

Project

Residential Development, Hacketstown, Skerries, Co Dublin

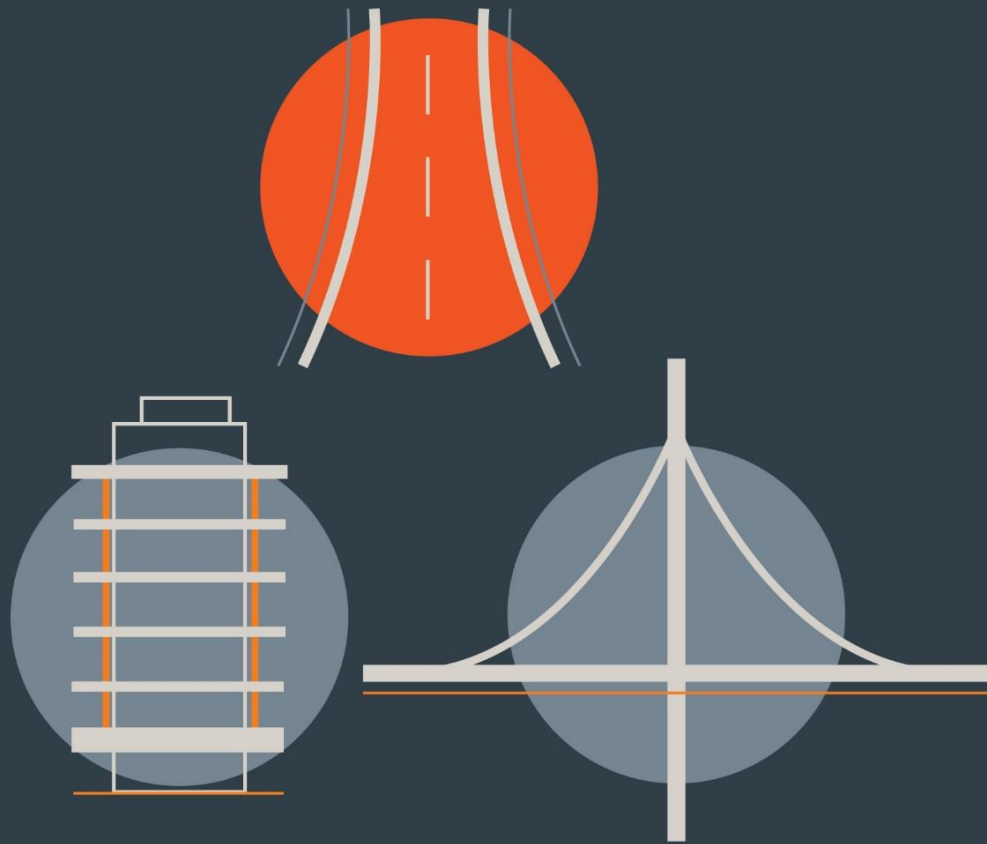
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Mobility Management Plan

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CHAPTER 1

Introduction

1.1 CONTEXT

1.2 BACKGROUND

1.3 STRUCTURE OF REPORT

1.0 INTRODUCTION

- 1.1.1 DBFL Consulting Engineers have been commissioned by Land Development Agency (LDA) to prepare Mobility Management Plane (MMP) in support of a planning application for a proposed residential development on a greenfield site located at Hacketstown, Skerries, Co. Dublin.
- 1.1.2 The LDA development proposals incorporate a total of 345 no. residential units including 150 no. apartments, 155 no. duplex units and 39 no. houses.
- 1.1.3 The subject development lands are located within the southern part (6.68 hectares) of a larger zoned lands for development (16.6 hectares) which in turn is referred to as the Hacketstown Local Area Plan (LAP5.A) lands within the Fingal County Council (FCC) County Development Plan (2017-2023). These LAP5.A are located to the south of Skerries Town and immediately east of the main Dublin-Belfast rail corridor. It is noted that the previous Hacketstown LAP expired in 2019 and as such is not being referenced further in this assessment.
- 1.1.4 This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed residential accommodation development.
- 1.1.5 This framework document aims to inform two distinct audiences as follows;
- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The 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).

1.2 BACKGROUND

1.2.1 This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed LDA residential development located at Hacketstown, Skerries, Co. Dublin. This document aims to expand the awareness of and increase travel options for both the residents and visitors at the subject site and the wider community.

1.2.2 The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefits of the residents and visitors who may be interested in reading this document to see how it directly affects them.

1.2.3 DBFL Consulting Engineers have prepared this MMP to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents and visitors travelling to/from the proposed development.

1.2.4 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,
- Provide 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
- 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.

1.2.5 The aims of the MMP Framework are:

- (a) To increase the awareness of residents and visitors to all the transport options available to them and to highlight 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 site.

1.3 STRUCTURE OF REPORT

- 1.3.1 Following this introduction, the MMP framework including the definition of an 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 residential accommodation development MMP is placed, such as location and local transportation system is briefly outlined in **Chapter 3**.
- 1.3.3 The MMP context in terms of local travel trends are established in **Chapter 4**.
- 1.3.4 The MMP objectives and targets are established in **Chapter 5**.
- 1.3.5 In **Chapter 6** the measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.
- 1.3.6 With the objective of establishing the basis for discussions with the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the MMP at the proposed LDA residential development at Hacketstown, Skerries, Co. Dublin.
- 1.3.7 The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.



- 2.1 What is a Mobility Management Plan?**
- 2.2 What is a Residential Development 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 an 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 is 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 MMPs have only transpired over the last 15 years in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMPs. Accordingly, MMPs are also known by a number of other names including;

- Travel Plans,
- Green Travel Plans,
- Sustainable Mobility Plans, or
- Sustainable Commuter Plans.

2.2 WHAT IS A RESIDENTIAL DEVELOPMENT MOBILITY MANAGEMENT PLAN?

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

2.2.2 A successfully implemented Residential Development 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 A Mobility Management Plan impacts the following stakeholders who should all be involved in some form or manner:

- Local Authority Officers,
- Property developers,
- Facility Management Personnel,
- Future residents at sites,
- Residents in the community surrounding new housing developments with an MMP, and
- Transport Operators.

2.4 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

2.4.1 The principle objective of an MMP is to reduce levels of private car use in parallel with encouraging people to walk, cycle, use public transport, car share or even reduce the number 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** –

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

b) **The Local Community** –

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

2.5 MOBILITY MANAGEMENT PLAN PROCESS

2.5.1 Once the decision has been made to produce an MMP the process of compiling the plan encompasses the 9 principle steps presented in graph **in Figure 2.1** below.

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

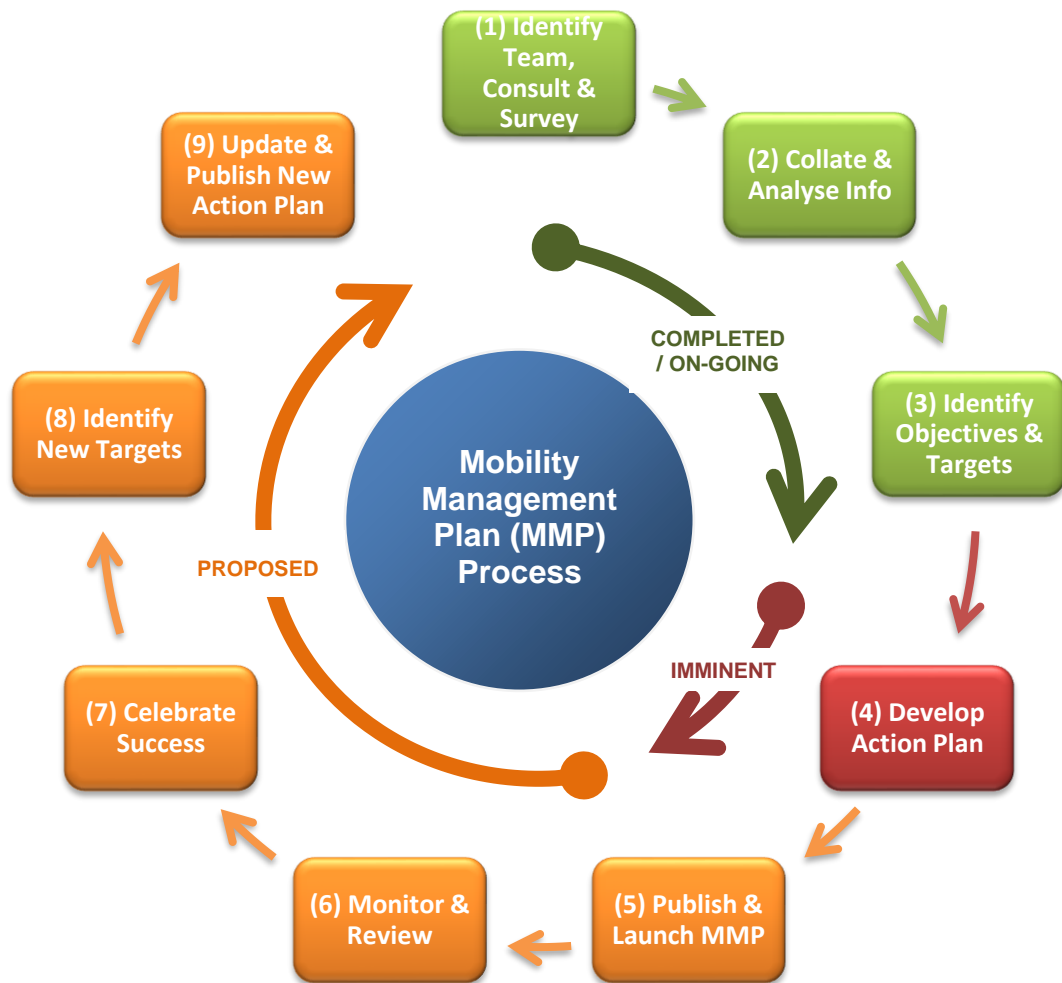







Figure 2.1: MMP Development Process and Status

2.5.3 Once the Hacketstown 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;

	<p>Specific</p> <p>Well defined. Clear to anyone that has a basic knowledge of the project</p>
	<p>Measurable</p> <p>Know if the goal is obtainable and how far away completion is Know when it has been achieved</p>
	<p>Achievable</p> <p>Agreement with all the stakeholders what the goals should be Make sure this is possible for all levels within group</p>
	<p>Realistic</p> <p>Within the availability of resources, knowledge and time</p>
	<p>Time-Bound</p> <p>Enough time to achieve the goal Not too much time, this can affect project performance?</p>

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

2.6.1 In the context of the Hacketstown 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, and
- (b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

2.6.2 To enable this process to commence it is proposed that this MMP 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 an MMP action plan and associated targets for the LDA development as proposed at the Hacketstown Development Site.

2.7 POLICY FRAMEWORK

2.7.1 The MMP for the LDA Residential Development is supported by comprehensive transport policy hierarchy in addition to being influenced directly / indirectly by other policy themes (e.g., environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour. Commencing at EU level and subsequently transferred into national policy and regulations in Ireland the hierarchy continues from regional (Greater Dublin Area) to sub-region (Fingal County Council) and eventually arriving at site (or land use) specific policy objectives.

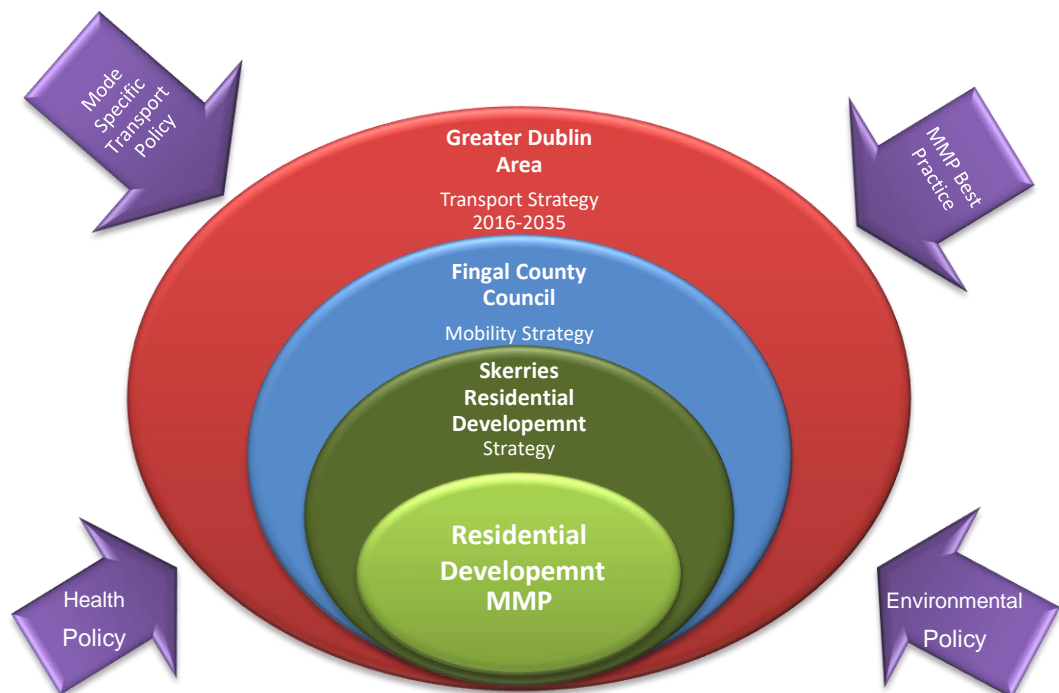
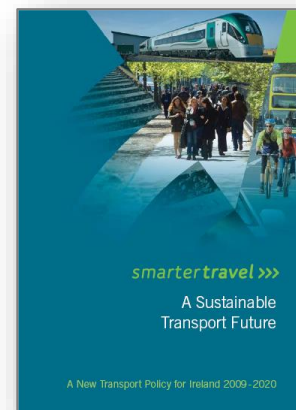


Figure 2.2: MMP Policy Framework and External Influences

National Smarter Travel Policy

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



2.7.3 The policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, local air pollution, contribution to global warming, and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

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

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

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

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

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

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

Transport Strategy for the Greater Dublin Area

2.7.8 Published in 2016 the role of the strategic transportation strategy (2016 to 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:



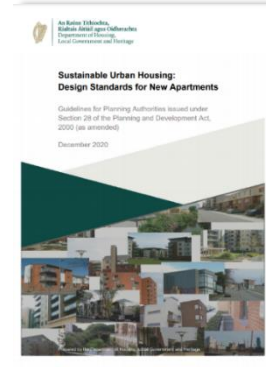
- Economic objectives by reducing delays and improving journey time reliability; Social objectives by improving safety, reducing travel related stress, and reducing the adverse impacts of traffic on neighbourhoods; and
- Environmental objectives by giving priority to those means of travel that are less damaging to our natural and built environments.

2.7.9 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.

Sustainable Urban Housing: Design Standards For New Apartments

2.7.10 This guideline document was produced by the Department of Housing, Planning and Local Government (DHPLG) (December 2020). The purpose of this document is to set out standards for apartment development, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.



2.7.11 With the demand for housing increasing, this means that there is a need for an absolute minimum of 275,000 new homes in Ireland's cities by 2040. It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures.

2.7.12 These Guidelines apply to all housing developments that include apartments that may be made available for sale, whether for owner occupation or for individual lease. They also apply to housing developments that include apartments that are built specifically for rental purposes, whether as 'Build to Rent' or as 'shared accommodation'.

2.7.13 Cycling provides a flexible, efficient and attractive transport option for urban living and these guidelines require that this transport mode is fully integrated into the design and operation of all new apartment development schemes.

2.7.14 The quantum of car parking or the requirement for any such provision for apartment developments will vary, having regard to the types of location in cities and towns that may be suitable for apartment development, broadly based on proximity and accessibility criteria.

Fingal Development Plan 2017-2023

2.7.15 The Fingal Development Plan 2017-2023 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.



2.7.16 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;
- Improve the use of key resources such as land, water, energy, waste and transportation infrastructure;
- 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.

2.7.17 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."

- *"Promote enterprise and employment throughout the County, particularly in the growth centres of Swords, Blanchardstown and Balbriggan and work with the Dublin Local Authorities to promote the Dublin City Region as an engine for economic growth"*
- *"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."*

2.7.18 In the context of the Hacketstown proposals, the following are the relevant transport and development policies and objectives set out in the plan:-

"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 MT02: *Support the recommendations of the National Transport Authority's Transport Strategy for the Greater Dublin Area 2016-2035 to facilitate the future sustainable growth of Fingal."*

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

Integrated Land Use and Transportation Objectives

"Objective MT05: *Integrate land use with transportation by allowing higher density development along higher capacity public transport corridors."*

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 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 MT18: *Review existing cycle infrastructure which was not designed 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 and undertake appropriate remedial works."*

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."

Rail

"Objective MT30: Support Iarnród Éireann and the NTA in implementing the DART Expansion Programme, including the extension of the DART line to Balbriggan..."

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."

Roads and Street Objective

"Objective MT36: Maintain and protect the safety, capacity and efficiency of National roads and associated junctions in accordance with the Spatial Planning and National Roads Guidelines for Planning Authorities, DECLG, (2012), the Trans-European Networks (TEN-T) Regulations and with regard to other policy documents, as required."

Traffic Calming

"Objective MT37: Implement traffic calming on particular roads and in appropriate areas of the County, especially residential areas, to reduce vehicle

speeds in the interests of road safety and residential amenity. Ensure that where appropriate, traffic calming is included as a pre-condition as part of the development of all new estates or extensions to existing estates."

Traffic Management

"Objective MT38: Maximise capacities of junctions by using traffic management measures thereby reducing congestion."

"Objective MT39: Review the results of the 30km/h Residential Speed Limit Pilot Study, with a view to rolling out a 30km/h speed limit in all residential estates. "

Road Improvement Measures

"Objective MT40: Implement a programme of road construction and improvement works closely integrated with existing and planned land uses, taking into account both car and non-car modes of transport whilst promoting road safety as a high priority. Major road construction and improvement works will include an appraisal of environmental impacts."

"Objective MT41: Seek to implement the Road Improvement Schemes indicated in Table 7.1 within the Plan period, subject to assessment against the criteria set out in Section 5.8.3 of the NTA Transport Strategy for the GDA, where appropriate and where resources permit. Reserve the corridors of the proposed road improvements free of development."

2.7.19 Fingal County Council is responsible for the management of the regional and local network across the county. The county Development Plan contains a list of road scheme objectives (Table 7.1 as referred to above in MT41) for the implementation of both new and upgraded road schemes. In addition to MT41 above it is noted that the county development plan identifies Local Objective No. 10 (Skerries Southern Relief Road between R126 Luck Rd and R127 Sherries Rd corridors) the indicative alignment of which is illustrated in **Figure 2.3** below.

2.7.20 Due to resourcing constraints, it is now generally accepted that the planning and subsequent physical delivery of the Skerries Southern Relief Road will be delayed and likely extend into the next development plan period. Accordingly, in the interim period it is envisioned that FCC will seek to protect the identified

indicative route free from development to facilitate the planning and accommodate the construction of the Skerries Southern Relief Road (SSRR) link sometime in the medium term.

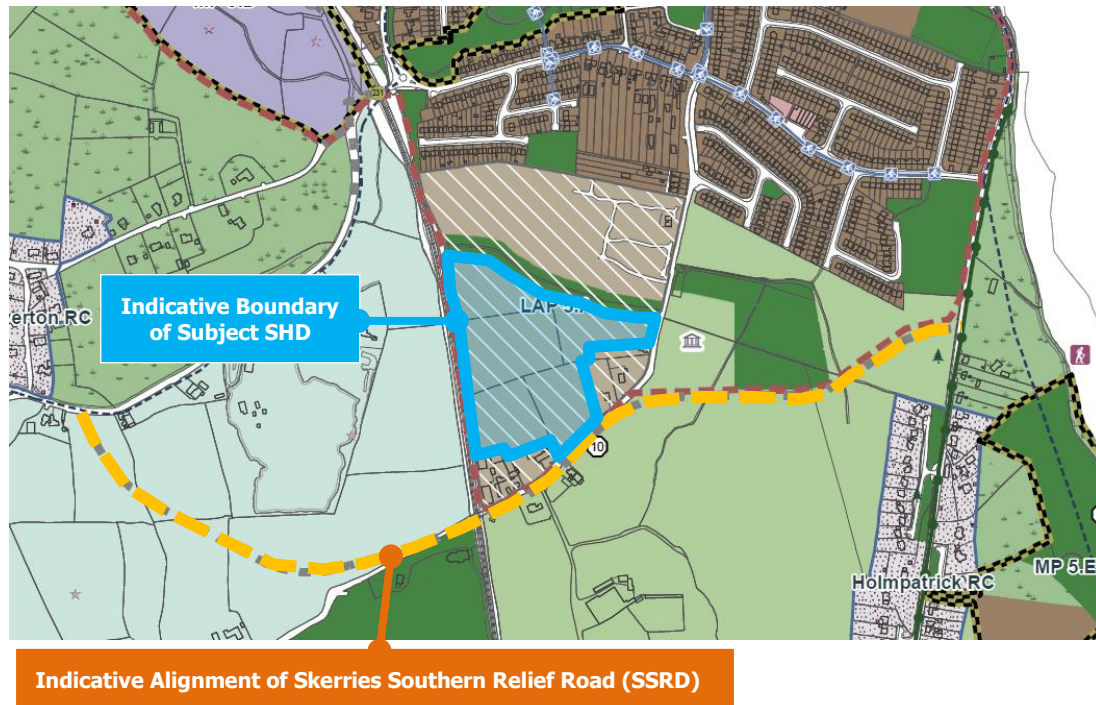


Figure 2.3: Fingal County Council Local Objective No 10 – SSRR

- 2.7.21 The land use zoning objectives and associated specific objectives in the area of the Hacketstown LAP5.A zoned lands and at key off-site junctions is reproduced in Figure 2.3 above and Figure 2.4 below (extract of Sheet No 5 Zoning Objective of FCC County Development Plan 2017-2023).
- 2.7.22 Specific objectives include “Indicative Cycle / Pedestrian Routes” through the off-site Golf Links Rd / Millers Lane / Shenick Rd junction and the potential delivery in the future of the Greater Dublin Area (GDA) Cycle Network through the R127 Skerries Rd / R127 Dublin Rd / Miller’s Lane junction subject to the findings of a strategic cycle network design exercise and procurement of third party private lands to accommodate the bicycle infrastructure.



Figure 2.4: Fingal County Council Zoning and Specific Objectives at Key Off-Site Junctions

2.7.23 Chapter 4 of the Development Plan provides a description of the individual settlements that make up Urban Fingal across Fingal including the largest towns, urban areas and a number of villages. It provides a brief description of the key settlements, outlining a development strategy for each, and then where applicable introduces associated Specific Objectives.

2.7.24 The plan introduces a total of 13 No Specific Objectives for the defined Skerries area which in the context of the subject junction enhancement works include;

"Objective SKERRIES 4: Promote and facilitate the operation of a local bus service to the rail station and high-quality bus transport links between Skerries and Dublin City Centre."

"Objective SKERRIES 10: Promote and ensure a safe and convenient road, pedestrian and cycle system highlighting accessibility and connectivity both within the town as well as between the town and surrounding towns and villages."

"Objective SKERRIES 11: Promote and facilitate increased permeability and accessibility for those using active travel modes, prams, wheelchairs, personal scooters and other similar modes."

"Objective SKERRIES 14: Prepare and/or implement the Hacketstown Local Area Plan."



3.1 SITE DESCRIPTION

3.2 PROPOSED DEVELOPMENT

3.3 EXISTING TRANSPORT FACILITIES & SERVICES

3.4 PROPOSED TRANSPORT FACILITIES

3.0 SITE DESCRIPTION & EXISTING CONDITIONS

3.1 SITE DESCRIPTION

- 3.1.1 The Hacketstown lands are located on Golf Links Road and lie approximately 1.6km south of Skerries Town Centre. Aligned in a north-south orientation Golf Links Road provides access to the north connecting with the R128 Holmpatrick corridor in addition to both Millers Lane and Sherick Rd which together form an east-west link between the R127 Skerries Rd and R128 Rush Rd corridors to the south of Skerries urban area. To the south of the Hacketstown LAP5.A zoned lands Golf Links Road continues but narrows after the rail overbridge continuing south-westwards meandering through the rural countryside until eventually adjoining the Ballaghstown Lane corridor.
- 3.1.2 It is noted that Phase 1 (103 houses) residential development on the northern Noonan Construction plot is already completed as permitted under the planning conditions associated with application reference F11A/0309. As illustrated in **Figure 3.1**, this completed scheme is named Ballygossan Park and benefits from a single vehicle access onto Golf Links Rd.

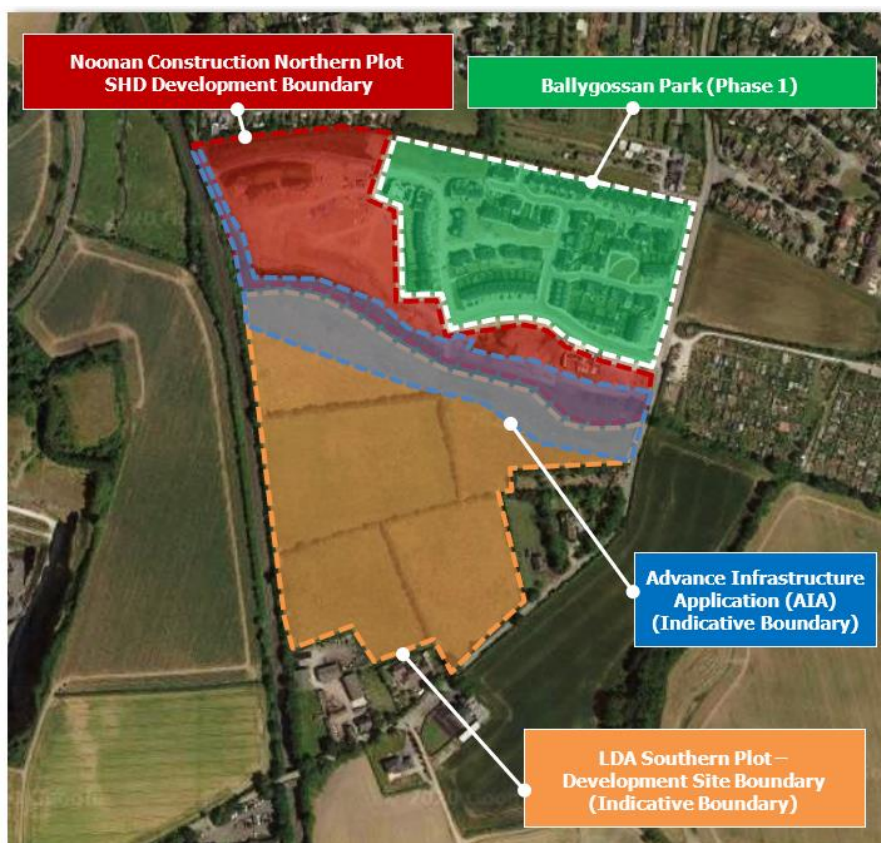


Figure 3.1: Site Location (Source: OSI MapViewer)

3.1.3 Strategically, the Hacketstown lands lie approximately 6km north-west of Rush (accessible via Shenick Rd and the R128 Rush Rd), criteria 7.8km north-east of Lusk (assessable via Millers Lane and R127 Skerries Rd), and approximately 7.6km south-east of Balbriggan (accessible via Millers Lane and the R127 corridor). The M1 Motorway is accessible via either Junction 5 (as located approx. 11 km west) or Junction 4 (as located approx. 14.3km) to the west and southwest respectively. Vehicle access to both of these M1 junctions is achieved by traveling via Millers Lane and the R127 Skerries Road corridor.

3.1.4 The general location of the subject site in relation to the surrounding road network is illustrated in below in **Figure 3.2**, while **Figure 3.3** indicatively shows the extent of the subject LDA site boundary and neighbouring lands.



Figure 3.2: Hacketstown Site Location

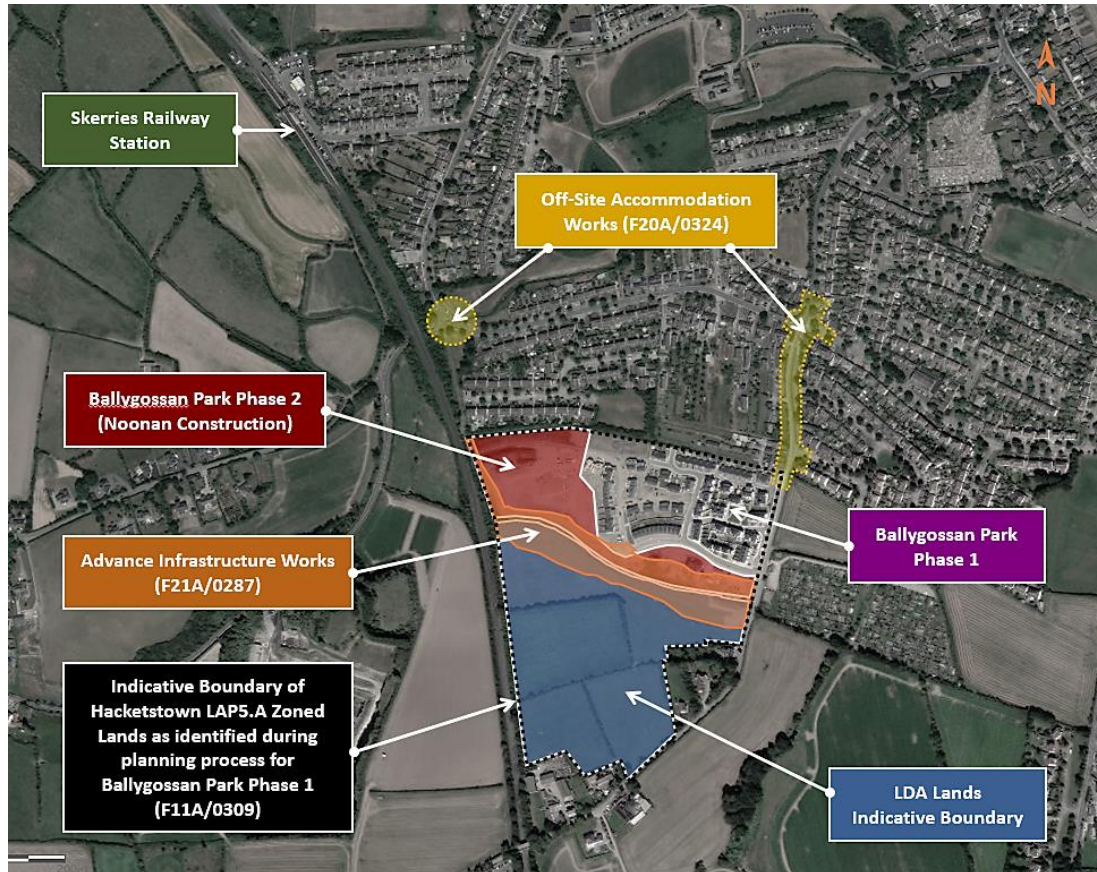


Figure 3.3: LDA's Lands Indicative Boundary (Source: www.google.ie/maps)

- 3.1.5 Forming the southern plot of the Hacketstown lands the LDA site is bounded;
- to the north by the Noonan Construction lands (which incorporate Phase 1 Ballygossan Park and the zoned Phase 2 and Phase 3 development plots) of the LAP5.A zoned lands as well as the Advance Infrastructure Application (AIA)
 - to the east by Golf Links Road and three number private dwelling plots,
 - to the south by Golf Links Road and two further private dwelling plots one of which includes a farm yard and associated agricultural outbuildings, and
 - to the west by the main Dublin-Belfast railway corridor.
- 3.1.6 Opposite the LDA site, lands to the east and southeast of Golf Links Road are generally agricultural lands with the exception of a small parcel assigned for allotment use and St. Michaels Special School (to the south).

3.2 CURRENT APPLICATION PROPOSALS

Development Schedule

- 3.2.1 The subject LDA development site at Hacketstown, Skerries, which occupies the southern plot of the larger Hacketstown lands; comprises an area of circa 6.68 hectares (total net developable area). The LDA scheme proposals incorporate a total of 345 no. residential units and a creche unit (377.6m²). The breakdown is as follows:
- 72 no. Triplexes (24 no. 1-bed, 24 no. 2-beds and 24 no. 3-beds);
 - 70 no. Duplex Units (Type 01) (70 no. 3-beds);
 - 120 no. Duplexes (Type 02) (60 no. 1-bed, 36 no. 2-beds and 24 no. 3-beds);
 - 44 no. Corner Apartments (all no. 2-beds);
 - 39 no. Houses (all no. 3-beds).
- 3.2.2 A total of 414 no. car parking spaces will be provided and is summarised as follows;
- 368 no. residents spaces comprising:
 - 307 no. standard residential bays,

- 19 no. disabled bays of which 6 are provided with EV charge points,
- 42 no. standard sized bays with EV charge points
- 40 no. resident visitor spaces
- 5 no. creche parking spaces (which can also be used as additional visitor parking at times when the creche is closed e.g., night time and weekends) comprising:
 - 2 no. spaces allocated to staff (and provided with EV charge points) and
 - 3 no. drop-off / set-down spaces.
- 1 no. Dedicated Car Share (GoCar) bay

3.2.3 The scheme proposes a total of 802 no. bicycle parking comprising 674 no. 'long-term' bicycle parking spaces and 128 no. 'short-term' (visitor spaces) spaces.

3.2.4 Further details of the development proposals including the site layout, details of the integrated creche facility, internal connections and linkages with neighbouring areas are illustrated in OMP architects' scheme drawings and BSLA landscaping proposals as submitted with this planning application.



Figure 3.4: Proposed LDA Development Layout

Site Access Arrangement

3.2.5 The proposals include the provision of two number vehicle access points as shown in **Figure 3.5**. The main vehicular access is proposed to connect, by way of a slightly elevated connection across the Hacketstown lands central east-west landscaped buffer, with the as-built street network within the lands northern Noonan Development plot (Ballygossan Park) which in turn leads to the existing three-arm priority junction on Gold Links Road. A supplementary second vehicle access point is also being proposed to the south of the scheme proposals with a new three arm access junction directly between the LDA lands and Golf Links Road. Further details of the internal streets layouts and site access junction is detailed in DBFL drawing 190170-DBFL-RD-SP-DR-C-1001.

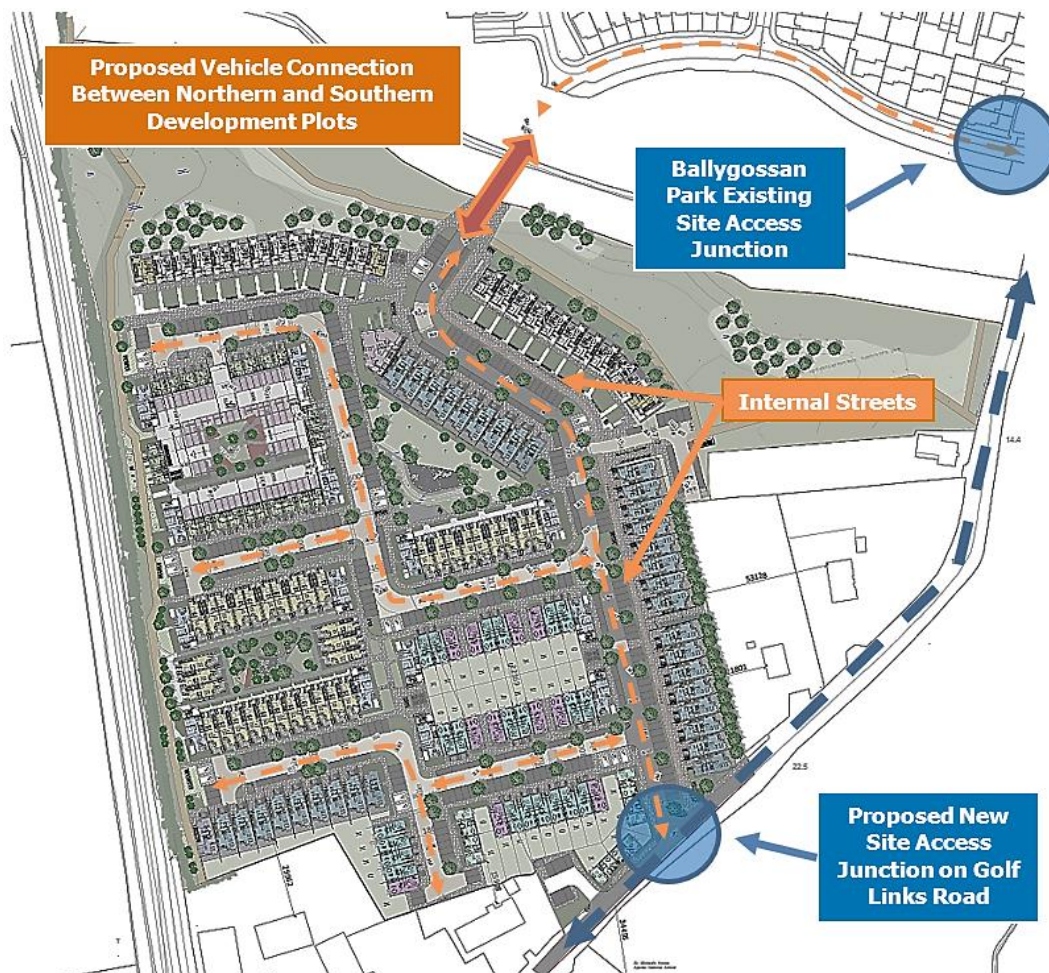


Figure 3.5: Proposed LDA Site Access Locations and Internal Streets

3.2.6 The design of the sites new 'southern' access junction in addition to the internal streets have been actively influenced by the guidance outlined within

DMURS. As illustrated in **Figure 3.6** the internal street network includes a hierarchy of linkages including:

- **Linkage Type 1** – Streets with generally 6.0m wide carriageways, on-street car parking, parallel dedicated cycle track facilities and footpaths.
- **Linkage Type 2** – Streets generally 5.5m wide carriageways, on-street car parking and adjoining footpaths.
- **Linkage Type 3** – Parking Courtyards with dedicated footpaths
- **Linkage Type 4** – Streets / public realm areas with only pedestrian access permitted access.
- **Linkage Type 5**– Shared pedestrian / bicycle connection

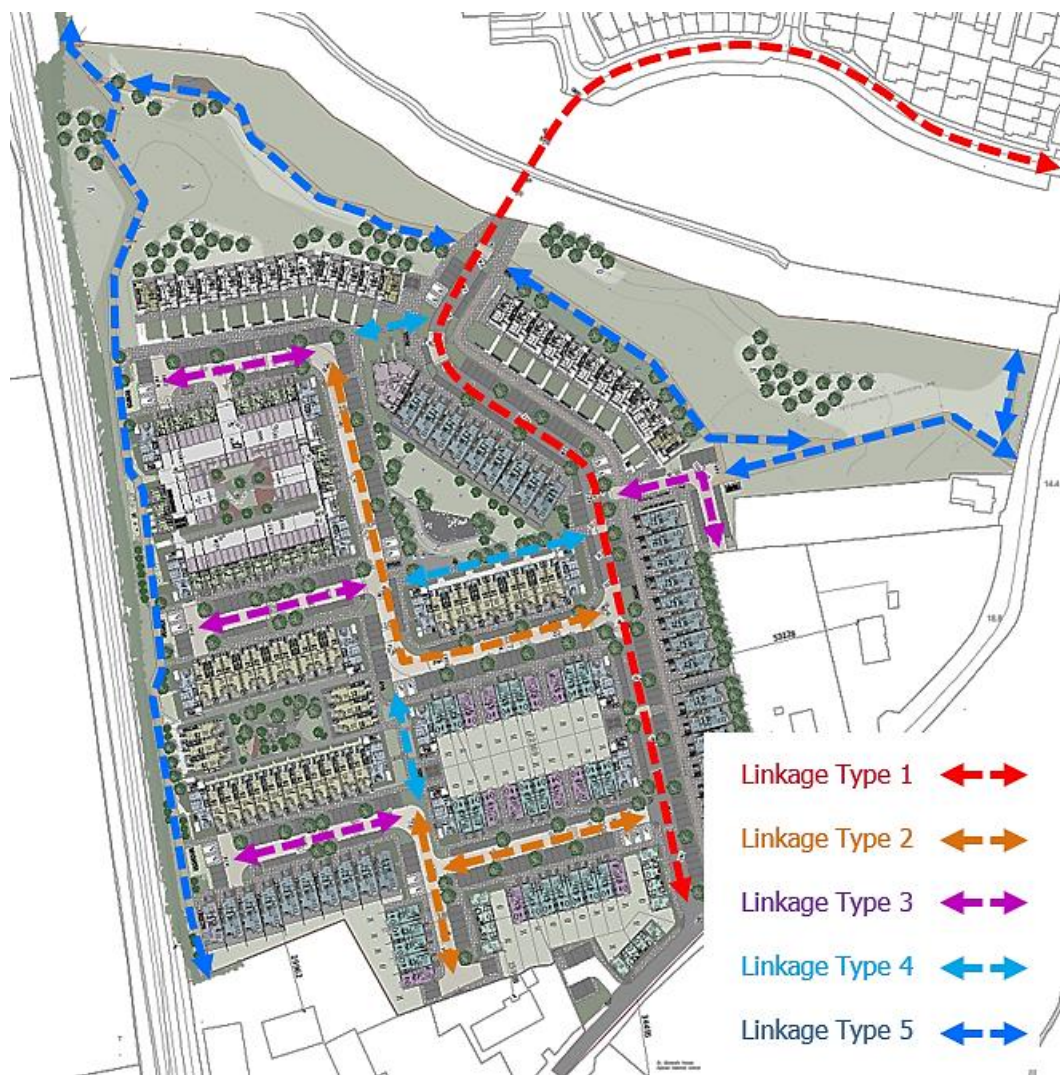


Figure 3.6: Internal Street Network by Linkage Type

- 3.2.7 The design of the internal streets have in reference to DMURS sought to (i) achieve a balance between the difference movement and place functions, (ii) accommodate all road user requirements, (iii) minimise the use of long straight sections of road carriageway with geometric initiatives introduced at appropriate spacings to actively manage and self-enforce appropriate internal vehicle speeds whilst retaining a legible street network, and (iii) to provide a positive advantage in terms of travel distance for active modes of travel.

3.3 EXISTING TRANSPORT FACILITIES & SERVICES

Road Network

- 3.3.1 Golf Links Rd runs in north-south direction along the eastern site boundary, comprising a two-way single lane carriageway with 3.0m wide traffic lanes in both directions in the vicinity of the site. Golf Links Rd adjacent to the subject site access contains road markings and continue northbound towards the Golf Links Rd/Miller's Ln/Shenick Rd staggered junction, and southbound towards Baldongan. The southbound route narrows after the road bridge structure close to Skerries Golf Club which is built over the railway line. Southeast wards Golf Link Road Continues until the Baldongan Close/Ballaghstown Lane priority junction.
- 3.3.2 The Golf Links Rd/Miller's Ln/Shenick Rd staggered junction is located to the southwest of Skerries Town Centre. This R127 junction layout currently incorporates a small three arm roundabout (approximately 28m ICD) configuration. On all three arms of the junction the approach lanes benefit from the provision of flared approach with two lanes provided at the circulation carriageway yield line. The circulation carriageway around the central landscaped island incorporates a very wide single circulation lane.
- 3.3.3 Golf Links Rd runs in north-south alignment through this slightly staggered (east-west) crossroad junction arrangement with both Millers Lane (western arm) and Shenick Rd (eastern arm) being the minor arms of the junction configuration. With the exception of Gold Links Road South, the other three arms benefit from the provision of pedestrian footpaths along both sides of the streets (**Figure 3.7**).



Figure 3.7: Golf Links Rd/Miller's Ln/Shenick Rd Staggered Junction

- 3.3.4 The main Dublin-Belfast rail corridor is located a short distance to the west of the Skerries Rd/Dublin Rd/Miller's Ln three-Arm roundabout junction on an elevated embankment (**Figure 3.8**). The southwestern arm (R127 Skerries Rd) of the existing roundabout junction is aligned through this rail embankment and facilitated by way of a road underbridge beneath the rail line. Incorporating a stone arched bridge this underbridge is a protected structure in the Fingal County Development Plan (2017-2023).
- 3.3.5 The entrance to the arched underbridge is located approximately 20m back from the roundabout circulating carriageway. Both the low level (3.44m height clearance) of the underbridge and the arched nature of the bridge structure (which limits the 3.44m height clearance to the centre of the carriageway) restricts large and high sided HGV vehicles and buses from travelling through the underbridge. Whilst private motorcars and small / medium sized light goods vehicles (LGV's) can continue two-way unopposed through the underbridge, on occasions when larger vehicles such as high sided LGV's and HGV's (below the 3.44m height clearance) seek to travel under the rail lines they are required to wait until opposing traffic movements have cleared before progressing through the underbridge along the centre of the carriageway.



Figure 3.8: Skerries Rd/Dublin Rd/Miller's Ln Three-Arm Roundabout

- 3.3.6 Travelling northbound on Dublin Rd (R127) takes vehicles towards Skerries Town while Balbriggan St. off Thomas Hand St. (R127) can be used to travel to Balbriggan. Skerries Rd (R127) travels towards Lusk in a south-westerly direction off Skerries Rd/Dublin Rd/Miller's Ln three-arm roundabout.
- 3.3.7 Travelling southbound onto Skerries Rd can also be used to access the M1 motorway which provides convenient access to Dublin City Centre to the south and the M50 which provides strategic network access across the Greater Dublin Area. Destinations such as Drogheda and Dundalk can be accessed via the M1 to the north. As introduced above a single arch railway bridge is situated at Skerries Rd west of the Skerries Rd/Dublin Rd/Miller's Ln three-arm roundabout.
- 3.3.8 To the east of the railway corridor the local road network benefits from streetlighting and is subject to 50kph vehicle speeds regulations. Whilst a narrow defensible strip is provided for those pedestrians that need to walk through the rail underbridge both the R127 Dublin Road arm (northern arm) and the Miller's Lane arm (south-eastern arm) benefit from the provision of pedestrian footpaths on both sides of the street corridors.
- 3.3.9 **Figure 3.9** below illustrates the location of the subject site within the context of the existing road network.

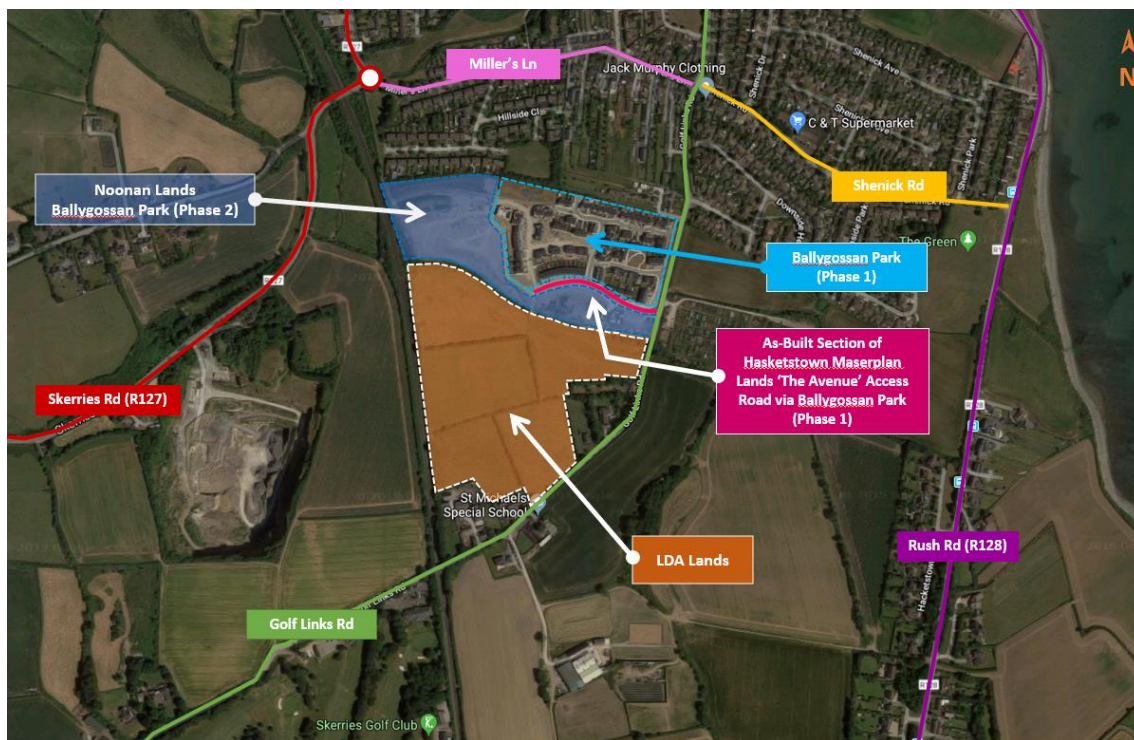


Figure 3.9: Existing Road Network (Source: www.google.ie/maps)

Existing Pedestrian Facilities

3.3.10 An existing shared pedestrian/bicycle 'greenway' connects (Figure 3.10) connects the R127 roundabout junction to both Hillside Gardens and the subject Hacketstown lands. The greenway begins at Ballygossan Park and is approximately 350m in length. **Figure 3.10: Left** shows the footway beginning at Ballygossan Park while **Figure 3.10: Right** shows the shared foot/cycle path terminating at the R127 Dublin Road roundabout junction.



3.10: Existing Pedestrian/Cycle Connection between Ballygossan Park & R127 Skerries Rd

3.3.11 This pedestrian/cycle link (**Figure 3.11**) proves particularly attractive for existing local residents (including those residing in Ballygossan Park) based

upon DBFL’s on-site observations. Similarly future residents of the Hacketstown development lands are also predicted to utilise this active travel connection as it offers a shorter more convenient traffic free route to Skerries Railway Station compared to the alternative route via Gold Links Road. Accordingly, it is predicted that any future development on the LAP5.A zoned lands will result in an increase in pedestrian / cyclist traffic using this link.

3.3.12 It is noted that whilst the above pedestrian connections accommodate pedestrians travel to and from the R127 Dublin Rd roundabout junction, the current configuration of the junction does not provide for any formal or informal road crossing facilities on any of the junctions three arms.

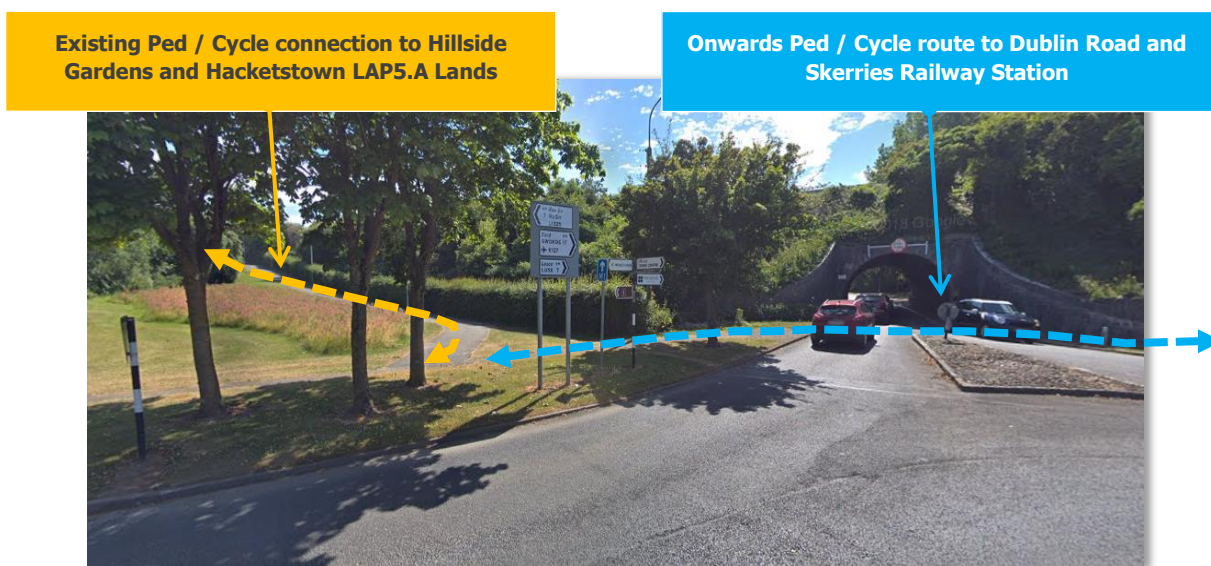


Figure 3.11: Existing Greenway Connection with Junction 2 (Source: Google Maps)

3.3.13 Golf Links Rd leading up to Downside Heights currently contains a footpath of sub-standard quality. A newly build footpath then begins at Cabra Hill on Golf Links Rd which leads into Ballygossan Park. Pedestrian and cycling facilities are provided within Ballygossan Park and is located at two locations, (i) the east of the development at Cabra Hill (**Figure 3.12**) and (ii) at the main vehicular site access of Ballygossan Park (**Figure 3.13**). In addition, a footpath is also provided immediately adjacent the access traffic allotments (as located to the east of Golf links Road) and then begins to narrow before ending opposite the existing Ballygossan Park vehicle access junction.

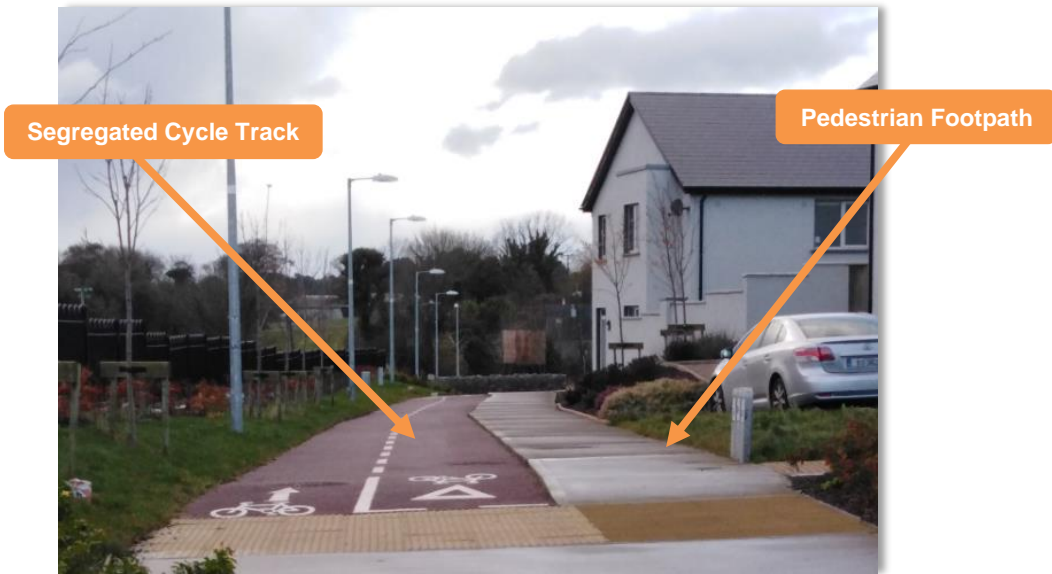


Figure 3.12: Pedestrian and Cycling Facilities At Ballygossan Park (Cabra Hill Entrance)



Figure 3.13: Pedestrian and Cycling Facilities At Ballygossan Park Site Access

3.3.14 The Golf Links Rd/Miller's Ln/Shenick Rd staggered junction benefits from tactile paving in access but no formal pedestrian crossing is provided. Miller's Lane heading west and Golf Links Rd heading north from this junction both contain a footpath on both sides of the road in addition to street lighting.

3.3.15 The footpath on Miller's Ln continues towards the three-arm Skerries Rd/Dublin Rd/Miller's Ln roundabout and onto Dublin Rd (R127) (**Figure 3.14**). Footpaths are also provided on Shenick Rd until the Shenick Rd/Holmpatrick Rd/Rush Rd (R128) priority junction.



Figure 3.14: Pedestrian Facilities on Miller’s Ln (Towards Skerries Rd/Dublin Rd/Miller’s Ln Roundabout)

3.3.16 Pedestrian facilities are provided on both sides of Dublin Road corridor northwards Station Road. Station Rd leading towards Skerries Railway Station contains a footpath on both sides (**Figure 3.15**). Shenick Rd also benefits from having a footpath on both sides of the road and terminates at the three-arm junction with Rush Rd (R128).



Figure 3.15: Pedestrian Facilities Station on Station Rd (Towards Skerries Railway Station)

3.3.17 Skerries Town currently has limited dedicated cycling facilities but has enormous potential to become a cycling town. The Greater Dublin Area Cycle Network Plan currently proposes a number of cycle route networks within Skerries Town. These include a primary/secondary route, an inter-urban route, a feeder route and a greenway. These cycle routes have been analysed in Chapter 3.5 of this report.

Public Transport – Bus

3.3.18 *Dublin Bus* operate route numbers 33, 33e, 33n and 33x that serve the subject site locale. The nearest bus interchange opportunities to the subject site are located on Holmpatrick Rd (R128) and is situated east of the site (approx. 850m). Bus stops on this corridor are approximately 10 minutes walking distance from the site which include stops no. 3793 and 3824 as illustrated in **Figure 3.16**.

3.3.19 Route 33e is a north/south service that departs from Abbey St Lower, Dublin and terminates in Mourne View, Skerries. Route 33n continues northbound towards Balbriggan via Skerries departing from Westmoreland St in Dublin City Centre. This route is a *Nitelink* route which exclusively operates up to midnight on Saturdays and Sundays. Route 33x provides a two-way connection from Custom House Quay to Skerries.

3.3.20 *Go-Ahead* also operates route number 33 and 33a in conjunction with Dublin Bus. Route 33 provides a connection from Balbriggan to Dublin City Centre via Skerries. Route 33a provides a link from Skerries to Dublin Airport via Rush Rd (R128) interchanges which are a 850m walk from the subject site. In addition to UCD via Dublin City Centre. This route travels on Holmpatrick and Rush Rd and serves stop no. 3824.

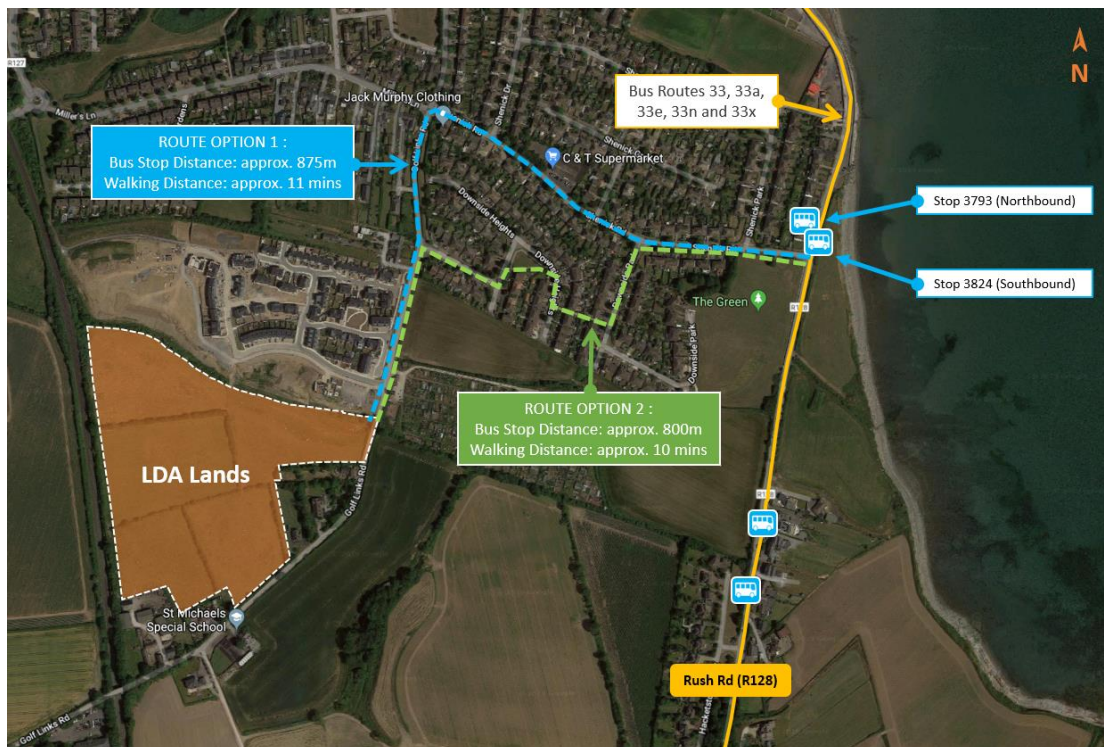


Figure 3.16: Existing Bus Stops walking distance from Subject Site

3.3.21 *Dublin Bus 33* and *Go-Ahead 33a* both operate daily and offer frequent services (i.e., every 15-20 minutes at peak times) as summarised in **Table 3.2**. Additional areas that can be accessed via route 33 by way of interchange connections at Rush, Lusk, Swords, Santry and Drumcondra.

3.3.22 *Dublin Bus 33e* provides a single one-way service and commences at 07:00 from Abbey St. Lower to Skerries. Route 33n operates every two hours from 00:00 to 04:00 on weekends as mentioned above.

Operator	Route Number	Route	Monday – Friday	Saturday	Sunday
Dublin Bus	33	Balbriggan (Via Skerries) - Abbey St. Lower	45	75	82
Go-Ahead	33a	Skerries - Swords/Dublin Airport	45	45	45
Dublin Bus	33e	Abbey St. Lower to Mourne View (Skerries)	1 Service ¹	-	-
Dublin Bus	33n	Westmoreland St. to Balbriggan	-	-	120
Dublin Bus	33x	Skerries - Custom House Quay/St. Stephen's Green	20	-	-
Fingal Express	533	Skerries – UCD (Via City Centre)	1 Service ²	-	-

¹33e: Single service commencing at 07:00 from Abbey St. Lower to Skerries.

²533: Single service commencing at 07:10 from Skerries to UCD.

Table 3.2: Bus Routes and Service Frequency in Skerries (In minutes)

Public Transport – Heavy Rail

3.3.23 The subject development site is located approximately 650m (830walking distance) to the south-east of Skerries Railway Station. Skerries has an established rail infrastructure that provides linkages to Dublin in the south, and Drogheda to the north (15 services daily on average) from where further onwards connections can be made to other regional and strategic destinations. Irish Rail also includes other local intermediate destinations as part of its Regional and Dublin commuter services.

3.3.24 **Table 3.3** below presents a summary of rail services available at Skerries Railway Station.

Route	Monday – Friday	Saturday	Sunday
Skerries to Dublin	31	20	15
Dublin to Skerries	30	21	15
Skerries to Drogheda	29	21	15
Drogheda to Skerries	30	20	15
Skerries to Dundalk	8	5	2
Dundalk to Skerries	7	5	1
Skerries to Rush & Lusk	29	19	15
Rush & Lusk to Skerries	27	21	15
Skerries to Malahide	30	19	15
Malahide to Skerries	27	21	15
Skerries to Balbriggan	30	21	15
Balbriggan to Skerries	31	20	15
Skerries to Laytown	29	21	15
Laytown to Skerries	29	19	15

Table 3.3: Rail Services to and from Skerries (No. of Services)

3.3.25 The availability, convenient access, frequency of services and range of destinations reachable via Skerries Railway station is likely to attract a number of rail users with an ultimate multi-modal trip origin/destination within the potential future development in the Hacketstown area. Such rail uses, utilising either walking, the bicycle or even motor vehicle will be required to travel via one or both of the key off-site junctions.

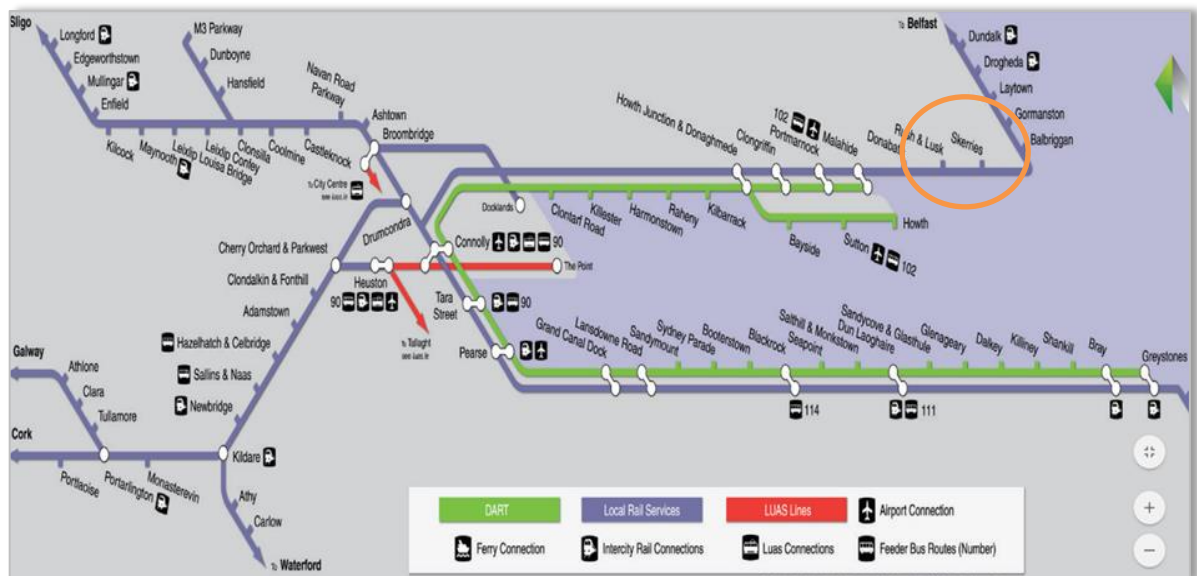


Figure 3.17: Irish Rail Network and Onwards Potential Connections from Skerries Station

3.4 SITE ACCESSIBILITY

Walking

3.4.1 **Figure 3.18** below presents the significant extent of pedestrian catchments accessible from the subject Hacketstown site for different walking times ranging from 5 minutes to 20 minutes.

3.4.2 In a 10-minutes walking timeframe, C & T Supermarket, Stack's Pharmacy and Coastal Dental Care medical clinic can be accessed. Within a 15-minute timeframe, Skerries Rugby Football Club and retail units on Strand St. are accessible. In a 20-minute timeframe, Skerries Railway Station, SuperValu, Windmill Medical Centre and Skerries Town is accessible.



Figure 3.18: Pedestrian Accessibility (Walking Time from Site) (Source: ArcGIS)

Cycling

3.4.3 **Figure 3.19** below illustrates cycle travel time catchment areas from the Hacketstown subject site. In **15 minutes** of cycling, a significant number of nearby neighbourhood centres and their employment / educational facilities in Skerries Town as well as Loughshinny village in the south are accessible. In **30 minutes** of cycling, Balbriggan, Rush and Lusk are accessible. In **45 minutes** of cycling, areas such as Balscaddan and Gormanston in the north and Donabate in the south are all accessible from the subject site.

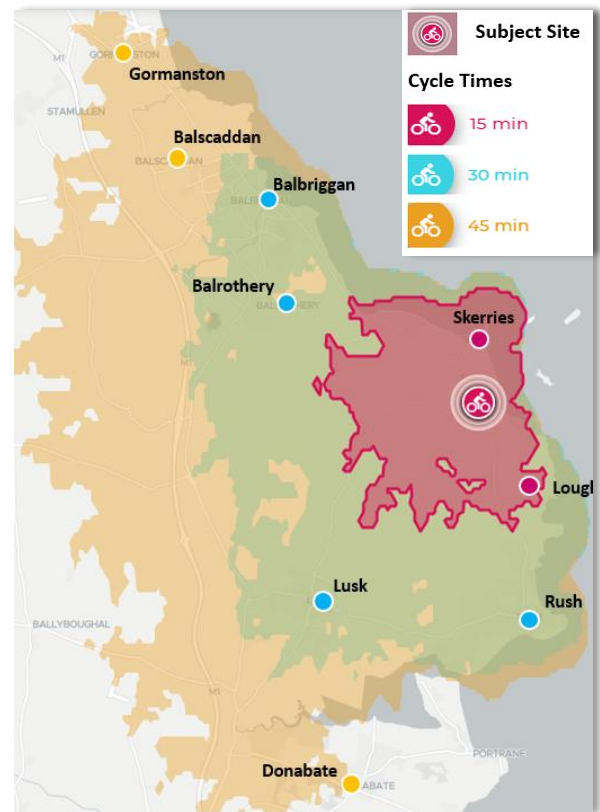


Figure 3.19: Bicycle Accessibility (Cycle Time from Hacketstown Site)
(Source: TravelTime platform)

Public Transport and Walking

3.4.4 Regarding public transport accessibility, the subject site currently benefits from a notable 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 travel times during AM peak time hours, in this case 08:00 on a Tuesday. **Figure 3.20** below illustrates an analysis of public transport catchment areas accessible from the site within a **30-minute** transit and walking timeframe. Areas such as Balbriggan, Rush and Skerries Town are easily accessible from the subject site within 30 minutes.

3.4.5 The catchment for transit and walking times within a **45-minute** timeframe from the site is illustrated in **Figure 3.20** below. Towns in Meath such as Bettystown, Donacorney, Julianstown and Laytown are accessible. Rush and the coastal towns of Donabate and Malahide in the south can be reached within 45 minutes.

3.4.6 The catchment for transit and walking times within a **60-minute** timeframe from the site is illustrated in **Figure 3.20** below. In 60 minutes, the public transport catchment is extended to include Drogheda and Mornington in the north and Naul in the west. Dublin suburbs such as Swords, Portmarnock, Clongriffin, Raheny and Dublin City Centre are accessible.

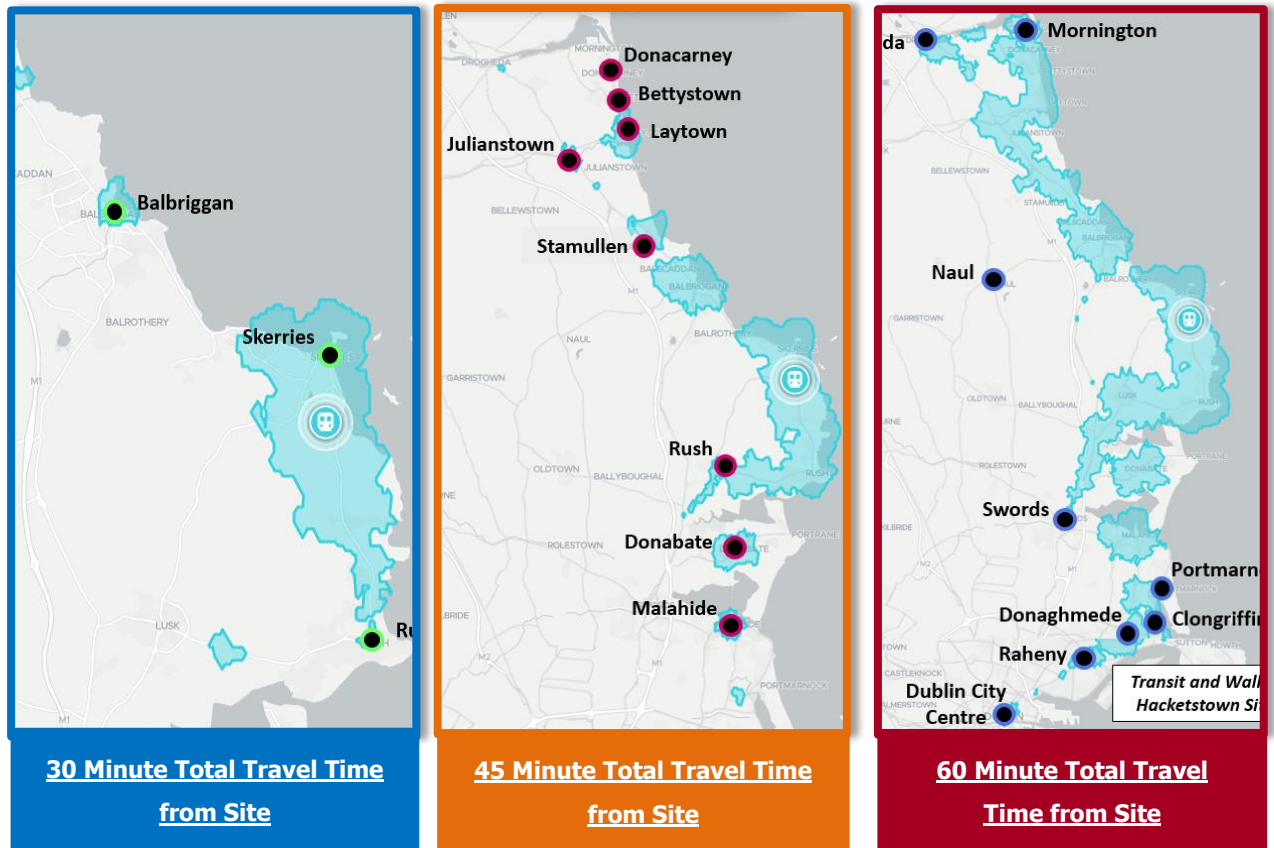


Figure 3.20: Public Transport Accessibility – Travel Time Catchments (Public Transit and Walking Time from Hacketstown Site) (Source: TravelTime platform).

3.5 PROPOSED TRANSPORT FACILITIES

GDA Cycle Network Plan

- 3.5.1 The subject site is located within the “North Fingal Sector” as outlined within the Greater Dublin Area Cycle Network Plan (2013). The Sector “extends from Balbriggan in the north to Skerries in the south. It includes the towns of Balbriggan and Skerries and the smaller village of Balrothery that is a satellite of the larger population centres and is included in the analysis of cycle route requirements”.
- 3.5.2 GDA’s Cycle Network Plan proposes four categories of cycle route networks within Skerries Town. These include an introduction of a primary/secondary route, an inter-urban route, a feeder route and a greenway. Route **F4** is proposed to begin in Lusk and ends on Golf Links Rd adjacent to the subject site. This cycle network would then shift to a feeder route which begins adjacent to the subject site and continues towards Brookville Lane in Skerries Town.
- 3.5.3 Route **SK2** will be located to the east and north of the subject site. It is proposed to run on Rush Rd, Shenick Rd, Miller’s Ln, Dublin Rd (R127) and would terminate at Skerries Harbour while Route **SK1** is planned to run on Newtown Parks.
- 3.5.4 The Cycle Network Plan also proposes the East Coast Trail (**National Route 5**) which will follow a coastal path northward from Rush rather than the Rush Rd (R128). National Route 5 would begin in Rush and continue along Skerries, Balbriggan and Gormanston. It is proposed that the coastal strip of open space along Skerries can be upgraded to accommodate a cycleway.
- 3.5.5 In summary, the Cycle Network Plan proposes the following route additions as indicated on **Figure 3.21** below.

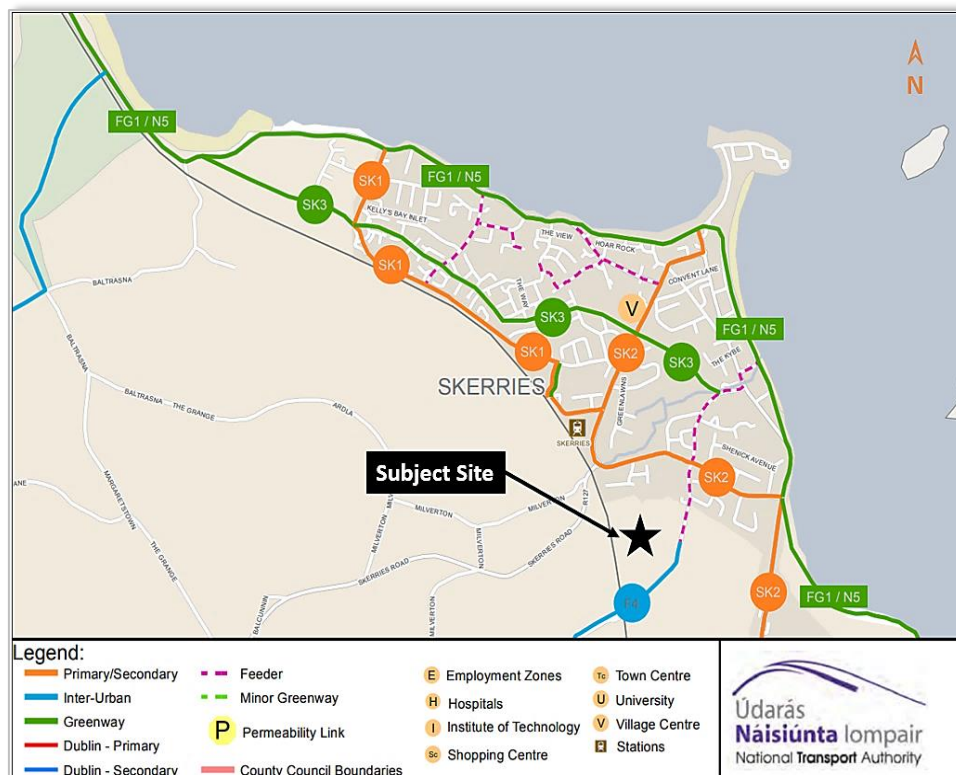


Figure 3.21: GDA Cycle Network Plan Proposals (Extract of Sheet N11: GDA Cycle Network Plan 2013)

3.5.6 The delivery of the GDA Cycle Network Plan in parallel with the level of service objectives outlined within the National Cycle Manual and the proposed offsite junction enhancements and Golf Links Road Ped/Cycle improvements (as advanced by the applicant as part of separate planning application) will result in a significant enhancement to the local and strategic cycle network which will benefit residents and visitors travelling to and from the proposed development on the subject site.

BusConnects

3.5.7 The National Transport Authority (NTA) has developed a strategic transport plan, known as *BusConnects*, which will transform and overhaul the current bus network to provide a more efficient network. The proposed network will deliver the 'next generation' of bus corridors on the busiest routes and redesign routes with the aim of offering fast, predictable and reliable bus journeys.

3.5.8 Under the BusConnects proposals, the following routes will serve Skerries and the subject site and are shown below in **Figure 3.22**:

- Route **L85**: Balbriggan – Skerries – Rush/Lusk – Swords - Airport
- Route **X76**: Skerries – Rush – Lusk – City Centre - UCD

3.5.9 Route **L85**, proposed under BusConnects, will run every 30 minutes on weekdays and weekends from Balbriggan to Dublin Airport via Skerries, Rush, Lusk and on to Swords. It is proposed to operate along Rush Rd and Holmpatrick Rd approximately 800m east of the subject site.

3.5.10 Route **X76** is exclusively a peak time route which will run from Skerries to University College Dublin (UCD) via Rush, Lusk and Dublin City Centre. This route is proposed with 5 southbound AM trips from Skerries between 6:00 and 8:00, and 5 northbound PM trips from UCD starting between 16:00 and 18:00. Both of these routes are proposed to operate along Rush Rd and Holmpatrick Rd approximately 800m east of the subject site.

3.5.11 The subject site will benefit from enhanced levels of accessibility and mobility offered by NTA Bus Connects proposals. Bus Connects will also offer improved cycle and walking facilities in addition to the efficient and high frequency bus service and connectivity.



Figure 3.22: Proposed BusConnects Routes in Skerries (Source : www.busconnects.ie)

Dublin Area Rapid Transit Expansion Programme

- 3.5.12 The Dublin Area Rapid Transit (DART+) Programme aims to modernise and improve the existing rail network, which radiates from Dublin City Centre. It will provide a sustainable, electrified, faster, reliable and user friendly rail system, which increases train frequencies and customer carrying capacity. It intends to increase the length of DART network from the currently 50km to 150km railway corridor through the electrification and upgrade of existing lines transforming commuter train travel in the Greater Dublin Area (GDA). The DART+ Programme also includes the purchase of new train fleet.
- 3.5.13 The DART+ Programme will deliver frequent, modern, electrified services within the GDA and improve connectivity to regional routes as part of the following projects:
- DART+ West - Maynooth and M3 Parkway to the City Centre
 - DART+ South West - Hazelhatch & Celbridge to the City Centre
 - DART+ Coastal North - Drogheda to the City Centre Greystones
 - DART+ Coastal South - Greystones to the City Centre
- 3.5.14 This proposed DART+ Coastal North project (for which public consultation commenced in Q1 of 2022) will further increase the accessibility of Skerries and its environs. The timeline for the delivery of the Dart Expansion is unclear however the Strategy states that the strategic transport infrastructure is proposed to be delivered within the lifetime of the Strategy (i.e., 2035).
- 3.5.15 The delivery of the DART+ Coastal North project will form the third infrastructural project of the DART+ Programme in addition to DART+ West and DART+ South West. DART+ Coastal North is seeking to extend the existing electrified rail network from Malahide to Drogheda as well as increasing rail capacity on the Northern Line between Dublin City Centre and Drogheda MacBride Station, including the Howth Branch (Ref. **Figure 3.23A**).
- 3.5.16 **Figure 3.23B** below shows the Greater Dublin Area Heavy Rail Network (Commuter Rail and DART Services) in 2035. **Figure 3.23C** illustrates the planned increase in train frequency and passenger capacity for the 3-hour AM peak period for inbound/southbound services towards Dublin City Centre. Between the Drogheda and Malahide services, the number of trains will

increase from 11 to 24 while passengers number will potentially increase from 12,500 to 26,600.

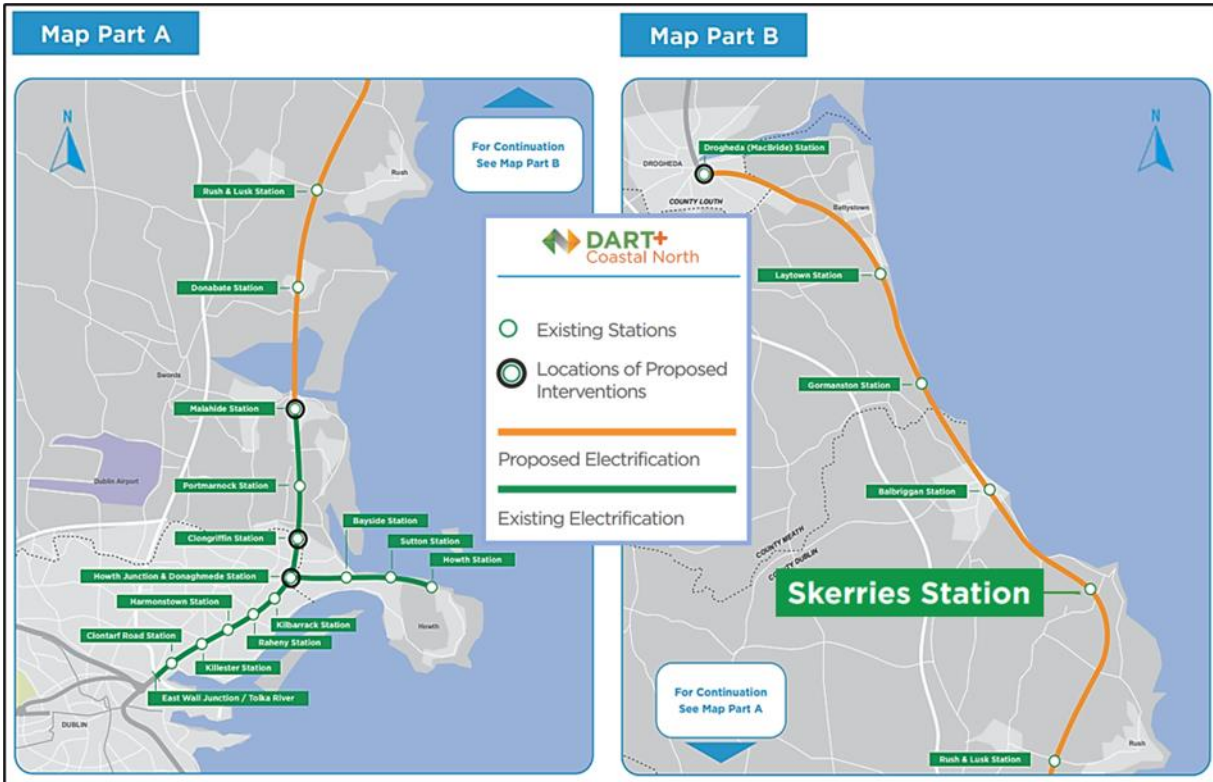


Figure 3.23A: DART+ Coastal North Programme (Source: National Transport Authority & Irish Rail)



Figure 3.23B: DART+ Programme (Source : www.irishrail.ie)

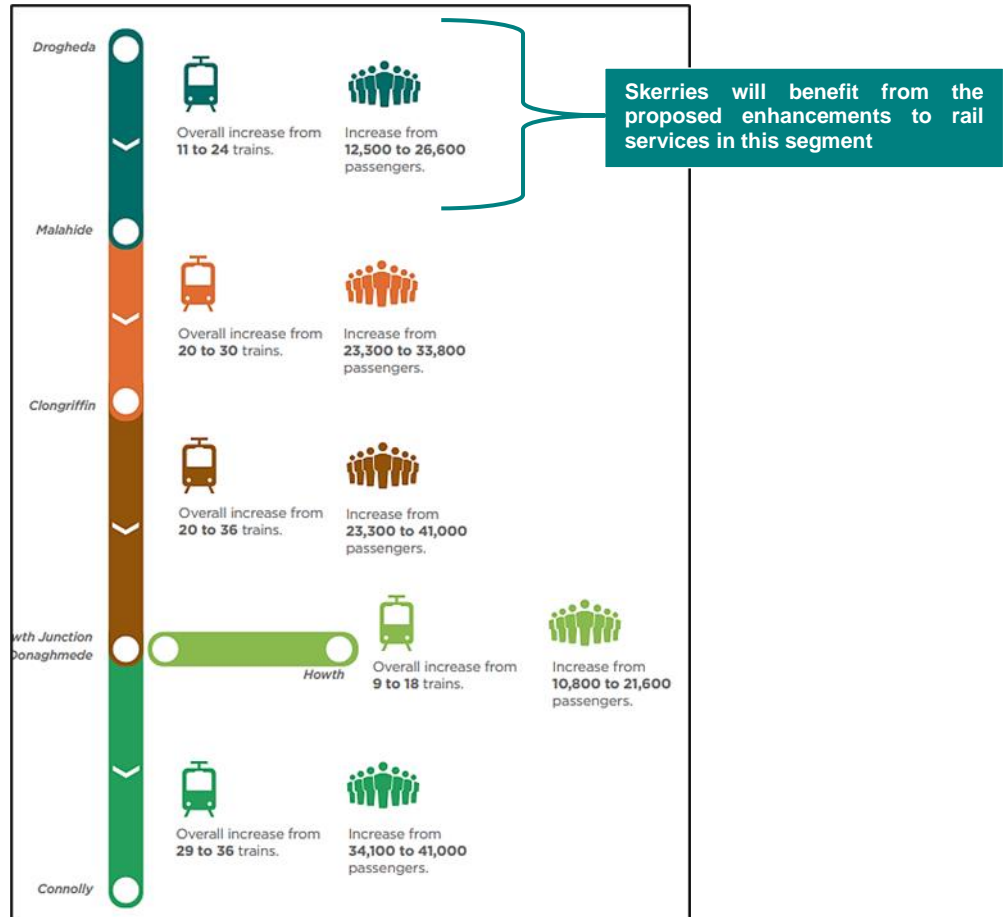


Figure 3.23C: Planned Increase In Train Frequency And Passenger Capacity (Source: NTA & Irish Rail)



CHAPTER 4

Commuter Trends & Transport Needs

4.1 INTRODUCTION

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

4.0 COMMUTER TRENDS & TRANSPORT NEEDS

4.1 INTRODUCTION

4.1.1 It is important to establish baseline trends and area specific transport needs when initially developing an MMP. The subject site is located within a primarily residential area although there are other complementary land uses nearby such as St. Michael’s Special School, Skerries Community College, Realt na Mara National School, Holmpatrick National School and Skerries Educate Together National School all within 2.5km from the Hacketstown subject site. Also, there are several leisure facilities, convenience stores and health centres accessible from the subject site as illustrated in the **Figure 4.1** below.

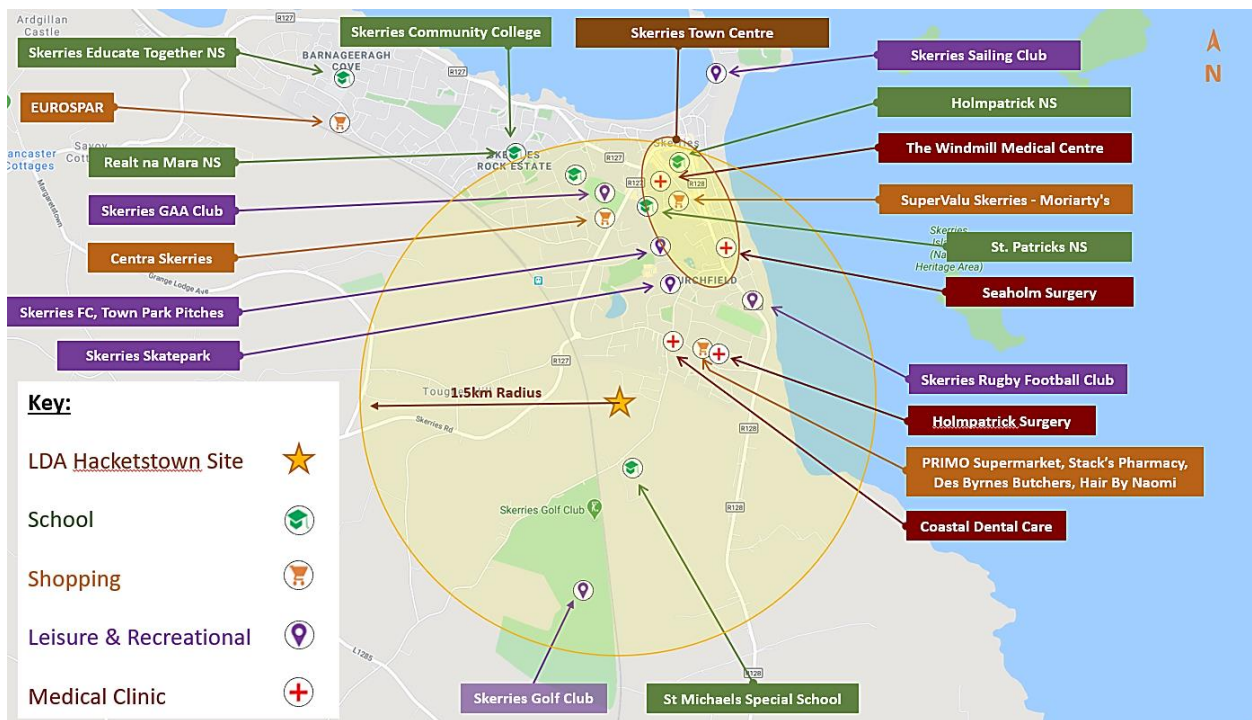


Figure 4.1: Subject Site Local Amenities

4.1.2 It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

4.1.3 Varying demographic profiles that have an immediate impact on the traffic network are commuters commuting to / from home as well as other journeys such as school pick up / drop off and shopping trips. These can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

4.1.4 In general, the current modal split for the Greater Dublin Area is indicated in the figure below (based on the latest National Household Travel Survey 2017):-

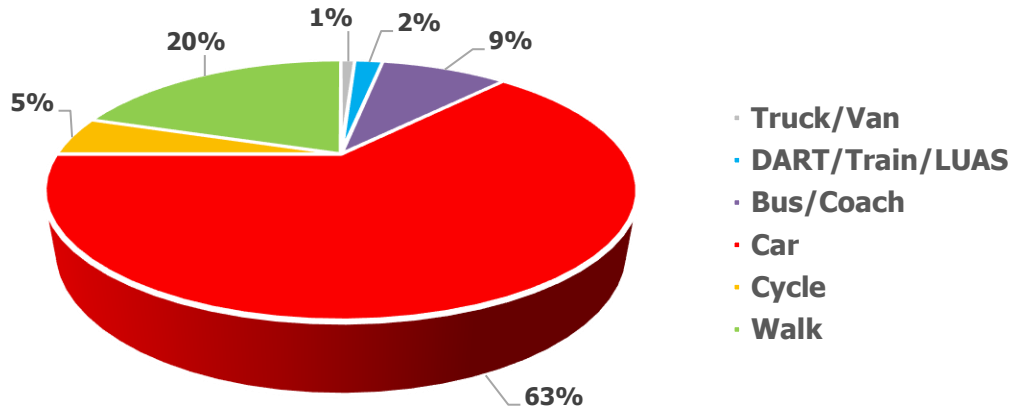


Figure 4.2: Current Modal Split in Greater Dublin Area Based on the Latest National Travel Survey 2017 (source: www.nationaltransport.ie)

4.1.5 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.). The above data reflects existing trip-based information for residential households.

Trip Purpose	Truck/Van	DART/Train/Luas	Bus/Coach	Car	Cycle	Walk
Work/Business	2%	3%	12%	65%	7%	11%
Education	0%	0%	10%	62%	4%	23%
Shopping	0%	1%	7%	65%	1%	24%
Social	0%	2%	7%	64%	5%	22%
Return Home	1%	2%	9%	62%	5%	20%
Personal	0%	1%	5%	44%	3%	48%
Other	0%	2%	4%	82%	4%	7%

Table 4.1: Purpose of Trip based on Modal Split in Greater Dublin Area

(source: www.nationaltransport.ie)

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

4.2.1 It is considered that an appropriate aim of the MMP would be to minimise the level of car trips from the subject site and promote sustainable modes of travel. 'Smarter Travel - A Sustainable Transport Future' outlines that a national transport policy exists to set a maximum of 45% of trips to be car-based by 2020, which sets an initial target for this MMP's travel trends to be analysed against. As the subject site is in vicinity of bus corridor and Skerries Railway station, therefore, the key target of this MMP is to achieve a modal split of 70% of all trips (residents, visitors and servicing traffic) undertaken by sustainable modes of travel. The MMP would subsequently seek to transfer any potential 'car' based trips onto the following modes / travel options:

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



5.1 INTRODUCTION

5.2 MMP OBJECTIVES

5.3 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 increasing residents, visitors and staff awareness to the other travel alternatives available.

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

- (a) Minimise private car use by encouraging people to walk, cycle, use public transport, car share;
- (b) Make all residents, visitors and staff aware of the sustainable transport options available to them;
- (c) Encourage the use of sustainable modes of transport;
- (d) Encourage the most efficient use of cars and other vehicles;
- (e) Reduce any transport impacts of the development on the local community;
- (f) Promote walking and cycling as a health benefit to residents and staff;
- (g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;
- (h) Promoting smarter 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 distribution of important information regarding:

- Routeing, timetable and ticketing information for bus and train services;
- The location and most convenient routes to / from local services (e.g., shops, medical facilities and schools etc.);
- Cost data comparing public transport and private car journeys; and,
- The health benefits of walking and cycling to include safety advice.

5.2.4 While 'harder' measures include:

- Car Parking Provision and Management Strategy
- Car Sharing Schemes such as GoCar
- Car Pooling
- Bike Rental Schemes

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

5.2.6 Similarly, if a resident is unaware of the availability of local shops and services, they may choose to travel a greater distance than necessary in order to access a service.

5.2.7 Accordingly, the objectives of this MMP can therefore be summarised as follows:

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

5.3 MMP ACTIONS & TARGETS

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

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

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

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

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

A4 – To undertake a baseline travel survey when 90% of the accommodation units are occupied;

A5 – To Establish Car Parking Strategy/Plan

A6 – To update modal split targets which can be reviewed once the baseline travel characteristics are established. The development will actively manage and monitor the scheme's modal splits and implement corrective measures where required.

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

T1 – To support the residential development as a sustainable development;

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.

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

5.3.6 In order to develop an understanding for the existing travel trends within the area of the subject development site, the 2016 CSO travel data was reviewed. This data illustrates how residents within the surrounding residential estates are travelling to work/college or school. Figure 5.2 below illustrates the existing baseline modal split trends within the surrounding Small Areas of the subject site. This was chosen to provide travel trends for these areas as a collective within the Central Statistics Office’s SAPMAP using 2016 census data. The area from which data is derived for this analysis is shown in **Figure 5.1** below

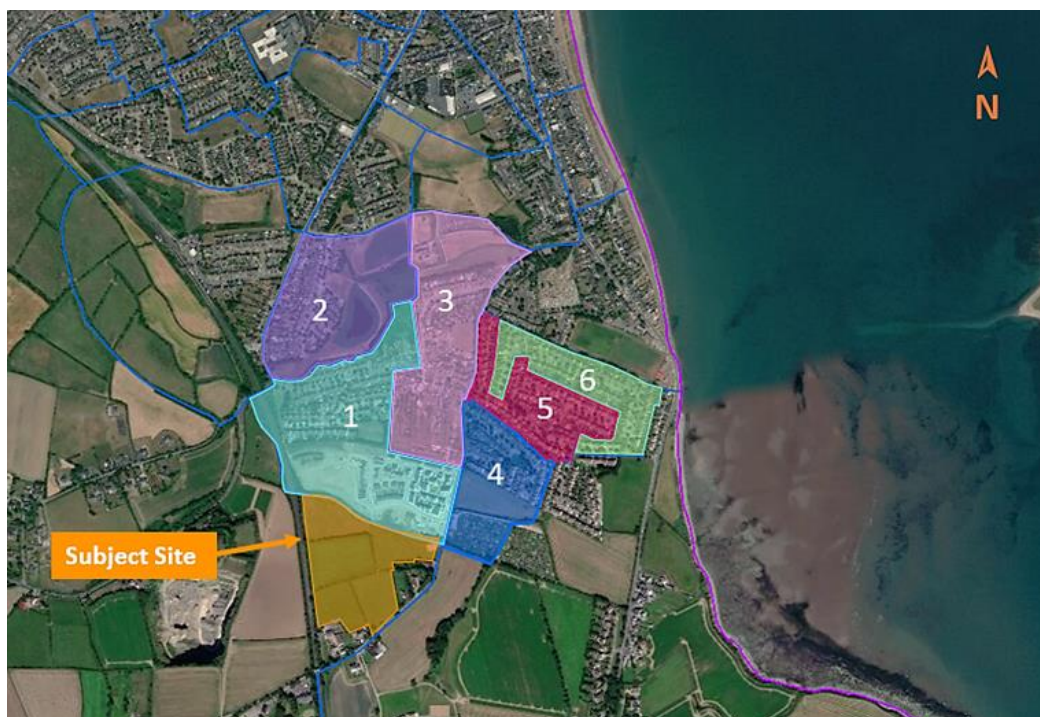


Figure 5.1: 2016 CSO SAPMAP Surrounding Small Areas

5.3.7 The local residential areas analysed include the following:

- Small Area 1 - Ballygossan Park, Golf Links Road, Hillside Gardens, Hillside Close and Miller’s Lane
- Small Area 2 - Dublin Road, Mill Hill Park, Greenlawns and Miller’s Road
- Small Area 3 - Cabra Hill, Golf Links Road and Miller’s Lane
- Small Area 4 - Golf Links Road, Downside Heights
- Small Area 5 - Shenick Road, Shenick Grove, Shenick Drive and Golf Links Road
- Small Area 6 - Shenick Road, Shenick Drive, Shenick Park and Shenick Avenue

5.3.8 The current travel trends within the existing residential areas surrounding the subject site are illustrated in **Figure 5.2** below. This graph shows the overall travel trends for trips both to Work and to School/College combined. The modal split observed shows that a high percentage of trips are currently undertaken by sustainable travel modes, which helps form a baseline for sustainable travel trends to be based upon.

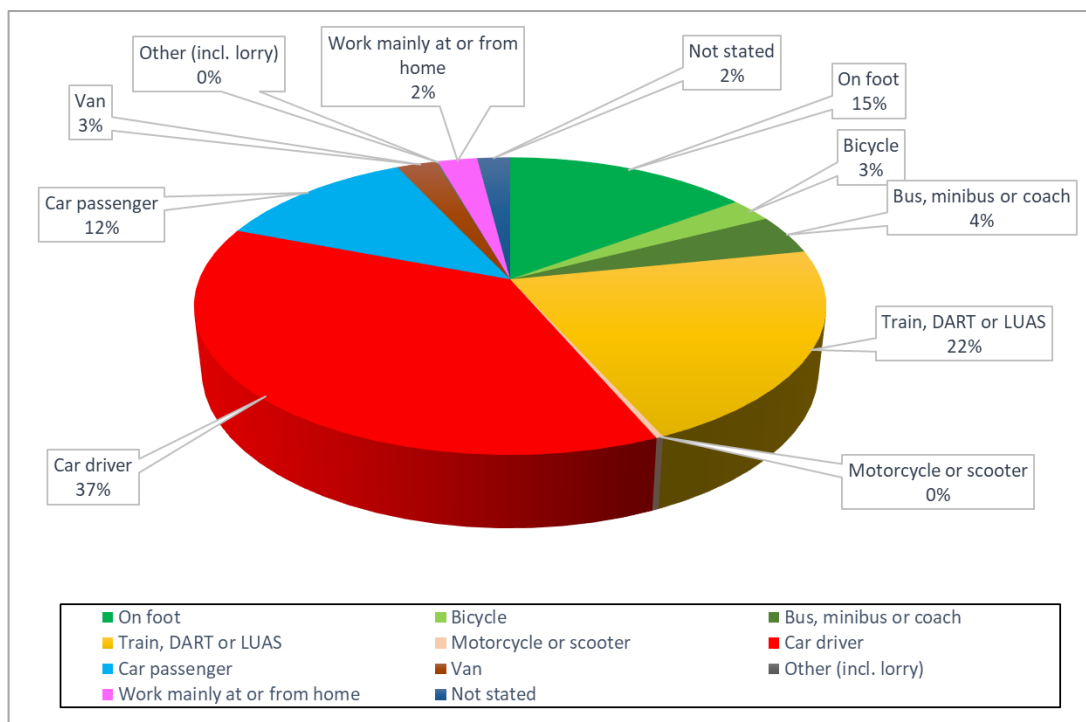


Figure 5.2: Current Modal Split for Existing Surrounding Developments

5.3.9 **Figure 5.3 - 5.4** below illustrates the MMP 1st Year Target and 5-year Modal Split Target respectively, which have been set out for the proposed development site.

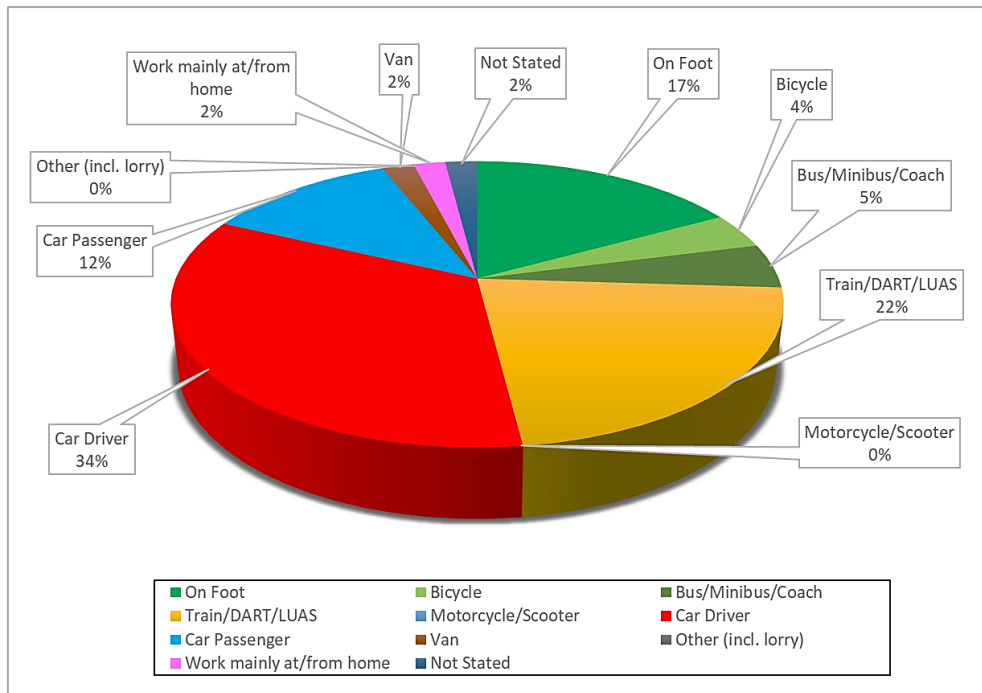


Figure 5.3: MMP 1st Year Modal Split Target

5.3.10 **Figure 5.3** shows a slight adjustment from base travel trends observed in **Figure 5.2**, with the strategy in place to create a modal split shift towards more sustainable options such as walking, cycling, train and buses for trips undertaken to work, school and college. Bus and cycling trips undertaken for these purposes would supplement vehicle trips and allows the development to meet SmarterTravel national transport policies which state *“a maximum of 45% of trips are to be car-based by 2020.”*

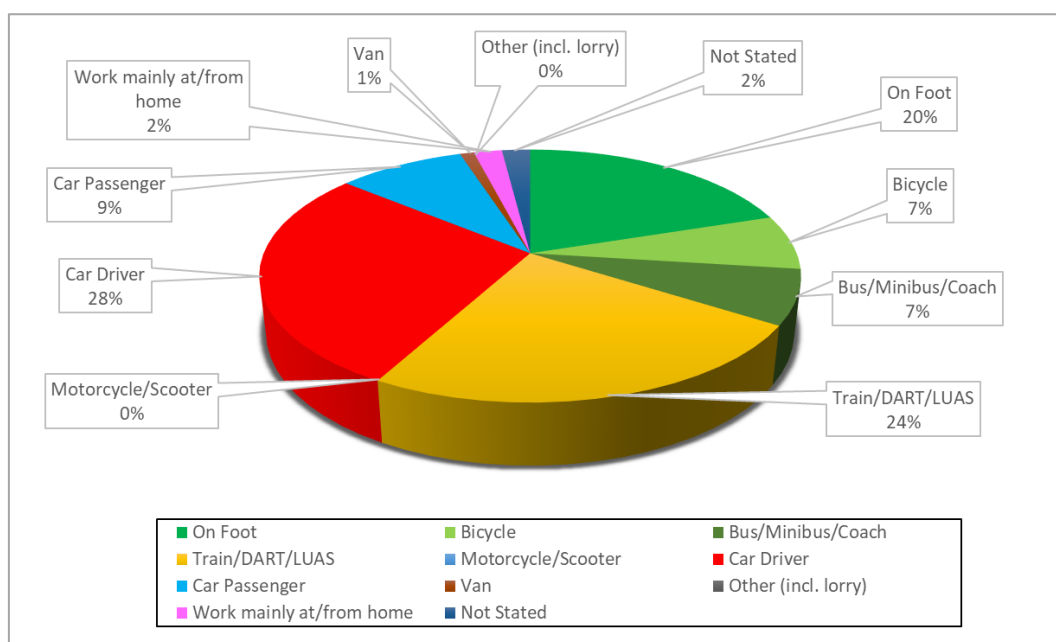


Figure 5.4: MMP 5-Year Modal Split Target

5.3.11 **Figure 5.4** above shows a modal split which moves further away from private car reliance for trips and aims to further reduce car-based trips undertaken, in accordance with SmarterTravel policies. These trips are supplemented with public transport trips, walking and cycle trips, as upgrades and changes to these networks are likely to have been undertaken in this future scenario, facilitating the residents to take up these modes of transport more comfortably.

5.3.12 **Table 5.1** outlines the proposed mode split targets for the subject site as referenced above in **Figures 5.2, 5.3 and 5.4**.

Mode of Travel	Local Area Mode Splits (CSO 2016)	1 st Year Target (2024)	MMP 5-year Target (2029)
On foot	15%	17%	20%
Bicycle	3%	4%	7%
Bus, minibus or coach	4%	5%	7%
Train, DART or LUAS	21%	22%	24%
Motorcycle or scooter	0%	0%	0%
Car driver	37%	34%	28%
Car passenger	12%	12%	9%
Van	2%	2%	1%
Other (incl. lorry)	0%	0%	0%
Work mainly at or from home	2%	2%	2%
Not stated	2%	2%	2%
Total	100%	100%	100%

Table 5.1 Interim Mode Share Targets for the Proposed Development

5.3.13 The above targets are intended to be both realistic and aspirational and to act as a motivation for the MMP in general whilst remaining attainable. These targets are subject to ongoing revision following the completion of the baseline surveys (and subsequent surveys) once the site is occupied and the input of the MMP’s key stakeholders.

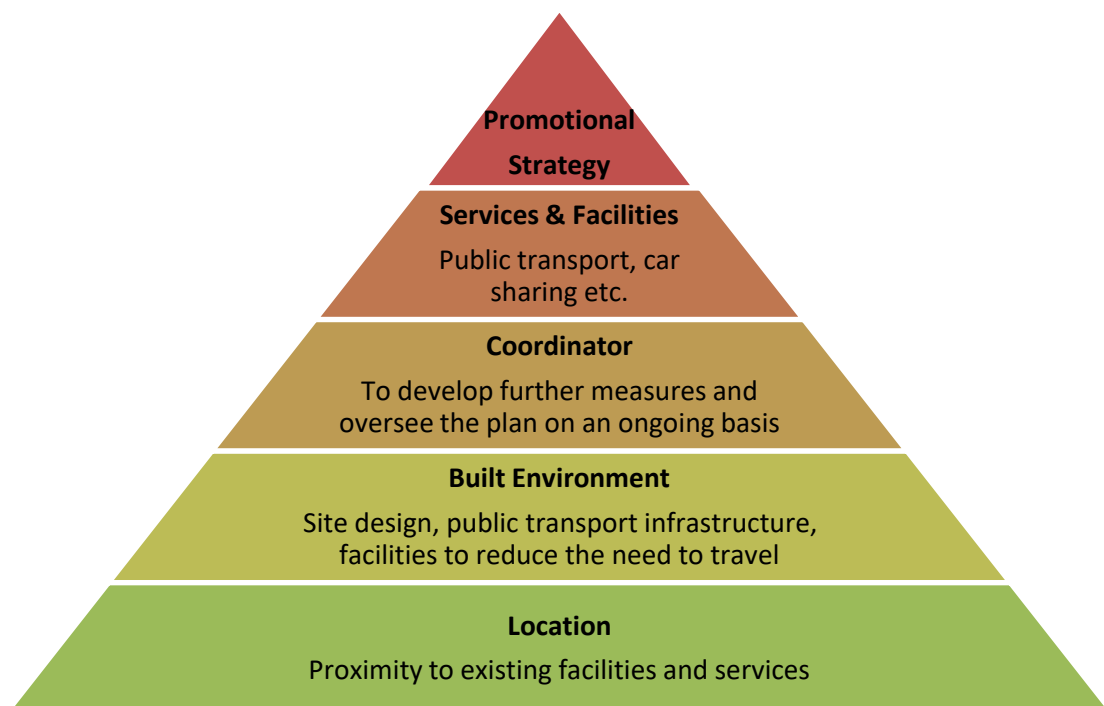


- 6.1 INTRODUCTION**
- 6.2 MODE SPECIFIC MEASURES**
- 6.3 MANAGEMENT &
MONITORING MEASURES**
- 6.4 MARKETING & PROMOTION
MEASURES**

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 residential development. The range of initiatives discussed here is by no means exhaustive but is indicative of the kind of measures available and the processes and resources required to implement them.
- 6.1.2 The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System*, DfT (UK), 2009)



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

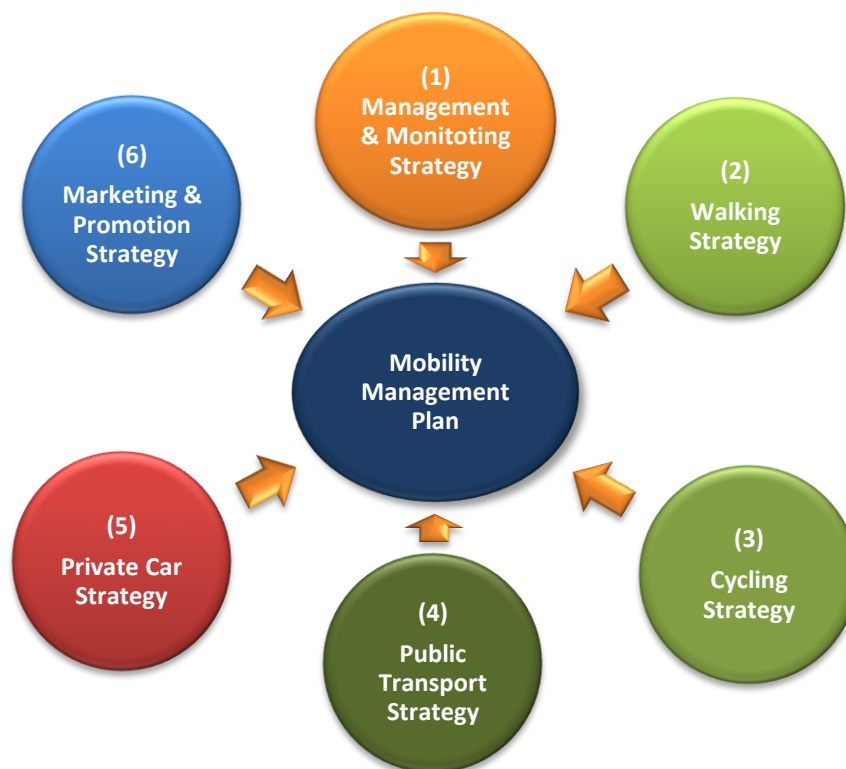


Figure 6.1: MMP Action Plan Strategies

6.2 MODE SPECIFIC MEASURES

6.2.1 The following initiatives could be promoted to enable the objectives to be fulfilled, to encourage the best choice of travel other than private car.

- a) Walking – provision of facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training, Bleeper (bike sharing service)provision;
- c) Public Transport (Bus) and Rail – discounted travel tickets
- d) The Car Parking Management Strategy including car sharing and car clubs (Go Car)

6.2.2 These mode specific measures are discussed in more detail in **Appendix A** which is appended with this document. A Parking Strategy has also been discussed in the TTA and should be referenced for further details on the Parking Management Strategy initiatives.

6.3 MANAGEMENT & MONITORING MEASURES

6.3.1 In order to ensure the success of a Mobility Management Plan, defining a Management Structure is critical to its effective implementation. Therefore, a

Mobility Manager must be appointed. This will ensure the ongoing success of the MMP.

- 6.3.2 A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.
- 6.3.3 The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents 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.
- 6.3.4 Details of these measures can be found in **Appendix B** of this document.

6.4 MARKETING & PROMOTION MEASURES

- 6.4.1 The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.
- 6.4.2 The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.
- 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 schools, colleges, local shops, health facilities, and bus stops within the local area.
- 6.4.4 Information within the Pack will include details of the listed destinations and the services and facilities they offer. In addition, contact details of the Mobility Manager will be provided. The Pack will also give details of safe pedestrian and cycle routes from the site, fare and timetable information for public transport.
- 6.4.5 A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. This, along with all of the information contained within the Pack will be available prior to occupation and will be reviewed annually and updated as necessary.

6.4.6 The methods of the marketing measures are set out in **Appendix C** of this document.



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

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

- 7.2.1 The development, implementation and coordination of the MMP in the short, medium and long term require management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

- 7.2.2 It is essential that the continued rollout and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principle 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 senior management, staff and its partners (internal and external),
 - To show that both financial and resource input is being utilised to maximum effect.
- 7.2.3 In order to ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principle management and monitoring focused initiatives of the 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	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for; <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 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 a resident 'Champion' for each mode specific 'user' group (e.g., walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new residents and staff members	-	✓	✓	-		

7.2.4 The identified Management and Monitoring strategy promotes a total of 30 measures. The implementation schedules of these measures are outlined in the graph in **Figure 7.1** below.

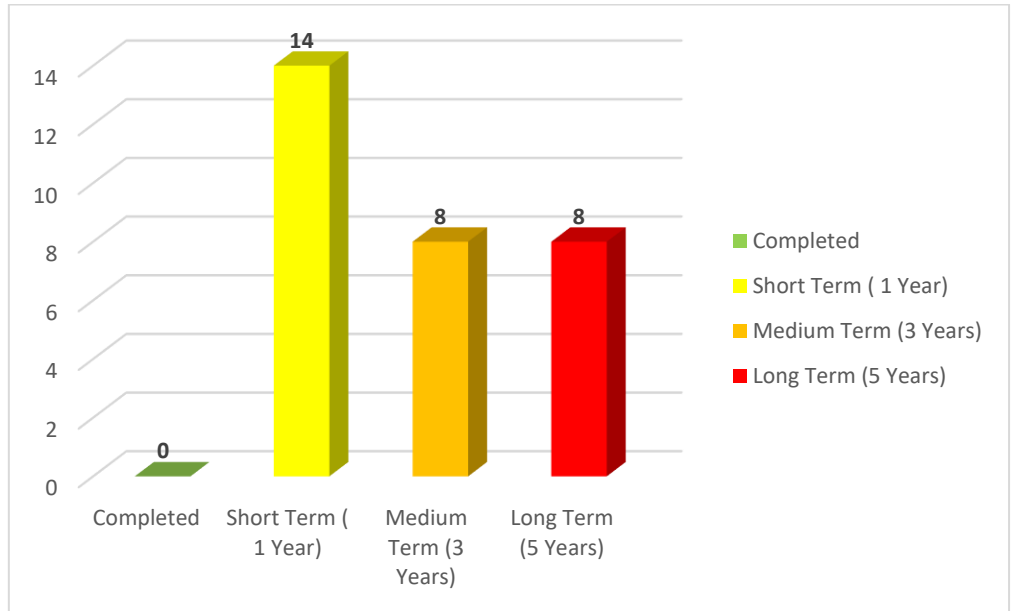


Figure 7.1: Roll-out of MMP's Management & Monitoring Initiatives

7.3 WALKING STRATEGY

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

Table 7.2: Preliminary Schedule of MMP’s Walking Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site.	-	✓	-	-		
WS 2	Create a calendar of 'Walking' Events and incentives.	-	-	-	✓		
	• WS 2a - Walk to college/work week	-	-	-	✓		
	• WS 2b - Pedestrian Training	-	-	-	✓		
	• WS 2c - Travel diary with incentive / awards scheme	-	-	-	✓		
WS 3	Set up a 'buddying' scheme to address personal security issues of walking.	-	-	✓	-		
	• WS 3a - Residents • WS 3b - Staff	-	-	✓	-		
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 10 measures. The preliminary implementation schedule of these walking initiatives is outlined in the graph in **Figure 7.2** below.

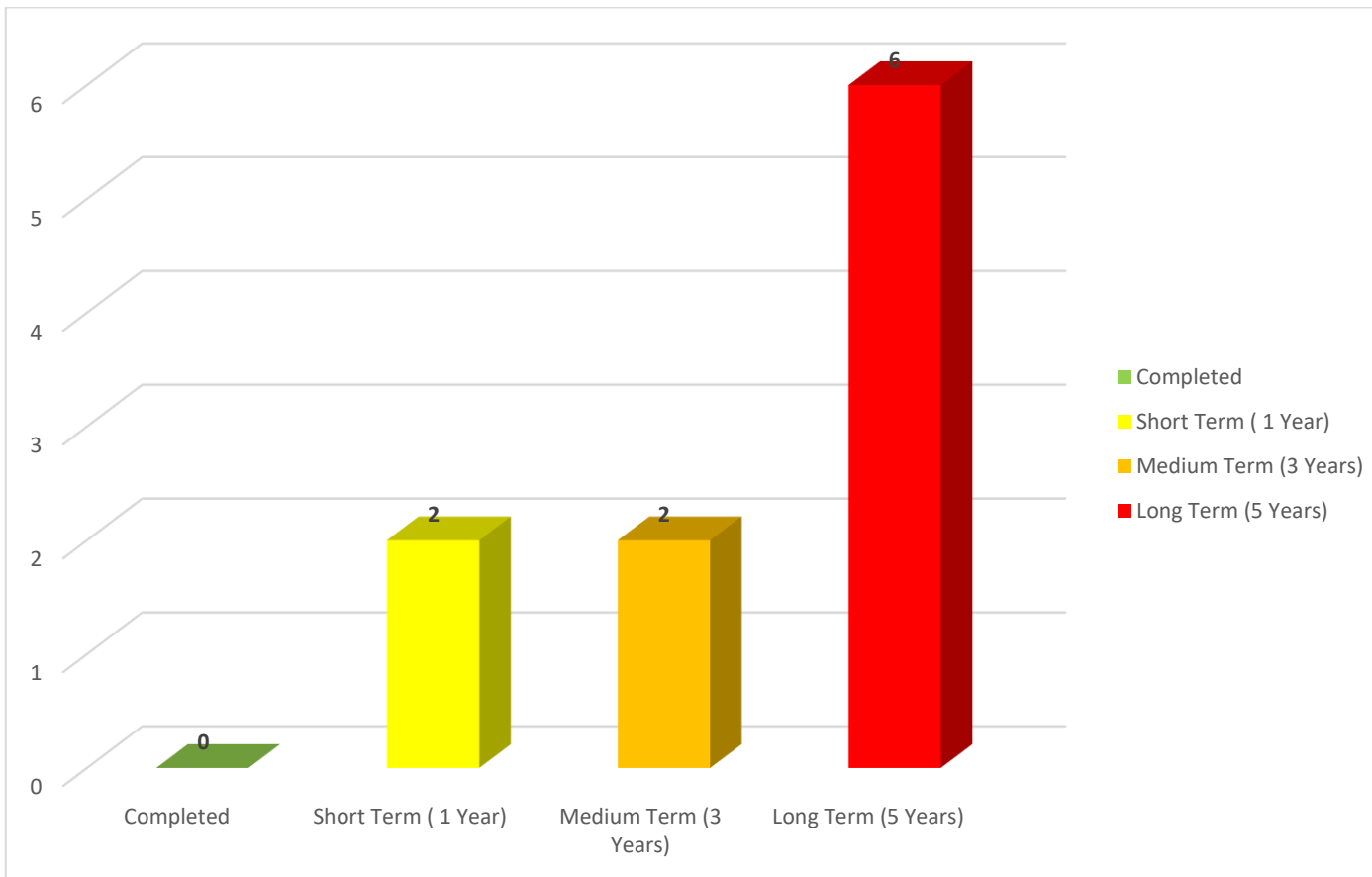


Figure 7.2: Roll-out of MMP's Walking Initiatives

7.4 CYCLING STRATEGY

7.4.1 The status and preliminary scheduling of the principle cycling focused initiatives of the MMP 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	-	-	✓	-		
CS 10	Provision of bike sharing scheme	-	-	✓	-		

7.4.2 The MMP's Cycling Strategy promotes a total of 10 measures. The preliminary implementation schedule of these cycling initiatives is outlined in the graph in **Figure 7.3** below.

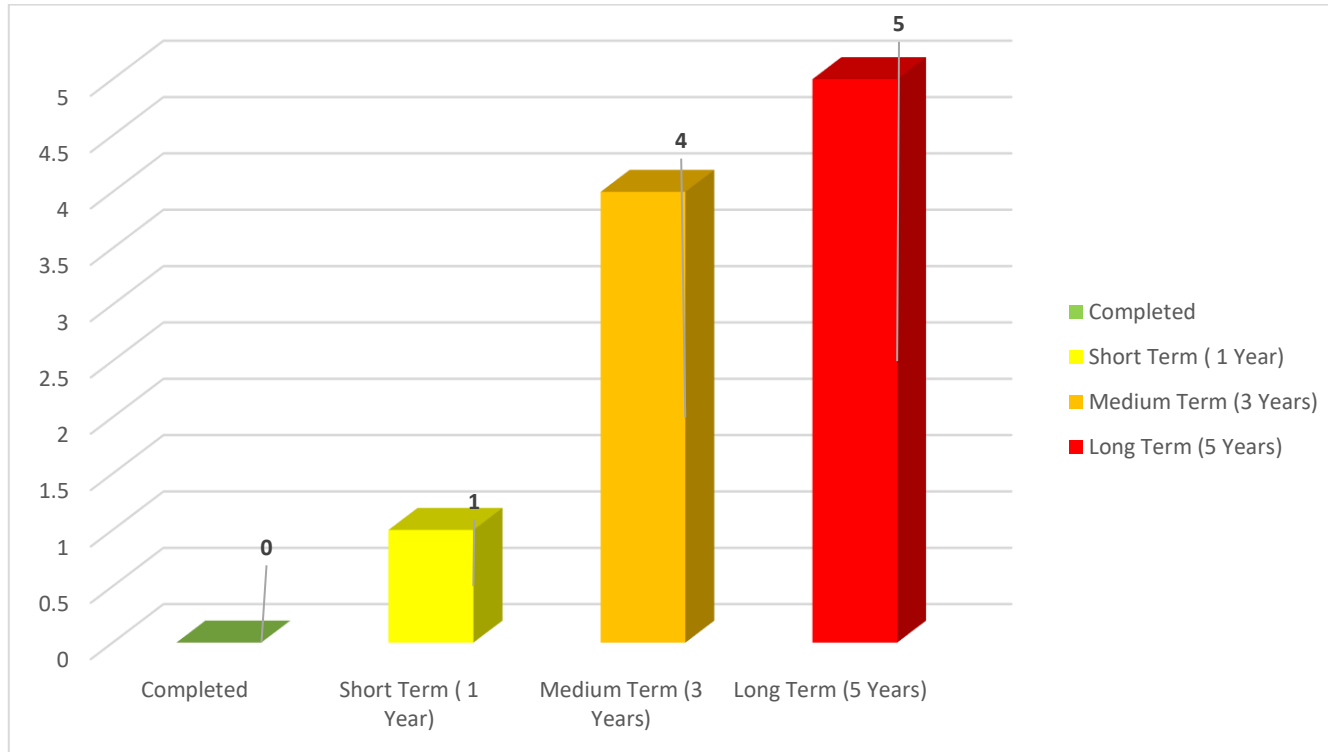


Figure 7.3: Roll-out of MMP's Cycling Initiatives

7.5 PUBLIC TRANSPORT STRATEGY

7.5.1 The status and preliminary scheduling of the principle public transport focused initiatives of the MMP 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 residents & Staff 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 NTA & Dublin Bus and the local authority, ensure all local bus stops display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
PTS 10	Travel diary with incentive / awards scheme	-	-	-	✓		

7.5.2 The identified Public Transport strategy promotes a total of 11 measures. The implementation schedule of these measures is outlined in the **graph in Figure 7.4** below.

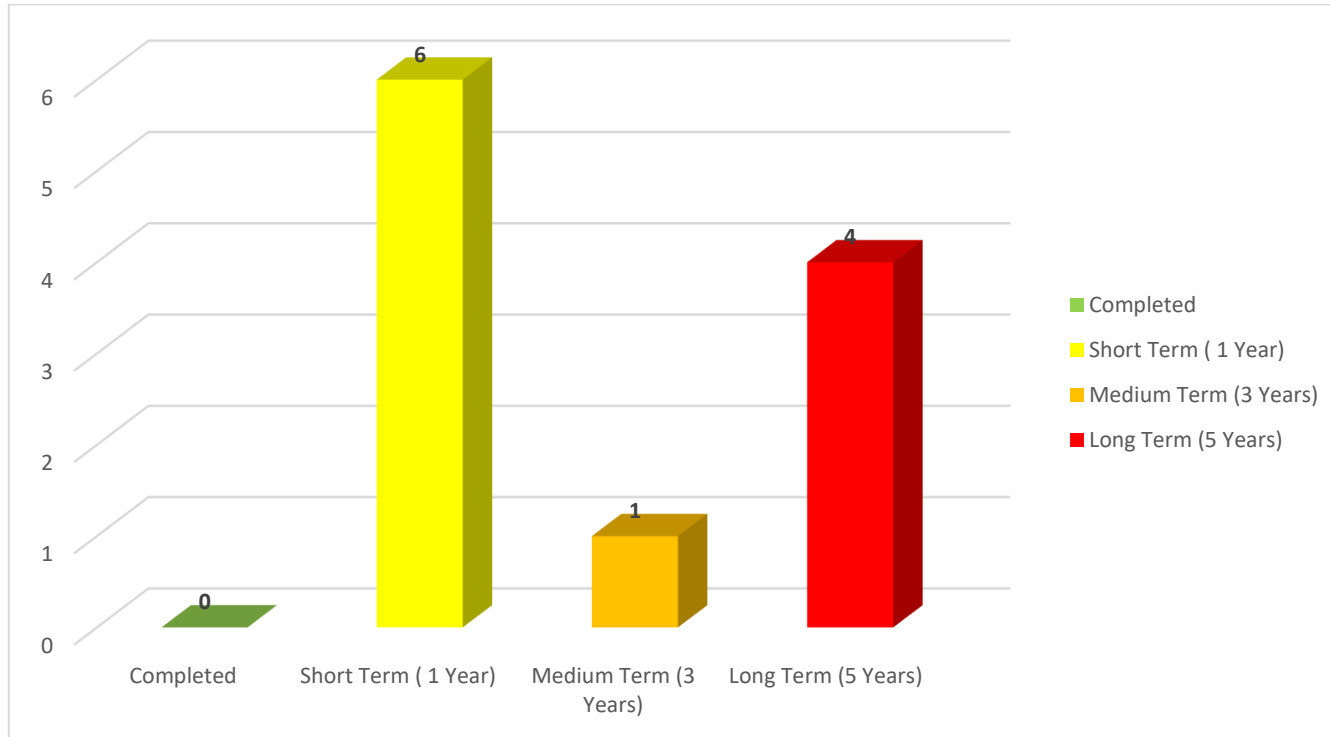


Figure 7.4: Roll-out of MMP's Public Transport Initiatives

7.6 PRIVATE CAR STRATEGY

7.6.1 The identified action plan and preliminary scheduling of the principle private car focused initiatives of the MMP 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	Develop Parking Management Strategy	✓	-	-	-	-	
PCS 3	Explore the opportunities of informal arrangements between staff for travel to work	-	-	✓	-		
PCS 4	Encourage use of formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 5	Explore the opportunities of informal arrangements between residents for travel to college/work	-	-	✓	-		
PCS 6	Disseminate information about GoCar.ie	✓	-	-	-		-

7.6.2 The MMP’s Private Car Strategy promotes a total of 6 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in the **graph in Figure 7.5** below.



Figure 7.5: Roll-out of MMP’s private Car Initiatives

7.7 MARKETING AND PROMOTION STRATEGY

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

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

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-		
MPS 2	Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each resident	-	✓	-	-		
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 local newsletters and other information dissemination initiatives	-	-	-	✓		
MPS 6	As part of Induction Meeting with residents and staff 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 an MMP annual newsletter for distribution to all residents	-	✓	-	-		

7.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in the graph in **Figure 7.6** below.

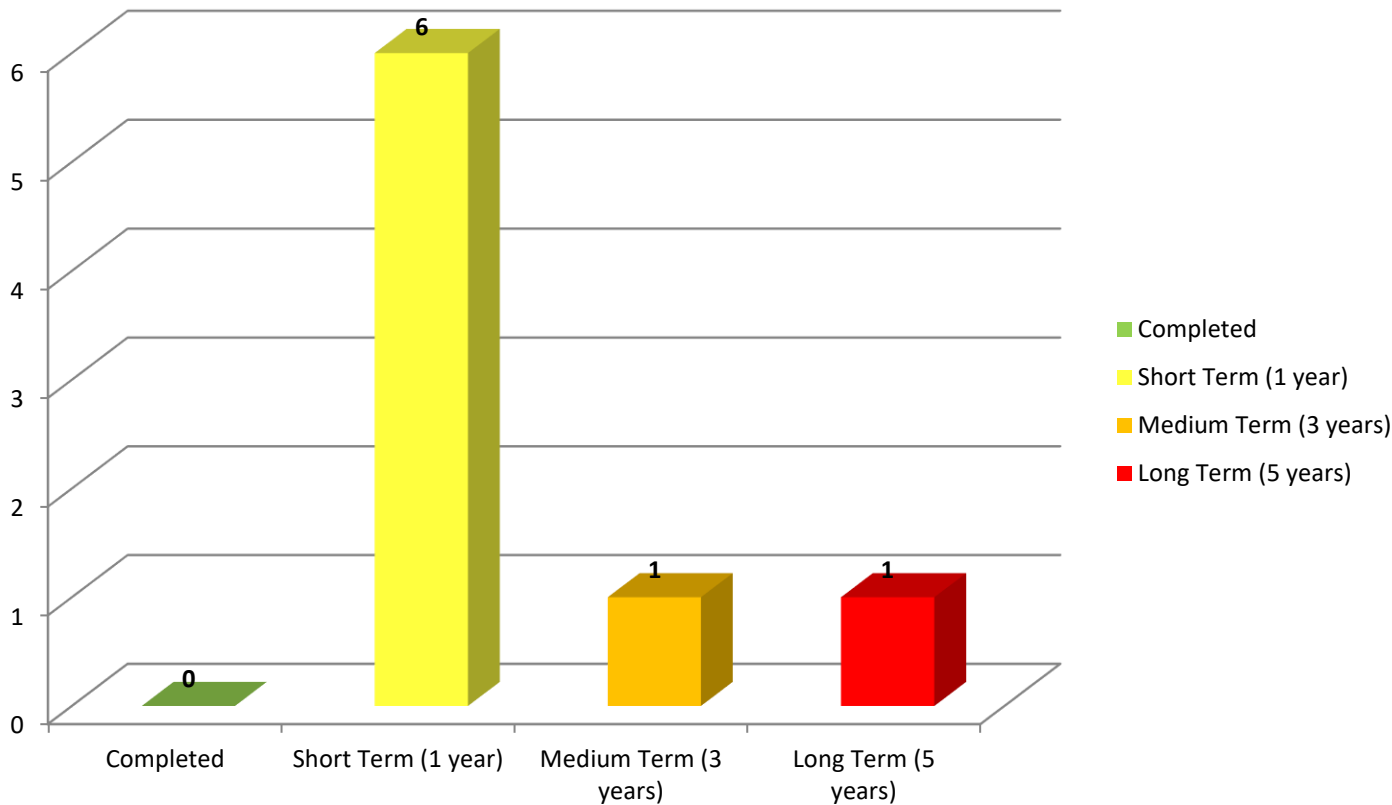


Figure 7.6: Roll-out of MMP's Marketing & Promotion Initiatives



8.1 SUMMARY AND CONCLUSION

8.0 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

- 8.1.1 This Mobility Management Plan has been prepared in support of a planning application by the LDA pertaining development to proposals incorporate a total of 345 no. residential units comprising 152 no. apartments, 154 no. duplex units and 39 no. houses.
- 8.1.2 The subject development lands are located within the southern part (6.68 hectares) of a larger zoned lands for development (16.6 hectares) which in turn is referred to as the Hacketstown Local Area Plan (LAP5.A) lands within the Fingal County Council (FCC) County Development Plan (2017-2023). These LAP5.A are located to the south of Skerries Town and immediately east of the main Dublin-Belfast rail corridor.
- 8.1.3 This MMP focuses primarily on how residents and visitors can be encouraged to use sustainable means of transport to and from the site.
- 8.1.4 DBFL Consulting Engineers have compiled this 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.
- 8.1.5 The measures proposed in this document will not only benefit the residents but will also help to mitigate any transport impacts of the development on the wider local community.
- 8.1.6 The identified preliminary action plan promotes a total of 75 initiatives across 6 sub strategy themes as presented in the Pie Chart below.

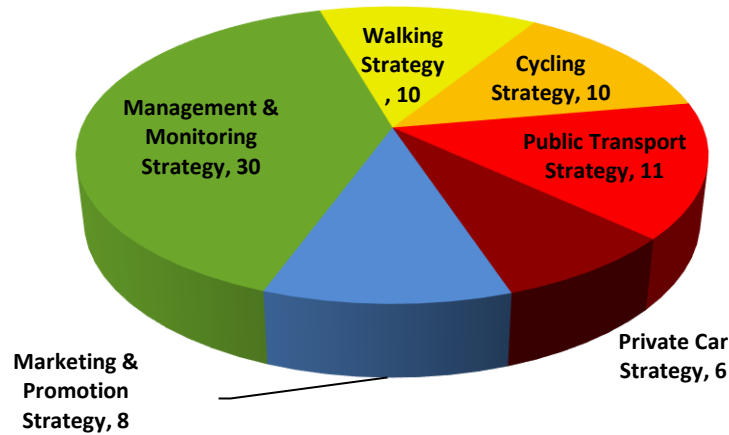
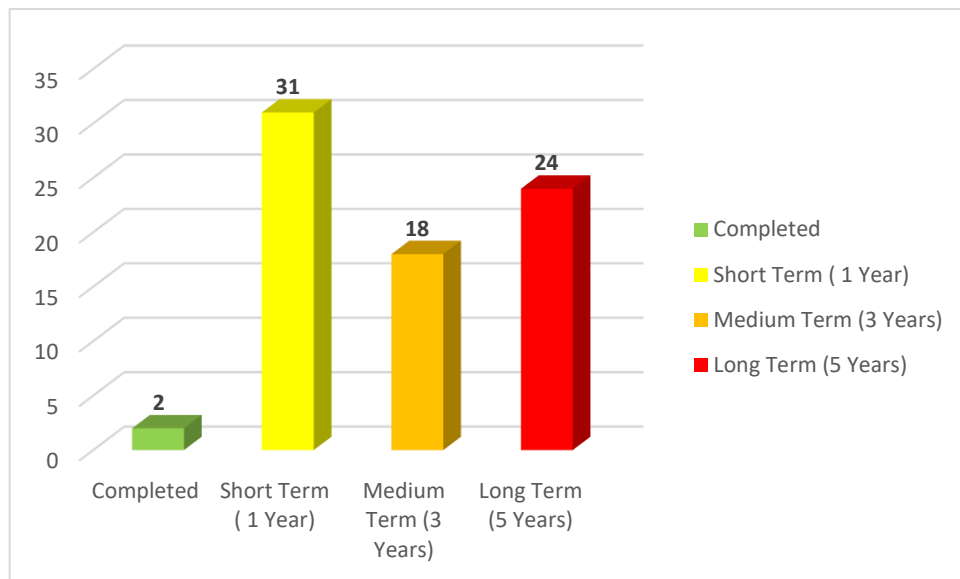


Figure 8.1: MMP Sub Strategy Themes & Initiatives

8.1.7 The implementation schedule of identified 75 MMP initiatives is outlined in **Graph 8.1** below. A total of 2 initiatives (or 2.6%) of the action plan have already been completed, with a further 31 initiatives (or 41%) to be implemented within 1 year of the residential development being occupied.



Graph 8.1 Roll-out of MMP's Initiatives

8.1.8 In the context of the subject residential development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan as summarised previously, this document seeks to form the basis by which;

- The specific travel characteristics for the proposed residential development are outlined and presented to the local authority, and

- Through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

Appendices

Appendix A

Mode Specific Measures

B1.0 Mode Specific Measures

Car Usage - Car Sharing

- B1.2 Car sharing is also known as lift-sharing, car-pooling or ride-sharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.
- B1.2 Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.
- B1.3 Car sharing has the aim of reducing the number of car trips made and participants have the opportunity to meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.
- B1.4 The benefits of car sharing:
- reduces transport costs
 - reduces the number of cars on the road which results in less pollution, less congestion and fewer parking issues
 - reduces the need for a private car
- B1.5 The proposed development website would have a section dedicated to the car share scheme and the residents /staff would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger. This option would be more applicable to the residents, staff and visitors of the proposed development.

Car Usage - Car Club

- B1.6 Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres

or workplaces and can be used and paid for on an hourly rate, daily or weekly basis. Individuals can join a car club; alternatively, an organisation may have a corporate package with one of the car club providers.

- B1.7 Car sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. It is noted that GoCar is available in vicinity of the subject site. Residents can obtain further information at www.gocar.ie.

Public Transport - Buses

- B1.8 Dublin Bus operate route numbers 33, 33e, 33n and 33x that serve the subject site. The nearest bus route corridor to the subject site is along Holmpatrick Rd (R128) and is situated east of the site (approx. 850m). Bus stops on this corridor are approximately 10 minutes walking distance from the site which include stops no. 3793 and 3824. These stops are for the bus routes heading northbound towards Balbriggan and heading southbound towards Rush respectively.

Walking

- B1.15 The development has been designed to ensure that there are a number of access points / gateways to facilitate permeable walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally, a distance of up to 3km is considered reasonable for walking. This distance is only indicative but can help to define target groups.
- B1.16 The health benefits of walking are a key element in promoting Mobility Management Plans. Walking improves cardiovascular fitness and burns calories. Walking will also increase your muscle tone, boost metabolism, ease stress, raise energy levels and improve sleep, which combined can also help with weight loss. Regular walking can also reduce the risk of coronary heart disease, diabetes, strokes, high blood pressure, cancer, osteoporosis and arthritis.

- B1.17 Walking will mainly be self-promoting, and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone signs or maps on notice boards. This information would also be available on the community website.
- B1.18 It is important to ensure that pedestrians are safe and are satisfied with the facilities available and their maintenance. It should be noted that: -
- Walking is truly the most-sustainable form of transportation.
 - All trips, regardless of mode, both begin and end on foot.
 - Walking needs to have a greater level of priority in most cities, like walk-signal times, safer well-lit / marked crosswalks and pedestrian zones.
 - Walking is an easy mode of travel for distances under 2km. Most people are prepared to walk between 800m to 1km to a train station or bus stop.

Cycling

- B1.19 The proposed development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.
- B1.20 The on-site cycle facilities will be linked to the existing off-site cycle routes. Also, improved cycle infrastructure will be provided as part of the Bus Connects Scheme.
- B1.21 As with many measures relating to cycling, the aim is a mixture of support, through incentives and facilities, and encouragement, through information and marketing. Incentives and facilities at both trip origin and destination / place of work, education, worship etc. can include some of the following. The MMP will highlight that many of these are available at trip end destinations:
- the provision of "pool" bicycles for short distance travel
 - the provision of well-located high-quality cycle parking facilities
 - storage, changing and shower facilities for cyclists

Appendix B

Management & Monitoring Measures

C1.0 MANAGEMENT & MONITORING MEASURES

C1.1 Introduction

C1.1.1 For the Mobility Management Plan to be successful, it is important that it is organised and managed well. The success of the Mobility Management Plan will also be subject to ongoing monitoring.

C1.2 Management Structure & Roles

C1.2.1 The appointment of a Mobility Manager / Group is critical to the success of the MMP.

C1.2.2 For the MMP to be successful it is essential that residents and staff take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by residents who will be residing at the proposed development.

Mobility Manager

C1.2.3 A Mobility Manager will therefore be appointed prior to first occupation of the site. The Mobility Manager will be employed full-time and therefore be available full-time, but their role as a Mobility Manager will be part-time (i.e., he / she will be employed for other work in addition to mobility management). Their role will include leading the implementation, monitoring and review of the Plan.

C1.2.4 A MMP needs to be monitored, co-ordinated and marketed on a regular basis to ensure that it meets its objectives and that targets are achievable and realistic. The Mobility Manager is appointed to ensure the success of this plan. The primary duties of the Mobility Manager are:

- To develop and oversee the implementation of the initiatives outlined in the plan;
- To monitor progress of the plan;
- To promote and market the plan;
- To manage public transport discount fare schemes, cycle promotion schemes and events; and
- To provide "travel advice and information" to residents and staff.

C1.2.5 To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager.

The Mobility Manager should encourage and promote the measures mentioned within this report to the commuters of the development.

Residents Group

C1.2.6 As the development approaches full occupation, individuals residing in the development will be invited to form a Residents Group.

C1.3 Monitoring

C1.3.1 Baseline conditions will be established as early as possible following the first occupations of the development. Following the baseline survey, annual surveys will be undertaken until the development is fully occupied. By this time, it is expected that the travel patterns will have been established. A review of the trends in the MMP results would then be used to identify whether further monitoring is required.

C1.3.2 The Mobility Manager will be responsible for undertaking the monitoring, the processing of results and the production of the reports with the results of the findings.

C1.3.3 The monitoring will take place in the form of Travel Surveys. These will be carried out on the same day every year. It is recommended that the timing of the Travel Survey should take place in a neutral time of year i.e., Spring or Autumn.

C1.3.4 The survey would be in the form of a questionnaire that residents would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform residents of how to complete the survey online. Residents can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

C1.3.5 It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the resident's community website.

C1.3.6 The Mobility Manager will be responsible for the preparation of the annual monitoring reports. The objective of the review will be to assess the success of the MMP and to identify potential for future improvement.

- C1.3.7 An important part of the review would be to revise information relating to public transport, cycling and walking routes to ensure that it is relevant and up to date. This is critical if residents are going to be able to rely on information when making travel choices.
- C1.3.8 The annual reports will also include a review of where targets are being met and also identify potential changes to the measures implemented by the plan where targets are not being met. Specific short-term targets will be considered and agreed to ensure progress towards the overall target. Targets will also be revised to ensure that they remain appropriate and challenging.

Appendix C

Marketing & Promotion Measures

D1.0 MARKETING MEASURES

D1.1 Raising Awareness, Marketing & Promotion

D1.1.1 The education of residents and creche staff on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the residents must be communicated in a consistent and continuous manner to sustain behavioral change.

D1.1.2 Promotion would start with the marketing of the proposed development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high-quality links provided by public transport to the Skerries Town Centre and other links are also an attractive feature for encouraging sustainable travel for future residents.

D1.1.3 Communications will include promotional initiatives and activities aimed at informing the residents of all relevant external bodies of the existing and proposed transport networks. Such initiatives will include, but not limited to:

- Internal communications channels
- Advertising – local press and media
- Publicity – promotion of benefits

D1.2 Sustainable Travel Pack

D1.2.1 Promotion of sustainable travel will continue when residents take up occupation of their new office. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

D1.2.2 The 'Welcome Pack' will be produced and approved prior to first occupation and staff will be trained in the contents of the information contained. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack' and contact details of the Mobility Manager,
- An overview of the Mobility Management Plan,
- Maps for walking, cycling and public transport,

- Timetables for public transport (i.e., Dublin Bus),
- Local taxi information,
- Car sharing and Bike Sharing schemes information,
- Information on reducing the demand for travel,
- Sustainable travel voucher to encourage walking, cycling and public transport, and
- Pedometer pack with information on the health benefits of walking.

D1.2.3 Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, residents should be made aware of the benefits of active travel modes including health and financial benefits. Key actions might include:

- Establishing a clear brand concept for green / smarter travel to and from the site. This should be incorporated in all communication with the residents regarding commuting to and from the site;
- Provide a central information point for residents in relation to travel options, this should be a physical point within the development but should also be made available on the internet. The latter could also include information on bus routes and timetables;
- New residents to the development should be informed about travel options;
- Ensure the development is included as a key destination on journey planning apps.

D1.3 Personalised Travel Plan

D1.3.1 An advisory leaflet will be provided in the 'Welcome Pack' to explain to new residents the sustainable transport options available in the MMP and that if they wish they may contact the Mobility Manager directly to discuss specific travel needs. The Mobility Manager will then use the information discussed to prepare a 'Personal Travel Plan' for that resident free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.

D1.3.2 This process will allow residents to consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised journey planning will also enable residents who might not

otherwise use public transport realise there are local services available that can suit their needs.

D1.3.3 The Mobility Manager is responsible for promoting the availability of this measure and residents will be encouraged to contact the Mobility Manager if they have any specific sustainable travel related queries.

D1.3.4 Additionally, the site developers will equip all residences with broadband compatible connection points, to enable residents to access to broadband services, which will help facilitate access to MMP information.

D1.4 Online Website

D1.4.1 A dedicated online website for the development can be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

D1.4.2 This website will act as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to residents, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities. The website will also provide links to other websites such as Dublin Bus so as to encourage residents to plan their journeys using sustainable transport.

D1.5 Smart Device Travel App

D1.5.1 A Travel App could be developed for the residents at the development as well as visitors travelling to the site. This smart device app would enable all users to gain instant access to travel information. This may include:

- Timetables, location of stops, route information, fares, and real-time information for buses.
- Interactive map showing users current location and highlighting local points of interest (e.g., closest bus stop)
- Pedometer for walkers

Appendix D

Trend in Travel Modes in Hacketstown, Skerries (Census 2016)

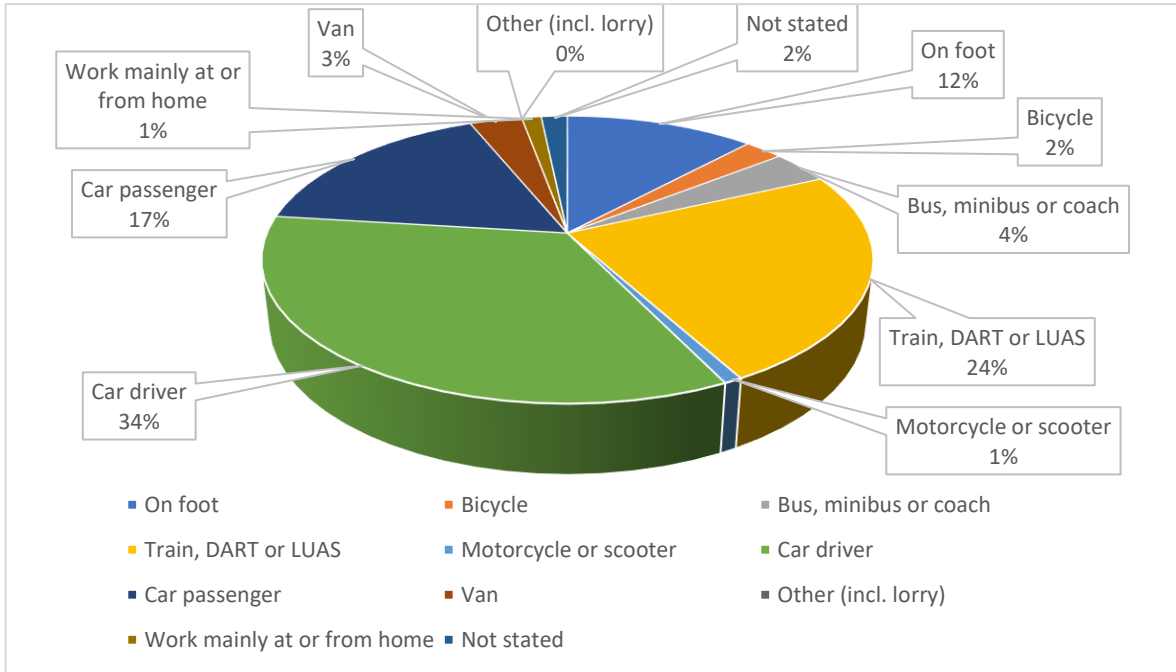


Chart A1: Modal Split at Ballygossan Park, Golf Links Road, Hillside Gardens, Hillside Close and Miller’s Lane

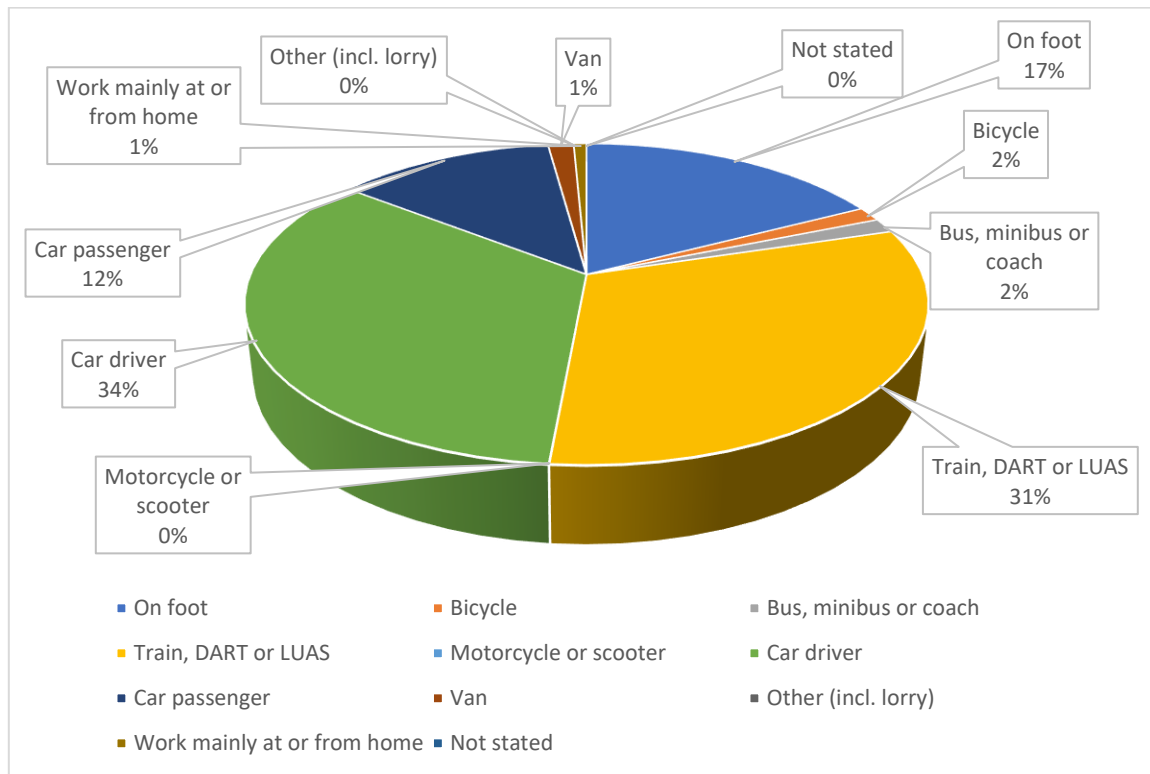


Chart A2: Modal Split at Dublin Road, Mill Hill Park, Greenlawns and Miller’s Road

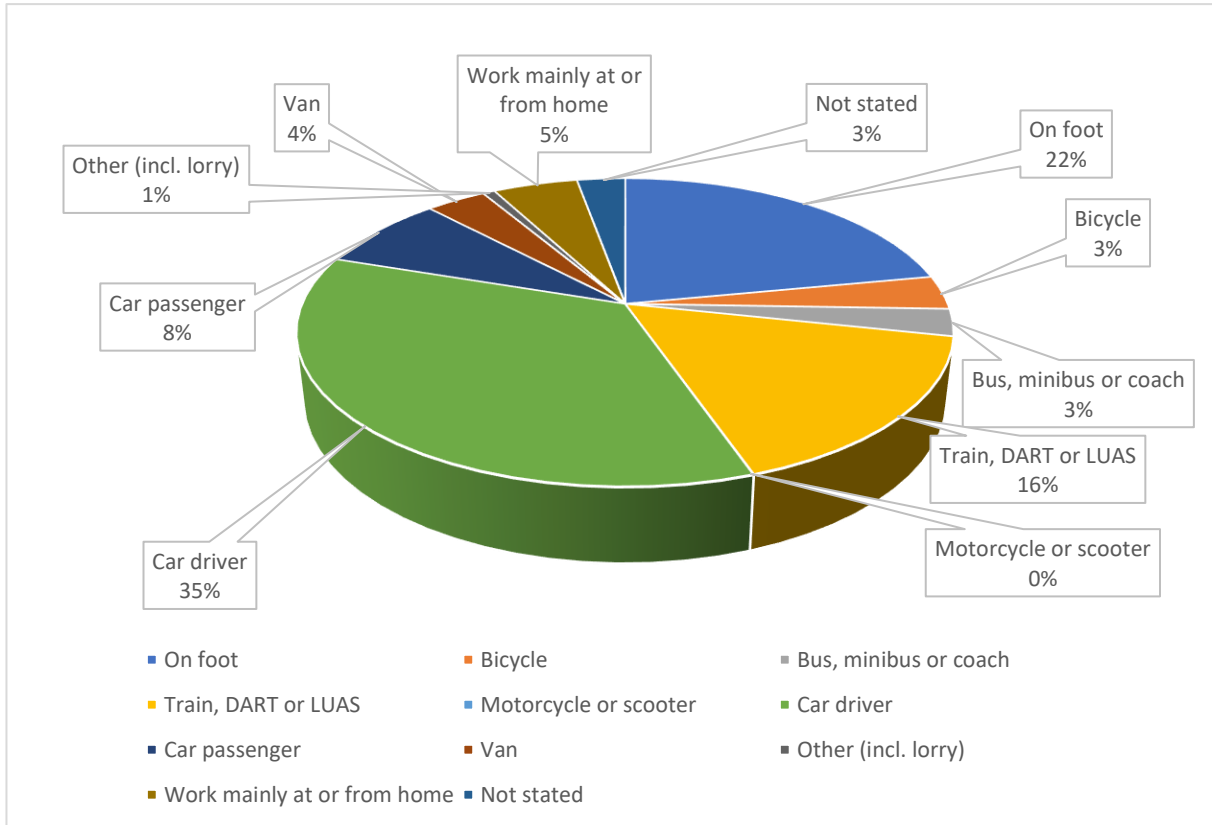


Chart A3: Modal Split at Cabra Hill, Golf Links Road and Miller's Lane

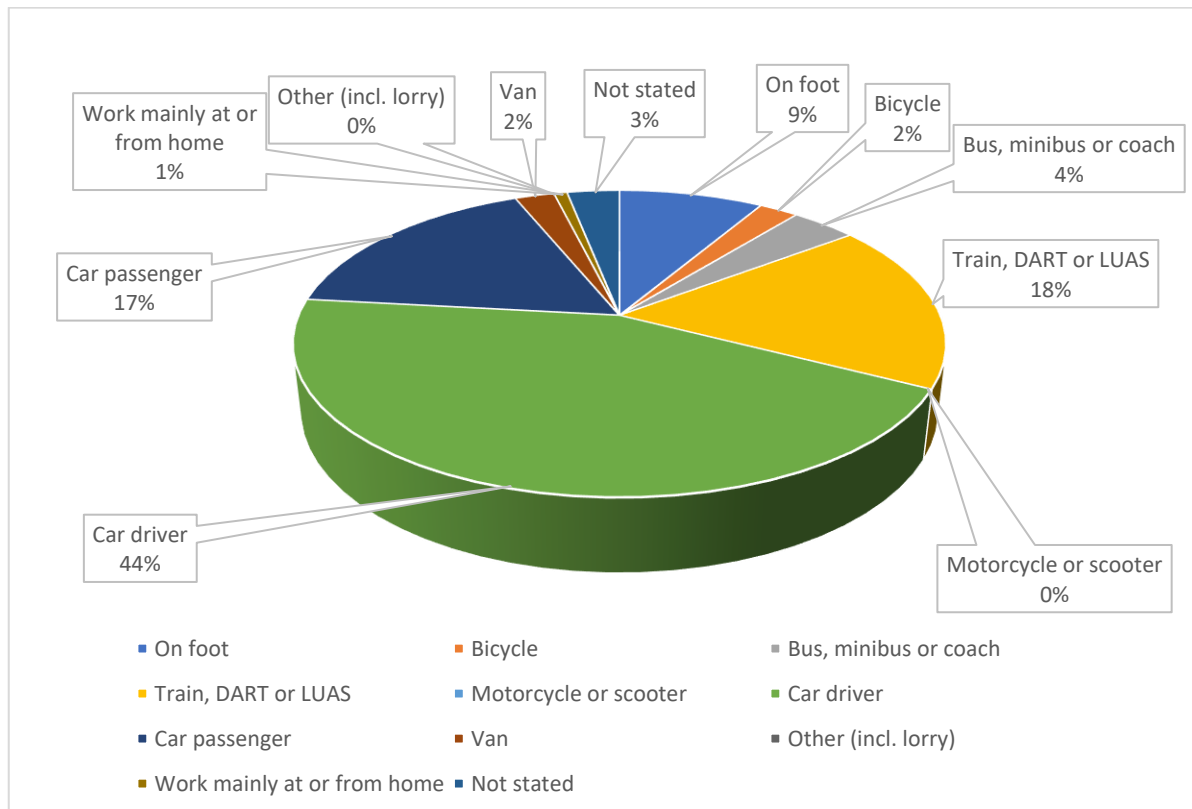


Chart A4: Modal Split at Golf Links Road, Downside Heights

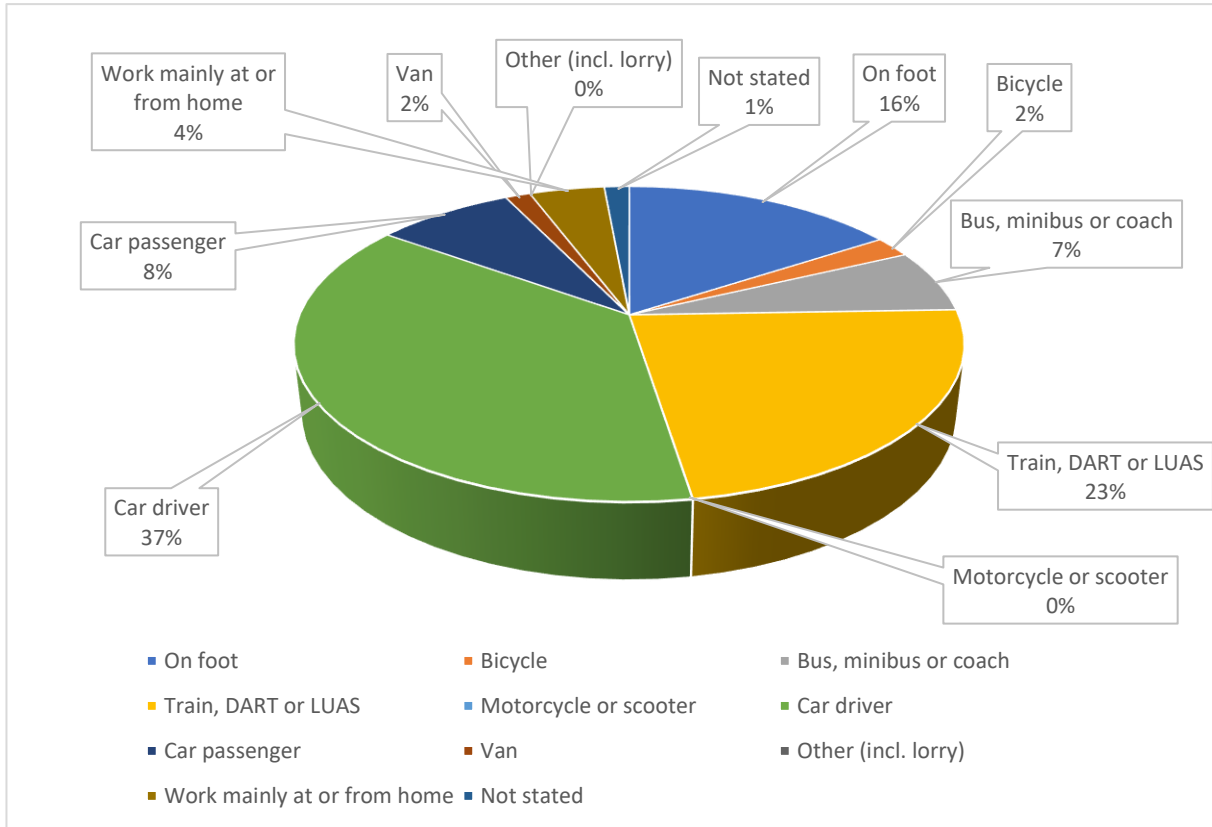


Chart A5: Modal Split at Shenick Road, Shenick Grove, Shenick Drive and Golf Links Road

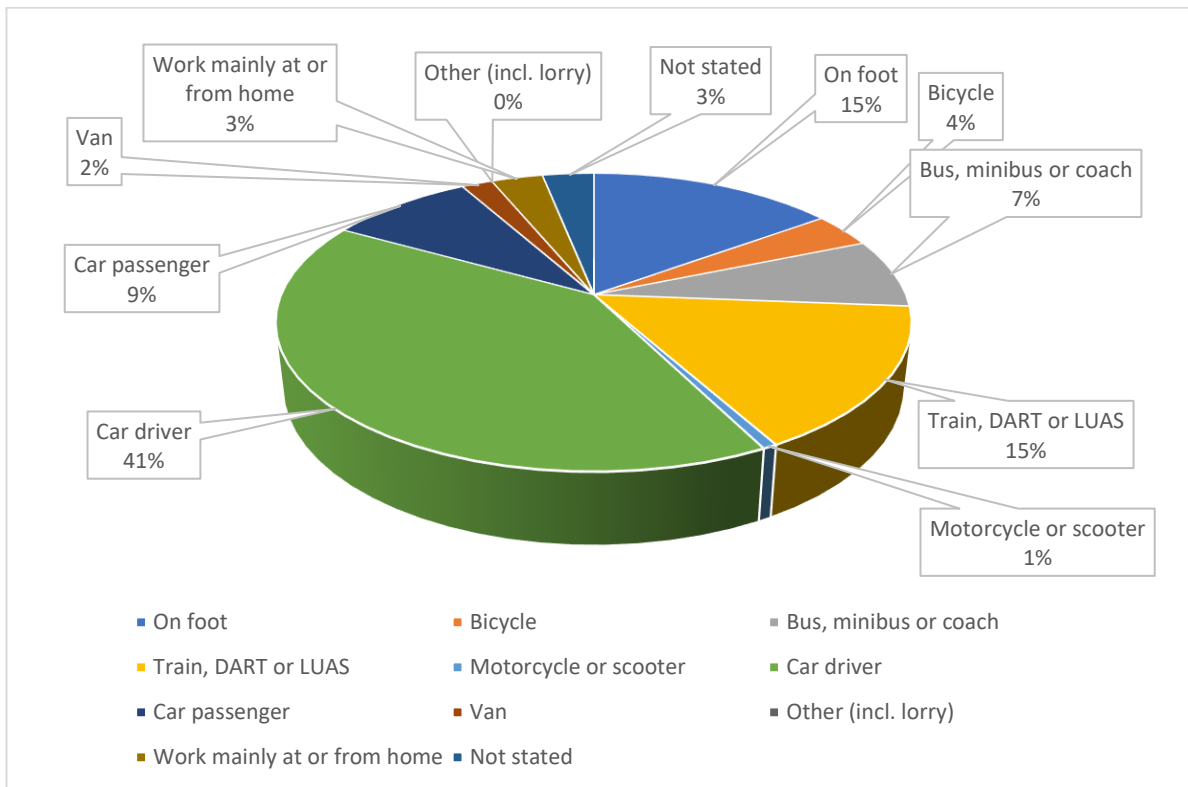


Chart A6: Modal Split at Shenick Road, Shenick Drive, Shenick Park and Shenick Avenue