Project

SHD Development at Cooldown Commons Phase 3

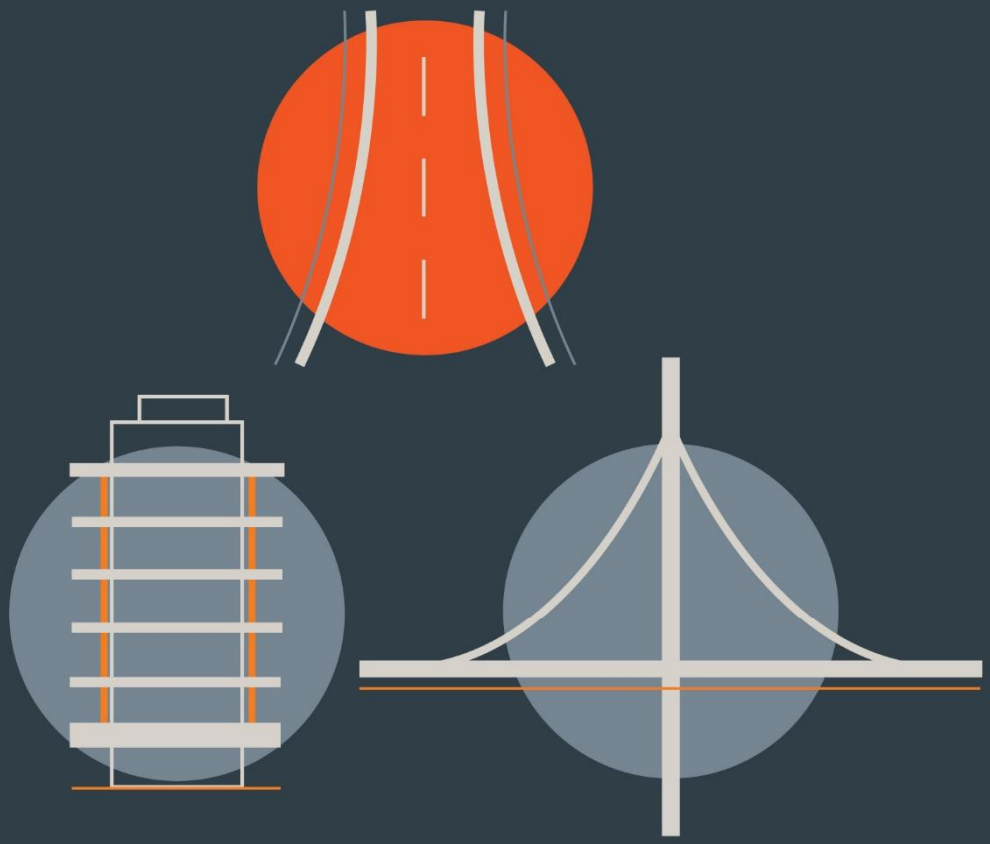
Report Title

MOBILITY MANAGEMENT PLAN

Client

Cairn Homes Properties Limited

TRANSPORTATION



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CHAPTER 1
Introduction

1.0 INTRODUCTION

1.1 CONTEXT

1.1.1 DBFL Consulting Engineers (DBFL) has been commissioned by Cairn Homes Properties Ltd. to compile a Traffic and Transport Assessment (TTA) for a proposed development will consist of the construction of 421 no. residential units within 9 no. blocks ranging in height from 1 – 13 storeys, retail/commercial/office units, residential amenity space, and open spaces along with all associated site development works and services provisions to facilitate the development including parking, bin storage, substations, landscaping and all services.

1.1.2 This MMP should be read in conjunction with the accompanying Traffic and Transportation Assessment (TTA) Report. The 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 development.

1.1.3 This framework document aims to inform two distinct audiences as follows;

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

1.2 BACKGROUND

1.2.1 This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed residential development located at Citywest, Dublin 24. This document aims to expand the awareness of and increase travel options for both the residents, visitors and staff located at the site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefits of the residents, visitors and staff who may be interested in reading this document to see how it directly affects them.

1.2.2 This Framework MMP has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents, visitors and staff travelling to/from the proposed development at Cooldown Commons.

1.2.3 The purpose of the Mobility Management Plan is to:

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

1.2.4 The aims of the strategy are:

(a) to increase the awareness of residents, staff and visitors to all the transport options available to them and to the potential for travel by more sustainable modes, and

(b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject development.

1.3 STRUCTURE OF REPORT

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

1.3.2 The environment within which the proposed development MMP is placed and an overview of the scheme proposals is briefly outlined in Chapter 3.

1.3.3 The MMP context in terms of existing local travel trends is established in Chapter 4.

1.3.4 The MMP objectives and adopted targets are established in Chapter 5.

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

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

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

CHAPTER 2

Mobility Management Plan Framework

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

2.1.1 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 ..."*.

2.1.2 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.

2.1.3 Whilst the emergence and successful application of residential MMP's has only transpired over the last decade in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMP's. Accordingly, MMP's 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?

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

2.2.2 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).

2.2.3 Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment and school developments. Destination MMP's 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.

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

2.2.5 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?

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

- Local Authority Officers,
- Housing developers,
- Future residents at sites that have a MMP,
- Residents in the community surrounding new housing developments with a MMP, and
- Transport Operators

2.4 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

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

2.4.2 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.

2.4.3 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 –

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

b) For Staff and Employees –

- Promote healthy lifestyles and sustainable modes of travel to work; and
- Increase attractiveness and availability of active transport routes,

c) The Local Community –

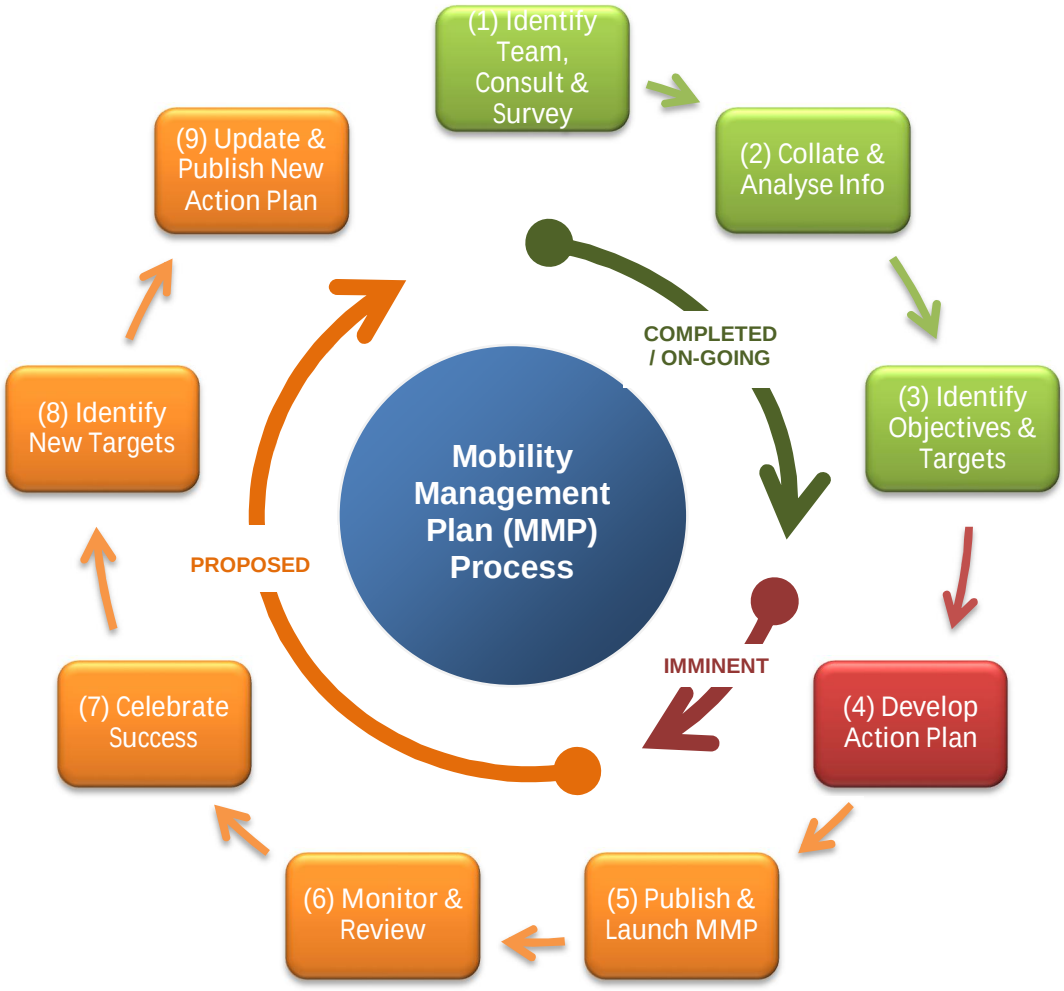
- Reduce the traffic generated by the development for journeys both within the development and on the external road network,
- Make local streets less dangerous, less noisy and less polluted,
- Enhance viability of public transport,
- Improve the environment and the routes available for cycling and walking.

2.5 MOBILITY MANAGEMENT PLAN PROCESS

2.5.1 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.

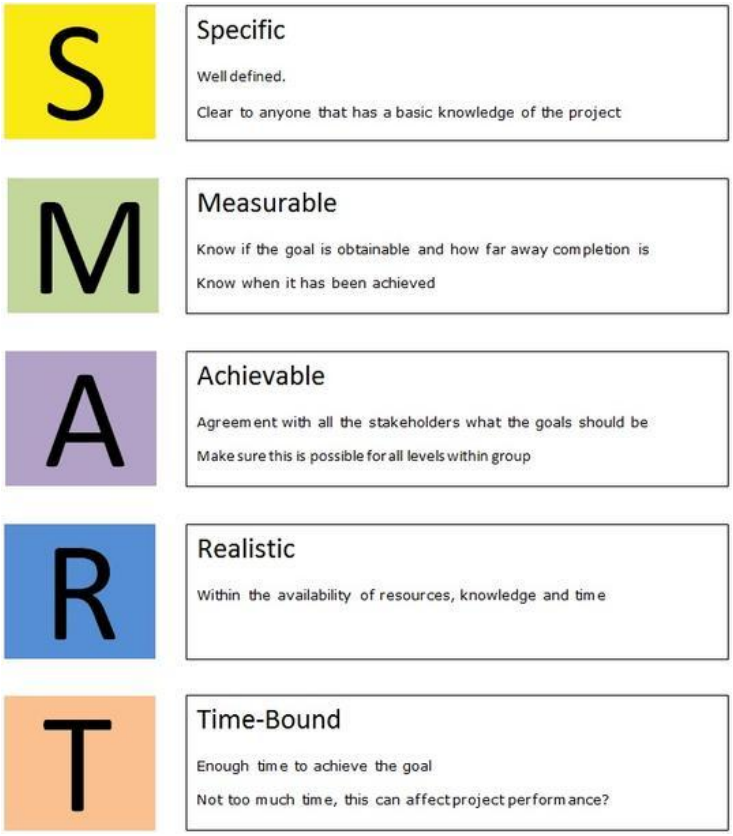
2.5.2 The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the subject development for as long as necessary or potentially even for the entire existence of the development.



Graph 2.1: MMP Development Process and Status

2.5.3 Once the development's specific objectives are identified "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective) and help with the monitoring

and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be;



2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

2.6.1 In the context of the 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 Cooldown Commons Phase 3 residential development's specific travel characteristics are outlined and presented to the local authority, and

(b) the businesses (occupying the retail/commercial/office) and their staffs specific travel characteristics are established and presented to the local authority, and

(c) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective 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.

2.6.2 To enable this process to commence it is proposed that this MMP framework document, as compiled by DBFL, this report will be submitted to South Dublin County Council. 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 a MMP action plan and associated targets for the subject development as proposed at Citywest.

2.7 POLICY FRAMEWORK

2.7.1 The MMP for the Cooldown Commons Phase 3 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 (South Dublin County) through area eventually arriving at site (or land use) specific policy objectives.

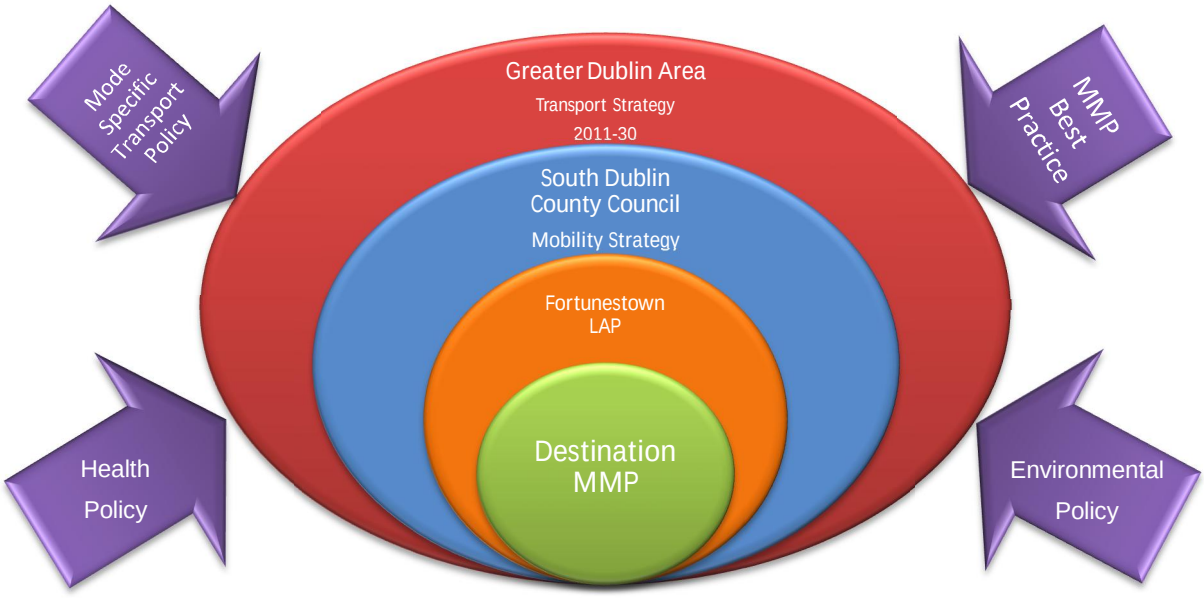
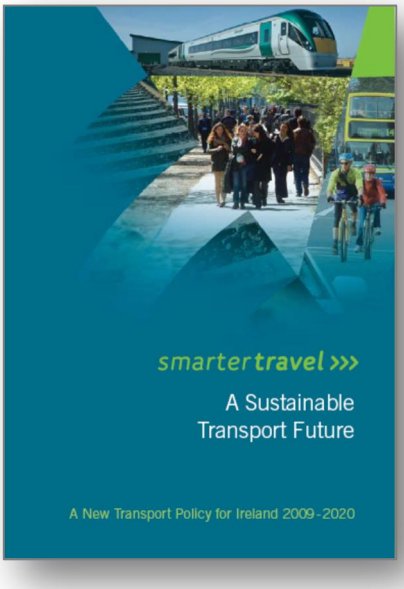


Figure 2.1: Cooldown Commons Phase 3 MMP Policy Framework and External Influences

National Smarter Travel Policy



2.7.2 Smarter Travel A Sustainable Transport Future, was published in February 2009, and represents a new transport policy for Ireland for the period 2009-2020. The policy recognises the vital importance of continued investment in transport to ensure an efficient economy and continued social development, but it also sets out the necessary steps to ensure that people choose more sustainable transport modes such as walking, cycling and public transport.

2.7.3 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, local air pollution, contribution to global warming, and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

2.7.4 The following five key goals form the basis of the Smarter Travel policy document.

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport.
- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.
- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.
- Reduce overall travel demand and commuting distances travelled by the private car.
- Improve security of energy supply by reducing dependency on imported fossil fuels.

2.7.5 These aims will be achieved through 49 specific actions, which can be broadly grouped into 4 key areas:

- Actions to reduce distance travelled by private car and encourage smarter travel,
- Actions aimed at ensuring that alternatives to the private car are more widely available,
- Actions aimed at improving the fuel efficiency of motorised transport through improved fleet structure, energy efficient driving and alternative technologies, and
- Actions aimed at strengthening institutional arrangements.

2.7.6 The opportunities and potential benefits that could be achieved by the implementation of a MMP are considered under the policy goal of encouraging Smarter Travel.

2.7.7 The Smarter Travel policy also includes for a comprehensive range of supporting 'actions' including mode specific (e.g. walking, cycling and public transport etc.) and behaviour change initiatives which both encourage and provide for sustainable travel practices for all journeys.

Transport Strategy for the Greater Dublin Area 2016-2035

2.7.8 The Transport Strategy for the Greater Dublin Area 2016-2035 is a document compiled by the National Transport Authority which sets out *"a framework for the planning and delivery of transport infrastructure and services in the Greater Dublin Area (GDA)"* up to 2035.

2.7.9 The purpose of the strategy is *"To contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods".*

South Dublin County Development Plan 2016 - 2022

2.7.10 The South Dublin County Development Plan 2010-2016 sets the broad development framework for the county and the development areas within its administrative boundary. In the context of the subject proposals, the following are the relevant transport and development objectives set out in the plan:

Housing Policy

"Policy 6 – Sustainable Communities: *It is the policy of the Council to support the development of sustainable communities and to ensure that new housing development is carried out in accordance with Government policy in relation to the development of housing and residential communities.*"

Housing Objective

"H2 Objective 1: *To ensure that sufficient zoned land, which could be serviced by sufficient public transport and road capacity, continues to be available at appropriate locations to satisfy the housing requirements of the County and to support and facilitate the development of housing lands based on the Settlement Strategy outlined in Chapter 1 Introduction and Core Strategy.*"

Transport & Mobility Policies

"Policy 1 – Overarching: *It is the policy of the Council to promote the sustainable development of the County through the creation of an integrated transport network that services the needs of communities and businesses*."

"Policy 2 – Public Transport: *It is the policy of the Council to promote the sustainable development of the County by supporting and guiding national agencies in delivering major improvements to the public transport network and to ensure existing and planned public transport services provide an attractive and convenient alternative to the car*."

"Policy 3 – Walking and Cycling: *It is the policy of the Council to re-balance movement priorities towards more sustainable modes of transportation by prioritising the development of walking and cycling facilities within a safe and traffic calmed street environment*."

"Policy 4 – Strategic Road and Street Network: *It is the policy of the Council to improve and expand the County-wide strategic road and street network to support economic development and provide access to new communities and development.*"

Transport & Mobility Objectives

"TM1 Objective 4: *To prioritise new road construction that provides access to new communities and development areas and supports the economic development of the County*."

"TM1 Objective 4: *To support the delivery of sufficient public transport and road capacity to facilitate sustainable new development in the County*."

"TM2 Objective 3: *To generate additional demand for public transport services through integrated land use planning and maximising access to existing and planned public transport services throughout the network*."

"TM2 Objective 4: *To create an interlinked network that maximises the efficiency of existing services, reduces overall journey times and facilitates easy exchanges between modes and/or routes*."

"TM3 Objective 2: *To ensure that connectivity for pedestrians and cyclists is maximised in new communities and improved within existing areas in order to maximise access to local shops, schools, public transport services and other*

amenities, while seeking to minimise opportunities for anti-social behaviour and respecting the wishes of local communities."

Fortunestown Local Area Plan May 2012

2.7.11 The subject site lies within the Fortunestown Local Area Plan lands (Figure 2.2) and as such is governed by the specific policies and objectives outlined with the Fortunestown Local Area Plan (2012). In the context of the subject proposals, the following are the relevant transport and development objectives set out in the plan:

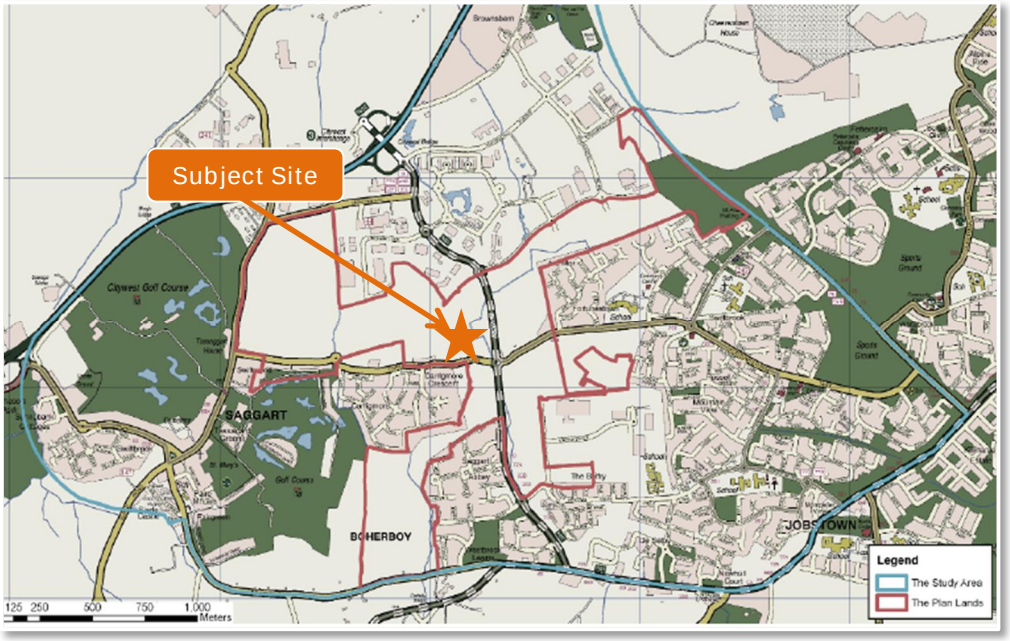


FIGURE 2.2: Fortunestown LAP Area (Extract of Fig 1.1 Fortunestown LAP 2012)

Local Area Plan Objective AM1

"*That future development will be mainly focused around the four Luas stops, especially the Fortunestown Stop at the District Centre and will create or facilitate direct routes to these stops.*"

Local Area Plan Objective AM2

"*That all planning applications for residential and employment development are required to provide or integrate with direct, safe and attractive pedestrian and cyclist routes to public transport stops.*"

Local Area Plan Objective AM3

"*Encourage cycling within and through the Plan Lands by creating an open ended and integrated network of safe and accessible cycle routes that serve primary, secondary and tertiary streets and spaces. Cycle paths that correspond with vehicular routes shall be provided on-street on both sides and shall be separated from pedestrian routes.*"

Local Area Plan Objective AM6

"*That pedestrian routes are provided on both sides of every street and through every public space in a manner that creates direct and indirect links with nodal points, civic uses, public open spaces and with the District Centre.*"

Local Area Plan Objective AM7

"*To create a network of pedestrian routes between destinations including housing, business parks, employment areas and public transport stops and to make walking, cycling and the use of public transport a priority.*"

Local Area Plan Objective AM9

"*To ensure that development within the Plan Lands is based on a grid layout.*"

Local Area Plan Objective AM12

"*That movement corridors within new developments are based on a grid format that avails of every possibility to link into the existing street network and provide efficient connections to existing local facilities. The grid shall align with desire lines and link sites to specific destinations. Footpaths shall be provided on either side of every street and shall be direct, safe, barrier free and overlooked by development.*"

CHAPTER 3

Receiving Environment & Proposed Development

3.0 RECEIVING ENVIRONMENT & PROPOSED DEVELOPMENT

3.1 LAND USE

3.1.1 The subject lands are zoned *"Objective RES-N – To provide for new residential communities in accordance with approved area plans"* within the South Dublin County Development Plan 2016-2022.

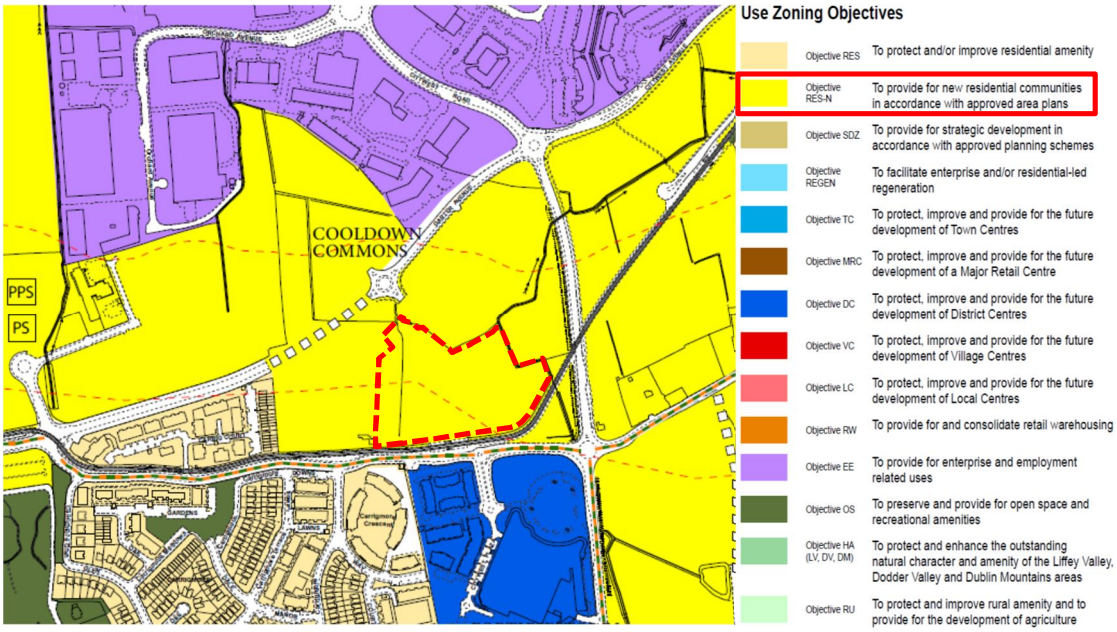


FIGURE 3.1: SDCC Land Use Zoning (Extract of Map 8 SDCC Development Plan 2016-2022)

3.1.2 The surrounding area predominantly consists of a mix of residential developments, residentially zoned lands and business parks. A number of the Citywest Business Campus units are located to the north and northeast of the subject site. The permitted Cooldown Commons Phase 2 development lands (Pl. Ref. ABP302398) are situated immediately to the west of the subject development site (a section of which is proposed to be amended as part of the subject proposals) whilst the permitted development Pl. Ref. SD16A/0210 lands are situated immediately to the northwest of the subject development site.

3.2 LOCATION

3.2.1 The general location of the subject site in relation to the surrounding road network is illustrated in Figure 3.2 below whilst Figure 3.3 indicatively shows

the extent of the subject site boundary and neighbouring lands. The subject Citywest site is located approximately 6.6km west of Tallaght and 14.8km southwest of Dublin City Centre.

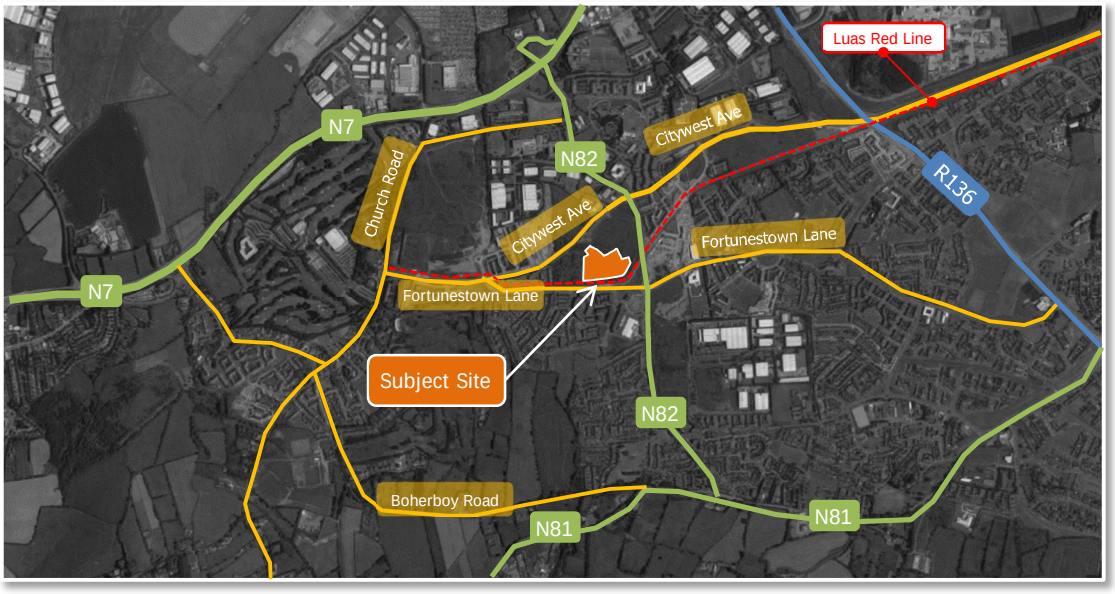


FIGURE 3.2: Site Location (Source Google Maps)

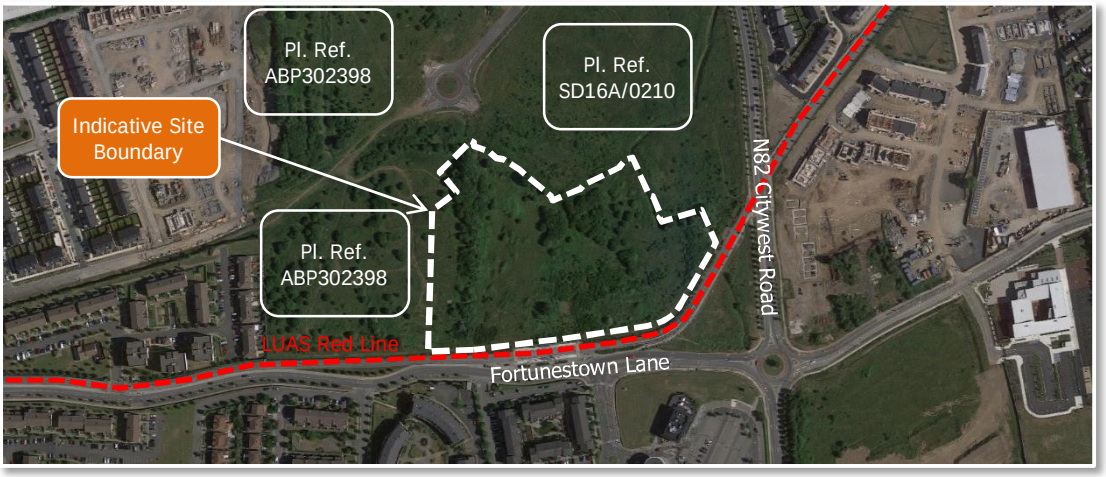


FIGURE 3.3: Site Boundary (Source Google Maps)

3.2.2 The development site is bounded to the south by the Fortunestown Lane corridor and LUAS Red Line whilst the north / eastern boundaries comprise undeveloped (permitted development) residentially zoned lands. The western boundary comprises a residential development (Pl. Ref. ABP302398) which is currently under construction.

3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

Road Network

3.3.1 To the north of the subject site, the Citywest Avenue Extension corridor runs in an East-West direction. The central section of this corridor has recently been constructed as part of the adjacent development site (Pl. Ref. ABP302398) which provide a through route between the N82 Citywest Road corridor to the east and the Fortunestown Lane corridor to the west. Travelling in a westerly direction on Citywest Avenue leads to the Fortunestown Lane / Citywest Avenue signal controlled junction and subsequently the Fortunestown Lane / Garter Lane signal controlled junction. To the north Garter Lane provides a direct route to the N7 southbound carriageway, whilst to the south Garter Lane / Church Road leads to the village of Saggart, located approximately 1.5km away.

3.3.2 Travelling eastbound on Citywest Avenue Extension from the subject site leads to a four-arm roundabout junction with the N82 Citywest Road. Travelling southbound from this roundabout junction, Citywest Road terminates at a three-arm junction with N81 Blessington Road providing access to Blessington (located approx. 17km to the south west) and Tallaght (located approx. 5km to the north east).

3.3.3 Travelling north on the N82 Citywest Road provides access to the N7 northbound and southbound carriageways via Junction 3. The N7 provides convenient access to destinations including Rathcoole, Naas and Kildare to the southwest (as well the strategic M7, M8 & M9 motorways). The strategic M50 motorway (northbound and southbound) is accessible via the M50 Junction 9 located approximately 6km to the northeast whilst Dublin City Centre is accessible via the Naas Road corridor and is located approx. 16km away.

Existing Cycling and Pedestrian Facilities

3.3.4 The recently constructed section of Citywest Avenue in the vicinity of the subject site benefits from dedicated verge segregated pedestrian / cycle facilities on both sides of the corridor as presented in Figure 3.4 below. The cycle and pedestrian facilities are differentiated by surface type and provided at the same level.

FIGURE 3.4: Citywest Avenue Cycle / Pedestrian Facilities

3.3.5 Fortunestown Lane currently benefits from a footway and cycle track on the southern side of the corridor (Figure 3.5). Currently pedestrian only facilities are in place on the northern side of this corridor

FIGURE 3.5: Pedestrian & Cycle Facilities on Fortunestown Lane

3.3.6 The Citywest Road corridor benefits from verge segregated footways on both sides of the road carriageway in addition to street lighting.

FIGURE 3.6: Pedestrian Facilities on N82 Citywest Road

3.3.7 The Greater Dublin Area Cycle Network Plan details the GDA's existing and proposed Cycle Network incorporating Urban, Inter-urban and Greenroute networks. The subject site is located within the sector designated as the "Dublin South West". Figure 3.7 illustrates the existing cycle infrastructure in the vicinity of the subject site at the time the Plan was published in December 2013.

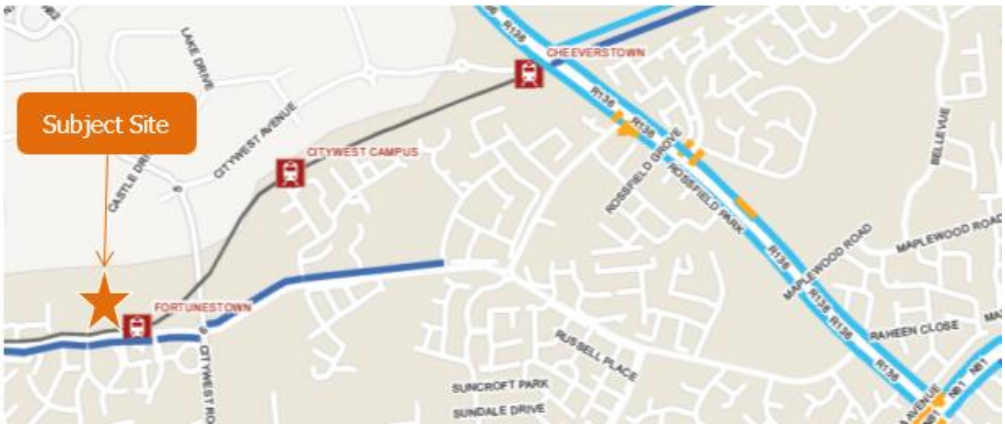


FIGURE 3.7: GDA Cycle Network Plan Existing Cycle Facilities (Extract of Sheet E6)

Public Transport – Bus

3.3.8 The subject site benefits from excellent public transport accessibility levels including both light rail and bus-based services. Dublin Bus operates three routes that serve the subject site locale including the number 69 (Fleet Street – Rathcoole), the number 65b (Citywest – Poolbeg Street) and the number 77a (Citywest – Ringsend Road). All three routes provide links from the subject site's general vicinity to the city centre via alternative routes thereby serving different catchment areas between Citywest and the City Centre including Clondalkin (Route 69), Terenure (Route 65b) and Firhouse (Route 77a).

3.3.9 There is also a route number 77x which provides a daily weekday service from Citywest to UCD Belfield from Mondays to Fridays only. Go-Ahead Bus route 175 is also easily accessible from the subject site which operates between

Bus Route	Weekdays		Saturdays		Sundays & Bank Holidays	
	To City Centre	From City Centre	To City Centre	From City Centre	To City Centre	From City Centre
DB 65b	18	20	17	19	15	15
DB 69	24	17	24	17	10	10
DB 77a	56	52	46	46	32	34
DB 77x	1 service	-	-	-	-	-
GA 175	34	35	17	16	16	15

DB = Dublin Bus, GA = Go-Ahead Bus

TABLE 3.1: Bus Service Frequency (No. of Services per Day)

3.3.10 The local Bus stops are all within walking distance of the subject site are illustrated in Figure 3.8 below

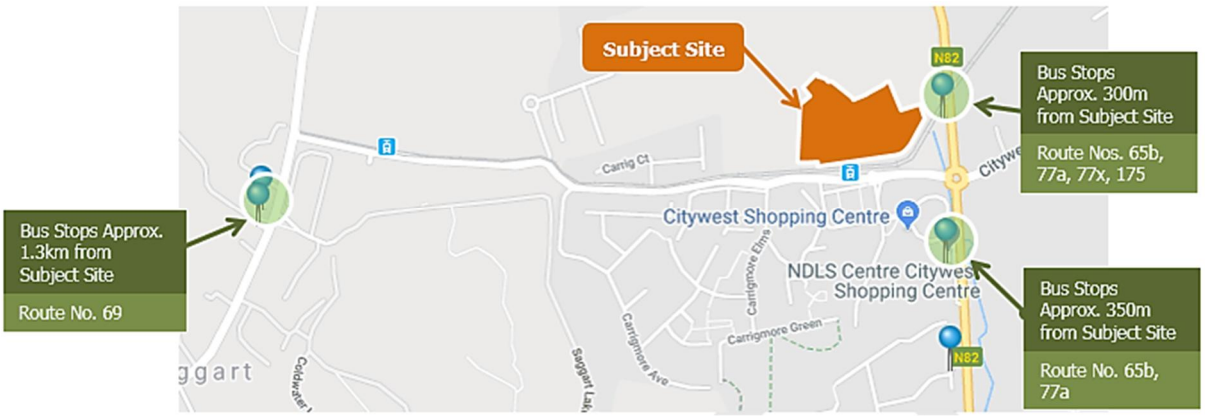


FIGURE 3.8: Bus Stop Locations

3.3.11 In addition, Dualway Transport provides a daily service (Route 311) from Newcastle/Rathcoole to The Square, Tallaght from Mondays to Fridays only, with the exception of Wednesdays when there are 2 services.

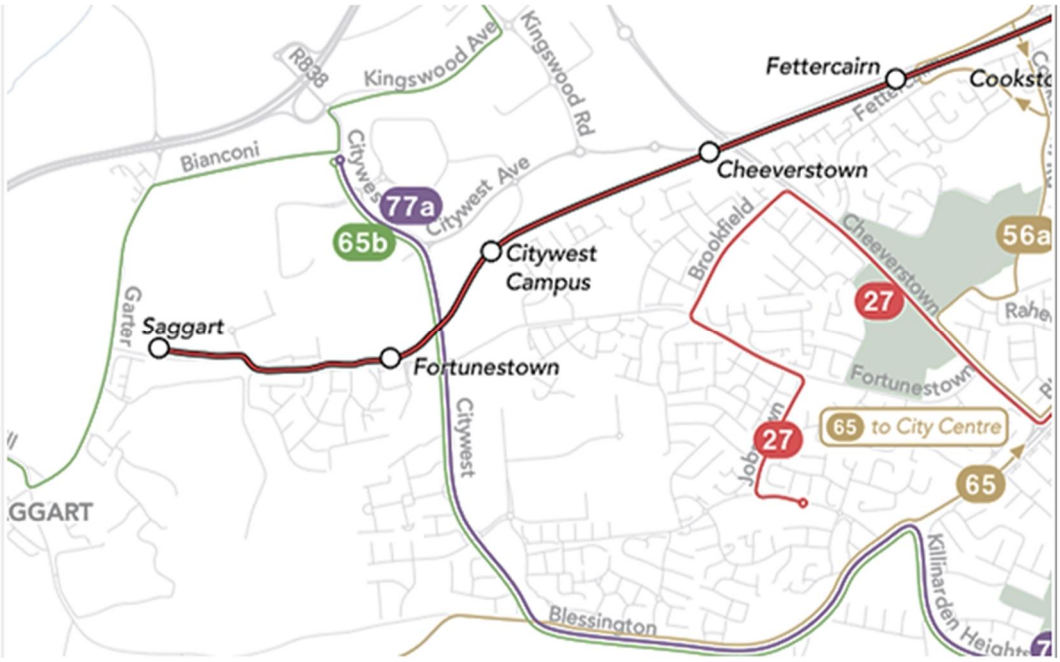


FIGURE 3.9: Existing Bus Network (Extract from Map 1 Bus Connects Dublin Bus Network Redesign)

Public Transport – LUAS Services

3.3.12 The subject site is conveniently located to benefit from LUAS Red Line services. The 'Fortunestown' interchange is located within a short convenient walking distance and is located adjacent to the south eastern section of the subject site. A pedestrian connection is proposed between the subject site and the Fortunestown Luas interchange as presented in Figure 3.10 below.

3.3.13 The Red Line currently operates between Saggart / Tallaght and The Point. At the Belgard interchange, the LUAS Red line branches in two directions; to Saggart and to Tallaght.

3.3.14 Table 3.2 below lists the frequency with which the Fortunestown LUAS service operates.

FIGURE 3.10: LUAS Interchange in the Vicinity of the Subject Site

Link	Weekdays		Saturdays		Sundays & Bank Holidays	
	Peak	Off-Peak	Peak	Off-Peak	Peak	Off-Peak
Saggart – Belgard	9-10	10-15	12	12-15	10-12	12-15
Belgard – Busáras	3-5	6-15	6-7	6-15	10-11	10-15
Busáras – The Point	4-10	10-15	12	12-15	10-12	11-15

TABLE 3.2: LUAS Service Frequency (In minutes)

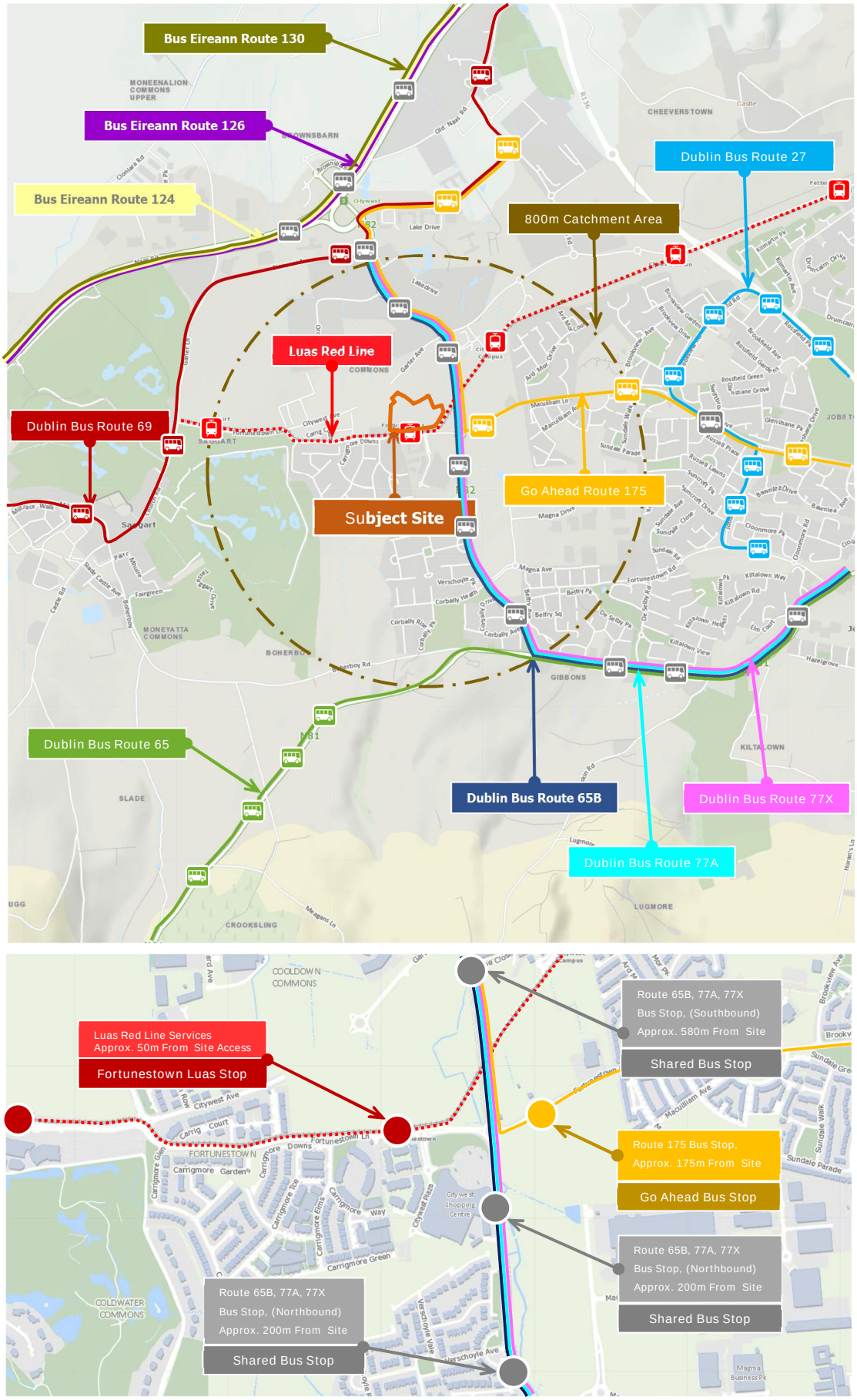


FIGURE 3.11: Public Transport Linkages

3.4 LOCAL AMENITIES

3.4.1 As illustrated in Figure 3.12, the proposed development site is well placed in terms of the availability of and access to local amenities. There are a number of primary and post primary schools within 2km of the subject site. These include Scoil Aoife, St. Mary's National School Saggart, Citywest & Saggart Community National School and St Aidan's Community School.

3.4.2 The subject site also benefits from good access to local retail and leisure facilities. Lidl and Citywest Shopping Centre are both within 5 minutes walking distance from the subject site. Additionally, Centra Saggart and Dunnes Stores are approx. 1.7km to the south-west of the site. Citywest Hotel & Golf Club are located to the west of the site and can be accessed via Church Road.

3.4.3 Furthermore, the subject development site is well places to benefit from local employment opportunities at Citywest Business Campus and the National Digital Park both located to the north and Magna Business Park located in the south.

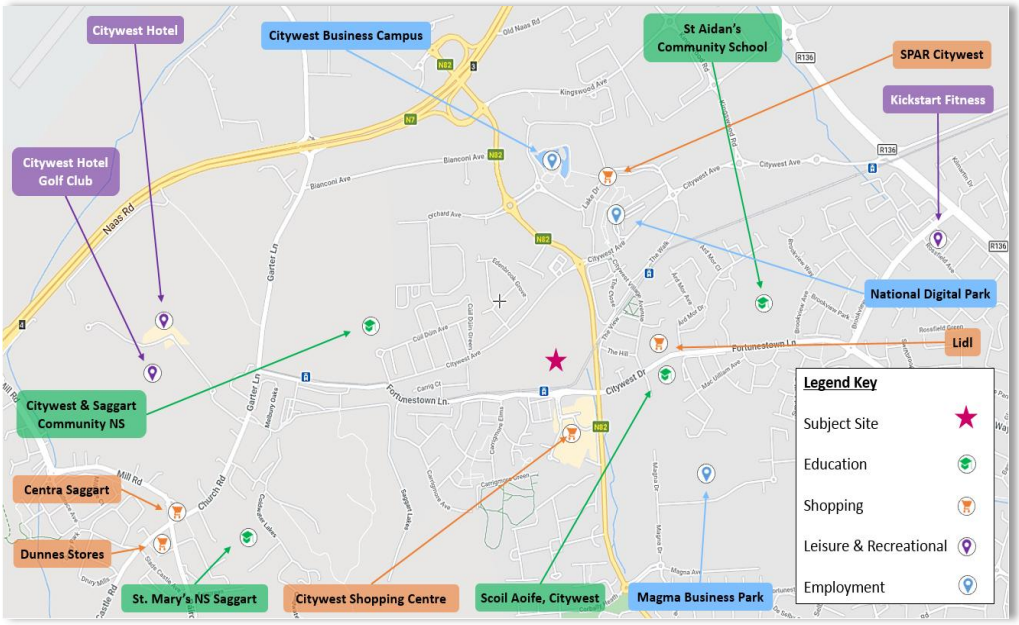


FIGURE 3.12: Local Amenities

3.5 PROPOSED TRANSPORT INFRASTRUCTURE

Cycle Network Proposals

3.5.1 In December 2013, the NTA published the report entitled 'Greater Dublin Area

Cycle Network Plan'. The report summarises the findings of a comprehensive body of work detailing a proposed Cycle Network incorporating Urban, Interurban and Green route networks covering the six county council areas that together form the defined Greater Dublin Area (GDA).

3.5.2 The subject site lies within the "Dublin South West Sector" as outlined within the Dublin Greater Area Cycle Network Plan (2013). Figure 2.13 below illustrates the cycle network proposals in the vicinity of the subject site as outlined within the Plan.

3.5.3 The Dublin South West Sector "extends outward from the twin corridors of Camden Street and Clanbrassil Street in the city centre, through the inner suburbs of Rathmines and Harold's Cross, to serve the areas of Terenure, Kimmage, Walkinstown, Tallaght, Firhouse and Rathfarnham."

3.5.4 Routes 9C and 9D pass the subject site (Figure 2.13) on Fortunestown Lane and Citywest Road (N82) respectively. Route 9C "is an alternative to the Harold's Cross route from Route 8C at Clogher Road via Stannaway Road west of Kimmage and then along Wellington Lane to join Route 9A at Spawell to connect to Tallaght. It also provides a continuation from Route 9A west of Tallaght via Fortunestown and Citywest to Saggart". Route 9D "would provide a traffic-free option branching off Route 9A at Kimmage Cross Roads and following the River Poddle Greenway to Tymon Park where a new bridge is required over the M50 in the centre of the park to connect with Castletymon Road and re-join Route 9A. West of Tallaght it provides a loop through Jobstown along the N81 and then northward into Citywest".

3.5.5 Route 8A and a Greenway is proposed to pass the subject site to the north on Citywest Avenue Extension. Route 8A "follows Crumlin Road past the Children Hospital, Bunting Road to Walkinstown, through Ballymount to cross the M50 at Junction 10 and out to Citywest/Fortunestown via Belgard".

3.5.6 Furthermore, there are proposals for the Slade Valley Trail located to the west of the subject site. The Slade Valley Trail is a "potential route southward from the villages of Rathcoole and Saggart along the upper reaches of the Camac River to Brittas at the edge of the Dublin Mountains. This route is an alternative to the very busy N81 Blessington Road and opens up access to a network of quiet rural roads in West Wicklow.

FIGURE 3.13: Proposed Cycle Routes (Extract of Map N6 GDA Cycle Network Plan)

3.5.7 The Fortunestown LAP proposes a "Green Link" through the subject site boundary which joins with proposed green links on the Citywest Road. The LAP also proposes the link to run alongside the existing LUAS lines as indicatively illustrated in Figure 3.14 below.

3.5.8 It is an objective of the LAP to *"Achieve an integrated network of safe pedestrian and cycle routes in line with 'A Proposal for Connected Walking and Cycling Routes through the Parks, Open Spaces and Roads of South Dublin County' (2006) by utilising links through and along parks, open spaces and green corridors. (Objective AM8)*".

FIGURE 3.14: Green Infrastructure Framework (Extract of Fig 5.5 Fortunestown LAP)

Road Infrastructure Proposals

Citywest Avenue Extension

3.5.9 The Fortunestown Local Area Plan (2012) includes an objective *"AM10"* for the provision of a new Primary Road (Figure 3.15) which will run in an east-west direction from Fortunestown Way to Citywest Road. Objective AM10 states:

"That Citywest Avenue (and its extension when constructed) will act as a primary movement corridor that bypasses the District Centre and allows the junction between Fortunestown Way/Lane and Citywest Road to be upgraded to a pedestrian and cyclist friendly junction."

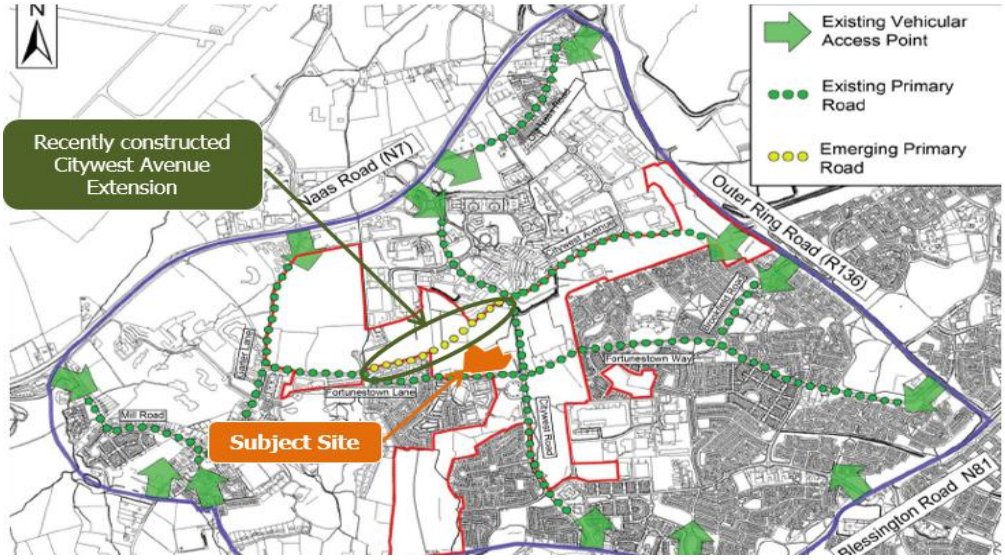


FIGURE 3.15: Proposed Road Infrastructure (Extract of Fig 4.2 Fortunestown LAP)

Public Transport Proposals

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

3.5.11 This initiative in the proposes to implement a redesign of the existing bus network. The fundamental changes to the network expected would be as follows:

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;

- Simplifying the bus services on the key radial into “spines” where all buses will operate under a common letter system and buses will run very frequently and be more evenly spaced;
- Increasing the number of routes where buses will come every 15 minutes or less all day;
- The frequent network would become a web-shaped grid, with many interchange opportunities to reach more destinations. Everywhere that two frequent routes cross, a fast interchange is possible;
- Additional service would be provided at peak hours to limit overcrowding.
- developing a state-of-the-art ticketing system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient;
- implementing a cashless payment system to vastly speed up passenger boarding times;
- revamping the fare system to provide a simpler fare structure, allowing seamless movement between different transport services without financial penalty;
- implementing a new bus livery providing a modern look and feel to the new bus system;
- rolling out new bus stops with better signage and information and increasing the provision of additional bus shelters; and
- transitioning to a new bus fleet using low emission vehicle technologies.

3.5.12 The Dublin Area Bus Network Redesign (which has gone through three rounds of public consultation before reaching the now final version) aims “to provide a network designed around the needs of Dublin today and tomorrow, rather than based on the past”. Figure 3.16 below presents the proposed public transport provision in the vicinity of the subject development site as per the emerging Dublin Area Bus Network Redesign.

3.5.13 As part of the BusConnects proposals, the proposed development will benefit from branch D2 which will operate between Citywest and Clare Hall via City Centre. The route will operate along Citywest Road every 15 minutes on weekdays and 15-20 minutes on weekends.

3.5.14 A new orbital route S8 will provide a link between Citywest Road and Dún Laoghaire via Tallaght and Sandyford. This all-day service will have a frequency

of one service every 20 minutes on weekdays (every 15 minutes at peak) and every 30 minutes on weekends. Orbital route W6 is a western orbital operating between Maynooth, Celbridge, Saggart, Citywest, and Tallaght via Celbridge, Saggart and Citywest. The W8 is proposed to operate one service every 30 minutes.

3.5.15 Radial route 58 is proposed to operate every 60 minutes between Rathcoole and Dublin City Centre whilst peak hour express route X58 (existing route 69X) will offer a direct route between Rathcoole and Dublin City Centre.

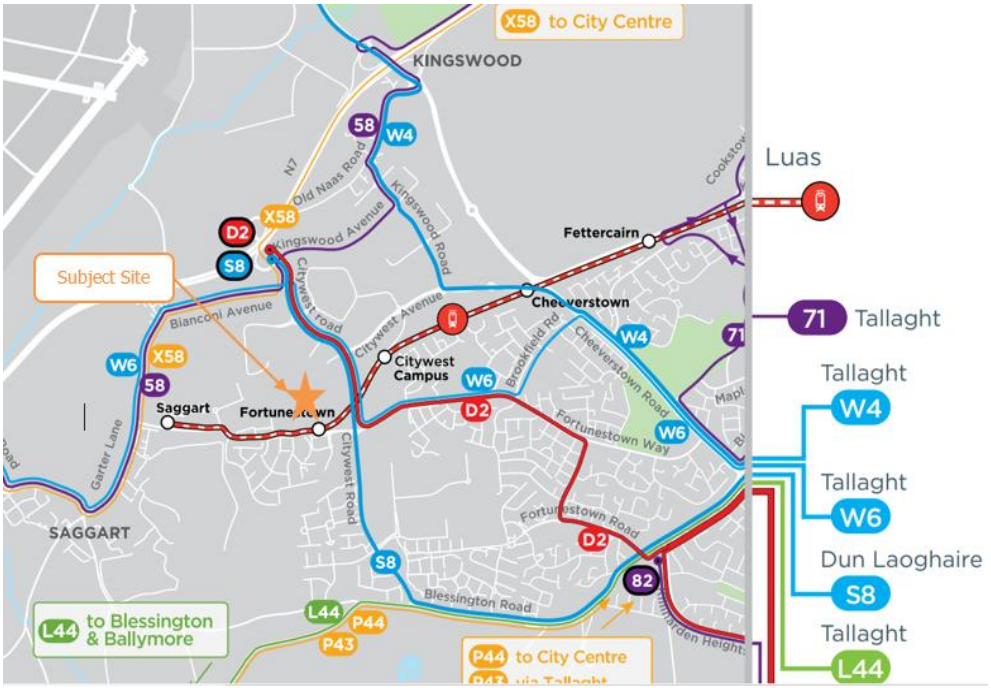


FIGURE 3.16: Proposed Road Infrastructure (Extract of Fig 4.2 Fortunestown LAP)

3.6 PROPOSED DEVELOPMENT

3.6.1 The subject development proposals seek permission for the construction of 421 no. residential units within 9 no. blocks ranging in height from 1 – 13 storeys, retail/commercial/office units, residential amenity space, and open spaces along with all associated site development works and services provisions to facilitate the development including parking, bin storage, substations, landscaping and all services.

3.6.2 The residential development units comprise 385 apartment units and 36 no. duplex units as summarised in Table 3.3 below. The aforementioned neighbourhood centre facilities are proposed to be located within Blocks D3 and E1.

3.6.3 Further details of the development proposals including the site layout are illustrated in the architects' drawings as submitted with this planning application.

Block		1 bed	2 bed	3 bed	Total
Apartments	D1	31	41	0	72
	D2	17	39	0	56
	D3	16	48	-	64
	D4	4	46	10	60
	E1	28	42	-	70
	E2	30	33	-	63
Duplex	F1	-	6	6	12
	F2	-	6	6	12
	G1	-	6	6	12
Total		126	267	28	421

TABLE 3.3: Cooldown Commons Phase 3 Accommodation Schedule

FIGURE 3.17: Proposed Development Site Layout

Vehicle Access

3.6.4 Access to / from the subject site is proposed to be via two locations on Citywest Avenue. Figure 3.18 below which illustrates the recently constructed Citywest Avenue signal-controlled junction. The second site access will also be available in the form of an emerging priority-controlled junction constructed to the west

as part of the adjoining Cooldown Commons Phase 2 Development (Pl. Ref. ABP302398) (This entrance to the site can be accessed along the southern end of the development). A potential third access that could be used by residents in the future will be a new priority junction that will be constructed as part of the permitted development to the northeast of the subject site (Pl. Ref. 16A/0078).

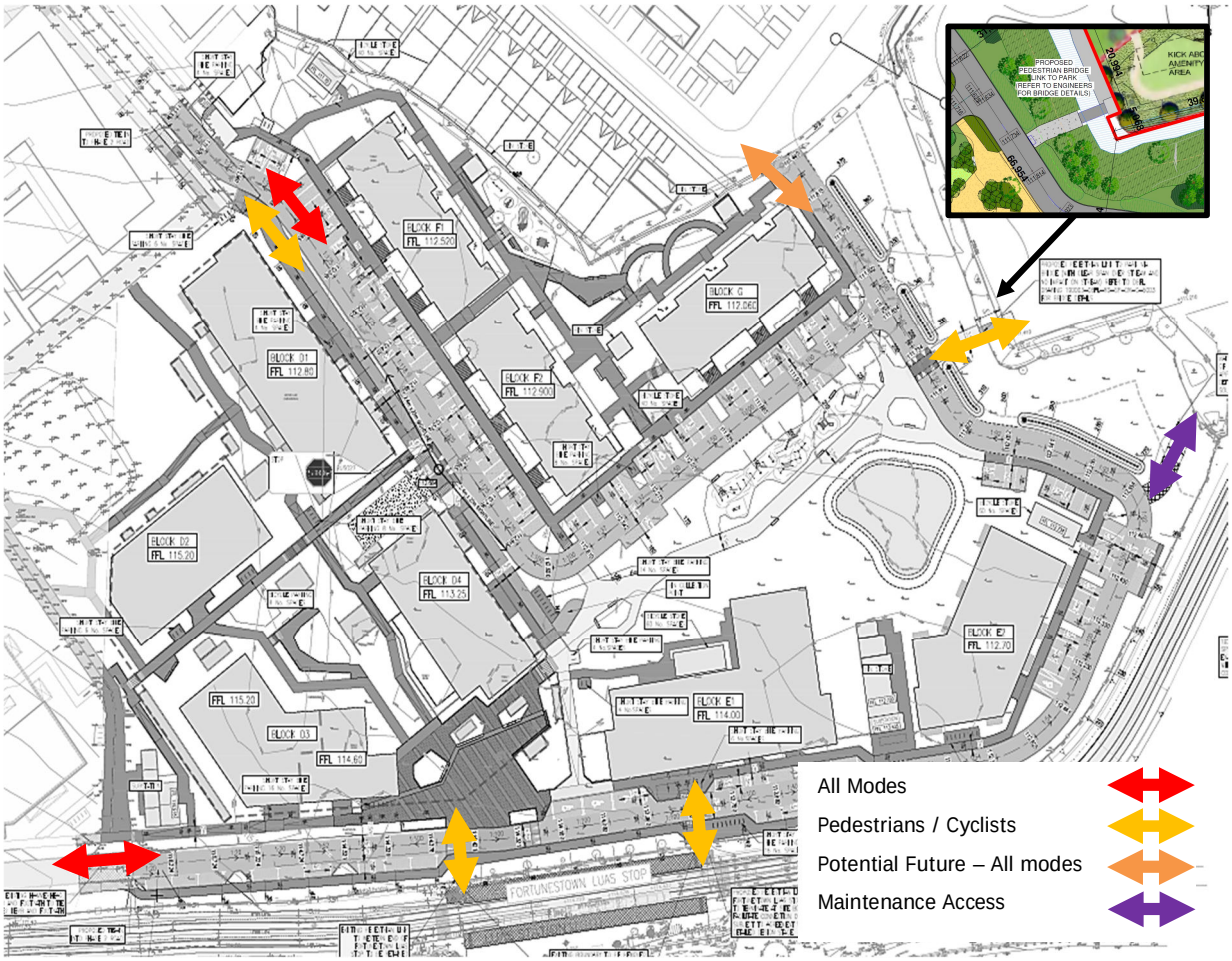


FIGURE 3.18: Site Access Strategy

Pedestrian / Cycle Access

3.6.5 In addition to the aforementioned vehicle access locations which both pedestrians and cyclists will also avail of with dedicated cycle / pedestrian links, a dedicated non-vehicular access point is proposed in the south west of the site providing direct access to Fortunestown Lane and the Fortunestown LUAS interchange as presented in Figure 3.19 below. An additional non-vehicular connection is proposed between the subject site and the park to the east via a proposed new bridge across the existing stream (Figure 3.18 above).

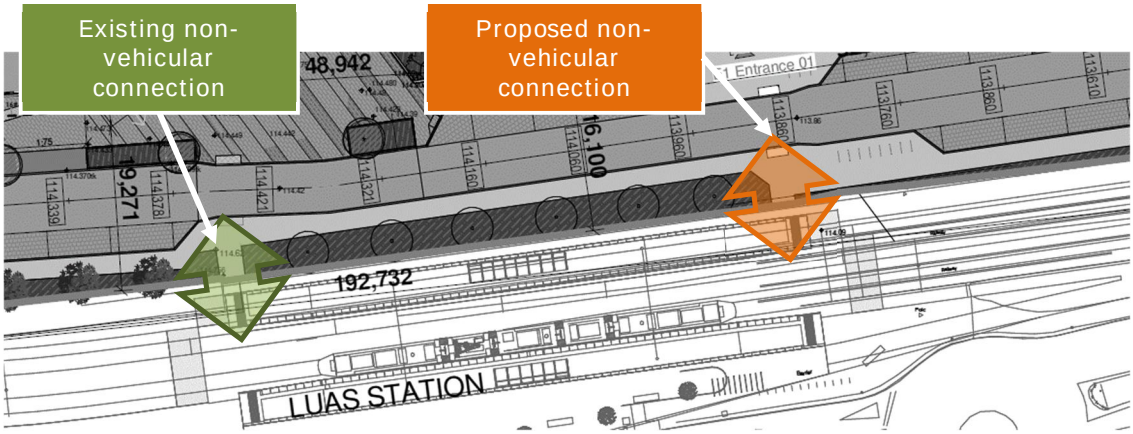


FIGURE 3.19: LUAS Pedestrian Accessibility

Car Parking Provision

3.6.6 Car parking is proposed to be provided at surface and basement level. The emerging proposals incorporate a total of 289 no. car parking spaces comprising 108 no. surface level car parking spaces and 181 no. basement level car parking spaces. A summary of car parking provision is detailed in Table 3.4 below.

Unit Type	SDCC	DHPLG	Proposed	
	Zone 2	Central/Accessible	Surface	Basement
Apartment	357	*"...minimised, substantially reduced or wholly eliminated..."*	38	181
Duplex	41		59[1]	-
Retail (D3)	11		5	-
Non Residential (E1)	12		4	-
Luas Set Down	-		2	-
Total	421	-	289	

1 Inclusive of 1 no. accessible set down space

TABLE 3.4: Proposed Car Parking Provision

3.6.7 The total car parking provision on site has been determined with regard to the proposed development schedule and the associated SDCC and DHPLG car parking requirements. The SDCC County Development Plan car parking standards require a 'maximum' provision of 398 no. residential car parking spaces (excluding 23 no. non-residential car parking spaces) which is higher than that proposed for the apartment and duplex units (278 proposed). Nevertheless, the DHPLG states that "*planning authorities must consider a reduced overall car parking standard and apply an appropriate maximum car*

parking standard" for the apartment / duplex developments at locations described as *'Central and/or Accessible Urban Locations'*.

3.6.8 A total of 219 no. car parking spaces are proposed for the apartment units whilst 59 no. (inclusive of 4 no. visitor spaces and 1 no. accessible set down space) are proposed for the duplex units. This quantum equates to a provision of 0.57 parking spaces per apartment unit and 1.64 spaces per duplex unit (Ref. Figure 4.5). Accordingly, an overall car parking / residential unit ratio of 0.66 spaces per residential unit is proposed.

3.6.9 It is expected that visitor trips to the non-residential units will predominantly originate within the local area and therefore it is not expected that these land uses will generate a demand for car parking as that suggested in the local development management standards for new stand-alone non-residential developments. Nevertheless, a total 9 no. car parking spaces are proposed for the non-residential units including 5 for the retail unit at Block D3 and 4 no. for the non-residential units proposed at Block E1 which is considered more than enough to accommodate any staff or visitors that must travel by car.

3.6.10 An additional 2 no. car parking spaces have been provided adjacent to the proposed Luas pedestrian access facility to accommodate set down practices.

Disabled Parking Spaces

3.6.11 The subject scheme proposals include for the provision of 17 no. dedicated disabled car parking spaces which accounts for 5% of the overall car parking provision.

Electric Vehicle Parking

3.6.12 The subject scheme proposals include for the provision of 29 no. electric vehicle car parking spaces including 18 no. at basement level and a further 11 no. at surface level which accounts for 10% of the overall car parking provision. Ducting will be provided so that electric charger facilities can be easily retrofitted at all car parking spaces at a later date.

FIGURE 3.20: Basement Level Car Parking Provision

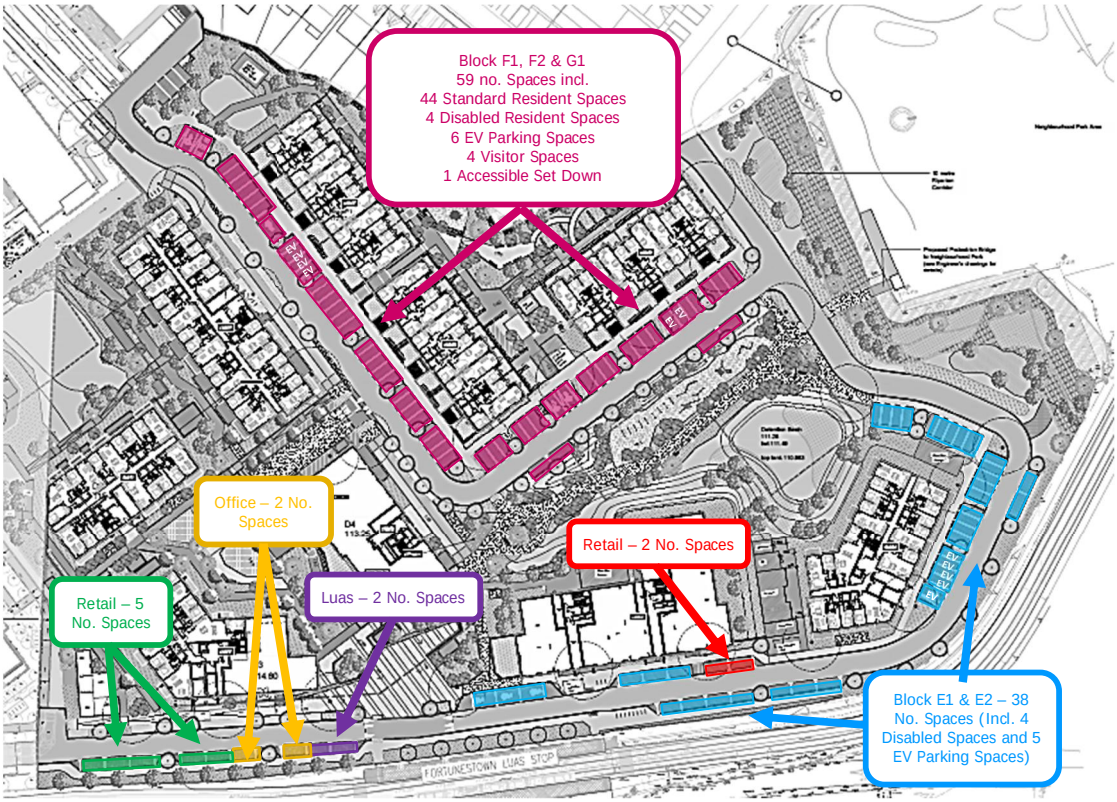


FIGURE 3.21: Surface Level Car Parking Provision

Cycle Parking

3.6.13 A total of 650 no. bicycle parking spaces are proposed as part of the development scheme comprising 330 no. long stay spaces at basement level (Ref. Figure 3.22) and 200 no. long & 120 no. short stay spaces at surface level (Ref. Figure 3.23).

Block	Proposed	
	Long Stay	Short Stay
Apartment (D1-D4)	328*	60
Apartment (E1,E2)	116	31
Duplex	80	12
Retail/Commercial (D3)	2*	6
Retail/Commercial (E1)	1	9
Office	3	2
Total	530	120
	650	

* Located at basement level

TABLE 3.5: Proposed Bicycle Parking Provision

FIGURE 3.22: Long Stay Bicycle Parking at Basement Level

FIGURE 3.23: Long & Short Stay Bicycle Parking at Surface Level

CHAPTER 4

Commuter Trends & Transport Needs

4.0 COMMUTER TRENDS & TRANSPORT NEEDS

4.1 INTRODUCTION

4.1.1 It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within a primarily residential area although there are other land uses nearby within walking distances such as schools, retail, employment and leisure. 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.

4.1.2 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.

4.1.3 The current modal split for the Greater Dublin Area is indicated in the figure below (source: National Household Travel Survey 2017): -

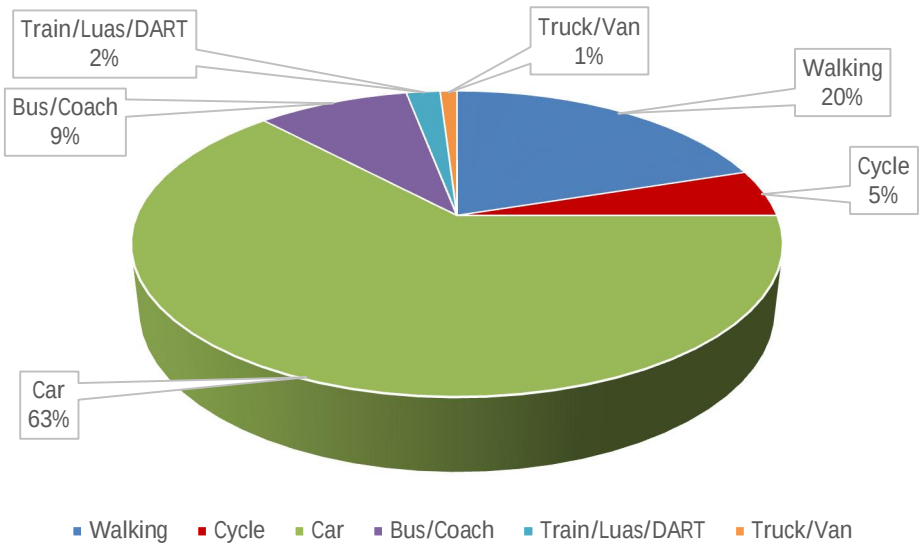


Figure 4.1: Current Modal Split in Greater Dublin Area (Source: www.nationaltransport.ie)

4.1.4 The above modal split data has been investigated further with Table 4.1 below summarising the modal split based on the types of trips undertaken (i.e.

shopping, leisure, work, education etc.). These modal splits are illustrated on the pie charts contained within Appendix A of this document.

Mode of Travel	Work/ Business	Education	Shopping	Social	Return Home	Personal	Other
Truck/Van	2%	0%	0%	0%	1%	0%	0%
DART/Train/Luas	3%	0%	1%	2%	2%	1%	2%
Bus/Coach	12%	10%	7%	7%	9%	5%	4%
Car	65%	62%	65%	64%	62%	44%	82%
Cycle	7%	4%	1%	5%	5%	3%	4%
Walk	11%	23%	24%	22%	20%	46%	7%

Table 4.1: Purpose of Trip based on Modal Split in Greater Dublin Area (source: www.nationaltransport.ie)

4.1.5 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 Cooldown Commons development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2016 census data related to that area.

4.1.6 A number of residential developments close to the subject site were analysed to establish current commuter trends in the area. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed development.

4.1.7 Figure 4.2 below illustrates the areas selected for this analysis. These residential sites were selected due to their proximity to the subject site and as such best represents the development's future travel trends.

4.1.8 The local residential areas analysed include the following:

1) Carrigmore Gardens
2) Carrigmore Glen, Carrigmore Avenue, Carrigmore Dale
3) Carrigmore Manor, Carrigmore Place, Carrigmore Grove
4) Carrigmore Downs Houses
5) Carrigmore Crescent
6) Fortunes Walk, Fortunes Lawn
7) Citywest Shopping Centre
8) Ard More Dale, Ard Mor Lawn

9) Ard Mor Park
10) Bionconi Ave, Citywest Golfing Apartments
11) Tasagard Greens
12) Cooldown Commons

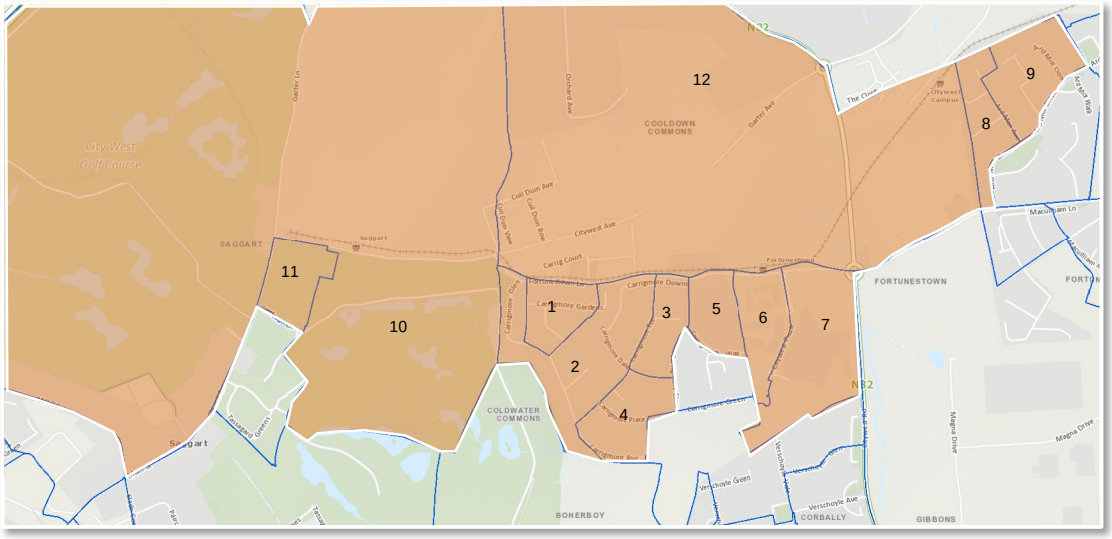
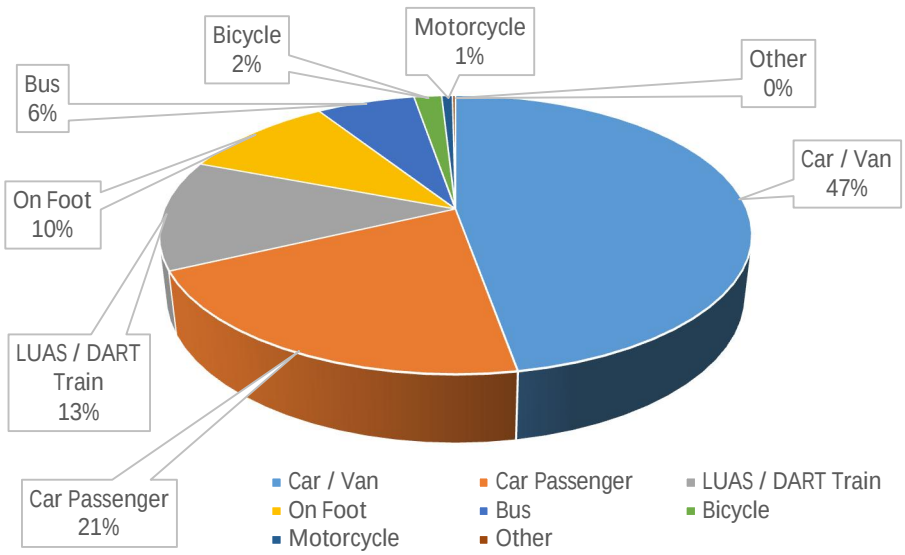


FIGURE 5.1: Residential Areas of Interest for Trend Analysis
(Source : http://census.cso.ie/sapmap/)

4.1.9 The analysis highlighted the trend in modes used by the residents when travelling to work or school from their homes. The summary of the data for the aforementioned 15 selected sites have been summarised and illustrated in the following Graph 4.1.



Graph 4.1: Current (2016) Modal Split for Existing Residential Developments (Citywest/ Saggart area)

4.1.10 The above graph indicates that the car was the primary mode of transportation in the study area at 68% (travelling as car / van driver and car passenger) in 2016. Rail based public transport forms the next most utilised mode of travel after car travel with 13% of commuters in the area opting to use the train, DART or LUAS. 6% of residents in the adopted study area use the bus services as a mode of transport to travel to / from school or work. Active modes of travel (i.e. walking and cycling) account for 12% of all modes of travel.

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

4.2.1 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 the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce single occupancy car based travel from the subject site from approx. 47% (around existing subject site) to 32% over the development build-out period (up to the 2037 Future Design Year). This equates to a 15% overall reduction in single occupancy vehicle trips. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that *"good travel plans have succeeded in cutting the number of people driving to work by 15%."*

4.2.2 The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:

- LUAS
- Bus
- Cycle
- Walking, and
- Car Sharing

CHAPTER 5
Objectives & Targets

5.0 OBJECTIVES & TARGETS

5.1 INTRODUCTION

5.1.1 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

5.2.1 The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing residents, visitors and staff awareness to the other travel alternatives available.

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

(a) Reduce existing levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required;
(b) Make all residents, visitors 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;
(h) Promoting smarter working and living practices that reduce the need to travel overall; and
(i) Promote healthy lifestyles and sustainable, vibrant local communities.

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

- Routeing, 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;
- Cost data comparing public transport and private car journeys; and,
- The health benefits of walking and cycling to include safety advice.

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

5.2.5 Similarly, if an individual is unaware of the availability of service and proximity of local shops and facilities, they may choose to travel a greater distance than necessary in order to access a service.

5.2.6 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 and recreation purposes, including identifying local amenities available that reduce the need to travel longer distances;
- To increase the awareness of residents / visitors / employees of the suite of mobility management schemes available;
- Promote increased usage of sustainable modes of transport; and
- Apply good design principles by ensuring permeability of the development to neighbouring areas and provision of necessary supplementary facilities and services; such as on-site cycle facilities etc.

5.3 MMP ACTIONS & TARGETS

5.3.1 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.

5.3.2 Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that residents' questionnaires are circulated once the site reaches 90% occupancy. These questionnaires will establish the baseline travel data for the subject site.

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

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

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

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

A4 - To undertake a baseline travel survey when the units are occupied;

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

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

T1 - To support the development of the Cooldown Commons development as a sustainable community;

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

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

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

the private car;

T5 – Achieve the identified modal split travel targets (Reference Section 4.2)

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

5.3.6 Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed development. These targets will be reviewed within six months of the baseline travel survey being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.

5.3.7 The interim mode split targets for the subject site are set out in Table 5.1. These targets are based on CSO 2016 census data, as recorded at adjoining residential areas as previously introduced in Chapter 4.

Mode of Travel	Local Area Mode Split (Census, 2016)	1st Year Target (2022)	MMP 5-year Target (2027)
On Foot	10%	11%	13%
Bicycle	2%	3%	6%
Bus/Minibus/Coach	6%	7%	8%
Train/DART/LUAS	13%	16%	18%
Motorcycle/Scooter	1%	1%	1%
Car / Van Driver	47%	40%	32%
Car Passenger	21%	22%	22%
Other (incl. lorry)	0%	0%	0%
Work mainly at/from home	0%	0%	0%

Table 5.1 Preliminary Mode Share Targets for Cooldown Commons Phase 3 Development

5.3.8 The above targets are intended to be both realistic and aspirational as to act as a motivation for the MMP in general whilst remains 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.

CHAPTER 6
MMP Measures

6.0 MMP MEASURES

6.1 INTRODUCTION

6.1.1 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 Cooldown Commons residential 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.

6.1.2 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)

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

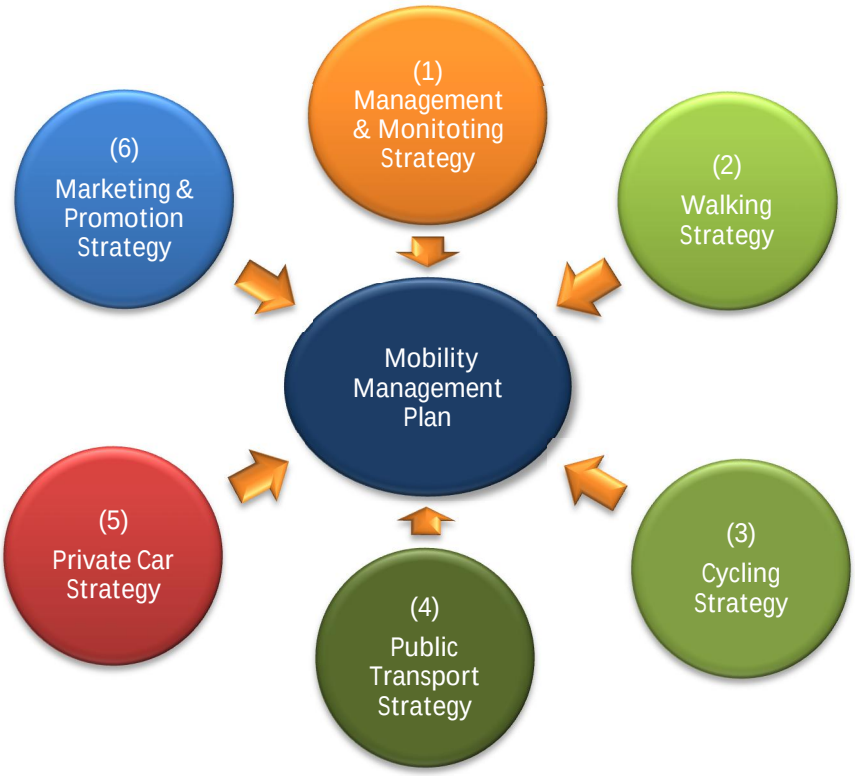


Figure 6.1 MMP Action Plan Strategies

6.2 MODE SPECIFIC MEASURES

6.2.1 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

6.3 MANAGEMENT & MONITORING MEASURES

6.3.1 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 Steering group for the overall development should be established.

6.3.2 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.

6.3.3 The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents and employees 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 both residents and employees based at the site.

6.3.4 The various occupiers will be responsible for undertaking surveys within their own companies and then relay the data back to the overall site mobility manager.

6.4 MARKETING & PROMOTION MEASURES

6.4.1 The Mobility Manager in conjunction with the Mobility Manager for each occupier will be involved in the promotion of the MMP and to make residents and employees based at the site aware of its existence.

6.4.2 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 and employees of the site prior to commencement of a residency contract or employment / at employee induction.

6.4.3 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 and employees. These include local shops, schools, health facilities and bus stops within the area of Fortunestown Lane.

6.4.4 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.

6.4.5 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.

CHAPTER 7
Preliminary Action Plan

7.0 PRELIMINARY ACTION PLAN

7.1 OVERVIEW

7.1.1 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.

7.1.2 The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each MMP initiative are categorised as either Completed, Short Term (1 year), Medium Term (3 years) or Long Term (5 years).

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

7.2.1 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. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost 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

7.2.2 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 residents and management,
- To show that both financial and resource input is being utilised to maximum effect.

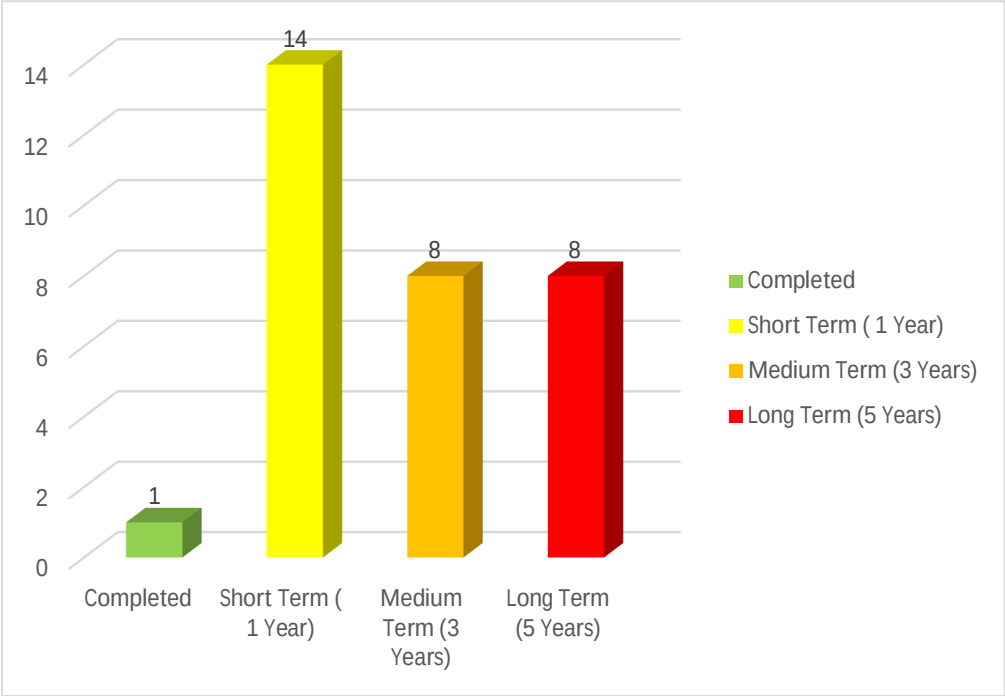
7.2.3 To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the subject MMP are outlined in Table 7.1 below.

Table 7.1 Preliminary Schedule of MMP Management & Monitoring Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
MMS 1	Appointment of a Mobility Manager for the overall site	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: • MMS 4a – MMP memorandum of understanding • MMS 4b – Identify and agree MMP objectives • MMS 4c – Review and establish MMP targets	-	✓ ✓ ✓	- - ✓	- - ✓		
MMS 5	In partnership with Local Authority review funding opportunities and potential budgets for: • MMS 5a – Setting up and launching MMP • MMS 5b – Annual MMP management costs • MMS 5c – Participation in calendar of events • MMS 5d – MMP incentives • MMS 5e – MMP facilities • MMS 5f – MMP training requirements	-	✓ ✓ - - - ✓	- - ✓ ✓ ✓ -	- - ✓ ✓ - -		
MMS 6	Establish 'External' engagement contacts and collaboration programme	-	✓	-	-		
MMS 7	Agree Monitoring and Reporting Programme with respect to: • MMS 7a – Resident / Employee Travel Surveys • MMS 7b – Roll out / uptake of MMP initiatives • MMS 7c – MMP Budgets • MMS 7d – MMP performance (KPI's)	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
MMS 8	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		

MMS 9	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
MMS 10	Explore the opportunity of appointing a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new residents and employees	-	✓	✓	-		
MMS 12	Establish Parking Management Strategy	✓					

7.2.4 The identified Management and Monitoring strategy promotes a total of 31 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

7.3.1 The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in the Table 7.2 below.

Table 7.2 Preliminary Schedule of MMP's Walking Initiatives

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	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues of walking:						
	• WS 3a - Residents	-	-	✓	-		
	• WS 3b - Employees	-	-	✓	-		
WS 4	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for:						
	• WS 4a - Internal routes on-site	-	-	-	✓		
	• WS 4b - External routes to key off-site destinations	-	-	-	✓		
WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-		

7.3.2 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

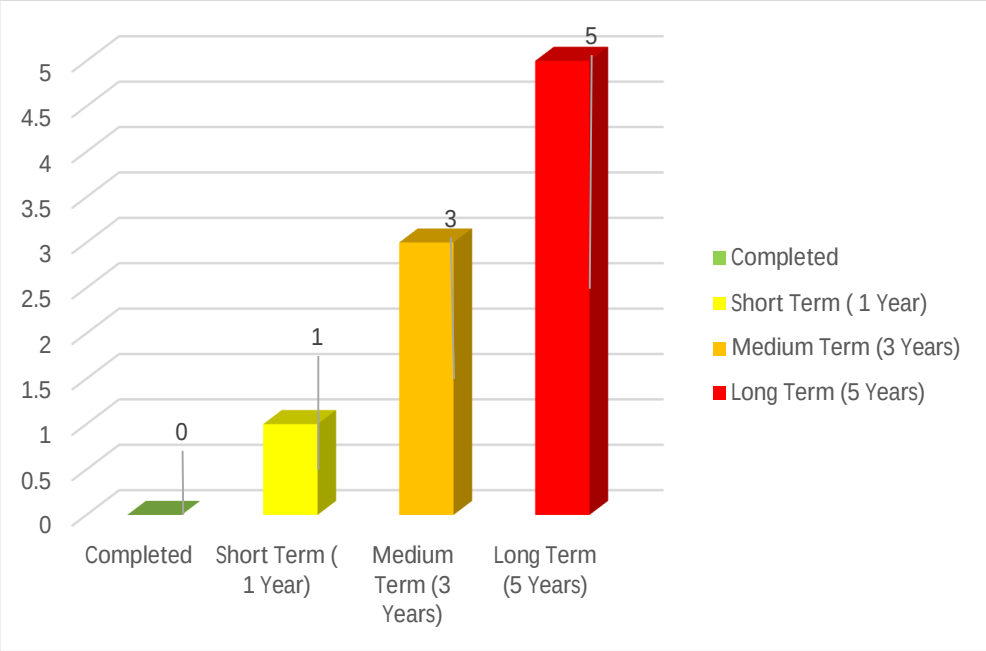
7.4 CYCLING STRATEGY

7.4.1 The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in the Table 7.3 below.

Table 7.3 Preliminary Schedule of MMP's Cycling Initiatives

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 'buddying' scheme to address personal security issues associated with cycling	-	-	-	✓		
CS 2	Explore the opportunity of establishing a Bike Users Group	-	-	-	✓		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Explore the opportunity of creating a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Investigate the potential demand for providing cycle training	-	-	-	✓		
CS 7	Explore the potential for launching a Travel Diary incentive / awards scheme	-	-	-	✓		
CS 8	Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops	-	-	✓	-		
CS 9	Market / Publicise the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-		

7.4.2 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

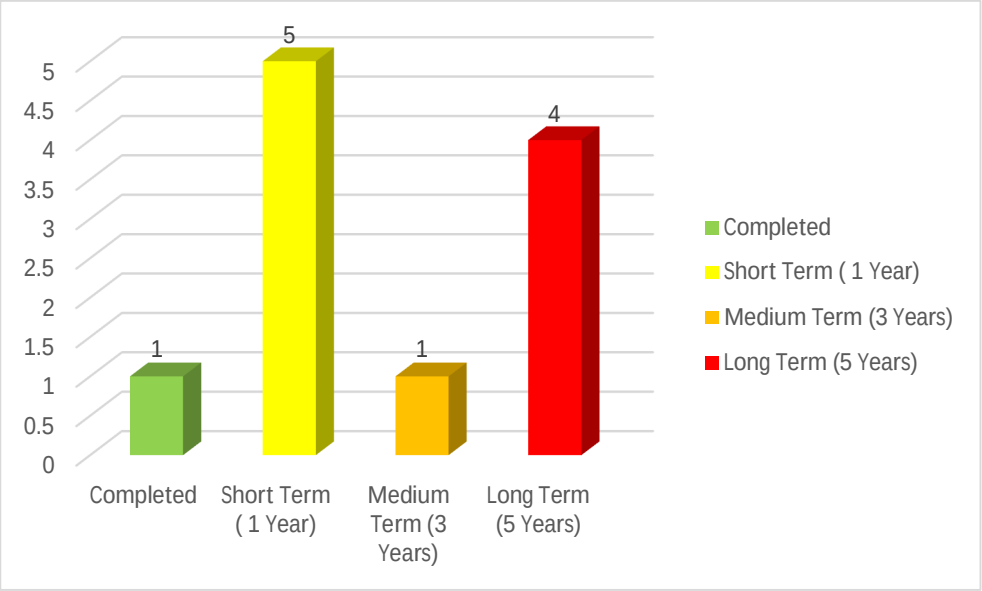
7.5 PUBLIC TRANSPORT STRATEGY

7.5.1 The status and preliminary scheduling of the principal public transport focused initiatives of the subject MMP are outlined in the Table 7.4 below.

Table 7.4 Preliminary Schedule of MMP's Public Transport Initiatives

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 this service	✓ -	- -	- -	- ✓		
PTS 2	Market / Publicise the potential for residents & employees 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	-	-	-	✓		

7.5.2 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

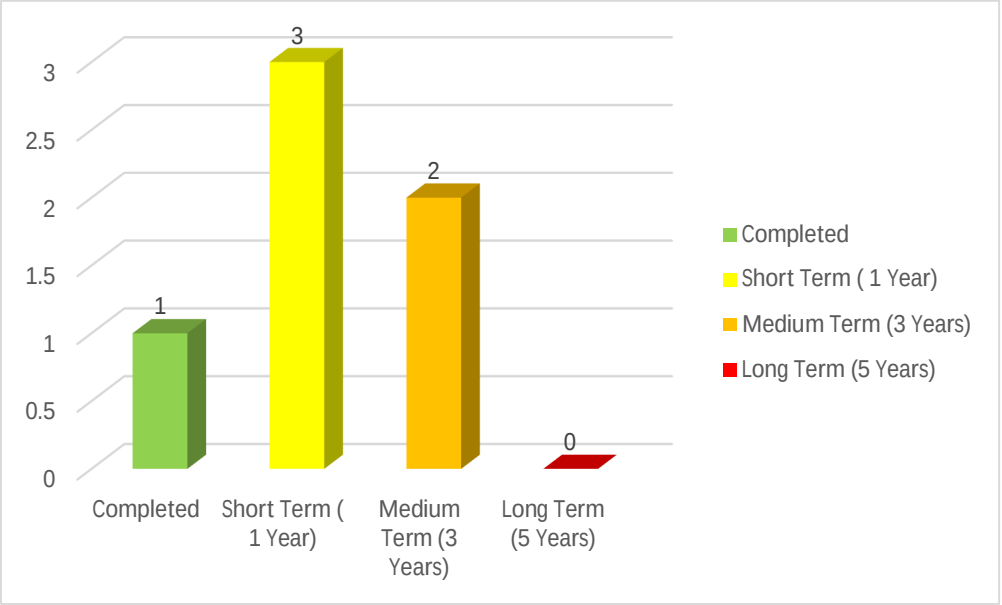
7.6 PRIVATE CAR STRATEGY

7.6.1 The identified action plan and preliminary scheduling of the principal private car focused initiatives of the subject MMP are outlined in the Table 7.5 below.

Table 7.5 Preliminary Schedule of MMP's Private Car Initiatives

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	Explore the opportunities of encouraging informal arrangements between residents / staff for 'shared' travel to work practices	-	-	✓	-		
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Explore the opportunities of informal arrangements between residents for travel to school / college	-	-	✓	-		
PCS 5	Determine the suitability / potential / benefits of a local Car Club scheme	-	✓	-	-		-
PCS 6	Develop Parking Management Strategy	✓					

7.6.2 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

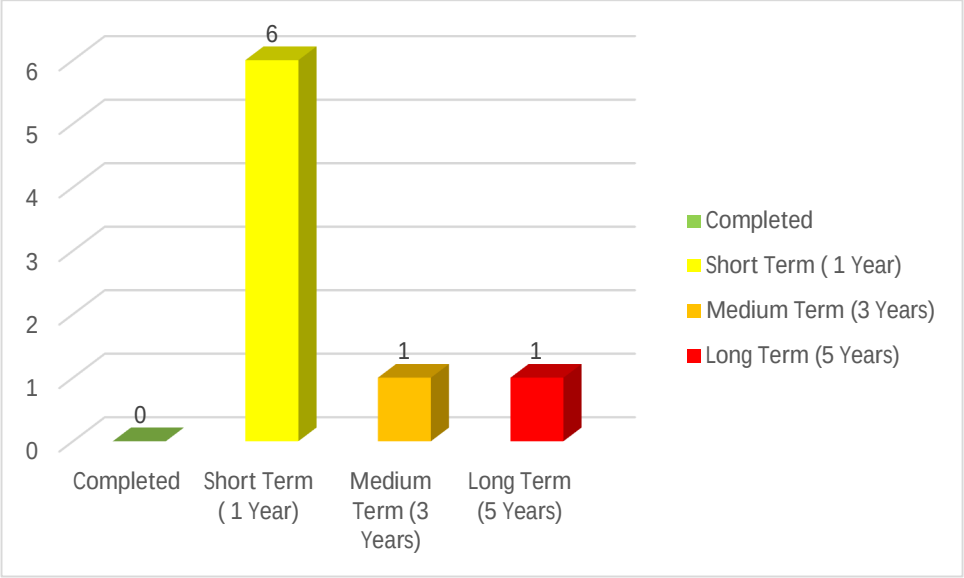
7.7.1 Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable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

Table 7.6 Preliminary Schedule of MMP's Marketing & Promotion Initiatives

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 resident / employee	-	✓	-	-		
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 employees introduce the 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 a MMP annual newsletter for distribution to all residents / employees	-	✓	-	-		

7.7.2 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

CHAPTER 8

Summary & Conclusion

8.1 SUMMARY

8.0 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

8.1.1 This Mobility Management Plan has been prepared in support of a planning application for a proposed residential development at Citywest, Dublin 24. The proposal is for a development known as 'Cooldown Commons Phase 3' which comprises 421 no. residential units within 9 no. blocks ranging in height from 1 – 13 storeys, retail/commercial/office units, residential amenity space, and open spaces along with all associated site development works and services provisions to facilitate the development including parking, bin storage, substations, landscaping and all services.

8.1.2 This MMP focuses primarily on how residents, staff and visitors can be encouraged to use sustainable means of transport to and from the site.

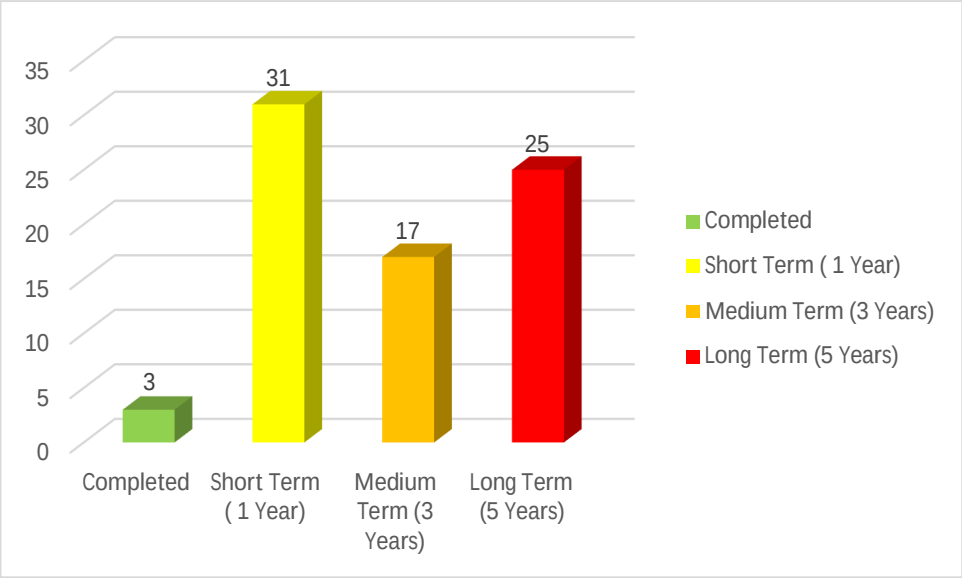
8.1.3 DBFL Consulting Engineers have compiled this framework MMP as the basis for discussions between the developers and planning officers from South Dublin County Council. Through these scoping discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions and targets.

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

8.1.5 The identified preliminary action plan promotes a total of 76 initiatives across 6 sub strategy themes as presented in the Pie Chart below.

Graph 8.1 Development: MMP Initiatives by Strategy

8.1.6 The implementation schedule of identified 76 MMP initiatives is outlined in Graph 8.2 below. A total of 3 initiative (or 3.9%) of the action plan have already been completed, with a further 31 initiatives (or 40.8%) to be implemented within 1 year of the residential development being occupied.



Graph 8.2 Roll-out of MMP's Initiatives

8.1.7 In the context of the subject residential 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 residential 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.

APPENDICES

Appendix A

Purpose of Trip based on Trend Modes in Greater Dublin Area

Chart A1: Purpose of Trip made by Car/Van

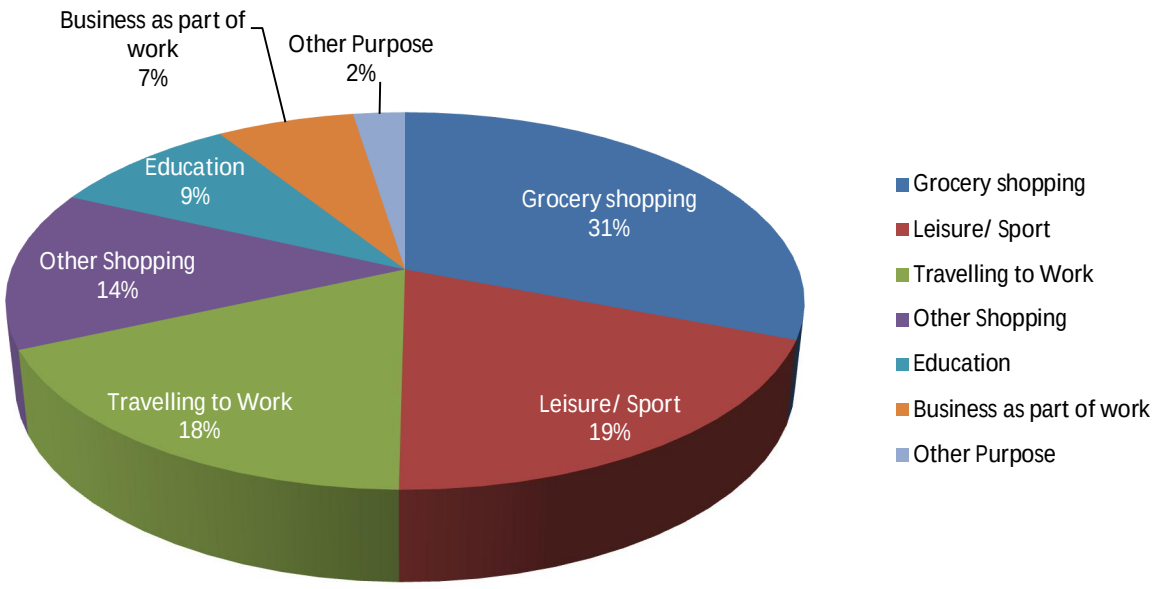


Chart A2: Purpose of Trip made by Taxi

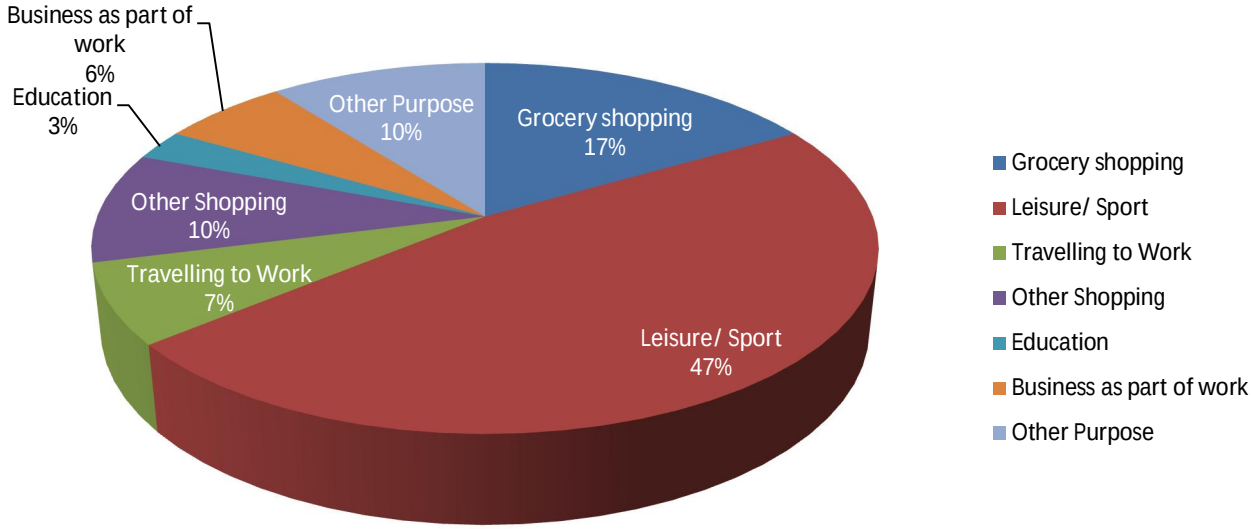


Chart A3: Purpose of Trip made by Bus

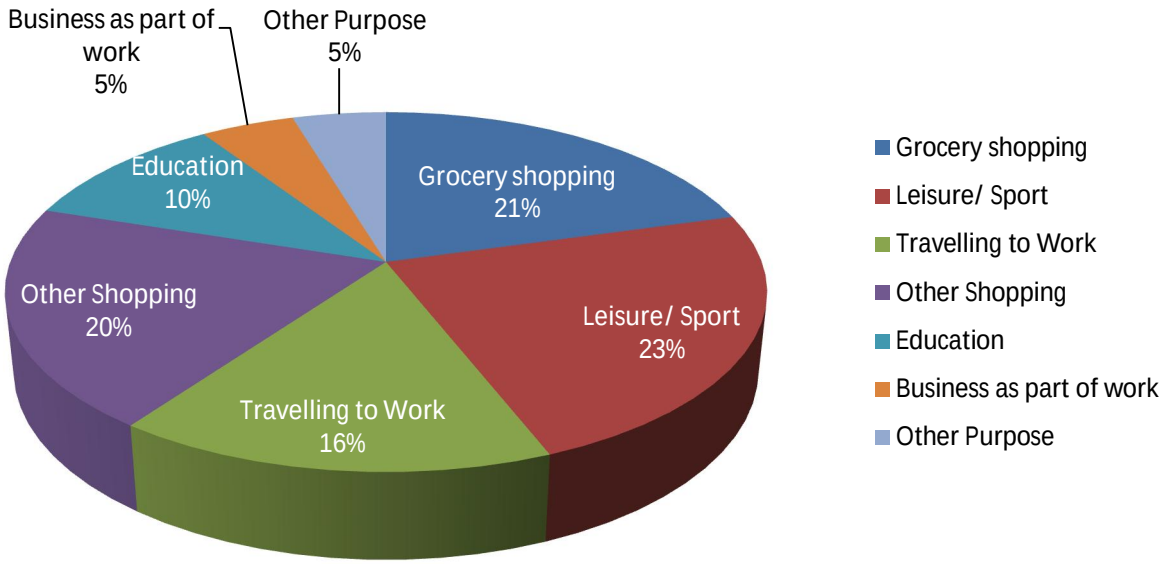


Chart A4: Purpose of Trip made by Train/DART

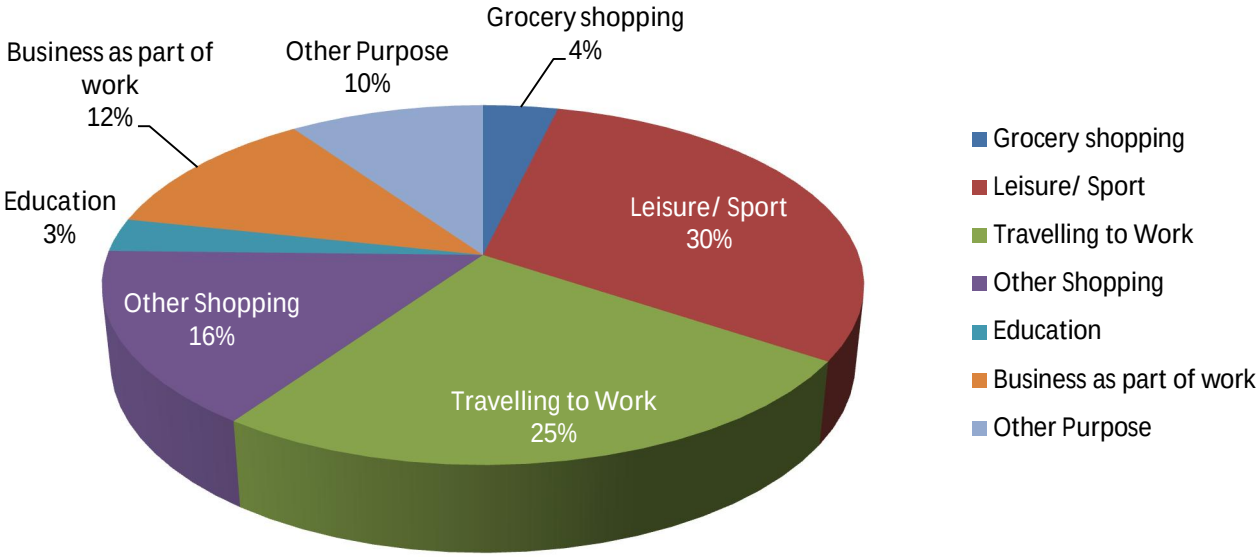


Chart A5: Purpose of Trip made by LUAS

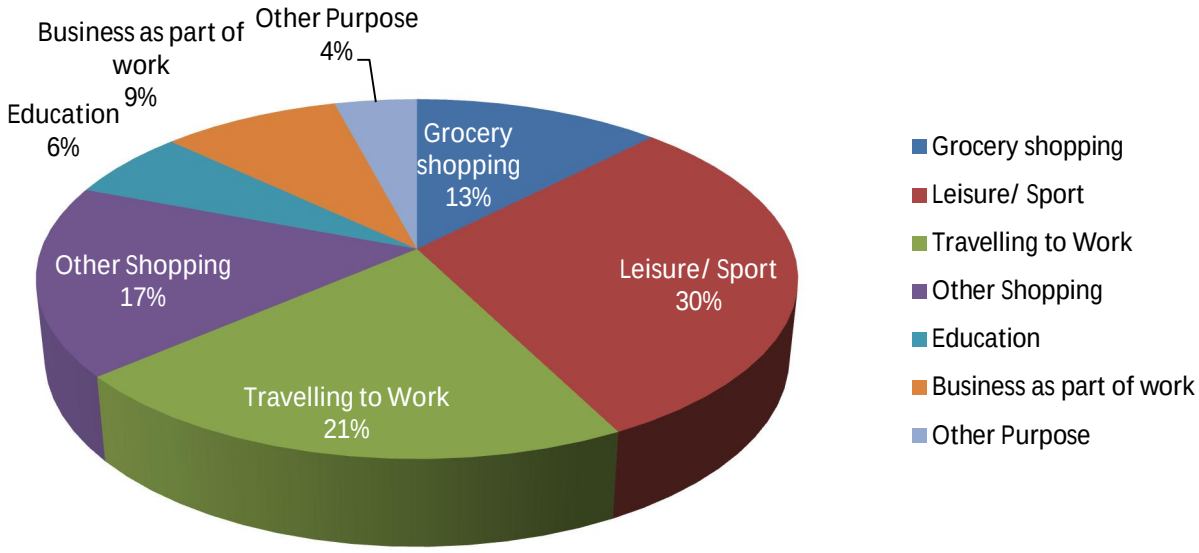


Chart A6: Purpose of Trip made by Bicycle

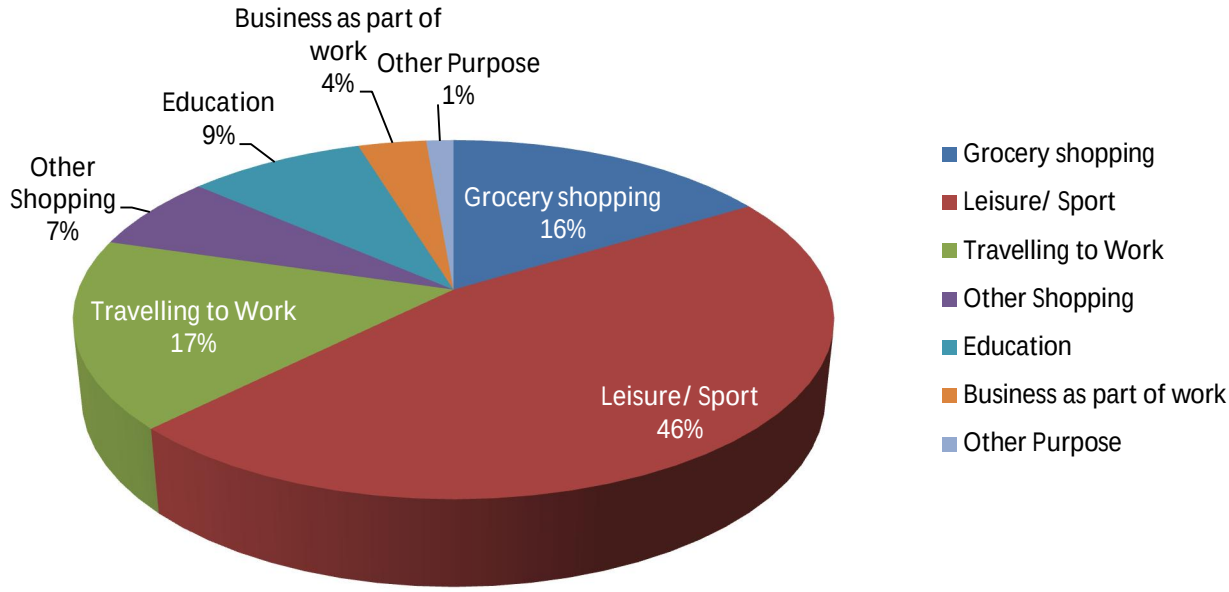
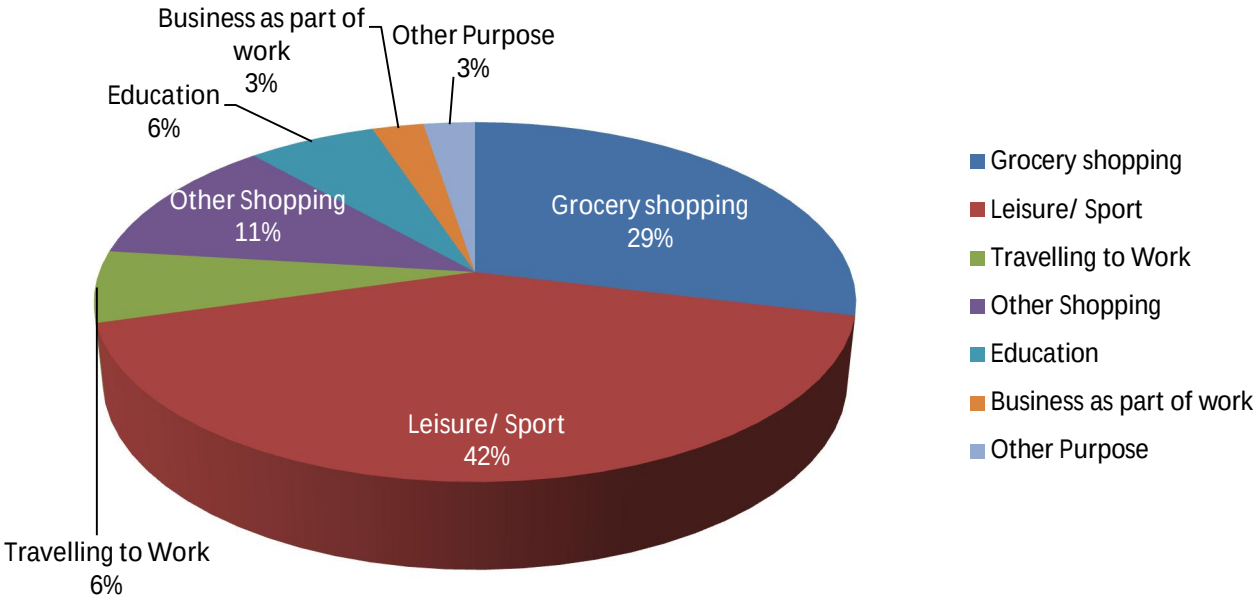


Chart A7: Purpose of Trip made by Walking



Appendix B

Trend in Modes in Existing Residential Developments in the Citywest & Saggart Areas

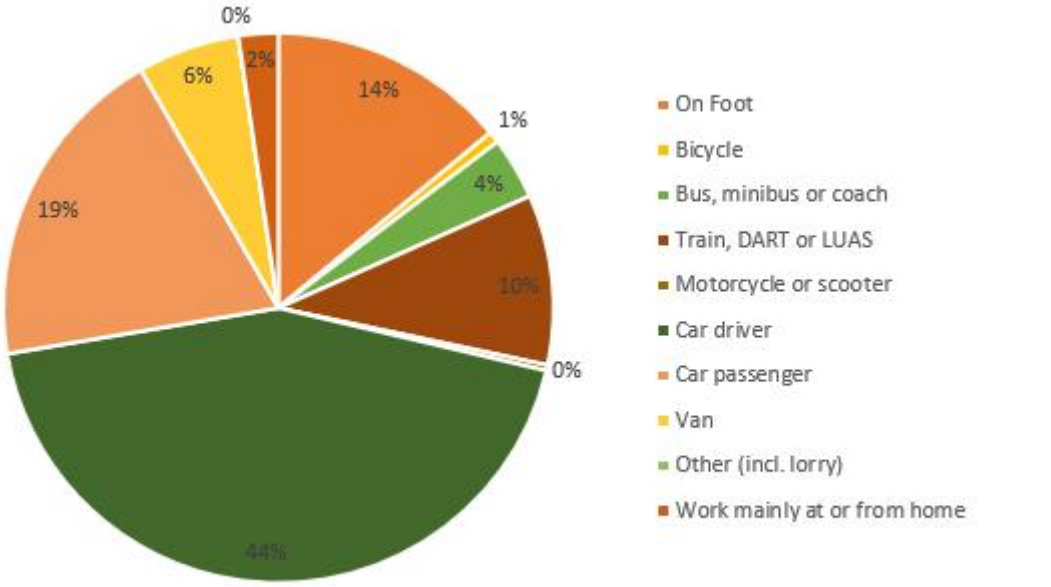


Chart B1: Current Modal Split for Mill Road

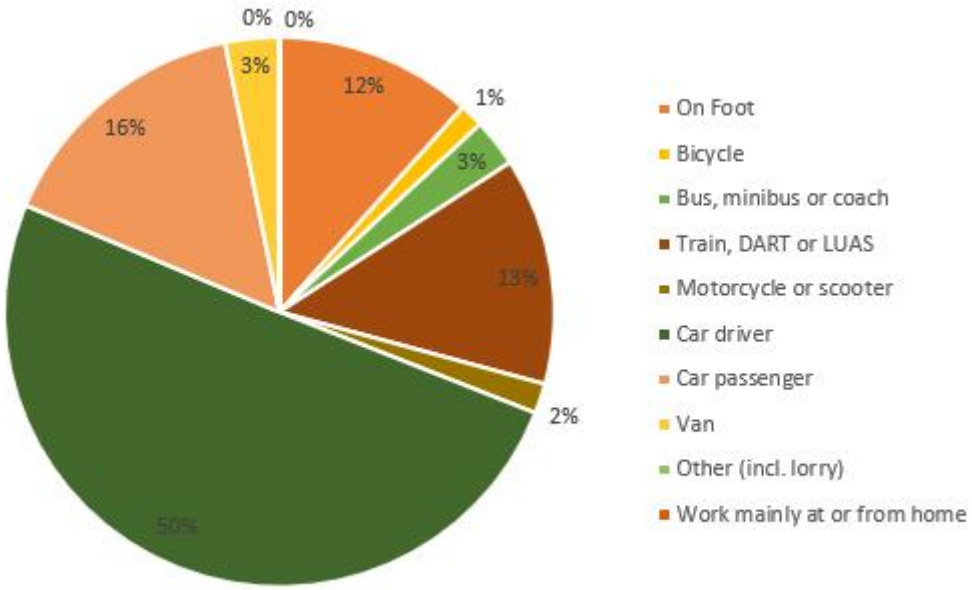


Chart B2: Current Modal Split for Carrig Court

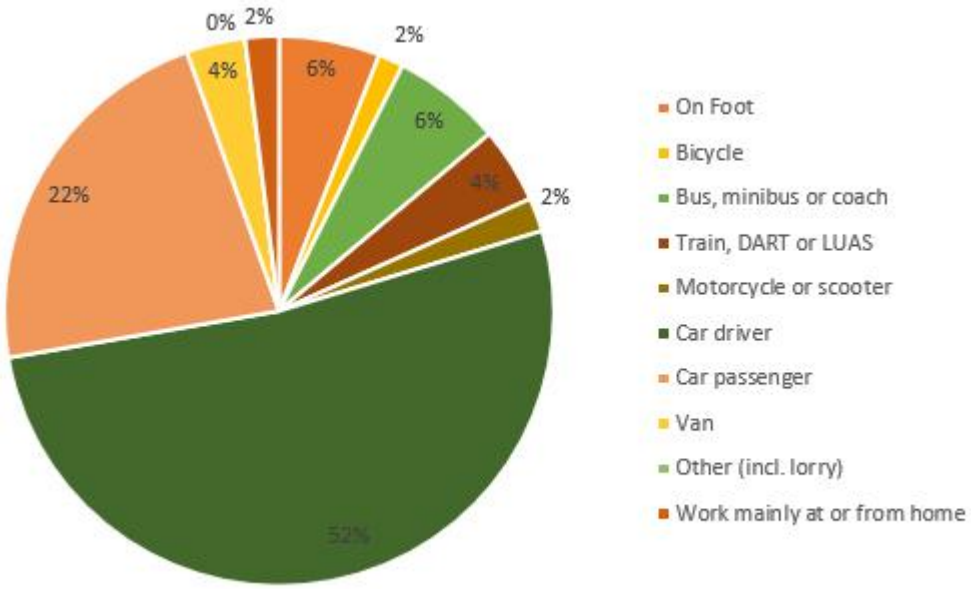


Chart B3: Current Modal Split for Brownsbarn

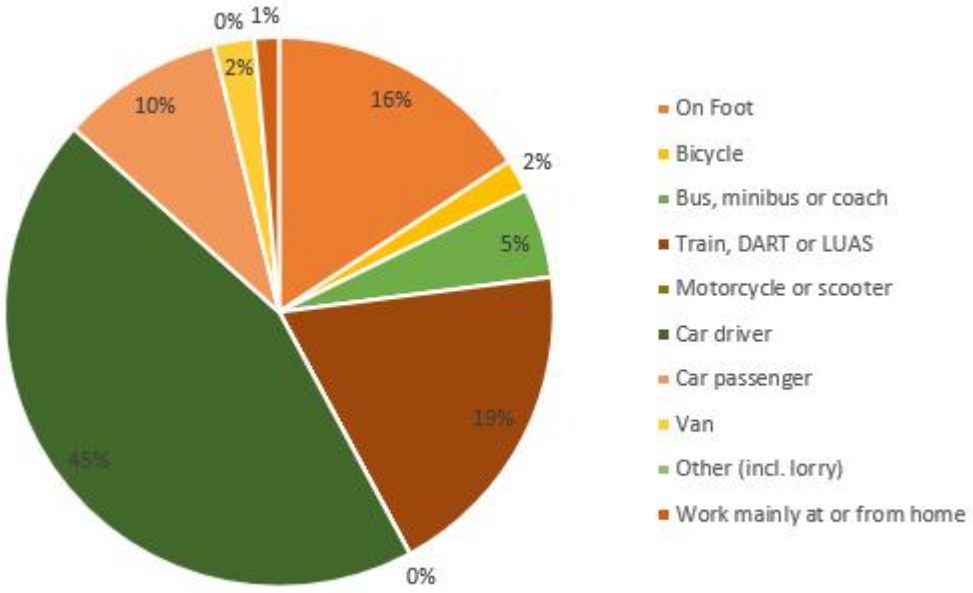


Chart B4: Current Modal Split for Swiftwood

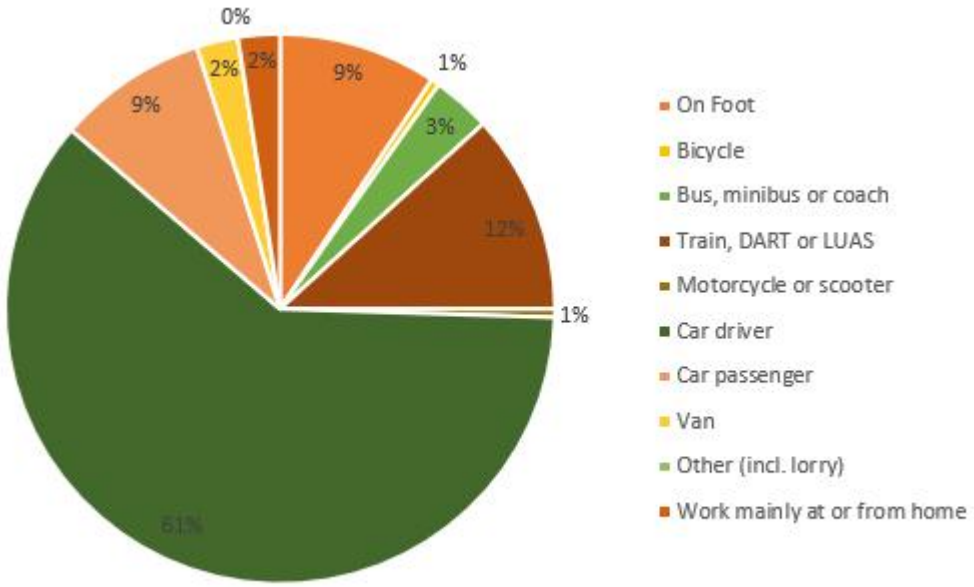


Chart B5: Current Modal Split for Saggart Lodge Court, Moneyatta Commons, Coldwater Lakes

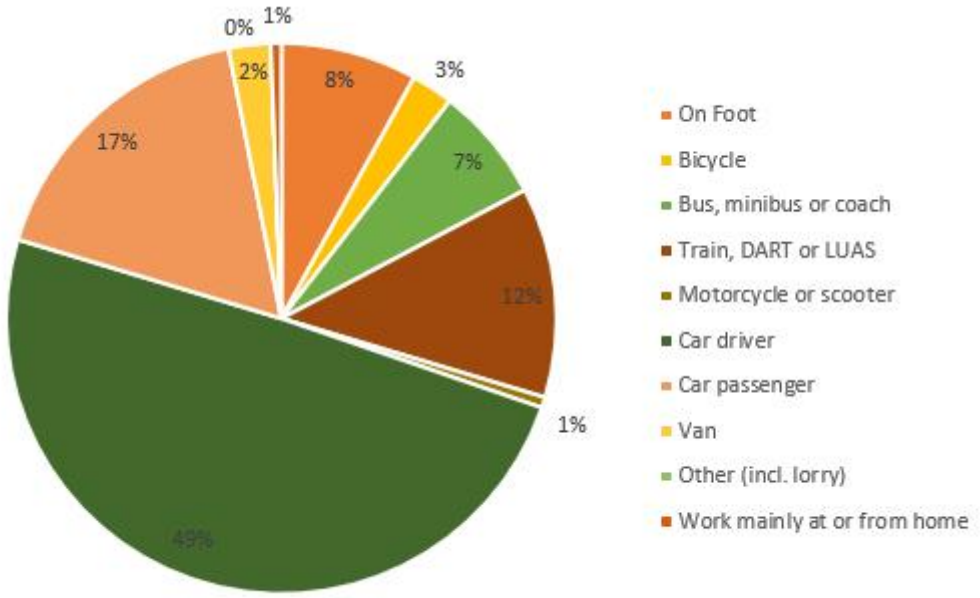


Chart B6: Current Modal Split for Carrigmore Gardens

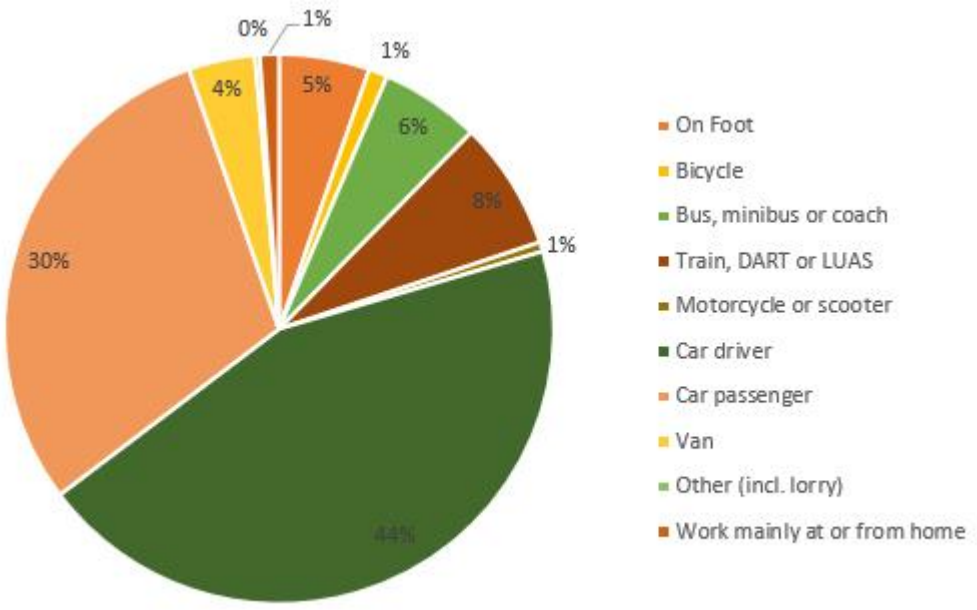


Chart B7: Current Modal Split for Carrigmore Glen, Carrigmore Avenue, Carrigmore Dale

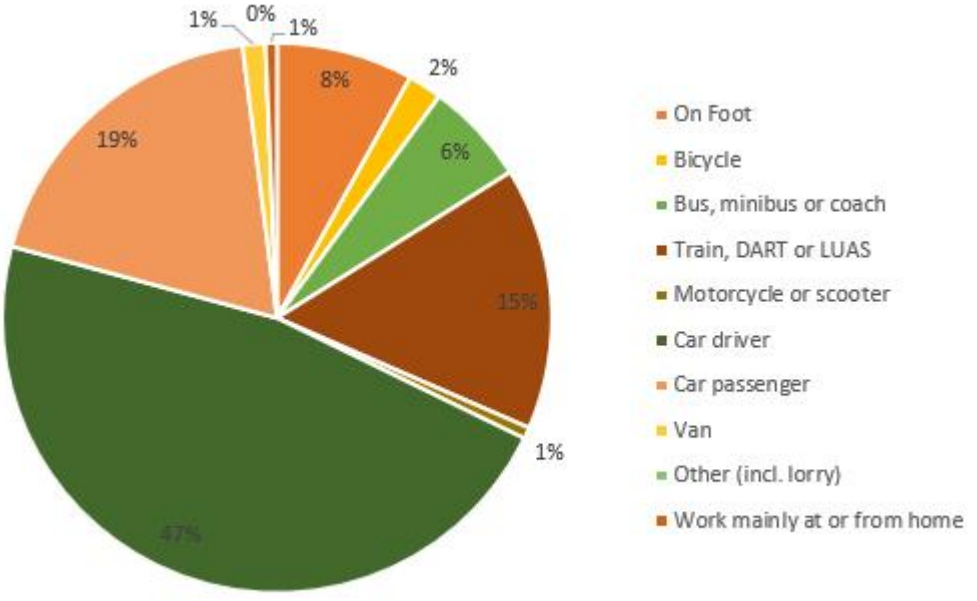


Chart B8: Current Modal Split for Carrigmore Downs Houses

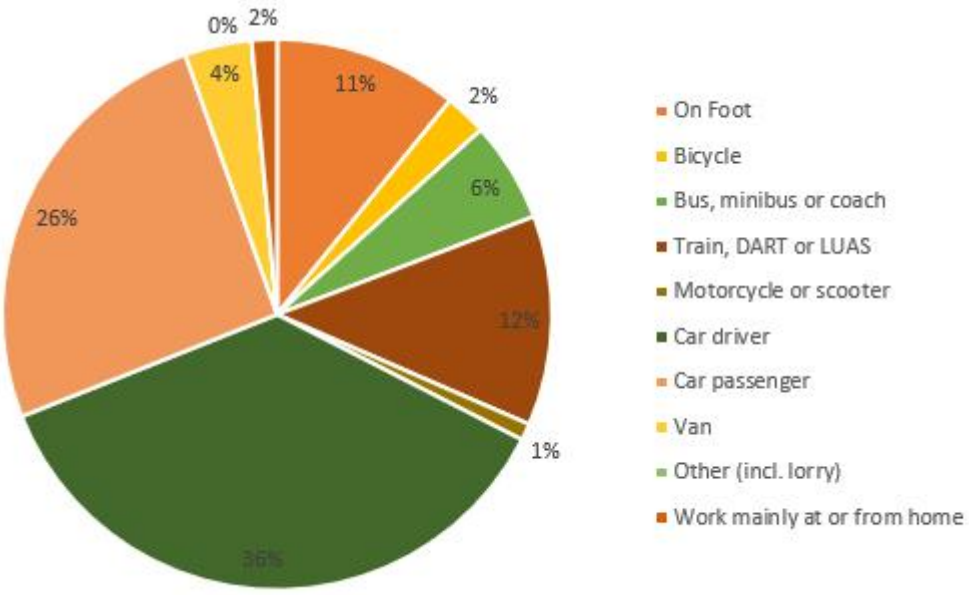


Chart B9: Current Modal Split for Carrigmore Manor, Carrigmore Place, Carrigmore Grove

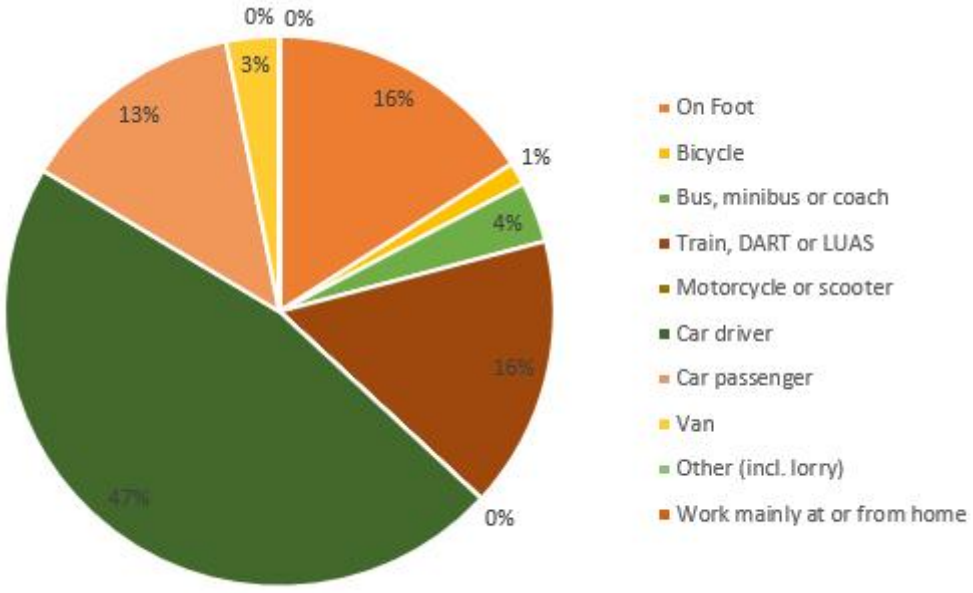


Chart B10: Current Modal Split for Carrigmore Crescent

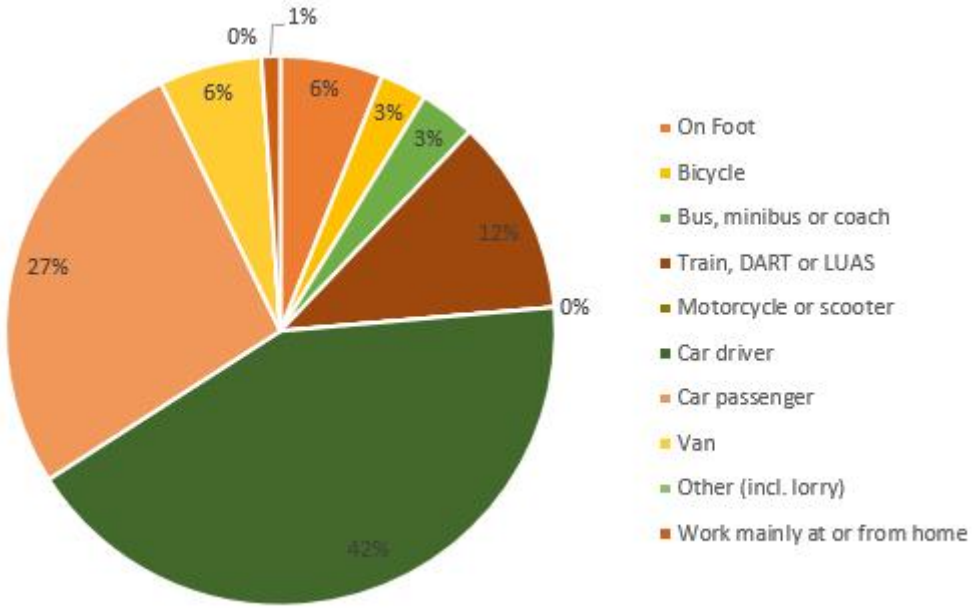


Chart B11: Current Modal Split for Carrigmore Way, Carrigmore Court

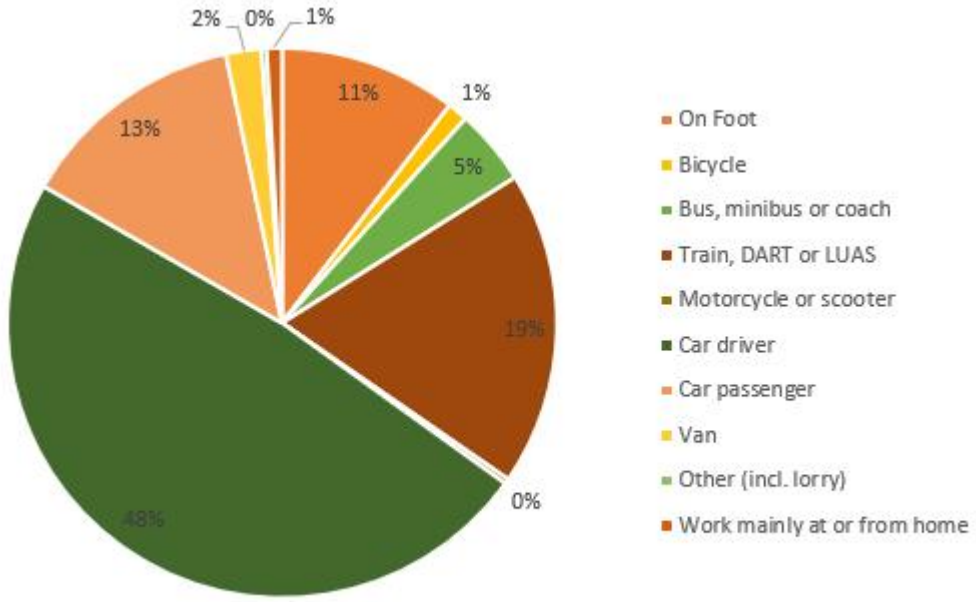


Chart B12: Current Modal Split for Fortunes Walk, Fortunes Lawn

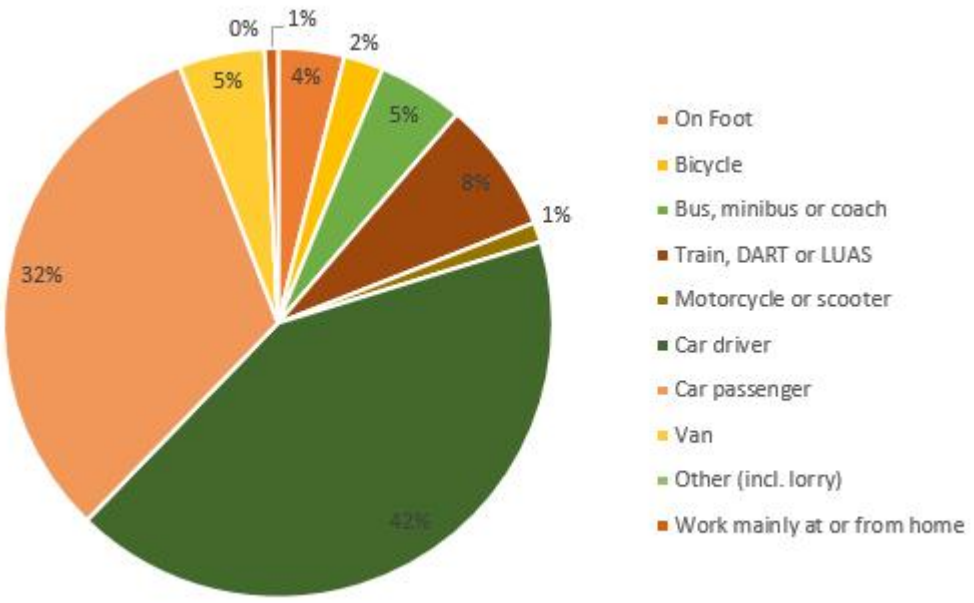


Chart B13: Current Modal Split for Verschoyle Green, Verschoyle Vale, Verschoyle Drive

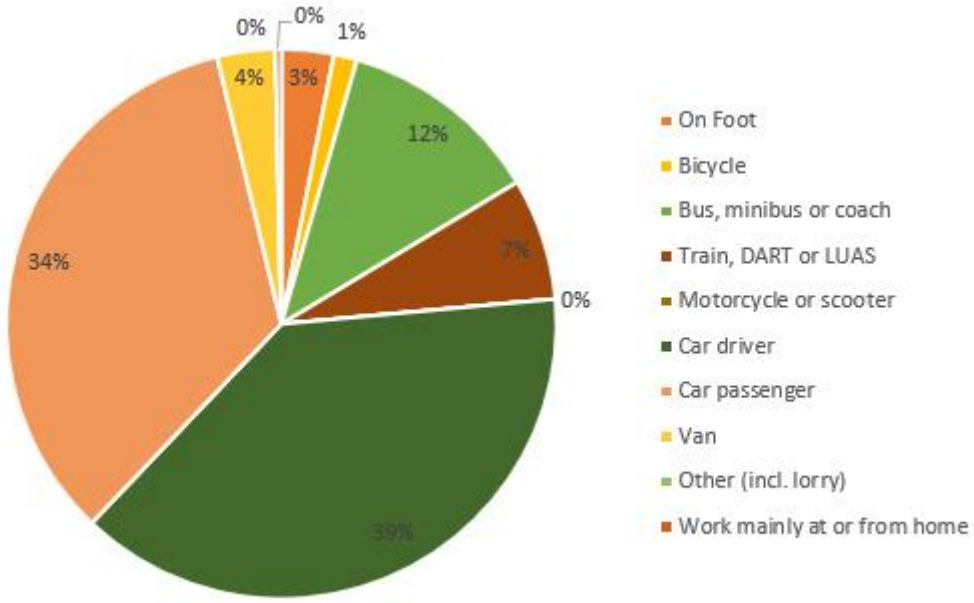


Chart B14: Current Modal Split for Verschoyle Rise, Verschoyle Heights, Verschoyle Close

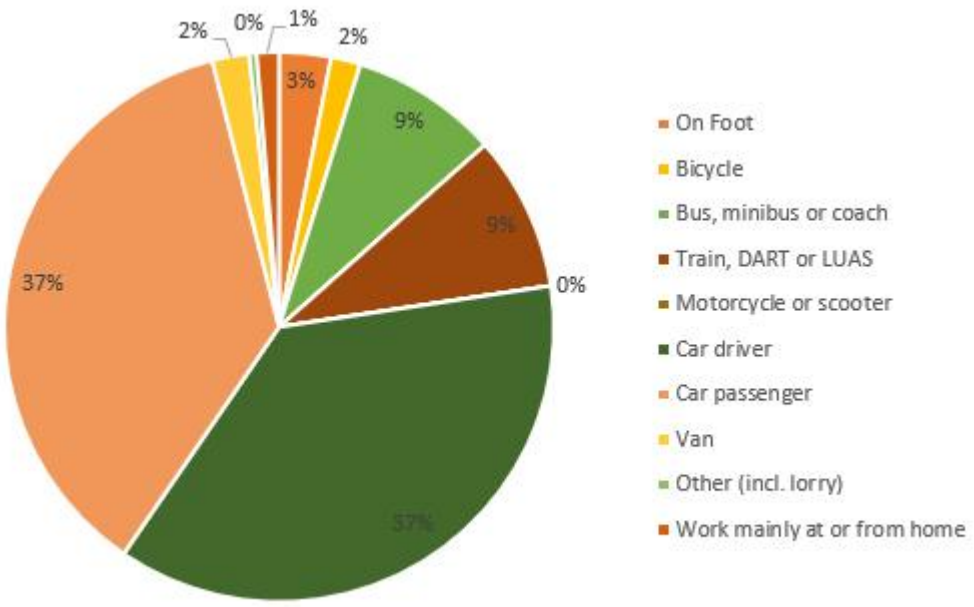


Chart B15: Current Modal Split for Verschoyle Glen, Verschoyle Avenue, Verschoyle Park