



Mobility Management Plan

Proposed Residential Development at Beaumont Road /
Beaumont Grove / Grace Park Court / Ellenfield Road,
Beaumont, Dublin 9

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This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2015 and BS EN ISO 14001: 2015)

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Comments



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1. Introduction

1.1 Context

This Mobility Management and Travel Plan has been prepared by Waterman Moylan on behalf of Urban Life Moylan as part of the planning documentation for a Proposed Development at a site (c. 0.58 Ha) in Beaumont, Dublin 9, for 100 No. apartments / duplexes.

1.2 Scope

According to *Dublin City Development Plan 2022 – 2028*, Mobility Management Plan/Travel Plan should be prepared for 20 or more residential units. Since the Subject Development consists of 100 units, it meets the threshold. These travel plans should be focused on promoting and providing for active travel and public transport use while managing vehicular traffic and servicing activity.

The proposed Mobility Management Plan will be a key operational feature at the Proposed Development. The developers will implement a Mobility Management Plan on an ongoing basis with the triple objectives of promoting sustainability, enhancing the use of public transport, and reducing dependency on the use of the private car.

The proposed Mobility Management Plan, as outlined in this report, is designed to address the typical day-to-day operational conditions at the site. The objectives set forth in the plan will be accomplished in the context of an expanding public transportation infrastructure.

The plan will assess, examine, and manage the typical traffic that will be generated by the residential units during the operational phase of the development. It will also encourage the residents to use public transport by improving awareness of public transport options and providing information on bus and train routes and their frequencies.

1.3 Report Structure

The report is structured into eight sections. The initial section is the introduction, which provides information about the Subject Development and the objective of the report.

Section 2 provides an overview of the location of the Subject Development and the general environment in which it is situated.

Section 3 offers a comprehensive review of the accessibility features of the development, including pedestrian, bicycle, road network, and public transport infrastructure in the surrounding area. This provides an understanding of the connectivity of the surrounding area in relation to the site development.

Section 4 presents an analysis of potential future public transport improvements that are expected to be implemented in the near future.

Section 5 provides a detailed description of the development's main features from a mobility perspective, which includes the vehicular access, the car parking proposed, and the cycle parking proposed.

Section 6 indicates the modal choices that have been considered for the Subject Development and presents the current modal choice which is based on the information available from the 2022 Census. It also presents the strategy that will be used to reach the target modal choice, which will form the basis of the Mobility Management Plan of the following section.

Section 7 presents the proposed Mobility Management Plan for the development; however, it is important to note that the detail provided in this report serves as a guideline for the Subject Development, which forms the basis for the Mobility Management Plan to be developed by the Mobility Management Coordinator.

Finally, section 8 presents the conclusions of the report.

2. Site Description

2.1 Location of Development

The Subject Site is located at Beaumont Road, Beaumont, Dublin 9. Refer to **Figure 1**. The Subject Site is approximately 0.58 hectares. The Subject Site is bounded by the Beaumont Grove Road to the northeast, by the Grace Park Court and Beaumont Road to the southeast and by Grace Park Court to the southwest and existing neighbouring houses to the north and west.

The location of the site is shown in **Figure 1**.



Figure 1 | Site Location

2.2 Site Characteristics

Dublin City Development Plan 2022-2028 sets out the land use categories. Map B of the mentioned development plan indicates that the Subject Site is situated within Zone Z1.

Zone Z1: Sustainable Residential Neighbourhoods: The vision for residential development in the city is one where a wide range of high-quality accommodation is available within sustainable communities, where residents are within easy reach of open space and amenities as well as facilities such as shops, education, leisure and community services. The objective is to ensure that adequate public transport, in conjunction with enhanced pedestrian and cycling infrastructure, provides such residential communities good access to employment, the city centre and the key urban villages in order to align with the principles of the 15-minute city.

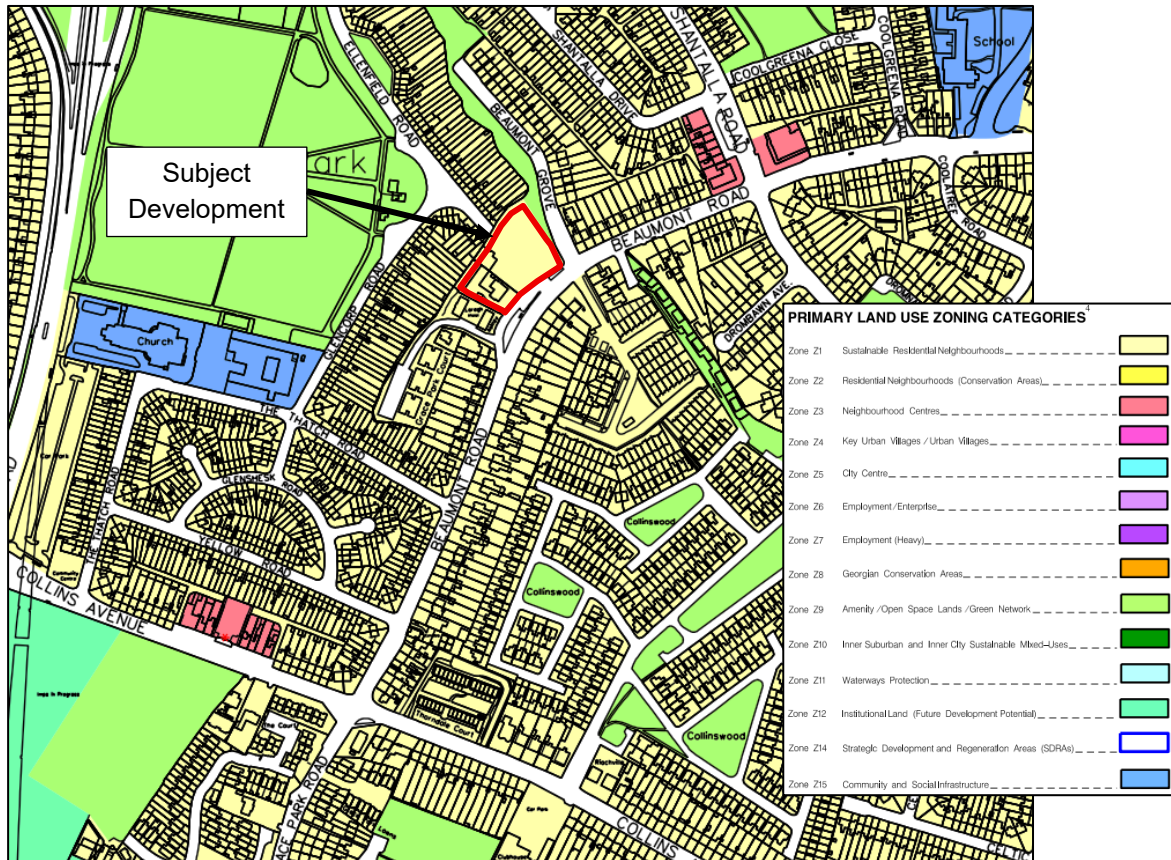


Figure 2 | Site Location and Zoning (Source: Map B - Dublin City Development Plan 2022-2028)

3. Site Accessibility

3.1 Pedestrian Infrastructure and Walking Accessibility

In the immediate vicinity of the Subject Development, there are footpaths on both sides of the carriageway along Beaumont Road.

To provide an indication of the catchment areas associated with the Subject Site, reference from the “*Guidelines for Providing for Journeys on Foot*” published by the *Institution of Highways & Transportation* in 2000, have been taken. This guideline indicates that acceptable walking distances vary between individuals and circumstances. These include an individual’s fitness, physical ability, and personal motivation; the size of the city itself and the quality of the surrounding footpath network. Furthermore, the document proposes walking distances and times based on an average walking speed of 1.4 metres per second (approximately 400 metres in five minutes). **Table 1** below provides a summary of these suggestions.

	Town Centre	Commuting / School / Sight-seeing	Elsewhere
Desirable	200m (2.5 minutes)	500m (6 minutes)	400m (5 minutes)
Acceptable	400m (5 minutes)	1,000m (12 minutes)	800m (10 minutes)
Preferred Maximum	800m (10 minutes)	2,000m (24 minutes)	1,200m (15 minutes)

Table 1 | Ideal Walking Distances (Source: *Guidelines for Providing for Journeys on Foot*)

Figure 3 below shows the considerable extent of the pedestrian catchment areas accessible from the Subject Development, for different walking times, namely 10 minutes, 15 minutes, and 24 minutes.

The Subject Development is well connected to surrounding areas via pedestrian infrastructure. A 24-minute walk provides access to a range of amenities, including healthcare facilities such as Beaumont Hospital; educational facilities such as St. David’s Boys National School and St. David’s College, Artane; grocery stores including Centra, Tesco and Lidl; and retail destinations such as Omni Shopping Centre and Artane Castle Shopping Centre, as illustrated in **Figure 3**.

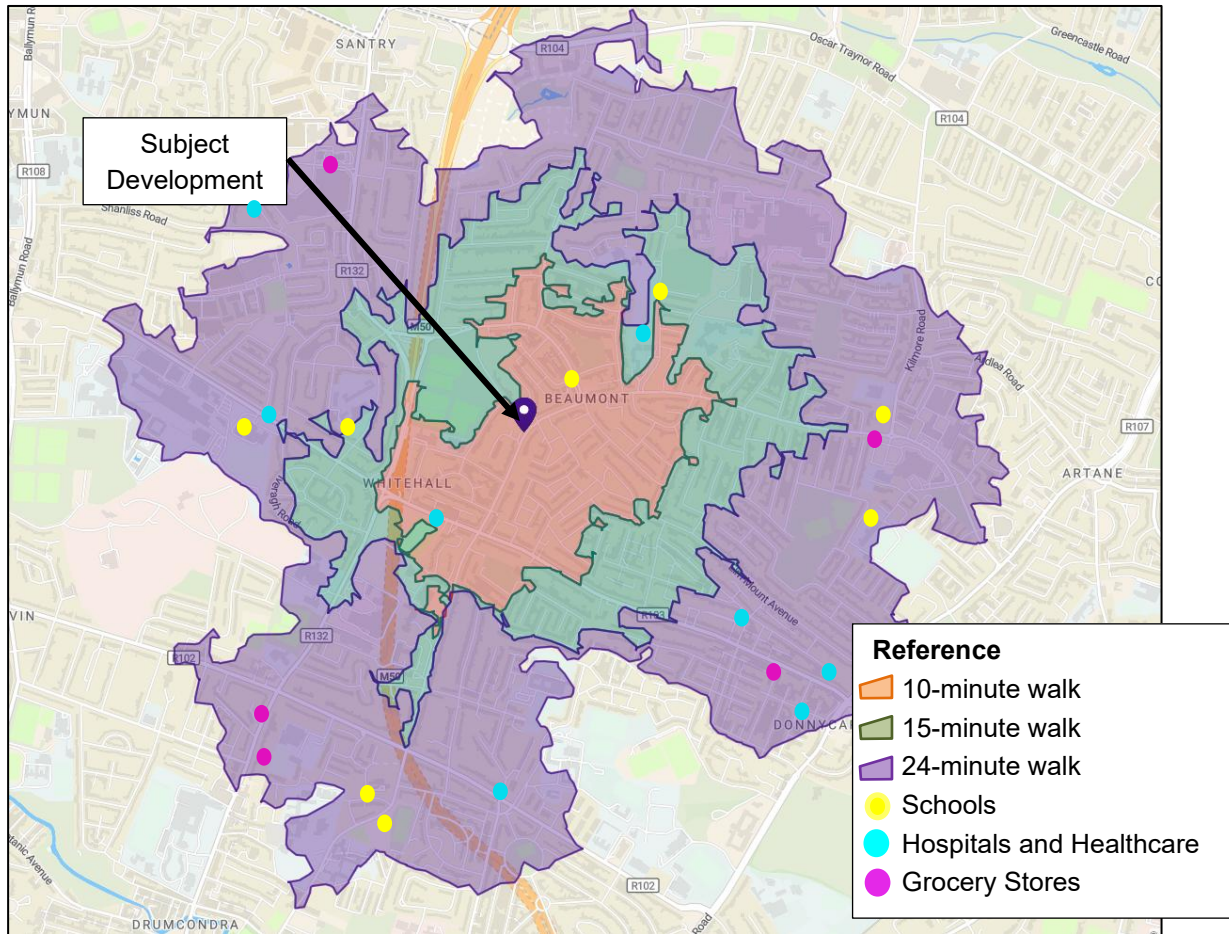


Figure 3 | Isochrone map indicating Walking Accessibility (Source: Smappen)

3.2 Cycle Infrastructure and Cycling Accessibility

In the immediate vicinity of the Subject Development, there are cycle lanes on both sides of the carriageway along Beaumont Road.

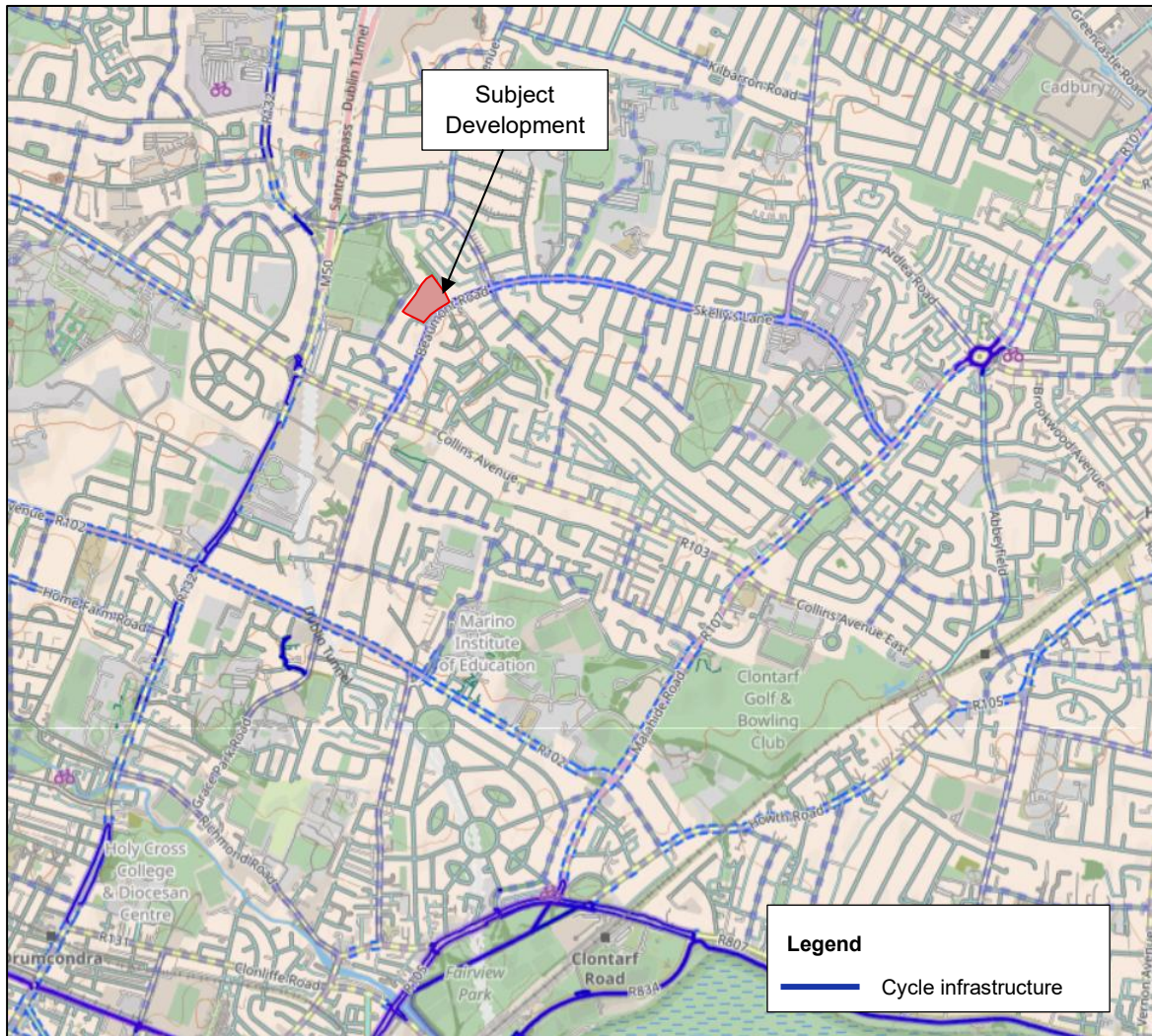


Figure 4 | Existing cycling infrastructure (Source: Open Street Map)

A similar catchment exercise has been conducted for the cycling mode of transport, in accordance with the methodology previously employed for walking. The average cycling speed was calculated to be 3.3 metres per second (equivalent to 15 kilometres per hour). **Figure 5** below indicates the typical cycling catchments from the Subject Site for 10-minute, 15-minute, and 24-minute cycling times.

The Subject Development is well connected to surrounding areas via cycling infrastructure. A 24-minute cycle provides access to a range of amenities, including healthcare facilities such as Beaumont Hospital; educational facilities such as St. David's Boys National School and St. David's College, Artane; grocery stores including Centra, Tesco and Lidl; retail destinations such as Omni Shopping Centre and Artane Castle Shopping Centre; public transport links including Killester, Connolly and Clontarf DART stations; and employment hubs such as Eastpoint Business Park, Jamestown Business Park and Port Tunnel Business Park, as illustrated in **Figure 5**.

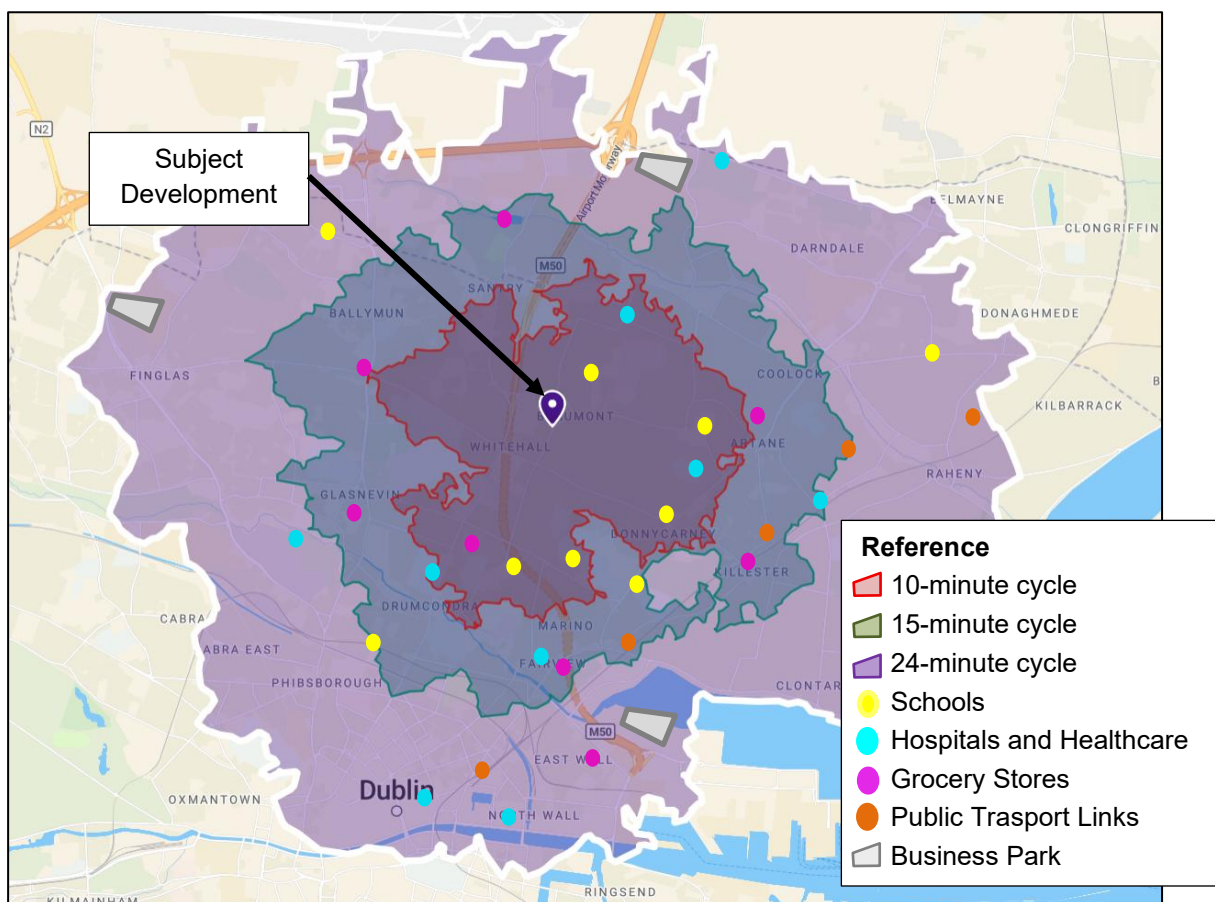


Figure 5 | Isochrone map indicating Cycling Accessibility (Source: Smappen)

3.3 Existing Roads

The Subject Site will be accessed from **Beaumont Road**. Beaumont Road single carriageway road that runs through a residential area. It has a posted speed limit of 30 km/hr. There are dedicated cycle lanes and pedestrian footpaths on both sides of the carriageway.

Beaumont Grove is a residential cul-de-sac off Beaumont Road. It provides access to residential developments located northeast of the Subject Site. It has footpaths on both sides of the carriageway.

Collins Avenue (R103) is a regional single carriageway road. It runs north of Dublin city centre through Whitehall and Donnybrook. It is well served by Dublin Bus routes with frequent services to the city centre and local areas. Major roads like the M1, M50, Swords Road, Malahide Road, and Port Tunnel are easily accessible, making it convenient for commuting. There are no dedicated cycling facilities along road. However, there are dedicated pedestrian footpaths on both sides of the carriageway.

Figure 6 below shows the main road around the Subject Development.

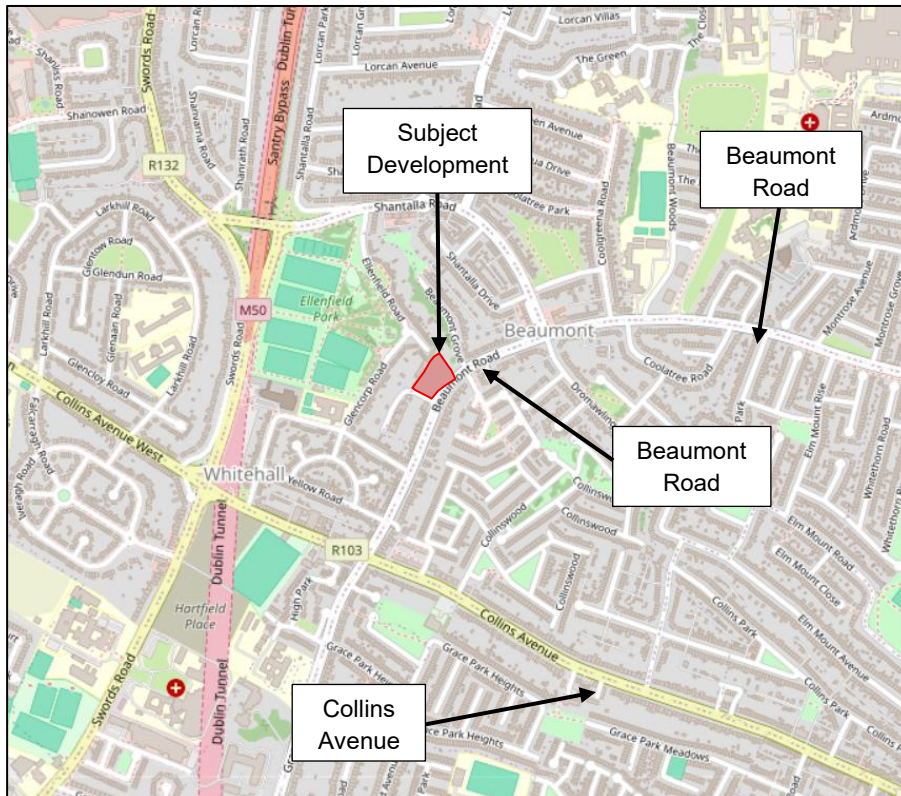


Figure 6 | Existing Road Network

3.4 Existing Public Transport Network

3.4.1 Bus Network

The nearest bus stops to the site are located on Beaumont Road. The closest stop is immediately adjacent to the Subject Development, with additional stops approximately 150 m (2-minute walk) from the site. These stops are served by bus routes 14 and 16.

Dublin Bus Route 14 links Beaumont with the LUAS Green Line Stop at Dundrum via Connolly Station, the City Centre and Rathmines. Services run at a frequency of 15-minute intervals up to 09:00, 12-minute intervals up to 15:30, 10 – 12 minutes intervals up to 19:30 and 15-minute intervals up to 23:30. On average, there are 5 services per hour in both directions.

Dublin Bus Route 16 links Dublin Airport with Ballinteer serving O'Connell Street, Harold's Cross and Terenure. Services run at a frequency of 10-minute intervals up to 09:30, 12-minute intervals up to 19:06 and 15 minutes intervals up to 23:30. On average, there are 5 services per hour in both directions.

There are also several bus routes which serve the site in the road network surrounding. Along Collins Avenue approximately 500m (7-minute walk), the Subject Development is served by bus route N4.

Dublin Bus Route N4 was introduced by Bus Connects at the end of May 2022. Services generally operate at 10-minute intervals between 05:30 and 22:50 with 6 buses per hour in each direction.

The Subject Site is located approximately 550m (8-minute walk), from the N1/Swords Road, which is a Quality Bus Corridor (QBC), that is served by additional bus routes. There are optional walking routes to the bus stops on the N1/Swords Road as shown **Figure 7** in below. **Table 2** below shows the frequency of the bus routes serving Swords Road.

Route No	Operator	Origin	Destination	Frequency
1	Dublin Bus	Santry	City Centre	10 -12 minutes
16D	Dublin Bus	Dublin Airport	Ballinteer	6 per day at intervals of 20 minutes between 7.10 and 8.50
33	Dublin Bus	Balbriggan	City Centre	8 per day
41	Dublin Bus	Swords	City Centre	20 minutes
41b	Dublin Bus	Swords	City Centre	4 per day
41c	Dublin Bus	Swords	City Centre	20 minutes
41d	Dublin Bus	Swords	City Centre	2 per day
44	Dublin Bus	DCU	Enniskerry	60 minutes
101	Bus Eireann	Drogheda	City Centre	30 minutes
900	Matthews	Dundalk	City Centre	30 minutes
901	Matthews	Dundalk	City Centre	60 minutes
910	Matthews	Drogheda	City Centre	6 per day

Table 2 | Bus Routes serving Swords Road

The location of the bus routes and walking distances is shown in **Figure 7** below.

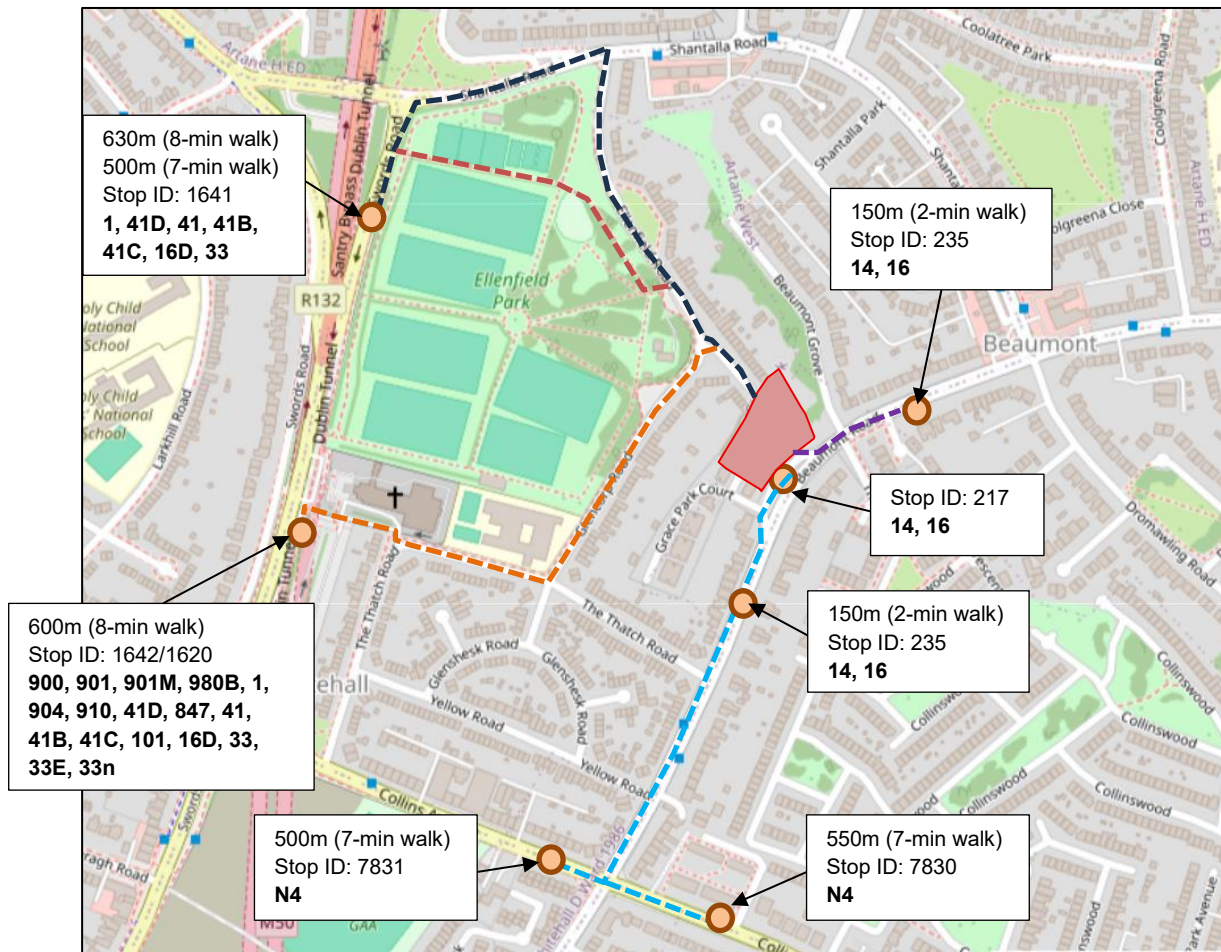


Figure 7 | Location of Closest Bus Stops and Walking Routes from the Site

3.4.2 Nearest Car Sharing Facilities (GoCar)

The site is located in close proximity to various alternative Go-Car facilities which are less within a 10-minute walking catchment from the Subject Site. The location of these Go-Car facilities is shown in **Figure 8**.

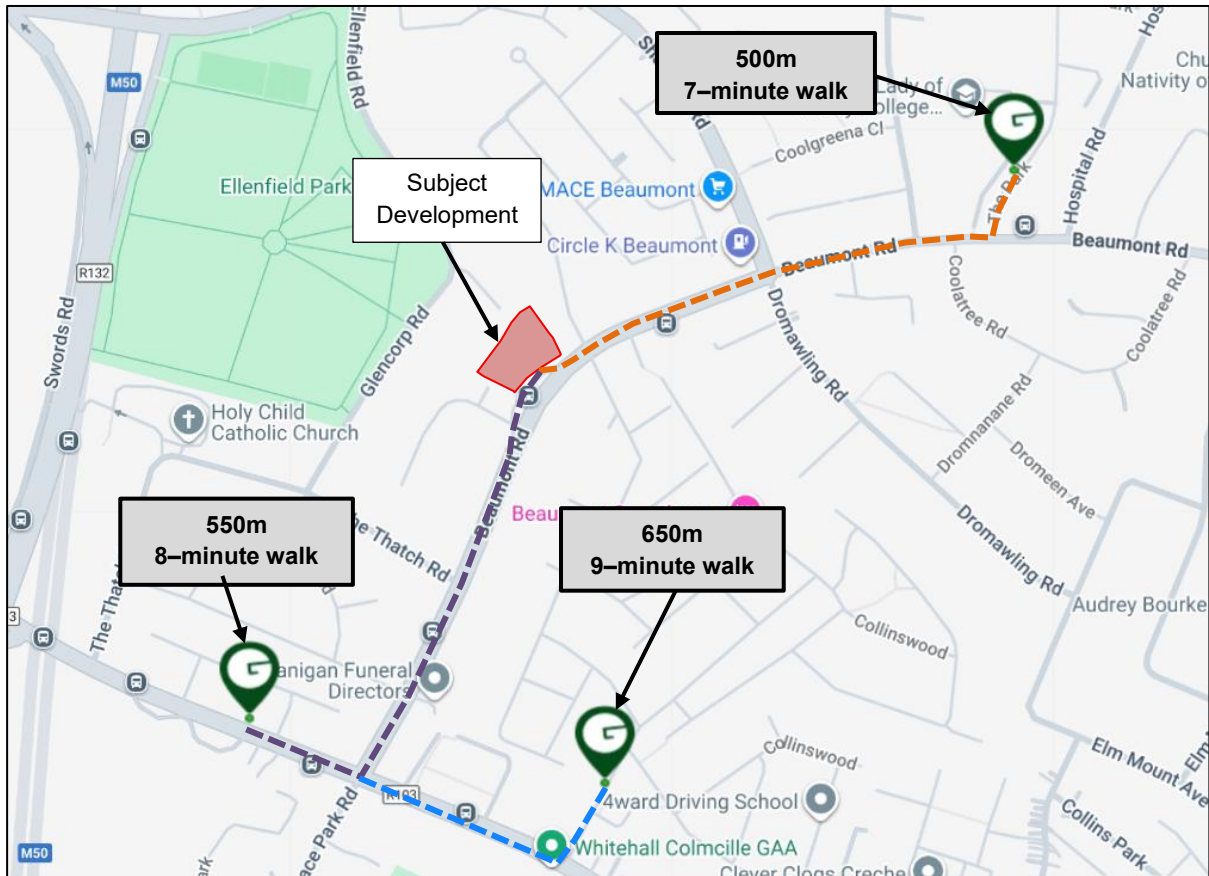


Figure 8 | Location of the Nearest GoCar Stations

The Subject Site will benefit from the Go-Car scheme with allocated Go-Car parking space immediately adjacent to the Subject Development's access. It is intended to provide the car club space off the public road so that it is available for use by residents in the wider area. The applicant will engage with suitable car share schemes regarding the provision of a car-club space within the development when/if planning permission is received.

4. Transportation Improvements

4.1 Cycling facilities

In January 2023 the Greater Dublin Area (GDA) Cycle Network Plan was adopted consisting of the Urban Network, Inter-Urban Network and Green Route Network for each of the seven Local Authority areas comprising the GDA. This Plan was part of the GDA Transport Strategy 2022-2042.

An extract of the proposed cycle network is reproduced in **Figure 9** below.

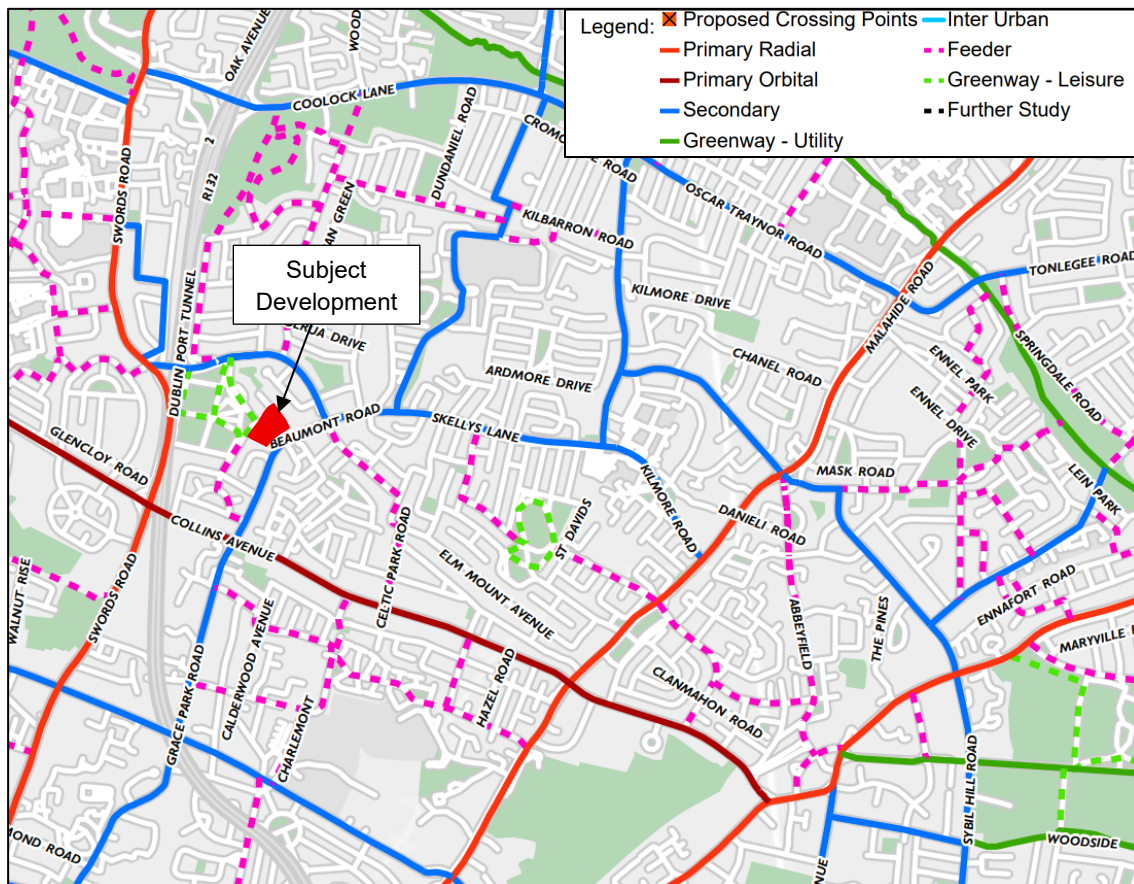


Figure 9 | Proposed Cycle Network (Source: GDA Cycle Network Plan, 2022)

The future local cycle network, as outlined in the 2022 GDA Cycle Network Plan, includes a west-east primary orbital route running along Collins Avenue (R103), which provides access to Whitehall and Donnycarney areas.

4.2 BusConnects

The BusConnects project, currently being promoted by the National Transport Authority (NTA), aims to deliver a significantly improved bus service in the Greater Dublin Area (GDA). Some of the route improvements identified in the BusConnects plan are already in place or underway. According to BusConnects the above route types can be defined as follows:

Spines routes: are very frequent routes made up of individual bus services that are timetabled to work together over their common sections.

Radials routes: are other services that operate into Dublin city centre. These services are not part of any Spine and operate to their own timetable.

Orbitals routes: provide connections between suburbs, without having to travel into the city centre.

Local routes: provide connections to Local centres and link to onward transport connections.

Peak routes operate during peak travel periods, providing additional capacity along key bus corridors. Express routes are direct services from outer suburbs to the city centre during peak hours, serving limited stops to get passengers to their destination faster.

The routes proposed to serve the surrounding area of the Subject Development are shown in **Table 3** below, which also gives the route name and weekday and weekend frequency, and the map showing the location of each bus route is shown in **Figure 10** below. The Subject Development is proposed to be served by all of the A-Spine routes as well as a couple of routes that operate in Beaumont Road.

It is worth noting that that route N4 is currently operational along Collins Avenue as outlined in Section 3.4.1 above.

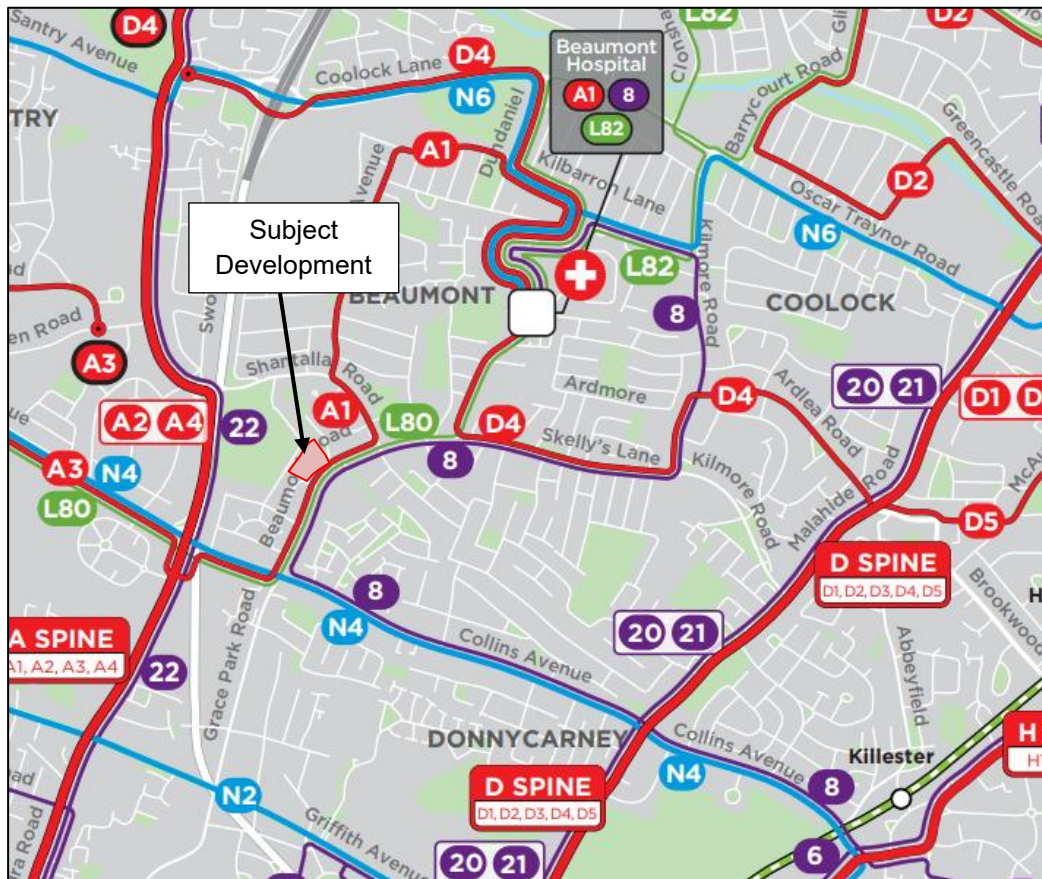


Figure 10 | BusConnects Route Map – extracted from BusConnects Revised Network Map 2023

Route No.	Destination	Frequency		
		Weekday	Saturday	Sunday
A1	Beaumont-City Centre-Knocklyon	Every 30 minutes between 05:00 and 06:00 Every 12-15 minutes between 06:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 20 minutes between 06:00 and 09:00 Every 30 minutes between 09:00 and 19:00 Every 20 Minutes between 19:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 30 minutes between 08:00 and 10:00 Every 20 Minutes between 10:00 and 19:00 Every 30 minutes between 19:00 and 00:00
A2	Airport-City Centre-Ballinteer-Dundrum	Every 30 minutes between 05:00 and 06:00 Every 12-15 minutes between 06:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 20 minutes between 06:00 and 09:00 Every 30 minutes between 09:00 and 19:00 Every 20 Minutes between 19:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 30 minutes between 08:00 and 10:00 Every 20 Minutes between 10:00 and 19:00 Every 30 minutes between 19:00 and 00:00
A3	DCU-City Centre-Tallaght	Every 30 minutes between 05:00 and 06:00 Every 12-15 minutes between 06:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 20 minutes between 06:00 and 09:00 Every 30 minutes between 09:00 and 19:00 Every 20 Minutes between 19:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 30 minutes between 08:00 and 10:00 Every 20 Minutes between 10:00 and 19:00 Every 30 minutes between 19:00 and 00:00
A4	Swords-City Centre-Dundrum	Every 30 minutes between 05:00 and 06:00 Every 12-15 minutes between 06:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 20 minutes between 06:00 and 09:00 Every 30 minutes between 09:00 and 19:00 Every 20 Minutes between 19:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 30 minutes between 08:00 and 10:00 Every 20 Minutes between 10:00 and 19:00 Every 30 minutes between 19:00 and 00:00
L80	Clongriffin-Beaumont Hospital-DCU	Every 20-40 minutes	Every 60 minutes	Every 60 minutes
8	Beaumont Hospital-Clontarf-Abbey Street	Every 60 minutes	Every 60 minutes	Every 60 minutes
22	Glen Ellan Rd.-River Valley-City Centre	Every 30 minutes between 05:00 and 06:00 Every 15 minutes between 06:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 20 minutes between 06:00 and 09:00 Every 15 minutes between 09:00 and 19:00 Every 20 minutes between 19:00 and 23:00 Every 30 minutes between 23:00 and 00:00	Every 30 minutes between 08:00 and 10:00 Every 20 minutes between 10:00 and 19:00 Every 30 minutes between 19:00 and 00:00

Table 3 | BusConnects Frequency Service

5. Proposed Development

5.1 Development Description

The proposed Large Scale Residential Development (LRD) will comprise 100 no. apartments/duplexes (17 no. studios, 45 no. 1-beds, 27 no. 2-beds and 11 no. 3 beds) within 4 no. blocks ranging in height from 3 to 6 storeys. All residential units will be provided with associated private balconies/terraces to the north/ south/ east/ west elevations. Provision of internal amenity space and lobby/reception area at ground floor of the apartment block. Vehicular/pedestrian/cyclist access from Grace Park Court and pedestrian/cyclist and emergency access via Ellenfield Road. All associated site development works including import, export and reuse of material to achieve appropriate site levels, infrastructure and enabling works including water services provision and upgrades, public utilities, open spaces (including play areas), surface car parking, set down areas, cycle parking areas/buildings, landscaping and boundary treatment works, plant areas (at ground and roof level), green roofs, roof mounted photovoltaic (PV) panels, ESB substation, and waste storage.

The Schedule of Accommodation is shown in the table below.

Description	Studio	1-bed	2-bed	3-bed	Total
Apartments/Duplexes	17	45	27	11	100

Table 4 | *Schedule of Accommodation*

5.2 Internal Layout and Vehicular Access Points

All internal roads within the Subject Development are designed for a speed limit of 30km/h.

The design and layout of the proposal have been prepared to fully comply with the current relevant design standards and specifications applicable to this form of development.

Vehicular and pedestrian access to the Subject Development will be provided off Beaumont Road, on the southern side of the development as shown in **Figure 11** below.

Additionally, a pedestrian and cyclist access will be provided on the northern side of the development to link to surrounding neighbourhoods.



Figure 11 | Proposed Development – Access Point

5.3 Pedestrian and Cyclist Infrastructure

The Proposed Development has been designed with pedestrians and cyclists taking precedence over other modes of transport. In this regard, footpaths are provided throughout the development with suitable connections through the open spaces. Footpaths within the development will generally be 1.8m wide.

5.4 Car Parking

To determine the appropriate amount of car parking for the Proposed Development, reference will be made to the following guidelines/policies:

- Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities (2024)
- Sustainable Urban Housing: Design Standards for New Apartments (2025)
- Dublin City Development Plan (2022 – 2028)

Details of the specific assessment are set out in the Waterman Moylan Report No. 20-048r.019 *Parking Management Plan*, which is included in the documentation package.

In the case of the Subject Development, it is considered more appropriate to apply the *Dublin City Development Plan 2022-2028*.

Car parking spaces proposed for the Subject Development are shown in **Table 5** below.

Proposed Car Parking Summary			
Unit Type	No. of Units	Spaces Proposed	Number of Spaces
Apartments / Duplexes	100	41 spaces	41
Car Sharing Parking		1 space	1
TOTAL	100		42

Table 5 | Car Parking Spaces Proposed

The overall development includes a total of 42 No. car parking spaces serving the residential units, together with additional spaces designated for car-sharing vehicles.

It is worth noting that, based on an assessment carried out by GoCar, customers of the service tend not to purchase a car, replace an existing vehicle, or acquire a second car. Each GoCar vehicle is estimated to replace approximately 10–20 privately owned cars on the road.

In addition, the Proposed Site includes the following:

- **EV parking:** A total of 17 No. EV parking spaces are proposed. The remaining 25 No. spaces are designed to facilitate the future installation of EV chargers.
- **Accessible Car Parking:** A total of 2 No. accessible car parking spaces are proposed.
- **Motorcycle parking spaces:** A total of 2 No motorcycle parking spaces are proposed.

Dublin City Development Plan 2022-2028 stipulates that a relaxation of maximum car parking standards will be considered in Zone 1 and Zone 2 for any site located within a highly accessible location. It is considered that the Subject Site is aligned with the criteria:

- **Location suitability and site advantages:** The site is located in a strategic location with several schools, health centres, retail areas and business parks within walking distance (see **Figure 3** and **Figure 5** above).
- **Proximity to High Frequency Public Transport services (10 minutes' walk):** The site is well served by public transport, and future improvements will enhance this further, providing an excellent public transportation outlined in Section 5.3.1 and 5.4.2 above.

The nearest bus stops to the site are located on Beaumont Road (See **Figure 7** above). The closest stop is immediately adjacent to the Subject Development, with additional stops approximately 150 m (2-minute walk) from the site. These stops are served by bus routes 14 and 16. These services run at a frequency of 10 – 15 minutes.

There are also several bus routes which serve the site in the road network surrounding. Along Collins Avenue approximately 500m (7-minute walk), the Subject Development is served by bus route N4 which has a frequency of 10 minutes.

The Subject Site is located approximately 650m (8-minute walk), from the N1/Swords Road, which is a Quality Bus Corridor (QBC), that is served by additional bus routes such as 900, 901, 901M, 980B, 1, 904, 910, 41D, 847, 41, 41B, 41C, 101, 16D, 33, 33E and 33n.

Additionally, according to the Public Transport Accessibility Level (PTAL) analysis, the Subject Development is located in an area that has medium to high level of service as illustrated in **Figure 12** below.



Figure 12 | Public Transport Accessibility Level

- Walking and cycling accessibility/permeability and any improvement to same:** The internal layout is designed to provide pedestrian pathways to link internal units to the surrounding pedestrian network. The permeability of the site is ensured by providing access to/from the surrounding road network (see Section 5.2.2)
- The range of services and sources of employment available within walking distance of the development:** The overall development is surrounded by several services and employment areas as indicated in **Figure 3** and **Figure 5** above.

A 24-minute walk provides access to a range of amenities, including healthcare facilities such as Beaumont Hospital; educational facilities such as St. David’s Boys National School and St. David’s College, Artane; grocery stores including Centra, Tesco and Lidl; and retail destinations such as Omni Shopping Centre and Artane Castle Shopping Centre.

The Subject Development is well connected to surrounding areas via cycling infrastructure. A 24-minute walk provides access to a range of amenities, including healthcare facilities such as Beaumont Hospital; educational facilities such as St. David’s Boys National School and St. David’s College, Artane; grocery stores including Centra, Tesco and Lidl; retail destinations such as Omni Shopping Centre and Artane Castle Shopping Centre; public transport links including Killester, Connolly and Clontarf DART stations; and employment hubs such as Eastpoint Business Park, Jamestown Business Park and Port Tunnel Business Park.

- Availability of shared mobility:** The site is located in close proximity to various alternative Go-Car facilities which are less within a 10-minute walking catchment from the Subject Site. The Subject Site

will benefit from the Go-Car scheme with an allocated Go-Car parking space immediately adjacent to the Subject Development's access.

- **Impact on the amenities of surrounding properties or areas including overspill parking:** in terms of mobility, the primary objective of the developments is to discourage the use of private vehicles and encourage residents to choose more sustainable means of transport. The extensive public transport service in the area and the provision of carsharing within the development help to ensure that residents do not feel the need to own a car in order to reach their destination. In addition, to mitigate any potential negative effects, the following measures have been proposed:
 - **Resident Parking Permits:** Introduction of a resident parking permit scheme to prioritize local residents.
 - **Enhanced Public Transport:** Encouragement of public transport use through improved accessibility and frequency of services.
 - **Cycle Facilities:** Provision of ample bicycle parking to promote cycling as an alternative mode of transport.

These measures aim to ensure that the development does not adversely affect the amenities of the surrounding properties and maintains the quality of life for local residents.

- **Impact on traffic safety including obstruction of other road users:** the overall development has been analysed to determine its potential impact on traffic safety, with a focus on preventing obstructions to other road users. Key strategies to enhance traffic safety and minimize obstructions include:
 - **Clear Signage:** Installation of clear and visible signage to guide drivers and pedestrians, reducing the risk of accidents.
 - **Provision of sufficient sightlines:** Sufficient sightlines have been provided at the entrance of Subject Development (see Waterman Moylan Drawing No. 20-048-P2016 – *Proposed Entrance Sightlines*).
- **Robustness of Mobility Management Plan to support the development:** The planning application documentation includes this Mobility Management Plan which provides for several measures to be adopted to encourage the use of sustainable means of transport by residents of the Subject Development.

The level of car parking proposed is considered adequate, as the Subject Development is located within an area with a medium to high level of public transport service, as outlined above. It is also noted that a recently permitted development (Reg. Ref. LRD6076/25-S3), the Hines Scheme at Hoy Cross College on Clonliffe Road, located within a 2 km radius of the Subject Site, provides a parking ratio of 0.31 spaces per unit. Accordingly, for the recently permitted development comprising 1,131 apartment units, a total of 345 car parking spaces is proposed, reflecting the site's high public transport accessibility. Given that the Subject Development benefits from a comparable level of public transport provision, a parking ratio of 0.41 spaces per unit is considered sufficient to meet the anticipated demand of future residents.

In conclusion, this reduced level of car parking is consistent with national, regional, and local policy objectives aimed at reducing carbon emissions associated with the transport sector and encouraging a modal shift toward more sustainable forms of transport. The proposed parking aligns with Ireland's climate action commitments by prioritising sustainable travel choices, including walking, cycling, and public transport, and by reducing reliance on private car ownership in an urban context.

5.5 Cycle Parking

To determine the appropriate amount of cycle parking for the Proposed Development, reference will be made to the following guidelines/policies:

- Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities (2024)
- Dublin City Development Plan (2022 – 2028)

Cycle parking has been proposed in accordance with the standards and guidelines indicated above as illustrated in **Table 6** below. Further details of the cycle parking assessment are provided in Waterman Moylan Consulting Engineers Report No. 20-048r.022, *Traffic and Transport Assessment*, which forms part of the planning application documentation submitted under separate cover.

Unit Type	No.	Long-term Ratio	Short-term Ratio	Long-term Cycle Parking	Short- Term Cycle Parking
Studio	17	1 per unit	0.5 per unit	17	8
1-Bed Apartments	45	1 per unit	0.5 per unit	45	22
2-Bed Apartments	27	2 per unit	0.5 per unit	54	14
3-Bed Apartments	11	3 per unit	0.5 per unit	33	6
Additional Cycle parking Spaces				1	-
Total	100	1.50	0.5	150	50

Table 6 | Cycle Parking Spaces Proposed

6. Modal Choice Targets Development

6.1 Reviewing territory developed

To understand the vehicle ownership and mode of travel choice of the residents in the area, public information from the Census 2022 was used. The Census was conducted by the Central Statistics Office on 3rd April 2022, and distributed information in small areas that divide the territory.

It is important to choose a wide number of areas to obtain representative values that will allow us to approximate the future behaviour of the inhabitants within the Subject Site. For this reason, 20 representative areas have been selected to reflect the Subject Development.

The Small Areas that were consulted are shown in **Figure 13**.



Figure 13 | Consulted Small Area (Source: Census 2022)

The results are summarised in the table below.

Mode	Census 2022
Car	47.0%
Public Transport	20.3%
Walk	22.3%
Cycle	10.4%
Total	100%

Table 7 | Surveyed Modal Split for the Journey to Work, School, or College – 2022

The nearest bus stops to the site are located on Beaumont Road. The closest stop is immediately adjacent to the Subject Development, with additional stops approximately 150 m (2-minute walk) from the site. These stops are served by bus routes 14 and 16.

There are also several bus routes which serve the site in the road network surrounding. Along Collins Avenue approximately 500m (7-minute walk), the Subject Development is served by bus route N4. The N4 has a frequency of 10 minutes during peak hours.

The Subject Site is located approximately 650m (8-minute walk), from the N1/Swords Road, which is a Quality Bus Corridor (QBC), that is served by additional bus routes as outlined in Section 3.4.1 above.

In addition, in the immediate vicinity of the Subject Development, there are cycle lanes on both sides of the carriageway along Beaumont Road. Similarly, there are footpaths on both sides of the carriageway along Beaumont Road.

Given the frequency and location of public transport and the availability of cycle and pedestrian infrastructure, it is expected that residents will change their behaviour to use bus routes or more sustainable transport systems. Therefore, the development strategy for this document aims to promote sustainability, encourage the use of public transport and reduce reliance on private cars.

6.2 Target Modal Split

The 2032 target proposal for modal split for the residents' journeys to and from work, school or college are presented in the table below:

Mode	Census 2022	Target 2032 (opening year + 5 years)
Car	47.0%	20%
Public Transport	20.3%	40%
Walk	22.3%	25%
Cycle	10.4%	15%
Total	100%	100%

Table 8 | Target Modal Split for Residents Journey to Work, School, or College in 2032

The targets set out in **Table 8** above seek to reduce the use of private vehicles and increase each alternative means of transportation.

The calculation was based on a 50% reduction in private car use and a shift to more sustainable modes. This was combined with a 100% increase in the use of public transport which facilitates access to Dublin City Centre. An increase in cycling was also taken into account, made possible by the future cycle route included in the Dublin Metropolitan Area Cycle Network Plan.

6.3 Strategy

The aim of the Mobility Management Plan is to improve pedestrian movement in the current development by prioritising it over vehicular movement. To achieve this goal, the following objectives have been set out:

- (a) Reduce single occupancy car use.
- (b) Reduce the use of cars commuting, studying, and shopping from the Subject Development, particularly at peak times.
- (c) Promote the use of sustainable transport systems to and from the Subject Development.
- (d) Encourage more people to walk, cycle, or use public transport to travel to and from the Subject Development instead of driving.

In addition, the Mobility Management Plan aims to provide guidance to all stakeholders involved, including Dublin County Council, public transport providers, tenants and owners of nearby developments to achieve the goal of promoting a sustainable transport network in and around the Proposed Development area to meet existing and future needs.

7. Mobility Management Plan

7.1 Introduction

A Mobility Management Plan will be implemented and developed on an ongoing basis with the triple objectives of promoting sustainability, enhancing public transport, and reducing dependency on the use of the private car.

It is important to strike an appropriate balance between promoting new development and preventing excessive car parking provision that can undermine cycling, walking and public transport use.

The Mobility Management Plan is designed to address the typical day-to-day operational requirements at the site. It will be implemented and managed by the Mobility Management Plan Coordinator, who will be responsible for overseeing the implementation and management of the Mobility Management Plan.

7.2 Mobility Management and Travel Plan Coordinator

The developer will appoint a Mobility Management Plan Coordinator or management company to oversee the development of the plan. The latter will appoint a senior member of staff as Mobility Management Coordinator.

The Mobility Management Coordinator will represent the philosophy of the plan and act as a coordinator for the proper functioning of the plan. The coordinator shall be appointed within two months of the site being occupied. The Mobility Management Coordinator's responsibilities shall include:

- Implementing and maintaining the plan.
- Monitoring the progress of the plan.
- Liaise with internal departments and stakeholders, public transport operators and planning and highways officials.
- Producing information reports for the developer, residents, and planning and highway authorities.
- Ongoing evaluation of the Plan's objectives.

The Mobility Management Plan Coordinator will be responsible for the creation and maintenance of up-to-date travel information boards for residents. The travel information boards will be installed in strategic location, where residents will have access to a variety of resources, including travel information, timetables, internet access, and notice boards.

In addition to the above responsibilities, the Mobility Management Plan Coordinator must also undertake the following activities.

7.2.1 Local Policies Review

As part of the Mobility Management Plan Coordinator's responsibilities, a review of current policies and practices is to be undertaken with the aim of understanding their impact on the daily resident travel patterns. For instance, the provision of a substantial number of free parking spaces may prompt residents to have and utilise their vehicles, despite the proximity of their place of work.

The Mobility Management Plan may address issue affected by an initial review of local policies that impacted residents' travel choices.

7.2.2 Site Audit

A preliminary assessment of the accessibility of the site is presented in Section 3 above, while Section 4 outlines potential future transport improvements. However, it is the responsibility of the Mobility Management Coordinator to update this information, considering the following guidance:

- Public Transport service: The location of the bus stops and train stations will be considered, as well as the routes served and the frequency of services.
- Pedestrian and cycle accessibility: This should include an assessment of the local cycling and walking environment from the Subject Development to the various public transport stops. This assessment must consider the current conditions and where necessary, identify areas for improvement.
- Road condition: This involves considering the traffic condition and level of congestion near the site.
- Parking spaces near to the site: A survey of car and cycle parking near the site will provide an indication of whether residents need to drive to the site and if they have sufficient car parking spaces. The survey must consider the volume and usage of the parking spaces, their location, the quality and quantity of the available parking, and the relationship between these factors and the demand for parking spaces. It must also consider any management issues that may arise.
- Location of the surrounding facilities: It is paramount for residents to be aware of the location of the primary shops, as well as the relative distance to the site. The distance should be provided in metres and in travel time, either walking or cycling.

Finally, it is important that the Mobility Management Coordinator is aware of possible future improvements to the public transport network, which could have an impact on travellers.

7.2.3 Residents Travel Survey

Within the first four months of appointment, the Mobility Management Coordinator shall arrange for a residents' travel survey to be carried out. This can be achieved by means of self-completion questionnaires, which will help to identify travel requirements and set targets and needs. The information requested in the questionnaire should include:

- Basic details (age, occupation, car ownership, household size)
- Primary mode of transport.
- Current travel patterns including the time taken to travel to work and the place of work.

It is also necessary to ascertain the residents' views on alternative modes of transport to the car, in order to identify the factors that would encourage them to switch to other modes. Furthermore, it is important to ascertain the extent of usage of car sharing schemes.

It should be noted that, traditionally, response rates to such questionnaires are relatively low, and it may be necessary to encourage recipients to complete and return them.

The information obtained from the survey should be entered onto a database and used to formulate and monitor the implementation of the plan and to set and review targets. It is recommended that the aforementioned targets be agreed with the relevant planning and highway authorities or their agents within six months of the survey being carried out.

7.2.4 Promoting the Mobility Management Plan

It is the responsibility of the Mobility Management Coordinator to provide all new residents at the site with a travel pack. The aforementioned pack contains the following items:

- (a) The Mobility Management Plan.
- (b) Public transport information, including bus and rail routes and frequencies.
- (c) The advantages of the Mobility Management Plan for residents and visitors.
- (d) Details of tax incentives available, such as the Bike to Work Scheme, the Tax Saver Scheme for public transport tickets, etc.
- (e) A travel survey form.
- (f) Details of pedestrian and cycle facilities.

7.3 Action Plan

7.3.1 Walking

It is well documented that there are numerous benefits to walking to and from their destination on a daily basis. The Subject Development is situated within an area characterised by a wider range of land uses that are accessible by walking as are shown in Section 3.1 above.

It is proposed that residents be encouraged to reduce the use of the car for short journeys and choose to walk to the nearest bus stops, grocery store, and to commute to their place of work, school, or college. Thus, the connection of footpaths within the Subject Development with the existing road network will allow people to establish connections beyond the development itself.

The Mobility Management Coordinator will provide maps of the local area, which will show walking routes, local facilities, and distances with health information. This information will be displayed on the information board and/or the Mobility Plan mobile app and/or via a specific website; to assist residents and visitors understand the importance of choosing this mode of transportation over the automobile

This communication tool will be developed to encourage residents to meet and walk together, fostering a sense of community between them. Furthermore, children enrolled in local schools will be encouraged to walk to school on a daily basis, thus reducing the number of private vehicles on the road.

7.3.2 Cycle Parking Management

Cycling is an effective mode of transport, promoting independence and sustainable travel and allowing for shorter distances to various facilities.

The Subject Development is located in close proximity to a variety of amenities and employment areas. The Subject Site has several amenities within a 24-minute cycling catchment, as shown in **Figure 5** above.

The Subject Development includes provision for 150 no. 'long stay' residential bicycle parking spaces together with additional 50 no. visitor bicycle parking spaces in secure locations at surface level.

The Mobility Management Coordinator will provide maps of the local area, indicating cycle routes, local facilities, and distances with health information. This information will be displayed in strategic locations to facilitate understanding of the importance of choosing this mode of transport over the car. Furthermore, the

Mobility Management Coordinator will inform residents of future plans for the development of cycle routes in the area and of various government campaigns to encourage cycling.

If there is a genuine interest in bicycle maintenance, public courses on the use, maintenance, repair, and improvement of bicycles may be proposed.

Additionally, residents are urged to take use of the government's Cycle to Work program, which may be accessible via the local government. In order to attend meetings or try riding to and from work before making a purchase, a fleet of rental bikes can be available.

7.3.3 Car Parking Management

Thousands of commuters travel the same routes to work every day, arriving at their destinations at the same time as their coworkers. There would be 50% less cars on the road during peak time if every driver had a companion in the car. There are numerous advantages to utilising sharing services for commuting purposes, including a reduction in carbon emissions, fuel costs and parking fees, as well as a reduction in congestion and journey times due to a reduction in the number of vehicles on the road. Additionally, the experience of the journey is enhanced due to a reduction in congestion and the presence of company.

For people who live in places with long commutes or poor access to public transportation, carsharing is an attractive mode of transport.

In order to enable the formation of these vehicle sharing schemes, the Mobility Management Coordinator can use local communication channels (such as, email groups, meeting spots, etc.) to encourage contact amongst various drivers.

In order to prevent the proliferation of automobile ownership, the Subject Development proposes a limited number of parking spaces for vehicles, as indicated in Section 5.4. A total of 41 No. car parking spaces serving the residential units, together with an additional space designated for car-sharing vehicles.

It is worth noting that, based on an assessment carried out by GoCar, customers of the service tend not to purchase a car, replace an existing vehicle, or acquire a second car. Each GoCar vehicle is estimated to replace approximately 10–20 privately owned cars on the road.

In addition, the Proposed Site includes the following:

- **EV parking:** A total of 17 No. EV parking spaces are proposed. The remaining 25 No. spaces are designed to facilitate the future installation of EV chargers.
- **Accessible Car Parking:** A total of 2 No. accessible car parking spaces are proposed.
- **Motorcycle parking spaces:** A total of 2 No motorcycle parking spaces are proposed.

The Mobility Management Coordinator will be responsible for the management of inappropriate parking within the development.

7.3.4 Strategy for Public Transport Use

The Mobility Management Plan Coordinator will be responsible for encouraging residents to utilise public transportation and will provide them with the necessary information to facilitate this. This information will include Tax Saver Commuter tickets, details on travelling and the advantages of using public transportation.

(1) Promote Tax Saver Commuter tickets

The TaxSaver Commuter Ticket Scheme is a cost-reduction initiative for public transport. It offers employers the opportunity to make PRSI savings of up to 10.75%. Employees can also benefit from savings on their travel costs, with savings of between 28.5% and 52% possible due to tax, PRSI and USC savings. The ticket covers bus, rail, and the Luas tram system.

The scheme is open to employees who wish to participate. They can discuss the matter with their employer, who will then apply and purchase the ticket on their behalf.

The TaxSaver scheme is managed in conjunction with the Revenue Commissioners by the following transport providers:

- Dublin Bus
- Bus Éireann
- Luas
- Irish Rail
- Approved transport providers

Residents of the Subject Site may obtain tickets as part of their salary package (salary sacrifice) in lieu of an annual cash bonus or as a benefit-in-kind. TaxSaver tickets are not subject to tax, PRSI or USC. It is important to note that employees are only liable to pay tax, PRSI, and USC on the portion of their salary that represents the actual remuneration. In addition, the employer is also responsible for calculating PRSI on the same basis.

The Mobility Management Coordinator will be responsible for disseminating this information to the residents of the Subject Development, thereby affording them the opportunity to request this benefit at their place of employment.

(2) Update travel information

The Mobility Management Coordinator will provide maps of the local area, indicating the nearest bus stop and train stations and the distance between the Subject Development and these points. Additionally, the Mobility Management Coordinator will provide updated local train and bus maps and timetables.

This information will be displayed in strategic locations to facilitate understanding of the importance of choosing this mode of transport over the car. Furthermore, the Mobility Management Coordinator will inform residents of future plans for the development of public transport routes in the area.

Residents of the area will be informed about online public transportation information systems, their use and the advantages that this entails.

(3) Monitoring of the Public Transport service

It is the responsibility of the Mobility Management Coordinator to conduct regular assessments of the public transport service in order to ascertain the quality of the service provided. In order to ensure the provision of high-quality public transport services, the Coordinator must consider a number of factors, including fare, travel time, vehicle conditions, and frequency.

The Mobility Management Coordinator may also engage in lobbying activities with the public transport operators in order to ensure the continued provision of a high level of service on the public transport routes serving the development.

(4) Advantages of using public transportation

The utilisation of public transport confers a multitude of advantages, both individually and socially. The benefits include:

- **Pollution reduction:** It is well known that commuting by efficient public transport is significantly less polluting in terms of CO₂ emissions than using a private car. For example, a typical Euro 5 bus emits around 65g/km of CO₂ per passenger, while a Euro 6 car emits almost 190g/km. Therefore, travelling by public transport is the most environmentally friendly alternative, preventing thousands of tonnes of CO₂ from entering the atmosphere.
- **Reduction of noise pollution:** As with air pollution, noise pollution can be mitigated by augmenting the utilisation of public transport.
- **Reduction of congestion in cities:** The overuse of vehicles results in the daily collapse of cities, particularly during peak hours. This phenomenon transforms cities into dirty, noisy, and grey environments. Public transport represents an optimal alternative to enhance traffic flow by reducing delays and traffic jams, thereby achieving superior urban mobility.
- **Most liveable cities:** Increasing the use of public transport would benefit everyone and improve cities in many ways such as having greener cities, with less congestion, less pollution, and less greenhouse gas emissions.
- **Economical:** The costs associated with a private vehicle can be four times those of public transportation. The initial cost of a car is significantly higher than the sum paid for it. Furthermore, there are additional expenses such as fuel, maintenance, NCT, insurance, tolls, and other periodic costs. This renders public transport a more economical mode of transportation in both the short and long term.
- **Time saving:** The act of driving can be fraught with unexpected traffic jams or the necessity to search for parking, both of which can result in the loss of valuable time. Conversely, the use of public transport ensures that the scheduled time of arrival at the destination is maintained, thereby obviating the need for any further complications or stress.
- **The opportunity to engage in other activities:** The journey may be utilised to read, listen to music, catch up with friends, engage in conversation or simply to reflect. Bus or metro journeys are conducive to a variety of activities on a daily basis.
- **Guarantee the mobility of groups with less access:** This method of transportation ensures the possibility of travelling to young people, older people or people with reduced mobility who are unable to use or do not have their own vehicle.
- **Accessible to the entire population:** In addition to the aforementioned advantages, it is imperative to highlight the accessibility and subsidised prices that public transport offers, thereby ensuring its accessibility to the entire population. This is particularly important when considering the sectors of society at risk of social exclusion.

Considering the benefits described above, it is important to try to migrate for the use of private vehicles to public transport, especially when the destination is well connected with public service. This section proposes a series of measures that could increase the modal split in favour of public transport.

7.4 Monitoring of the Mobility Management

The responsibility for monitoring and reviewing the Plan will be borne by the Mobility Management Coordinator. The principal indicators that will be subject to monitoring are as follows:

- Changes in modal split – both ‘usual’ and ‘occasional’ modes used.
- Cycle Parking on site: Include the state of the bike racks and that there are no abandoned bikes without owners.
- Bikes purchase through the Cycle to Work scheme.
- Number of car parking permits issued.
- Number of registered car sharers.
- Others that may be important.

The travel survey (refer to Section 7.2.2) establishes the initial modal split of travel by residents. Once the travel survey has been completed and analysed, the Mobility Management Coordinator will agree annual targets with the main stakeholders (the developer, the occupier(s), the Local Authority, or its agents, etc.) for increasing the percentage of non-car modes of transport.

It is recommended that the Mobility Management Coordinator meet with the stakeholders, officers of the Local Authorities or representatives within six months of the occupation of the building(s) and thereafter every twelve months to assess and review progress of the Plan and agree objectives for the next twelve months.

As a consequence of the evaluation, the following potential outcomes may emerge:

- The objectives have been achieved and no further intervention is deemed necessary to ensure alignment with existing local development plans.
- The objectives have not been fully achieved, necessitating the implementation of corrective measures that, due to their scale, can be managed by the Transport Coordinator.
- Large measures: the results are found to be significantly divergent from the stated objectives, which may necessitate the engagement of external consultants to develop the requisite mobility studies and implement the measures deemed necessary to realign the development with the originally stated objectives.

It is recommended that the Mobility Management Coordinator prepare and submit to senior management of the Developer, the residents and the Local Authorities or its agents an annual Monitoring Report.

7.5 Marketing

Marketing is a useful tool for showing stakeholders the status of implementation, explaining the main goals and the essence of the Mobility Management Plan, demonstrating the level of responsibility to the surrounding environment, showing how the Subject Development complies with government regulations, or explaining to the residents the different benefits that they will have with the implementation of the Mobility Management.

By employing marketing, the site can enhance its level of acceptance within the community and present itself as a model for other similar developments.

The Marketing campaign will be create considering the following:

- Identify the Target Audience of the Marketing Campaign: marketing may be directed towards a number of different stakeholders, including residents, government representatives, students, and the general public. Consequently, it is essential to tailor the message and create content that aligns with the specific

events and circumstances of each target group. It is crucial to recognise that the target audience will comprise a heterogeneous group of individuals at varying stages of readiness for change.

- Identify the aim of the Marketing Campaign: the identification of the objective of the marketing campaign serves to clarify the message. It is not the same to run a campaign to inform residents about a new benefit available, to inform stakeholders about the progress of the plan, or to provide a message to the surrounding community. In order to achieve this, it is essential to ascertain the target audience and the communication tool to be employed. This will inform the manner in which the messenger is to be utilized to achieve the desired impact.
- Identify Communication Tools: the objective is to identify the communication tools that will be employed. The manner in which a message is conveyed affects the subsequent evolution of that message. Consequently, the selection of media for an information campaign is contingent upon the target audience. These may encompass print media, digital media, live events, or document reports.
- Identify your Message: Once the target audience has been identified, the objective of the campaign has been established and the communication tools have been selected, it is crucial to create a clear message that effectively conveys the information to the audience in the desired manner.
- Brand the Marketing Campaign: the creation of a logo or emblem that is directly related to the campaign that is being developed can assist in the visualisation of the main and the messenger.

In light of the aforementioned considerations, it is possible to deliver a targeted message that is more likely to be well received by the recipient and thus ensure the success of the marketing campaign.

8. Conclusion

This Mobility Management and Travel Plan has been prepared by Waterman Moylan on behalf of Urban Life Moylan as part of the planning documentation for a Proposed Development at a site (c. 0.58 Ha) in Beaumont, Dublin 9, for 100 No. apartments / duplexes.

The objective of this document is to encourage residents to alter their travel behaviour in favour of more sustainable modes of transportation.

The Mobility Management and Travel Plan is a set of measures designed to facilitate sustainable travel for work-related journeys. The plan comprises a series of measures designed to encourage the use of walking, cycling and public transport

It is important to note that the detail provided in this report serves as a guideline for the Subject Development, which forms the basis for the Mobility Management Plan to be developed by the Mobility Management and Travel Plan Coordinator.

There are a number of benefits to an organisation implementing a Mobility Management and Travel Plan, including:

- Reduced costs associated with providing car parking for residents or visitors.
- Reduced pressure on parking spaces so they are available to those with most need.
- Reduced carbon emissions associated with travel.
- Land formerly under parking released for more productive purposes.
- Increased accessibility to the site for residents and visitors.
- Compliance with planning permission conditions.

The implementation of these measures will not only benefit the residents but will also mitigate the negative impacts of the surrounding environment once the Subject Development has been completed.

UK and Ireland Office Locations

