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# Coastal Quarter SHD 2

Mobility Management Plan

Shankill Property Investments Limited.

Sept 2022



# Notice

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## Document history

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## Client signoff

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# 1. Introduction

## 1.1. Overview

The Mobility Management Plan (MMP) sets out a strategy designed to promote travel by active and sustainable modes for the proposed Coastal Quarter residential development at Bray. The Coastal Quarter development is phase 1 of the Harbour Point Masterplan Development. It includes development as permitted under ABP-311181-21 together with minor revisions chiefly addressing conditions and new proposals for Blocks A and B which were previously refused. This MMP forms part of a planning application and supports the Traffic and Transportation Assessment.

In summary, the Coastal Quarter residential development consists of:

- 586 no. residential units
- 627 m<sup>2</sup> Creche
- 249 m<sup>2</sup> Retail unit,
- 195 m<sup>2</sup> Café
- 512 m<sup>2</sup> Commercial Unit

A development description of the proposed development is provided below and full development details are included in the Planning Report & Statement of Consistency and full details of all pedestrian and cycle connections, road and street layouts, car parking and cycle parking are contained on the architects, landscape architects and engineering drawings and in the Engineering Planning Report (document reference 5214419DG0018).

## 1.2. Development Description

The applicant intends to apply to An Bord Pleanála for permission for a Strategic Housing Development (SHD) comprising 586 no. residential units in a mix of apartments, duplexes and houses. In addition, a childcare facility, café, retail unit and 1 no. mixed use commercial unit are proposed along with all associated and ancillary development and infrastructural works, hard and soft landscaping, open spaces, boundary treatment works, ancillary car and bicycle parking spaces at surface, undercroft and basement levels. The proposed houses and duplexes range in height from 2 – 3 storeys with the proposed 4 no. apartment blocks ranging in height from 3 – 12 storeys. Block A will accommodate 162 no. Build-to-Rent (BTR) units. It is proposed that 274 no. units will be located within the administrative area of Dun Laoghaire-Rathdown County Council and 312 no. units will be located within the administrative area of Wicklow County Council. The childcare facility, retail, café and commercial unit will all be located in the administrative area of Wicklow County Council.

Planning permission was granted on part of the subject site for 234 no. residential units, a childcare facility, café and retail unit subject to compliance with the terms of conditions attached to reference ABP-311181-21. The proposed development includes development as permitted under ABP-311181-21 together with minor revisions chiefly addressing conditions and new proposals for Blocks A and B which were previously refused.

## 1.3. What is a Mobility Management Plan

A Mobility Management Plan is a strategic management tool designed to accommodate a site's specific transportation needs. The MMP aims to educate people regarding how, why and when they need to travel. It provides a forum to promote and support the use of alternative, active and sustainable transport modes such as walking, cycling, shared transport and mass transit such as buses and trains. Consequently, the MMP will also assist in reducing dependency on private car and mitigate against traffic congestion and its inherent environmental, social and economic impacts.

This document, the Mobility Management Plan (MMP) has been developed with specific reference to the site location, site context and proposed site layout and, describes the self-regulating management of travel demand. As such this MMP could help reduce the amount of car travel to and from the proposed development site at Woodbrook. Not only will this bring benefits to those employed on site or living within the development but also to the wider local community and environment.

This MMP is not one fixed document but a dynamic and evolving mechanism for introducing and maintaining a package of measures. These measures focus on promoting access to the site by alternative, active and sustainable modes of transport and reducing single occupancy car travel. In general, the ultimate occupiers will be encouraged to put these measures into practice themselves.

## 1.4. Accompanying Documents

An accompanying Traffic and Transport Assessment (TTA) (document reference 5214419DG0017) reviews the potential transport impacts of the proposed development with respect to vehicular traffic and sets out the existing and proposed public transport, walking, and cycling infrastructure in the area.

In addition, a Quality Audit (Access Audit, Walking and Cycling Audit & Stage 1 Road Safety Audit) (document reference 5214419DG0013) and a DMURS Statement (document reference 5214419DG0021) accompany the MMP and TTA as part of the planning application.

This MMP should be read in conjunction with the above documents and all planning, engineering and architectural reports and drawings.

## 1.5. Transport Planning Context

A summary of the key policy documents pertinent to the proposed development and which have underpinned the proposals and the preparation of this MMP are as follows:

### 1.5.1. National Sustainable Mobility Policy

The Department of Transport published the National Sustainable Mobility Policy in April 2022. The Policy sets out a strategic framework for active and sustainable travel for the period up to 2030 to help Ireland meet its international and national climate obligations to achieve a 51% reduction in carbon emissions by end of this decade.

The overall target is to “deliver at least 500,000 additional daily active travel and public transport journeys by 2030 and a 10% reduction in the number of kilometres driven by fossil fuelled cars. It will make it easier for people to choose walking, cycling and use public transport daily instead of having to use a petrol or diesel car.

To achieve this target there are a number of initiatives including:

- Integration of land use and planning
- Improvement to walking and cycle infrastructure
- Improved public transport capacity
- Identifying and implementation of suitable demand management measures
- Behavioural change programmes and measure
- Improved safe, accessible, comfortable, safe and affordable journey for all people and all trips

The policy document is supported by Action Plan 2022-2025 to measure performance of the aims, targets or objective identified in the Policy.

The MMP will align with this Policy document through the identification of measures which cater for and enhance access for active travel modes, public transport, facilitating new and enhanced access and connections to services and amenities in the local area.

Transport Strategy for the Greater Dublin

### 1.5.2. Transport Strategy for the Greater Dublin Area 2016 - 2035

The Transport Strategy for the Greater Dublin Area (GDA) 2016-2035 established the framework for transport provision for the city region. This Strategy, which is underpinned by the capital investment program set out in the National Development Plan 2018-2027, is based on the following over-riding objective;

*“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.”*

The Strategy presents infrastructure proposals by mode of transport. Those that will particularly benefit the proposed development are as follows;

**Table 1-1 - GDA Transport Strategy Objectives**

Transport Strategy Objective	Proposed Site Context
Extension of Luas Green Line to Bray	Proposed route will run through the masterplan lands into the existing Bray Dart Station. LUAS stops will be provided within the masterplan lands serving the development.
Core Orbital Bus Network	Existing bus corridor on Dublin Road on western masterplan lands boundary to be upgraded as Core Bus Corridor 13 of Bus Connects.
Core Radial Bus Network	<p>Primary Route B1 is located on R761 Dublin Road along the western masterplan lands boundary. This route will be upgraded as part of Core Bus Corridor 13 of Bus Connects.</p> <p>Route 14 /N5, The East Coast Trail, is located to the east of the Dart east coast rail line on the masterplan lands site boundary. Connection to this route from the development will be facilitated via the Rail Underpass.</p> <p>Route BG1 is located to the north of the Dargle River on the southern masterplan lands boundary, this scheme has been implemented as part of the completed Bray Flood Defence Scheme. This route will be maintained as part of the masterplan lands layout and provides a high quality link from the Coastal Quarter to Bray Town Centre in under 5 minutes walking</p>

It should also be noted that policies and objectives from the Bray and Environs Transport Study, the Bray Municipal Local Area Plan 2018-2024 and the current Wicklow and Dún Laoghaire Rathdown Development Plans have also influenced this MMP. These are covered in depth within the Traffic and Transport Assessment as contained under separate cover and accompanying this Planning Application.

### 1.5.3. Best Practice and Planning Guidance Documents

The following best practice and planning guidance documents have fundamentally informed the development of the site layout and the compilation of this MMP:

1. Transport Infrastructure Ireland: Traffic and Transport Assessments Guidelines;
2. Department of Transport Tourism and Sport: Design Manual for Urban Roads and Streets;
3. National Transport Authority: National Cycle Manual;
4. National Transport Authority: Permeability Best Practice Guidance;
5. Dun Laoghaire-Rathdown County Development Plan 2022 – 2028;
6. Wicklow County Development Plan 2016 – 2022;
7. Draft Wicklow County Development Plan 2021 – 2027; and
8. National Transport Authority Advice Note – Mobility Management Plans 2002.

Of particular importance is the Design Manual for Urban Roads and Streets (DMURS) published in 2013. This document is founded on an integrated design approach that is based on safety, sustainable communities, heritage protection and creating a sense of place. DMURS recognises the higher priority of pedestrians and cyclists in the urban environment within a fundamental design objective to create self-regulating streets that are inherently convenient and safe for use by all vulnerable road users. A DMURS Statement of Consistency (5214419DG0021) accompanies this planning submission.

## 1.6. Structure of This Document

The MMP report provides the basis for the implementation of the MMP. It sets out the objectives and measures to be put in place. Provisionally the MMP Report will be set out using the sections described below:

- Section 2 sets out the Existing Conditions in terms of local accessibility.
- Section 3 establishes Objectives and Targets for the MMP.
- Section 4 outlines the broad Strategy and Measures for the MMP.
- Section 5 outlines the process for Implementation, Monitoring and Review.



## 2. Existing & Future Conditions

### 2.1. Subject Site

The proposed development site comprises of lands located along the Dublin / Wicklow Border at Ravenswell. The site is bordered by the Howth/Malahide to Greystones Dart line along the eastern boundary. Located approximately 600m to the south of the site is the Bray Dart Station, where Bray strand is located to the immediate East of the proposed development site.

The location of the site is shown in Figure 2-1 below.



Figure 2-1 – Site Location

### 2.2. Local Land Use

Land uses in vicinity of the proposed development site are mainly residential. The development site is neighboured by Woodbrook Glen housing estate along the north boundary, whilst also bordering a small industrial estate to the west. As the development site continues south, it traverses the Dublin/Wicklow County Border, leading directly to Bray Harbour.

In a wider context, significant population areas lie directly north and south of the proposed development site namely Shankill and Bray respectively. Both of these locations also offer employment and commercial land uses normally associated with a village and town centre respectively.

### 2.3. Existing Local Road Network

The proposed development site is located adjacent to a comprehensive road network consisting of national roads, regional roads and local roads. The connections from the development to the existing road network and connectivity to the wider area are outlined below and detailed in Figure 2-2.



- Connection to the north via existing development road junction onto the R761 (Dublin Road) providing connectivity to the M11 via the Wilford Interchange and to Dublin City via the R119.
- Connection to the south via existing development road junction onto the R761 (Castle Street) providing connectivity to Bray Town centre and to the west via Lower Dargle Road.

A full description of the local road network is contained within the TTA.



**Figure 2-2 - Existing Local Road Network**

## 2.4. Proposed Road Network

The proposed road network is shown in Figure 2-3 below and consists of the following elements:

- The proposed BusConnects Core Corridor 13 scheme upgrade of the R761 and associated junctions to facilitate a widened road corridor incorporating improved bus, cycle and pedestrian facilities;
- A new connection to Bray Dart Station will be provided via the proposed Public Transport Bridge; Part 8 Planning has been lodged for this scheme 'Part 8 – Bray Sustainable Transport Bridge' as of July 2021 (Planning Reference PRR 21/869). This is in line with the requirements of Road Objectives R05 of the Bray Municipal District Local Area Plan and will cater for public transport bus and Luas services together with pedestrians and cyclists. The layout of the Coastal Quarter and the proposed bridge has been coordinated with Wicklow County Council. A number of meetings have been held between Wicklow County Council and representatives of the former Golf Club Lands including pre-planning meetings in relation to the SHD planning application (Ref ABP 308291-20). While the subject scheme has been designed to the existing road network, it can also be adapted to the above referenced scheme should it be granted permission in the future;
- Improvements for pedestrians & cyclists are proposed on Castle Street Bridge as per the requirement of Transport Objective R10 of the Bray Municipal District Local Area Plan. These improvements consist of new pedestrian and cyclist bridges on both sides of the existing bridge and the provision of southbound bus lane across the bridge; and

- As part of the Masterplan for the full Harbour Point Masterplan a further development road linkage is proposed at the existing traffic signal-controlled junction of the Upper Dargle Road. This is in line with the requirements of Road Objectives R05 of the Bray Municipal District Local Area Plan. This link will further improve permeability of pedestrians, cyclists and general traffic onto the local road network.



Figure 2-3 - Existing & Proposed Road Provision

## 2.5. Existing Walking and Cycling Facilities

### 2.5.1. Walking and Cycling Provision

Footpath provision in general is adequate on surrounding roads with most offering footpaths of ample width on both sides of the carriageway. There is an existing connection to Bray DART station and Bray Promenade via the Dart underpass, along with an existing connection to Bray Town centre via Riverwalk along Dargle River and via the existing and proposed development roads. Dublin City can be directly accessed via the R761 Dublin Road utilising the proposed cycling facilities. A future connection will continue north along the proposed East Coast Greenway and south via the Proposed Public Transport Bridge (Part 8 – Bray Sustainable Transport Bridge, Planning Reference PRR 21/869) into Bray DART Station.

The existing pedestrian & cyclist connections are detailed in Figure 2-4 detailed below.



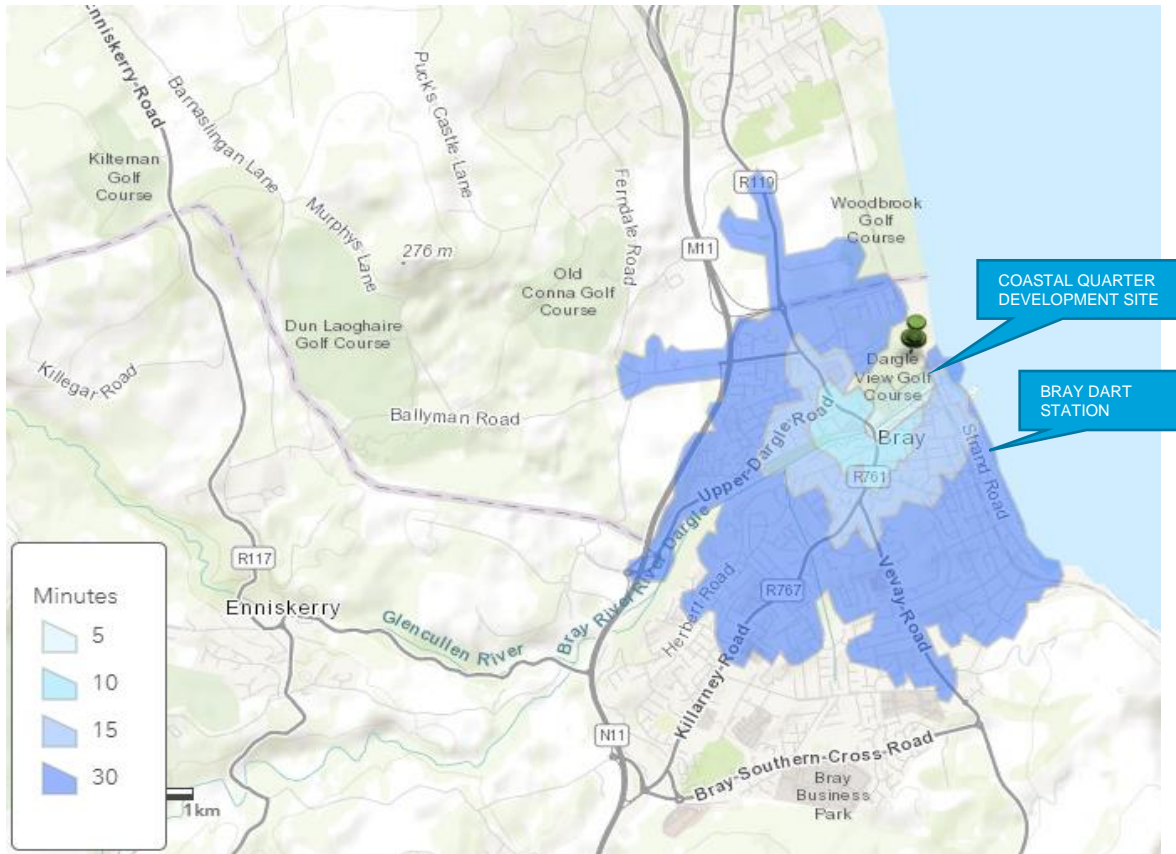


**Figure 2-4 - Existing Pedestrian & Cyclist Connections**

### 2.5.2. Existing Walking and Cycling Isochrones

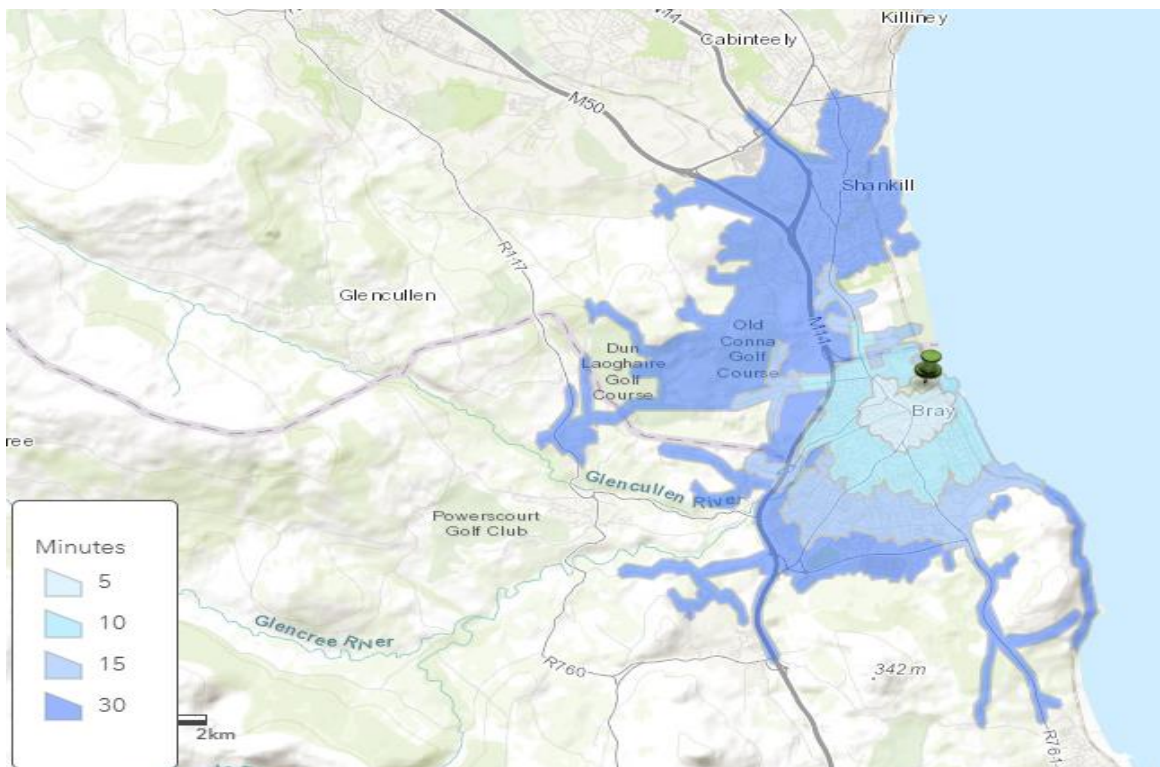
An analysis of the walking and cycling catchments in terms of journey distance and time has been undertaken and the results of this are presented below. These are represented in the form of isochrones radiating outwards from the proposed development site in 5 minute, 10 minute, 15 minute and 30 minute journey time intervals.

In terms of walking Bray town centre is accessible within 10 minutes, whereas Bray Dart Station can be reached within 15 minutes as detailed in Figure 2-5 below.



**Figure 2-5 - Active Travel Isochrones - 30 Minute Walking Isochrones**

In terms of cycling, this catchment is extended further north leading directly to Shankill within a 30 minute cycle. To the south, the catchment is extended further along the R761 as detailed in Figure 2-6 below. Bray Town Centre and Bray Dart Station is within a 5 minute cycle. It should be noted that it's not possible to cycle along the Bray-Greystones coastal path.



**Figure 2-6 - Active Travel Isochrones - 30 Minute Cycling Isochrones**



## 2.6. Future Walking and Cycling Facilities

An extract of the Greater Dublin Cycle Network Plan is illustrated in the Figure 2-7 below detailed the future cycling facilities.



**Figure 2-7 - Greater Dublin Cycle Network Plan Cycle Routes (Sheet 20)**

The schemes that provide the facilities for the cycle network routes adjacent the development are noted below:

- Route B1 – BusConnects Core Corridor 13 Scheme will provide the facilities associated with this route;
- Route BG1 – the facilities associated with the section of greenway route have been implemented along the river front as part of the completed Dargle flood relief scheme;
- Route 14/N5 – East Coast Greenway Scheme will provide the facilities associated with this route; and
- Route N5/W11 – Stand Road Cycle Scheme provides the facilities associated with this route.

Details of the future pedestrian & cyclist connections in the context of the development are provided below and detailed in Figure 2-8.

- Development connection to the north into Existing Park Lands & Adjacent Development to be provided as part of development;
- Connection to Bray Dart Station via proposed Public Transport Bridge to be provided as a WCC Part 8 Scheme (Part 8 – Bray Sustainable Transport Bridge, Planning reference PRR 21/869) which has been lodged as of July 2021;
- Proposed Pedestrian & Cyclist Improvements on Castle Street Bridge, provision of pedestrian and cycle footbridges either side of the existing bridge, to be provided by WCC;
- Improved pedestrian and cyclist facilities along the R761 Dublin Road provided as part of BusConnects - Core Corridor 13 Scheme; and
- East Coast Greenway Scheme Greater Dublin Cycle Network route N5 – incorporated within WCC and DLRCC development plans.

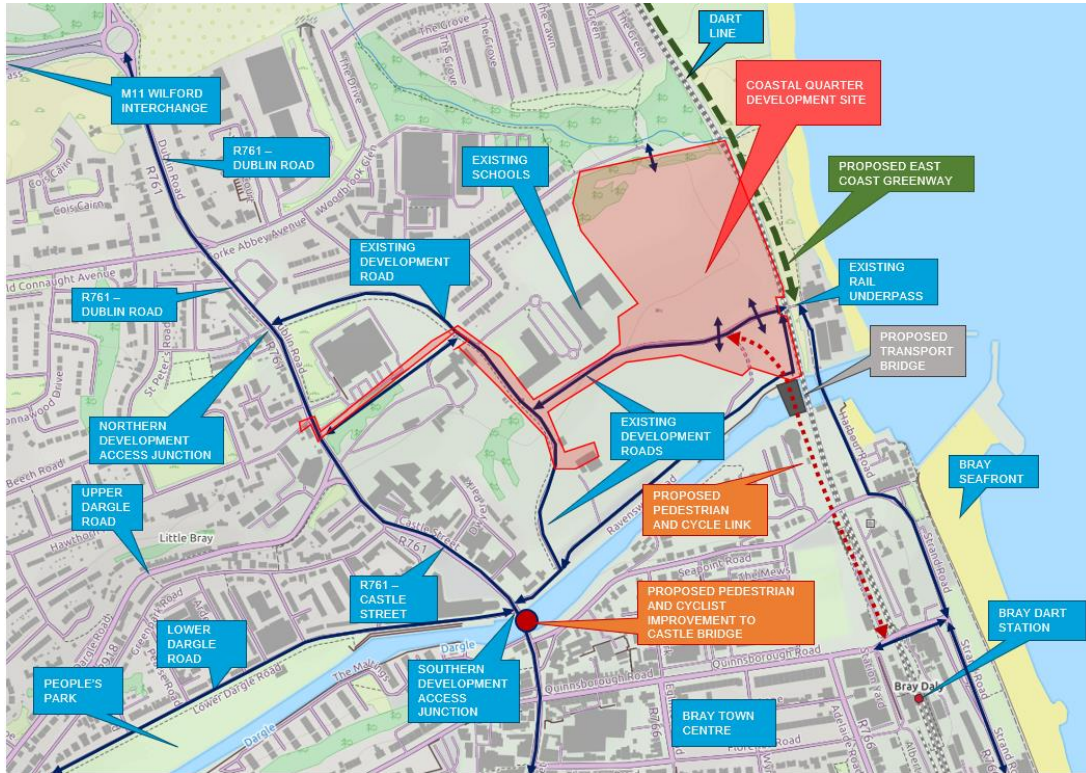


Figure 2-8 - Existing & Future Pedestrian & Cyclist Connections

## 2.7. Public Transport Facilities

There are several existing public transport facilities available in vicinity of the proposed development site ranging from bus services to rail services. Figure 2-9 provided below illustrates these in the local context.



Figure 2-9 - Existing Public Transport Facilities



### 2.7.1. Bus Routes and Services

It is considered that the proposed development is well located, granting opportunity to access both services and employment opportunities in the local and wider environs via public transport. The available bus services are as follows.

**Table 2-1 - Bus Services**

Bus Service	Route	Frequency (Mon-Friday)
45a	Dún Laoghaire Rail Station to Kilmacanogue	15-20min
45b	Kilmacanogue - Dun Laoghaire Rail Station	15-20min
84	Blackrock to Newcastle	25-35mins
84a	Blackrock to Bray	25-35mins
145	Heuston Rail Station to Ballywaltrim	10mins
155	IKEA (Ballymun) Towards Bray Rail Station	20mins
184	Newcastle Hospital to Bray Rail Station	30mins

### 2.7.2. DART Rail Services

In terms of heavy rail, the closest Dart station is located in Bray, which is circa. 600m to the south, and Shankill Station which is circa. 2.7km to the north of the proposed development site. Both stations serve both DART and Commuter Rail services. These stations facilitate services that allow for good connection to other onward destination both north and south. The available rail services are shown in Table 2-2 below.

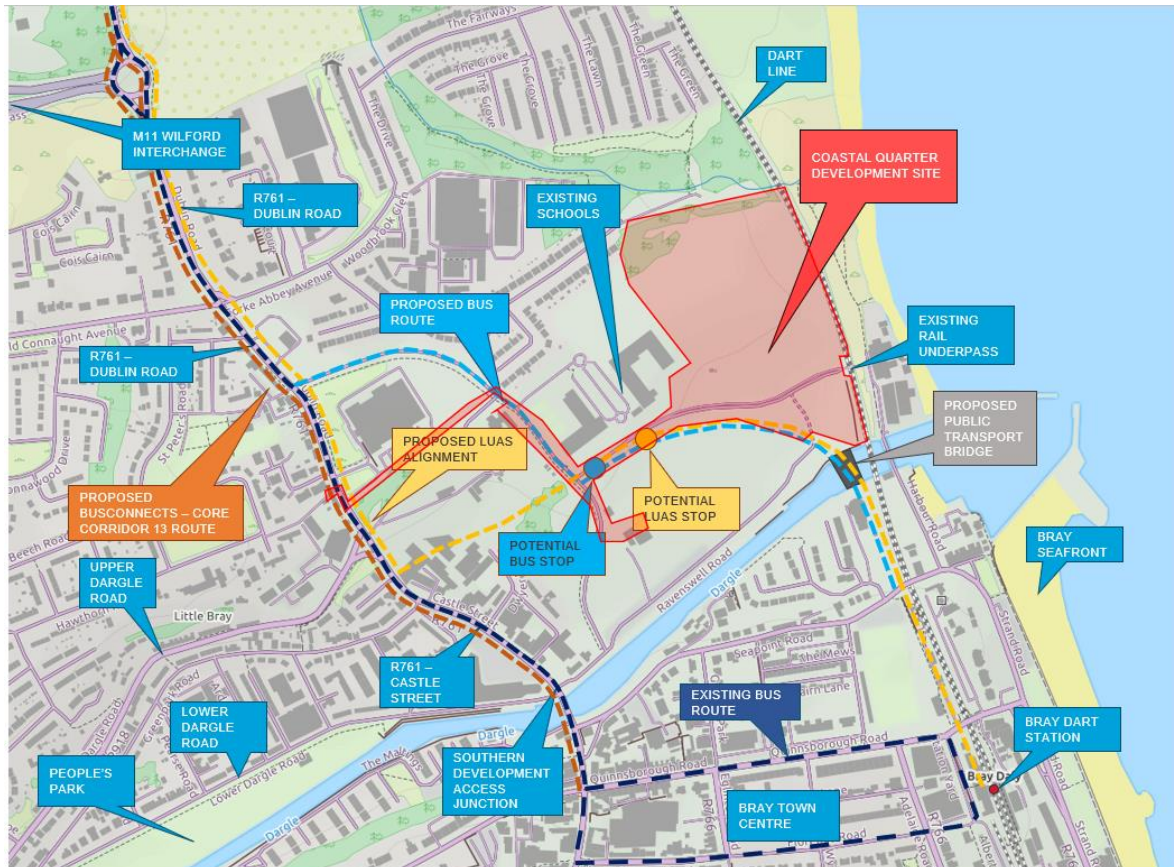
**Table 2-2 - Existing Rail Services**

Rail Service	Route	Frequency (Mon-Friday)
Dart	Malahide to Greystones / Howth to Greystones	5-10mins
Commuter / Intercity Services	Dublin to Rosslare	10 services

## 2.8. Future Transport Proposals

The Transport Strategy for the Greater Dublin Area (GDA) 2016-2035 sets out how transport and its associated infrastructure will be developed across the GDA region up to the year 2035.

The future public transport provision is detailed in Figure 2-10 with further detail provided in the following sections.



**Figure 2-10 - Future Public Transport Provision**

### 2.8.1. BusConnects

The NTA are currently developing the BusConnects Scheme, Corridor 13 Bray to UCD and City Centre.

As the R761 lies on BusConnects Route 13 Bray to the City Centre, a full upgrade of the carriageway and associated junctions will be provided along the R761. This will include for two-way provision for traffic, buses, cyclist and pedestrians. This upgrade will have no impact on the Coastal Quarter development proposals.

### 2.8.2. Proposed Luas Extension of Green Line to Bray

The future Luas proposals, as set out in the Greater Dublin Area Transport Strategy include the extension of Luas Green line to Bray. This line is not proposed to be developed until 2040 but it is anticipated that the alignment will be adjacent the R761, into the development lands and into Bray Dart Station via the proposed Public Transport bridge (Part 8 – Bray Sustainable Transport Bridge, Planning reference PRR 21/869).

The proposals for the Riverside Quarter will include for the provision of a LUAS Stop/Luas Stops within the development lands. The masterplan for the development lands takes cognisance of the provision of the Luas extension and its interface with the development and locations of LUAS stops.

## 3. Objectives and Targets

### 3.1. Objectives and Targets

The objectives of the Mobility Management Plan Travel Plan are set with the overall aim of reducing the number of single occupancy car trips associated with the residential elements of the development. The objectives of the Coastal Quarter Development Outline Mobility Management Plan are as follows:

- Achieve a high level of Community Awareness of the MMP;
- Ensure a high level of Community Participation in the development of the travel surveys to indicate participation;
- Improve conditions for pedestrians and cyclists travelling to and from the site;
- Develop on good urban design principles to enhance the permeability of the site and maximise accessibility by sustainable modes; and
- Encourage the development of a healthy, sustainable and vibrant local community through promotion of travel by sustainable modes.

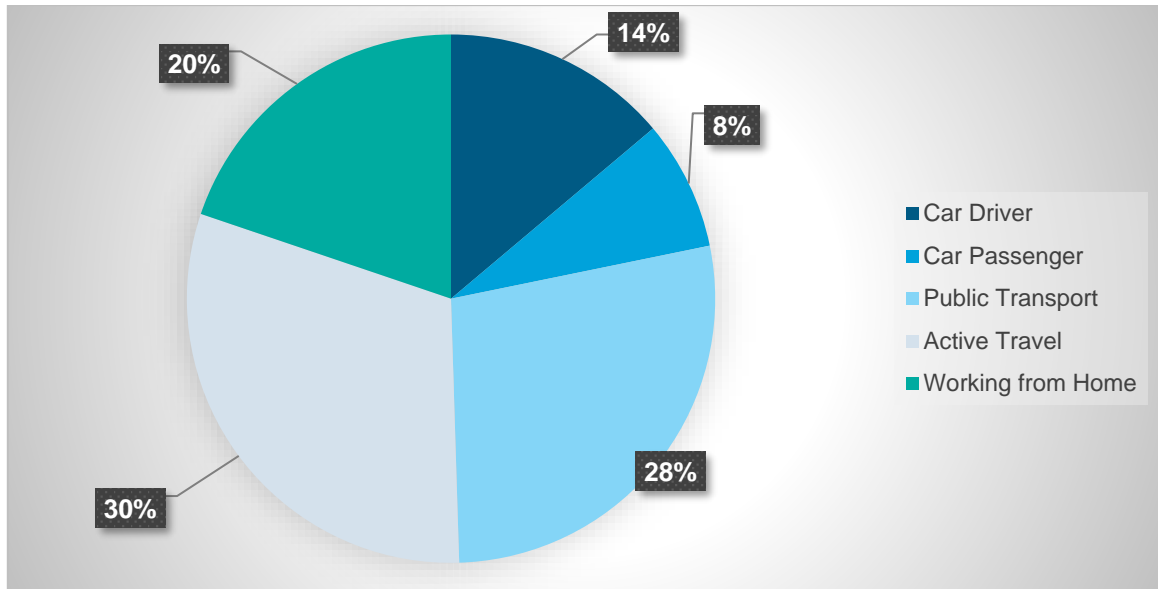
The following Table outlines tangible targets to be achieved in relation to the key objectives.

**Table 3-1 - Objectives and Targets**

<b>Objectives</b>	<b>Residential Travel Plan Targets</b>
Awareness	To provide information on sustainable travel to each resident upon occupation.
Participation	To develop a detailed residential travel plan within 9 months of first occupation.
Accessibility	measures implemented to encourage walking, cycling, public transport and car sharing from first occupation.
Maximise the Potential for Sustainable Travel	To promote and encourage physical measures implemented as part of the site layout to encourage sustainable modes of travel from first occupation.
Reduce Car Related Travel	To identify mode Share Targets to be agreed with Dun Laoghaire Rathdown County Council / Wicklow County Council following travel surveys.

### 3.2. Proposed Development Mode Share

The estimated proposed development mode share percentages for this location are detailed in the chart below.



**Figure 3-1 - Proposed Development Mode Share**

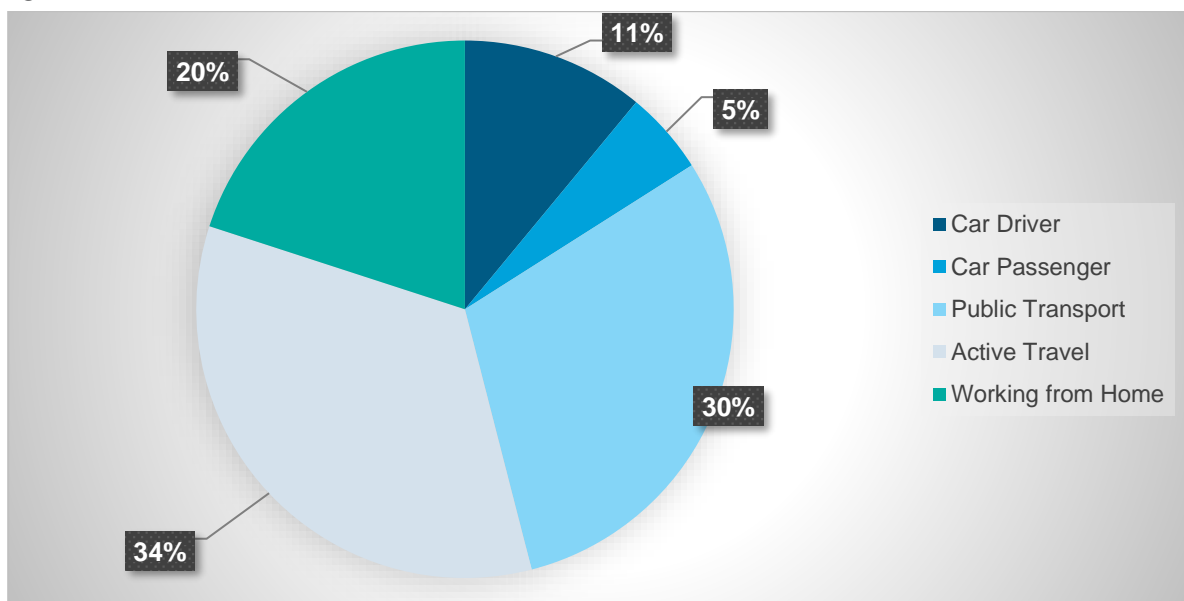
Details regarding the estimation of this proposed mode share are contained within the Traffic and Transport Assessment, document reference 5214419DG0017.

### 3.3. Improved Mode Share Target

It is anticipated that mode share targets will be agreed with Dún Laoghaire-Rathdown County Council and Wicklow County Council, following an initial travel survey to be undertaken following occupation of the site. Targets identified will be set against the existing mode share established from the survey.

A timeframe will be set within which the targets should be achieved; however, the plan will be a lifelong document evolving with the development of the site and addressing any changes in travel behaviour.

The proposed improved pedestrian & cyclist facilities, connections to public transport and Bray Town centre and improved public transport services will improve upon the mode share as detailed in the figure below.



**Figure 3-2 - Improved Mode Share Target**

Further improvements to the mode share in terms of increased active travel (walking and cycling) and public transport modes will be provided via public transports improvements and pedestrian and

cycling infrastructure improvements as proposed in the Dún Laoghaire-Rathdown County Council and Wicklow County Council Development Plans.

In summary the proposed development mode share is an estimate, whilst the proposed mode share noted above is an indicative target. Upon occupation and monitoring of the development mode share, an actual baseline mode share can be established. When this information and data becomes known, discussions will be held with Dún Laoghaire-Rathdown County Council and Wicklow County Council to establish a target that is ambitious but achievable.

## 4. Strategy and Measures

### 4.1. Introduction

This section of the MMP sets out the Strategy and Measures proposed for the Coastal Quarter residential development at Bray.

Clearly, as the users of the development are currently unknown at this stage the MMP can only commit to promoting alternative modes of transport and providing the means for active and sustainable travel choices to be made.

The starting principle is that the design and layout of the development is based on DMURS principles that facilitates and encourages active and sustainable travel. This will lead to the adoption of more sustainable modes of travel. The MMP will develop on the physical interventions of the development proposals for the site layout. The physical interventions will be supported through the development of 'softer' measures to encourage modal shift to active and sustainable transport.

This section describes the services to be provided and the 'in built' infrastructure measures (as part of the layout and design of the development) which are intended to encourage use of active and sustainable travel modes and complement the strategic aspects of the MMP.

The complementary measures will address the objectives, as set out in Section 3. These are to be delivered through a co-ordinated strategy delivered by the Management Company and involving the distribution of Travel Information Packs.

### 4.2. Strategy

A fundamental aspect of this Mobility Management Plan is that it is a self-regulating plan. The proposed development has thus been designed to include all of the necessary infrastructure to support the self-regulating nature of the proposed development.

In particular the proposed development incorporates a number of unit types that support remote working and learning through the provision of separate home office spaces. This will facilitate the clear movement towards remote working that has been established during the Covid 19 pandemic and associated restrictions. This movement to remote working is being facilitated and encouraged to become the norm by the Government of Ireland as promoted within the National Remote Working Strategy published in the year 2021. The NTA have also undertaken an assessment of the potential future scenario post Covid 19 restrictions. The document 'Alternative Future Scenario for Travel Demand' was published in December 2020 and outlines that an overall 8% reduction in traffic volumes in the post Covid 19 restrictions era is anticipated in the alternative scenario. This is in comparison to what would have been anticipated previously to the Covid 19 pandemic, associated restrictions and resultant change in travel patterns and behaviours. The assumptions made in the traffic assessment of the Proposed Development align with this anticipated future travel demand. As such these proposals will facilitate the provision of long term, permanent and appropriate remote workspaces within the home which will facilitate the ongoing avoidance and reduction of a substantial number of trips.

In terms of trip reduction of longer distance trips, the proposed development clearly provides a high level of connectivity to public transport including to bus and DART.

In terms of local trip making, the proposed development provides high pedestrian and cyclist connectivity to local educational, services and amenity sites.

The above infrastructure is also complemented through the provision of a low quantum of car parking spaces and a provision of high quality and high quantum of cycle parking spaces.

The proposed Coastal Quarter development thus presents as a development wherein residents will be facilitated to undertake a lifestyle that has a low dependency on car ownership. This opportunity is based on the multi-faceted characteristics of the site location and opportunities created for travel choice and thus significantly mitigates the need to travel by car.

Travel Information Packs will form part of the marketing material for the site and will be distributed to all new residents within the development at point of sale. These will be distributed by the Management Company. The details of the Travel Information Packs would be provided to both County Councils.



The Travel Information Packs would ideally contain the following information:

- Information about public transport and locations of bus stops and rail stops and services;
- Information about walking and cycling routes;
- Information about car parking management;
- Information about local services and facilities that are within comfortable walking distance;
- Information on active and sustainable transport measures facilitated by the development (bicycle parking, car sharing scheme, EV charging, etc.);

Through a monitoring and review process, the Management Company will also be responsible for ensuring that the measures proposed are implemented in the most effective way possible.

## 4.3. Measures

The following measures will be promoted to encourage walking as a mode of travel by future residents of the development:

### 4.3.1. Walking

There are many local, global, and personal benefits to walking, such as the following:

- W - Wake Up! - Studies have shown that individuals who walk to work, school or elsewhere are more awake and find it easier to concentrate.
- A - Always one step ahead - Walking makes people more aware of road safety issues and helps them develop stronger personal safety skills.
- L - Less congestion - If you leave the car at home and walk, there are fewer cars on the road which makes it safer for those who walk and cycle.
- K - Kinder to the environment - By leaving the car at home you are reducing the amount of CO2 produced and helping to reduce the effects of climate change and air pollution.
- I - Interpersonal skills - Walking can be a great way to meet other walkers, share the experience, and develop personal skills.
- N - New adventures - Walking is a great way to learn about your local environment and community. It's also a fun way to learn about the weather, landscape, and local ecosystems.
- G - Get fit and stay active - Walking helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

Walking has the capacity to replace car based journeys of up to 3.5km. A high proportion of walking journeys may form the start or end of larger journeys comprising of bus or rail links, hence an attractive walking experience can play a large part in encouraging public transport patronage.

The site offers opportunities in terms of facilitating local trip making on foot, including access to public transport services.

### 4.3.2. Cycling

Research indicates that cycling is a viable mode of transport for residents wishing to undertake journeys of up to 10km. Some positive aspects of cycling are listed following:

- C - Cycling is a life skill - Cycling is a sustainable way of travelling but it's also a great recreational activity. Cycling is a skill that stays with you for life and it's a fantastic way to explore your local community.
- Y - You save time & money - cycling reduces the need to travel by car thus reducing fuel costs and freeing up road space for more cyclists;
- C - Confidence building - travelling as an independent cyclist can give people increased confidence proving beneficial in all aspects of life;
- L - Less congestion - If you leave the car at home and cycle, there are fewer cars on the road which makes it safer for other cyclists;

- I - Interpersonal skills - Cycling can be a great way to meet other cyclists and share the experience;
- N - New adventures - Cycling is a great way to learn about your local environment and community. It helps residents to understand where they live and how their actions affect their local environment;
- G - Get fit and stay active - cycling helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

The provision of cycle facilities at the site will play a role in promoting residents to cycle to work, school, or elsewhere.

The following initiatives and incentives will encourage cycling within the development and within the wider area:

- The development will provide high quality, secure and sheltered cycle parking which will be easily accessible to residents. Cargo bicycle parking spaces are to be also provided;
- The development will provide cycle parking for visitors and publicise in welcome Travel Information Packs;
- Publicise the Government Bike to Work Scheme ([www.biketowork.ie](http://www.biketowork.ie)) in welcome travel packs;
- Provide information on walking and cycling distance, routes and journey times by bike or walking to key destinations in welcome travel packs for residents;
- Highlight the direct savings gained due to reduced use of private vehicles in welcome travel packs;
- Publicise National Bike Week in welcome travel packs, see [www.bikeweek.ie](http://www.bikeweek.ie).

### 4.3.3. Public Transport

There are many benefits to taking public transport, some of which include:

- Personal Opportunities – Public transportation provides personal mobility and freedom;
- Saving fuel – Every full standard bus can take more than 50 cars off the road, resulting in fuel savings from reduced congestion;
- Reducing congestion – The more people who travel on public transport, especially during peak periods, the less people travelling by private car;
- Saving money – Taking public transport can work out to be cheaper than travelling by car and, in some instances, can save the cost of buying, maintaining and running a vehicle;
- Reducing fuel consumption – A full standard bus uses significantly less fuel per passenger than the average car;
- Reducing carbon footprint – Public transport is at least twice as energy efficient as private cars. Buses produce less than half the CO2 emissions per passenger kilometre compared to cars and a full bus produces 377 times less carbon monoxide than a full car;
- Get fit and stay active - Walking to and from public transport helps residents incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind; and
- Less stress – Using public transport can be less stressful than driving, allowing time to relax, read, or listen to music.

The following initiatives and incentives can be used to encourage residents to take public transport:

- Encourage public transport use by publicising the benefits of smart travel cards to all residents in welcome Travel Information Packs;
- Publicise the availability of Real Time Information on the Bus Service Providers website and Bus Service Providers mobile app in welcome travel packs. Real Time Information shows when your bus is due to arrive at your bus stop so you can plan your journey more accurately;
- Publicise the availability of a National Journey Planner, which provides journey planning, timetable, and travel information from all licenced public transport providers across Ireland, in

welcome travel packs. This Journey Planner is available on the Transport for Ireland website and as a mobile app;

- Provide maps in welcome travel packs of local bus routes, the nearest bus stops, and the length of time it takes to walk to them;
- Promote Tax Saver Commuter tickets, which offer significant savings to individuals in marginal tax rate and levies on the price of their ticket, in welcome travel packs;

## 5. Implementation, Monitoring and Review

The MMP **strategy and measures** outlined will be implemented over a period of time which will be continuously monitored to ensure the MMP continues to deliver on its **objectives and targets**.

A key aspect of the MMP is the provision of Travel Information Packs residents and residents of the development. This will be undertaken by the Management Company acting as Travel Plan co-ordinator. The Travel Information Packs will contain at a minimum the information below:

- Information about public transport and locations of bus stops
- Information about walking and cycling routes
- Information about walking bus and cycling bus options for adult chaperoned active travel for school children
- Information about car parking management
- Information about local services and facilities that are within comfortable walking distance.
- Information on active and sustainable transport measures facilitated by the development
- Information on future public transport infrastructure
- Information on future walking and cycling infrastructure

Monitoring of the MMP will be important in understanding the changing nature of staff and resident travel habits and the effectiveness of the MMP initiatives. The monitoring process, which will be carried out by the Management Company, will involve annual travel surveys undertaken, starting one year from the initial post occupation travel surveys to assess changes to the mode share of trips to the development site over a three-year period. This will have a particular focus on the level of usage of the bicycle parking to determine whether and when additional spaces are required.

An annual monitoring report would be produced for the site by the Management Company, setting out the results of the travel surveys and highlighting any issues arising from the review of the MMP initiatives. The report would set out appropriate changes to existing initiatives if required in order to meet the MMP objectives and provided to the county councils if requested.

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