

Adamstown Boulevard Phase 1 Development

Outline Residential Mobility Management Plan

Adamstown Station & Boulevard Ltd.

Spring 2022



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1. Introduction

1.1. Overview

This Outline Residential Mobility Management Plan (MMP) has been prepared on behalf of Quintain Ireland Ltd in support of a planning application to South Dublin County Council (SDCC) for a proposed residential development as lands located within Adamstown Boulevard Phase1 Development within the Adamstown SDZ.

Phase 1 of the Adamstown Boulevard development seeks Permission for 257no. terraced and semi-detached housing units ranging from 2 to 3-storeys in height; open space is proposed including a Pocket Park, and also a Linear Park which stretches from Adamstown Way to Station Road; all associated ancillary site development and landscape works, including internal roads and services, ESB Sub-Stations, landscaping and boundary treatment works. Outline Permission is also being sought for 166no. apartment units in a block ranging from 6 to 9-storeys in height which will deliver a range of unit types. All on a site of c.9.76Ha (including lands for Outline Permission).

A full description of the proposed development is included in the Planning Report and full details of all pedestrian and cycle connections, road and street layouts, car parking and cycle parking are contained on the architects, landscape architects, roads drawings and in the Roads Engineering Design Report.

The MMP sets out a strategy designed to promote travel by active and sustainable modes to the proposed residential development in Adamstown.

1.2. What is a Mobility Management Plan?

An MMP is a robust package of measures aimed at encouraging a shift to sustainable travel modes such as walking, cycling and public transport. The plans are developed on a bespoke basis and may recommend improvements to infrastructure as well as behavioural change measures, such as improved provision of information or promotional campaigns and events.

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

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

This MMP will form a framework for sustainable travel planning for the Adamstown Boulevard Phase 1 Development, that will change and adapt as this full title and the surrounding neighbourhood and infrastructure continues to be developed. As such this MMP should be seen as a dynamic and evolving mechanism for introducing and maintaining a package of measures.

These measures focus on promoting access to the site by alternative, active and sustainable modes of transport and reducing single occupancy car travel. In general, the ultimate occupiers will be encouraged to put these measures into practice themselves.

This MMP has been prepared in accordance with the following documents:

- Adamstown Street Design Guide-2010;
- DMURS (*Design Manual for Urban Roads and Streets-2013*);
- NCM (*National Cycle Manual-2011*);
- TII (*Traffic and Transport Assessment Guidelines May-2014*);
- NTA (*Achieving Effective Workplace Travel Plans Guidance for Local Authorities*);
- Transport Strategy for the Greater Dublin Area 2016-2035;
- Greater Dublin Area Cycle Network Plan; and
- South Dublin County Development Plan.

1.3. Policy

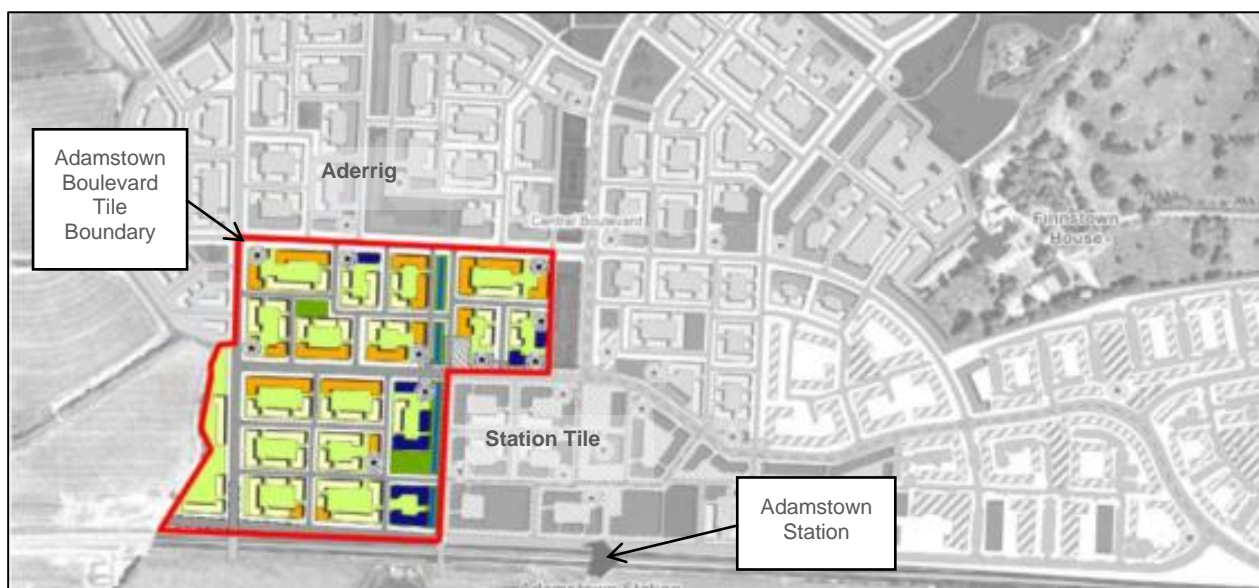
National, regional and local planning policy has been considered to ascertain compliance. The governments vision for achieving a sustainable transport system for Ireland by 2020 was outlined in the Smarter Travel Policy, published in February 2009. The document outlines several key policies to encourage a modal shift away from private car use and promote alternative travel modes such as public transport, walking and cycling. The Smarter Travel Policy document identifies several actions to implement school travel plans, work-based travel plans and personalised travel plans.

2. The Subject Site

2.1. Site Location

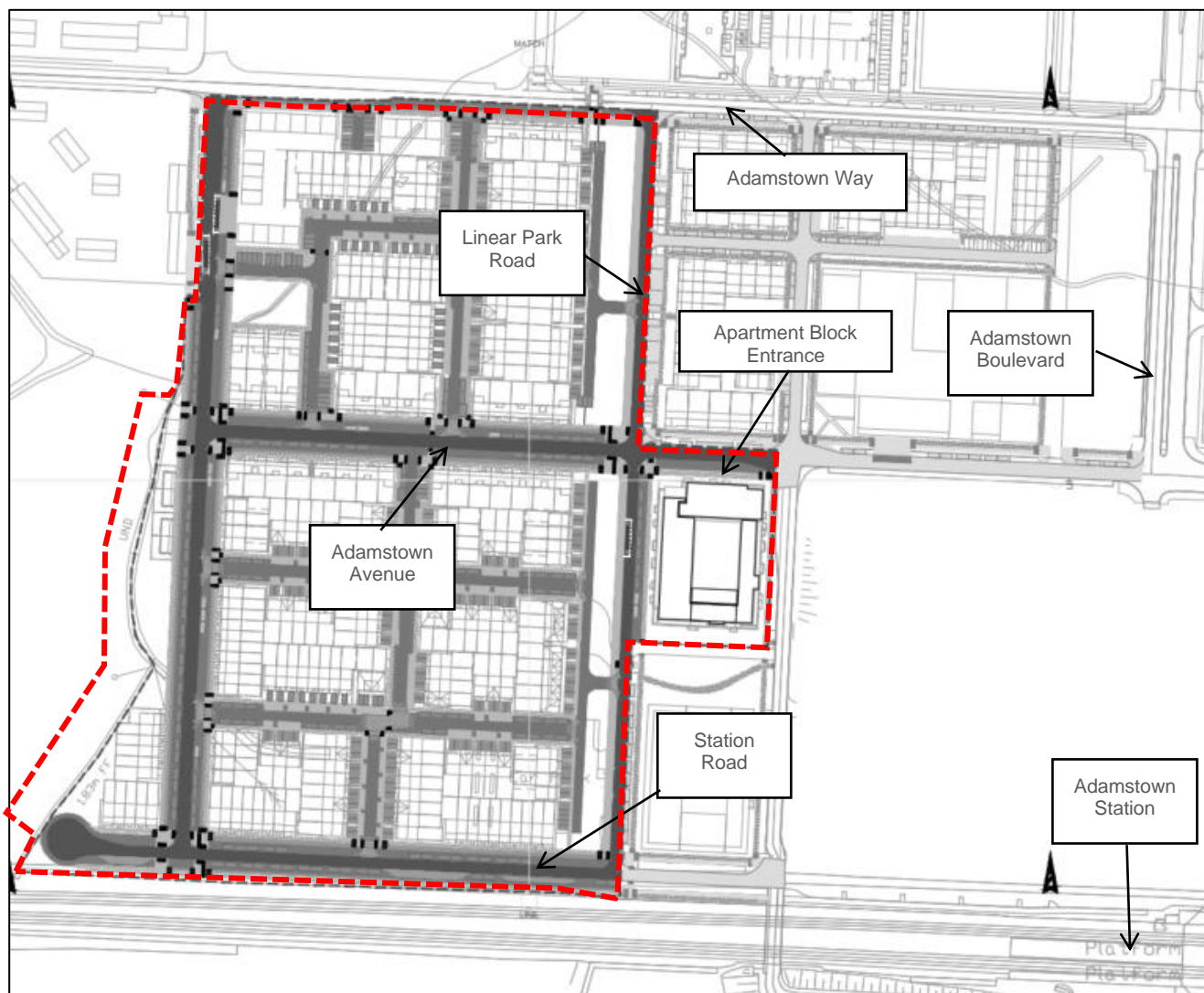
The proposed Adamstown Boulevard Tile is located at the western end of the SDZ Planning Scheme as shown in Figure 2-1. Aderrig Tile is located to the north and Station Tile to the east of the Boulevard Tile.

Figure 2-1 - Location of Boulevard Tile in the SDZ Planning Scheme



The location of the Adamstown Phase 1 planning application the wider context is shown in Figure 2-2. To the north the site is bounded by Adamstown Way, to the south by Station Road, to the east by Linear Park Road and to the west by the SDZ boundary. *Note: - the red line below is indicative only. Please refer to the detailed site plan in the planning pack for the actual red line boundary.*

Figure 2-2 - Location of Adamstown Boulevard Phase 1 planning application



Note red line is indicative only

The proposed layout is highly permeable affording numerous opportunities for multi-modal access from the site to the existing and proposed roads infrastructure as shown in Figure 2-3. There are numerous access points from the development onto Avenue type roads, that form the higher capacity roads connections with the SDZ Planning Scheme.

Figure 2-3 – Access Points



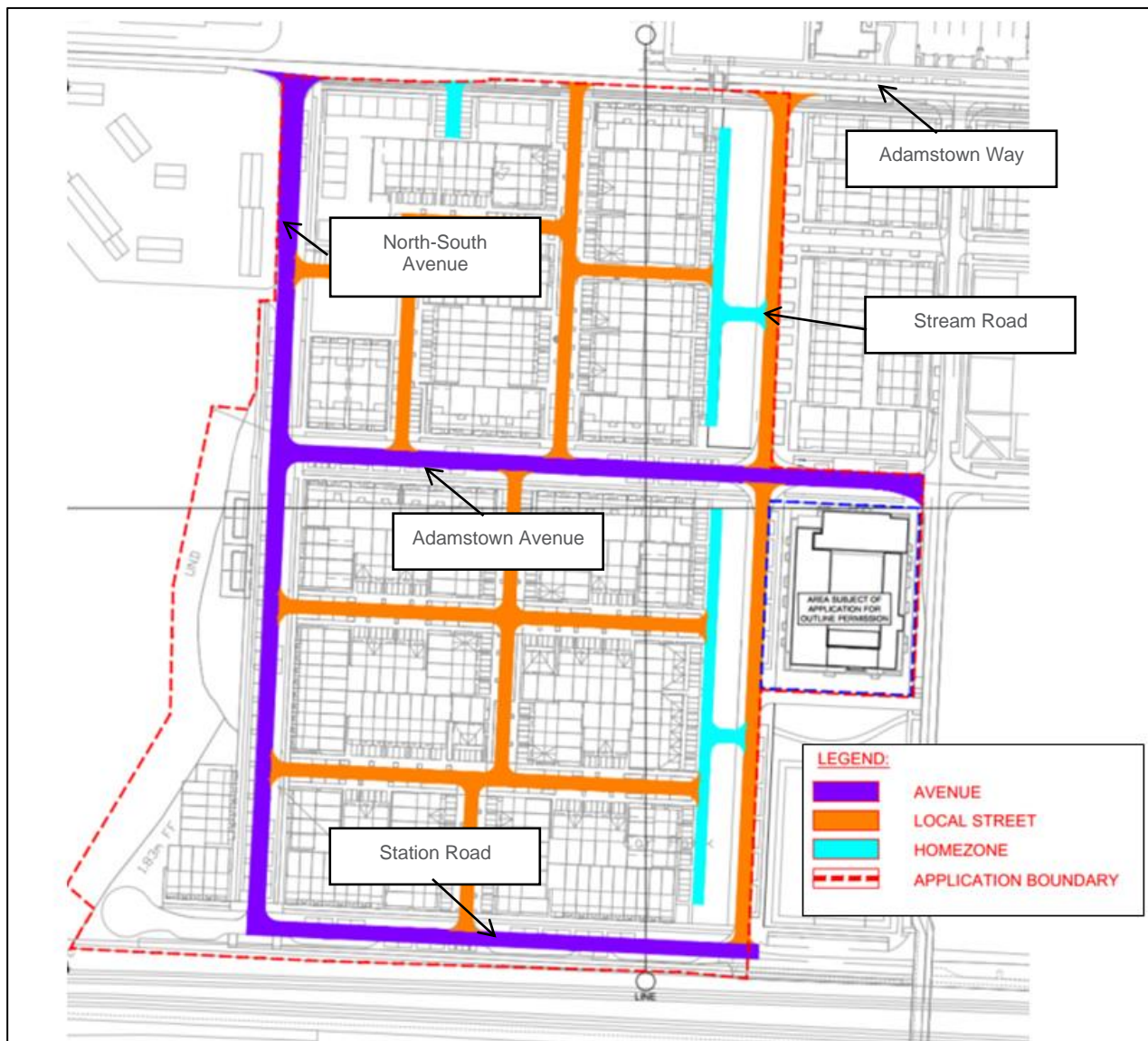
Note red line is indicative only

3. Existing Conditions

3.1. Local Road Network

The road hierarchy is indicated on Figure 3-1 and described in the sections below.

Figure 3-1 – Road Hierarchy and Street Layout



3.1.1. Station Road

Station Road provides an east-west connection along the southern boundary of the site past Adamstown rail station where it provides an onward connection to the R120 Newcastle Road and R136 Ballyowen Road via the Adamstown Link Road. To the west Station Road will provide access to the R403 Celbridge Road via the North-South Avenue.

3.1.2. Adamstown Avenue

Adamstown Avenue is a single carriageway road that runs in an east west direction through the SDZ providing an important connection between the North-South Avenue and to east access to the R120 Newcastle Road. To

the west Adamstown Avenue will provide access to the R403 Celbridge Road via the recently approved Celbridge Link Road.

3.1.3. Adamstown Way

Adamstown Way is a major east-west avenue that provides a connection between Celbridge Link Road in the west to the R120 Newcastle Road in the east. As set out in the Adamstown Traffic modelling report it is anticipated that this avenue will carry larger volumes of east-west traffic than either Adamstown Avenue or Station Road

3.1.4. North South Avenue

The North -South Avenue runs along the western edge of the proposed development providing interconnectivity with the three east west avenues mentioned above and linking the site to the R403 Celbridge Road via the Celbridge Link Road.

3.1.5. Linear Park Road

Linear Park Road is a local road that runs north-south along the eastern boundary of the Phase1 development. This local road intersects with Station Road, Adamstown Avenue and Adamstown Way providing opportunities for movements between these higher capacity roads.

3.2. Walking and Cycling Facilities

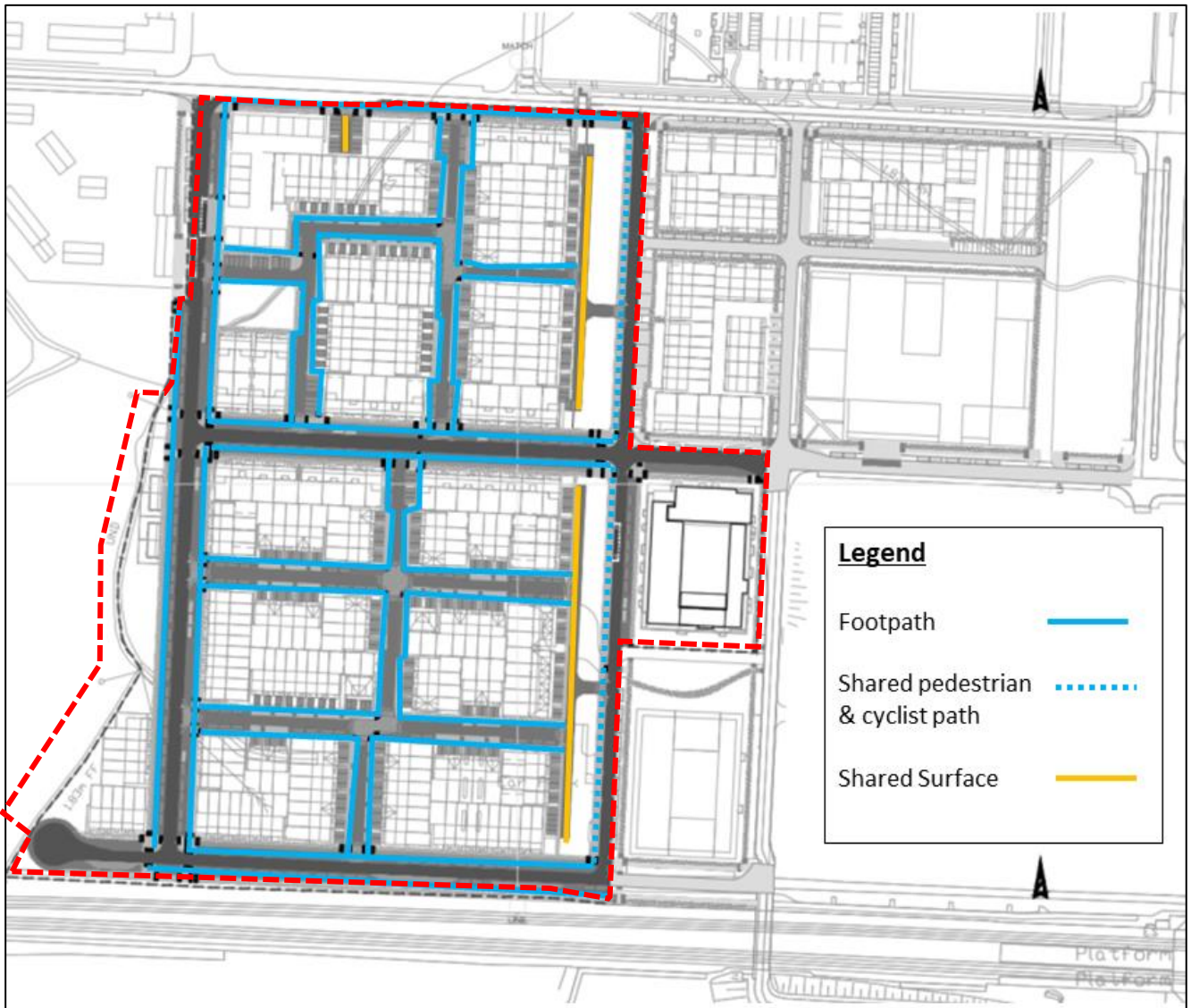
In terms of existing and proposed pedestrian and cyclist provision the Adamstown Central Boulevard development broadly follows the pedestrian and cyclist priority measures detailed in the Adamstown SDZ as shown in Figure 3-2.

Figure 3-2 - Adamstown SDZ Pedestrian and Cyclist Permeability



The proposed pedestrian provision for the Boulevard Phase 1 and wider context is detailed in Figure 3-3. Footpaths are provided on both sides of the streets to provide a comprehensive well connected and integrated network for future occupiers and visitors.

Figure 3-3 - Adamstown Boulevard Phase1 Pedestrian Provision



Note red line is indicative only

The proposed cyclist provision for the Adamstown Boulevard Phase 1 is detailed in Figure 3-4.

Figure 3-4 - Adamstown Boulevard Phase1 Cyclist Provision



Note red line is indicative only

3.2.1. Current Bus Services

Adamstown District Centre is currently served by a number of bus services set out in Table 3-1.

Table 3-1 - Current Bus Services in Adamstown

| Route No | To and From | Frequency |
|----------|---|---|
| C1 | Adamstown Station – City Centre - Sandymount | Peak every 20min, off peak every 30mins |
| C2 | Adamstown Station – City Centre - Sandymount | Peak every 20min, off peak every 30mins |
| L51 | Adamstown Station – Lucan Village – Blanch. SC | Every hour |
| L52 | Adamstown Station – Lucan Village – Liffey Valley | Eery hour |

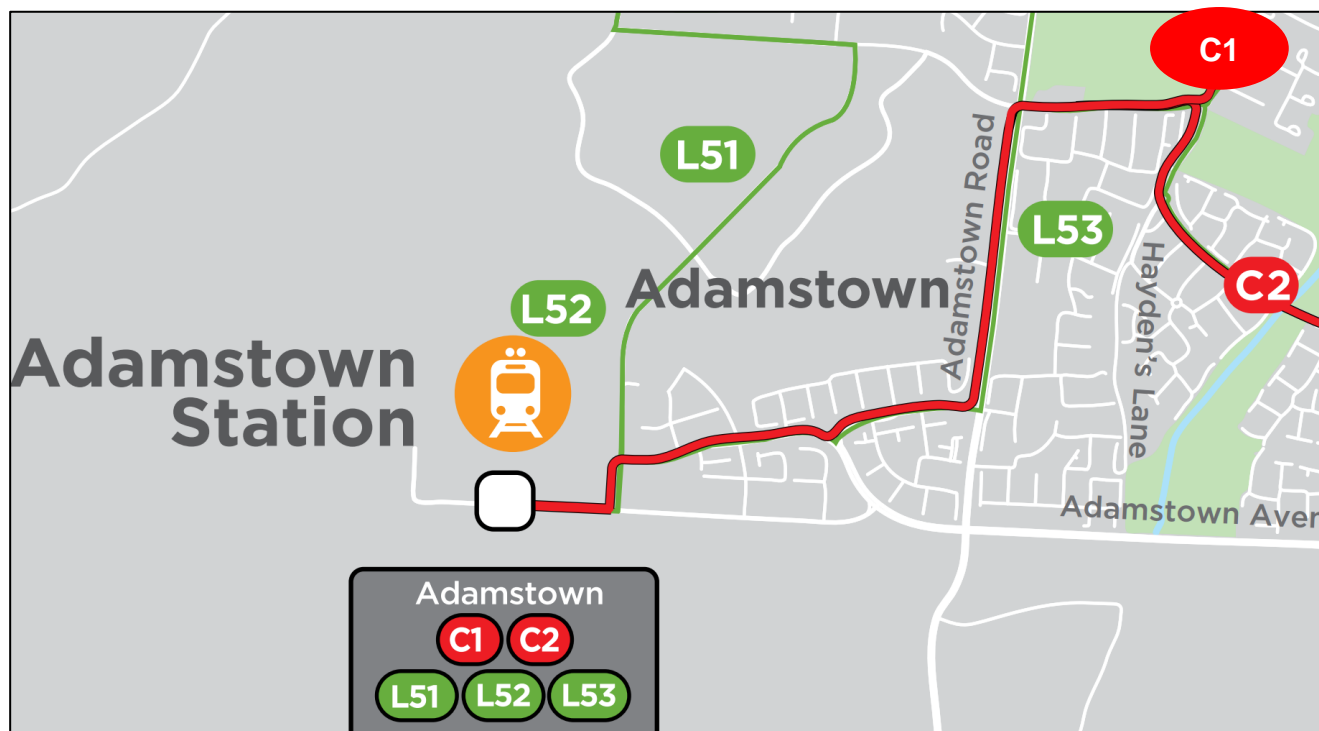
L53

Adamstown Station – Balgaddy – Liffey Valley

Every 30 minutes

These routes are illustrated in Figure 3-5.

Figure 3-5 - Bus Routes in Adamstown



3.3. Rail Services

3.3.1. Existing Rail Services

Adamstown Rail Station is served by the Grand Canal Dock and Dublin Heuston – Portlaoise rail service.

14No. rail services run from Adamstown Rail Station between 06:28 and 08:37 to either Grand Canal Dock or Heuston Station. Average frequency of service is 10-12 minutes with travel time of approximately 40 minutes to Grand Canal Dock or approximately 15 to 20 minutes to Heuston Station. The morning peak timetable is shown in Figure 3-6.

Figure 3-6 - Rail Service Timetable – Morning Peak

| | | Mon to Fri | Mon to Fri | Mon to Fri | Mon to Fri | Mon to Sat | Mon to Sat | Mon to Fri | Mon to Fri | Mon to Fri | Mon to Fri | Mon to Sat | Mon to Fri | Mon to Sat | Mon to Fri | Mon to Sat | Mon to Fri | Mon to Fri | Mon to Fri | Mon to Sat | Mon to Sat | Mon to Sat | |
|-----------------------------------|-----|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------|
| PORTLAOISE | Dep | 05.40 | ... | ... | ... | 06.25 | ... | ... | 06.47 | ... | 06.56 | ... | ... | 07.20 | ... | ... | ... | ... | 08.02 | ... | 08.12 | | |
| Portarlinton | Dep | 05.48 | ... | 06.02 | ... | 06.34 | ... | ... | 06.56 | ... | 07.13 | ... | ... | 07.28 | ... | ... | 07.41 | ... | 08.12 | ... | 08.21 | | |
| Monasterevin | Dep | ... | ... | ... | ... | 06.39 | ... | ... | 07.01 | ... | 07.08 | ... | ... | ... | ... | 07.47 | ... | ... | ... | ... | 08.26 | | |
| <i>Kildare Village Outlet</i> | Dep | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | | |
| <i>Kildare</i> | Arr | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | | |
| KILDARE | Dep | 05.59 | ... | 06.14 | ... | 06.35 | 06.46 | ... | 07.00 | 07.09 | ... | 07.17 | 07.23 | 07.35 | ... | 07.39 | ... | 07.54 | ... | 08.22 | ... | 08.33 | |
| NEWBRIDGE | Dep | 06.05 | 06.12 | 06.21 | ... | 06.42 | 06.52 | 07.00 | 07.07 | 07.19 | ... | 07.29 | 07.41 | 07.35 | ... | 07.46 | ... | 08.01 | 08.10 | ... | 08.33 | 08.39 | |
| <i>Naas (Poplar Square)</i> | Dep | ... | ... | ... | ... | 06.30 | ... | ... | 07.00 | ... | ... | ... | ... | ... | 07.30 | ... | ... | ... | ... | ... | 08.20 | | |
| <i>Sallins & Naas</i> | Arr | ... | ... | ... | ... | 06.50 | ... | ... | 07.20 | ... | ... | ... | ... | ... | 07.50 | ... | ... | ... | ... | ... | 08.45 | | |
| Sallins & Naas | Dep | ... | 06.20 | 06.29 | ... | 06.50 | 06.59 | 07.08 | 07.14 | 07.21 | 07.27 | ... | 07.37 | ... | 07.43 | 07.53 | ... | 08.18 | ... | 08.33 | ... | 08.46 | |
| <i>Celbridge (Salesian Coll.)</i> | Dep | ... | ... | ... | ... | 06.40 | ... | ... | 07.10 | 07.10 | ... | ... | ... | ... | 07.45 | 07.45 | ... | ... | ... | ... | 08.30 | | |
| <i>Hazelhatch & Celbridge</i> | Arr | ... | ... | ... | ... | 06.55 | ... | ... | 07.25 | 07.25 | ... | ... | ... | ... | 08.00 | 08.00 | ... | ... | ... | ... | 08.45 | | |
| Hazelhatch & Celbridge | Dep | ... | 06.28 | 06.36 | 06.49 | 06.59 | 07.07 | 07.17 | 07.21 | 07.29 | 07.36 | ... | ... | 07.51 | 08.01 | 08.15 | ... | 08.26 | 08.37 | ... | 08.54 | | |
| Adamstown | Dep | ... | 06.33 | ... | 06.55 | 07.04 | ... | 07.22 | 07.26 | ... | 07.41 | ... | ... | 07.56 | 08.06 | 08.20 | ... | 08.30 | 08.42 | ... | 08.59 | | |
| Clondalkin Fonthill | Dep | ... | 06.38 | ... | 07.00 | 07.09 | 07.14 | 07.27 | ... | 07.46 | ... | ... | 08.01 | 08.11 | 08.25 | ... | 08.35 | 08.48 | ... | 09.04 | | | |
| Park West & Cherry Orchard | Dep | ... | 06.42 | ... | 07.04 | 07.13 | ... | 07.31 | ... | 07.50 | ... | ... | 08.05 | 08.15 | 08.29 | ... | 08.38 | 08.52 | ... | 09.08 | | | |
| DUBLIN Heuston | Dep | 06.33 | ... | 06.59 | ... | 07.24 | 07.29 | ... | 07.43 | 07.47 | ... | 07.50 | 07.59 | 08.07 | 08.15 | 08.25 | ... | 08.30 | 08.46 | ... | 08.54 | 08.58 | 09.20 |
| Drumcondra | Dep | ... | 07.01 | ... | 07.19 | ... | 07.46 | ... | 08.06 | ... | ... | ... | ... | 08.47 | ... | ... | ... | 09.07 | ... | ... | ... | | |
| DUBLIN Connolly | Arr | ... | 07.09 | ... | 07.24 | ... | 07.52 | ... | 08.13 | ... | ... | ... | ... | 08.52 | ... | ... | ... | 09.13 | ... | ... | ... | | |
| Tara Street | Arr | ... | 07.12 | ... | 07.27 | ... | 07.55 | ... | 08.15 | ... | ... | ... | ... | 08.55 | ... | ... | ... | 09.16 | ... | ... | ... | | |
| DUBLIN Pearse | Arr | ... | 07.15 | ... | 07.29 | ... | 07.58 | ... | 08.18 | ... | ... | ... | ... | 08.58 | ... | ... | ... | 09.18 | ... | ... | ... | | |
| GRAND CANAL DOCK | Arr | ... | 07.19 | ... | 07.33 | ... | 08.02 | ... | 08.22 | ... | ... | ... | ... | 09.02 | ... | ... | ... | 09.22 | ... | ... | ... | | |

Connecting Bus
 * Bus also operates from Irish National Stud (departs 15 minutes earlier). Times in *italics* denote bus departure times.
 Bus Link (Route 145) to/from Dublin City Centre
 Bus Link (Route 747) to Dublin Airport
 LUAS Tram link to/from Dublin City & Connolly Station
 Bus Link (Route 757) to Dublin Airport
 follow us on

15No. rail services run to Adamstown Rail Station between 16:28 and 18:17 from either Grand Canal Dock or Heuston Station. Average frequency of service is 8-11 minutes with travel time of approximately 40 minutes from Grand Canal Dock or approximately 15 to 20 minutes from Heuston Station. The evening peak timetable is shown in Figure 3-7.

Figure 3-7 - Rail Service Timetable – Evening Peak

| | | Mon to Fri | Mon to Sat | Mon to Fri | Mon to Sat | Mon to Sat | Mon to Sat | Mon to Sat | Mon to Sat | Mon to Fri | Mon to Fri | Mon to Sat | Mon to Sat | Mon to Sat | Mon to Fri | Mon to Sat | Mon to Fri | Mon to Fri | Mon to Sat | Mon to Sat | Mon to Sat | Mon to Sat |
|-----------------------------------|-----|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| GRAND CANAL DOCK | Dep | 16.28 | ... | 16.41 | ... | 16.59 | ... | ... | 17.32 | ... | 18.00 | ... | ... | 18.17 | ... | 18.40 | ... | 19.11 | ... | 19.43 | | |
| DUBLIN Pearse | Dep | 16.31 | ... | 16.44 | ... | 17.02 | ... | ... | 17.35 | ... | 18.04 | ... | ... | 18.20 | ... | 18.43 | ... | 19.14 | ... | 19.46 | | |
| Tara Street | Dep | 16.33 | ... | 16.47 | ... | 17.04 | ... | ... | 17.37 | ... | 18.06 | ... | ... | 18.22 | ... | 18.45 | ... | 19.16 | ... | 19.48 | | |
| DUBLIN Connolly | Dep | 16.37 | ... | 16.52 | ... | 17.08 | ... | ... | 17.42 | ... | 18.10 | ... | ... | 18.27 | ... | 18.49 | ... | 19.20 | ... | 19.52 | | |
| Drumcondra | Dep | 16.43 | ... | 16.57 | ... | 17.13 | ... | ... | 17.47 | ... | 18.16 | ... | ... | 18.33 | ... | 18.54 | ... | 19.26 | ... | 19.57 | | |
| DUBLIN Heuston | Dep | ... | 17.10 | ... | 17.25 | 17.30 | ... | 17.32 | 17.35 | ... | 18.05 | ... | 18.25 | 18.30 | 18.35 | 19.00 | ... | 19.05 | 19.35 | ... | 19.45 | |
| Park West & Cherry Orchard | Dep | 17.00 | ... | 17.15 | ... | 17.31 | 17.39 | ... | 18.03 | 18.12 | 18.32 | 18.36 | ... | 18.49 | ... | 19.10 | 19.15 | ... | 19.45 | 19.52 | 20.13 | |
| Clondalkin Fonthill | Dep | 17.04 | ... | 17.19 | ... | 17.35 | 17.43 | ... | 18.07 | 18.16 | 18.36 | 18.40 | ... | 18.53 | ... | 19.14 | 19.19 | ... | 19.49 | 19.56 | 20.17 | |
| Adamstown | Dep | 17.09 | ... | 17.24 | ... | 17.40 | 17.48 | ... | 18.12 | 18.21 | 18.41 | 18.46 | ... | 18.58 | ... | 19.19 | 19.24 | ... | 19.55 | 20.01 | 20.22 | |
| Hazelhatch & Celbridge | Arr | 17.16 | ... | 17.28 | ... | 17.47 | 17.53 | ... | 18.17 | 18.26 | 18.47 | 18.51 | ... | 19.03 | ... | 19.25 | 19.29 | ... | 20.00 | 20.06 | 20.28 | |
| <i>Hazelhatch & Celbridge</i> | Dep | ... | ... | ... | ... | 17.55 | 17.55 | ... | 18.30 | 18.30 | 19.00 | 19.00 | ... | ... | ... | ... | ... | ... | ... | ... | ... | |
| <i>Celbridge (Salesian Coll.)</i> | Arr | ... | ... | ... | ... | 18.10 | 18.10 | ... | 18.45 | 18.45 | 19.15 | 19.15 | ... | ... | ... | ... | ... | ... | ... | ... | ... | |
| Sallins & Naas | Dep | ... | ... | 17.37 | ... | 17.47 | ... | 18.01 | 17.52 | 18.25 | 18.37 | ... | 18.59 | ... | 19.12 | ... | 19.37 | ... | 20.14 | ... | | |
| <i>Sallins & Naas</i> | Dep | ... | ... | ... | ... | 17.55 | ... | ... | 17.55 | 18.28 | ... | 19.00 | ... | ... | ... | ... | ... | ... | ... | ... | ... | |
| <i>Naas (Poplar Square)</i> | Arr | ... | ... | ... | ... | 18.20 | ... | ... | 18.20 | 18.50 | ... | 19.20 | ... | ... | ... | ... | ... | ... | ... | ... | ... | |
| NEWBRIDGE | Arr | ... | 17.31 | 17.46 | ... | 17.54 | ... | 18.08 | 18.14 | 18.05 | ... | 18.33 | 18.44 | ... | 19.06 | ... | 18.56 | 19.21 | ... | 19.44 | ... | 20.21 |
| KILDARE | Arr | ... | 17.38 | ... | 17.52 | 17.54 | ... | 18.14 | 18.05 | ... | 18.33 | 18.44 | ... | 19.06 | ... | 18.56 | 19.21 | ... | 19.44 | ... | 20.21 | |
| <i>Kildare</i> | Dep | ... | ... | ... | 18.10 | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... |
| <i>Kildare Village Outlet</i> | Arr | ... | ... | ... | 18.20 | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... | ... |
| Monasterevin | Dep | ... | 17.45 | ... | ... | ... | ... | 18.22 | ... | ... | ... | ... | 19.20 | 19.04 | ... | ... | ... | 19.58 | ... | 20.35 | ... | |
| Portarlinton | Dep | ... | 17.55 | ... | 18.05 | 18.12 | ... | 18.28 | ... | ... | 19.03 | ... | 19.27 | 19.13 | ... | ... | ... | 20.05 | 20.11 | ... | 20.42 | ... |
| PORTLAOISE | Arr | ... | ... | ... | 18.17 | ... | ... | 18.38 | ... | ... | 19.15 | ... | 19.37 | ... | 19.42 | ... | ... | 20.16 | ... | 20.53 | ... | |

3.3.2. Future Rail Services

The National Development Plan 2018-2027 contain proposals for the DART Expansion Programme, the DART Expansion Programme is a series of projects that will create a full metropolitan area DART network for Dublin with all of the lines linked and connected. Part of the DART Expansion programme is the provision of high-frequency electrified services to Celbridge/Hazelhatch on the Kildare Line, this will deliver a very substantial increase in peak-hour capacity. Being positioned on this line Adamstown Rail Station will avail of these increased peak hour services once they have been implemented.

Tenders were invited on December 4th 2019 from specialists to support Iarnrod Eireann on the project to deliver DART to Celbridge. This shows Iarnrod Eireann commitment to ensure the prompt delivery of the expanded DART programme.

3.4. Taxi & Set Down

There are opportunities for set down facilities both on the proposed street network itself and on various visitor car parking bays that are located within and around the development.

4. Objectives and Targets

4.1. Objectives and Targets

The objectives of the Mobility Management Plan are developed with the overall aim of promoting sustainable travel and reducing the number of single occupancy car trips associated with the residential development. The objectives of Outline Mobility Management Plan are as follows: Based on the best practice objectives / targets and actions should address the following elements:

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

Table 4-1 outlines tangible targets to be achieved in relation to the key objectives.

Table 4-1 - Objectives and Targets

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

4.2. Modal Targets

It is anticipated that mode share targets will be agreed with south Dublin County Council. A timeframe will be set within which the targets should be achieved; however, the plan will be a lifelong document evolving with the development of the site and addressing any changes in travel behaviour.

The design of the Adamstown Boulevard Phase 1 Development promotes active travel modes (walking and cycling) and sustainable travel modes (public transport) over car travel.

5. MMP Strategy

5.1. Introduction

This section of the Mobility Management Plan sets out the Strategy proposed for the residential elements of the proposed development.

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

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

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

The complementary measures will address the objectives, as set out in Section 4. These are to be delivered through a co-ordinated strategy delivered by the Management Company (MC) and involving the distribution of Travel Information Packs.

5.2. Strategy

Travel Information Packs will form part of the marketing material for the site and will be distributed to all new residents within the development at point of sale. These will be distributed by the Management Company. The details of the Travel Information Packs would be provided to South Dublin County Council. The Travel Information Packs would ideally contain the following information:

- Information on recommended driving routes to key locations
- Information about public transport and locations of bus stops;
- Information about walking and cycling routes;
- Information about walking, bus and cycling options for adults chaperoned active travel for school children;
- Information about car parking management;
- Information about local services and facilities that are within comfortable walking distance;
- Information on active and sustainable transport measures facilitated by the development (bicycle parking, car sharing scheme, EV charging, etc.);
- Information on future public transport infrastructure; and
- Information on future walking and cycling infrastructure.

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

5.3. MMP Measures

It will be the responsibility of the MC to liaise with residents and inform them of the elements of the MMP. The MMP will encourage residents to use more sustainable methods of transport through the following ways:

- Offering membership discounts for car clubs.
- Working with residents to provide individuals with the information to develop their own personalised travel plan (PTP). The plan should be tailored to reflect each resident's situation.
- Facilitate car sharing schemes.
- Residents are to be provided with a welcome Travel Information Pack. This pack, which will be updated on an ongoing basis, will contain information on the following:
 - Public transport facilities in the area.
 - Walking and cycling facilities in the area.

- Discounts for car clubs.
- Incentives that may be offered by resident's employees to use sustainable modes of transport (e.g. cycle to work scheme).
- Contact details for Mobility Manager and key travel websites and apps.

5.3.1. Walking

There are many local, global, and personal benefits to walking, a few are listed following:

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

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

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

5.3.2. Cycling

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

- C - Cycling is a life skill - Cycling is a sustainable way of travelling but it's also a great recreational activity. Cycling is a skill that stays with you for life and it's a fantastic way to explore your local community.
- Y - You save time & money - cycling reduces the need to travel by car thus reducing fuel costs and freeing up road space for more cyclists;
- C - Confidence building - travelling as an independent cyclist can give people increased confidence proving beneficial in all aspects of life;
- L - Less congestion - If you leave the car at home and cycle, there are fewer cars on the road which makes it safer for other cyclists;
- I - Interpersonal skills - Cycling can be a great way to meet other cyclists and share the experience;
- N - New adventures - Cycling is a great way to learn about your local environment and community. It helps residents to understand where they live and how their actions affect their local environment;
- G - Get fit and stay active - cycling helps people incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.

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

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

- The development will provide high quality, secure and sheltered cycle parking which will be easily accessible to residents;
- The development will provide cycle parking for visitors and publicise in welcome Travel Information Packs;

- Publicise the Government Bike to Work Scheme (www.biketowork.ie) in welcome travel packs;
- Provide information on walking and cycling distance, routes and journey times by bike or walking to key destinations in welcome travel packs for residents;
- Highlight the direct savings gained due to reduced use of private vehicles in welcome travel packs;
- Publicise National Bike Week in welcome travel packs, see www.bikeweek.ie.

5.3.3. Public Transport

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

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

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

- Encourage public transport use by publicising the benefits of smart travel cards to all residents in welcome Travel Information Packs;
- Publicise the availability of Real Time Information on the Bus Service Providers website and Bus Service Providers mobile app in welcome travel packs. Real Time Information shows when your bus is due to arrive at your bus stop so you can plan your journey more accurately;
- Publicise the availability of a National Journey Planner, which provides journey planning, timetable, and travel information from all licenced public transport providers across Ireland, in welcome travel packs. This Journey Planner is available on the Transport for Ireland website and as a mobile app;
- Provide maps in welcome travel packs of local bus routes, the nearest bus stops, and the length of time it takes to walk to them;
- Promote Tax Saver Commuter tickets, which offer significant savings to individuals in marginal tax rate and levies on the price of their ticket, in welcome travel packs;

6. Implementation, Monitoring and Review

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

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

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

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

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

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