Warehousing / Logistics, Office and Café / Restaurant Development at Calmount Road

Mobility Management Plan

210175-DBFL-TR-XX-RP-C-0003

TRANSPORTATION

Apr 2022

DBFL CONSULTING ENGINEERS

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0	22/03/22	Design Team Review	Vivek Joy	Ilyaas Adams	Thomas Jennings
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CHAPTER 1
Introduction

1.0 INTRODUCTION

1.1 CONTEXT

1.1.1 DBFL Consulting Engineers have been commissioned to compile this Mobility Management Plan as part of the planning application for the proposed commercial development on a site located north of Calmount Road and west of Ballymount Avenue, Ballymount Industrial Estate, Dublin 12.

1.1.2 The proposed development consists of the following key elements:

- Construction of 5 no. warehouse / logistics units (Units 1, 2 3, 4 and 6), including ancillary office use and entrance / reception areas over two levels, with maximum heights of c. 17.09 metres and a combined total gross floor area (GFA) of 20,158 sq.m;
- Each warehouse / logistics unit includes car parking to the front, and service yards, including HGV loading bays and bin storage areas, to the rear of each unit. A signage zone is proposed for each unit. A total of 200 no. car parking spaces and 110 no. cycle spaces are provided for the 5 no. warehouse / logistics units;
- Construction of 3 no. 3 storey own-door office buildings (Block 5A, 5B and 5C) with maximum heights of c. 13.35 metres and a combined GFA of 4,194 sq.m. Signage zones are proposed at the entrances to the buildings. A total of 77 no. car parking spaces and 50 no. cycle parking spaces are provided for the proposed office buildings;
- Construction of a café/restaurant unit with a maximum height of c. 5.29m and a GFA of 213 sq.m to be located in the south western section of the site. The proposal includes signage for the unit, associated outdoor seating and a bin store. 14 no. car parking spaces and 10 no. cycle spaces are provided for the café/restaurant unit;
- The proposal includes 5 no. ESB substation buildings;
- The development is to be accessed off Ballymount Avenue and Calmount Road and includes for alterations and upgrades to the public footpaths and road. The development provides for vehicular and service access points, associated internal access roads, circulation areas and footpaths; and

- The proposal includes landscaping and planting, boundary treatments, lighting, PV panels, green roofs, underground foul and storm water drainage network, including connections to the foul and surface water drainage network on the public roads, attenuation areas and all associated site works and development.

1.1.3 The proposed development site's location in relation to its surrounding area is indicated in **Figure 1.1** below

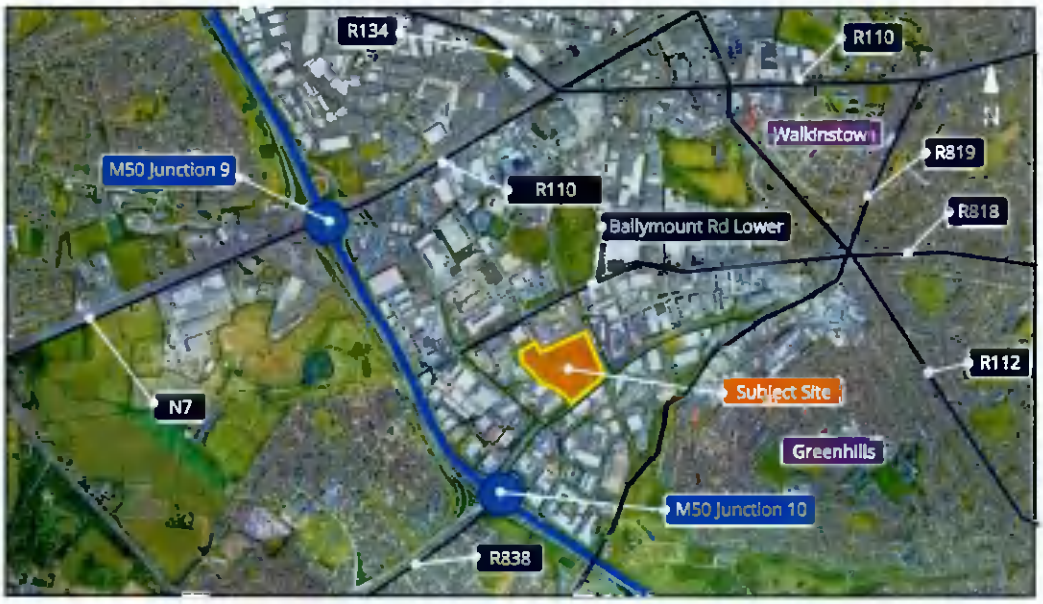


Figure 1.1: Site Location (Reference: Google Maps)

1.1.4 The subject site is located approximately 7km to the south-west of Dublin City Centre and 3.5 km to the north-east of Tallaght. Junction 10 of the M50 motorway provides access between the subject development site and the strategic road network and is situated approximately 500m southwest from the proposed development site. The subject site is bound to the east by Ballymount Avenue, to the south by Calmount Road and by existing industrial units (as accessed via Ballymount Road Lower and Ballymount Road Upper) along the northern and western boundaries respectively.

1.1.5 This MMP should be read in conjunction with the Traffic and Transportation Assessment (TTA) Report prepared by DBFL which is submitted alongside this MMP as part of the planning application documentation. This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage the

utilisation of sustainable travel practices for all journeys to and from the proposed development.

1.1.6 This framework document aims to inform three distinct audiences as follows;

- The appointed Mobility Manager who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapters 2 to 3 invaluable. The preliminary MMP targets and initiatives introduced in Chapter 5 and Chapter 6 will be coordinated, administered, and updated by the appointed Mobility Manager.
- The eventual Business's (potentially more than 1) based within the proposed development warehouse and office units who may not have a full understanding of the MMP process and objectives. Accordingly, the process and context information as outlined in Chapters 2 to 3 will assist them gain an understanding of MMP's.
- The Local Authority Officers who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5) and associated initiatives (Chapter 6).

1.2 BACKGROUND

1.2.1 This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at proposed warehouse and office development incorporating 5 warehouse units, 3 office units and a coffee shop on site located at Calmount Road and Ballymount Avenue, Ballymount Industrial Estate, Dublin 12. This document aims to expand the awareness of and increase travel options for the visitors and staff at the site and the wider community.

1.2.2 A full description of the subject proposals is provided within the Traffic and Transport Assessment (**210175-DBFL-TR-XX-RP-C-002**) submitted within the planning application documentation. At this early stage it is recognised that there may be a number of different

occupiers for the proposed development office blocks and warehouse units and as such this MMP Framework will act as an outline MMP for the entire development. It is anticipated that each of the different occupiers will have their own company focused MMP which will influence future revisions of this overall site MMP.

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

1.2.4 The purpose of the Mobility Management Plan is to:

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

1.2.5 The aims of the MMP Framework are:

a) to increase the awareness of employees and visitors to all the transport options available to them and to inform them of the convenience and benefits of travelling by sustainable modes of transport, and

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

1.3 STRUCTURE OF REPORT

1.3.1 Following this introduction, the MMP framework including the definition of a MMP, its objectives, the scope and process involved in compiling and implementing such a plan are outlined in **Chapter 2**.

1.3.2 The environment within which the proposed office development's MMP is placed, such as location and local transportation system is briefly outlined in **Chapter 3**.

1.3.3 The MMP context in terms of existing local travel trends is established in **Chapter 4**.

1.3.4 The MMP objectives and adopted targets are established in **Chapter 5**.

1.3.5 In **Chapter 6** the measures and travel initiatives selected to encourage sustainable travel are discussed. These include;

i. Mode Specific Measures,

ii. Management Measures,

iii. Marketing Measures, and

iv. Monitoring & Review Measures.

1.3.6 With the objective of establishing the basis for discussions with key stakeholders including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the Workplace MMP at the subject office development site.

1.3.7 The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.

CHAPTER 2
Mobility Management Plan Framework

2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

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

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

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

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

2.2 WHAT IS A DESTINATION MOBILITY MANAGEMENT PLAN?

2.2.1 A destination Mobility Management Plan encompasses a package of measures designed to (i) reduce the number and length of car trips attracted to an office development, in parallel with also (ii) encouraging more sustainable forms of travel and (iii) reducing the overall need to travel. It sets out objectives and targets to achieve these sustainable travel patterns.

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

2.3 WHO IS INVOLVED?

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

- Local Authority officers,
- Developers and the brief they provide to their design teams,
- Staff working on-site,
- Potential for local businesses across the site's immediate catchment, and potentially
- Transport operators
- Facility Management Personnel

2.4 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

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

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

2.4.3 The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, MMPs usually focus on employee commuting, but can extend to business travel, fleet management and freight (e.g., servicing activities) transport if these are significant aspects for an organisation.

2.5 MOBILITY MANAGEMENT PLAN PROCESS

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

2.5.2 The MMP however remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully

completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the subject office development for as long as necessary or potentially even for the entire life cycle of the development facility.

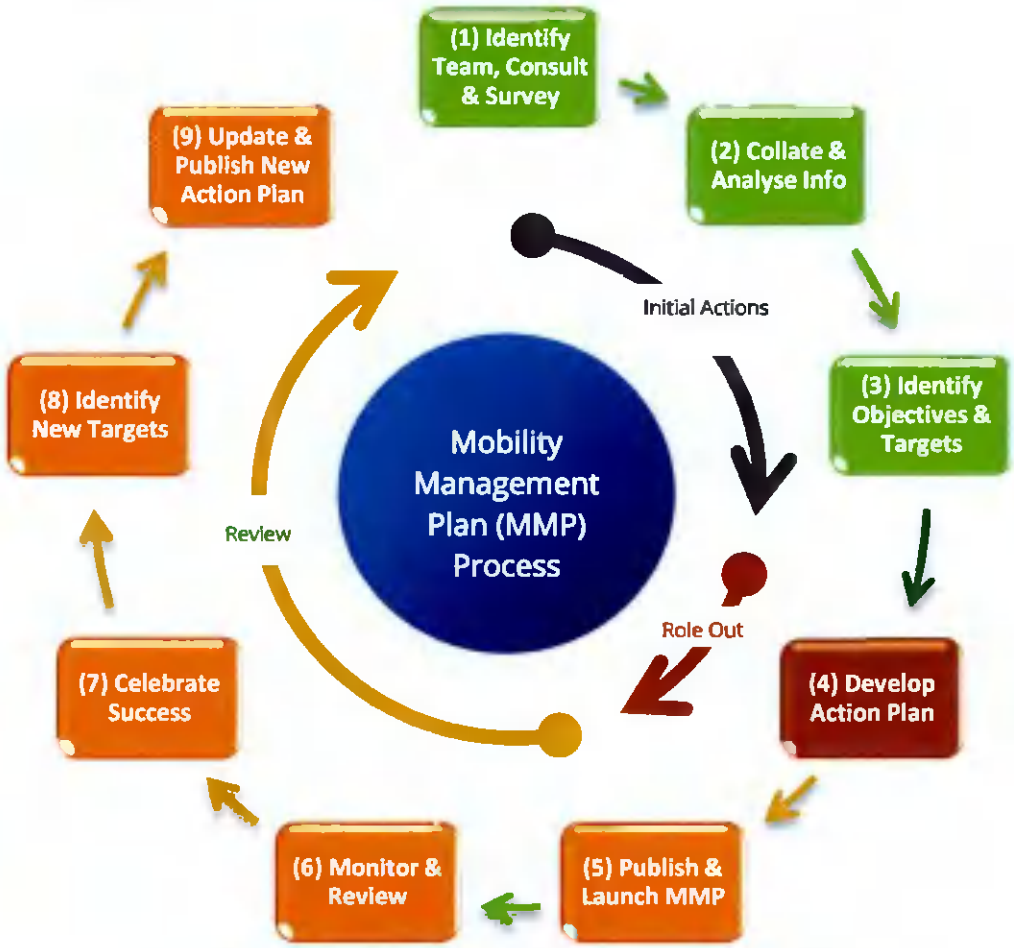


Figure 2.1 : MMP Development Process and Status

2.5.3 Once the proposed development's specific objectives are identified, "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to reach the objective) and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be:

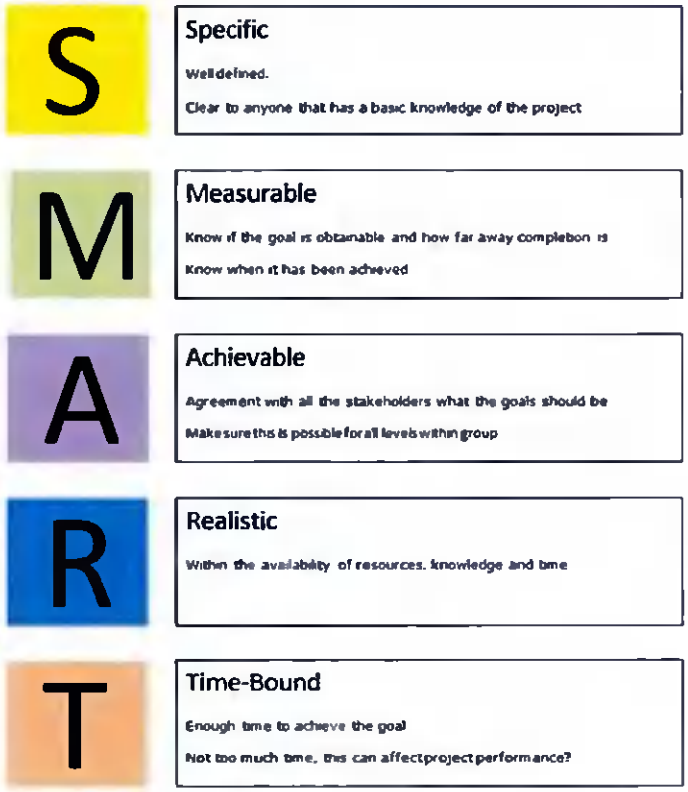


Figure 2.2: SMART Targets

2.6 MOBILITY MANAGEMENT PLAN NEXT STEP

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

a) the businesses (occupying the office) and their staff (based within the office) specific travel characteristics are established and presented to the local authority, and

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

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

2.7 POLICY FRAMEWORK

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

Figure 2.3: MMP Policy Framework and External Influences

2.8 TRANSPORT STRATEGY FOR THE GREATER DUBLIN AREA 2016-2035

2.8.1 The *Transport Strategy for the Greater Dublin Area 2016-2035* is a document compiled by the National Transport Authority (NTA) which sets out the Strategic Transport Plan for the Greater Dublin Area for the period up to 2035.

2.8.2 This document will influence transport planning across the region until 2035 and replaces *'A Platform for Change – An Integrated Transportation Strategy for the Greater Dublin Area 2000 to 2016'.* It thereby underpins all transportation strategies, traffic management schemes and development plans prepared by Dublin City Council during this timeframe.

2.8.3 The Strategy sets out a clear hierarchy of transport users, commencing with the sustainable modes of travel such as walking, cycling and public transport users at the very top of the hierarchy. The Strategy adopts the general principle that these users should have their safety and convenience needs considered first and that the hierarchy is applied where a large share of travel is (or could be) made by walking, cycling and public transport.

2.8.4 In addition to guiding the development of specific Strategy measures, the NTA encourages that the *"transport user hierarchy should guide engineers, planners and urban designers on the order in which the needs of transport users should be considered in designing new developments or traffic schemes in the Greater Dublin Area."*

2.9 DRAFT GREATER DUBLIN AREA TRANSPORT STRATEGY 2022-2028

2.9.1 The Draft Greater Dublin Area Transport Strategy 2022-2028 has arisen from a review of the original 2016 strategy. The updated document *"sets out the framework for investment in transport infrastructure and services over the next two years".*

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

2.9.2 Four primary objectives have been identified as part of the Draft Greater Dublin Area Transport Strategy 2022-2028. These are:

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

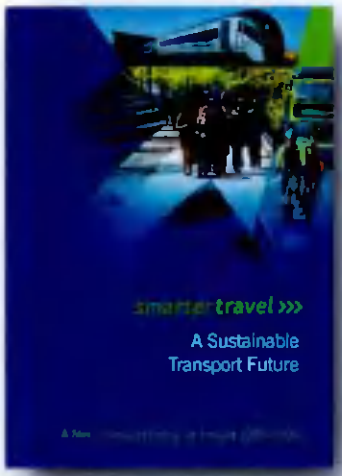
2.9.3 The current draft of the Transport Strategy is currently out for public consultation until 17th December 2021.

2.10 SMARTER TRAVEL – A SUSTAINABLE TRANSPORT FUTURE

2.10.1 Smarter Travel was published in 2009 by the Department of Transport which represents the national policy documentation outlining a broad vision for the future and establishes objectives and targets for transport. The document examines past trends in population and economic growth and transport concluding that these trends are unsustainable into the future.

2.10.2 In order to address the unsustainable nature of current travel behaviour, Smarter Travel sets down a number of key goals and targets for 2020 - including:

- Total vehicle km travelled by car will not significantly increase;
- Work-related commuting by car will be reduced from 65% to 45%;
- 10% of all trips will be by cycling;
- The efficiency of the transport system will be significantly improved.



2.10.3 The document recognises that these are ambitious targets, and outlines a suite of 49 actions required to achieve these targets – summarised under the following four main headings:

- Actions aimed at reducing distances travelled by car and the use of fiscal measures to discourage use of the car;
- Actions aimed at ensuring that alternatives to the car are more widely available;
- Actions aimed at improving fuel efficiency of motorised travel; and
- Actions aimed at strengthening institutional arrangements to deliver the targets.

2.11 SOUTH DUBLIN COUNTY DEVELOPMENT PLAN 2016-2022

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

Economic Objectives

- **ET1 Objective 2:** To promote enterprise and employment development at locations that are proximate to or integrated with transportation and other urban land uses, to promote compact urban development and sustainable transport.

- **ET1 Objective 4:** To support the renewal of underutilised industrial areas to the east of the M50 and in proximity to Tallaght and Clondalkin Town Centres.
- **ET3 Objective 4:** To direct light industry and logistics uses to enterprise and employment zones that are proximate to the strategic and national road network.
- **ET3 Objective 6:** To ensure that business parks and industrial areas are designed to promote walking, cycling and public transport.

Transport & Mobility Objectives

- **TM1 Objective 2:** To spatially arrange activities around, and improve access to, existing and planned public transport infrastructure and services.
- **TM1 Objective 3:** To focus on improvements to the local road and street network that will better utilise existing road space and encourage a transition towards more sustainable modes of transport, while also ensuring sufficient road capacity exists for the residual proportion of the trips which will continue to be taken by private vehicle.
- **TM1 Objective 5:** To balance the needs of road users and the local community with the need to support the development of a sustainable transportation network.
- **TM3 Objective 3:** To ensure that all streets and street networks are designed to prioritise the movement of pedestrians and cyclists within a safe and comfortable environment for a wide range of ages, abilities and journey types.
- **TM3 Objective 4:** To prioritise the upgrade of footpaths, public lighting & public realm maintenance and supporting signage on public roads/paths where a demonstrated need exists for busy routes used by runners & walkers.
- **TM4 Objective 1:** To secure the implementation of major road projects as identified within the relevant strategies and plans for the Greater Dublin Area.
- **TM4 Objective 2:** To increase competitiveness by ensuring the efficient movement of people and goods between enterprise and employment areas and the national road network.

2.12 CITY EDGE PROJECT

2.12.1 As part of a national strategy to rejuvenate cities and large towns with new housing and employment in existing urban areas, South Dublin County Council (SDCC) and Dublin City Council (DCC) have come together in a joint urban regeneration effort known as the City Edge Project.

2.12.2 The City Edge Project represents the most significant housing and economic opportunity ever undertaken in the Dublin Region and has the potential to be one of the largest and most transformational regeneration projects in Europe.

2.12.3 The Study Area is located in the Naas Road, Ballymount and Park West areas of the city. Located in the Naas Road, Ballymount and Park West areas of Dublin, this 700 hectare area of land is currently well served by public transport and located in close proximity to Dublin City Centre. The area is home to a employment base with 1,500 businesses and some 25,500 employees, along with 5,000 residents living in well-established communities. Over time this area could be more intensely used with the potential to provide a new urban quarter accommodating up to 40,000 homes and 75,000 jobs.

2.12.4 The City Edge Project consists of three stages, with Stage 1 ongoing, Stage 2- Plan Making expected to commence later this year and Stage 3- Implementation being a longer-term process of 20+ years given the scale of the area which the project relates to.

2.12.5 The emerging objectives of the city edge project includes the following

i. Liveable city with 10-minute city principles

ii. Economic scope of 65,000-75,000 jobs

iii. Housing for 75,000-85,000 people

iv. Development of active and public transport

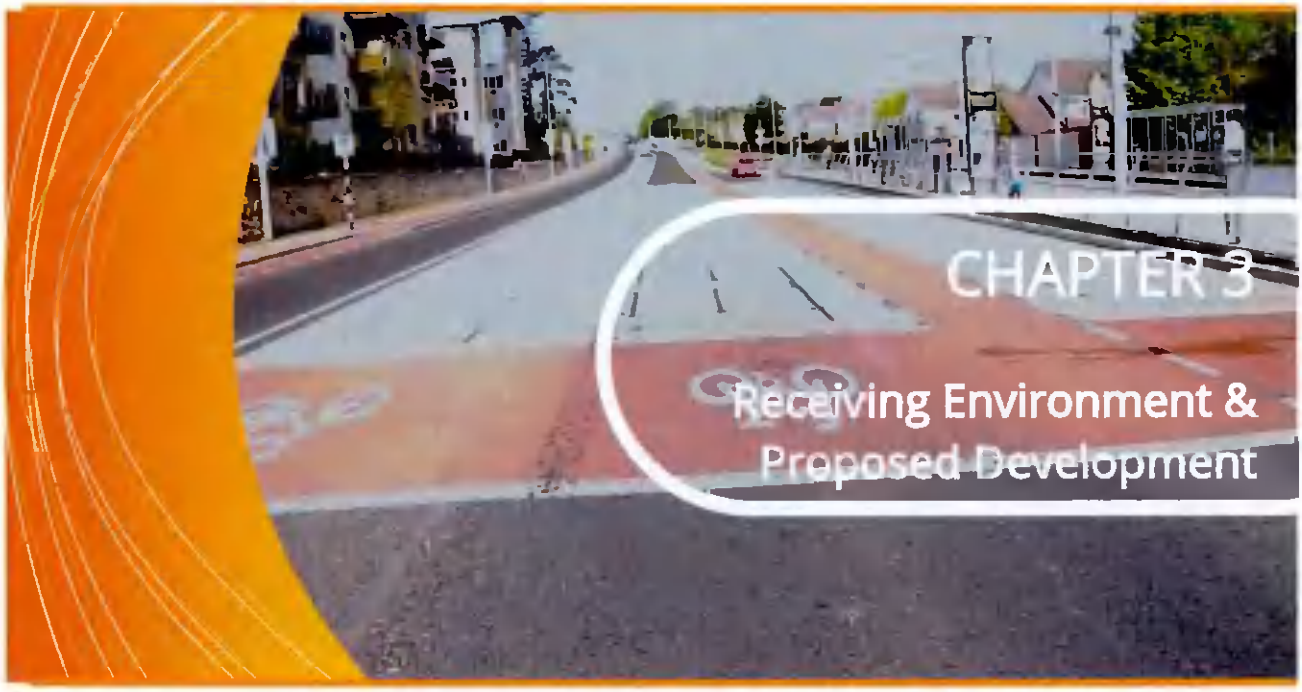
v. Knit into existing neighbourhoods

vi. Sustainability

vii. Deliverable and credibility

2.12.6 The Study Area of the city edge project is in near to the City Centre and with the right level and type of public transport, there is huge opportunity for creating a Liveable City based on the principles of walking, cycling and public transport. The Study Area is currently well served by public transport like the Luas, the Kildare Railway Line and frequent bus services as well as regional and national roads. However, there is scope to significantly improve active and public transport infrastructure including new rail and Luas station, new bus routes and cycle lanes to support the existing and future population.

2.12.7 The current Development Plan does not preclude development at the subject site pending the preparation of a framework or LAP, and the statutory framework for the City Edge Project has not yet been established. There is currently no specific stated time frame or mechanism in place for the completion of the Strategic Framework and subsequently the 'plan making' stage for the City Edge Project area, and the current proposals are considered to have sufficient regard to any emerging proposals for the area in respect to traffic and transport matters, as discussed in this report.



3.0 RECEIVING ENVIRONMENT & PROPOSED DEVELOPMENT

3.1 LAND USE

3.1.1 The subject greenfield site comprises 7.1 hectares in the ownership of the applicant which is zoned *"Objective EE – To provide for enterprise and employment relayed uses"* in the SDCC Development Plan (2016-2022). **Figure 3.1** illustrates the location of the proposed development in the context of the local Land use zoning objectives. It is noted that the application site boundary (Red Line boundary) extends to some 7.45 hectares when the external infrastructure works in the control of the local planning authority are considered.

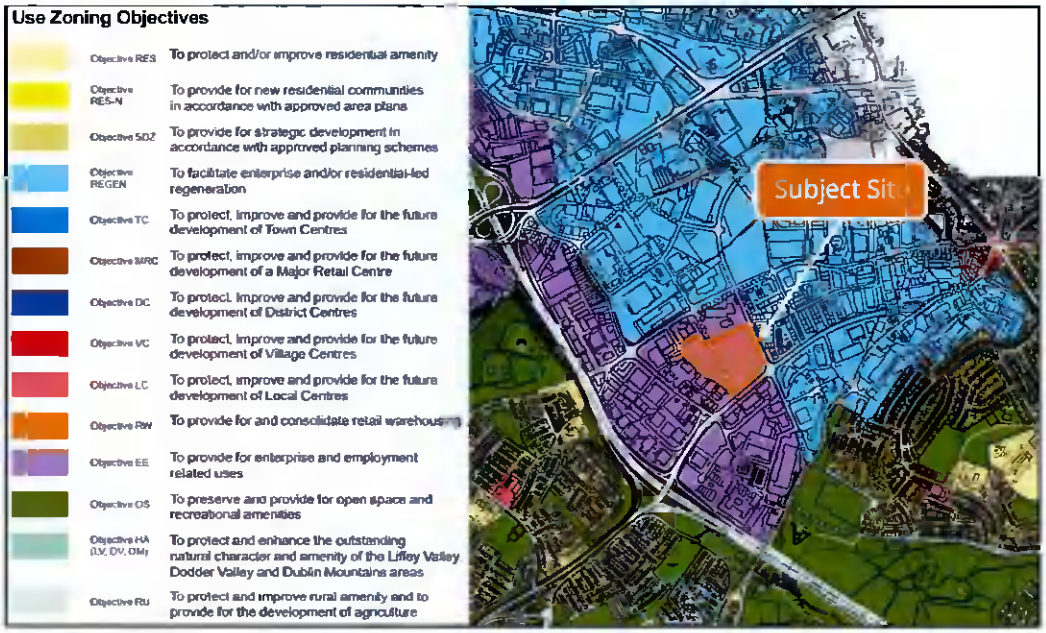


Figure 3.1 Subject Site Land Use Zoning (SDCC Development Plan 2016-2022 Map 5)

3.2 LOCATION

3.2.1 The proposed development site is located north of Calmount Road and west of Ballymount Avenue, Ballymount Industrial Estate, Dublin 12. **Figure 3.2** below presents the general location of the subject site in relation to the surrounding urban area whilst **Figure 3.3** shows the indicative site boundary in reference to the local road network.

3.2.2 The subject site is located approximately 7km southwest from Dublin City Centre and 3.5km to the north-east of Tallaght. The subject site is bound to the east by Ballymount Avenue and to the south by Calmount Road along with existing industrial units as accessed from Ballymount Road Lower and Ballymount Road Upper are located to the north and west respectively.

Figure 3.2: Site Location (Reference: Google Maps)

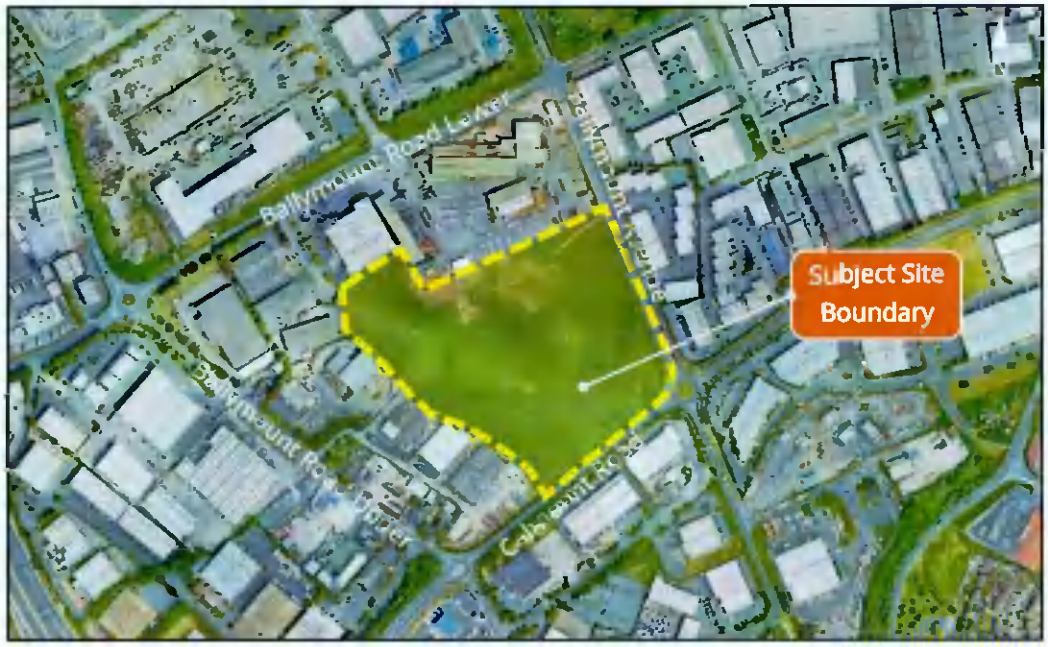


Figure 3.3 Indicative Site Boundary (Source: Google Maps)

3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

Road Network

3.3.1 The proposed development is located adjacent to Calmount Road to the south and Ballymount Avenue to the east. Travelling approximately 500m southwest along Calmount Road, the R838 can be accessed from junction 10 on the M50 which continues towards both Brookfield and Citywest while travelling eastwards along Calmount Road currently terminates in a cul-de-sac approximately 600m to the east from the site access. The junction between Calmount Road and Ballymount Avenue is currently a roundabout arrangement.

3.3.2 Travelling in a northbound direction along the M50 motorway, Dublin Airport, Dublin Port and other urban areas such as Blanchardstown are accessible. Additionally, Naas Road (N7) can be accessed via junction 9 on the M50, located c.1.2km northwest of the site providing connections to City West and the M7. Travelling south via Ballymount Avenue leads to the R819/Greenhills Road which further connects to Tallaght and Long Mile Road.

Figure 3.4: Site Location (Reference: Google Maps)

3.3.3 Third party commercial developments exist along Ballymount Road Lower and Ballymount Road Upper and forms the northern and western boundaries of the site respectively. **Figure 3.4** illustrates the surrounding key road network in the near vicinity of the subject site.

Existing Cycling and Pedestrian Facilities

3.3.4 The Calmount Road and Ballymount Avenue Road is subject to a speed limit of 50 kph with street lighting is available on one side of the road carriageway. Calmount Road does not have any existing cycle facilities however, cyclists along the Ballymount Avenue benefits from the provision of cycle tracks on both sides of the carriageway. A pedestrian footpath can be found along the southern edge of Calmount Road, while dedicated pedestrian footpath exists on both sides of Ballymount Avenue. **Figure 3.5** and **Figure 3.6** illustrate the existing provision of street lighting, cycle tracks and pedestrian facilities along Calmount Road and Ballymount Avenue Road. The existing junction between Ballymount Avenue and Ballymount Road Lower contains a signalised junction with formal pedestrian crossing facilities and advanced stop line facilities for cyclists as shown in **Figure 3.6**.

Figure 3.5: Pedestrian Facilities along Calmount Road

Figure 3.6: Pedestrian & Cycle Facilities on Ballymount Avenue

3.3.5 Both Ballymount Road Upper and Ballymount Road Lower do not currently provide any cycling facilities. However, the two streets benefit from a designated footpath both sides of the carriageway as well as street lighting on as illustrated in **Figure 3.7** and **Figure 3.8**.

3.3.6 In December 2013, the NTA published the report entitled **Greater Dublin Area Cycle Network Plan**. The report summarises the findings of a comprehensive body of work detailing existing and proposed Cycle Network incorporating Urban, Inter-urban and Green-route networks covering the seven local authority areas that together form the defined Greater Dublin Area (GDA). The subject site is located within the GDA cycle Network sector designated as the "Dublin Mid-West". **Figure 3.9** below (extracted from the Existing Cycle Facility Map) illustrate the existing facilities in the near vicinity of the subject site.

Figure 3.7: Pedestrian Facilities on Ballymount Road Upper

Figure 3.8: Pedestrian Facilities on Ballymount Road Lower

Figure 3.9: Existing Cycle Facilities (Reference: Sheet E5 GDA Cycle Network Plan)

Public Transport – Bus

3.3.7 The subject site benefits from access to public transport services including the Dublin Bus operated routes, that provide connections to Clare Hall, Tallaght, City Centre, Drimnagh, Grand Canal Dock and City West. Details of these existing routes, including the number of services per day per direction (frequency) is presented in **Table 3.1**.

3.3.8 Route 27 and Route 77A are accessible at bus stops located on Greenhills Road while Route 56A can be accessed via both Ballymount Rd upper and Ballymount Rd lower. **Figure 3.12** presents the path each bus route takes near the site, while **Figure 3.13** illustrates the closest bus stops to the site.

Route No.	Route	Mon - Fri	Sat	Sun
27	Clare Hall – Jobstown	100	82	68
	Jobstown – Clare Hall	100	82	68
56A	Ringsend Road – Tallaght	15	15	12
	Tallaght – Ringsend Road	15	15	11
77A	Ringsend Road – City West	52	46	34
	City West – Ringsend Road	57	46	32
77X	Citywest - UCD Belfield	1	-	-

Table 3.1: Dublin Bus Service Frequency (No. of services per day)

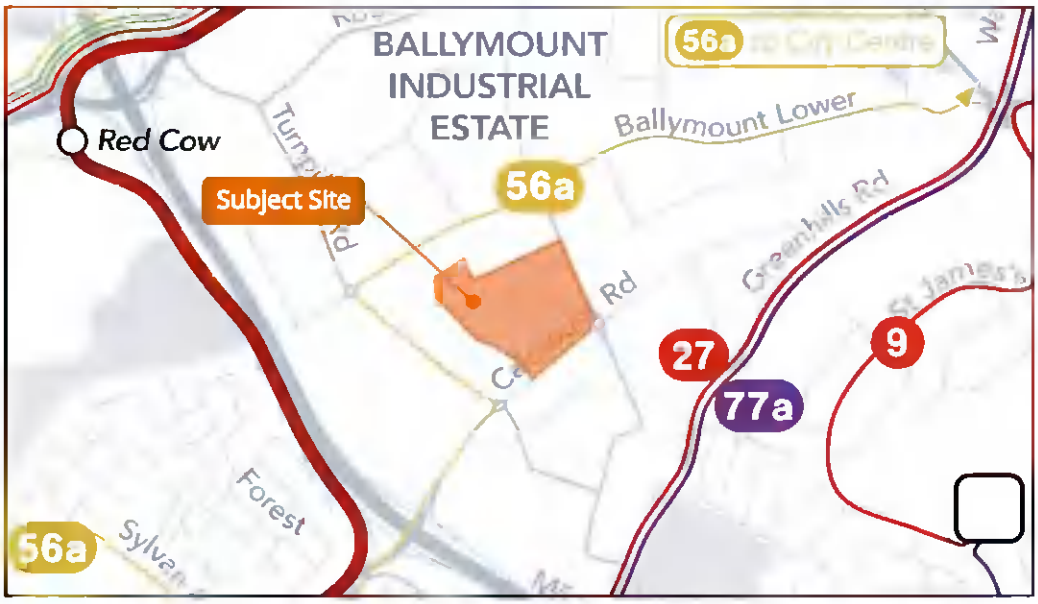


Figure 3.10: Existing Bus Network in the Vicinity of the Site (Reference: BusConnects)

Figure 3.11: Existing Bus Interchange serving Subject Site (Reference: Google Maps)

Public Transport – Luas

3.3.9 The proposed development site lies in close proximity to the Luas Red Line, which provides access to Dublin City Centre to the east and Tallaght and Saggart to the west. The Kingswood Luas Stop can be found 1.4 km southwest of the site while the Kylemore Luas Stop can be found 2.0 km north.

3.3.10 Travel from both Luas stops to the site can easily be completed by walking or cycling. **Table 3.2** summarises the frequency of Luas services at both stops, while **Figure 3.12** illustrates the location of Luas Stops near the site.

Stop	Direction	Mon-Fri	Sat	Sun
Red Cow	Eastbound	4-11	6-11	9-12
	Westbound	4-20	6-11	10-14
Kylemore	Eastbound	4-11	6-11	9-12
	Westbound	4-20	6-11	10-14
Kingswood	Eastbound	4-11	6-11	9-12
	Westbound	4-20	6-11	10-14

Table 3.2 :Luas Red Line Service Frequency (Average Minutes)

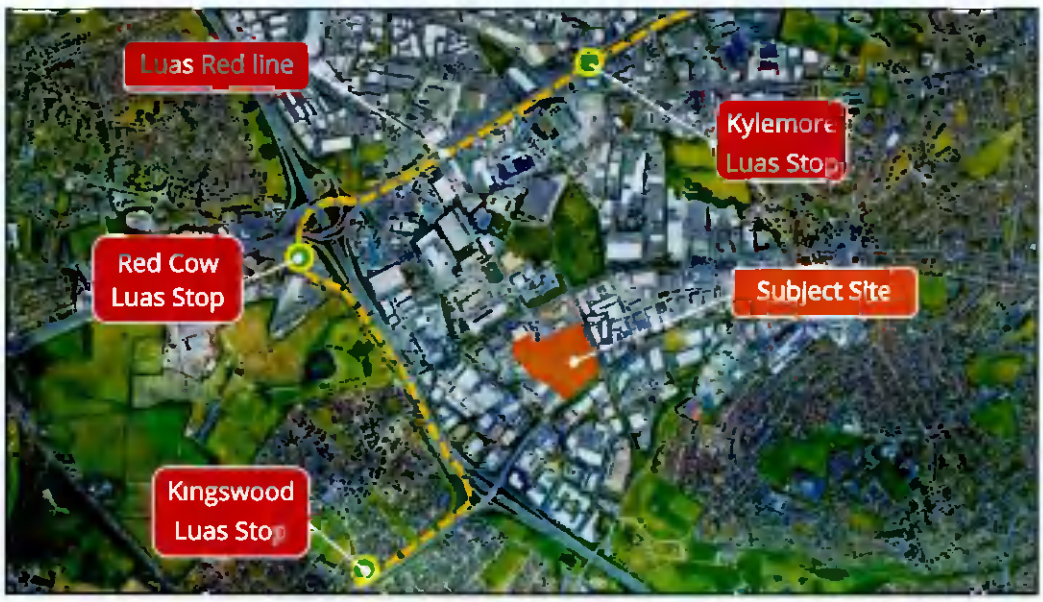


Figure 3.12: Rail & Park & Ride Accessibility

3.4 SITE ACCESSIBILITY

Walking

3.4.1 **Figure 3.13** presents the significant extent of pedestrian catchments accessible from the subject Calmount Road for different walking times ranging from 15 minutes to 45 minutes.

3.4.2 Within a 15-minute walking timeframe, pedestrians from the site can reach local retail opportunities, industrial areas and public transport facilities. Within a 15-minutes walking timeframe bus stops on Greenhills Road can be reached.

3.4.3 Red Cow and Kingswood Luas Stops can be accessed within 30 minutes and 45 minutes of walking distance from the subject site respectively.

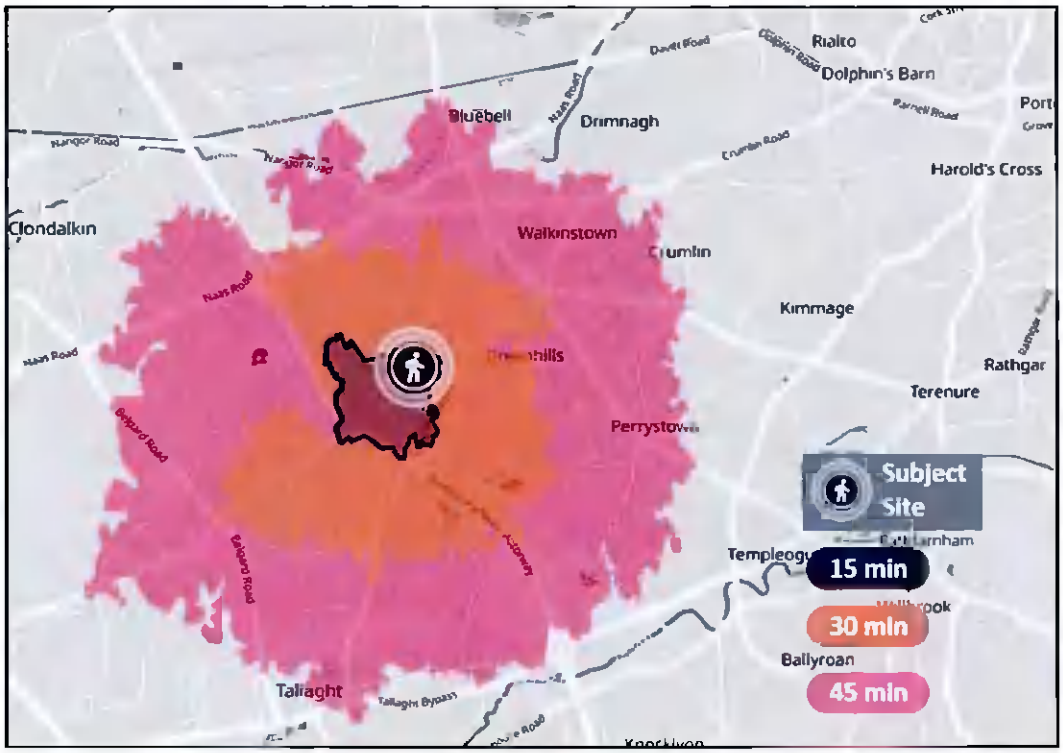


Figure 3.13: Pedestrian Accessibility (Walking from Site) (Reference: Travel Time)

Cycling

3.4.4 **Figure 3.14** indicates cycle travel time catchment areas from the greenfield subject site. In **15 minutes** of cycling, a significant number of nearby neighbourhood centres and their

employment / educational facilities are accessible. In **30 minutes** of cycling areas such as Tallaght, Terrenure, Harold's Cross, Ballyfermot, Clondalkin and Saggart be reached. Cyclists can assess the entire Dublin City Centre including Phibsborough, whilst Castleknock, Lucan and Adamstown to the north west; Rathcoole to the south west; and both Dundrum and Ballinteer to the south east are all within 45 minutes of cycling.

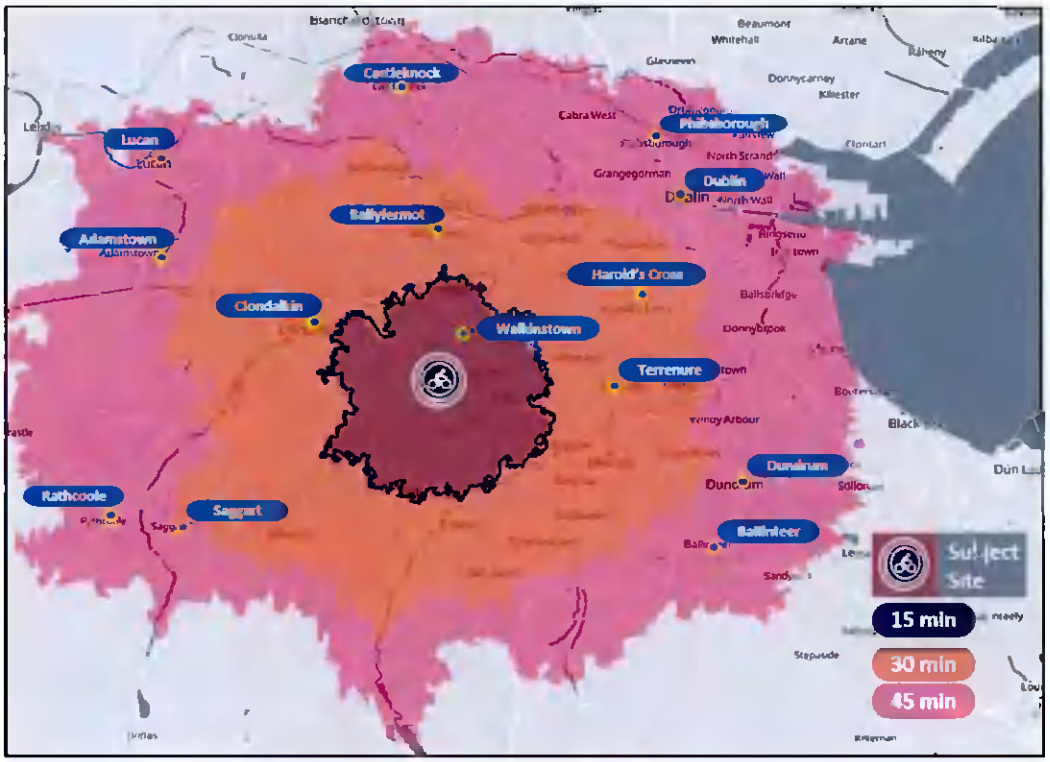


Figure 3.14: Cycling Accessibility (Reference: Travel Time)

Public Transport and Walking

3.4.5 The subject site benefits from a range of existing bus services in close proximity to the site as outlined in the **section 3.3.7**.

3.4.6 **Figure 3.15** indicates public transport travel time catchment areas from the subject site. It is noted that the subject development location benefits from a number of different bus service interchanges being within close proximity. Areas such as Walkinstown, Terenure, Tallaght, Jobstown, Saggart, Firhouse, Harold's Cross, Dolphin's barn, Kilmainham, Ballyfermot are within 45 minutes of the travel time from the subject site.

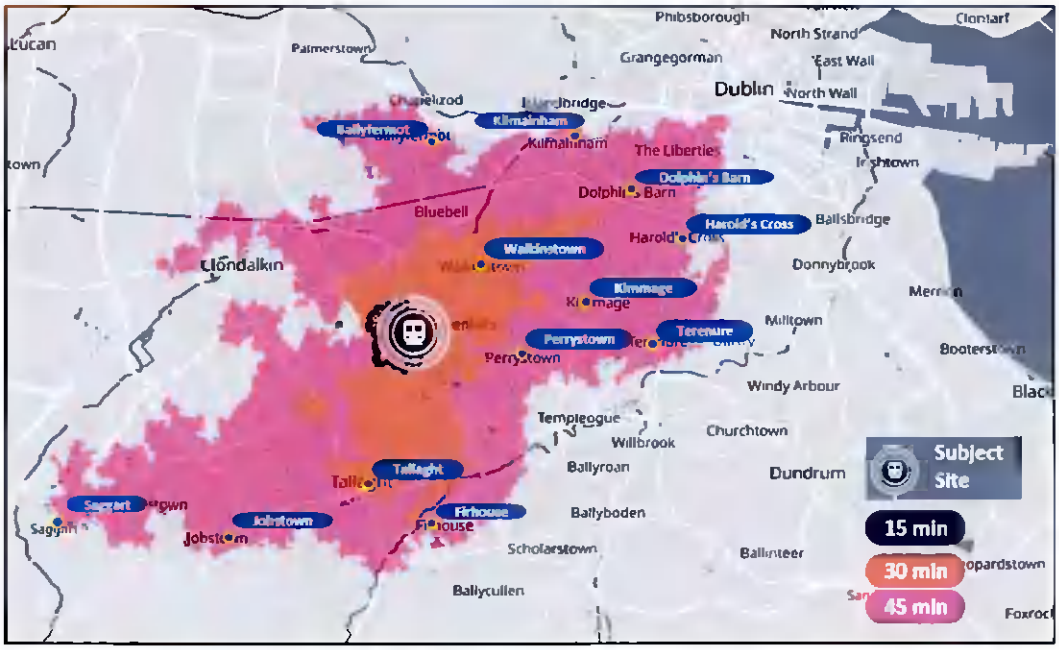


Figure 3.15: Public Transport Accessibility- Travel Time Catchments (Reference: Travel Time)

3.5 PROPOSED TRANSPORT INFRASTRUCTURE

Cycle Network Proposals

3.5.1 The subject site lies within the **"Dublin South West Sector"** as outlined within the Greater Dublin Area Cycle Network Plan (2013). **Figure 3.16** below illustrates the cycle network proposals in the vicinity of the subject site as outlined within the Plan. In the near vicinity of the subject site the plan includes proposals for several secondary routes, feeder routes and a greenway running parallel to the M50 motorway. The routes running closest to the site include:

- **Route 7E:** Cross link from the West sector to the South West sector. It branches off the Naas Road at Kylemore and follows Robinhood Road through the Ballymount Industrial Area to cross the M50 on a new bridge between Junctions 9 and 10 at Ballymount Cross before moving through the areas of Kingswood, Belgard, Cookstown, Fettercairn and Cheeverstown;

- **Route 8A:** Follows Crumlin Road past the Children's Hospital, Bunting Road to Walkinstown, through Ballymount to cross the M50 at Junction 10 and out to Citywest / Fortunestown via Belgard;
- **Western Parkway:** Parallel to the M50 ring motorway through open green spaces to provide a link from the Grand Canal to the River Dodder.

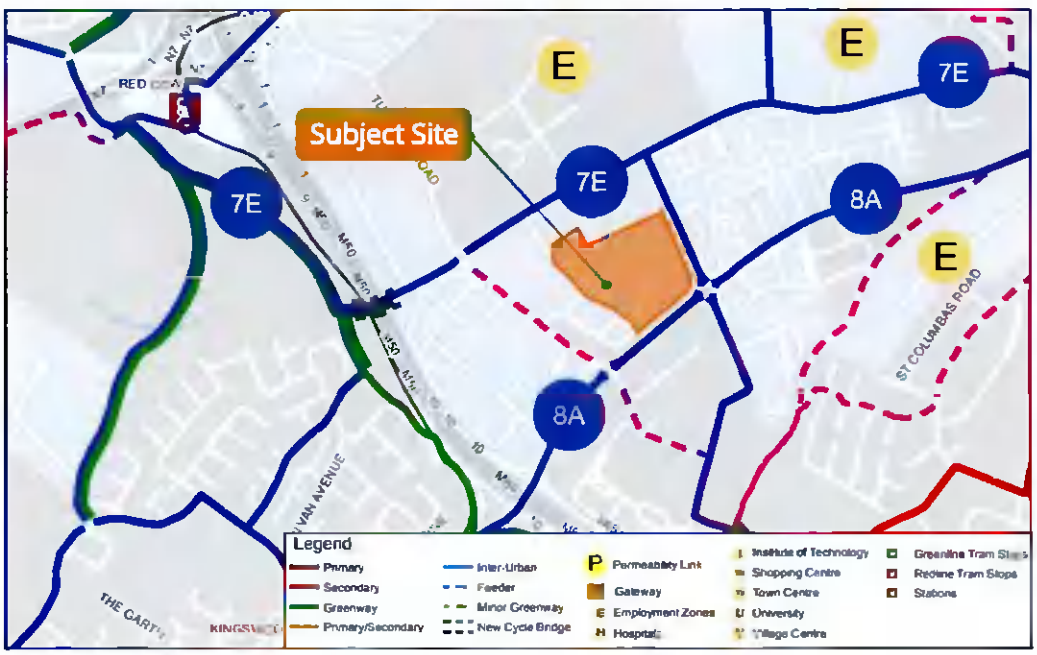


Figure 3.16: GDA Cycle Network Plan Proposals (Reference: Extract of Sheet N6)

Draft 2021 Greater Dublin Area Cycle Network Plan

3.5.2 In 2020 the National Transport Authority (NTA) initiated updated Greater Dublin Area (GDA) Cycle Network Plan 2021 which accompanies the GDA transport strategy. It provides a substantial update and expanse of the 2013 GDA Cycle Network Plan, supported with technical assessment and stakeholder input. The GDA Cycle Network comprises of substantial primary and secondary urban networks, as well as comprehensive Greenways, interurban and feeder networks.2021 GDA Cycle Network Plan aims to strengthen access and local permeability within Dublin and GDA towns, and cycling connectivity between them. The network will grow and improve the safety, efficiency and directness of cycling for trips under 10km, acknowledging longer distance cycling commutes and recreational trips will also take place.

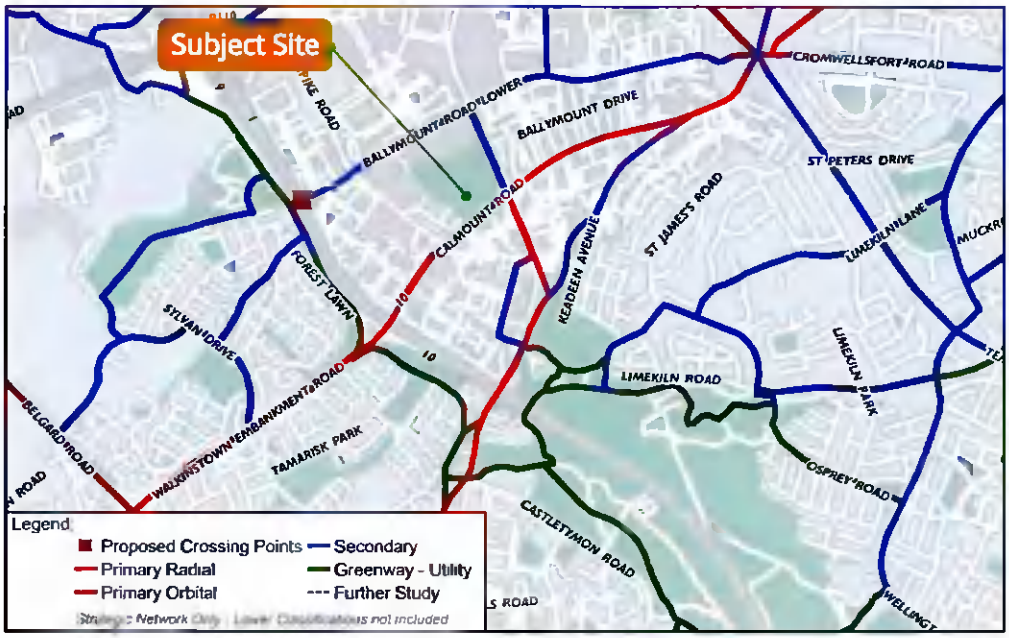


Figure 3.17: Draft GDA Cycle Network -Dublin South West (Reference: NTA Draft GDA network)

Road Infrastructure Proposals

3.5.3 The **South Dublin County Development Plan 2016-2022** proposes a "strategic road network consisting of national and regional routes". The subject site lies in close proximity to a number of road infrastructure proposals as presented in **Figure 3.18** below. These proposals include:

6-Year Proposals:

- The construction of a new road from Ballymount Avenue to Longmile Road via Robinhood;
- The upgrade of Greenhills Road including a new connection to Ballymount Avenue.

Long-term Proposals:

- Improvements to the Ballymount Industrial Estate Street network.
- The construction of a new road through the subject site from Ballymount Road Lower to Calmount Road

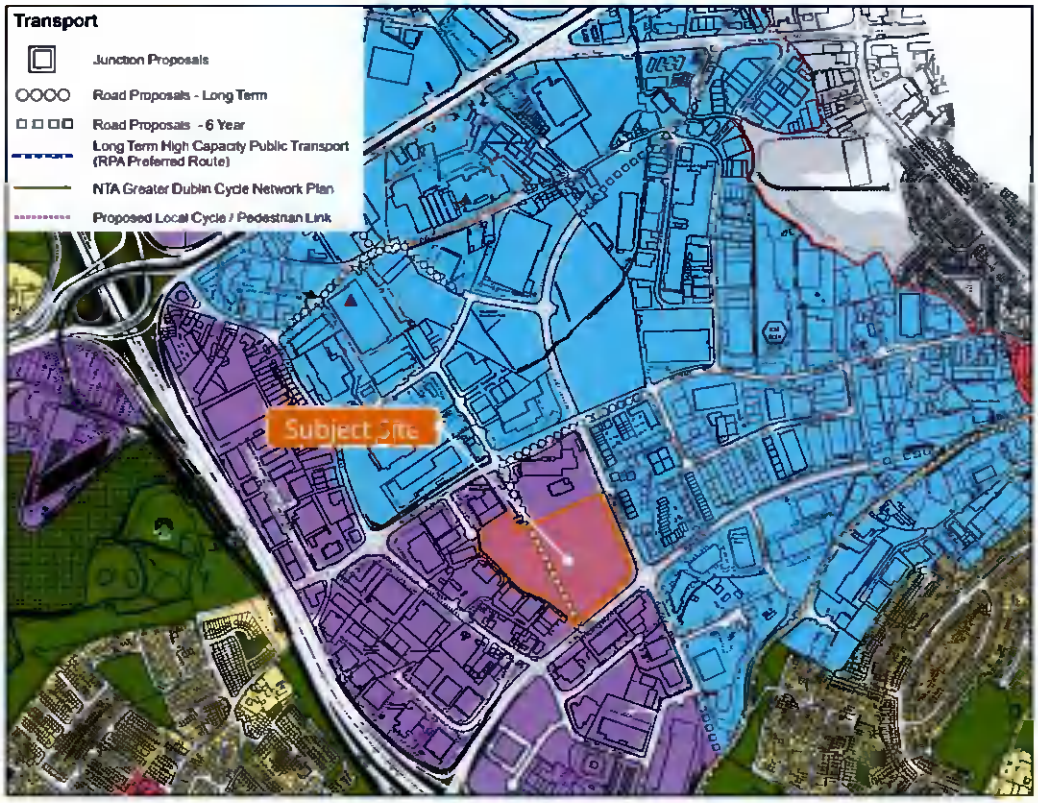


Figure 3.18: SDCC Strategic Road Network (Reference: Map 5 SDCC Development Plan 2016-2022)

3.6 PUBLIC TRANSPORT PROPOSALS - BUS

BusConnects

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

3.6.2 The proposed fundamental changes to the network can be summarised as follows:

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;

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

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

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

3.6.4 In relation to the subject site, following this redesign of the bus network, the proposed development will be located in close proximity to the following new BusConnects routes:

- **D2** Clare Hall – City Centre – Citywest
- **D4** Swords Road – City Centre – Killinarden

- **D5** Edenmore – City Centre – Tallaght
- **71** Tallaght – Ballymount – Warrenmount – East Wall

3.6.5 A summary of the frequencies that can be expected on these routes is shown in **Table 3.3** while **Figure 3.19** displays the location of these routes in relation to the subject site.

Route No.	Route	Mon - Fri	Sat	Sun
D2	Clare Hall – City Centre – Citywest	15	15-20	20-30
D4	Swords Road – City Centre – Killinarden	30	30-40	40-60
D5	Edenmore – City Centre - Tallaght	30	30-40	40-60
71	Tallaght – Ballymount - Warrenmount – East Wall	30	30-60	30-60

Table 3.3: Future Bus Routes with Frequencies (minutes) (Source: BusConnects)

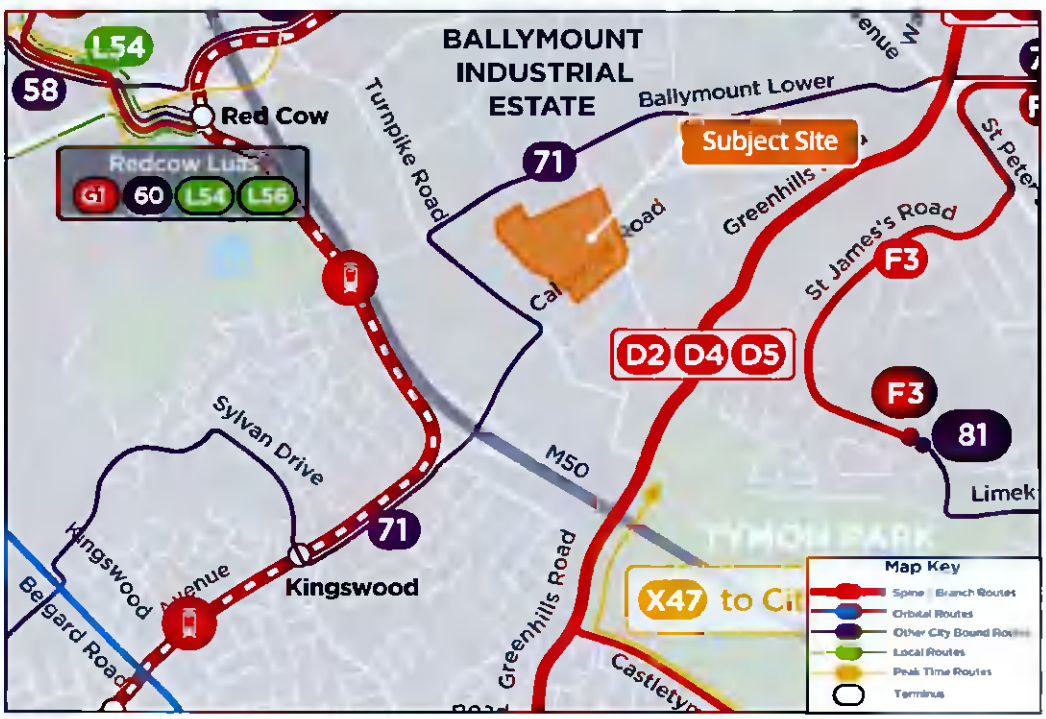


Figure 3.19 : Proposed Future Bus Network in the Vicinity of the Subject Site (Source: BusConnects)

3.6.6 A new bus corridor is proposed as a part of BusConnect programme with the aim to provide enhanced walking, cycling and bus infrastructure on key access corridors in the Dublin region. The preferred route (Route 9) connects the Greenhills to City Centre Core Bus Corridor (CBC) commences on Belgard Square West at the junction with Cookstown

Way as shown in **Figure 3.20**. Bus interchanges are be located in this immediate area and will be a focus for the majority of bus routes in the Tallaght area, providing seamless interchange between bus services, Luas and the Town Centre. From here, the CBC is routed along Belgard Square West and Belgard Square North as far as the junction with Belgard Square East.

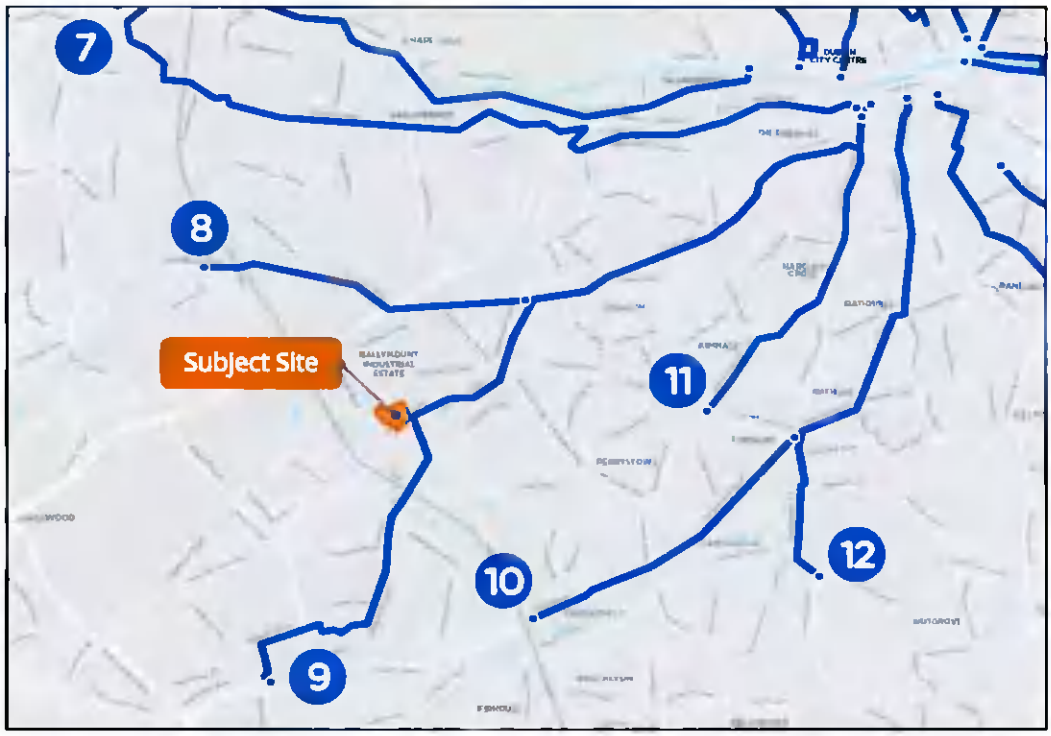


Figure 3.20: Emerging BusConnects Core Bus Corridor near the Proposed Development
(Reference: BusConnects)

3.6.7 As part of the BusConnects proposals the junction with Ballymount Avenue and Calmount Road will have significant junction improvement with the current roundabout arrangement upgraded to a traffic signal-controlled crossroad arrangement, based on the emerging bus corridor proposal. The proposed junction improvements include segregated cycle tracks and controlled crossing facilities for pedestrians and cyclists. Furthermore, new bus stops are also proposed along the proposed bus corridor in close proximity to the subject site as illustrated in the **Figure 3.21.** As part of BusConnects Greenhills Road is to be closed to through traffic with all Walkinstown traffic redirected via the eastern section

of Calmount Road which will be extended and tied into Greenhills Road just south of Walkinstown as illustrated in **Figure 3.20.**

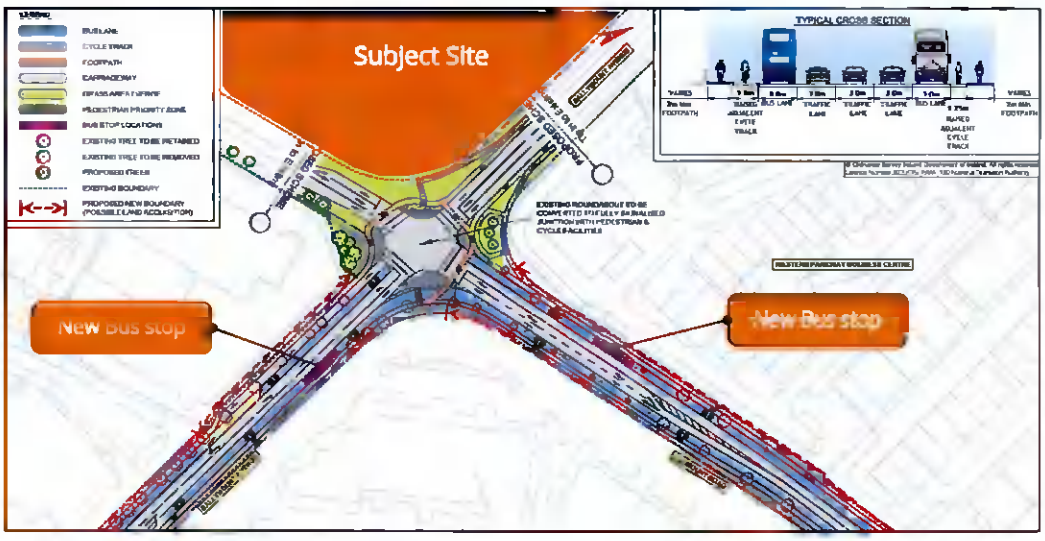


Figure 3.21: Junction Improvement near the Proposed Development (Reference: BusConnects)

3.7 ROAD SAFETY REVIEW

3.7.1 With the objective of ascertaining the road safety record of the immediate routes leading to/from the subject site, the collision statistics as detailed on the Road Safety Authority's (RSA) website (www.rsa.ie) have been examined. The RSA website includes basic information relating to reported collisions over the most recent ten-year period, from 2005 to 2016 inclusive.

3.7.2 The RSA database records details where collision events have been officially recorded such as the when the Gardaí are present to formally record details of the incident. **Table 3.4** lists all of the collisions on the roads surrounding the site, while **Figure 3.22** presents their location.

Ref	Severity	Year	Vehicle	Circumstances	Day	Time	Casualty
1	Minor	2015	Motorcycle	Other	Wed	1600-1900	1
2	Minor	2007	Car	Other	Fri	1600-1900	1
3	Minor	2012	Car	Head-on, Right Turn	Tues	1000-1600	1
4	Minor	2011	Car	Rear End, straight	Fri	1600-1900	1
5	Minor	2007	Car	Single Vehicle Only	Sat	1000-1600	1

6	Serious	2008	Car	Head-on, Conflict	Sun	1000-1600	4
7	Minor	2007	Goods Vehicle	Pedestrian	Tues	1000-1600	1
8	Minor	2016	Motorcycle	Other	Sat	1600-1900	1
9	Minor	2013	Car	Single Vehicle Only	Fri	1900-2300	1
10	Minor	2009	Car	Other	Fri	1000-1600	1
11	Minor	2007	Goods Vehicle	Unknown	Fri	0300-0700	1
12	Minor	2014	Bicycle	Other	Wed	1000-1600	1
13	Minor	2012	Car	Rear End, straight	Tues	1000-1600	1
14	Minor	2010	Car	Rear End, straight	Fri	0700-1000	1
15	Minor	2014	Bicycle	Other	Tues	0300-0700	1
16	Minor	2005	Motorcycle	Rear End, Right Turn	Tues	0700-1000	NA

Table 3.4: Collision Records (source www.rsa.ie)

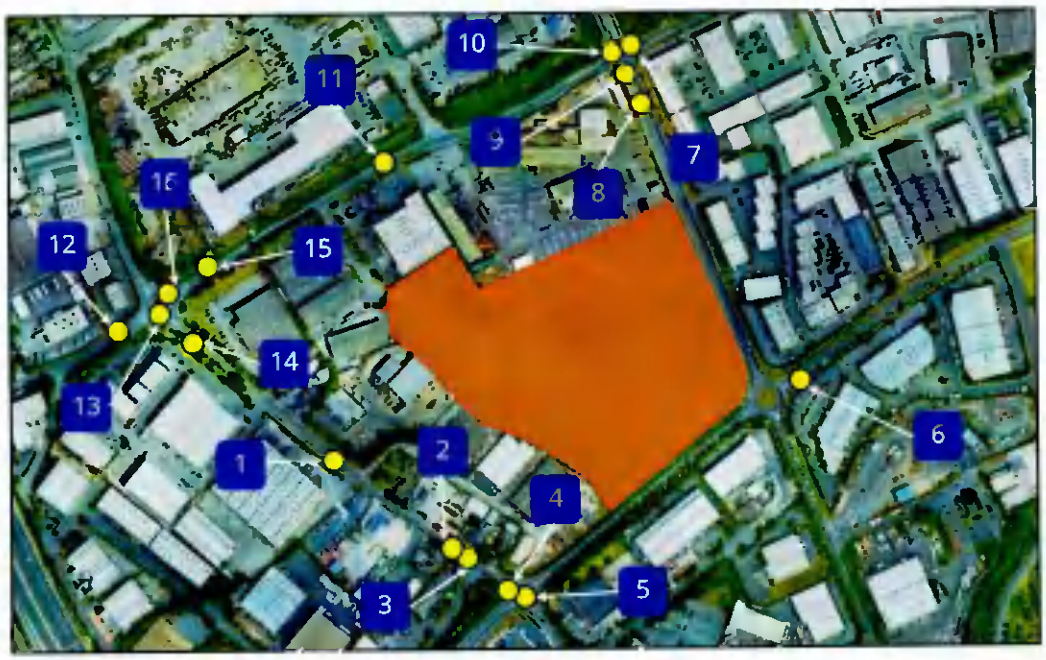


Figure 3.22: Collision Records (source www.rsa.ie)

3.7.3 From **Figure 3.22**, it is apparent that there is a number of small accidents at the junctions to the south west, north west and north east of the subject site. Looking at the details of these accidents, there appears to be no trend in the type of incident.

3.7.4 With regard to safe access to the site, there is no record of any serious incidents occurring along either the Calmount Road or Ballymount Avenue site frontages where two new site access junctions are being proposed as part of subject application.

3.8 CURRENT APPLICATION PROPOSALS

Development Schedule

3.8.1 The proposed mixed-use development consists of the following key elements:

- Construction of 5 no. warehouse / logistics units (Units 1, 2 3, 4 and 6), including ancillary office use and entrance / reception areas over two levels, with maximum heights of c. 17.09 metres and a combined total gross floor area (GFA) of 20,158 sq.m;
- Each warehouse / logistics unit includes car parking to the front, and service yards, including HGV loading bays and bin storage areas, to the rear of each unit. A signage zone is proposed for each unit. A total of 200 no. car parking spaces and 110 no. cycle spaces are provided for the 5 no. warehouse / logistics units;
- Construction of 3 no. 3 storey own-door office buildings (Block 5A, 5B and 5C) with maximum heights of c. 13.35 metres and a combined GFA of 4,194 sq.m. Signage zones are proposed at the entrances to the buildings. A total of 77 no. car parking spaces and 50 no. cycle parking spaces are provided for the proposed office buildings;
- Construction of a café/restaurant unit with a maximum height of c. 5.29m and a GFA of 213 sq.m to be located in the south western section of the site. The proposal includes signage for the unit, associated outdoor seating and a bin store. 14 no. car parking spaces and 10 no. cycle spaces are provided for the café/restaurant unit;
- The proposal includes 5 no. ESB substation buildings;
- The development is to be accessed off Ballymount Avenue and Calmount Road and includes for alterations and upgrades to the public footpaths and road. The development provides for vehicular and service access points, associated internal access roads, circulation areas and footpaths; and
- The proposal includes landscaping and planting, boundary treatments, lighting, PV panels, green roofs, underground foul and storm water drainage network,

including connections to the foul and surface water drainage network on the public roads, attenuation areas and all associated site works and development.

3.8.2 With reference to TOT Architects schedule of area's the development schedule is summarised in **Table 3.5** below. Further details of the development proposals including the site layout and transport network arrangements are illustrated in the architects' scheme drawings as submitted with this planning application.

Allocation	Ground Floor area (m^2)	First Floor area (m^2)	Second Floor area (m^2)	Total (m^2)	Total (sqft)
Unit 1	2786	239.5	0	3,026	32,566
Unit 2	5667	361.2	0	6,028	64,888
Unit 3	3268	252	0	3,520	37,889
Unit 4	3560	267	0	3,827	41,194
Unit 6	3463	294	0	3,757	40,440
Office Block 5A	466	466	466	1,398	15,048
Office Block 5B	466	466	466	1,398	15,048
Office Block 5C	466	466	466	1,398	15,048
Coffee Shop	213	0	0	213	2,293
Total	-	-	-	24,565	264,414

Table 3.5: Area Schedule for the Proposed Development

Parking Provision – Car parking

3.8.3 The car parking for the development is provided according to the SDCC development management Standard which permit a maximum of 1 car parking space per 100 GFA of warehouse space, 1 car parking space per 50 GFA of the office and 1 car parking space per 15 GFA of the coffee shop. The resulting 291 (200Nos+77Nos+14nos) No. car parking spaces allocated for the development complies with the guidelines as set out within the SDCC Development Plan (2016-2022), recommending that a maximum of 300 (202 Nos+84 Nos+14) car parking spaces be provided for the subject development. These car parking spaces will be provided at surface level.

3.8.4 The assignment of car parking spaces is as tabulated in **Table 3.6.**

Allocation	WAREHOUSE					OFFICE	Coffee Shop	Total
	Unit 1	Unit 2	Unit 3	Unit 4	Unit 6	Unit 5		
Gross Floor Area (m^2)	3,026	6,028	3,520	3,827	3,757	4,194	213	24,565
Max. no. of Car Parking Spaces Permitted	30	60	35	38	38	84	14	300
Min. no of Disabled Parking Spaces Required	1.5	3.0	1.8	1.9	1.9	4.2	0.7	15
Total No. of Car Parking Spaces Provided	30	60	35	38	37	77	14	291
No. of *Disabled* Car Parking Spaces Provided	2	3	3	3	2	4	2	19
No. of EV Parking spaces	3	3	3	3	2	4	2	20
Car Parking Proposed Per Unit	**30**	**60**	**35**	**38**	**37**	**77**	**14**	**291**
Total Car Parking Proposed	**291**							

Table 3.6 Car Parking schedule for the proposed development

Parking Provision – Disabled Parking

3.8.5 The Development Plan requires the provision of mobility impaired car parking at a rate of 5% of the total car parking spaces which equates to 15 no. spaces. The subject proposals include for a total of 19 no. mobility impaired car parking spaces (located within the development) and is therefore considered compliant with the appropriate standards.

Parking Provision – Electric Vehicle Parking

3.8.6 In line with best practice, the subject proposals include for a total of 20 no. electric vehicle parking spaces which equates to 7% of all onsite car parking spaces. In addition to this, ducting will be provided so that electric charger facilities can be easily retrofitted at all car parking spaces at a later date, as and when demand requires.

Parking Provision – Bicycle parking

3.8.7 Reference has been made to Table 11.22 of the South Dublin County Council Development Plan (2016-2022) which outlines the minimum cycle parking provision sought for new developments within the county. For warehousing units, a minimum of 1 bicycle parking space must be provided for every 200 sqm GFA. Office and coffee shop units recommend a minimum of 1 space per 200 sqm GFA and 1 space per staff respectively. The required and the provided bicycle parking for the proposed development is as outlined in **Table 3.7**.

Land Use	SDCC Standards	Proposed
Unit 1 (Warehouse)	15	10
Unit 2 (Warehouse)	30	30
Unit 3 (Warehouse)	18	30
Unit 4 (Warehouse)	19	30
Unit 6 (Warehouse)	19	20
Office	21	40
Coffee shop	8	10

Table 3.7: Bicycle Parking proposal

Site access arrangements

3.8.8 At present, there is one gated vehicle access point to the site, located in the northeast corner of the site onto Ballymount Avenue as illustrated in **Figure 3.23.**

Figure 3.23: Existing Site Access on Ballymount Avenue Corridor (Source: Google Maps)

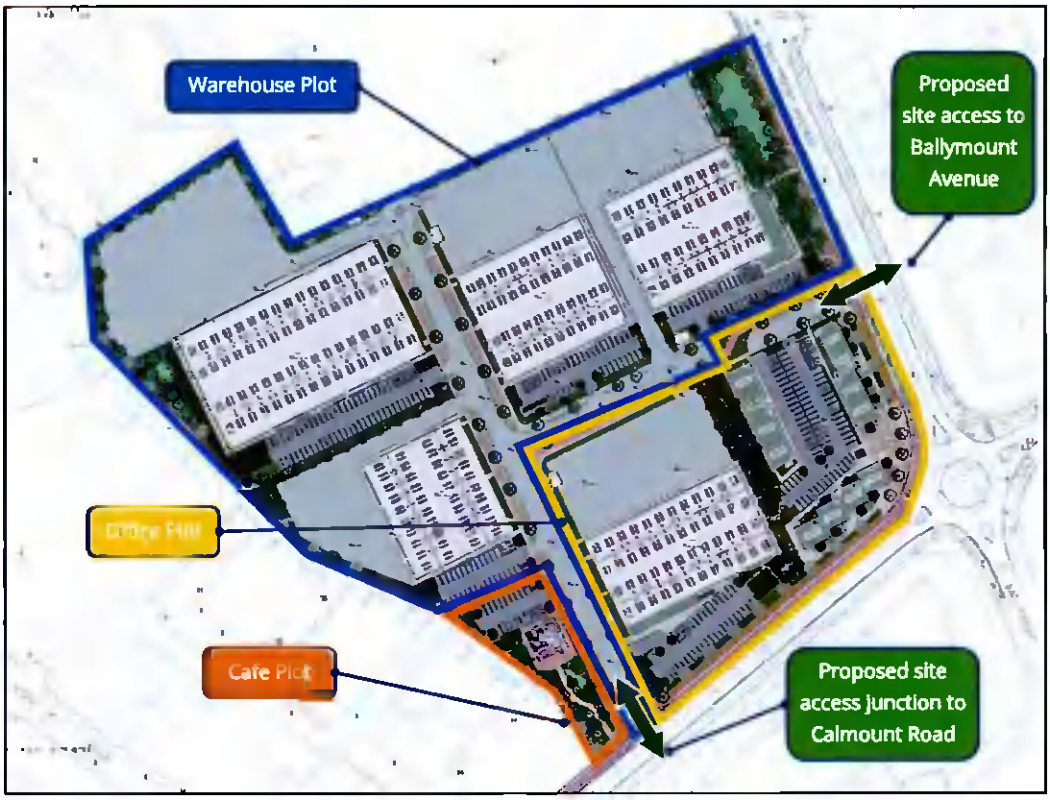


Figure 3.24: Proposed Site Layout with Proposed and Future Vehicle Access Points

3.8.9 As illustrated in **Figure 3.24**, the existing site access on Ballymount Avenue will be removed and replaced with two new site access junction. The first site access incorporating a three arm 'simple' priority junction layout will be provided directly onto Calmount Road and will serve as the access/egress point for the 5 No warehouse units and café unit within the proposed development.

3.8.10 The second new site access also incorporating a 'simple' three arm priority junction layout is to be located on Ballymount Avenue and will serve as the main vehicle access/egress for the proposed office buildings.

Pedestrians and Cyclists

3.8.11 Pedestrians and cyclist will benefit from a total of three site access/egress points. Active travel modes are to share the two proposed vehicular accesses on Calmount Road and Ballymount Avenue whilst a dedicated pedestrian/cycle connection is provided in the south east corner adjoining the Calmount Rd/Ballymount Avenue junction. Whilst all

vehicle movement between the warehouse/logistics plot and the separate office plots are segregated, a pedestrian/cycle connection is to be provided between both plots with the objective of maximising permeability, As detailed on the scheme drawings the main north/south road link through the site will benefit from the provision of segregated footpath facilities and one way cycle tracks along both sides of the carriageway, whilst a two way cycle track and footpath is provided east-west between Ballymount Avenue and the main internal north/south road link as presented in **Figure 3.25**.

Figure 3.25: Proposed pedestrian access points

Servicing and Deliveries

3.8.12 The ability for service vehicles such as a waste collection lorry to safely gain access/egress to the subject development has been accommodated in the scheme design. With the objective of ensuring that all such servicing requirements are facilitated on-site within the development and off the public road specific design considerations have been adopted

that will enable a waste collection vehicle to pull off the road carriageway and utilise the on-site 'drop-off' /collection facility, whilst loading the vehicle.

4.1 INTRODUCTION

4.2 PROPOSED MODAL SPLIT

4.0 COMMUTER TRENDS & TRANSPORT NEEDS

4.1 INTRODUCTION

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

4.1.2 Varying demographic profiles that have an immediate impact on the traffic network are commuters commuting to and from work as well as other journeys such as logistic based trips to and from warehouses. Many of these can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

Warehouse/Logistics Modal Split

4.1.3 In order to determine the future modal split at the proposed warehouse/logistics elements of the proposed development, surveys were carried out at similar existing warehouse developments across the Dublin area as illustrated in **Figure 4.1.** The surveys were commissioned to cover a 12-hour period between 07:00-19:00 on Thursday 09 December at the entrance egress points leading to/from the following four adopted donor sites;

- Site 1: DB Schenker, Blanchardstown, Northwest Business Park.
- Site 2: Baldonnel Business Park, Dublin
- Site 3: Homestore and More, Baldonnel Road, Dublin
- Site 4: Harvey Norman, Ballymount Avenue Road Upper

4.1.4 Based on the mode share proportions derived from these similar donor sites, the potential total person trips and modal use can be estimated. Accordingly, it is expected that the subject development will exhibit similar travel characteristics. The modal split for the proposed development warehouse/logistics is predicted based on the donor traffic survey data as shown in the **Figure 4.2** below.

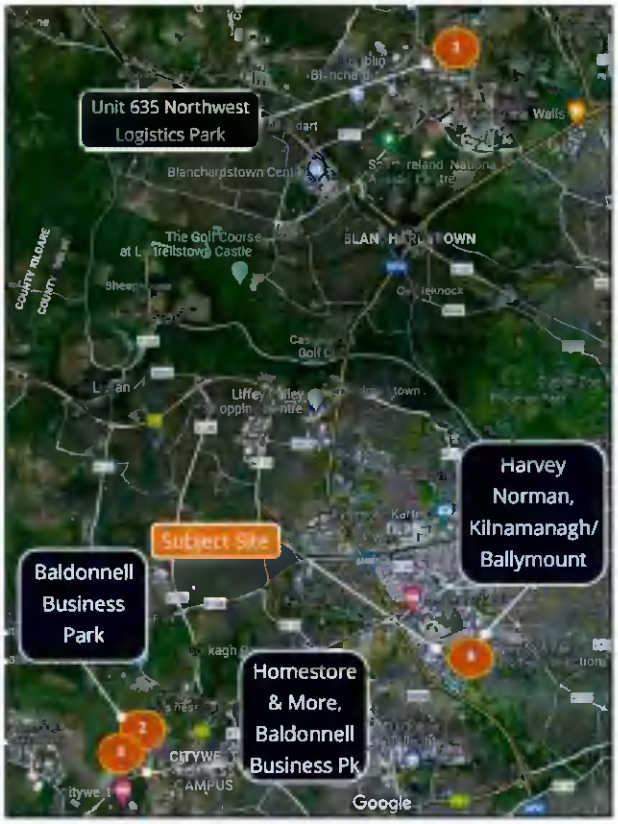


Figure 4.1: Traffic Survey Locations for Donor Sites

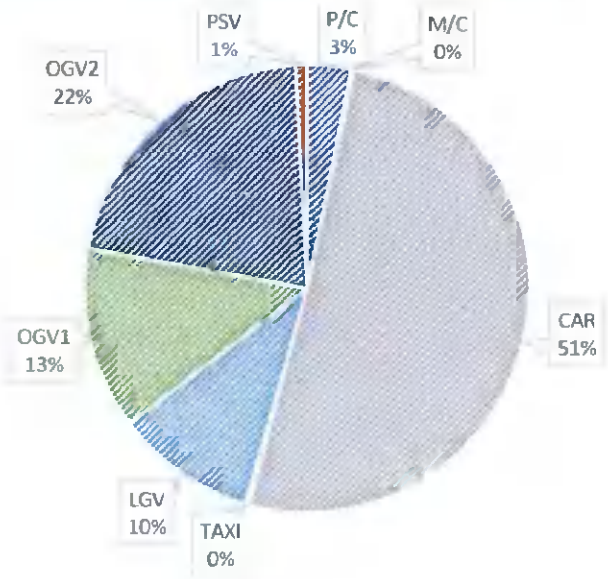


Figure 4.2 : Mode share based on the donor site

4.1.5 The mode share data reveals that majority of the trips (48%) will be based as car drivers whilst the OGV1 (Other Vehicle Goods 1) and OGV2 (Other Vehicle Goods 2) will constitute approximately 20% and 27% trips respectively for the logistic services in the warehouse. 3% of the trips are generated by LGV (Light Goods Vehicle). The mode share data is as summarised in the table below.

Donor Site	P/C	M/C	CAR	TAXI	LGV	OGV1	OGV2	PSV
Northwest 12	0.00%	0.58%	39.88%	0.54%	13.35%	11.26%	34.39%	0.00%
Baldonnell 13	0.88%	0.00%	61.21%	0.00%	10.10%	9.30%	15.15%	3.37%
Home Store and More 14	11.80%	0.00%	48.14%	0.00%	8.19%	11.33%	20.53%	0.00%
Harvey Norman 15	0.00%	0.36%	53.90%	0.44%	9.40%	20.83%	15.07%	0.00%
Average	**3.17%**	**0.24%**	**50.78%**	**0.24%**	**10.26%**	**13.18%**	**21.29%**	**0.84%**

Table 4.1: e – Based on Donor Sites

Office Modal Split

4.1.6 Utilising the industry standard TRICS database the proposed development trip generation rates for the office area is outlined in **Figure 4.3** below

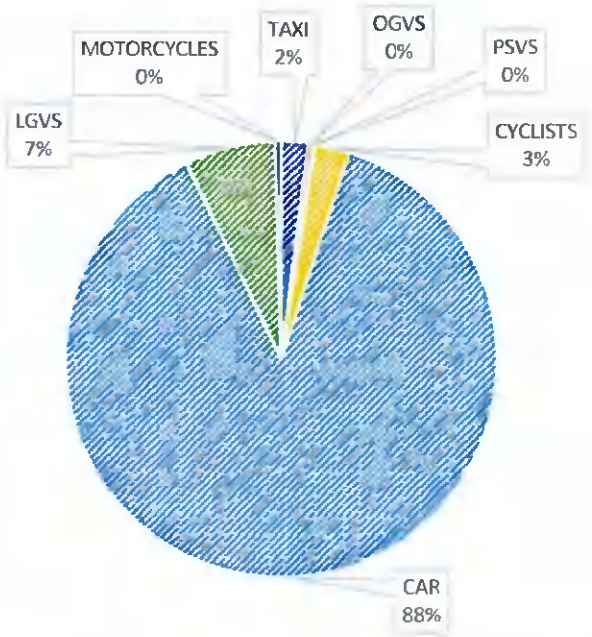


Figure 4.3: Mode share on the Office site based on TRICS

	TAXI	OGVS	PSVS	CYCLISTS	CAR	LGVS	MOTORCYCLES
Projected Modal Split - Office	3.01	0.39	0.12	2.57	87.66	6.78	0.47

Table 4.2: Modal Split of Office based on TRICS

4.1.7 The mode split data of the office reveals that majority of the trips (87.66%) are done by means of private cars whilst the LGV (Light Goods Vehicle) and OGVS (Other Goods Vehicles) will constitute approximately 6.78% and 0.39% of the trips respectively. 2.57% of the trips are generated by Cyclists and 0.47% by motorcyclist. The mode share data is summarised in the

4.1.6	TAXI	OGVS	PSVS	CYCLISTS	CAR	LGVS	MOTORCYCLES
Projected Modal Split - Office	3.01	0.39	0.12	2.57	87.66	6.78	0.47

4.1.9 Table 4.2 above.

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

4.2.1 It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce private car based travel from the subject site from approx. 50% to 35% over the development build-out period (up to the 2030 Future Design Year). This equates to a 15% overall reduction in single occupancy vehicle trips. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that "good travel plans have succeeded in cutting the number of people driving to work by 15%."

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

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

5.0 OBJECTIVES & TARGETS

5.1 INTRODUCTION

5.1.1 In order to measure the ongoing success of the Mobility Management Plan and its various measures it is important that a series of objectives are set in conjunction to a range of associated targets. The proposed preliminary objectives and targets are set out in this section of the MMP.

5.2 MMP OBJECTIVES

5.2.1 The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing visitors to the site and employees based at the site awareness to the other travel alternatives available.

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

a) minimise private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required (e.g., business travel and work from home option etc.);

b) Make all visitors and staff aware of the sustainable transport options available to them;

c) Encourage the use of sustainable modes of transport;

d) Encourage the most efficient use of cars and other vehicles;

e) Reduce any transport impacts of the development on the local community;

f) Promote walking and cycling as a health benefit to visitors and staff;

g) Managing the ongoing development and delivery of the Mobility Management Plan with future visitors/staff;

h) Promoting smarter education and living practices that reduce the need to travel overall; and

i) Promote healthy lifestyles and sustainable, vibrant local communities.

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

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

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

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

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

- To increase the awareness of visitors to/employees based at the office development of the suite of mobility management schemes available;
- Promote increased usage of sustainable modes of transport; and
- Apply good design principles by ensuring permeability of the development to neighbouring areas and provision of necessary supplementary facilities and services; such as on-site cycle facilities, shower facilities, changing facilities, storage facilities etc.

5.3 MMP ACTIONS & TARGETS

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

5.3.2 Since the overall aim of this MMP is to minimise reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that questionnaires are circulated after opening to staff based at the site, as these questionnaires will establish the baseline travel data for the subject site.

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

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

A2 - Provision of a MMP website and app that includes information on all travel opportunities to/from the site that is made available to all employees based at the subject site prior to commencement of employment;

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

A4 - To undertake a baseline travel survey when the office development is occupied;

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

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

T1 - To support the establishment of the office development as a sustainable workplace;

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

T3 - To achieve an overall 95% employee awareness of the MMP and its aims and objectives;

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

T5 – Achieve the identified modal split travel targets.

5.3.5 The interim mode split targets for the subject site are set out in xx.

Mode of Travel	Donor Site Mode Split	1st Year Target (2025)	MMP 5-year Target (2030)
On Foot	0%	6%	6%
Bicycle	2.57%	5.57%	10.57%
Motorcycle	0.47%	0.47%	0.47%
Public Transport	0.12%	5.12%	15.12%
Private Car	87.66%	79.66%	64.66%
Taxi	2.01%	2.79%	2.79%
Goods Vehicles	0.39%	0.39%	0.39%
Total	100%	100%	100%

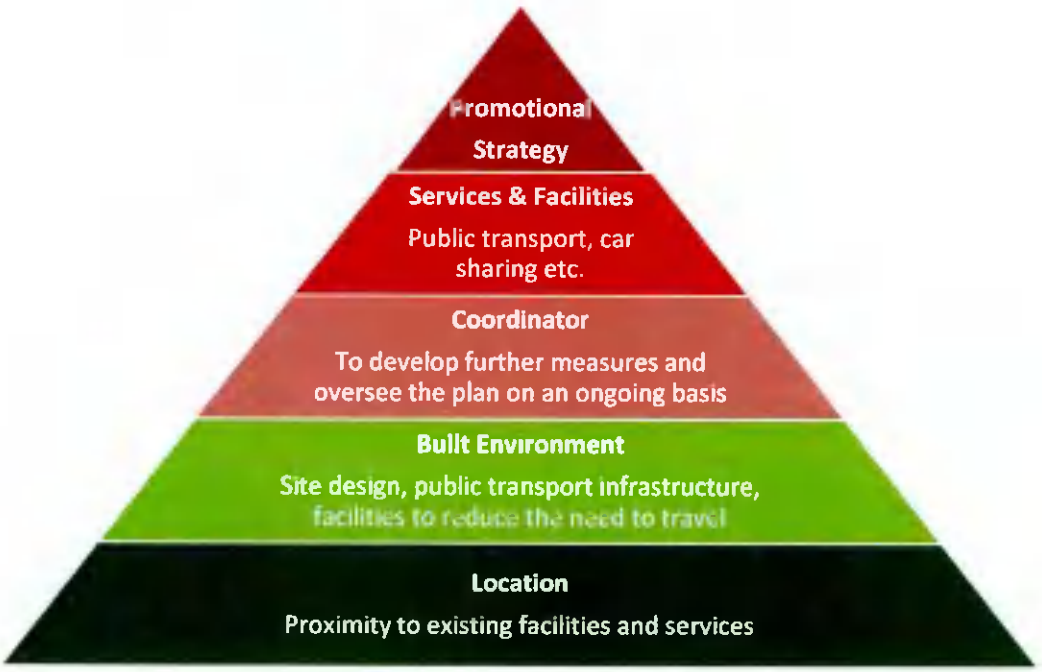
5.3.6 The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to/from the office development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage staff and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

6.0 MMP MEASURESSS

6.1 INTRODUCTION

6.1.1 Mobility management plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices. The following section introduces the potential strategy measures that could be considered at the subject office development. The range of initiatives discussed here is by no means exhaustive but is indicative of the kind of measures available and the processes and resources required to implement them.

6.1.2 The 5 tier Travel Plan Pyramid below has been developed to illustrate the key elements of a successful Mobility Management Plan. (Reference: *Good Practice Guidelines: Delivering Travel Plans through the Planning System*, DfT (UK), 2009)



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

Figure 6.1: MMP Action Plan Strategies

6.2 MODE SPECIFIC MEASURES

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

a) Walking – provision of facilities

b) Cycling – discounted cycle purchase, bike service workshops, cycle training

c) Public Transport (Bus, LUAS, Rail) – discounted travel tickets

d) Private Car Strategy including car sharing and car clubs

6.2.2 These mode specific measures are discussed in more detail in **Appendix A** which is appended to this document

6.3 MANAGEMENT & MONITORING MEASURES

6.3.1 To ensure the success of a Mobility Management Plan, the identification of an appropriate management structure is critical to its effective implementation. Accordingly, a Mobility

Manager must be appointed and a Steering Group for the overall office site should be established.

6.3.2 A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This monitoring programme will be the responsibility of the Mobility Manager for the overall site. The MMP's from the various occupiers (if more than one) of the development will feed into the monitoring programme.

6.3.3 The MMP information will be reviewed and updated regularly. This is achieved by research into the travel options and liaising with employees based at the site to determine the most appropriate and useful information to communicate. The Mobility Manager will also be responsible for managing the annual review of the MMP including the surveys to be undertaken by employees based at the site.

6.3.4 The various occupiers (if more than one) will be responsible for undertaking surveys within their own companies and then relay the data back to the overall site mobility manager.

6.4 MARKETING & PROMOTION MEASURES

6.4.1 The Mobility Manager in conjunction with the Mobility Manager for each occupier will be involved in the promotion of the MMP and to make employees based at the site aware of its existence.

6.4.2 The most important and cost effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new employees of the site prior to commencement of employment or at employee induction.

6.4.3 The Pack will contain information about all modes of transport available for journeys to and from the site. It includes information related to journeys to a number of local destinations which are considered to be key to employees. These include local shops, health facilities, and both bus and LUAS interchanges within the local area.

6.4.4 Information within the Pack will include details of the listed destinations and the services and facilities they offer. In addition, contact details of the Mobility Manager will be provided. The Pack will also give details of safe pedestrian and cycle routes to/from the site, fare and timetable information for public transport.

6.4.5 A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack. This, along with all of the information contained within the Pack will be available prior to commencement of employment or at induction and will be reviewed annually and updated as necessary.

CHAPTER 6
Preliminary Action Plan

7.0 PRELIMINARY ACTION PLAN

7.1 OVERVIEW

7.1.1 The coordinated application of the following 6 integrated sub-strategies ensures that the success of the MMP will be a product of the sum of all sub-strategies.

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

7.2 MANAGEMENT AND MONITORING STRATEGY

MMP Management

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

MMP Monitoring

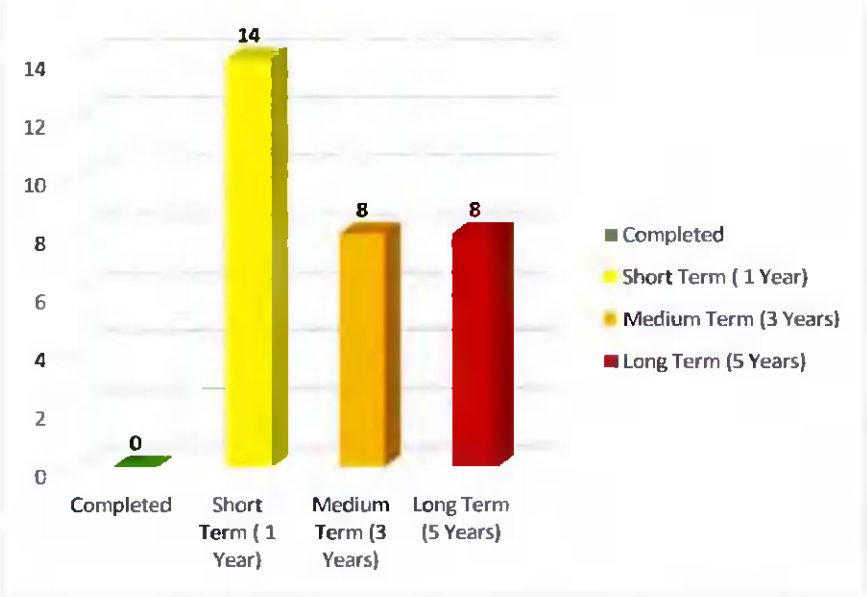
7.2.2 It is essential that the continued rollout and subsequent impact of the MMP initiatives are monitored on a regular basis for the following principal reasons;

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

- In order to ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the MMP are outlined in **Table 6.1** below

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
MMS 1	Appointment of a Mobility Manager for the overall site	-	✓	-	-		
MMS 2	Establish MMP Steering Group and meeting / reporting arrangements	-	✓	-	-		
MMS 3	Nominate MMP 'Champion' and role (Senior Management)	-	✓	-	-		
MMS 4	Establish MMP 'Charter' and confirm senior management support for: • MMS 4a – MMP memorandum of understanding • MMS 4b – Identify and agree MMP objectives • MMS 4c – Review and establish MMP targets	-	✓ ✓ ✓	- - ✓	- - ✓		
MMS 5	In partnership with Local Authority review funding opportunities and potential budgets for: • MMS 5a – Setting up and launching MMP • MMS 5b – Annual MMP management costs • MMS 5c – Participation in calendar of events • MMS 5d – MMP incentives • MMS 5e – MMP facilities • MMS 5f – MMP training requirements	-	✓ ✓ - - - ✓	- - ✓ ✓ ✓ -	- - ✓ ✓ - -		
MMS 6	Establish 'External' engagement contacts and collaboration program	-	✓	-	-		
MMS 7	Agree Monitoring and Reporting Programme with respect to: • MMS 7a – Staff / Visitor Travel Surveys • MMS 7b – Roll out / uptake of MMP initiatives • MMS 7c – MMP Budgets • MMS 7d – MMP performance (KPI's)	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
MMS 8	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
MMS 9	Review travel practices by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
MMS 10	Explore the opportunity of appointing a staff 'Champion' for each mode specific 'user' group (e.g., walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new staff and visitors	-	✓	✓	-		

7.2.3 The identified Management and Monitoring strategy promotes a total of 21 measures. The implementation schedules of these measures are outlined in **Graph 7.1** below.



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

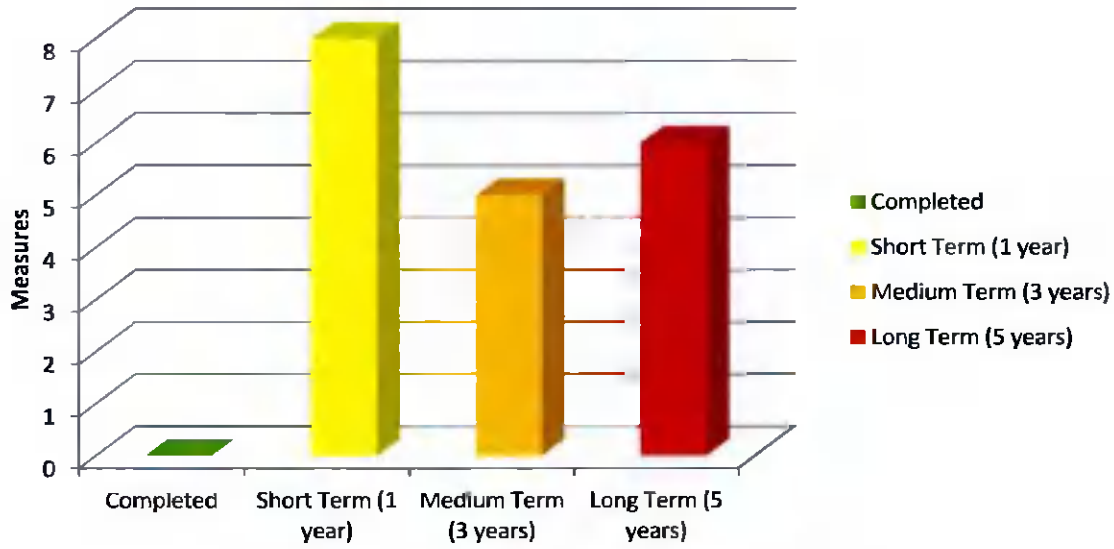
7.3 WALKING STRATEGY

7.3.1 The status and preliminary scheduling of the principal walking focused initiatives of the MMP to be developed in conjunction with the various occupiers/organisations of the office development are outlined in the **Table 7.1** below.

Table 7.1: Preliminary Schedule of MMP's Walking Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
WS 1	Develop a 'Walking' Accessibility Sheet for the site.	-	✓	-	-		
WS 2	Create a calendar of 'Walking' Events and incentives in conjunction with various occupiers.	-	✓	✓	✓		
	• WS 2a - Walk to work week	-	✓	✓	✓		
	• WS 2b - Pedestrian Training	-	✓	✓	✓		
	• WS 2c - Travel diary with incentive / awards scheme	-	✓	✓	✓		
	• WS 2d – Coordinated with PT events						
WS 3	Set up a 'buddying' scheme to address personal security issues of walking.	-	✓	✓	✓		
WS 4	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for;						
	• WS 4a - Internal routes on-site	-	✓	-	-		
	• WS 4b - External routes to key off-site destinations	-	-	-	✓		
WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-		

7.3.2 The MMP's Walking Strategy promotes a total of 9 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Graph 7.2** below.



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

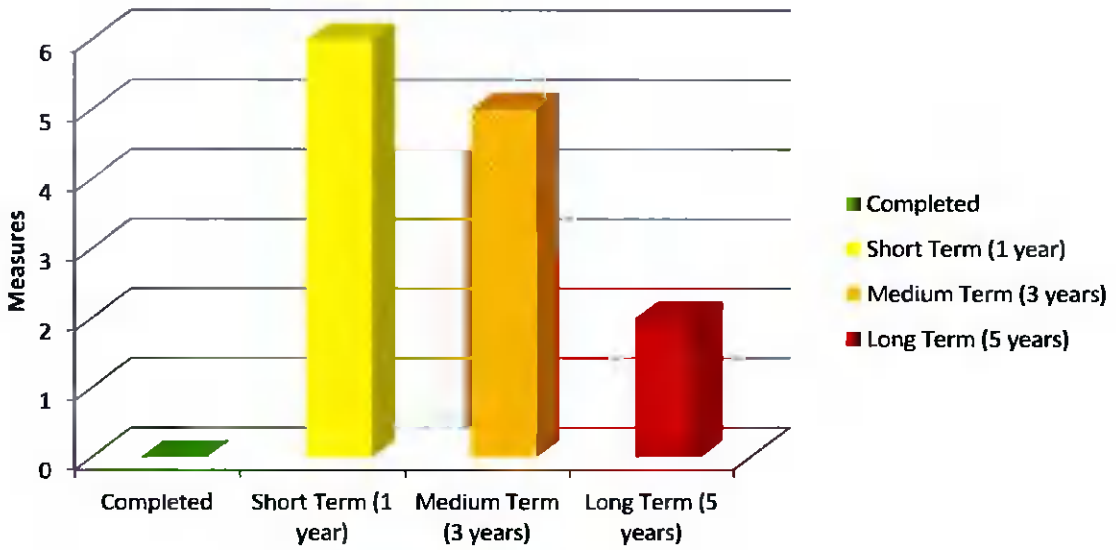
7.4 CYCLING STRATEGY

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP to be developed in conjunction with the various occupiers/organisations are outlined in the **Table 7.2** below.

Table 7.2: Preliminary Schedule of MMP's Cycling Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	Set up a 'buddying' scheme to address personal security issues of cycling	-	✓	✓	-		
CS 2	Establish a Bike Users Group	-	✓	✓	-		
CS 3	Develop a 'Cycling' Accessibility Sheet for the site	-	✓	-	-		
CS 4	Create a calendar of 'Cycling' Events and incentives	-	✓	✓	-		
CS 5	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations	-	-	-	✓		
CS 6	Provide cycle training	-	-	✓	✓		
CS 7	Travel diary with incentive / awards scheme	-	✓	✓	-		
CS 8	Bike service / maintenance workshops	-	-	✓	-		
CS 9	Discounted cycle purchase incentives (offered with contract of employment)	-	✓	-	-		

7.4.1 The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in Graph 6.3 below.



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

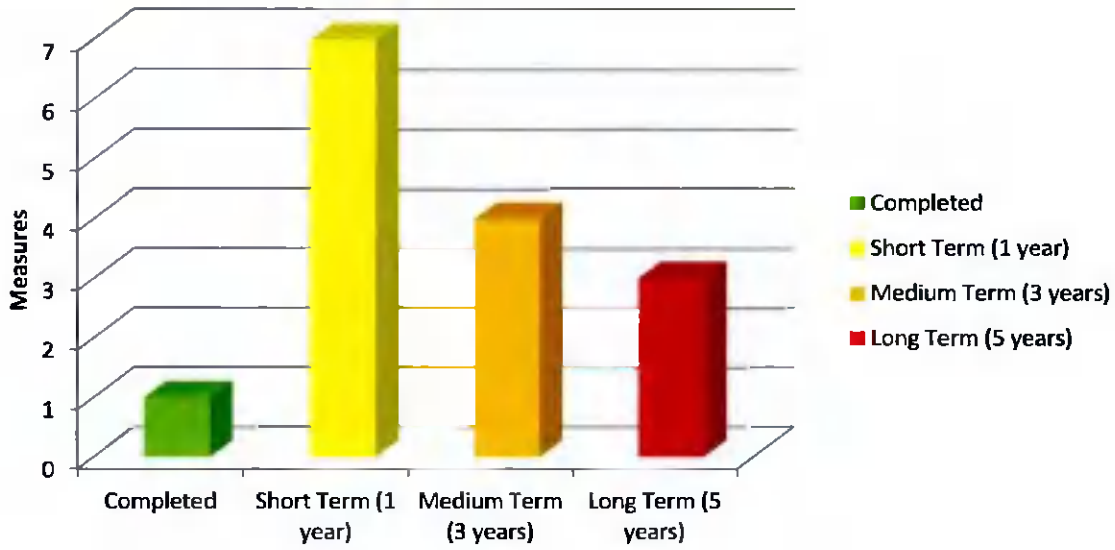
7.5 PUBLIC TRANSPORT STRATEGY

7.5.1 The status and preliminary scheduling of the principal public transport focused initiatives of the MMP to be developed in conjunction with the various occupiers/organisations are outlined in the **Table 7.3** below.

Table 7.3: Preliminary Schedule of MMP's Public Transport Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of; • PTS 1a - maintaining the existing bus services • PTS 1b - Enhancing the catchment of these services	✓ -	- -	- -	- ✓		
PTS 2	Investigate the option to enable staff to purchase both annual and monthly TaxSaver tickets on a monthly basis	-	✓	-	-		
PTS 3	Establish a Public Transport Users Group	-	✓	✓	-		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Create a calendar of 'Public Transport' Events and incentives	-	-	✓	✓		
PTS 7	In partnership with Dublin Bus / LUAS and local authority ensure all local bus / LUAS interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses / LUAS where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
PTS 10	Travel diary with incentive / awards scheme	-	✓	✓	✓		

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



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

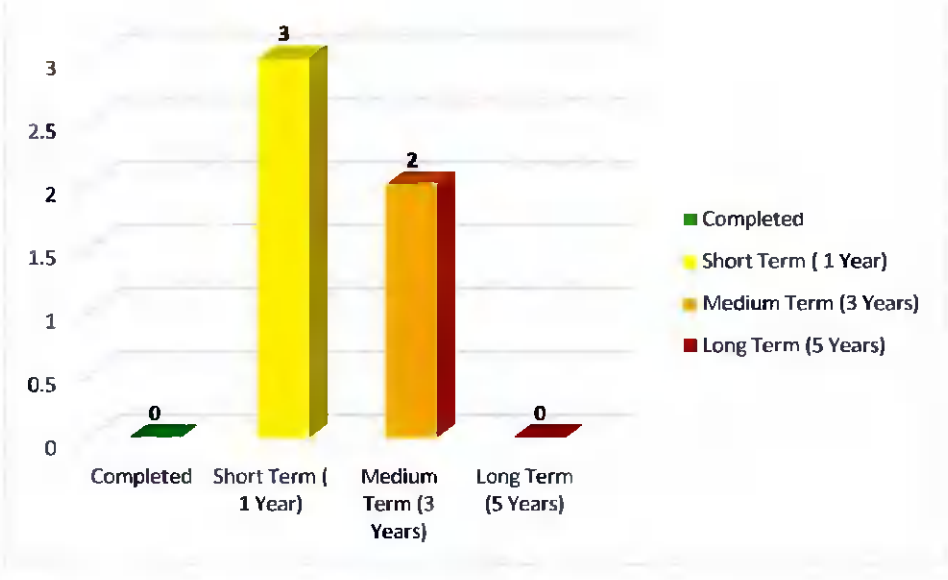
7.6 PRIVATE CAR STRATEGY

7.6.1 The identified action plan and preliminary scheduling of the principal private car focused initiatives of the MMP to be developed with in conjunction with the various occupiers/organisations are outlined in the **Table 7.4**Table 7.3 below.

Table 7.4: Preliminary Schedule of MMP's Private Car Initiatives

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

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



Graph 7.5: Roll-out of MMP's private Car Initiatives

7.7 MARKETING & PROMOTION STRATEGY

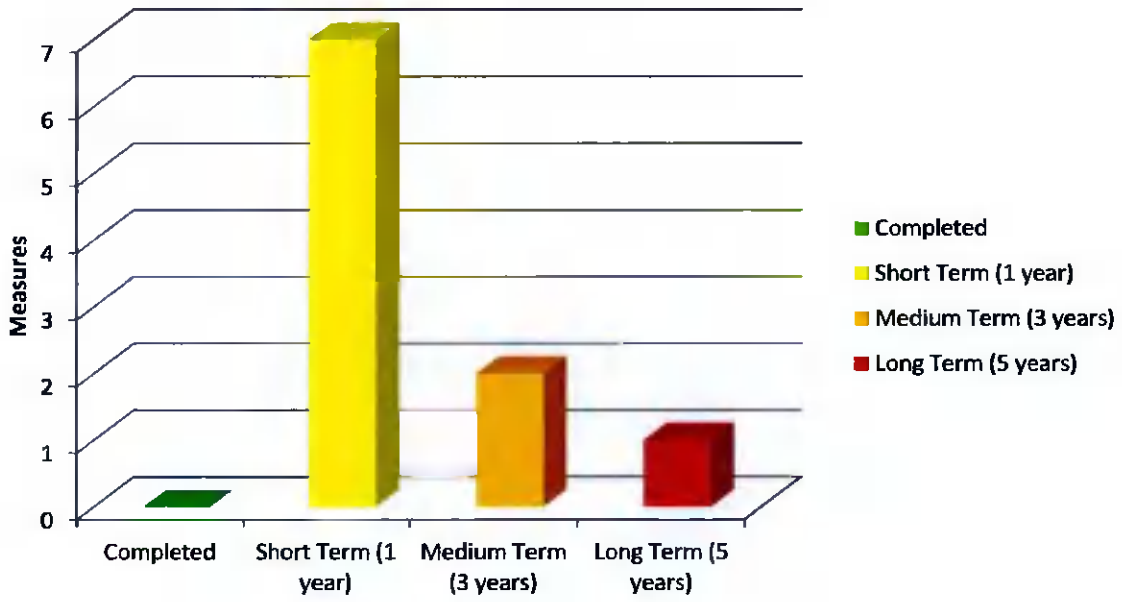
7.7.1 Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable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

Table 7.5: Preliminary Schedule of MMP's Marketing & Promotion Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-		
MPS 2	Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each employee	-	✓	-	-		
MPS 3	Develop and introduce a dedicated MMP website	-	✓	-	-		
MPS 4	Develop an Events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	✓	✓	-		
MPS 5	Incorporate section / report success etc. of MMP process in company newsletters or notice boards and other information dissemination initiatives	-	-	✓	✓		

MPS 6	As part of Induction Meeting with employees introduce the MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Develop MMP App to enhance access to MMP information and events	-	✓	-	-		
MPS 8	Investigate the opportunity for a MMP annual newsletter for distribution to all employees	-	✓	-	-		

7.7.2 The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in Graph 6.6 below.



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

8.1 SUMMARY

8.0 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

8.1.1 This Mobility Management Plan (MMP) has been prepared in support of a planning application for the proposed for the proposed commercial development on a site located north of Calmount Road and west of Ballymount Avenue, Ballymount Industrial Estate, Dublin 12.

8.1.2 The proposed development consists of the following key elements:

- Construction of 5 no. warehouse / logistics units (Units 1, 2 3, 4 and 6), including ancillary office use and entrance / reception areas over two levels, with maximum heights of c. 17.09 metres and a combined total gross floor area (GFA) of 20,158 sq.m;
- Each warehouse / logistics unit includes car parking to the front, and service yards, including HGV loading bays and bin storage areas, to the rear of each unit. A signage zone is proposed for each unit. A total of 200 no. car parking spaces and 110 no. cycle spaces are provided for the 5 no. warehouse / logistics units;
- Construction of 3 no. 3 storey own-door office buildings (Block 5A, 5B and 5C) with maximum heights of c. 13.35 metres and a combined GFA of 4,194 sq.m. Signage zones are proposed at the entrances to the buildings. A total of 77 no. car parking spaces and 50 no. cycle parking spaces are provided for the proposed office buildings;
- Construction of a café/restaurant unit with a maximum height of c. 5.29m and a GFA of 213 sq.m to be located in the south western section of the site. The proposal includes signage for the unit, associated outdoor seating and a bin store. 14 no. car parking spaces and 10 no. cycle spaces are provided for the café/restaurant unit;
- The proposal includes 5 no. ESB substation buildings;
- The development is to be accessed off Ballymount Avenue and Calmount Road and includes for alterations and upgrades to the public footpaths and road. The development provides for vehicular and service access points, associated internal access roads, circulation areas and footpaths; and

- The proposal includes landscaping and planting, boundary treatments, lighting, PV panels, green roofs, underground foul and storm water drainage network, including connections to the foul and surface water drainage network on the public roads, attenuation areas and all associated site works and development.

8.1.3 The proposal includes landscaping and planting, boundary treatment, lighting, security fencing, PV panels, green roofs, and all associated site works including underground foul and storm water drainage network and attenuation areas. A full description of the subject proposals is provided within the Traffic and Transportation Assessment (**210175-DBFL-TR-XX-RP-C-0002**) submitted within the planning application documentation. This framework MMP seeks to perform the role of an outline MMP for the entire development. It is anticipated that, in the scenario more than one business occupies the warehouse and office units; each of these different occupiers will have their own company MMP which will feed into future revisions of this overall site encompassing MMP.

8.1.4 DBFL Consulting Engineers have compiled this MMP as the basis for discussions between the developers and officers from the local council. Through these scoping discussions the preferred strategy (and supporting measures and targets) will emerge with the resulting MMP detailing the agreed approach, actions, and targets.

8.1.5 This framework document aims to inform three distinct audiences as follows;

- The appointed Mobility Manager who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapters 2 to 3 invaluable. The MMP targets and initiatives introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.
- The eventual Business's based within the proposed all of whom may not have a full understanding of the MMP process and objectives. Accordingly, the process and context information as outlined in Chapters 2 to 3 will assist them gain an understanding of MMP's.

- The Local Authority Officers who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MPP Targets (Chapter 5) and associated initiatives (Chapter 6).

8.1.6 The measures proposed in this document will not only benefit the employees based at the site but will also help to mitigate any transport impacts of the development on the wider local community.

8.1.7 The identified preliminary action plan promotes a total of 63 initiatives across 6 sub strategy themes as presented in the Pie Chart below.

Figure 8.1: MMP Sub Strategy Themes & Initiatives

8.1.8 The implementation schedule of the identified 63 MMP initiatives is outlined in Graph 7.1 below. A total of 3 initiatives (or 5%) of the action plan have already been completed, with a further 45 initiatives (or 72%) to be implemented within 1 year of the office development being occupied.

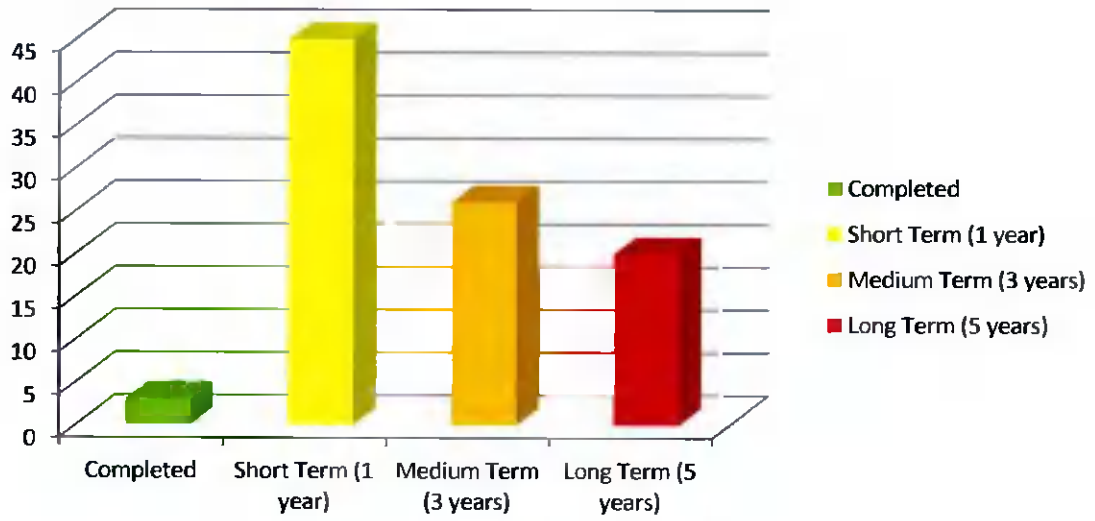


Figure 8.2: Roll-out of MMP's Initiatives

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

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

Appendices

Appendix A

Mode Specific Measures

A1.0 Mode Specific Measures

Car Usage - Car Sharing

A1.1 Car sharing is also known as lift-sharing, car-pooling or ride-sharing. Car sharing offers people a cost effective and a more sustainable way of travelling by car when other forms of transport are not viable.

A1.2 Car sharing schemes encourage individuals to share private vehicles for particular journeys. Car sharing can be both formal and informal. Informal car sharing operates between individuals and neighbours and formal car sharing is defined by a more elaborate approach to trip matching, often focussed on the commuting journey.

A1.3 Car sharing has the aim of reducing the number of car trips made and participants have the opportunity to meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.

A1.4 The benefits of car sharing are as follows:

- reduces transport costs
- reduces the number of cars on the road which results in less pollution, less congestion and fewer parking issues
- reduces the need for a private car

A1.5 The proposed development website could have a section dedicated to the car share scheme and the staff would have an option to register. To encourage take up of the car sharing, the MMP Coordinator would host events to introduce prospective car sharers to each other and would help 'break the ice' as it is always more likely that people will share, particularly for the journey 'home', with somebody that they have met rather than a complete stranger. This option would be more applicable to the staff and visitors of the proposed development.

Car Usage - Car Club

A1.6 Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces

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

A1.7 Car sharing clubs in Ireland's 'gateway' cities have experienced significant growth in recent years. The service allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. Staffs can obtain further information at www.gocar.ie and also www.yuko.ie.

Public Transport - Buses

A1.8 The proposed development will be well served by local bus services with bus routes passing close to the subject site. The bus stops are located in very close proximity the site with frequent services operating daily. The subject site will be serviced by a number of regional bus services which will provide enhanced levels of accessibility and mobility.

Walking

A1.15 The development has been designed to ensure that there are a number of access points / gateways to facilitate permeable walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking, a distance of up to 3km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

A1.16 The health benefits of walking are a key element in promoting Mobility Management Plans. Walking improves cardiovascular fitness and burns calories. Walking will also increase your muscle tone, boost metabolism, ease stress, raise energy levels and improve sleep, which combined can also help with weight loss. Regular walking can also reduce the risk of coronary heart disease, diabetes, strokes, high blood pressure, cancer, osteoporosis and arthritis.

A1.17 Walking will mainly be self-promoting, and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone

signs or maps on notice boards. This information would also be available on the community website.

A1.18 It is important to ensure that pedestrians are safe and are satisfied with the facilities available and their maintenance. It should be noted that: -

- Walking is truly the most-sustainable form of transportation.
- All trips, regardless of mode, both begin and end on foot.
- Walking needs to have a greater level of priority in most cities, like walk-signal times, safer well-lit / marked crosswalks and pedestrian zones.
- Walking is an easy mode of travel for distances under 2km. Most people are prepared to walk between 800m to 1km to a train station or bus stop.

Cycling

A1.19 The proposed development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.

A1.20 A significant number of bicycle parking spaces are proposed within the development to accommodate visitors and staff to the site.

A1.21 The on-site cycle facilities will be linked to the existing and proposed off-site cycle routes. Also, improved cycle infrastructure is proposed under the NTA and local authority greenroute which runs in close proximity to this site.

A1.22 As with many measures relating to cycling, the aim is a mixture of support, through incentives and facilities, and encouragement, through information and marketing. Incentives and facilities at both trip origin and destination / place of work, education, worship etc. can include some of the following. The MMP will highlight that many of these are available at trip end destinations:

- the provision of "pool" bicycles for short distance travel
- the provision of well-located high-quality cycle parking facilities
- storage, changing and shower facilities for cyclists

Appendix B

Management & Monitoring Measures

B1.0 MANAGEMENT & MONITORING MEASURES

B1.1 Introduction

B1.1.1 For the Mobility Management Plan to be successful, it is important that it is organised and managed well. The success of the Mobility Management Plan will also be subject to ongoing monitoring.

B1.2 Management Structure & Roles

B1.2.1 The appointment of a Mobility Manager / Group is critical to the success of the MMP.

B1.2.2 For the MMP to be successful it is essential that staff take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by staff who will be employed at the proposed development.

Mobility Manager

B1.2.3 A Mobility Manager could therefore be appointed by the management company. The Mobility Manager will be employed full-time and therefore be available full-time, but their role as a Mobility Manager will be part-time (i.e., he / she will be employed for other work in addition to mobility management). Their role will include leading the implementation, monitoring and review of the Plan.

B1.2.4 A MMP needs to be monitored, co-ordinated and marketed on a regular basis to ensure that it meets its objectives and that targets are achievable and realistic. The Mobility Manager is appointed to ensure the success of this plan. The primary duties of the Mobility Manager are:

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

B1.2.5 To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager. The Mobility Manager should encourage and promote the measures mentioned within this report to the commuters of the development.

B1.3 Monitoring

B1.3.1 Baseline conditions will be established as early as possible following the first occupations of the development. Following the baseline survey, annual surveys will be undertaken until the development is fully occupied. By this time, it is expected that the travel patterns will have been established. A review of the trends in the MMP results would then be used to identify whether further monitoring is required.

B1.3.2 The Mobility Manager will be responsible for undertaking the monitoring, the processing of results and the production of the reports with the results of the findings.

B1.3.3 The monitoring will take place in the form of Travel Surveys. These will be carried out on the same day every year. It is recommended that the timing of the Travel Survey should take place in a neutral time of year i.e. Spring or Autumn.

B1.3.4 The survey would be in the form of a questionnaire that staff would complete. Communication of the Travel Survey will be through letters in the post or email. This letter will inform staffs of how to complete the survey online. staffs can also request a paper copy of the survey to be filled out by hand rather than electronically. However, the online method would be the preferred channel. The survey will include questions to allow the monitoring of the particular targets that have been set in the MMP.

B1.3.5 It is essential that the staff see the results of the survey and review their own travel patterns against the typical data. Therefore, it would be beneficial if the results are available for the staff.

B1.3.6 The Mobility Manager will be responsible for the preparation of the annual monitoring reports. The objective of the review will be to assess the success of the MMP and to identify potential for future improvement.

B1.3.7 An important part of the review would be to revise information relating to public transport, cycling and walking routes to ensure that it is relevant and up-to-date. This is critical if staffs are going to be able to rely on information when making travel choices.

B1.3.8 The annual reports will also include a review of where targets are being met and also identify potential changes to the measures implemented by the plan where targets are not being met. Specific short-term targets will be considered and agreed to ensure progress towards the overall target. Targets will also be revised to ensure that they remain appropriate and challenging.

Appendix C

Marketing & Promotion Measures

C1.0 MARKETING MEASURES

C1.1 Raising Awareness, Marketing & Promotion

C1.1.1 The education of staff on the Mobility Management Plan initiatives and the importance of contribution are very important. The services available to the staffs must be communicated in a consistent and continuous manner to sustain behavioural change.

C1.1.2 Promotion would start with the marketing of the proposed development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high-quality links provided by public transport to a significant range of destinations and other links are also an attractive feature for encouraging sustainable travel for future staff and visitors.

C1.1.3 Communications will include promotional initiatives and activities aimed at informing the staffs of all relevant external bodies of the existing and proposed transport networks. Such initiatives will include, but not limited to:

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

C1.2 Sustainable Travel Pack

C1.2.1 Promotion of sustainable travel will continue when staff take up employment within the development. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

C1.2.2 The 'Welcome Pack' can be produced and approved either prior to first occupation or soon after with staff trained in the contents of the information contained. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack' and contact details of the Mobility Manager,

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

C1.2.3 Increasing awareness of alternative modes to car use and the benefits is a central component of mobility management. In particular, staff should be made aware of the benefits of active travel modes including health and financial benefits. Key actions might include:

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

C1.3 Personalised Travel Plan

C1.3.1 An advisory leaflet will be provided in the 'Welcome Pack' to explain to new staff the sustainable transport options available in the MMP and that if they wish they may contact the Mobility Manager directly to discuss specific travel needs. The Mobility Manager will then use the information discussed to prepare a 'Personal Travel Plan' for that staff

members free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.

C1.3.2 This process will allow staff to consider how they currently travel and promote alternative methods for their journeys to work, school and when accessing other local amenities. Personalised journey planning will also enable staff who might not otherwise use public transport realise there are local services available that can suit their needs.

C1.3.3 The Mobility Manager is responsible for promoting the availability of this measure and staffs will be encouraged to contact the Mobility Manager if they have any specific sustainable travel related queries.

C1.3.4 Additionally, the site developers will equip all staffs with broadband compatible connection points, to enable staff to access to broadband services, which will help facilitate access to MMP information.

C1.4 Online Website

C1.4.1 A dedicated online website for the development could be created focusing upon providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

C1.4.2 This website could act as a 'one-stop-shop' for the dissemination of site-wide sustainable travel information to staff, as well as acting as a source of information for visitors. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycle maps and a link to online car sharing opportunities. The website will also provide links to other websites (such as Dublin Bus) to encourage staffs to plan their journeys using sustainable transport.

C1.5 Smart Device Travel App

C1.5.1 A Travel App could also be developed for the staff at the development as well as visitors travelling to the site. This smart device app will enable all users to gain instant access to travel information. This may include:

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

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