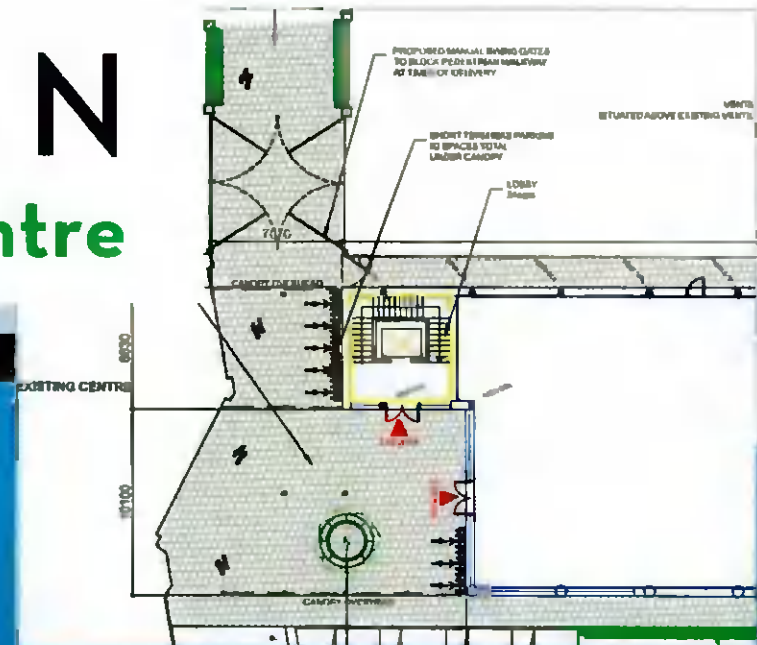


Proposed Redevelopment of Lucan Shopping Centre: Mobility Management Plan (MMP)

On behalf of ERF Lucan Investment DAC
Transport Insights | 16 June 2021



LUCAN shopping centre



Introduction

- » Overview, Aims and Contents of MMP

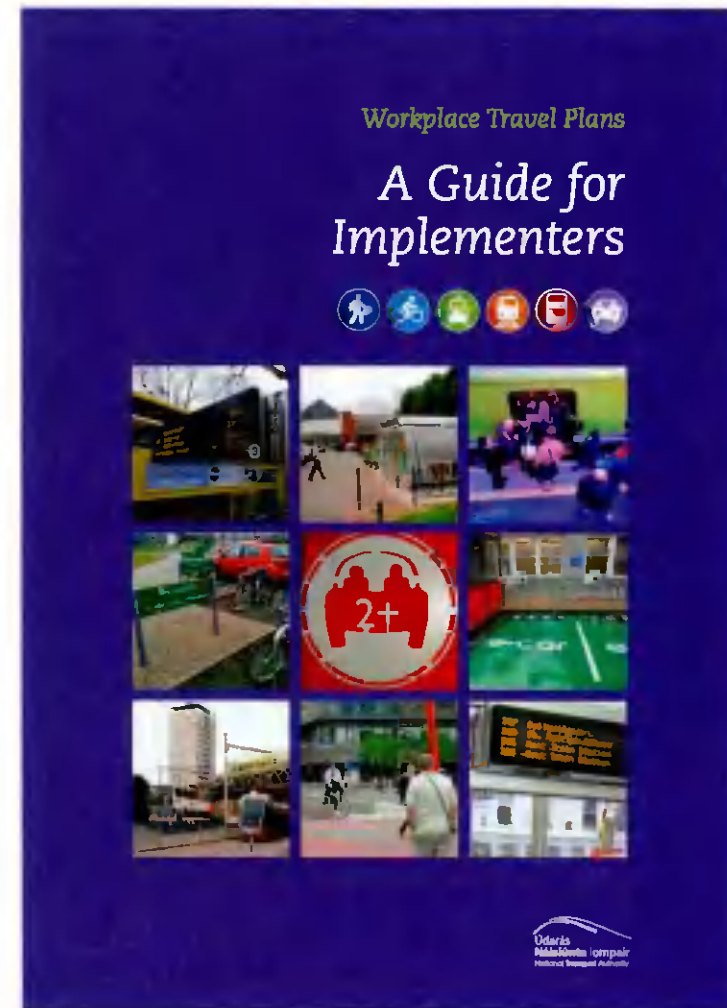
Mobility Management Plan (MMP) Overview

- ▶ Lucan Shopping Centre is located off the R120 Newcastle Road, Lucan, Co. Dublin.
- ▶ An expansion to the northwest of existing shopping centre is proposed.
- ▶ The upgrade will accommodate additional retail, in addition to commercial leisure (i.e. health or fitness centre).
- ▶ This MMP supplements the development application.



Aims of the MMP

- ▶ To encourage sustainable transport modes and reduce reliance on private car use among staff and users of the proposed development.
- ▶ Enhance mobility access to/ from Lucan Shopping Centre, focusing on:
 - promoting sustainable and active travel choices;
 - limit on and off-site traffic congestion;
 - reduce the environmental impact of car associated travel; and
 - promote healthier lifestyles.



Content of the MMP

- ▶ **Introduction** – background, aims, & content.
- ▶ **Existing Context** – existing development, accessibility audit and public transport provision.
- ▶ **Future Context** – proposed development.
- ▶ **Baseline Data Analysis** – CSO Census 2016 and travel modal split data.
- ▶ **Policy Review** – regional and local transport policy context.
- ▶ **MMP Objective** – selected objective and modal shift targets.
- ▶ **Action Plan** – measures to achieve the MMP's objective.
- ▶ **Monitoring Strategy** – approach to monitoring the Plan's effectiveness.

Existing Context



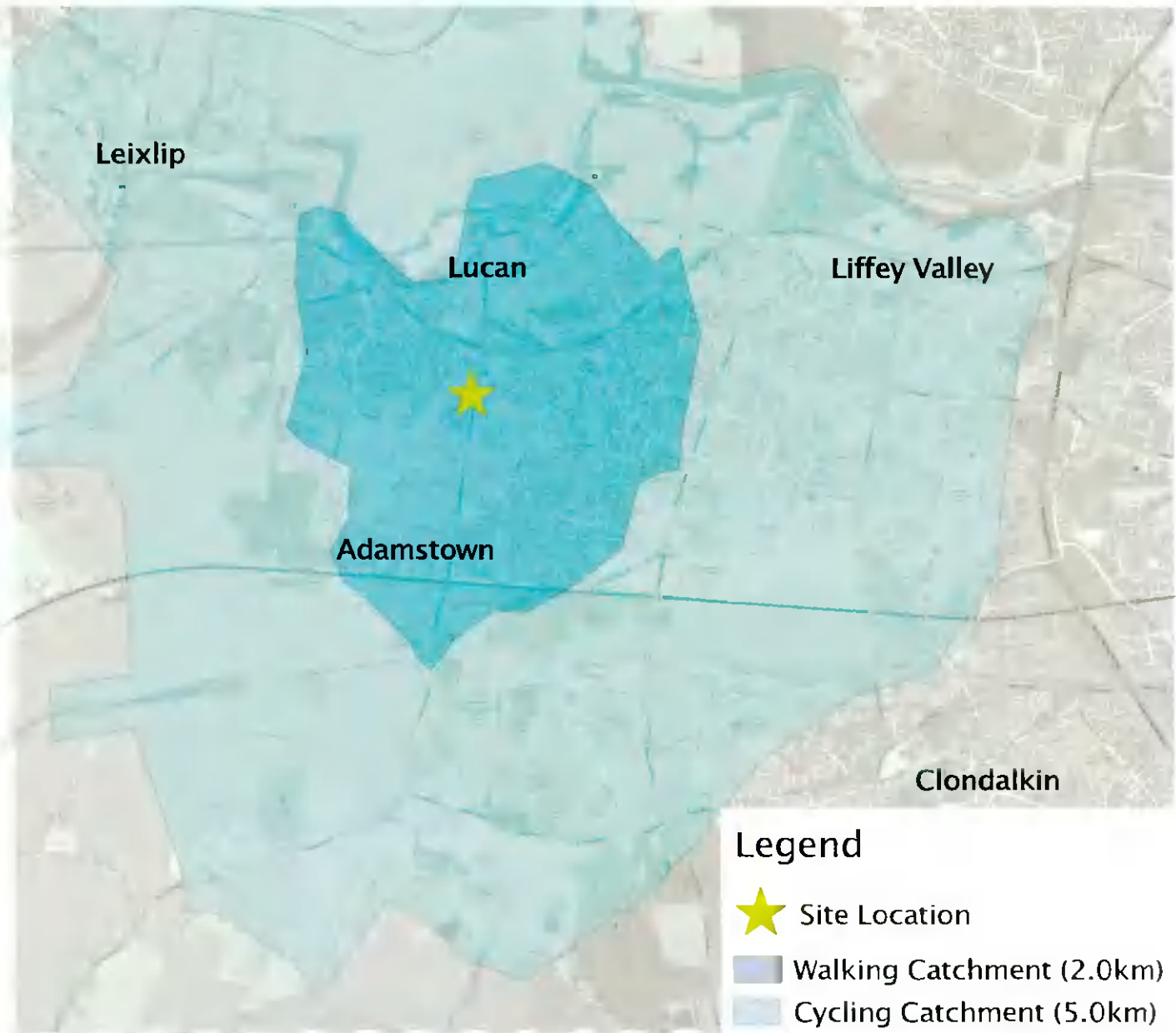
Existing Development

Accessibility Audit

Public Transport Provision

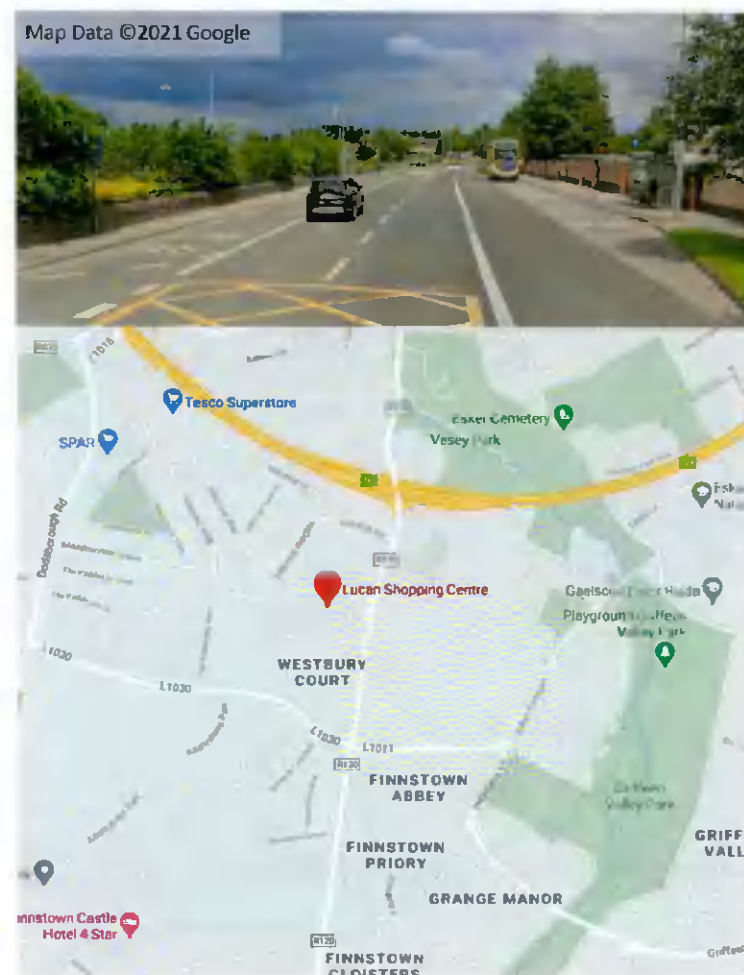
Accessibility – Walking and Cycling

- ▶ The walking catchment (illustrated by a 2-kilometre isochrone) extends to the residential areas within Lucan and Adamstown.
- ▶ The cycling catchment (illustrated by a 5-kilometre isochrone) extends to Leixlip to the northwest, Liffey Valley to the west, and towards Clondalkin to the southeast.



Accessibility – Bus Services

- ▶ **Bus Services:** provided adjacent to the site on R120 Newcastle Road. Bus stops for the following routes operate within site's vicinity (with local stops shown on the following slide):
 - 25d, which connects site to Merrion Square and Adamstown Rail Station (during peak period only);
 - 239, which connects the site to Blanchardstown Shopping Centre and Liffey Valley Shopping Centre; and
 - A range of other bus services operate from the N4 and Esker Cottages, both within walking distance from site.

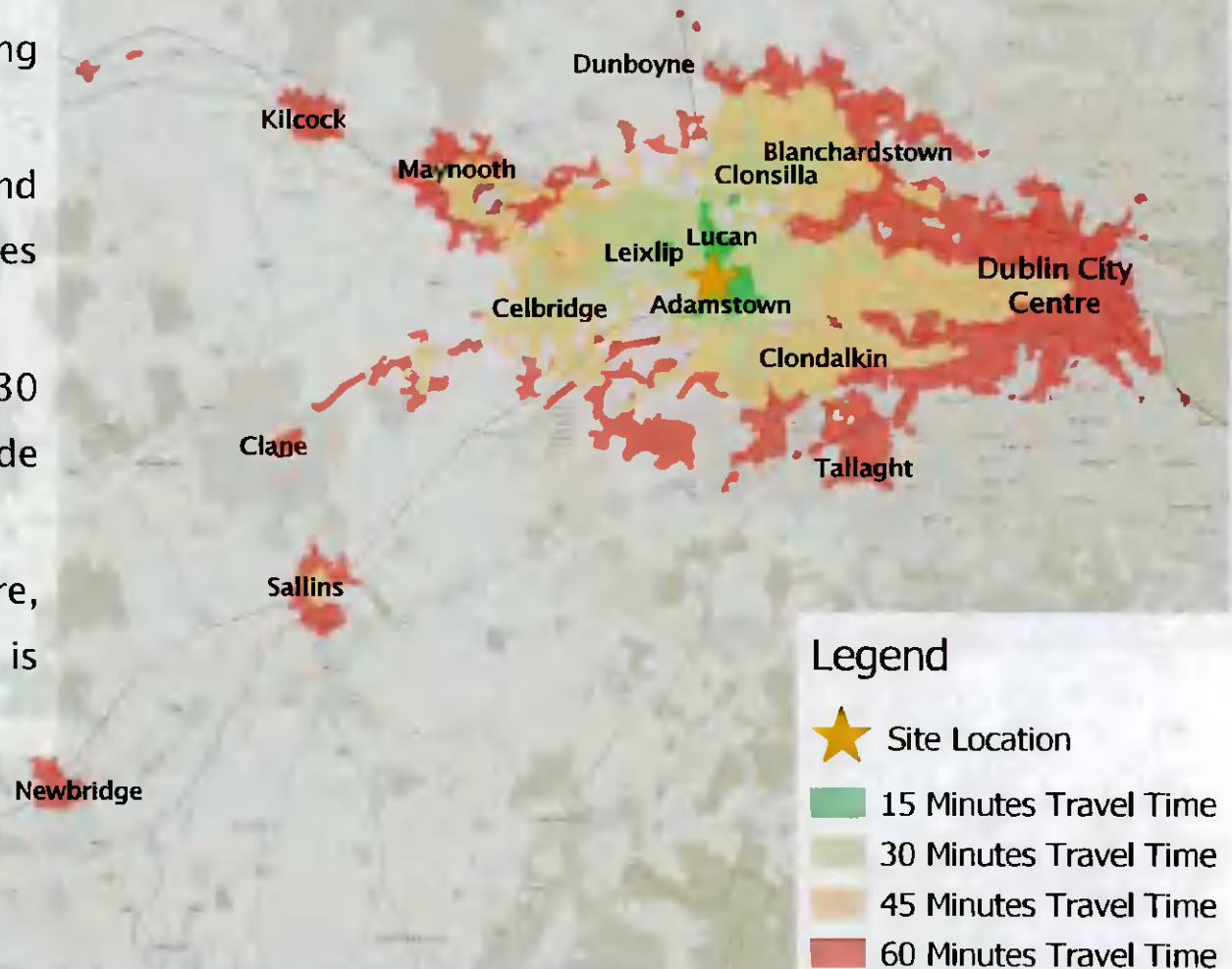


Accessibility – Bus Stop Locations



Accessibility – All Public Transport

- ▶ The site's public transport accessibility has been analysed to obtain areas within a 60 minutes travel time catchment during weekday peak hours.
- ▶ Most areas within Lucan, Leixlip and Adamstown are within 15 minutes or less from site.
- ▶ Main residential areas within a 30 minutes travel time include Celbridge, Leixlip and Clonsilla.
- ▶ Travel time from Dublin City Centre, Sallins, Maynooth and Kildare is estimated to be 45–60 minutes.

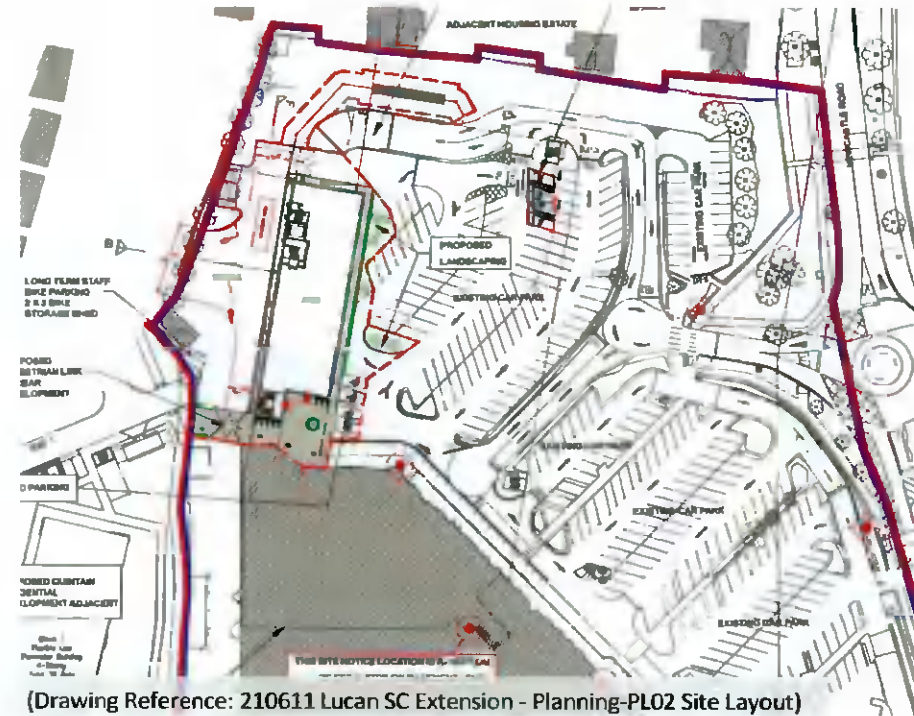


Future Context

» Proposed Development

Proposed Development

- ▶ The proposed development comprises of:
 - an extension to the northwest area of existing shopping centre;
 - provision of a pedestrian link to and from adjacent residential area to southwest; and
 - enhanced on-site cycle parking facilities.
- ▶ The floor areas of the proposed development comprise of:
 - 1,056 sqm of retail space; and
 - 518 sqm of commercial Unit (i.e. Gymnasium or Medical Centre).



Baseline Data Analysis



Baseline Data - CSO Census
2016

Development Mode Share

Establishing Baseline Travel Patterns

- ▶ This Section of the MMP provides an outline of the existing travel patterns associated with staff of the Shopping Centre in its current scenario.
- ▶ CSO Census 2016 Records (POWSCAR) have been analysed to ascertain the mode share characteristics for the development site.
- ▶ The CSO area analysed is for the Workplace Zone (WZ) which exclusively comprises Lucan Shopping Centre (SD0175), as per the graphic above.



Existing Development Mode Share – Staff

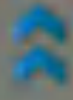
- ▶ Based on the analysis of CSO data, the modal share for commuting trips to the ‘WZ’ within which the Shopping Centre is located has been calculated, as detailed below:

	On foot	Bicycle	Public Transport	Car Driver	Car Passenger	Other*
Percentage (%) Mode Share	13%	3%	10%	67%	4%	3%

**Other includes: Van, Lorry, Work mainly at/from home, not stated.*

- ▶ Current commuter travel patterns characterized by low level of public transport use (10%), walking (13%) and very low-level cycling (3%).
- ▶ High level of trips undertaken by car (71%), from which 67% are drivers and 4% car passengers.

Policy Review



Regional and Local
Transport Policy Context

South Dublin County Council (SDCC) Development Plan 2016–2022 – Car Parking

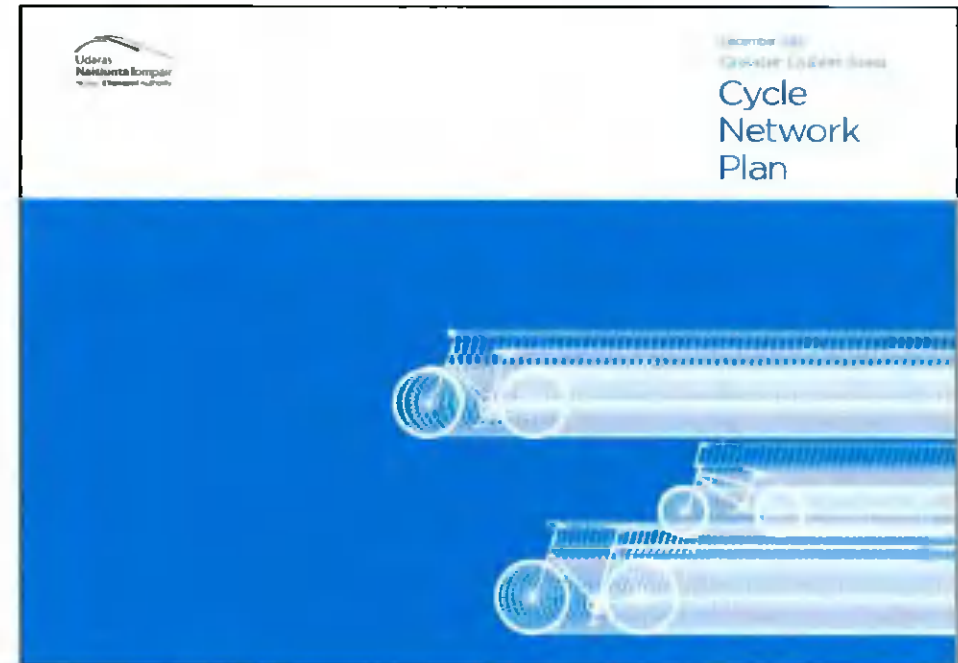
- ▶ Maximum car parking standards for Zone 2 (non-residential) land uses located along public transport corridors within the SDCC administrative area are set out in Table 11.23 of the current County Development Plan 2016–2022.
- ▶ The surplus of car parking within the existing Centre can accommodate additional parking requirements generated by the new extension, as follows:
 - Unit 1 (retail comparison): 15 bays;
 - Unit 1 (retail convenience): 21 bays; and
 - Unit 2: (commercial leisure): 13 bays.
- ▶ Total – 49 bays (maximum).

SDCC Development Plan 2016–2022 – Bicycle Parking

- ▶ Minimum cycle parking standards set out in Table 11.22 of the current County Development Plan 2016–2022.
- ▶ Requirement of on-site cycle parking based on the land-use determination of proposed new units:
 - Short-term cycle parking – 31 no. minimum recommended as per SDCC Dev Plan, 32 no. proposed.
 - Long-term cycle parking – 3 no. minimum recommended as per SDCC Dev Plan, 6 no. proposed.
- ▶ Additionally, to promote and facilitate cycling, all new commercial developments that have the capacity to accommodate in excess of 10 no. employees shall be required to provide shower and changing facilities.

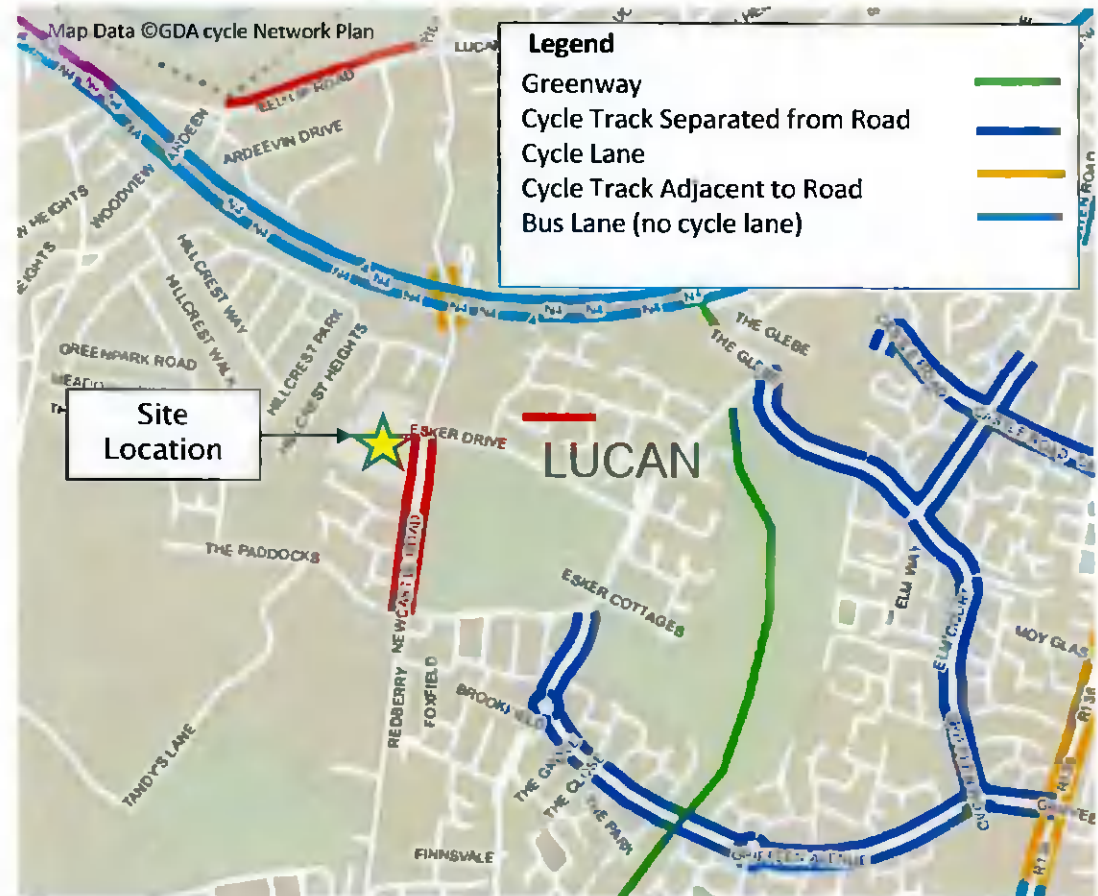
Greater Dublin Area Cycle Network Plan

- ▶ Greater Dublin Area Cycle Network Plan:
 - Proposed route SO7 will run along the eastern boundary of the site and connect Newcastle Road to Grange Castle and Nangor Road.
- ▶ Maps of the existing and proposed cycle networks in the vicinity of the site are presented in the following two slides.



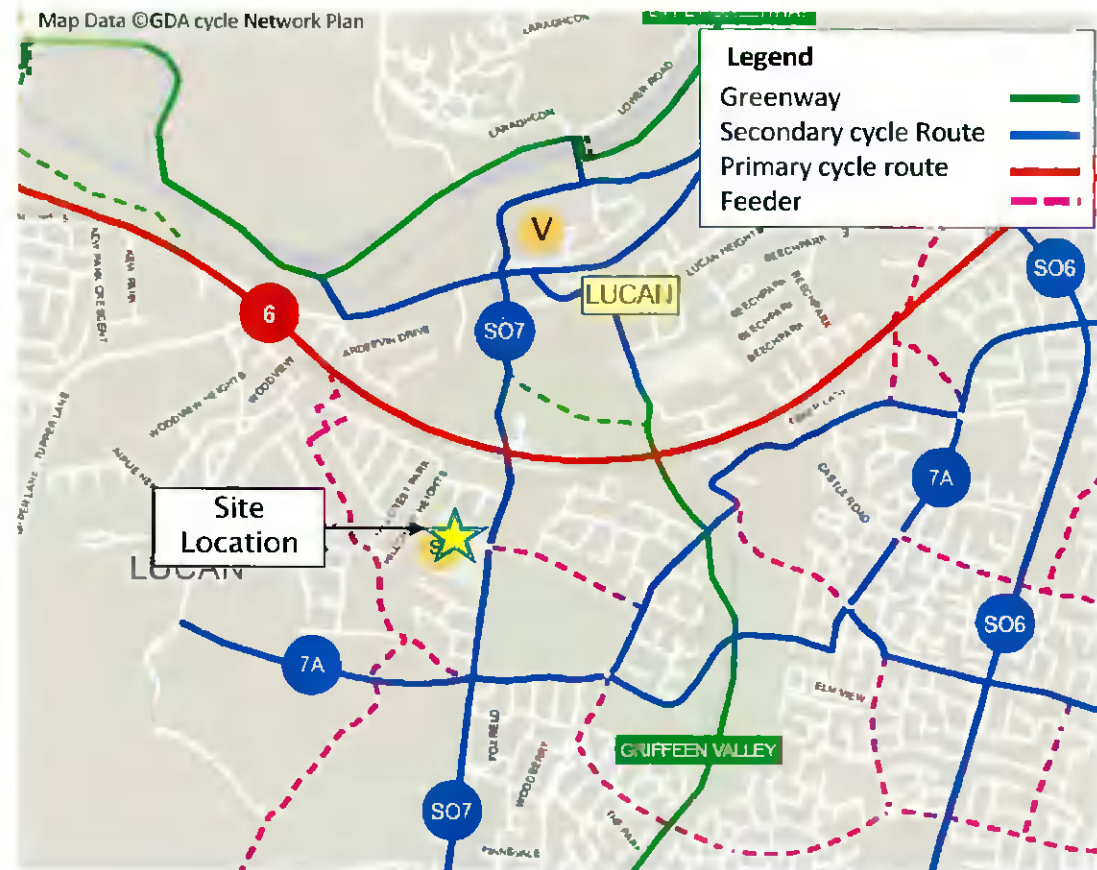
Existing Cycle Network

- ▶ No dedicated cycle facilities on local roads within the site's immediate vicinity.



Proposed Cycle Network

- ▶ Significant improvements proposed to cycle facilities in the site's vicinity, with route S07 to run directly adjacent to the site.
- ▶ Planned improvement to cycle infrastructure will improve the site's accessibility by cycling.



BusConnects

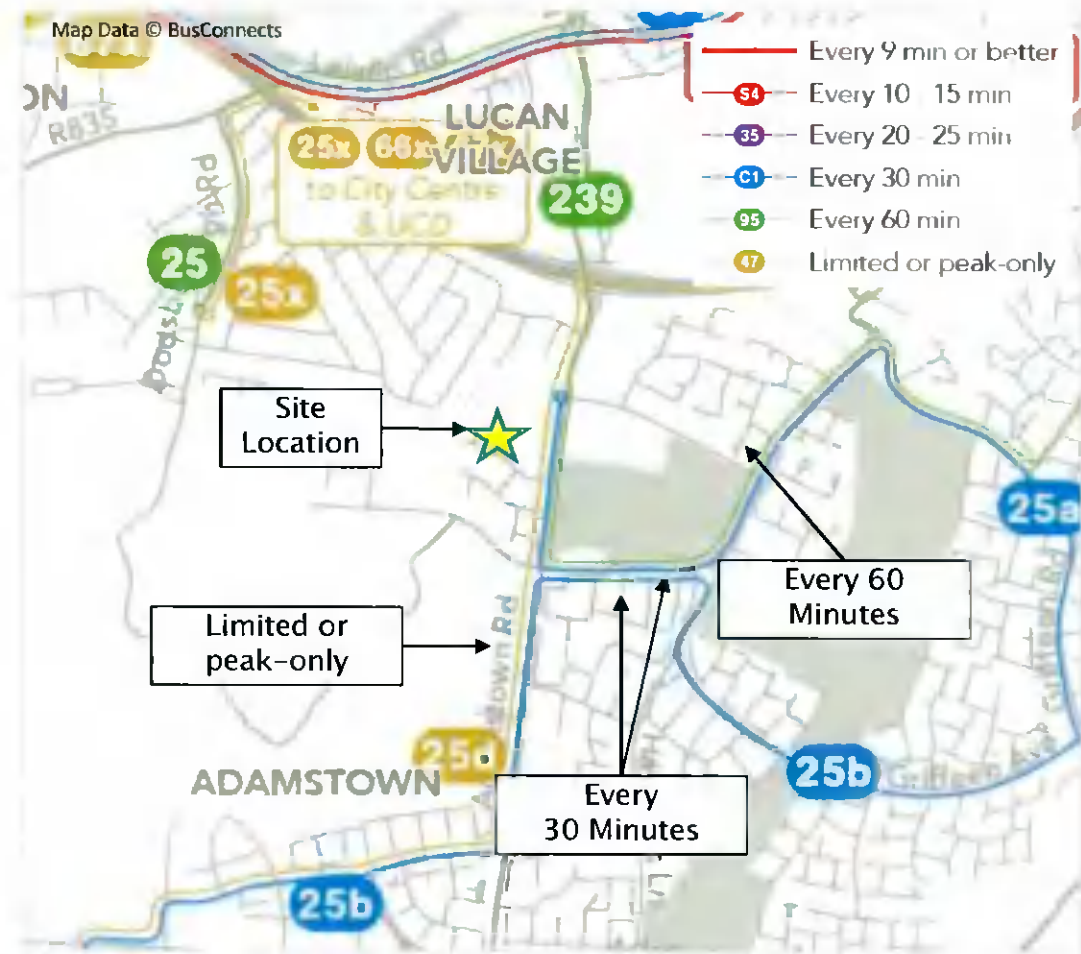
- ▶ BusConnects – ongoing from 2017:
 - Funded by current National Capital Investment Plan, and includes three elements:
 - ❖ Dublin Area Bus Network Redesign Project;
 - ❖ Fare and ticketing enhancements; and
 - ❖ Better quality bus infrastructure, including next generation bus corridors and BRT.
 - Revised draft Dublin Area Bus Network Redesign proposals (2019) envisage major changes to the bus network in site’s vicinity.
- ▶ Maps of the existing and proposed bus networks in the vicinity of the site are presented in the following two slides.

The logo for BusConnects features the words "BUS" and "CONNECTS" stacked vertically. The letters are in a bold, sans-serif font and are colored in a gradient of blue and green.

TRANSFORMING CITY BUS SERVICES

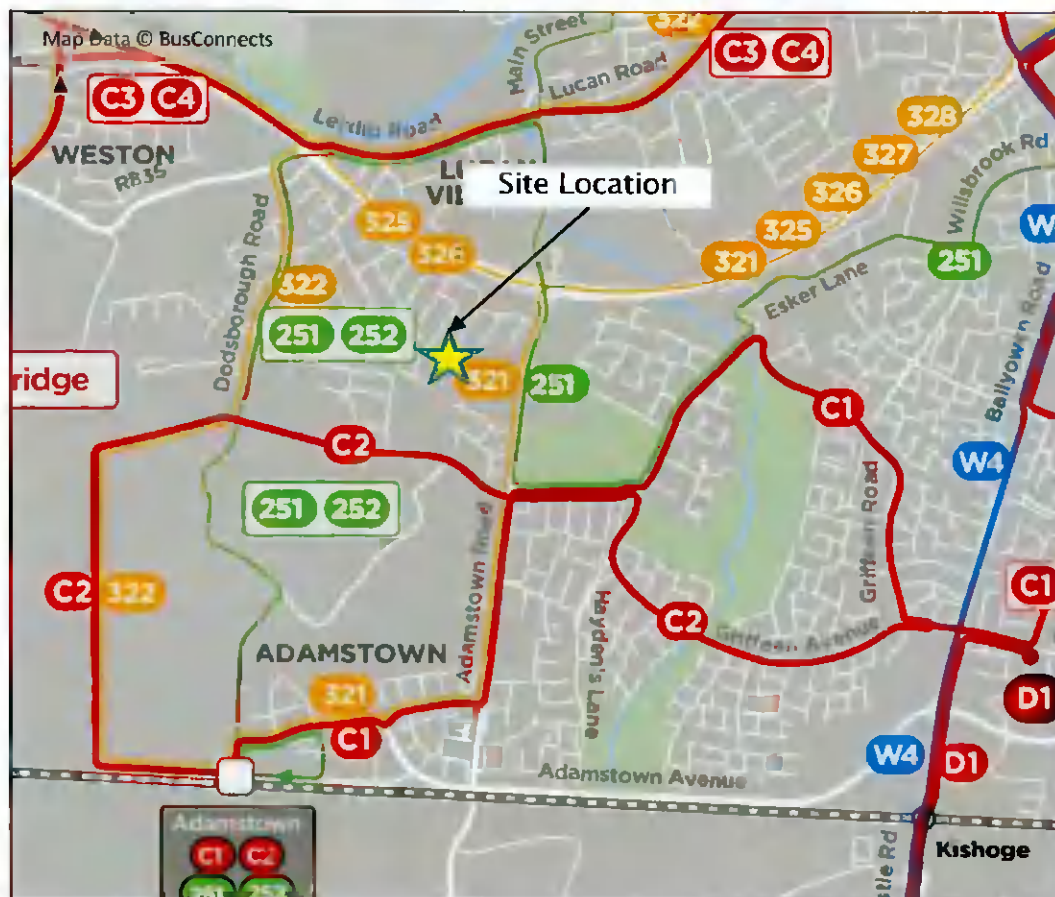
Existing Bus Network – Local Bus Services

- ▶ Site currently served directly by 25a, 25d and 239 services.
- ▶ Nearby services include 25b, 25x, 66x, 67x.



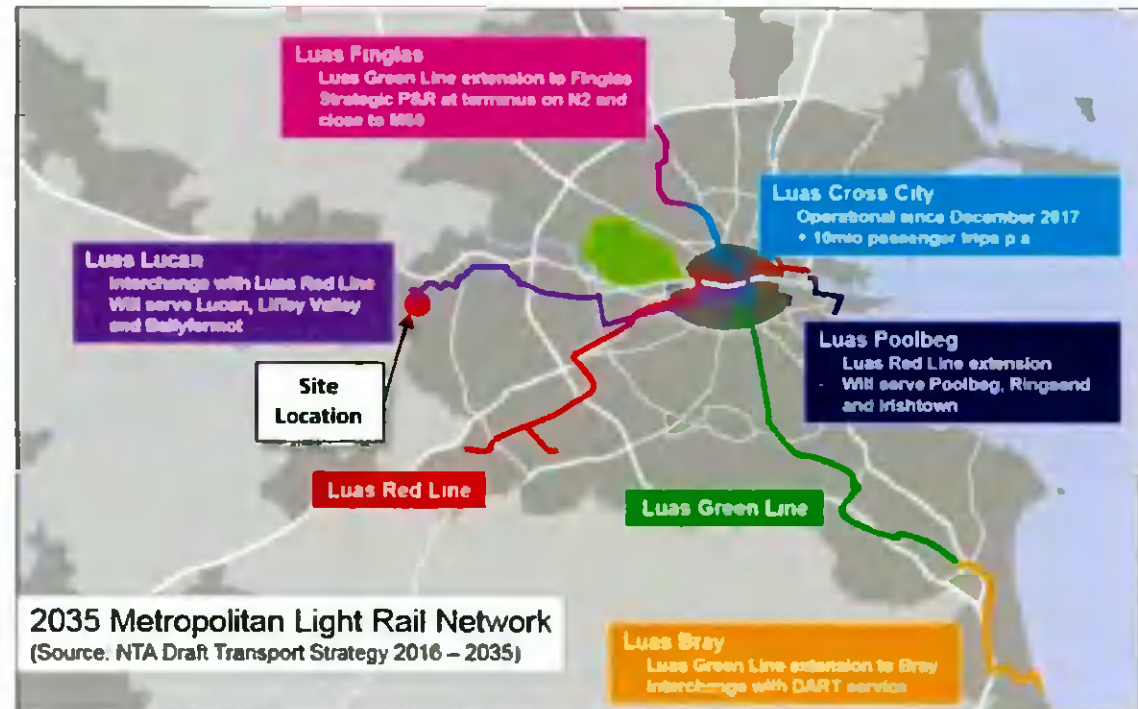
Proposed Bus Network – Local Bus Services

- ▶ Proposed local bus network enhancements in the form of 251, 321, C1 & C2 services.
- ▶ Improved services will allow for greater mobility options for staff and customers.



Proposed Light Rail – Luas Extension to Lucan

- ▶ Proposed Luas extension to Lucan via Liffey Valley and Ballyfermot (as per NTA Draft Transport Strategy 2016–2035).
- ▶ Proposed completion – 2035, when delivered will allow for improved radial connectivity with City Centre.



MMP Objective



Objective and Modal
Shift Targets

Staff WTP Objective and Targets

- ▶ **Overall Objective:** *“Enhance travel options to the Lucan Shopping Centre through maximising active and sustainable travel by staff”.*
- ▶ **Staff Targets:** short-medium and long-term targets below:

Targets	On foot	Bicycle	Public Transport	Car Driver	Car Passenger	Other
Baseline - Local ED (Census 2016)	13%	3%	10%	67%	4%	3%
Short - Medium Term (1-3 yrs)	14%	5%	13%	61%	4%	3%
Long Term (4-5 yrs)	15%	8%	15%	55%	4%	3%
	(+2%)	(+5%)	(+5%)	(-12%)	(+0%)	(+0%)

The Action Plan

» Achieving Our
Objective

Action Plan Development

- ▶ The Action Plan includes clearly defined actions required to satisfy the MMP's objective and meet its targets.
- ▶ It is set out in tabular form, including 'Action', 'Responsible Organisation' and 'Timescales' headings.
- ▶ As such, the rationale for each action, the responsible organisation, a clear timeline for implementation and the intended target audience of each measure shall be specified.
- ▶ The Action Plan focuses on management and coordination, communications, smart/ active travel promotion, public transport, the built environment and is an integral part of the MMP.
- ▶ Action Plan will remain a 'living' document, updated as needed by the Lucan Shopping Centre Manager (ERF) until such time as responsibility otherwise delegated.

Management and Coordination

Action	Responsible Organisation	Timescales (Assuming Planning Grant by Q3 2021)
Appoint a Travel Plan Co-Ordinator (TPC)	Lucan Shopping Centre Manager (ERF)	Q2, 2022, ongoing
Monitoring of Action Plan implementation through quantitative measures	TPC	Q3, 2022 ongoing
Periodic staff & shopping centre user/customer focus groups	TPC	Q4, 2022 annually
Action Plan update	TPC	Q4, 2022 annually

Communications

Action	Responsible Organisation	Timescales (Assuming Planning Grant in Q3 2021)
Development of Marketing Plan to promote MMP to all staff, i.e. monthly bulletins/ events/ promotion of MMP	TPC	Q3 2022, ongoing
Shopping Centre website update to include MMP page with relevant visitor, users and/ or patient travel information	TPC	Q4 2022, ongoing
Targeted social media communication, incl. updates via Smarter Travel Facebook & Twitter pages	TPC	Q4 2022, ongoing

Walking/ Cycling Promotion – Hard Measures

Action	Responsible Organisation	Timescales (Assuming Planning Grant in Q3 2021)
Provision of a total 45 no. additional cycle parking spaces (for both short-term & long-term users)	ERF	Prior to site occupation
Provision of shower/ changing room facilities to accommodate staff needs (as per SDCC's Development Plan)	ERF	Prior to site occupation
Provision of pedestrian and cycle link from Lucan Shopping Centre to Somerton residential development	ERF	Prior to site occupation

Cycling Promotion – Soft Measures

Action	Responsible Organisation	Timescales (Assuming Planning Grant in Q3 2021)
Safety items giveaway (high-vis vests, accessibility maps, bike lights etc.)	TPC	Upon site occupation
Promote staff uptake of Cycle to Work Scheme	TPC	Q2 2022, ongoing
Promote the TFI Journey Planner App	TPC	Q2 2022, ongoing
Raise awareness of the health benefits of cycling through posters leaflets and/or events.	TPC	Q2 2022, ongoing
Active Commute Day (for staff)	TPC	Q3 2022 monthly, vary by day

Sustainable Travel Promotion

Action	Responsible Organisation	Timescales (Assuming Planning Grant in Q3 2021)
Public transport TaxSaver ticket promotion	TPC	Q2 2022, ongoing
Promotion of car-pooling by staff through appropriate forum	TPC	Q2 2022, ongoing
Develop a reward protocol/guidelines for car poolers*	TPC	Q3 2022, ongoing
Provide incentives for those who don't drive or use car park	TPC	Q3 2022, ongoing
Facilitate staff to participate in NTA Annual Walking Challenges	TPC	March/ October 2022, annually thereafter
Facilitate staff to participate in NTA Annual Cycle Challenge	TPC	April – June, annually thereafter

* Suggested only when safe and appropriate to do so due to Covid-19.

Monitoring Strategy

- » Monitoring the Plan's Effectiveness and Responding to Change

Monitoring Approach

- ▶ The Action Plan is a living document, to be **reviewed** and **updated** throughout the lifetime of the MMP.
- ▶ Monitoring allows the success of a particular initiative, and the MMP as a whole, to be reviewed against its objective and targets.
- ▶ **Quantitative indicators:**
 - Quarterly: observations of no. cars parked on-site, bicycle parking occupancy levels, staff Cycle to Work bikes sold, TaxSaver ticket sales, facilities upgraded, event participation levels etc.
 - Travel surveys carried out regularly (every 1–2 years, at same time of year), determining employee modal split and identifying changes.
- ▶ **Qualitative indicators:** staff/ visitor/ patient comments, senior management support, travel awards etc.

