

Project

Hollystown - Kilmartin SHD
Dublin 15

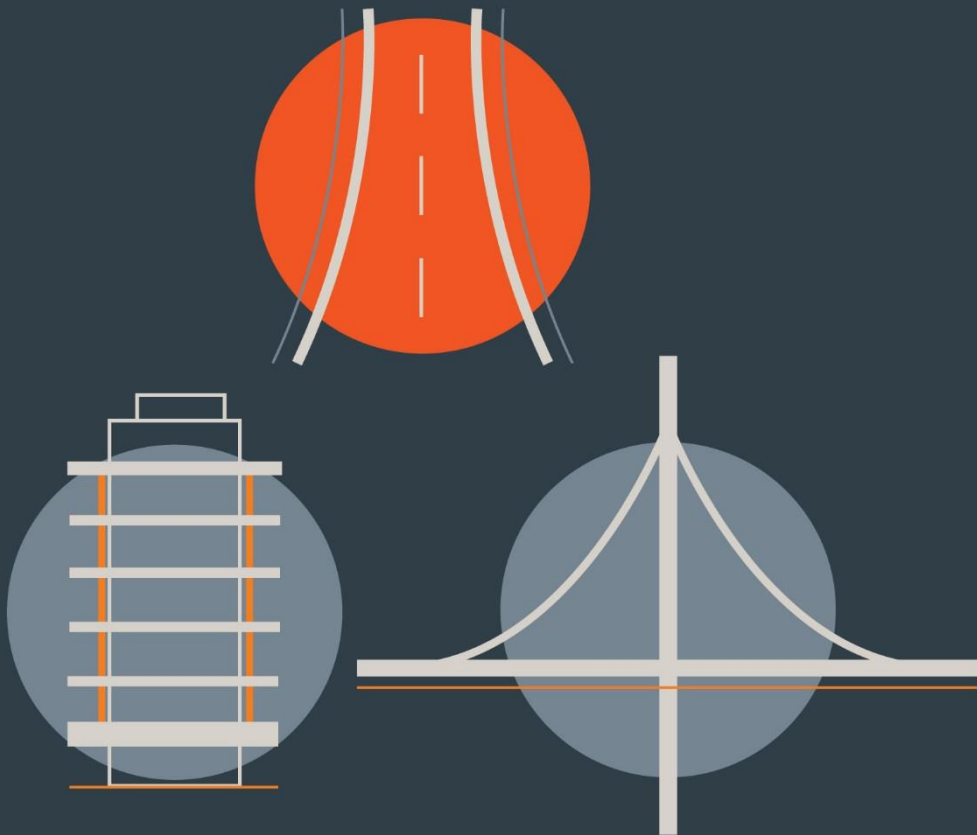
Report Title

MOBILITY MANAGEMENT PLAN

Client

Glenveagh Homes Limited

TRANSPORTATION



DBFL CONSULTING ENGINEERS

December 2021

Document Control

Job Title: Hollystown - Kilmartin SHD, Hollystown, Dublin 15

Job Number: p170182

Report Ref: 170182-DBFL-XX-XX-RP-009

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Date: December 2021

Distribution: Planning Authority
Clients Design Team
DBFL Consulting Engineers (File Copy)

Revision	Issue Date	Description	Prepared	Reviewed	Approved
1 st Draft	05/03/2021	Design Team Review	DG	AD	RK
Final	01/04/2021	SHD Stage 2 Planning	DG	AD	RK
Draft	08/11/2021	SHD Stage 3 Planning	DG	AD	RK
Final Draft	03/12/2021	SHD Stage 3 Planning	DG	AD	RK
Final Draft	06/12/2021	SHD Stage 3 Planning	DG	AD	RK
Final Draft	09/12/2021	SHD Stage 3 Planning	DG	AD	RK
Final	10/12/2021	SHD Stage 3 Planning	DG	AD	RK

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CHAPTER 1

Introduction

1.1 CONTEXT

1.2 BACKGROUND

1.3 STRUCTURE OF REPORT

1.0 INTRODUCTION

1.1 CONTEXT

- 1.1.1 DBFL Consulting Engineers (DBFL) has been commissioned by Glenveagh Homes Limited to prepare a Mobility Management Plan (MMP) for a proposed mixed-use development. The proposed development relates to at a site of c. 25.3 ha at the townlands of Hollystown, Kilmartin, Hollywoodrath, Cruiserath, Yellow Walls, Powerstown, and Tyrrelstown, Dublin 15, which includes lands in the former Hollystown Golf Course and lands identified under the Kilmartin Local Area Plan 2013 (as extended).
- 1.1.2 The lands are bound by the R121 and Hollywoodrath residential development to the east, the under construction Bellingsmore residential development to the south and north, the former Hollystown Golf Course to the north, Tyrrelstown Educate Together National School, St.Luke's National School and Tyrrelston Community Centre to the west and south and the existing Tyrrelstown Local Centre to the south.
- 1.1.3 The proposed development will consist of the development of 548 no. residential units, consisting of 147 apartments/duplexes and 401 houses, ranging in height from 2 to 5 storeys and including retail/café unit, 2 no. crèches, 1 no. Montessori, 1 no. community hub, car and bicycle parking, open space, public realm and site infrastructure over a site area of c. 25.3 ha.
- 1.1.4 On lands to the north of the application site (referred to as Hollystown Sites 2 & 3) the proposed development includes for 428 units consisting of 401 no. 2 and 3 storey houses and 27 no. apartments set out in 9 no. 3-storey blocks.
- 1.1.5 On lands to the south of the application site and north of the Tyrrelstown Local Centre (referred to as Kilmartin Local Centre) the proposed development includes 120 no. apartment/duplex units in 4 no. blocks ranging in height from 3 to 5 storeys. The local centre includes 2 no. crèches (including 1 standalone 2 storey crèche), 1 no. Montessori, a retail/café unit, and 1 no. community hub. The subject lands are located north of Blanchardstown and are situated within the administrative area of Fingal County Council (FCC).
- 1.1.6 This Framework 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 mixed-use development.

- 1.1.7 This MMP should be reviewed in reference to the Traffic and Transport Assessment (TTA) submitted as part of the development's planning application.
- 1.1.8 This framework document aims to inform three distinct audiences as follows;
- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process, they will find the process and context information as outlined in Chapter 2 invaluable. The preliminary MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.
 - The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5) and associated measures (Chapter 6).
 - The **Residents** and **Staff** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information as outlined in Chapter 2 invaluable. They may also be interested in the MMP targets and measures introduced in Chapter 5 and Chapter 6.

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 Hollystown Sites 2 & 3 and the Kilmartin Local Centre. This document aims to expand the awareness of and increase travel options for residents and visitors 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 residents and visitors 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 for all future residents and on-site staff of the proposed development. 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 and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

1.2.3 The aims of the strategy are:

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

1.3 STRUCTURE OF REPORT

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 local travel trends and 2016 Census Data are 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 MMP 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 the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the MMP for the Hollystown-Kilmartin site.
- 1.3.7 The main conclusions of the MMP are summarised in **Chapter 8**.



- 2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?**
- 2.2 WHAT IS A DESTINATION MMP?**
- 2.3 WHO IS INVOLVED?**
- 2.4 OBJECTIVES OF A MMP**
- 2.5 MMP PROCESS**
- 2.6 MMP NEXT STEP**
- 2.7 POLICY 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 DESTINATION MOBILITY MANAGEMENT PLAN?

- 2.2.1 A Destination Mobility Management Plan is a package of measures designed to (i) reduce the number and length of car trips attracted to a development, in parallel with also (ii) encouraging more sustainable forms of travel and (iii) reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.
- 2.2.2 A successfully implemented Destination 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.

2.3 WHO IS INVOLVED?

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

- Local Authority Officers,
- Developers and the brief they provide to their design teams,
- Potential for local businesses across the site's immediate catchment,
- Facility Management Personnel,
- BTR Management Company,
- Future residents at sites,
- Residents in the community surrounding new housing developments, 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 Residents and Staff**

- Address resident's and staff's 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) **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 an MMP, the process of compiling the plan encompasses the 9 principal steps presented in **Graph 2.1** below. The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the subject development for as long as necessary or potentially even for the entire existence of the development.

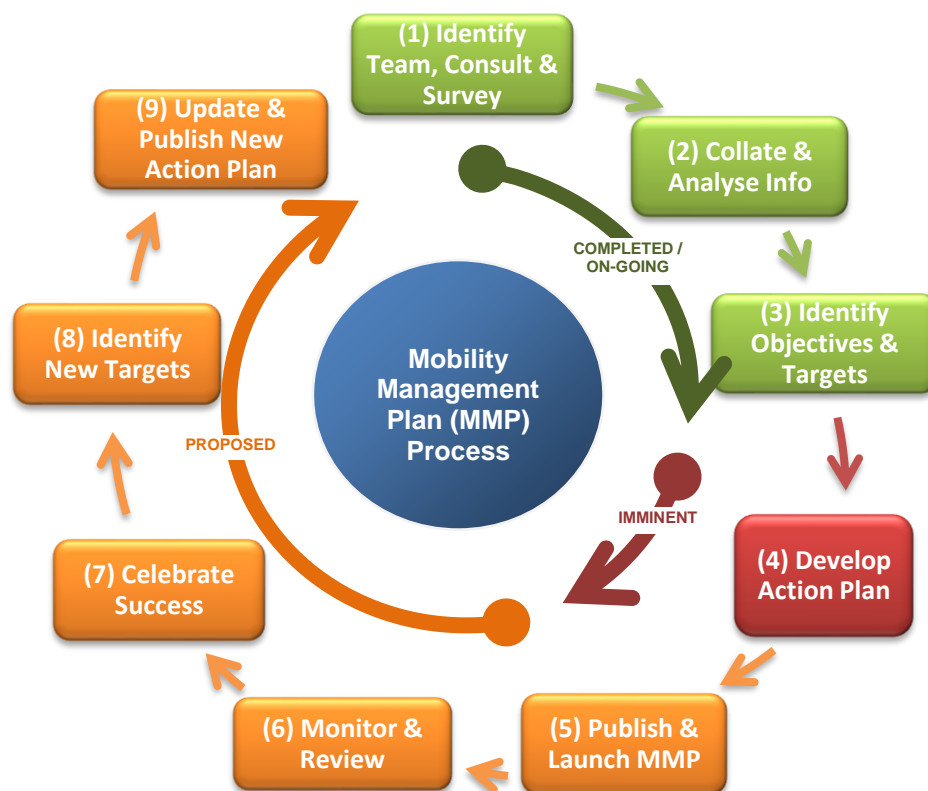


Figure 2.1: MMP Development Process and Status

- 2.5.2 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;

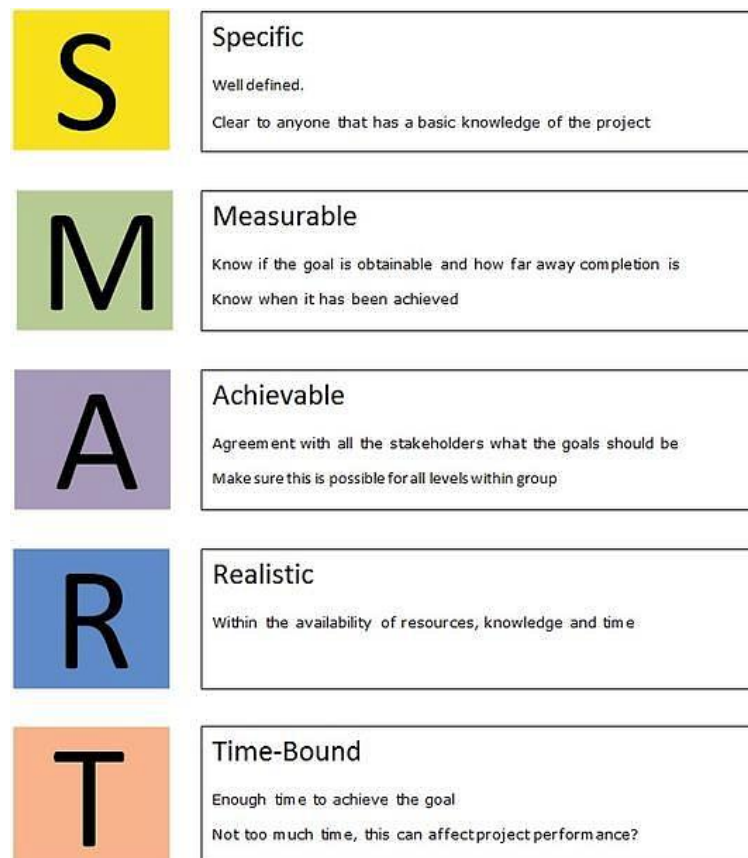


Figure 2.2: Proposed "SMART" Targets

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 residential development's specific travel characteristics are outlined and presented to the local authority;
 - (b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching with an agreement upon the MMP's measures and subsequently adopting the '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 is submitted to Fingal 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.

2.7 POLICY FRAMEWORK

- 2.7.1 The MMP for the proposed development is supported by a 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 (Fingal County Council) eventually arriving at the site (or land use) specific policy objectives.

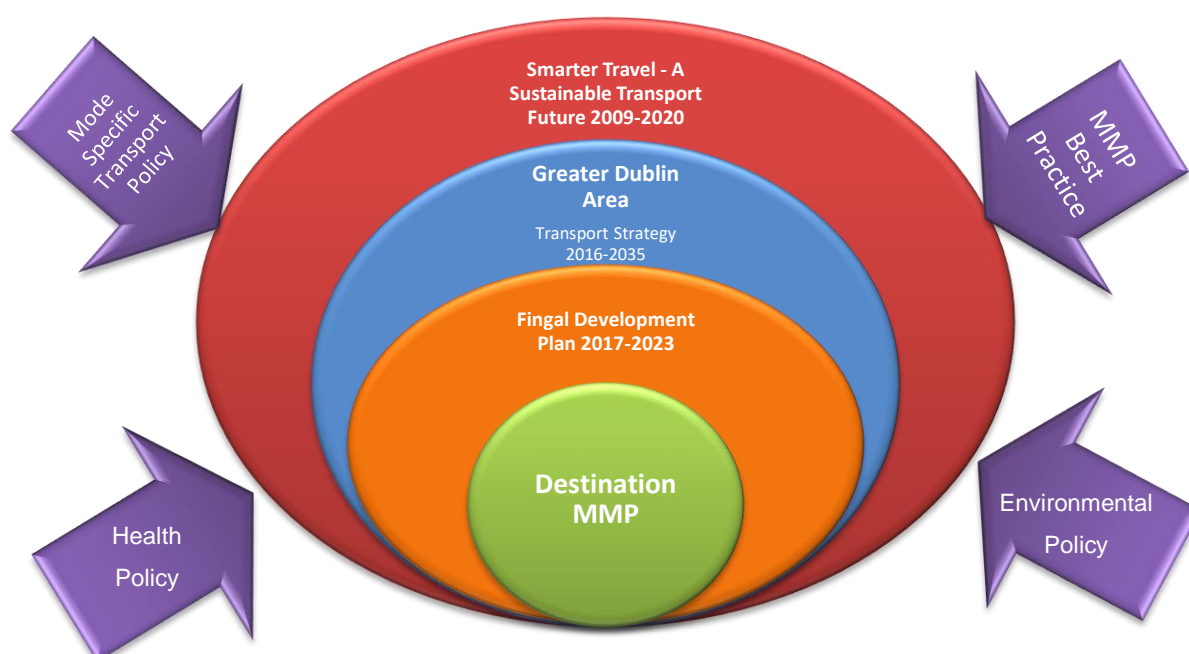
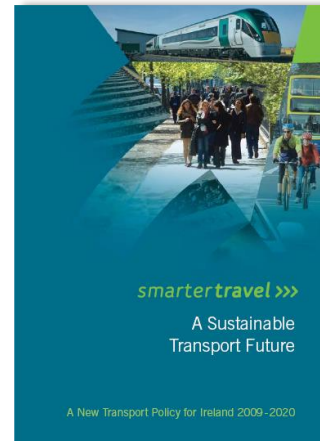


Figure 2.3: Hollystown-Kilmartin Development MMP Policy Framework and External Influences

Smarter Travel – A Sustainable Transport Future (2009)

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 the 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 Although this document outlines objectives and targets from 2009 to 2020, the goals set out will continue to play active role from 2021 onwards in order to address the continuous unsustainable nature of the current travel behaviour. The following five key goals form the basis of the Smarter Travel policy document.

2.7.5 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.

2.7.6 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.

2.7.7 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.

2.7.8 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

2.7.9 Published in 2016 the role of the Transport Strategy for the Greater Dublin Area (2016 - 2035) is to establish appropriate policies and transport measures that will support the Greater Dublin Area in meeting its potential as a competitive, sustainable city region with a good quality of life for all. The strategy seeks to meet:

- Economic objectives by reducing delays and improving journey time reliability; Social objectives by improving



safety, reducing travel related stress and reducing the adverse impacts of traffic on neighbourhoods; and

- Environmental objectives by giving priority to those means of travel that are less damaging to our natural and built environments.

2.7.10 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"*.

2.7.11 The strategy acknowledges that there will be only limited enhancements to road capacity accordingly some measure of travel demand management (TDM) will be required in the form of (a) Control measures (b) Fiscal measures and (c) Other Complementary measures. One of the most important initiatives that are classified under the theme of Other Complementary measures are Mobility Management Plans.

Fingal Development Plan 2017-2023

2.7.12 The Fingal Development Plan sets out a new approach to meet the needs and aspirations of citizens of Fingal, Dublin County as a whole and the country, not only for the 6-year life of the plan, but for the long term. This approach is based on the principles of sustainability and resilience on the social, economic and environmental fronts.



2.7.13 The Development Plan's Strategic Policy in response to the challenges facing the economy of the city and its role as the national and regional economic engine are as follows:

- Promote a vibrant, attractive environment for living and working, facilitating efficient movement by sustainable modes of transport throughout the County;
- Create a competitive business environment supporting economic development, job creation, tourism and prosperity for all;

- Improving the general attractiveness of a city for people and investors as a key part of maintaining competitiveness and creating a vibrant place that attracts and retains creative people within the city and
- Encourage inclusive and active sustainable communities based around a strong network of community facilities.

2.7.14 The *Fingal Development Plan 2017-2023* provides a number of policies Fingal County Council aims to deliver including but not limited to:

- *"Promote sustainable development by providing for the integration of economic, environmental, social and cultural issues into Development Plan policies and objectives, utilising the Strategic Environmental Assessment (SEA) and Appropriate Assessment (AA) processes."*
- *"Add quality to the places where Fingal's communities live, work and recreate by integrating high quality design into every aspect of the Plan promoting adaptable residential buildings and ensuring developments contribute to a positive sense of place and local distinctiveness of an area."*
- *"Seek the development of a high quality public transport system throughout the County and linking to adjoining counties, including the development of the indicative route for New Metro North and Light Rail Corridor, improvements to railway infrastructure including the DART Expansion Programme, Quality Bus Corridors (QBCs) and Bus Rapid Transit (BRT) systems, together with enhanced facilities for walking and cycling."*
- *"Promote, improve and develop a well-connected national, regional and local road and public transport infrastructure system, geared to meet the needs of the County and the Region, and providing for all road users, prioritising walking, cycling and public transport."*

2.7.15 In the context of the Hollystown Sites 2 & 3 and the Kilmartin Local Centre proposals, the following are the relevant transport and development policies and objectives set out in the plan:-

Movement and Infrastructure Strategy

"Objective MT01: Support National and Regional transport policies as they apply to Fingal. In particular, the Council supports the Government's

commitment to the proposed new Metro North and DART expansion....The Council also supports the implementation of sustainable transport solutions."

"Objective MT03: *Implement Smarter Travel – A Sustainable Travel Future policy and work to achieve the Key Goals set out in this policy."*

"Objective MT04: *At locations where higher density development is being provided, encourage the development of car-free neighbourhoods, where non-motorised transport is allowed and motorised vehicles have access only for deliveries but must park outside the neighbourhood, creating a much better quality public realm with green infrastructure, public health, economic and community benefits."*

Integrated Land Use and Transportation Objectives

"Objective MT06: *Integrate the County's transport and tourism strategies to promote increasingly sustainable travel patterns and improved linkages between the City Centre, Villages and the Coast among visitors to the County."*

Electric Vehicles

"Objective MT10: *Facilitate the provision of electricity charging infrastructure for electric vehicles both on street and in new developments in accordance with car parking standards."*

"Objective MT11: *Support the growth of Electric Vehicles and EBikes, with support facilities, through a roll-out of additional electric charging points in collaboration with relevant agencies at appropriate locations."*

Walking and Cycling Objectives

"Objective MT13: *Promote walking and cycling as efficient, healthy, and environmentally-friendly modes of transport by securing the development of a network of direct, comfortable, convenient and safe cycle routes and footpaths, particularly in urban areas."*

"Objective MT14: *The Council will work in cooperation with the NTA and adjoining Local Authorities to implement the Greater Dublin Area Cycle Network Plan subject to detailed engineering design and the mitigation measures presented in the SEA and Natura Impact Statement accompanying the NTA Plan."*

"Objective MT16: *Promote the provision of adequate, secure and dry bicycle parking facilities and a bike rental scheme at appropriate locations, including stations and other public transport interchanges."*

"Objective MT17: *Improve pedestrian and cycle connectivity to schools and third level colleges and identify and minimise barriers to children walking and cycling to primary and secondary schools."*

"Objective MT19: *Design roads and promote the design of roads, including cycle infrastructure, in line with the Principles of Sustainable Safety in a manner consistent with the National Cycle Manual and the Design Manual for Urban Roads and Streets."*

"Objective MT20: *Investigate the use of demand management measures to improve the attractiveness of urban centres for cyclists (and public transport users)."*

"Objective MT22: *Improve pedestrian and cycle connectivity to stations and other public transport interchanges."*

Public Transport Objectives

"Objective MT24: *Support and advise the NTA and TII on the planning and implementation of public transport infrastructure, in particular by providing an understanding of Fingal's policies, objectives and requirements, including environmental sensitivities."*

Public Transport Interchanges

"Objective MT28: *Facilitate, encourage and promote high quality interchange facilities at public transport nodes throughout the County."*

Quality Bus Corridors (QBC)

"Objective MT33: *Facilitate and promote the enhancement of bus services through bus priority measures including bus lanes and bus gates. Support the NTA in the implementation of Bus Rapid Transit from Blanchardstown to Belfield and from Swords to Merrion Square, subject to detailed design."*

"Objective MT34: *Work with public transport providers and State agencies to create bus connectivity between Dublin 15 and Dublin Airport/Swords."*



3.1 LAND USE

3.2 LOCATION

3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

3.4 LOCAL AMENITIES

3.5 SITE ACCESSIBILITY

3.6 EMERGING TRANSPORTATION INFRASTRUCTURE

3.7 PROPOSED DEVELOPMENT

3.8 BICYCLE PARKING

3.9 CAR PARKING

3.10 SITE ACCESS ARRANGEMENTS

3.0 RECEIVING ENVIRONMENT & PROPOSED DEVELOPMENT

3.1 LAND USE

- 3.1.1 The subject site is located on an undeveloped greenfield site that has an approximate site area of c.25.3 hectares. The site which is located within the administrative area of Fingal County Council and is zoned under '*Zoning Objectives RA – Residential Area*' which is described within the Fingal Development Plan 2017 - 2023 as to "*Provide for new residential communities subject to the provision of the necessary social and physical infrastructure*". The lands which form the northern link towards Ratoath Road are zoned OS-Open Space to "*Preserve and provide for open space and recreational amenities*". The lands which form the proposed Kilmartin Local Centre are zoned LC-Local Centre to "*Protect, provide for and/or improve local centre facilities*".

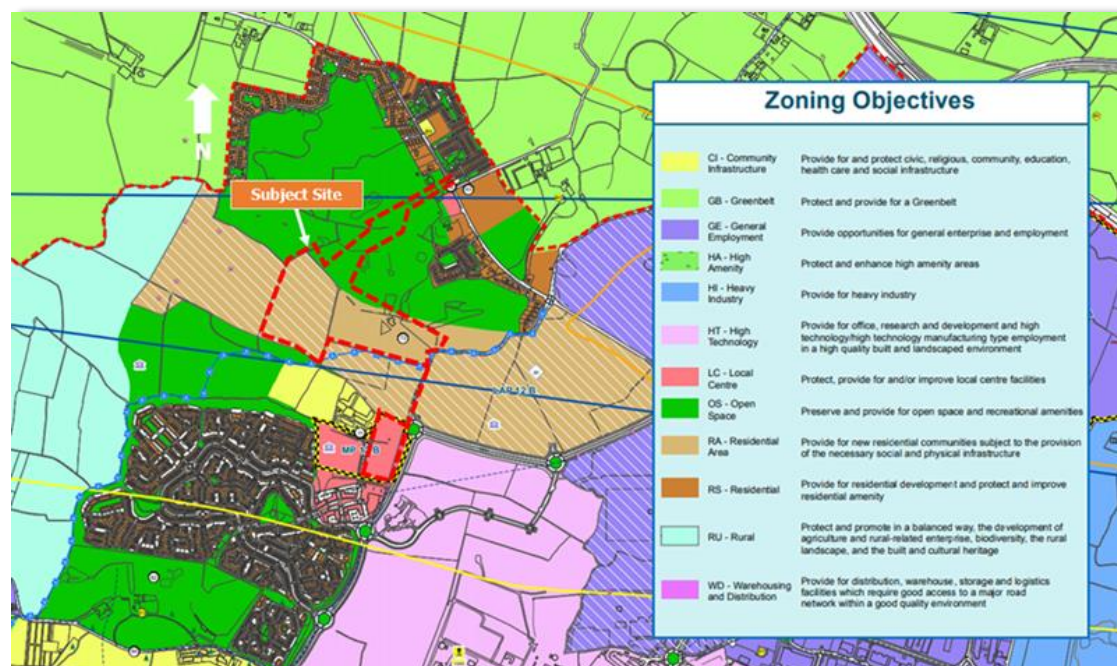


Figure 3.1: Subject Site Current Zoning Objectives (Source: FCC Blanchardstown North Sheet No.12)

- 3.1.2 To the north and southwest of the site are lands zoned as OS – Open Space and to the south are CI – Community Infrastructure. The lands to the west and east are also zoned RA – Residential Area and form part of the wider Kilmartin Local Area Plan. Further south and west of the proposed Kilmartin Local Centre are the lands zone for the LC – Local Centre, which is an

extension to the existing Tyrrelstown Local Centre. Southeast are lands zoned HT – High technology to provide for office, research and development and high technology.

3.2 LOCATION

- 3.2.1 The R121 regional road forms the eastern boundary of the subject site and provides links to the wider strategic road network including the M50, N2 and N3. The subject site is located to the north of the existing Tyrrelstown Local Centre and lies between the N2 Motorway (Junction 2) and the N3 Motorway (Junction 3). The site is situated approximately 750m south of Hollystown, 3.0km north of Mulhuddart and 4.3km north of Blanchardstown Centre respectively.
- 3.2.2 Connectivity is offered towards the wider Dublin area via the M50 Motorway which is situated approximately 7.0km south-east of the site. The general site location in the context of the wider network is shown in **Figure 3.2**.

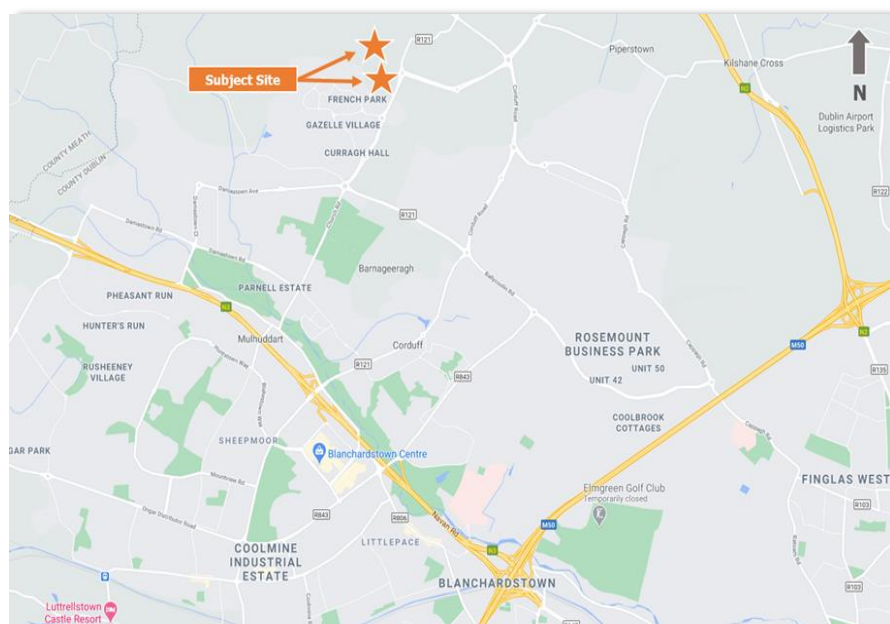


Figure 3.2: Site Location (Source: Google Maps)

- 3.2.3 The subject lands for Sites 2 & 3 are bound by the R121 to the east, open space on the former Hollystown Golf Course lands to the north, open space to the west/southwest and the Bellingsmore Residential Development, currently under construction, to the south of Site 2.
- 3.2.4 The Le Chéile Secondary School, Tyrrelstown Educate Together National School, St. Luke's National School and Tyrrelstown Community Centre are all

located south of Sites 2 & 3. The subject lands can currently be accessed from the partially constructed street, The Avenue, which at present solely serves the Le Chéile Secondary School. Site 2 can also be accessed from its frontage along the R121.

- 3.2.5 Similarly, the subject Kilmartin Local Centre lands are bound to the east by the R121, to the south is the existing Tyrrelstown local centre and to the southwest is the existing established Tyrrelstown residential area. The subject site boundary in the context of the immediate local area is highlighted in **Figure 3.3**.



Figure 3.3: Indicative Site Boundary (Source: ArcGIS)

3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

Road Network

- 3.3.1 The subject site is located to the west of Hollywoodrath Road (R121) regional road. This road forms the eastern boundary of the subject site, providing links towards the M50, N2 and N3. Access to the N2 (Junction 2) is possible by travelling from the site in a northeast bound direction along the R121 and the Cherryhound-Tyrrelstown Link Road.
- 3.3.2 Travelling southwest on Church Road (R121) provides connections to Mulhuddart and Blanchardstown via the N3 as well as links to the M50. The existing road network in the vicinity of the site is shown in **Figure 3.4** below.



Figure 3.4: Existing Road Network (Source: Google Maps)

- 3.3.3 Currently, the subject site can be accessed via either the R121 at the sites' easternmost boundary, or via the partially constructed link street (The Avenue) which currently provides access to the Le Chéile Secondary School or via the partially constructed link street from the existing Tyrrelstown Local Centre which serves the national schools.
- 3.3.4 At present, the partially constructed section of The Avenue is c.315m in length and will also serve the Bellingsmore residential development which is currently under construction. The layout of the partially constructed link street, The Avenue, is shown in **Figure 3.5**. When complete it will comprise a 6.0m wide two-way carriageway, 1.7m-2.0m wide footpaths on both sides and a 2.5m wide two-way cycle track on the southern side.



Figure 3.5: View Looking West on The Avenue Towards the Subject Site

- 3.3.5 At its eastern end, The Avenue connects with the R121 and Cherryhound-Tyrrelstown Link Road via a four-arm roundabout, as shown in **Figure 3.6**. The Avenue forms the western arm of the roundabout, whilst the R121 forms the northern and southern arms and the Cherryhound-Tyrrelstown Link Road forms the eastern arm.



Figure 3.6: View Looking East on The Avenue Towards R121 Roundabout

- 3.3.6 The R121 in the immediate vicinity of the Site 2's eastern boundary is a two-way single lane carriageway as shown in **Figure 3.7** below. The posted speed limit for this section of the R121 is 50km/h and the road offers street lighting on the eastern / southern sides. The R121 extends north towards Hollystown, where it connects to a four-arm roundabout known as "The Swing" located c.530m from the proposed subject Site 2 R121 access.



Figure 3.7: View Looking West on R121 Towards Proposed Site Access

- 3.3.7 A series of speed humps are in place along the R121 between The Swing roundabout and the R121/The Avenue roundabout as shown in **Figure 3.8**.



Figure 3.8: View Looking South Along R121 From Proposed Site Access

- 3.3.8 The R121 Church Road to the east of the proposed Local Centre site is a two-way dual carriageway road, separated by a concrete median barrier as shown in **Figure 3.9** below. The posted speed limit for this section of the R121 corridor is 60km/h and the road offers street lighting on both sides. The four-arm R121 / Boulevard / Cruiserath Drive roundabout is located approximately 400m south of the subject site between Tyrrelstown Plaza and Carlton Hotel Blanchardstown.



Figure 3.9: View Looking North on R121 adjacent the Local Centre Subject Site

- 3.3.9 The Cherryhound-Tyrrelstown Link Road further east of the subject site is a two-way dual carriageway, with a concrete median barrier and subject to an 80km/h posted speed limit. The Cherryhound-Tyrrelstown Link Road provides

a direct connection to the N2 which lies approximately 2.6km north-east of the subject site.

Existing Pedestrian and Cycling Facilities

- 3.3.10 In terms of existing active travel infrastructure, the site benefits from a number of cycle and pedestrian facilities that are provided in the immediate vicinity. The partially constructed link street from the Local Centre that currently serves the schools benefits from footways on both sides and a cycle track located on the western side. The roundabout at the end of this link street also benefits from zebra crossings on the southern and western arms. The current street layout for this partially constructed link street is shown in **Figure 3.10** and **Figure 3.11**.



Figure 3.10: View Looking North on the Link Street through the Local Centre Site



Figure 3.11: Existing Roundabout Crossings on the Link Street in Local Centre

- 3.3.11 Footpaths are provided on both sides of The Avenue along the frontage of the Bellingsmore development. A segregated two-way cycle track is provided

on the southern side of The Avenue. Two-way cycle tracks also continue over a short section on the northern side of the Avenue on approach to the R121 roundabout. At present, there are also two uncontrolled crossings on the Hollystown Road approach to the roundabout, as indicated in **Figure 3.12**.



Figure 3.12: Existing Crossings on The Avenue

3.3.12 At present, on the southern side of the R121 in the vicinity of the proposed Site 2 access, segregated footpaths and cycle tracks are provided along the Hollywoodrath development frontage. Along the section of the R121 which forms the frontage of the Bellingsmore residential development, a new footpath has been constructed as shown in **Figure 3.13**.



Figure 3.13: Existing Pedestrian & Cyclist Facilities on the R121

3.3.13 These facilities provide a direct connection to the existing Toucan crossing on the R121 northern arm of the R121 / Hollystown Road / Cherryhound-

Tyrrelstown Link Road roundabout **Figure 3.14**. Further south on the R121, segregated footpaths and two-way cycle tracks are provided on both sides of the road, providing links to the existing Tyrrelstown local centre.



Figure 3.14: Existing Toucan Crossing on the R121

Public Transport – Bus

3.3.14 There are a number of services which currently service Tyrrelstown local centre and its environs. These services offer connectivity towards destinations such as Blanchardstown, Dublin City Centre and Broombridge. Dublin Bus service number 40d currently connects Tyrrelstown with Dublin City Centre and the 40e bus route connects to Broombridge while providing further opportunities for Luas and rail connections.

3.3.15 Furthermore, Go-Ahead 236/a connects Damastown IBM and Blanchardstown via Tyrrelstown whilst Go-Ahead number 238 connects Tyrrelstown with Blanchardstown (Lady's Well Road). **Table 3.1** below summarises the number of aforementioned services which are available within the area and **Figure 3.15** illustrates the bus stops around the subject site.

Bus Service	Route No.	Destination	Mon - Fri	Sat	Sun
Dublin Bus	40d	Tyrrelstown – Parnell Street	15	30	50
	40e	Tyrrelstown – Broombridge	30	30 - 40	50
Go-Ahead	236/a	Damastown IBM – Blanchardstown	60	-	-
	238	Tyrrelstown – Blanchardstown (Ladywell)	60	60	60

Table 3.1: Bus Services (Frequency in Minutes)

3.3.16 The closest existing bus stop to the subject development site is located at on

the R121 (Stop No. 7678) immediately east of the Kilmartin Local Centre site and is served by route 40e. The aforementioned routes also serve the Bishop's Orchard Boulevard (Stop No. 1546) and Carlton Hotel Blanchardstown (Stop No. 7072 and 7073).



Figure 3.15: Map of Accessible Bus Stops (Source: Google Maps)

3.4 LOCAL AMENITIES

3.4.1 The proposed development site is ideally located to benefit from local amenities in the immediate area, as shown in **Figure 3.16**.

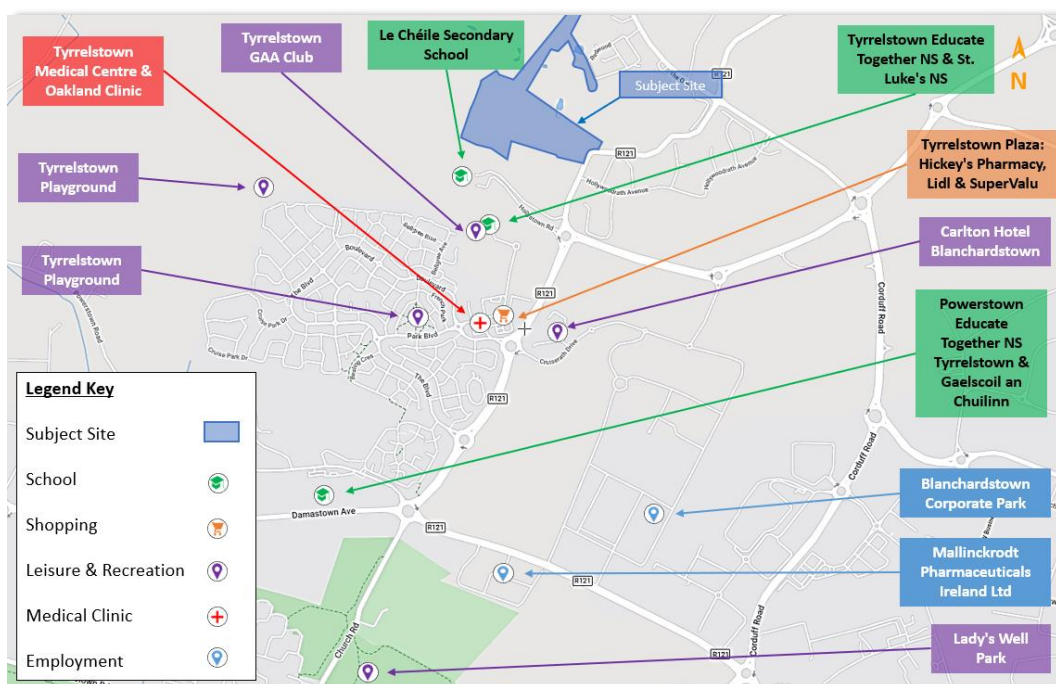


Figure 3.16: Local Amenities Surrounding Subject Development Site

3.4.2 There are a number of schools within 2.0km of the subject site including St. Luke's National School, Tyrrelstown Educate Together National School, Powerstown Educate Together NS Tyrrelstown, Gaelscoil an Chuilinn and Le Chéile Secondary School. Further Education opportunities are also available with TU Dublin's Blanchardstown Campus less than 5.0km of the site. Furthermore, the subject site benefits from good access to leisure facilities such as public parks, leisure centres and playgrounds. The subject site also has good access to Blanchardstown Shopping Centre and employment zones from the numerous Business Parks in the surrounding area (Northwest, Rosemount, Damastown).

3.5 EXISTING SITE ACCESSIBILITY

Walking

3.5.1 **Figure 3.17** below shows the pedestrian catchment analysis carried out using ArcGIS. The analysis from the Kilmartin Local Centre site shows different walking times, ranging from 5 to 20 minutes from the subject site. In 5 to 10 minutes walking time, several nearby bus stops are reachable as well as Tyrrelstown Plaza and local schools within the area. Employment opportunities such as Bristol Myers Squibb, McArdle Skeath and Mallinckrodt Pharmaceuticals can be accessed within 20 minutes.

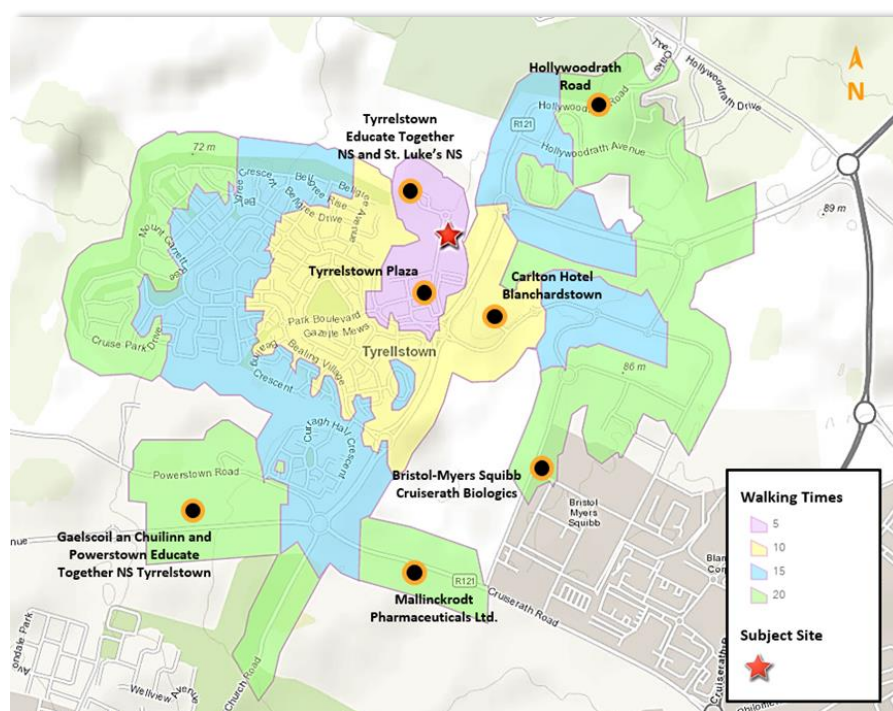


Figure 3.17: Pedestrian Accessibility (Walking Time from Site) (Source: ArcGIS)

- 3.5.2 The analysis was also carried out from the site entrance at Hollystown Site 2 and showed that Hollystown Village can be reached within a 20 minutes via Hollywoodrath Road whilst McArdle Skeath to the east can be reached in 15 minutes via the Cherryhound-Tyrrelstown Link Road.

Cycling

- 3.5.3 **Figure 3.18** below illustrates cycle travel time catchment areas from the subject site. In **15 minutes** of cycling time, nearby neighbourhoods such as Hollystown Village and Tyrrelstown Local Centre can be accessible.
- 3.5.4 In **30 minutes** of cycling time, Blanchardstown, Castleknock, Clonee, Clonsilla, Dunboyne and Finglas are accessible. While in **45 minutes** of cycling time, Dublin suburbs such as Cabra, Glasnevin, Lucan, Santry and Swords are all accessible. Ashbourne and Ratoath in Meath as well as Leixlip in Kildare are accessible.

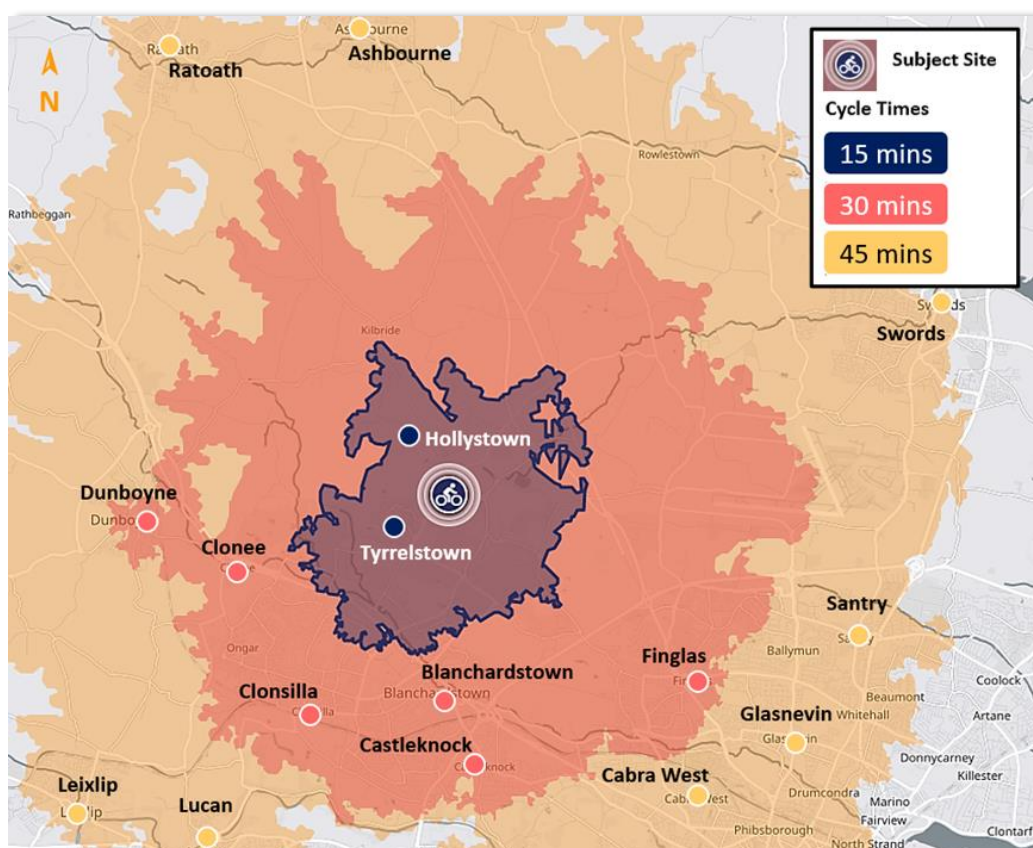


Figure 3.18: Bicycle Accessibility (Cycle Time from Site) (Source: TravelTime platform)

Public Transport & Walking

- 3.5.5 Regarding public transport accessibility, the subject site benefits from a significant range of bus services in close proximity to the site as outlined in

the previous section. In order to obtain realistic journey times, the following maps give total time travel time (incl. the walking time towards the chosen transport hub) during the AM peak time hours, in this case 08:00 on a Tuesday. **Figure 3.19** below illustrates an analysis of public transport catchment areas from the site within a **30-minute** transit and walking timeframe. Suburbs south of the site such as Finglas and Mulhuddart are easily accessible within 30 minutes as well as Damastown Industrial Park.

3.5.6 The catchment for transit and walking times within a **45-minute** timeframe from the site is illustrated in **Figure 3.20** below. Ballymun, Blanchardstown, Cabra, Clonee and Finglas among other Dublin neighbourhoods can be reached within 45 minutes.

3.5.7 The catchment for transit and walking times within a **60-minute** timeframe from the site is illustrated in **Figure 3.21** below. In 60 minutes, the public transport catchment extends to Castleknock, Clonsilla, Dunboyne in Meath, Glasnevin, Ongar, Santry in North Dublin as well as Dublin City Centre.

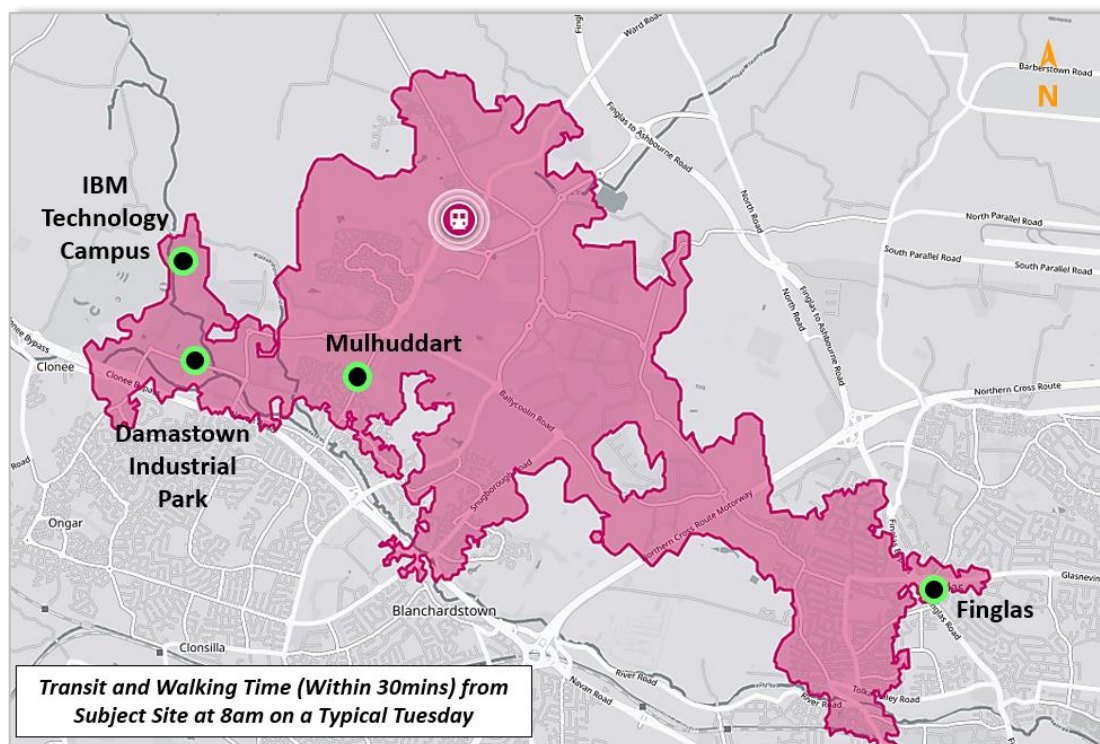


Figure 3.19: Public Transport Accessibility (30-Minutes Public Transit and Walking Time from Subject Site) (Source: TravelTime platform)

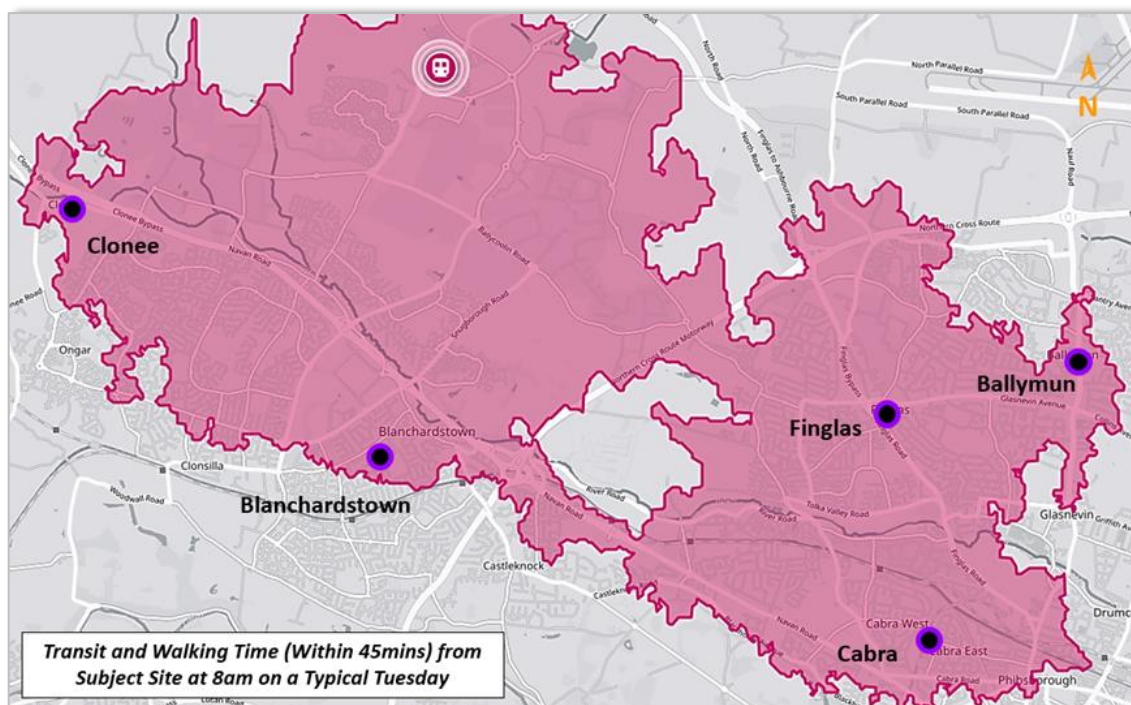


Figure 3.20: Public Transport Accessibility – (45-Minutes Public Transit and Walking Time from Subject Site) (Source: TravelTime platform)

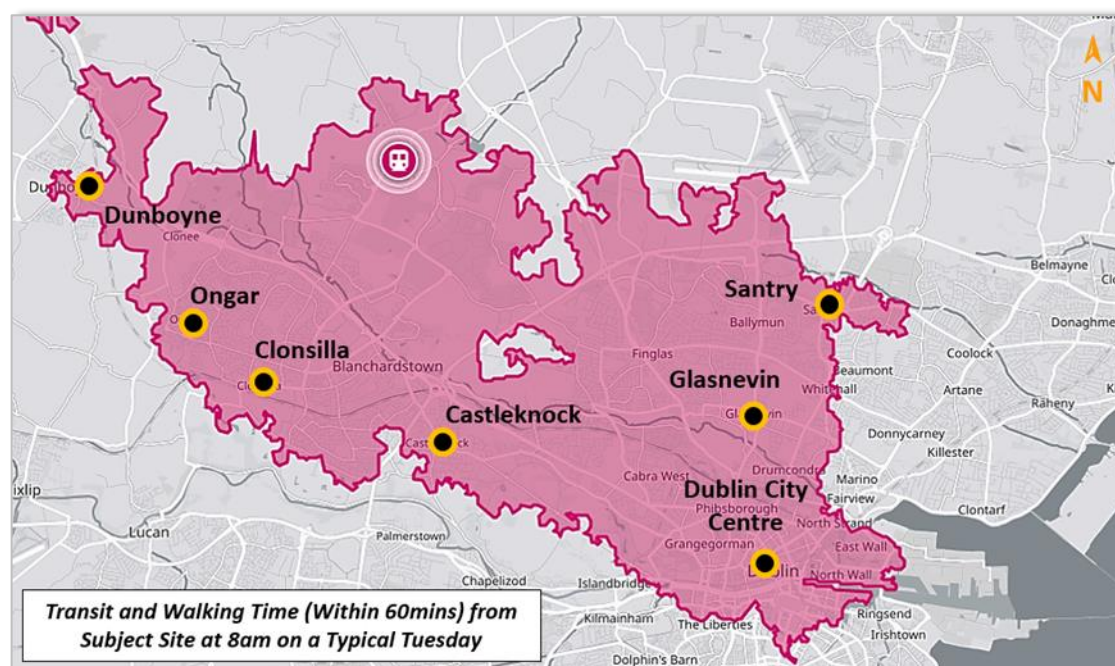


Figure 3.21: Public Transport Accessibility – (60-Minutes Public Transit and Walking Time from Subject Site) (Source: TravelTime platform)

3.6 EMERGING TRANSPORT INFRASTRUCTURE

Cycle Network Proposals - GDA Cycle Network Plan

- 3.6.1 The subject site lies within the Greater Dublin Area Cycle Network Plan Zone 4 under "Dublin North West" as outlined within the Greater Dublin Area Cycle

Network Plan (2013). The sector covers "Finglas and Phibsborough in the east, to the Fingal-Meath County boundary to the north and west and to the River Liffey to the south". **Figure 3.22** below indicates the proposed cycle routes in the vicinity of the site in accordance with the National Transport Authority's "Greater Dublin Area Cycle Network Plan".

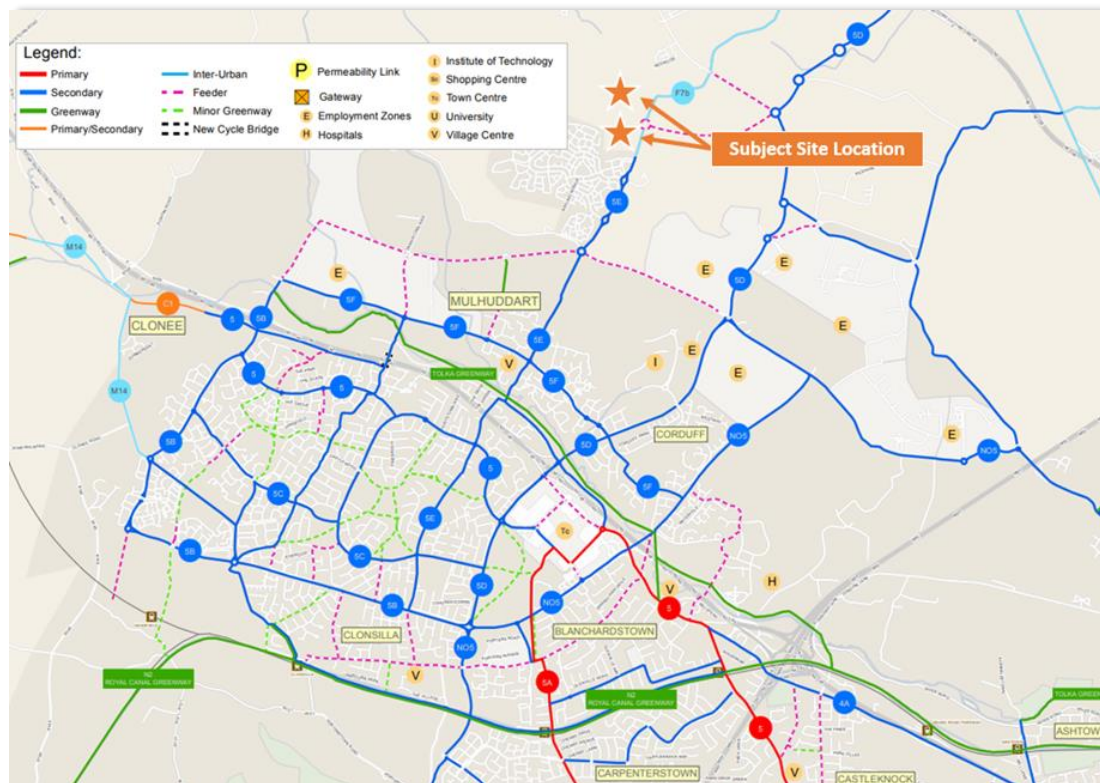


Figure 3.22: Proposed Cycle Facilities (Source: Sheet N4 GDA Cycle Network Plan)

3.6.2 New routes such as the 5E on Church Road and segregated cycleways on the Cherryhound-Tyrrelstown Link Road have been built since the publication of the GDA Cycle Network Proposals. Proposals that are yet to be constructed in the vicinity of the development site include the formation of the following key routes:

- **F7b Inter-urban Route:** This route runs along Church Road (R121) past residential units in Hollywoodrath and connects towards Tyrrelstown. This route will connect to the existing 5E Secondary Route, linking Tyrrelstown with Blanchardstown Town Centre and further towards Dublin City Centre via the No. 5 Primary Radial Route.
- **River Tolka Greenway:** This route will run from Drumcondra to Tolka Valley Park via Griffith Park and National Botanic Gardens.

Cycle Network Proposals - Kilmartin Local Area Plan

- 3.6.3 The western section and southern portion of the subject lands form part of the wider Kilmartin Local Area Plan (LAP) which incorporates a connected network of pedestrian and cycle routes around the subject site. As noted in the previous sections, some of these routes along the R121 and sections of the link streets have already been constructed, providing connections to the schools, community centres and public open spaces within the wider environs of Tyrrelstown.
- 3.6.4 As illustrated below in **Figure 3.23**, indicative dedicated pedestrian and cycle routes are proposed around the edges and through the subject lands.

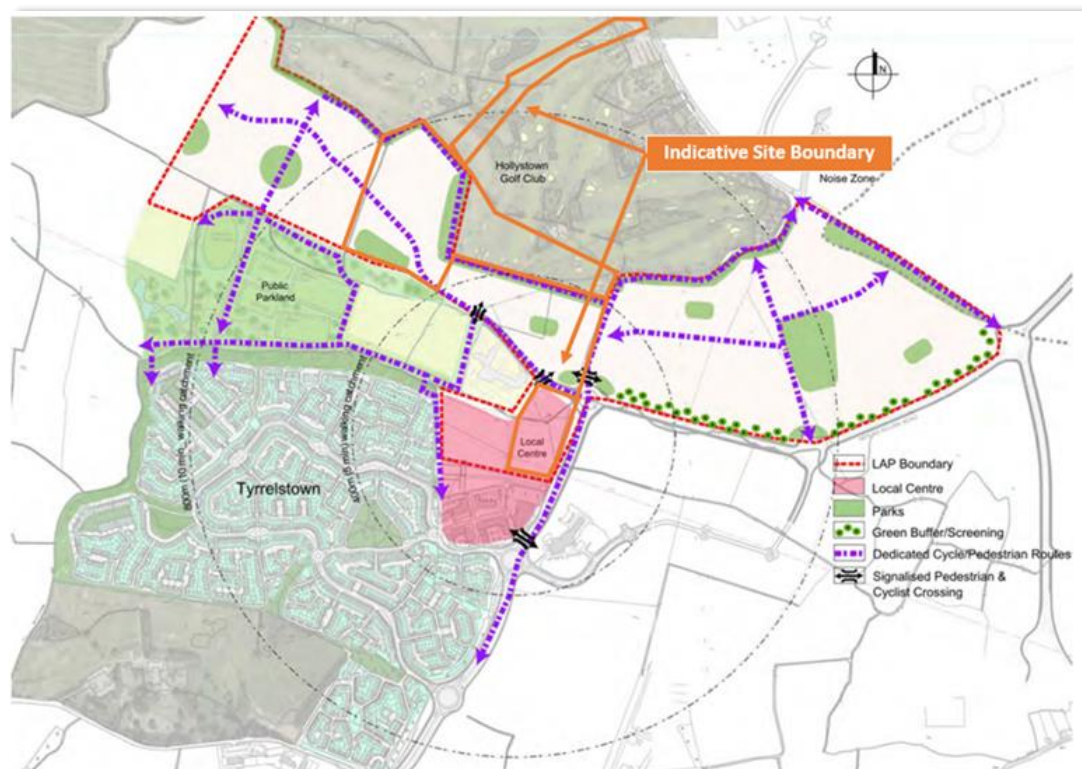


Figure 3.23: Map 8 – Indicative Pedestrian/Cycle Routes (Source: Kilmartin LAP)

Public Transport Proposals - BusConnects

- 3.6.5 *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.

3.6.6 This initiative in the short-term 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; and
- Additional service would be provided at peak hours to limit overcrowding.

3.6.7 **Figure 3.24** below illustrates the final revised bus network redesign proposals for the area surrounding the subject site:



Figure 3.24: Proposed Bus Network (Source: *BusConnects* - Revised Network 2020)

3.6.8 The subject site will benefit from Route **B3** and **L62** which will operate adjacent the subject site through the existing Tyrrelstown Local Centre and on the R121:-

- **Branch Route B3:** This route, as part of the B-Spine, provides a connection from Tyrrelstown Town Centre to Dún Laoghaire via Dublin City Centre. This service will travel along the R121 and have a frequency of 15 minutes on weekdays and 15-20 minutes on weekends.
- **Local Route L62:** This route will operate from Blanchardstown to Broombridge via Tyrrelstown. The all-day service has a frequency of 30 minutes (every 15 minutes during peak times) and largely replicates Dublin Bus's existing route 40e.

Road Network Proposals

3.6.9 Under Section 4 (Development Strategy: Movement Strategy and Transportation Infrastructure) of the Kilmartin Local Area Plan, the strategy identifies a tiered approach to movement in Kilmartin. The partially constructed 'Avenue' is identified as extending westwards from the R121/Cherryhound-Tyrrelstown Link Road, forming the main access route towards Hollystown Site 3 as illustrated in **Figure 3.25**.

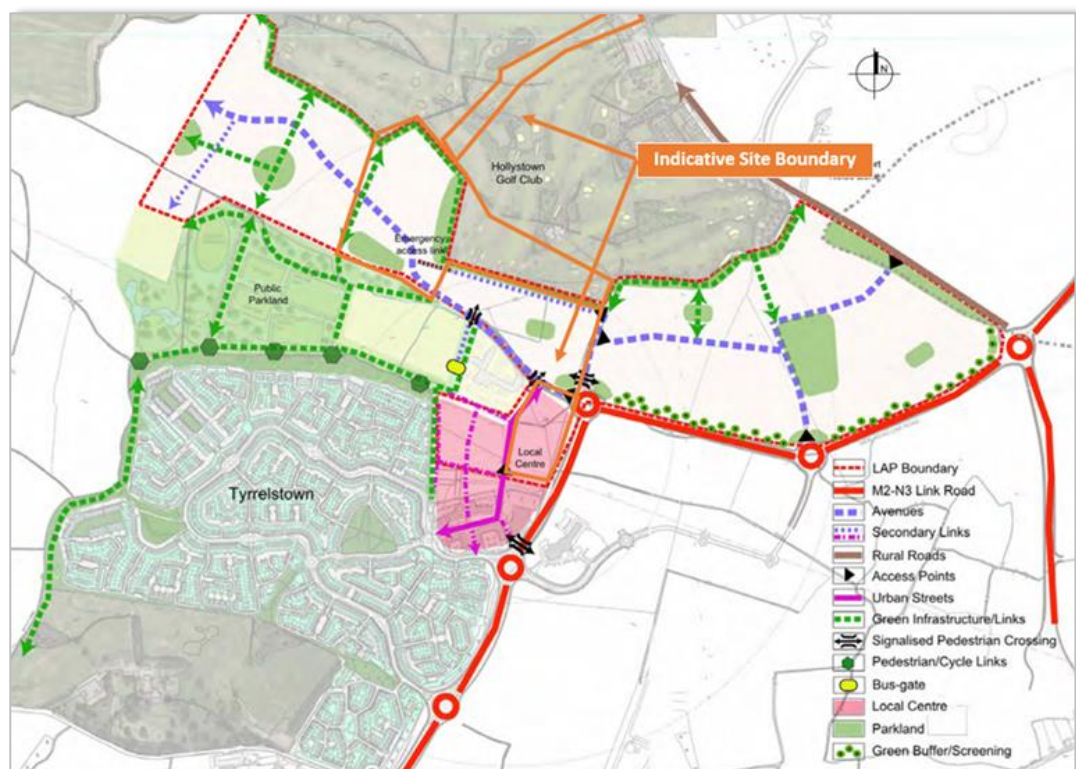


Figure 3.25: Map 7 – Roads and Access (Source: Kilmartin LAP)

3.6.10 An 'urban street' is also proposed that connects the 'Avenue' with the Tyrrelstown Plaza to the south. Currently, this street is partially constructed and serves as the access route for the Tyrrelstown Educate Together NS and

St. Joseph's National Schools. The northern section of the street has not yet been completed.

3.7 PROPOSED DEVELOPMENT

Development Schedule

- 3.7.1 The proposals shown in **Figure 3.26**, seek planning permission to construct a mixed-use development comprising 548 no. residential units (401 no. houses and 147 no. apartments) plus commercial/retail units and childcare facilities within the proposed Kilmartin Local Centre, with an overall site area of c.25.3Ha. on lands located in Hollystown, Dublin 15.
- 3.7.2 With reference to Deady Gahan and O'Mahony Pike Architects' drawings, as submitted with this planning application, the proposed development schedule is summarised in **Table 3.2** below.

	Unit Type		Number of Units / GFA
	Hollystown Sites 2 + 3		
Residential	Houses	2-Bed	97
		3-Bed	267
		4-Bed	37
	Apartments	1-Bed	27
	Sub-Total		428
	Kilmartin Local Centre		
	Apartments	1-Bed	32
		2-Bed	68
		3-Bed	20
	Sub-Total		120
Total Units		548	
	Kilmartin Local Centre		
Community Facilities, Commercial & Retail	Community Hub		144.5 sqm
	Café / Retail		154 sqm
	Standalone Creche		529.6 sqm
	Creche		500 sqm
	Montessori		280.3 sqm

Table 3.2: Hollystown Sites 2 & 3 and Kilmartin Local Centre Development Schedule Summary



Figure 3.26: Hollystown Sites 2 & 3 and Kilmartin Local Centre Proposed Development Site Layout

3.7.3 Further details of the scheme proposals can be found within Deady Gahan Architects' drawings and also in DBFL Drawings **170182-DBFL-RD-SP-DR-C-1004-1007**.

3.8 BICYCLE PARKING FACILITIES

3.8.1 An overall provision of 525 cycle parking spaces will be provided across the development, comprising 441 resident/long stay spaces and 84 visitor spaces. A breakdown of the cycle parking provision within Hollystown Sites 2 & 3 and in the Kilmartin Local Centre is provided in the following sections.

3.8.2 A breakdown of the cycle parking provision within Hollystown Sites 2 & 3 and in the Kilmartin Local Centre is provided in the following sections. **Table 3.3** below provides a summary of the quantum of cycle parking required under both the FCC Development Plan and DHPLG requirements.

Unit Type		No. Units	FCC Development Plan Requirements		DHPLG Parking Requirement	
			Long Stay	Short Stay	Long Stay	Short Stay
Hollystown Sites 2 + 3						
House	2-Beds	97				
	3+ Beds	304	-	-		
Apartment	1-Bed	27	27	5	27	14
Subtotal			27	5	27	14
Kilmartin Local Centre						
Apartment / Duplex	1-Bed	32	32	25	32	60
	2-Bed	68	68		136	
	3-Bed	20	20		60	
Cafe/Retail		154 m²	2	-	-	-
Community Hub		144.5 m²	-	-	-	-
Standalone Creche		529.6 m²	2	-	-	-
Creche (Block D)		500 m²	2	-	-	-
Montessori (Block D)		280.3 m²	2	-	-	-
Subtotal			128	25	228	60
Total			155	30	255	74
			185		329	

Table 3.3: FCC Development Plan & DHPLG Cycle Parking Requirements

Hollystown Sites 2 & 3 Cycle Parking Provision

- 3.8.3 At Hollystown Sites 2 and 3, a total of 45 no. bicycle parking spaces are proposed to serve the apartments comprising 5 no. cycle spaces for each triplex unit. This exceeds the DHPLG requirements (of 41 no. spaces) and equates to a rate of 1.6 spaces per unit (apartments only). The bicycle parking for the triplex apartment units will be provided for within secure covered bike parking areas within the communal space of the rear gardens.
- 3.8.4 The Courtyard houses which incorporate carports, contain dedicated areas within the carport capable of storing two bicycles. The remaining house types will all have secure gardens areas to the rear of the properties capable of storing bicycles.
- 3.8.5 A further 9 no. covered bicycle racks have been provided across the site which will be available for the use by the local community. This in recognition of the difficulty often encountered by occupants or visitors of terraced units with regards to accessing the rear garden areas to store bicycles, which requires bringing the bicycle through the house. The racks have been located so as they are in overlooked areas enabling passive surveillance, thereby enhancing

security. These bicycle racks will accommodate 20 bicycles each, thereby providing an additional 180 bicycle parking spaces across the site, as indicated in **Figure 3.27**.



Figure 3.27: Proposed Secure External Bicycle Store Locations

Kilmartin Local Centre Cycle Parking Provision

- 3.8.6 With respect to the Kilmartin Local Centre element of the application, a total of 300 no. bicycle parking spaces are proposed as part of the development comprising 230 no. long stay spaces for residents and 70 no. short stay spaces for both visitors and the non-residential activity.
- 3.8.7 Furthermore, the proposed provision of 230 long stay spaces for the residential activity at the Kilmartin Local Centre is in accordance with the DHPLG Apartment Guidelines which require 230 no. long stay spaces. The overall residential cycle parking provision for the Kilmartin Local Centre therefore equates 1 secure space provided per bedspace or a rate of 1.9 spaces per unit.
- 3.8.8 In terms of the visitor/short stay cycle parking, a total of 70 no. short stay spaces are proposed. These will be provided in the form of Sheffield Stands and will be distributed across the site. The locations of the both the long stay and short cycle parking is illustrated in **Figure 3.28**.

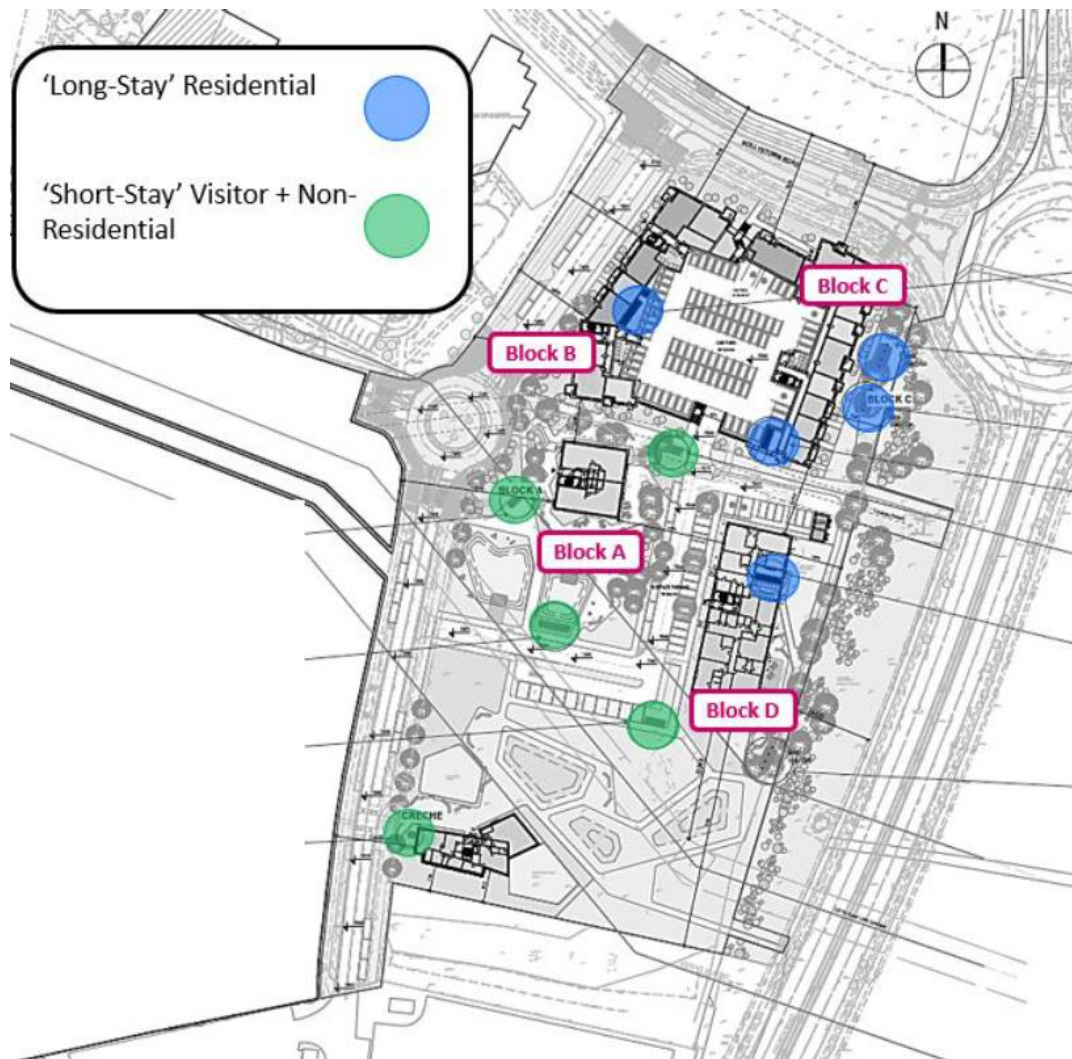


Figure 3.28: Proposed Cycle Parking Locations at Kilmartin L.C.

3.8.9 The design approach in regard to the specification of bicycle parking on-site, in the context of the sites' accessibility characteristics, is deemed to be a more than adequate, particularly in relation to the apartment units, as it is higher than the FCC Development Plan cycle parking standards and in accordance with the DHPLG Apartment Guideline requirements.

3.9 CAR PARKING

3.9.1 As indicated in **Table 3.4** below, between 951 – 1,048 no. car parking spaces are required by the FCC Development Plan for the proposed quantum of residential development. By comparison, for the apartment element of the scheme the DHPLG standards state that a reduced quantum of car parking should be considered.

Unit Type		No. Units / sqm	FCC Development Plan Requirements		DHPLG Parking Requirement	
			Resident	Visitor	Resident	Short Stay
Hollystown Sites 2 + 3						
House	2-Beds	97	97 - 194	N/A		
	3+ Beds	304	608	N/A		
Apartment	1-Bed	27	27	5	"...must consider a reduced overall car parking standard..."	"... an appropriate number of drop off, service, visitor parking spaces ..."
Sub-Total			732 - 829	5	-	-
Kilmartin Local Centre						
Apartment / Duplex	1-Bed	32	32	24	“...must consider a reduced overall car parking standard...”	“... an appropriate number of drop off, service, visitor parking spaces ...”
	2-Bed	68	102			
	3-Bed	20	40			
café/Retail		154 m²	-	10	-	-
Community Hub		144.5 m²	-	-	-	-
Standalone Creche		529.6 m²	-	2	-	-
Creche (Block D)		500 m²	-	2	-	-
Montessori (Block D)		280.3 m²	-	2	-	-
Sub-Total			174	40		
Total			906 – 1,003	45	-	-
			951 – 1,048		-	

Table 3.4: FCC Development Plan and DHPLG Car Parking Requirements

- 3.9.2 Overall, a total of 930 no. car parking spaces will be provided at the proposed development. For the residential development, a total of 870 no. spaces will be allocatable to residential units, equating to an overall car parking ratio of 1.6 spaces unit.
- 3.9.3 With regards to Hollystown Sites 2 & 3, a total of 792 no. car park spaces will be provided with 762 no. resident spaces whilst the remaining 30 no. spaces will be provided as visitor car parking spaces.
- 3.9.4 Whilst within the Kilmartin Local Centre development, a total of 138 no. spaces will be provided. The breakdown at this location is as follows;
- 108 no. residential spaces,
 - 5 no. staff parking at the creche/Montessori,
 - 10 no. set-down spaces at the creche/Montessori,
 - 6 no. visitor spaces and
 - 9 no. public spaces on the Link Street

3.9.5 A summary of the subject developments proposed car parking provision is summarised in **3.5** below.

Unit Type		No. Units	Proposed Car Parking Ratio		Proposed Car Parking Provision	
			Resident	Visitor	Resident	Visitor
Hollystown Sites 2 + 3						
House	2-Bed	68	1 spaces / unit	1 / 4 units	68	17
	2-Bed (+study)	29	2 spaces / unit	-	58	-
	3+ Beds	264	2 spaces / unit	-	529	-
Courtyard Houses	3+ Beds	40	2 spaces / unit	1 / 5 units	80	8
Apartment	1-Bed	27	1 space / unit	1 / 5 units	27	5
Subtotal					762	30
Kilmartin Local Centre						
Apartments	1-Bed	32	0.9 spaces / unit	1 / 20 units	108	6
	2-Bed	68				
	3-Bed	20				
Café/Retail		154 m²	-	-	-	9
Standalone Creche		529.6 m²	-	-	5 no. Staff Spaces	10 set-down spaces
Creche		500 m²				
Montessori		280.3 m²				
Subtotal					113	25
Total					875	55
					930	

Table 3.5: Proposed Development Car Parking Provision

Electrically Operated Vehicles

3.9.6 All resident car parking spaces in Hollystown Sites 2 & 3 will be equipped with the necessary infrastructure and ducting to facilitate electric vehicle charging points. This exceeds the FCC County Development Plans requirements of the one space or more per 100 spaces will be reserved for electric vehicles with charging facilities.

3.9.7 Within the Local Centre, 14 no. car park spaces within the podium car park will be provided as EV charging spaces, thereby equating to 13% of the resident parking provision and exceeding the FCC Development Plan requirements. There will be EV charging infrastructure, comprising cable ducting systems and cable trays provided to every parking space in the Kilmartin Local Centre development.

3.10 SITE ACCESS ARRANGEMENTS

Pedestrian & Cyclist Access Arrangements

- 3.10.1 The proposed site layout has been designed to maximise permeability and connectivity to, through and from the site by foot and by bicycle, as indicated in **Figure 3.29** below.



Figure 3.29: Hollystown Sites 2 & 3 and Local Centre Key Pedestrian/Cyclist Links

- 3.10.2 With respect to Hollystown Sites 2 & 3, the Primary Link Street (The Avenue) extension will incorporate segregated 2.0m wide pedestrian footpaths and 2.0m wide cycle tracks on both sides. The Secondary Link Street which connects Sites 3 and 2 and also connects to the R121 access will have 3.0m wide shared paths on both sides. The key pedestrian / cyclist facilities are indicated in **Figure 3.30**.



Figure 3.30 Hollystown Sites 2 & 3 Key Pedestrian/Cyclist Infrastructure

- 3.10.3 The proposals also include the construction of a 2.0m footpath and 2.0m cycle track and 1.0m-2.0m wide verge along the western side of the R121. A new raised Toucan facility is also proposed on the R121 to the east of the proposed Site 2 access.
- 3.10.4 These facilities are further supported by a network of high-quality, connected off-road pedestrian / cyclist routes which run along the western and northern site boundaries and the boundary between site 2 and the Bellingsmore Development currently under construction, as indicated in **Figure 3.31**.



Figure 3.31: Proposed Off Road Pedestrian/Cyclist Connections

- 3.10.5 Heading in north-easterly direction is the proposed pedestrian / cycle link which will extend out to Ratoath Road. This will comprise a wide 5.0m wide shared path which will provide an off-road connection from The Avenue, through Sites 2 & 3 out to the Ratoath Road. At its northernmost end it will link through the former golf club car park and align with the existing controlled crossing on Ratoath Road as indicated in **Figure 3.32**.
- 3.10.6 The provision of this link will provide a connection to the future proposed Dublin GAA pitches, located directly west of the link. It will also facilitate local trips to/from the Local Centre development, key services/amenities and schools by residents in the wider established residential area of Hollystown to be made either on foot or by bike.

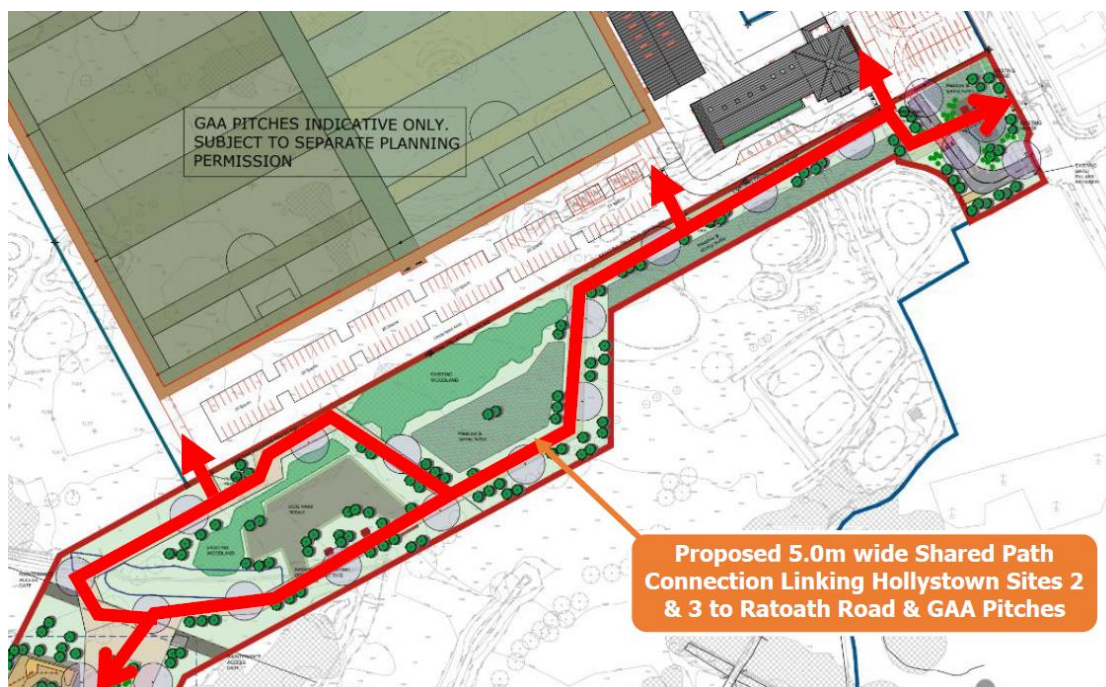


Figure 3.32: Proposed Ratoath Road Connection

- 3.10.7 With respect to the Kilmartin Local Centre Development, segregated cycle tracks (2.0m wide) and footways (2.0m wide) will be provided on both sides of the Link Street. A raised Zebra crossing will be constructed c.100m south of the roundabout. The existing roundabout that serves as an access to the schools will be upgraded to provide 4.0m wide raised zebra crossings on all three arms.
- 3.10.8 A two-way cycle track (3.0m wide) will be provided on the western side of the proposed Link Street extension (northern arm of the roundabout) whilst a 2.0m wide and 3.0m wide footway will be provided on the west and eastern

sides respectively. The proposed Link Street junction on the Avenue will incorporate a Toucan crossing on the western arm and a raised uncontrolled crossing on the southern arm of the junction. The proposed pedestrian and cyclist facilities within the Kilmartin Local Centre Development are illustrated in **Figure 3.33** and **Figure 3.34**.

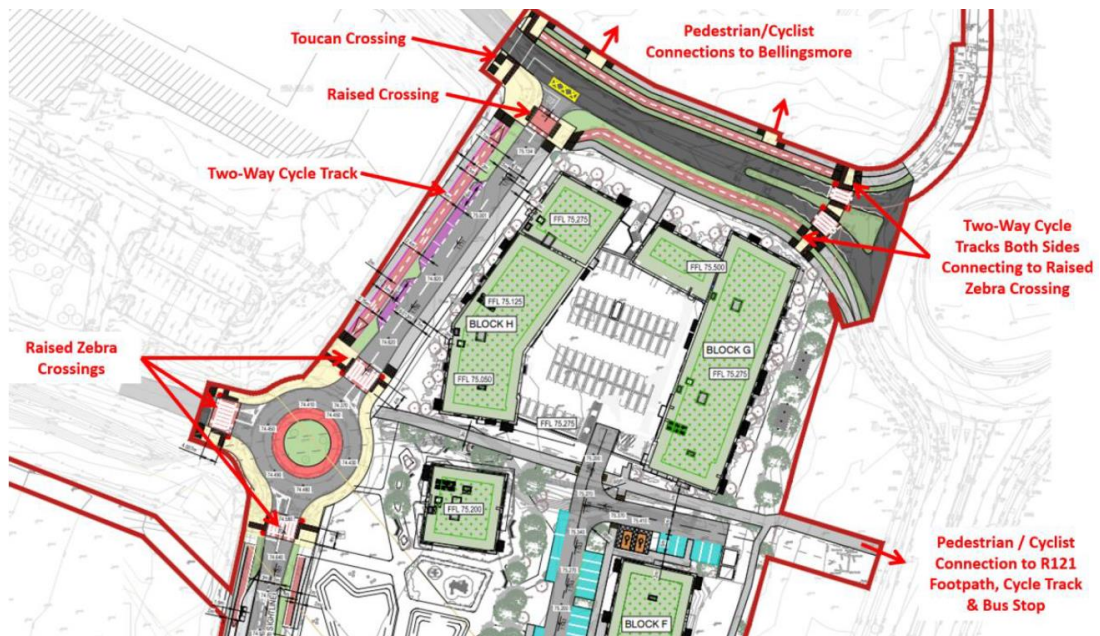


Figure 3.33: Kilmartin Local Centre Pedestrian / Cyclist Facilities (North Link Street)

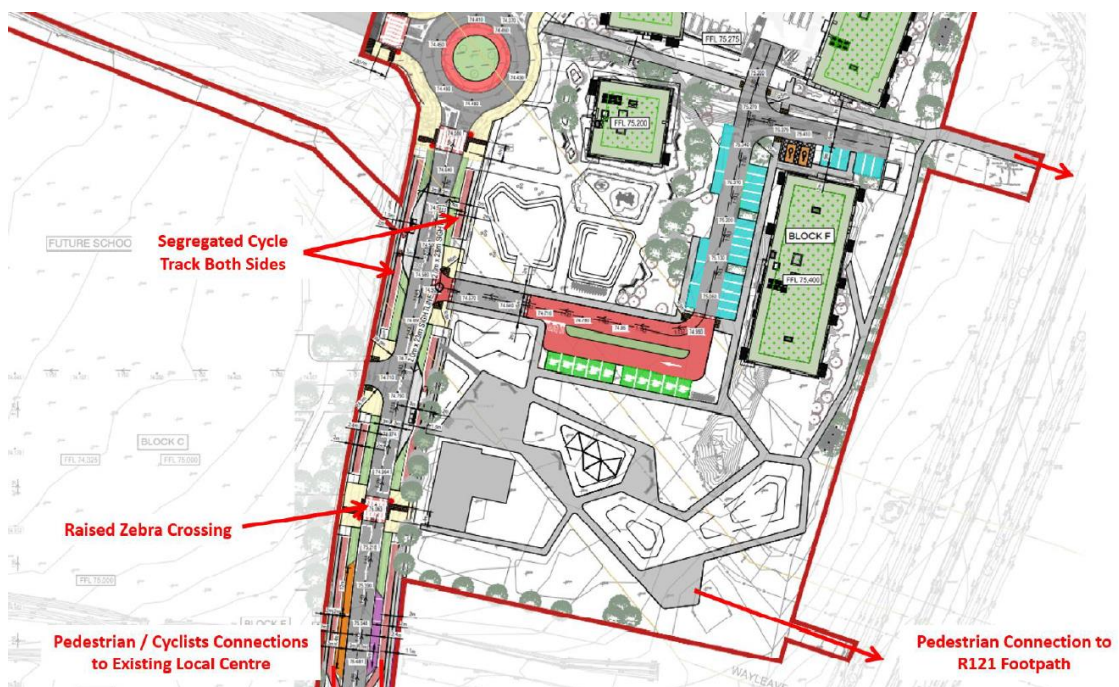


Figure 3.34: Kilmartin Local Centre Pedestrian / Cyclist Facilities (South Link Street)

Public Transport Facilities

- 3.10.9 At present, bus services travel through the existing Tyrrelstown Local Centre before continuing out onto the R121. It is proposed that once the new Link Street is constructed and connected to The Avenue, that bus services could be rerouted through the new Local Centre extension.
- 3.10.10 To facilitate the potential rerouting of services, two bus stops have been incorporated into the layout of the Link Street as indicated in Figure 4.8 below. The proposed bus stop arrangement includes Island Bus Stops, as per the Design Guidance Booklet for BusConnects Core Bus Corridors.

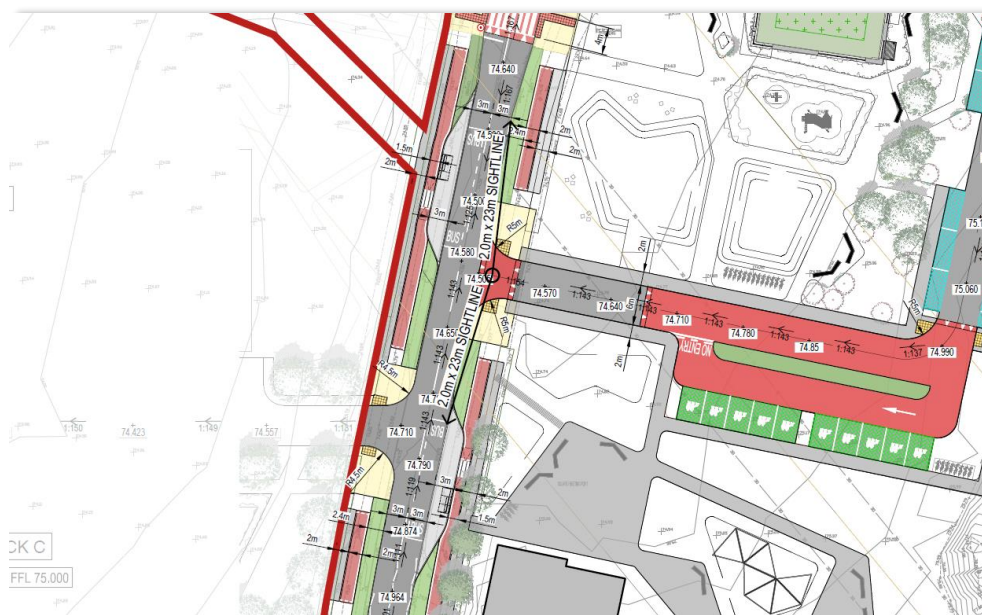


Figure 3.35: Proposed Bus Stops on Link Street

- 3.10.11 As part of the pre-application consultation with FCC it was noted that possible bus stop locations should be identified along The Avenue. Indicated in **Figure 3.36** below, are locations where there is ample space to implement eastbound/westbound bus stops in the future should they be required. The wide verges either side of The Avenue mean that bus stops can be easily accommodated wherever it is considered most appropriate.

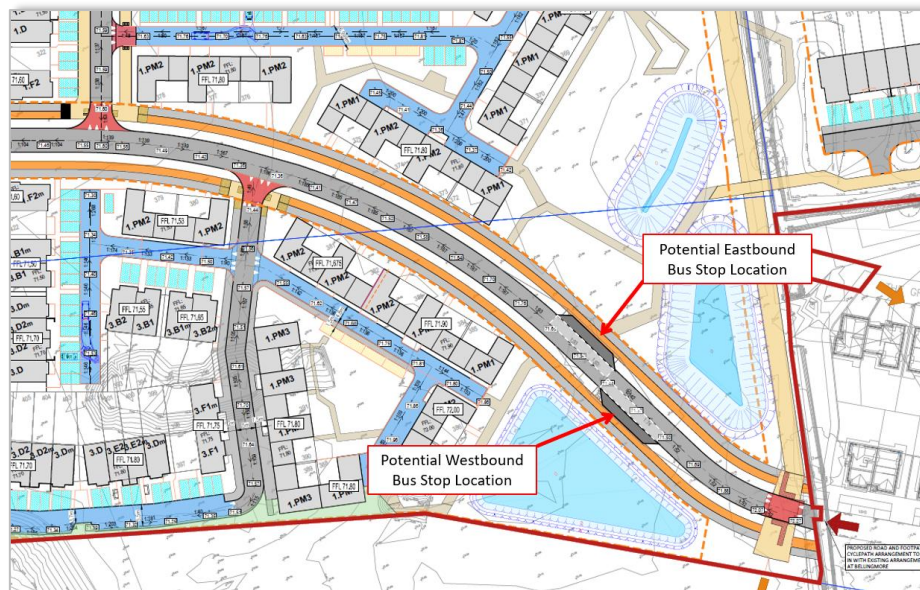


Figure 3.36: Potential Bus Stops Locations on The Avenue

3.10.12 The bus stops identified above have not been incorporated into site layout plans at this stage, as following discussions with the NTA, it is unclear whether or not bus routes will be diverted through the Sites 2 & 3 residential development, or if they would continue directly north on the R121. To reiterate however, there is ample space on both sides of The Avenue to accommodate bus stops in a suitable location if/when they are required.

3.10.13 There is also a new northbound bus stop proposed on the R121, as indicated in **Figure 3.37**. This is as per the approved planning application for Hollystown Site 1 (Planning Reg. Ref. FW21A/0042)

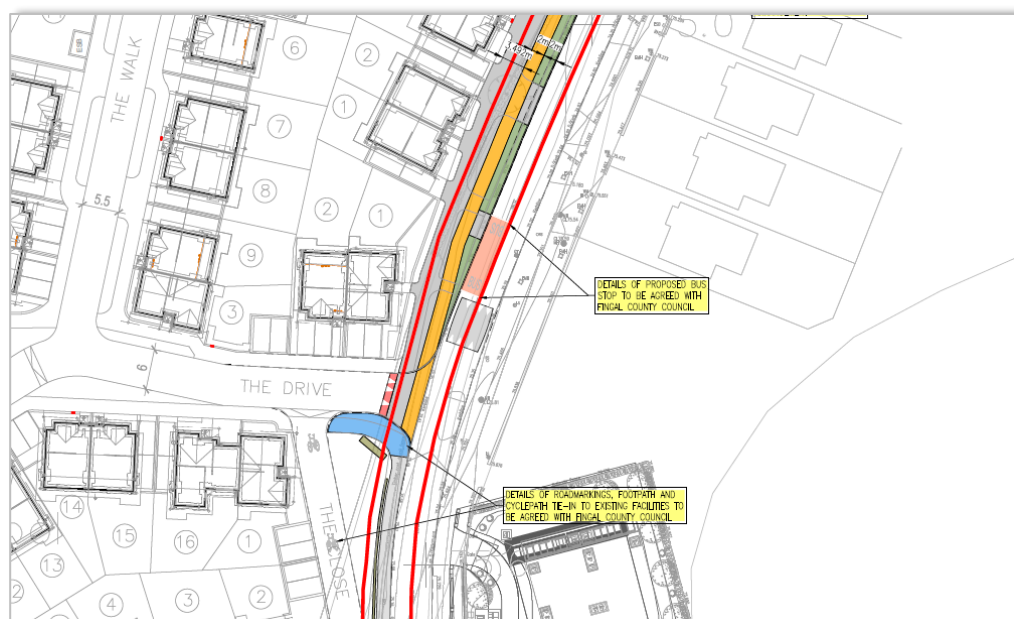


Figure 3.37: Proposed Bus Stops on R121

Vehicular Access Arrangements

- 3.10.14 There are three proposed new vehicle access points proposed to serve the subject development, as indicated in **Figure 3.38** below. A new priority controlled access junction connecting Hollystown Site 2 to the R121 will be constructed.
- 3.10.15 The second site access will be via an extension to the existing Primary Link Street (The Avenue). This primary link street is proposed to extend through Hollystown Site 3, up to the western boundary, enabling future onward connections to the westernmost LAP lands. The third site access will be via the new priority-controlled The Avenue / Link Street which will serve the Kilmartin Local Centre site.



Figure 3.38: Hollystown Sites 2 & 3 Proposed Vehicular Access Points



CHAPTER 4

Commuter Trends & Transport Needs

5.1 INTRODUCTION

5.2 SUBJECT SITE PROPOSED MODAL SPLIT

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 close to residential areas within Tyrrelstown and Hollystown as well as other land uses nearby within walking distances such as schools, retail, health, employment and leisure. It is necessary to predict the nature of the proposed traffic to and from the Hollystown-Kilmartin sites 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 and from home. 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 **Figure 4.1** below (Source: National Household Travel Survey 2017): -

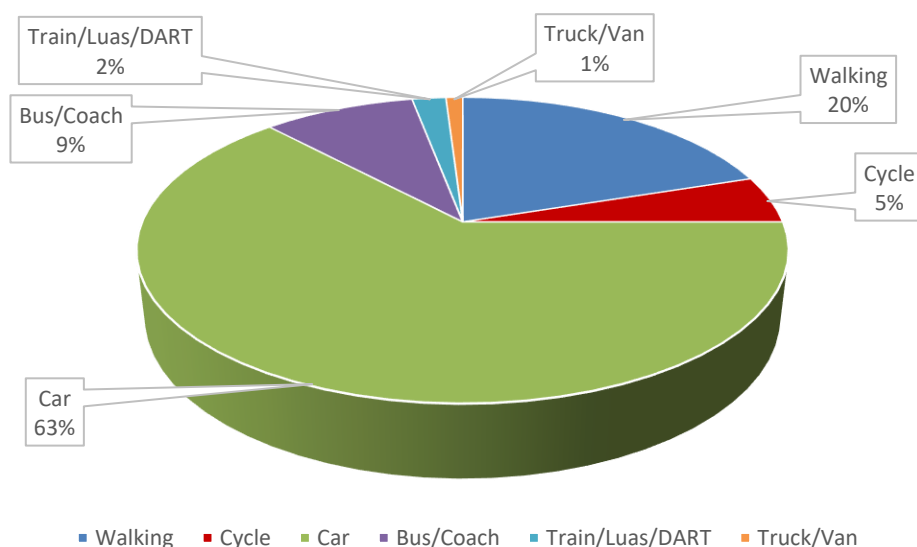


Figure 4.1: Current Modal Split in Greater Dublin Area

(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.

Trip Purpose by Mode	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 In order to develop an understanding for the existing travel trends within the area of the subject development site, the Central Statistics Office's SAPMAP (Small Areas Population Map) data has been investigated to determine what the travel trends are within the local vicinity of the subject 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. This data illustrates how residents within the surrounding residential estates commute to work or college/school.
- 4.1.6 A number of residential areas close to the subject site were analysed to establish current commuter trends in the area. The analysis also included the Tyrrelstown. 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 sites were selected due to their proximity to the subject site as well as their similar land use. The area's best represents the development's future travel trends prior to the positive influence of the MMP initiative detailed within this MMP. From this, indicative travel trends may be identified to determine how the subject development may impact the surrounding transport network in terms of development trips and modal splits.



Figure 4.2: Areas of Interest for Trend Analysis

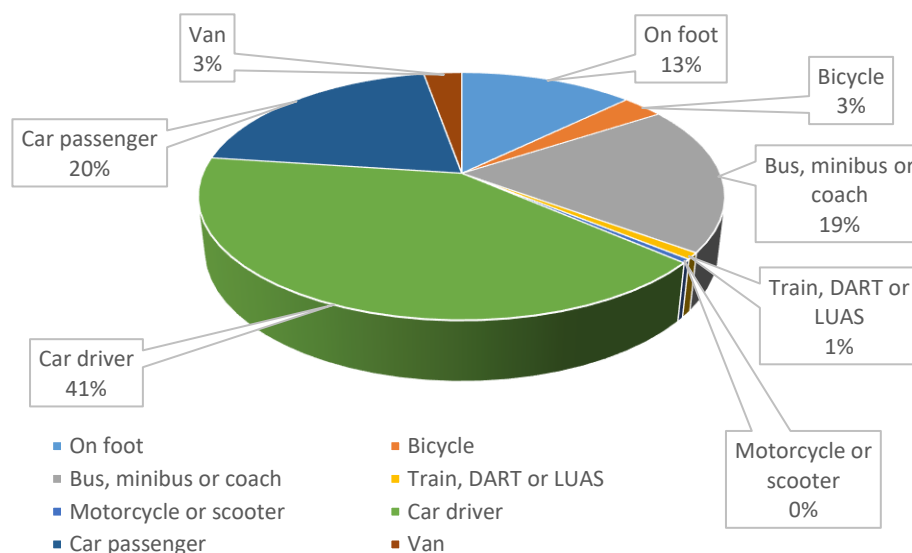
(Source: <http://census.cso.ie/sapmap/>)

4.1.8 The local areas analysed include the following:

- Small Area 1: Hollywoodrath / Hollystown (Location of Subject Site)
- Small Area 2: Belgree Avenue / Hall / Heights/ Rise / Walk
- Small Area 3: Belgree Green / Grove / Lawn / Woods
- Small Area 4: French Park - Park Boulevard
- Small Area 5: Gazelle Lane / Mews / Terrace / Walk
- Small Area 6: Ballentree Close / Drive - Bishops Orchard
- Small Area 7: Ballentree Crescent / Grove / Villas
- Small Area 8: Curragh Hall Crescent / Drive
- Small Area 9: Curragh Hall Avenue / Grove / Lane / View
- Small Area 10: Bealing Avenue / Crescent / Close / Grove / Mews / View / Walk
- Small Area 11: Mount Eustace Crescent - Rathmore Avenue / Court / Drive / Grove - The Boulevard
- Small Area 12: Cruise Park Close / Crescent / Drive / Hall / Square / Walk
- Small Area 13: Camelot Studios - Cruise Park Avenue / Drive - Tyrrelstown House
- Small Area 14: Cruise Park Avenue / Court / Drive
- Small Area 15: Mount Garrett Rise / Walk

- Small Area 16: Mount Garrett Crescent / Grove / Park
- Small Area 17: Mount Garrett Avenue / Close / Crescent / Drive
- Small Area 18: Mount Eustace Close
- Small Area 19: Mount Eustace Drive
- Small Area 20: Mount Eustace Avenue / Green / Park / Rise / Walk
- Small Area 21: Belgree Court / Crescent / Drive / Square
- Small Area 22: Redwood

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



Graph 4.1: Modal Split at Local Areas (SAPMAP 2016)

4.1.10 The above graph indicates that the car was the primary mode of transportation in the study area at 61% (travelling as car driver and car passenger) in 2016. The next most utilised mode of travel after car travel was bus/coach/minibus with 19% whilst only 1% utilize the train, DART or LUAS within the area utilize. Active modes of travel (i.e., walking and cycling) account for 16% 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 to 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 (located in Small

Area 1) from approx. 61% to 46% upon the development build-out period (from the 2023 Opening Design Year onwards). 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:

- Bus
- Cycle
- Walking,
- Rail Services
- Car Sharing



5.3 INTRODUCTION

5.4 MMP OBJECTIVES

5.5 MMP ACTIONS & 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 residents based at the site and provide other sustainable travel alternatives.

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

- (a) Minimise private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required (e.g., work from home option etc.);
- (b) Make all residents on-site aware of the sustainable transport options available to them;
- (c) Encourage the use of sustainable modes of transport;
- (d) Encourage the most efficient use of cars and other vehicles;
- (e) Reduce any transport impacts of the development on the local community;
- (f) Promote walking and cycling as a health benefit;
- (g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;
- (h) Promoting smarter education 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 and from local services (e.g., shops, medical facilities and schools etc.);

- Safe routes to home information / 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, individuals 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 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:

- 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, shower facilities, changing facilities, storage 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 questionnaires are circulated after opening to all stakeholders based at the site, as 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 to/from the site that is made available to everyone based at the subject site prior to commencement of occupancy;
- **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 development is 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 establishment of Hollystown Sites 2 & 3 and Kilmartin Local Centre Mixed Use 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 (Ref. 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/from the development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage all to consider lower carbon travel alternatives in everyday journeys.

5.3.6 It is important to establish baseline trends and the resident's transport needs in developing an MMP. The site is located within a primarily mixed land use area. 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.

5.3.7 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.

5.3.8 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 (Small Area Population Statistic), as recorded at surrounding areas as previously introduced in **Chapter 4**.

Mode of Travel	SAPMAP (Census, 2016)	1 st Year Target (2023)	MMP 5-year Target (2028)
On Foot	13%	15%	17%
Bicycle	3%	4%	6%
Bus/Minibus/Coach	19%	22%	26%
Train/DART/LUAS	1%	1%	2%
Motorcycle/Scooter	0%	0%	0%
Car Driver	41%	38%	30%
Car Passenger	20%	17%	16%
Van	3%	3%	3%

Table 5.1: Preliminary Mode Share Targets for Hollystown-Kilmartin

5.3.9 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 is taken into account.



6.1 INTRODUCTION

6.2 MODE SPECIFIC MEASURES

6.3 MANAGEMENT & MONITORING MEASURES

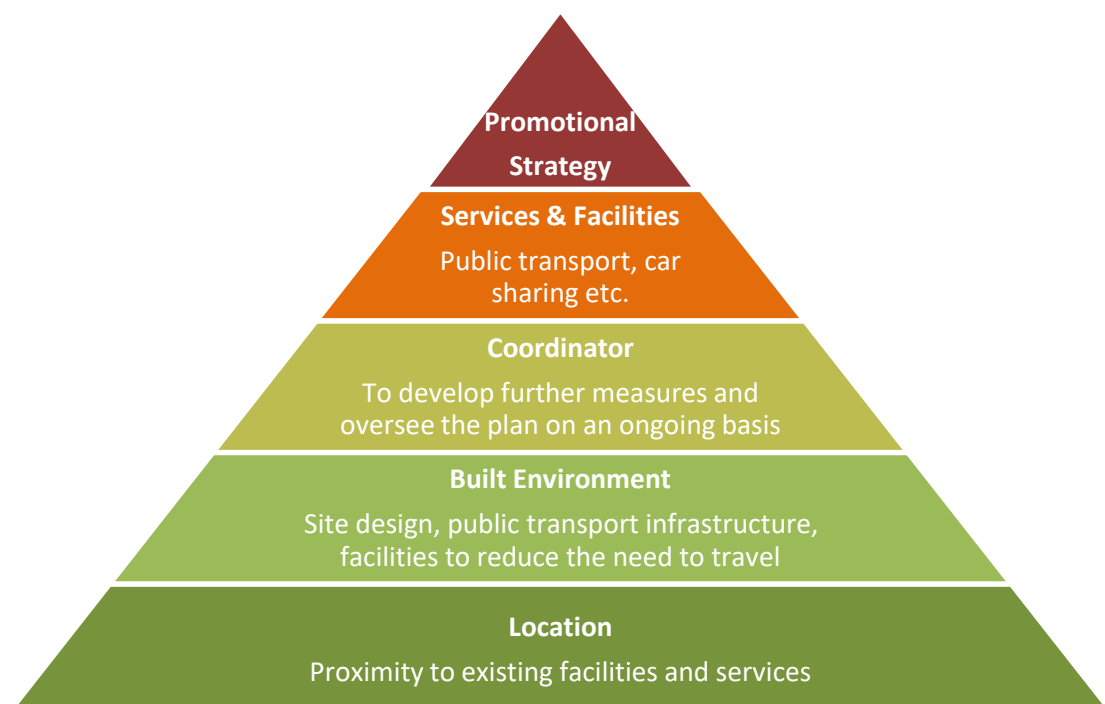
6.4 MARKETING & PROMOTION MEASURES

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 site. 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 MMP for the Hollystown-Kilmartin sites 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 and 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 residents to determine the

most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by the residents occupying the site.

6.4 MARKETING & PROMOTION MEASURES

- 6.4.1 The Mobility Manager in conjunction with the Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.
- 6.4.2 Subsequently to the demand management benefit of restricting the number of and access to off-site car parking. The most important and cost-effective measure to be introduced as part of this MMP is the 'Travel Pack', which will be issued to all new residents prior to commencement of a contract.
- 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. These include local shops, health facilities as well as bus interchanges within the site and its surrounding environs. Travel Packs will also be available to visitors based on the site and will aim to increase the awareness about sustainable mobility options to/from the proposed development.
- 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 opening of the development and will be reviewed annually and updated, as necessary.



CHAPTER 7

Preliminary Action Plan

- 7.1 OVERVIEW**
- 7.2 MANAGEMENT & MONITORING STRATEGY**
- 7.3 WALKING STRATEGY**
- 7.4 CYCLING STRATEGY**
- 7.5 PUBLIC TRANSPORT STRATEGY**
- 7.6 PRIVATE CAR STRATEGY**
- 7.7 MARKETING & PROMOTION STRATEGY**

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. The following sections consider each specific sub-strategy, within which details of 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 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 measures may in the longer-term result in cost savings. The role of management of the MMP will 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 utilized to maximum effect.

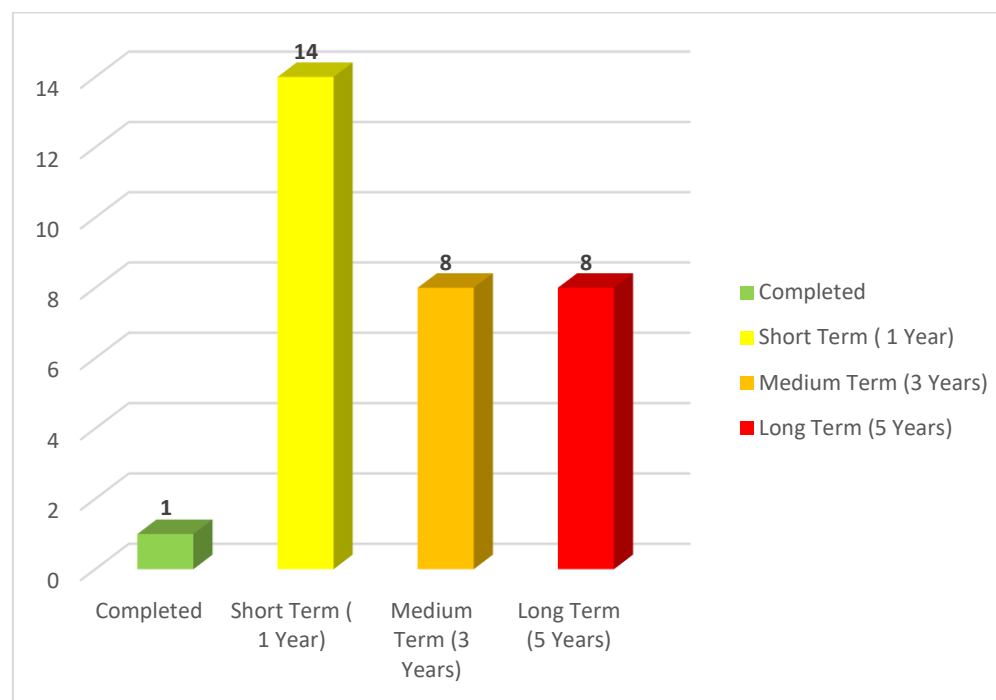
7.2.3 To ensure the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the subject MMP are outlined in **Table 7.1** below.

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	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> MMS 7a – Resident and Staff Travel Surveys MMS 7b – Roll out / uptake of MMP initiatives MMS 7c – MMP Budgets MMS 7d – MMP performance (KPI's) 	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
MMS 8	Facilitate the establishment and operation of mode specific 'user' groups (e.g., walking, cycling etc.)	-	-	✓	-		

MMS 9	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
MMS 10	Appoint an resident 'Champion' within each organisation for each mode specific 'user' group (e.g., walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to all residents	-	✓	✓	-		
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

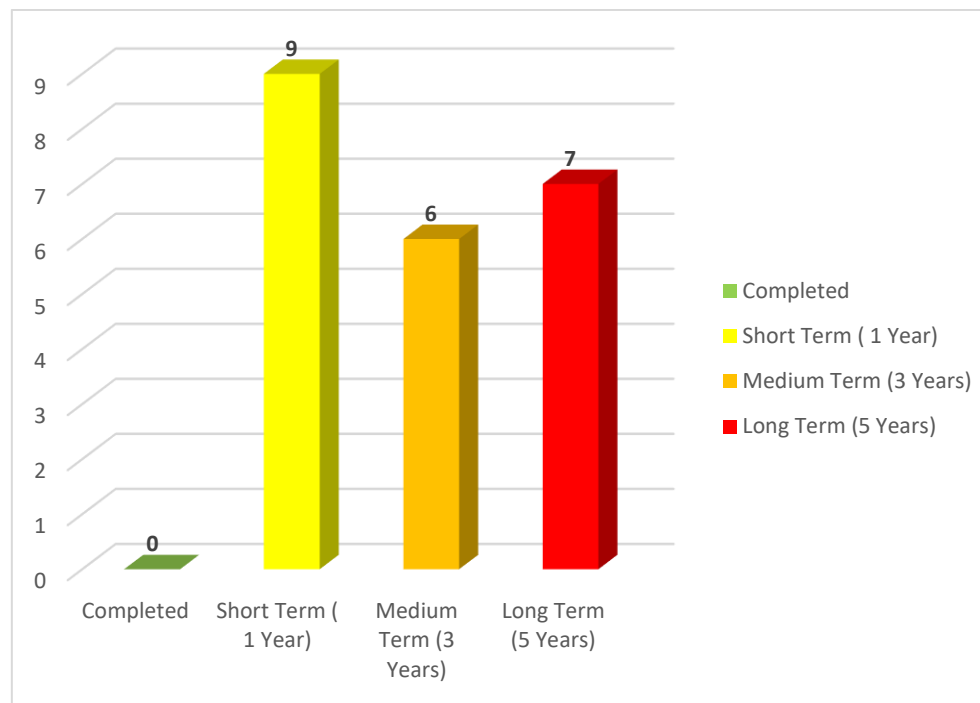
7.3 WALKING STRATEGY

7.3.1 The status and preliminary scheduling of the principal walking focused initiatives of the MMP to be developed in conjunction with the various residents of the site are outlined in **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	Create a calendar of 'Walking' Events and incentives in conjunction with various occupiers.	-	✓		✓		
	• WS 2a – Walk to work / school week	-	✓	✓	✓		
	• WS 2b – Pedestrian Training	-	✓	✓	✓		
	• WS 2c – Walk on Wednesdays	-	✓	✓	✓		
	• WS 2d – Travel diary with incentive / awards scheme	-	✓	✓	✓		
	• WS 2e – Coordinated with PT events	-	✓	✓	✓		
WS 3	Set up a 'buddying' scheme to address personal security issues of walking.	-	✓	✓	✓		
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 22 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

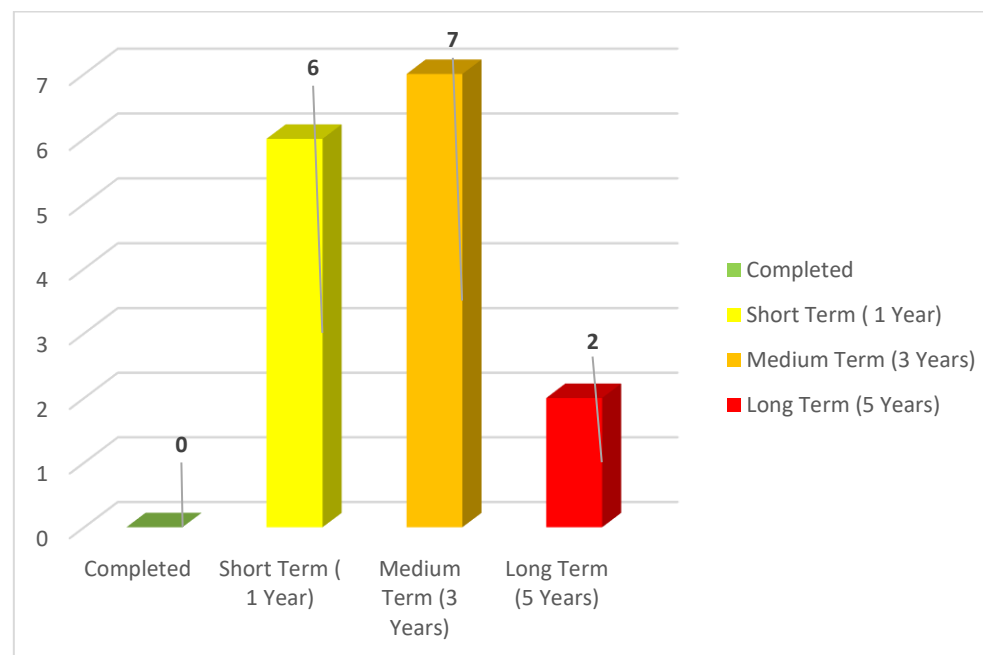
7.4 CYCLING STRATEGY

7.4.1 The status and preliminary scheduling of the principal cycling focused initiatives of the MMP is to be developed in conjunction with the various residents are outlined in **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	Set up a 'buddying' scheme to address personal security issues of cycling	-	✓	✓	-		
CS 2	Establish a Bike Users Group	-	✓	✓	-		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Create 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	Provide cycle training	-	-	✓	✓		
CS 7	Travel diary with incentive / awards scheme	-	✓	✓	-		
CS 8	Bike service / maintenance workshops	-	-	✓	-		
CS 9	Discounted cycle purchase incentives (offered with contract of employment)	-	✓	-	-		
CS 10	Including Bicycle Sharing Stands on the Development such as Bleeperbike	-	-	✓	-		

7.4.2 The MMP's Cycling Strategy promotes a total of 15 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

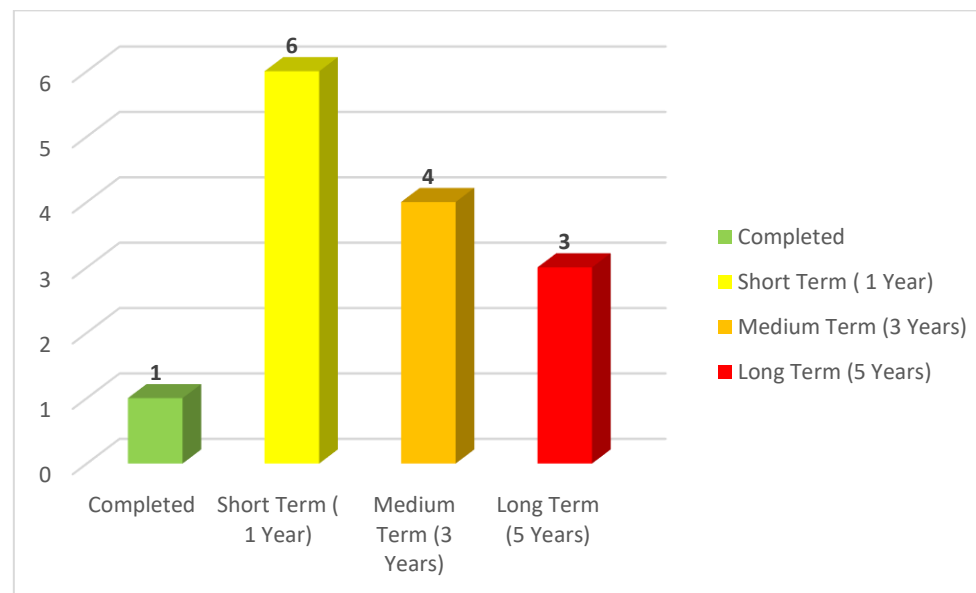
7.5 PUBLIC TRANSPORT STRATEGY

7.5.1 The status and preliminary scheduling of the principal public transport focused initiatives of the MMP to be developed in conjunction with the various residents are outlined in **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; <ul style="list-style-type: none"> PTS 1a – maintaining the existing bus services PTS 1b – Enhancing the catchment of these services 	✓ -	- -	- -	- ✓		
PTS 2	Investigate the option to enable occupants to purchase both annual and monthly TaxSaver tickets on a monthly basis	-	✓	-	-		
PTS 3	Establish a Public Transport Users Group	-	✓	✓	-		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Create 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	Travel diary with incentive / awards scheme	-	✓	✓	✓		

7.5.2 The identified Public Transport strategy promotes a total of 14 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

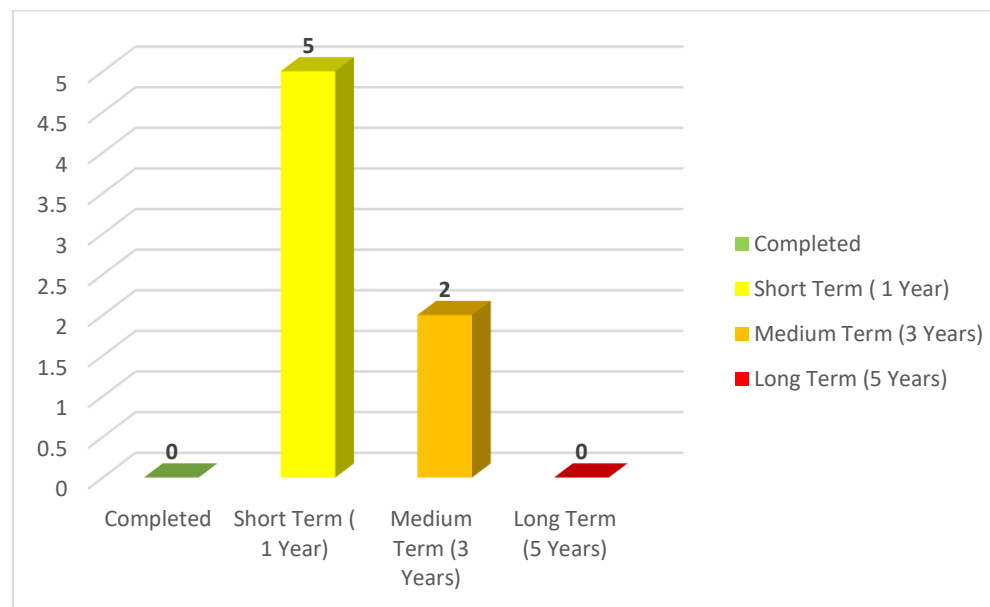
7.6 PRIVATE CAR STRATEGY

7.6.1 The identified action plan and preliminary scheduling of the principal private car focused initiatives of the MMP to be developed with in conjunction with the various occupiers/organisations are outlined in **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	Develop a 'Car' Fact Sheet	-	✓	-	-		-
PCS 2	Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices	-	✓	✓	-		
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Disseminate information about GoCar.ie	-	✓	-	-		
PCS 5	Management of onsite car park including the designation of the limited number of car parking spaces	-	✓	-	-		-
PCS 6	Establish a Car Sharing Club, using GoCar, to promote an alternative to private cars	-	-	✓	-		

7.6.2 The MMP's Private Car Strategy promotes a total of 7 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

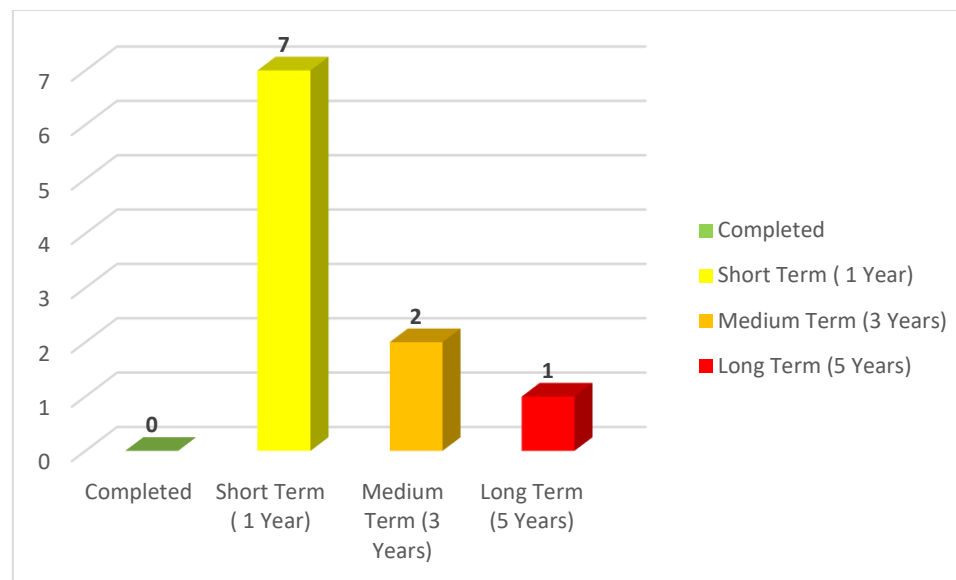
7.7 MARKETING AND PROMOTION STRATEGY

7.7.1 Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the Commercial 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 dwelling	-	✓	-	-		
MPS 3	Develop and introduce a dedicated MMP website	-	✓	-	-		
MPS 4	Develop an Events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	✓	✓	-		
MPS 5	Incorporate section / report success etc. of MMP process in company newsletters or notice boards and other information dissemination initiatives	-	-	✓	✓		
MPS 6	As part of Induction Meeting with residents introduce the MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Develop 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	-	✓	-	-		

7.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 10 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

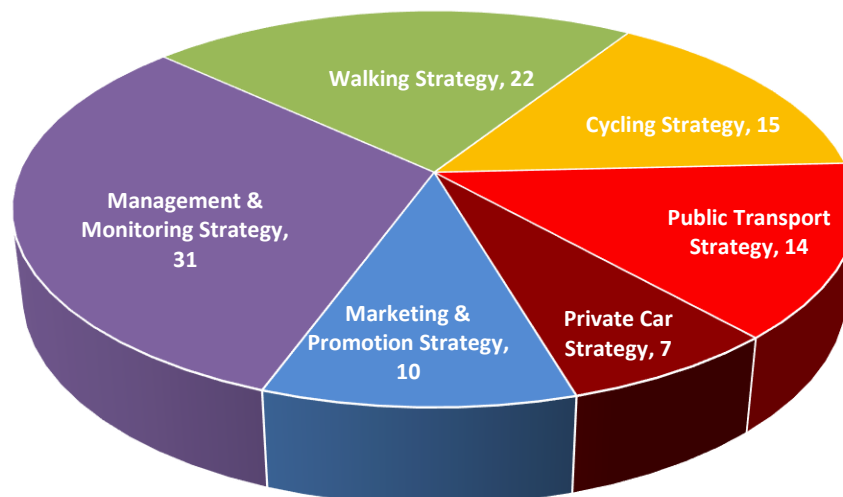
Summary & Conclusion

8.1 SUMMARY

8.0 SUMMARY AND CONCLUSIONS

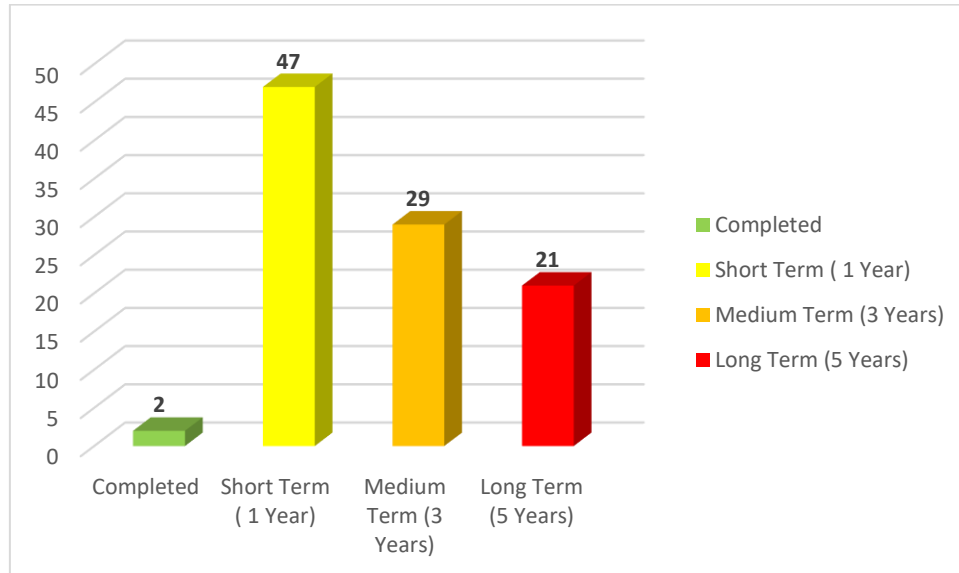
8.1 SUMMARY

- 8.1.1 DBFL Consulting Engineers (DBFL) has been commissioned by Glenveagh Homes Limited to prepare a Mobility Management Plan (MMP) for a proposed mixed-use development at Dublin 15. The proposals seek permission for the provision of 548 no. residential units (comprising 428 no. units in Hollystown Sites 2 & 3 and 120 no. units in Kilmartin Local Centre). A 144.5 sqm community hub facility, a 154 sqm café/retail unit, two creche facilities and a Montessori are also proposed in the Kilmartin Local Centre.
- 8.1.2 DBFL Consulting Engineers have compiled this framework MMP as the basis for discussions between the developers and planning officers from Fingal 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.
- 8.1.3 The measures proposed in this document will not only benefit the residents of the proposed development but will also help to mitigate any transport impacts of the development on the wider local community.
- 8.1.4 The identified preliminary action plan promotes a total of 99 initiatives across 6 sub strategy themes as presented in the Pie Chart below.



Graph 8.1: MMP Sub Strategy Themes & Initiatives

8.1.5 The implementation schedule of identified 99 MMP initiatives is outlined in **Graph 8.2** below. So far, 2 initiative (or 2%) of the action plan has already been completed, with a further 49 initiatives (or 49%) to be implemented within 1 year of the residential development being occupied.



Graph 8.2 Roll-out of MMP's Initiatives

8.1.6 In the context of Hollystown Sites 2 & 3 and the Kilmartin Local Centre 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

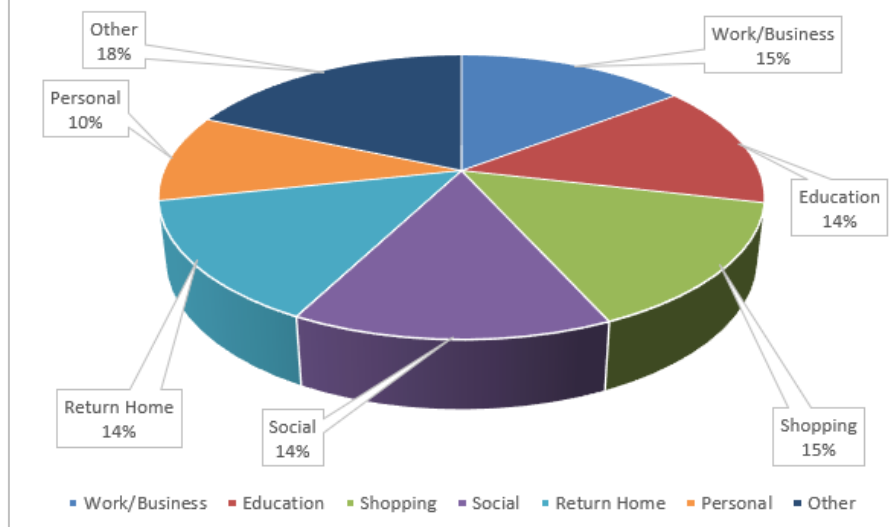


Chart A2: Purpose of Trip made by Bus/Coach

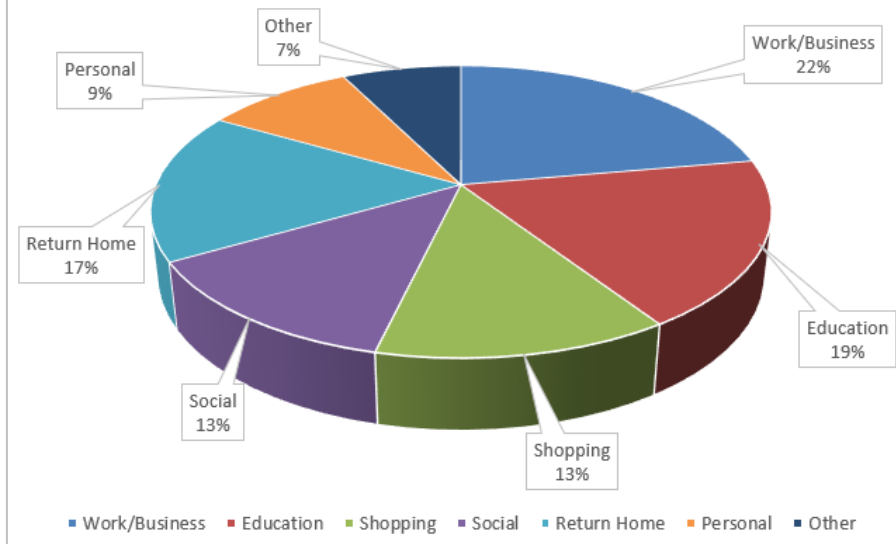


Chart A3: Purpose of Trip made by DART/Train/Luas

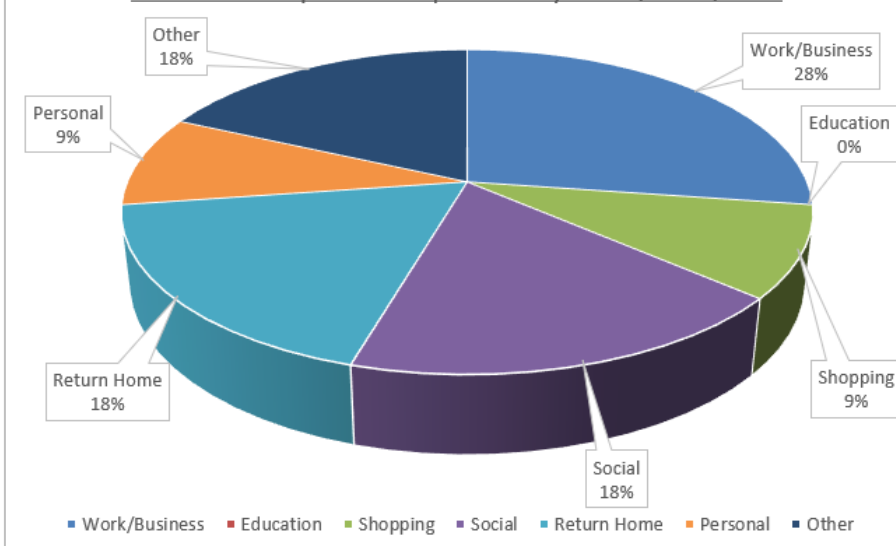


Chart A4: Purpose of Trip made by Cycle

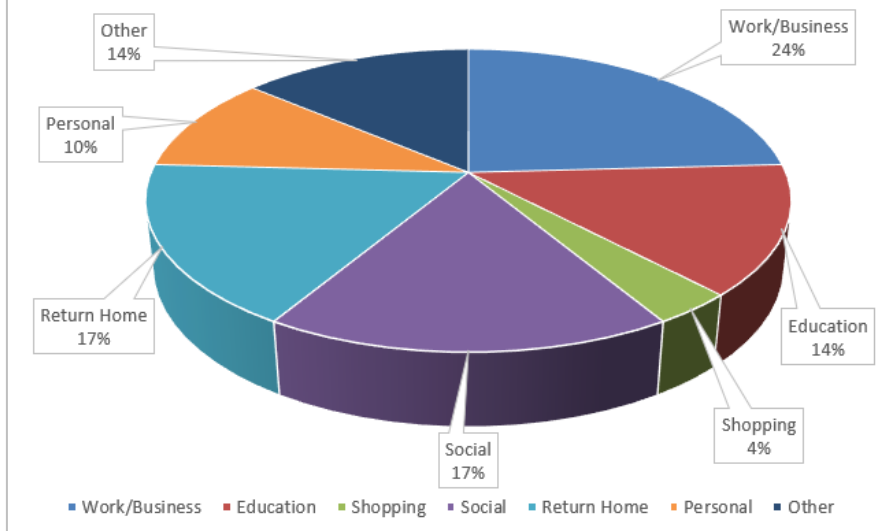
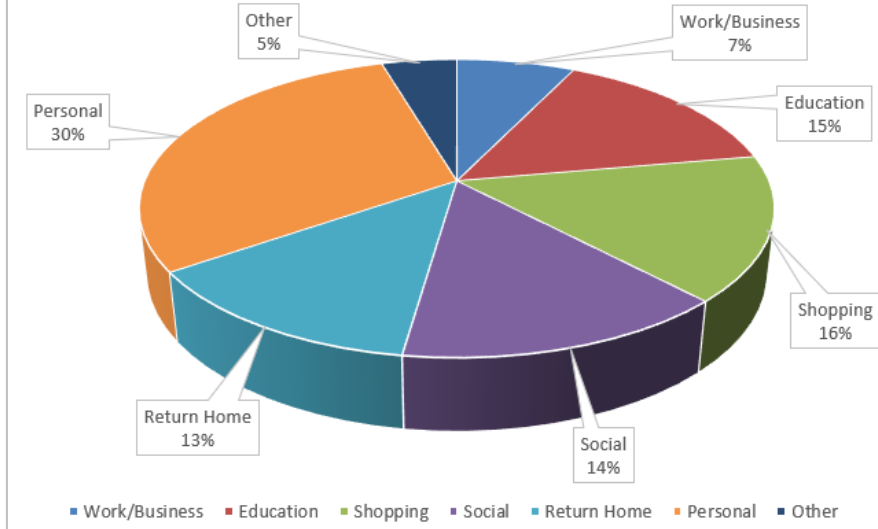


Chart A5: Purpose of Trip made by Walk



Appendix B

Trend in Modes within the Hollystown and Tyrrelstown Area

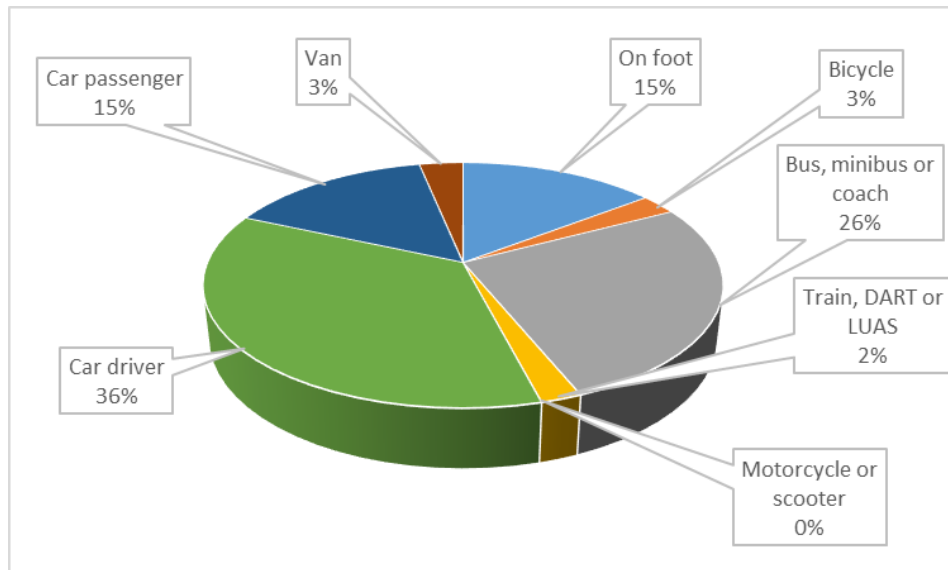


Chart B1: Workplace Modal Split at Hollywoodrath / Hollystown (Location of Subject Site)

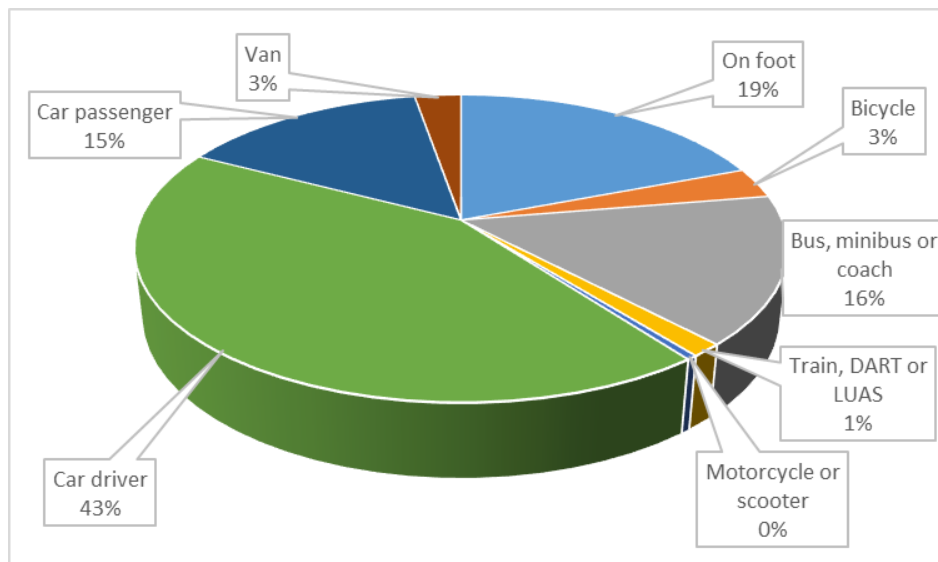


Chart B2: Workplace Modal Split at Belgree Avenue / Hall / Heights/ Rise / Walk

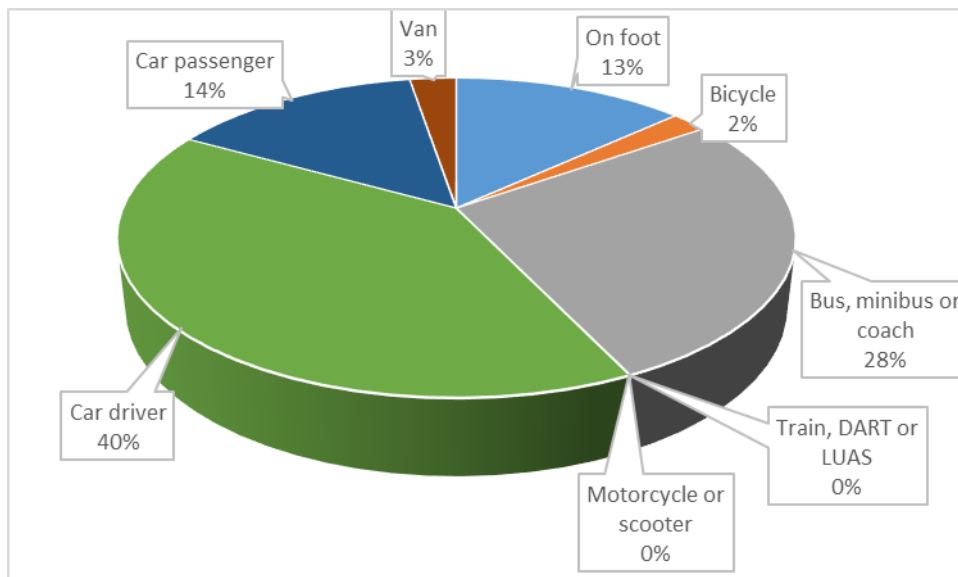


Chart B3: Workplace Modal Split at Belgree Green / Grove / Lawn / Woods

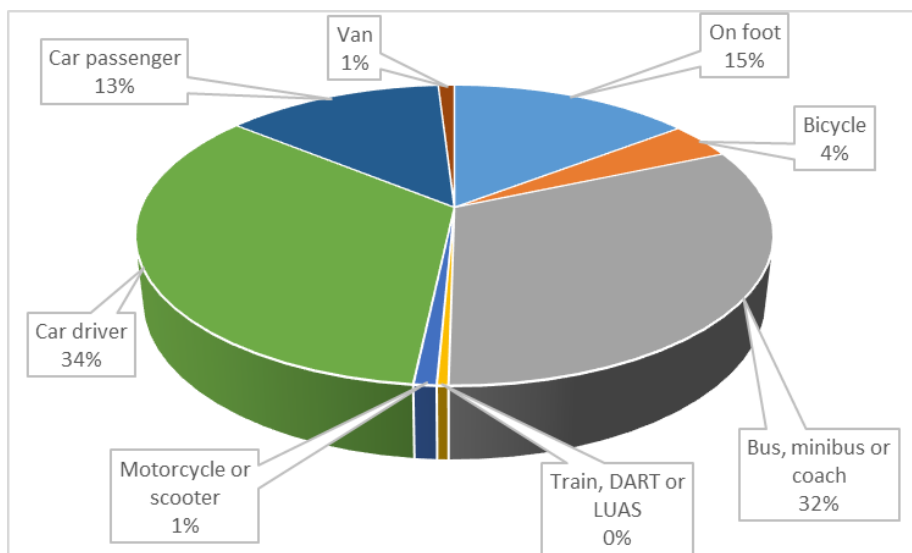


Chart B4: Workplace Modal Split at French Park - Park Boulevard

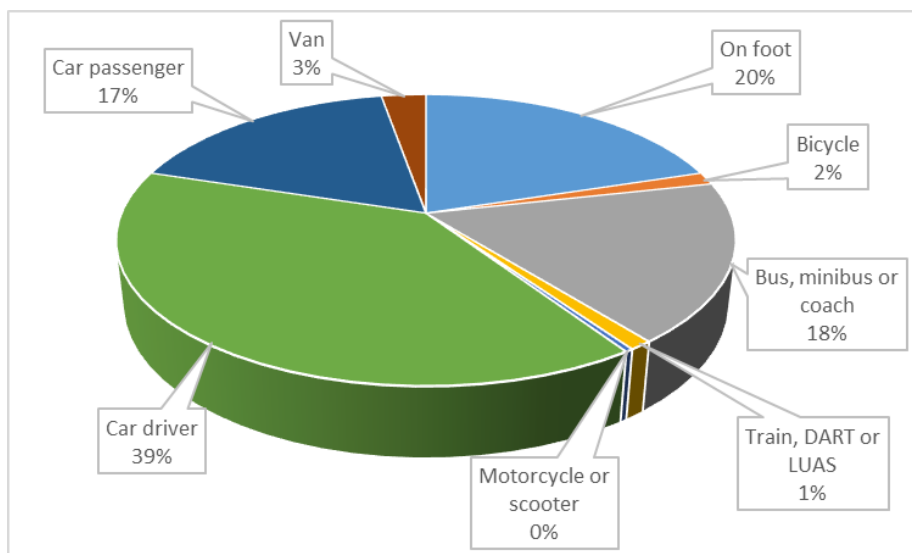


Chart B5: Workplace Modal Split at Gazelle Lane / Mews / Terrace / Walk

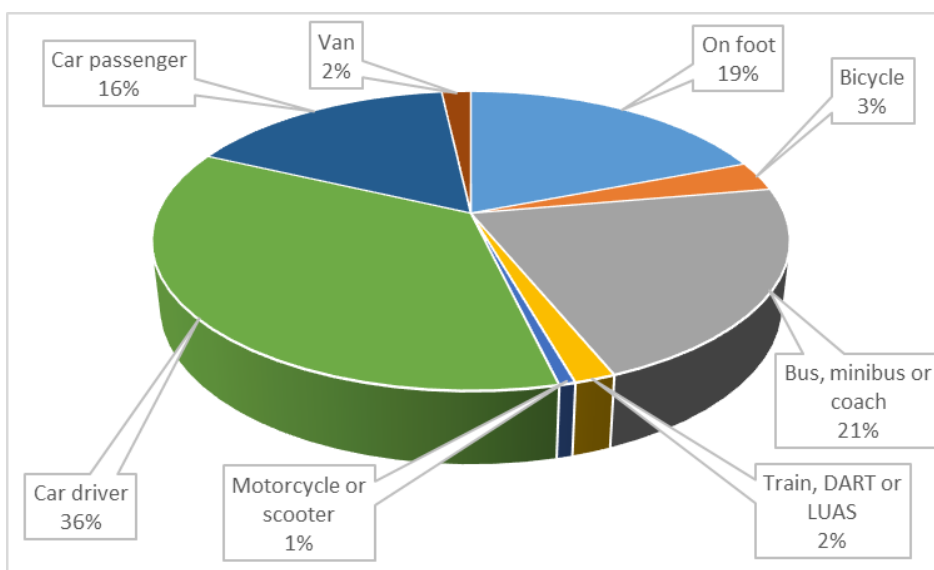


Chart B6: Workplace Modal Split at Ballentree Close / Drive - Bishops Orchard

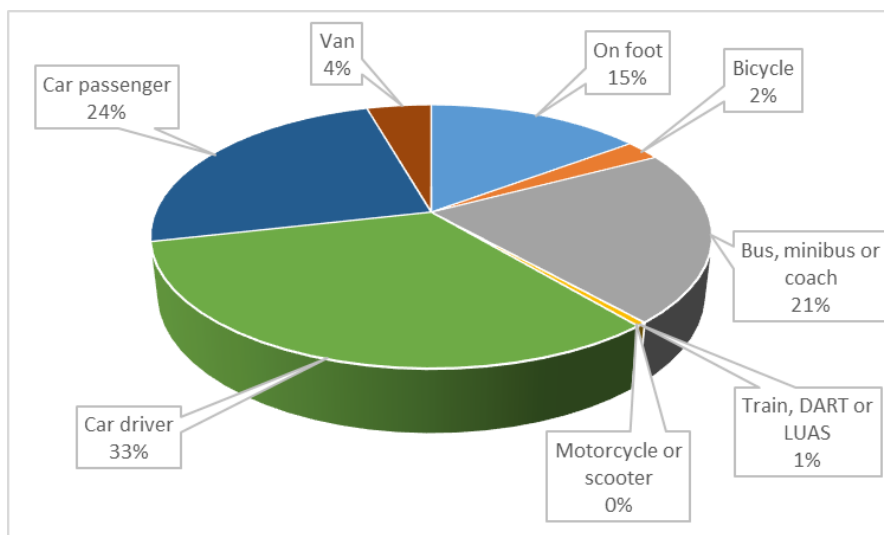


Chart B7: Workplace Modal Split at Ballentree Crescent / Grove / Villas

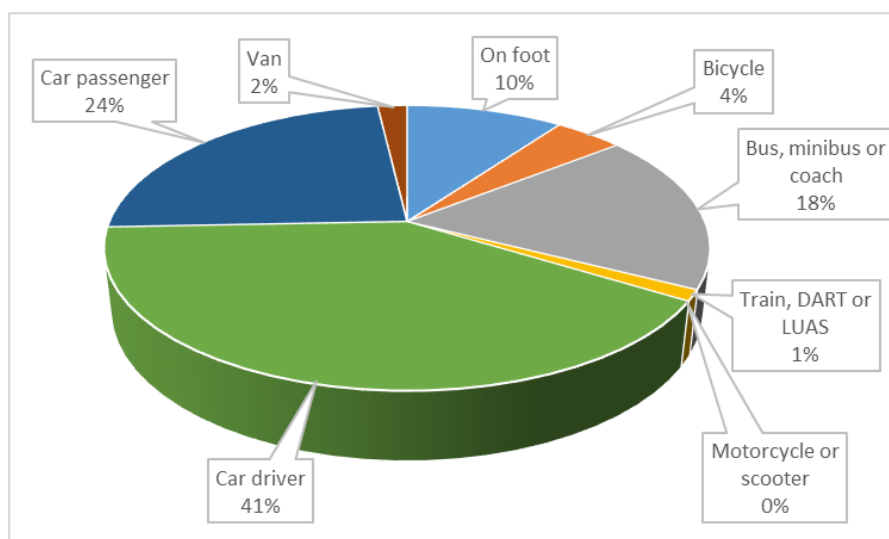


Chart B8: Workplace Modal Split at Curragh Hall Crescent / Drive

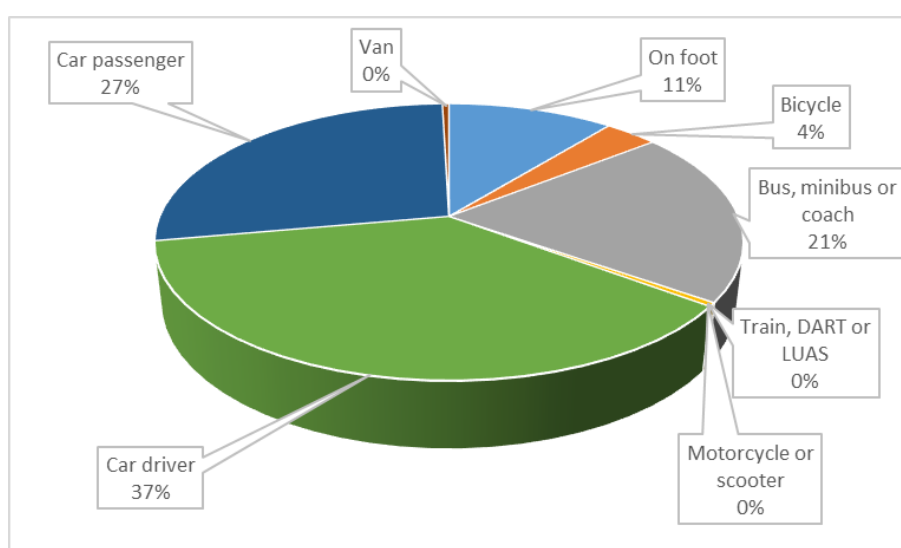


Chart B9: Workplace Modal Split at Curragh Hall Avenue / Grove / Lane / View

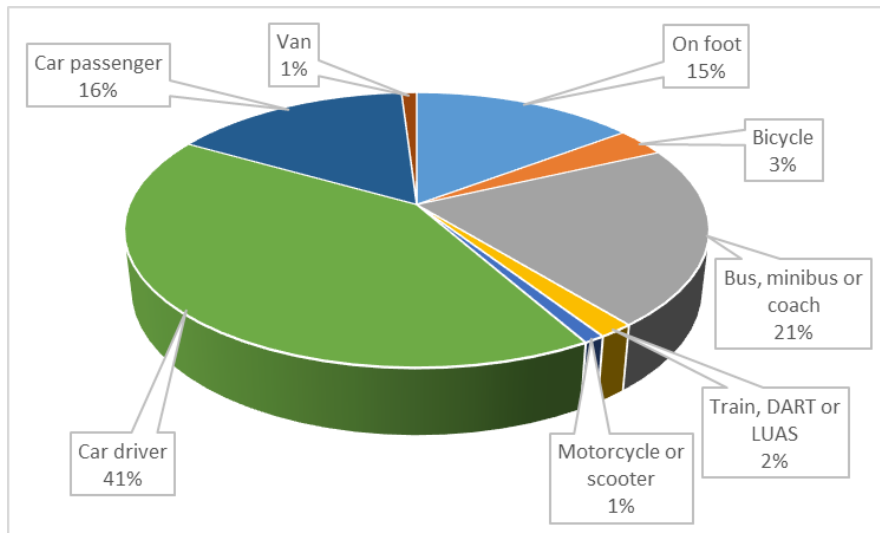


Chart B10: Workplace Modal Split at Bealing Avenue / Crescent / Close / Grove / Mews / View / Walk

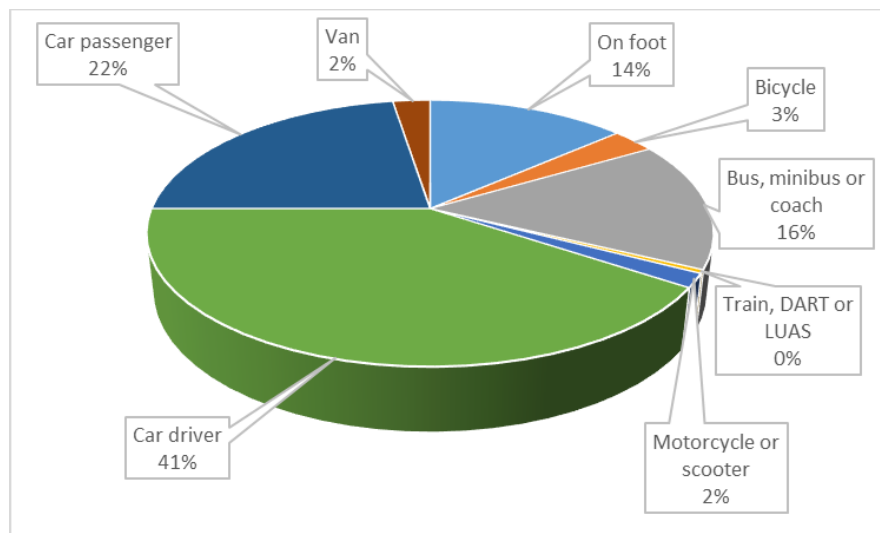


Chart B11: Workplace Modal Split at Mount Eustace Crescent - Rathmore Avenue / Court / Drive / Grove - The Boulevard

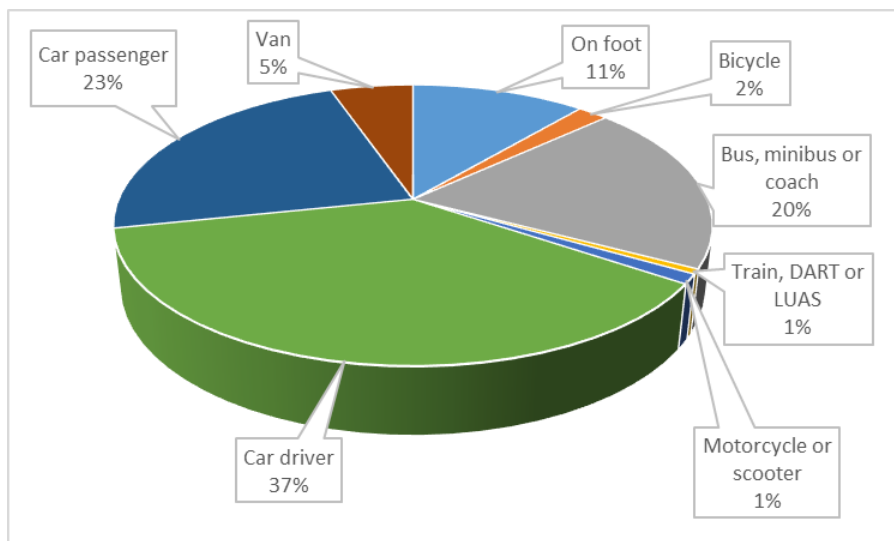
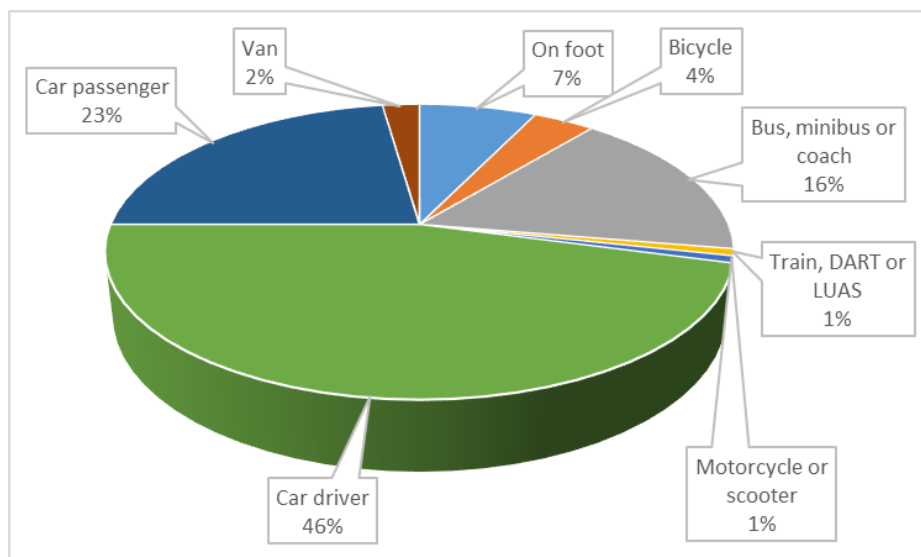


Chart B12: Workplace Modal Split at Cruise Park Close / Crescent / Drive / Hall / Square / Walk



**Chart B13: Workplace Modal Split at Camelot Studios –
Cruise Park Avenue / Drive - Tyrrelstown House**

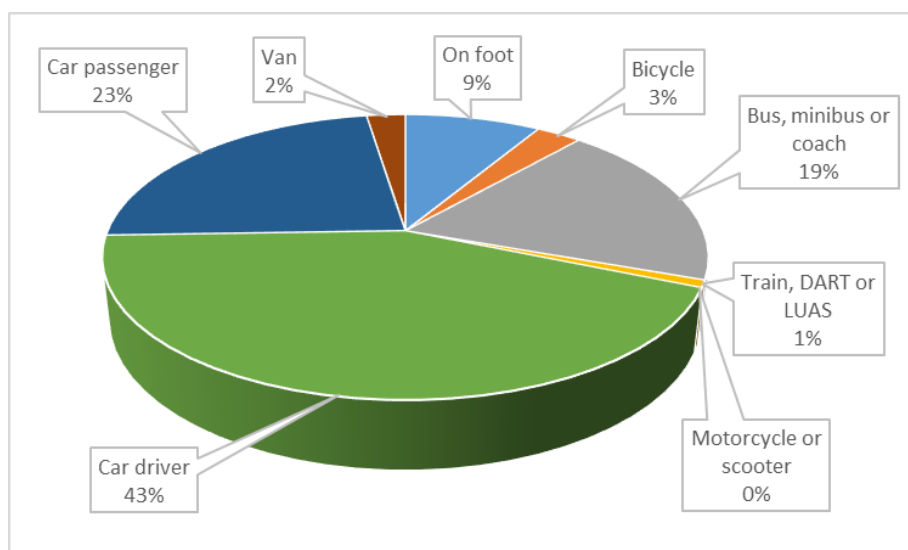


Chart B14: Workplace Modal Split at Cruise Park Avenue / Court / Drive

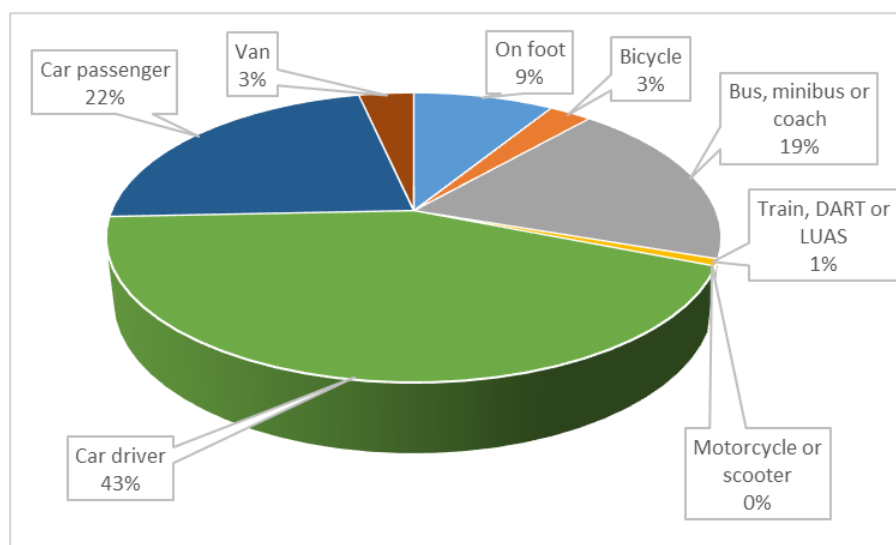


Chart B15: Workplace Modal Split at Mount Garrett Rise / Walk

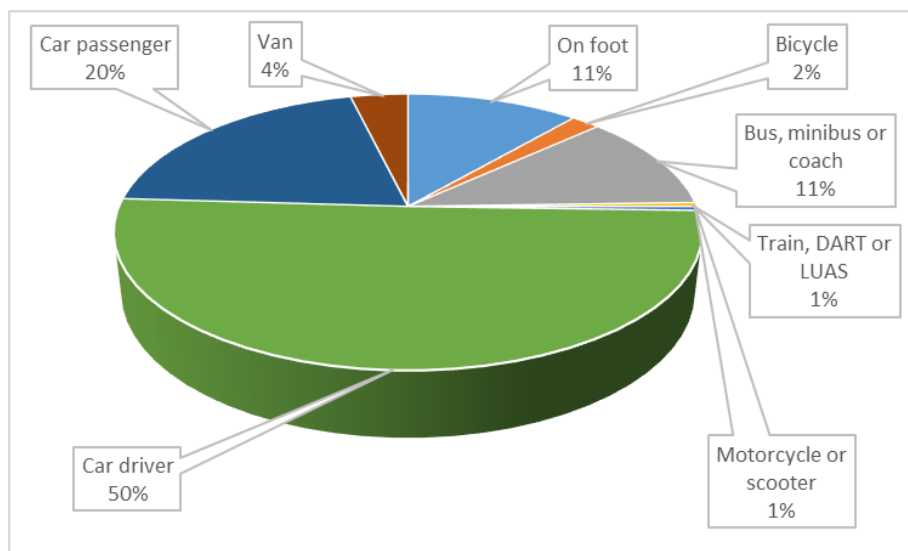


Chart B16: Workplace Modal Split at Mount Garrett Crescent / Grove / Park

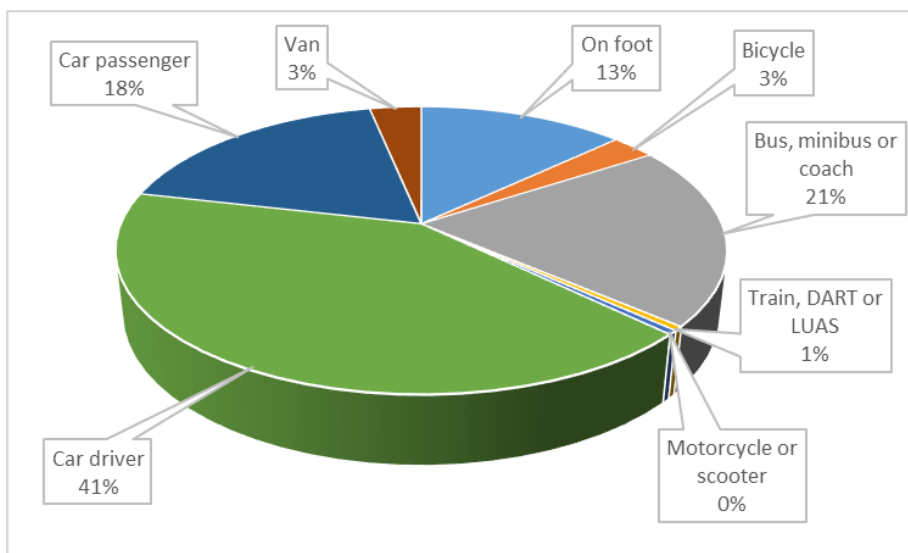


Chart B17: Workplace Modal Split at Mount Garrett Avenue / Close / Crescent / Drive

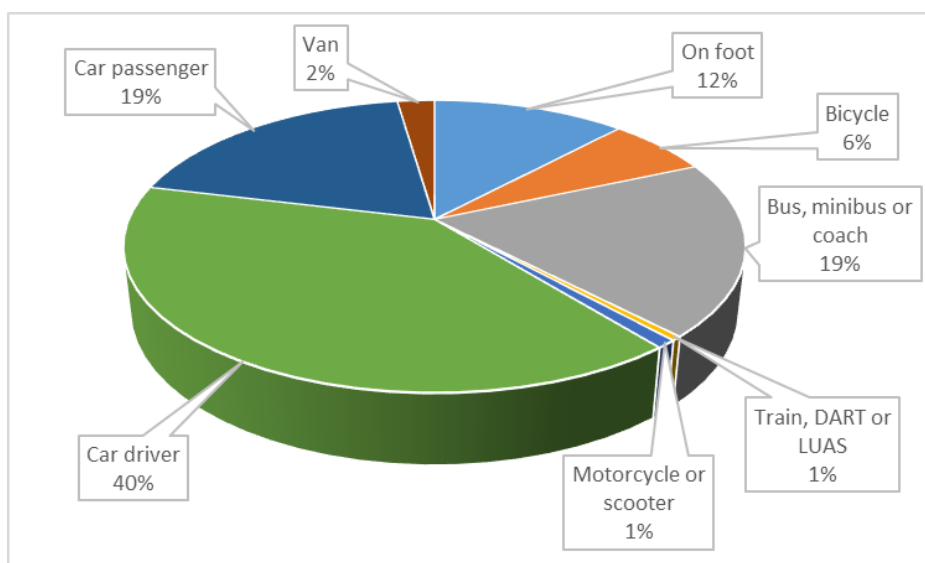


Chart B18: Workplace Modal Split at Mount Eustace Close

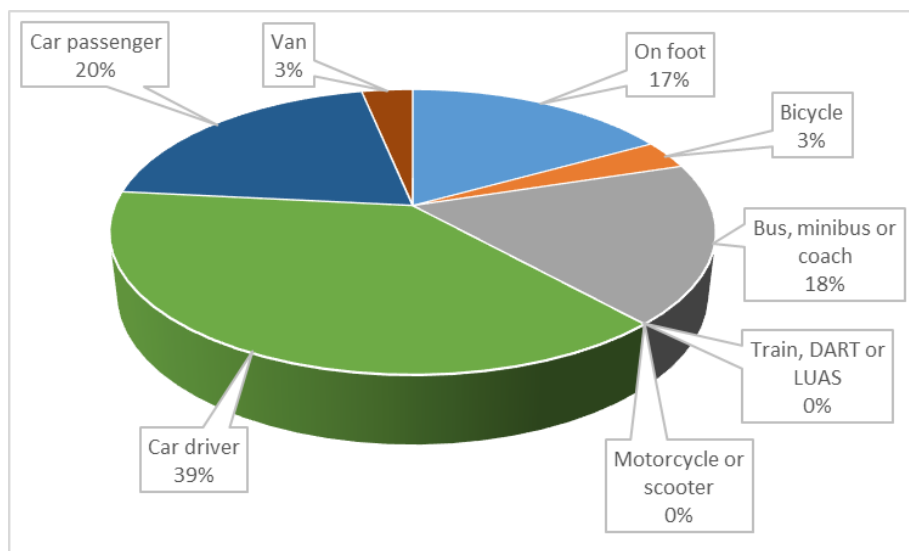


Chart B19: Workplace Modal Split at Mount Eustace Drive

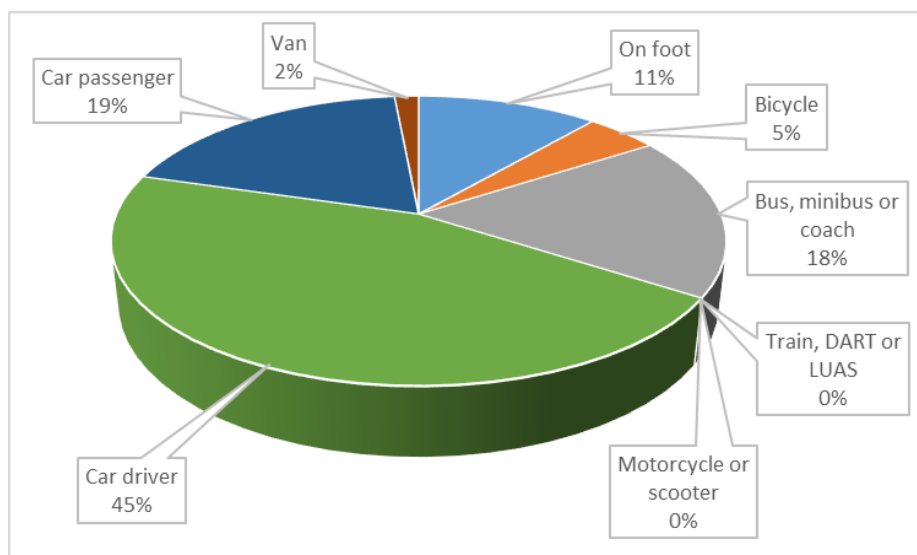


Chart B20: Workplace Modal Split at Mount Eustace Avenue / Green / Park / Rise / Walk

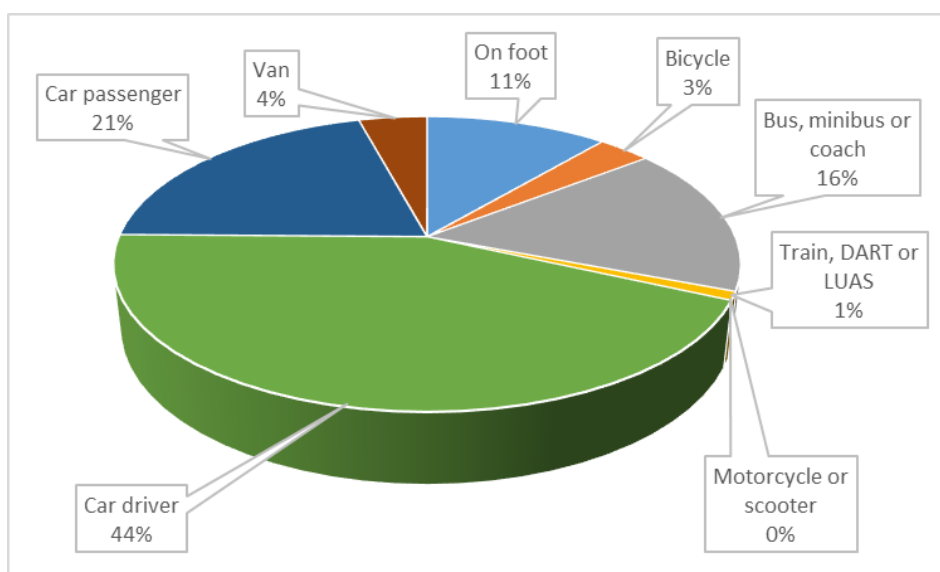


Chart B21: Workplace Modal Split at Belgree Court / Crescent / Drive / Square

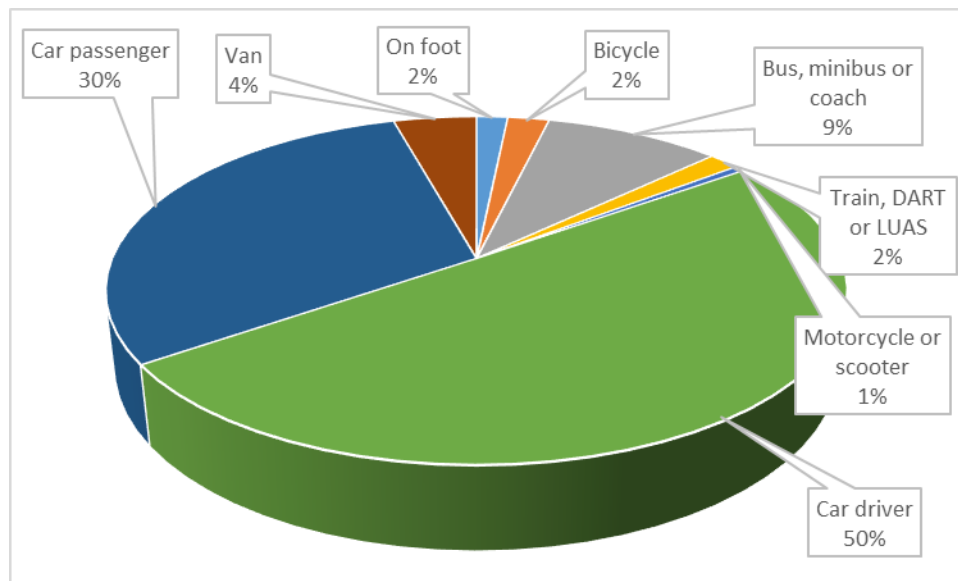


Chart B22: Workplace Modal Split at Redwood