Hodson Bay

Mobility Management Plan

AUGUST 2026

PREPARED FOR

Roscommon County Council

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Mobility Management Plan

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CONTENTS

1. Introduction

This Mobility Management Plan has been prepared to support the proposed development at Hodson Bay. The plan sets out the measures that will be implemented to improve access, circulation and movement throughout the site while promoting sustainable travel and enhancing the overall visitor experience. The proposals seek to maximise the efficiency of the existing transport infrastructure through improved management, wayfinding and active travel provision, and although the Proposed Development includes expanded parking provision, this is balanced with measures to increase the attractiveness of choosing more sustainable travel.

The site accommodates a range of recreational and tourism destinations, including the marina, watersports facilities, walking routes and the proposed northern nature meadow. Visitor demand is distributed throughout the day and varies seasonally, with peak activity during weekends, holidays and organised events. The Mobility and Management Plan has therefore been developed to assist visitors in navigating the site efficiently, reduce unnecessary vehicle movements, improve parking utilisation and encourage walking and cycling to destinations.

The Mobility Management Plan has been prepared having regard to the policy framework set out in the Roscommon County Development Plan 2022–2028, the National Sustainable Mobility Policy, the National Transport Authority Cycle Design Manual (2023), the Design Manual for Urban Roads and Streets (DMURS), and the Transport Infrastructure Ireland Traffic and Transport Assessment Guidelines. The Plan supports these policy objectives by prioritising walking, cycling and efficient management of existing transport infrastructure, while minimising unnecessary vehicle movements within the site.

This plan should be read alongside the accompanying Traffic and Transport Assessment and Engineering Report.

2. Objectives

The objectives of this Mobility Management Plan are to:

- Improve accessibility for all visitors regardless of their chosen mode of travel;
- Encourage walking and cycling as attractive means of travelling to and from Hodson Bay;
- Maximise the efficiency of the proposed parking provision;
- Improve internal vehicle circulation and reduce conflict between vehicles;
- Provide a clear, consistent and intuitive wayfinding strategy for drivers, pedestrians and cyclists;
- Support access to the marina, watersports facilities, nature meadow and wider recreational areas;
- Reduce unnecessary vehicle circulation and congestion within the site; and
- Improve the overall visitor experience.

In addition to the objectives above, the operation of the Mobility Management Plan will seek to achieve a more balanced distribution of parking demand across the site, improve utilisation of the Northern Carpark during peak visitor periods, reduce vehicle circulation associated with parking search activity, and increase the use of walking and cycling for trips within and to Hodson Bay.

3. Existing Movement Patterns

The principal vehicular access to Hodson Bay is provided from the L2020, from which visitors subsequently access a number of separate parking areas serving the various attractions and facilities across the site.

At present, visitors frequently park in the first available space encountered upon arrival. This results in consistently high parking demand within the southern area of Hodson Bay, particularly around the Marina, promenade and Hotel, while the northern parking areas are often substantially underutilised outside peak periods. The concentration of vehicles within the southern parking areas, especially along the promenade, means that the initial arrival experience is dominated by parked vehicles. In addition, frequent vehicle manoeuvring associated with parking and exiting spaces along the promenade can interrupt traffic flow along the main access route, causing congestion and creating unnecessary vehicle movements within the waterfront area.

The absence of a coordinated parking wayfinding system further contributes to inefficient parking behaviour, with visitors tending to use the same parking areas repeatedly or experiencing uncertainty regarding the layout of the site. This can lead to additional circulation within the site as drivers search for parking spaces, reducing the overall efficiency of the existing parking provision. Consequently, some parking areas experience periods of high occupancy or reach capacity,

while others remain significantly underutilised. The Mobility Management Plan has therefore been developed to address these identified operational issues through targeted parking management and wayfinding measures.

The Proposed Development seeks to address these issues through a comprehensive parking and wayfinding strategy designed to encourage a more balanced distribution of parking demand across the site, reduce unnecessary vehicle circulation, and enhance the overall visitor experience.

4. Sustainable Travel Measures

4.1. Walking

Walking is expected to remain the primary mode of travel between attractions once visitors have arrived. The proposals therefore seek to create clear, continuous and attractive pedestrian routes linking all parking areas, bus drop off and pick up areas, and all destinations.

Pedestrian routes will connect the principal car parks and bus drop off and pick up areas with:

- The marina;
- Watersports facilities;
- Northern nature meadow;
- Public open spaces;
- Viewing areas; and
- Existing recreational routes.

Pedestrian routes have been designed to provide a continuous, level access with suitable surfacing, gradients and crossing treatments to accommodate wheelchair users, mobility impaired visitors, families with buggies and other users with reduced mobility. Footway and crossing arrangements have been developed to improve pedestrian safety and accessibility at vehicle access points throughout the site.

A new shared pedestrian and cycle path is proposed along the L2020 with associated traffic calming measures, providing an improved pedestrian route to Hodson Bay. The route will improve pedestrian safety by reducing vehicle speeds and providing safer crossing points, while also creating a more pleasant environment for recreational walking.

Pedestrian crossings and footway treatments have been designed to provide safe and accessibility friendly crossing opportunities at vehicle crossings.

4.2. Cycling

The proposed shared pedestrian and cycle path along the L2020 will significantly improve cycle connectivity to Hodson Bay while providing a high-quality link to the emerging Lough Ree Greenway proposals, which are currently progressing through option development stage and are expected to form part of the wider strategic active travel network within the Lough Ree area.

Cycle parking will be provided at three principal activity areas:

- Marina (sheltered cycle parking);
- Watersports facilities; and
- Northern nature meadow.

The cycle parking is proposed to be positioned adjacent to key destinations to minimise walking distances and provide convenient access for visitors and staff.

A public cycle repair station is proposed to be installed at the marina, providing facilities such as an air pump and basic maintenance tools to support cyclists using both the site and the wider local cycling network.

Together, these measures will improve the attractiveness of cycling and support wider active travel objectives.

5. Vehicle Management

5.1. Internal Circulation

Efficient vehicle circulation is essential to the successful operation of Hodson Bay, particularly during periods of high visitor demand.

The proposals remove parking spaces from the promenade area in the central portion of the site and introduce a one-way circulation system within the northern car park to improve traffic flow and reduce vehicle conflict. The revised layout reduces congestion along the promenade and enables vehicles to enter, circulate and exit in a consistent direction, reducing turning manoeuvres and improving driver visibility.

The benefits include:

- Reduced congestion;
- Smoother traffic flow;
- Improved safety for pedestrians;
- Improved manoeuvrability for coaches;
- Easier access for larger service vehicles;
- Reduced driver confusion; and
- Increased operational efficiency.

The revised arrangement also allows the parking layout to be utilised more effectively, increasing the practical occupancy of the northern car park.

The revised circulation layout has been developed to accommodate cars, coaches, service vehicles and emergency vehicles in a safe and efficient manner. Vehicle tracking assessments have informed the proposed arrangement, confirming that larger vehicles can manoeuvre within the Northern Carpark while maintaining appropriate circulation and access routes.

5.2. Parking Management

In addition to increasing parking provision, the proposals focus on improving utilisation of the existing parking areas through better visitor information and management.

Visitors travelling specifically to the watersports facilities, café, and nature areas will be directed towards the northern car park, ensuring that demand is distributed more evenly across the site.

This approach will:

- Reduce pressure on parking closest to the marina;
- Reduce unnecessary circulation while searching for spaces;
- Make greater use of available parking capacity; and
- Improve the overall efficiency of the site.

Accessible parking will continue to be provided close to the principal visitor destinations.

Coach parking will also be accommodated within the northern car park where the revised circulation layout provides an improved and clear circulation route.

The parking management strategy will be supported by advance directional signage on the approach to Hodson Bay, arrival information at the site entrance, and visitor information provided through destination websites and event communications where applicable. During periods of exceptional demand, temporary operational measures such as stewarding and event-specific parking guidance may be implemented to maintain efficient circulation and parking distribution.

6. Comprehensive Wayfinding Strategy

6.1. Strategy Overview

An integrated wayfinding strategy has been developed to improve visitor orientation before arrival, upon entering the site and while travelling between destinations. The strategy follows the principle of providing visitors with the right information at the right location, allowing decisions to be made confidently while minimising unnecessary vehicle movements. The hierarchy comprises:

- Vehicular wayfinding signage;
- Pedestrian wayfinding signage;
- Cycling wayfinding signage;
- Destination information.

The proposed wayfinding strategy and indicative signage locations are illustrated on the accompanying landscape and transport drawings. The final signage locations and messaging will be confirmed during the detailed design stage to ensure integration with the public realm, landscape proposals and traffic management arrangements.

The principal destinations for the wayfinding signage within Hodson Bay are shown in Figure 1.

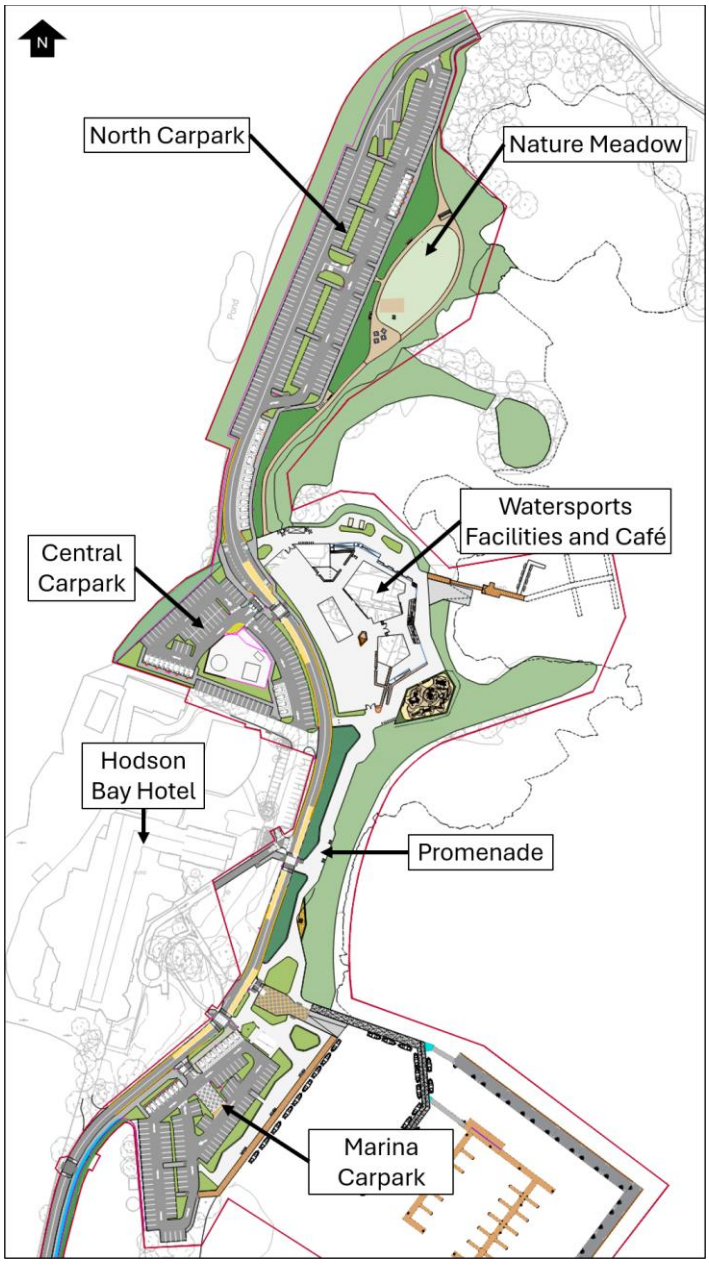

Figure 1: Hodson Bay Principal Destinations

6.2. Vehicular Wayfinding

Directional signage will be located at all principal decision points throughout the site. The signage will direct visitors towards:

- Marina carpark;
- Central carpark;
- Northern carpark;
- Hodson Bay Hotel;
- Watersports facilities and café;
- Nature meadow;
- Coach parking;
- Accessible parking;
- Exit.

Visitors accessing the watersports facilities, café, and nature meadow will be directed to use the northern car park through advance directional signage. This measure forms a key component of the parking management strategy by encouraging greater utilisation of available parking while reducing unnecessary circulation elsewhere within the site. The proposed vehicle wayfinding strategy is shown in Figure 2.

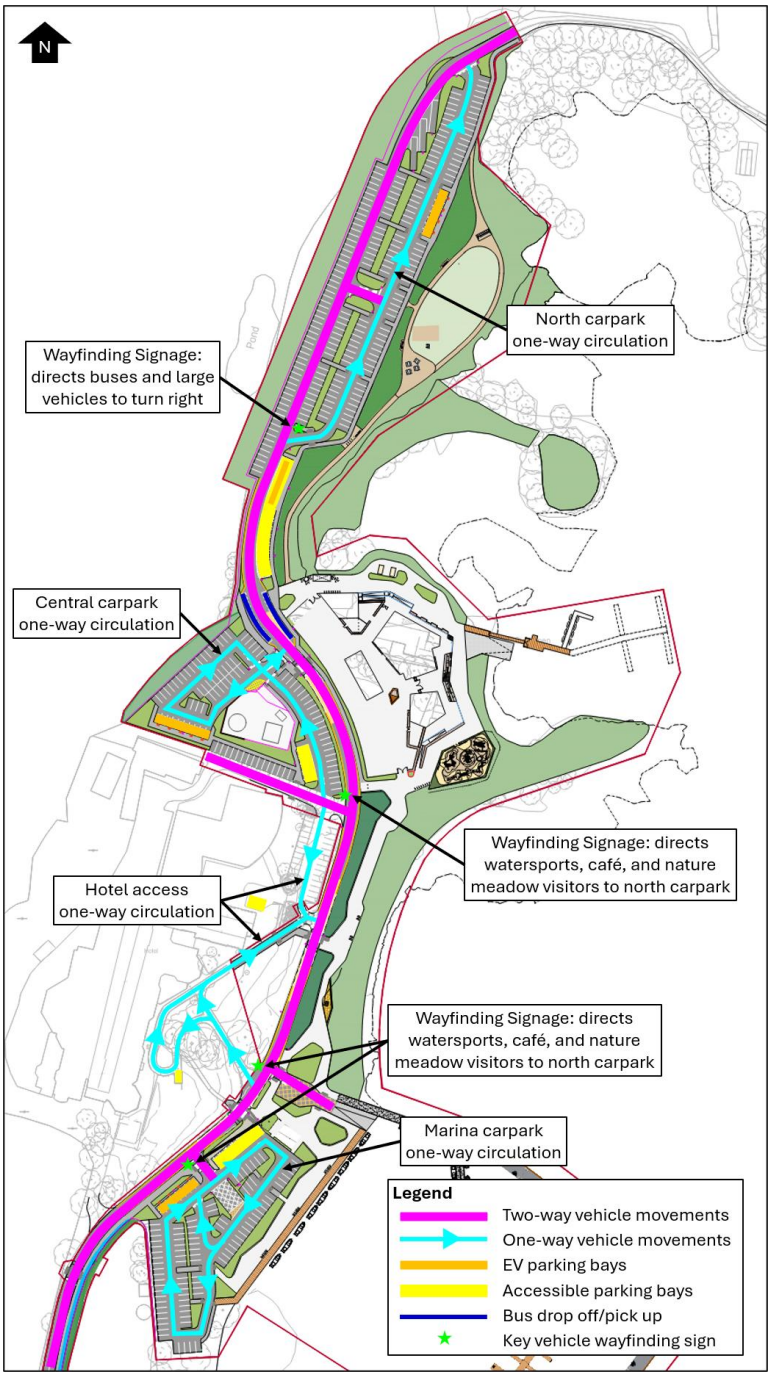

Figure 2: Vehicular Wayfinding Strategy

6.3. Pedestrian Wayfinding

Pedestrian signage will provide clear and consistent information between attractions following arrival.

Wayfinding signs will identify walking routes to:

- Marina;
- Hodson Bay Hotel;
- Watersports facilities and café;
- Bus pick up / drop off locations;
- Nature meadow;
- Shared path;
- Public amenities;
- Car parks.

Walking distances and approximate journey times may be included where appropriate to encourage walking between destinations. The proposed pedestrian wayfinding strategy is shown in Figure 3.

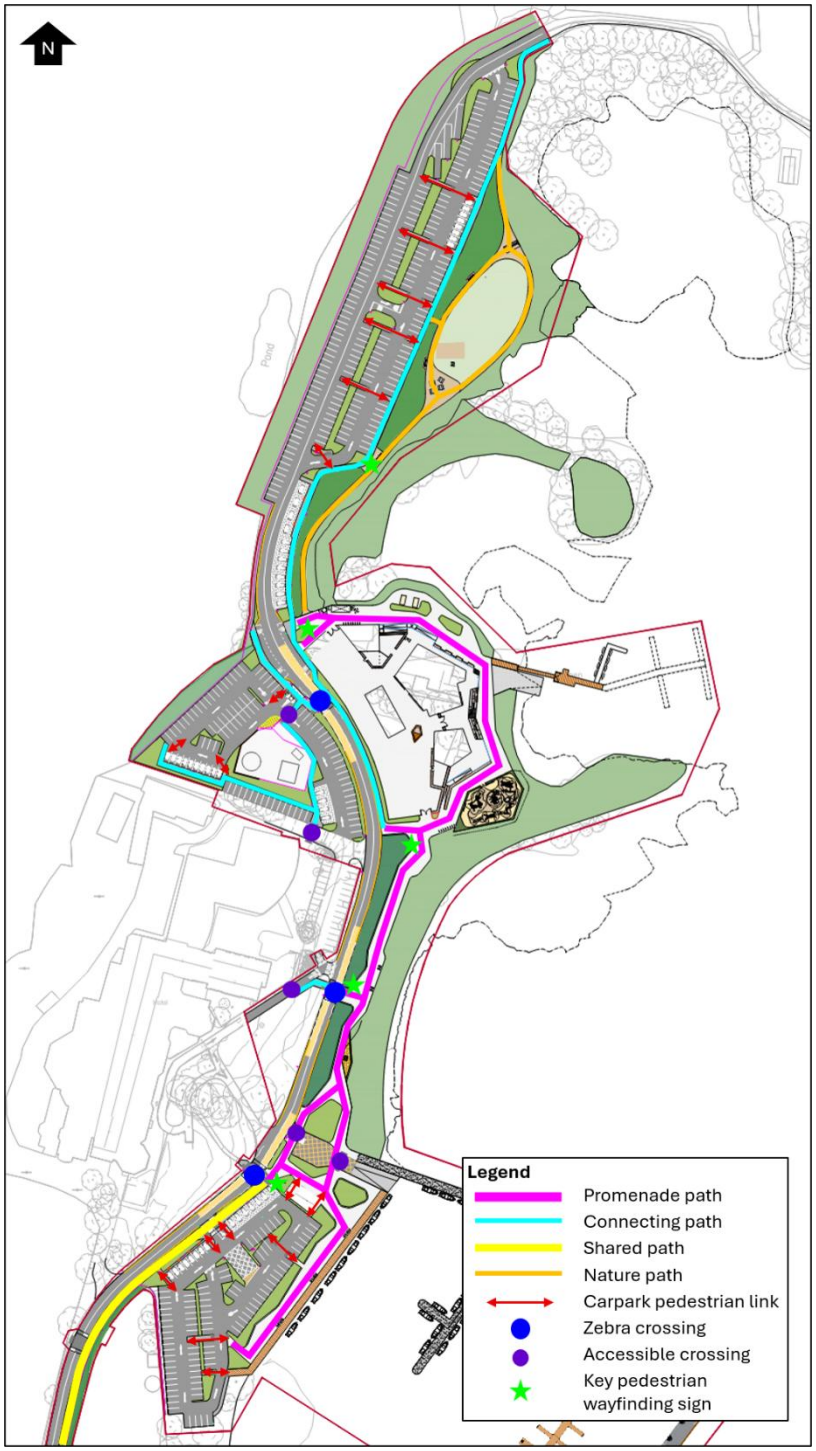

Figure 3: Pedestrian Wayfinding Strategy

6.4. Cycling Wayfinding

Cycling signage will complement the active travel infrastructure by directing cyclists to:

- Cycle parking;
- Cycle repair station;
- Shared pedestrian and cycle path.

The signage will provide continuity for cyclists travelling through the site while encouraging greater use of active travel facilities. The proposed cyclist wayfinding strategy is shown in Figure 4.

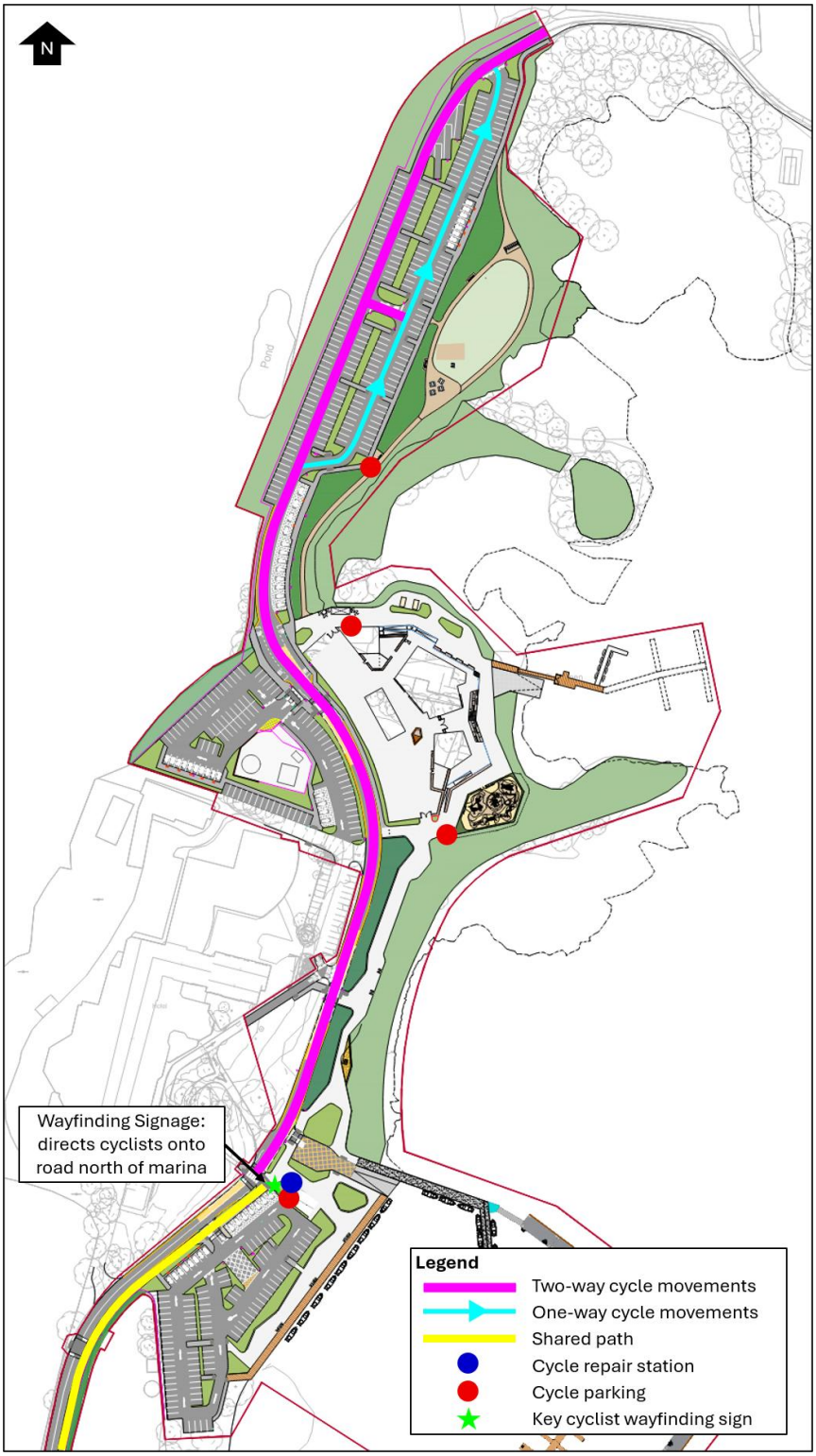

Figure 4: Cyclist Wayfinding Strategy

6.5. Signage Design Principles

To ensure consistency throughout the development, signage will:

- Use a consistent family of colours, fonts and symbols;
- Include universally recognised pictograms where appropriate;
- Be visible from appropriate decision distances;
- Minimise information overload;
- Avoid unnecessary sign clutter;
- Comply with accessibility guidance regarding font size and contrast; and
- Complement the character of the surrounding landscape.

7. Accessibility

Accessibility has been considered throughout the development of the proposals.

Measures include:

- Accessible parking close to key destinations;
- Continuous pedestrian routes;
- Step-free access wherever practicable;
- Shared paths suitable for wheelchair users and cyclists;
- Clear wayfinding signage;
- Logical route navigation; and
- Improved crossing opportunities.

These measures will improve access for visitors of all ages and abilities. Accessible routes and facilities will be designed in accordance with Part M of the Building Regulations and relevant best-practice accessibility guidance. Signage, crossing treatments and route layouts will be arranged to provide clear and legible navigation for all users.

8. Implementation

The Mobility Management Plan should be implemented alongside completion of the proposed development. Wayfinding signage should be installed prior to opening to ensure visitors can navigate the site effectively from the first day of operation.

Responsibility for implementation will rest with the developer and future site operator, who will ensure that wayfinding signage, cycle parking, pedestrian facilities and parking management measures are installed prior to opening of the Proposed Development. Operational management measures will be incorporated into the ongoing management arrangements for Hodson Bay.

Following implementation, the operation of the parking management measures and wayfinding strategy should be reviewed during peak visitor periods. Minor amendments to signage locations or messaging can then be undertaken if visitor behaviour indicates opportunities for further improvement.

9. Summary

Overall, the Mobility Management Plan provides a coordinated framework for managing movement throughout Hodson Bay by integrating parking management, active travel infrastructure, accessibility measures and a comprehensive wayfinding strategy. The Plan will support safer and more efficient internal circulation, encourage walking and cycling, improve utilisation of existing parking capacity, reduce unnecessary vehicle activity within the waterfront area and enhance the overall visitor experience, while supporting the sustainable mobility objectives of the Proposed Development.

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