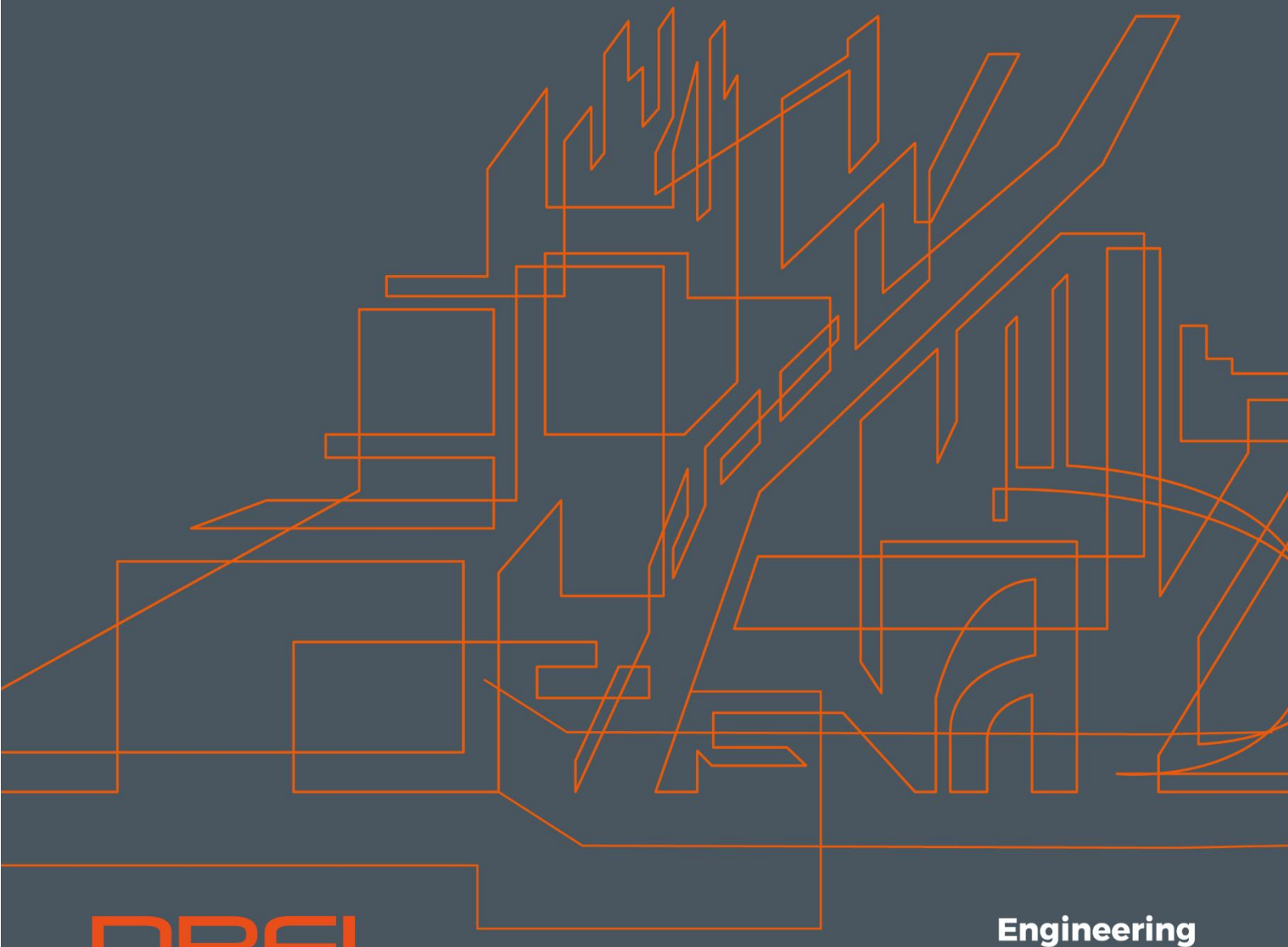
Whitestown Way Development

Mobility Management Plan

240192-X-X-X-XXX-RP-DBFL-CE-0007

May 2026



DBFL CONSULTING ENGINEERS

Engineering Sustainable Futures

Project Title:	**Whitestown Way Development**		
Document Title:	**Mobility Management Plan**		
File Ref:	**240192-X-X-X-XXX-RP-DBFL-CE-0007**		
Status:	**P1 - Information**	Rev:	**1**
	S - Issued		

Status	Rev.	Date	Description	Prepared	Reviewed	Approved
P1	0	07/05/2026	First Issue	Sam Keating	Mark Kelly	Mark Kelly
P1	1	15/05/2026	Final Issue	Sam Keating	Mark Kelly	Mark Kelly

Contents

Figures

Tables

1 Introduction

1.1 Context

DBFL Consulting Engineers (DBFL) have been commissioned to prepare a Mobility Management Plan (MMP) in support of a proposed 'Large-Scale Residential Development' (LRD) at Whitestown Way, Dublin, 24.

ARP 4.2 Sustainable Communities (Ireland) Fund intends to apply for permission for the development of a 'Large-Scale Residential Development' (LRD) at a site of approximately 1.32 Ha principally located at Whitestown Way, Dublin 24. The site is generally bound: to the east by Whitestown Way; to the south by Riverside Business Park; to the west by Whitestown Road / Whitestown Industrial Estate, undeveloped lands and the Vita Actives premises; and to the north by, the Vita Actives premises and The Arena mixed-used development. It also extends to include part of Whitestown Way for junction, road infrastructure and landscape works.

The proposed development principally comprises the construction of a mixed-use development in 2 No. blocks (Block A to the east and Block B to the west) with a gross floor area of 14,976.5 sq m (excluding undercroft car parking area of 1,975.8 sq m) and ranging in height from 1 No. storey to 6 No. storeys. The blocks are connected via a single-storey undercroft/podium level. The development includes: 169 No. residential units (80 No. 1-bed, 85 No. 2-bed and 4 No. 3-bed); 2 No. class 1 / class 2 commercial units (totalling 356.5 sq m); and a crèche (162.8 sq m) with external play area.

The development also comprises: new street and turning head at the site's southern side and junction with Whitestown Way to the east; 77 No. car parking spaces, with 69 No. Residential Spaces (66 No. within the undercroft car parking area) and 8 No. on-street car parking spaces serving the creche and retail units; 2 No. set-down bays; cycle parking; hard and soft landscaping, including public open space, communal amenity space and incidental spaces; private amenity spaces (as balconies and terraces facing all directions); boundary treatments; sub-station; plant/operational rooms; bin stores; public lighting; green roofs; rooftop plant, PV arrays, lift overruns, telecommunications infrastructure and automatic opening vents; and all associated works above and below ground.

This MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed development.

This framework document aims to inform four distinct audiences as follows;

The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The MMP targets and measures introduced in Chapter 4 and Chapter 5 will be coordinated, administered and updated by the appointed Mobility Manager.

The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 4) and associated measures (Chapter 5).

The eventual **Residents** (apartments) based within the proposed development who may not have a full understanding of the MMP process and objectives. Accordingly, the process and context information as outlined in Chapter 2 will assist them in gaining an understanding of MMPs.

The eventual **Businesses** based within the proposed mixed-use development who may not have a full understanding of MMP process. They will find the process and context information as outlined in Chapter 2 invaluable. They may also be interested in the MMP targets and measures introduced in Chapter 4 and Chapter 5.

1.2 Background

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents, employees and visitors travelling to/from the proposed mixed-use development at Whitestown Way, Tallaght, Dublin 24. This document aims to expand the awareness of and increase travel options for the employees working at the site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefit of the employees who may be interested in reading this document to see how it directly affects them.

The purpose of the Mobility Management Plan is to:

- Provide a ‘manual’ and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document,

- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation, and
- This MMP will seek to provide a long-term strategy for encouraging employees and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the strategy are:

- to increase the awareness of staff and visitors to all the transport options available to them and to the potential for travel by more sustainable modes, and
- to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject development.

1.3 Structure of Report

Following this introduction, the MMP framework including the definition of a MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2**. The environment within which the proposed mixed-use development MMP is placed, such as location and local transportation system is briefly outlined in **Chapter 3**. A description of the proposed development is provided in **Chapter 4.**

The MMP context in terms of local travel trends are established in **Chapter 5**.

Chapter 6 establishes the Residential MMP objectives and adopted targets. In **Chapter 7**, the Residential MMP measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

With the objective of establishing the basis for discussions with key stakeholders, including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 8** presents a Preliminary Action Plan for the proposed residential elements of the development at the subject site.

The main conclusions and recommendations of the MMP are summarised in **Chapter 9**

2 Mobility Management Plan

2.1 What is a Mobility Management Plan

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

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

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

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

2.2 What is a Residential Mobility Management Plan?

A Residential Mobility Management Plan is a package of measures designed to reduce the number and length of car trips generated by a residential development, while also encouraging more sustainable forms of travel and reducing the overall need to travel. It sets out objectives and targets to achieve sustainable travel patterns.

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

Mobility Management Plans to date have mainly focused on the development of destination MMPs and to encourage travel by sustainable modes for employment and school developments.

Destination MMPs focus on a particular journey purpose while a residential MMP is concerned with journeys made from a single origin (home) to multiple and changing destinations.

Best Practise guidance is provided in "*Making Residential Travel Plans Work – Good Practice Guidelines For New Development*" published by the Department for Transport (UK) in September 2005 and "*Making Residential Travel Plans Work*" in August 2007. These documents highlight that a Residential MMP will be different to a school or workplace MMP as the pattern of journeys originating at home is more varied with multiple destinations and different needs and travel choices.

The DfT's (UK) "*Making Residential Travel Plans Work – Good Practice Guidelines*" suggest that the growing interest in residential travel planning is being driven by two factors:

- *"the increased acceptance of travel planning as a legitimate part of the transport planning toolkit and an effective mechanism in helping both to reduce congestion and to promote the use of sustainable modes of transport"*
- *"the pressure for new housing and its transport implications in many parts of the country is driving the need to find new ways of ensuring the development of more sustainable communities".*

2.3 What is a destination Mobility Management Plan?

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

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

2.4 Who is involved?

A Commercial MMP impacts the following key stakeholders who should all be involved in some form or manner in the process:

- Local Authority Officers;
- Housing developers;

- Future residents at sites that have an MMP;
- Staff working on-site;
- Residents in the community surrounding new housing developments with a MMP;
- Potential for local businesses across the site's immediate catchment; and
- Transport Operators.

2.5 Objectives of a Mobility Management Plan?

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

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

The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of this MMP objectives can include;

For the Residents and Staff:

- Adress resident and staff needs for access to a full range of facilities for work, education, health, leisure, recreation and shopping; and
- Promote healthy lifestyles and sustainable, vibrant local communities.

The Local Community:

- Reduce the traffic generated by the development for journeys on the external road network;
- Make local streets less dangerous, less noisy and less polluted;
- Enhance viability of public transport; and
- Improve the environment and the routes available for cycling and walking.

2.6 Mobility Management Plan

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

The MMP, however, remains an 'active' document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the residential development for as long as necessary or potentially even for the entire existence of the residential development.

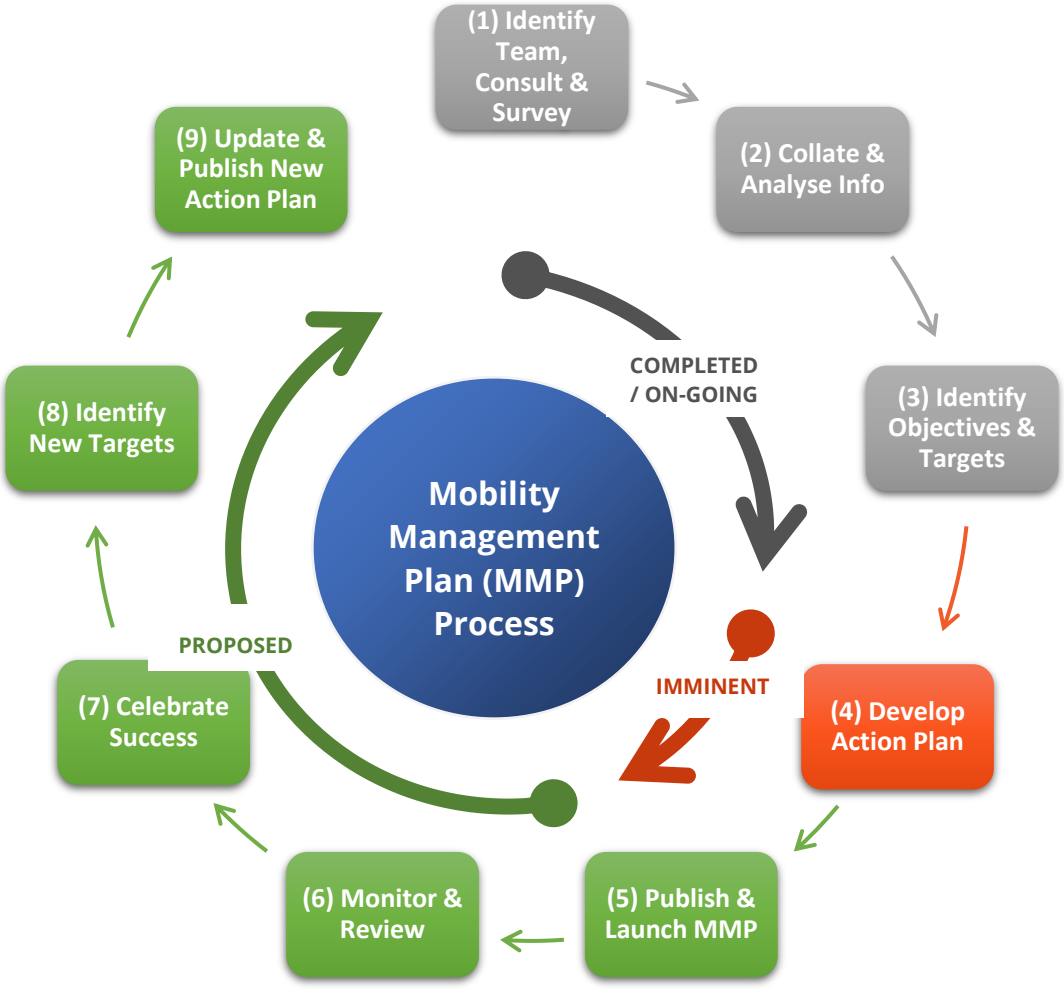
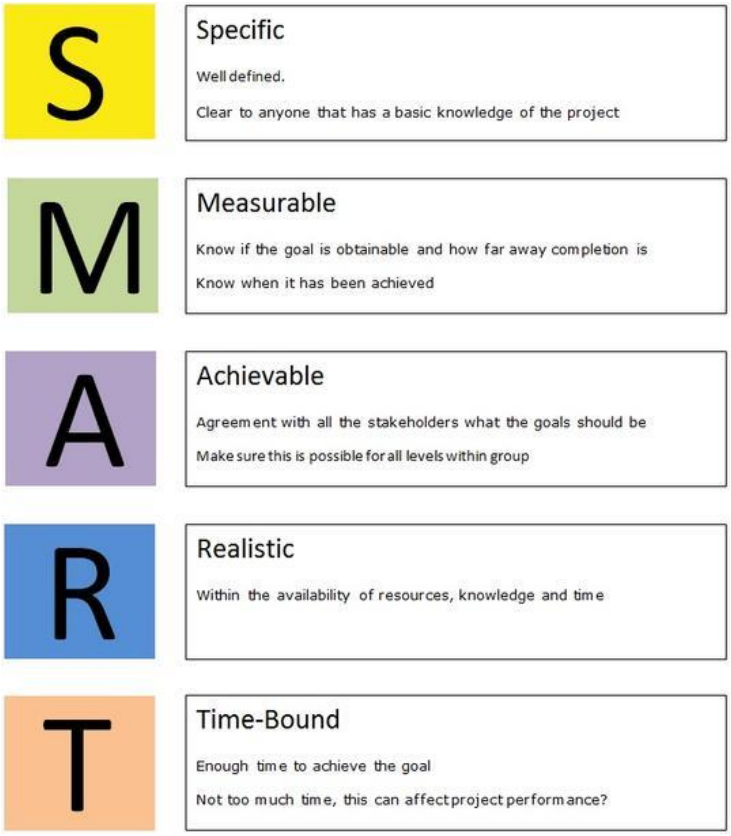


Figure 2-1 MMP Development Process and status

Once the residential development's specific objectives are identified "SMART" targets will both assist in defining the specific measures that are included and / or prioritised within the MMP (to

reach the objective) and help with the monitoring and evaluation of the level of success achieved by the MMP. SMART targets, which can be agreed with the local authority should be.



;

2.7 Mobility Management Plan: Next Steps

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

a) the subject residential development's specific travel characteristics are outlined and presented to the local authority;

b) the business (retail, office and creche) and their employees' specific travel characteristics are established and presented to the local authority; and

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

To enable this process to commence it is proposed that this MMP framework document, as compiled by DBFL is submitted to South Dublin City Council. At the request of the local authority a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing an MMP action plan and associated targets for the subject development as proposed at Whitestown Way, Tallaght, Dublin 24.

2.8 Policy Framework

The MMP for the residential development is supported by comprehensive transport policy hierarchy in addition to being influenced directly / indirectly by other policy themes (e.g. environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour.

Commencing at EU level and subsequently transferred into national policy and regulations in Ireland, the hierarchy continues from regional (South Dublin County Council) and eventually arriving at site (or land use) specific policy objectives.

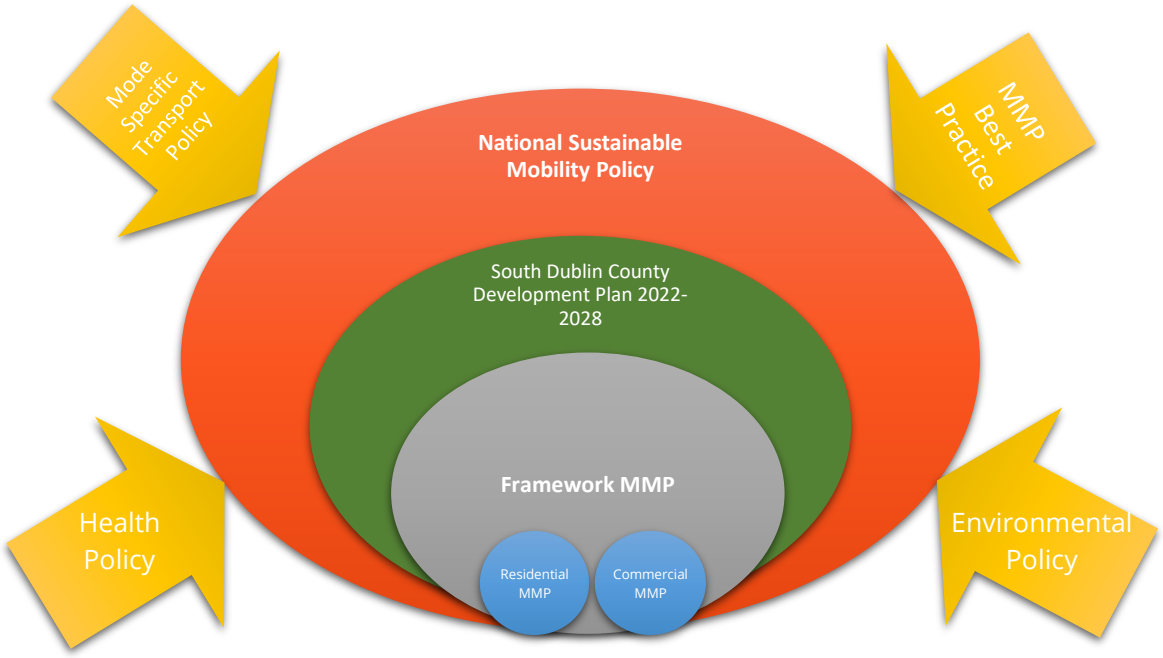
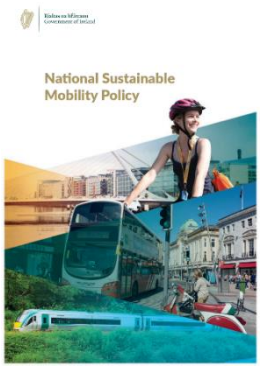


Figure 2-2: MMP Policy Framework and External Influences

2.8.1 National Sustainable Mobility Policy



The National Sustainable Mobility Policy was published in April 2022 by the Department of Transport and replaces Smarter Travel 2009. The overall aim of the Policy is to "set out a strategic framework for 2030 for active travel and public transport to support Ireland's overall requirement to achieve a 51% reduction in carbon emissions by the end of this decade".

The Policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, localised air pollution, contribution to global warming and the additional negative impacts to health through promoting increasingly sedentary lifestyles. The following 3 key Policy areas and 10 goals form the basis of the National Sustainable Mobility Policy:

Safe and Green Mobility:

- Improve mobility safety.
- Decarbonise public transport.
- Expand availability of sustainable mobility in metropolitan areas.
- Expand availability of sustainable mobility in regional and rural areas.
- Encourage people to choose sustainable mobility over the private car.

People Focuses Mobility

- Take a whole journey approach to mobility, promoting inclusive access for all.
- Design infrastructure according to Universal Design Principles and the Hierarchy of Road Users model.
- Promote sustainable mobility through research and citizen engagement.

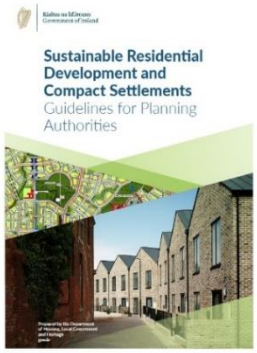
Better Integrated Mobility

- Better integrate land use and transport planning at all levels.
- Promote smart and integrated mobility through innovative technologies and development of appropriate regulation.

The policy is accompanied by an Action Plan with a total 91 actions organised by goal to be completed by 2025. Each action has been assigned to a specific government department or body with the hope of creating accountability for their implementation. The success of the policy will be

measured using an annual National Household Travel Survey administered by the National Transport Authority.

2.8.2 Sustainable Residential Development And Compact Settlements: Guidelines for Planning Authorities (2024)



The 'Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities' (January 2024) set out policy and guidance in relation to the planning and development of urban and rural settlements, with a focus on sustainable residential development and the creation of compact settlements.

These Guidelines replace the Sustainable Residential Development in Urban Areas Guidelines for Planning Authorities issued as Ministerial guidelines under Section 28 of the Act in 2009, which in turn replaced the Residential Density Guidelines issued in 1999. They build on and update previous guidance to take account of current Government policy and economic, social and environmental considerations. There is a renewed focus in the Guidelines on the renewal of existing settlements and on the interaction between residential density, housing standards and quality urban design and placemaking to support sustainable and compact growth.

Cycling provides a flexible, efficient, and attractive transport option for urban living and these Guidelines require that this transport mode be fully integrated into the design of all new residential scheme. Access to secure storage of bicycles is a key concern for residents in more compact housing developments. SPPR 3 – Car Parking of guideline states the car parking requirements as follows:

- *"In **city centres and urban neighbourhoods** of the five cities, defined in Chapter 3 (Table 3.1 and Table 3.2) car-parking provision should be minimised, substantially reduced or wholly eliminated. The maximum rate of car parking provision for residential development at these locations, where such provision is justified to the satisfaction of the planning authority, shall be **1 no. space per dwelling**.*
- *In **accessible locations**, defined in Chapter 3 (Table 3.8) car- parking provision should be substantially reduced. The maximum rate of car parking provision for residential development, where such provision is justified to the satisfaction of the planning authority, shall be **1.5 no. spaces per dwelling**.*

- *In **intermediate and peripheral locations**, defined in Chapter 3 (Table 3.8) the maximum rate of car parking provision for residential development, where such provision is justified to the satisfaction of the planning authority, shall be **2 no. spaces per dwelling**."*

SPPR 3 (Car Parking) also mentions that there *"should be a requirement to provide a rationale and justification for the number of car parking spaces proposed and to satisfy the planning authority that the parking levels are necessary and appropriate, particularly when they are close to the maximum provision. The maximum car parking standards do not include bays assigned for use by a car club, designated short stay on–street Electric Vehicle (EV) charging stations or accessible parking spaces. The maximum car parking standards include the provision for visitor parking."*

Furthermore, for the Guidelines state the following requirements for cycle parking and storage are recommended, as per SPPR 4 (i) and SPPR 4 (ii) which are as follows:

- *"**Quantity** – in the case of residential units that do not have ground level open space or have smaller terraces, a general minimum standard of **1 cycle storage space per bedroom** should be applied. Visitor cycle parking should also be provided. Any deviation from these standards shall be at the discretion of the planning authority and shall be justified with respect to factors such as location, quality of facilities proposed, flexibility for future enhancement/ enlargement, etc. It will be important to make provision for a mix of bicycle parking types including larger/heavier cargo and electric bikes and for individual lockers.*
- ***Design** – cycle storage facilities should be provided in a dedicated facility of permanent construction, within the building footprint or, where not feasible, within an adjacent or adjoining purpose-built structure of permanent construction. Cycle parking areas shall be designed so that cyclists feel safe. It is best practice that either secure cycle cage/compound or preferably locker facilities are provided."*

2.8.3 Planning Design Standards for Apartments (July 2025)

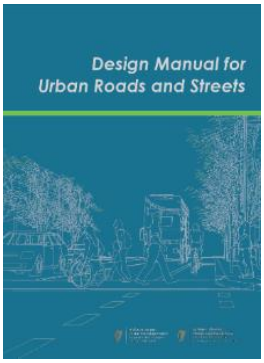
The Design Standards for Apartments, Guidelines for Planning Authorities were published in July 2025, and set national planning policy and guidance in relation to the planning and development of apartment schemes to take account of current Government policy and economic, social and environmental considerations. This publication supersedes the previous *Sustainable Urban Housing: Design Standards for New Apartments, last revised in 2023.* The Guidelines advance the recommendations of the *Revised National Planning Framework (Revised*

NPF) adopted in 2025, which sets out the need to plan for a significant increase in housing supply every year between now and 2040, in order to meet the housing needs associated with Ireland's projected population growth.

Whereas the 2018 NPF calculated that Ireland would require a provision of at least 275,000 new homes by 2040, the Revised NPF published in 2025 supersedes this figure and confirms "a projected total requirement to accommodate approximately 50,000 additional households per annum to 2040". The Design Standards for Apartments, Guidelines for Planning Authorities builds upon the recommendations of the Revised NPF by providing guidelines to support improved viability in the construction sector, a safeguarding of apartment standards and an overall increase in the delivery of apartments to address the growing need to supply a greater range of housing typologies.

2.8.4 Design Manual for Urban Roads And Streets (DMURS) - 2019

DMURS guidance document was produced by the Department of Transport, Tourism and Sports and the Department of Environment, Community and Local Government in March 2013 and updated in May 2019. It provides guidance relating to the design of urban Roads and streets. It presents a series of principles, approaches and standards that are necessary to achieve balanced, best practice design outcomes with regard to street networks and individual streets.



The manual places a significant emphasis on car dominance in Ireland and the implications this has had regarding the pedestrian and cycle environment. The document encourages more sustainable travel patterns and safer streets by proposing a hierarchy for user priorities. This hierarchy places pedestrians at the top, indicating that walking is the most sustainable form of transport and that by prioritizing pedestrians first, the number of short car journeys can be reduced, and public transport made more accessible.

Second in the hierarchy are cyclists, with public transport third in the hierarchy, and private motor vehicles at the bottom. By placing private vehicles at the bottom of the hierarchy, the document indicates that there should be a balance on street networks and cars should no longer take priority over the needs of other users.

The manual emphasizes that narrow carriageways are one of the most effective design measures that calm traffic. Standard width of an arterial and link street is 3.25m, however, this may be

reduced to 3m where lower design speeds are being applied. Desirable footpath widths are between 2m – 4m. The 2m width should be implemented to allow for low to moderate pedestrian activity. A 3m – 4m footpath should be implemented to allow for moderate to high pedestrian activity.

The focus of the manual is to create a place – based sustainable street network that balances the pedestrian and vehicle movements. The manual references the different types of street networks, including arterial streets, link streets, local streets, and highlights the importance of movement.

2.8.5 Transport Strategy for the Greater Dublin Area 2022-2042

Following the review of the previous GDA Transport Strategy, an updated strategy has been set out within the Greater Dublin Area Transport Strategy 2022 – 2042 which outlines the framework for transport infrastructure investment over the next two decades.

GDATS arose from the 6-year review of the previous strategy in 2022, and as such draws substantially from its predecessor, while also aiming for consistency with the spatial planning policies and objectives set out in other key policy documents published in the interim. These include:

- The Regional Spatial and Economic Strategy (RSES) for the Eastern and Midland Regional Assembly (EMRA) published in 2019
- The National Planning Framework published in 2018 *(revised in April 2025)*
- The National Development Plan published in 2018 *(superseded in July 2025 by the new NDP 2026 – 2035)*

A number of schemes which have commenced development are intended to be carried forward to completion during the new Transport Strategy timeline. The schemes include; Metrolink, DART+ West, Luas Finglas and the overall expansion of public transport fleets across multiple modes. The strategy's key objectives include creating the following:

- An Enhanced Natural and Built Environment;
- Connected Communities and Better Quality of Life;
- A Strong Sustainable Economy;
- An Inclusive Transport System

2.8.6 South Dublin County Development Plan 2022-2028

Transportation Policies, Objectives and Actions

The South Dublin County Development Plan 2022-2028 came into effect on the 22nd of June 2022. The plan sets out a vision for South Dublin to "be a place that our communities are proud of, that our businesses can thrive in and that will help us to live greener and healthier lives".

Within the plan, the subject site falls under the zoning objective to *'facilitate enterprise and / or residential led regeneration delivery'.*

The plan highlights two large scale regeneration areas within the county which currently serve low density industrial lands which are close to existing and future transport nodes – comprising of the regeneration areas at Tallaght (Cookstown) and the City Edge / City Edge Strategic Framework area.

The subject site is situated within the lands in Tallaght zoned for enterprise and/or residential-led regeneration and is therefore apt to play a key role in delivering a sustainable and vibrant residential and employment growth area with access to high-capacity public transport.

The current plan presents a number of transportation policies which are relevant to the subject development site and subject application. **Table 2-1** below presents a summary of the most relevant policies, objections and actions as they relate to the subject development site on Whitestown Way in Tallaght.

Table 2-1: South Dublin County Development Plan 2022-2028: Relevant Policies, Objectives and Actions

Transport and Movement	
Policy SM1	Promote ease of movement within, and access to South Dublin County, by integrating sustainable land-use planning with a high-quality sustainable transport and movement network for people and goods
SM1 Objective 4	To ensure that future development is planned and designed in a manner that facilitates sustainable travel patterns, with a particular focus on increasing the share of active modes (walking and cycling) and public transport use and creating a safe and attractive street environment for pedestrians and cyclists, in accordance with RPO 5.3 of the RSES / MASP
Walking and Cycling	
Policy SM2	Re-balance movement priorities towards sustainable modes of travel by prioritising the development of walking and cycling facilities and encouraging a shift to active travel for people of all ages and abilities, in line with the County targets.
SM2 Objective 1	To achieve and monitor a transition to the County's mode share targets of 15% Walk and 10% Cycle
SM2 Objective 2	To create a comprehensive County-wide network supported by sustainable movement studies and other permeability measures, consisting of legible, sign-posted and well-maintained: (i) Safe cycling routes through the implementation of the Greater Dublin Cycle Network Plan, NTA (2011) and the Cycle South Dublin project; and (ii) Walking routes that link communities to key destinations, amenities and leisure activities

SM2 Objective 3	To ensure that connectivity for pedestrians and cyclists is maximised and walking and cycling distances are reduced by promoting compact growth and permeability in the design and layout of new development areas
SM2 Objective 4	To ensure that connectivity for pedestrians and cyclists is maximised and walking and cycling distances are reduced in existing built-up areas, by removing barriers to movement and providing active travel facilities in order to increase access to local shops, schools, public transport services and other amenities through filtered permeability, while also taking account of existing patterns of anti-social behaviour in the removal of such barriers with due consideration of consultation with local residents where need is evident or expressed.
SM2 Objective 17	To support bike parking provision at villages, centres, parks and any other areas of interest, as well as near public transport nodes to support multi-modal transport options.
Public Transport	
Policy SM3	Promote a significant shift from car-based travel to public transport in line with County targets and facilitate the sustainable development of the County by supporting and guiding national agencies in delivering major improvements to the public transport network
SM3 Objective 3	To ensure that future development is planned in such a manner as to facilitate a significant shift to public transport use through pursuing compact growth policies, consolidating development around existing and planned public transport routes and interchanges, and maximising access to existing and planned public transport services throughout the network.
SM3 Objective 4	To optimise accessibility to public transport, increase catchment and maximise permeability through the creation of new and upgrading of existing walking and cycling routes linking to public transport stops.
SM3 Objective 12	To work with the NTA to secure the expansion of the bus network, including distinct new bus networks as necessary, to serve new development and regeneration areas within the South Dublin County area including Tallaght, City Edge, Adamstown, Clonburris, Fortunestown, Ballycullen and Newcastle.
SM3 Objective 20	To support additional capacity on the Luas Red Line, to service the intensification of development in Tallaght and Fortunestown and the future development of the City Edge lands
SM3 Objective 24	T support and facilitate the development of multi-modal transport interchanges at Tallaght Town Centre and Liffey Valley.
Street and Road Design	
Policy SM5	Ensure that streets and roads within the County are designed to balance the needs of all road users and promote placemaking, sustainable movement and road safety providing a street environment that prioritises active travel and public transport
SM5 Objective 2	To design new streets and roads within urban areas in accordance with the principles, approaches and standards contained within the Design Manual for Urban Roads and Streets (2013; updated 2019)
SM5 Objective 5	To design new roads and streets to incorporate green infrastructure elements such as planting of native trees, hedgerows and pollinator species in medians and on roadside verges, as appropriate to the location.
Traffic and Transport Management	
Policy SM6	Effectively manage and minimise the impacts of traffic within the County having regard to the need to provide shared road space for different users. SM6 Objective 1: To effectively manage the flow of through traffic along the strategic roa
SM6 Objective 6	To undertake an analysis, where areas are identified and opportunities exist, for more effective traffic management and mobility improvements.
SM6 Objective 8	To require all major traffic generating development to submit a Mobility Management Plan / Workforce Plan and / or Traffic and Transport Assessment
Demand Management	

SM7 Objective 1	To implement maximum car parking standards for a range of land-use types, where provision is based on the level of public transport accessibility
SM7 Objective 5	To support the expansion of the EV charging network by increasing the provision of designated charging facilities for Electric Vehicles on public and private land in partnership with the ESB and other relevant stakeholders; and to support the Dublin Regional EV Parking Strategy.
SM7 Objective 9	To ensure that car parking is designed in such a manner as to promote visual amenity, green infrastructure, carbon sequestration and sustainable drainage (SuDS) by applying the following requirements: -Provision of landscaping integrated into the design of all car parking, to include planting of native trees and pollinator species; -Provision of not more than two parallel or five perpendicular spaces between trees / planting bays; -Use of permeable paving, where appropriate
Adherence to best practice sustainable transport guidance	
SM2 Objective 6	To ensure that facilities for pedestrians and cyclists are designed in accordance with the principles, approaches and standards contained in the National Cycle Manual or any updated guidance and to promote off-road cycle infrastructure where feasible, subject to any design having regard to environmental sensitivities.
Connected Neighbourhoods	
Policy QDP5	Promote short distance neighbourhoods and strive towards the achievement of 10-minute settlements over the lifetime of the Plan, promoting a more compact development form, sustainable movement, and ease of access to services, community facilities, jobs and amenities.
QDP5 Objective 1	To improve the accessibility of all identified centres (see Chapter 9 Table 9.2) from the surrounding catchment area through public transport provision, sustainable transport infrastructure including cycling and walking, incorporating high quality local linkages between public transport stops, cycle parking and car park facilities and the various attractions within each identified centre (see Chapter 7: Sustainable Movement and Appendix 12: Our Neighbourhoods for further details).
QDP5 Objective 2	To promote measures to improve pedestrian and cycle safety and convenience, including new or enhanced permeability links within all areas and pedestrianisation within identified centres.

3 Receiving Environment

3.1 Land Use

The subject site, outlined in red, is located within a zoned regeneration area, adjoining a mix of enterprise, institutional and open space land uses. Its proximity to strategic transport infrastructure, including Tallaght Luas and the Tallaght / Clondalkin to City Centre Core Bus Corridors, and existing employment and residential areas reinforces its suitability for residential-led, mixed-use regeneration.

According to the South Dublin County Development Plan 2022-2028, the subject site is zoned Objective Regen: *"To facilitate enterprise and/or residential-led regeneration subject to a development framework or plan for the area incorporating phasing and infrastructure delivery***." Figure 3-1** below presents the land-Use Zoning for Subject Site as per the South Dublin County Development Plan 2022-2028.

The zoning objective reflects the intention of the Development Plan to promote the efficient use and reuse of underutilised lands, support compact growth, and facilitate the delivery of a coordinated mix of uses. The subject site represents an appropriate opportunity to contribute to the wider regeneration strategy for the area in accordance with the objectives of the South Dublin County Development Plan 2022–2028.

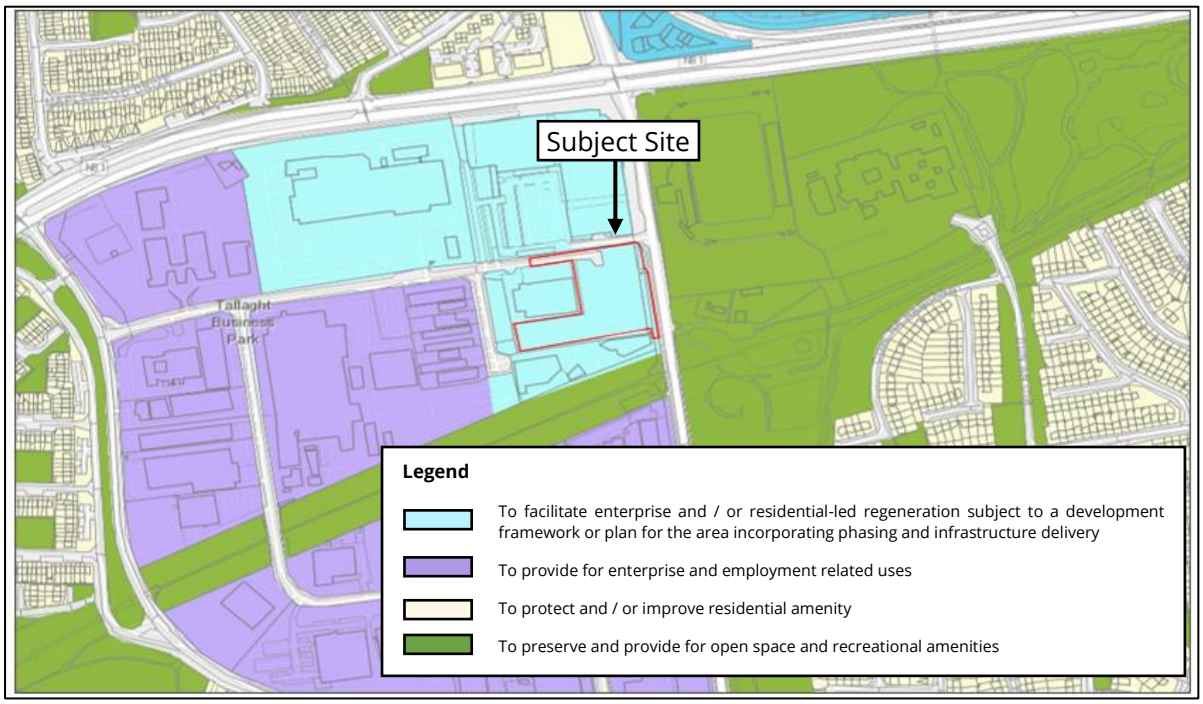


Figure 3-1 Land Use Zoning in vicinity of subject site. Source: SDCC Land Use Zoning Maps: Map

3.2 Location

The subject site is located on an existing greenfield site on Whitestown Way, Tallaght, Dublin.

The site is generally bound: to the east by Whitestown Way; to the south by Riverside Business Park; to the west by Whitestown Road / Whitestown Industrial Estate, undeveloped lands and the Vita Actives premises; and to the north by, the Vita Actives premises and The Arena mixed-used development. It also extends to include part of Whitestown Way for junction, road infrastructure and landscape works.

The general location of the subject site in relation to the surrounding road network is illustrated in **Figure 3-2** whilst **Figure 3-3** indicatively shows the extent of the subject site boundary and neighbouring lands.

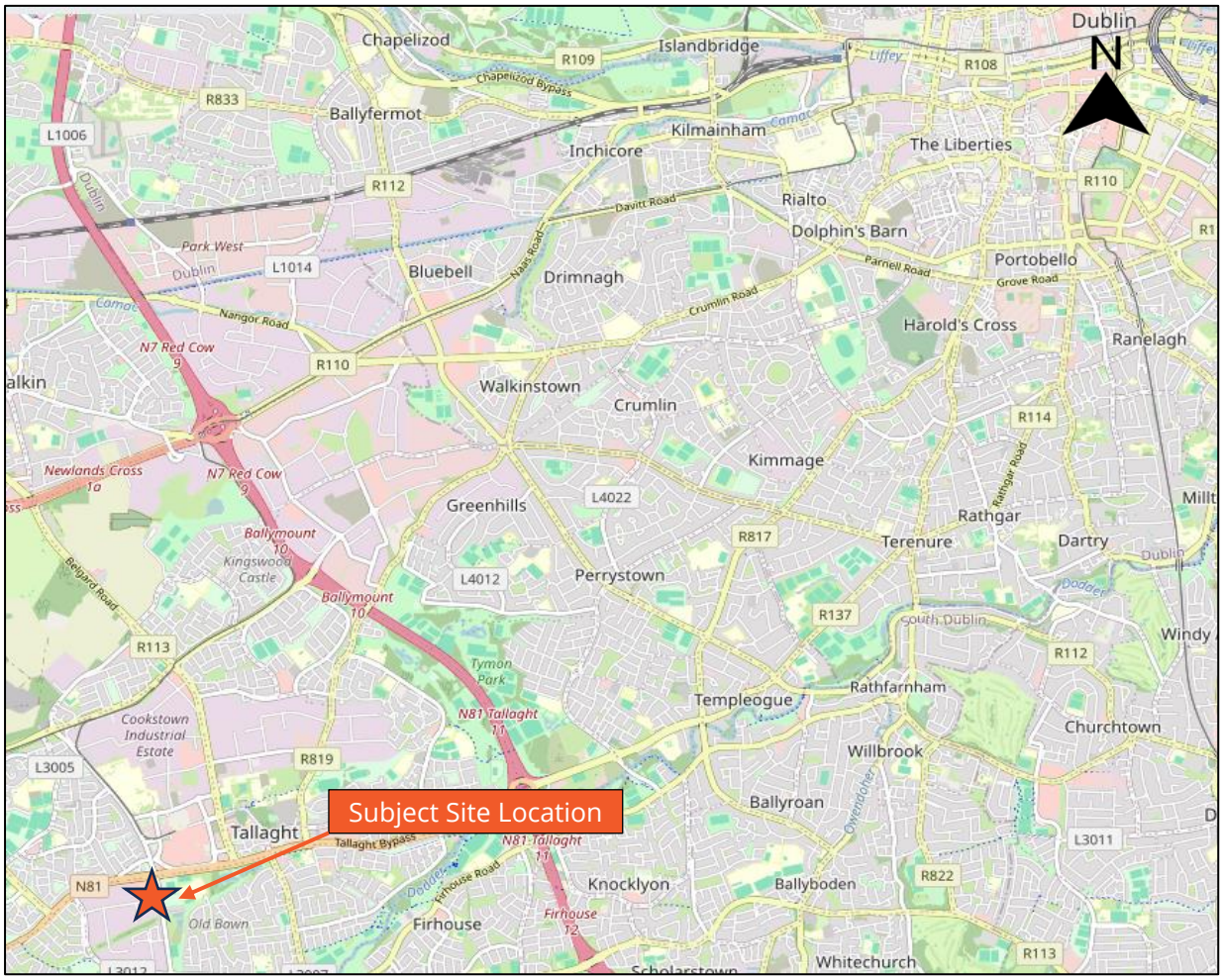


Figure 3-2 Site Location (Source: OpenStreetMap)

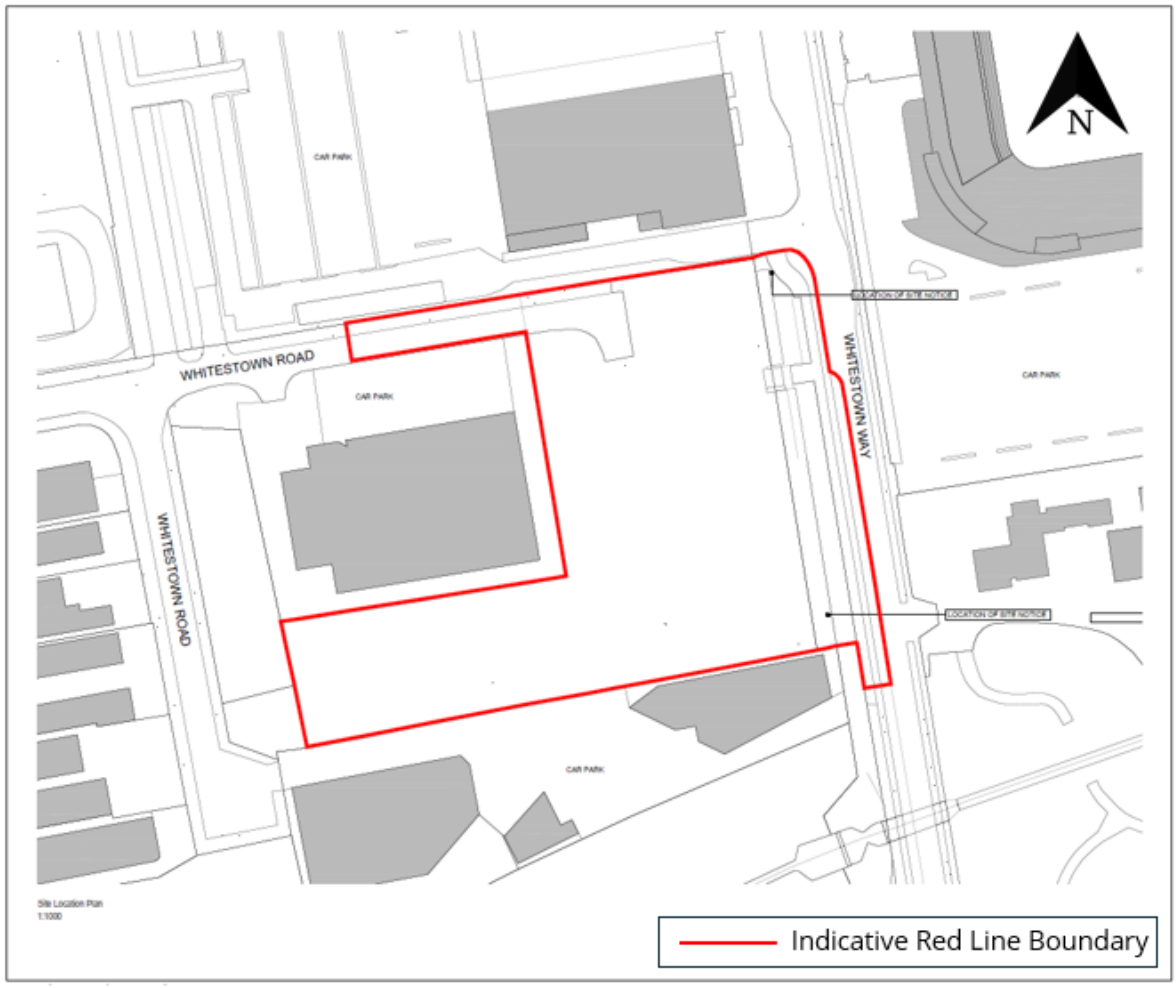


Figure 3-3 Subject site indicative Redline Boundary (Source: Google Earth Pro)

3.3 Existing Transport Infrastructure

3.3.1 Road Network

The subject development site is located immediately west of Whitestown Way. Whitestown Way is a wide single carriageway road with one general traffic lane in each direction.

Travelling northbound on Whitestown Way leads to the Tallaght Bypass / N81 whereas travelling southbound leads to the Kiltipper Way / Firhouse Rd. Roundabout.

Overleaf **Figure 3-4** illustrates the location of the subject site within the context of the existing road network.

- **Whitestown Way** is located to the east of the subject site. Travelling northbound on Whitestown Way leads to the Tallaght Bypass / N81 whereas travelling southbound leads to the Kiltipper Way / Firhouse Rd. Roundabout.

- **The Tallaght Bypass / N81** is a national road located to the north of the subject site. Travelling eastbound on the N81 connects to the M50, one of the central routes to Dublin City Centre.
- **Whitestown Road** is situated to the west of the subject site. Travelling eastbound on Whitestown Road connects to an internal access road leading to the subject site, and a variety of commercial and industrial uses located within the Tallaght Business. Travelling westbound on Whitestown Road connects to the Killinarden Way junction, which is situated immediately south of the N81.
- **Cookstown Way** is located north of the N81. Travelling northbound along Cookstown Way provides eastern access to **Belgard Square** and **Belgard Road**, both of which form part of the Tallaght–Clondalkin Core Bus Corridor. This corridor connects to key destinations including the Tallaght Luas, The Square Shopping Centre and TU Dublin.

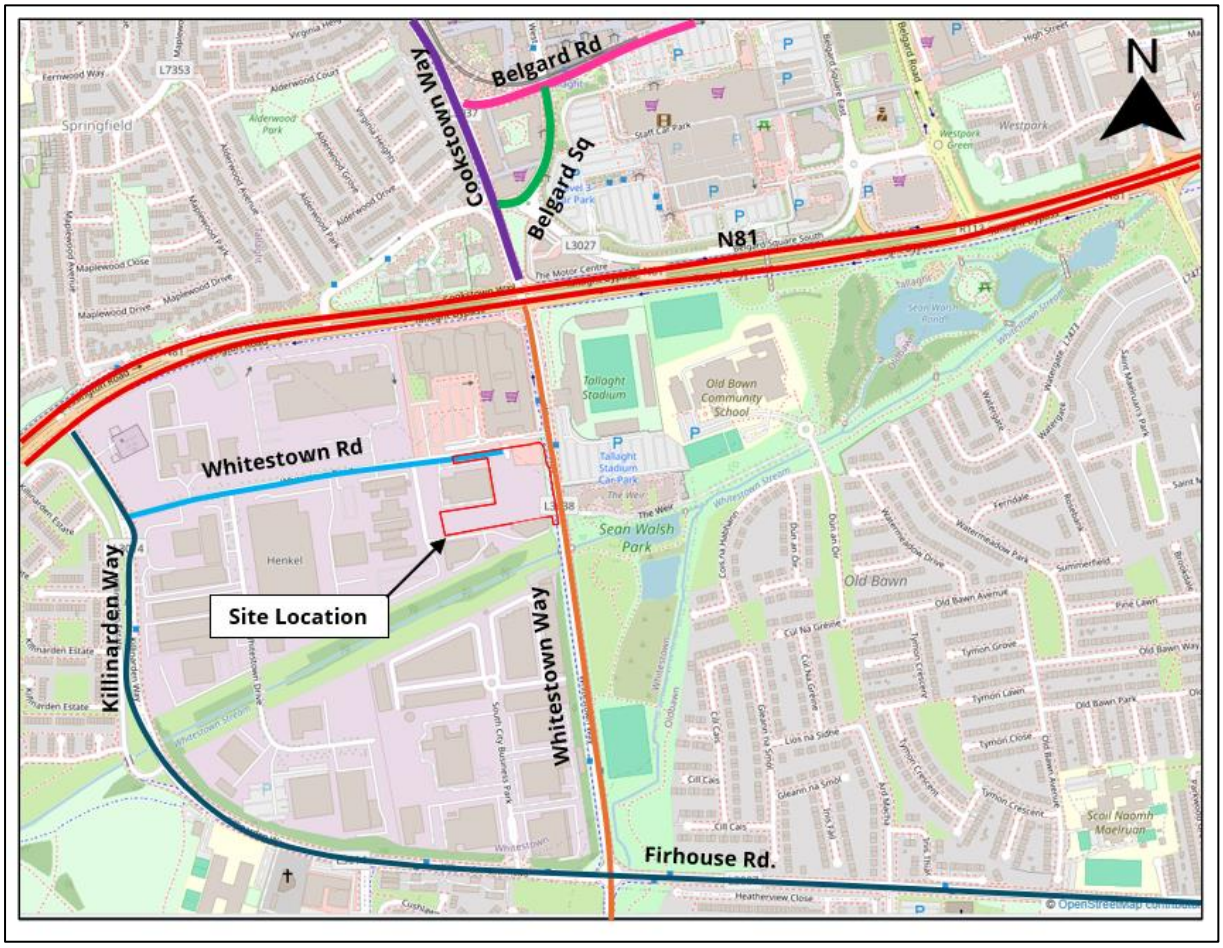


Figure 3-4 Existing Road Network (Source: Google Maps)

3.3.2 Existing Pedestrian Facilities

Pedestrian connectivity to and from the subject site is supported by a well-established network of footpaths along Whitestown Way, with high-quality footpath provision available on both sides of the carriageway. There is a shared path on the western side of the carriageway which provides access to the subject site. There is a continuous footpath (approx. 1.5m-2) on the eastern side of the carriageway, which provides access to Tallaght Stadium and the carpark for Sean Walsh Memorial Park, as well as a network of pathways providing access to the park. Public safety is further enhanced by the presence of public lighting along both sides of the road.

Whitestown Way has signalised pedestrian crossings north and south of the subject site. To the north, there are 2 No. sets of signalised crossings, one of which is situated adjacent to the Tallaght Stadium Pedestrian Entrance and the second of which is located further north at the Whitestown Way / N81 Junction. To the south, there is one signalised pedestrian crossing located approximately 40m south of the proposed site entrance (adjacent to Sean Walsh Park). Further south, there is an uncontrolled crossing with pedestrian priority / zebra crossing situated at the Whitestown Way / Kiltipper Way / Firhouse Rd. roundabout**. Figure 3-5** below and **Figure 3-6** overleaf illustrates the pedestrian facilities situated within the receiving environment of the subject site.

Figure 3-5 Pedestrian Crossing Facilities in Vicinity of the Subject Site

Figure 3-6 Pedestrian Facilities at Whitestown Way

Walking Catchment

Existing walking time isochrones from the development site are shown in **Figure 3-7** overleaf. Based on the walking time isochrone, several key locations can be accessed within a 5, 10 or 15 minute walking time, including:

- The Arena Centre (less than 5 minutes)
- Tallaght Stadium (5 minutes)
- Sean Walsh Memorial Park & Sensory Garden (10 minutes)
- ALDI (10 minutes)
- Tallaght Luas (10 minutes)
- The Square Shopping Centre (10-15 minutes)
- Tallaght University Hospital (15 minutes)
- TU Dublin (15 minutes)

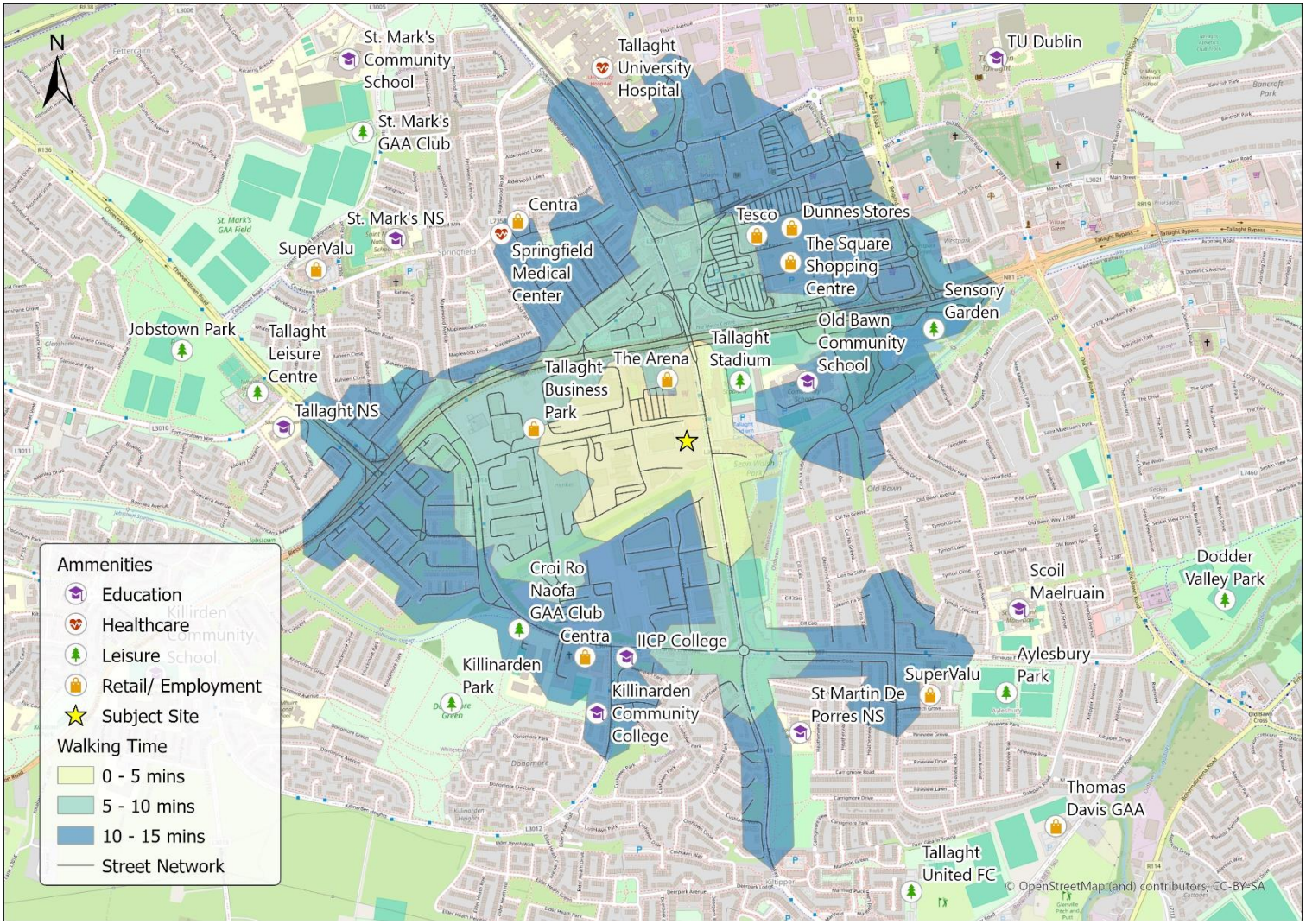


Figure 3-7 Walking Catchment from the Subject Development Site

3.3.3 Existing Cycling Facilities

The subject lands are well served by cycling facilities. There is a two-way cycle track to the immediate east of the subject lands at Whitestown Way, providing a cycle connection to the Arena Retail Centre (Lidl, Club Vitae Leisure Centre), Tallaght Stadium and supporting the wider cycling network. **Figure 3-8** and **Figure 3-9** below present the cycling facilities serving the subject site.

Figure 3-8 Cycling Facilities on Whitestown Way (Facing North)

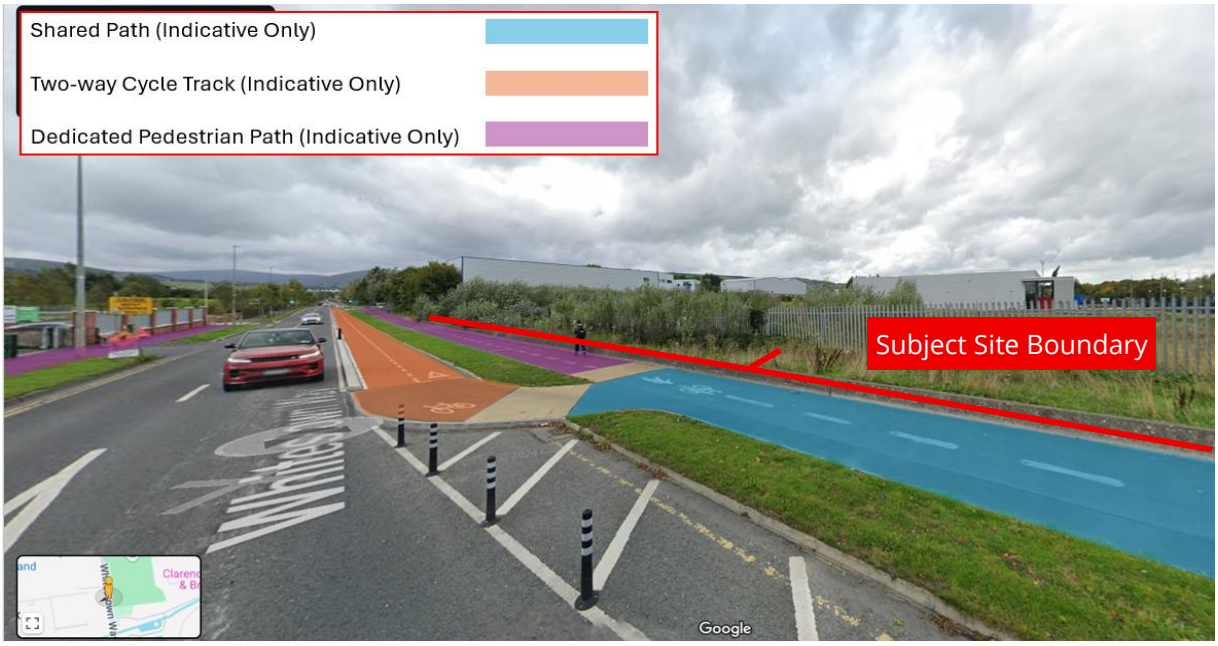


Figure 3-9 Cycling Facilities along Whitestown Way Facing South)

In addition to the cycle facilities outlined on the previous page, further cycling facilities are available in the wider environs of subject site, helping to define the surrounding cycling network. These cycling facilities are illustrated in **Figure 3-10** below.

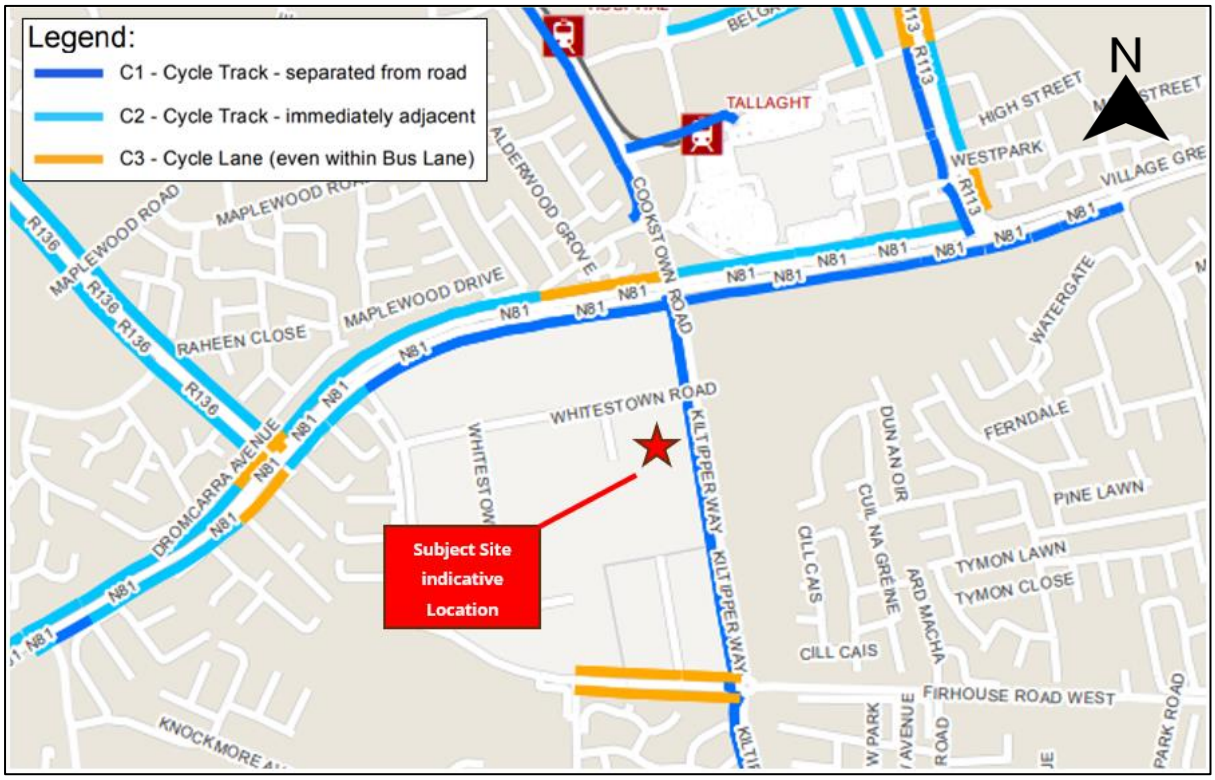


Figure 3-10 Existing Cycling Facilities

The cycle facilities outlined above include the following:

- Two-way Cycle Track along Whitestown Way
- Unprotected cycle lane (eastern side of Whitestown Way)
- Protected cycle track along the southern side of the N81 (north of Tallaght stadium)
- Unprotected Cycle Lane on the northern side of the N81
- Protected Cycle Lanes on the south-eastern extent of Killinarden Way

To the east of the subject site, there is also a pedestrian footbridge connecting Sean Walsh Memorial Park to the Square Shopping Centre via the N81 (shown **Figure 3-11** overleaf).

Figure 3-11 Pedestrian Footbridge over the N81 Dual Carriageway

Cycling Catchment

The location of this subject development offers high levels of cycling connectivity, particularly due to the level of existing and proposed cycle network in the vicinity of the site. **Figure 3-12** overleaf presents the travel time catchment associated with 10, 20 and 30-minute cycling times from the subject development and the key destinations which can be accessed within these timeframes.

As can be seen, there is a wide cycling catchment from the subject site, with many key locations accessible within a 10, 20 or 30 minute cycle, including the following:

- The Square Shopping Centre (≤10-minute cycle)
- Tallaght LUAS (≤10-minute cycle)
- TU Dublin (≤10-minute cycle)
- Tallaght University Hospital (≤10-minute cycle)
- Kingswood Luas (≤20-minute cycle)
- Belgard Luas (≤20-minute cycle)
- Citywest Business Park (≤20-minute cycle)

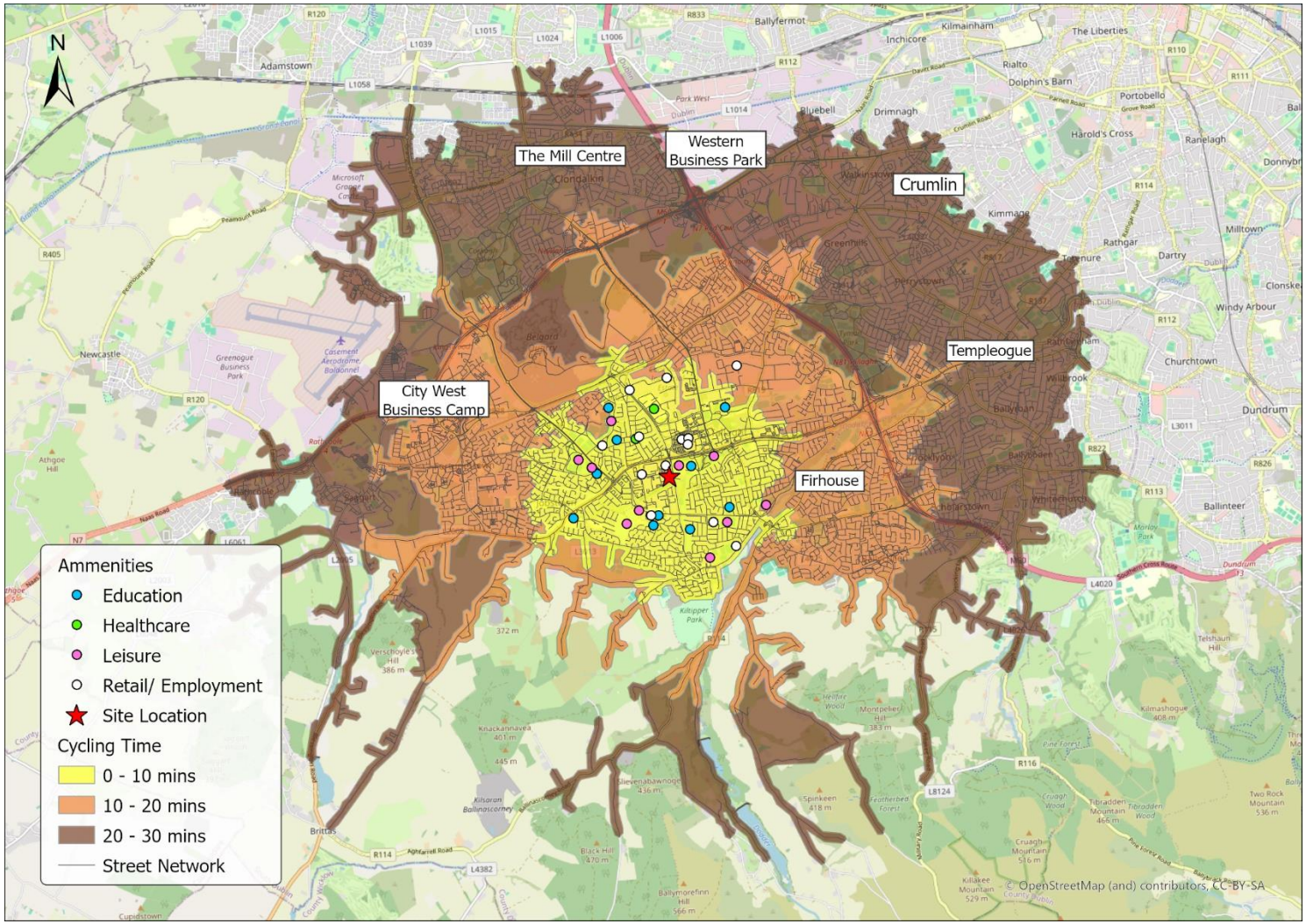


Figure 3-12 10, 20 and 30-minute Cycling Catchment

3.3.4 Public Transport – Bus

The subject site is ideally located to avail of a multitude of existing bus services. The majority of bus services are within an 8-minute walking distance of the subject development:

- 27
- 65B
- 77A
- 77X
- 82
- F1
- S6
- S8
- W2
- W4
- W6

Figure 3-13 below illustrates location/proximity of the bus stops to the subject site

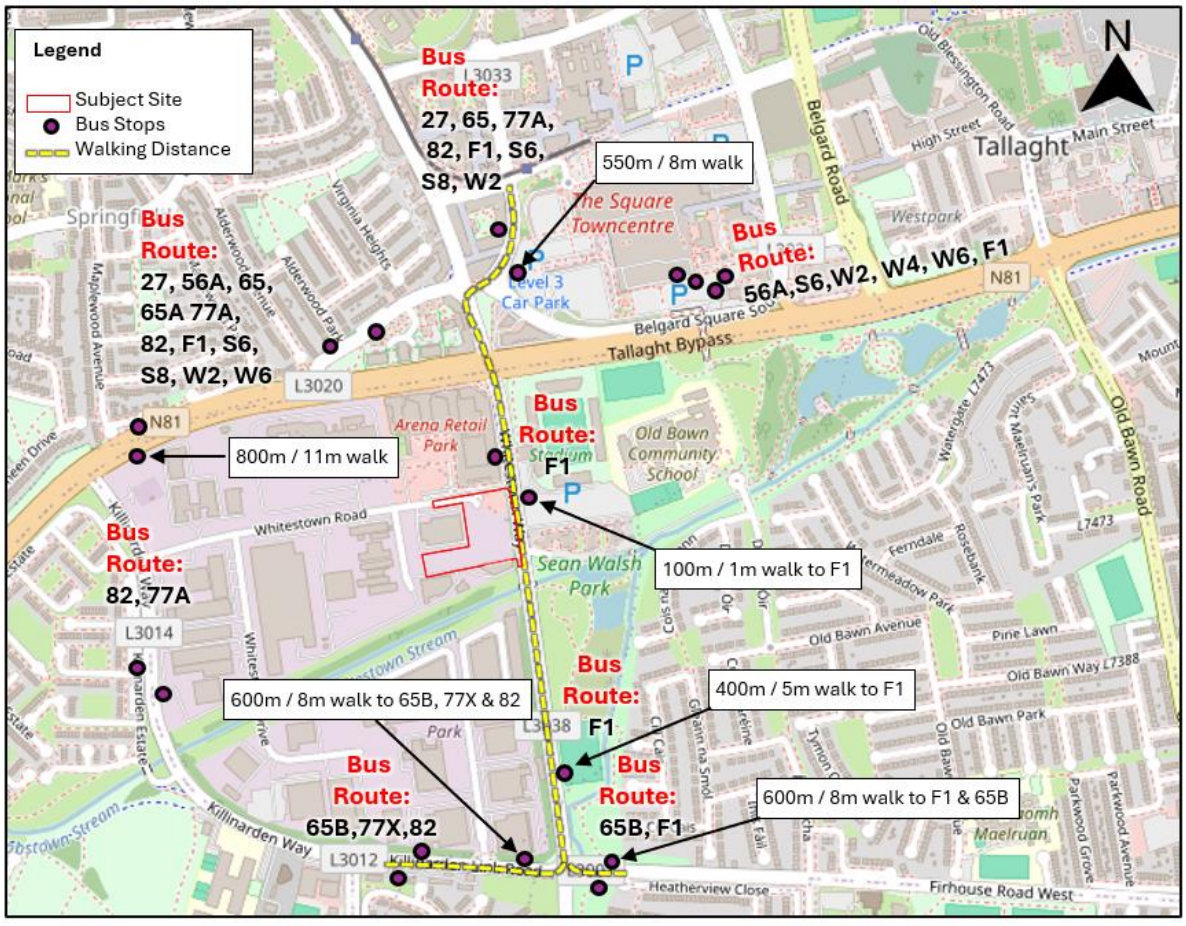


Figure 3-13 Existing Dublin and Go-Ahead Bus Stops

The closest bus stop is located approximately 100m (a 1-min walk) from the site entrance. It is currently served by the F1 bus, a high-frequency 24-hour service connecting Tallaght with the city centre and beyond, which runs every 15-20 minutes until midnight, from when it then runs every hour until 5am.

Bus services 65B, 77X and 82 are accessed from Killinarden Way, serving between Citywest, Tallaght and Dublin City Centre – these are a short 8-minute walk from the subject site.

The 65B runs at a 1-hour frequency, the 82 runs at a frequency of 15-20 minutes and the 77x provides one daily service. North of the N81, Bus Services 27, 65, 77A, 82, 51, S6, S8 and W2 can all be accessed from Belgard Sq., within an 8-minute walk from the subject site.

The 27 runs on a 10-minute frequency, the 77a runs every 10-20 minutes during peak hours and the 82 runs every 15-20 minutes on average during peak hours. On average, route 65 provides an hourly service. It can be seen in the diagram that the majority of bus routes can be accessed within a 8 minute walk. The pedestrian facilities to these bus stops, including footpaths and signalised crossings, allow fast and safe transit from the subject site to the respective bus stops. **Table 3-1** below illustrates the bus routes with direction and frequency.

Existing Bus Network (Scheduled)				
Bus Service	Route Number	Describe	Frequency (No. of Services)	
			AM Peak Period (7-10)	PM Peak Period (4-7)
Dublin Bus	F1	The Square Tallaght - Ikea	12	20
	27	Jobstown – Clare Hall	21	18
	56A	Ringsend Rd - Tallaght	3	3
	65	Blessington – Poolbeg St	2	4
	65B	Citywest – Poolbeg Street	3	3
	82	Irishtown towards Kiltipper	10	13
	77A	Citywest - Ringsend	15	12
	77X	Citywest – UCD Belfied	1	-
Go Ahead	S6	Tallaght – Blackrock Station via UCD	14	13
	S8	Kingswood Avenue – Dun Laoghaire Stn	12	12
	W2	The Square – Liffey Value SC via Clondalkin	12	12
	W4	Blanchardstown SC – The Square	10	10
	W6	Community College – The Square	6	6
Total			121	126

Table 3-1 Bus Service Frequency (No. of Services)

3.3.5 Bus Transport Capacity Assessment

In order to determine the number of additional bus users which are predicted to utilize the nearby network as a result of the subject proposal, the 2022 Census data results have been analysed. Using the number of future residents at the site and utilising the existing 2022 modal split of 11% of users commuting by bus, we can measure the impact on the local public transport network. **Figure 3-14** below shows the small areas included in the analysis. **Figure 3-14** presents a graphic representation of the 2022 modal split for the above areas.

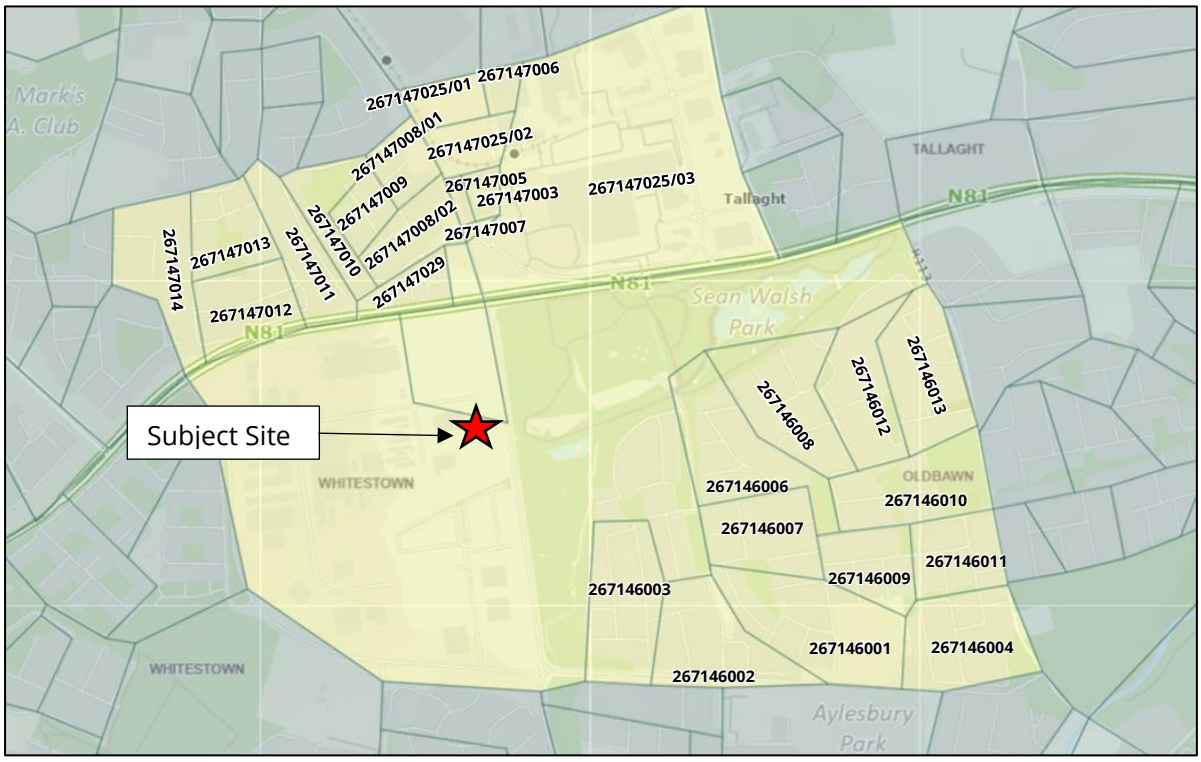


Figure 3-14 Small Areas Included in the Analysis

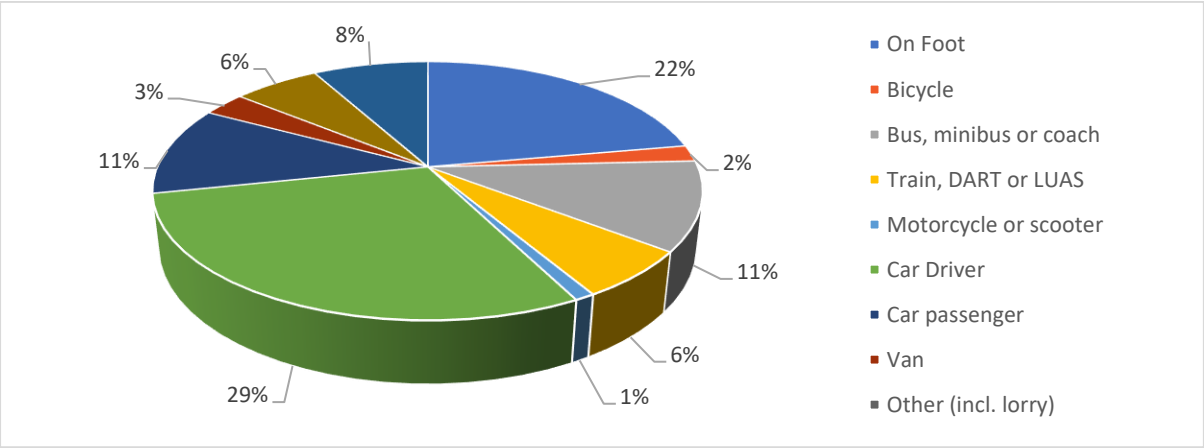


Figure 3-15 Modal Split for all Commuting Trips from Existing Residential Developments

The development comprises a total of 169 No. residential units, consisting of 80 No. 1-bed, 85 No. 2-bed and 4 No. 3-bed units in 2 No. blocks (Block A to the East and Block B to the West) In total, there will be. 267 No. bedrooms. Assuming 1.5 residents per bedroom, the total expected number of residents is estimated to be 393.

Table 3-2 below resents the modal split numbers for each mode of travel, based on the 2022 Census results, while **Table 3-3** overleaf presents the existing bus services during the AM and PM Peak Periods.

Table 3-2 shows that 11% of people living in the vicinity of the subject site commute by bus. It is therefore assumed that 11% of the subject development will also commute by bus. Based on our occupancy assumptions (1.5 residents per bedroom), the total number of proposed residents is 393, of which 11% is 43. Therefore, the public transport network is required to accommodate an extra 43 passengers due to the subject development.

2022 Census Results	Total	Percentage
On foot	1658	22%
Bicycle	174	2%
Bus, minibus or coach	846	11%
Train, DART or LUAS	451	6%
Motorcycle or scooter	38	1%
Car driver	2106	29%
Car passenger	848	11%
Van	226	3%
Other (incl. lorry	15	0%
Work mainly at or from home	425	6%
Not stated	601	8%
Total	7388	100%

Table 3-2 No. of Commuters per Mode

Table 3-3 overleaf illustrates that during the AM Peak Period of 7-10AM, there are a total of 121 bus services. And there is a total of 126 bus services during the PM Peak Period of 4-7PM. Assuming a 90-passenger capacity per bus, this gives a total of 10,890 available spaces on buses during the AM Peak Period, and 11,340 spaces during the PM Peak Period. An additional 43 passengers increase on both periods is expected to have a minimal impact on the local bus network.

Overall, the scale of the impact of the proposed development on the bus network within the proximity of the subject site is considered low, and we believe it can readily be accommodated within the current service provision over the entire peak period

Existing Bus Network (Scheduled)				
Bus Service	Route Number	Describe	Frequency (No. of Services)	
			AM Peak Period (7-10)	PM Peak Period (4-7)
Dublin Bus	F1	The Square Tallaght - Ikea	12	20
	27	Jobstown – Clare Hall	21	18
	56A	Ringsend Rd - Tallaght	3	3
	65	Blessington – Poolbeg St	2	4
	65B	Citywest – Poolbeg Street	3	3
	82	Kiltipper- St. Stephen's Green – Poolbeg	10	13
	77A	Citywest - Ringsend	15	12
	77X	Citywest – UCD Belfied	1	-
Go Ahead	S6	Tallaght – Blackrock Station via UCD	14	13
	S8	Kingswood Avenue – Dun Laoghaire Stn	12	12
	W2	The Square – Liffey Value SC via Clondalkin	12	12
	W4	Blanchardstown SC – The Square	10	10
	W6	Community College – The Square	6	6
Total			121	126

Table 3-3 Existing Bus Network in the vicinity of Subject Site During AM and PM

In conclusion the additional demand for bus trips as a result of the proposed development can be accommodated on the existing and future improved services in the area without any noticeable effect.

Whilst this Report contains an assessment of current capacity, it should be noted that service providers are commercial in nature, running their businesses based on existing demand, rather than medium to longer term future demand. Bus services are provided based on real demand rather than potential demand. If there is an increased demand for services, or indeed if there is a deficit in a service provision, Operators generally react to improve facilities if it makes commercial sense to do so. This is outlined in 'Measure BUS5' of Chapter 12 of the GDA Transport Strategy (2022-2042), which states: "It is the intention of the NTA to continually monitor the demand for bus services in the Dublin Area as part of the roll-out of the new service network and as part of the monitoring and periodic review of the Transport Strategy, and enhance or amend the service network as appropriate."

3.3.6 Public Transport – LUAS

The subject site is ideally positioned approximately 700m (10-minute walking time) south of Tallaght Red Line LUAS stop. This is the final stop on the LUAS Red Line which operates between Tallaght Belgard and The Point. At the Belgard interchange, the LUAS Red Line branches in two directions; to Saggart and to Tallaght.

This provides a highly convenient and sustainable mode of transport to and from Tallaght via Heuston Station, City Centre and Connolly Sation amongst other destinations. **Figure 3-16** illustrates the location of the nearest LUAS stop relative to the subject site.

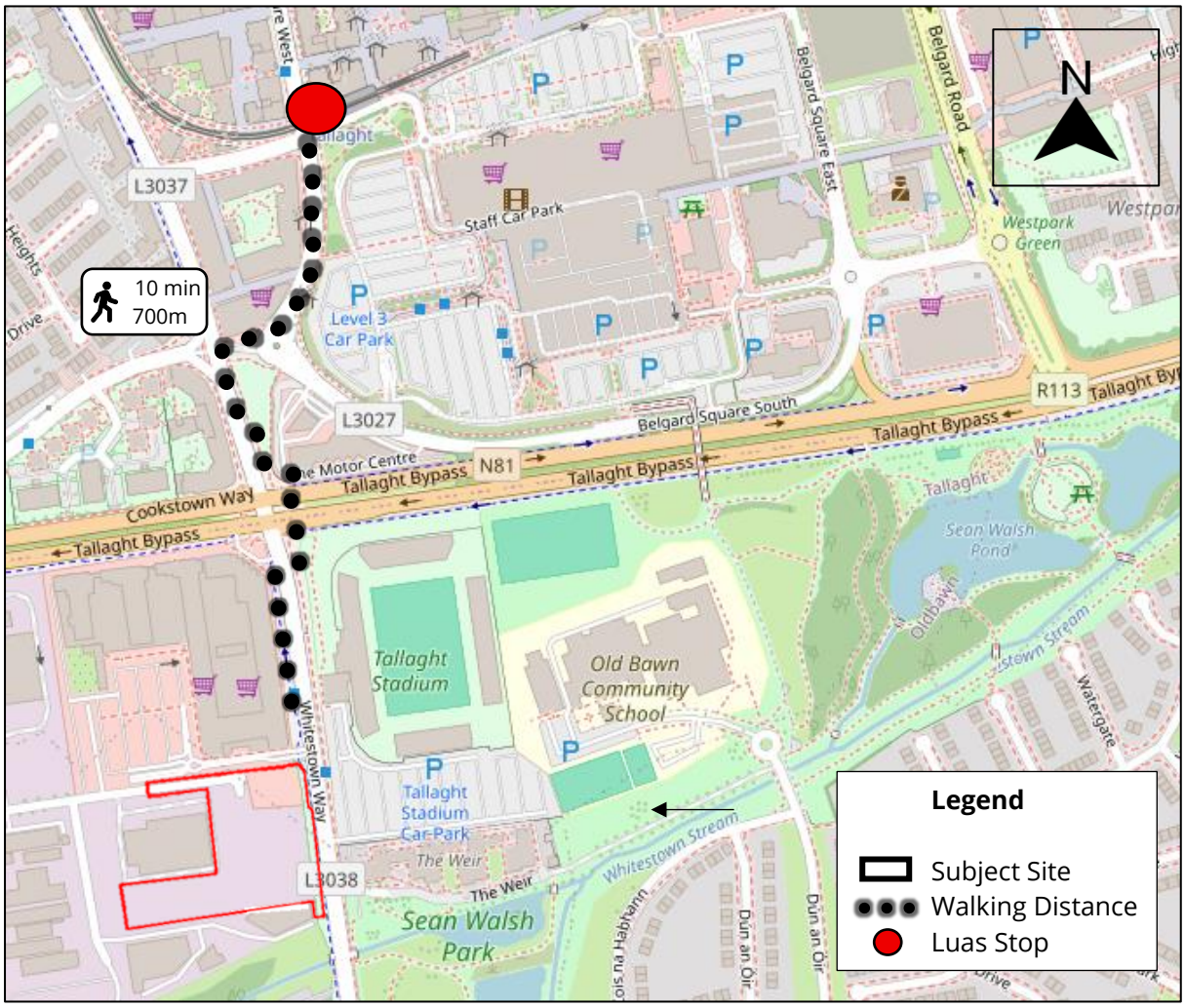


Figure 3-16 Tallaght Luas Stop

Since the completion of the LUAS Cross City, the catchment of the service has been greatly enhanced along with an improvement of accessibility to the LUAS Green Line. Furthermore,

interconnectivity is now more conveniently achievable between destinations located along the both the Red and Green LUAS Lines greatly expanding the catchment area of the service**.**

Table 3-4 below lists the frequency at which the Tallaght LUAS Red Line service operates.

Link	Weekdays		Saturdays		Sundays & Bank Holidays	
	Peak	Off-Peak	Peak	Off-Peak	Peak	Off-Peak
The Point / Connolly – Tallaght	4-10	5-15	1520-	15	12-20	12-20
Tallaght – The Point / Connolly	6 – 10	12-15	10 – 20	10-15	13-20	12-15

Table 3-4 LUAS Service Frequency (minutes)

3.4 Local Amenities

The subject development site is well placed in terms of the availability of local amenities.

There are a number of restaurants, cafes and retail outlets, including LIDL, Polonez Shopping Centre Woodies D.I.Y. and the Maldron Hotel within walking distance of the subject site (100m).

There is also numerous leisure facilities, includingSean Walsh Memorial Park, Tallaght Stadium, the Club Vitae Leisure Centre and the South Dublin Taekwando Club. The Square Shopping Centre can be accessed within a 7 minute walk or a 3 minute cycle.

There are several schools within walking distance of the subject site including the Old Bawn Community School, Scoil Maelruain Junior / Senior National School, Tallaght Community School and St. Mark's Senior National School. TU Dublin Tallaght is a 23 minute walk or six minute cycle.

Tallaght Hospital is situated approximately 1.3km (18 minute walk) north of the subject site.

Figure 3-17 overleaf illustrates the amenities within the vicinity of the subject site.

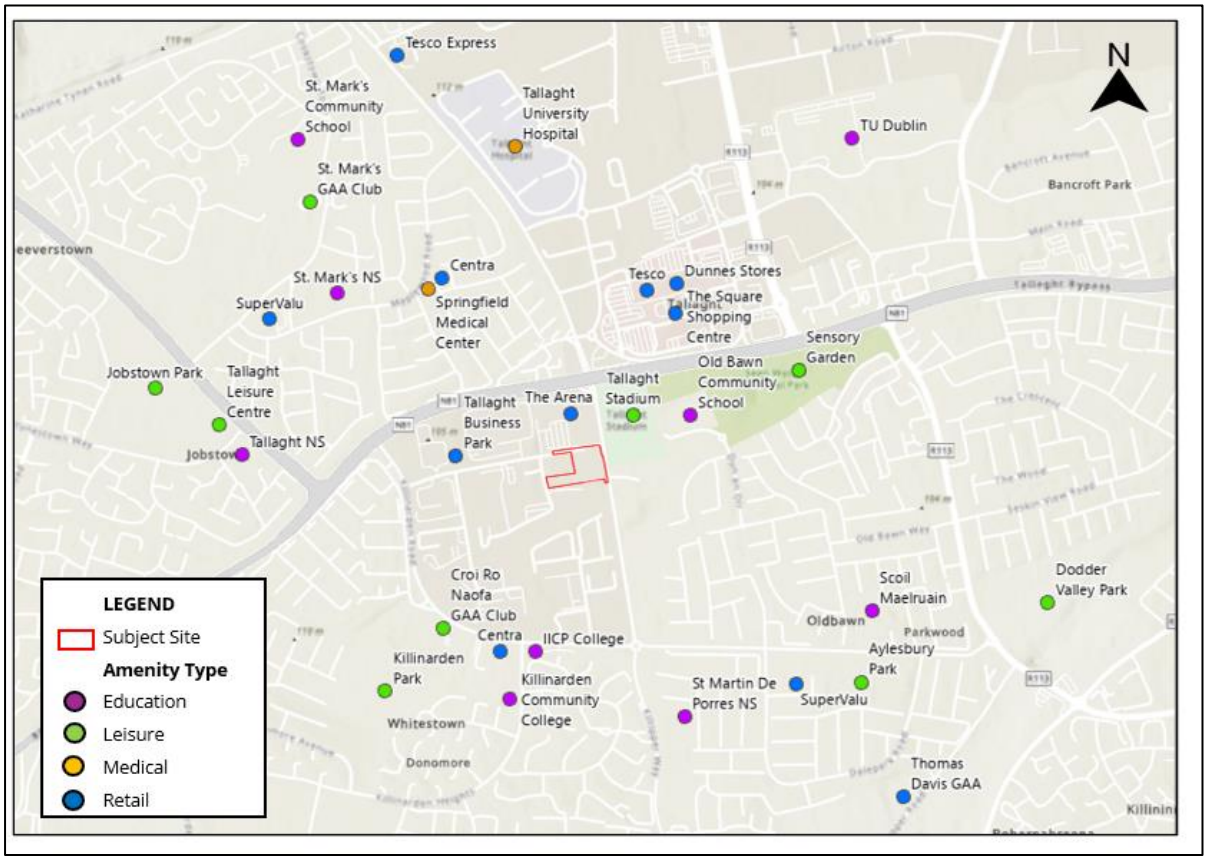


Figure 3-17 Local Amenities

3.5 Road Safety Review

The collision statistics on the Road Safety Authority (RSA) website were reviewed in order to ascertain the safety record of Whitestown over the most recent period, 2016-2020. The RSA records detail only those occasions where the incident was officially recorded such as the Garda being present to formally record details of the incident.

The RSA website currently states *"The RSA is in the process of reviewing its road traffic collision (RTC) data sharing policies and procedures. Record-level RTC data cannot be shared until this review is complete, but we expect this to be finalised in the coming months. At that point, we will have new policies and procedures in place for access to RTC information and data."*

A website (collisiontracker.ie) was launched in 2024 by the Dublin Inquirer which includes a crowdsourced collision map specifically for pedestrians and cyclists. The map includes collisions, near misses, and hazard reporting. While the data provided by the public is unverifiable, it can be assumed that if a number of reports appear at specific junctions, there may be safety issues. No collisions were reported at the subject site access, however, one collision was reported south of the subject site on Killinarden Way, as seen in **Figure 3-18** below.

Figure 3-18 Collisions Reported in vicinity of subject site (Source: collisiontracker.ie)

3.6 Future Transport Infrastructure

3.6.1 GDA Cycle Network Proposals (2022)

The subject site is located within the "Dublin South West Sector" as outlined within the Greater Dublin Area Cycle Network Plan (published by the NTA in 2022). **Figure 3-19** presents variety of routes in the vicinity of the subject site, including:

- Primary Radial Route along Main Road / R189
- Secondary Route along Whitestown Way, Killinarden Way, Kiltipper Way, the N81, Cookstown Way, Belgard Sq. and Belgard Road.
- Utility Greenway running east-west along the Whitestown Stream and offering access to the Sean Walsh Memorial Park / Sensory Gardens.
- Leisure Greenway running south-north from the N81 to Firhouse Road West, providing connections with Tallaght Stadium, Old Bawn Community School and Sean Walsh memorial Park
- Feeder Route alongs Dún An Óir and Dale Park Road

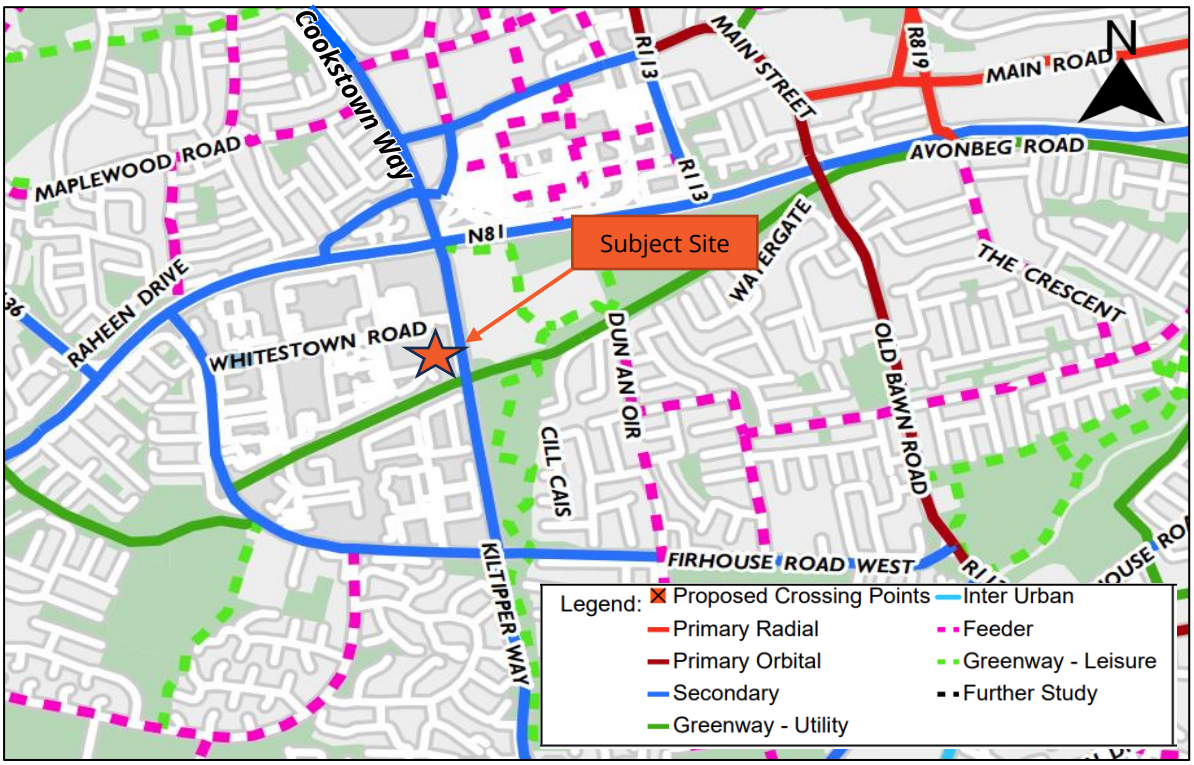


Figure 3-19 Greater Dublin Area Cycle Network Proposals

3.6.2 Bus Connects – Improved Network

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

This initiative is currently being rolled out, with the latest phase (Phase 7) launched on the 19th of October 2025. The fundamental changes to the network would be as follows:

- Introduces nine new bus routes, including two 24-hour services F1 and F2, which aim to enhance connectivity across the capital and support Dublin's growing night-time economy.
- Overall bus service levels in these areas are to increase by over 14% as a result of these changes.
- Interchange opportunities have also been expanded, including a key connection point being delivered at Tallaght (adjacent to Tallaght Luas Stop)

The proposed development site is ideally located to benefit from the enhanced accessibility levels that have been delivered by BusConnects. The subject site will further be directly serviced by the following proposed BusConnects routes:

- **F1-Spine** (10-to-15 minute frequency) servicing Ballymun (IKEA) – Finglas – City Centre – Tallaght (**Operation since October 2025)**
- **82** (20 minute frequency) servicing Kiltipper- St. Stephen's Green – Poolbeg (**Operation since October 2025)**
- **S6** (10-15 minute frequency) servicing The Square - Blackrock Station **Operation since November 2023)**
- **W2** (15 minute frequency) servicing The Square - Liffey Valley SC) **Operation since November 2023)**
- **W4 (**15 minute frequency) servicing The Square – Blanchardstown **Operation since June 2023)**
- **W6 (**30 minute frequency) servicing Maynooth - The Square via Newcastle **Operation since June 2023)**

In addition to above, the subject is set to be benefit from the the following proposed BusConnects services, which are due to commence in 2026 and beyond:

- **D2** (12 minute frequency) servicing Clare Hall – City Centre – City West **(commencing in Spring 2026)**
- **D4** (12 minute frequency) servicing Swords Road - City Centre - Castletymon – Killinarden **(commencing in Spring 2026)**
- **P43** (Three journeys during morning and evening peak) servicing Ballyknockan - Blessington - City Centre **(commencing in autumn 2026)**
- **P44** (Three journeys during morning and evening peak) servicing Ballymore Eustace - Blessington - City Centre **(commencing in autumn 2026)**
- **71** (20 minute frequency) Tallaght - Ballymount - Warrenmount - East Wall **(Commencing in Spring/Autumn 2026)**
- **85** (12-minute frequency) Tallaght - Ballyboden - Harold's Cross - Parnell Square **(Commencing in Spring/Autumn 2026)**

- **L44 (60 minutes)** Ballymore Eustace - Blessington – Tallaght **(Commencing in Spring/Autumn 2026)**

In addition to the above, The A-spine routes (A1-A4) are set to launch in Autumn 2026, subject to operational readiness and funding.

The proposed routes allow greater connectivity between the subject site and locations around Dublin. It is also important to note that as part of the Transport Strategy for the Greater Dublin Area 2022-2042, the NTA have outlined **Measure BUS5**, which states the following:

> *"It is the intention of the NTA to continually monitor the demand for bus services in the Dublin Area as part of the roll-out of the new service network and as part of the monitoring and periodic review of the Transport Strategy, and enhance or amend the service network as appropriate."*

Figure 3-20 below illustrates the proposed BusConnects proposed routes that will serve the subject. Also shown in **Table 3-5** overleaf are the future proposed bus services during the AM and PM Peak Periods in the area.

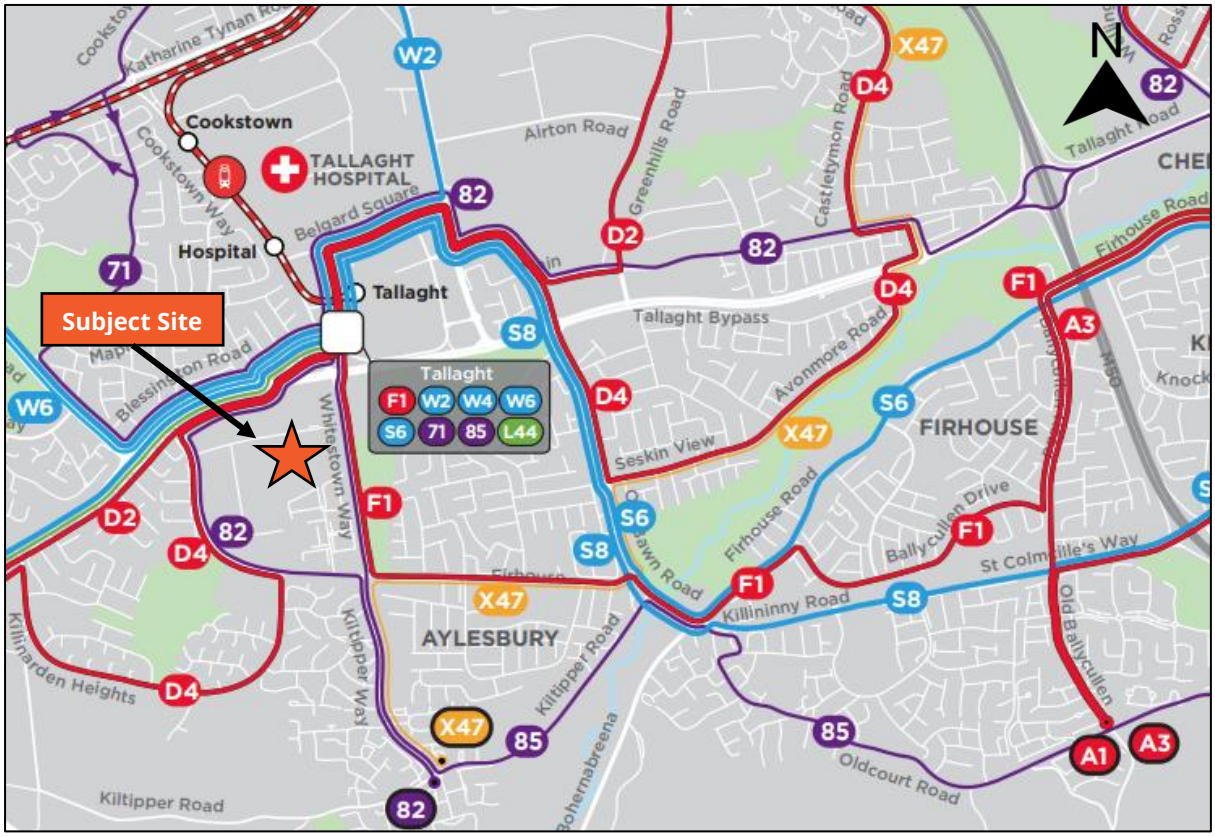


Figure 3-20 Proposed Public Transport Services

Future Proposed Bus Network				
Bus Service	Route Number	Describe	Frequency (No. of Services)	
			AM Peak Period (7-10)	PM Peak Period (4-7)
	71	Tallaght - Ballymount - Warrenmount - East Wall	9	9
	85	Tallaght - Ballyboden - Harold's Cross - Parnell Square	15	15
	D2	Clare Hall - City Centre - Citywest	15	15
	D4	Swords Road – City Centre – Castletymon - Killlinarden	15	15
	P43	Ballyknockan - Blessington - City Centre	3	3
	P44	Ballymore Eustace - Blessington - City Centre	3	3
	L44	Ballymore Eustace - Blessington - Tallaght	3	3
Total			63	63

Table 3-5: Future Proposed Bus Network in the vicinity of Subject Site

3.6.3 Bus Connects – Infrastructural Works (Core Bus Corridor)

The site is located adjacent to **The Tallaght / Clondalkin to City Centre Core Bus Corridor**. CBC's are significant infrastructure works along radial routes of Dublin City, which include the upgrade of routes to include segregated bus facilities, as well as the introduction of improved walking and cycling facilities. These proposed works are expected to improve the bus journey times significantly, particularly city-bound buses during AM and PM Peak Periods. The improved walking and cycling facilities will also encourage more users to consider active travel for part or all of their journey. The route of this CBC can be seen in **Figure 3-21** and the proposed works adjacent to the subject site are seen in *Figure 3-22* below**.**

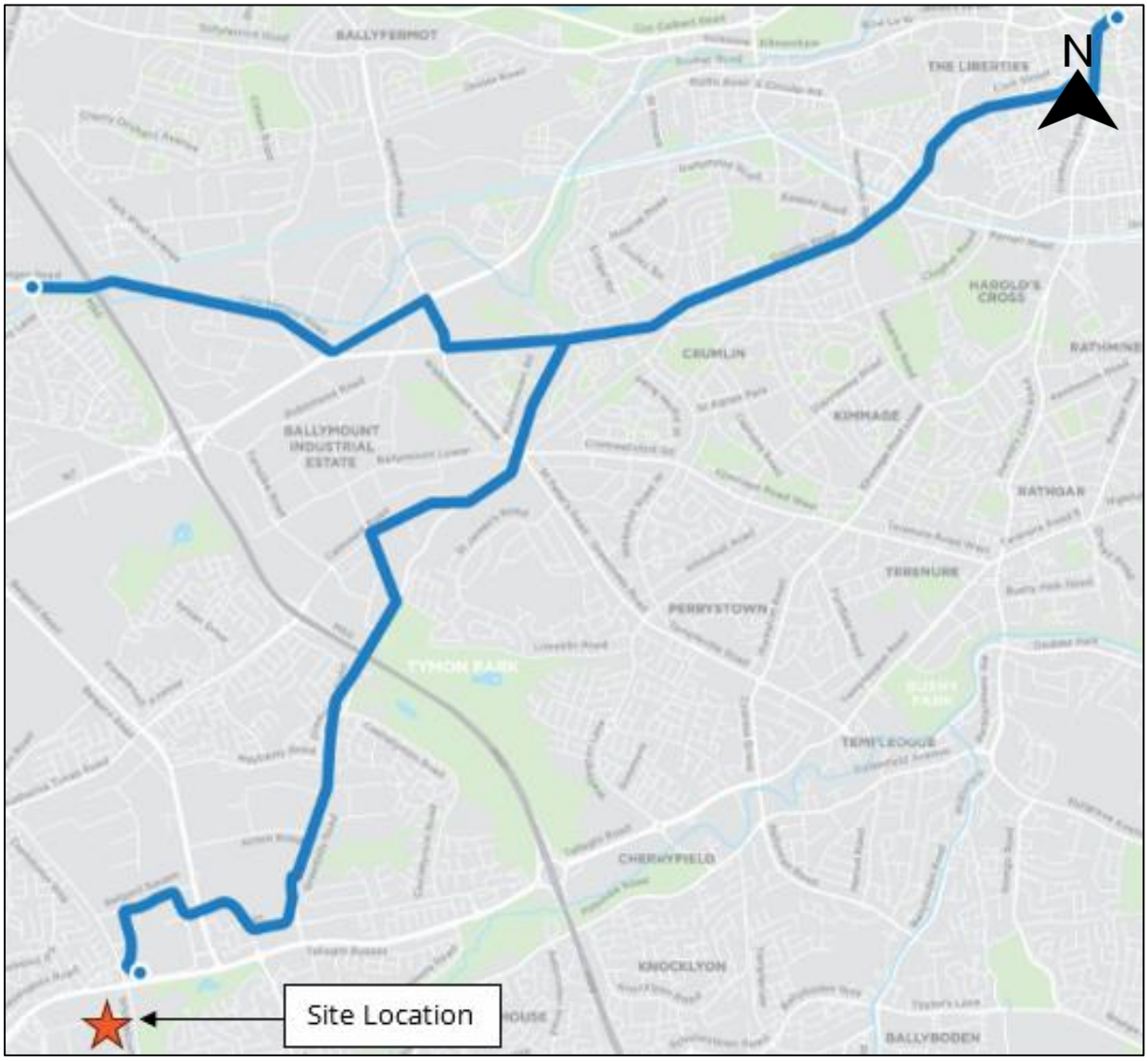


Figure 3-21: The Tallaght / Clondalkin to City Centre Core Bus Corridor Route

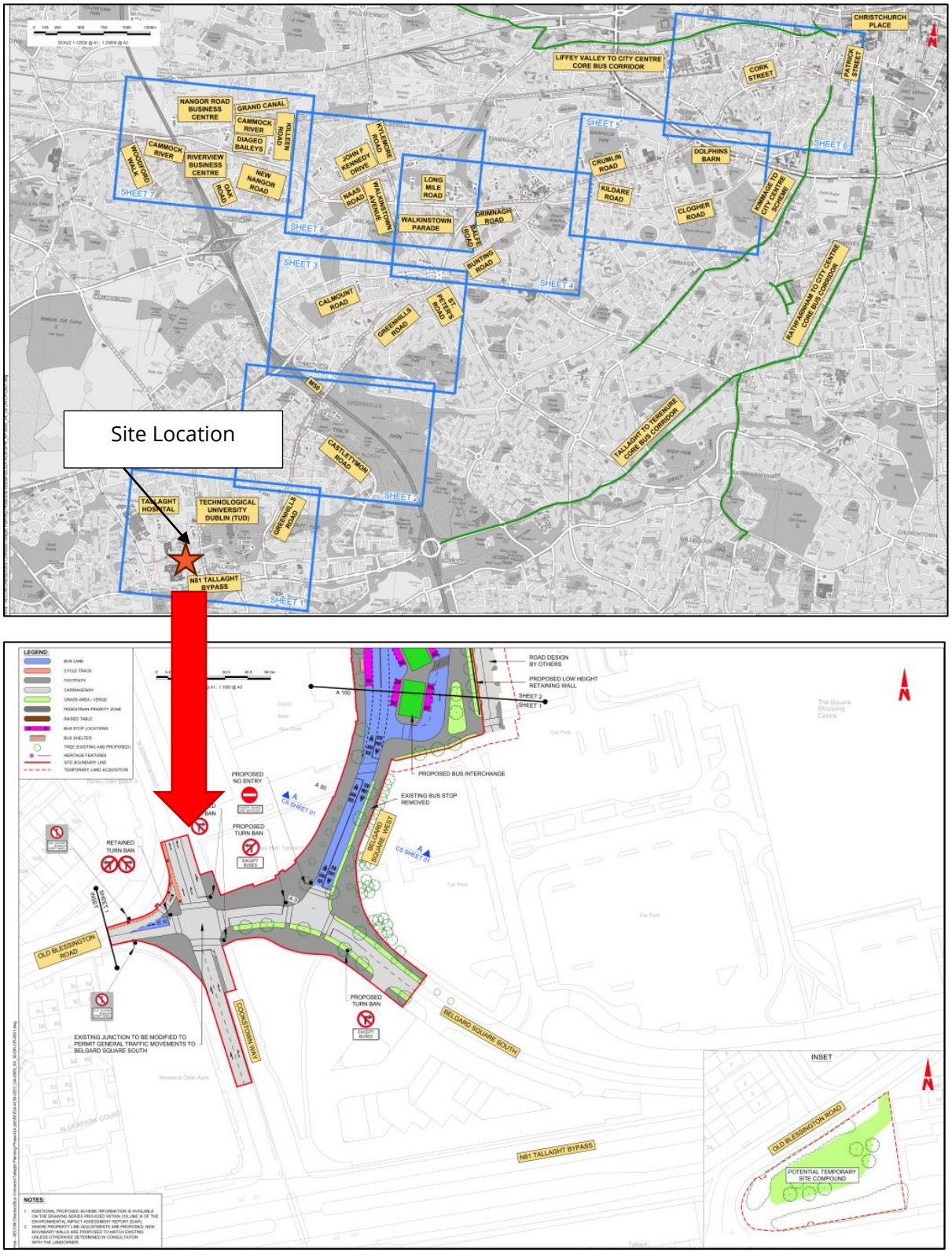


Figure 3-22 CBC Infrastructural Works adjacent to Subject Site

4 Characteristics of Proposals

4.1 Overview

The proposed development principally comprises the construction of a mixed-use development in 2 No. blocks (Block A to the east and Block B to the west) with a gross floor area of 14,976.5 sq m (excluding undercroft car parking area of 1,975.8 sq m) and ranging in height from 1 No. storey to 6 No. storeys. The blocks are connected via a single-storey undercroft/podium level. The development includes: 169 No. residential units (80 No. 1-bed, 85 No. 2-bed and 4 No. 3-bed); 2 No. class 1 / class 2 commercial units (totalling 356.5 sq m); and a crèche (162.8 sq m) with external play area.

The development also comprises: new street and turning head at the site's southern side and junction with Whitestown Way to the east; 77 No. car parking spaces, with 69 No. Residential Spaces (66 No. within the undercroft car parking area) and 8 No. on-street car parking spaces serving the creche and retail units; 2 No. set-down bays; cycle parking; hard and soft landscaping, including public open space, communal amenity space and incidental spaces; private amenity spaces (as balconies and terraces facing all directions); boundary treatments; sub-station; plant/operational rooms; bin stores; public lighting; green roofs; rooftop plant, PV arrays, lift overruns, telecommunications infrastructure and automatic opening vents; and all associated works above and below ground.

Further details of the development proposals, including the site layout drawing, are illustrated in the architects' scheme drawings as submitted with this planning application. **Figure 4-1** overleaf illustrates the Landscape Masterplan for the proposed Residential Development, **Figure 4-2** and **Figure 4-3** present the Plan Site Layout and Ground Floor Site Layout, while **Figure 4-4** presents the proposed roads layout.

Figure 4-1 Landscape Masterplan. Source: Mitchell + Associates

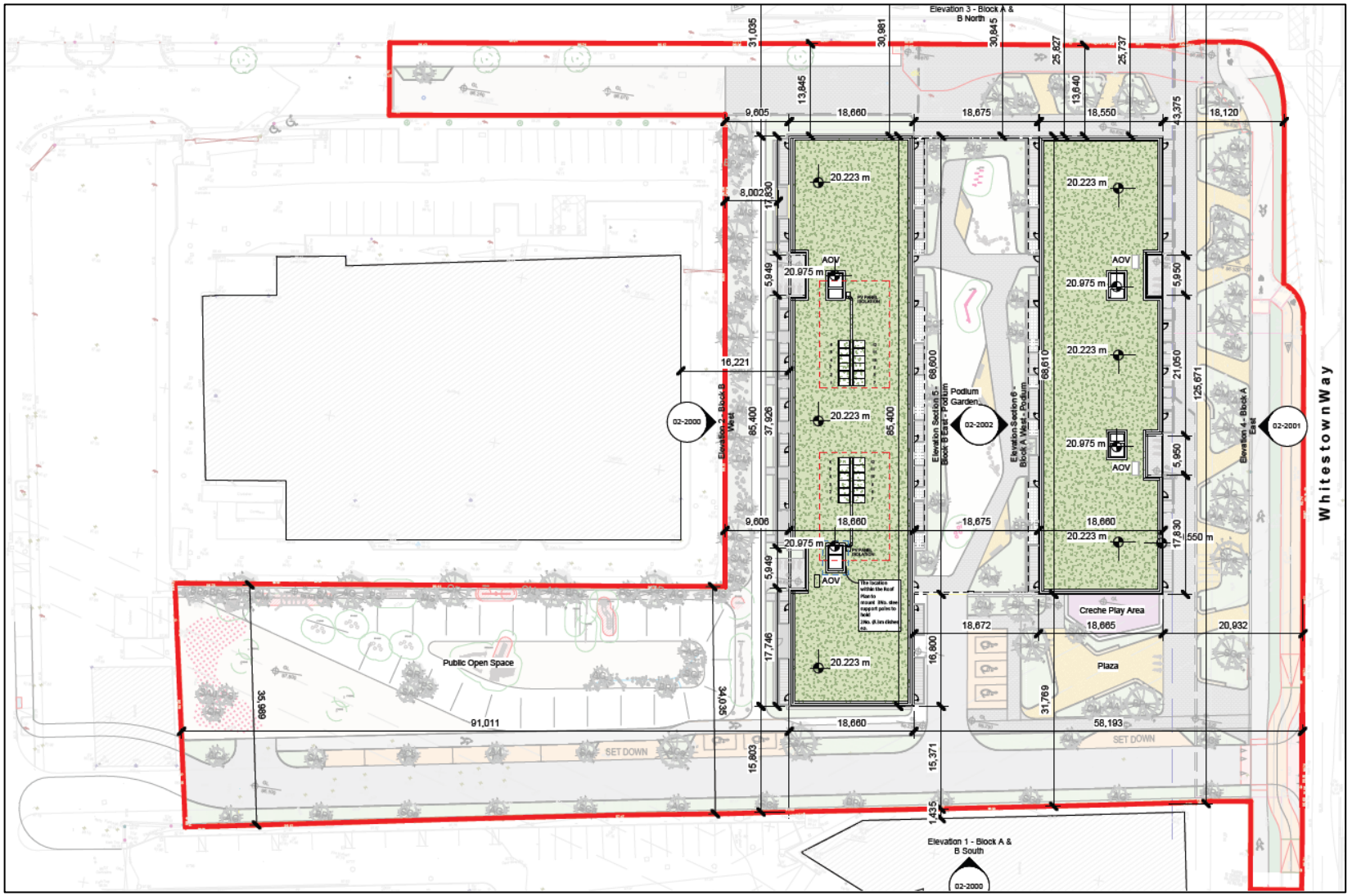


Figure 4-2 Site Layout. Source Reddy Architecture + Urbanism

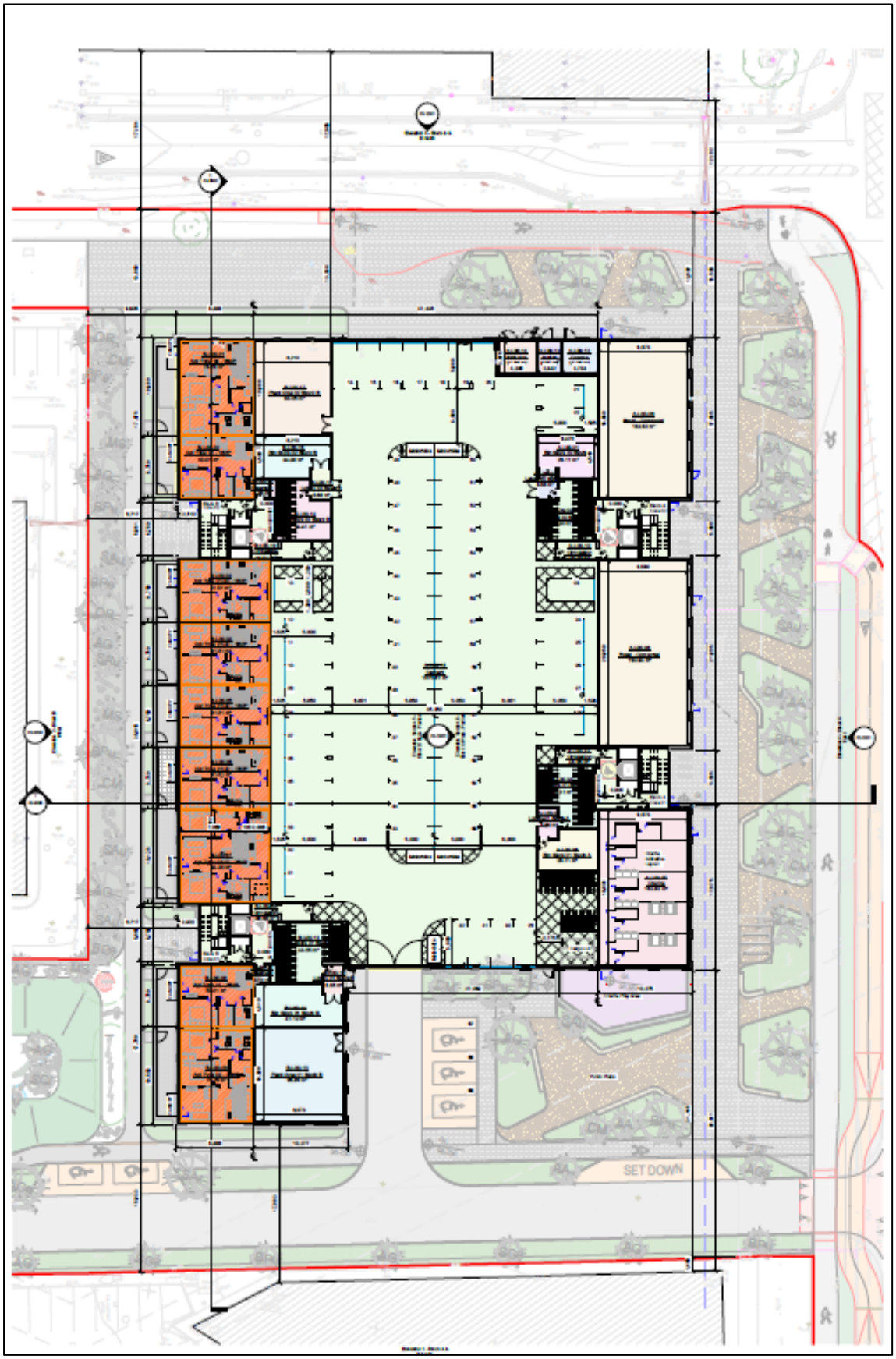


Figure 4-3 Proposed Ground floor Plan. Source: Reddy Architecture + Urbanism

4.1.1 Vehicular Access

Singular vehicular access is proposed to the site from Whitestown Way, which will take the form of a simple priority junction. Site access will be facilitated from Whitestown Way through the provision of a Link Street to the south of the site. The link street carriageway is approximately 6 metres wide. In addition, a creche set down area will be provided to the north of the main site access for vehicles. A flat-top table ramp has been provided at the junction between Whitetown Way and the proposed Link Street to provide traffic calming and a continuous footpath and cycle track. Design speed limits of 30km/hr are applied on the Link Street as per Design Manual for Urban Roads and Streets (DMURS).

The shared surface to the northern side of the proposed development will include a dropped Kerb that permits emergency vehicular access. Removable bollards will be situated to the west of the shared surface to allow for fire tender access.

Figure 4-4 overleaf presents the proposed main site access for vehicles.

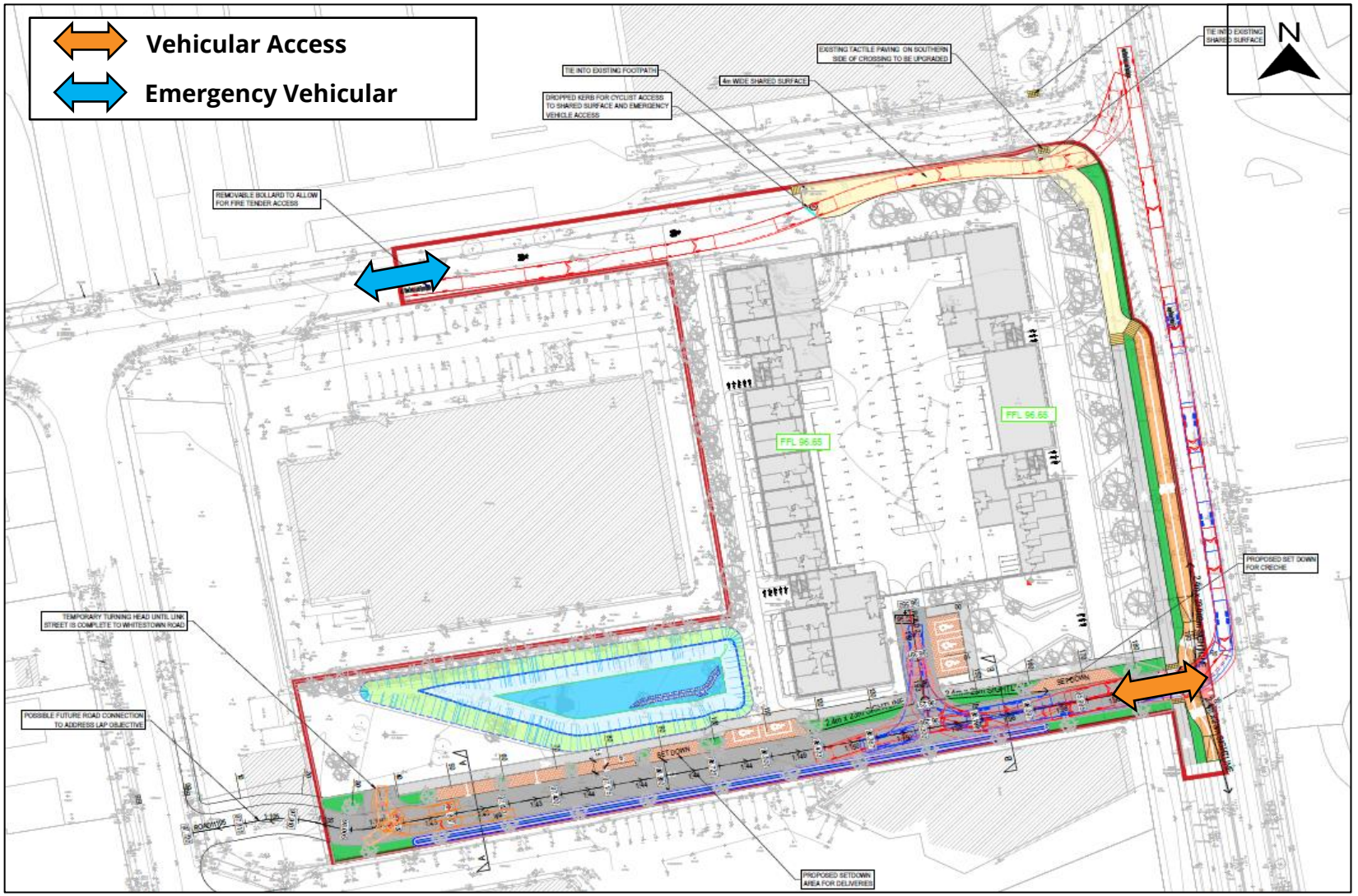


Figure 4-4 Proposed Roads Layout. Source: DBFL

4.2 Road Objective

The Tallaght Town Centre Local Area Plan 2020 includes a road objective to provide a road link between Whitestown Road and Whitestown Way, as shown in **Figure 4-5** below. It was agreed with SDCC that it is not feasible to provide the link road in this location due to its close proximity to the existing entrance to The Arena complex. A vehicular connection at this point would create a substandard junction arrangement, resulting in conflicting vehicle movements, reduced visibility, and potential traffic and road safety issues for all users. The constrained nature of the site would also limit the ability to provide an appropriate junction layout in accordance with design standards.

Alternatively, the proposed development provides a shared surface connection for pedestrians and cyclists in this location and delivers the road link in the southern part of the development as far as the site boundary. The pedestrian and cyclist link maintains permeability and connectivity through the site, while avoiding the traffic and safety issues associated with a vehicular connection at this location. Importantly, the proposed arrangement does not prejudice the future delivery of the road objective, including any future extension of the link road or potential rationalisation of access arrangements with The Arena complex.

Figure 4-5 Extract from the Tallaght Local Area Plan Highlighting the Road Objective at the Subject Site

4.3 Pedestrian / Cycle Access

The primary pedestrian and cycle access point is via the future link street to the south of the proposed development, which can be accessed from Whitestown Way.

The proposed shared pedestrian and cyclist surface along the northern boundary of the site is 4m wide. This will tie into the existing the shared surface on Whitestown Way and will provide pedestrian and cyclist connectivity through the development between Whitestown Way and Whitestown Road.

Figure 4-6 below presents the proposed Pedestrian and Cyclist Access to the subject site via the southern link street, while **Figure 4-7** overleaf presents the shared pedestrian and cycle surface along the northern boundary of the site.

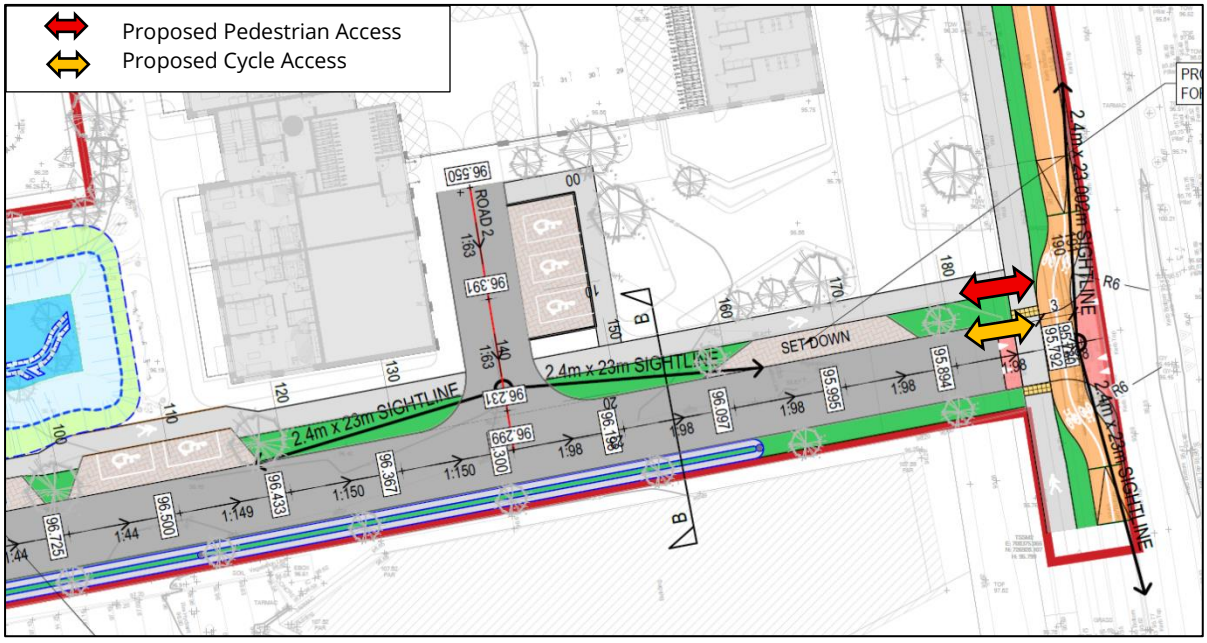


Figure 4-6 Main Pedestrian and Cyclist Site Access. Source: DBFL

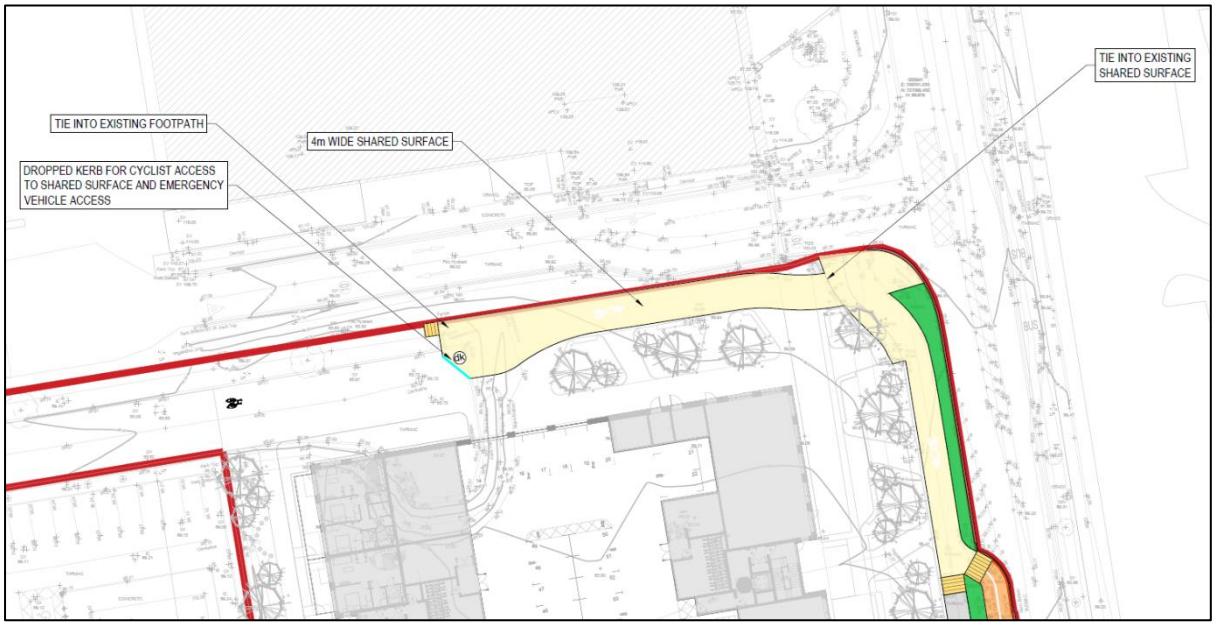


Figure 4-7 Shared Surface for Cyclists and Pedestrians. Source: DBFL

4.3.1 Car Parking Provision

In order to assess the appropriate level of car parking provision for the proposed development, reference should be made to both (i) the South Dublin County Council (SDCC) requirements; and (ii) the Department of Housing and Planning and Local Government (DHPLG) Government 'Planning Design Standards for Apartments, Guidelines for Planning Authorities (July 2025).

According to *South Dublin County Development Plan 2022 – 2028*, parking rates are divided into two main categories:

- **Zone 1:** General rate applicable throughout the Country
- **Zone 2 (Non-Residential):** More restrictive rates for application within town and village centres, lands zoned REGEN, and brownfield / infill sites within Dublin City and Suburbs settlement boundary within 800 metres of a train or Luas station and within 400-500 metres of a high quality bus service (including proposed services that have been proceeded to construction).
- **Zone 2 (Residential):** More restrictive rates for application within town and village centres, lands zoned REGEN, and brownfield / infill sites within Dublin City and Suburbs settlement boundary within 400-500 metres of a high quality public transport service (includes a train station, Luas station or bus stop with a high service)

As referenced above, the standards of Zone 2 (Residential) shall be applied to the proposed development. SDCC's Development Plan describes car parking standards as "maximum parking

provision". It also states that "*the provision of parking spaces for car sharing/pooling will be encouraged and will not impact on the maximum rates*".

Reference has been made above to the *Design Standards for New Apartments Guidelines for Planning Authorities,* published by the DHPLG in July 2025. Section 28 of the Planning and Development Act provides that planning authorities and An Bord Pleanála shall have regard to Ministerial Guidelines and shall apply any Specific Planning Policy Requirements (SPPRs) contained therein. While the Apartment Guidelines establish the national policy approach for apartment development, they also explicitly and implicitly direct development proposals towards the parking standards set out in the *Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities* (SRDCSGs), particularly in relation to promoting reduced car dependency and sustainable travel in accessible urban locations.

Accordingly, the maximum car parking rates are set out in Section 5.25 (SPPR 3 - Car Parking) of the SRDCSGs. Having regard to the policy context outlined above, the subject site's location within an accessible urban area, and the availability of high-quality public transport and active travel infrastructure, the maximum car parking provision for the proposed residential development is limited to 1 space per dwelling. SPPR 3 also requires that the proposed parking provision be justified having regard to the site context and accessibility characteristics, and this justification is set out within this assessment.

Table 4-1 overleaf compares the proposed maximum car parking with the SDCC standards and SRDCSG guidelines.

In considering the proposed parking provision, please refer to the following:

- Table 12.26 of the **South Dublin County Development Plan** (2022-2028) which outlines the car parking requirements and allows for the determination of which Parking Zone the subject site is located in. Based on Table 12.26, the site is located in Parking Zone 2)
- Section 12.7.4 of the **South Dublin County Development Plan** (2022-2028) which outlines characteristics of developments in different Parking Zones and assessment criteria for deviation from car parking standards); and
- Chapter 4 of ***Planning Design Standards for Apartments Guidelines for Planning Authorities***, as published by the Department of Housing, Local Government and Heritage Government (DHLGH), 2025. The 2025 DHLGH documents states that maximum car parking rates are set out in Section 5.25 (SPPR 3) of the SRDCSGs. These rates are graduated based on proximity to centres and accessibility to public transport services.

In relation to car parking, the DHLGH also states document states:

"Car parking ratios should be minimised, substantially reduced or wholly eliminated at locations that have good access to urban services and to public transport."

Car Parking Standards					
Unit Type		No. of Units	Metric	South Dublin County Development Plan 2022-2028 (Max)	Compact Settlement Guidelines (Max)
Apartments	1-bed	80	Units	0.75 Space per unit	1 space per unit
	2-bed	85	Units	1 Space per unit	1 space per unit
	3-bed	4	Units	1.25 Space per unit	1 space per unit
Creche (4 rooms)			Classroom	0.5 per classroom	-
Retail (193.9 sqm)			Sqm	1 Space per 25 sq m	-
Retail (162.6 sqm)			Sqm	1 Space per 25 sq m	-

Comparison of Carparking Standards and Proposals						
Unit Type		No. of Units	Metric	South Dublin County Development Plan 2022-2028 (Max)	Compact Settlement Guidelines (Max)	Proposed
Apartments	1-bed	80	Units	60	80	69
	2-bed	85	Units	85	85	
	3-bed	4	Units	5	5	
Creche (4 rooms)			Classroom	2	-	8
Retail (193.9 sqm)			Sqm	8	-	
Retail (162.6 sqm)			Sqm	7	-	
Total				**167**	**169**	**77**

Table 4-1 Car Parking Standards and Requirement

As highlighted at the beginning of the chapter, the proposed development principally comprises the construction of a mixed-use development in 2 No. blocks (Block A to the east and Block B to the west) with a gross floor area of 14,976.5 sq m (excluding undercroft car parking area of 1,975.8 sq m) and ranging in height from 1 No. storey to 6 No. storeys. The blocks are connected via a single-storey undercroft/podium level. The development includes: 169 No. residential units (80 No. 1-bed, 85 No. 2-bed and 4 No. 3-bed); 2 No. class 1 / class 2 commercial units (totalling 356.5 sq m); and a crèche (162.8 sq m) with external play area.

The development also comprises: new street and turning head at the site's southern side and junction with Whitestown Way to the east; 77 No. car parking spaces, with 69 No. Residential Spaces (66 No. within the undercroft car parking area) and 8 No. on-street car parking spaces serving the creche and retail units; 2 No. set-down bays; cycle parking; hard and soft landscaping, including public open space, communal amenity space and incidental spaces; private amenity spaces (as balconies and terraces facing all directions); boundary treatments; sub-station; plant/operational rooms; bin stores; public lighting; green roofs; rooftop plant, PV arrays, lift overruns, telecommunications infrastructure and automatic opening vents; and all associated works above and below ground.

The combined residential parking provision (69 No.) equates to a parking ratio of approximately 0.41 spaces per residential unit. While this represents a slight reduction from the recommended parking ratio of 0.5 spaces per unit, the proposed level of parking is considered appropriate and justified having regard to the site's exceptional accessibility characteristics. The subject site is located within walking distance of a wide range of services and amenities, including Tallaght Town Centre, retail and employment uses, educational facilities, healthcare services, recreational amenities, and public open spaces. The highly accessible nature of the site enables many day-to-day trips to be undertaken on foot or by bicycle, thereby reducing reliance on private car ownership.

In addition, the site benefits from excellent access to high-frequency public transport services, including the BusConnects 24-hour F-Spine Route and the Tallaght Luas stop, providing direct and convenient connectivity to Dublin City Centre and the wider metropolitan area. The development also incorporates significant cycle parking provision and high-quality pedestrian connections, further supporting modal shift towards more sustainable travel options.

Considering the site's overall accessibility by walking, cycling and public transport, the proposed car parking strategy and associated parking quantum are considered sufficient to accommodate

the anticipated demand generated by residents. The proposed parking ratio of 0.41 spaces per unit also reflects a forward-looking and policy-aligned approach to residential development, promoting reduced car dependency in accordance with national and regional policy objectives, including the National Sustainable Mobility Policy (2022) and the Transport Strategy for the Greater Dublin Area (2022-2042).

The car parking provision for the proposed development is shown in **Figure 4-8** overleaf. For further information on the overall car parking strategy, please refer to the **Parking Management Strategy** outlined in **Chapter** Error! Reference source not found.**.**

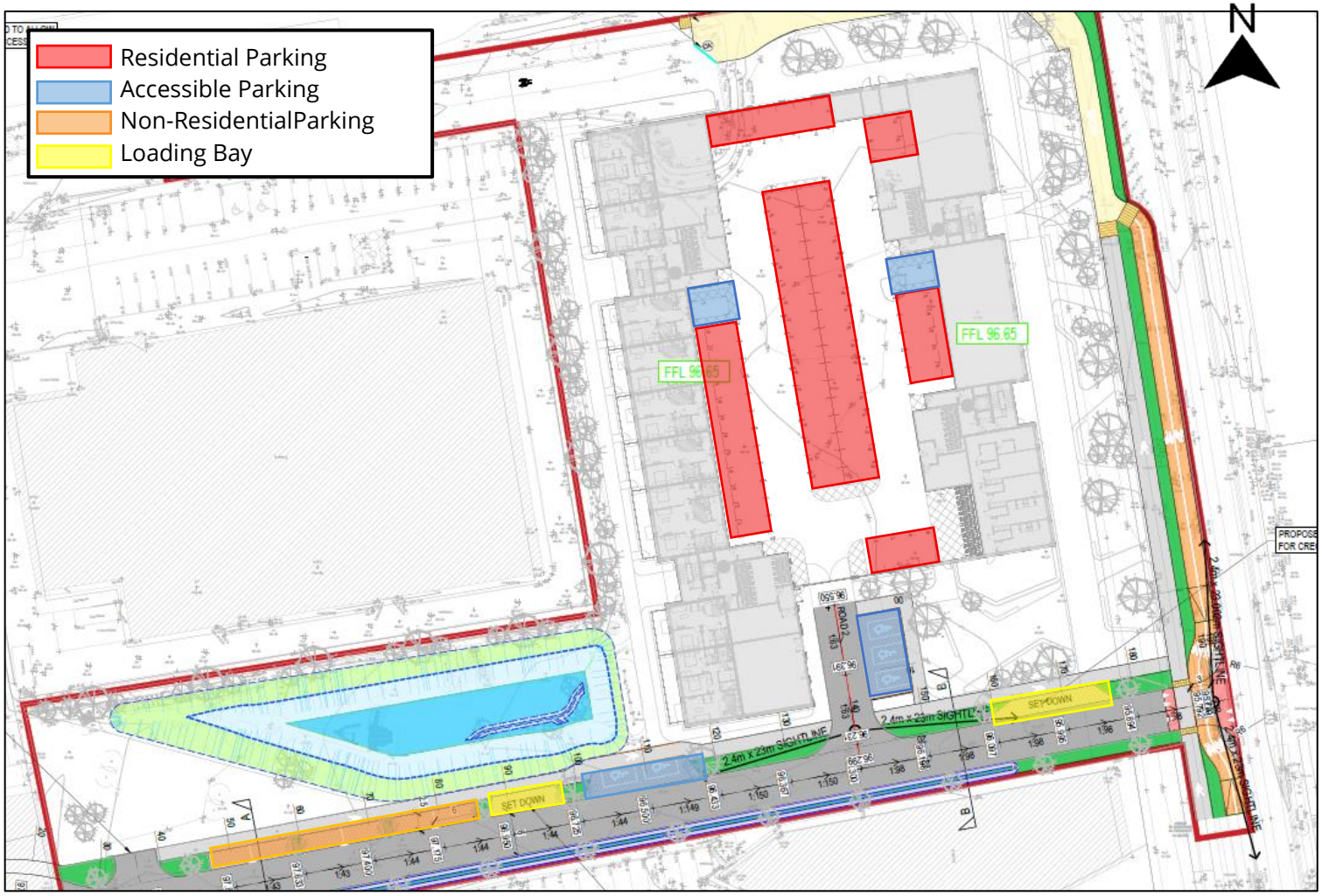


Figure 4-8 Car Parking Layout: Source: DBFL

Accessible Car Parking

The South Dublin County Development Plan 2022-2028 includes provision for disabled parking as required by Part M of the Building Regulations: *"For buildings (including apartment buildings), at least 5% of the total number of spaces should be designated car parking spaces, with a minimum provision of at least one such space"*

The proposals include the provision of 7 No. disabled car parking spaces (10% of assigned car parking), exceeding the minimum requirement for accessible parking required by SDCC.

Electric Vehicle Parking

Section 12.7.5. of the South Dublin County Development Plan stipulates that EV charging shall be provided in all residential, mixed use and commercial development and shall comprise a minimum of 20% of the total parking spaces. Therefore, 20% of the proposed car parking will provide EV charging and ducting for future proofing.

4.3.2 Cycle Parking Provision

In order to determine the appropriate level of cycle parking provision for the proposed development reference should also be made to both (i) the South Dublin County Council (SDCC) requirements; and (ii) the Department of Housing and Planning and Local Government (DHPLG) Government 'Planning Design Standards for Apartments, Guidelines for Planning Authorities (July 2025).

Section 12.7 of the South Dublin County Council Development Plan (2022-2028) outlines the minimum cycle parking standards. It states that a minimum of 1 long stay bicycle parking space must be provided per bedroom and a minimum of 1 short stay (visitor) space must be provided per 2 apartment units. For creche, the standards specify a minimum of one long-stay space per five staff and one short-stay space per ten children. For retail, the standards specify a minimum of one long-stay space per five staff and one short-stay space per 50 sq m GFA.

In reference to the Section 5.2.5 of the Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities, **SPPR 4 (Cycle Parking and Storage)** sets the following requirements for cycle parking and storage:

> *"i) Quantity – in the case of residential units that do not have ground level open space or have smaller terraces, a general minimum standard of 1 cycle storage space per bedroom should be applied. Visitor cycle parking should also be provided"*

Table 4-2 overleaf compares the proposed minimum cycle parking with the SDCC standards and SRDCSG guidelines.

Cycle Parking Standards							
Unit Type		No. of Units	Metric	South Dublin County Development Plan 2022-2028 (Min)		Compact Settlement Guidelines (Min)	
				Long stay	Short Stay	Long Stay	Short Stay
Apartments	1-bed	80	Bedroom / Units	1 per bedroom	1 per 2 units	1 per Bed	Should provide
	2-bed	85	Bedroom / Units				
	3-bed	4	Bedroom / Units				
Creche (7 Staff & 33 Children)			Staff / Children	1 per 5 staff	1 per 10 child	-	-
Retail (193.9 sqm)			Staff/ Sqm	1 per 5 staff	1 per 50sqm	-	-
Retail (162.6 sqm)			Staff/ Sqm	1 per 5 staff	1 per 50sqm	-	-

Cycle Parking Requirements									
Unit Type		No. of Units	Metric	South Dublin County Development Plan 2022-2028 (Min)		Compact Settlement Guidelines (Min)		Proposed	
				Long Stay	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay
Apartments	1-bed	80	Bedroom/ Units	262	85	262	Should provide	266	89
	2-bed	85	Bedroom/Units						
	3-bed	4	Bedroom/Units						
Creche (7 Staff & 33 Children)			Staff / Children	1	3	-	-	2	3
Retail (193.9 sqm)			Staff/ Sqm	1	4	-	-	1	4
Retail (162.6 sqm)			Staff/ Sqm	1	3	-	-	1	4
Sub-Total Cycle Parking Per Requirement				**265**	**95**	**262**		**270**	**100**
Total Cycle Parking Per Requirement				**360**		**262**		**370**	

Table 4-2 Cycle Parking Standards and Requirement

The development purposes to accommodate a total of 370 No. cycle parking spaces. This provision incudes 270 long stay parking spaces and 100 No. short stay visitor parking space (of which no. 11 are to be included for the non-residential elements). The total cycle parking provision also includes no. 8 cargo bike stands, the location of which can be seen in **Figure 4-11 overleaf**.

Overall, the provision of a total of 370 No. cycle parking spaces is compliant with and exceeds the minimum cycle parking requirements for both the South Dublin County Development Plan 2022-2028 (no. 360 cycle parking spaces) and the Sustainable Residential Development Compact Settlement Guidelines (no. 262 spaces).

In accordance with SDCC the long-term bicycle parking will be located in a secure area that is not visible to the general public.

Figure 4-9 overleaf shows the location of the long-stay bicycle parking spaces for the whole development, while Figure **4-10** presents the short-stay parking.

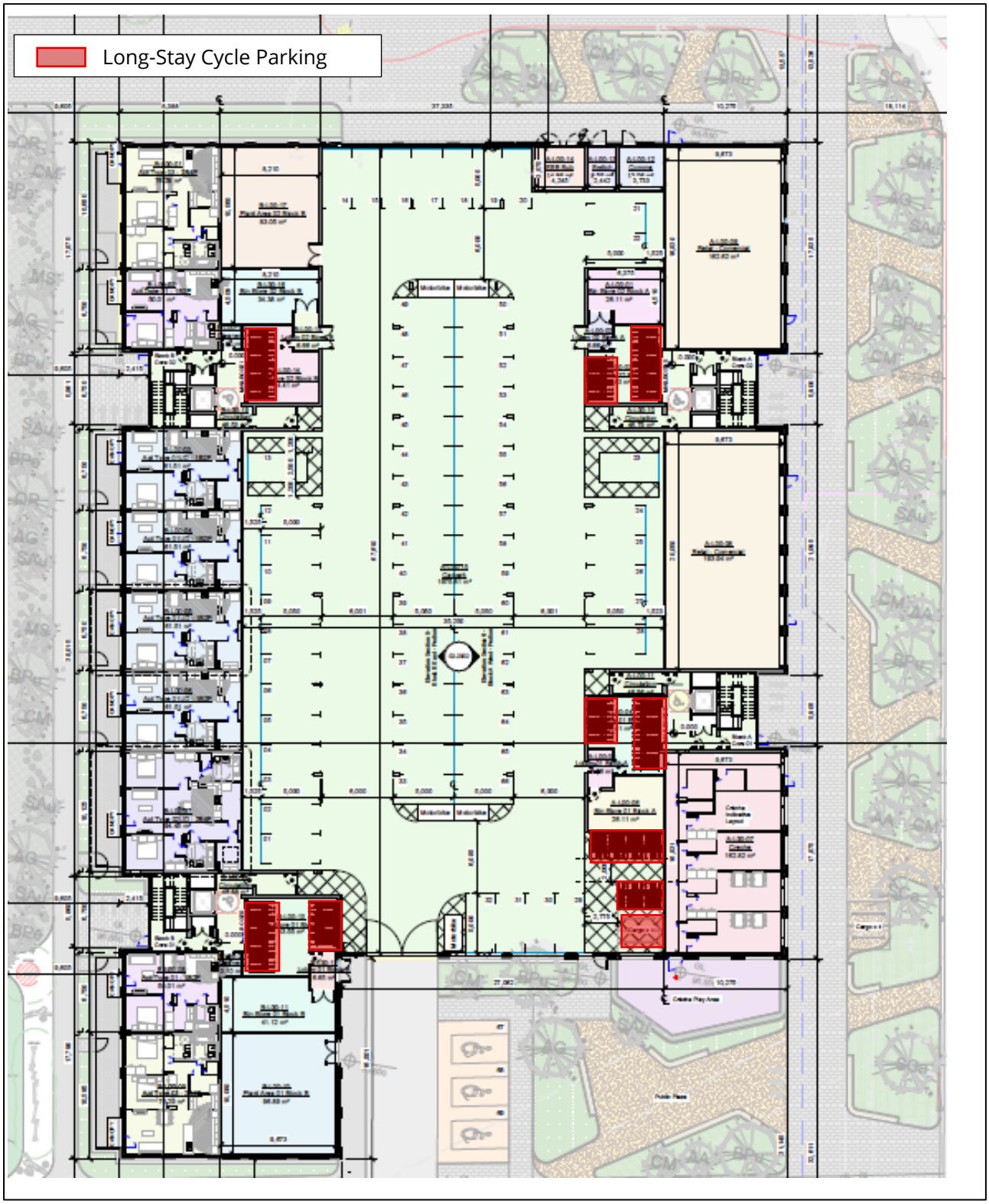


Figure 4-9 Long-Stay Cycle Parking Layout. Source: Reddy Architecture + Urbanism

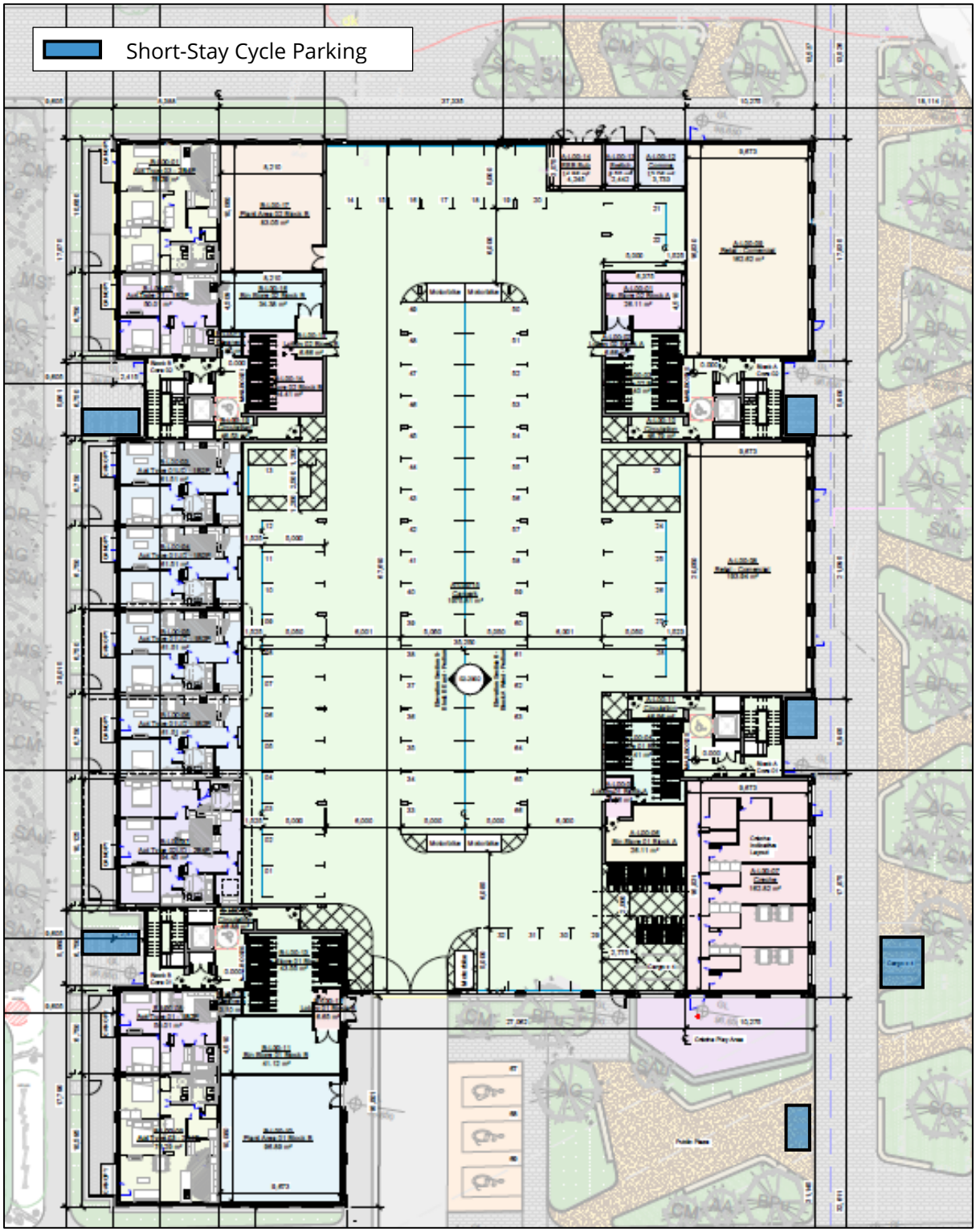


Figure 4-10 Short-stay cycle parking Source: Reddy Architecture + Urbanism

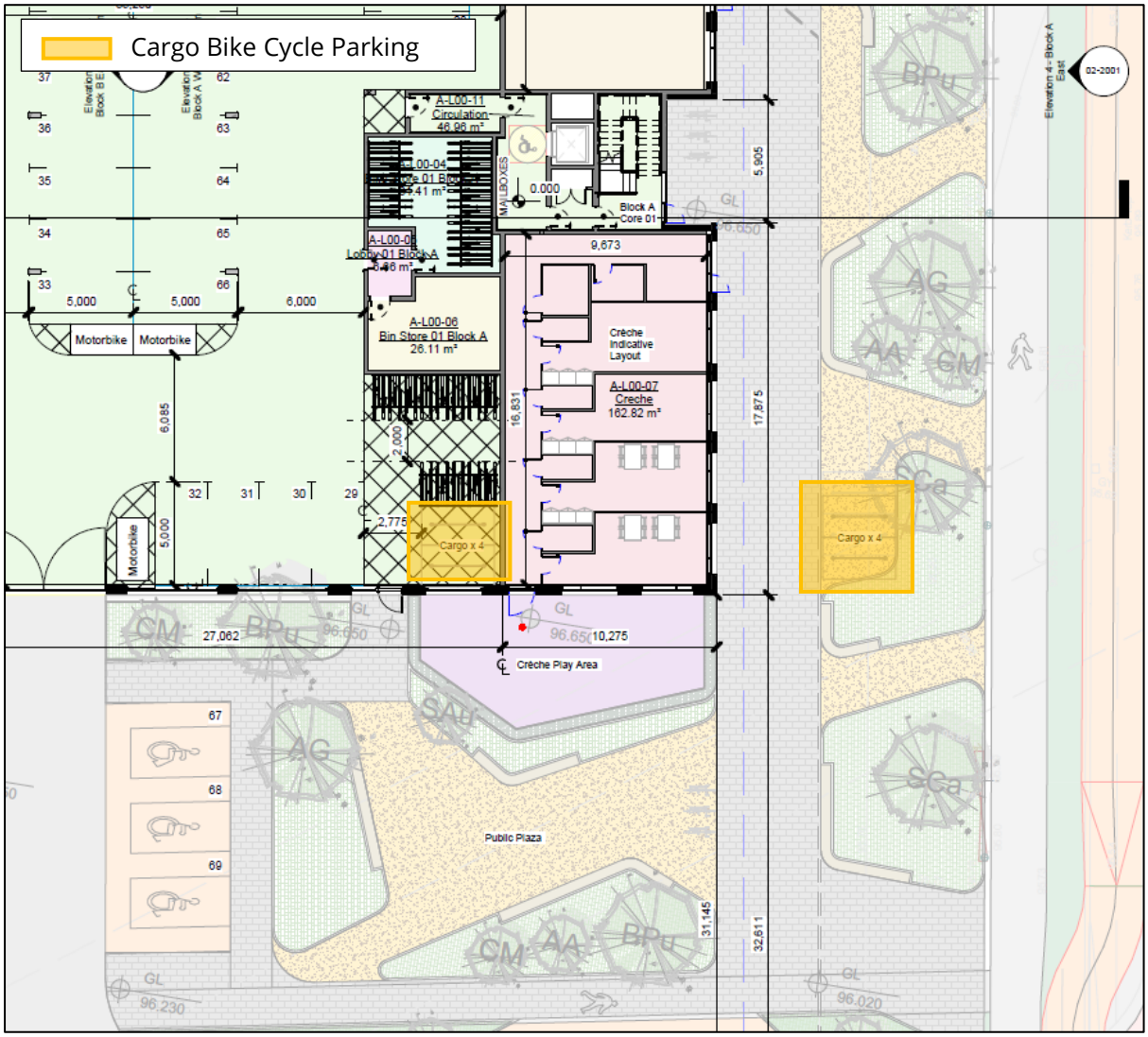


Figure 4-11 Locations for Cargo Bike Cycle Parking. Source: Reddy Architecture + Urbanism

4.4 Initiatives for Sustainable Travel

Policy documents in Ireland, as referenced in **Section 3** of this report, highlight the importance of travel by more sustainable means (Walking, Cycling, Public Transport) and that reductions in car use are key to the improvement of travel and mobility within the country. Promoting sustainable travel, therefore, is a vital element for this development.

It is acknowledged, however, that some homeowners may require a vehicle of some sort for purposes other than commuting on an everyday basis and simply reducing car parking to **0.41** spaces per unit would not be realistic without implementing alternative measures to accommodate residents and visitors alike. Accordingly, in response to the reduced level of car parking provision and anticipated lower levels of car ownership within the development, the following sustainable alternative measures are proposed:

- Mobility Management Plan;
- Ample Cycle Parking
- Parking Management.
- Sustainable Travel Initiatives.
- Encourage car share (GoCar location at The Square Shopping Centre).

4.4.1 Mobility Management Plan

A Mobility Management Plan has been prepared as part of the planning pack and should be read in conjunction with this document. The MMP will be developed further at operation stage by the management company who will have a more active role than a management company from a traditional apartment development.

4.4.2 Ample Cycle Parking Provision

Ample cycle parking provision is an alternative measure when reducing car parking spaces. A total of **370** cycle spaces is proposed for this development of 169 residential units. It is noted that the provision of cycle parking proposed is compliant with the SDCC Development Plan requirements and Design Standards for New Apartments requirements.

4.4.3 Parking Management

A parking management strategy will be implemented as part of the development to ensure the efficient and appropriate use of the reduced car parking provision. The strategy will be overseen by the management company and will assist in minimising unnecessary car ownership and parking demand within the development. Measures may include the allocation and monitoring of parking spaces and visitor parking controls, thereby supporting the overall sustainable transport objectives of the scheme.

4.4.4 Sustainable Travel Initiatives

Section 2 of this report outlines the initiatives for sustainable travel that are proposed within close proximity of the development site, including BusConnects routes, the GDA Cycle Network Plan (2022) routes as well as overall improvements to the walking and cycling network. These will provide additional enhancements for sustainable travel throughout the area.

4.4.5 Encourage Car Share

The development's accessible location and proximity to existing car share services will further reduce the need for private vehicle ownership. In particular, the nearby GoCar facilities located at The Square Shopping Centre provide residents with convenient access to vehicles on an occasional

or short-term basis, enabling access to a car when required without the need for individual ownership. This approach supports more sustainable travel behaviour and complements the reduced parking provision proposed as part of the development

4.5 Pedestrian Connectivity

The Design Manual for Urban Roads and Streets (DMURS) identifies the importance of connectivity for pedestrians within residential areas. The document states 'The creation of vibrant and active places requires pedestrian activity. This in turn requires walkable street networks that can be easily navigated and are well connected.'

The proposed development site will have excellent connectivity for pedestrians to access the residential units, with a number of connecting paths that route through the proposed Central Open Space area.

5 Commuter Trends & Transport Needs

5.1 Introduction

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within a relatively industrial area, although there are other land uses nearby within walking distances, including retail, leisure, schools and employment. Additional land-uses such as residential are also situated to the north and east of the subject lands, i.e. Alderwood and Old Bawn.

It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Varying demographic profiles that have an immediate impact on the traffic network are commuters commuting to / from home as well as other journeys such as school pick up / drop off and shopping trips. These can have their trip patterns influenced. Visitors are more difficult to influence in their trip patterns as they can be unpredictable.

The current modal split for the Greater Dublin Area is indicated in **Figure 5-1** below (source: National Household Travel Survey 2022):

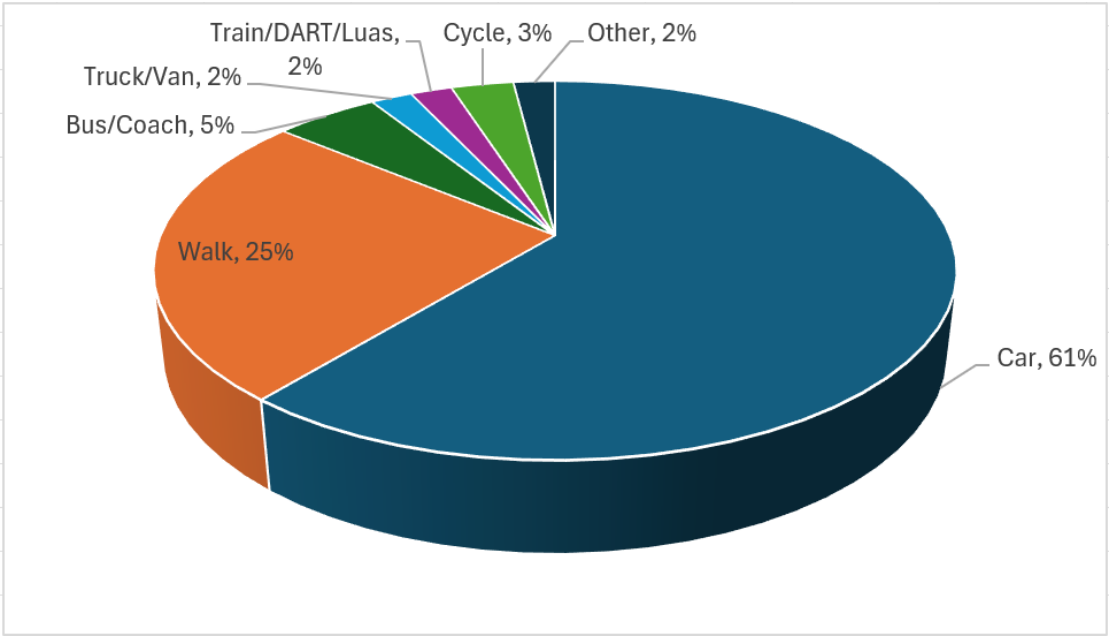


Figure 5-1 Current Modal Split in Greater Dublin Area (Source: www.nationaltransport.ie)

5.2 Local Residential Study Area Context

The Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within the local vicinity of the subject Whitestown Way development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2022 census data related to that area.

A number of residential developments close to the subject site were analysed to establish current commuter trends in the area. This analysis will form the basis of the initial travel characteristics that could be generated by the proposed development.

Figure 5-2 below illustrates the areas selected for this analysis. These residential sites were selected due to their proximity to the subject site and as such best represents the development's future travel trends.

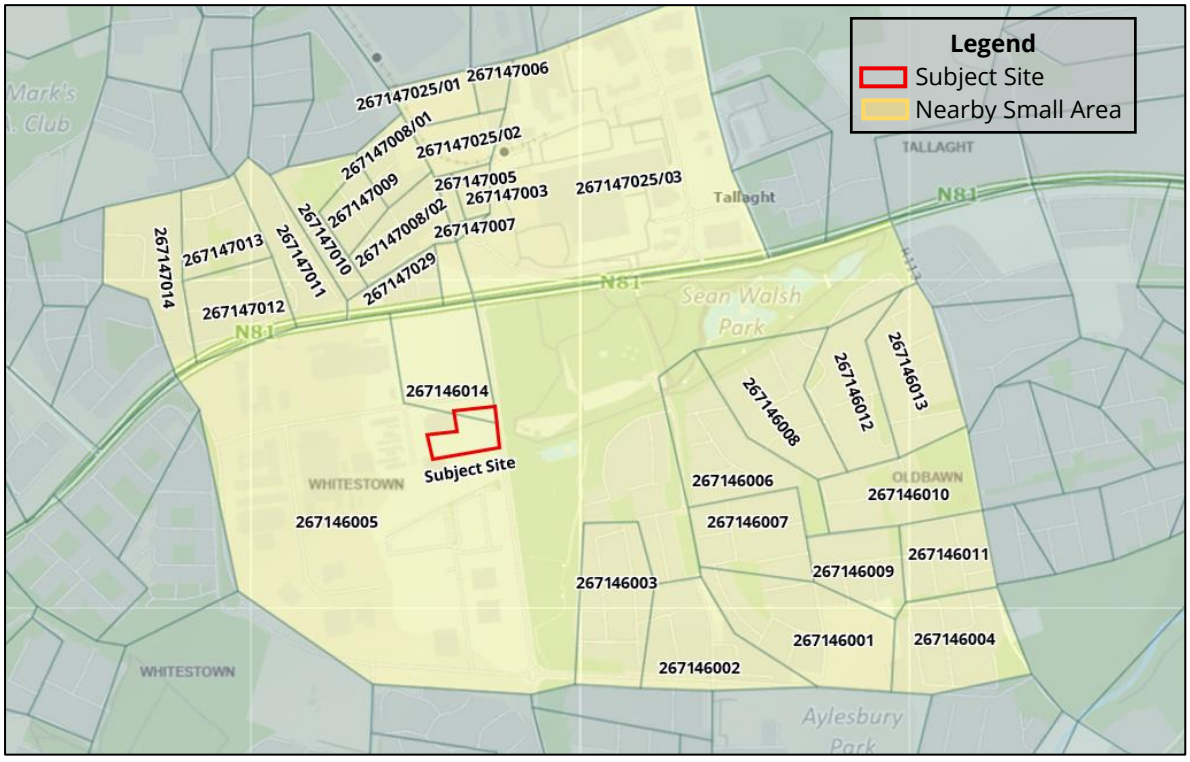


Figure 5-2 Residential Areas of Interest for Trend Analysis

The analysis highlighted the trend in modes used by the residents when travelling to work or school from their homes. The summary of the data for the selected sites have been summarised and illustrated in the following **Figure 5-3.**

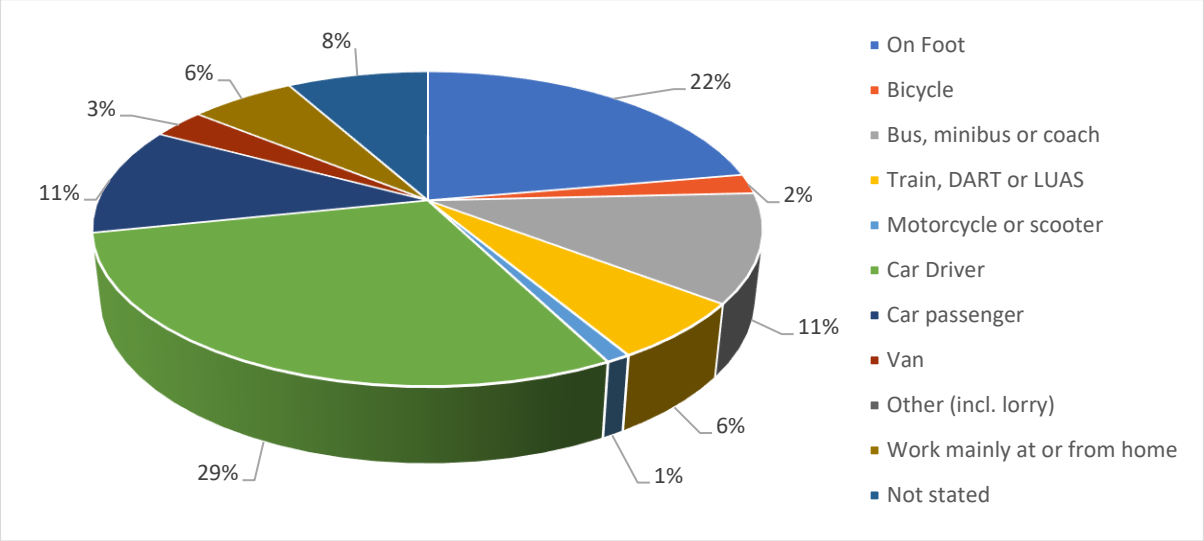


Figure 5-3 Current (2022) Modal Split for Existing Residential Developments

The above graph indicates that the car was the primary mode of transportation in the study area at 43% (travelling as car / van driver and car passenger) in 2022. Active modes of travel (i.e. walking and cycling) form the next most utilised mode of travel after car travel with 24%. 11% of residents in the adopted study area use the bus services as a mode of transport to travel to / from school or work.

6 Objectives & Targets

6.1 Introduction

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

6.2 MMP Objectives

The overall aim of this MMP is to reduce the dependency on the use of the private car by increasing residents' awareness to the other travel alternatives available.

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

a) Reduce existing levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required;

b) Make all residents aware of the sustainable transport options available to them;

c) Encourage the use of sustainable modes of transport;

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

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

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

g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents;

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

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

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

- Routeing, timetable and ticketing information for bus and train services;
- The location and most convenient routes to / from local services (e.g. shops, medical facilities and schools etc.);
- Safe routes to school literature;
- Cost data comparing public transport and private car journeys; and,

- The health benefits of walking and cycling to include safety advice.

Without such information, residents may choose the easiest option available to them which is often perceived to be the car, even if from a cost and duration of journey perspective this may not always be the case.

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

Accordingly, the objectives of this MMP can therefore be summarised as follows:

- Consider the needs of residents in relation to accessing facilities for education, health, leisure and recreation purposes, including identifying local amenities available that reduce the need to travel longer distances;
- To increase the awareness of residents of the suite of mobility management schemes available;
- Promote increased usage of sustainable modes of transport; and
- Apply good design principles by ensuring permeability of the development to neighbouring areas and provision of necessary supplementary facilities and services; such as on-site cycle facilities etc.

6.3 MMPS Actions & Targets

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

Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that residents' questionnaires are circulated once the site reaches 90% occupancy. These questionnaires will establish the baseline travel data for the subject site.

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

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

A2 - Provision of a MMP website and app that includes information on all travel opportunities from the site that is made available to all residents prior to site occupation;

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

A4 - To undertake a baseline travel survey when the units are occupied;

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

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

T1 - To support the development of the Whitestown development as a sustainable community;

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

T3 - To achieve a 95% resident awareness of the MMP and its aims and objectives;

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

T5 – Achieve the identified modal split travel targets (Reference Section 4.2)

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

Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed development. These targets will be reviewed within six months of the baseline travel survey being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.

The interim mode split targets for the subject site are set out in **Table 6-1.** These targets are based on CSO 2022 census data, as recorded at adjoining residential areas as previously introduced in Chapter 5.

Mode of Travel	Local Area Mode Split (CSO 2022)	MMP 1st Year Target (2027)	MMP 5th Year Target (2032)
On foot	22%	23%	24%
Bicycle	2%	3%	4%
Bus, minibus or coach	11%	12%	13%
Train, DART or LUAS	6%	7%	10%
Motorcycle or scooter	1%	1%	1%
Car driver	29%	27%	24%
Car passenger	11%	9%	7%
Van	3%	2%	1%
Work mainly at or from home	6%	7%	7%

Table 6-1Preliminary Mode Share Targets for Whitestown Way Residential Development

The above targets are intended to be both realistic and aspirational as to act as a motivation for the MMP in general whilst remains attainable. These targets are subject to ongoing revision following the completion of the baseline surveys (and subsequent surveys) once the site is occupied and the input of the MMP's key stakeholders.

7 MMP Measures

7.1 Introduction

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

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

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

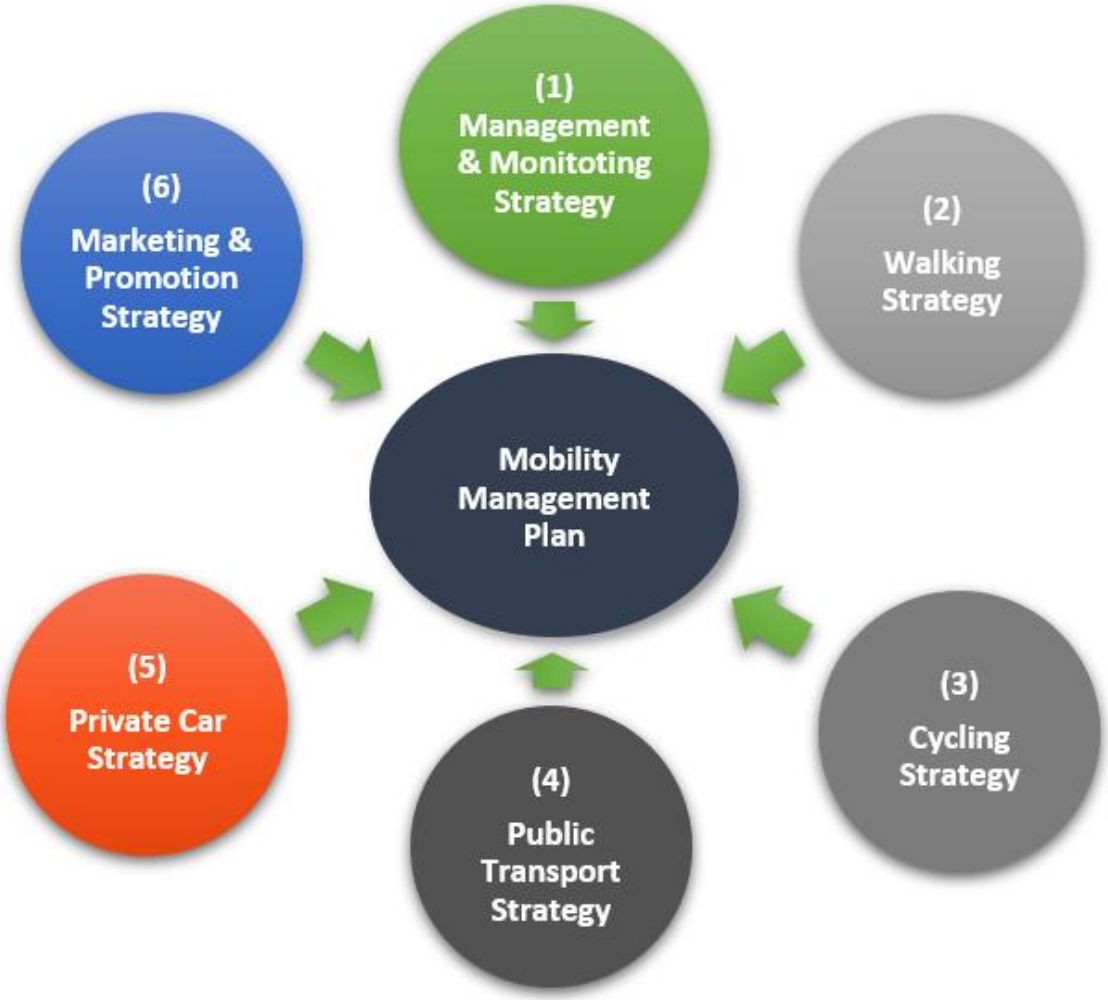


Figure 7-1MMP Action Plan Strategies

7.2 Mode Specific Measures

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

a) Walking - provision of facilities

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

c) Public Transport (Bus, Luas, DART) – discounted travel tickets

d) Private Car Strategy including car sharing and car clubs

7.3 Management & Monitoring Measures

Ensuring the success of a Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Steering group for the overall development should be established.

A programme of monitoring has been designed to generate information by which the success of the MMP can be evaluated. This will be the responsibility of the Mobility Manager.

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

7.4 Marketing & Promotion Measures

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

The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site prior to commencement of a residency contract.

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

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

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

8 Preliminary Action Plan

8.1 Overview

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

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

8.2 Management and Monitoring Strategy

8.2.1 MMP Management

The development, implementation and coordination of the MMP in the short, medium and long term require management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

8.2.2 MMP Monitoring

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

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

To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the subject MMP are outlined in below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
MMS 1	**Appointment of a Mobility Manager for the overall site**	-	✓	-	-		
MMS 2	**Establish MMP Steering Group and meeting / reporting arrangements**	-	✓	-	-		
MMS 3	**Nominate MMP 'Champion' and role (Senior Management)**	-	✓	-	-		
MMS 4	**Establish MMP 'Charter' and confirm senior management support for:** • MMS 4a – MMP memorandum of understanding • MMS 4b – Identify and agree MMP objectives • MMS 4c – Review and establish MMP targets	-	 ✓ ✓ ✓	 - - ✓	 - - ✓		
MMS 5	**In partnership with Local Authority review funding opportunities and potential budgets for:** • MMS 5a – Setting up and launching MMP • MMS 5b – Annual MMP management costs • MMS 5c – Participation in calendar of events • MMS 5d – MMP incentives • MMS 5e – MMP facilities • MMS 5f – MMP training requirements	-	 ✓ ✓ - - - ✓	 - - ✓ ✓ ✓ -	 - - ✓ ✓ - -		
MMS 6	**Establish 'External' engagement contacts and collaboration programme**	-	✓	-	-		
MMS 7	**Agree Monitoring and Reporting Programme with respect to:** • MMS 7a – Resident Travel Surveys • MMS 7b – Roll out / uptake of MMP initiatives • MMS 7c – MMP Budgets • MMS 7d – MMP performance (KPI's)	-	 ✓ - ✓ ✓	 - ✓ ✓ -	 ✓ ✓ ✓ -		
MMS 8	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
MMS 9	**Review travel practises by trip purpose and implement policy to encourage sustainable travel practices**	-	-	-	✓		
MMS 10	**Explore the opportunity of appointing a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)**	-	-	-	✓		
MMS 11	**A Sustainable Travel Pack to be provided to new residents**	-	✓	✓	-		
MMS 12	**Establish Parking Management Strategy**	-	✓				

Table 8-1 : Preliminary Schedule of MMP Management & Monitoring Initiatives

The identified Management and Monitoring strategy promotes a total of 31 measures. The implementation schedules of these measures are outlined in **Figure 8-1** below.

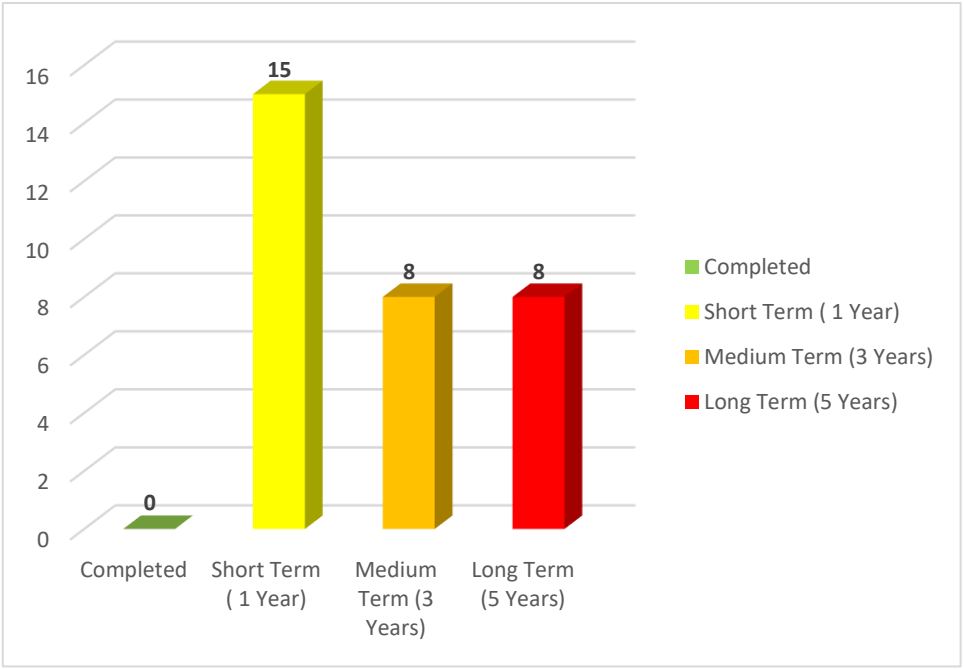


Figure 8-1: Roll-out of MMP's Management & Monitoring Initiatives

8.3 Walking Strategy

The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in the **Table 8-2** below.

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

Table 8-2: Preliminary Schedule of MMP's Walking Initiatives

The MMP's Walking Strategy promotes a total of 10 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Table 8-2** below.

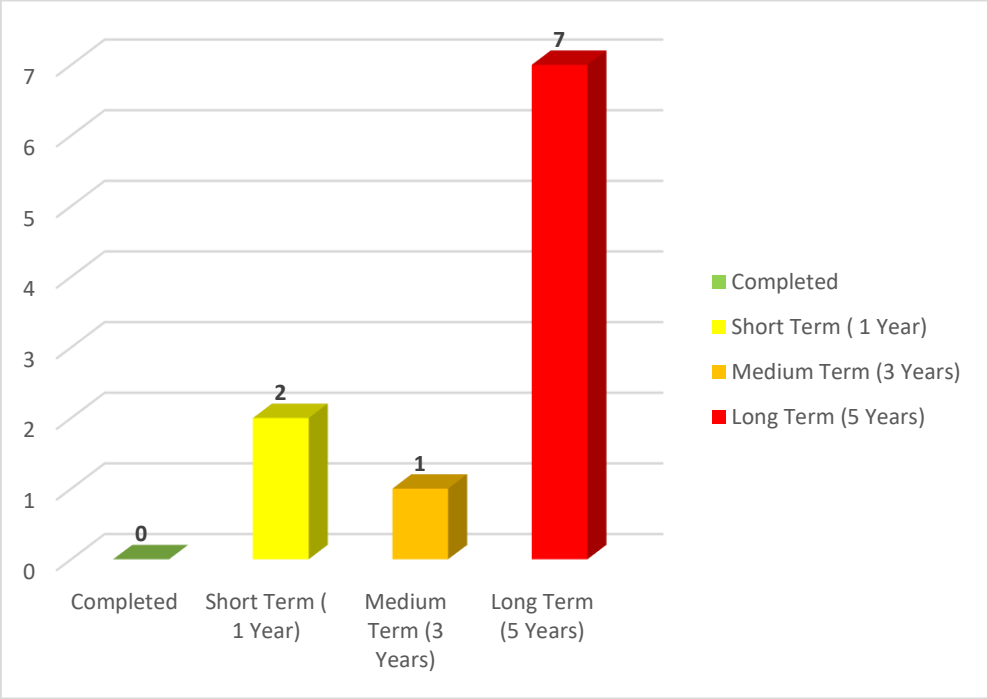


Figure 8-2: Roll-out of MMP's Walking Initiatives

8.4 Cycling Strategy

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in the Table 8-3 below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
CS 1	**Investigate the potential benefit and uptake of setting up a 'buddying' scheme to address personal security issues associated with cycling**	-	-	-	✓		
CS 2	**Explore the opportunity of establishing a Bike Users Group**	-	-	-	✓		
CS 3	**Develop a 'Cycling' Accessibility Sheet for the site**	-	✓	-	-		
CS 4	**Explore the opportunity of creating a calendar of 'Cycling' Events and incentives**	-	-	✓	-		
CS 5	**Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations**	-	-	-	✓		
CS 6	**Investigate the potential demand for providing cycle training**	-	-	-	✓		
CS 7	Explore the potential for launching a Travel Diary incentive / awards scheme	-	-	-	✓		
CS 8	**Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops**	-	-	✓	-		
CS 9	Market / Publicise the potential availability of employer operated discounted cycle purchase incentives	-	-	✓	-		

Table 8-3: Preliminary Schedule of MMP's Cycling Initiatives

The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Figure 8-3** below.

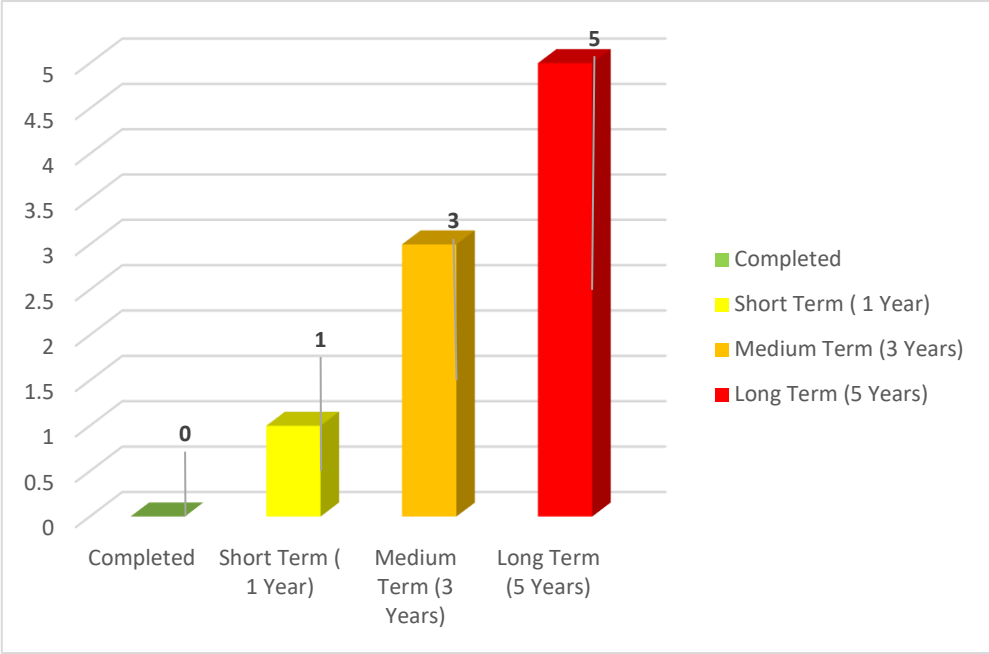


Figure 8-3: Roll-out of MMP's Cycling Initiatives

8.5 Public Transport Strategy

The status and preliminary scheduling of the principal public transport focused initiatives of the subject MMP are outlined in the **Table 8-4** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	**Explore the opportunities of:** • **PTS 1a - maintaining the existing bus services** • **PTS 1b - Enhancing the catchment of this service**	✓ -	- -	- -	- ✓		
PTS 2	**Market / Publicise the potential for residents to purchase both annual and monthly TaxSaver tickets**	-	✓	-	-		
PTS 3	**Investigate the potential benefits of establishing a Public Transport Users Group**	-	-	-	✓		
PTS 4	**Develop a 'Public Transport' Accessibility Sheet for the site**	-	✓	-	-		
PTS 5	**Compile and disseminate a 'Public Transport' Fact Sheet**	-	✓	-	-		
PTS 6	**Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives**	-	-	-	✓		
PTS 7	**In partnership with Dublin Bus /LUAS/ Irish Rail and local authority ensure all local bus / Luas / rail interchanges display up to date timetables, fare and route information**	-	-	✓	-		
PTS 8	**Encourage the use / initiatives for buses / LUAS / DART where feasible for a range of different travel purposes**	-	✓	-	-		
PTS 9	**Promote the availability of the TaxSaver scheme**	-	✓	-	-		
PTS 10	Explore the potential of a Travel Diary incentive / awards scheme	-	-	-	✓		

Table 8-4: Preliminary Schedule of MMP's Public Transport Initiatives

The identified Public Transport strategy promotes a total of 11 measures. The implementation schedule of these measures is outlined in **Figure 8-4** below.

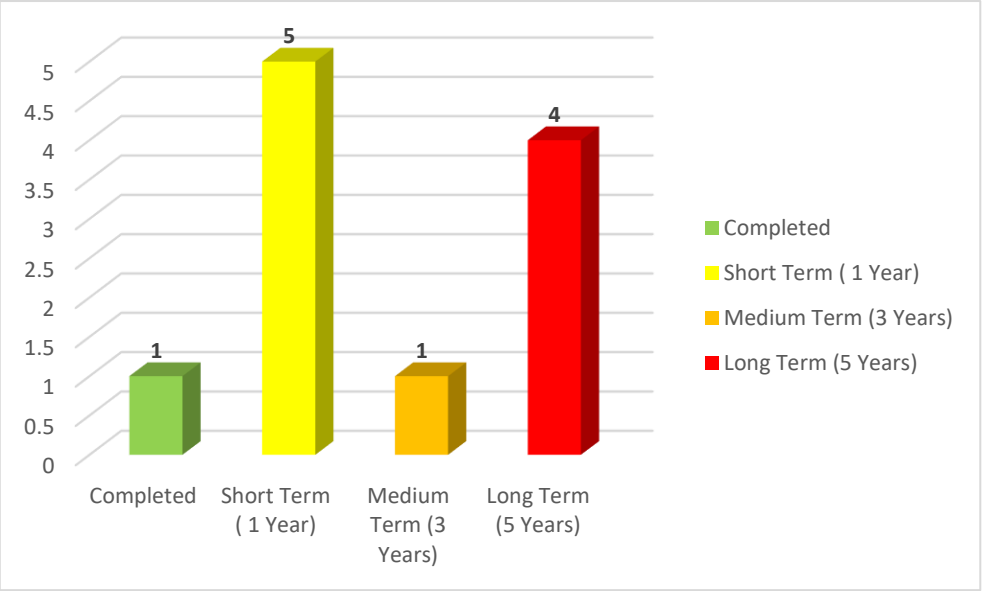


Figure 8-4: Roll-out of MMP's Public Transport Initiatives

8.6 Private Car Strategy

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the subject MMP are outlined in the **Table 8-5** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	**Investigate the benefits of developing a 'Car' Fact Sheet**	-	✓	-	-		-
PCS 2	**Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices**	-	-	✓	-		
PCS 3	**Encourage use of existing formal car sharing website (www.carsharing.ie)**	-	✓	-	-		
PCS 4	**Explore the opportunities of informal arrangements between residents for travel to school / college**	-	-	✓	-		
PCS 5	**Determine the suitability / potential / benefits of a local Car Club scheme**	-	✓	-	-		-
PCS 6	**Develop Parking Management Strategy**	-	✓				

Table 8-5: Preliminary Schedule of MMP's Private Car Initiatives

The MMP's Private Car Strategy promotes a total of 6 measures. The preliminary implementation schedule of these private car focused initiatives is outlined inbelow.

Figure 8-5: Roll-out of MMP's private Car Initiatives

8.7 Marketing and Promotion Strategy

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

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in **Table 8-6** below.

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
MPS 1	**Develop a marketing plan for the MMP**	-	✓	-	-		
MPS 2	**Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each resident**	-	✓	-	-		
MPS 3	**Explore the cost benefits of developing a dedicated MMP website**	-	✓	-	-		
MPS 4	**Investigate the opportunity of developing an events calendar with 2 to 4 events per year and a supporting promotion strategy to market each event**	-	-	✓	-		
MPS 5	**Incorporate section / report success etc. of MMP process in local newsletters and other information dissemination initiatives**	-	-	-	✓		
MPS 6	**As part of Induction Sales Meeting with residents introduce the MMP, its objectives and recommended travel practices**	-	✓	-	-		
MPS 7	**Explore the cost benefits of developing a MMP App to enhance access to MMP information and events**	-	✓	-	-		
MPS 8	**Investigate the opportunity for a MMP annual newsletter for distribution to all residents / employees**	-	✓	-	-		

Table 8-6: Preliminary Schedule of MMP's Marketing & Promotion Initiatives

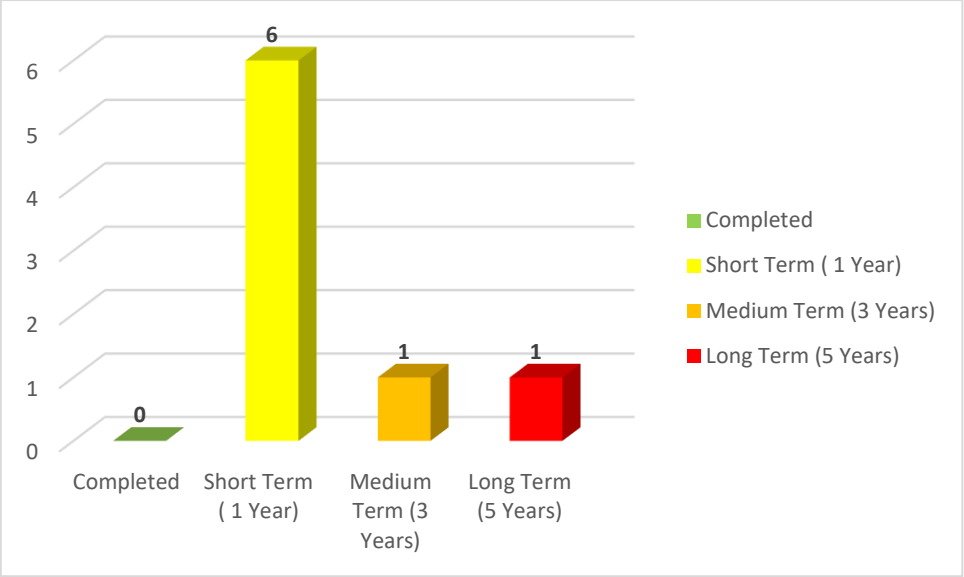


Figure 8-6: Roll-out of MMP's Marketing & Promotion Initiatives

9 Summary and Conclusion

ARP 4.2 Sustainable Communities (Ireland) Fund intends to apply for permission for the development of a 'Large-Scale Residential Development' (LRD) at a site of approximately 1.32 Ha principally located at Whitestown Way, Dublin 24. The site is generally bound: to the east by Whitestown Way; to the south by Riverside Business Park; to the west by Whitestown Road / Whitestown Industrial Estate, undeveloped lands and the Vita Actives premises; and to the north by, the Vita Actives premises and The Arena mixed-used development. It also extends to include part of Whitestown Way for junction, road infrastructure and landscape works.

The proposed development principally comprises the construction of a mixed-use development in 2 No. blocks (Block A to the east and Block B to the west) with a gross floor area of 14,976.5 sq m (excluding undercroft car parking area of 1,975.8 sq m) and ranging in height from 1 No. storey to 6 No. storeys. The blocks are connected via a single-storey undercroft/podium level. The development includes: 169 No. residential units (80 No. 1-bed, 85 No. 2-bed and 4 No. 3-bed); 2 No. class 1 / class 2 commercial units (totalling 356.5 sq m); and a crèche (162.8 sq m) with external play area.

The development also comprises: new street and turning head at the site's southern side and junction with Whitestown Way to the east; 77 No. car parking spaces, with 69 No. Residential Spaces (66 No. within the undercroft car parking area) and 8 No. on-street car parking spaces serving the creche and retail units; 2 No. set-down bays; cycle parking; hard and soft landscaping, including public open space, communal amenity space and incidental spaces; private amenity spaces (as balconies and terraces facing all directions); boundary treatments; sub-station; plant/operational rooms; bin stores; public lighting; green roofs; rooftop plant, PV arrays, lift overruns, telecommunications infrastructure and automatic opening vents; and all associated works above and below ground.

The report has been produced to address any potential concerns that the local planning authority may have pertaining to the level of influence of the proposed development upon the local transportation system. The measures proposed in this document will benefit the residents and will also help to mitigate any transport impacts of the developments on the wider local community. The identified preliminary action plan promotes a total of 70 initiatives across 6 sub strategy themes. A number of the initiatives run across multiple years, as the document functions a 'live' document, to be continuously updated and monitored.

The breakdown of sub strategy themes has been presented in **Figure 9-1** overleaf.

The implementation schedule of identified 70 MMP initiatives is outlined in the graph below. A total of 34 initiatives (or 49%) of the action plan initiqatives are set out to be implemented within 1 year of the development being occupied. Some of the initiatives run across multiple years, as part of the 'Live Document Monitoring' and accordingly, have been counted across more than one timescale.

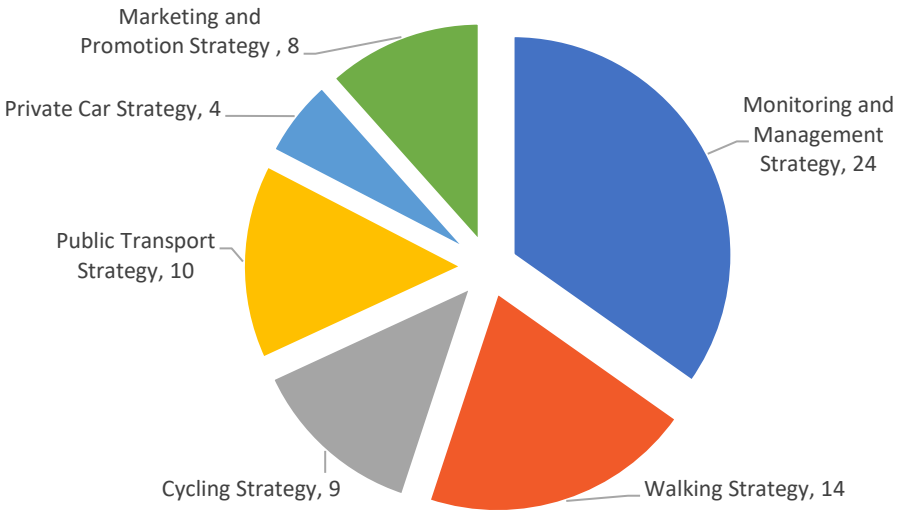


Figure 9-1MMP Sub Strategy Themes & Initiatives

Appendix A : Mode Specific Measures

Car Usage – Car Sharing

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

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

Car sharing would reduce a number of car trips and participants will meet other members in the community. A National Car Sharing database is now available at www.carsharing.ie. It is an all-island service for the public and is free of charge to use.

The benefits of car sharing:

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

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

A1.2 Public Transport – Bus

The residential development will be well served by Dublin Bus services with bus routes passing in close proximity to the subject site on Whitestown Way, including the F1 bus route, a 24-hour bus service. The bus stops are located in close proximity with frequent services operating daily.

A1.3 Walking

The development has been designed to ensure that the development is permeable with a number of access points / gateways to facilitate walking through the site. The feasibility of measures that promote walking will be influenced by factors such as the safety and ease of walking to and from the site and the age profile of commuters. Generally speaking, a distance of up to 4km is considered reasonable for walking. This distance is only indicative but can help to define target groups.

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

Walking will mainly be self-promoting and initiatives should focus on making people aware of the routes available to them. A map showing the walking routes should be prepared and placed at key locations within the development. These could be stand-alone signs or maps on notice boards. This information would also be available on the community website.

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

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

A1.4 Cycling

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

The on-site cycle facilities will be linked to the existing off-site cycle routes.

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

- The provision of “pool” bicycles for short distance travel
- The provision of well-located high-quality cycle parking facilities
- Storage, changing and shower facilities for cyclists.

Appendix B : Residential Management & Monitoring Measures

B1.0 Management & Monitoring Measures

B1.1 Introduction

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

B1.2 Management Structure & Roles

The appointment of a Mobility Manger / Group is critical to the success of the MMP. For the MMP to be successful it is essential that all residents take ownership of it. Therefore, as the development is being built out and the community becomes established it will become increasingly important for management responsibility to be supplemented by the local community residing at the subject development.

Mobility Manager

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

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

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

To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager. The Mobility Manager

should encourage and promote the measures mentioned within this report to the commuters of the development.

Residents Group

As the development approaches full occupation; residents of the development will be invited to form a Residents Group.

B1.3 Monitoring

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

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

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

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

It is essential that the residents see the results of the survey and review their own travel patterns against the typical data. Therefore, the results should be available on the community website.

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

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

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

Appendix C : Residential Marketing & Promotion Measures

C1.0 Marketing Measures

C1.1 Raising Awareness, Marketing & Promotion

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

Promotion would start with the marketing of the residential development. The sustainable location of the development and the high-quality infrastructure provision for walking and cycling will be a prominent feature. The high quality links provided by Dublin Bus to the various Employment Areas, City Centre and other links are also an attractive feature for encouraging sustainable travel for future residents.

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

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

C1.2 Sustainable Travel Pack

Promotion of sustainable travel will continue when residents take up occupation of their new accommodation. A 'Welcome Pack' can be provided which will include maps and timetable information for walking, cycling and public transport journeys. It will also include information on a range of incentives to encourage take up of public transport and cycling etc.

The 'Welcome Pack' will be produced and approved prior to first occupation and staff will be trained in the contents of the information contained. The 'Welcome Pack' will include:

- A covering letter explaining the purpose of the 'Welcome Pack' and contact details of the Mobility Manager;
- An overview of the Mobility Management Plan;
- Maps for walking, cycling and public transport;
- Timetables for public transport (i.e. Dublin Bus);
- Local taxi information;

- Car sharing scheme information;
- Information on reducing the demand for travel;
- Sustainable travel voucher to encourage walking, cycling and public transport; and
- Pedometer pack with information on the health benefits of walking.

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

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

C1.3 Personalised Travel Plan

An advisory leaflet will be provided in the 'Welcome Pack' to explain to new residents the sustainable transport options available in the MMP and that if they wish they may contact the Mobility Manager directly to discuss specific travel needs. The Mobility Manager will then use the information discussed to prepare a 'Personal Travel Plan' for that resident free of charge. The Personal Travel Plan will be based on individual lifestyles and in light of the available transport options for stated everyday journeys.

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

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

C1.4 Online Website

A dedicated online website for the residential development may be created and will focus on providing appropriate, up-to-date information on sustainable travel options for accessing the development site.

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

C1.5 Smart Device Travel App

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

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

ENVIRONMENT
ISO 14001:2015
NSAI Certified

HEALTH
& SAFETY
ISO 45001:2018
NSAI Certified

QUALITY
I.S. EN ISO 9001:2015
NSAI Certified

Engineering
Sustainable
Futures

DBFL
CONSULTING ENGINEERS

Dublin Office

Ormond House
Upper Ormond Quay
Dublin 7, Ireland
D07 W704

+ 353 1 400 4000
info@dbfl.ie
www.dbfl.ie

Cork Office

14 South Mall
Cork, Ireland
T12 CT91

+ 353 21 202 4538
info@dbfl.ie
www.dbfl.ie

Galway Office

Odeon House
7 Eyre Square
Galway, Ireland
H91 YNC8

+ 353 91 33 55 99
info@dbfl.ie
www.dbfl.ie

Waterford Office

Suite 8b The Atrium
Maritana Gate, Canada St
Waterford, Ireland
X91 W028

+ 353 51 309 500
info@dbfl.ie
www.dbfl.ie