# BARRETT MAHONY CONSULTING ENGINEERS CIVIL & STRUCTURAL

























RESIDENTIAL TRAVEL PLAN FRAMEWORK

PROPOSED MIXED USE RESIDENTIAL DEVELOPMENT,
THE CONCORDE INDUSTRIAL ESTATE, NAAS ROAD, WALKINSTOWN, DUBLIN 12

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PROJECT: MIXED USE RESIDENTIAL DEVELOPMENT AT CONCORDE

INDUSTRIAL ESTATE, NAAS ROAD, WALKINSTOWN, DUBLIN 12

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RESIDENTIAL TRAVEL PLAN FRAMEWORK FOR MIXED USE RESIDENTIAL DEVELOPMENT AT THE CONCORDE INDUSTRIAL ESTATE, NAAS ROAD, WALKINSTOWN, DUBLIN 12

# barrett

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Proposed mixed use, commercial and residential development, Concorde Industrial Estate, Naas Road, Walkinstown, Dublin 12

# **Residential Travel Plan Framework**

**Client: Development Ocht Ltd.** 

**Barrett Mahony Consulting Engineers** 

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# 1.0 INTRODUCTION

Development Ocht Ltd has commissioned Barrett Mahony Consulting Engineers to provide a Travel Plan Framework for the residential component of the proposed mixed use development at Concorde Industrial Estate, Naas Road, Walkinstown, Dublin 12.

The proposed development will consist of 8 No., above ground floor, levels extending across most of the site along with a single level basement. 492 no. apartments, 3,327m<sup>2</sup> of commercial space, 200 No. car parking spaces and 516 No. bicycle parking spaces. The apartment will be a "Build-To-Rent" (BTR) scheme with management on site. Appendix 1 has a full site layout and a permeability plan.

The apartment breakdown is as follows;

•	Studios	81
•	1 Bedroom	169
•	2 Bedroom (3 person)	8
•	2 Bedroom (4 person)	234

A site plan of the development in contained within Appendix 1.

The purpose of the report is to outline the objectives of the Travel Plan (TP) applied to the residential aspect of the site.

Their purpose is to ultimately reduce the number of single occupancy car trips and promote the use of more sustainable modes of travel.

The aim being to minimise vehicle trip rates, the volume of which has been outlined in the Traffic and Transport Assessment (TTA) for the proposed development.

The measures as outlined within this document will be introduced in order to achieve the target of minimising vehicle trips to and from the residential component of the proposed project, along with a timeframe for the implementation of the various measures outlined.

A Travel Plan Co-ordinator (TPC) shall be appointed to provide ongoing management for the TP. The TPC will be appointed by the organisation managing the proposed 'build-to-rent' residential facility.

In conjunction with the on-site management team, the TPC will prepare a document detailing the progress of The Travel Plan and the strategy for its future development as stated with it.

This document is seen as particularly important given the relatively limited vehicle parking available to residents at the subject site.

A Residential Travel Plan (RTP) is thus a document which seeks to increase sustainable travel at a residential development by:

- reducing the need for travel
- reducing single-occupancy car travel
- providing and encouraging the use of more sustainable travel choices, such as walking, cycling, public transport, car sharing and car clubs

An RTP addresses all types of trips to, from and within a residential development, including trips made by residents and visitors. It sets out the implementation, marketing, monitoring and review of a variety of travel measures to meet pre-agreed targets.

An RTP is site-specific and takes into account the characteristics of the development such as its location, surrounding transport infrastructure and proximity to local facilities. It is not a static document; it is flexible and should be adapted to suit changes in the site's characteristics over time.

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The benefits to residents of the proposed Concorde Development, and the wider community in the local area, will include:

- increased choice and quality of travel modes
- reduced traffic congestion and saving travel time on roads
- reduced harmful impacts on the environment due to fewer vehicles being on the roads and promoting less environmentally intrusive forms of travel, such as walking and cycling
- improved air quality and minimised greenhouse gas emissions due to a reduction in traffic growth and congestion and an increased choice of more sustainable modes of transport
- reduction in the harmful effects to the existing biodiversity and the build and historic environment as a result of reduced traffic growth
- improved health due to less pollution from vehicles and the take up of more active modes of travel, such as walking and cycling
- financial savings from free or discounted travel vouchers and the take up less costly alternatives of travel, such as walking or car sharing
- safer communities through reduced number of accidents and other incidents, for example by reducing traffic on roads, restricting traffic speeds, creating road crossings or forming home zones
- improved sustainable access to local services, facilities and the natural environment such as open spaces and green corridors for non-motorised forms of transport
- reduced social isolation as a result of extended or new public transport services, resident walking/cycling groups, resident travel forums and building links with the wider community

# 2.0 GUIDANCE AND POLICY DOCUMENTS

# 2.1 INTRODUCTION

The relevant documents at an international, national and local level are detailed within this section.

# 2.2 NATIONAL / INTERNATIONAL POLICY ON SUSTAINABLE TRAVEL / TRAVEL PLANS

# Making Residential Travel Plans Work (Department for Transport, UK, 2007)

UK document providing a framework for residential travel plans, detailing the content that should be provided within the Travel Plan. The structure advocated by this document is incorporated within this report.

# <u>Dublin City Centre Transport Study 2015-2033</u>

The Study seeks to address major transport issues facing the core city centre area, to facilitate the implementation of the Dublin City Council Development Plan, and to safeguard the future growth of the city, specifically in terms of new transport infrastructure. The construction and operation of Luas Cross City will require a significant reconfiguration of current transport arrangements. This study addresses these issues and proposes measures to counter long-standing constraints of the existing City Centre transport network. This will ensure that capacities are in place to meet the demands of future growth in the City, as well as optimising the use of the City Centre's limited road space to maximise the benefits for people living, working and visiting Dublin City Centre. The key objectives include increasing the capacity, reliability and use of public transport into and within the City Centre as well as improving the quality of service for cycling and walking, with particular emphasis on the 'core' City Centre;

The Study advocates significant reductions in the modal split for private cars for the journey to work over the short to medium term in the Greater Dublin Area.

The achievement of these targets requires developments such as the one proposed at Concorde to advocate sustainable modes of transport for residents travelling to work and college. Achievement of the objectives and targets as outlined within this document. The residential travel plan framework will be entirely consistent with the aims of the Dublin City Centre Transport Study.

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# 2.3 LOCAL POLICY ON SUSTAINABLE TRAVEL / TRAVEL PLANS

### Dublin City Development Plan 2016-2022 – chapter 8: Movement and Transport

The transportation elements of this document aim to work in tandem with the Dublin City Centre Transportation Study referred to above. The strategy within the draft document makes optimum use of existing and proposed transport infrastructure, and Dublin City Council works Transport Infrastructure Ireland and relevant transport agencies to deliver key projects. Sustainable forms of transport such as public transport, walking and cycling are strongly promoted in this plan, which takes a pro-active approach to influencing travel behaviour and effective traffic management. A key challenge listed within the document is the prioritisation of transport and movement schemes, particularly those that increase the use of public transport, walking and cycling, that can be implemented in the short term.

The Plan states that a mobility management plan / travel plan seeks to encourage as much travel as possible by sustainable means such as public transport, walking and cycling. This is best achieved at a strategic level by locating developments in the most accessible locations

# Dublin City Development Plan: Appendix 4-Mobility Management and Travel Plan

Dublin City Council regards mobility management as an important element in the promotion of sustainability and in the achievement of a substantial increase in the modal share of public transport, walking and cycling during peak travel times. Mobility management is a proactive approach to influencing how people travel. While it plays an important role at a strategic level, the adoption of this approach at a site or business level can be very influential in achieving sustainable travel patterns. Travel planning is a tool for implementing mobility management in specific situations and environments such as workplaces, schools/colleges and mixed-use developments by pro-actively encouraging sustainable travel.

A Travel Plan is stated to consist of a package of measures, initiatives and incentives aimed at encouraging a target group of people to shift from travelling individually by private car to walking, cycling, public transport and car-sharing. The plan sets out percentage targets for modal splits to be achieved over a specified time period. Regular monitoring and updating of the plan is required as travel planning is an on-going process. Dublin City Council has established a Mobility Management section with responsibility for implementing Dublin City Council's own Workplace Travel Plan. This section also has responsibility for the management and monitoring of all existing and future Travel Plans submitted as part of the planning process.

Thus, the above documents confirm and emphasise the importance of maximising the use of sustainable modes of travel and minimising the use of the private car, particularly for the journey to work / college.

# 3.0 THE TRAVEL PLAN PYRAMID

The UK document 'Making Residential Travel Plans Work' details the travel plan pyramid which helps demonstrate how successful plans are built on the firm foundations of a good location and site design. A Plan should also combine hard measures – such as new bus stops and cycle ways, and soft measures – such as discounts on season tickets and help with individual journey planning. All measures should be integrated into the design, marketing and occupation of the site. In addition, parking restraint is often crucial to the success of the plan in reducing car use.

An image of the pyramid is contained within Appendix 2.

The travel pyramid, as detailed within 'Making Residential Travel Plans Work', contains the following five key concepts that are central to a good RTP:

- Location Residents need to be within easy reach of shops and services so that walking or cycling becomes the natural choice
- Built Environment Low density developments are hard work to get round by bike and foot.
   Encouraging compact development that is walking and cycling friendly, with low parking allowances, is crucial in encouraging sustainable travel choices.

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 Travel Plan Coordinator - Successful travel plans need people. The Coordinator plays a crucial role in developing the plan and working with residents and management to ensure the plan meets their needs for access and evolves over time

- Services and facilities Good public transport and a car club can help reduce the need for on-site parking. Other measures, such as broadband internet access and home deliveries can reduce the need to travel off site.
- Promotional strategy Welcome packs, public transport discounts and cycling incentives can all help introduce the travel plan to residents and build enthusiasm.

In terms of location and built environment, one can see the significant advantages of the subject site, within easy access of bus and LUAS facilities, with the layout of the proposed development making cycling and walking safer and more efficient.

This report will demonstrate the central role that will be undertaken by the Travel Plan Coordinator in setting targets, updating the Travel Plan, monitoring use of car club spaces and maximising the circulation of promotional material among residents.

# 4.0 THE CONTENTS OF THIS REPORT

Section 5 of this report will summarise the existing public transport, walking and cycling facilities at the subject site, together with the existing commuter travel patterns for the local area (information extracted from the submitted parking and mobility study for the proposed development).

Section 6 takes the commuter travel patterns for the area and proposes year-of-opening modal splits for the proposed development, plus target modal splits for year-of-opening plus 5.

Section 7 details the objectives of the Travel Plan Strategy and what measures will be implemented to facilitate the achievement of these objectives.

Section 8 details the central role of the Travel Plan Coordinator in the attainment of the objectives as set out within this document.

Section 9 contains some concluding comments.

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# 5.0 PUBLIC TRANSPORT, WALKING AND CYCLING FACILITIES AND COMMUTER TRAVEL PATTERNS

# 5.1 EXISTING PUBLIC TRANSPORT FACILITIES

The Naas Road provides a major arterial route to and from the city, containing extensive public transport facilities in both the Luas Red line and a Quality Bus Corridor. The area is, however, at or near capacity for private car vehicles and the accessibility to those public transport options is restricted.

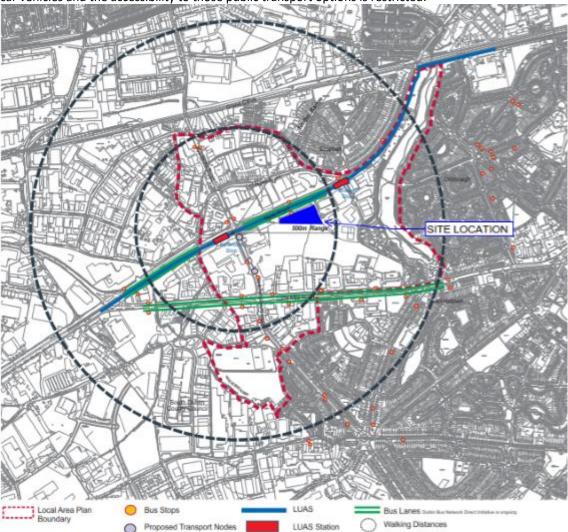


Figure 5-1: Existing public transport facilities

# 5.2 EXISTING CYCLING AND PEDESTRIAN FACILITIES

Figure 5-2 below details the existing cycling facilities in the local area, comprising of cycle lanes operating within bus lanes.

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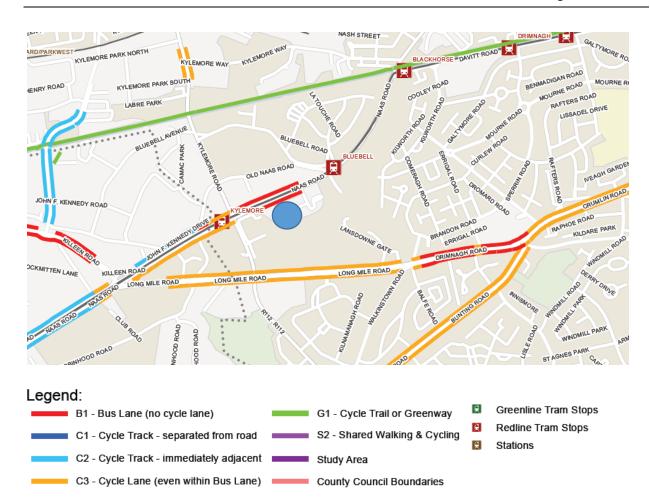


Figure 5-2: Existing cycle facilities

Pedestrian facilities in areas that surround the site are of basic quality.

The footpath in many cases provides no barrier between pedestrians and on-street traffic, and the roads in the area such as the Naas Road and Kylemore Road, which are main routes out of the city, have high volumes of traffic including cars, buses and trucks; particularly at peak times.

Navigating from one side of the Naas Road to the other is challenging as there are multiple lanes of traffic plus the Luas Red line to navigate when crossing.

# 5.3 EXISTING COMMUTER TRAVEL PATTERNS

Table 5-1 contains the modal splits for car, bus and LUAS / Rail travel for the 6 No. Electoral Districts close to the subject site:

Mode	CAR DRIVER (%)	CAR PASSENGER (%)	BUS (%)	LUAS/TRAIN (%)	CYCLING (%)	WALKING (%)	Other (van, home, not stated)
Walkinstown A	42	3	17	8	8	9	12
Crumlin A	41	2	13	15	8	10	9
Crumlin B	38	3	13	10	11	14	10
Crumlin E	38	3	16	9	9	13	12
Inchicore A	32	3	14	16	11	11	13
Inchicore B	31	2	8	17	5	11	21
Average	37	3	14	13	9	11	13

Table 5-1: Modal splits for electoral districts in vicinity of subject site

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Thus, for the existing inhabitants in 6 No. Electoral Districts close to the subject site, 37% commute by private car as detailed within the 2016 Census, with 27% commuting by bus, train or LUAS and 20% cycling or walking.

# 6.0 PREDICTED POST-DEVELOPMENT TRAVEL PATTERNS

# 6.1 INTRODUCTION

Based on the modal split information within section 5 of this report for the Electoral districts in the general vicinity of the subject site, which demonstrated 27% of commuters arriving by public transport, 37% by car, 11% by walking and 9% cyclists (16% car passenger / working from home / not stated), Table 6-1 below indicates a target profile for the future residents at the Concorde development both on the day of opening and five years thereafter:

Transport Mode	Commuter Usage (%) (day-of-opening)	Commuter Usage (%) (+ 5 years)		
Car driver	37	30		
Car passenger	3	6		
Public Transport	27	30		
Walk	11	13		
Cycle	9	11		
Total	84	84		
	(13% van / working	(16% van / working		
	from home / not	from home / not		
	stated)	stated)		

**Table 6-1**– Future Target Modal Splits for Concorde Development

On the day of opening, the parking and mobility study has demonstrated that the proposed parking facilities will be able to cater for the 37% of the residents predicted to be commuting by private car on the day of opening of the proposed development.

It is also assumed that, on the day of opening of the proposed development, the public transport, walking and cycling patterns of the residents will mirror the patterns of existing residents in the local area.

It can be seen that targets for five years after the day of opening of the proposed development indicate commuting by private car decreasing by 7%, with the combined modal splits for public transport, walking and cycling increasing by 7% and car passenger up 3%.

The following sections of the report will demonstrate how the setting of appropriate objectives and the appointment of a Travel Plan Coordinator to oversee their implementation will ensure that these targets are achieved.

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# 7.0 OBJECTIVES OF TRAVEL PLAN STRATEGY

### 7.1 INTRODUCTION

A Travel Plan Framework is a tool that brings together site management issues relating to transport in a coordinated manner. This document puts in place the objectives of the mobility management strategy for the subject site and the specific measures designed to achieve these objectives.

While recognising that not all car trips can be eliminated, this strategy aims to provide sustainable transport choices for workers and visitors at the site, thus leading to a reduction in private car use for the trip to and from the workplace. Specific measures for achieving effective modal shift away from the private car will be detailed.

The aim of this strategy is thus to introduce measures which will maximise the chances that the modal split targets for year of opening and 5 years thereafter are met if not exceeded.

The objectives of the Travel Plan Strategy for the proposed development in order to meet the stated targets for the subject site are as follows:

- To manage the car parking resources in such a manner that generally discourages use of the private car
  for the journey to work and maximises the efficient use of the limited on-site spaces available (Objective
  No. 1):
- To encourage residents to use public transport by providing information on the services available as well as financial incentives to use public transport. New public transport schemes coming on stream will further aid the achievement of this objective (Objective No. 2);
- To encourage residents to cycle to work, if appropriate, by providing safe parking, appropriate showering facilities, financial subsidies and general information on the health benefits of cycling (Objective No. 3);
- To encourage to walk to work if appropriate, by providing all necessary information on this mode of travel (Objective No. 4).

Table 6-1 assumes that that measures will be taken within five years of opening to reduce the modal split for car travel down to 27%, to increase public transport marginally to 30%, and to increase the cycling modal split marginally to 15% and walking up to 12%.

A number of the proposals listed to achieve these modal splits are easy and inexpensive to implement. Other measures require initial co-operation and co-ordination both within and between organisations or require an initial investment where this outlay is greatly outweighed by the subsequent benefits both to commuters and the environment. Staff performance and general morale are both dependent to a great extent on their general state of health and fitness, particularly where long periods are spent behind a desk working with computers. The profile of their journey to work can be a significantly beneficial factor in this regard.

# 7.2 OBJECTIVE NO. 1 - MAXIMISING THE EFFICIENT USE OF CAR PARKING FACILITIES

# 7.2.1 INTRODUCTION

Given the limited availability of on-site car parking at the subject site (for 0.41 per residential unit), the following measures will help both to generally discourage use of the private car for the journey to work and to maximise the use made of the limited on-site spaces available:

# 7.2.2 INCREASING CAR OCCUPANCY RATES

The day-of-opening modal splits, based on 2016 Census information, indicate an occupancy rate of 1.08 persons per car. The 5-year modal split targets indicate an increased occupancy rate of 1.2.

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The Travel Plan Coordinator will achieve this by promoting car sharing through use of a notice board within the residential development and through use of the web site for the development which on-site management will set up.

# 7.2.3 CAR CLUB USAGE

As stated in the submitted parking and mobility study for the proposed development, rather than residents requiring access to a parking space in order to have a car available to make non-work related trips for shopping and leisure purposes, an alternative and more sustainable approach is proposed involving the provision of dedicated car club spaces within the development in order to cater for the non-trip-to-work-related car demand of residents.

It is proposed to initially provide 10 No. car club vehicle spaces at ground floor level along the Naas Road elevation, available for both residents of the development and other nearby residents.

The demand will be monitored on an ongoing basis by the Travel Plan Coordinator, and the number of spaces can be increased as required.

The provision of 10 No. car club spaces will result in the elimination of the necessity to own a car (and the associated expense) where use of it will be relatively infrequent and in access to car transport for those using a car infrequently.

# 7.3 OBJECTIVE NO. 2 - ENCOURAGING GREATER USE OF PUBLIC TRANSPORT FOR THE JOURNEY TO WORK

### 7.3.1 INTRODUCTION

The modest increase from 27% to 30% public transport modal split is based on expected local improvements to the public transport access that will come on stream over the coming years, together with upgrades and increased efficiencies within the existing infrastructure – DART frequencies are being increased in 2019 to every 10 minutes all day between Howth and Bray (accessed directly from the LUAS Red Line) and maximising public transport information to residents.

While the Bus Connects may have no impact on the 5 year targets, in the longer term, its implementation will significantly improve public transport services at the subject site.

# 7.3.2 IMPROVED LOCAL ACCESS TO LUAS RED LINE AND BUS SERVICES

As stated within the parking and mobility study for the proposed development, crossing the Naas road at the site is, at present, potentially dangerous as there is no dedicated pedestrian crossing outside the site. Navigating from one side of the road to the other is challenging as there are multiple lanes of traffic and a Luas line to contend with when crossing. The quality of the pedestrian environment and connections for pedestrians at major junctions is poor.

In consultation with the NTA, a pedestrian route across both the Naas Road and the road adjacent to the site is proposed, details of which are provided within Appendix 3. This link will significantly improve access to both the Luas line and inbound public bus service.

# 7.3.3 PUBLIC TRANSPORT INFORMATION

It is vital that timetable information is available to RESIDENTS in order to encourage maximum usage of the public transport system. Dublin Bus, DART and ultimately LUAS timetables should be posted on the notice board within the apartment complex and / or the web site to be set up by on-site management.

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### 7.4 OBJECTIVE NO. 3 - ENCOURAGING MORE RESIDENTS TO CYCLE TO WORK

Cycling will be a favoured transport option for a predicted 9% of residents at the proposed development on its day of opening, increasing to 11% five years thereafter.

It is reasonable to assume a slight increase in this modal share over values pertaining in the locality, within the first 5 years after the opening of the residential component of the facility given the provision of 516 No. parking spaces for bikes throughout the subject site.

# 7.5 OBJECTIVE NO. 4 - ENCOURAGING MORE RESIDENTS TO WALK TO WORK

Walking will be a favoured transport option for a predicted 11% of residents at the proposed development on its day of opening, increasing to 13% five years thereafter.

This modest increase will be facilitated by linkage to the "City Wide Green Route" via the proposed pedestrian link from the subject site to both the Luas line and inbound public bus service.

The section of the "City Wide Green Route" close to the subject site in detailed within Appendix 4. This pedestrian route promotes permeability throughout the site and allow continuity through to the adjacent strategic development sites.

# 8.0 ROLE OF THE TRAVEL PLAN COORDINATOR FOR THE PROPOSED RESIDENTIAL DEVELOPMENT

### 8.1 APPOINTMENT OF TRAVEL PLAN COORDINATOR

It will be the intention of on-site management at the proposed 'build to let' development' that a Travel Plan Coordinator be appointed to administer, implement, monitor and review travel plan management issues within the residential component of the proposed development. The coordinator will also liaise with the local authority, public transport companies and facility managers on issues relevant to the maximisation by commuters of non-car based journeys to work.

# 8.2 DUTIES OF THE TRAVEL PLAN COORDINATOR

The application is founded on minimal use of the private car by all residents and the maximization of travel by soft modes and public transport.

It will be the intention of the on-site management team that a Travel Plan Framework Coordinator be appointed to administer, implement, monitor and review mobility management issues within the residential component of the proposed development. The coordinator will also liaise with the local authority, public transport companies and facility managers on issues relevant to the maximisation by commuters of non-car based journeys to work.

# **DUTIES OF TRAVEL PLAN COORDINATOR**

There are a range of measures that will be undertaken by facility managers in order to aid in the reduction of car-based journeys to work.

The co-ordinator will have a vital role in encouraging and enabling organisations on the subject site to adopt the measures listed within the document to achieve the objectives listed above within section 7. The duties of the co-ordinator are detailed below under the following headings:

- Promoting the environmental and health benefits of their travel choices
- Promoting bike use
- Promoting walking to work
- Promoting rail and bus based travel

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Monitoring the modal splits for residents' journey to work

# 8.2.1 PROMOTING THE ENVIRONMENTAL AND HEALTH BENEFITS OF THEIR TRAVEL CHOICES

It will be the duty of the coordinator to make residents aware of the environmental and health consequences of their travel choices. Various media should be employed in order to communicate this message. These could include a newsletter and a mobility website, providing information on issues such as available public transport services, where to buy a bike, the health benefits of cycling / walking, and a list of co-residents who might potentially car-share.

### 8.2.2 PROMOTING BIKE USE

The coordinator can promote the use of this mode of travel using other measures such as the setting-up of a cycle users group so that experienced cyclists within the development can help encourage newcomers to the mode of travel. The coordinator can also help by keeping tool kits and spare parts on site for cyclists to avail of. The web site and newsletter could also be an aid to encouraging the mode of travel by encouraging the potential time savings involved. Also, the coordinator can keep in contact with the local authority to monitor the progress in implementation of the proposed cycle track network in the locality.

It would also be possible for management at the proposed 'build-to-rent' residential development to agree a group bicycle insurance scheme for residents at preferential rates in order to maximise its use as a mode of travel to work.

Also, management might subsidise the cycling mode by purchasing an initial stock of bicycles to loan to residents at preferential rates. Such a scheme would not be expensive and would have the added benefit of raising awareness of it as a mode of travel and generally encouraging cycle use.

### 8.2.3 PROMOTING WALKING TO WORK

As with cycling, the coordinator should promote the health and fitness benefits of walking and its general viability as a method of getting to work. The coordinator can also liaise with the local authority on work being done in the vicinity of the candidate site to make the local road network more pedestrian friendly.

# 8.2.4 PROMOTING RAIL AND BUS BASED TRAVEL

The coordinator will promote a public transport culture among residents. The coordinator can use the newsletter and website to provide information on public transport, in particular timetable information, fares, bus and LUAS / DART stop location and route planning, together with information on annual and monthly public transport tickets, carrying potential tax benefits for commuters.

# 8.2.5 MONITORING THE MODAL SPLITS FOR THE RESIDENTS' JOURNEY TO WORK

In order to maximise the effectiveness of the Travel Plan Framework, the coordinator should be responsible for the ongoing monitoring of the modal splits within the plan, including the carrying out on a regular basis of travel surveys of all on-site residents.

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# 9.0 CONCLUDING COMMENT

This Travel Plan framework is required to insure the sustainability of the limited parking provision at the subject site.

This Travel Plan Framework will actively manage the parking provision and further reduce car usage at the subject site by detailing objectives for the achievement of a sustainable travel culture for residents at the apartment component of the development, by listing measures to achieve these objectives and by committing to appoint a travel plan coordinator to oversee and monitor progress towards the improved modal splits predicted for the site five years after opening and in the longer term into the future.

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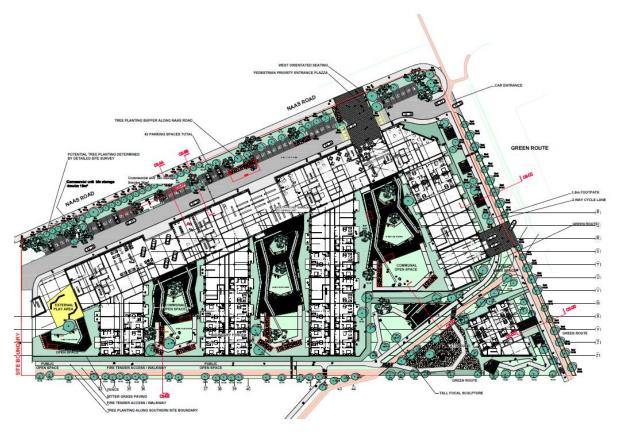
**APPENDIX** 

SITE LOCATION AND LAYOUT



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**APPENDIX** 

TRAVEL PLAN PYRAMID



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# The travel plan pyramid

# Promotional Strategy

Services & Facilities
public transport; car clubs;
parking management; sub-site
travel plans etc.

# Coordinator

To develop further measures and oversee the plan on an ongoing basis

# **Built Environment**

Site design; public transport infrastructure; facilities to reduce the need to travel; parking provision; off-site measures

# Location

Proximity to existing facilities and services

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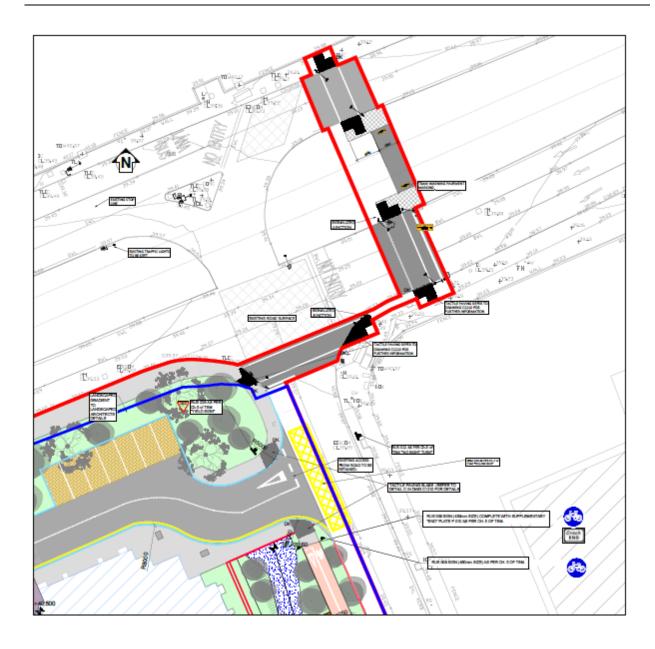
# CIVIL & STRUCTURAL

# **APPENDIX**

PEDESTRIAN LINK
FROM SITE ACROSS
NAAS ROAD



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# APPENDIX

**SECTION OF GREEN ROUTE CLOSE TO SITE** 



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