

Project

Newcastle South

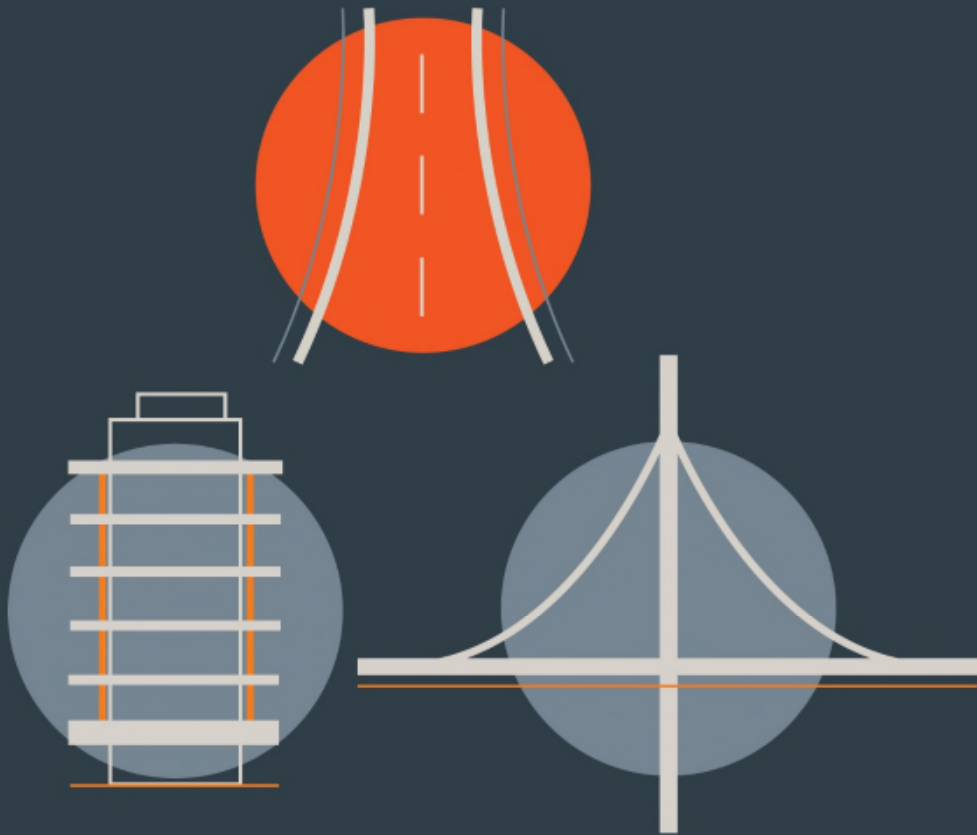
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MOBILITY MANAGEMENT PLAN

Client

Cairn Homes Properties Limited

TRANSPORTATION



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CHAPTER 1

Introduction

1.1 CONTEXT

1.2 BACKGROUND

1.3 STRUCTURE OF REPORT

1.0 INTRODUCTION

1.1 CONTEXT

- 1.1.1 DBFL Consulting Engineers (DBFL) has been commissioned by Cairn Homes Properties Ltd. to compile a Mobility Management Plan (MMP) for a proposed residential development on a greenfield site located within the Newcastle Local Area Plan (LAP) lands at Newcastle, Co. Dublin.
- 1.1.2 The proposed development will consist of the construction of 280 no. residential units including 128 no. houses (8 no. 2-bed units, 94 no. 3-bed units, 25 no. 4-bed units, 1 no. 5-bed unit) and 152 apartments / duplexes (54 no. 1-bed units, 80 no. 2-bed units, 18 no. 3-bed units) along with a 778sqm creche facility. The adjoining Graydon Residential Development is currently under construction.
- 1.1.3 This MMP should be read in conjunction with the accompanying Traffic and Transportation Assessment (TTA) Report. The MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed development.
- 1.1.4 This framework document aims to inform two distinct audiences as follows;
- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The preliminary MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.
 - The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5) and associated measures (Chapter 6).
 - The eventual **Residents** based within the proposed development who may not have a full understanding of the MMP process and objectives.

Accordingly, the process and context information as outlined in Chapter 2 will assist them in gaining an understanding of MMPs.

1.2 BACKGROUND

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

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

1.2.3 The purpose of the Mobility Management Plan is to:

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

1.2.4 The aims of the strategy are:

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

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

1.3 STRUCTURE OF REPORT

- 1.3.1 Following this introduction, the MMP framework including the definition of a MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2**.
- 1.3.2 The environment within which the proposed development MMP is placed and an overview of the scheme proposals is briefly outlined in **Chapter 3**.
- 1.3.3 The MMP context in terms of existing local travel trends is established in **Chapter 4**.
- 1.3.4 The MMP objectives and adopted targets are established in **Chapter 5**.
- 1.3.5 In **Chapter 6** the measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.
- 1.3.6 With the objective of establishing the basis for discussions with key stakeholders including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the development at the subject site.
- 1.3.7 The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.



CHAPTER 2

Mobility Management Plan Framework

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

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

2.1.1 The Dublin Transportation Office's (which has been subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled "*The Route to Sustainable Commuting*" defines a MMP as "... a package of measures put in place by an organisation to encourage and support more sustainable travel patterns ...".

2.1.2 The MMP can be developed for an individual site or group of sites and designed specifically to respond to a range of different land uses such as business (offices, retail, industrial etc.), residential and schools/ colleges/ universities.

2.1.3 Whilst the emergence and successful application of residential MMP's has only transpired over the last decade in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMP's. Accordingly, MMP's are also known by a number of other names including;

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

2.2 WHAT IS A RESIDENTIAL MOBILITY MANAGEMENT PLAN?

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

2.2.2 A successfully implemented Residential MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by public transport, walking and cycling; and improve road safety and personal security (especially for pedestrians and cyclists).

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

employment and school developments. Destination MMP's focus on a particular journey purpose while a residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

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

2.2.5 The DfT's (UK) "*Making Residential Travel Plans Work – Good Practice Guidelines*" suggest that the growing interest in residential travel planning is being driven by two factors:

- "*the increased acceptance of travel planning as a legitimate part of the transport planning toolkit and an effective mechanism in helping both to reduce congestion and to promote the use of sustainable modes of transport*"
- "*the pressure for new housing and its transport implications in many parts of the country is driving the need to find new ways of ensuring the development of more sustainable communities*".

2.3 WHO IS INVOLVED?

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

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

2.4 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

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

2.4.2 A comprehensive range of goals, and subsequent complementary secondary level objectives, can be identified with the purpose of achieving the ultimate objective of the MMP. This can be achieved through the delivery of a range of complimentary integrated initiatives which can positively influence travel behaviour and associated travel habits.

2.4.3 The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of this MMP objectives can include;

a) **For the Residents** –

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

b) **The Local Community** –

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

c) **Staff, children & parents at the Creche Facility** –

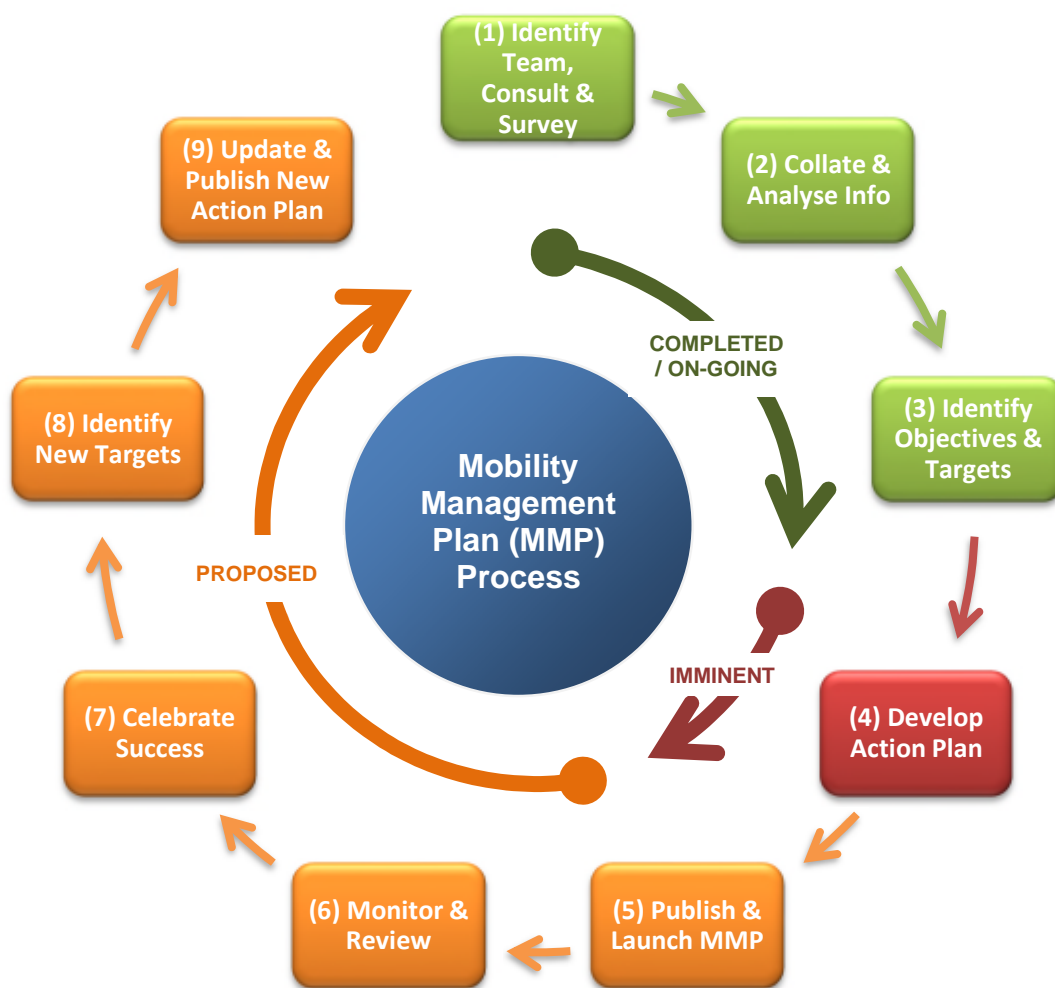
- Encourage sustainable travel practice to / from the creche,
- Ensure information is available as to the travel opportunities that do not rely on private car use.

2.5 MOBILITY MANAGEMENT PLAN PROCESS

2.5.1 Once the decision has been made to produce a MMP the process of compiling

the plan encompasses the 9 principal steps presented in **Graph 2.1** below.

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



Graph 2.1: MMP Development Process and Status

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

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

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

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

2.6.1 In the context of the development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan this document should form the basis by which;

- (a) the subject Newcastle South 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 reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

2.6.2 To enable this process to commence it is proposed that this MMP framework document, as compiled by DBFL, this report will be submitted to South Dublin County Council. At the request of the local authority, a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject development as proposed at Newcastle, Co. Dublin.

2.7 POLICY FRAMEWORK

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

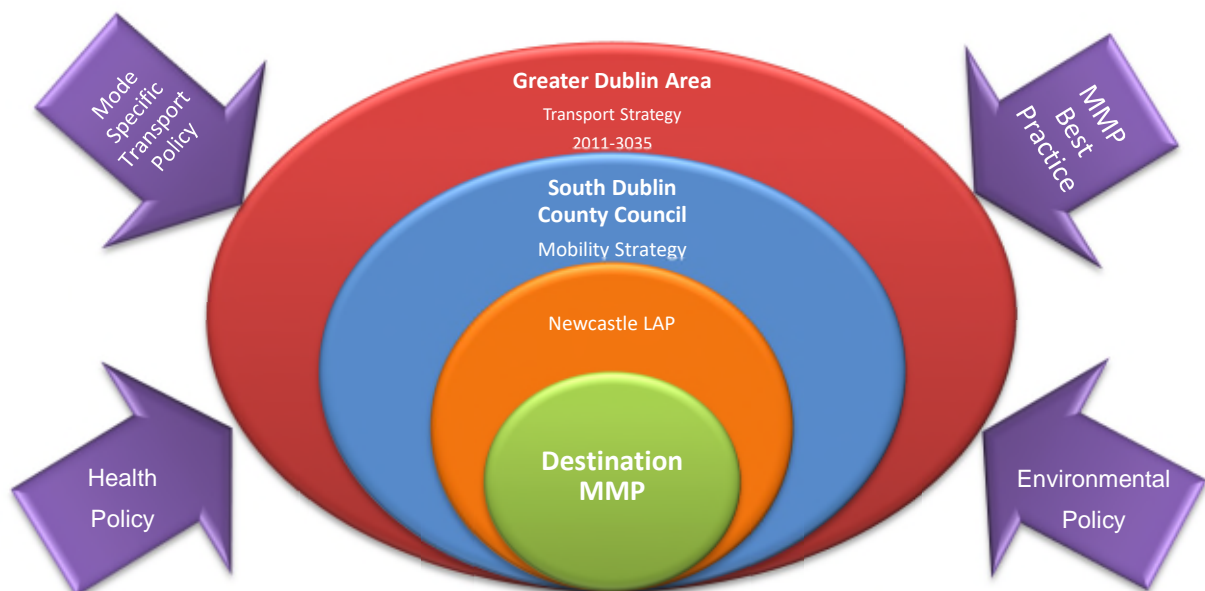
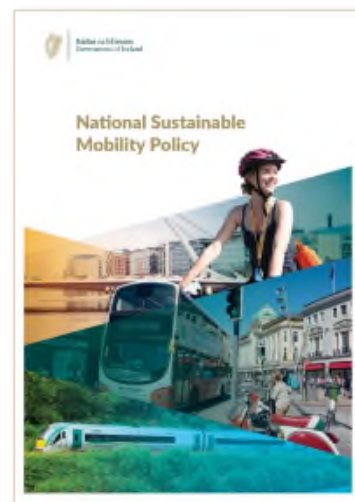


Figure 2.1: Newcastle South MMP Policy Framework and External Influences

National Sustainable Mobility Policy

2.7.2 The National Sustainable Mobility Policy was published in April 2022 by the Department of Transport and replaces Smarter Travel 2009. The overall aim of the Policy is to “set out a strategic framework for 2030 for active travel and public transport to support Ireland’s overall requirement to achieve a 51% reduction in carbon emissions by the end of this decade”.



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

2.7.4 The following 3 key Policy areas and 10 goals form the basis of the National Sustainable Mobility Policy:

Safe and Green Mobility

1. Improve mobility safety
2. Decarbonise public transport
3. Expand availability of sustainable mobility in metropolitan areas
4. Expand availability of sustainable mobility in regional and rural areas
5. Encourage people to choose sustainable mobility over the private car

People Focuses Mobility

6. Take a whole journey approach to mobility, promoting inclusive access for all
7. Design infrastructure according to Universal Design Principles and the Hierarchy of Road Users model
8. Promote sustainable mobility through research and citizen

Better Integrated Mobility

9. Better integrate land use and transport planning at all levels
10. Promote smart and integrated mobility through innovative technologies and development of appropriate regulation

2.7.5 The policy is accompanied by an Action Plan with a total 91 actions organised by goal to be completed by 2025. Each action has been assigned to a specific government department or body with the hope of creating accountability for their implementation. The success of the policy will be measured using an annual National Household Travel Survey administered by the National Transport Authority.

Transport Strategy for the Greater Dublin Area 2016-2035

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



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

Draft Greater Dublin Area Transport Strategy 2022-2042

2.7.8 The Draft Greater Dublin Area Transport Strategy 2022-2042 has arisen from a review of the original 2016 strategy. The updated document "sets out the framework for investment in transport infrastructure and services over the next two years".



2.7.9 The overall aim of the Transport Strategy is "to provide a sustainable, accessible and effective transport system for the Greater Dublin Area which meets the region's climate change requirements, serves the needs of urban and rural communities, and supports economic growth".

2.7.10 Four primary objectives have been identified as part of the Draft Greater Dublin Area Transport Strategy 2022-2042. These are:

- **An Enhanced Natural and Built Environment:** To create a better environment and meet our environmental obligations by transitioning to a clean, low emission transport system, reducing car dependency, and increasing walking, cycling and public transport use.
- **Connected Communities and a Better Quality of Life:** To enhance the health and quality of life of our society by improving connectivity between people and places, delivering safe and integrated transport options, and increasing opportunities for walking and cycling.
- **A Strong Sustainable Economy:** To support economic activity and growth by improving the opportunity for people to travel for work or business where and when they need to and facilitating the efficient movement of goods.
- **An Inclusive Transport System:** To deliver a high quality, equitable and accessible transport system, which caters for the needs of all members of society.

South Dublin County Development Plan 2016 - 2022

2.7.11 The South Dublin County Development Plan 2016-2022 sets the broad development framework for the county and the development areas within its administrative boundary. In the context of the subject proposals, the following are the relevant transport and development objectives set out in the plan:

Housing Policy

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

Housing Objective

“H2 Objective 1: *To ensure that sufficient zoned land, which could be serviced by sufficient public transport and road capacity, continues to be available at appropriate locations to satisfy the housing requirements of the County and to support and facilitate the development of housing lands based*

on the Settlement Strategy outlined in Chapter 1 Introduction and Core Strategy."

Transport & Mobility Policies

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

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

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

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

Transport & Mobility Objectives

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

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

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

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

"TM3 Objective 2: *To ensure that connectivity for pedestrians and cyclists is maximised in new communities and improved within existing areas in order to maximise access to local shops, schools, public transport services and other amenities, while seeking to minimise opportunities for anti-social behaviour and respecting the wishes of local communities."*

Draft South Dublin County Development Plan 2022-2028

2.7.12 The draft South Dublin County Development Plan 2022-2028 sets the broad development framework for the county and the development areas within its administrative boundary. In the context of the subject proposals, the following are the relevant transport and development objectives set out in the plan: -

"SM1 Objective 1: *To achieve and monitor a transition to more sustainable travel modes including walking, cycling and public transport over the lifetime of the County Development Plan, in line with the County mode share targets of 15% Walk; 10% Cycle; 20% Bus; 5% Rail; and 50% Private (Car/Van/HGV/Motorcycle)."*

"SM1 Objective 3: *To support the delivery of key sustainable transport projects including DART and Luas expansion programmes, BusConnects and the Greater Dublin Metropolitan Cycle Network in accordance with RPO 5.2 of the RSES/MASP."*

"SM1 Objective 4: *To ensure that future development is planned and designed in a manner that facilitates sustainable travel patterns, with a particular focus on increasing the share of active modes (walking and cycling) and public transport use and creating a safe and attractive street environment for pedestrians and cyclists, in accordance with RPO 5.3 of the RSES/MASP."*

"SM1 Objective 6: *To safeguard the County's strategic road network and to improve the local road and street network in a manner that will better utilise existing road space and encourage a transition towards more sustainable modes of transport."*

"SM2 Objective 3: *To ensure that connectivity for pedestrians and cyclists is maximised and walking and cycling distances are reduced by promoting compact growth and permeability in the design and layout of new development areas."*

"SM2 Objective 6: *To ensure that facilities for pedestrians and cyclists are designed in accordance with the principles, approaches and standards contained in the National Cycle Manual or any updated guidance and to promote off-road cycle infrastructure where feasible, subject to any design having regard to environmental sensitivities."*

"SM4 Objective 7: *To implement the 6-year Roads Programme set out under Tables 7.5 and 7.6 and to work towards the implementation of the medium-longer roads programme where feasible and subject to funding."*

Newcastle Local Area Plan May 2012

2.7.13 The subject site lies within the Newcastle Local Area Plan (LAP) lands (Figure 3.1) and as such is governed by the specific policies and objectives outlined with the Newcastle Local Area Plan 2012 (Extended until December 2022). In the context of the subject proposals, the following are the relevant transport and development objectives set out in the plan:

Local Area Plan Objective AM2

"Development proposals shall offer choices of routes and help to dissipate vehicular traffic throughout the Plan Lands. This will include a design speed of 30 kilometres per hour for Access Streets."

Local Area Plan Objective AM3

"All Neighbourhoods shall be afforded direct vehicular, pedestrian and cyclist access to Main Street. Access routes and streets shall be safe, barrier free and overlooked by development."

Local Area Plan Objective AM4

"Cycling and walking shall be encouraged within and through the Plan Lands by creating an open ended and integrated network of safe and accessible pedestrian and cycle routes that serve all streets and spaces including existing streets. All existing and new Neighbourhoods shall be afforded direct pedestrian and cyclist access to Main Street and direct or indirect links to each other and community facilities especially schools."

Local Area Plan Objective AM6

"Signalised junctions shall be provided as opposed to roundabouts in order to encourage cyclist and pedestrian safety and movement. Roundabout junctions are prohibited."

Local Area Plan Objective AM7

"Planning applications for residential, commercial and employment development are required to provide for or integrate with direct, safe and attractive pedestrian and cyclist routes to public transport stops especially bus stops along Main Street."

Local Area Plan Objective AM16

"Support the provision of pedestrian and cyclist routes at a wider level outside of the Plan Lands that will integrate with Newcastle's planned cycle and pedestrian network and link Newcastle with Hazelhatch, Rathcoole and Saggart to include for access to Greenogue (with street lighting) and routes towards the Luas terminus in Saggart and the railway station in Hazelhatch."



FIGURE 2.2: Newcastle LAP Area (Extract of Fig 2.4 Fortunestown LAP 2012)



CHAPTER 3

Receiving Environment & Proposed Development

3.1 LAND USE

3.2 LOCATION

3.3 EXISTING TRANSPORT INFRASTRUCTURE

3.4 LOCAL AMENITIES

3.5 PROPOSED TRANSPORT INFRASTRUCTURE

3.6 PROPOSED DEVELOPMENT

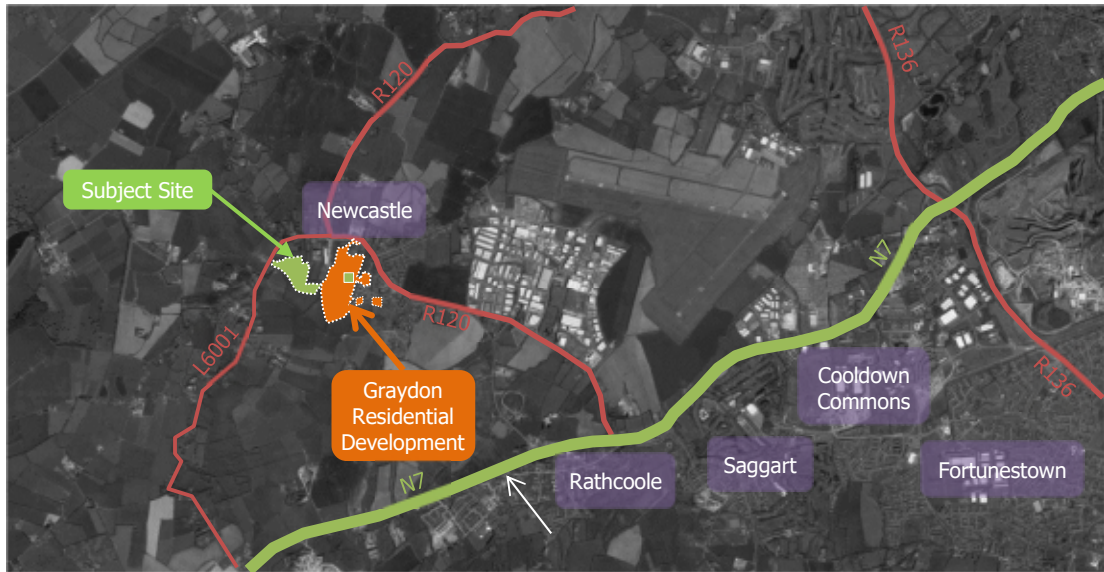


FIGURE 3.2: Site Location (Source Google Maps)

3.2.2 The development site is bounded by the R120 road corridor to the north in addition to a number of residential units. The emerging Graydon Residential Development scheme forms the eastern boundary whilst the Athgoe Road (L6001) corridor forms western site boundary comprises. The southern boundary is formed by Agricultural lands.



FIGURE 3.3: Site Boundary (Source Google Maps)

3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

Road Network

- 3.3.1 The subject lands are bounded to the north by Newcastle Main Street (R120) and existing / emerging residential dwellings. Travelling west and north along the R120 leads to Lucan (8km) and the N4 corridor (J4). Continuing west along Newcastle Main Street leads to the R405 corridor which provides access to Celbridge (6km), Maynooth (12km) and the strategic M4 Motorway.
- 3.3.2 The N7 national road corridor is located approximately 3.5km to the south east and is accessed along the R210 via the Rathcoole Interchange. Travelling northbound on the N7 leads to the M50 motorway and Dublin City Centre. The strategic M7 motorway is accessible by travelling southbound on the N7.

Existing Cycling and Pedestrian Facilities

- 3.3.3 Currently there are cycle lanes on both sides of both the Burgage Crescent, Newcastle Boulevard corridors (**Figure 3.4**) and along the emerging sections of the Principal Access Road (as identified within the Newcastle LAP) being implemented as part of the Graydon Residential Development located to the east of the subject site.



FIGURE 3.4: Pedestrian & Cycle Facilities on Newcastle Boulevard

- 3.3.4 To the northeast of the subject site lands, a 2-way cycle track is located on the western side of the St. Finian's school access road (**Figure 3.5**) which also serves the recently constructed (Pl. Ref. SD17A/0378) 40 unit residential development located to the east of St. Finian's NS access road.



FIGURE 3.5 Pedestrian and Cycle Facilities on St. Finian's Access Road

3.3.5 Along the R120 (north of the subject site) a footway is currently provided along both sides of the carriageway with street lighting on the southern side of the corridor (**Figure 3.6**).



FIGURE 3.6: Pedestrian Facilities along the R120

Public Transport – Bus

3.3.6 Dublin Bus operates two routes (one of which is an express route) that serve the subject site locale including the number 68/a and 68x (Newcastle – Greenogue Business Park Towards Dublin City Centre). These routes provide links from the Newcastle Town Centre to the city centre and intermediate destinations. The associated bus stops are all within convenient walking distance (approx. 500m) of the subject site. The scheduled frequency for buses to and from the city centre are outlined in **Table 3.1** below

Bus Route	Weekdays		Saturdays		Sundays & Bank Holidays	
	To City Centre	From City Centre	To City Centre	From City Centre	To City Centre	From City Centre
68/a	22	20	19	17	13	13
68x	1	-	-	-	-	-

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

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

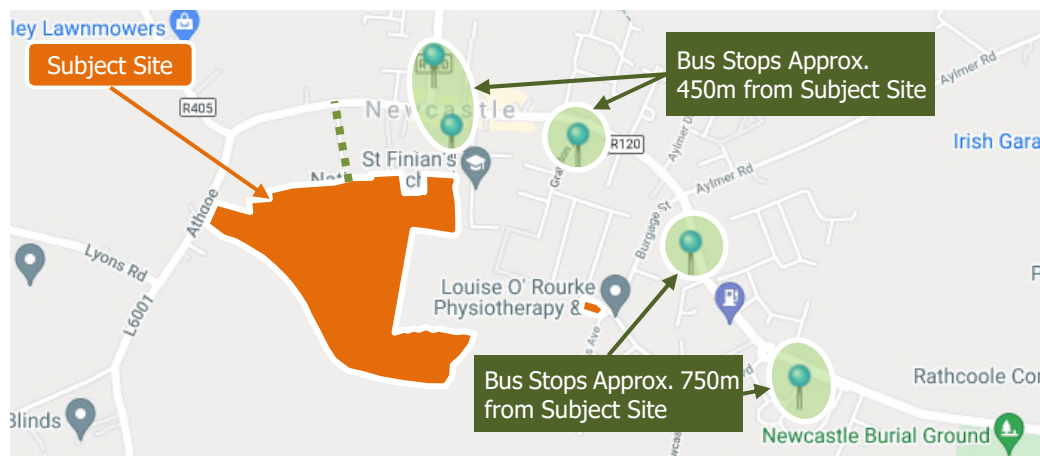


FIGURE 3.8: Bus Stop Locations

3.3.8 A Public Transport Network Capacity report has been produced by Derry O'Leary and is submitted as part of this planning application.

3.3.9 It concludes that, in terms of existing bus network capacity, both the 68/A and 68X currently operate with 76% spare capacity at the Main Street bus stop.

3.3.10 With the inclusion of the proposed development and associated additional bus patronage, assuming a worst case scenario that all additional bus trips occur within the busiest 30 minute AM peak period, there is predicted to remain spare seated capacity of 66% for a 67 seater bus. Accordingly, the current level of spare seated capacity would cater for this increase even during the busiest period in the AM peak hour.

Public Transport – Rail / LUAS

3.3.11 The subject development site is located approximately 4km away from the Hazelhatch and Celbridge rail station where services between Dublin City Centre and various destinations including Portlaoise, Kilkenny, Carlow and Waterford. The Hazelhatch and Celbridge rail station benefits from a Park & Ride facility incorporating 400 no. car parking spaces making travel by rail a feasible alternative to future residents of the subject development. In addition, 30 no. sheltered cycle parking spaces are available in addition to bike lockers.

3.3.12 Furthermore, the Saggart LUAS station and Cheeverstown LUAS Park & Ride station are located approximately 5.5km and 8.0km respectively to the east of the subject site providing access to LUAS Red Line services operating between

Saggart and Connolly Station / The Point via Dublin City Centre. In addition, Dublin Bus Route 68 provides access to LUAS services at the Kylemore LUAS stop by way of bus stops located approx. 70m from this LUAS interchange. At the Kylemore interchange, LUAS Red line services operate between 05:33-00:16 Monday to Friday, 06:12-00:16 on Saturday's and 07:02-23:16 on Sunday's (and Bank Holiday's). A summary of the average LUAS frequency by day of the week is presented in **Table 3.2** below.

Time	Monday – Friday	Saturday	Sunday
Earlier than 07:00	7	-	-
07:00 – 10:00	4	9	9-12
10:00-16:00	4	6	
16:00-19:00	4	6	
Later than 19:00	11	11	11

TABLE 3.2 LUAS Red Line Service Frequency (Minutes)

3.3.13 **Figure 3.9** below highlights the location of the subject site in relation to the closest light and heavy rail interchange locations with park and ride facilities.

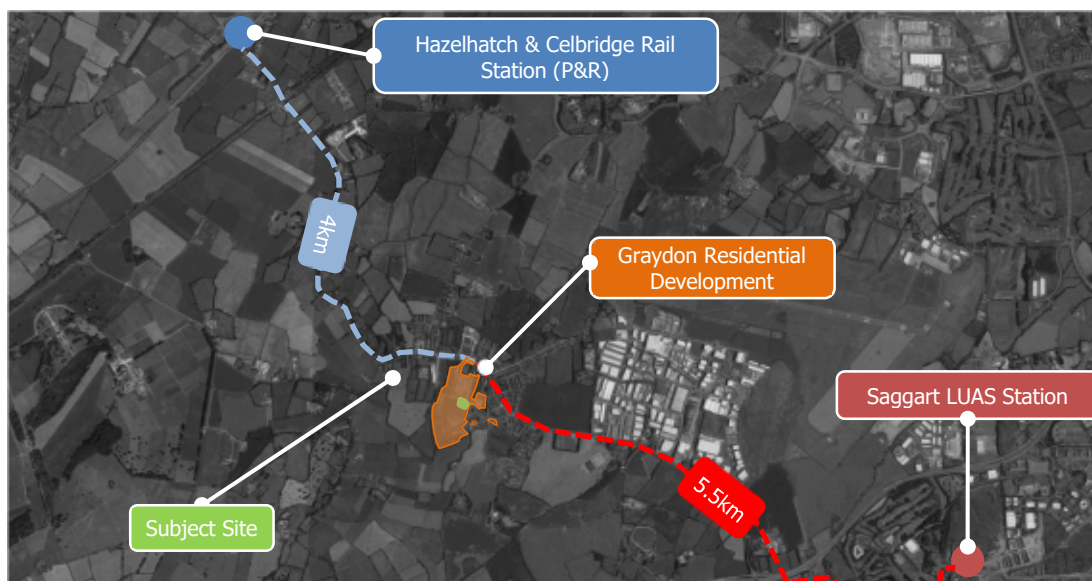


Figure 3.9: Rail Accessibility

3.4 PROPOSED TRANSPORT INFRASTRUCTURE

Cycle Network Proposals

3.4.1 In December 2013, the NTA published the report entitled 'Greater Dublin Area Cycle Network Plan'. The report summarises the findings of a comprehensive

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

3.4.2 The subject site lies within the “South Meath / North Kildare sector” as outlined within the Dublin Greater Area Cycle Network Plan (2013).

3.4.3 **Figure 3.10** below illustrates the cycle network proposals in the vicinity of the subject site as outlined within the Plan. In the vicinity of the subject site the Plan includes proposals for an Inter-urban cycle route along the R120 corridor (Newcastle Main Street) located just to the north of the subject site.



FIGURE 3.10 GDA Cycle Network Plan Proposals (Extract of Sheet RN5)

3.4.4 The Newcastle LAP 2012 (Extended to 2022) proposes a series of ‘Green Links’ through the LAP area which will provide pedestrian / cycle links between future development within the LAP lands and the existing transport network via dedicated pedestrian / cycle facilities segregated from vehicular traffic. **Figure 3.11** below presents the indicative location of the ‘Green Links’ as per the LAP.

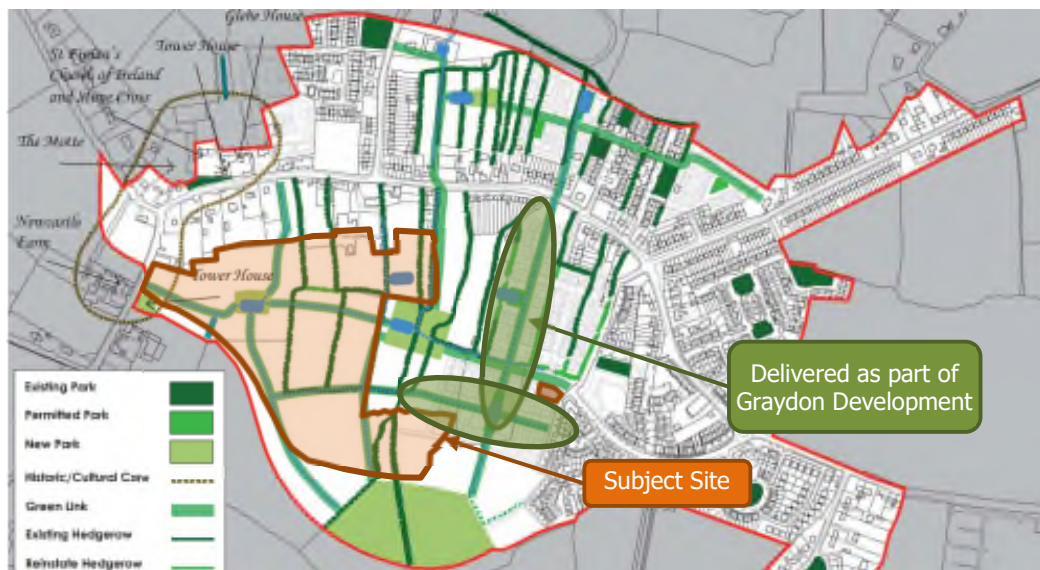


FIGURE 3.11: Green Infrastructure Framework (Extract of Fig 5.5 Newcastle LAP)

Public Transport Proposals

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

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

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;
- Simplifying the bus services on the key radial into “spines” where all buses will operate under a common letter system and buses will run very frequently and be more evenly spaced;
- Increasing the number of routes where buses will come every 15 minutes or less all day;
- The frequent network would become a web-shaped grid, with many interchange opportunities to reach more destinations. Everywhere that two frequent routes cross, a fast interchange is possible; and
- Additional service would be provided at peak hours to limit overcrowding.

3.4.7 In relation to the subject site, following this redesign of the bus network, the proposed development will be located in close proximity to the new BusConnects ‘Local’ route 56 (Newcastle-Clondalkin-Red Cow) which will replace the existing DublinBus Route 68/a and new ‘Peak’ route X56 (Newcastle-Peamount-Dublin City Centre) which replaces the existing DublinBus Route 68x. In addition, a new ‘Radial’ route W6 is proposed which will provide public transport connections to locations including Maynooth, Celbridge, Citywest and Tallaght. A summary of the aforementioned new routes are summarised in **Table 3.4** below.

Route	Route Type	Areas Served	Frequency*
L56	Local	Newcastle-Clondalkin-Red Cow	60 mins
X56	Peak	Newcastle-Peamount-Dublin City Centre	1 / peak hr
W6	Orbital	Maynooth-Celbridge-Citywest-Tallaght	30 mins

* Weekday frequency shown in table. Services may be less frequent at weekends/evenings

Table 3.4: Bus Connects Proposals (source: busconnects.ie)

3.4.8 **Figure 3.15** illustrates potential future bus service opportunities in the area as detailed within the BusConnects redesign.

3.4.9 The Bus Network Redesign is the first step in a series of transformative changes to Dublin’s bus network over the coming years. However, the next steps in this initiative are the improvements to the infrastructure and operation of the proposed bus network which include:

- building a network of “next generation” bus corridors on the busiest bus lines to make bus journeys faster, predictable and reliable;
- developing a state-of-the-art ticketing system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient;
- implementing a cashless payment system to vastly speed up passenger boarding times;
- a simpler fare structure, allowing seamless movement between different bus services without financial penalty;
- new bus stops with better signage and information and increasing the provision of additional bus shelters; and
- transitioning to a new bus fleet using low-emission vehicle technologies.



FIGURE 3.15: Dublin Area Bus Network Redesign (Source: busconnects.ie)

3.5 PROPOSED DEVELOPMENT

3.5.1 The subject Newcastle South proposals seek permission for the provision of 280 no. residential units comprising 152 no. apartments / duplexes and 128 no. houses in addition to a creche facility.

3.5.2 A summary of the proposed development is presented in **Table 3.5** and **Figure 3.16**. Further details of the development proposals are illustrated in the architects' drawings as submitted with this planning application.

Unit Type	1 Bed	2 Bed	3 Bed	4 Bed	5 Bed	Total
Apartment Block	54	62	-	-	-	116
Duplex	-	18	18	-	-	36
House	-	8	94	25	1	128
Total	54	88	112	25	1	280

TABLE 3.5: Proposed Development Schedule

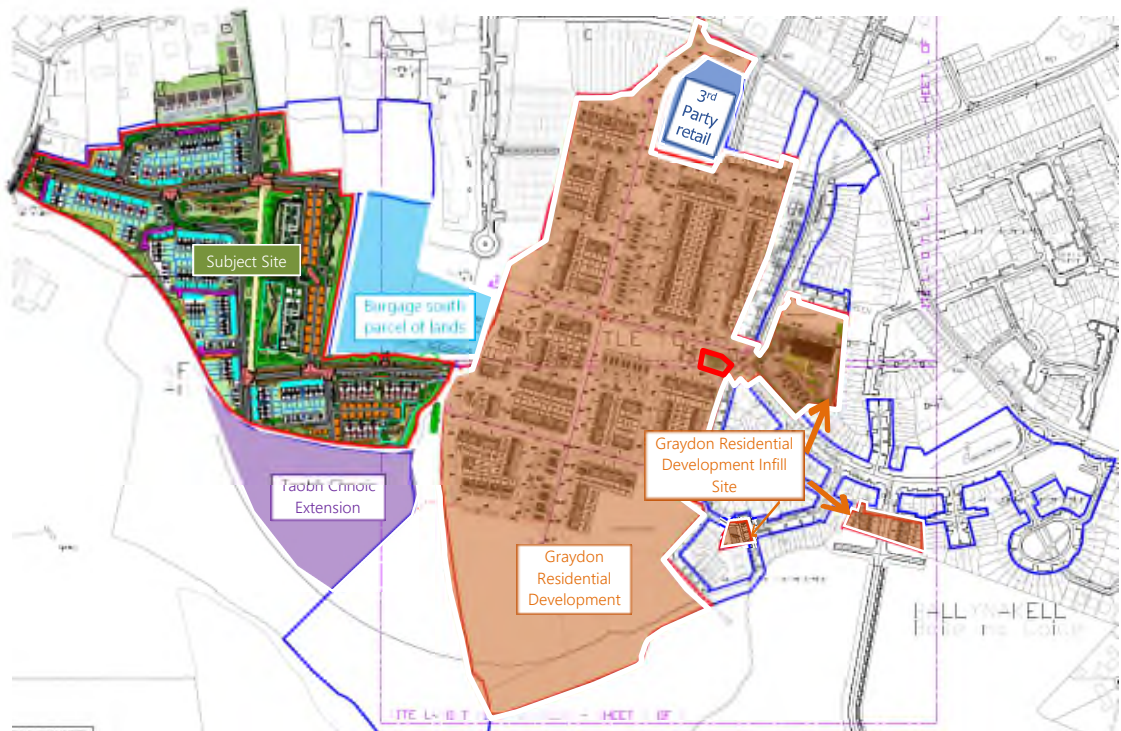


FIGURE 3.16: Proposed Site Layout

Vehicle Access

3.5.3 The proposed development site is proposed to be accessible from 3 no. vehicular access points. The first will be located to the east where the subject site connects with the Graydon Residential Development lands. The second is

via a proposed new signal controlled junction located on Athgoe Road. The third vehicular access is proposed to the north with the R120 Main Street corridor via St. Finian's Way. **Figure 3.17** below presents the aforementioned site access locations.

3.5.4 The proposed new site access junction on Athgoe Road will take the form of a three-arm signal controlled junction comprising the following key characteristics: -

- Right turn lane on the southern approach so that right turning vehicles do not delay ahead moving traffic;
- Pedestrian crossings across all arms to ensure convenient access / egress for non vehicular modes; and
- Right turn set back to facilitate any left turning HGV's exiting the site. This set back allows for the provision of 'tight' corner radii (6m) compliant with DMURS to minimise crossing widths for pedestrians and control vehicle speeds.



FIGURE 3.17: Proposed Site Access Locations

Pedestrian / Cycle Access

3.5.5 The proposed vehicular site access locations introduced above will also facilitate access to the subject site lands for cyclists and pedestrians. Furthermore, a

number of permeable links have been facilitated which will accommodate accessibility to existing / future 3rd party developments as presented in **Figure 3.18** below.

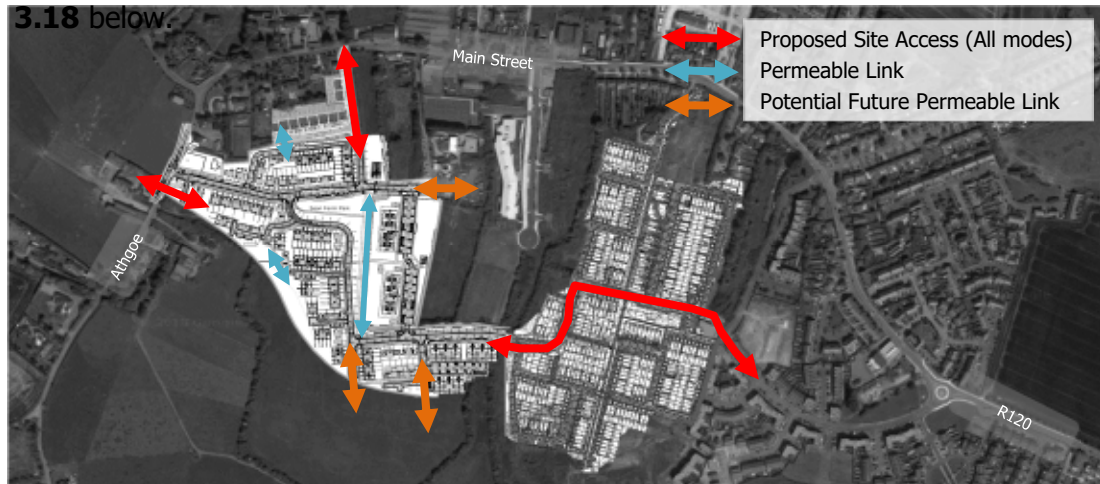


FIGURE 3.18: Proposed / Potential Cycle & Pedestrian Access and Permeability

Car Parking Provision

3.5.6 The proposed development layout design provides a total of 423 no. car parking spaces comprising 251 no. for the houses and 172 for the apartment / duplex units (13 no. car parking spaces assigned to the creche as permitted within the Graydon development and outside of the subject application site boundary). **Table 3.6** below provides a summary of the proposed vehicle parking provision.

Land Use	General	Visitor	Disabled	Electric Vehicles	Car Share	Total
Apartments	84	6	5*	16	1	112
Duplexes	36	8	5*	10	1	60
Houses	227	10	2	10	2	251
Creche	9	-	1	2	1	13
Subtotal	356	24	13	38	5	436
Total	436					

TABLE 3.6 Proposed Car Parking Provision

Disabled Parking Spaces

3.5.7 The subject scheme proposals include for the provision of 13 no. dedicated disabled car parking spaces. This includes 10 no. spaces provided for apartment / duplex units, drop off universal access bays and 1 no. space provided at the creche.

Electric Vehicle Parking

3.5.8 A total of 38 no. electrical vehicle car parking spaces are proposed which equates to 21% of the apartment / duplex car parking provision. It is assumed that residents of the housing units can utilise their private power supply to charge electric vehicles parked in-curtilage. Accordingly, the proposed electric vehicle parking provision is considered to be well above the development plan standards which requires electric vehicle car parking up to 10% of car parking spaces and complies with the draft development plan which requires at least 15%. An additional 2 no. electric vehicle charging spaces are provided at the creche facility.

Cycle Parking

3.5.9 A total of 364 number residential bicycle parking spaces are proposed as part of the development scheme comprising 252 no. long stay secured / sheltered spaces for the residential units and 112 no. short stay parking spaces for the residential units. 6 no. long stay cycle parking spaces are proposed for the creche comprising in addition to the short stay provision permitted as part of the Graydon development located outside the subject application site boundary. **Table 3.7** below provides a summary of the cycle parking provision proposed.

Land Use	Long Term	Short Term
Apartment Blocks	176	66
Duplex / GF Apts	64	28
Houses	-	-
Creche	6	22
Sub-Total	246	116
Total	362	

- Majority of houses can utilise rear gardens with side access for cycle parking
- Values in brackets represent draft development plan requirements

Table 3.7: Proposed Bicycle Parking Provision



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 where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within a primarily residential area although there are other land uses nearby within walking distances such as schools, retail, employment and leisure. It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

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

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

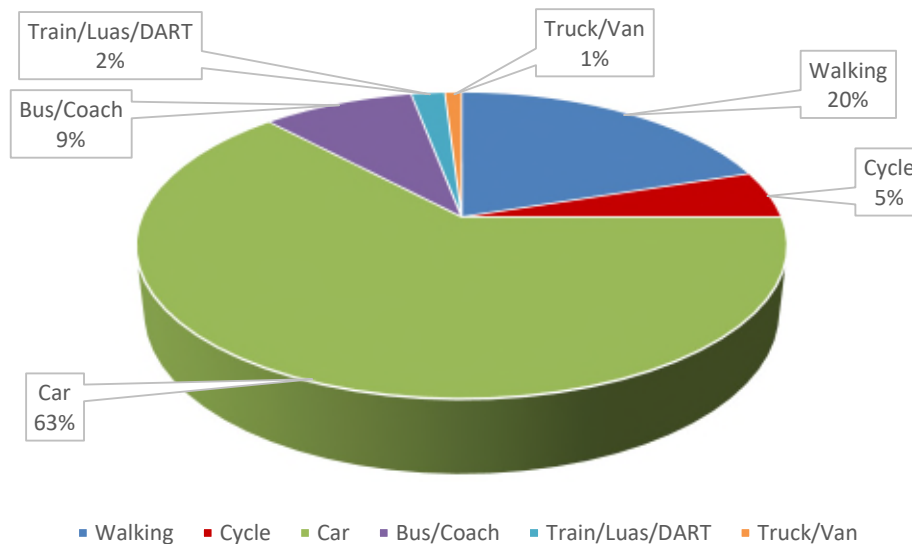


FIGURE 4.1: Current Modal Split in Greater Dublin Area (Source: www.nationaltransport.ie)

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

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

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

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

4.1.5 The Central Statistics Office’s SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within the local vicinity of the subject Newcastle development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2016 census data related to that area.

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

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

4.1.8 The local residential areas analysed include the following:

- 1) Newcastle North,
- 2) Cornerpark,
- 3) Castlelyon,
- 4) Commons Little,
- 5) Newcastle Manor Square / Newcastle Manor Green,
- 6) Newcastle Manor Park / Newcastle Manor Rise / Newcastle Manor Crescent,
- 7) Burgage Green / Ballynakelly Edge / Ballynakelly Mews,
- 8) Newcastle South, and

9) Ballynakelly

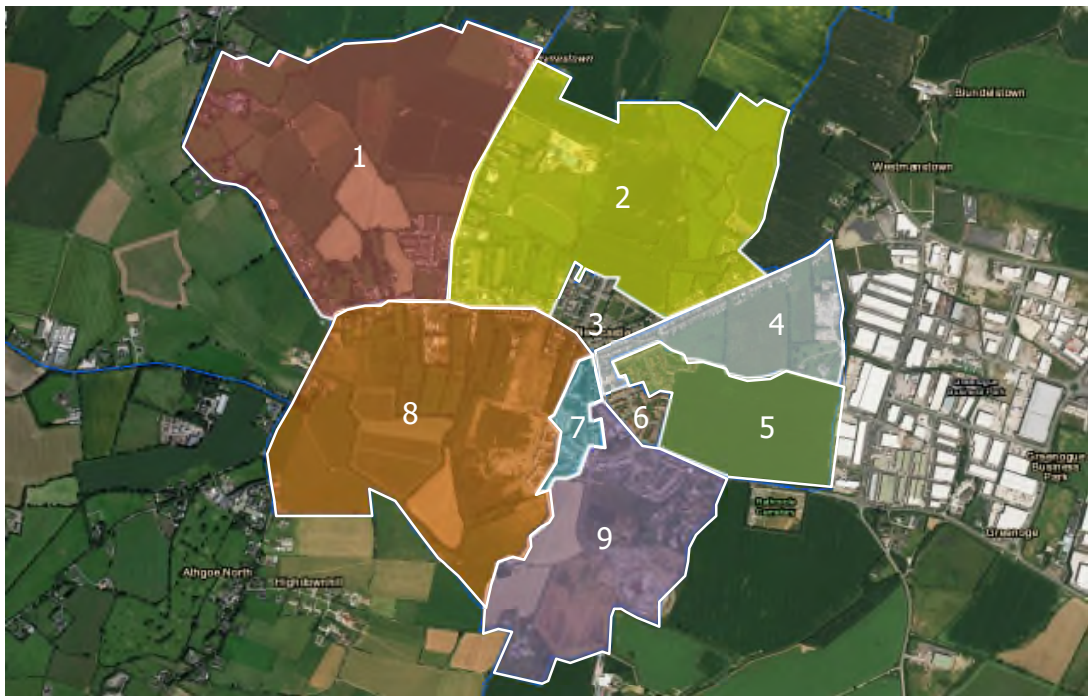
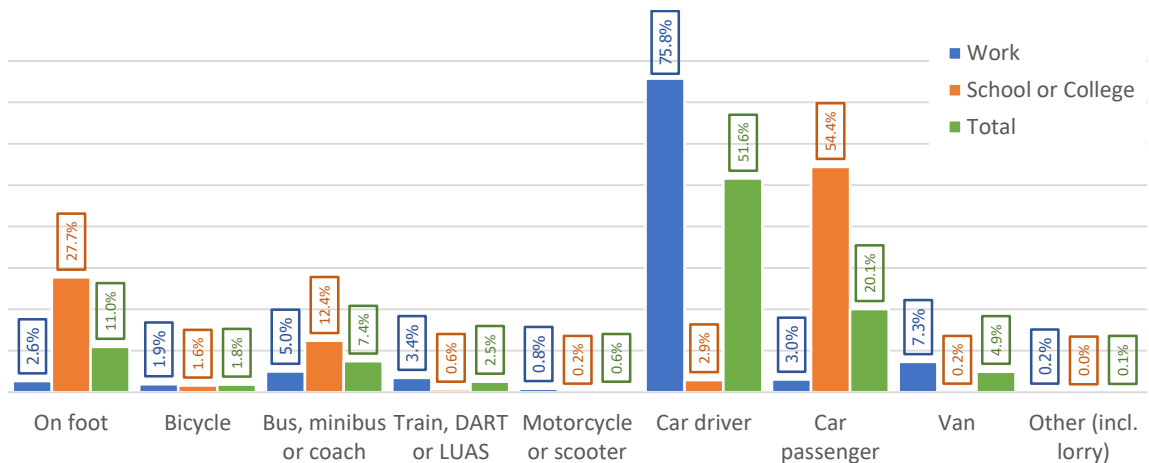


FIGURE 4.2 Residential Areas of Interest for Trend Analysis (Source: CSO)

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



GRAPH 4.1: Current (2016) Modal Split for Existing Residential Developments (Newcastle area)

4.1.10 The above graph indicates that the car was the primary mode of transportation in the study area at 77% (travelling as car / van driver and car passenger) in 2016. Active modes (i.e. walking and cycling) form the next most utilised mode of travel after car travel, accounting for 13% of all modes. 7% of residents in

the adopted study area use the bus services as a mode of transport to travel to / from school or work. Train based modes (LUAS/DART) accounted for just 2% of the modal split.

4.2 SUBJECT DEVELOPMENT PROPOSED MODAL SPLIT

4.2.1 It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce single occupancy car based employment trips from approx. 76% (as per existing trends in the local area) to 61% over the development build-out period (up to the 2029 Future Design Year). This equates to a 15% overall reduction in single occupancy vehicle trips. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that *"good travel plans have succeeded in cutting the number of people driving to work by 15%."*

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

- LUAS (via bus / car share)
- Heavy Rail (via future bus connects W6 route / car share)
- 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' awareness to the other travel alternatives available.

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

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

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

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

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

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

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

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

5.3 MMP ACTIONS & TARGETS

5.3.1 Targets are important as they give the MMP direction from its inception, providing measurable goals. When setting site-specific targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

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

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

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

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

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

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

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

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

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

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

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

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

T5 – Achieve the identified modal split travel targets (Reference

Section 4.2)

- 5.3.5 The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the development site by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents to consider lower carbon travel alternatives in everyday journeys.
- 5.3.6 Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed development. These targets will be reviewed within six months of the baseline travel survey being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.
- 5.3.7 The interim mode split targets for the subject site are set out in **Table 5.1**. These targets are based on CSO 2016 census data, as recorded at adjoining residential areas as previously introduced in **Chapter 4**.

Mode of Travel	Local Area Mode Split (Census, 2016)	1 st Year Target (2024)	MMP 5-year Target (2029)
On Foot	3%	4%	5%
Bicycle	2%	4%	6%
Bus/Minibus/Coach	5%	6%	9%
Train/DART/LUAS	3%	3%	5%
Motorcycle/Scooter	1%	1%	1%
Car Driver	76%	71%	61%
Car Passenger	3%	4%	6%
Van	7%	7%	7%

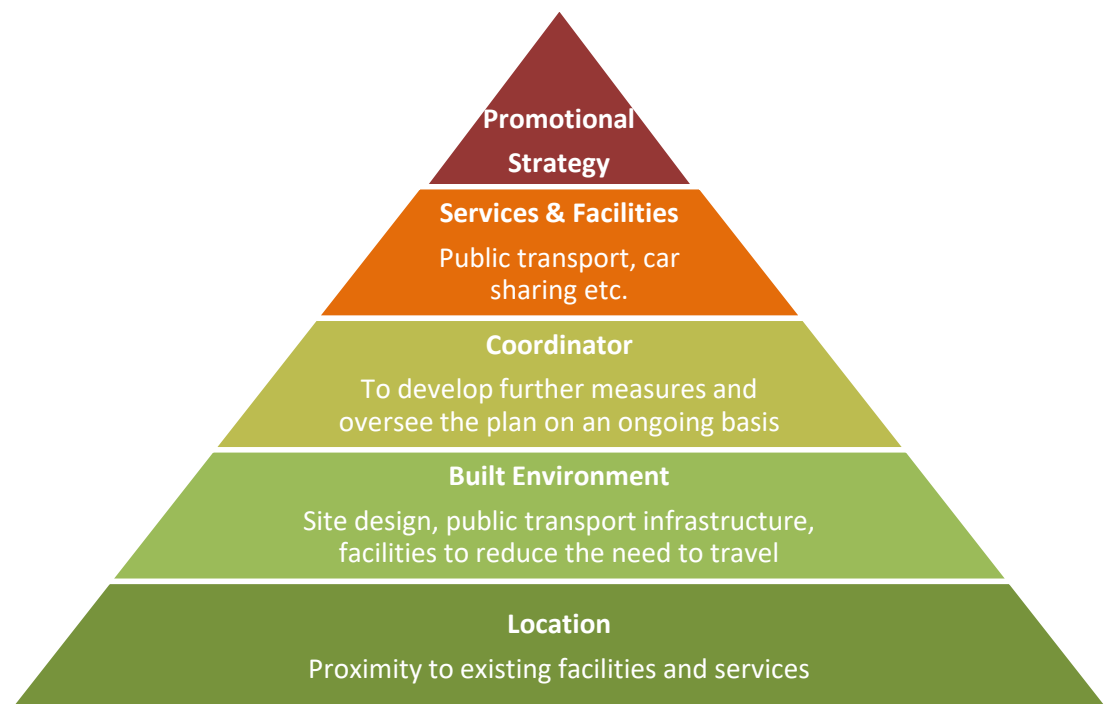
TABLE 5.1 Preliminary Employment Mode Share Targets for Newcastle South Development

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

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



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

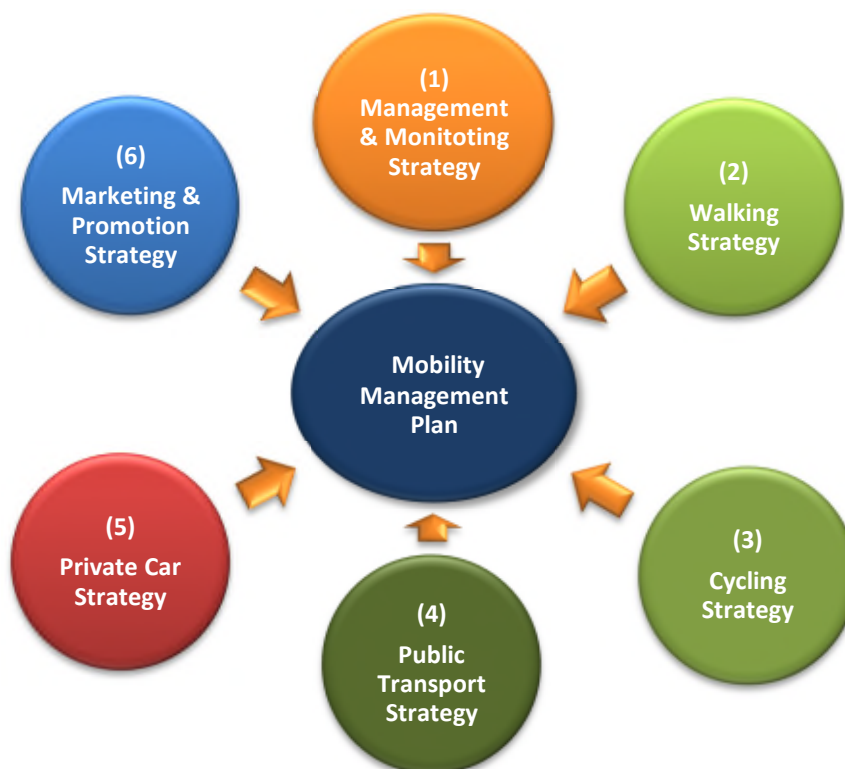


Figure 6.1 MMP Action Plan Strategies

6.2 MODE SPECIFIC MEASURES

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

- a) Walking - provision of facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training
- c) Public Transport (Bus, Luas) – discounted travel tickets
- d) Private Car Strategy including car sharing and car clubs

6.3 MANAGEMENT & MONITORING MEASURES

6.3.1 Ensuring the success of a Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Steering group for the overall development should be established.

- 6.3.2 A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.
- 6.3.3 The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with the residents and employees to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by residents of the site.

6.4 MARKETING & PROMOTION MEASURES

- 6.4.1 The Mobility Manager will be involved in the promotion of the MMP and to make residents of the site aware of its existence.
- 6.4.2 The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site prior to commencement of a residency contract.
- 6.4.3 The Pack will contain information about all modes of transport available for journeys to and from the site. It includes information related to journeys to a number of local destinations which are considered to be key to residents. These include local shops, schools, health facilities and bus stops within the Newcastle 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.



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 either Completed, Short Term (1 year), Medium Term (3 years) or Long Term (5 years).

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

7.2.1 The development, implementation and coordination of the MMP in the short, medium and long term require management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

7.2.2 It is essential that the continued rollout and subsequent impact of the MMP initiatives is monitored on a regular basis for the following principal reasons;

- To demonstrate that the various targets are being achieved (or not met, at which point the measures being used should be reviewed) as people only value what they can measure and relate to,
- To ensure that the MMP continues to receive the support of residents and management,
- To show that both financial and resource input is being utilised to maximum effect.

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

TABLE 7.1 Preliminary Schedule of MMP Management & Monitoring Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
MMS 1	Appointment of a Mobility Manager for the overall site	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: <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	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		

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

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



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

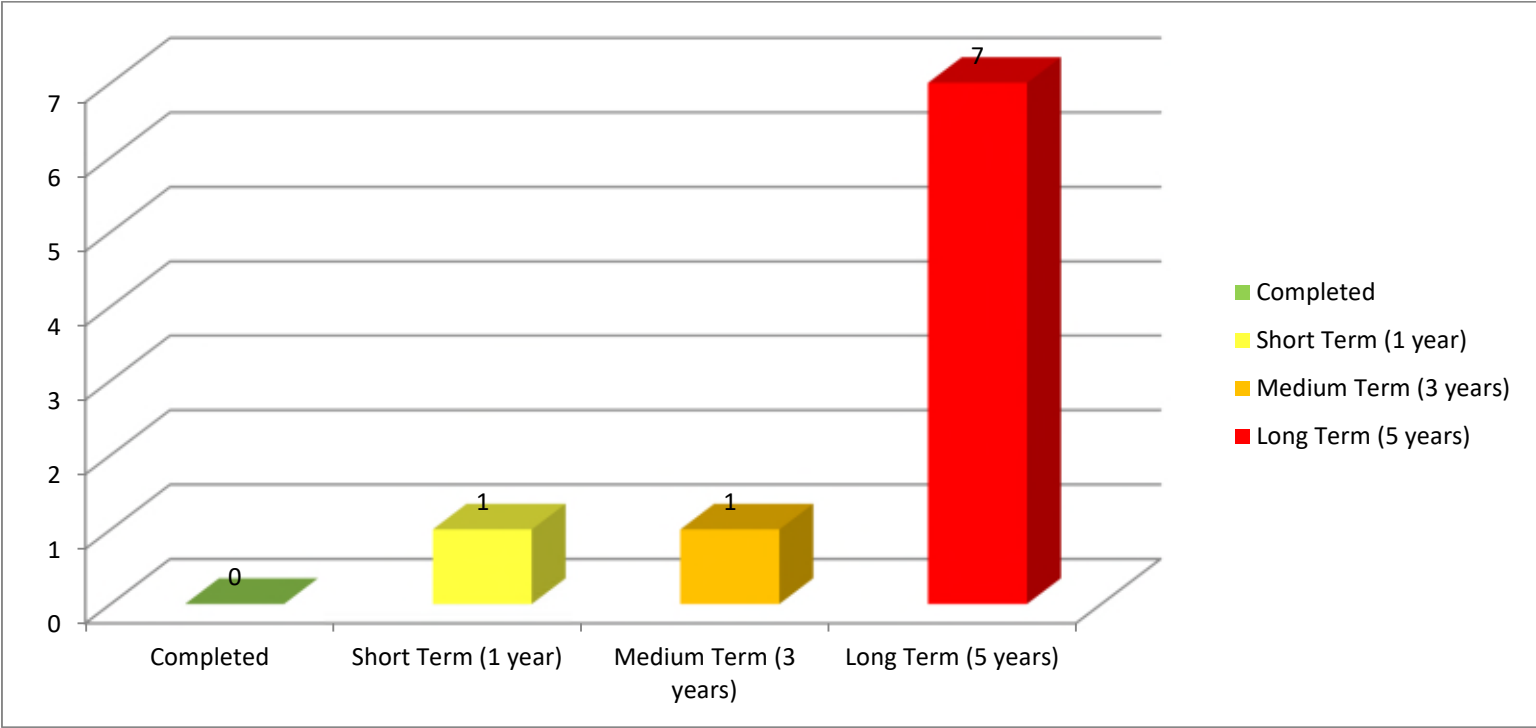
7.3 WALKING STRATEGY

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

TABLE 7.2 Preliminary Schedule of MMP’s Walking Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site	-	✓	-	-		
WS 2	Explore the opportunity of creating a calendar of 'Walking' Events and incentives:						
	• WS 2a - Walk to work / school week	-	-	-	✓		
	• WS 2b - Walk on Wednesdays	-	-	-	✓		
	• WS 2c - Pedestrian Training	-	-	-	✓		
	• WS 2d - Travel diary with incentive / awards scheme	-	-	-	✓		
WS 3	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues of walking:						
	• WS 3a - Residents	-	-	✓	-		
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	-	-	-	✓		

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 **Graph 7.2** below.



GRAPH 7.2 Roll-out of MMP's Walking Initiatives

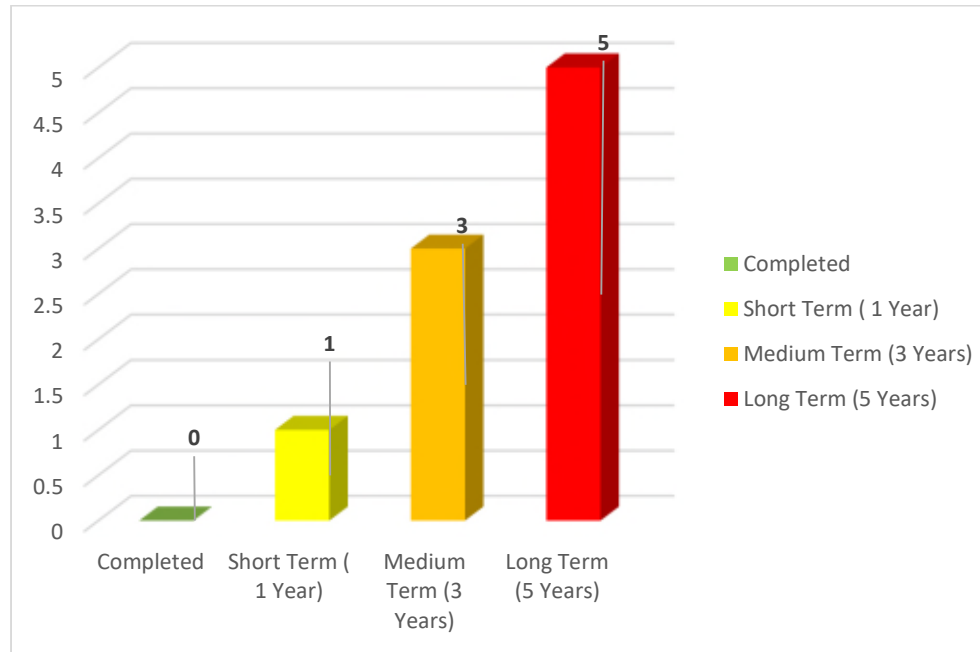
7.4 CYCLING STRATEGY

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

TABLE 7.3 Preliminary Schedule of MMP’s Cycling Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues associated with cycling	-	-	-	✓		
CS 2	Explore the opportunity of establishing a Bike Users Group	-	-	-	✓		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Explore the opportunity of creating a calendar of 'Cycling' Events and incentives	-	-	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Investigate the potential demand for providing cycle training	-	-	-	✓		
CS 7	Explore the potential for launching a Travel Diary incentive / awards scheme	-	-	-	✓		
CS 8	Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops	-	-	✓	-		
CS 9	Market / Publicise the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-		

7.4.2 The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Graph 7.3** below.



GRAPH 7.3 Roll-out of MMP's Cycling Initiatives

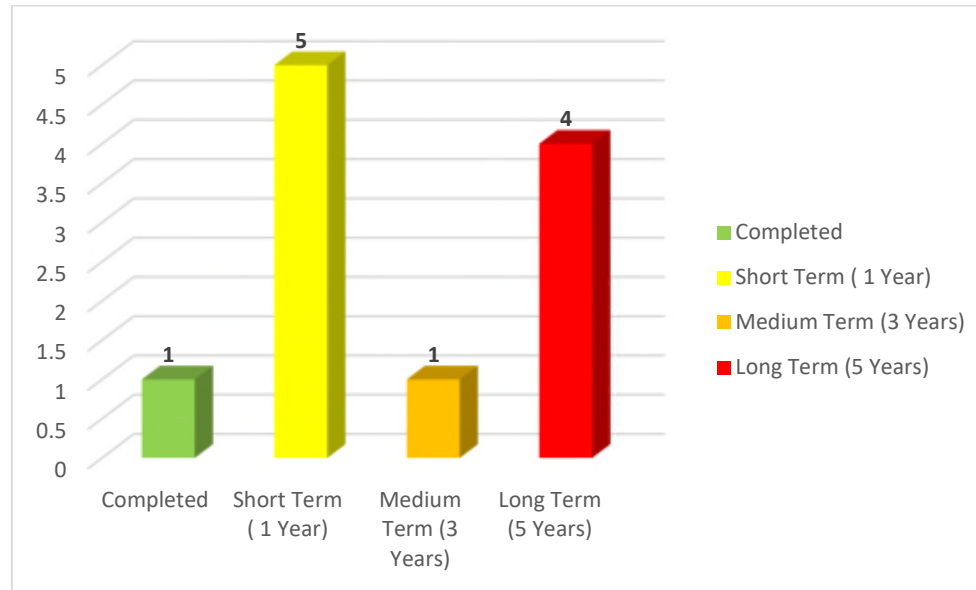
7.5 PUBLIC TRANSPORT STRATEGY

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

TABLE 7.4 Preliminary Schedule of MMP’s Public Transport Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of: <ul style="list-style-type: none"> PTS 1a - maintaining the existing bus services PTS 1b - Enhancing the catchment of this service 	✓ -	- -	- -	- ✓		
PTS 2	Market / Publicise the potential for residents to purchase both annual and monthly TaxSaver tickets from their employer	-	✓	-	-		
PTS 3	Investigate the potential benefits of establishing a Public Transport Users Group	-	-	-	✓		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Compile and disseminate a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 7	In partnership with Dublin Bus /LUAS/Irish Rail and local authority ensure all local bus / Luas / rail interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses / LUAS / rail where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme	-	✓	-	-		
PTS 10	Explore the potential of a Travel Diary incentive / awards scheme	-	-	-	✓		

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



GRAPH 7.4 Roll-out of MMP's Public Transport Initiatives

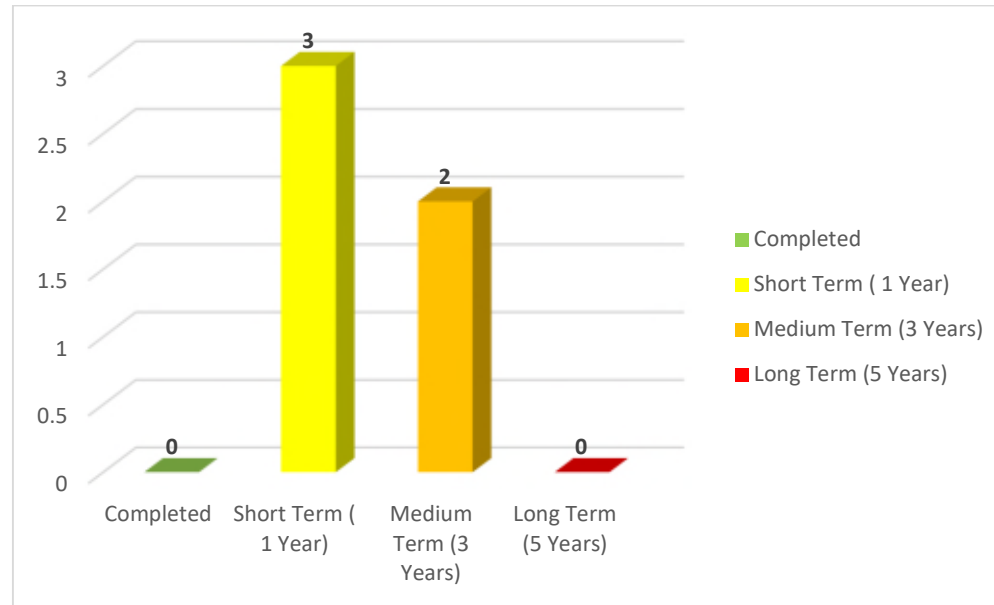
7.6 PRIVATE CAR STRATEGY

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

TABLE 7.5 Preliminary Schedule of MMP's Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Investigate the benefits of developing a 'Car' Fact Sheet	-	✓	-	-		-
PCS 2	Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices	-	-	✓	-		
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Explore the opportunities of informal arrangements between residents for travel to school / college	-	-	✓	-		
PCS 5	Determine the suitability / potential / benefits of a local Car Club scheme	-	✓	-	-		-

7.6.2 The MMP's Private Car Strategy promotes a total of 5 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in **Graph 7.5** below.



GRAPH 7.5 Roll-out of MMP's private Car Initiatives

7.7 MARKETING AND PROMOTION STRATEGY

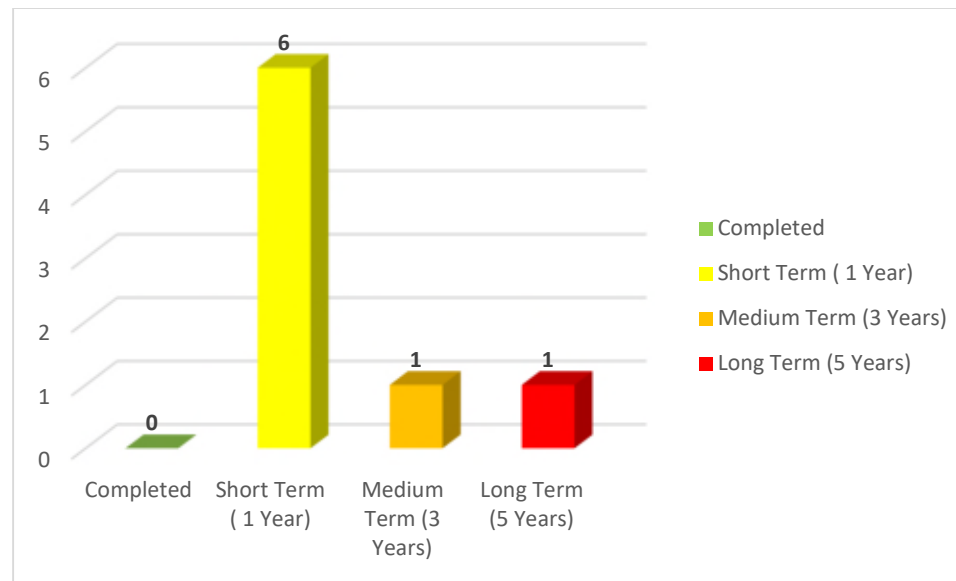
7.7.1 Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable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

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

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-		
MPS 2	Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each resident	-	✓	-	-		
MPS 3	Explore the cost benefits of developing a dedicated MMP website	-	✓	-	-		
MPS 4	Investigate the opportunity of developing an events calendar with 2 to 4 events per year and a supporting promotion strategy to market each event	-	-	✓	-		
MPS 5	Incorporate section / report success etc. of MMP process in local newsletters and other information dissemination initiatives	-	-	-	✓		
MPS 6	As part of Induction Sales Meeting with residents and employees introduce the MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Explore the cost benefits of developing a MMP App to enhance access to MMP information and events	-	✓	-	-		

MPS 8	Investigate the opportunity for a MMP annual newsletter for distribution to all residents	-	✓	-	-		
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7.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in **Graph 7.6** below.



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



CHAPTER 8

Summary & Conclusion

8.1 SUMMARY

8.0 SUMMARY AND CONCLUSIONS

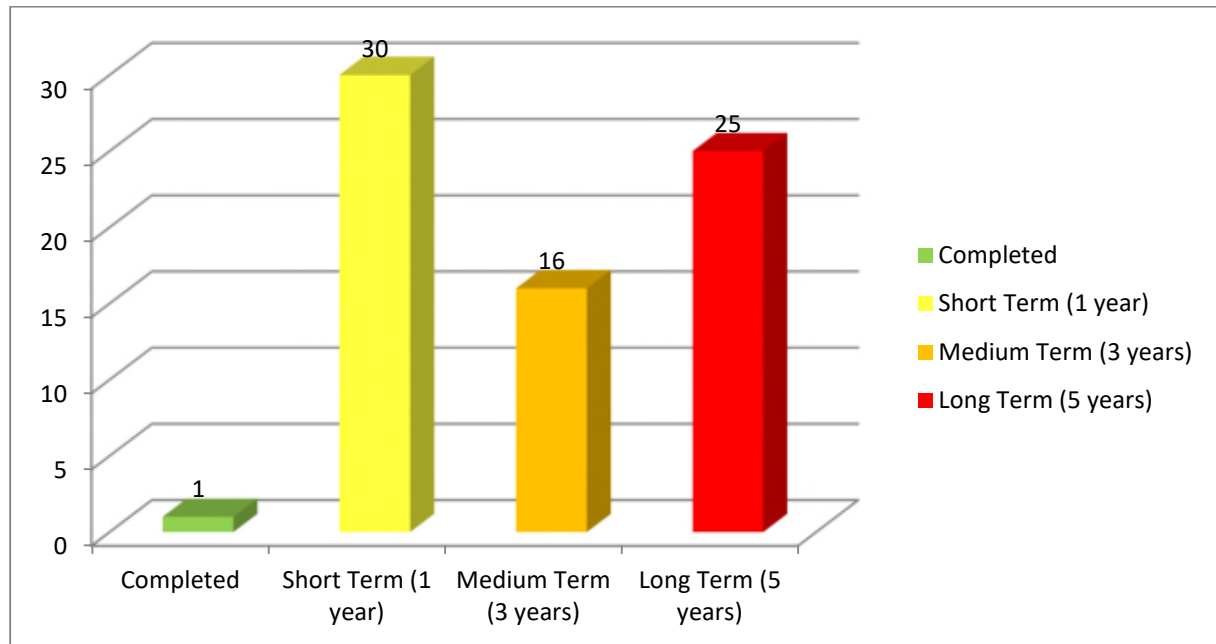
8.1 SUMMARY

- 8.1.1 This Mobility Management Plan has been prepared in support of a planning application for a proposed residential development at Newcastle, Co. Dublin. The proposal is for a development which comprises 280 no. residential units (128 houses, 152 apartments / duplexes) represents part of a larger land holding. The adjoining Graydon Residential Development is currently under construction.
- 8.1.2 This MMP focuses primarily on how residents can be encouraged to use sustainable means of transport to and from the site.
- 8.1.3 DBFL Consulting Engineers have compiled this framework MMP as the basis for discussions between the developers and planning officers from South Dublin County Council. Through these scoping discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions and targets.
- 8.1.4 The measures proposed in this document will not only benefit the residents of the proposed development but will also help to mitigate any transport impacts of the development on the wider local community.
- 8.1.5 The identified preliminary action plan promotes a total of 63 initiatives across 6 sub strategy themes as presented in the Pie Chart below.



GRAPH 8.1 Development: MMP Initiatives by Strategy

8.1.6 The implementation schedule of identified 73 MMP initiatives is outlined in **Graph 8.2** below. A total of 31 initiatives (or 42.47%) of the action plan will be implemented within 1 year of the residential development being occupied.



GRAPH 8.2 Roll-out of MMP's Initiatives

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

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

APPENDICES

Appendix A

Purpose of Trip based on Trend Modes in Greater Dublin Area

Chart A1: Purpose of Trip made by Car/Van

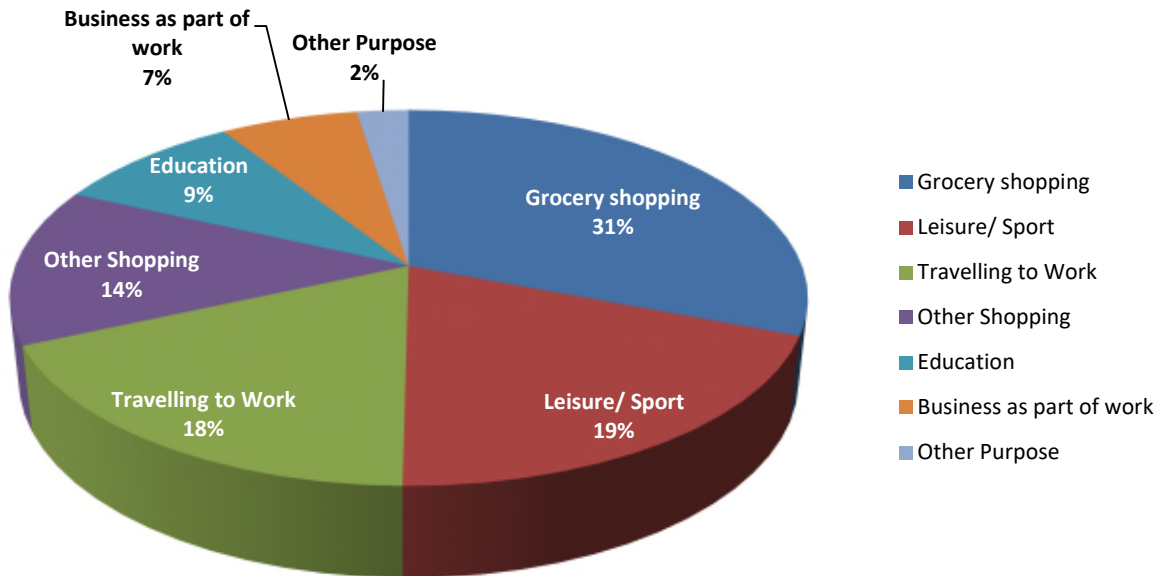


Chart A2: Purpose of Trip made by Taxi

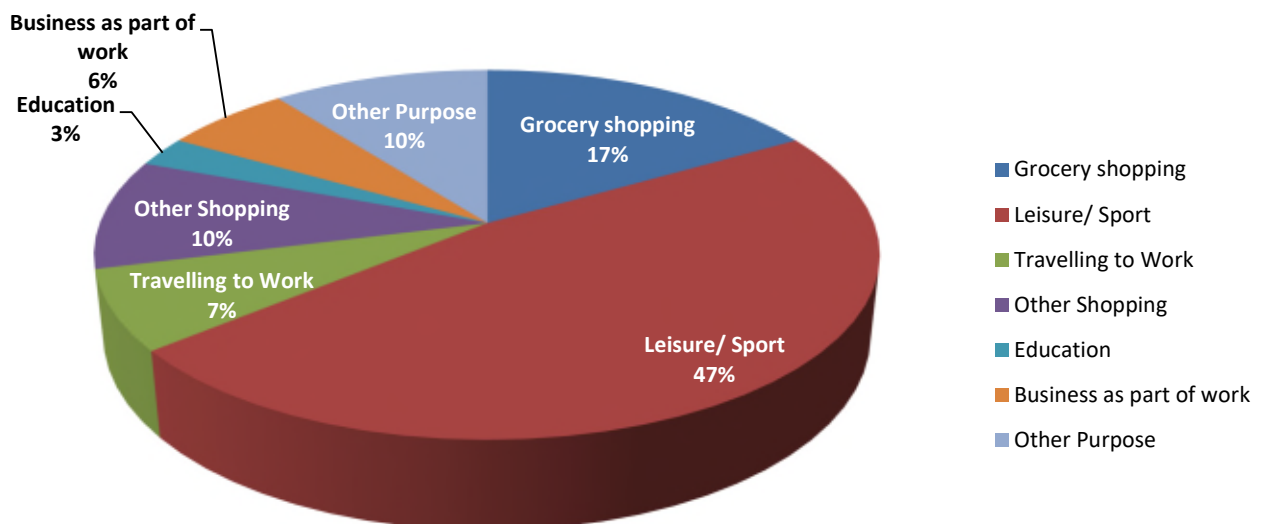


Chart A3: Purpose of Trip made by Bus

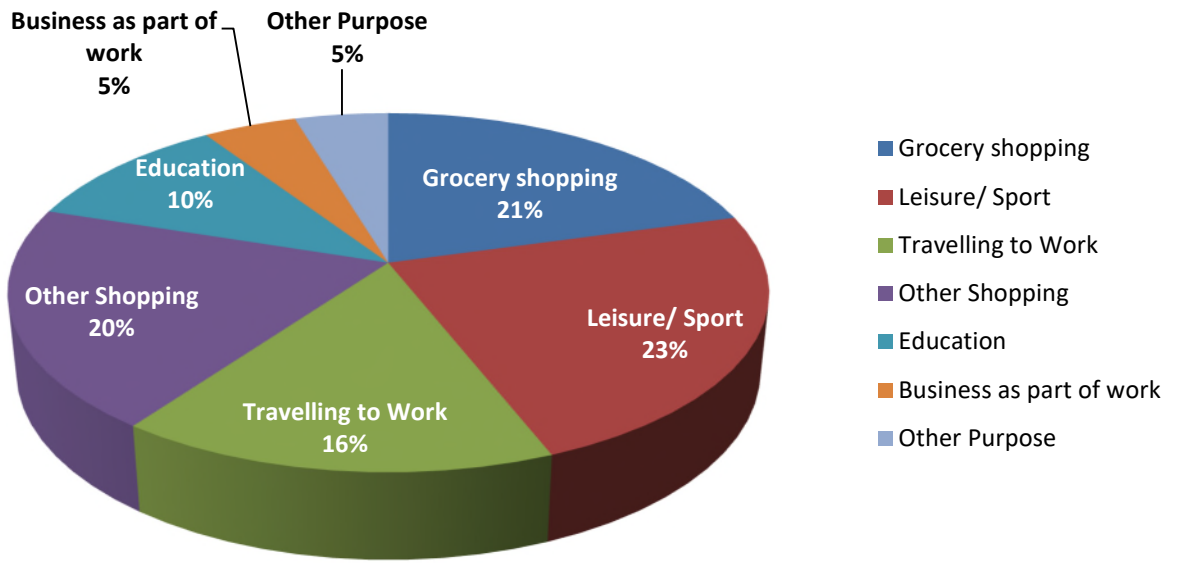


Chart A4: Purpose of Trip made by Train/DART

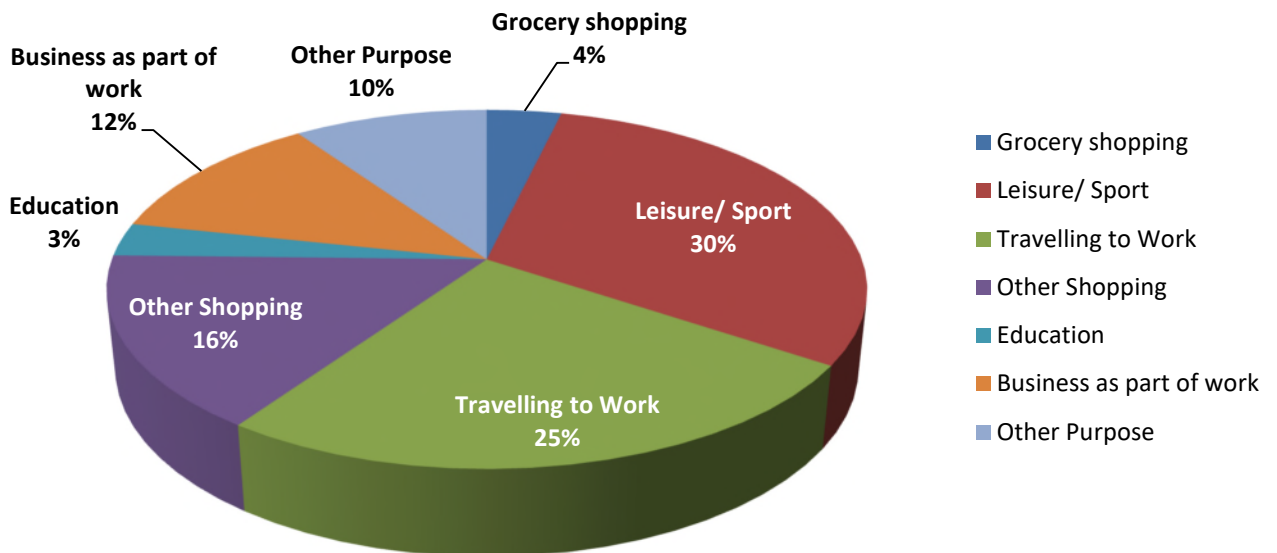


Chart A5: Purpose of Trip made by LUAS

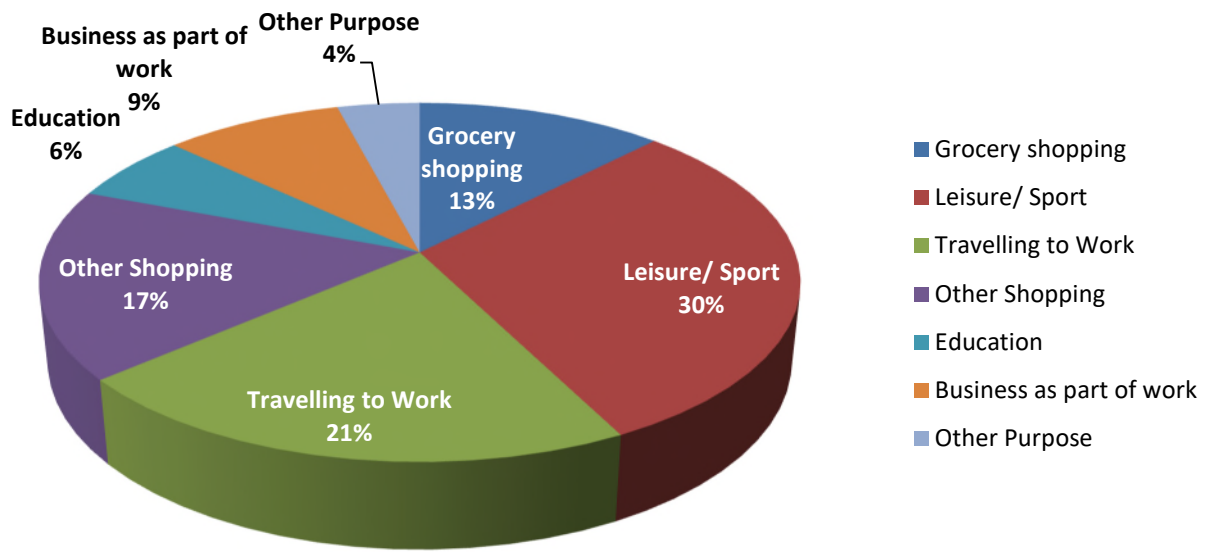


Chart A6: Purpose of Trip made by Bicycle

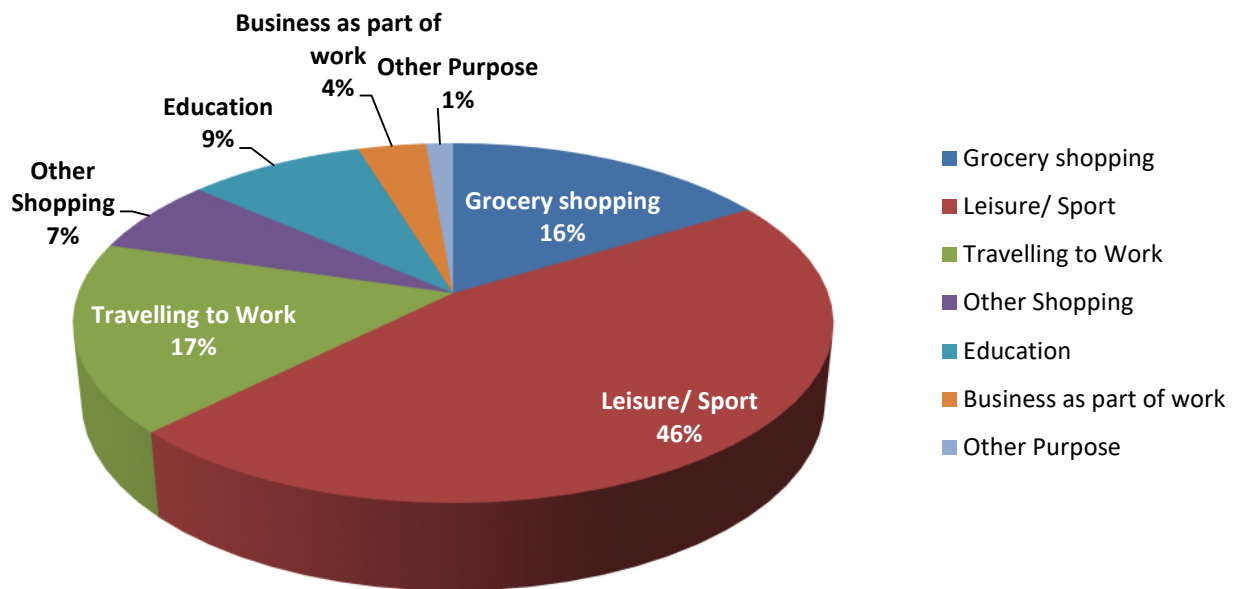


Chart A7: Purpose of Trip made by Walking

