 39 no. 2 bed dwellings. Ground floor, community/arts & culture space (c.877sq.m) is proposed in Blocks E & F. A refuse storage area, bicycle storage area, substation, & switchroom are also provided for at ground floor level of Blocks E & F.

iv. Block G is a 7 storey block consisting of 34 no. apartments comprised of 20 no. 1 bed & 14 no. 2 bed dwellings. A refuse storage area & bicycle storage area are also provided for at ground floor level.

3. Construction of a 1 storey residential amenity unit (c. 166.1sq.m) located between Blocks A & D.

4. Construction of basement level car park (c.5,470.8sq.m), accommodating 161 no. car parking spaces, 10 no. motorbike parking spaces & 672 no. bicycle parking spaces. Internal access to the basement level is provided from the cores of Blocks A, B, C, D, E, & F. External vehicular access to the basement level is from the south, between Blocks B & C. 33 no. car parking spaces & 58 no. bicycle parking spaces are also provided for within the site at surface level.

5. Public open space of c. 1,791sq.m is provided for between Blocks C-D & E-F. Communal open space is also proposed, located between (i) Blocks E-F & G, (ii) Blocks A-B & C-D, and (iii) in the form of roof gardens located on Blocks A, C, & F and the proposed residential amenity use unit, totalling c.2,986sq.m. The development includes for hard and soft landscaping & boundary treatments. Private open spaces are provided as terraces at ground floor level of each block and balconies at all upper levels.

6. Vehicular access to the development will be via 2 no. existing / permitted access points: (i) on Santry Avenue in the north-west of the site (ii) off Swords Road in the south-east of the site, as permitted under the adjoining Santry Place development (Ref. 2713/17).

7. The development includes for all associated site development works above and below ground, bin & bicycle storage, plant (M&E), sub-stations, public lighting, servicing, signage, surface water attenuation facilities etc.

This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the Residential elements proposed development.

This document aims to inform distinct audiences as follows:

- The appointed **Mobility Manager** (Management Company) who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in **Chapter 2** invaluable. The preliminary MMP targets and measures introduced in **Chapter 5** and **Chapter 6** will be coordinated, administered and updated by the appointed Mobility Manager.
- The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (**Chapter 5**) and associated measures (**Chapter 6**).
- The **Residents** of the proposed development who may not have a full understanding of the MMP process and objectives. They will find the process and context information as outlined in Chapter 2 will assist them in gaining an understanding of MMPs.

1.2 BACKGROUND

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practices at the proposed residential component of the development at Santry Place, Swords Road, Santry, Dublin 9. This document aims to expand the awareness of and increase travel options for residents and visitors at the site and the wider community.

The purpose of the Mobility Management Plan is to:

- Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document;

- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation; and
- The MMP will seek to provide a long-term strategy for encouraging residents to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the strategy are:

a) to increase the awareness of residents to all the transport options available to them and to the potential for travel by more sustainable modes, and
b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject development.

1.3 STRUCTURE OF REPORT

Following this introduction, the MMP framework including the definition of a MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2.**

The environment within which the proposed mixed-use development MMP is placed, such as location and local transportation system is briefly outlined in **Chapter 3.** The MMP context in terms of existing local travel trends is established in **Chapter 4**. The MMP objectives and adopted targets are established in **Chapter 5.**

In **Chapter 6** the measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

With the objective of establishing the basis for discussions with key stakeholders including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the development at the subject site.

The main conclusions and recommendations of the MMP are summarised in **Chapter 8.**

CHAPTER 2

Mobility Management Plan Framework

2 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN

A Mobility Management Plan is a package of measures designed to reduce the number and length of car trips, while also encouraging more sustainable forms of travel and reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

The MMP can be developed for an individual site or group of sites and designed specially to respond to a range of different site – specific land uses such as business, residential, and education.

Whilst the emergence and successful application of an MMP has only transpired over the last decade in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMPs. Accordingly, MMPs are also known by a number of other names including;

- Travel Plans,
- Green Travel Plans,
- Sustainable Mobility Plans, or
- Sustainable Commuter Plans.

A successfully implemented MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by public transport, walking and cycling, and improve road safety and personal security (particularly for pedestrians and cyclists).

2.2 WHAT IS A RESIDENTIAL MOBILITY MANAGEMENT PLAN

Residential Mobility Management Plan is a package of measures designed to reduce the number and length of car trips generated by a residential development, while also encouraging more sustainable forms of travel and reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

A successfully implemented Residential MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by public transport, walking and cycling; and improve road safety and personal security (especially for pedestrians and cyclists).

Mobility Management Plans to date have mainly focussed on the development of destination MMPs and to encourage travel by sustainable modes for employment and school developments. Destination MMPs focus on a particular journey purpose while a residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

Best Practise guidance is provided in *"Making Residential Travel Plans Work – Good Practice Guidelines For New Development"* published by the Department for Transport (UK) in September 2005 and *"Making Residential Travel Plans Work"* in August 2007. These documents highlight that a Residential MMP will be different to a school or workplace MMP as the pattern of journeys originating at home is more varied with multiple destinations and different needs and travel choices.

The DfT's (UK) *"Making Residential Travel Plans Work – Good Practice Guidelines"* suggest that the growing interest in residential travel planning is being driven by two factors:

- *"the increased acceptance of travel planning as a legitimate part of the transport planning toolkit and an effective mechanism in helping both to reduce congestion and to promote the use of sustainable modes of transport"*
- *"the pressure for new housing and its transport implications in many parts of the country is driving the need to find new ways of ensuring the development of more sustainable communities".*

2.3 WHO IS INVOLVED?

A MMP impacts the following stakeholders who should all be involved in some form or manner:

- Local Authority Officers;
- Developers and the brief they provide to their design teams;
- Future residents at sites that have an MMP;
- Residents in the community surrounding new housing developments with a MMP;
- Potential for local businesses across the site's immediate catchment; and
- Transport Operators.

2.4 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

The principal objective of an MMP is to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number and length of trips undertaken / required.

A comprehensive range of goals, and subsequent complementary secondary level objectives, can be identified with the purpose of achieving the ultimate objective of the MMP. This can be achieved through the delivery of a range of complimentary integrated initiatives which can positively influence travel behaviour and associated travel habits.

The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of a residential MMP objectives can include;

a) **For the Residents** –

- Address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Promote healthy lifestyles and sustainable, vibrant local communities.

b) **For the Local Community** –

- Reduce the traffic generated by the development for journeys both within the development and on the external road network.
- Make local streets less dangerous, less noisy and less polluted.
- Enhance viability of public transport.
- Improve the environment and the routes available for cycling and walking

2.5 MOBILITY MANAGEMENT PLAN PROCESS

Once the decision has been made to produce an MMP the process of compiling the plan encompasses the 9 principal steps presented in **Figure 2-1** below.

The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result,

subsequent generations of the MMP can be incorporated into the management and operation of the subject development for as long as necessary or potentially even for the entire existence of the development.

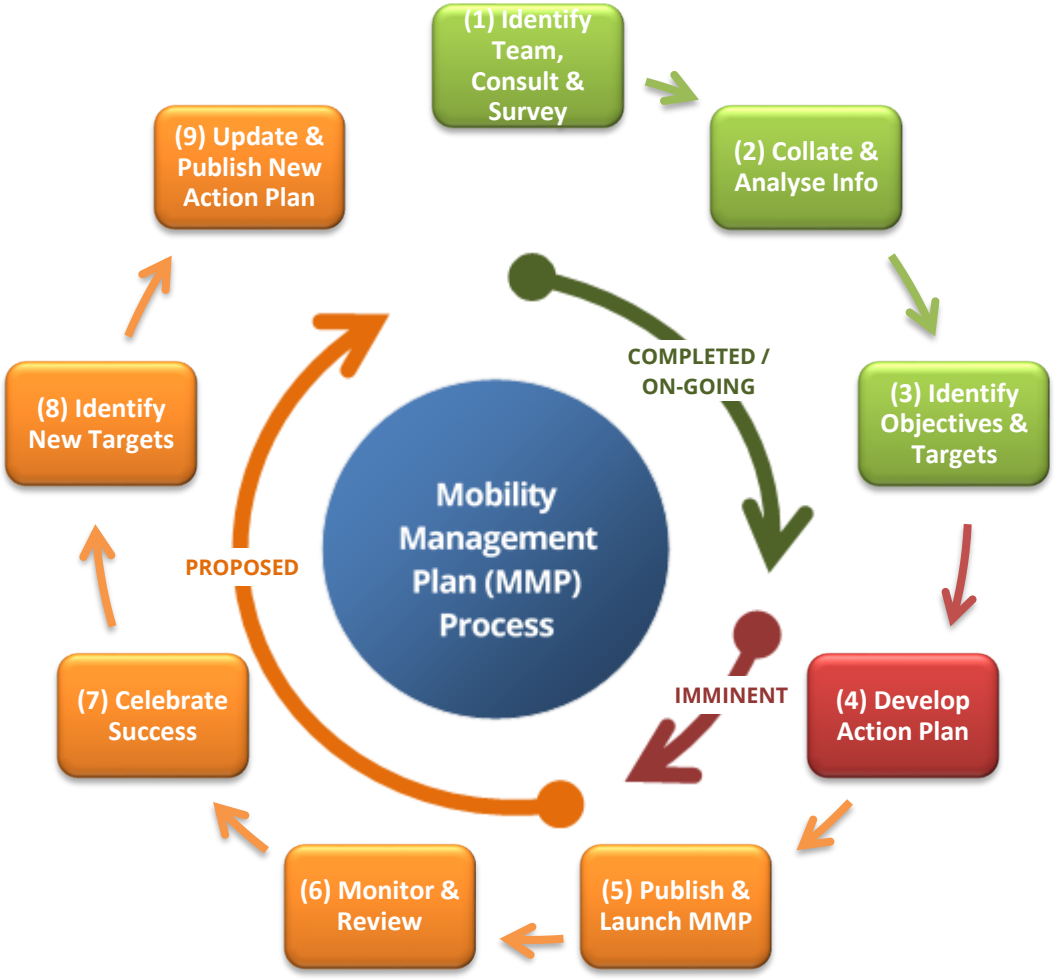
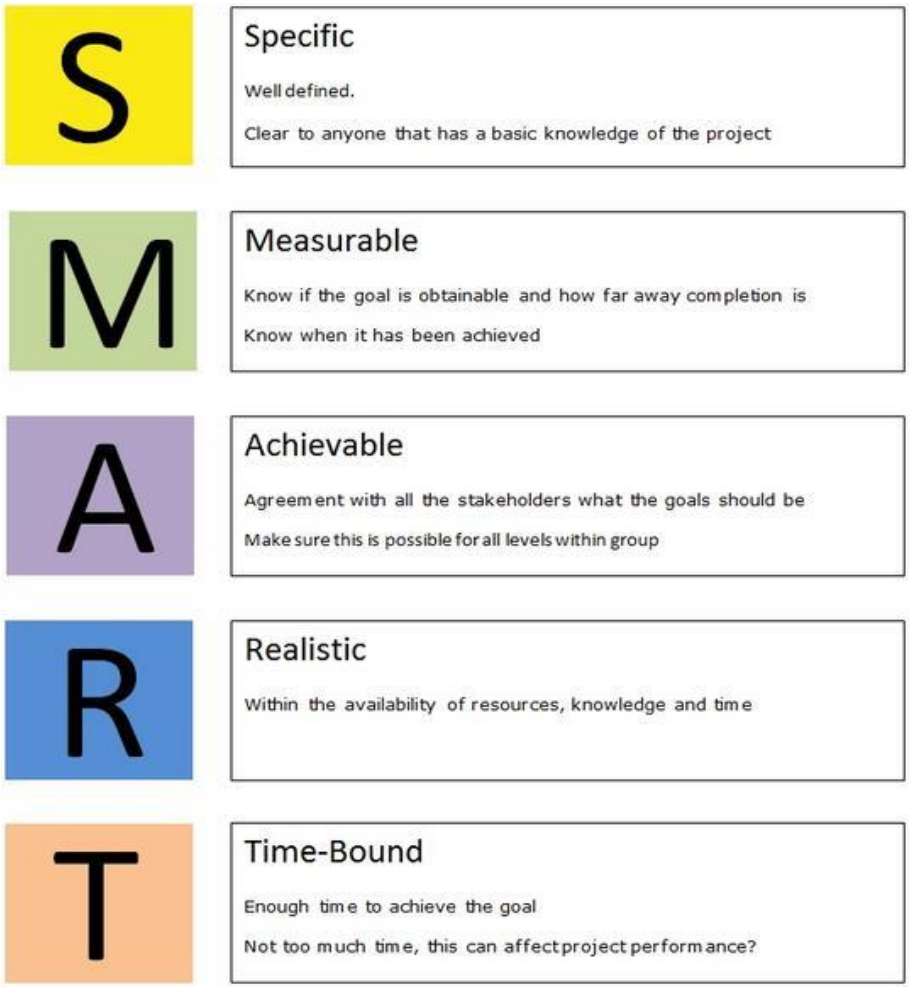


Figure 2-1: MMP Development Process and Status

Once the development's specific objectives are identified "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective) and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be:



2.6 MOBILITY MANAGEMENT PLAN NEXT STEPS

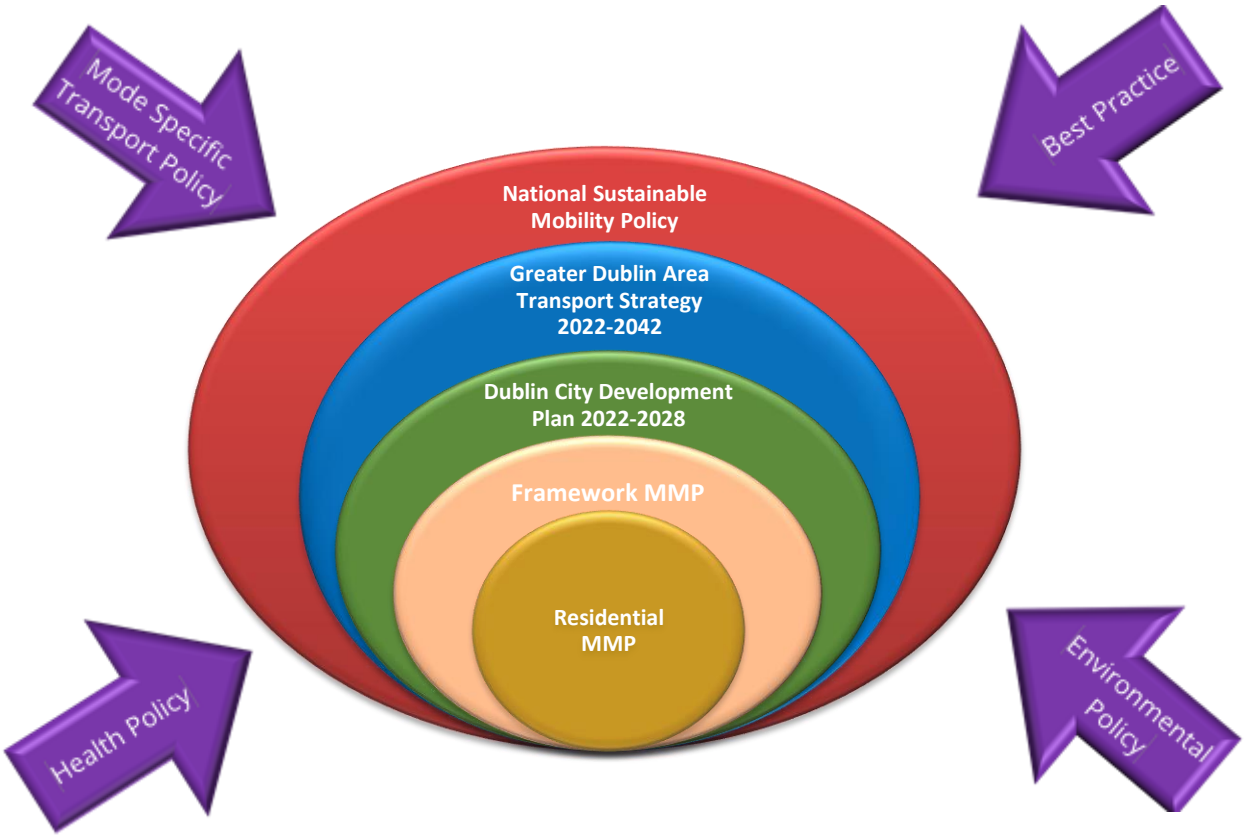
In the context of the mixed-use development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan, this document should form the basis by which:

a) the subject development's specific travel characteristics are outlined and presented to the local authority, and
b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

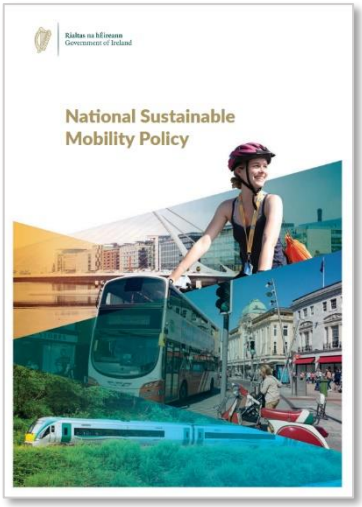
To enable this process to commence it is proposed that this MMP document, as compiled by DBFL, will be submitted to Dublin City Council. At the request of the local authority, a meeting between the local authority officers and the developers(or appointed Management Company) can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject residential development as proposed at Santry Place, Dublin 9.

2.7 POLICY FRAMEWORK

The MMP for the residential development is supported by as comprehensive transport policy hierarchy in addition to being influenced directly / indirectly by other policy themes (e.g. environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour. Commencing at EU level and subsequently transferred into national policy and regulations in Ireland the hierarchy continues from regional (Greater Dublin Area) to sub-region (Dublin City) through area eventually arriving at site (or land use) specific policy objectives.



2.7.1 National Sustainable Mobility Policy 2022



The National Sustainable Mobility Policy was published in April 2022 by the Department of Transport and replaces Smarter Travel 2009. The overall aim of the Policy is *to "set out a strategic framework for 2030 for active travel and public transport to support Ireland's overall requirement to achieve a 51% reduction in carbon emissions by the end of this decade".*

The Policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, localised air pollution, contribution to global warming and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

The following 3 key Policy areas and 10 goals form the basis of the National Sustainable Mobility Policy:

Safe and Green Mobility

1. Improve mobility safety
2. Decarbonise public transport
3. Expand availability of sustainable mobility in metropolitan areas
4. Expand availability of sustainable mobility in regional and rural areas
5. Encourage people to choose sustainable mobility over the private car

People Focused Mobility

6. Take a whole journey approach to mobility, promoting inclusive access for all
7. Design infrastructure according to Universal Design Principles and the Hierarchy of Road Users model
8. Promote sustainable mobility through research and citizen

Better Integrated Mobility

9. Better integrate land use and transport planning at all levels
10. Promote smart and integrated mobility through innovative technologies and development of appropriate regulation

The policy is accompanied by an Action Plan with a total 91 actions organised by goal to be completed by 2025. Each action has been assigned to a specific government department or body with the hope of creating accountability for their implementation. The success of the policy will be measured using an annual National Household Travel Survey administered by the National Transport Authority.

2.7.2 Greater Dublin Area Transport Strategy 2022-2042

The Greater Dublin Area Transport Strategy 2022-2042 has arisen from a review of the original 2016 strategy. The updated document *"sets out the framework for investment in transport infrastructure and services over the next two decades".*

The overall aim of the Transport Strategy is *"to provide a sustainable, accessible and effective transport system for the Greater Dublin Area which meets the region's climate change requirements, serves the needs of urban and rural communities, and supports economic growth".*

Four primary objectives have been identified as part of the Greater Dublin Area Transport Strategy 2022-2042. These are:

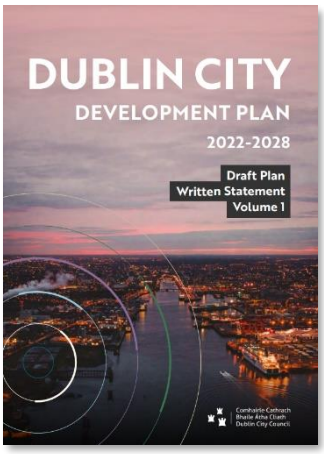
- **An Enhanced Natural and Built Environment:** To create a better environment and meet our environmental obligations by transitioning to a clean, low emission transport system, reducing car dependency, and increasing walking, cycling and public transport use.
- **Connected Communities and a Better Quality of Life:** To enhance the health and quality of life of our society by improving connectivity between people and places, delivering safe and integrated transport options, and increasing opportunities for walking and cycling.
- **A Strong Sustainable Economy:** To support economic activity and growth by improving the opportunity for people to travel for work or business where and when they need to and facilitating the efficient movement of goods.
- **An Inclusive Transport System:** To deliver a high quality, equitable and accessible transport system, which caters for the needs of all members of society.

Section 9.9.3 of the strategy document considers the topic of residential travel planning and introduces Measure INT12 Residential Travel Planning which states;

> ***"The NTA, in conjunction with the local authorities and the transport operators, will consider the role of Residential Travel Planning programmes as a means of encouraging sustainable travel behaviour across the GDA."***

2.7.3 Dublin City Development Plan 2022-2028

The Dublin City Council Development Plan 2022-2028 sets out the strategic policies and objectives that will guide development in the city over the coming six years.



The following sustainable movement and transport policies and objectives as outlined in the plan are of particular relevance to the proposed residential development:

SMT1: *"To continue to promote modal shift from private car use towards increased use of more sustainable forms of transport such as active mobility and public transport, and to work with the National Transport Authority (NTA), Transport Infrastructure Ireland (TII) and other transport agencies in progressing an integrated set of transport objectives to achieve compact growth".*

SMT2: *"To support the decarbonising of motorised transport and facilitate the rollout of alternative low emission fuel infrastructure, prioritising electric vehicle (EV) infrastructure".*

SMTO1: *"To achieve and monitor a transition to more sustainable travel modes including walking, cycling and public transport over the lifetime of the development plan, in line with the city mode share targets of 26% walking/cycling/micro mobility; 57% public transport (bus/rail/LUAS); and 17% private (car/ van/HGV/motorcycle)".*

SMT4: *"To support and encourage intensification and mixed-use development along public transport corridors and to ensure the integration of high-quality permeability links and public realm in tandem with the delivery of public transport services, to create attractive, liveable and high quality urban places".*

SMT6: *"To promote best practice mobility management and travel planning through the requirement for proactive mobility strategies for new developments focussed on promoting and providing for active travel and public transport use while managing vehicular traffic and servicing activity".*

SMT7: "*To require the preparation and submission of travel plans for new and existing developments as part of the planning application process including residential, school, workplace etc.*"

SMT9: *"To encourage and facilitate the delivery of high-quality public realm in tandem with new developments throughout the city in collaboration with private developers through the Development Management process".*

SMT10: *"To protect, improve and expand on the pedestrian network inclusive of facilities for people with mobility impairment and/or disabilities, including the elderly and people with children, linking key public buildings, shopping streets, public transport points and tourist and recreational attractions".*

SMT15: *"To prioritise the development of walking and cycling facilities and encourage a shift to active travel for people of all ages and abilities, in line with the city's mode share targets".*

SMT16: *"To promote and help develop community-based coordinated initiatives at local level that encourage active travel and modal switch to sustainable transport modes, and to target underrepresented cohorts/groups in such initiatives and specifically to target a significant increase in the number of children cycling to primary school".*

SMT17: *"To continue to maintain and improve the pedestrian environment and promote the development of a network of pedestrian routes which link residential areas with recreational, educational and employment destinations to create a pedestrian environment that is safe, accessible to all in accordance with best accessibility practice".*

CHAPTER 3

Proposed Development

3.1 RECEIVING ENVIRONMENT

3.2 PROPOSED DEVELOPMENT

3 RECEIVING ENVIRONMENT AND PROPOSED DEVELOPMENT

3.1 SITE DESCRIPTION

The development site is classified as a brownfield site which currently accommodates an operational Chadwicks store (Home Improvement / Builders Merchant / Plant Hire). The subject lands are zoned Z6 for which the Dublin City Council (DCC) Development Plan (2022-2028) zones it as ***"To provide for the creation and protection of enterprise and facilitate opportunities for employment creation."***

The general location of the subject site in relation to the surrounding road network is illustrated in **Figure 3-1** below whilst **Figure 3-2** indicatively shows the full extent of the subject site lands.

Figure 3-1 : Site Location (Source: Google Maps)

The proposed development is located to the south of R104 Santry Avenue Road corridor and west of R132 Swords Road in Santry (approximately 6.5km north of Dublin City Centre). The western boundaries are formed by existing commercial buildings and southern boundary is formed by phase 2 and phase 3 development.

The subject site is adjacent to the R132 Swords Road corridor and will post construction benefit from having site accesses onto both (i) the R132 Swords Road (Left In-Left Out) and (ii) the R104 Santry Avenue. Travelling northbound from the subject site, the R132 Swords Road continues

towards Swords and Balbriggan to the north and also allows access to the M50/M1 motorway via Junction No. 2. Travelling southbound from the subject site along the R132 Swords Road access is provided to Whitehall, Drumcondra and southwards to Dublin City Centre via the N1 corridor. Travelling east along the R104 corridor, the R104 Santry Avenue joins the R132 Swords Road whereas travelling westwards it connects the site with Ballymun and Finglas as well as M50 via Junction 4 at Ballymun.

Figure 3-2: Indicative Site Boundary (Source: Google Maps)

3.2 EXISTING TRANSPORT FACILITIES & SERVICES

3.2.1 Pedestrian And Cycle Facilities

Swords Road is currently subject to a speed limit of 50 km/hr. Pedestrian Footpaths and street lightings are provided on both sides of the carriageway. The closest signalised pedestrian crossing facility is within 85m north of the Swords Road site access junction, at the junction between Swords Road and Santry Avenue. Another signalised pedestrian crossing is located 150m south of the Swords Road site access junction, at the junction between Swords Road and Magenta Crescent.

Santry Avenue is also subject to a speed limit of 50 km/hr with footpaths provided on both sides of the corridor. Street lighting is provided along the northern side of the carriageway. In addition to the signalised pedestrian crossing at the junction between Santry Avenue and Swords Road, another signalised pedestrian crossing is located just 25m west of the Santry Avenue site access

junction. There are currently no cycle facilities provided along Santry Avenue. However, cycle lanes are provided on both sides of the corridor along Swords Road. These facilities begin at the signalised junctions between Swords Road and the R104 and continue until approximately 200m past Morton Stadium. Along most of this length, the cycle facilities take the form of advisory cycle lanes, with the exception of a short stretch between the signalised junction and the car park entrance to Morton Stadium, where the cycle lanes are mandatory.

Figure 3-3: Pedestrian Facilities along Swords Road, Facing South

Figure 3-4:Cycle Facilities on Swords Rd

Figure 3-5: Pedestrian Facilities on Santry Avenue, Facing West

3.2.2 Existing Public Transport – Bus

Dublin Bus currently operates six services in the vicinity of the subject site. These routes provide access to destinations such as Dublin Airport, Dublin City Centre, Swords and Balbriggan. An additional route between Finglas and Kilbarrack is operated by Go Ahead Ireland. **Table 3-1** summarises the current no. of buses per day operating on each route while **Figure 3-6** presents the location of the nearest bus stop to the site entrance.

Operator	Route	Route Description	No. of Services		
			Mon - Fri	Sat	Sun
Dublin Bus	16	Dublin Airport – Ballinteer (Kingston)	86	81	63
		Ballinteer (Kingston) – Dublin Airport	88	83	65
	33	Lower Abbey St – Balbriggan	22	14	12
		Balbriggan – Lower Abbey St	25	14	12
	41	Lower Abbey St – Swords Manor	61	58	48
		Swords Manor – Lower Abbey St	68	56	53
	41b	Lower Abbey St – Rolestown	5	4	3
		Rolestown – Lower Abbey St	4	4	2
	41c	Lower Abbey St – Swords Manor	43	42	28
		Swords Manor – Lower Abbey St	50	41	29
	41d	Lower Abbey St – Swords Business Park	2	-	-
		Swords Business Park – Lower Abbey St	2	-	-
Go Ahead	N6	Finglas to Kilbarrack	106	98	56
		Kilbarrack to Finglas	106	99	56

Table 3-1 Existing Bus Services by No. of Buses per Day (Source: Transport for Ireland)

Figure 3-6: Existing Bus Stops in the Vicinity of the Development Site

3.2.3 Existing Road Network

As shown in **Figure 3-1**, the subject site lies adjacent to the Swords Road and R104 Santry Avenue corridors. Travelling northbound from the subject site leads to the R132. This is the old Dublin to Belfast road and provides connections to Dublin Airport, Swords, Balbriggan, Drogheda and Dundalk. Travelling southbound along Swords Road leads to the N1 national road, with connections to Whitehall, Drumcondra and Dublin City Centre.

The R104 runs in an east west direction to the north of the subject site. Travelling west along this road grants access to destinations such as Ballymun, Poppintree and Charlestown. The 108 and R135 are both accessible via the R104, which in turn allows access to the M50 motorway.

Travelling east along the R104 from the subject site provides access to the M50 and the M1 motorways. These roads allow access to the national strategic motorway network. Further east of the M50, the R104 travels though Kilmore, Coolock and towards Bayside.

3.2.4 Walking Catchment

As illustrated in **Figure 3-7,** pedestrians from the site benefit from footpaths along the R132 Swords Road and R104 Santry Road corridors, as well as routes through Santry Park. In relation to permeability, pedestrians experience severance from the M50 & N1 road corridors and poor connections and linkages between established low-density residential areas sandwiched between Santry and Ballymun.

Nevertheless, within the 10-minutes walking time catchment, pedestrians from the site are able to reach Omni Shopping Centre and Aldi. Within the 20-minute walking time catchment, pedestrians are able to access Ballymun centre, industrial estates in Northwood and Gulliver's Retail Park to the north-west. Dublin City University (DCU), Beaumont Hospital and Clonshaugh Business & Technology Park can be accessed within the 20-30 minutes walking range.

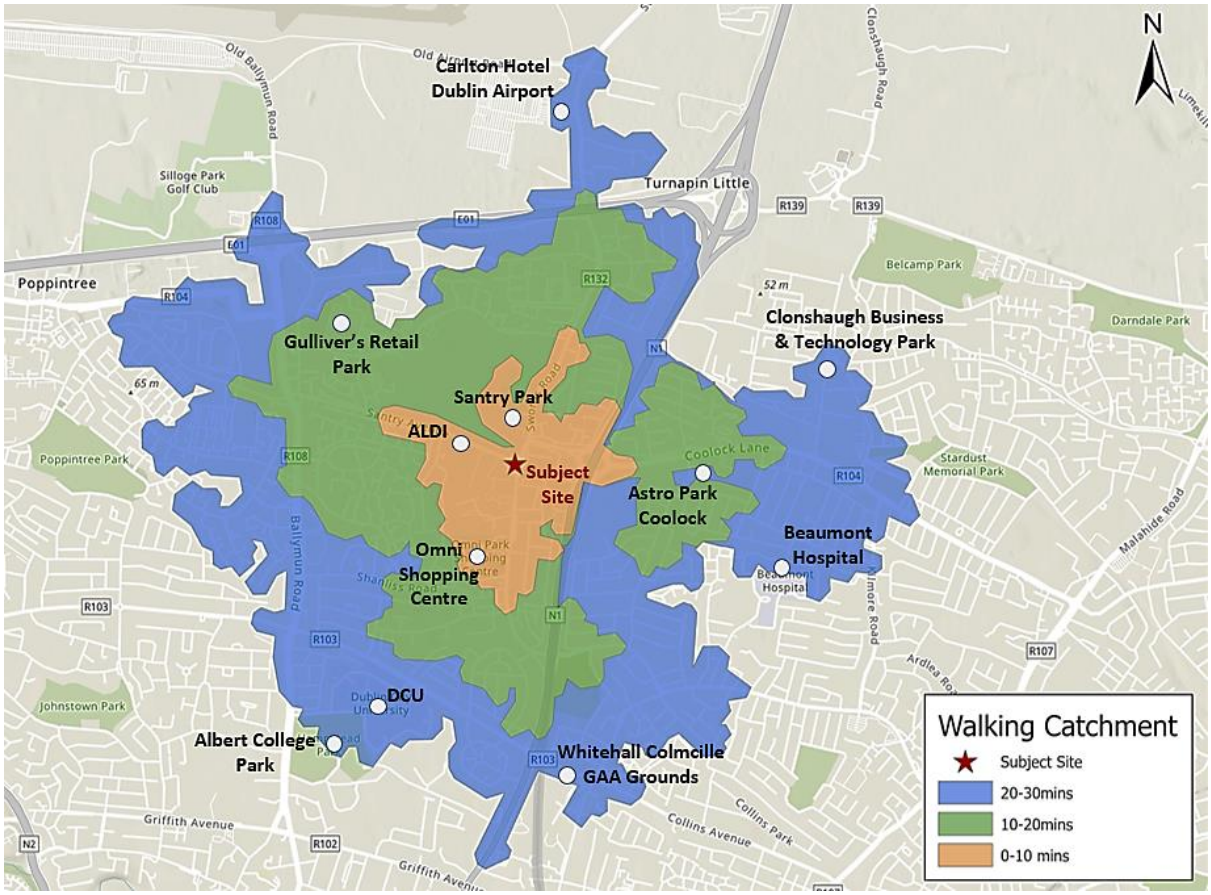


Figure 3-7 Pedestrian Accessibility- Walking time from site Cycling Catchment

The site is very accessible by bicycle within a network of cyclable streets and dedicated cycle facilities in the vicinity of the site. The previous section outlines the surrounding bicycle environment relative to the subject site. **Figure 3-8** illustrates cycle travel time catchment areas reachable from the subject site.

Cyclists from the site can travel to Finglas, Dublin Airport, Swords, Donaghmede and most of Dublin City Centre within 30-minutes. Within a 45-minutes cycle time catchment, cyclists from the subject site can travel as far as Blanchardstown, Chapelizod, Terenure, Blackrock, Malahide and just short of Howth.

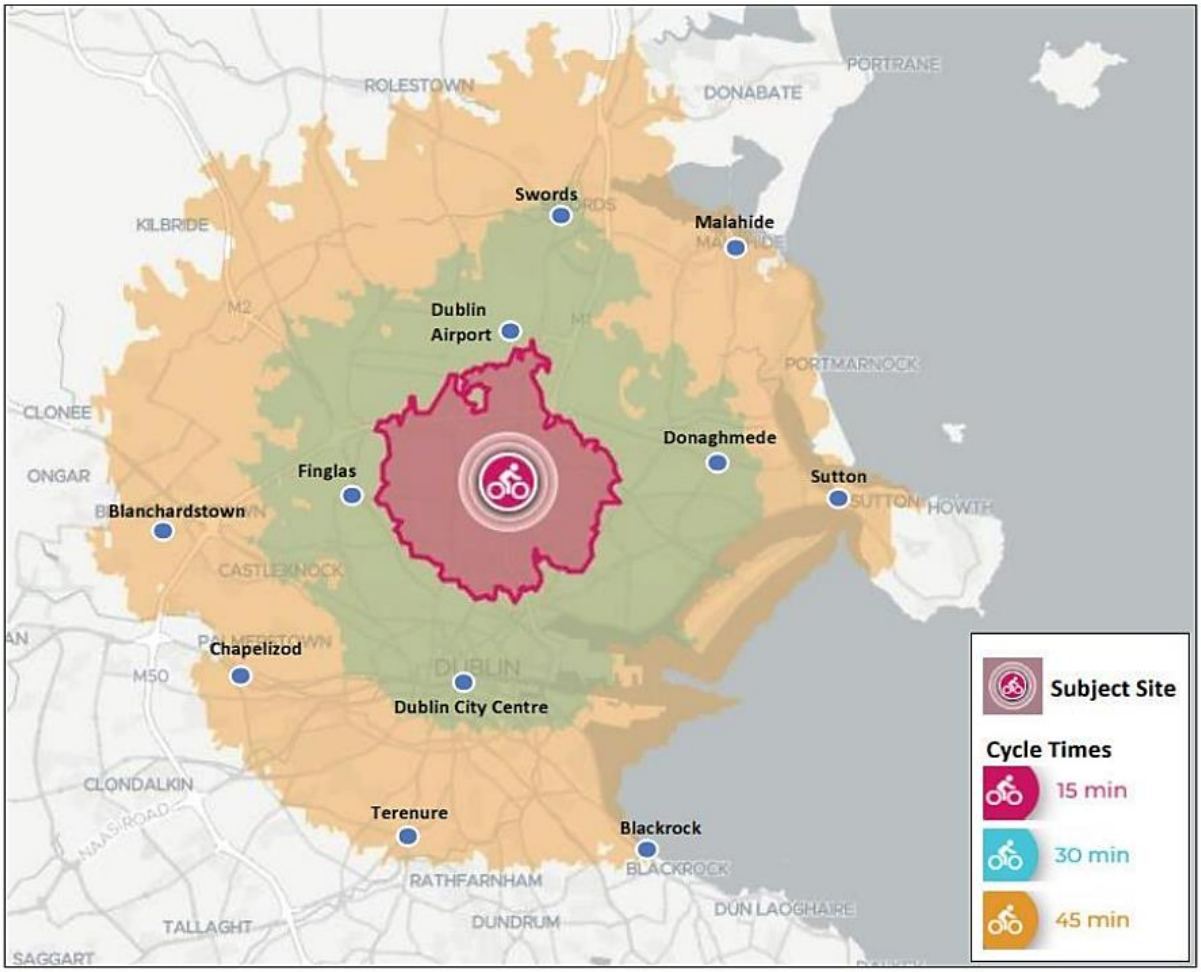
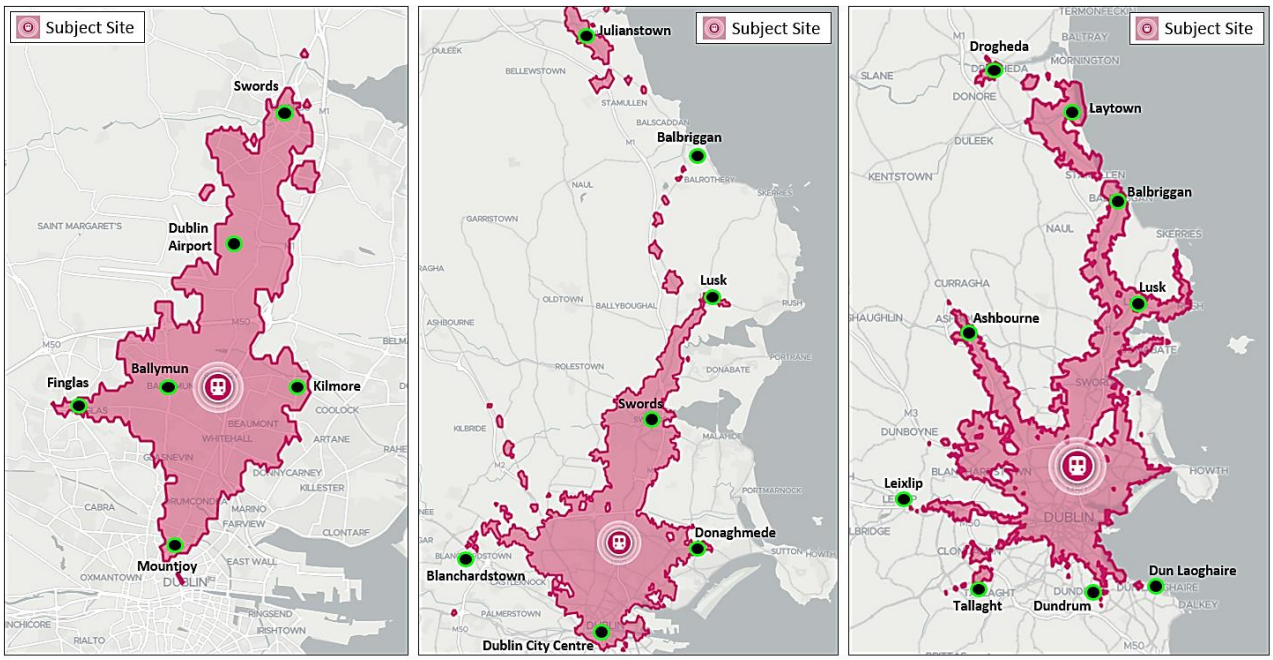


Figure 3-8 Cycling Accessibility (Source: TravelTime)

3.2.5 Public Transport Accessibility

Regarding public transport accessibility, the subject site benefits from an excellent range of bus services in close proximity to the site as outlined in the previous section. **Figure 3-9** illustrates analysis of public transport catchment areas from the site. Areas such as Swords, Dublin Airport,

Ballymun, Finglas, Kilmore and the northern edge of Dublin City Centre are within a 30-minute transit and walking time catchment from the site. Catchments for transit and walking times within 45-minutes and 60-minutes from the site are also illustrated in **Figure 3-9**.



Transit and Walking Time (Within 30mins) from Site at 8am on Typical Tuesday

Transit and Walking Time (Within 45mins) from Site at 8am on Typical Tuesday

Transit and Walking Time (Within 60mins) from Site at 8am on Typical Tuesday

Figure 3-9 Public Transport Accessibility (Source: Travel Time)

3.3 FUTURE TRANSPORT FACILITIES

2022 Greater Dublin Area Cycle Network Plan

The subject site lies within the "Dublin North Central Sector" as defined by the 2022 Greater Dublin Area Cycle Network Plan. This sector "*extends between the Malahide Road to the east, the M50 motorway to the north, Finglas to the west and the North Circular Road to the South*." **Figure 3-10** below displays the proposed cycle routes within the vicinity of the subject site.

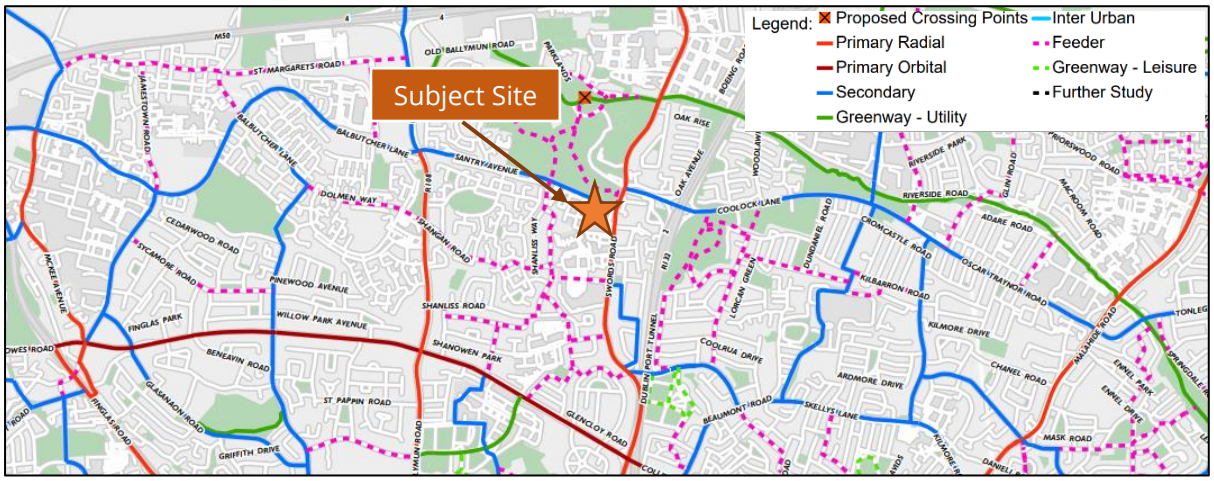


Figure 3-10: 2022 GDA Cycle Network Proposals (Source:2022 GDA Cycle Network Plan)

3.3.1 Public Transport Proposals – BusConnects

BusConnects is an initiative launched by the National Transport Authority with the aim of overhauling the bus system in the Dublin Region. The initiative includes a review of bus services and the definition of a core bus network which comprises radial, orbital and regional core bus corridors. It also includes enhancements to ticketing and fare systems as well as transition to a new low emission vehicle fleet.

The proposed fundamental changes to the network can be summarised as follows:

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;
- Simplifying the bus services on the key radial routes into “spines” where all buses will operate under a common letter system and buses will run very frequently and be more evenly spaced;
- Increasing the number of routes where buses will have a frequency of 15 minutes or less all day;
- A web-shaped grid with many interchange opportunities to reach more destinations. Everywhere that two frequent routes cross, a fast interchange is possible; and
- Additional services provided at peak hours to limit overcrowding.

The Bus Network Redesign is the first step in a series of transformative changes to Dublin’s bus network over the coming years. However, the next steps in this initiative are the improvements to the infrastructure and operation of the proposed bus network which include:

- Building a network of "next generation" bus corridors on the busiest bus lines to make bus journeys faster, predictable and reliable;
- Developing a state-of-the-art ticketing system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient;
- Implementing a cashless payment system to vastly speed up passenger boarding times;
- A simpler fare structure, allowing seamless movement between different bus services without financial penalty;
- New bus stops with better signage and information and increasing the provision of additional bus shelters; and
- Transitioning to a new bus fleet using low-emission vehicle technologies.

In relation the subject site, following the redesign of the bus network, the proposed development will be located in close proximity to the following new BusConnects routes:

- **A Spine, Branch A2:** Airport – City Centre – Ballinteer - Dundrum
- **A Spine, Branch A4:** Swords – City Centre – Tallaght
- **D Spine, Branch D4:** Swords Road – City Centre – Clondalkin
- **Orbital Route N6:** Finglas – Santry – Coolock – Donaghmede
- **Radial Route 22:** Glen Ellan road – River Valley – City Centre

A summary of the frequency at which these routes operate is presented below in **Table 3-2**.

Route No.	Description	Frequency		
		Mon - Fri	Sat	Sun
A2	Airport – City Centre – Ballinteer - Dundrum	12-15	15-20	20-30
A4	Swords – City Centre – Tallaght	12-15	15-20	20-30
D4	Swords Road – City Centre – Clondalkin	30	30-40	40-60
N6	Finglas – Santry – Coolock – Donaghmede	10	10-15	15-20
22	Glen Ellan road – River Valley – City Centre	15	15-20	20-30

Table 3-2 Proposed BusConnects Service Frequency (minutes)

Figure 3-11 illustrates the potential future bus service provision in the vicinity of the subject site as detailed within the BusConnects network redesign.

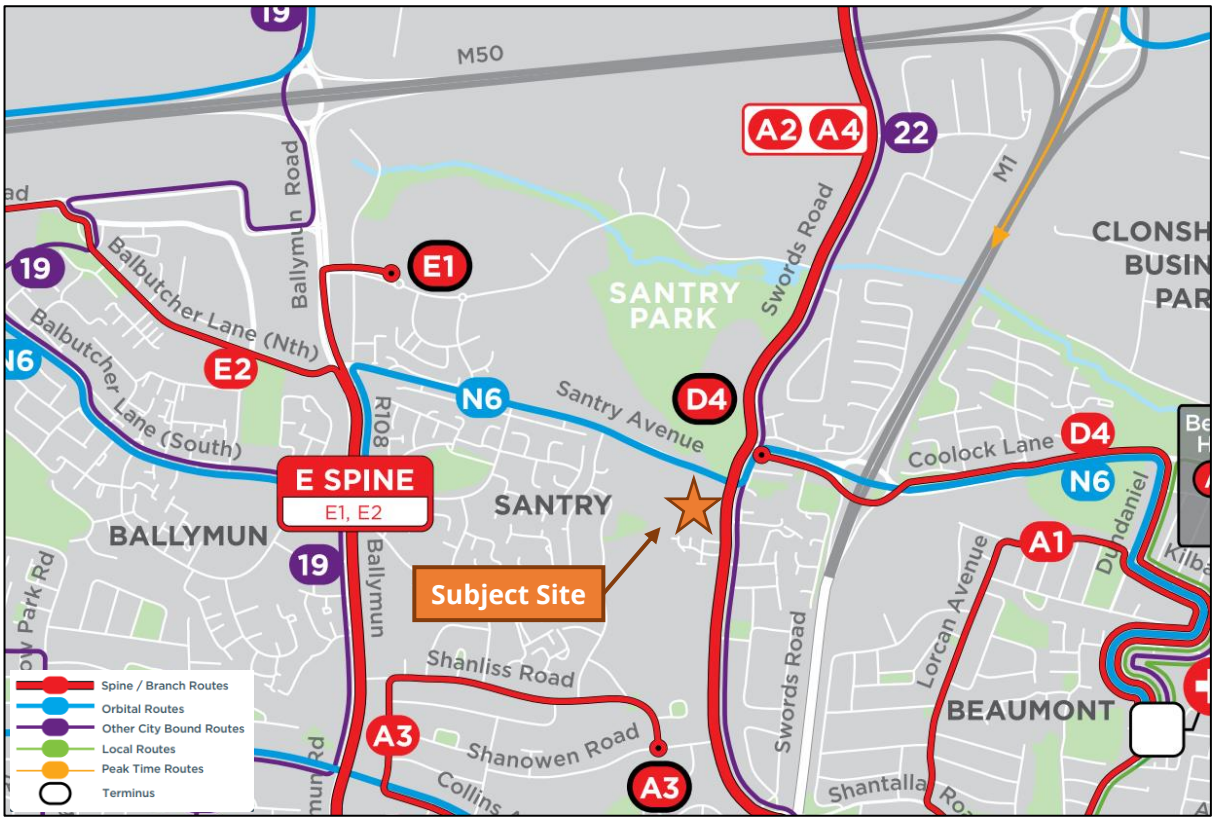


Figure 3-11 Proposed Bus Network (Source: BusConnects)

3.3.2 Public Transport Proposals – MetroLink

The MetroLink project is the proposed North-South urban high-capacity rail service that will operate between Swords and Dublin City Centre while serving Dublin Airport. MetroLink will allow for journey times of 25 minutes between Swords and the City Centre with the capacity to carry up to 20,000 passengers per direction per hour. This capacity will be delivered by running up to 30 fully automated driverless trains per hour.

The subject development is situated approximately within 1.8km walking distance from the proposed Northwood and Ballymun Stations. **Figure 3-12** below highlights the proximity of the subject site to these future metro stations. The Metrolink line is expected to be operational by 2035.

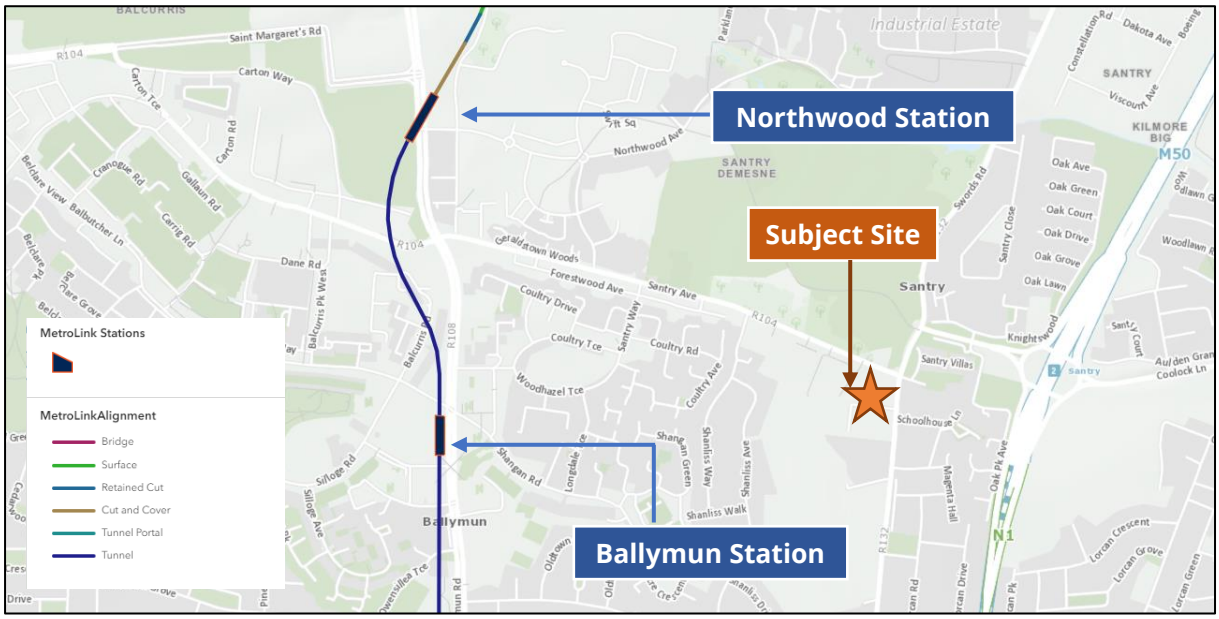


Figure 3-12 Proposed Future Metro Stations

3.4 PROPOSED DEVELOPMENT

Dwyer Nolan Developments Ltd. wishes to apply for permission for a Large-Scale Residential Development (LRD) on this site, c. 1.5 hectares, located at the junction of Santry Avenue and Swords Road, Santry, Dublin 9.

The development site is bounded to the north by Santry Avenue, to the east by Swords Road, to the west by Santry Avenue Industrial Estate, and to the south by the permitted Santry Place development (granted under Dublin City Council Ref.s. 2713/17 (as extended under Ref. 2713/17/X1), 2737/19 & 4549/22).

The proposed development provides for 321 no. apartments, comprised of 104 no. 1 bed, 198 no. 2 bed, & 19 no. 3 bed dwellings, in 4 no. seven to thirteen storey buildings, over basement level, with 3 no. retail units, a medical suite / GP Practice unit and community/arts & culture space (total c.1,460sq.m), all located at ground floor level, as well as a one storey residential amenity unit, facing onto Santry Avenue, located between Blocks A & D.

The proposed development consists of the following:

1. Demolition of the existing building on site i.e. the existing Chadwicks Builders Merchants (c. 4,196.8m2).

2. Construction of 321 no. 1, 2, & 3 bed apartments, retail units, medical suite / GP Practice, community/arts & culture space, and a one storey residential amenity unit in 4 no. buildings that are subdivided into Blocks A-G as follows:

    i. Block A is a 7-13 storey block consisting of 51 no. apartments comprised of 22 no. 1 bed, 23 no. 2 beds & 6 no. 3 bed dwellings, with 2 no. retail units located on the ground floor (c. 132sq.m & c.172sq.m respectively). Adjoining same is Block B, which is a 7 storey block consisting of 38 no. apartments comprised of 6 no. 1 bed, 26 no. 2 bed, & 6 no. 3 bed dwellings, with 1 no. retail unit (c.164sq.m) and 1 no. medical suite / GP Practice unit located on the ground floor (c. 130sq.m). Refuse storage areas are also provided for at ground floor level.

    ii. Block C is a 7 storey block consisting of 53 no. apartments comprised of 14 no. 1 bed & 39 no. 2 bed dwellings. Adjoining same is Block D which is an 8 storey block consisting of 44 no. apartments comprised of 22 no. 1 bed, 15 no. 2 bed, & 7 no. 3 bed dwellings. Ground floor, community/arts & culture space (c. 583sq.m) is proposed in Blocks C & D, with refuse storage area also provided for at ground floor level.

    iii. Block E is an 8 storey block consisting of 49 no. apartments comprised of 7 no. 1 bed & 42 no. 2 bed dwellings. A refuse storage area, substation, & switchroom are also provided for at ground floor level. Adjoining same is Block F which is a 7 storey block consisting of 52 no. apartments comprised of 13 no. 1 bed & 39 no. 2 bed dwellings. Ground floor, community/arts & culture space (c.877sq.m) is proposed in Blocks E & F. A refuse storage area, bicycle storage area, substation, & switchroom are also provided for at ground floor level of Blocks E & F.

    iv. Block G is a 7 storey block consisting of 34 no. apartments comprised of 20 no. 1 bed & 14 no. 2 bed dwellings. A refuse storage area & bicycle storage area are also provided for at ground floor level.

3. Construction of a 1 storey residential amenity unit (c. 166.1sq.m) located between Blocks A & D.

4. Construction of basement level car park (c.5,470.8sq.m), accommodating 161 no. car parking spaces, 10 no. motorbike parking spaces & 672 no. bicycle parking spaces. Internal access to the basement level is provided from the cores of Blocks A, B, C, D, E, & F. External

vehicular access to the basement level is from the south, between Blocks B & C. 33 no. car parking spaces & 58 no. bicycle parking spaces are also provided for within the site at surface level.

5. Public open space of c. 1,791sq.m is provided for between Blocks C-D & E-F. Communal open space is also proposed, located between (i) Blocks E-F & G, (ii) Blocks A-B & C-D, and (iii) in the form of roof gardens located on Blocks A, C, & F and the proposed residential amenity use unit, totalling c.2,986sq.m. The development includes for hard and soft landscaping & boundary treatments. Private open spaces are provided as terraces at ground floor level of each block and balconies at all upper levels.

6. Vehicular access to the development will be via 2 no. existing / permitted access points: (i) on Santry Avenue in the north-west of the site (ii) off Swords Road in the south-east of the site, as permitted under the adjoining Santry Place development (Ref. 2713/17).

7. The development includes for all associated site development works above and below ground, bin & bicycle storage, plant (M&E), sub-stations, public lighting, servicing, signage, surface water attenuation facilities etc.

Figure 3-13 Proposed Site Layout and Access Arrangements(Extract: Davey + Smith Architect Drawing No. D1809.P03)

CHAPTER 4

Commuter Trends & Transport Needs

4.1 INTRODUCTION AND TRENDS

4.2 CAR OWNERSHIP

4 COMMUTER TRENDS AND TRANSPORT NEEDS

4.1 INTRODUCTION

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject development site is located close to Industrial areas within other land uses nearby within walking distances such as retail, health and employment. It is necessary to predict the nature of the proposed traffic to and from the Santry site and to investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Varying demographic profiles that have an immediate impact on the traffic network are commuters travelling to / from home as well as other journeys such as school pick up / drop off and shopping trips. These can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

4.1.1 Greater Dublin Area Context

The modal split for the proposed development is initially be compared against the modal split for the Greater Dublin Area. The current modal split for the Greater Dublin Area is presented in **Figure 4-1** below (source: National Household Travel Survey 2022).

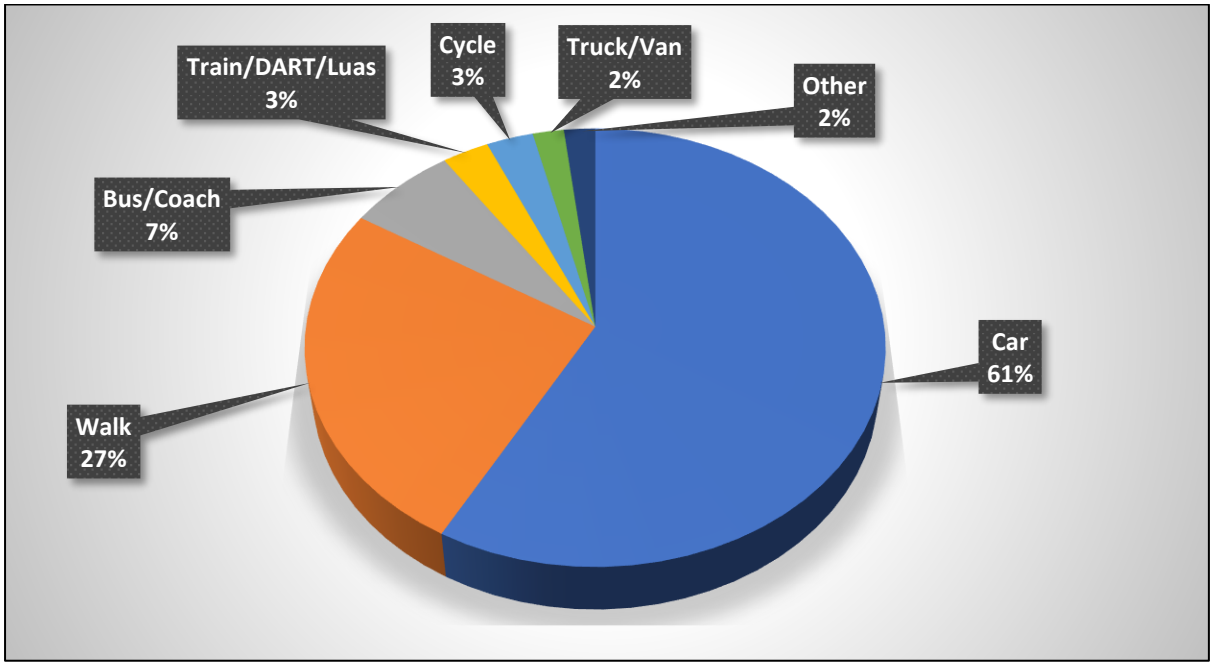


Figure 4-1: Current Modal Split in the Greater Dublin Area (Source: National Household Travel Survey,2022)

The above modal split data has been investigated further with **Figure 4-2** below summarising the modal split based on the types of trips undertaken (i.e. shopping, leisure, work, education etc.) by purpose of trip:

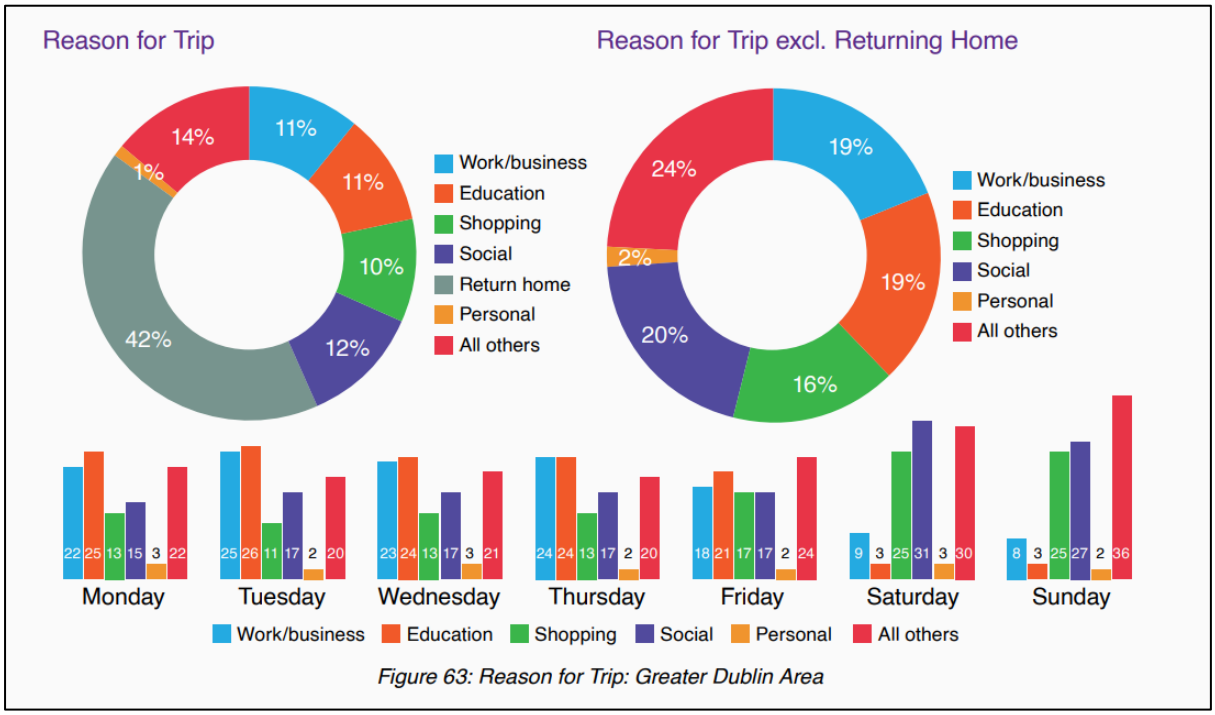


Figure 4-2: Reason for Trip in Greater Dublin Area (Source: Figure 63 from National Household Travel Survey,2022

4.1.2 Local Study Area Context- Residential

The Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within residential areas in the vicinity of the proposed mixed-use development at Santry Place, Swords Road, Santry. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2022 census data related to that area.

A number of residential developments close to the subject site were analysed to establish current commuter trends in the area. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed development. **Figure 4-3** below illustrates the areas selected for this analysis. These residential settlements were selected due to their proximity to the subject site and as such best represents the proposed development's future travel trends.

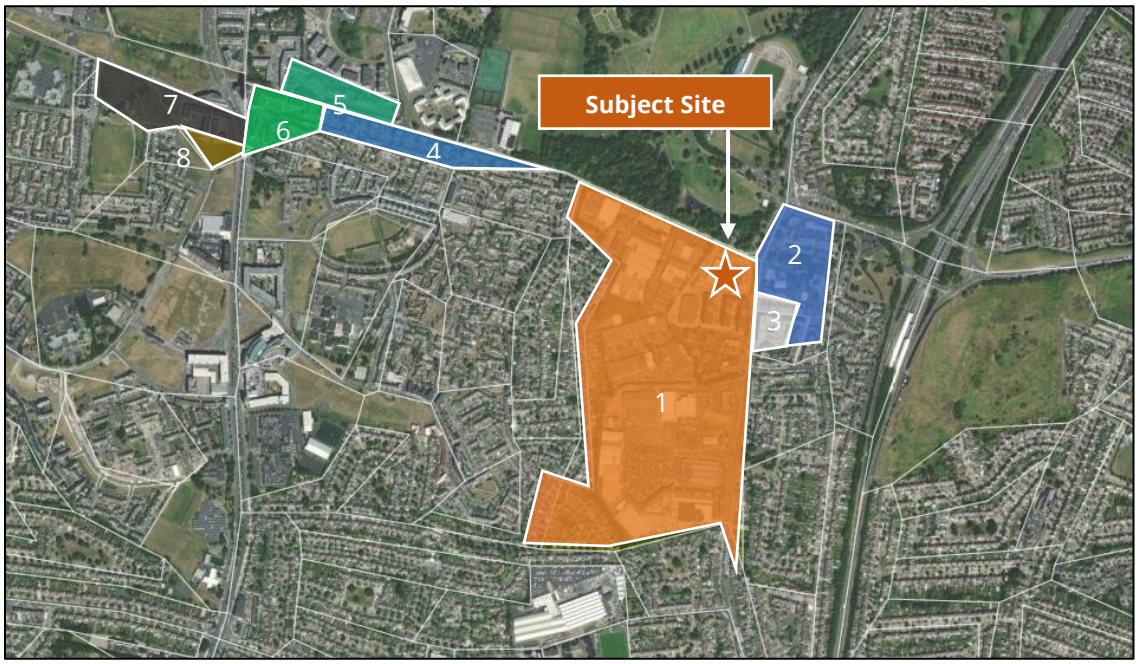


Figure 4-3: Residential Areas of Interest for Trend Analysis (Source: SAPMAP)

The analysis highlights the trend in mode share amongst residents travelling to work or education from their homes. The summary of the data for the 8 selected sites have been summarised and illustrated in the following **Figure 4-4**.

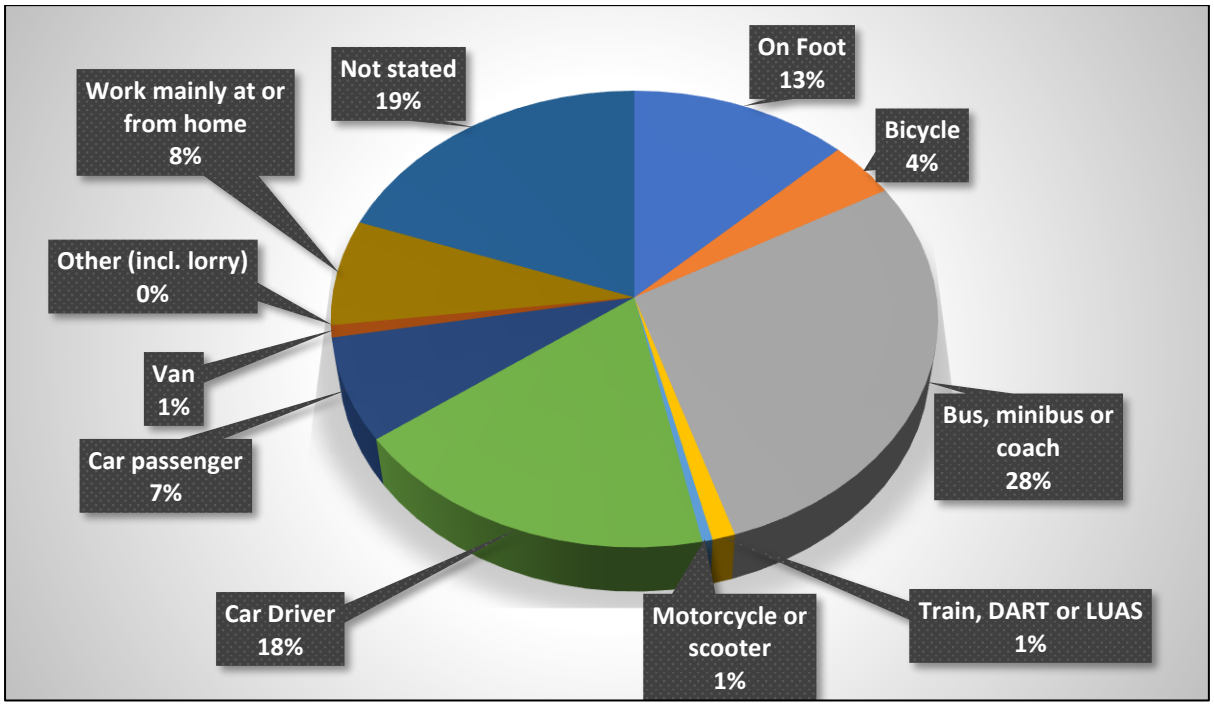


Figure 4-4:Modal Split of Small Area of Residential Interest for Trend Analysis (Source CSO)

The above graph indicates that the car was the primary mode of transportation in the study area at 25% (travelling as Car Driver and Car Passenger) in 2022. 28% of the residents in the study area use public transport such as Bus, Minibus or coach to travel to / from education or work. Walking forms the next most utilised mode of travel after Car travel with 13% of commuters in the area and travelling by cycle constitutes 4% of all modes of travel. 8% of the residents work from home.

4.2 CAR OWNERSHIP & USAGE

In order to gain an understanding of the likely initial demand for residential car parking at the subject development the current demand for car parking across the surrounding area has been evaluated using 2022 Central Statistics Office (CSO) data and 2022 CSO SAPMAP (Small Area Population map). The residential properties within the small areas across the immediate vicinity of the proposed development are included for assessing the travel patterns and car ownership. A total of 8 small areas were evaluated which are as illustrated in **Figure 4-3**.

A total of 1,023 residential units which include 786 apartments and 237 houses, are included in this assessment. The CSO data for households with no car are presented in **Table 4-1**.

Small Area	No. Apts	No. Houses	No. Households with No Car	% of Households with No Car	Equivalent Rate of Parking Required (Space/Unit)
1	167	61	76	33%	0.67
2	44	80	37	30%	0.70
3	102	19	59	49%	0.51
4	64	73	56	41%	0.59
5	103	0	27	26%	0.74
6	110	4	28	25%	0.75
7	120	0	40	33%	0.67
8	76	0	37	49%	0.51
				Average	**0.64**

Table 4-1: 2016 CSO Car Ownership

It is evident that the level of households that do not own a car within the assessment area in the vicinity of subject site varies between as low as 25% in Area 6 to as high as 49% in Area 3 and Area 8. The average level of car ownership within these locations in 2022 is 0.64 spaces per unit.

It should also be considered that whilst many households own a car, they may not avail of their car for commuting purposes and may use their vehicle infrequently. Using a vehicle for commuting purposes could also be hindered by a commuter's destination, for example, does their place of

work have restricted car parking allocation in force. Therefore, in order to assess the level of daily use for commuters who drive their vehicle to work, the 2022 CSO data was again reviewed for the modal split for people travelling to Work, School or College. This was assessed for the same Census Areas as previously discussed. The results of this assessment are detailed in **Table 4-2** below.

Small Area	No. Commuters	% Households with No Car	No. Commuters that Drive	% Commuters that Drive
1	442	33%	75	17%
2	230	30%	60	26%
3	248	49%	37	15%
4	253	41%	40	16%
5	190	26%	39	21%
6	208	25%	54	26%
7	250	33%	37	15%
8	154	49%	17	11%
			Average	18%

Table 4-2: CSO Data – Percentage of Commuters that use their Vehicle

Table 4-2 outlines that whilst level of car ownership within the areas assessed is an average of 64%, the percentage of commuters that use their vehicle to drive to work, college or school is lower at an average of 18%. This highlights that although commuters may own vehicles within this area, a high proportion of them avail of other, more sustainable, modes of travel for commuting purposes.

4.3 CAR PARKING MANAGEMENT PLAN

It is intended that the proposed residential development will be, in relative terms, be 'car-lite' when compared to DCC development management standards. The business plan for the development recognizes that this level of provision (0.56 spaces per residential unit) may limit the overall number of tenants / owners with 1 or more cars, however the residual market is considered more than sufficient to support a viable business strategy.

All marketing material will make it clear that the proposed residential developments on-site car parking spaces will remain within the control of the appointed management company. A management regime will be implemented by the development's management company to control access to these on-site apartment car parking bays thereby actively managing the availability of on-site car parking for residents and visitors.

Nevertheless, all residents of the proposed residential apartment scheme will have the opportunity to apply to the on-site management company for both a;

- Residents car parking permit (updated weekly, fortnightly, monthly, quarterly or annually) and subsequently access to a dedicated (assigned) on-site basement car parking space or
- Visitor's car parking permit for a short period of time.

The building management team will be responsible for the day-to-day management of car parking operations. Residents who request a private car parking space will be allocated one on a 'first come, first served' basis.

A charge will be applied to obtain a permit with the objective of covering the associated management costs, discouraging long term usage of the car parking space and encouraging travel by sustainable modes of travel.

Access to the undercroft car park will be strictly controlled by barriers (undercroft and beat patrol of the surface parking bays). Entry will be facilitated by coded entry and/or number plate recognition which will permit registered vehicles only to enter. The car parking management regime in place at the residential development will therefore ensure that the risk of any 'overspill' car parking on the surrounding streets is minimised.

Due to the potential demand from neighbouring developments and the adjoining Core Bus Corridor (e.g. informal Park & Ride abuse) it is considered a necessity that access to on-site car parking is actively managed 24/7 to safeguard on-site car parking availability for the use of residents and visitors to the development and minimise the potential for inappropriate use by external 3rd parties.

A total of four dedicated car share spaces are proposed for the 4 No. GoCar vehicles which are to be located at surface levels (for which only residents of the scheme will have access to). These dedicated spaces are being proposed centrally at surface level to both enhance / provide ease of access to these car share vehicles in addition to maximising the conspicuousness of the vehicles to residents.

CHAPTER 5

MMP Objectives & Targets

5 MMP OBJECTIVES AND TARGETS

5.1 INTRODUCTION

In order to measure the ongoing success of the Residential Mobility Management Plan and its various measures it is important that a series of objectives are set in conjunction with a range of associated targets. The proposed objectives and targets are set out in this section of the MMP.

5.2 MMP Objectives

The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing residents' awareness of the other travel alternatives available to them. To support this principal objective, several sub-objectives have been set out:

a) Reduce existing levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required
b) Make all residents aware of the sustainable transport options available to them
c) Encourage the use of sustainable modes of transport
d) Encourage the most efficient use of cars and other vehicles
e) Reduce any transport impacts of the development on the local community
f) Promote walking and cycling as a health benefit
g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents
h) Promote smarter living and working practices that reduce the need to travel overall.
i) Promote healthy lifestyles and sustainable, vibrant local communities.

The above objectives can be achieved through the integrated provision of hard and soft initiatives. Soft measures include the dissemination of important information regarding:

- Routing, timetable and ticketing information for bus services
- The location and most convenient routes to / from local services (e.g. shops, medical facilities, schools etc.)
- Cost data comparing public transport and private car journeys
- The health benefits of walking and cycling to include safety advice

Without such information, residents may choose the easiest option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not always be the case. Similarly, if an individual is unaware of the availability of service and proximity

local shops and facilities, they may choose to travel a greater distance than necessary in order to access a service. Accordingly, the objectives of this MMP can therefore be summarised as follows:

- Considers the needs of residents in relation to accessing facilities for employment, education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;
- Reduce the vehicular traffic generated by the development to a lower level of car trips than predicted within the Engineering Services Report
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage

5.3 MMP ACTIONS & OBJECTIVES

Targets are important as they give the MMP direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that residents' questionnaires are circulated once the site reaches 50% occupancy. These questionnaires will establish the baseline travel data for the subject site.

The Mobility Management Plan's initial actions (**A**) are set out below:

A1 - The appointment of a Mobility Manager prior to occupation of the site;

A2 - Provision of a MMP website and app that includes information on all travel opportunities from the site that is made available to all residents prior to site occupation;

A3 – In consultation with key stakeholders including the local authority, continually develop, implement, monitor, evaluate and review the progress of the MMP towards achieving the targets;

A4 - To undertake a baseline travel survey when the facility is operational;

A5 – Identify modal split targets which can be reviewed once the baseline travel characteristics are established.

The Mobility Management Plan's principal targets (**T**) are set out below:

T1 - To support the development as a sustainable community;

T2 - To provide sustainability in all ways including cost, health and environment – reducing the impact on traffic congestion and air quality;

T3 - To achieve a 95% resident awareness of the MMP and its aims and objectives;

T4 - To facilitate and encourage greater use of sustainable transport modes (walking, cycling, public transport) in preference to the use of the private car;

T5 – Achieve the identified modal split travel targets.

The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the development site by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents to consider lower carbon travel alternatives in everyday journeys.

Figure 5-1 and **Figure 5-2** below illustrates the initial MMP 1st Year Target and 5- year Modal Split Target respectively, which have been set out for the proposed development site at this stage (prior to construction).

Figure 5-1 shows a slight adjustment from base travel trends observed in **Figure 4-4**, with the strategy in place to create a modal split shift towards more sustainable options such as walking, cycling and buses for trips undertaken to work, school and college. Bus and cycling trips undertaken for these purposes would supplement vehicle trips.

This targets will revised in response to the findings of the residential travel surveys undertaken 6-12 months following full occupation of the residential units post construction

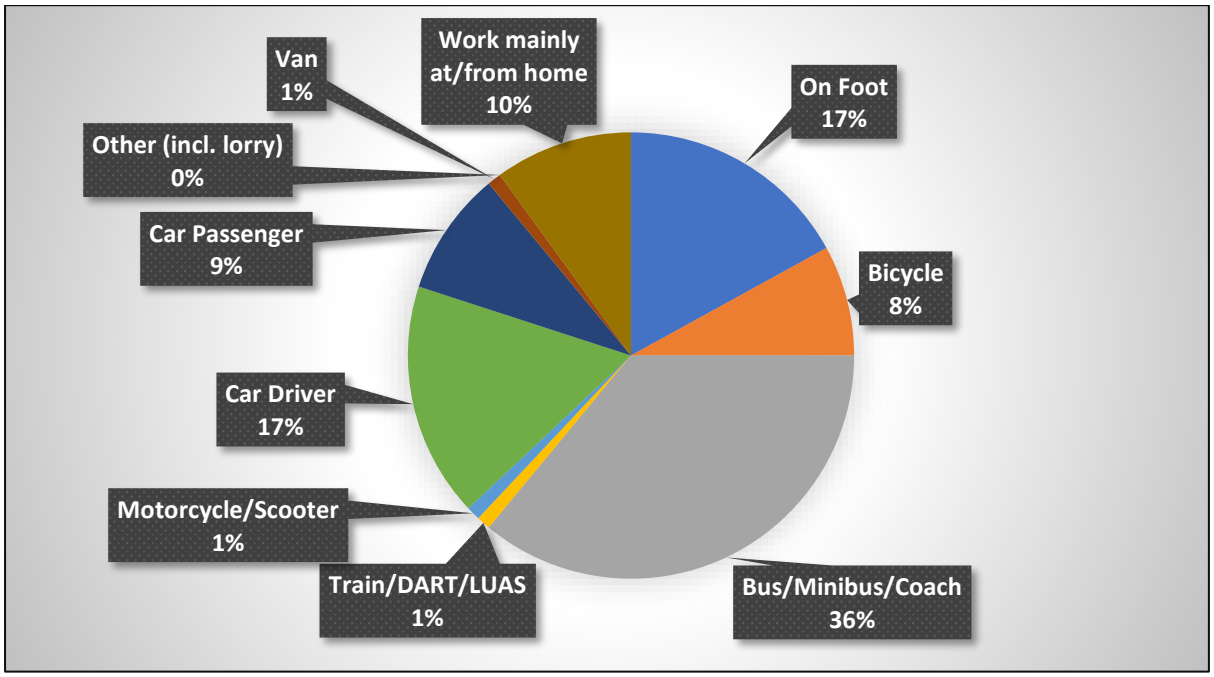


Figure 5-1: MMP 1st Year Modal Split Target (2027)

Figure 5-2 below shows a modal split which moves further away from private car reliance for trips and aims to further reduce car-based trips undertaken, in accordance with SmarterTravel policies. These trips are supplemented with public transport trips, walking and cycle trips, as upgrades and changes to these networks are likely to have been undertaken in this future scenario, facilitating the residents to take up these modes of transport more comfortably.

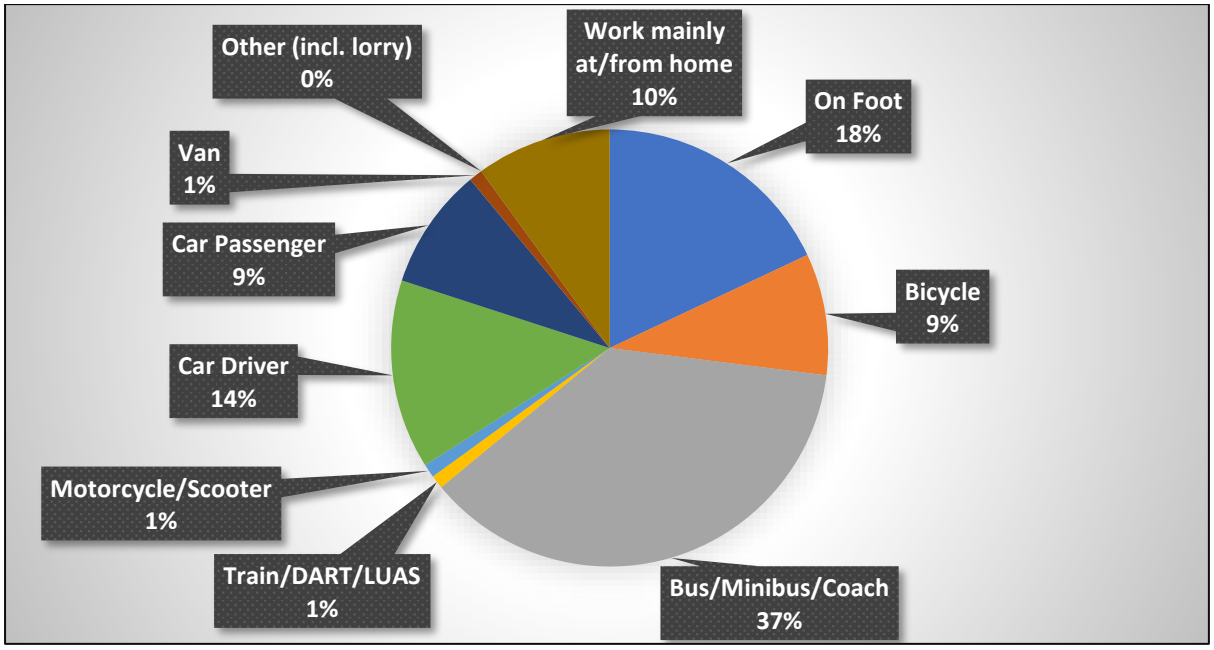


Figure 5-2: MMP 5-Year Modal Split Target (2032)

Table 5-1 outlines the proposed target modal splits as reference above.

Mode of Travel	Local Area Mode Split (Census 2022)	MMP 1st Year Target (2027)	MMP 5-Year Target (2032)
On Foot	16%	17%	18%
Bicycle	5%	8%	9%
Bus/Minibus/Coach	35%	36%	37%
Train/DART/LUAS	1%	1%	1%
Motorcycle/Scooter	1%	1%	1%
Car Driver	22%	17%	14%
Car Passenger	9%	9%	9%
Van	1%	1%	1%
Other (incl. lorry)	0%	0%	0%
Work mainly at/from home	10%	10%	10%

Table 5-1: Interim Mode Share Targets for the Proposed Development

The above targets are intended to be both realistic and aspirational and to act as a motivation for the MMP in general whilst remaining attainable. These targets are subject to ongoing revision following the completion of the baseline surveys once the site is occupied and with the input of the MMP's key stakeholders.

5.4 PROPOSED RESIDENTIAL MODAL SPLIT

It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote sustainable modes of travel. The key target of this Residential MMP will therefore be to achieve a modal split reflective of 2022 census data, as observed in the tables and figures above, which reduces the number of car-based trips generated by the development and supplements these trips through the use of sustainable modes of transport. Accordingly, an overall minimisation of the number of single car trips undertaken may be achieved. The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:

- Bus
- Cycle
- Car Sharing
- Walking

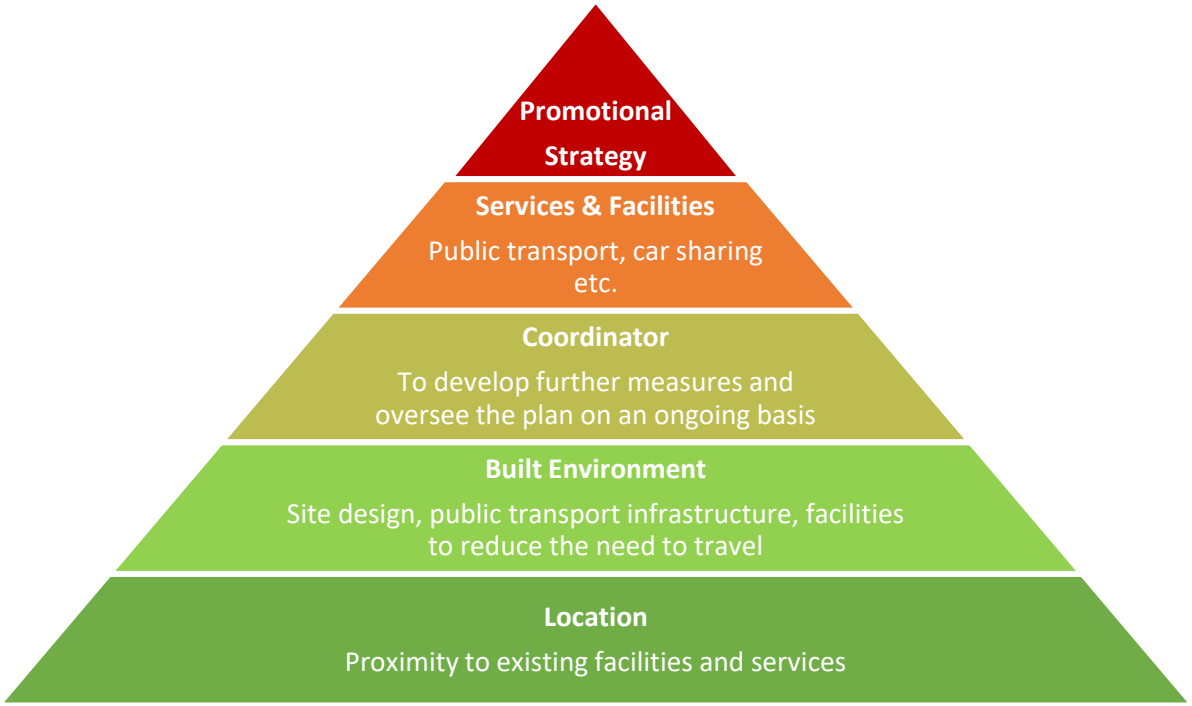
CHAPTER 6
MMP Measures

6 MMP MEASURES

6.1 INTRODUCTION

Mobility management plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices. The following section introduces potential strategy measures that could be considered at the subject residential development. The range of initiatives discussed here is by no means exhaustive but are indicative of the kind of measures available and the processes and resources required to implement them.

The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System*, DfT (UK), 2009).



Accordingly, the subject residential development MMP is organised as a series of integrated sub-strategies covering the different modes of travel and associated management and awareness related issues to all modes.

Figure 6-1 Residential MMP Action Plan Strategies

6.2 MODE SPECIFIC MEASURES

The following initiatives could be promoted to enable the objectives to be fulfilled, to encourage the best choice of travel other than private car.

a) Walking - provision of facilities
b) Cycling – discounted cycle purchase, bike service workshops, cycle training
c) Public Transport (Bus) – discounted travel tickets
d) Private Car Strategy including car sharing and car clubs

These mode specific measures are discussed in more detail in **Appendix A** which is appended with this document.

6.3 MANAGEMENT AND MONITORING MEASURES

Ensuring the success of a Residential Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Resident's Group should be established. This will ensure the ongoing success of the Residential MMP.

A programme of monitoring has been designed to generate information by which the success of the Residential MMP can be evaluated. This will be the responsibility of the Mobility Manager.

The Residential MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the Residential MMP including the surveys to be undertaken by the residents. Details of these measures can be found in **Appendix B** of this document.

6.4 MARKETING AND PROMOTION MEASURES

The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence. The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.

The Pack will contain information about all modes of transport available for journeys to and from the site. It includes information related to journeys to a number of local destinations which are considered to be key to residents. These include local shops, schools, health facilities and bus stops and train stations within the vicinity of the subject development site.

Information within the Pack will include details of the listed destinations and the services and facilities they offer. In addition, contact details of the Mobility Manager will be provided. The Pack will also give details of safe pedestrian and cycle routes to / from the site, in addition to fare and timetable information for public transport.

A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. This, along with all of the information contained within the Pack will be available prior to occupation and will be reviewed annually and updated, as necessary.

The methods of the marketing measures are set out in **Appendix C** of this document.

CHAPTER 7
Preliminary Residential Action Plan

7 PRELIMINARY ACTION PLAN

7.1 OVERVIEW

The coordinated application of the following 6 integrated sub-strategies ensures that the success of the MMP will be a product of the sum of all sub-strategies. The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each MMP initiative are categorised as either Completed, Short Term (1 year), Medium Term (3 Years) or Long Term (5 years).

7.2 MANAGEMENT AND MONITORING STRATEGY

7.2.1 MMP Management

The development, implementation and coordination of the MMP in the short, medium and long term requires management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost saving. The role of management will also actively seek a partnership approach with other organisations as part of the continues development of the MMP.

7.2.2 MMP Monitoring

It is essential that the continued and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principal reasons;

- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to,
- To ensure that the MMP continues to receive the support of residents and management,
- To show that both financial and resource input is being utilised to maximum effect.

To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the subject MMP are outlined in **Table 7-1**.

Table 7-1: Preliminary Schedule of MMP's Management and Monitoring Initiatives

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1st year)	Medium (3rd year)	Long (5th Year)		
MMS 1	Appointment of a Mobility Manager for the overall site	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: • MMS 4a – MMP memorandum of understanding • MMS 4b – Identify and agree MMP objectives • MMS 4c – Review and establish MMP targets	-	 ✓ ✓ ✓	 - - -	 - - -		
MMS 5	In partnership with Local Authority review funding opportunities and potential budgets for: • MMS 5a – Setting up and launching MMP • MMS 5b – Annual MMP management costs • MMS 5c – Participation in calendar of events • MMS 5d – MMP incentives • MMS 5e – MMP facilities • MMS 5f – MMP training requirements	-	 ✓ ✓ - - - ✓	 - - ✓ - ✓ -	 - - - ✓ - -		
MMS 6	Establish 'External' engagement contacts and collaboration programme	-	✓	-	-		
MMS 7	Agree Monitoring and Reporting Programme with respect to: • MMS 7a – Residents / Travel Surveys	-	 ✓	 -	 -		

	• MMS 7b – Roll out / uptake of MMP initiatives • MMS 7c – MMP Budgets • MMS 7d – MMP performance (KPI's)		- ✓ ✓	✓ -	- -		
MMS 8	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
MMS 9	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
MMS 10	Explore the opportunity of appointing a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new residents	-	✓	-	-		

The identified Management and Monitoring strategy promotes a total of 21 measures (inclusive of measures duplicated over a number of years). The implementation schedules of these measures are outlined in **Figure 7-1** below.

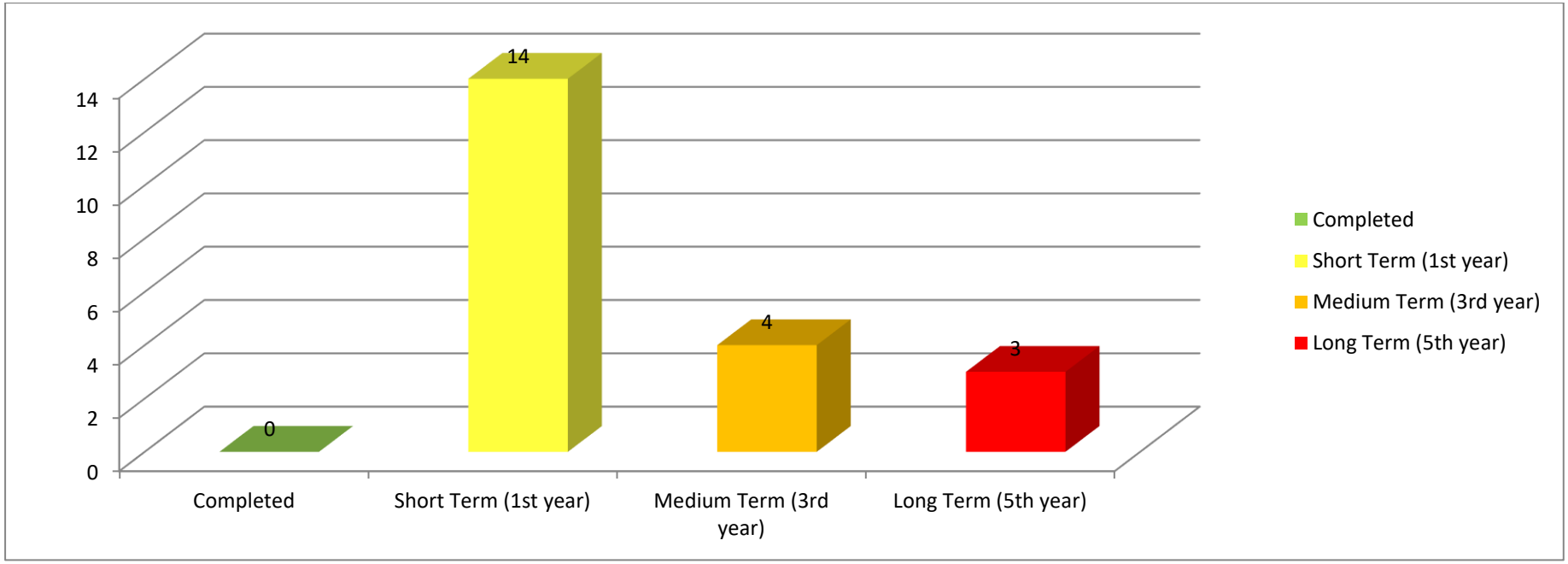


Figure 7-1: Roll-out of MMP's Management and Monitoring Initiatives

7.2.3 Walking Strategy

The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in **Table 7-2** below.

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1st year)	Medium (3rd year)	Long (5th Year)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site	-	✓	-	-		
WS 2	Explore the opportunity of creating a calendar of 'Walking' Events and incentives: • WS 2a - Walk to work / school week • WS 2b - Walk on Wednesdays • WS 2c - Pedestrian Training • WS 2d - Travel diary with incentive / awards scheme • WS 2e – Coordinated with PT events	 - - - - -	 - - - - -	 ✓ ✓ ✓ - -	 - - - ✓ ✓		
WS 3	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues of walking: • WS 3a - Residents	-	-	✓	-		
WS 4	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for: • WS 4a - Internal routes on-site • WS 4b - External routes to key off-site destinations	 - -	 - -	 - -	 ✓ ✓		
WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-		

Table 7-2: Preliminary Schedule of MMP's Walking Initiatives

The MMP's Walking Strategy promotes a total of 10 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Figure 7-2** below.

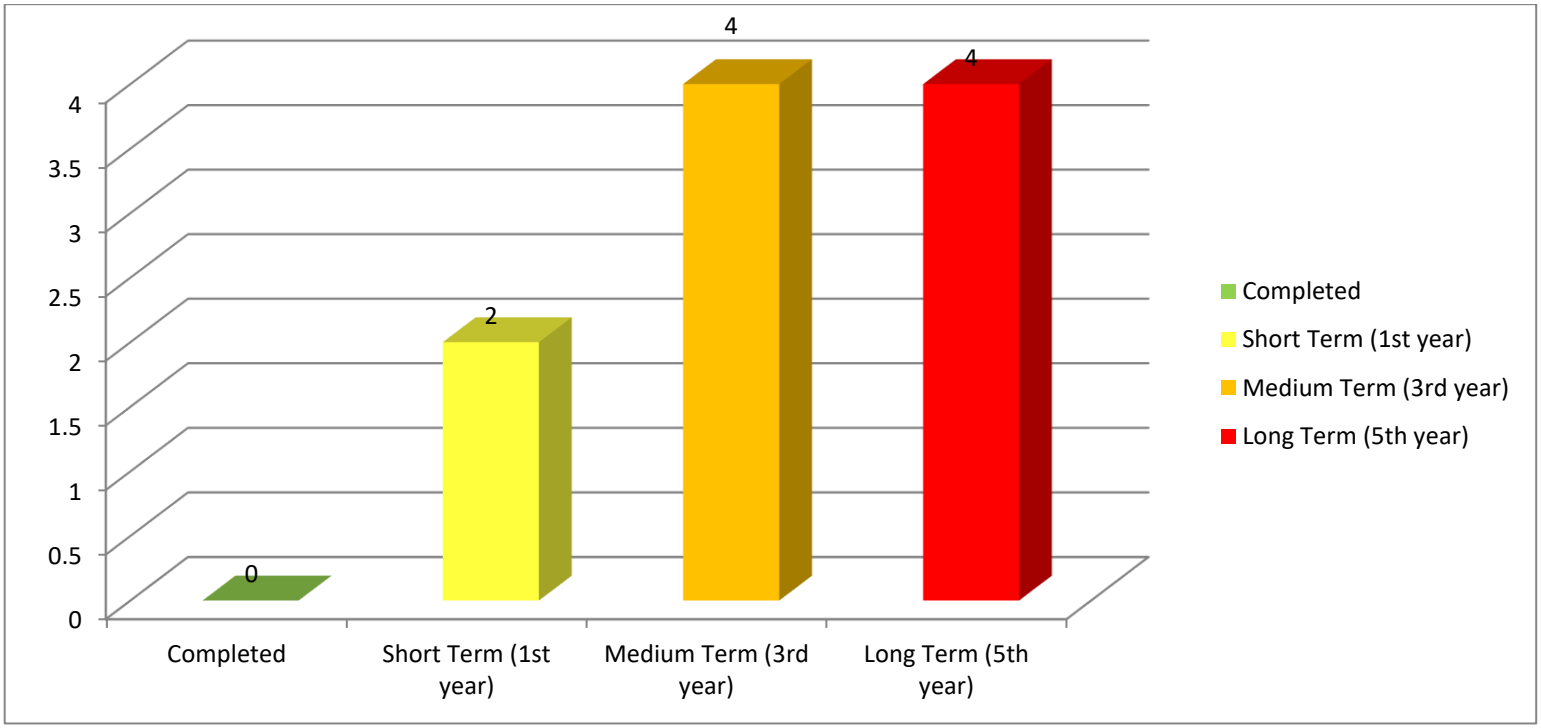


Figure 7-2: Roll-out of MMP's Walking Initiatives

7.2.4 Cycling Strategy

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in **Table 7-3** below.

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1st year)	Medium (3rd year)	Long (5th Year)		
CS 1	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues associated with cycling	-	-	-	✓		
CS 2	Explore the opportunity of establishing a Bike Users Group	-	-	-	✓		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Explore the opportunity of creating a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Investigate the potential demand for providing cycle training	-	-	-	✓		
CS 7	Explore the potential for launching a Travel Diary incentive / awards scheme	-	-	-	✓		
CS 8	Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops	-	-	✓	-		
CS 9	Market / Publicize the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-		

Table 7-3: Preliminary Schedule of MMP's Cycling Initiatives

The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Figure 7-3** below.

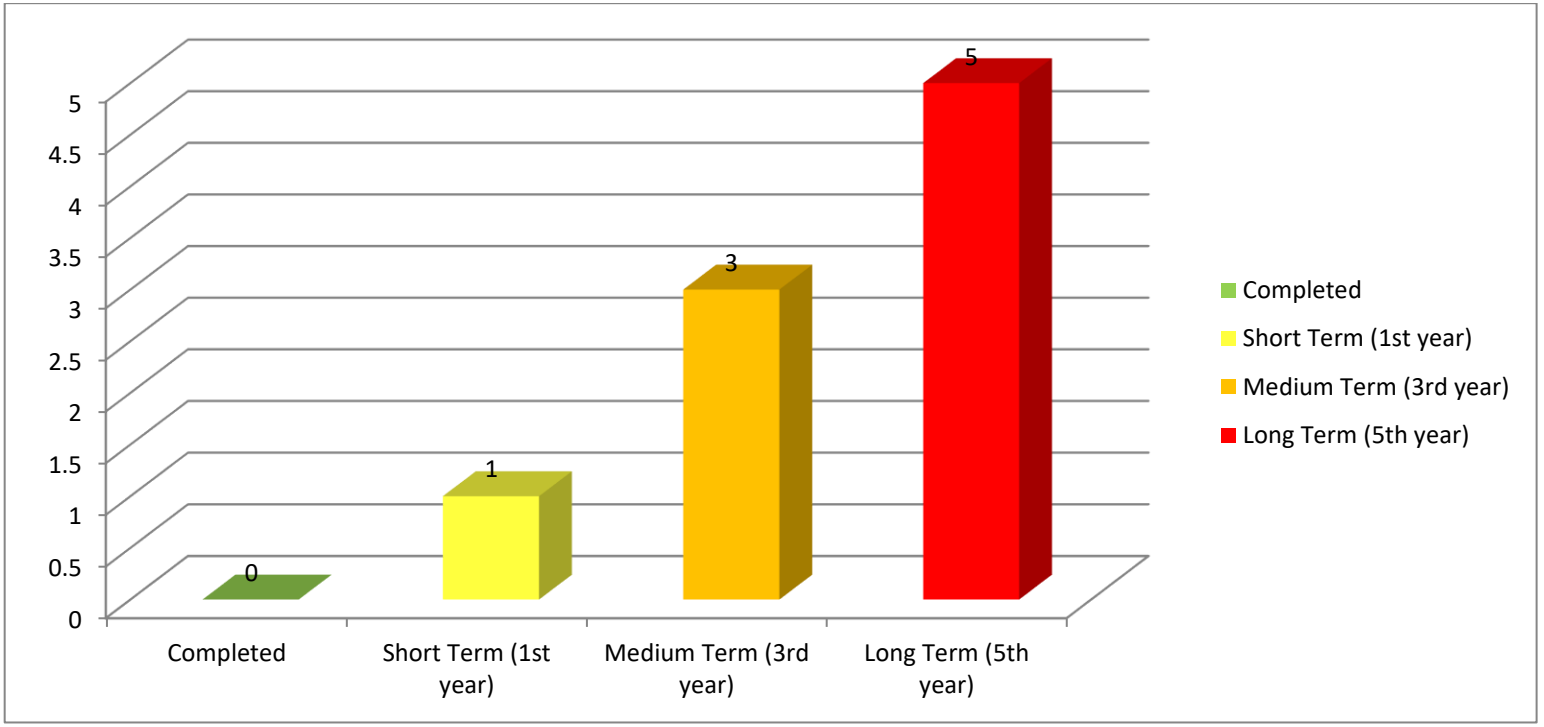


Figure 7-3: Roll-out of MMP's Cycling Initiatives

7.2.5 Public Transport Strategy

The status and preliminary scheduling of the principal public transport focused initiatives of the subject MMP are outlined in **Table 7-4** below.

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1st year)	Medium (3rd year)	Long (5th Year)		
PTS 1	Explore the opportunities of: • PTS 1a - maintaining the existing bus services. • PTS 1b - Enhancing the catchment of this service	✓ -	- -	- -	- ✓		
PTS 2	Investigate the potential benefits of establishing a Public Transport Users Group	-	-	✓	-		
PTS 3	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 4	Compile and disseminate a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 5	Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 6	In partnership with Dublin Bus / Irish Rail and local authority ensure all local bus / rail interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 7	Encourage the use / initiatives for buses / rail where feasible for a range of different travel purposes	-	✓	-	-		
PTS 8	Promote the availability of the TaxSaver scheme	-	✓	-	-		
PTS 9	Explore the potential of a Travel Diary incentive / awards scheme	-	-	-	✓		

Table 7-4: Preliminary Schedule of MMP's Public Transport Initiatives

The identified Public Transport Strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in **Figure 7-4** below.

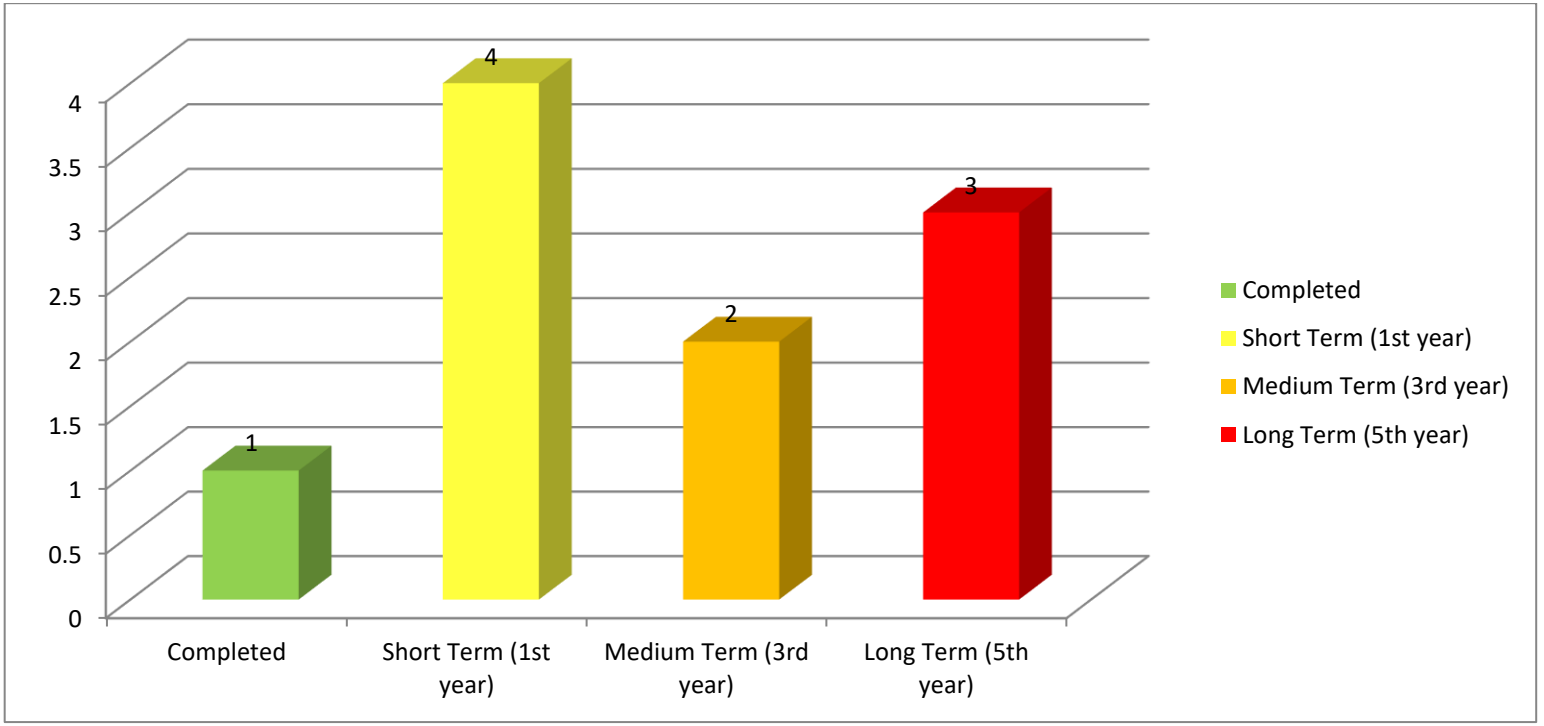


Figure 7-4: Roll-out of MMP's Public Transport Initiatives

7.2.6 Private Car Strategy

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the subject MMP are outlined in **Table 7-5** below.

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1st year)	Medium (3rd year)	Long (5th Year)		
PCS 1	Develop a 'Car' Fact Sheet	-	✓	-	-		
PCS 2	Explore the opportunities of informal arrangements between residents for travel to work	-	✓	-	-		
PCS 3	Encourage use of formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Explore the opportunities of informal arrangements between residents for travel to work / school / college	-	-	✓	-		
PCS 5	Disseminate information about GoCar.ie	-	✓	-	-		
PCS 6	Develop a parking management strategy	✓	-	-	-		

Table 7-5: Preliminary Schedule of MMP's Private Car Initiatives

The MMP's Private Car strategy promotes a total of 6 measures (inclusive of measures duplicated over a number of years). The preliminary implementation schedule of these private car focused initiatives is outlined in **Figure 7-5** below.

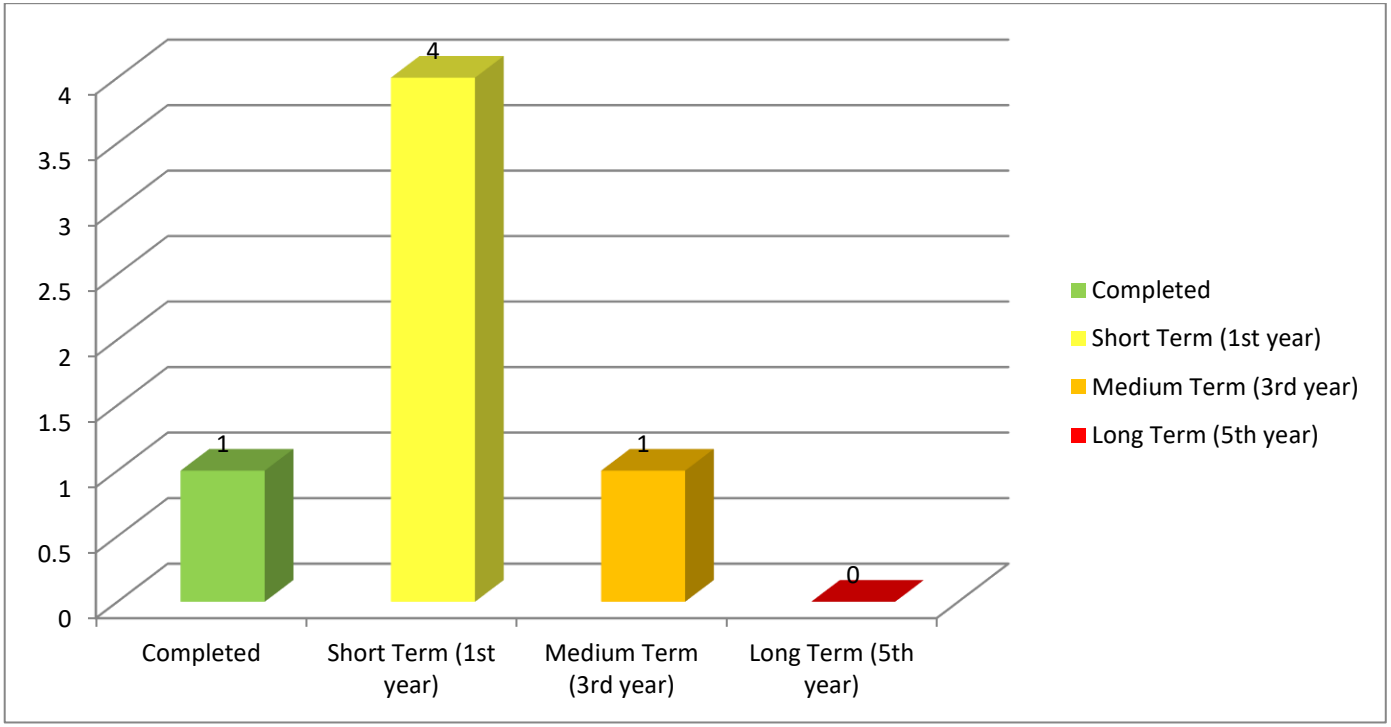


Figure 7-5: Roll-out of MMP's Private Car Initiatives

7.3 Marketing and Promotion Strategy

Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable travel, increasing awareness of the adverse impacts of travel and transport on the environment, health and communities (local and nationally), by identifying ways in which individuals can make a difference will be an important element of the MMP. The Marketing and Promotion strategy also supports a number of the other interdependent MMP sub-strategies.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1st year)	Medium (3rd year)	Long (5th Year)		
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-		
MPS 2	Compile formal 'Welcome Travel Pack' for each new resident	-	✓		-		
MPS 3	Develop and introduce a dedicated MMP website	-	✓	-	-		
MPS 4	Develop an events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	✓	-	-		
MPS 5	Promote the success of the MMP process internally and externally	-	-	✓	-		
MPS 6	As part of an induction meeting with all new residents, introduce the MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Develop an MMP App to enhance access to MMP information and events	-	✓	-	-		
MPS 8	Investigate the opportunity for an MMP annual newsletter for distribution to all residents	-	✓	-	-		

Table 7-6: Preliminary Schedule of MMP's Marketing and Promotion Initiatives

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures (inclusive of measures duplicated over a number of years). The implementation schedule of these measures is outlined in **Figure 7-6** below.

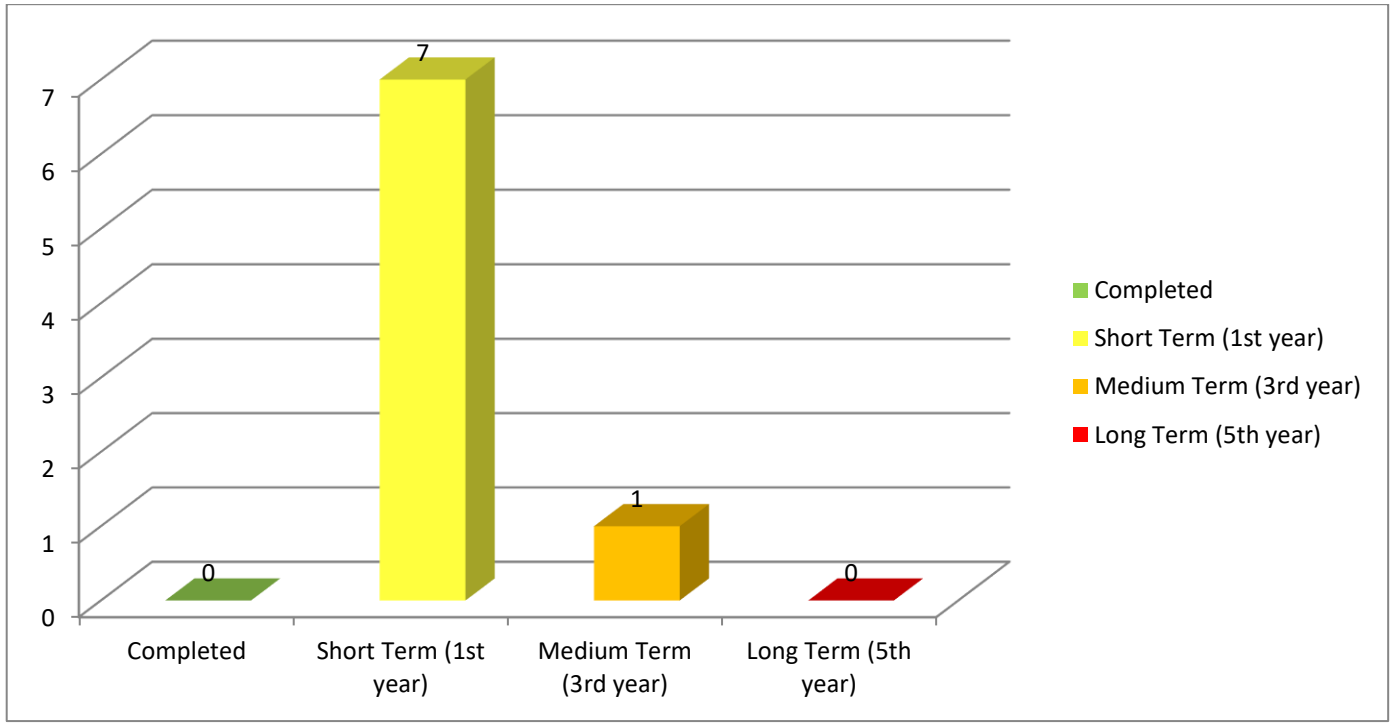


Figure 7-6: Roll-out of MMP's Marketing and Promotion Initiative

CHAPTER 8

Summary & Conclusions

8.1 SUMMARY

8 SUMMARY AND CONCLUSION

8.1 SUMMARY

This Mobility Management Plan has been prepared in support of a planning condition for a proposed mixed use development at Santry Place, Dublin 9.

The development site is bounded to the north by Santry Avenue, to the east by Swords Road, to the west by Santry Avenue Industrial Estate, and to the south by the permitted Santry Place development (granted under Dublin City Council Ref.s. 2713/17 (as extended under Ref. 2713/17/X1), 2737/19 & 4549/22).

The proposed development provides for 321 no. apartments, comprised of 104 no. 1 bed, 198 no. 2 bed, & 19 no. 3 bed dwellings, in 4 no. seven to thirteen storey buildings, over basement level, with 3 no. retail units, a medical suite / GP Practice unit and community/arts & culture space (total c.1,460sq.m), all located at ground floor level, as well as a one storey residential amenity unit, facing onto Santry Avenue, located between Blocks A & D.

The proposed development consists of the following:

1. Demolition of the existing building on site i.e. the existing Chadwicks Builders Merchants (c. 4,196.8m2).
2. Construction of 321 no. 1, 2, & 3 bed apartments, retail units, medical suite / GP Practice, community/arts & culture space, and a one storey residential amenity unit in 4 no. buildings that are subdivided into Blocks A-G as follows:
    i. Block A is a 7-13 storey block consisting of 51 no. apartments comprised of 22 no. 1 bed, 23 no. 2 beds & 6 no. 3 bed dwellings, with 2 no. retail units located on the ground floor (c. 132sq.m & c.172sq.m respectively). Adjoining same is Block B, which is a 7 storey block consisting of 38 no. apartments comprised of 6 no. 1 bed, 26 no. 2 bed, & 6 no. 3 bed dwellings, with 1 no. retail unit (c.164sq.m) and 1 no. medical suite / GP Practice unit located on the ground floor (c. 130sq.m). Refuse storage areas are also provided for at ground floor level.
    ii. Block C is a 7 storey block consisting of 53 no. apartments comprised of 14 no. 1 bed & 39 no. 2 bed dwellings. Adjoining same is Block D which is an 8 storey block consisting of 44 no. apartments comprised of 22 no. 1 bed, 15 no. 2 bed, & 7 no. 3 bed dwellings. Ground floor, community/arts & culture space (c. 583sq.m) is

proposed in Blocks C & D, with refuse storage area also provided for at ground floor level.

iii. Block E is an 8 storey block consisting of 49 no. apartments comprised of 7 no. 1 bed & 42 no. 2 bed dwellings. A refuse storage area, substation, & switchroom are also provided for at ground floor level. Adjoining same is Block F which is a 7 storey block consisting of 52 no. apartments comprised of 13 no. 1 bed & 39 no. 2 bed dwellings. Ground floor, community/arts & culture space (c.877sq.m) is proposed in Blocks E & F. A refuse storage area, bicycle storage area, substation, & switchroom are also provided for at ground floor level of Blocks E & F.

iv. Block G is a 7 storey block consisting of 34 no. apartments comprised of 20 no. 1 bed & 14 no. 2 bed dwellings. A refuse storage area & bicycle storage area are also provided for at ground floor level.

3. Construction of a 1 storey residential amenity unit (c. 166.1sq.m) located between Blocks A & D.

4. Construction of basement level car park (c.5,470.8sq.m), accommodating 161 no. car parking spaces, 10 no. motorbike parking spaces & 672 no. bicycle parking spaces. Internal access to the basement level is provided from the cores of Blocks A, B, C, D, E, & F. External vehicular access to the basement level is from the south, between Blocks B & C. 33 no. car parking spaces & 58 no. bicycle parking spaces are also provided for within the site at surface level.

5. Public open space of c. 1,791sq.m is provided for between Blocks C-D & E-F. Communal open space is also proposed, located between (i) Blocks E-F & G, (ii) Blocks A-B & C-D, and (iii) in the form of roof gardens located on Blocks A, C, & F and the proposed residential amenity use unit, totalling c.2,986sq.m. The development includes for hard and soft landscaping & boundary treatments. Private open spaces are provided as terraces at ground floor level of each block and balconies at all upper levels.

6. Vehicular access to the development will be via 2 no. existing / permitted access points: (i) on Santry Avenue in the north-west of the site (ii) off Swords Road in the south-east of the site, as permitted under the adjoining Santry Place development (Ref. 2713/17).

7. The development includes for all associated site development works above and below ground, bin & bicycle storage, plant (M&E), sub-stations, public lighting, servicing, signage, surface water attenuation facilities etc.

The measures proposed in this document will not only benefit the residents of the site but will also help to mitigate any transport impacts of the development on the wider local community. The identified Preliminary Residential Action Plan promotes a total of **64** initiatives across **6** sub strategy themes as presented in the Pie Chart **Figure 8-1** below.

The implementation schedule of identified 64 MMP initiatives is outlined in **Figure 8-2**. A total of 33 initiatives (or 51%) of the action plan initiatives are set out to be implemented within 1 year of the development being occupied. The second year will have 15 initiatives (or 23%) and 15 (23%) initiatives for the third year.

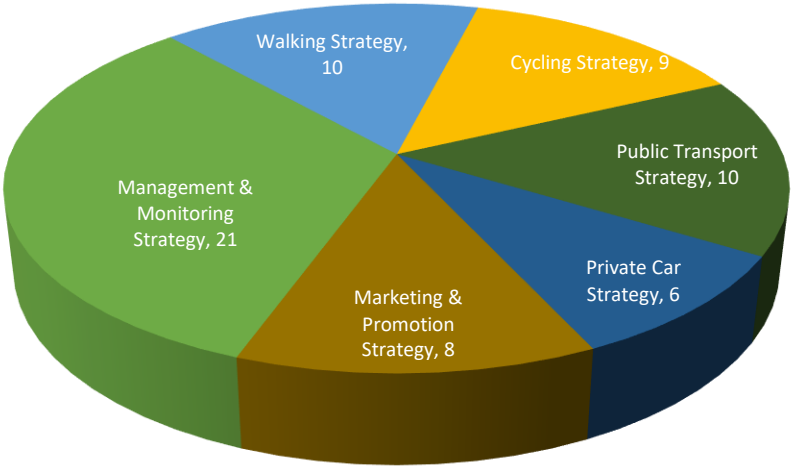


Figure 8-1: MMP Sub Strategy Themes & Initiatives

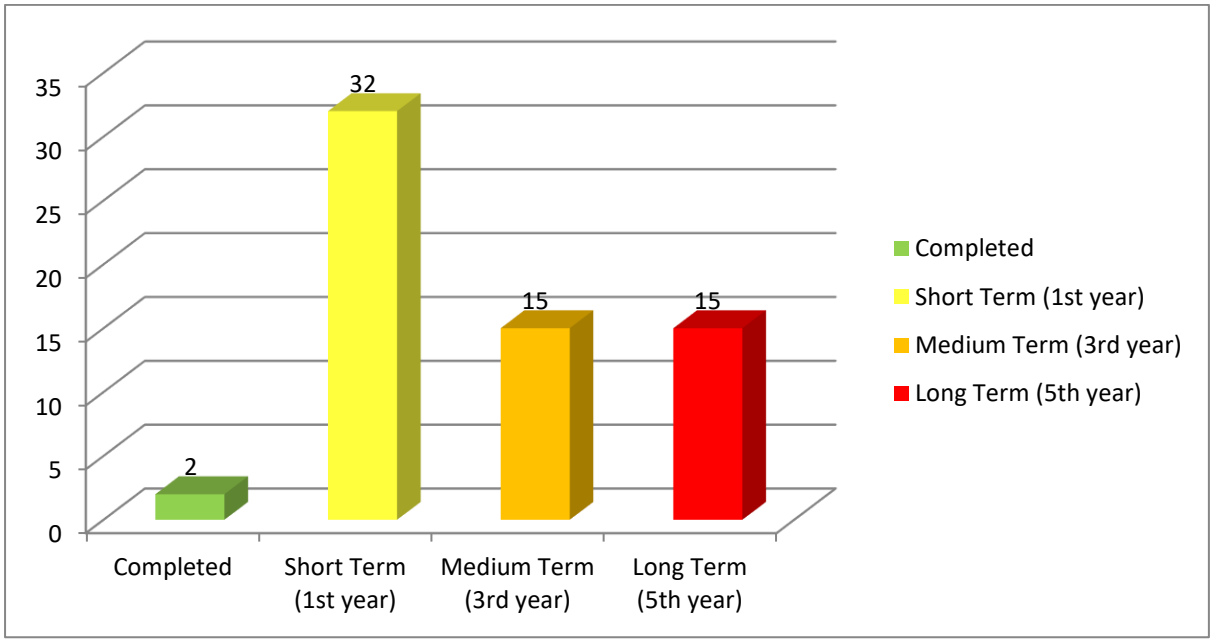


Figure 8-2: Roll-out of MMP's Initiatives

8.2 CONCLUSION

In the context of the subject mixed-use development's operational framework, the local receiving environment and the identification of the Residential Preliminary Action Plans as summarised previously, this document seeks to form the basis by which;

- the specific travel characteristics for the proposed development are outlined and presented to the local authority, and
- through a partnership approach between the developers and the local planning authority, the Preliminary Action Plans are explored and re-examined with the objective of reaching agreement upon the Framework MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

Appendix A : Residential Mode Specific Measures

Mode Specific Measures

A1.1 Car Usage – Car Sharing

Car sharing is also known as lift-sharing, car-pooling or ride-sharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.

Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.

Car sharing would reduce a number of car trips and participants will meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.

The benefits of car sharing:

- Reduced transport costs
- Reduced number of cars on the road which results in less pollution, less congestion and fewer parking issues
- Reduced need for a private car

The residential development's community website would have a section dedicated to the car share scheme and the residents would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger.

A1.2 Car Usage – Car Club

Car Clubs are membership-based schemes providing shared cars for hire. A Car Club (such as Go Car or other) can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres or workplaces and can be used and paid for on an hourly

rate, daily or weekly basis. Individuals can join a car club, or an organisation may have a corporate package with one of the car club providers.

Car sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. There may be potential to encourage one of the car sharing clubs to establish a shared car at the residential development. Residents and visitors can obtain further information at www.gocar.ie.

A1.3 Public Transport – Bus

The residential development will be well served by Dublin Bus and Go-Ahead services with bus routes passing in close proximity to the subject site on Santry Avenue and Swords Road. The bus stops are located in close proximity with the closest bus stop at only 150m from the subject site with frequent services operating daily.

Encouraging the residents to use public transport starts with awareness and promotion. People's perceptions of public transport may be based on outdated experiences, or even on hearsay. Marketing information can be effective in selling the public transport service to them.

As well as providing information, part of the aim is to positively brand public transport, pointing out its advantages and attempting to reduce people's negative associations. The outcome of this is the importance of not encouraging people onto poor public transport, where negative experiences may further reinforce car preferences.

The use of information points within the development is an effective method of increasing awareness among residents about public transport options. These 'points' are usually information stands containing the latest bus and rail timetables, route maps and other promotional material. The development's website can also be a conduit for this information and can incorporate links to the bus operators' websites.

A public transport information service can be offered to residents in which they have opportunity to register to receive public transport timetables for their preferred routes by email or text. Members are sent new timetables as they become available.

Financial incentives for staff can be an effective tool in the promotion of public transport use. This can be done through the provision of low interest or interest-free loans for the purchase of public transport season tickets where applicable (discounted season tickets etc.).

A1.4 Walking

The development has been designed to ensure that the development is permeable with a number of access points / gateways to facilitate walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking, a distance of up to 4km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

The health benefits of walking are a key element in promoting Mobility Management Plans. Walking improves cardiovascular fitness and burns calories. Walking will also increase your muscle tone, boost metabolism, ease stress, raise energy levels and improve sleep, which combined can also help with weight loss. Regular walking can also reduce the risk of coronary heart disease, diabetes, strokes, high blood pressure, cancer, osteoporosis and arthritis.

Walking will mainly be self-promoting and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone signs or maps on notice boards. This information would also be available on the community website.

It is important to ensure that the pedestrians are safe and are satisfied with facilities available and their maintenance. It should be noted that: -

- Walking is truly the most sustainable form of transportation, and the world's first form of travel.
- All trips, regardless of mode, both begin and end on foot.
- Walking needs to have a greater level of priority in most cities, like walk-signal times, safer well-lit / marked crosswalks and pedestrian zones.
- Walking is an easy mode of travel for distances under 2km. Most people are prepared to walk between 800m to 1km to a train station or bus stop.

A1.5 Cycling

The residential development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.

The on-site cycle facilities will be linked to the existing off-site cycle routes.

As with many measures relating to cycling, the aim is a mixture of support, through incentives and facilities, and encouragement, through information and marketing. Incentives and facilities at both trip origin and destination / place of work, education, worship etc. can include some of the following. The MMP will highlight that many of these are available at trip end destinations:

- The provision of “pool” bicycles for short distance travel
- The provision of well-located high-quality cycle parking facilities
- Storage, changing and shower facilities for cyclists.

Appendix B : Residential Management & Monitoring Measures

Management & Monitoring Measures

B1.1 Introduction

For the Mobility Management Plan to be successful, it is important that it is organised and managed well. The success of the Mobility Management Plan will also be subject to ongoing monitoring.

B1.2 Management Structure & Roles

The appointment of a Mobility Manger / Group is critical to the success of the MMP. For the MMP to be successful it is essential that all residents take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by the local community residing at the subject development.

Mobility Manager

A Mobility Manager will therefore be appointed prior to first occupation of the site. The Mobility Manager will be employed full-time and therefore be available full-time, but their role as a Mobility Manager will be part-time (i.e. he / she will be employed for other work in addition to mobility management). Their role will include leading the implementation, monitoring and review of the Plan.

A MMP needs to be monitored, co-ordinated and marketed on a regular basis to ensure that it meets its objectives, and its targets are achievable and realistic. The Mobility Manager is appointed to ensure the success of this plan. The primary duties of the Mobility Manager are:

- To develop and oversee the implementation of the initiatives outlined in the plan;
- To monitor progress of the plan;
- To promote and market the plan;
- To manage public transport discount fare schemes, cycle promotion schemes and events; and
- To provide “travel advice and information” to residents.

To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager. The Mobility Manager should encourage and promote the measures mentioned within this report to the commuters of the development.

Residents Group

As the development approaches full occupation; residents of the development will be invited to form a Residents Group.

B1.3 Monitoring

Baseline conditions will be established as early as possible following the first occupations of the development. Following the baseline survey, annual surveys will be undertaken until the development is fully occupied. By this time, it is expected that the travel patterns will have been established. A review of the trends in the MMP results would then be used to identify whether further monitoring is required.

The Mobility Manager will be responsible for undertaking the monitoring, the processing of results and the production of the reports with the results of the findings.

The monitoring will take place in the form of Travel Surveys. These will be carried out on the same day every year. It is recommended that the timing of the Travel Survey should take place in a neutral time of year i.e. Spring or Autumn.

The survey would be in the form of a questionnaire that residents would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform all residents of how to complete the survey online. Residents can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the community website.

The Mobility Manager will be responsible for the preparation of the annual monitoring reports. The objective of the review will be to assess the success of the MMP and to identify potential for future improvement.

An important part of the review would be to revise information relating to public transport, cycling and walking routes to ensure that it is relevant and up to date. This is critical if residents are going to be able to rely on information when making travel choices.

The annual reports will also include a review of where targets are being met and also identify potential changes to the measures implemented by the plan where targets are not being met. Specific short-term targets will be considered and agreed to ensure progress towards the overall target. Targets will also be revised to ensure that they remain appropriate and challenging.

Appendix C : Residential Marketing Measures & Promotion Measures

Marketing Measures

C1.1 Raising Awareness, Marketing & Promotion

The education of residents on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents must be communicated in a consistent and continuous manner to sustain behavioural change.

Promotion would start with the marketing of the residential development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high quality links provided by Dublin Bus and Go-Ahead to the various Employment Areas, City Centre and other links are also an attractive feature for encouraging sustainable travel for future residents.

Communications will include promotional initiatives and activities aimed at informing the residents of all relevant external bodies of the existing and proposed transport networks. Such initiatives will include, but not limited to:

- Internal communications channels
- Advertising – local press and media
- Publicity – promotion of benefits

C1.2 Sustainable Travel Pack

Promotion of sustainable travel will continue when residents take up occupation of their new accommodation. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

The 'Welcome Pack' will be produced and approved prior to first occupation and staff will be trained in the contents of the information contained. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack' and contact details of the Mobility Manager;
- An overview of the Mobility Management Plan;
- Maps for walking, cycling and public transport;

- Timetables for public transport (i.e. Dublin Bus, Go-Ahead);
- Local taxi information;
- Car sharing scheme information;
- Information on reducing the demand for travel;
- Sustainable travel voucher to encourage walking, cycling and public transport; and
- Pedometer pack with information on the health benefits of walking.

Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, residents should be made aware of the benefits of active travel modes including health and financial benefits. Key actions might include:

- Establishing a clear brand concept for green / smarter travel to and from the site. This should be incorporated in all communication with the residents regarding commuting to and from the site;
- Provide a central information point for residents in relation to travel options, this should be a physical point within the development but should also be made available on the internet. The latter could also include information on bus and rail routes and timetables;
- New residents to the development should be informed about travel options;
- Ensure the residential development is included as a key destination on journey planning apps.

C1.3 Personalised Travel Plan

An advisory leaflet will be provided in the 'Welcome Pack' to explain to new residents the sustainable transport options available in the MMP and that if they wish they may contact the Mobility Manager directly to discuss specific travel needs. The Mobility Manager will then use the information discussed to prepare a 'Personal Travel Plan' for that resident free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.

This process will allow residents to consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised

journey planning will also enable residents who might not otherwise use public transport realise there are local services available that can suit their needs.

The Mobility Manager is responsible for promoting the availability of this measure and residents will be encouraged to contact the Mobility Manager if they have any specific sustainable travel related queries.

C1.4 Online Website

A dedicated online website for the residential development may be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

This website will act as a 'one-stop-shop' for the dissemination of site wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities. The website will also provide links to other websites such as Dublin Bus and Go-Ahead so as to encourage residents to plan their journeys using sustainable transport.

C1.5 Smart Device Travel App

A Travel App could be developed for the residents at the development as well as visitors travelling to the site. This smart device app will enable all users to gain instant access to travel information. This may include:

- Timetables, location of stops, route information, fares, and real-time information for buses
- Interactive map showing users current location and highlighting local points of interest (e.g. closest bus stop)
- Pedometer for walkers

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