

Residential-led Mixed-Use Development at Milltown Park, Sandford Road, Dublin 6

Mobility Management Plan

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1 INTRODUCTION

1.1 CONTEXT

DBFL Consulting Engineers have compiled this framework Mobility Management Plan (MMP) as part of the planning application for a proposed residential-led mixed-use development at a site located on the R117 Sandford Road, Dublin 6.

Sandford Living Limited intend to apply for permission for a Large-Scale Residential Development at a c. 4.26 hectare site at Milltown Park, Sandford Road, Dublin 6, D06 V9K7. Works are also proposed on Milltown Road and Sandford Road to facilitate access to the development including improvements to pedestrian facilities on an area of c. 0.16 hectares. The development's surface water drainage network shall discharge from the site via a proposed 300mm diameter pipe along Milltown Road through the junction of Milltown Road / Sandford Road prior to outfalling to the existing drainage network on Eglinton Road (approximately 200 metres from the Sandford Road / Eglinton Road junction), with these works incorporating an area of c. 0.32 hectares. The development site area, road works and drainage works areas will provide a total application site area of c. 4.74 hectares.

The development will principally consist of: the demolition of c. 4,847.5 sq m of existing structures on site including Milltown Park House (880 sq m), Milltown Park House Rear Extension (2,031 sq m), the Finlay Wing (622 sq m), the Archive (1,240 sq m) and the Link Building between Tabor House and Milltown Park House Rear Extension to the front of the Chapel (74.5 sq m); the refurbishment and reuse of Tabor House (1,575 sq m) and the Chapel (768 sq m) and the provision of a single storey glass entrance lobby to the front and side of the Chapel (52 sq m); and the provision of 562 No. residential units comprising 6 No. three-bed courtyard houses and 556 No. apartment units (70 No. studios, 176 No. one-bed units, 267 No. two-bed units and 43 No. three-bed units).

Block A1 will range in height from 5 No. storeys to 8 No. storeys and will comprise 81 No. apartment units; Block A2 will range in height from 6 No. storeys to 8 No. storeys and will comprise 139 No. apartment units; Block B will range in height from 3 No. to 7 No. storeys and will comprise 74 No. apartment units; Block C will range in height from 4 No. storeys to 7 No. storeys and will comprise 151 No. apartment units; Block D will range in height from 3 No. storeys to 5 No. storeys and will comprise 30 No. apartment units; Block E will be 2 No. storeys

in height and will comprise 6 No. courtyard type houses; and Block F will range in height from 5 No. storeys to 7 No. storeys and will comprise 81 No. apartment units.

The development also includes the provision of: cultural/community space within Tabor House (4 No. storeys including lower ground floor level) and the Chapel (2 No. storeys including lower ground floor level and mezzanine level) (1,698 sq m) with associated outdoor space (248 sq m); a café/restaurant (179 sq m) and a creche (375 sq m) within Block F with associated outdoor creche play area; ancillary residents' amenities and facilities (324 sq m) within Blocks B & C; and a single storey bin store and substation adjacent to Block F (101 sq m).

The development also provides a new access from Milltown Road (which will be the principal vehicular entrance to the site) in addition to utilising and upgrading the existing access from Sandford Road as a secondary access principally for deliveries, emergencies and taxis; new pedestrian access points; pedestrian/bicycle connections through the site; 319 No. car parking spaces (288 No. at basement level and 31 No. at surface level); set down area for deliveries; bicycle parking; 22 No. motorcycle spaces; bin storage; boundary treatments; private balconies and terraces facing all directions; hard and soft landscaping including public open space and communal open space; green/blue roofs; PV panels; substations; lighting; plant; lift cores and overruns; and all other associated site works above and below ground.

The proposed development has a gross floor space of c.50,196 sq m above ground level over a partial basement (under part of Blocks A1 and A2 and under Blocks B and C) measuring c. 10,550 sq m, which includes parking spaces, bin storage, bike storage and plant.

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 proposed residential-led mixed-use development.

This framework document aims to inform three distinct audiences as follows;

- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. The 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 and Staff** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information as outlined in Chapter 2 invaluable. They may also be interested in the MMP targets and measures introduced in Chapter 5 and Chapter 6.

2 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

The Dublin Transportation Office's (which has been subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled *"The Route to Sustainable Commuting"* defines a MMP as *"... a package of measures put in place by an organisation to encourage and support more 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 (offices, retail, industrial etc.), residential and schools/ colleges/ universities.

Whilst the emergence and successful application of MMPs have only transpired over the last 15 years 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.

2.2 WHAT IS A RESIDENTIAL MOBILITY MANAGEMENT PLAN?

A Residential Mobility Management Plan is a package of measures designed specifically to reduce the number and length of car-based trips generated, whilst 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 focused 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 Practice 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 (with aspects of retail, medical, childcare and community) will be different to a school or workplace MMP as the pattern of journeys originating at a place of residence 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 Residential-led MMP impacts the following stakeholders who should all be involved in some form or manner:

- Local Authority Officers;
- Housing developers;
- Future residents and Staff at sites that have an MMP;
- Residents in the community surrounding new housing developments with a MMP; 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 in parallel with encouraging people to walk, cycle, use public transport, car share or even reduce the number 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 this MMP objectives can include;

A. For the Residents and Staff -

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

B. The Local Community -

- Reduce the traffic generated by the development for journeys on the external road network;
- Make local streets less dangerous, less noisy and less polluted;
- Enhance viability of public transport; and
- 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 a MMP the process of compiling the plan encompasses the 9 principal steps presented in **Graph 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 development for as long as necessary or potentially even for the entire existence of the residential-led mixed-use development.

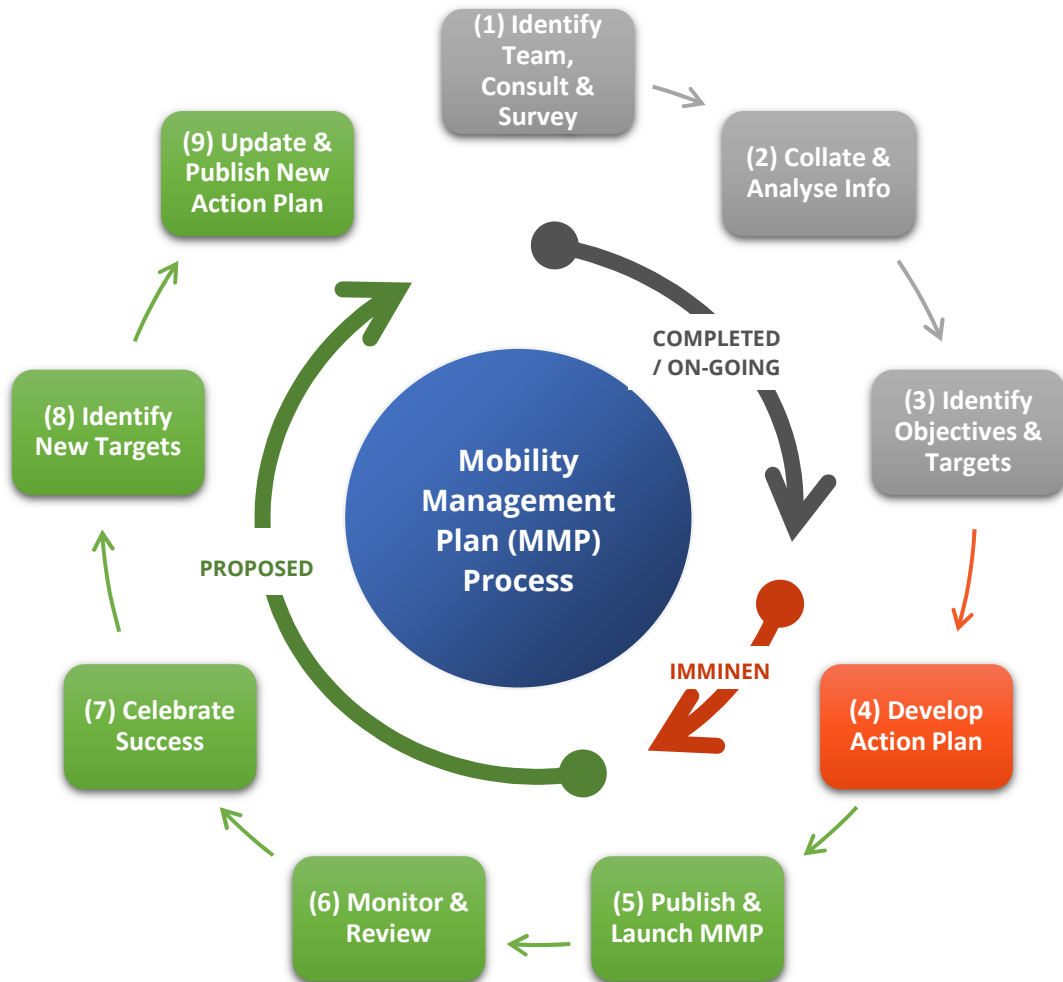


Figure 2-1: MMP Development Process and Status

Once the Residential-led 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;

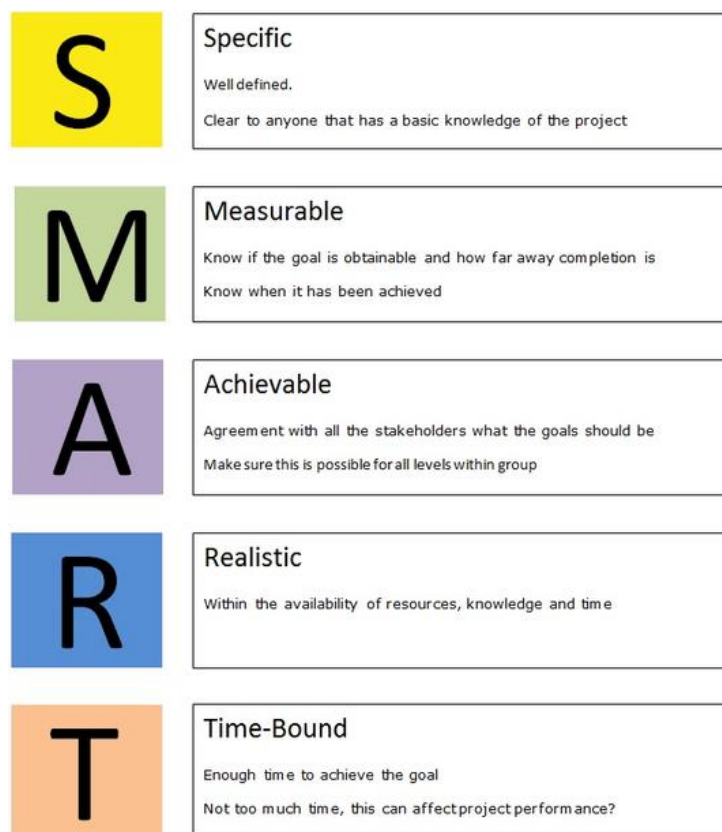


Figure 2-2: SMART targeting principles

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

In the context of the residential-led 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 framework document, as compiled by DBFL is submitted to Dublin City Council once permission is granted by An Bord Pleanála. At the request of the local authority a meeting between the local authority officers and

the developers can take place if required with the objective of formally agreeing an MMP action plan and associated targets for the subject residential-led mixed-use development as proposed at Milltown Park, Sandford Road, Dublin 6.

2.7 POLICY FRAMEWORK

The MMP for the residential-led development is supported by 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 Council) and eventually arriving at site (or land use) specific policy objectives.

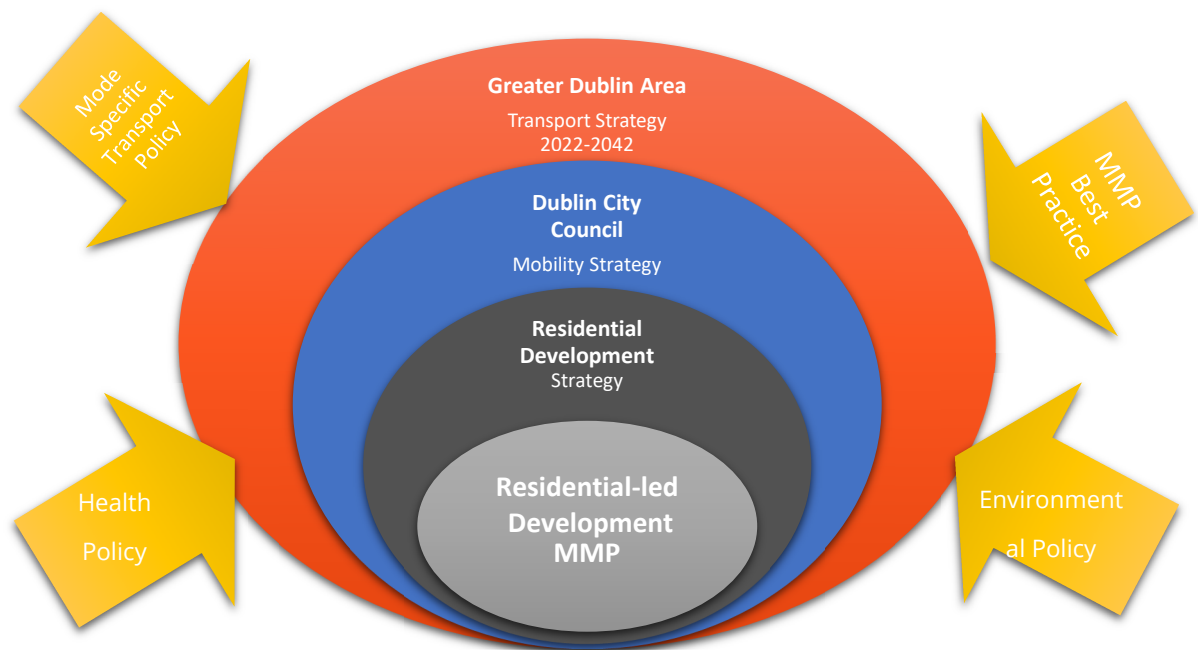
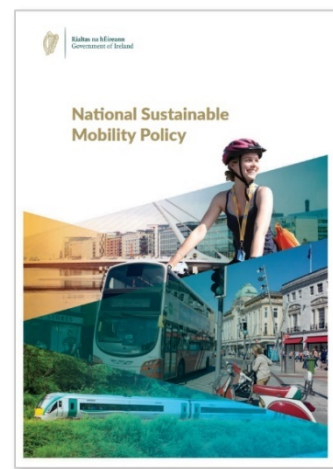


Figure 2-3: MMP Policy Framework and External Influences

National Smarter Travel Policy

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.

Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities - (January 2024)

The guidelines set out policy and guidance in relation to the planning and development of urban and rural settlements, with a focus on sustainable residential development and the creation of compact settlements.

These Guidelines replace the Sustainable Residential Development in Urban Areas Guidelines for Planning Authorities issued as Ministerial guidelines under Section 28 of the Act in 2009, which in turn replaced the Residential Density Guidelines issued in 1999. They build on and update previous guidance to take account of current Government

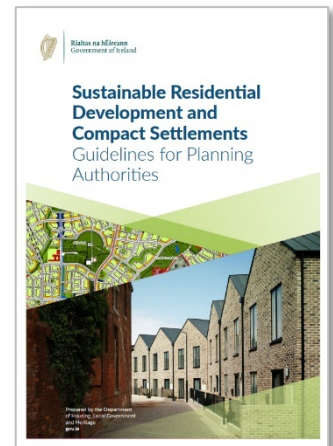
policy and economic, social and environmental considerations. There is a renewed focus in the Guidelines on the renewal of existing settlements and on the interaction between residential density, housing standards and quality urban design and placemaking to support sustainable and compact growth.

The Guidelines include a Specific Planning Policy Requirement (SPPR) in relation to car parking. The quantum of car parking or the requirement for any such provision for new developments will be based on the accessibility characteristics of the site. There are four accessibility levels set out in the Guidelines that will determine the level of parking provided, these are as follows:

High-Capacity Public Transport Node or Interchange: Lands within 1km walking distance of an existing or planned high capacity urban public transport node or interchange, including DART or high frequency Commuter Rail; or locations within 500 metres walking distance of an existing or planned BusConnects 'Core Bus Corridor' stop.

Accessible Locations: Lands within 500 metres (i.e. up to 5–6-minute walk) of existing or planned high frequency (i.e. 10-minute peak hour frequency) urban bus services.

Intermediate Locations: Lands within 500-1,000 metres (i.e. 10–12-minute walk) of existing or planned high frequency (i.e. 10-minute peak hour frequency) urban bus services and lands



within 500 metres (i.e. 6-minute walk) of a reasonably frequent (minimum 15-minute peak hour frequency) urban bus service.

Peripheral Locations: comprise of lands that do not meet the proximity or accessibility criteria detailed above. This includes all lands in Small and Medium Sized Towns and in Rural Towns and Villages.

The subject Sandford Road development is classed as *accessible*. Accordingly, under SPPR 3 – Car Parking (i) the Guidelines state that for accessible locations *“car-parking provision should be substantially reduced. The maximum rate of car parking provision for residential development, where such provision is justified to the satisfaction of the planning authority, shall be 1.5 no. spaces per dwelling”*.

The Guidelines note that the maximum car parking standards:

- Do not include bays assigned for use by a car club, designated short stay on-street Electric Vehicle (EV) charging stations or accessible parking spaces.
- The maximum car parking standards do include provision for visitor parking.

The Guidelines also set out requirements under SPPR 4 for Cycle Parking and Storage. In terms of quantity, it states that *“residential units that do not have ground level open space or have smaller terraces, a general minimum standard of 1 cycle storage space per bedroom should be applied. Visitor cycle parking should also be provided”* and that *“it will be important to make provision for a mix of bicycle parking types including larger / heavier cargo and electric bikes and for individual lockers”*.

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 years”*.

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.

Dublin City Council Development Plan 2022 - 2028

The *Dublin City Council Development Plan* establishes the regulatory framework against which all development in the county takes place. In both the authority's transportation objectives and development standards the objectives and subsequent thresholds for the requirements of MMPs are clearly detailed. Policy *SMT6* entitled states;

"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."

Dublin City Development Plan 2022 - 2028 outlines the importance and utilities of Mobility Management Plans and Travel Plans, as these documents may be used to manage site accessibility, maximise access to public transport and accommodate sustainable movement needs, which helps meet the various objectives of the development plan. It has become best practice to prepare Mobility Management Plans for developments to improve sustainability and encourage sustainable travel trends as much as possible. This may include a modal shift from private car usage towards walking, cycling, and public transport uptake.

3 PROPOSED DEVELOPMENT

3.1 RECEIVING ENVIRONMENT

A full description of the subject site and the local transportation environment (including the local road network, cycle and pedestrian infrastructure and public transport provision and accessibility) is included within the Traffic and Transport Assessment accompanying this Mobility Management Plan.

3.2 PROPOSED DEVELOPMENT

The proposed development site consists of approximately 4.26 hectares of developable land which currently comprises former institutional buildings associated with the Jesuit Community, located in the southern portion of the subject site.

In summary, the project comprises the development of 556 no. residential apartment units, 6 no. courtyard houses, one 375m² creche, a café/restaurant and community space.

With reference to the O'Mahony Pike Architects' drawings included within this planning submission; the development schedule is summarised in Table 3-1 below.

| Unit Type | Description | Quantity | |
|---------------------------|-------------------------------------|----------|------------|
| Apartments | Studio Apartment | 70 | 556 |
| | 1 Bedroom Apartment | 176 | |
| | 2 Bedroom Apartment | 267 | |
| | 3 Bedroom Apartment | 43 | |
| Houses | 3 Bedroom House | 6 | 6 |
| Childcare Facility | 375m ² Creche | 1 | - |
| Community | 1,698m ² Community Space | 1 | - |
| Café/Restaurant | 179m ² Café/Restaurant | 1 | - |
| Total | | | 562 |

Table 3-1: Development Schedule Summary (Source: O'Mahony Pike)

Further details of the development proposals including the site layout (Figure 3-1) and site access arrangements are illustrated in the architects' scheme drawings as submitted with this planning application.

Taking into consideration Table 16.1 of the current Dublin City Development Plan 2022-2028; and Chapter 5 of *Sustainable Residential Developments and Compact Settlements: Guidelines for Planning Authorities*, it is considered appropriate a parking provision of 319 car parking spaces,

giving a car parking ratio of 0.546 spaces per residential unit (excludes creche, community, cafe, taxi and set-down car parking spaces). The provision will include 19 disabled spaces (over 5% of total parking provision), 31 no. surface level car parking spaces and 10 no. car share spaces (5 GoCar spaces and 5 development car share spaces for the development-owned car share vehicles). Also, 173 no. e-Car parking spaces (50%) will be provided in accordance within the development basement car park. The total car parking provision for the development is 319 no. spaces, of which 288 will be provided as basement car parking and 31 no. spaces will be at surface level. Of the surface level parking spaces, 4 set-down spaces, 2 creche allocated spaces, 2 no. short term visitor spaces and 1 community / commercial space have been identified. There are also 2 taxi spaces at surface level. The subject site basement layout is shown in Figure 3-2 below.

The development provides 1343 no. bicycle parking spaces on site at a ratio of 1.7 spaces per bedroom, 959 no. spaces are covered and secured long stay spaces for residential use and 384 no. spaces are short stay spaces for visitors to the development. A total of 38 no. cycle parking spaces have also been provided for employees and visitors of the on-site creche, café/restaurant and community areas. Of the cycle parking provision, 18 no. spaces are provided as cargo bicycle spaces, 6 of these spaces are provided at basement level with the remaining 12 no. spaces available at surface level. The total cycle parking provision is in excess of the DCC development management standard by 118 no. bicycle parking spaces. This increased level of cycle parking is intended to encourage and support a positive modal shift away from a dependency on car travel.



Figure 3-1: Subject Site Layout

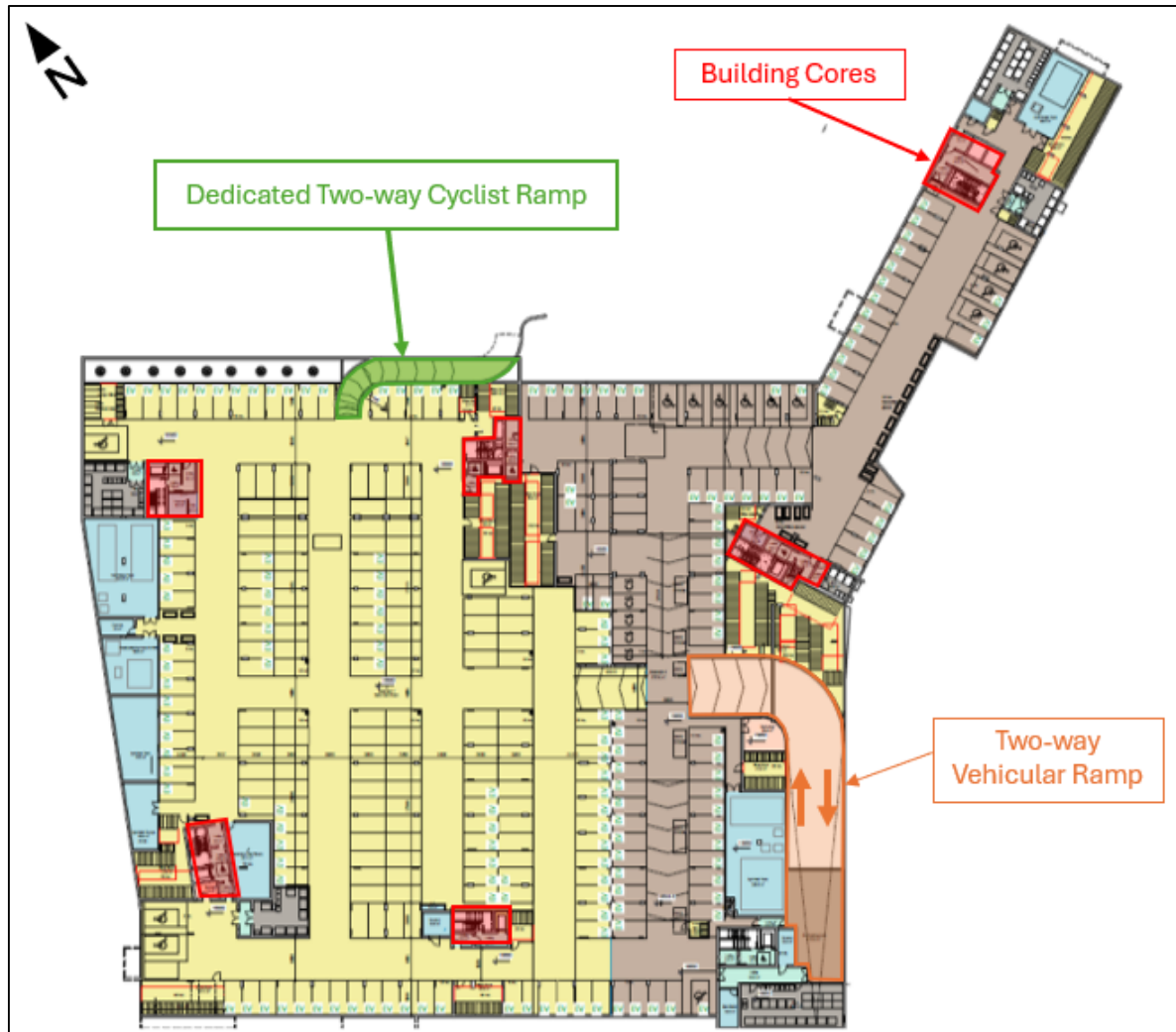


Figure 3-2: Subject Site Basement Layout

A full description of the proposed development characteristics is included within the Traffic and Transport Assessment, with additional detail on the internal operations within the subject site included in the Parking Management Strategy accompanying this Mobility Management Plan.

4 COMMUTER TRENDS & TRANSPORT NEEDS

4.1 INTRODUCTION

It is important to establish baseline trends and area specific transport needs in developing an MMP. It is necessary to predict the nature of the proposed traffic to / from the site and 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 commuting 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.

National Household Survey 2024

The National Transport Authority (NTA) has undertaken National Household Travel Survey (2024) which is a representative study of Ireland's travel habits. The main aim of this study is to obtain accurate data describing the typical travel habits of the representative sample of the Irish population throughout the week, across all regions of the country and including number of trips made daily, the mode and time of travel, the distance travelled and the journey purpose. This intensive study reveals that within the Dublin City region, there is an upsurge in bus use for the 15-24-year age group which indicates that this is a more popular mode of transport for this age group with approximately 11% modal share. Walking is also popular mode of transport for the same age group with approximately 29% modal share. The study also reveals that travel by car is about 0.48 for the 15-24- year age gap and 0.55 for the 25-34-year age group.

| | 4-14 yrs | 15-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65+ yrs |
|-----------------|----------|-----------|-----------|-----------|-----------|-----------|---------|
| Car | 64 | 48 | 55 | 63 | 69 | 72 | 66 |
| Walk | 26 | 29 | 31 | 25 | 19 | 16 | 24 |
| Bus/Coach | 3 | 11 | 6 | 3 | 3 | 3 | 6 |
| Cycle | 6 | 6 | 3 | 4 | 3 | 3 | 1 |
| Train/DART/Luas | * | 3 | 3 | 2 | 2 | 1 | 2 |
| Truck/van | 1 | 1 | 1 | 2 | 3 | 3 | * |
| Other | * | 2 | 1 | 1 | 2 | 2 | 1 |

Figure 4-1: Mode of Transport by Age-GDA (National Household Travel Survey 2024)

Similarly, the proposed parking of 0.546 per residential unit, is deemed appropriate considering access to sustainable modes of travel in the area. Further, provisions made in this subject development such as an excess in the provision of cycle parking, GoCar availability within the subject site, Parking Management and an MMP to govern the development when operated, all contribute to the suitability of the 0.546 per residential unit parking proposal. The Parking Strategy included within this planning package includes more detail to further justify the proposed development car parking ratio and provision.

Local Study Area Context

The Central Statistics Office’s SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within the local vicinity of the subject Sandford residential development. 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.

Figure 4-2 below illustrates the seven small areas, composed of residential apartments, in the vicinity of the subject site. The CSO SAPMAP means of travel statistics from these seven sites will be used to predict modal split targets for the proposed residential-led mixed-use development. These sites best represent the development’s future travel trends prior to the positive influence of the MMP initiatives, detailed within this MMP.

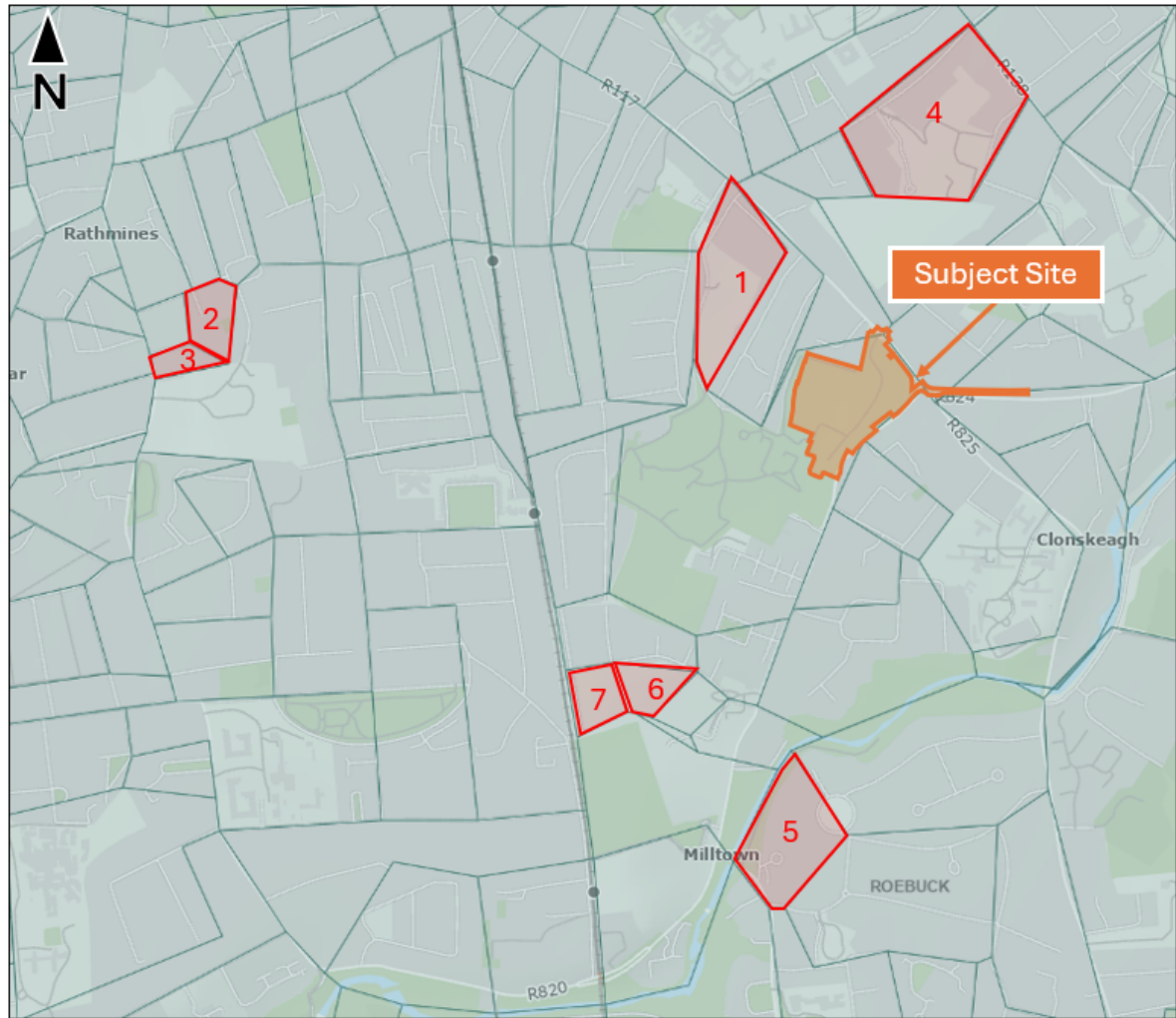


Figure 4-2: Locations of Census Small Areas Reviewed (Source: CSO)

Modal Split

The 2022 Census data for the modes of travel used within the Small Areas was assessed; the locations of these small areas relative to the proposed development are shown in Figure 4-2 above.

The seven Census Small Areas from above were assessed to identify the modal split within the subject area. The assessment reveals that walking is the predominant mode of transport with a 24% modal share. Driving is the second most prominent mode of transport with a modal share of 19% and 3% for car drivers and car passengers respectively. Cycling has a modal share of 11%. All commuting journeys made by Luas and Bus within the assessed areas, forms modal share of 12% and 6% respectively. Figure 4-3 below depicts the modal split within the area.

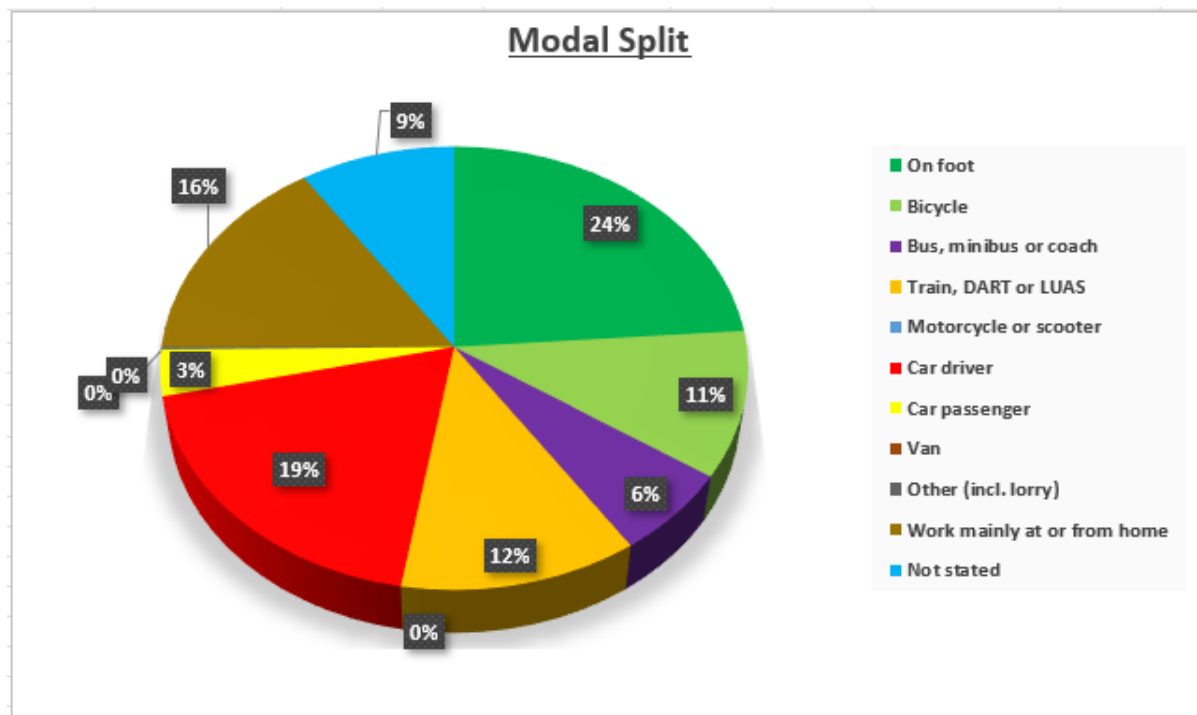


Figure 4-3: Existing Modal Split (Source: CSO)

In summary, existing levels of car ownership and usage would indicate a trend towards the use of sustainable travel modes by residents of apartment developments in the Dublin area. It is imperative that viable travel alternatives are provided and encouraged. This will have the impact of reducing demand for use of the private vehicle and subsequent requirements for car parking. To this end a Mobility Management Plan has been produced for the development and should be read in conjunction with this report.

4.2 SUBJECT SITE PROPOSED 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 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:

- LUAS
- Cycle
- Bus
- Bicycle Sharing
- Car Sharing

4.3 PUBLIC TRANSPORT CAPACITY ASSESSMENT

A public transport capacity assessment was carried out to determine the ability of the surrounding public transport services to cater for the proposed development. The conclusions of the assessment are as follows:

1. The survey and analysis undertaken shows that the Sandford Road site is currently well served by high frequency bus and LUAS services, which have some existing spare capacity.
2. The demand for public transport generated by the future Sandford Road development residents and staff can be catered for by the existing bus and LUAS services.
3. Some LUAS services have reached capacity at peak hours but the worst case trip generation for the proposed development is 94 trips for the AM peak service and 74 trips for the PM peak service which only equates to less than 1% of the current LUAS trips.
4. The additional demand for bus service generated by the development site, based largely on CSO data from Census 2022, will result in small increases in passenger volumes on the adjacent bus and LUAS routes. The current bus services are capable of facilitating this increase, while the LUAS services are capable of facilitating this increase for the majority of journeys.
5. The proposed BusConnects routes will improve public transport infrastructure in the area surrounding the proposed development and increase the number of all-day high-frequency services. The subject site will be directly serviced by the new Route 86, Route 87 and Route 88.

6. In the event of any rise in passenger numbers in the years to come, the NTA will respond to this increased demand with higher bus frequencies. The measure (Measure BUS5) can be found in the 2022-2042 Transport Strategy for the Greater Dublin Area.

7. No capacity constraints in the adjacent bus or LUAS network, either current or planned, are anticipated, based on the analysis and modelling undertaken.

The public transport capacity assessment report can be found accompanying this planning application.

5 OBJECTIVES & TARGETS

5.1 INTRODUCTION

In order to measure the ongoing success of the Mobility Management Plan and its various measures it is important that a series of objectives are set in conjunction to 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 resident and staffs' awareness to the other travel alternatives available.

To support this principal objective, several sub-objectives have been set out:

- a) Reduce private car use by encouraging people to walk, cycle, use public transport, car club share or even reduce the number of trips undertaken / required;
- b) Make all residents and staff 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 to residents and staff;
- g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents and staff;
- h) Promoting smarter working and living practices that reduce the need to travel overall;
and
- 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 and train services;
- The location and most convenient routes to / from local services (e.g. shops, medical facilities and schools etc.);

- Safe routes to school literature;
- Provision of live information for Dublin Bus at the reception;
- Provision of a free telephone service for calling a taxi, and information regarding taxi ordering apps;
- Cost data comparing public transport and private car journeys; and,
- The health benefits of walking and cycling to include safety advice.

Without such information, some people may choose the perceived 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 be the case.

Similarly, if a resident is unaware of the availability of local shops and services, 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:

- Consider the needs of residents and staff in relation to accessing facilities for education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances; and
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage.

5.3 MMP ACTIONS & TARGETS

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 minimise 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' and staffs' questionnaires are circulated once the site reaches 90% 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 portal to the MMP on a website for the development that includes information on all travel opportunities from the site that is made available to all residents and staff 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 90% of the residential units are occupied;
- A5** – To update 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 of the Sandford lands 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 subject development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents, staff and visitors to consider lower carbon travel alternatives in everyday journeys.

The interim mode split targets for the subject site are set out in Table 5-1.

| Mode of Travel | 1st Year Target (2028) | MMP 5 - year Target (2033) |
|-----------------------------|------------------------------------------|-----------------------------------|
| On Foot | 30% | 30% |
| Bicycle | 13% | 15% |
| Bus/Minibus/Coach | 9% | 11% |
| Train/DART/LUAS | 14% | 17% |
| Car Driver | 25% | 19% |
| Car Passenger | 4% | 3% |
| Work from Home/Other | 5% | 5% |

Table 5-1: Mode Share Targets for Sandford Development

The above targets are intended to be both realistic and aspirational as 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 (and subsequent surveys) once the site is occupied and the input of the MMP's key stakeholders.

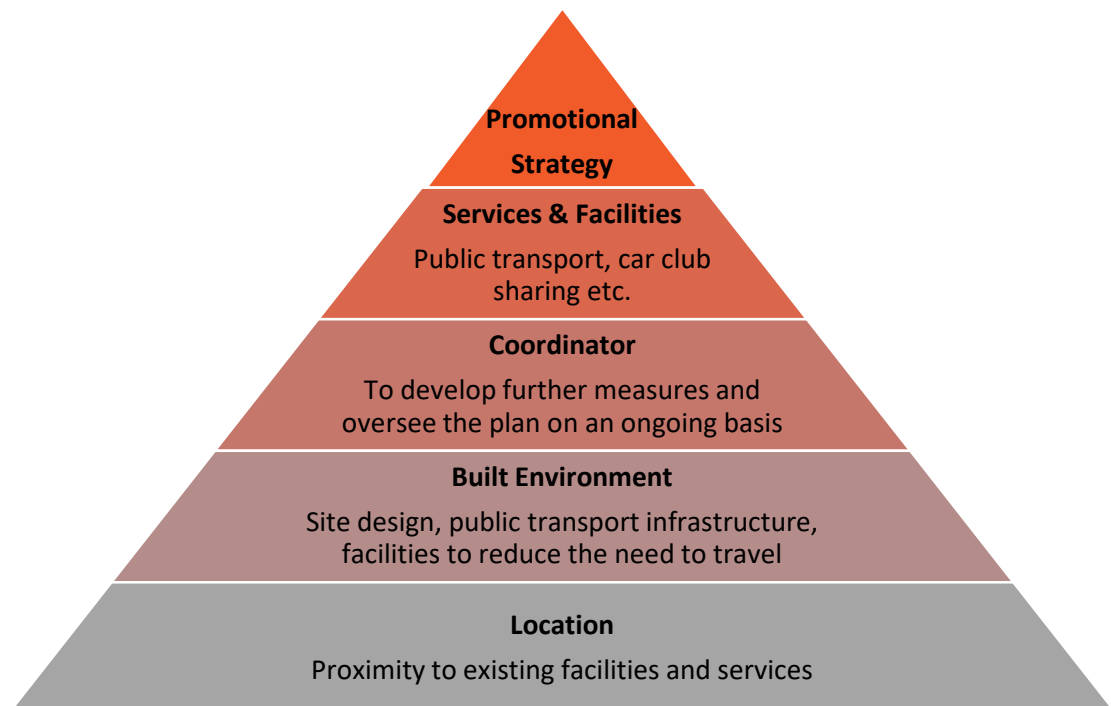
The data shown previously in Chapter 4, has been considered to determine the most likely travel trends for this development and thus generated an accurate prediction for modal splits, shown in Table 5-1 above, and predicted trips from existing census data; this information displays the existing sustainable baseline. These goals have been set with an overall goal of delivering a sustainable development, and with the vision of setting attainable yet ambitious targets to ensure measurable success for this mobility management plan.

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-led mixed-use development. The range of initiatives discussed here is by no means exhaustive but is 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 Residential-led 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.

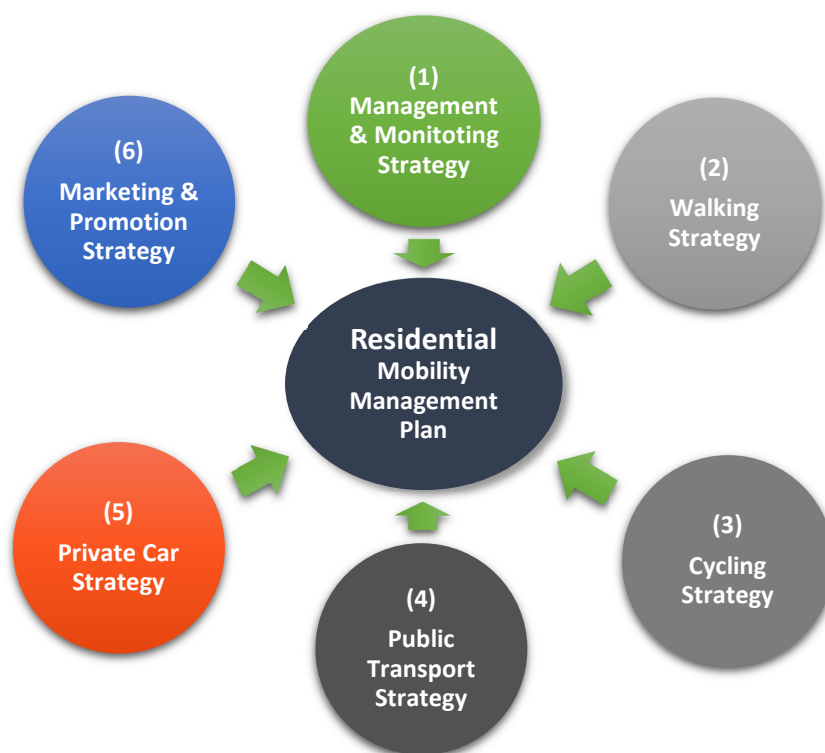


Figure 6-1: MMP Action Plan Strategies

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, Luas) – 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 & MONITORING MEASURES

Ensuring the success of a 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 MMP.

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

The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents and staff to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by the residents and staff.

Details of these measures can be found in **Appendix B** of this document.

6.4 MARKETING & PROMOTION MEASURES

The Mobility Manager will be involved in the promotion of the MMP and to make residents and staff 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 colleges, local shops, health facilities, and both bus stops and Luas stops within the local area.

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 from the site, 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.

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 Completed, Short Term (1 year), Medium Term (3 years) or Long Term (5 years).

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

The development, implementation and coordination of the MMP in the short, medium and long term require 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. The proposed management company is fully committed to the implementation, management and monitoring of the MMP. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

It is essential that the continued rollout 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 the building complex's management, staff and its partners (internal and external),
- To show that both financial and resource input is being utilised to maximum effect.

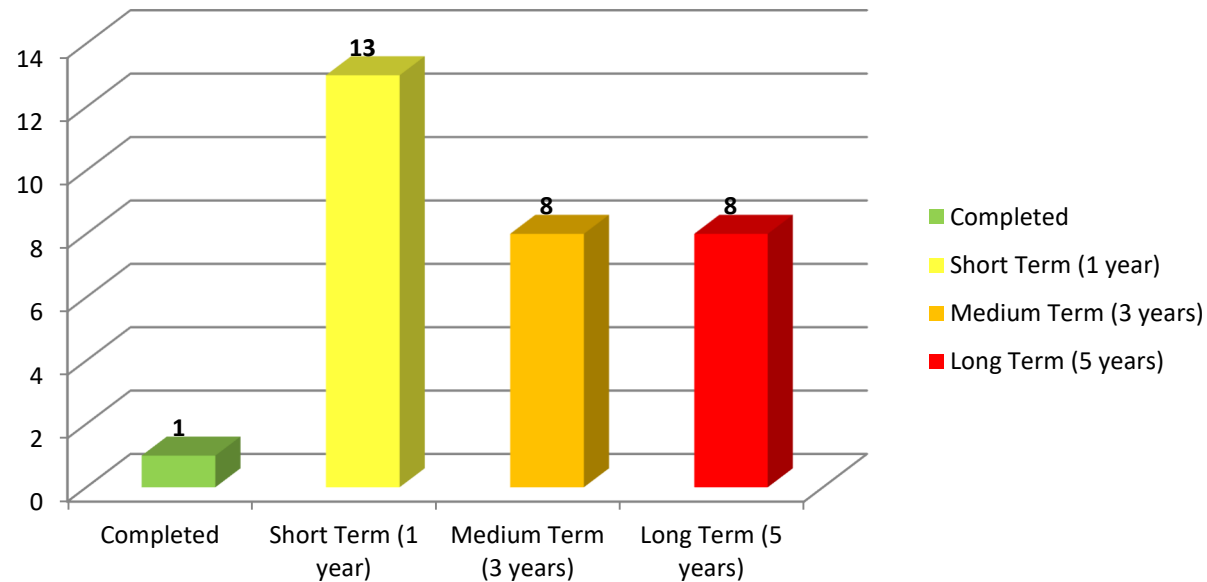
To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the MMP are outlined in Table 7-1 below.

| Ref | Initiative | Status / Timescale | | | | Lead Party | Comments |
|--------------|---------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 years) | | |
| MMS 1 | Appointment of a Mobility Manager | - | ✓ | - | - | | |
| MMS 2 | Establish MMP Steering Group and meeting / reporting arrangements | - | ✓ | - | - | | |
| MMS 3 | Nominate MMP 'Champion' and role (Management) | ✓ | - | - | - | | |
| MMS 4 | Establish MMP 'Charter' and confirm 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 – Resident Travel Surveys | - | ✓ | - | ✓ | | |
| | MMS 7b – Roll out / uptake of MMP initiatives | - | - | ✓ | ✓ | | |
| | MMS 7c – MMP Budgets | - | ✓ | ✓ | ✓ | | |
| | MMS 7d – MMP performance (Key Performance Indicators - KPIs) | - | ✓ | - | - | | |
| MMS 8 | Facilitate the establishment and operation of 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 | Appoint 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 all new Residents and Staff | - | ✓ | ✓ | - | | |

Table 7-1: Preliminary Schedule of MMP Management & Monitoring Initiatives

The identified Management and Monitoring strategy promotes a total of 30 measures. The implementation schedules of these measures are outlined in Graph 7-1 below.



Graph 7-1: Roll-out of MMP's Management & Monitoring Initiatives

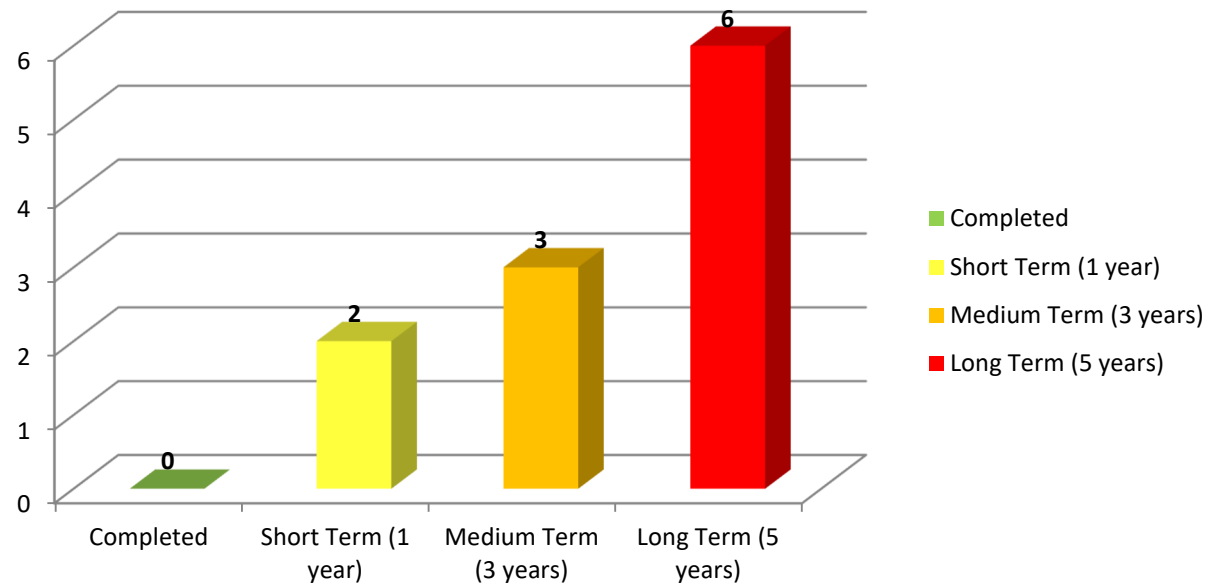
7.3 WALKING STRATEGY

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

| Ref | Initiative | Status / Timescale | | | | Lead Party | Comments |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| 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 | Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for External routes to key off-site destinations | - | - | - | ✓ | | |
| WS 4 | Develop a 'Walking' Fact Sheet | - | ✓ | - | - | | |

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

The MMP's Walking Strategy promotes a total of 11 measures. The preliminary implementation schedule of these walking initiatives is outlined in Graph 7-2 below.



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

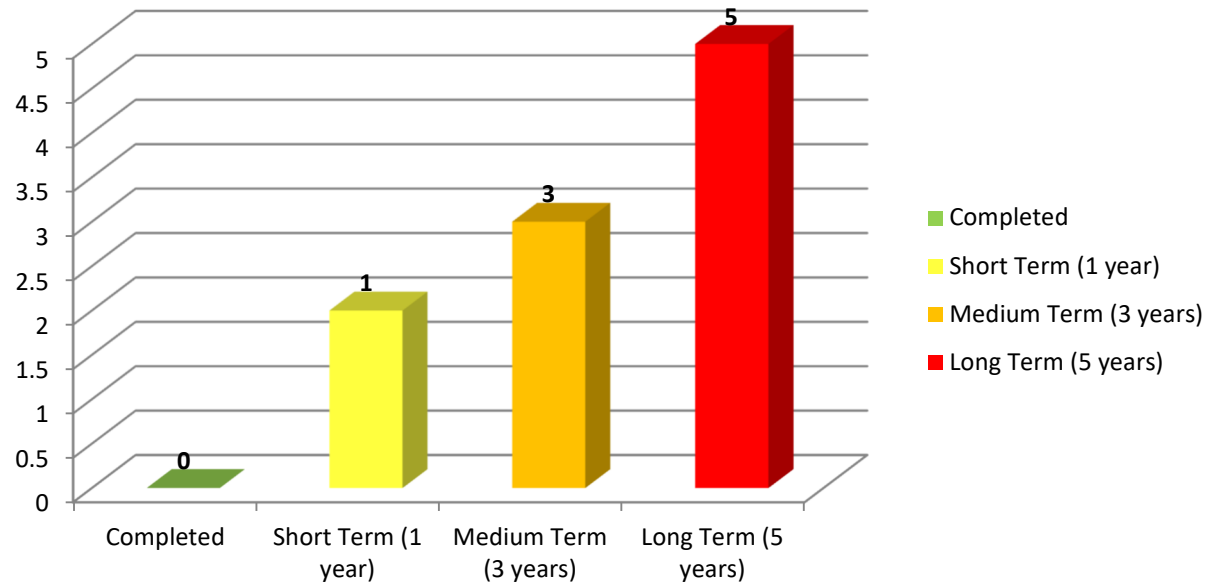
7.4 CYCLING STRATEGY

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

| Ref | Initiative | Status / Timescale | | | | Lead Party | Comments |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| CS 1 | Investigate the potential benefit and uptake of setting up a 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 / Publicise 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 Graph 7-3 below.



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

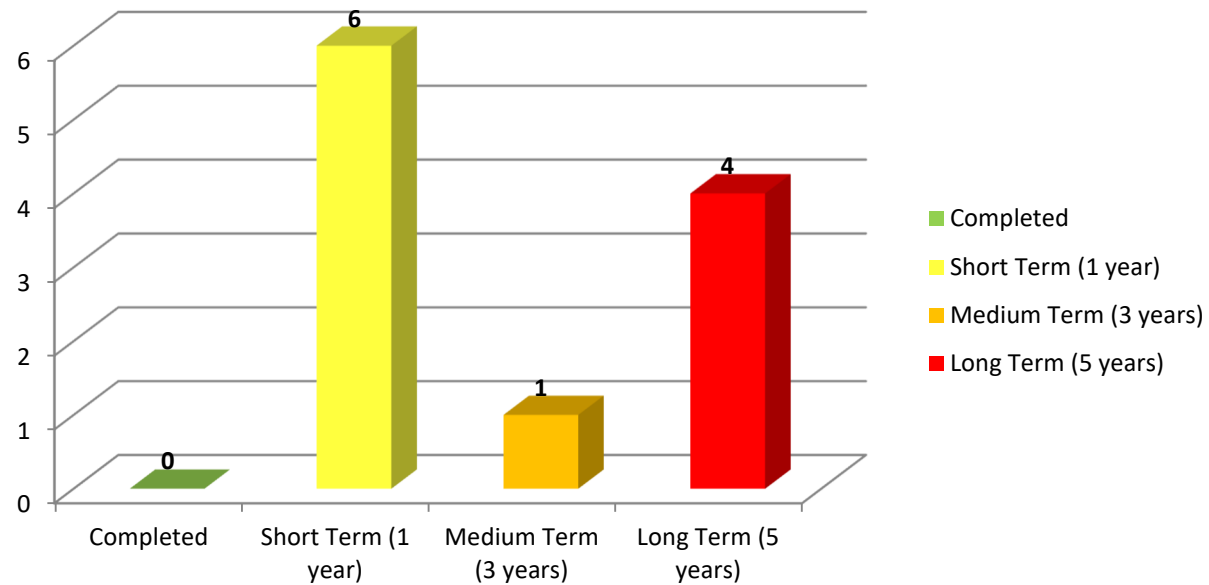
7.5 PUBLIC TRANSPORT STRATEGY

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

| Ref | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| PTS 1 | Explore the opportunities of; | | | | | | |
| | PTS 1a - maintaining the existing bus services | - | ✓ | - | - | | |
| | PTS 1b - Enhancing the catchment of these services | - | - | - | ✓ | | |
| PTS 2 | Market / Publicise the potential for residents and staff through their employers to purchase both annual and monthly TaxSaver tickets | - | ✓ | - | - | | |
| PTS 3 | Investigate the potential benefits of establishing a Public Transport Users Group | - | - | - | ✓ | | |
| PTS 4 | Develop a 'Public Transport' Accessibility Sheet for the site | - | ✓ | - | - | | |
| PTS 5 | Compile and disseminate a 'Public Transport' Fact Sheet | - | ✓ | - | - | | |
| PTS 6 | Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives | - | - | - | ✓ | | |
| PTS 7 | In partnership with Dublin Bus / LUAS and local authority ensure all local bus / Luas interchanges display up to date timetables, fare and route information | - | - | ✓ | - | | |
| PTS 8 | Encourage the use / initiatives for buses / LUAS where feasible for a range of different travel purposes | - | ✓ | - | - | | |
| PTS 9 | Promote the availability of the TaxSaver scheme | - | ✓ | - | - | | |
| PTS 10 | 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 11 measures. The implementation schedule of these measures is outlined in Graph 7-4 below.



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

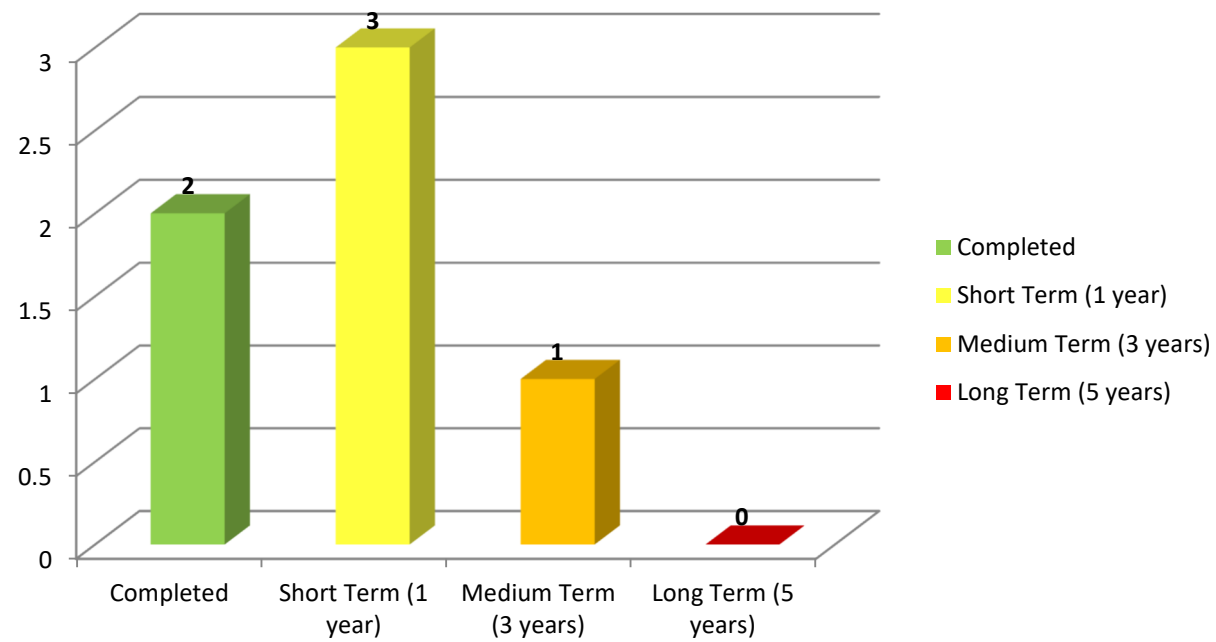
7.6 PRIVATE CAR STRATEGY

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

| Ref | Initiative | Status / Timescale | | | | Lead Party | Comments |
|--------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------|----------------|------------|----------|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| PCS 1 | Investigate the benefits of developing a 'Car' Fact Sheet | - | ✓ | - | - | | |
| PCS 2 | Develop a Parking Management Strategy | ✓ | - | - | - | | |
| PCS 3 | Explore the opportunities of encouraging informal arrangements between residents and staff for 'shared' travel to work practices | - | - | ✓ | - | | |
| PCS 4 | Encourage use of formal car sharing website (www.carsharing.ie) | - | ✓ | - | - | | |
| PCS 5 | Disseminate information about GoCar.ie | - | ✓ | - | - | | |
| PCS 6 | Establish a Car Sharing Club, using GoCar, to promote an alternative to private cars | ✓ | - | - | - | | |

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

The MMP's Private Car Strategy promotes a total of 6 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in Graph 7-5 below.



Graph 7-5: Roll-out of MMP's private Car Initiatives

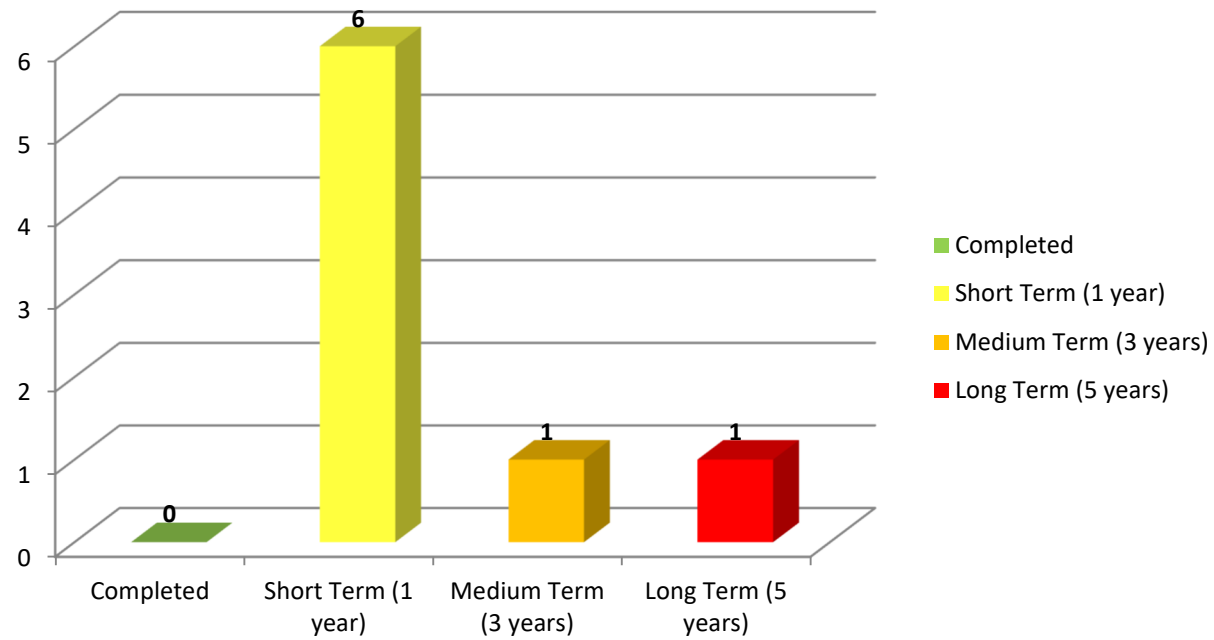
7.7 MARKETING AND PROMOTION STRATEGY

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 national), 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 (1 year) | Medium (3 years) | Long (5 Years) | | |
| MPS 1 | Develop a marketing plan for the MMP | - | ✓ | - | - | | |
| MPS 2 | Compile formal ‘Sustainable Travel’ induction package or ‘Welcome Travel Pack’ for each dwelling | - | ✓ | - | - | | |
| MPS 3 | Explore the cost benefits of developing a dedicated MMP website | - | ✓ | - | - | | |
| MPS 4 | Investigate the opportunity of developing an events calendar with 2 to 4 events per year and a supporting promotion strategy to market each event | - | - | ✓ | - | | |
| MPS 5 | Incorporate section / report success etc. of MMP process in local newsletters and other information dissemination initiatives | - | - | - | ✓ | | |
| MPS 6 | As part of Induction Sales Meeting with residents and staff introduce the residential MMP, its objectives and recommended travel practices | - | ✓ | - | - | | |
| MPS 7 | Explore the cost benefits of developing a 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 and staff | - | ✓ | - | - | | |

Table 7-6: Preliminary Schedule of MMP’s Marketing & Promotion Initiatives

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in Graph 7-6 below.



Graph 7-6: Roll-out of MMP's Marketing & Promotion Initiatives

8 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

This Mobility Management Plan has been prepared in support of a planning application for the development of 556 no. residential apartment units, 6 no. courtyard houses, one 375m² creche, a café/restaurant and community area at the R117 Sandford Road, Dublin 6. This MMP focuses primarily on how residents, staff and visitors can be encouraged to use sustainable means of transport to and from the site. The subject site will be actively managed by a highly experienced management company with the focus of bringing in and supporting sustainable modes of transport and discouraging private car journeys to/from the site.

The measures proposed in this document will not only benefit the residents and staff but will also help to mitigate any potential transport impacts of the development on the wider local community.

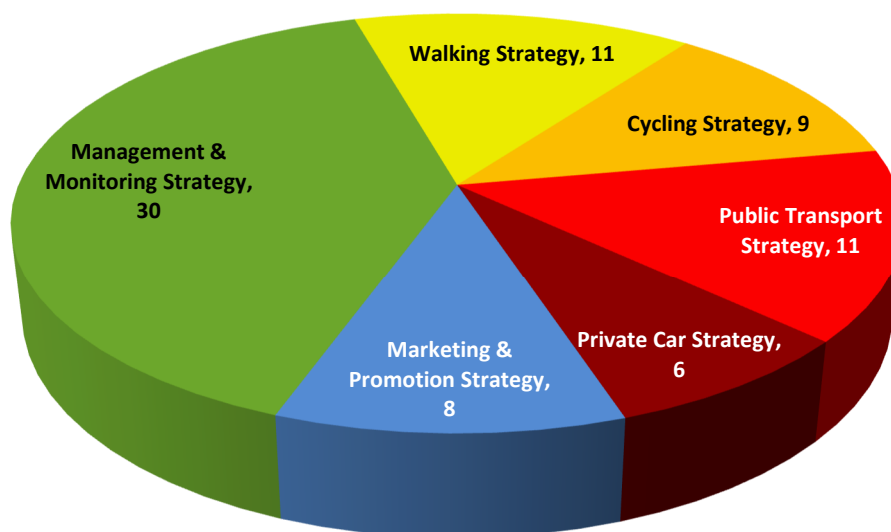
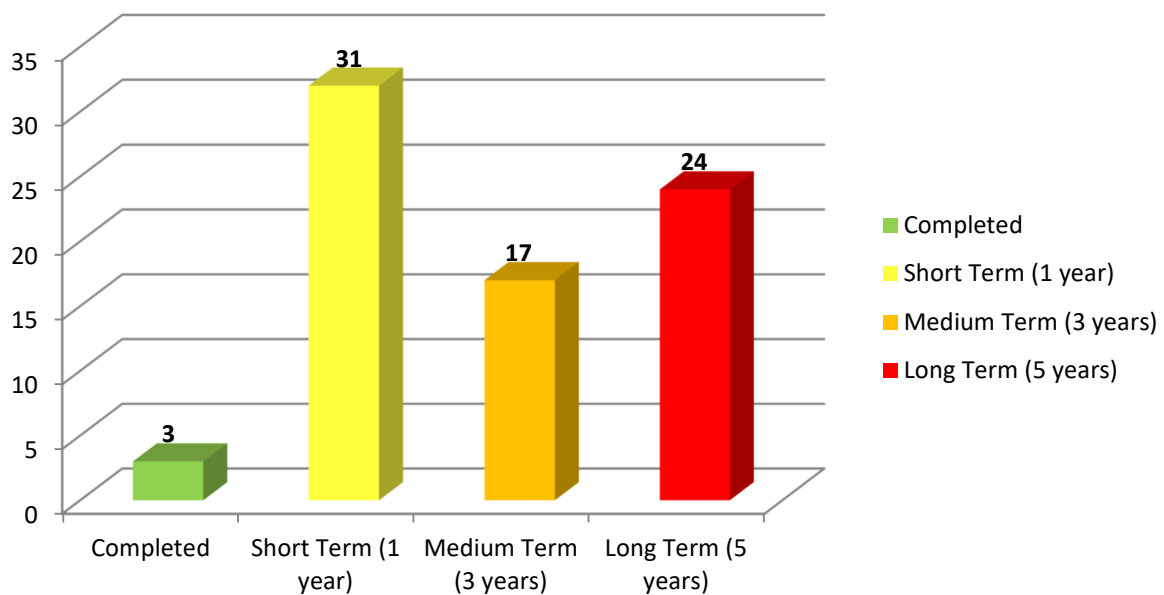


Figure 8-1: MMP Sub Strategy Themes & Initiatives

The identified preliminary action plan promotes a total of 75 initiatives across 6 sub strategy themes as presented in the Pie Chart below.

The implementation schedule of identified 75 MMP initiatives is outlined in Graph 8-1 below. Three of the initiatives of the action plan have been completed, with 31 initiatives (or 41%) planned to be implemented within 1 year of the residential-led mixed-use development being occupied.



Graph 8-1: Roll-out of MMP's Initiatives

In the context of the subject residential led mixed-use development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan 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 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 specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

Appendix A : Mode Specific Measures

A1.0 MODE SPECIFIC MEASURES

Car Usage - Parking Management Strategy

A1.1 A Parking Management Strategy has been prepared by DBFL to manage the daily usage of the 319 no. car parking spaces provided as part of the development. The parking strategy is founded on the principles that none of the apartment units will be allocated a parking space as part of the property contract.

A1.2 Aside from the GoCar, crèche, café/restaurant, commercial, community, houses and taxi and set-down spaces, the remaining spaces will be available for tenants to rent on a need's basis. The cost associated with the parking spaces is expected to be in the region of €100 – 150 per month which is specified at such a rate so as to discourage the use of the private vehicle unless necessary and to encourage the uptake of more sustainable modes such as walking, cycling and public transport for which there are excellent opportunities within and directly adjacent to the development site.

A1.3 The parking spaces will be allocated on a 'first come, first served' basis in terms of paying the prescribed fee. Access to the car park will be strictly controlled by a combination of barriers and shutters. Entry will be facilitated by coded entry and/or number plate recognition which will permit registered vehicles only to enter.

Car Usage - Car Sharing

A1.4 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.

A1.5 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.

A1.6 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.

A1.7 The benefits of car sharing:

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

A1.8 The residential-led mixed-use 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.

Car Usage - Car Club

A1.9 Car Clubs are membership-based schemes providing shared cars for hire. A Car Club 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.

A1.10 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. A GoCar Letter of Intent has been issued to guarantee the establish 5 no. GoCars at the residential-led mixed-use development. Additionally, the development will provide 5 no. development-owned vehicles for use as car sharing vehicles. Residents, staff and visitors can obtain further information at www.gocar.ie. The benefits of such car sharing services include;

- the reduction of the number of cars on the road and therefore traffic congestion, noise and air pollution;
- minimising the demand for car parking and freeing up land traditionally used for private parking spaces, but which may not be used;
- increasing use of public transport, walking and cycling as the need for car ownership is reduced; and
- car sharing allows those who cannot afford a car the opportunity to drive, encouraging social inclusivity.

Public Transport - Buses

A1.11 The residential-led mixed-use development will be well served by Dublin Bus services with bus routes passing the subject site on the R117 Sandford Road. The bus stops are located in very close proximity with the closest Dublin Bus stop at only 80m from the subject site with frequent inbound services operating daily.

Public Transport - Luas

A1.12 The LUAS Green Line serves the area with the Beechwood stop 1 km to the west of the subject site. The Ranelagh and Cowper LUAS stops are equally accessible from the subject site. The Green Line runs from Brides Glen to Broombridge serving Sandyford and Dundrum as well as the city centre. The subject site will also benefit from the improved connectivity by the LUAS Cross City service.

A1.13 Encouraging the residents and staff 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.

A1.14 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.

A1.15 The use of information points within the development is an effective method of increasing awareness among residents and staff 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 and the Luas website.

A1.16 A public transport information service can be offered to residents and staff 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.

A1.17 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.).

Walking

A1.18 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.

A1.19 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.

A1.20 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.

A1.21 It is important to ensure that pedestrians are safe and are satisfied with the 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.

Cycling

A1.22 The residential-led mixed-use 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.

A1.23 The on-site cycle facilities will be linked to the existing off-site cycle routes.

A1.24 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 well-located high-quality cycle parking facilities; and
- including cargo bicycle parking at surface and basement level.

Appendix B : Management & Monitoring Measures

B1.0 MANAGEMENT & MONITORING MEASURES

B1.1 Introduction

B1.1.1 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

B1.2.1 The appointment of a Mobility Manager / Group is critical to the success of the MMP. The site will be managed by a highly experienced management company, who will oversee and ensure a successful MMP.

B1.2.2 For the MMP to be successful it is essential that all residents and staff 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

B1.2.3 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.

B1.2.4 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 and staff.

B1.2.5 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

B1.2.6 As the development approaches full occupation; residents of the development will be invited to form a Residents Group.

B1.3 Monitoring

B1.3.1 Baseline conditions will be established as early as possible following 90% occupation 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.

B1.3.2 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.

B1.3.3 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.

B1.3.4 The survey would be in the form of a questionnaire that residents and staff would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform all residents and staff of how to complete the survey online. Residents and staff 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.

B1.3.5 It is essential that the residents and staff 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.

B1.3.6 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.

B1.3.7 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 and staff are going to be able to rely on information when making travel choices.

B1.3.8 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 : Marketing & Promotion Measures

C1.0 MARKETING MEASURES

C1.1 Raising Awareness, Marketing & Promotion

C1.1.1 The education of residents and staff on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents and staff must be communicated in a consistent and continuous manner to sustain behavioural change.

C1.1.2 Promotion would start with the marketing of the residential-led mixed-use 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 Luas to the various Employment Areas, City Centre and other links are also an attractive feature for encouraging sustainable travel for future residents and staff.

C1.1.3 Communications will include promotional initiatives and activities aimed at informing the residents and staff 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

C1.2.1 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.

C1.2.2 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, Luas),

- 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.

C1.2.3 Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, residents and staff 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 and staff regarding commuting to and from the site;
- Provide a central information point for residents and staff 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-led mixed-use development is included as a key destination on journey planning apps.

C1.3 Personalised Travel Plan

C1.3.1 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.

C1.3.2 This process will allow residents and staff 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 and staff who might not otherwise use public transport realise there are local services available that can suit their needs.

C1.3.3 The Mobility Manager is responsible for promoting the availability of this measure and residents and staff will be encouraged to contact the Mobility Manager if they have any specific sustainable travel related queries.

C1.4 Online Website

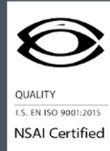
C1.4.1 A dedicated online website for the subject development may be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

C1.4.2 This website will act as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents and staff, 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 Luas so as to encourage residents and staff to plan their journeys using sustainable transport.

C1.5 Smart Device Travel App

C1.5.1 A Travel App could be developed for the residents and staff 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 both buses and the Luas.
- Interactive map showing users current location and highlighting local points of interest (e.g. closest bus stop)
- Pedometer for walkers



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