

MOBILITY MANAGEMENT PLAN

Bailey Gibson Strategic Housing Development No.2



JUNE 2022

SYSTRA

MOBILITY MANAGEMENT PLAN

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1. INTRODUCTION

- 1.1.1 This report has been prepared by SYSTRA Limited under the appointment of the applicant: CWTC Multi Family ICAV acting solely in respect of its sub fun DTBR SCR1 Fund. This **Mobility and Management Plan (MMP)** has been prepared to support a proposed Strategic Housing Development (SHD) at the Former Bailey Gibson Site, former Player Wills Site, Dublin City Council land (formerly Boys Brigade pitch and part of St. Teresa's Gardens (all within Strategic Development Regeneration Area 12)), South Circular Road and Donore Avenue, Dublin 8.
- 1.1.2 The MMP should be read in conjunction with the accompanying Traffic & Transport Assessment (TTA). The Mobility Management Plan is the principal mitigation measure proposed by the TTA to address the forecast transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planning application.

1.2 Development Description

This application relates to a proposed mixed-use strategic housing development (SHD) on a site of approx. 5.5 hectares in Dublin 8. It includes all of the former Bailey Gibson site and a small portion of the former Player Wills site, both of which are owned by the Applicant, CWTC Multi Family ICAV acting solely in respect of its sub fun DTBR SCR1 Fund. The balance of the proposed development site relates to land owned by Dublin City Council (DCC) known locally as the 'Boys Brigade pitch' and part of the St. Teresa's Gardens site, together with DCC controlled public roads.

The application area is predominately within Strategic Development Regeneration Area (SDRA) 12, St. Teresa's Gardens & Environs as identified in the Dublin City Development Plan 2016-2022. The part of the proposed development site not within SDRA 12 relate to works proposed in the public roads surrounding the site, South Circular Road, Donore Avenue and Rehoboth Place.

A comprehensive description of the proposed development is set out in the Planning Statement. The Statutory Notices should also be referenced.

Briefly, it is proposed to demolish the existing vacant buildings and structures on the Bailey Gibson site to make way for development of 345 new homes across 5 blocks, BG 1 - BG 5, ranging in height from 2-7 storeys. The residential blocks will be contained within the Bailey Gibson site. The typology is predominantly apartments with 4 townhouses proposed in block BG5.

This is a mixed tenure scheme, with 292 units proposed as Build to Rent (BtR) across blocks BG1-BG3 and 53 units proposed as Build to Sell (BtS) in blocks BG4 and BG5. It is proposed to deliver 34 social and affordable homes as part of the overall total.

All apartments have private amenity space. At ground floor this is in the form of terraces and on upper levels, balconies. Each of BG1-BG4 have communal amenity areas either as a courtyard or podium area.

Tenant amenities and facilities are proposed in the BtR blocks and include a gym, co-working space, kitchen/lounge areas, concierge, and waste facilities.

Over 2 hectares of public open space including a multi-sport play pitch, a playground, 'St. Teresa's Playground', a boulevard, 'St. Teresa's Boulevard', a park, 'Players Park', a plaza, 'Rehoboth Plaza'.

The proposed non-residential uses include in blocks BG1 and BG2 commercial units that have the capacity to support daily living needs e.g., a shop, pharmacy and professional services. A creche with capacity for approx. 60 children. In block BG2 the design includes floorspace for a café/restaurant/bar.

In total there are 89 car parking spaces allocated to the proposed apartments and all are contained within the Bailey Gibson site. Apart from 1 space at podium level, the parking is contained within a basement. Additionally, 10 'Go Car' spaces are proposed at podium level for residents use only. Each of the 4 townhouses has 1 on-curtilage car parking space.

Visitor parking is at street level and the proposed sport pitch will be serviced separately by new spaces on the public roads. The scheme includes set down parking for the creche, a loading bay for deliveries and coach parking area.

Provision is made for disabled parking, electric vehicle charging, a car sharing scheme and motorcycle parking.

784 spaces are proposed for cycle parking including secure residents parking, visitor parking and spaces for cargo bicycles.

Other works include the development of a network of streets across the proposed development site that will link with other sites within SDRA 12 and into the wider street network of Dublin 8. Improvement works within existing local streets to facilitate access and safe movement.

Ancillary development works includes the construction of electricity substations, meter rooms, plant rooms at basement level, waste storage areas, solar photovoltaics, drainage, landscaping, and lighting.

Figure 2.1 BAILEY GIBSON SHD 2 – Image from Urban and Architectural Design Statement



1.3 Mobility Management Plan Approach

- 1.3.1 This Residential Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage and embed sustainable travel choices by residents from the outset of the development's occupation.
- 1.3.2 A successfully implemented Residential MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by car-sharing, public transport, walking and cycling; and can improve road safety and personal security for pedestrians and cyclists.
- 1.3.3 Mobility Management is about improving the development site's access from the outset – by designing for and enabling and promoting sustainable travel options (e.g. walking, car-sharing, cycling and public transport) to residents – and by reducing the need to travel by car from the development in order to access essential services and amenities. MMPs can also improve the health and wellbeing of residents through the benefits of active travel and reduce the transport-related carbon impact of the development. An MMP specifically focuses on journeys made from a single origin (home) to multiple destinations.

1.4 Report Structure

- 1.4.1 This report sets out the background, context and objectives of the plan, and describes a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use to the development. A strategy for implementation, target setting, and monitoring is also discussed. The report is set out in the following structure:
 - Chapter 1: Report introduction
 - Chapter 2: An introduction to Mobility Management
 - Chapter 3: Policy context
 - Chapter 4: Proposed development
 - Chapter 5: Baseline site transport review
 - Chapter 6: Pre-occupation baseline mode share
 - Chapter 7: MMP objectives and targets
 - Chapter 8: MMP measures
 - Chapter 9: Monitoring and review
 - Chapter 10: Summary

2. MOBILITY MANAGEMENT: CONTEXT

2.1 What is Mobility Management?

2.1.1 Mobility Management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. Mobility Management is about improving a site's access, by designing for and enabling and promoting sustainable travel options (e.g. walking, cycling and public transport) to residents. The use of Mobility Management is well established in Ireland through the Development Control process and the policy documents set out in Chapter 3. The process involves key stakeholders such as the Local Authority, public transport operators, the developer and future residents.

2.2 The Benefits of Mobility Management

2.2.1 Implementing a Mobility Management Plan (or Travel Plan) has the following potential local benefits:

- Promoting alternative uses to the car can result in less congestion and therefore improves safety on local roads by promoting alternatives to the car.
- Reduced highway capacity problems can enable more sustainable travel choices.
- The local environment will be improved from reduced congestion, carbon emissions, pollution and noise.
- A range of travel options makes the development site attractive to potential residents.
- Increases opportunities for active healthy travel, such as walking and cycling.
- Reduces demand for parking spaces, enabling land to be put to more cost-effective or commercially beneficial use and freeing space for active travel initiatives.
- Improved travel choice, quality and affordable access to services for all users.

2.3 Mobility Management Plan Objectives

2.3.1 The overarching objectives of the MMP are to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share. It can also reduce the number and length of trips undertaken / required (for example through the promotion of internet shopping and home working, and the provision of an on-site parcel delivery services).

2.3.2 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 a residential MMP, objectives can include:

Residents

- Address residents' need for sustainable access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Promote healthy lifestyles and sustainable, vibrant local communities by improving the environment and the routes available for cycling and walking.

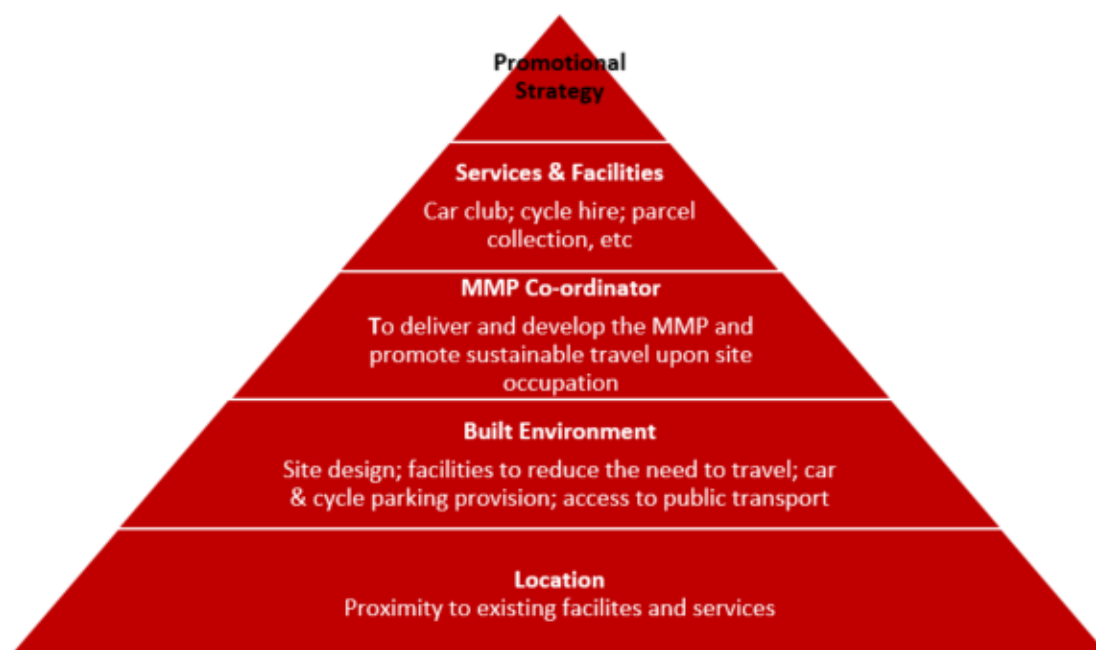
The Local Community

- Make local streets less dangerous, less noisy and less polluted and enhance the viability of public transport
- Reduce the traffic generated by the development for journeys both within the development and on the external road network
- Promote equal opportunities by offering wider travel choices
- Improve personal and wider community health
- Reduce air and noise pollution.

2.4 Making Residential Mobility Management Plans Work

2.4.1 A successful RMMP will address all aspects of a development that create a need to travel by site residents. The RMMP ‘pyramid’ below demonstrates how successful plans are built on the firm foundations of location and site design. A RMMP should combine hard measures (e.g. cycle parking, routes to bus stops) and soft measures (such as bus taster tickets and personalised journey planning). All measures should be integrated into the design, marketing and occupation of the site – with parking restraint often crucial to the success of the MMP in reducing car use.¹

Figure 2.1 The Travel Plan Pyramid



2.4.2 MMPs are evolutionary documents that should be regularly updated. In this way, MMP targets and Action Plans can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this MMP is the starting point of a live process and will be updated on an annual basis or when required by other circumstances. MMP specific objectives should be ‘SMART’ (Specific, Measurable, Achievable, Realistic and Time-Bound).

¹ UK Department for Transport *Making Residential Travel Plans Work* – June 2007

3. THE POLICY AND PLAN CONTEXT

3.1 Policy and Plan Overview

3.1.1 This section provides an overview of the national, regional and local transport and other policy drivers and strategies that underpin the requirements (and benefits) of implementing a Residential Mobility Management Plan for the proposed residential development. Please also see the accompanying Transport Assessment for a more detailed overview of current transport policy, plans and strategies of relevance to the site.

3.2 National Policy Context

3.2.1 This section provides an overview of the main national policy drivers and strategies that underpin the requirements (and benefits) of implementing a Residential MMP for the residential development proposed at the Bailey Gibson site.

Ireland 2040 Our Plan – National Planning Framework

3.2.2 The **Project Ireland 2040 - National Planning Framework (NPF)** recognises that improvements in connectivity are achievable and are necessary to boost both competitiveness and quality of life. The Ireland 2040 Vision includes the following key elements which have direct relevance to Mobility Management.

1. More sustainable choices and options for people, businesses and communities that can positively influence sustainable patterns of living and working.
2. The highest possible quality of life for our people and communities, underpinned by high quality, well managed built and natural environments.
3. Significant improvement in local and international connectivity that underpins the competitiveness and quality of life of our people, businesses, communities and regions.

3.2.3 The NPF has been developed to deliver the following **National Strategic Outcomes** (as part of the Smart Growth Urban Initiative to achieve sustainable growth) which are pertinent to this report. These are to:

- Improve accessibility to and between centres of mass and scale and provide better integration with their surrounding areas.
- Ensure transition to more sustainable modes of travel (walking, cycling, public transport) and energy consumption (efficiency, renewables) within an urban context.

3.2.4 The NPF seeks to enable people to live closer to where they work, moving away from the current unsustainable trends of increased commuting. It supports more energy efficient development through the location of housing and employment along public transport corridors, where people can choose to use less energy intensive public transport, rather than being dependent on the car.

3.2.5 The Eastern and Midland Regional Assembly (EMRA), through its “Regional Spatial and Economic Strategy”, also supports travel planning. Specifically, through Regional Policy Objective (RPO) 8.7 which promotes the use of mobility management and travel plans to bring about behaviour change and more sustainable transport use.

Smarter Travel, A Sustainable Transport Future (STASTF) – A New Transport Policy for Ireland, 2009 – 2020

- 3.2.6 As recognised in Smarter Travel, A Sustainable Transport Future – A New Transport Policy for Ireland 2009 – 2020 there is a need to provide an integrated transport network that enables the efficient, effective and sustainable movement of people and goods, in order to contribute to economic, social and cultural progress.
- 3.2.7 This policy recognises that without intervention, congestion will get worse, transport emissions will continue to grow, economic competitiveness will suffer, and quality of life will decline. The key goals are as follows:
- Improve quality of life and accessibility to transport for all and 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.
- 3.2.8 The implementation of STASTF will also assist in meeting Ireland's international obligations towards tackling climate change. The following actions are relevant to the proposed residential development at the Bailey Gibson site:
- 3.2.9 **Action 1** – We will continue to enhance existing legislative provisions to deliver deeper integration of travel and spatial planning and to support the full integration and alignment of transport plans with the development plan process and local area planning (see also Action 42).
- 3.2.10 **Action 2** – We will ensure better integration of land use planning and transport policies in the relevant planning guidelines as part of their ongoing review and we will avail of policy directives to give effect to specific measures needed to meet the vision for sustainable travel. The following will also be included in future planning guidelines: a requirement that developments above a certain scale have viable travel plans in place. The following will also be included in future planning guidelines:
- A general requirement that significant housing development in all cities and towns must have good public transport connections and safe routes for walking and cycling to access such connections and local amenities.
 - Integration of cycling and public transport.
 - A requirement that developments above a certain scale have viable travel plans in place

National Cycle Policy Framework, 2009-2020

- 3.2.11 The National Cycle Planning Policy Framework 2009-2020 (NCPF) aims to create a new culture of cycling in Ireland, with a target of 10% of all trips to work being made by bike by 2020.

The National Cycle Manual

3.2.12 The **National Cycling Manual** is focused on encouraging more people to cycle and providing for cycling in a stress free and safe environment. The Manual embraces the Principles of Sustainable Safety to offer a safe traffic environment for all road users including cyclists and offers guidance on integrating the bike in the design of urban areas. It challenges planners and engineers to incorporate cycling within transport networks more proactively than before.

Get Ireland Active – The National Physical Activity Plan, 2016

3.2.13 Another key policy driver for the encouragement of active, healthy commuting trips is the **Get Ireland Active – National Physical Activity Plan (NPAP)**. Launched in 2016, this plan recognises that physical inactivity is a demonstrated clear risk to health and wellbeing in Ireland.

3.2.14 The NPAP is about creating increased opportunities for people to be active in ways which fit in to their everyday lives and which suits individual needs, circumstances and interests, and to remove the barriers which people face to being active – by encouraging a supportive environment where physical activity becomes normal.

3.2.15 The NPAP focuses on the use of the natural and built environment. It recognises that promoting active transport are the most practical and sustainable ways to increase physical activity as part of people’s everyday routine. It specifically identifies the role of walking or cycling for utility transport as a means to increase people’s physical activity levels.

3.3 Regional and Local Policy Context

3.3.1 This section provides an overview of the main regional and local policy drivers and strategies that underpin the context, requirements and benefits of a Mobility Management Plan for the proposed residential development.

Greater Dublin Area Transport Strategy, 2016-2023

3.3.2 This strategy aims 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 – helping to reduce modal share of car-based commuting to a maximum of 45%. To achieve these principles, future developments must:

- Have transport as a key consideration in land use planning – integration of land use and transport to reduce the need to travel, reduce the distance travelled, reduce the time taken to travel, promote walking and cycling especially within development plans.
- Protect the capacity of the strategic road network.
- Ensure a significant reduction in share of trips taken by car, especially those trips which are shorter or commuter trips.
- Take into account all day travel demand from all groups.
- Provide alternate transport modes in order to reduce the strain on the M50 as current increase in traffic is unsustainable.

3.3.3 The site is within walking distance of improved public transport provisions such as the proposed BusConnects Core Bus Corridor(s), which will enhance the overall public transport provision across urban Dublin. This will improve public transport options for residents, including for those commuting to destinations across the wider Dublin area.

BusConnects

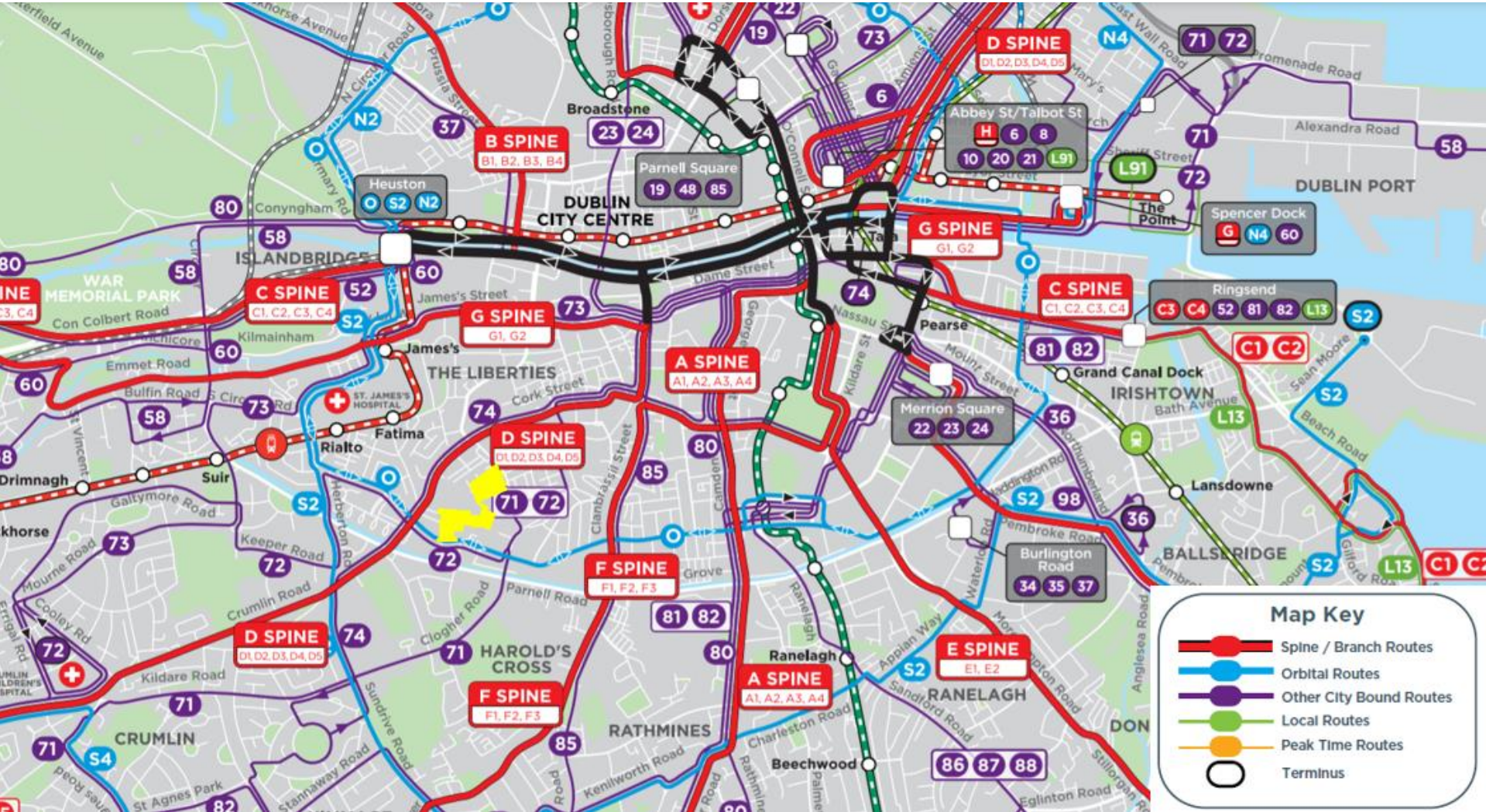
3.3.4 BusConnects is a major investment programme to improve and enhance the bus network of Dublin. It aims to overhaul the current system through a 10-year programme of integrated actions to deliver a more efficient, reliable, integrated and better bus system with a capacity to carry for more people. As part of this programme there are a number of initiatives planned including:

- Delivery of a network of new or improved core bus corridor to improve journey times and reliability;
- New network of cycle lanes/tracks;
- Redesign of bus network with higher frequency spine routes, new orbital services and increased services;
- New bus stops and shelters with improved signage and information;
- Improvement to ticketing and fare structures.

3.3.5 There are a total of 16 Core Bus Corridors which are planned to be developed over 3 phases. Greenhills-City Centre Corridor which runs along Dolphin's Barn Street is planned to be developed in phase 2 of the project. The preliminary design for these corridors are currently being progressed by National Transport Authority based on feedback from the initial public consultation.

3.3.6 The Greenhills-City Centre corridor is classified as a very high frequency spine with frequencies of less than 5minutes proposed along Dolphin's Barn Street/Cork Street. In addition, a new orbital route is planned along the South Circular Road which will pass directly in front of the proposed development. This route will operate at a frequency of 5-10 minutes. Figure 3. shows the planned network redesign, as of November 2019, which has been revised based on the first round of public consultation. Bus connects is currently in planning stages and will undergo further rounds of public consultation.

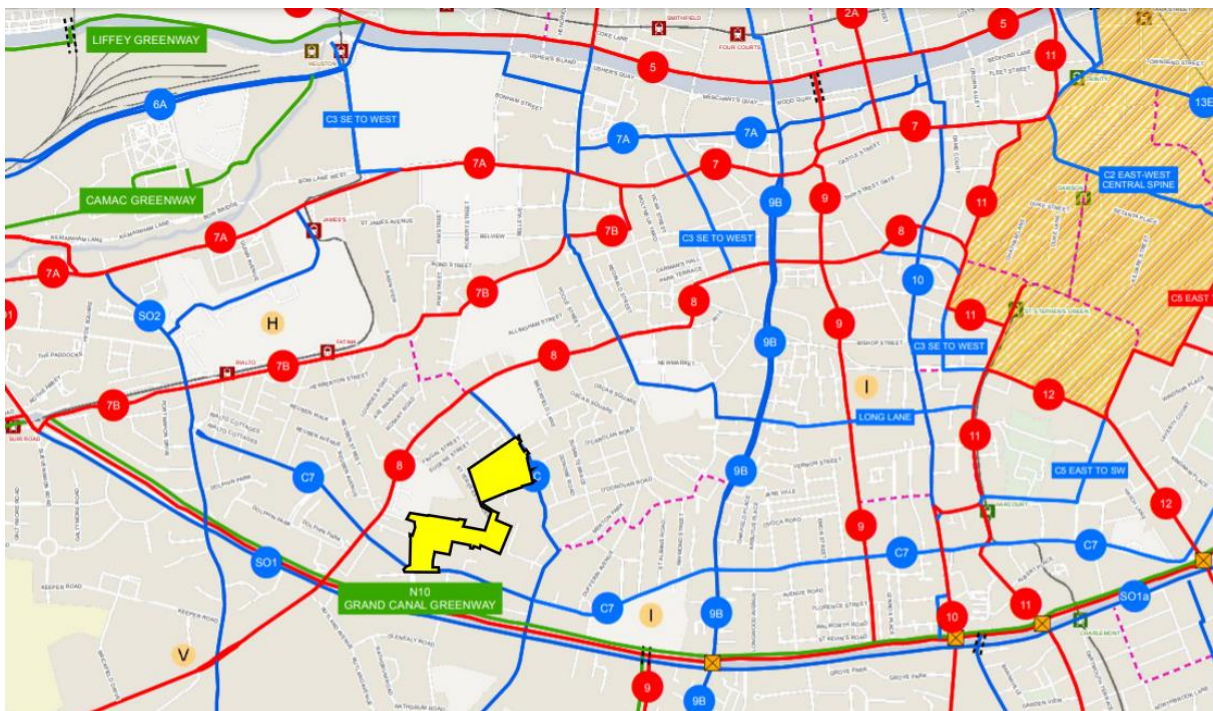
Figure 3.1 Bus Connects Network Redesign – City Routes & Frequencies



Greater Dublin Area Cycle Network Plan, 2013

- 3.3.7 The Greater Dublin Area Cycle Network Plan sets out a 10-year strategy to expand the urban cycle network from 500km to 2,480km. The overarching ambition of the plan is to increase the national cycle mode share to 10% by 2020.
- 3.3.8 The network will consist of a series of primary, secondary and feeder routes as well as greenways routes. These routes will comprise of a mix of cycle tracks and lanes, cycleways and infrastructure-free cycle routes in low traffic environments. The proposed cycle network near to the development is shown below, with the Grand Canal Greenway, the Primary Routes 8 and SO1 / N10 and the Secondary Routes 8C and SO2 running near to the site as shown in Figure 3..

Figure 3.2 GDA Cycle Network Plan – City Centre



Dublin City Council Development Plan, 2016-2022

- 3.3.9 The Dublin City Development Plan provides a coherent, integrated framework to ensure the city develops in an inclusive and sustainable manner which is resilient on social, economic and environmental fronts in the short and longer term. The plan emphasises the need for Dublin to become a low-carbon city and the role of compact, self-sustaining communities and neighbourhoods, urban form and movement has to play in achieving this goal.
- 3.3.10 The plan details a Core Strategy which includes housing, settlement, employment, retail and public transport strategies. The strategy translates into 3 broad strands which form the basis for the policies and objectives outlined in the plan, these are:

- Compact, Quality, Green, Connected City;
- A Prosperous, Enterprising, Creative City; and
- Creating Sustainable Neighbourhoods and Communities.

3.3.11 The policies and objectives of the plan are categorised into 12 broad areas. Table 3.1 below provides a summary of the policies most relevant to this MMP.

Table 3.1 Extracts from most relevant Dublin City Development Plan 2016-2022 Policies

| No. | Details |
|-------|---|
| SC19 | "To promote the development of a network of active, attractive and safe streets and public spaces....which encourage walking as the preferred means of movement between buildings and activities in the city. In the case of pedestrian movement within major developments, the creation of a public street is preferable to an enclosed arcade or other passageway." |
| SC20 | "To promote the development of high-quality streets and public spaces which are accessible and inclusive, and which deliver vibrant, attractive, accessible and safe spaces and meet the needs of the city's diverse communities. " |
| QH10 | "To support the creation of a permeable, connected and well-linked city and discourage gated residential developments as they exclude and divide established communities." |
| MT2 | "Whilst having regard to the necessity for private car usage..to continue to promote modal shift from private car use towards increased use of more sustainable forms of transport such as cycling, walking and public transport..." |
| MT7 | "To improve the city's environment for walking and cycling through the implementation of improvements to thoroughfares and junctions and also through the development of new and safe route.." |
| MT10 | "To provide 30kph speed limits and traffic calmed areas at appropriate locations throughout the city subject to stakeholder consultation." |
| MT11 | "To continue to promote improved permeability for both cyclists and pedestrians in existing urban areas..." |
| MT12 | "To improve the pedestrian environment and promote the development of a network of pedestrian routes which link residential areas with recreational, educational and employment destinations to create a pedestrian environment that is safe and accessible to all." |
| MT13 | "To promote best practice mobility management and travel planning to balance car use to capacity and provide necessary mobility via sustainable transport modes." |
| MT17 | "To provide sustainable levels of car parking and storage in residential schemes in accordance with development plan car parking standards so as to promote city centre living and reduce the requirement for car parking." |
| MT18 | "To encourage new ways of addressing the parking needs of residents (such as car clubs) to reduce the requirement for car parking." |
| MTO25 | "To support the growth of Electric Vehicles and e-bikes, with support facilities as an alternative to the use of fossil-fuel-burning vehicles, through a roll-out of additional electric charging points in collaboration with relevant agencies at appropriate locations." |

3.3.12 The site is part of SDRA 12 and the guiding principles relevant to this transport assessment are as follows;

- *"The development of a network of streets and public spaces will be promoted to ensure the physical, social and economic integration of St. Teresa's Gardens with the former Player Wills & Bailey Gibson site, with further integration potential with the site of the Coombe Hospital and White Heather Industrial Estate. "*
- *"Strong permeability through these lands will be encouraged to generate movement and activity east-to-west (connecting Dolphin's Barn Street and Cork Street with Donore Avenue) and north-to-south (connecting Cork Street and Donore Avenue with the South Circular Road and Grand Canal Corridor); a high-quality public domain, provision of pedestrian and cyclist routes and provision of active streets will be promoted."*

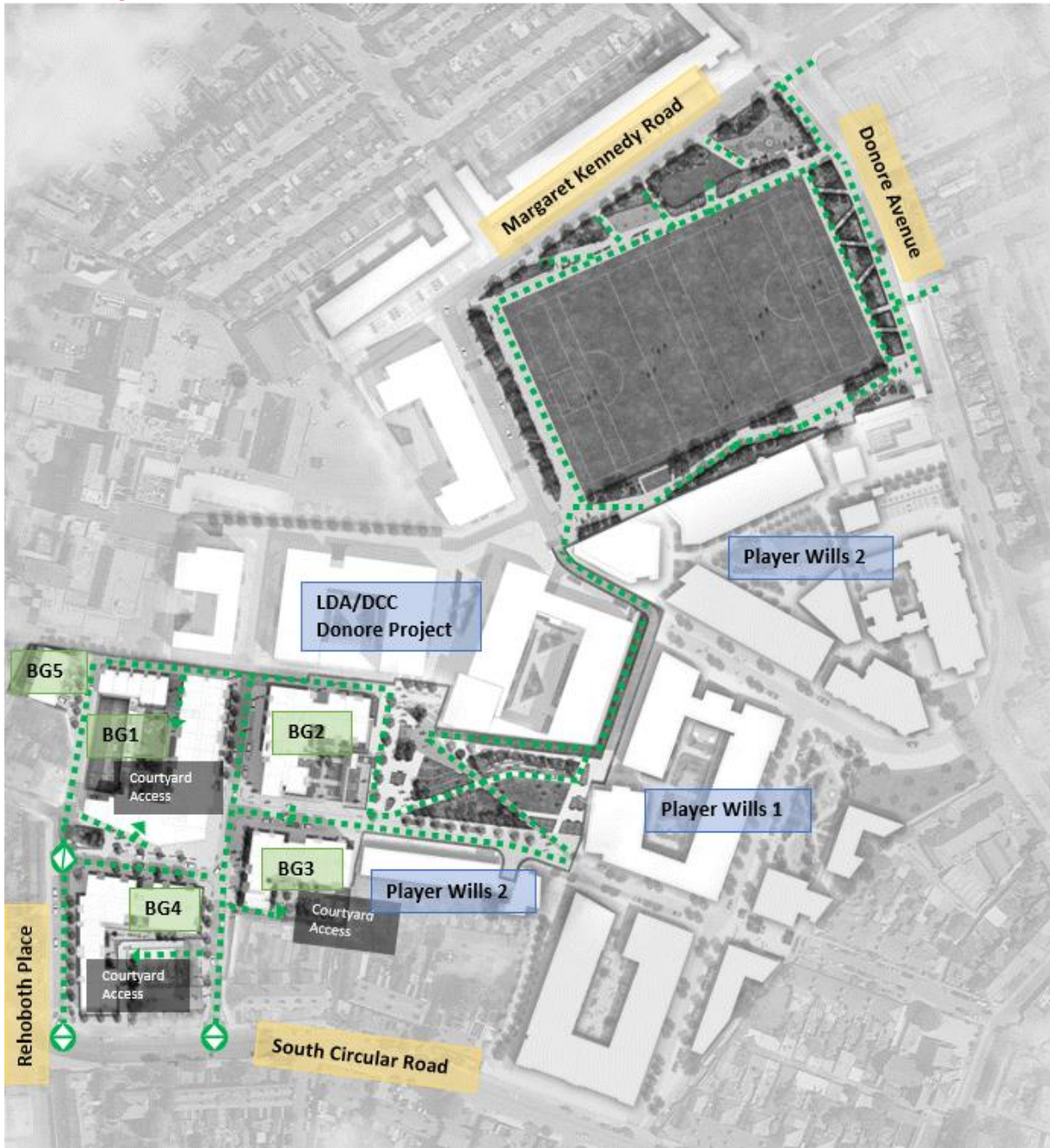
3.3.13 Section 16.38 & 16.39 set out the car and cycle parking standards respectively. The plan states that car parking standards are maximum in nature and may be reduced where other modes of transport provide sufficient mobility for residents. Alternative solutions will also be considered such as residential car clubs where there are site constraints.

4. THE PROPOSED DEVELOPMENT

4.1 Internal Pedestrian and Cyclist Provision

- 4.1.1 The Design Manual for Urban Roads & Streets (DMURS) indicate a hierarchy of travel modes with walking being the highest and most sustainable form of travel. Walking will not reduce long distance trips, however encouraging walking will reduce short distance vehicle trips, provide linkage to public transport and as an added benefit, will improve health and fitness.
- 4.1.2 There is a well-established network of footways throughout the surrounding area that provide strong connections between the proposed development and key local facilities / amenities. This is discussed further in Section 5.3.
- 4.1.3 The internal network of the proposed development has been designed to prioritise sustainable transport modes, while allowing for required vehicular access to car parking and for service vehicles. Not only will it seek to provide a safe and permeable environment for residents of the proposed development, it will also aim to provide a safe and direct link between the site and the external pedestrian and cycling networks and a future link to the full SRDA 12 area.
- 4.1.4 **Pedestrian Access** to the external network is provided at multiple points across the development including two access onto Rehoboth Place and a further two onto the South Circular Road. The site itself is also permeable with footpaths provided through the site and a shared pedestrian/cycle path around the perimeter. A walking/cycling path is provided from Players Park to the south corner of the multi-purpose playing pitch to provide filtered permeability. The multi-purpose playing pitch is surrounding by paths and will be accessible from the north and east residential areas.
- 4.1.5 These footpaths will ultimately connect through to the LDA/DCC Donore Project lands to the north and Player Wills Phase 1 to the east.

Figure 4.1 Pedestrian Access



4.1.6 **Cycling Access** follows the one-way system for vehicular traffic off the South Circular Road with additional accesses provided onto Rehoboth Place. There are shared pedestrian/cycle paths around the perimeter which also provide access to some of the long stay cycle parking. The 4m wide path from Players Park to the Multi-purpose Playing Pitch will provide filtered permeability for cyclist.

Figure 4.2 Cyclist Access



4.2 Cycle Parking

4.2.1 All long stay cycle parking for BG2 & 3 will all be at basement level and accessed via a separate stairwell to the rear of the basement and a cycle lift to the east of BG2, as highlighted in in Figure 4.3. The staircase will have double wheeling ramps either side in accordance with guidance from the Dublin Cycling Campaign. The long stay cycle parking for BG1 will be provided in a bike room within the block courtyard. BG4 cycle parking will be within a bike room located in the block. All bike rooms will be secure as per DCC guidelines. The bike parking will be two tier stacked parking, an example of which is shown in Figure 4.5. The ceiling heights and aisle widths of the bike room have all been designed to accommodate the dimensions illustrated.

Figure 4.3: Basement and Podium Layout – Bike and Car parking

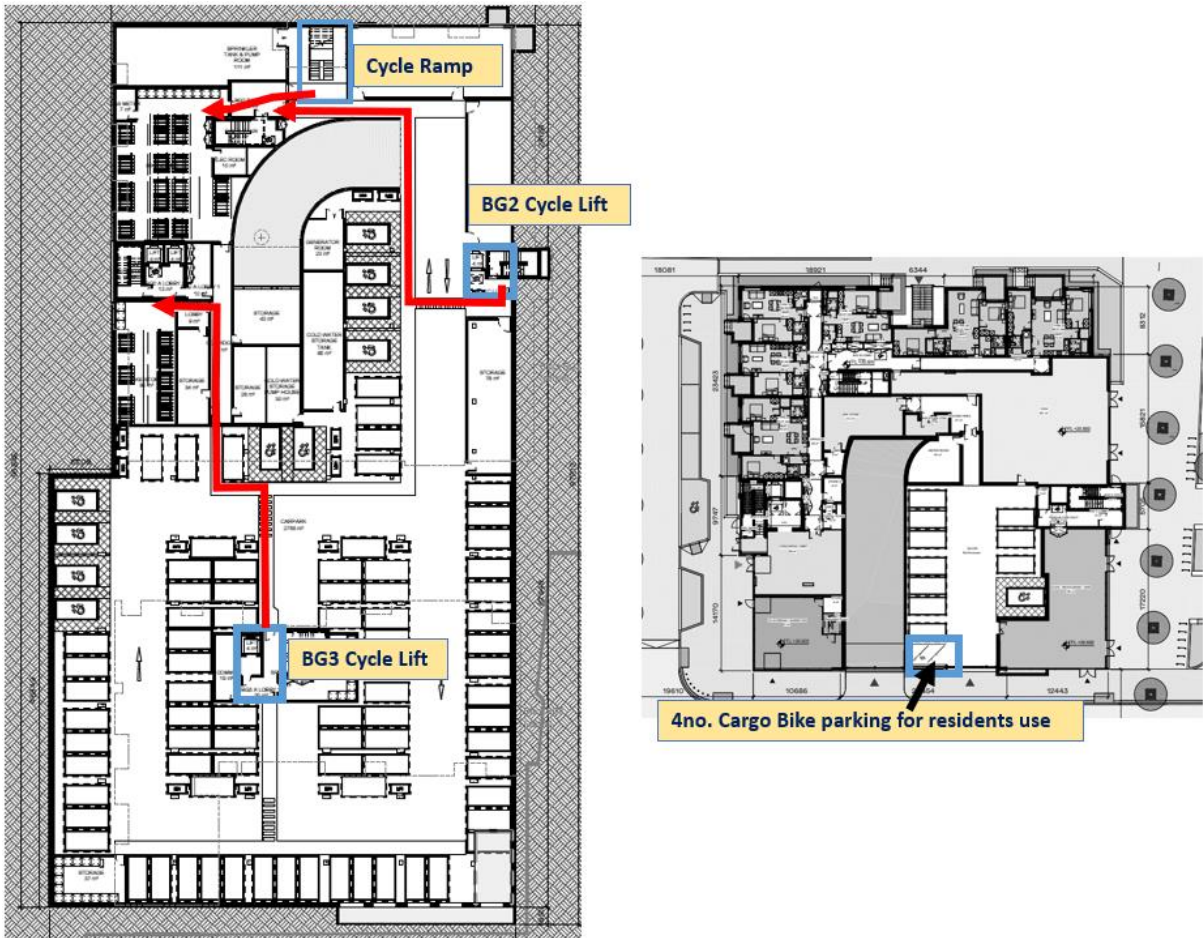
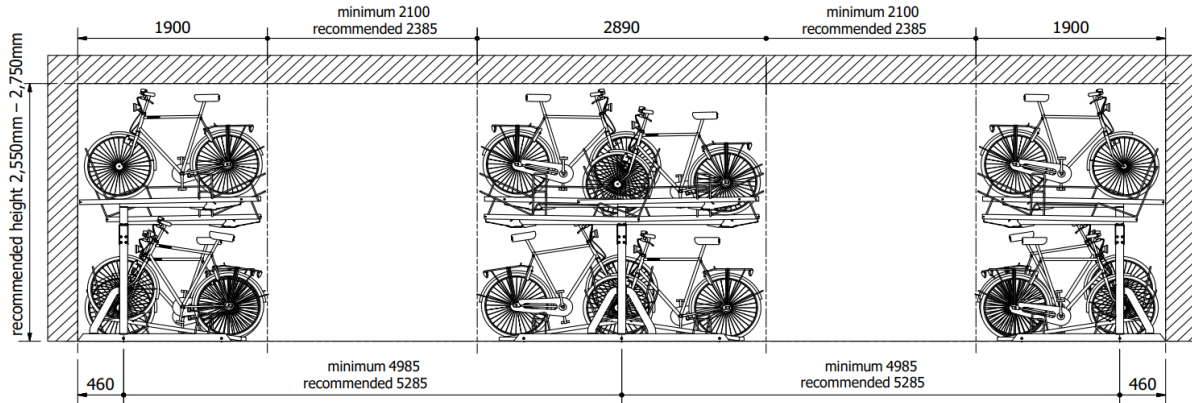


Figure 4.4: BG1 and BG4 bike sheds location



Figure 4.5: Two-Tier Cycle Parking with dimensions



- 4.2.2 Long cycle parking for staff working in the commercial units of the development will be provided. 4 spaces will be made available at BG 2 basement level for staff of the retail and community units and 3 spaces provided for staff of the childcare facility in BG1 Bike Shed.
- 4.2.3 In addition, 4no. of cargo bike parking for residents is provided at Podium Level for easy access from street level.
- 4.2.4 In terms of visitor cycle parking, DCC guidance states this will be decided on a case by case basis, the DHLGH New Apartments Guidelines recommends a ratio of 1 space per 2 residential units. It is proposed to provide Sheffield Stands on streetscape closer to the residential blocks (122no.), the Players Park (50no.) and the Multi-use playing pitch area (144no.). The number of visitors’ spaces will be reviewed in the future as part of the MMP to ensure it is adequate.

Figure 4.6: On-Street Parking Locations (SYS-BG-3.1)

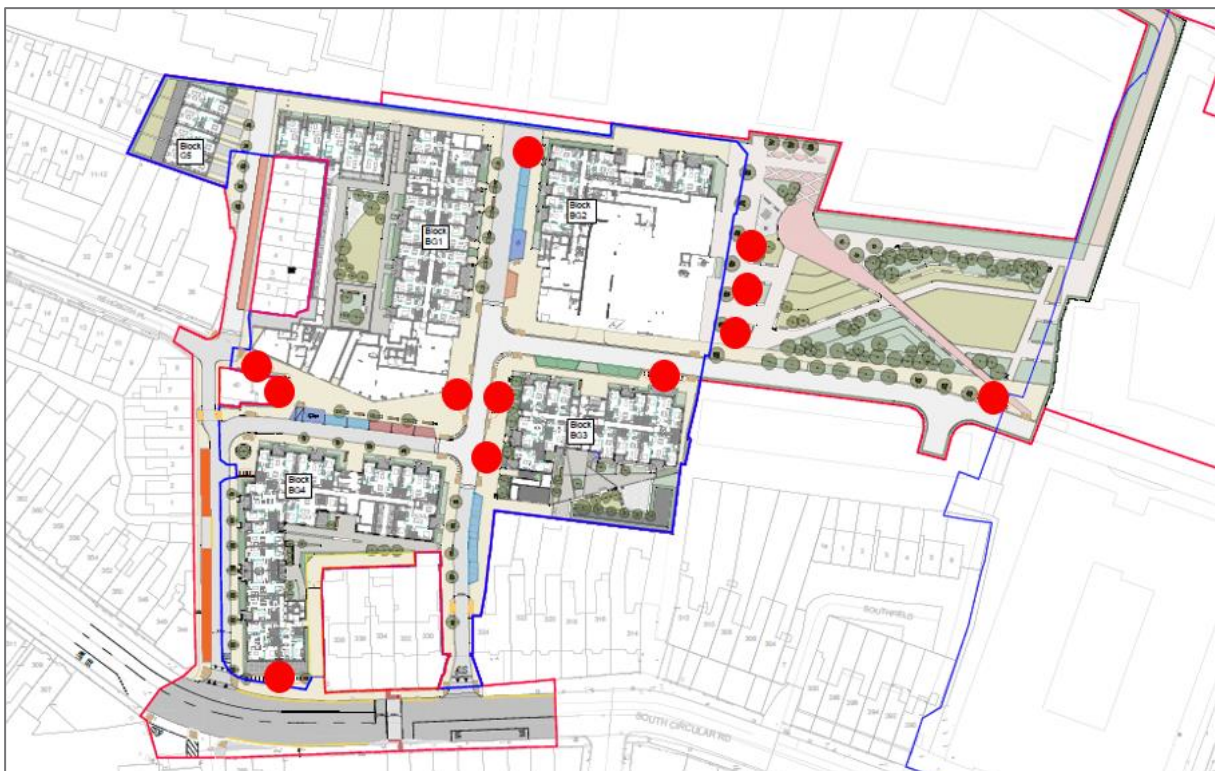


Figure 4.7: On-Street Parking Locations (SYS-BG-3.1)



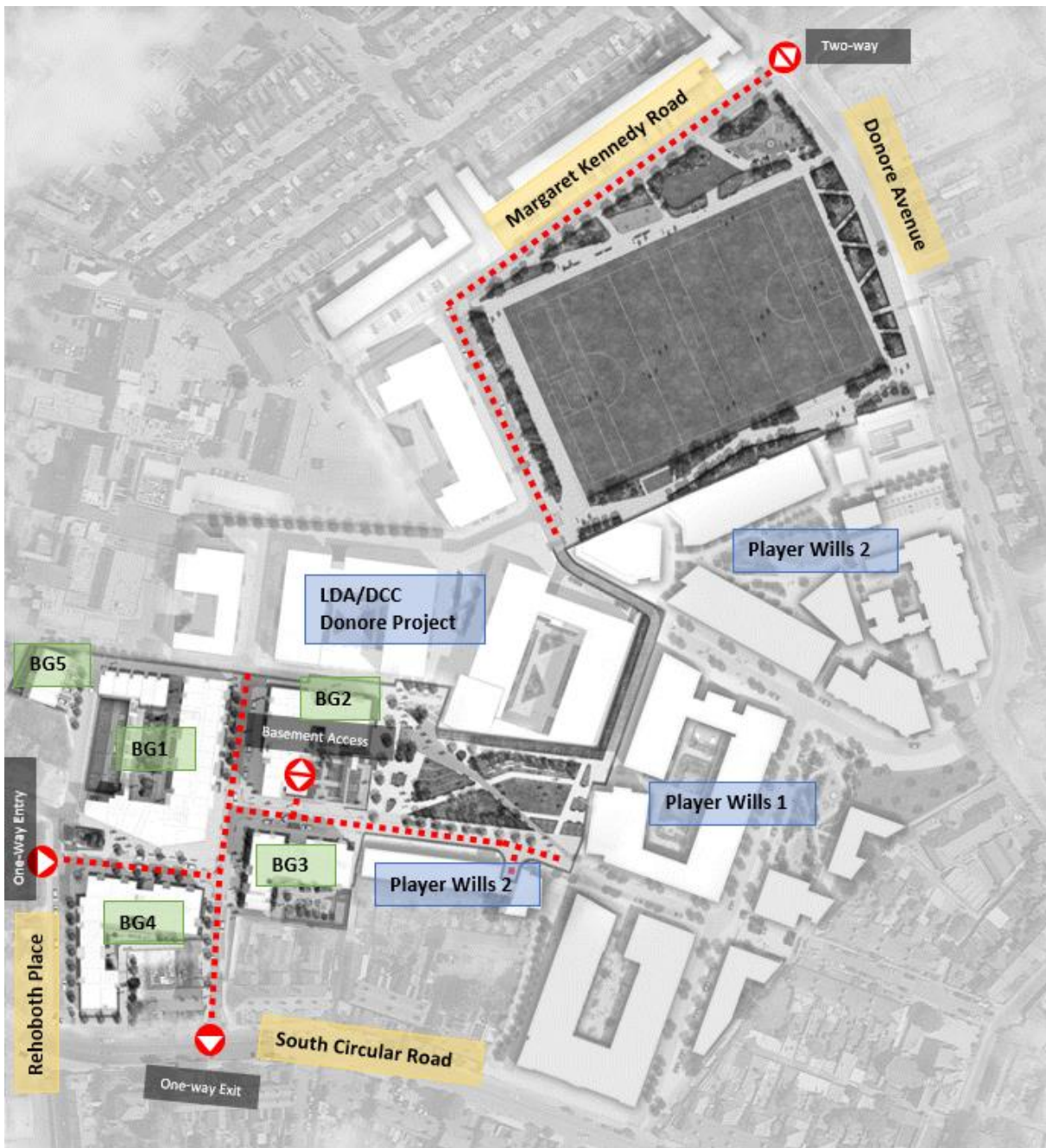
4.3 Cycle Hire

4.3.1 There are limited Dublin Bike stations within walking distance of the site with the nearest sites approximately 15 minutes’ walk. Currently there are no plans to expand the Dublin Bikes Scheme with any future stations dependent on the availability of additional funding for capital and operational costs. There are several designated bleeper bike parking spaces close to the site along Dolphin’s Barn Street, see Section “Cycling Accessibility and Infrastructure”. Any suitable parking stand can be added as a designated space by a user sending the location and photographs to the BleeperBike support team.

4.4 Vehicular Access

4.4.1 The residential development will be limited to a one-way entrance via South Circular Road/Rehoboth Place and one-way exit through the existing entrance directly onto the South Circular Road. Both junctions off the South Circular Road will be priority junctions. The road network will ultimately link to the DCC lands north and east of the development which will provide further accesses to Donore Avenue. A secondary access will be provided to the north of Rehoboth Avenue; however, this will provide access to just 4 houses and accompanying parking spaces. The access to the multi-purpose playing pitch on-street car parking will be from Donore Avenue, along Margaret Kennedy Road and the proposed new road Western Connection Road, which will be a no through road with a turning facility for cars.

Figure 4.8: Vehicular Access



4.5 Car Parking

4.5.1 Based on the site location, availability of alternative modes, proposed on-site mobility services, baseline levels of existing car ownership, national and international guidance, a parking ratio of 0.26 car spaces per apartment unit is proposed for the development. This figure aligns with the current commuting car mode share in the local area, as presented in Figure 6.2 of this report, which is 25.9%. This ratio is aligned with the DHLGH Apartment Guidelines and will encourage walking, cycling and public transport, whilst also providing for a sustainable level of car storage. Furthermore, for small areas with higher proportions of apartments or rented

accommodation within the local area, which are more representative of the subject site, the car mode share is significantly lower, approximately 18-20%.

- 4.5.2 It is proposed to provide 93no. long stay car parking for residents, of which 4no. will be allocated to each of the Town houses and 89no. will be for the apartment units. 88 will be located at basement level and 1no. at podium level. Of the 89 car parking spaces provided more than 10% will be disability parking (10 spaces), 5% over the minimum requirement set out in Part-M DCC parking standards. 14 no. motorcycle spaces will also be provided at basement level.
- 4.5.3 A total of 20% of all car parking spaces will be fitted with electric charging points with the remainder future proofed for the provision of 100%. The requirement for electric charging points will be reviewed on an ongoing basis as part of the MMP.
- 4.5.4 In addition, 10no. car parking spaces will be reserved for car sharing with this number potentially increased if needed. Car Share spaces will be located at podium level in a separate car park to the general parking for the convenience of residents. All car share spaces will be fitted with electrical charging points.
- 4.5.5 The 4 spaces provided for each townhouse in BG5, will be located on-curtilage and fitted with electrical charging points.

4.6 Services and facilities to reduce the need to travel

- 4.6.1 As mentioned there will be tenant amenities included on site to help reduce the need to travel outside of the site. These tenant amenity facilities incorporating a gymnasium, business centre, entertainment areas and a concierge office. There is retail/food & beverage area planned on the ground floor also. When the wider SRDA 12 is delivered in full the residents will also have access to additional retail on the LDA/DCC Donore Project and Player Wills sites.

5. BASELINE REVIEW: EXISTING TRANSPORT NETWORK

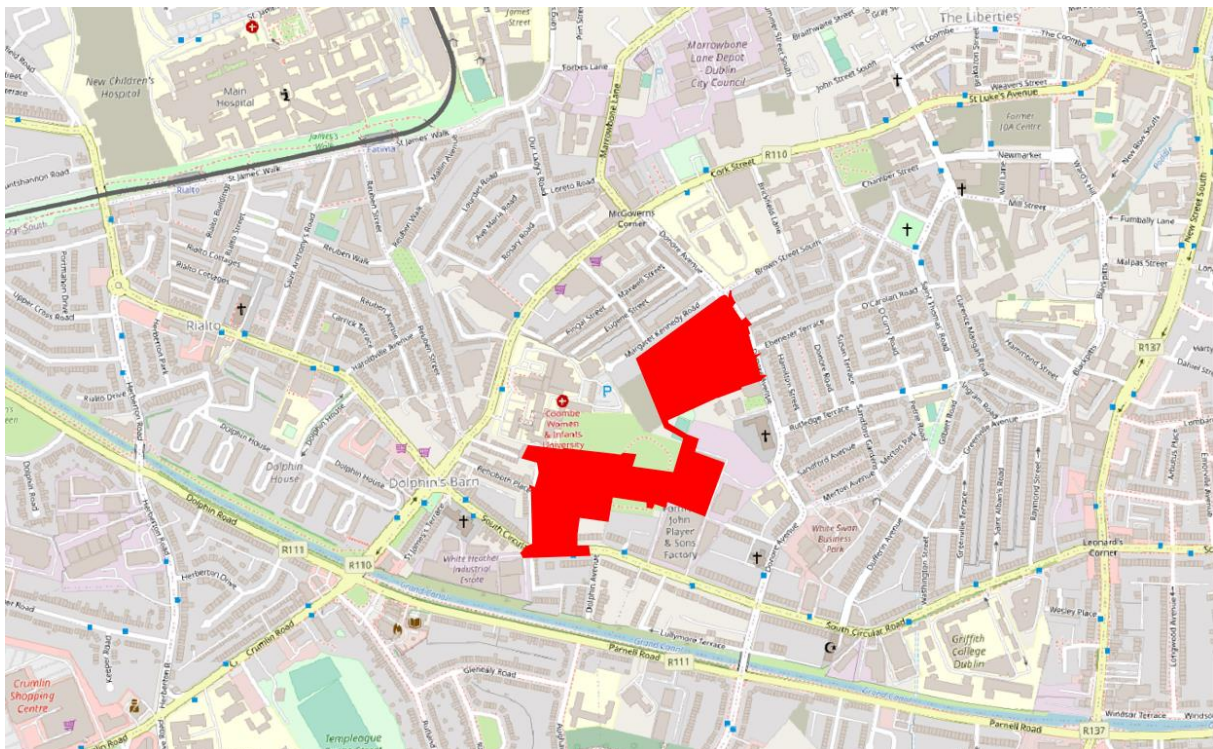
5.1 Overview

5.1.1 The following chapter discusses the existing transport network surrounding the site. A detailed commentary is provided on the existing walking, cycling and public transport facilities near the site.

5.2 The Site

5.2.1 The site is located on the South Circular Road and borders Rehoboth Place. It sits east of Dolphin's Barn and south-west of Donore Avenue. The primary access point to the site is currently located along the South Circular Road with an unused secondary access onto Rehoboth Place. The location of the site in relation to the surrounding road network is shown in Figure 5.1 below.

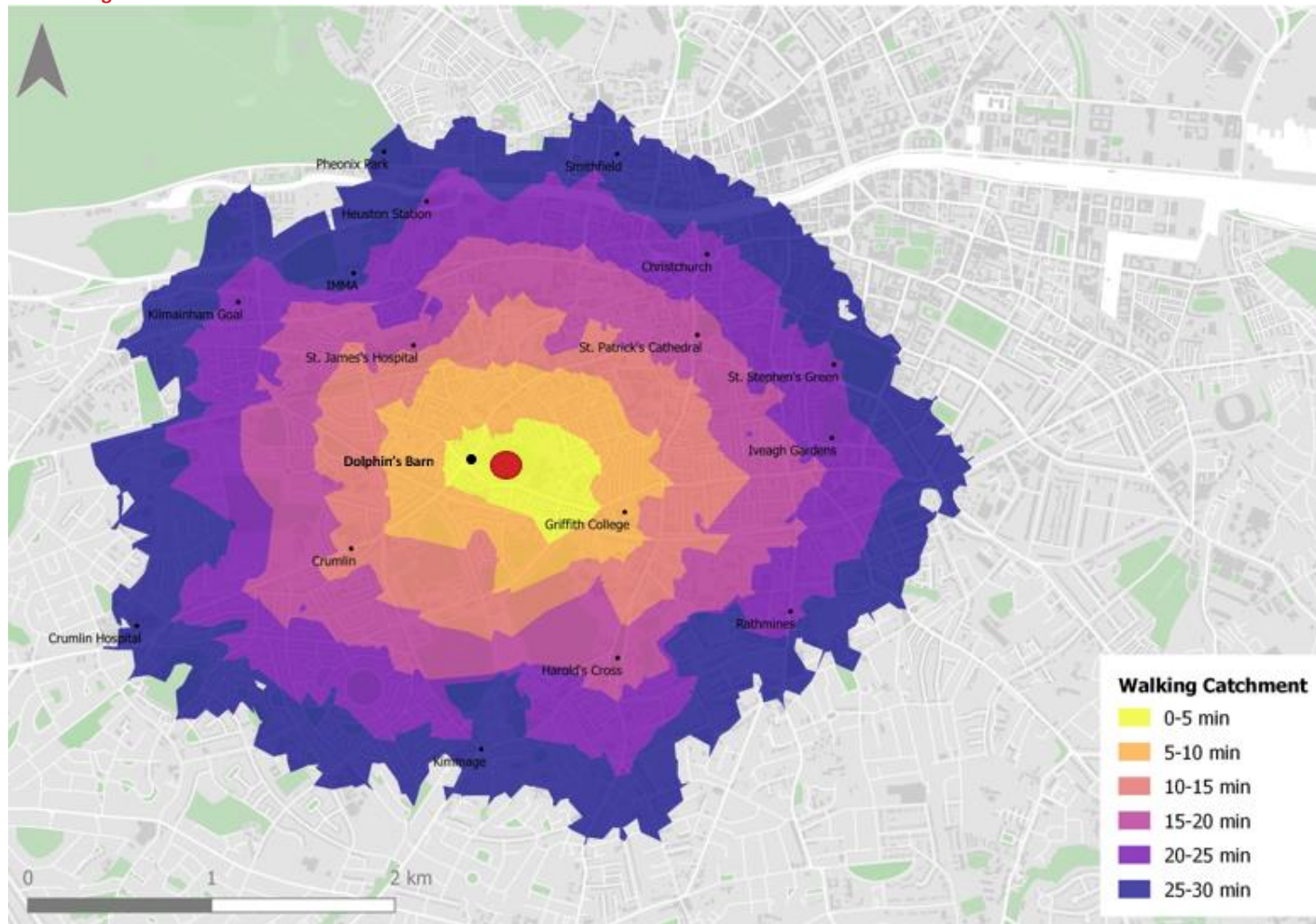
Figure 5.1 Site Location & Surrounding Road Network



5.3 Walking Accessibility & Infrastructure

5.3.1 The site is within a convenient walking distance of the city centre and a number of large employment centres as well as leisure and retail facilities. The Coombe Maternity Hospital is located within less than 5-minute walk of the site. St. James's Hospital, home to the future national children's hospital, is within 15-minute walk of the site as is Griffith College and the Guinness Storehouse. The city centre is a 25-30-minute walk. Heuston Station, the Phoenix Park and the Royal Hospital Kilmainham are also within a 30-minute walk of the site. Figure 5.2 below outlines the walking catchment in 5-minute intervals.

Figure 5.2 Walking Catchment



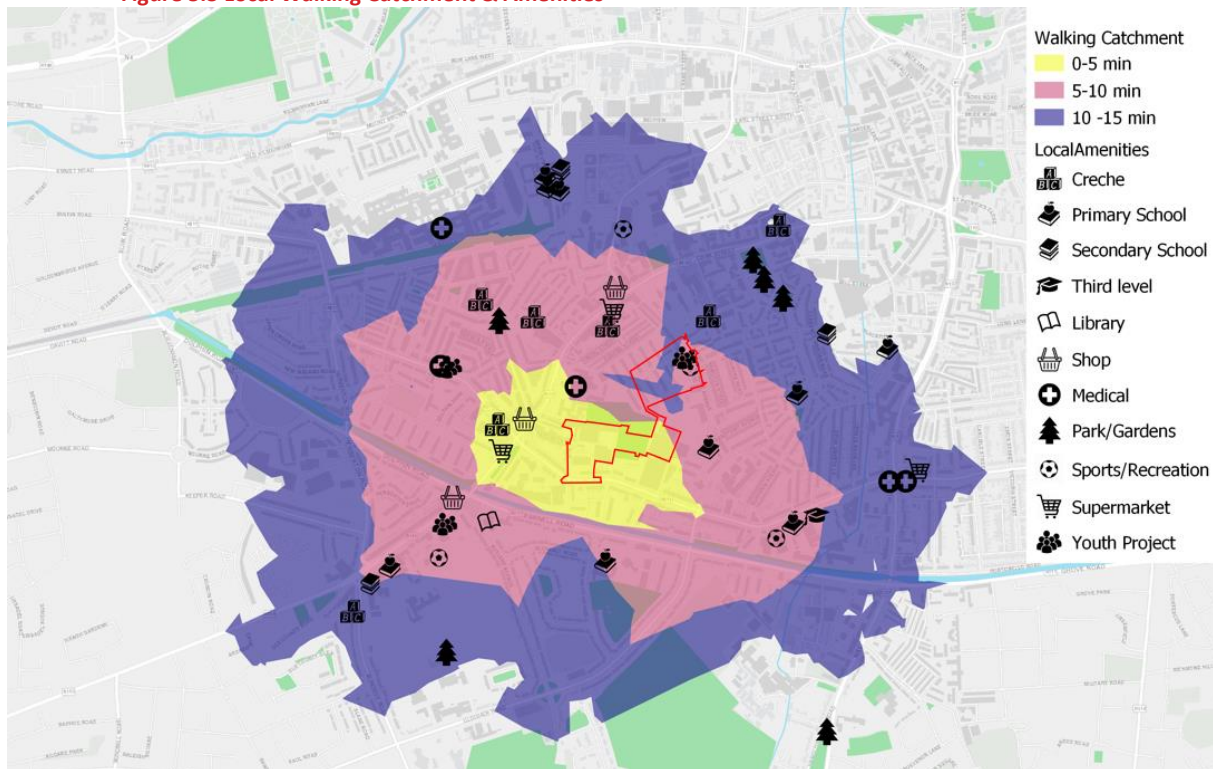
5.3.2 In total, there are over 72,000 estimated jobs within the total catchment area shown. Table 5.1 outlines the cumulative number of jobs accessible within each 5-minute interval.

Table 5.1 Jobs Accessible by Walking

| Time Travelled | Jobs Accessible |
|----------------|-----------------|
| 0-5 min | 921 |
| 0-10 min | 3,220 |
| 0-15 min | 8,264 |
| 0-20 min | 18,555 |
| 0-25 min | 39,713 |
| 0-30 min | 72,350 |

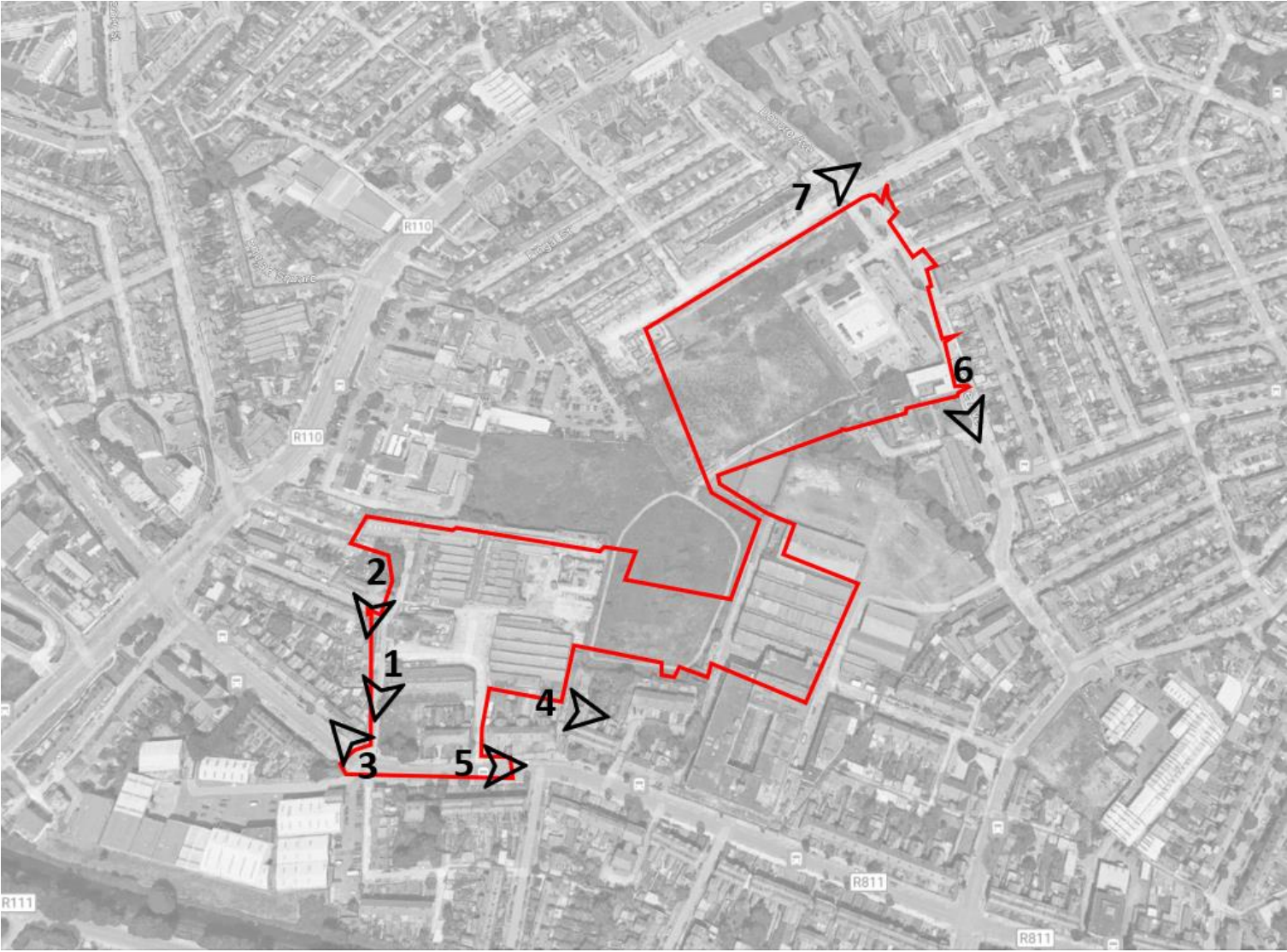
5.3.3 In addition to the employment centres outlined, there are many local creches, schools, convenience shops and supermarkets, sports and youth clubs and parks & community gardens within easy walking distance of the site. The local amenities and 15-minute walking catchment are shown in Figure 5.3.

Figure 5.3 Local Walking Catchment & Amenities



5.3.4 In the immediate vicinity of the site there are good quality pedestrian routes along South Circular Road with width footpaths varying between 2.2 & 4.2m between Donore Avenue and Dolphin’s Barn Cross and good quality lighting. There are no formal zebra or signalised crossing point along this stretch of the South Circular Road. However, there is an unmarked pedestrian crossing, with dropped kerb lines and traffic island directly in front of the development. Along Rehoboth Place the footpaths are narrower varying between 1.1-1.6m though this street is very lightly trafficked. Figure 5.4 to Figure 5.11 capture the pedestrian environment on the surrounding streets.

Figure 5.4 Pedestrian Environment - Overview



(Map Data © Google Earth Pro)

Figure 5.5 Pedestrian Environment – Viewpoint 1- Rehoboth Place



Figure 5.6 Pedestrian Environment – Viewpoint 2- Rehoboth Place Northwards



Figure 5.7 Pedestrian Environment – Viewpoint 3- South Circular Road eastwards



Figure 5.8 Pedestrian Environment – Viewpoint 4 – South Circular Road westwards



Figure 5.9 Pedestrian Environment – Viewpoint 5 - South Circular Road westwards



Figure 5.10 Pedestrian Environment – Viewpoint 6 – Donore Avenue



Figure 5.11 Pedestrian Environment – Viewpoint 5 – Margaret Kennedy Road



5.3.5 There are also signalised pedestrian crossing points at Dolphin’s Barn Cross and South Circular Road/Donore Avenue Junction west and east of the site. Dolphin’s Barn Street & Cork Street also have wide footpaths as does the remainder of the South Circular Road until it terminates near Harcourt Road.

5.4 Cycling Accessibility & Infrastructure

5.4.1 The site is also highly accessible by cycling. The city centre, TUD Grangegorman, St. James’s Hospital and Heuston Station are all within a 15-minute cycle of the site. There are an estimated 148,050 jobs within a 15-minute cycle of the site and over 340,000 within a 30-minute cycle. Figure 5.12 outlines the cycling catchment in 5-minute intervals. The estimated number of jobs accessible within this catchment is outlined in Table 5.2.

Table 5.2 Jobs Accessible by Cycling

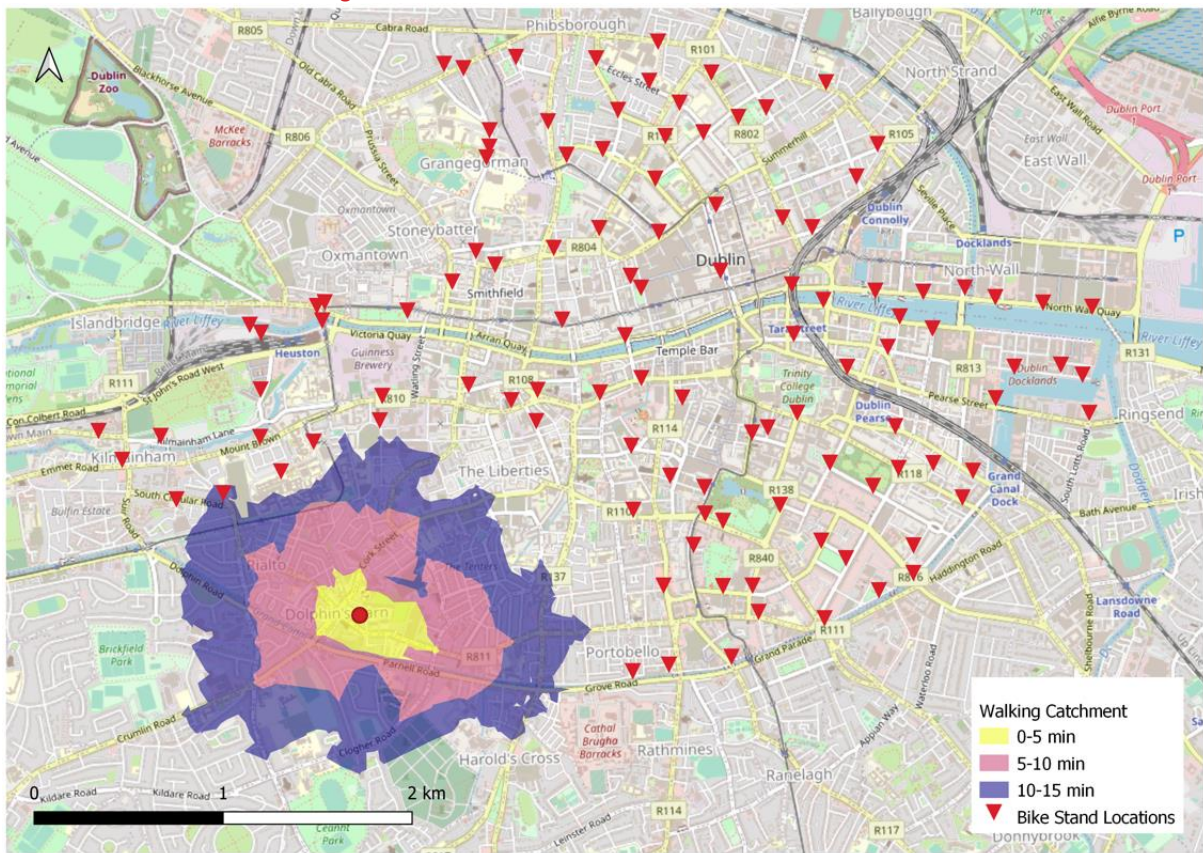
| Time Travelled | Jobs Accessible |
|----------------|-----------------|
| 0-5 min | 5,942 |
| 0-10 min | 47,683 |
| 0-15 min | 148,050 |
| 0-20 min | 249,251 |
| 0-25 min | 301,127 |
| 0-30 min | 341,377 |

Figure 5.12 Cycling Catchment



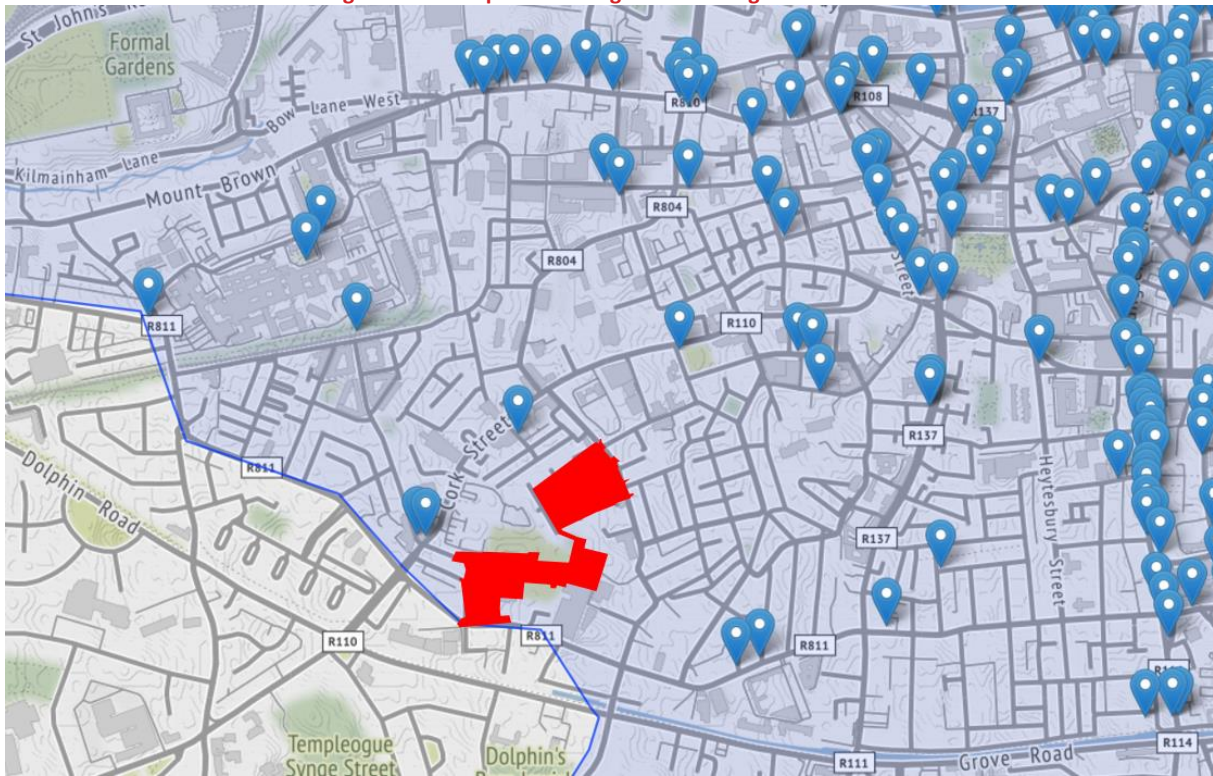
- 5.4.2 There are cycle lanes provided along the majority of the way from Dolphin’s Barn Cross to the City Centre and along the length of the Canal towards the docklands as shown from the existing facilities map taken from the Greater Dublin Area Cycle Strategy. There are currently no cycle lanes along the South Circular Road and Donore Avenue but the bus lanes along South Circular Road.
- 5.4.3 In terms of bike sharing infrastructure the main scheme within Dublin is dublinbikes. Dublinbikes is a public bike rental scheme facilitated by numerous stations around Dublin City primarily within the Canal Cordon. There are limited Dublin Bike stations within walking distance of the sites with the nearest sites approximately 15 minutes’ walk, as illustrated in Figure 5.13.

Figure 5.13 Dublin Bike Stand Locations



- 5.4.4 In terms of Station-less Bicycles, BleeperBike and Moby bikes are the current operators of these schemes in Dublin, where users park the bike at designated parking spaces through the city. The bikes are mainly located in areas currently not serviced by dublinbikes, extending well beyond the canals into the north and south of the city.
- 5.4.5 There are several designated bleeper bike parking spaces close to the proposed developments as shown in Figure 5.14. Any suitable parking stand can be added as a designated space by a user sending the location and photographs to the BleeperBike support team.

Figure 5.14 BleeperBike Designated Parking Locations

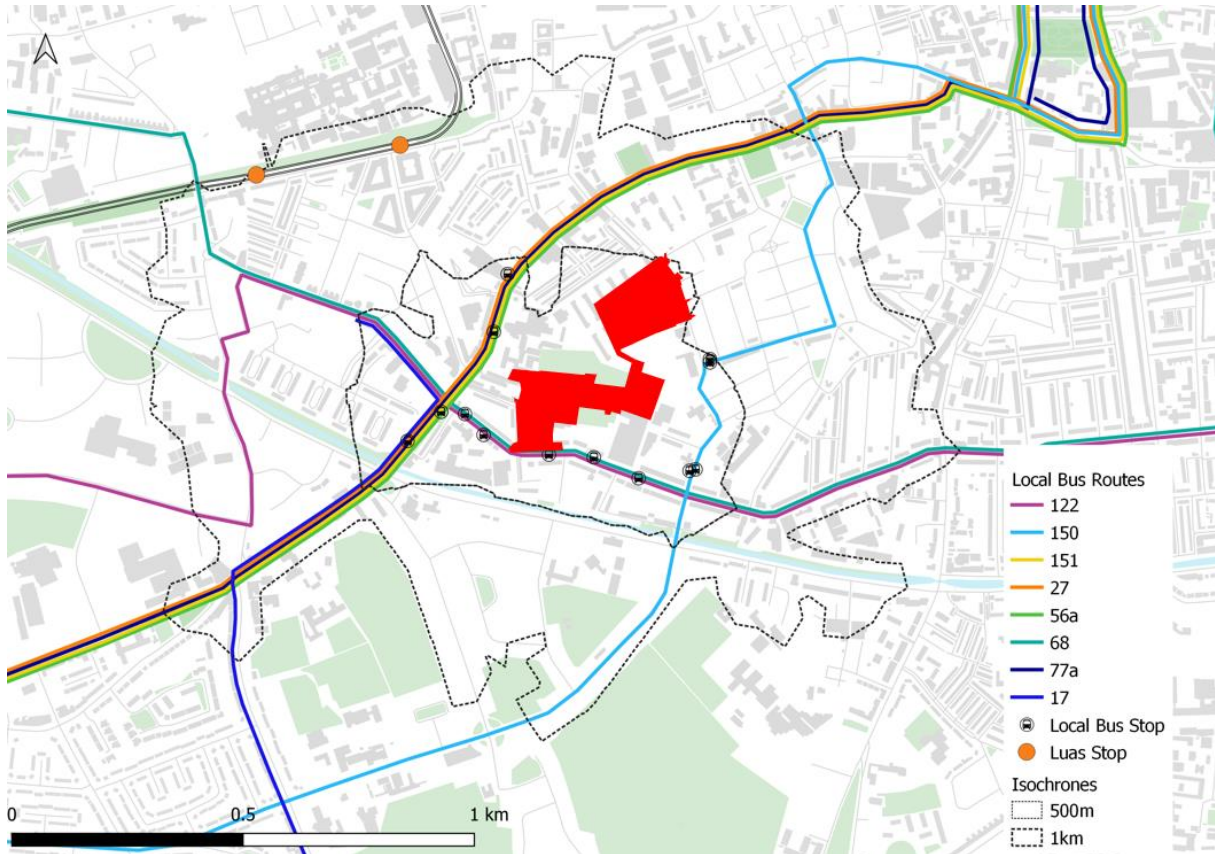


(Map Data <https://data.smartdublin.ie/dataset/bleeperbike/resource/40a718a8-cb99-468d-962b-af4fed4b0def>)

5.5 Public Transport Accessibility & Infrastructure

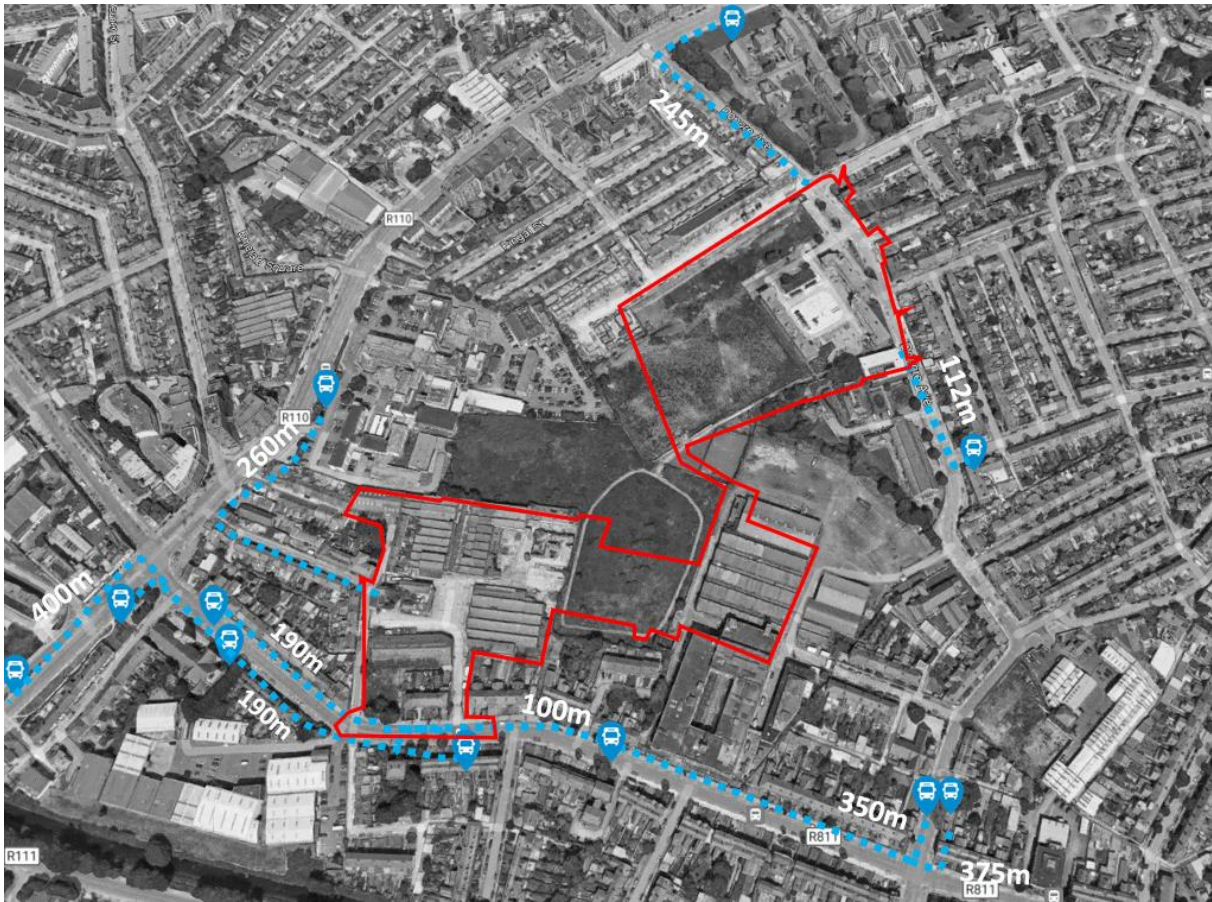
5.5.1 The site is located within a 5-minute walk of a numerous high frequency Dublin Bus & Go-Ahead services along Dolphin’s Barn Street/Cork Street, a dedicated Quality Bus Corridor, and the South Circular Road. It is also a 9-minute walk to the Fatima Red line Luas stop. Figure 5.15 below illustrates the existing public transport network and stop locations.

Figure 5.15 Local Public Transport Services



5.5.2 All bus services shown are within a 5-minute walk of the site and operate frequently during the weekday and weekend. Figure 5.16 shows the approximate distances to each local bus stop from the nearest site entrance.

Figure 5.16 Distance & Path to Local Bus Stops



5.5.3 Table 5.3 outlines the frequency of the bus services, along with the red line Luas, during the weekday AM peak hour & Inter peak as well as the weekend Inter peak. Based on the frequencies outlined, the site is considered an “accessible urban location” as defined by the DHPLG apartment guideline.

Table 5.3 Local Public Transport Services Frequency (min)

| Route | | Weekday | | Weekend | |
|---------------|---|---------|-----------|----------|--------|
| | | AM Peak | Interpeak | Saturday | Sunday |
| 68 | Hawkins St./Newcastle | 60 | 60 | 60 | 45-90 |
| 122 | Ashington/Drimnagh | 10 | 20 | 20 | 20 |
| 27 | Clarehall/Jobstown | 10 | 10 | 10 | 15 |
| 56a | Ringsend/Tallaght | 60 | 75 | 75 | 75 |
| 77a | Ringsend/Citywest | 20 | 20 | 20 | 30 |
| 151 | Docklands/Foxborough | 20 | 20 | 20 | 30 |
| 150 | Hawkins St/Rossmore | 15 | 20 | 20 | 30 |
| 17 | Blackrock/UCD/Rialto | 20 | 20 | 20 | 30 |
| Luas Red Line | Tallaght/Saggart/City west-Connolly/Point | 3 | 9 | 10 | 10 |

5.6 Road Network

- 5.6.1 The surrounding road network is a mix of quieter residential streets and more heavily trafficked regional, urban roads such as the R811 South Circular Road, the R110 Dolphin's Barn Street/Cork Street, the R111 Parnell Road (Canal Road). Many of the residential streets are narrow in nature due to restricted carriageway widths and/or on-street parking.
- 5.6.2 Dolphin's Barn Street & Cork Street have bus lanes in both direction for much of their length. The South Circular Road has an eastbound bus lane which operates in the morning from 0700-1000. Donore Avenue provides a more local link connecting residential street with the South Circular Road and Cork Street. Rehoboth Place is a very residential street with a narrow carriageway and on-street parking.

6. PRE – OCCUPATION BASELINE MODE SHARE

6.1 Purpose of the Baseline

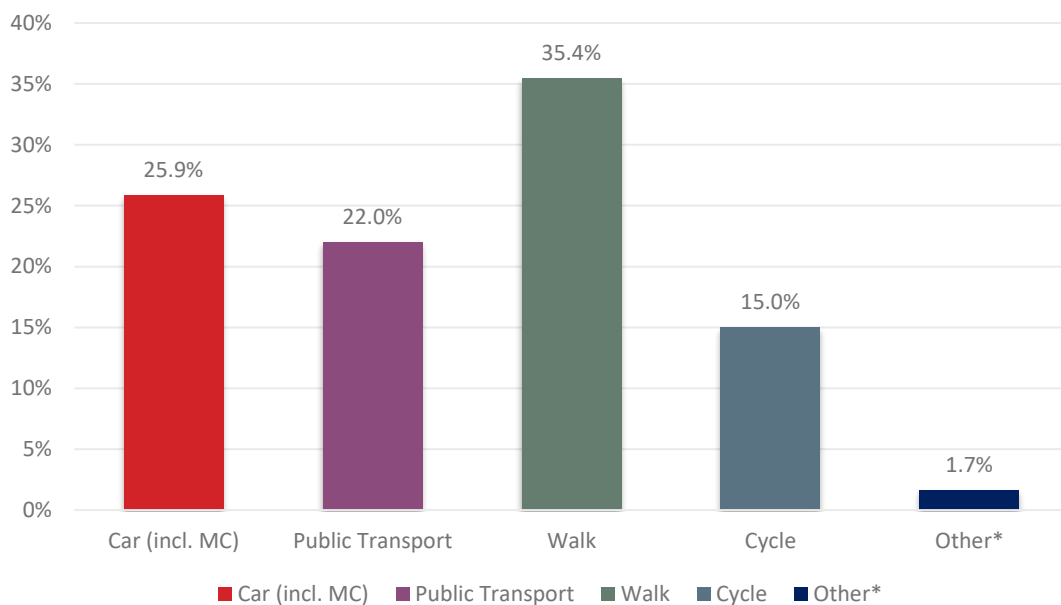
6.1.1 This section provides information on the travel behaviour of the existing population of the locality and similar development types. This is necessary to predict the likely travel patterns of future residents at the development site and identify existing constraints which may impact upon the sustainability of future development.

6.1.2 The subject site is located within a city suburban area with predominantly residential land uses though there are other land uses nearby within walking distances such as schools, retail, employment and leisure. The proposed development is Built-to-Rent (BTR) accommodation comprising of predominantly apartments.

6.2 Mode Share

6.2.1 The figure below indicates the local area mode share for commuting to work or education, from Ireland’s 2016 Census data, which has informed the baseline for the Residential Mobility Management Plan. This data is based on CSO small areas which are within 500m of the site.

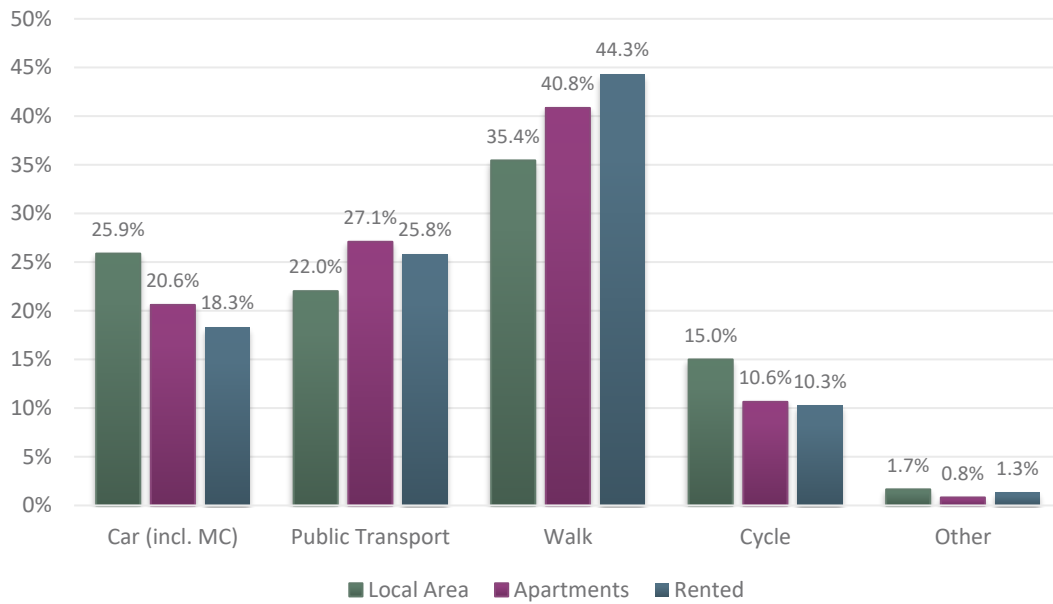
Figure 6.1 2016 Census Mode Share for Journey to Work within local area



6.2.2 As shown 25.9% of residents surveyed drive to work by car/van. Active travel mode share is over 50%, with 34.4% walking and 15.0% cycling. Public transport mode share is 22%, with 15% travelling by bus and nearly 7 % by Train, DART or LUAS. Of the small areas within 500m of the development, 47% of household had no car, 42% one car and 11% 2 cars or more. Approximately 57% of the local households are houses and 68% are privately owned. These household are likely to have a higher car mode share and car ownership than the proposed development.

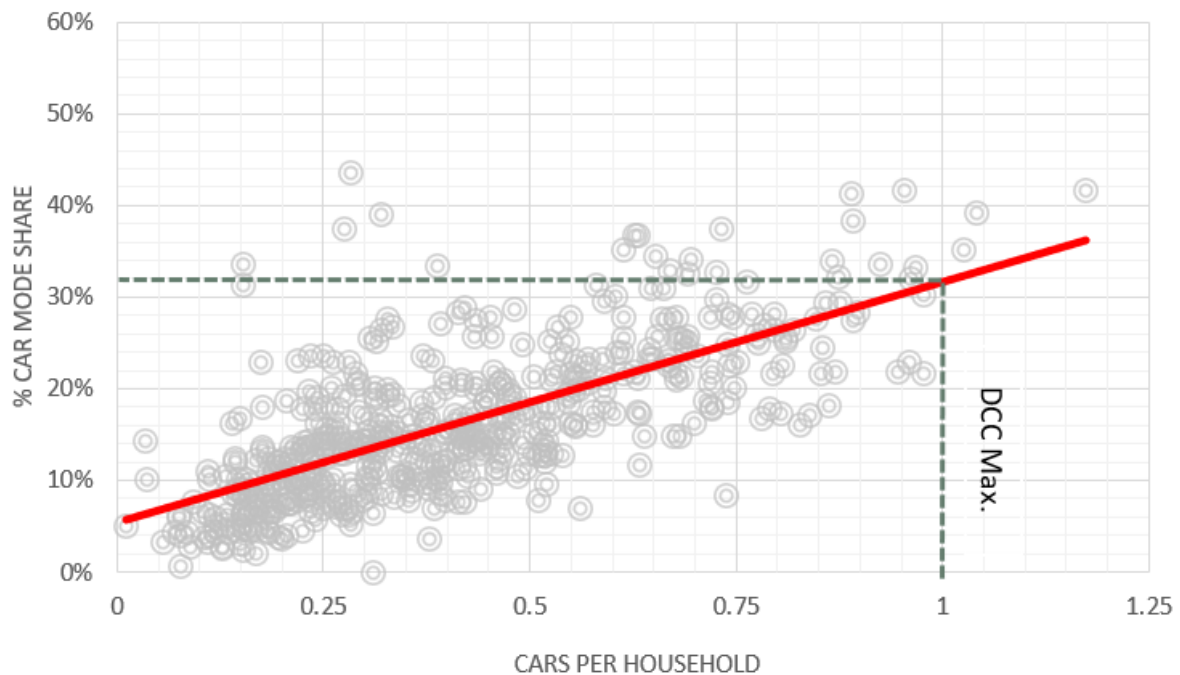
6.2.3 Analysing just local small areas with a high proportion (>75%) of rented accommodation or apartments results in a much lower car mode share of approximately 18-20%. There is however also a reduction in cycling mode share which may be due to the more limited cycle parking options in apartments and rented accommodation.

Figure 6.2: Local Commuting Mode Shares by Housing Type



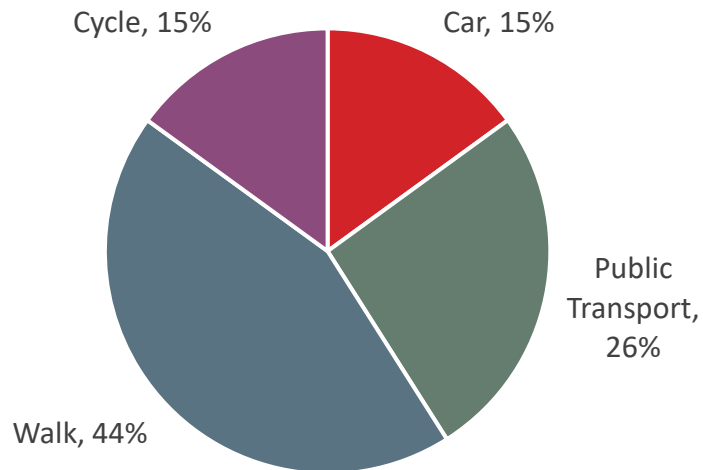
6.2.4 close to the city centre suggesting a high proportion of cars parked in residential developments in the city are used for daily commuting and not solely stored for leisure use. The graph also shows most Small Areas within the canals have significantly less than 1 car per household. Approximately 70% of small areas have less than 1 car per every 2 households with 45% having less than 1 car per every 3 households.

Figure 6.3 City Cordon SAPS Data – Car per Household versus Commuting Car Mode Share



6.2.5 Based on the above the estimated car mode share for the development is likely to be between 14-16%. Based on this and the breakdown of mode shares by housing type for the local area the estimated development mode share is outlined in Figure 6.4. The estimated cycle mode share is greater than that typically observed for rented accommodation or apartments locally based on the assumption that the proposed parking provision will be much higher and of a better standard than what has been typically provided for these accommodation types in the past.

Figure 6.4: Estimated Development Mode Share



6.2.6 Based on the above cycle demand could be equal to car mode share and may increase in future years with the implementation of the Dublin Cycle Network and improved facilities through Bus Connects. This mode share will be applied to inform the expected travel trends of the future development and set Pre-Occupation Baseline Residential Mobility Management Plan targets.

7. MMP OBJECTIVES AND TARGETS

7.1 Overview

7.1.1 In order to measure the ongoing success of the MMP and its various measures, it is important that a series of targets and objectives are set at the outset.

7.1.2 As this is a Pre-Occupation Residential MMP, it is expected that the final targets of the MMP will be taken forward upon site occupation. As such, the Pre-Occupation baseline targets should be at this time considered as guidance until Post-Occupation baseline residential surveys are undertaken.

7.2 Aims and Objectives

7.2.1 The overall aim of the MMP for the proposed development is to minimise the proportion of single occupancy vehicle trips and address the forecast transport impacts of the end-users of the site. The objectives can be summarised as follows:

- Consider the needs of residents in relation to accessing facilities for employment, education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;
- Reduce the vehicular traffic generated by the development to a lower level of car trips than that predicted within the Traffic and Transport Assessment – including developing measures to reduce the need to travel, such as the provision of ancillary facilities (gym, food/beverage facilities, business area co-working spaces, convenience retail and parcel delivery/collection services).
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities.

7.3 Targets

7.3.1 Targets are the specific quantitative goals based on the objectives described above. 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 Timebound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.

7.3.2 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. The primary outcome indicator used will be mode share of the residents of the proposed development.

7.3.3 It will therefore be necessary to collect data to identify and understand the Post-Occupation baseline and ongoing travel habits, against which the MMP's progress can be measured. It is recommended that residents' travel surveys are undertaken within six months of the site reaching occupancy. These travel surveys will establish the Post-Occupation baseline travel data for the Bailey Gibson site and inform the final MMP's targets.

7.3.4 The proposed Pre- & estimated Post-Occupation targets are outlined in Table 7.1. These are based on the Census 2016 commuting mode share for local rented accommodation and apartments and estimated development mode share. They are also considered in the light of the Government's Smarter Travel policy of a modal share target of 45% for work-related commuting by car, and for 10% of all trips to be made by bike.

Table 7.1 Proposed Residential Mobility Management Plan Targets

| MODE | SINGLE OCCUPANCY CAR USE | SUSTAINABLE TRAVEL MODES |
|--|--------------------------|--------------------------|
| Government Smarter Travel Mode Share Targets | 45% | 55% |
| Pre-Occupation Baseline Mode Share | 19% | 81% |
| Post-Occupation Mode Share Target | 15% | 85% |

- 7.3.5 The final mode share targets over a three and five-year period will be set once the Post-Occupation baseline mode share is known, which will be obtained through the baseline residential travel surveys described above.
- 7.3.6 As part of the MMP Measures (described in more detail in the next chapter), Personalised travel planning sessions could also be used to identify and indicate barriers affecting sustainable transport usage among residents of the development – and thus inform the potential for further mode shift and updates to MMP targets.

8. MMP ACTION PLAN

8.1 Proposed MMP Action Plan Measures

8.1.1 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 proposed MMP measures that can be implemented once the site is occupied. The finalised measures within the RMMP will be informed by the insight gained by the Post-Occupation Baseline Travel Survey results.

8.1.2 The proposed Residential MMP Action Plan is summarised into the following sections:

- Mobility Manager
- Reducing the need to travel
- Welcome Travel Pack
- Marketing and Travel Information
- Personalised Travel Planning
- Walking
- Cycling
- Public Transport
- Managing Car Use

8.1.3 Chapter 9 outlines the Monitoring and Review arrangements for the Mobility Management Plan.

8.2 Mobility Manager

8.2.1 A Mobility Manager will be appointed, and their role is to manage the implementation of the Residential MMP for the Bailey Gibson site. The role involves being the main point of contact for travel information, promotion and improvements. This may also be organised in the form of a resident’s group once the development is fully occupied and operational. The remit of the Mobility Manager includes the following:

- To develop and oversee the implementation of the initiatives outlined in the MMP Action Plan below.
- To monitor the progress of the plan, including carrying out annual Residential Travel Surveys.
- To actively market and promote the social, economic and environmental benefits of sustainable travel to residents.
- To provide sustainable travel information, support and advice to residents including: available bus service timetables, walking and cycling maps, car-sharing, the site’s car club and cycle hire services, and local cycling and walking schemes and events.

8.3 Reducing the need to travel

8.3.1 The provision of on-site services to reduce the need of residents to utilise a vehicle to travel will be crucial to embedding a sustainable travel culture within the site from the outset. On-site services need to be actively promoted to occupants, and will include:

- Retail/Retail Services/Food & Beverage
- Gym
- Entertainment Areas
- Business area / co-working spaces
- Parcel delivery / collection services
- Childcare Facility
- Residents lounge and communal kitchen/living area

8.4 Welcome Travel Pack

8.4.1 A 'Welcome travel pack' can be provided to all new residents with the intention that each resident is made fully aware of the travel choices available to them. This will also give the best possible opportunity to the new residents to consider more sustainable modes of travel at a key moment of life change (i.e. moving home) – where new travel habits are more easily encouraged.

8.4.2 The Welcome pack will include a variety of sustainable travel information and incentives about the development and the wider local area. It can include measures such as:

- Information on the site's available sustainable travel services (including cycle parking, cycle hire and the Car Club) and on-site facilities (e.g. parcel collection).
- Incentives to trial sustainable travel, such as:
 - Public transport 'taster tickets' via a Leap 'pay as you go' card for each resident.
 - Discounts at a local bike shop to subsidise a bike purchase; first month's free membership of the site's cycle hire scheme; free branded cycling accessories (e.g. high vis reflectors, seat covers, water bottles); free or subsidised cycle skills training or cycle maintenance training.
 - Subsidised initial usage of the site's Car Club (e.g. 3 free hours a month usage for the first three months).

This can be offered to residents on a 'pick-and-mix' basis up to a certain value (e.g. €100), with residents selecting the incentive package that best meet their own individual travel needs.

- Information on services and amenities provided locally (both on-site and nearby), particularly those within walking and cycling distance.
- Maps showing the pedestrian and cycle routes in proximity to the site, including site cycle parking and cycle hire locations; advised routes (with journey times) into the city centre and also to public transport interchanges (e.g. Heuston station).
- Information about local public transport services and tickets, including a plan showing the location of bus and Luas stops, and bus routes to rail stations.
- Information on the health benefits of walking and cycling.
- Details of online car-sharing services (e.g. Liftshare and Fxii) along with the benefits of car sharing, such as reduced congestion, better air quality, reduction in traffic noise and cost savings to the individuals taking part.
- Provide information on the financial and environmental costs associated with driving and support regarding tips for green driving techniques.

8.5 Marketing and Travel Information

- 8.5.1 Marketing and raising awareness will involve directly engaging with individuals and raising awareness of travel options as well the benefits of sustainable and active travel.
- 8.5.2 The Mobility Manager can market and promote the MMP to residents of the site in the following ways:
- Production and distribution of the Welcome Travel Pack as described above
 - Producing dedicated printed Travel Options Leaflets (in addition to the Welcome Packs) and online information which can be personalised to suit the individual needs of the site.
 - Once travel surveys have been undertaken, additional leaflets can be provided which are tailored to encourage travel by a specific mode of transport.
 - Organising events and activities (e.g. Dr Bike sessions, Pedometer challenges, led walks, cycle training) to coincide with Bike Week, European Mobility Week and any other national / local sustainable travel or community events.
 - Displaying regular updates on MMP targets and activities in communal areas of the residential development.
 - Promotion of sustainable travel options to residents, focusing marketing initiatives on areas where there is willingness to change and promoting positive messages e.g. getting fit and active, reducing congestion and CO2 emissions.
- 8.5.3 If a Resident's intranet or App is being developed as part of post-occupation implementation, this is an ideal communication channel to promote sustainable travel information, events and initiatives to residents. It can also incorporate a real-time user-friendly booking platform for the site's travel facilities including the Car Club and Cycle Hire.
- 8.5.4 Continued incentivisation of sustainable travel using gamification may also be considered as part of the future development of the MMP – for example through the use of app platforms such as BetterPoints (<https://www.betterpoints.ltd/app/>), where residents are rewarded for sustainable travel. Typically, initiatives like this are organised on a city-wide or local-area basis – therefore if implemented on a wider scale, the development could benefit from participation in such challenges/competitions.

8.6 Personalised Travel Planning

- 8.6.1 Personal Travel Planning (PTP) is a well-established and proven method that encourages people to make more sustainable travel choices. Typically using motivational interviewing techniques, it seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, public transport or in shared cars. This is achieved through the provision of tailored information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.
- 8.6.2 PTP tools and techniques that can be used as part of a Residential MMP to encourage people to travel sustainably include:
- One-to-one conversations, either at the doorstep or by telephone, between individuals and trained field officers to encourage and motivate a change in behaviour;

- The provision of information and support on how to travel sustainably, for example, maps or guides about the local bus network, walking and cycling routes, adult and child cycle training and bike maintenance classes.

8.6.3 PTP techniques have been reported to reduce car driver trips by 11% and the distance travelled by car by 12%.² A successful PTP can deliver:

- Reduced congestion and reduce car use
- Individual health improvements through increased walking and cycling
- Greater use of public transport
- Better air quality and reduction in traffic noise
- More use of local services by residents
- Support sustainable economic growth by reducing peak hour congestion
- Encourage more active lifestyles to address health and well-being issues
- Promote environmentally responsible travel choices and carbon reduction by helping reduce individual carbon footprints.

8.6.4 PTP forms an important Smarter Choices tool to enable residents to consider sustainable travel and if appropriate upon completion of the Post-Occupation baseline travel survey, could be implemented as part of the Bailey Gibson Residential Mobility Management Plan.

8.7 Walking

8.7.1 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures could be implemented to promote walking to residents:

- Participation in a Residents' 'Pedometer Challenge'.
- Organise events such weekend led walks.
- Display local walking maps in communal areas (and online if applicable).
- Highlight the direct savings and health and wellbeing benefits of walking.

8.8 Cycling

8.8.1 As detailed earlier, high quality pedestrian and cyclist routes will be provided as part of the design of the development, in addition to secure and accessible cycle parking. To maximise the potential for cycling by residents, the following facilities will also be provided (and promoted to residents):

- On-site cycle hire provision (e.g. through Bleeper Bikes or potentially Brompton folding bike hire solutions) for use by residents
- On-site cycle maintenance and repair facilities (e.g. fixed bike pumps located adjacent to cycle parking; bike repair kits available through the concierge service)

8.8.2 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can also be implemented to promote cycling to residents:

- Provide and publicise cycle parking for residents and visitors.

² UK Department for Transport Making Personal Travel Planning Work; Research Report (2007) <https://webarchive.nationalarchives.gov.uk/20101007203323/http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/makingptpworkresearch.pdf>

- Display local cycling maps in communal areas (and online if applicable).
- Host a Bike Week (www.bikeweek.ie) event for residents, inviting local bike suppliers for residents to try bikes before buying and run bike maintenance / Dr Bike sessions.
- Set up a residents Bicycle User Group (BUG) to promote cycling and encourage Bike Buddy scheme and led cycle rides through this forum.
- Highlight the direct savings and health and wellbeing benefits of cycling.

8.9 Public Transport

8.9.1 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can be implemented to promote public transport to residents:

- Provide timetables and maps of local bus routes and the nearest bus stops, (including walk times) in communal areas.
- Promotion of the National Public Transport Journey Planner (www.journeyplanner.transportforireland.ie) for travel by bus and rail.
- Promotion of the availability of Real Time Information on the Dublin Bus app and website (www.dublinbus.ie) which provides live information on bus departure times for main bus routes that serve the site).
- If required, liaise with the NTA and local bus operators about any feedback gained from residents such as location of bus stops, timing of routes, or where you have market information about a potential new route.

8.10 Managing Car Use

8.10.1 As detailed earlier, private car parking will be provided as part of the design of the development. To maximise the potential for shared vehicle, use by residents, a car-club facility will be provided suitable for short duration car trips. Go Car have committed to providing 10 on site cars exclusively for the use of residents of the development, a letter of commitment from Go-Car is provided in Appendix A. As mentioned previously, these will be located in a separate smaller parking area at podium level for convenient access. Go Car have also stated they will provide up to 6 more cars over time subject to demand for the initial cars provided. Up to 50% of these cars will be electric vehicles. 4 additional GoCars will also be provided on-street for general public use. 4 of the on-street visitor spaces will be reserved for this purpose.

8.10.2 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can also be implemented to help manage residents' car use:

- Promotion of car-sharing services (e.g. Liftshare) in communal areas and online.
- Discounts or promotion of longer-term car-rental services (e.g. through Hertz) for tenants requiring car use for longer periods of time.
- Organise a car-share matching event for residents. This can match residents willing to offer / find a lift for specific journeys.
- Marketing of the financial and carbon benefits of car-sharing incorporated in communication messages to residents.
- Promote green driving techniques and tips.

9. MMP MONITORING AND REVIEW

9.1 Overview

9.1.1 This section sets out the monitoring strategy for the Mobility Management Plan. The monitoring strategy is important for assessing how effectively the MMP has been in achieving its aim, objectives and targets. It can help identify measures that are not meeting objectives and reallocate resources accordingly. An MMP is a continuous and evolving document requiring monitoring, review and revision to ensure that it remains relevant.

9.2 Travel Survey

9.2.1 As already stated, it is recommended that a travel survey of residents is undertaken within six months following occupation of the proposed development. The results of the survey will identify baseline travel patterns in terms of modes used and the sustainable transport modes which require encouragement through the MMP measures.

9.2.2 The results of the survey will be used to inform the development of the finalised MMP targets and measures. The survey is designed to identify the distribution and mode share of trips from the development. The survey will also identify people's willingness and ability to try new modes, and what barriers they may face in making Smarter Travel choices.

9.3 Annual Monitoring

9.3.1 The Mobility Manager will carry out annual follow-up travel surveys with future residents. These surveys should take place in the same month and be of the same format as the original baseline survey to ensure compatibility of results.

9.3.2 This monitoring is an opportunity to measure MMP achievements on an annual basis. This will then inform the ongoing development of the MMP, ensuring its targets and measures remain relevant to the needs of the residents, is site-specific and fit for purpose. Results will be analysed to enable the following:

- Measurement of the success of the MMP, enabling focused improvement on areas that have not achieved the desired modal shift via appropriate revisions to the MMP measures.
- Identification of early success stories of the MMP, which can help to encourage further participation and build momentum for sustainable travel.
- Ensures that changing travel patterns are considered, ensuring that the MMP measures can be updated to reflect the needs of residents.
- Allows targets which have been set too low or unrealistically high to be readjusted.

9.4 Reporting

9.4.1 Reporting of the results of the Post-Occupation baseline travel survey, and findings from the ongoing monitoring activities and progress with implementation of the Bailey Gibson Residential MMP will be agreed with the Transportation Department of Dublin City Council.

9.4.2 In the event that initial targets set out in the MMP are not met, this will not be seen a failure, rather as a calibration exercise for future target setting and MMP Action Plan refresh and review.

10. SUMMARY

- 10.1.1 This Mobility Management Plan has been undertaken for a planning application to ABP for a proposed strategic housing development comprising of 345 no. Build to Rent and Build to Sell residential units, tenant amenities, retail space and crèche at Bailey Gibson site located on the South Circular Road, Dublin 8.
- 10.1.2 This Mobility Management Plan report should be read in conjunction with the accompanying Traffic and Transport Assessment (TTA). The Mobility Management Plan is the principal mitigation measure proposed by the Transport Assessment to address the forecast transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planning application.
- 10.1.3 The development site has a well-established walking and cycling network with good quality footways / cycleways, footpath provision, tactile paving and dedicated pedestrian and cycle crossing facilities. The proposed Residential Development is well designed to link to these existing facilities.
- 10.1.4 The site is directly served by a number of Dublin Bus services and is within walking distance of the Fatima Luas stop. The sites are also within walking distance to a number of employment centre and leisure facilities. The City Centre, Heuston station, St. Stephen's Green, St. James' Hospital and the Coombe Maternity Hospital are all within a 30-minute walk or 10-minute cycle of both sites. It can be concluded that the proposed development has a very high level of accessibility by sustainable transport modes.
- 10.1.5 A Mobility Manager will be appointed to co-ordinate the delivery of the Post-Occupation Baseline Travel Survey, the finalisation of MMP targets and the development and implementation of the Post-Occupation Residential MMP. The Mobility Manager will also ensure ongoing promotion and marketing of sustainable travel options to the residents of the development.
- 10.1.6 In addition to high quality cycling and pedestrian facilities inherent within the design (including cycle parking), a Resident's Car Club will be provided to enhance sustainable travel choices for residents and limit the need for car ownership amongst residents.
- 10.1.7 The preparation of the Welcome Travel Pack will provide encouragement to residents to consider their travel choices. The Welcome Travel Pack will include information to encourage residents to travel sustainably from the outset. The travel pack will be issued to all residents and will include a variety of information and incentives on sustainable travel.
- 10.1.8 Other measures will be determined by the results of the Post-Occupation Baseline Travel Survey and will include the following:
- Personalised Travel Planning
 - Marketing and promotion
 - Measures to promote and support walking and cycling
 - Measures to promote and support bus and train use
 - Measures to promote car-sharing and to manage car use.
- 10.1.9 As the MMP is a continuous and evolving document it requires monitoring, review and revision to ensure that it remains relevant. The subsequent reporting of the MMP implementation and review will be agreed between the developer and Dublin City Council.

Appendix A

Go Car Letter of Commitment



Hines Real Estate Ireland Limited
1st Floor, Block 2
Clanwilliam Court
Clanwilliam Place
Dublin 2

31/03/2022

To Whom It May Concern,

This is a letter to confirm that GoCar intends to provide a total of 14 shared GoCar car club vehicles in the proposed residential development at the Bailey Gibson site on South Circular Road. GoCar representatives have discussed the project with representatives of Systra who are the Engineers for the Project, and are excited to provide a car sharing service at this location.

It is understood that ten (10) of the vehicles at this development will be exclusively shared between the residents of the development. GoCar will work with the eventual management company to arrange the process for communicating the service to residents and adding residents to the service. The remaining four (4) vehicles will be placed at surface level of the development, at a point that is accessible to other local residents. This vehicle will be open to use for all GoCar members.

GoCar is Ireland's leading car sharing service with over 60,000 members and over 860 cars and vans on fleet. Each GoCar which is placed in a community has the potential to replace the journeys of up to 15 private cars. The Department of Housing's Design Standards for New Apartments - Guidelines for Planning Authorities 2020 outline: "For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure... provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles."

Carsharing is a sustainable service. By allowing multiple people to use the same vehicle at different times, car sharing reduces car ownership, car dependency, congestion, noise, and air pollution. It frees up land which would otherwise be used for additional parking spaces. Most GoCar users only use a car when necessary and walk and use public transport more often than car owners.

By having GoCar car sharing vehicles in a development such as this, the residents and existing GoCar members therein will have access to pay-as-you-go driving, in close proximity to their homes or workplace, will increase usership of the service.

I trust that this information is satisfactory. For any queries, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'Robert Montgomery'.

Rob Montgomery
Revenue and Growth Manager
GoCar Carsharing Ltd
Mobile: 086 609 7096
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The SYSTRA logo is displayed in a bold, red, sans-serif font. The letters are thick and closely spaced, with a slight shadow effect behind them, giving it a three-dimensional appearance. The logo is positioned in the bottom right corner of the page.