

TRANSPORTATION

Leydens Wholesalers & Distributors Dublin,
158A Richmond Road

Mobility Management Plan

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Contents

1.0	INTRODUCTION	9
1.1	CONTEXT	9
1.2	BACKGROUND	9
1.3	STRUCTURE OF REPORT	10
2.0	MOBILITY MANAGEMENT PLAN FRAMEWORK	13
2.1	WHAT IS A MOBILITY MANAGEMENT PLAN?	13
2.2	WHO IS INVOLVED?	13
2.3	OBJECTIVES OF A MOBILITY MANAGEMENT PLAN	14
2.4	MOBILITY MANAGEMENT PLAN PROCESS	15
2.5	MOBILITY MANAGEMENT PLAN NEXT STEP	16
2.6	POLICY FRAMEWORK	17
3.0	RECEIVING ENVIRONMENT & PROPOSED DEVELOPMENT	26
3.1	LAND USE	26
3.2	LOCATION	26
3.3	EXISTING TRANSPORTATION INFRASTRUCTURE	28
3.3.1	Road Network	28
3.3.2	Existing Pedestrian Environment	28
3.3.3	Existing Cycling Environment	28
3.3.4	Public Transport – Bus	29
3.3.5	Public Transport – Heavy Rail	31
3.4	EXISTING SITE ACCESSIBILITY	31
3.4.1	Walking	31
3.4.2	Cycling	32
3.4.3	Public Transport and Walking	33



3.5	PROPOSED TRANSPORTATION INFRASTRUCTURE.....	33
3.5.1	Cycle Network Proposals	33
3.5.2	Public Transport Proposals - BusConnects	35
3.5.3	Road Infrastructure Proposals.....	37
3.5.4	Public Transport - DART + West.....	37
3.5.5	Public Transport Proposals - Metrolink	39
3.6	PROPOSED DEVELOPMENT	40
3.1	SITE ACCESS ARRANGEMENTS	43
3.1.1	Vehicle Access.....	43
3.1.2	Pedestrian And Cyclist Access Arrangements.....	43
3.2	SERVICE ACCESS ARRANGEMENTS	44
3.2.1	Waste Collection	44
3.2.2	Retail / Delivery Collection.....	45
3.2.3	Emergency Vehicle Access Arrangements.....	46
3.2.4	Accessibility of Disabled Bays & U-Turn Arrangement.....	47
3.3	RICHMOND ROAD UPGRADES	48
3.4	CAR PARKING	49
3.4.2	Parking Management Regime	52
3.5	MOTORCYCLE PARKING.....	54
3.6	Cycle Parking	54
3.6.1	Long-Stay Cycle Parking	55
3.6.2	Short-Stay Cycle Parking	58
4.0	COMMUTER TRENDS & TRANSPORT NEEDS	61
4.1	INTRODUCTION	61
4.2	SUBJECT SITE PROPOSED MODAL SPLIT.....	64



5.0	OBJECTIVES & TARGETS	67
5.1	INTRODUCTION	67
5.2	MMP OBJECTIVES	67
5.3	MMP ACTIONS & TARGETS	68
6.0	MMP MEASURES.....	72
6.1	INTRODUCTION	72
6.2	MODE SPECIFIC MEASURES.....	73
6.3	MANAGEMENT & MONITORING MEASURES	73
6.4	MARKETING & PROMOTION MEASURES	74
7.0	PRELIMINARY ACTION PLAN.....	76
7.1	OVERVIEW	76
7.2	MANAGEMENT AND MONITORING STRATEGY	76
7.3	WALKING STRATEGY.....	79
7.4	CYCLING STRATEGY	81
7.5	PUBLIC TRANSPORT STRATEGY	83
7.6	PRIVATE CAR STRATEGY	85
7.7	MARKETING AND PROMOTION STRATEGY	87
8.0	SUMMARY AND CONCLUSIONS	90
8.1	SUMMARY	90
Appendix A :	Purpose of Trip based on Trend Modes in Greater Dublin Area.....	93
Appendix B :	Trends in Travel by Modes in the Ballybough and Drumcondra Area	96

Figures

Figure 2.1: MMP Development Process and Status.....	15
Figure 2.2: SMART” Targets Adopted by the MMP	16



Figure 2.3: Richmond Road Mixed use development MMP Policy Framework and External Influences	17
<i>Figure 3.1: Land Use Zoning Objectives (Source: Map E Dublin City Development Plan 2022-2028)</i>	26
Figure 3.2: Subject Site Location (Source: Google Maps)	27
Figure 3.3: Indicative Development Site Boundary (Source: Google Earth)	27
Figure 3.4: Subject Site Indicative Site Boundary (Source: Google Earth)	27
Figure 3.5: Existing Cycle Facilities (Source: Sheet E1 GDA Cycle Network Plan)	29
Figure 3.6: Pedestrian Accessibility (Walking from Site) (Reference: TravelTime)	32
Figure 3.7: Cycling Accessibility (Reference: TravelTime)	32
Figure 3.8: Public Transport Accessibility Catchments (Reference: TravelTime)	33
Figure 3.9: Proposed GDA Cycle Routes in Richmond Road (Extract: Sheet N1 GDA Cycle Network Plan 2013)	34
<i>Figure 3.10: Proposed GDA Cycle Routes in Richmond Road (Extract: GDA Cycle Network Plan 2022)</i>	35
Figure 3.11: Proposed BusConnects Routes (Source: BusConnects)	37
Figure 3.12: Proposed Road Improvements along Richmond Road (Extract: DCC Dev. Plan Zoning Map)	37
Figure 3.13: Proposed DART+ West Route Map Network (Source: DART+ Programme - Iarnród Éireann)	38
Figure 3.14: Proposed DART+ West Route Map Network	40
Figure 3.15: Proposed Development Site Layout	42
<i>Figure 3.16: Proposed Development's Vehicle Access on Richmond Road</i>	43
Figure 3.17: Proposed Pedestrian / Cycle Access and Connection Locations	44
<i>Figure 3.18: Refuse Vehicle Access Arrangements (Refuse Vehicle Type DB32)</i>	45
Figure 3.19: Internal Refuse Store Locations at Ground Floor Level	45
Figure 3.20: Delivery Access Arrangements (7.1m Rigid Vehicle)	46



Figure 3.21: Fire Appliance Access Arrangements (Fire Appliance Type DB32)	47
Figure 3.22A: Large Car (5.0m) Access Arrangements	47
Figure 3.23: Proposed Pedestrian and Cyclist Infrastructure Upgrades on Richmond Road	48
Figure 3.24: Proposed Parking Locations.....	50
Figure 3.25: EV Parking Locations	51
<i>Figure 3.26: Proposed Loading Bay Location</i>	<i>52</i>
Figure 3.27: Proposed Motorcycle Parking Location	54
Figure 3.28: Long-Stay Residential Cycle Parking Location – Blocks A/ B/C	56
Figure 3.29: Semi-Vertical Rack Cycle Parking (Source: Castit Ltd.)	56
Figure 3.30: Typical Bike Pump and Repair Stand (Source: Bike Dock Solutions)	57
Figure 3.31: Block B/C Non-Residential Long Term Cycle Parking.....	57
Figure 3.32: Studio Unit Long Stay Cycle Parking.....	58
Figure 3.33: Proposed Short Stay Cycle Parking Locations.....	59
Figure 4.1: Current Modal Split in Greater Dublin Area (Source: www.nationaltransport.ie).....	61
Figure 4.2: Areas Used for Mode of Travel Analysis (Source : http://census.cso.ie/sapmap/).....	63
Figure 4.3: Modal Split for Areas at Ballybough and Drumcondra Area (SAPMAP 2016)	64
Figure 6.1: Tier Travel Plan Pyramid (Source: Department for Transport, UK)	72
Figure 6.2: MMP Action Plan Strategies.....	73
Figure 7.1: Roll-out of MMP's Management & Monitoring Initiatives.....	78
Figure 7.2: Roll-out of MMP's Walking Initiatives	80
Figure 7.3: Roll-out of MMP's Cycling Initiatives	82
Figure 7.4: Roll-out of MMP's Public Transport Initiatives	84
Figure 7.5: Roll-out of MMP's Private Car Initiatives	86
Figure 7.6: Preliminary Schedule of MMP's Marketing & Promotion Initiatives	87
Figure 7.7: Roll-out of MMP's Marketing & Promotion Initiatives	88



Figure 8.1: MMP Sub Strategy Themes & Initiatives	90
---	----

Figure 8.2: Roll-out of MMP's Initiative	91
--	----

Tables

Table 3.1A: Local Bus Services (No. of Services) along R132 Drumcondra Road.....	30
--	----

Table 3.2B: Local Bus Services (No. of Services) along R803 and R05 Fairview	30
--	----

Table 3.3: DCC Car Parking Requirements versus Proposed Provision	49
---	----

Table 3.4: Comparison of Cycle Parking Requirements and Proposed Provision	55
--	----

Table 4-1: Purpose of Trip based on Modal Split in Greater Dublin Area (Source : www.nationaltransport.ie)	62
---	----

Table 5-1: Preliminary Mode Share Targets for Richmond Road Mixed Use Development	70
---	----

Table 7-1: Preliminary Schedule of MMP Management & Monitoring Initiatives.....	77
---	----

Table 7-2: Preliminary Schedule of MMP's Walking Initiatives	79
--	----

Table 7-3: Preliminary Schedule of MMP's Cycling Initiatives	81
--	----

Table 7-4: Preliminary Schedule of MMP's Public Transport Initiatives	83
---	----

Table 7-5: Preliminary Schedule of MMP's Private Car Initiatives.....	85
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CHAPTER 1

Introduction

1.1 CONTEXT

1.2 BACKGROUND

1.3 STRUCTURE OF REPORT



1.0 INTRODUCTION

1.1 CONTEXT

DBFL Consulting Engineers (DBFL) has been commissioned to prepare a Mobility Management Plan (MMP) for a proposed development known as 158A Richmond Road. Malkey Limited intends to apply for permission for development (Large-scale Residential Development (LRD)) at this c. 0.55 hectare site at former Leyden's Wholesalers & Distributors Dublin, No. 158A Richmond Road, Dublin 3, D03 YK12.

This MMP should be reviewed in conjunction with the Traffic and Transport Assessment submitted as part of the development's planning application.

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

- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process, they will find the process and context information as outlined in Chapter 2 invaluable. The preliminary MMP targets and measures introduced in Chapter 5 and Chapter 6 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 5) and associated measures (Chapter 6).
- The **Residents** and **Staff** of the proposed development who may be unfamiliar with the 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 5 and Chapter 6.

1.2 BACKGROUND

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed mixed-use development at Richmond Road. This document aims to expand the awareness of and increase travel options for residents and staff located 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 benefits of all stakeholders who may be interested in reading this document to see how it directly affects them.



This Framework MMP has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices for all future occupants of the proposed development

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
- The MMP will seek to provide a long-term strategy for encouraging occupants to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the strategy are:

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

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 development MMP is placed, and an overview of the scheme proposals is briefly outlined in **Chapter 3**. The MMP context in terms of local travel trends and 2016 Census Data are established in **Chapter 4**.

The MMP objectives and adopted targets are established in **Chapter 5**. In **Chapter 6** the 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 the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the MMP for the Richmond Road Mixed use development. The main conclusions of the MMP are summarised in **Chapter 8**.



CHAPTER 2

Mobility Management Plan Framework

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

2.2 WHAT IS A DESTINATION MMP?

2.3 WHO IS INVOLVED?

2.4 OBJECTIVES OF A MMP

2.5 MMP PROCESS

2.6 MMP NEXT STEP

2.7 POLICY FRAMEWORK



2.0 MOBILITY MANAGEMENT PLAN FRAMEWORK

2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

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

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

Whilst the emergence and successful application of residential MMP's has only transpired over the last 15 years in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMP's. Accordingly, MMP's are also known by a number of other names including;

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

2.2 WHO IS INVOLVED?

A MMP impacts a number of key stakeholders who should all be involved in some form or manner in the process:

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



- Future residents at sites,
- Residents in the community surrounding new housing developments with a MMP, and
- Transport Operators.

2.3 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

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

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;

a) **For Residents and Staff–**

- Address residents' and Staffs' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping,
- Promote healthy lifestyles and sustainable, vibrant local communities.

b) **The Local Community –**

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



2.4 MOBILITY MANAGEMENT PLAN PROCESS

Once the decision has been made to produce an MMP, the process of compiling the plan encompasses the 9 principal steps as presented in **Figure 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 subject development for as long as necessary or potentially even for the entire existence of the development.

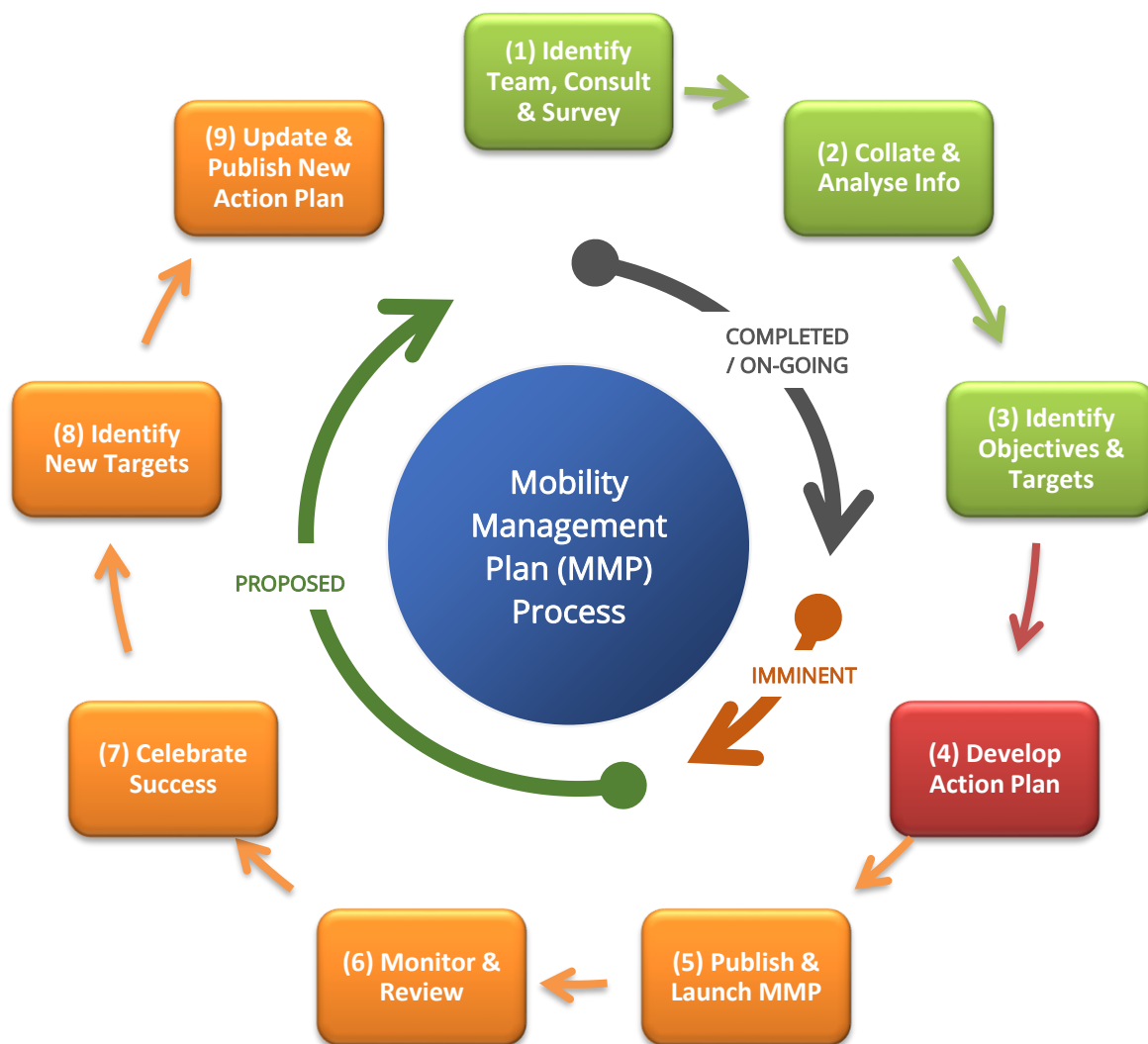


Figure 2.1: MMP Development Process and Status



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

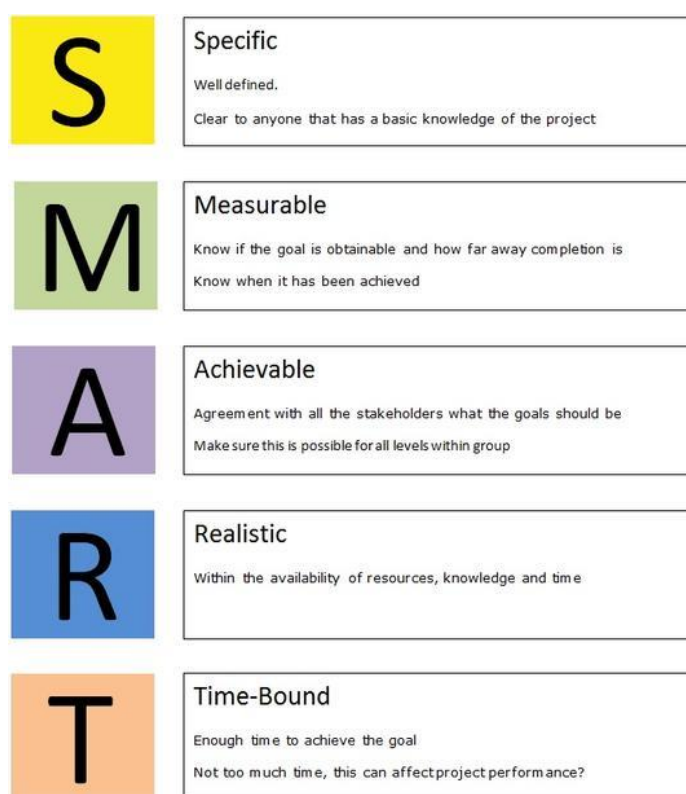


Figure 2.2: SMART Targets Adopted by the MMP

2.5 MOBILITY MANAGEMENT PLAN NEXT STEP

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 development's specific travel characteristics are outlined and presented to the local authority;
- (b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching an agreement upon the MMP's measures and subsequently adopting the

‘agreed’ MMP Action Plan with targets, initiatives, timescales, responsibilities and resources are 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 Dublin City Council. At the request of the local authority, a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject Richmond Road site.

2.6 POLICY FRAMEWORK

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

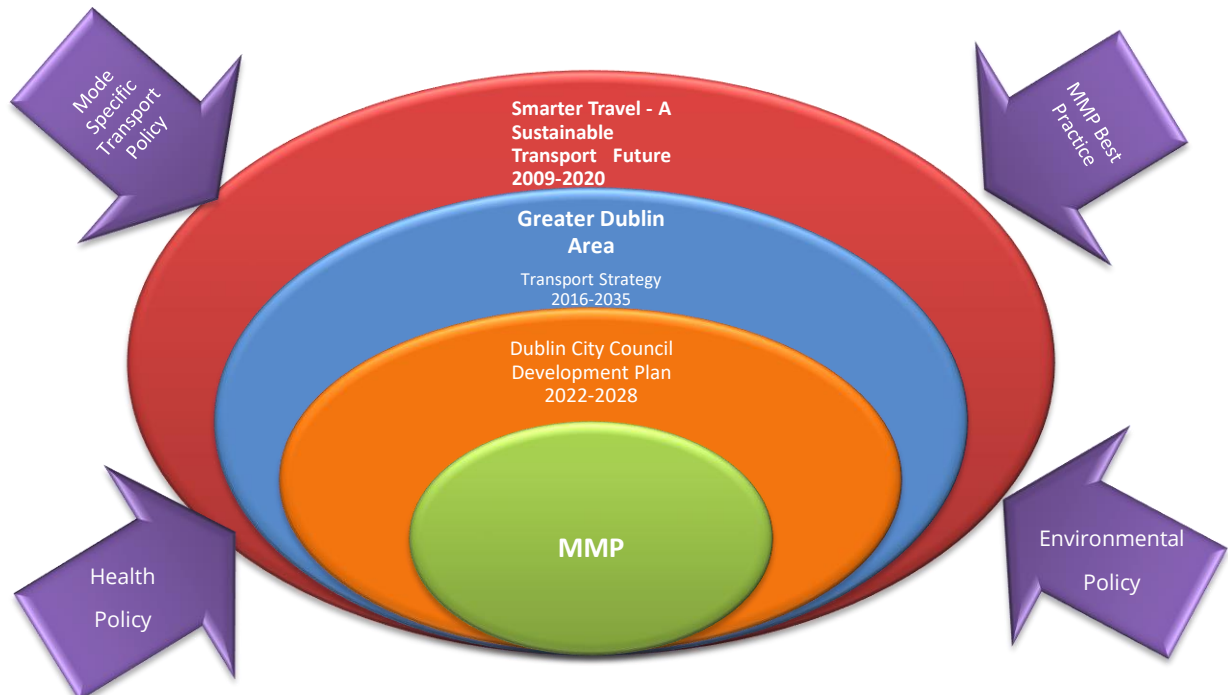
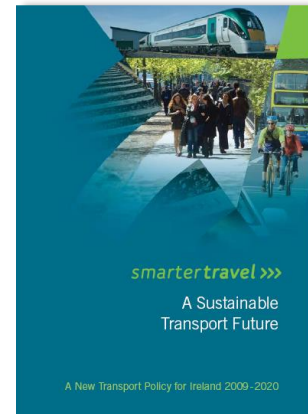


Figure 2.3: Richmond Road Mixed use development MMP Policy Framework and External Influences

Smarter Travel – A Sustainable Transport Future (2009)

Smarter Travel - *A Sustainable Transport Future*, was published in February 2009, and represents a new transport policy for Ireland for the period 2009-2020. The policy recognises the vital importance of continued investment in transport to ensure an efficient economy and continued social development, but it also sets out the necessary steps to ensure that people choose more sustainable transport modes such as walking, cycling and public transport.



The policy is a direct response to the fact that the continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, local air pollution, contribution to global warming, and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

Although this document outlines objectives and targets from 2009 to 2020, the goals set out will continue to play active role from 2021 onwards in order to address the unsustainable nature of current travel behaviour. The following five key goals form the basis of the Smarter Travel policy document.

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport.
- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.
- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.
- Reduce overall travel demand and commuting distances travelled by the private car.
- Improve security of energy supply by reducing dependency on imported fossil fuels.

These aims will be achieved through 49 specific actions, which can be broadly grouped into 4 key areas:

- Actions to reduce distance travelled by private car and encourage smarter travel,



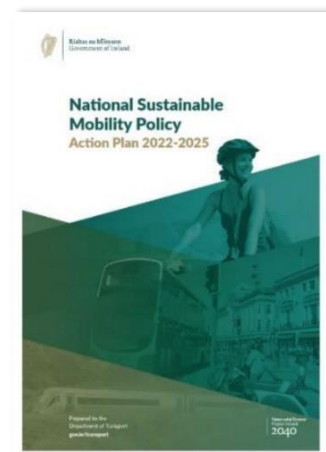
- Actions aimed at ensuring that alternatives to the private car are more widely available,
- Actions aimed at improving the fuel efficiency of motorised transport through improved fleet structure, energy efficient driving and alternative technologies, and
- Actions aimed at strengthening institutional arrangements.

The opportunities and potential benefits that could be achieved by the implementation of a MMP are considered under the policy goal of encouraging Smarter Travel.

The Smarter Travel policy also includes for a comprehensive range of supporting 'actions' including mode specific (e.g., walking, cycling and public transport etc.) and behaviour change initiatives which both encourage and provide for sustainable travel practices for all journeys.

National Sustainable Mobility Policy Action Plan 2022 – 2025

The Purpose of this policy is to set out a strategic framework for active travel and public transport to support Ireland's overall requirement to achieve a 51% reduction in carbon emissions by the end of 2030.



The targets are to deliver at least 500,000 additional daily active travel and public transport journeys and achieve a 10% reduction in kilometres driven by fossil fuelled cars by 2030 in line with metrics for transport set out in the Climate Action Plan 2021. Actions contained within this documentation aim to improve and expand sustainable mobility options by providing safe, green, accessible and efficient alternatives to car journeys. Demand management and behavioural changes measures have been included to manage daily travel demand more efficiently to reduce the journeys taken by private car. Action plans include;

- Continue to protect and renew road infrastructure for all road users including sustainable mobility users.
- Transition Dublin Metropolitan PSO (Public Service Obligation) bus services to low/zero emission bus fleet.
- Develop pedestrian enhancement plans.



- Expand the operation of bike share schemes (including electric bikes).
- Deliver additional cycling infrastructure projects.
- Commence delivery of BusConnects network redesign.
- Expand Smarter Travel Workplaces and Campus Programmes to include:
 - Guidance for more types of companies and campus facilities.
 - Enhanced toolkit for workplace/campus assessment.
 - Support for in-work/in-business/ in-campus cycle uses through subsidised cycle provision for trial periods.
 - Cycle Friendly Employer Certification.

Transport Strategy for the Greater Dublin Area 2016-2035

Published in 2016 the role of the Transport Strategy for the Greater Dublin Area (2016 - 2035) is to establish appropriate policies and transport measures that will support the Greater Dublin Area in meeting its potential as a competitive, sustainable city region with a good quality of life for all. The strategy seeks to meet:

- Economic objectives by reducing delays and improving journey time reliability; Social objectives by improving safety, reducing travel related stress and reducing the adverse impacts of traffic on neighbourhoods; and
- Environmental objectives by giving priority to those means of travel that are less damaging to our natural and built environments.



The purpose of the strategy is *“To contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods”*.

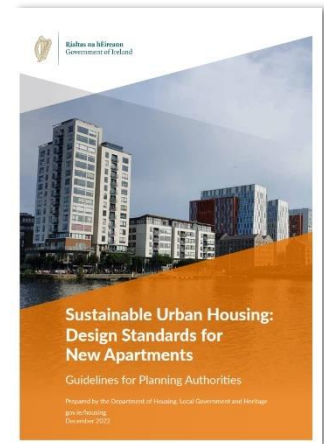
The strategy acknowledges that there will be only limited enhancements to road capacity. Accordingly some measure of travel demand management (TDM) will be required in the form of (a) Control measures (b) Fiscal measures and (c) Other Complementary measures. One of the most important initiatives that are classified under the theme of Other Complementary measures are Mobility Management Plans.



Sustainable Urban Housing: Design Standards for New Apartments

This guideline document was initially produced by the Department of Housing, Planning and Local Government (DHPLG) in 2018 with an update released in December 2022. The purpose of this document is to set out standards for apartment focused developments, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.

With the demand for housing increasing, this means that there is a need for an absolute minimum of 600,000 new homes in Ireland's cities by 2040. It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures.



These Guidelines apply to all residential developments that include apartments that may be made available for sale, whether for owner occupation or for individual lease.

The DHPLG advocates that cycling provides a flexible, efficient, and attractive transport option for urban living and these guidelines require that this transport mode is fully integrated into the design and operation of all new apartment development schemes.

The quantum of car parking or the requirement for any such provision for apartment developments will vary, having regard to the types of location in cities and towns that may be suitable for apartment development, broadly based on proximity and accessibility criteria. With specific regard to areas classified as 'Intermediate Urban Locations' the guidelines specify that a number of distinct planning criteria may be applied, stating;

"Planning authorities must consider a reduced overall car parking standard and apply an appropriate maximum car parking standard".

For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure, where possible, the provision of an appropriate number of drop off, service, visitor parking spaces and parking for the mobility impaired. Provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles, cycle parking and secure cycle storage.



Dublin City Development Plan 2022-2028

The Dublin City Development Plan (2022-2028) which came into effect on the 14th of December 2022 sets out how the city will develop to meet the needs of all residents, workers and visitors. The aim of the plan is to improve the quality of life for its citizens, and make sure that Dublin City is an attractive place to live, work and visit. The plan's policies and objectives:



- guide growth and development,
- provide a strategy to achieve proper planning, and
- show how we will achieve sustainable development, that is development that meets our needs now and won't compromise future generations meeting their needs.

In the context of the subject Richmond Road development proposals, the following are the key relevant transport and development objectives set out in the new Development Plan:

Sustainable Mobility

SMT01 Transition to More Sustainable Travel Modes: *"To achieve and monitor a transition to more sustainable travel modes including walking, cycling and public transport over the lifetime of the development plan, in line with the city mode share targets of 26% walking/cycling/micro mobility; 57% public transport (bus/rail/LUAS); and 17% private (car/van/HGV/motorcycle)."*

Accessibility for All

SMT02 Improving the Pedestrian Network: *"To improve the pedestrian network and prioritise the introduction of tactile paving, ramps and kerb dishing at appropriate locations, including pedestrian crossings, taxi ranks, bus stops and rail platforms in order to optimise accessibility for all users."*

Sustainable Modes

SMT08 Cycling Infrastructure and Routes: *"To improve existing cycleways and bicycle priority measures and cycle parking infrastructure throughout the city and villages, and to create protected cycle lanes, where feasible."*

SMT012 Cycle Parking Spaces: *"To provide publicly accessible cycle parking spaces, both standard bicycle spaces and non-standard for adapted and cargo bikes, in the city centre and the urban*



villages, and near the entrance to all publicly accessible buildings such as schools, hotels, libraries, theatres, churches etc. as required. "

Micro-Mobility and Shared Mobility

SMT022 Shared Bike Schemes and Micro-Mobility Schemes: *"To monitor the success of and expand the shared bike schemes and to facilitate the expansion of shared micro-mobility schemes throughout the city, in accordance with ongoing review and new models of operation such as the use of mobility hubs."*

Car Parking

SMT 27 Car Parking in Residential and Mixed Use Developments

(i) "To provide for sustainable levels of car parking and car storage in residential schemes in accordance with development plan car parking standards (see Appendix 5) so as to promote city centre living and reduce the requirement for car parking."

(ii) "To encourage new ways of addressing the transport needs of residents (such as car clubs and mobility hubs) to reduce the requirement for car parking."

(iii) "To safeguard the residential parking component in mixed-use developments."

NTA Workplace Travel Plans – A Guide for Implementers

This guidance document is produced by the National Transport Authority (NTA) and is for the use by organisations that are considering implementing measures to reduce dependency on the car travel for their staff's commuting and other work-related journeys.

The document discusses the principles of mobility management plans and the benefits to employers and employees. It also outlines how to prepare, design and implement a mobility management plan.



3.1 LAND USE

3.2 LOCATION

3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

3.4 LOCAL AMENITIES

3.5 SITE ACCESSIBILITY

3.6 EMERGING TRANSPORTATION INFRASTRUCTURE

3.7 PROPOSED DEVELOPMENT



3.0 RECEIVING ENVIRONMENT & PROPOSED DEVELOPMENT

3.1 LAND USE

The subject lands are zoned Objective Z10 'Inner Suburban and Inner City Sustainable Mixed-Uses' within the Dublin City Development Plan 2022-2028, where the stated aim is *"to consolidate and facilitate the development of inner city and inner suburban sites for sustainable mixed-uses"*. The site is currently occupied by Leyden's Wholesalers & Distributors.

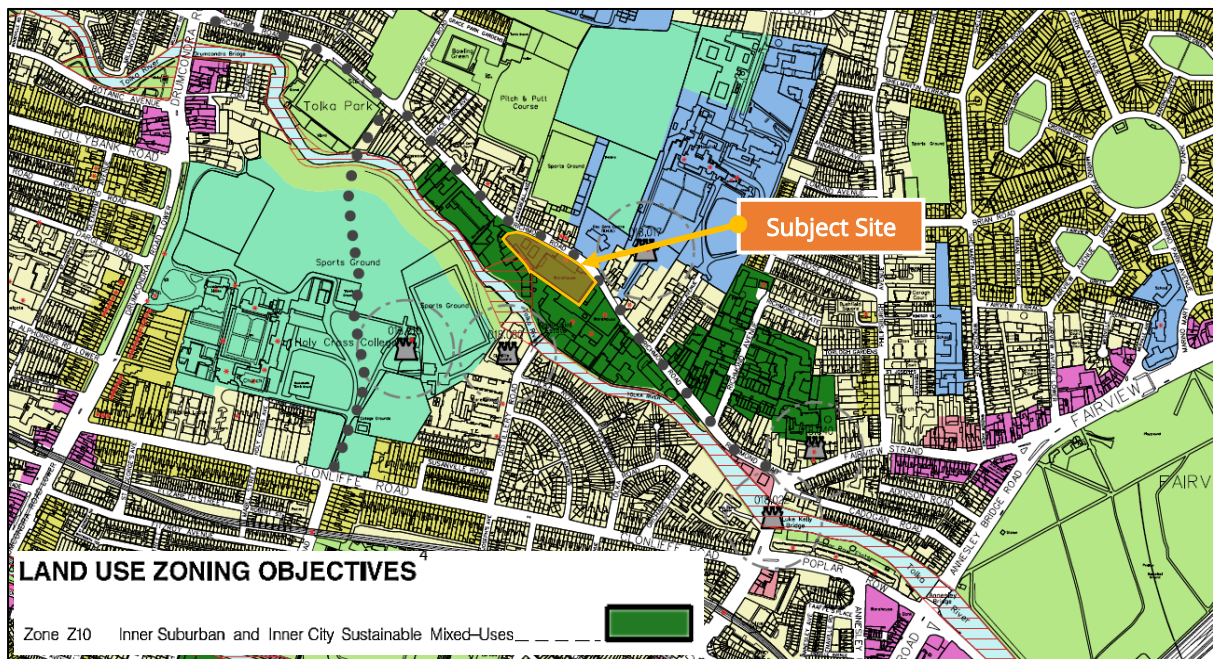


Figure 3.1: Land Use Zoning Objectives (Source: Map E Dublin City Development Plan 2022-2028)

3.2 LOCATION

The general location of the subject site in relation to the surrounding road network is illustrated in **Figure 3.2** below while **Figure 3.4** indicatively shows the extent of the site boundary and neighbouring lands.

The subject development site is located circa 2.4km from Dublin City Centre and a 17 min walk to Drumcondra Train Station, a 9-10 minute walk to the R132 Drumcondra Road corridor and R803 Ballybough Road corridor, both of which are serviced by numerous bus routes that link Dublin City Centre to destinations across the city environs.

The land uses surrounding the development site and along Richmond Road are a mix of commercial and residential, all of which benefit from direct access to/from Richmond Road.

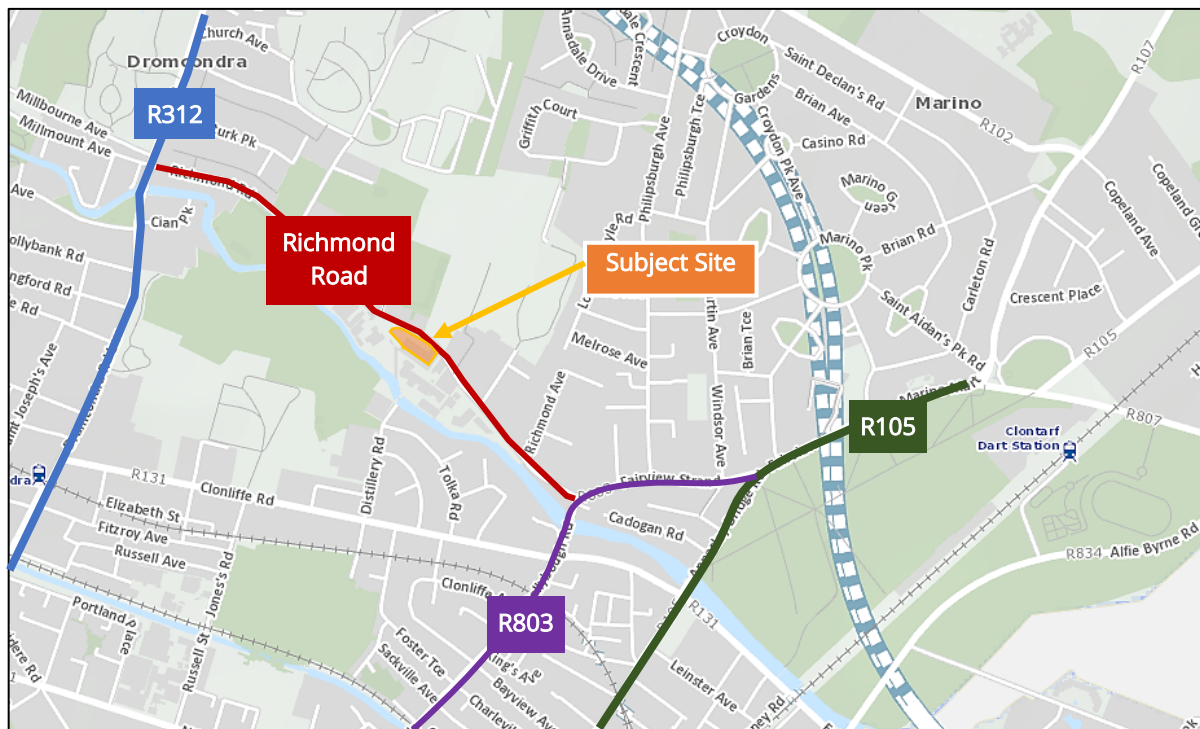


Figure 3.2: Subject Site Location (Source: Google Maps)



Figure 3.3: Indicative Development Site Boundary (Source: Google Earth)



3.3 EXISTING TRANSPORTATION INFRASTRUCTURE

3.3.1 Road Network

The Richmond Road corridor is generally aligned in a northwest-southeast direction and is subject to 50kph speed regulations. At the north western extents, this corridor terminates at the R132 Drumcondra Road Upper / Richmond Road / Millmount Avenue signal-controlled junction. A right turn ban is in place for vehicles exiting Richmond Road who may only travel straight along Millmount Avenue or turn left travelling in a southbound direction on the R132. Continuing south on the R132 for approximately 2km leads to Dublin City Centre. Between the subject site access and the aforementioned R132 / Richmond Road / Millmount Avenue signal-controlled junction, Grace Park Road is accessible which provides a connection to the N1 northbound and subsequently the strategic M50 road network.

Travelling in a south eastern direction from the proposed development site access along Richmond Road leads to the Richmond Road / R803 signal controlled junction. Travelling south-west on the R803 provides access to Dublin City centre.

3.3.2 Existing Pedestrian Environment

All pedestrian routes leading to/from the subject site benefit from the provision of street lighting in addition to good quality pedestrian footways. There are signal controlled pedestrian crossing facilities available at both signal controlled junctions located at both termini of Richmond Road in addition to a dedicated signal controlled pedestrian crossing located to the west of the Richmond Road / Grace Park junction.

3.3.3 Existing Cycling Environment

In the immediate vicinity of the subject site cyclists currently share the Richmond Road carriageway with general vehicular traffic. Both the R132 corridor and R803 corridor benefit from the provision of a mix of dedicated on-road cycle lanes and shared bus / cycle lanes as presented in **Figure 3.5** below.

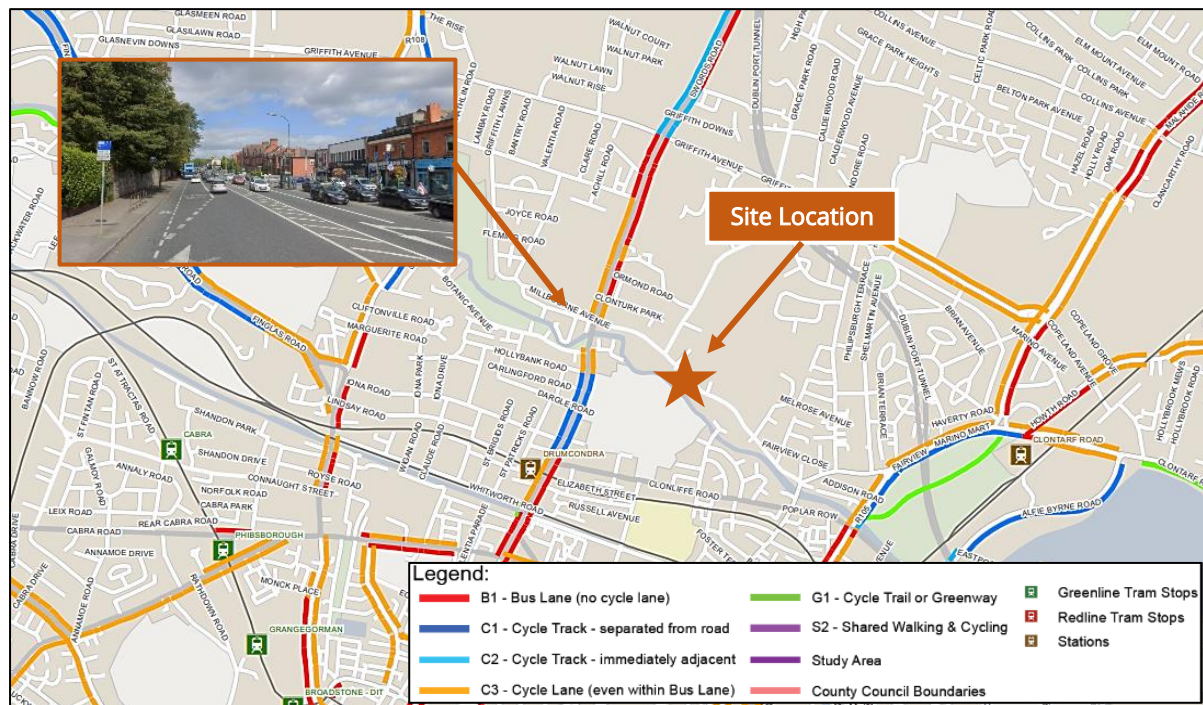


Figure 3.5: Existing Cycle Facilities (Source: Sheet E1 GDA Cycle Network Plan)

3.3.4 Public Transport – Bus

The subject development is well placed to benefit from existing bus services operating within comfortable walking distance including both citywide and regional services provided by numerous operators including Dublin Bus for citywide services and McConnon, Wexford Bus and Mathews Bus Services for regional services. Dublin Bus currently operates several services along the R132 Drumcondra Road and R05 Fairview corridors as demonstrated in **Figure 3.5** and summarised in **Table 3.1A** & **Table 3.1B** below.

All services are located within easy walking distance from the subject site with the nearest interchange on the R132 located approx. 800m away (approx. 10 minute walk) and the nearest interchange on the R803 located approx. 650m away (approx. 8 minute walk).

Operator	Route No.	Route	Mon - Fri	Sat	Sun
Dublin Bus	1	From Pearse Street (Shaw St.) Towards Santry (Shanard Rd.)	89	48	42
	11	Wadelai Park – Sandyford Business District	43	34	27
	13	Harristown – Grange Castle	85	68	59
	16	Dublin Airport – Ballinteer	86	82	64
	33	Lower Abbey Street – Balbriggan	59	39	33
	41	Lower Abbey Street – Swords Manor	62	58	48
	41B	Lower Abbey Street – Rolestown	5	4	3
	41C	Lower Abbey Street – Swords Manor	43	42	28

Operator	Route No.	Route	Mon - Fri	Sat	Sun
	41D	Lower Abbey Street – Swords Business Park	2	-	-
	44	DCU – Enniskerry	19	16	14
McConnon	180	Clones (Monaghan) – UCD Belfield	2	1	1
Wexford Bus	740	Wexford - Dublin City - Airport	19	14	13
	740A	Arklow - Dublin via Wicklow	9	4	4
Matthews Coach Hire	900	Dundalk – Dublin Cathal Brugha Street	10	7	7
	901	Dundalk – Drogheda - Dublin	21	17	13
	910	Bettystown – Laytown - Dublin	19	12	12

Table 3.1A: Local Bus Services (No. of Services) along R132 Drumcondra Road

Operator	Route No.	Route	Mon - Fri	Sat	Sun
Dublin Bus	123	Walkinstown - Marino	77	65	39
	6	Howth Station – Abbey Street lower	20	11	11
	14	Beaumont (Ardlea Rd.) - Dundrum Luas Station	68	59	43
	15	Ballycullen Rd. - Clongriffin	160	96	96
	27	Clare Hall - Jobstown	96	85	85
	27A	Eden Quay - Blunden Drive	27	27	19
	27B	Liberty Hall - Harristown Bus Garage	52	51	30
	42	Sand's Hotel (Portmarnock) - Talbot St.	39	38	24
	43	Swords Business Park - Talbot St.	35	20	18
	130	Castle Ave. - Talbot St.	91	64	45
	H1	Baldoyle to Abbey Street Lower	72	64	55
	H2	Malahide - Abbey Street Lower	36	33	28
	H3	Howth Summit - Abbey Street Lower	36	34	33

Table 3.2B: Local Bus Services (No. of Services) along R803 and R05 Fairview

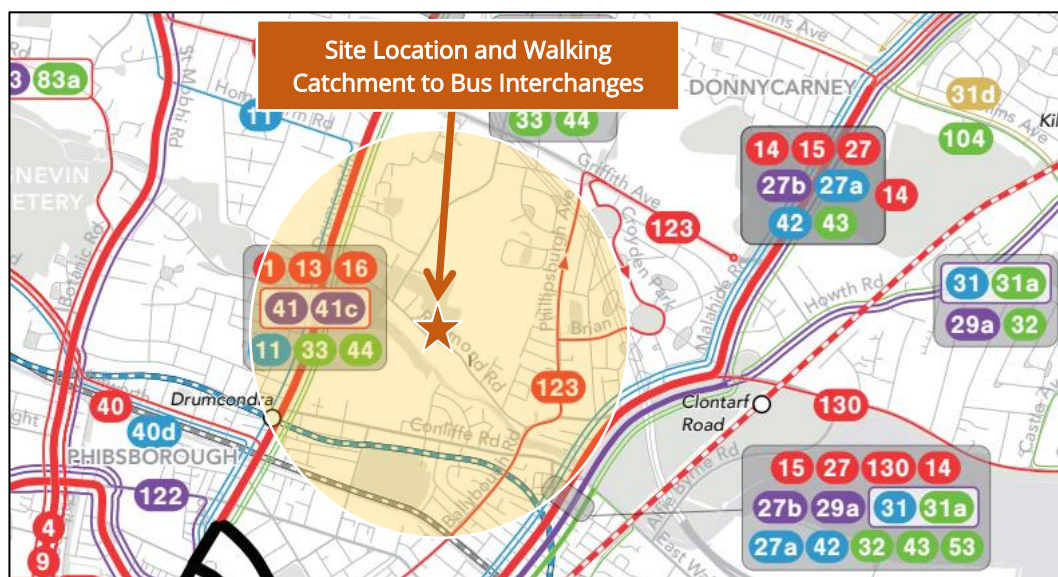


Figure 3-5: Existing Bus Routes (Source: BusConnects)

It is noted that some routes in **Figure 3.5** above have been changed/renamed as part of the BusConnects proposals.

3.3.5 Public Transport – Heavy Rail

The Drumcondra Train Station is located approximately 1.3 km (17-minute walk) from the subject site where the following rail services can be accessed: -

- Dublin Connolly – Sligo
- Dublin – Maynooth, Longford and M3 Parkway; and
- Grand Canal Dock and Dublin Heuston - Portlaoise

In addition, the Clontarf Road Train Station is located approximately 1.8km (23-minute walk) walking distance to the west of the subject site. This interchange provides access to DART and regional Commuter rail services.

3.4 EXISTING SITE ACCESSIBILITY

3.4.1 Walking

Figure 3.6 presents the significant extent of the pedestrian catchments accessible from the subject brownfield site for different walking times ranging from 15 minutes to 45 minutes.

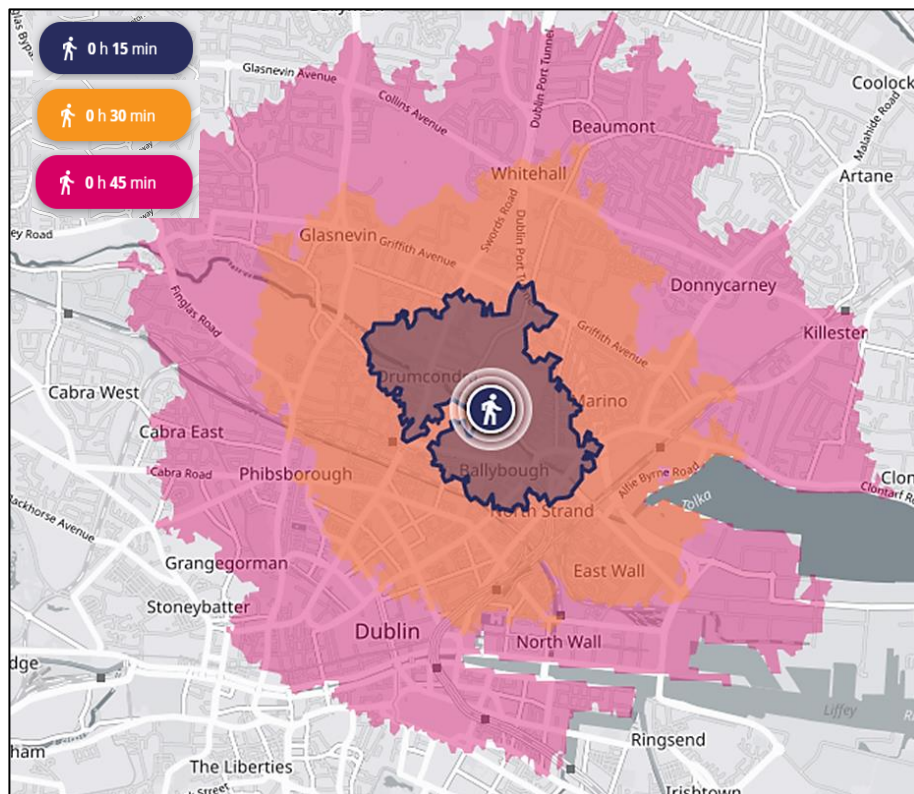


Figure 3.6: Pedestrian Accessibility (Walking from Site) (Reference: TravelTime)

Locations including Drumcondra and Ballybough are within a 15-minute walk whilst locations that include Glasnevin, East Wall, Marino and Connolly Station are all within a 30-minute walk. Dublin City Centre is an approximate 45-minute walk from the subject site location.

3.4.2 Cycling

Figure 3.7 indicates cycle travel time catchment areas from the brownfield subject site. In 15 minutes of cycling, a significant number of nearby neighbourhood centres and their employment / educational facilities are accessible. In 30 minutes of cycling, Blanchardstown and all of Dublin City Centre can be reached. In 45 minutes of cycling, areas such as Swords and Malahide in the north and Dundrum in the south are all accessible from the subject site.

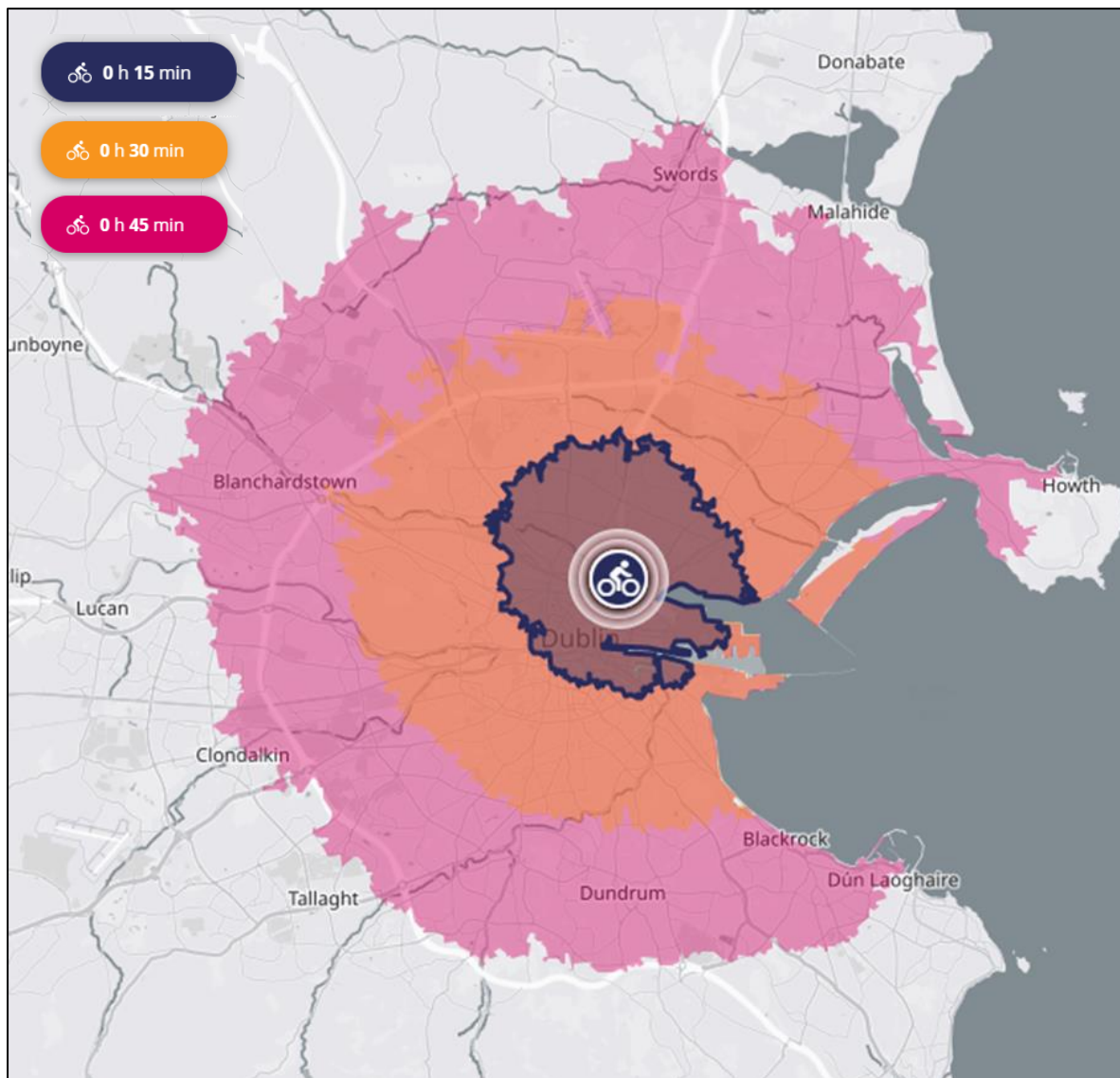


Figure 3.7: Cycling Accessibility (Reference: TravelTime)

3.4.3 Public Transport and Walking

Figure 3.8 indicates public transport travel time catchment areas from the subject site. In reference to Section 2.5, it is noted that the subject development location benefits from a number of different bus service interchanges being within close proximity. In order to obtain realistic journey times, the following maps give travel times during AM peak time hours, in this case 08:00 on a typical Tuesday.

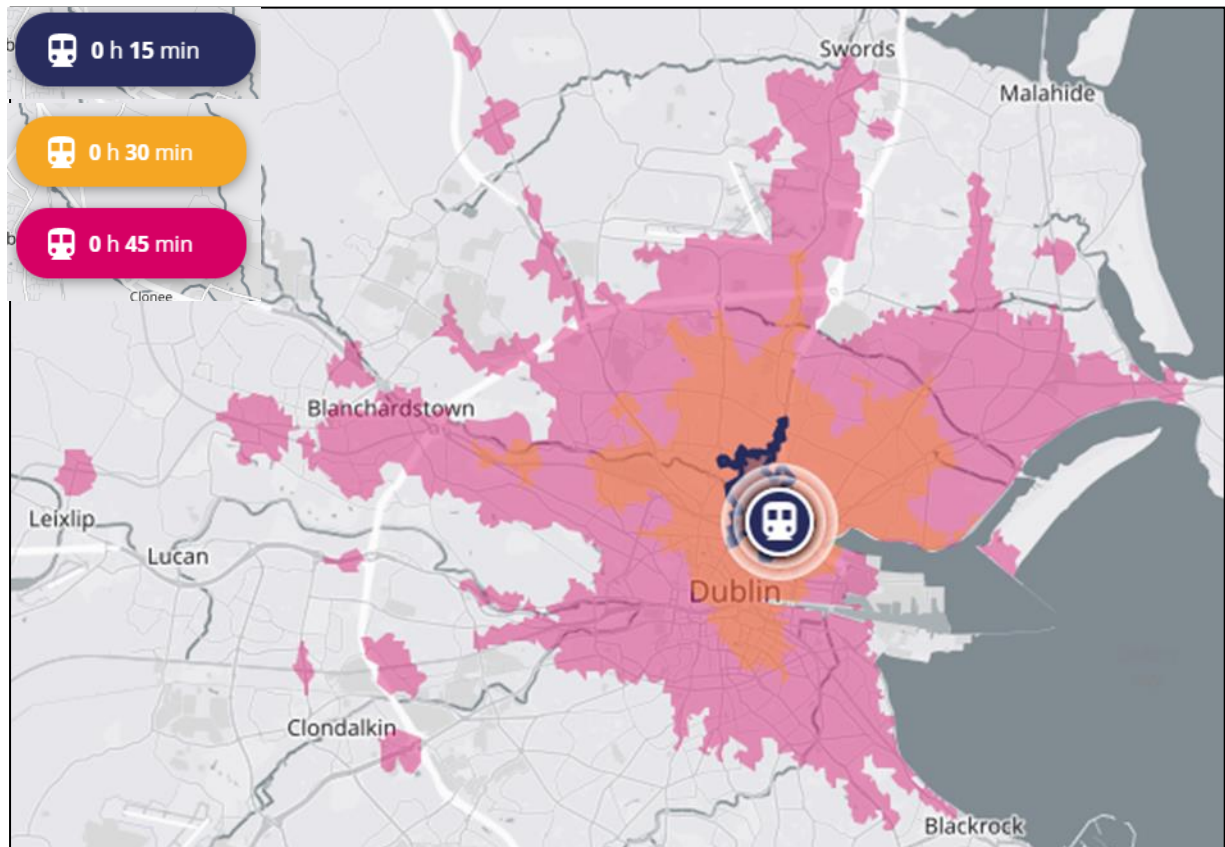


Figure 3.8: Public Transport Accessibility Catchments (Reference: TravelTime)

3.5 PROPOSED TRANSPORTATION INFRASTRUCTURE

3.5.1 Cycle Network Proposals

The subject site is located within the 'Dublin City Centre Sector' within the NTA's Greater Dublin Area Cycle Network Plan (2013). According to this GDA Cycle Network Plan, the following routes have been proposed by the NTA and will be located within the vicinity of the subject site (**Figure 3.9**): -

- **Secondary Route 2B** - Drumcondra Road - Clonliffe Road - Jones' Road - Mountjoy Square - Parnell Square - O'Connell Street;

- **Orbital Route NO2** - Tolka Valley route from Route 1D at Ballybough to Drumcondra, Glasnevin and Finglas South;
- **NO2 Greenway** - along the River Tolka / Richmond Road from Fairview to Drumcondra
- **Primary Route 2A** - to Swords via Drumcondra, Whitehall and Santry; and
- **Primary Route 1** - Beresford Place to the North East Sector via Amiens Street, North Strand and Fairview, with 3 branches along the coastal Clontarf Road, the Howth Road and the Malahide Road.



Figure 3.9: Proposed GDA Cycle Routes in Richmond Road (Extract: Sheet N1 GDA Cycle Network Plan 2013)

It must be noted that the NTA is currently in the process of updating the GDA Cycle Network Plan and anticipates that the Plan will be published at a later date. An updated draft route published by the NTA in 2021 and is shown below in **Figure 3.10**.

Greater Dublin Area Cycle Network -2022

The Transport Strategy for the Greater Dublin Area 2022-2042 as compiled by the National Transport Authority sets out the Strategic Transport Plan for the Greater Dublin Area for the period up to 2042. It provides a substantial update and expanse of the 2013 GDA Cycle Network Plan, supported with technical assessment and stakeholder input. The GDA Cycle Network comprises of Primary, Secondary, Feeder, Greenway and Inter-urban routes for the region, including dedicated

town networks for all settlements. The revised network forms a key component of the overall transport network for the region. The 2022 GDA Cycle Network Plan routes within the vicinity of the subject site are indicated in **Figure 3.10**.

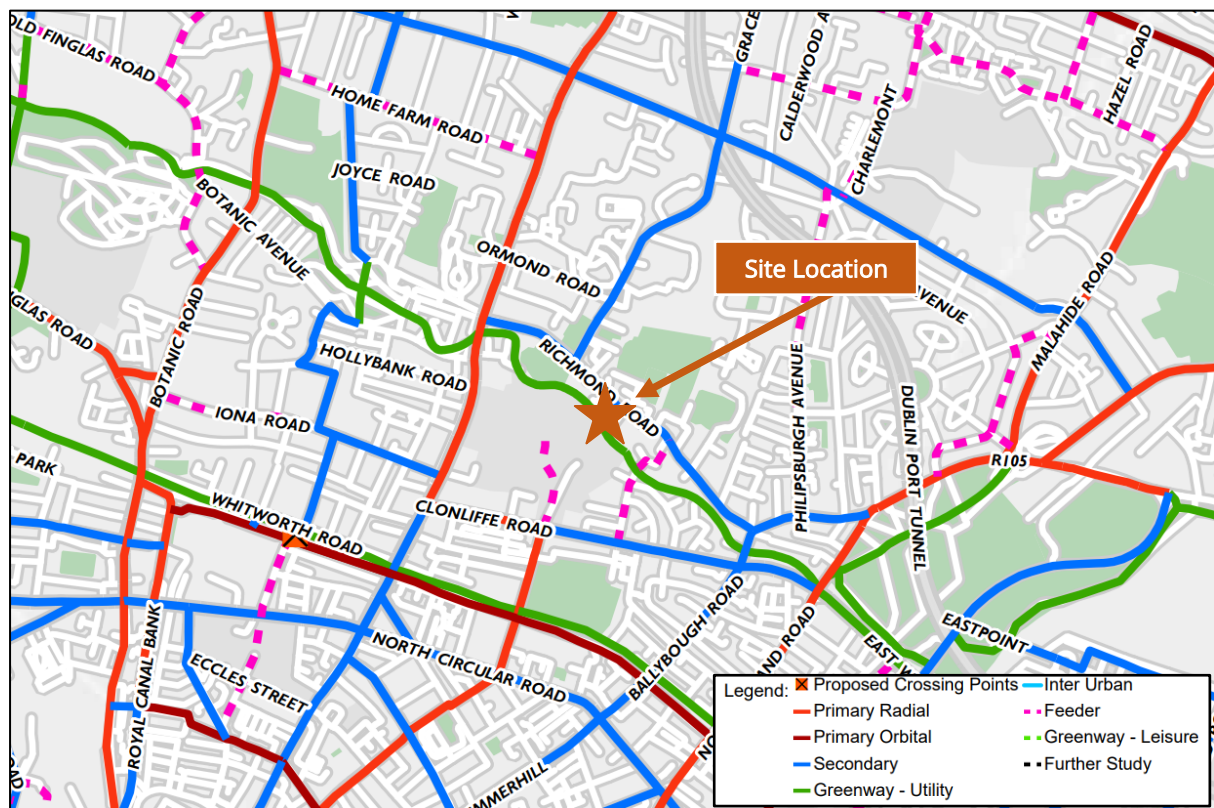


Figure 3.10: Proposed GDA Cycle Routes in Richmond Road (Extract: GDA Cycle Network Plan 2022)

3.5.2 Public Transport Proposals - BusConnects

The National Transport Authority (NTA) has developed a strategic transport plan, known as *BusConnects*, which will transform and overhaul the current bus network to provide a more efficient network. The proposed network will deliver the 'next generation' of bus corridors on the busiest routes and redesign routes with the aim of offering fast, predictable and reliable bus journeys.

This initiative proposes a complete redesign of the existing bus network. The fundamental changes to the network expected would be as follows:

- Increasing the overall amount of bus services. Providing new and frequent orbital services connecting more outer parts of the city together;
- Increasing the number of routes where buses will come every 15 minutes or less all day;

- Additional service would be provided at peak hours to limit overcrowding.
- Rolling out new bus stops with better signage and information and increasing the provision of additional bus shelters; and
- Transitioning to a new bus fleet using low emission vehicle technologies.

Under the *BusConnects* proposals, the following high frequency routes will be available within the vicinity of the subject site (Ref. **Figure 3.11**): -

- **A-Spine**: High frequency services every 12 minutes along Drumcondra Road (R132)
 - **A1**: Beaumont - City Centre – Knocklyon
 - **A2**: Dublin Airport - City Centre - Ballinteer - Dundrum
 - **A3**: DCU - City Centre – Tallaght
 - **A4**: Swords - City Centre – Dundrum
- **Radial Route 19**: Proposed to travel from Airport to Parnell Square via Drumcondra Road (R132). This route will have a frequency of every 60 minutes.
- **Radial Route 22**: Will travel from Swords to City Centre via Drumcondra Road. This route will have a frequency of every 15 minutes.
- **Radial Route 73**: Will travel on the R803 from Marino to Walkinstown via City Centre. This route will have a frequency of every 15 minutes.

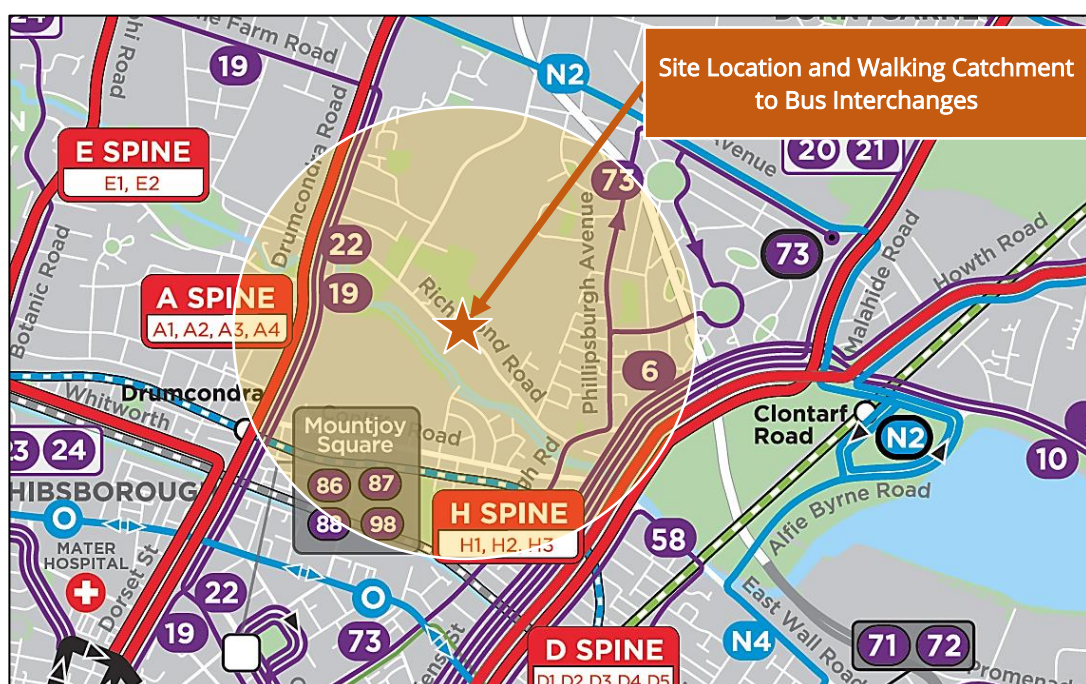


Figure 3.11: Proposed BusConnects Routes (Source: BusConnects)

3.5.3 Road Infrastructure Proposals

Map E of the Dublin City Development Plan 2022-2028 reveals that there are proposals for roads improvements along the length of Richmond Road and also new road running through the Sports Ground west of the proposed development linking Richmond Road and Clonliffe Road identified as a 6-year objective as presented below. The Richmond Road Area Action Plan (2007) proposed to upgrade the existing corridor to a consistent 7.5 m wide carriageway incorporating 1.3 m wide Advisory Cycle Lanes on both sides of 3.75m wide general traffic lanes.

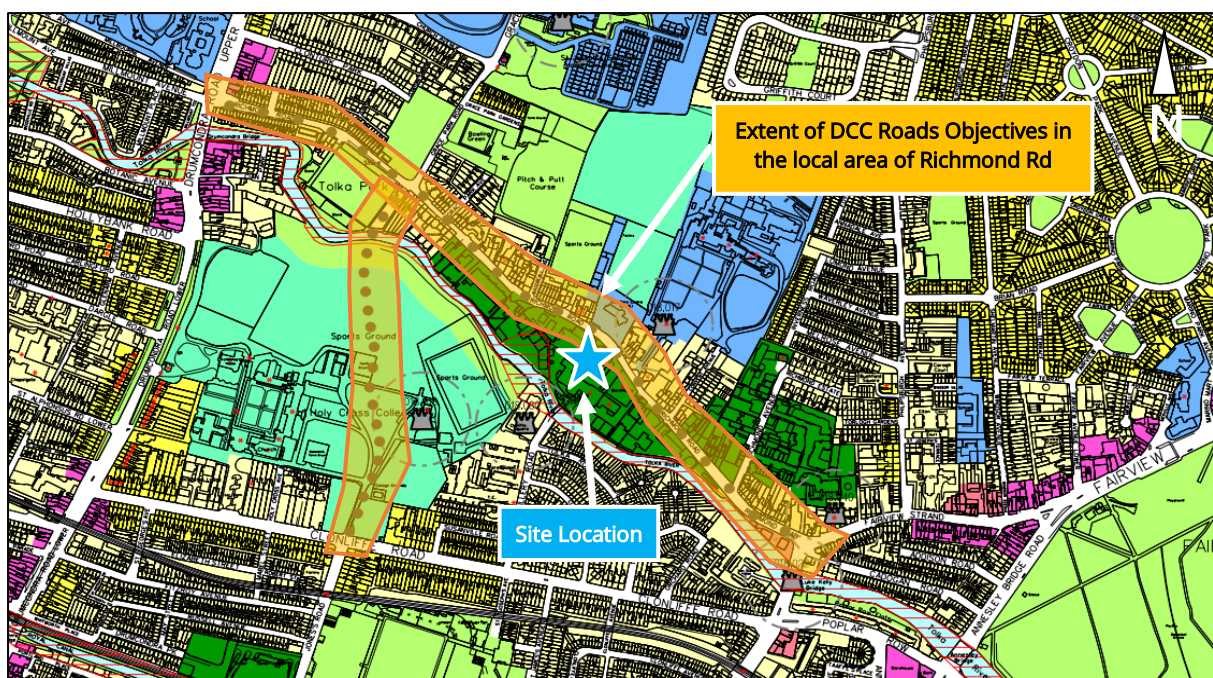


Figure 3.12: Proposed Road Improvements along Richmond Road (Extract: DCC Dev. Plan Zoning Map)

3.5.4 Public Transport - DART + West

The first of the infrastructural projects of the DART + Programme to be delivered will be the DART + West project. This will provide a sustainable, reliable, and more frequent rail service improving capacity to city centre rail corridors.

Delivery of this DART+ West will support existing communities and support future sustainable development. It will serve all existing stations along the railway corridor between Maynooth Station and M3 Parkway Station to Connolly Station and to the proposed Spencer Dock Station using electrical power, which has a lower carbon footprint than the current diesel trains. The frequency

and quality of service will provide a viable transport alternative for surrounding communities other than private car travel.

The DART+ programme intends to:

- Expand its current network from 50km in length to over 150km.
- Increase train capacity from the current 6 trains per hour per direction up to 12 trains per hour per direction subject to demand. Passenger capacity will increase from 5,000 in 2019 to 13,200 passengers in 2025.
- Reduce carbon emissions through the deployment of new electric trains.

It aims to promote multi modal transit, active transport, boost regional connectivity and make public transport the preferred option. The Drumcondra Station is within 1.3km from the site and within the 17-minutes walking catchment illustrated in **Figure 3.13**.

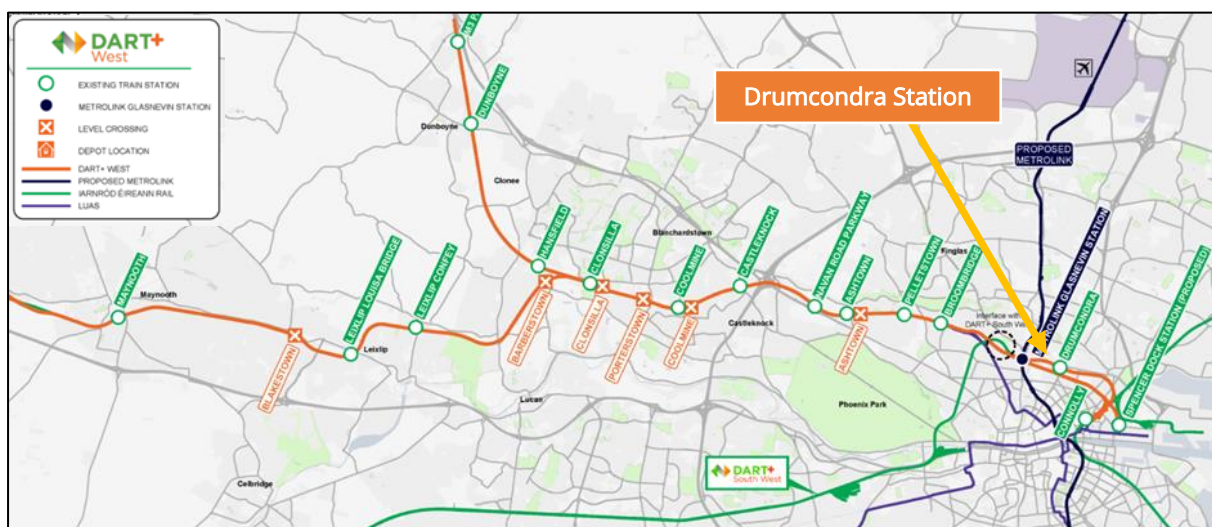


Figure 3.13: Proposed DART+ West Route Map Network (Source: DART+ Programme - Iarnród Éireann)

The DART+ West project has applied for a Railway Order to An Bord Pleanála on the 29th July 2022 and this Statutory Consultation is now closed, as of 28th October 2022. The project will see increase train capacity from the current 6 trains per hour per direction up to 12 trains per hour per direction subject to demand. Accordingly, passenger capacity will increase from 5,000 in 2019 to 13,200 passengers in 2025. Whilst Drumcondra Station is currently only a c.1.3km walk / cycle from the subject site, the delivery of a number of other development schemes (ref. **Figure 3.13B**) has the potential to deliver significant permeability benefits and associated

accessibility improvements which will upon completion result in a walk / cycle distance of less than 1km being required.

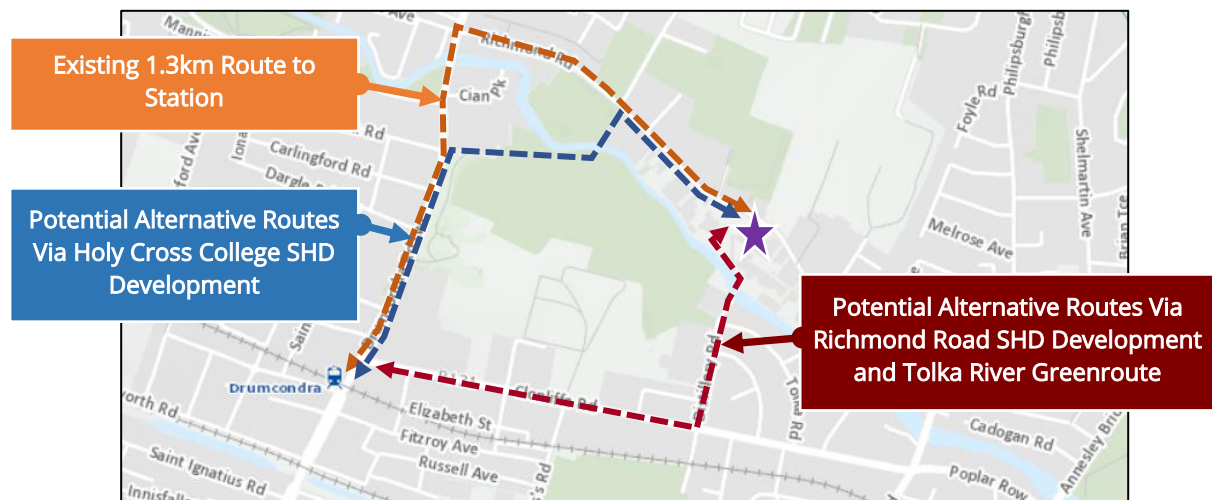


Figure 3.13 B: Access Routes to Dart West Interchange at Drumcondra

3.5.5 Public Transport Proposals - Metrolink

The proposed high frequency rail line running from Swords to Charlemont, linking Dublin Airport, Irish RAIL, dart, Dublin Bus and Luas service creating fully integrated public transport in the Greater Dublin Area is presented in **Figure 3.14** below.



Figure 3.14: Proposed DART+ West Route Map Network

The underground Tunnel has both the Griffith Park and Glasnevin interchanges within the near vicinity of the subject site and accessible within 20 minutes walking distance. The proposed Metrolink will cater for 20,000 passengers per direction per hour providing a connection between Swords and the Dublin City Centre of 25 minutes travel time.

3.6 PROPOSED DEVELOPMENT

The proposals seek permission for the provision of a development known as 158A Richmond Road at Dublin 3. Malkey Limited intend to apply for permission for development (Large-scale Residential Development (LRD)) at this c. 0.55 hectare site at the former Leydens Wholesalers & Distributors Dublin, No. 158A Richmond Road, Dublin 3, D03 YK12.

The site is bounded to the north-east by Richmond Road, to the west/south-west by No. 146A and Nos. 148-148A Richmond Road (pending application ABP Reg. Ref. TA29N.312352), to the south/south-west by a residential and commercial development (Distillery Lofts) and to the east/south-east by the Former Distillery Warehouse (derelict brick and stone building).



Improvement works to Richmond Road are also proposed including carriageway widening up to c. 6 metres in width, the addition of a c. 1.5 metre wide one-way cycle track/lane in both directions, the widening of the northern footpath on Richmond Road to a minimum of c. 1.8 metres and the widening of the southern footpath along the site frontage which varies from c. 2.2 metres to c. 7.87 metres, in addition to a new signal controlled pedestrian crossing facility, all on an area of c. 0.28 hectares. The development site area and road works area will provide a total application site area of c. 0.83 hectares.

The proposed development will principally consist of: a Large-scale Residential Development (LRD) comprising the demolition of existing industrial structures on site (c. 3,359 sq m) and the construction of a mixed-use development including artist studios (c. 749 sq m), a creche (c. 156 sq m), a retail unit (c. 335 sq m), and a gym (c. 262 sq m), and 133 No. residential units (65 No. one bed apartments and 68 No. two bed apartments). The development will be provided in 3 No. blocks ranging in height from part 1 No. to part 10 No. storeys as follows: Block A will be part 1 No. storey to part 4 No. storeys in height, Block B will be part 1 No. storeys to part 10 No. storeys in height (including podium) and Block C will be part 1 No. storeys to part 9 No. storeys in height (including podium). The proposed development has a gross floor area of c. 14,590 sq m and a gross floor space of c. 13,715 sq m.

The development also proposes the construction of: a new c. 204 No. metre long flood wall along the western, southern and south-eastern boundaries of the proposed development with a top of wall level of c. 6.4 metres AOD to c. 7.15 metres AOD (typically c. 1.25 metres to c. 2.3 metres in height) if required; and new telecommunications infrastructure at roof level of Block B including shrouds, antennas and microwave link dishes (18 No. antennas enclosed in 9 No. shrouds and 6 No. transmission dishes, together with all associated equipment) if required. A flood wall and telecommunications infrastructure are also proposed in the adjoining Strategic Housing Development (SHD) application (pending decision ABP Reg. Ref. TA29N.312352) under the control of the Applicant. If that SHD application is granted and first implemented, no flood wall or telecommunications infrastructure will be required under this application for LRD permission (with soft landscaping provided instead of the flood wall). If the SHD application is refused permission or not first implemented, the proposed flood wall and telecommunications infrastructure in the LRD application will be constructed.

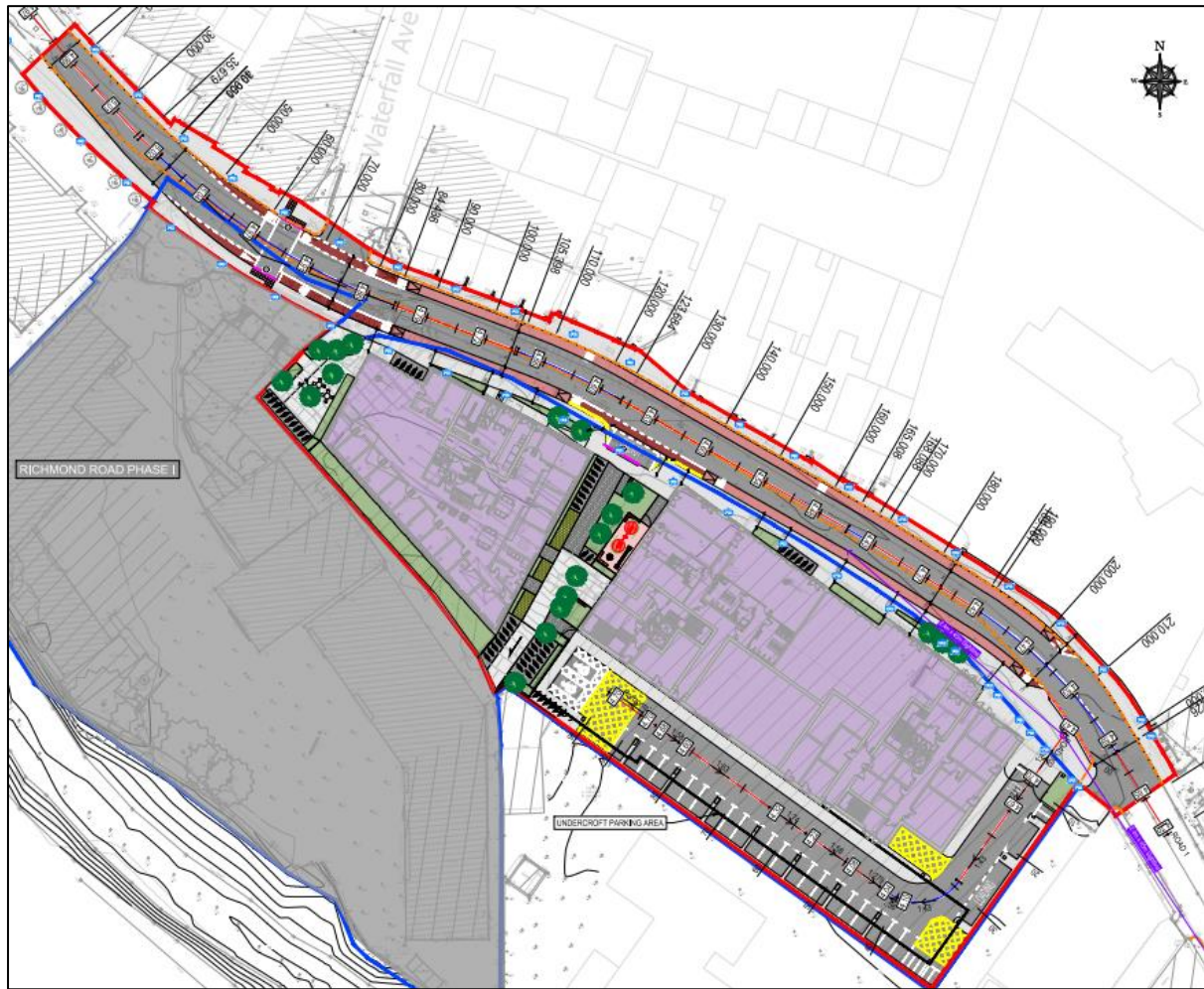


Figure 3.15: Proposed Development Site Layout

The proposed development also provides ancillary residential amenities and facilities; 25 No. car parking spaces including 13 No. electric vehicle parking spaces, 2 No. mobility impaired spaces and 3 No. car share spaces; 2 No. loading bays; bicycle parking spaces; motorcycle parking spaces; electric scooter storage; balconies and terraces facing all directions; public and communal open space; hard and soft landscaping; roof gardens; green roofs; boundary treatments; lighting; ESB substation; switchroom; meter room; comms rooms; generator; stores; plant; lift overruns; and all associated works above and below ground.

Figure 3.15 above illustrates the proposed plan layout of the proposed development (Source: DBFL Drawing No. 210178-DBFL-RD-SP-DR-C-1200).

3.1 SITE ACCESS ARRANGEMENTS

3.1.1 Vehicle Access

The subject development will benefit from direct vehicular access onto Richmond Road as presented in **Figure 3.16**. The proposed site access will be located to the west of the Distillery Lofts and the Stables Apartment complex access. The access will take the form of a priority-controlled junction and access is proposed to be secured by a proposed gate to restrict access to permitted residents / visitors only. The design of the new access junction, in addition to the internal road, has been actively influenced by and subsequently complies with DMURS.

Further details of the site access arrangements have been illustrated in 210178-DBFL-TR-SP-DR-C-1102.



Figure 3.16: Proposed Development's Vehicle Access on Richmond Road

3.1.2 Pedestrian And Cyclist Access Arrangements

The proposed site layout has been designed to maximise connectivity to and through pedestrians and cyclists. As illustrated in **Figure 3.17** below (Source: DBFL GA Drawing No. 210178-DBFL-RD-SP-DR-C-1200), pedestrians and cyclists will be able to easily access the site from a number of locations including three locations on Richmond Road.

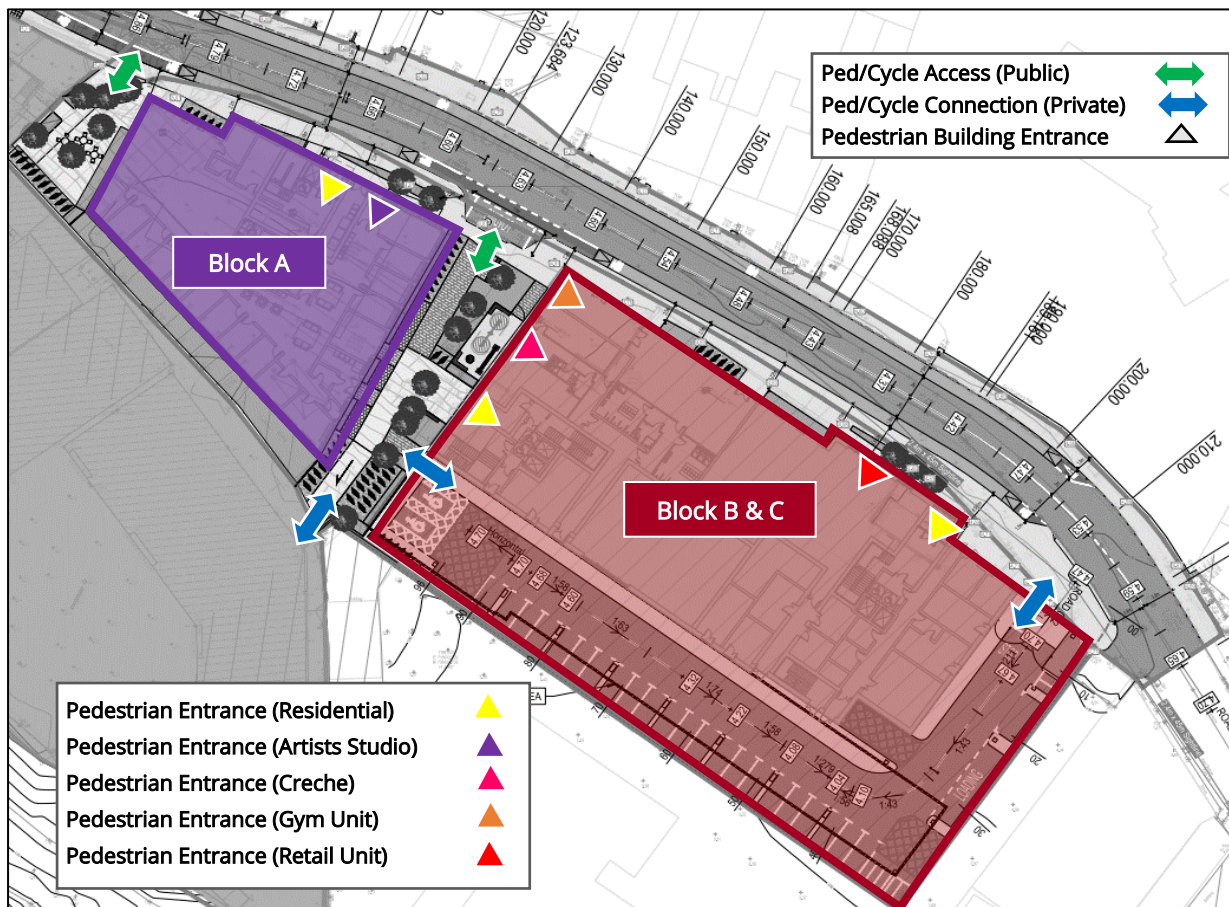


Figure 3.17: Proposed Pedestrian / Cycle Access and Connection Locations

A permeable connection will also be proposed with the adjacent SHD development (ABP Pl. Ref. 312352) to the south (and onwards to/from the emerging Tolka River Greenway) for residents thereby maximising permeability. Footways will be located on the northern extents of the site. Only residents will have access between both the subject site and the adjacent Richmond Road SHD (Phase 1).

3.2 SERVICE ACCESS ARRANGEMENTS

3.2.1 Waste Collection

Waste collection has been auto tracked to ensure ease of movement for refuse vehicles. Refuse vehicles will be able to enter / exit the site via the main priority controlled site access junction. The inbound / outbound turning movements will be accommodated as presented below.

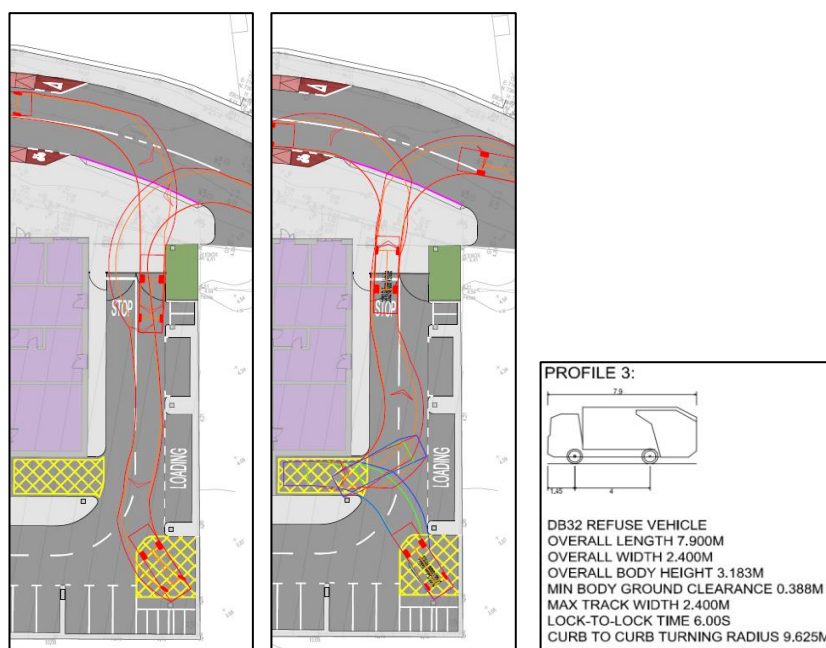


Figure 3.18: Refuse Vehicle Access Arrangements (Refuse Vehicle Type DB32)

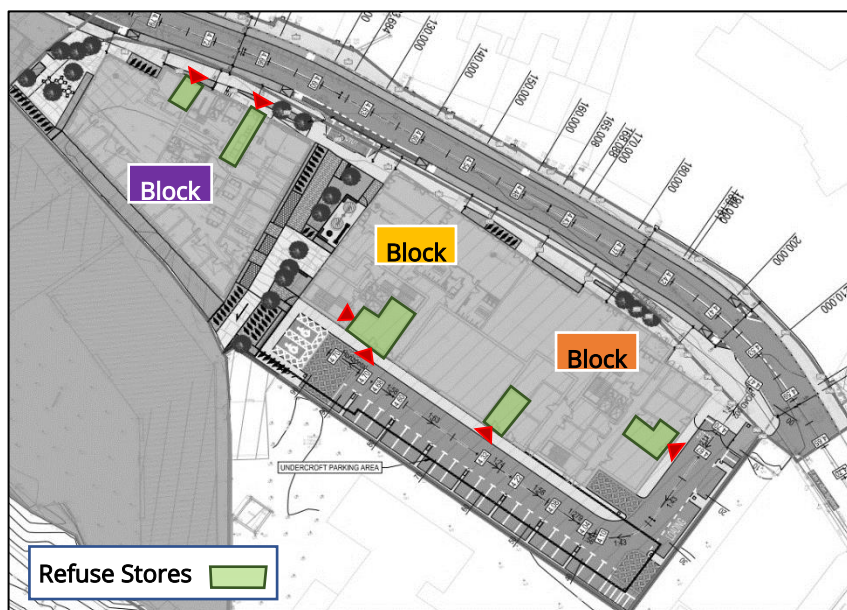


Figure 3.19: Internal Refuse Store Locations at Ground Floor Level

Figure 3.18 above (DBFL Drawing No. 210178-DBFL-TR-SP-DR-C-1103) illustrates a swept path analysis of a refuse vehicle (Type DB32). There are a number of internal refuse stores proposed to serve each block and all will be accessible from surface level as presented in Figure 3.19.

3.2.2 Retail / Delivery Collection

Delivery vehicles will require access to the site to serve the commercial element of the development. In order to facilitate these servicing / delivery activities, the subject scheme

proposals incorporate a dedicated loading bay that will be located within the site. Turning movements will be similar to that of refuse vehicle movements and a swept path analysis of a 7.1m rigid vehicle has been carried out and is illustrated below in **Figure 3.20**.

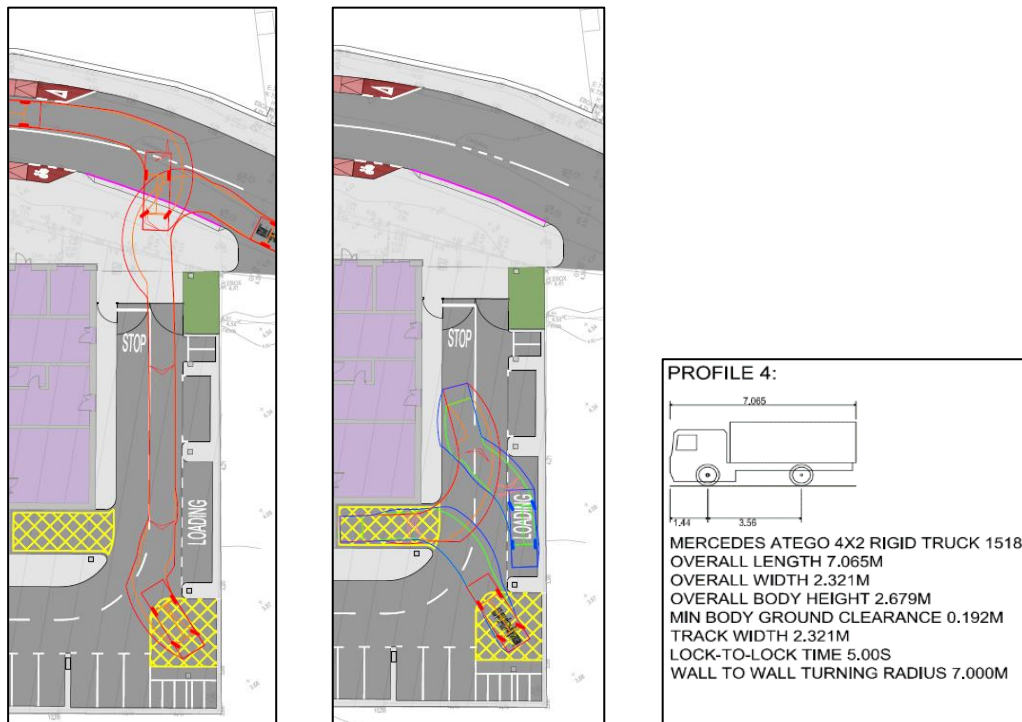


Figure 3.20: Delivery Access Arrangements (7.1m Rigid Vehicle)

3.2.3 Emergency Vehicle Access Arrangements

An emergency vehicle can access the subject site at 2 no. locations including the proposed main site access and the proposed 'plaza' area between Block A and Block B. A swept path analysis for a fire appliance (Type DB32) was undertaken at this emergency vehicle access between Block A and Block B as illustrated in **Figure 3.21**.

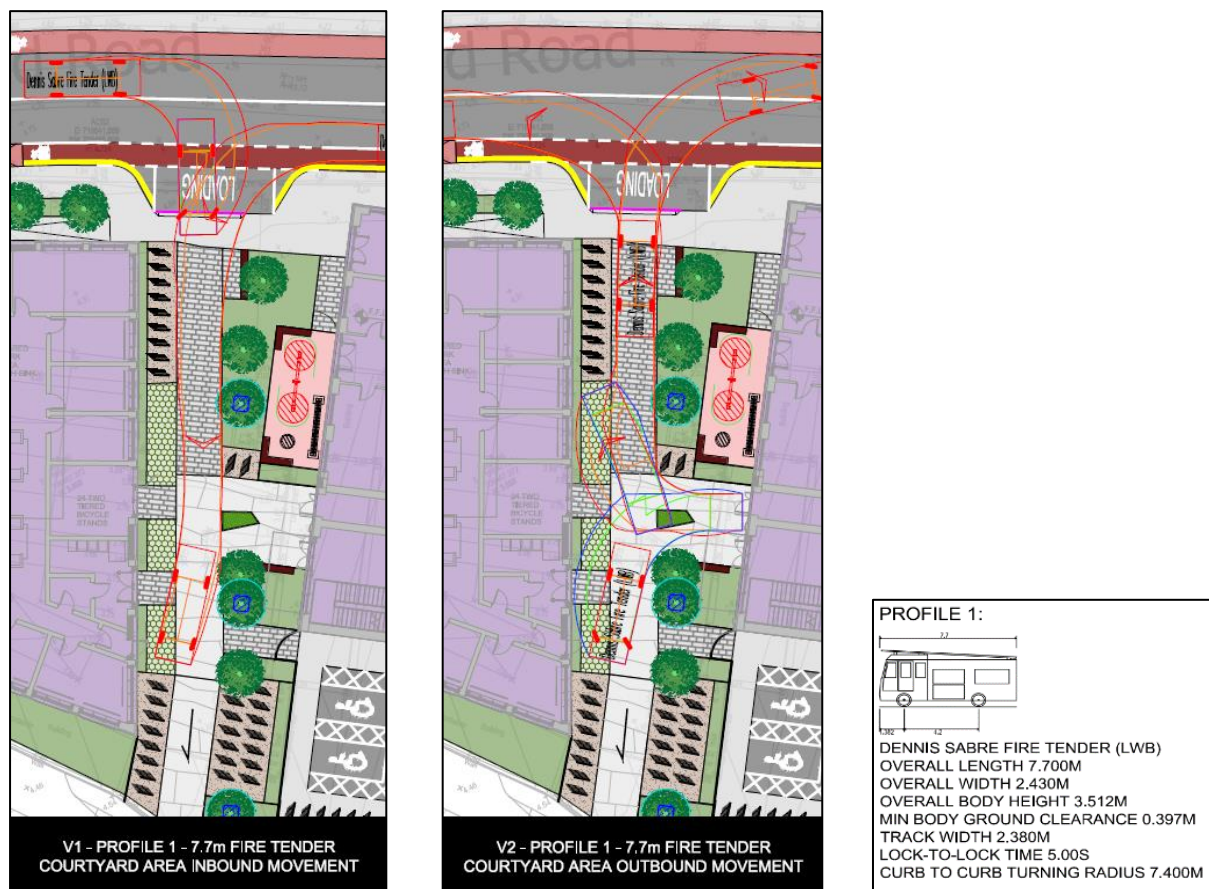


Figure 3.21: Fire Appliance Access Arrangements (Fire Appliance Type DB32)

3.2.4 Accessibility of Disabled Bays & U-Turn Arrangement

The two number disabled bays provided south of Block B can be easily accessed. A swept path analysis for a large car was undertaken at the disabled bays and turning area which proved to be no issues with accessibility or manoeuvrability as illustrated in Figure 3.22A and Figure 3.22B.

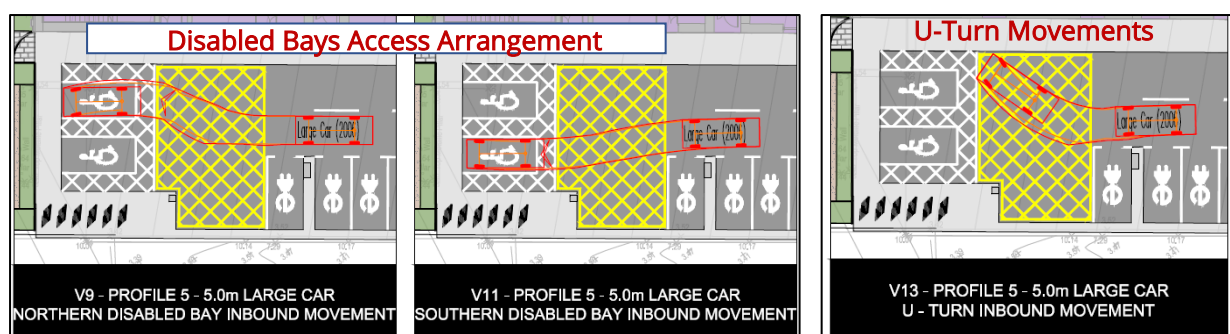


Figure 3.22A: Large Car (5.0m) Access Arrangements

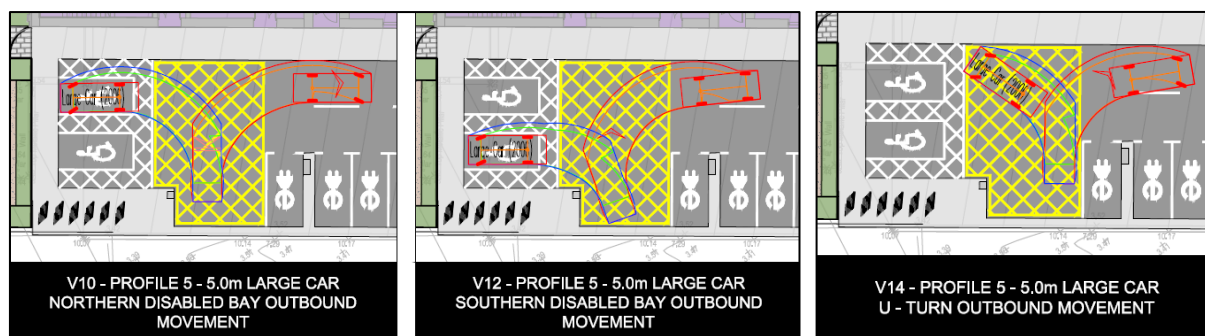
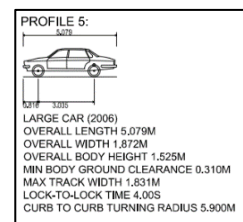


Figure 3.22 B: Large Car (5.0m) Access Arrangements



3.3 RICHMOND ROAD UPGRADES

The scheme also includes for enhancements of approx. 225m of the Richmond Road corridor comprising improved footways and the introduction of dedicated cycle infrastructure (*DBFL Roads Layout Drawing No. 210178-DBFL-RD-SP-DR-C-1200*. Ref. **Figure 3.23**).



Figure 3.23: Proposed Pedestrian and Cyclist Infrastructure Upgrades on Richmond Road



The provision of dedicated high-quality pedestrian footways and cycle tracks (1.5m wide) will be provided as part of the Richmond Road upgrades proposed as part of the subject application. A signalised pedestrian crossing is proposed approx. 40m north-west of Block A. It is noted that these upgrades were initially incorporated within the adjoining SHD development (ABP Pl. Ref. 312352) but has now been included within the subject application in order that these road upgrades are independent of the SHD development (i.e., will be delivered regardless of the SHD development planning application outcome).

3.4 CAR PARKING

3.4.1.1 Car Parking Proposed Provision

The development proposes a total of 25 no. car parking spaces (Ref. **Figure 3.26**). With regard to the development schedule, the associated car parking requirements and the parking provision is outlined in **Table 3.3** below. The proposed car parking provision does not exceed DCC's maximum car parking standards. With the exception of 1 bay being assigned to the proposed creche unit the on-site car ping is being allocated to the residents (including car share bays) and equates to a parking ratio of 0.18 spaces per residential unit. A total of 3 No. car-share space will be located on the site in addition a dedicated set down parking bay proposed along Richmond Road.

Land Use	No. of Units / GFA (m ²)	Dev. Plan Requirement	DHPLG Requirement	Proposed Car Parking
Apartments	133 Units	133	Reduced Provision	24
Retail	335 m ²	1	N/A	0
Artists' Studios	749 m ²	3	N/A	0
Creche	156 m ²	2	N/A	1
Gym	261 m ²	Zero to 1+	N/A	0
Total Car Parking		139+	-	25

Table 3.3: DCC Car Parking Requirements versus Proposed Provision

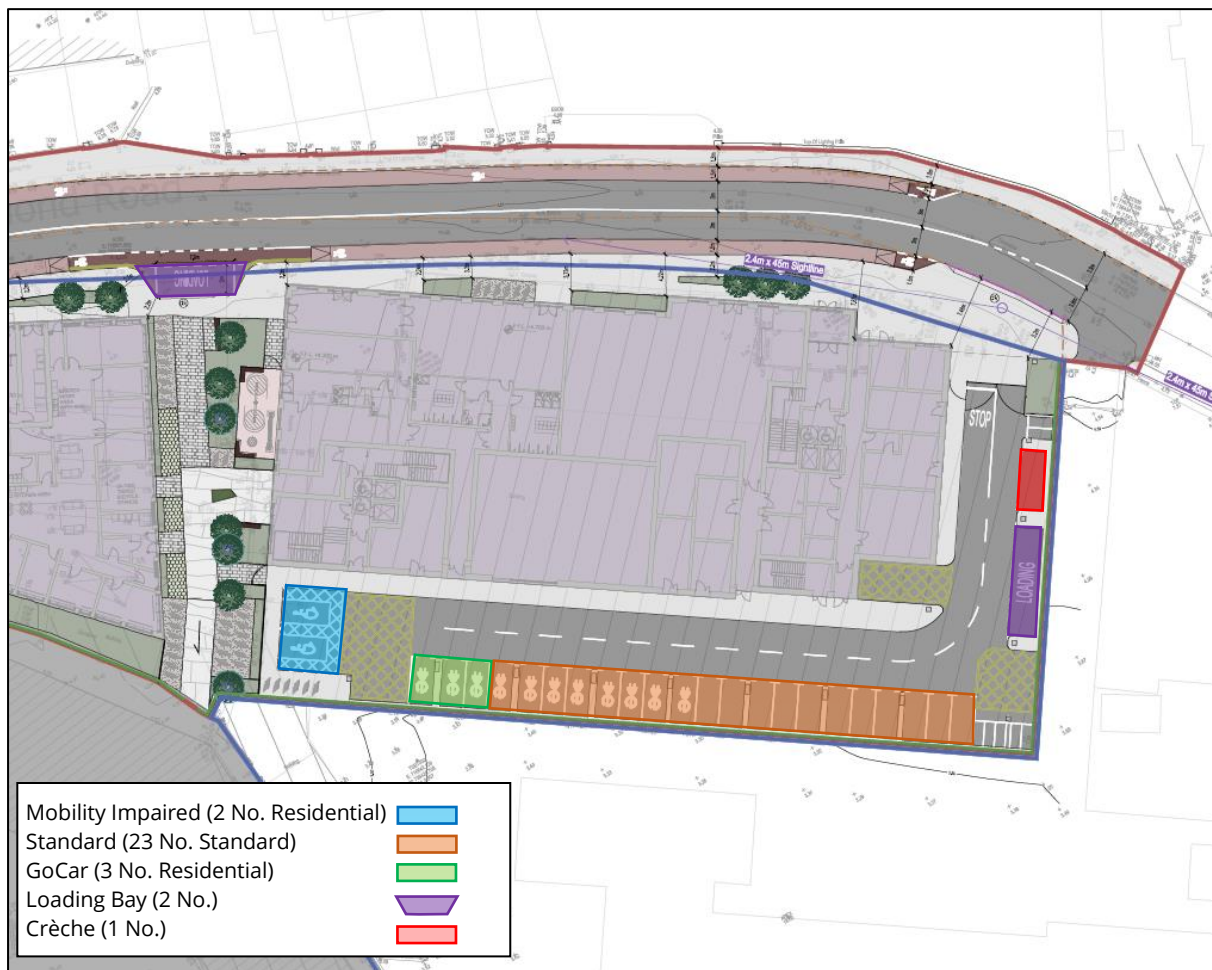


Figure 3.24: Proposed Parking Locations

The breakdown of residential car parking is detailed below. It is noted that with the exception of single car parking being assigned to the creche, no additional car parking is to be assigned to the non-residential elements of the proposed development. It is intended that these units will predominantly serve the local catchment area and will be accessible via sustainable modes of travel that include active travel modes such as walking and cycling.

- 23 no. standard (incorporating 22 no. 5m x 2.5m perpendicular bays and 1 no. 6mx2.5m parallel bay) car parking spaces, and
- 2 no. mobility impaired spaces.

The assignment of the proposed developments parking facilities is as follows:

- 24 no. bays assigned to residential units incorporating 3 no. GoCar spaces and 2 disabled spaces.
- 1 no. creche space,
- 1 no. on-street Loading Bay (size to accommodate LGV),

- 1 no. on-site internal Loading Bay (size to accommodate HGV), and

Electric Vehicle Parking

A total of 13 no. electric vehicle (EV) parking spaces will be provided for residents. The proposals meet DCC Development Plan 2022-28 which states that *“a minimum of 50% of all car parking spaces shall be equipped with fully functional EV Charging Point(s)”*.

The remaining parking spaces will benefit from having EV ducting infrastructure which would thereby enable retro-fitting of charging points in the future as and when they may be required. The proposed GoCar car-share parking space will also be integrated with an EV charging point.



Figure 3.25: EV Parking Locations

Mobility Impaired Parking

The scheme is proposed to provide 2 no. mobility impaired spaces. This equates to approx. 8.6% of all the total spaces provided and exceeds DCC's requirement which states that *“at least 5% of the total spaces should be allocated as accessible parking”*. Both disabled bays will be integrated with EV charging points.

On-Street Loading / Collection Bay

The proposals also provide one on-street indented kerbside 'loading bay' on the southern side of the Richmond Road carriageway and located between the developments Block A and Block B / C (Ref. *Figure 3.26*). Whilst all servicing activities for the proposed retail unit and all waste collection practices will be undertaken internally on-site utilizing the dedicated Loading Bay within the development undercroft area, this on-street facility offers opportunity for the likes of taxi collection / pick-ups and courier delivery's to the proposed residential development. With the objective of maximizing the availability of this on-street bay, which has been designed to accommodate a Light Goods Vehicle such as a Ford Transit sized vehicle; it is proposed that duration of stay regulations (e.g. maximum stay 10 or 15 minutes) are applied (24 hours / 7 days a week) subject to the local roads authorities agreement. The proposed on-street loading bay in this location provides convenient access to all pedestrian entrances to the various units in Block A and Block B/C.

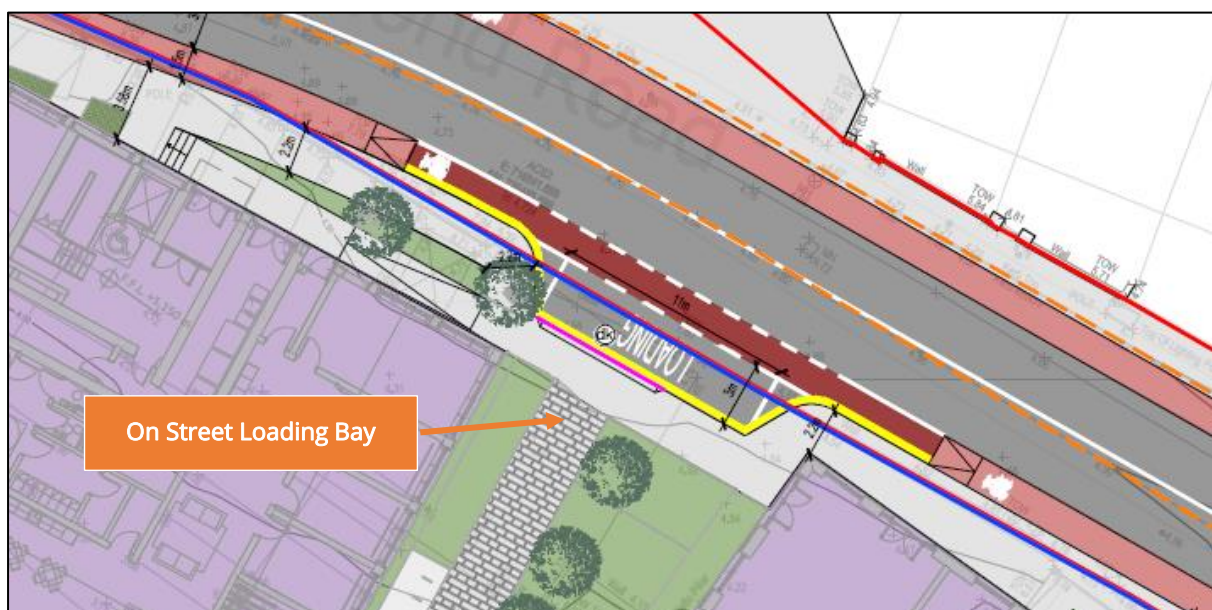


Figure 3.26: Proposed Loading Bay Location

3.4.2 Parking Management Regime

It is intended that the proposed development is, in relative terms, 'car-lite' when compared to DCC's development management standards. The business plan for the development recognises that the proposed restricted car parking provision (0.18 spaces per residential unit) will limit the overall number of future residents with a cars, however the provision is considered more than sufficient to support a viable business strategy.



All marketing material will make it clear that 158A Richmond Road's on-site car parking spaces will remain within the control of the appointed management company. A management regime will be implemented by the development's management company to control access to the on-site apartment car parking bays thereby actively managing the availability of on-site car parking for residents. The management company will be responsible for the day-to-day management of car parking operations.

Nevertheless, all residents of the proposed residential apartment scheme will have the opportunity to apply to the on-site management company for a residents car parking permit which can be updated weekly, fortnightly, monthly, quarterly or annually. A charge will be applied to obtain a parking permit which covers the associated management costs, discouraging long term usage of the car parking space.

Residents will be encouraged to travel by sustainable modes of travels such as walking and cycling. The proposed *BusConnects* routes nearby will also benefit future residents which aim to provide high frequency services (e.g., every 12 minutes along Drumcondra Road approx. 10 minutes by walk) and should reduce the need for car ownership in locations such as the subject Richmond Road site. In addition, the proposed 3 car-share space being provided by GoCar has the potential to replace approx. 20 private car journeys. Accordingly, it could be argued that the provision of 3 dedicated on-site GoCar vehicle within the scheme has the potential to negate the need for 60 private car parking spaces as well as subsequently reduce car dependency, congestion, noise and air pollution. The provision of 3 car share vehicles could subsequently be argued to replace 60 private car share journeys and accordingly associated car parking spaces.

In addition, a high provision of residential cycle parking spaces is proposed (as will be discussed in more detail below) and therefore further reduces the reliance on the private car for daily travel requirements.

Taking the above factors into account as well as the requirement for *"planning authorities must consider a reduced overall car parking standard and apply an appropriate maximum car parking standard"* as set out in the DHPLG guidelines (December 2022) for new apartments, it is considered that the provision of 25 no. car parking spaces is considered appropriate and represents a sustainable approach given the location of the subject site.

3.5 MOTORCYCLE PARKING

A total of 7 no. motorcycle parking spaces have been provided and equates to approx. 28% of all the total car parking spaces provided. These spaces will be located east of Block C as shown in **Figure 3.27**. The proposals exceed the parking standards (5%) stated within DCC Development Plan.

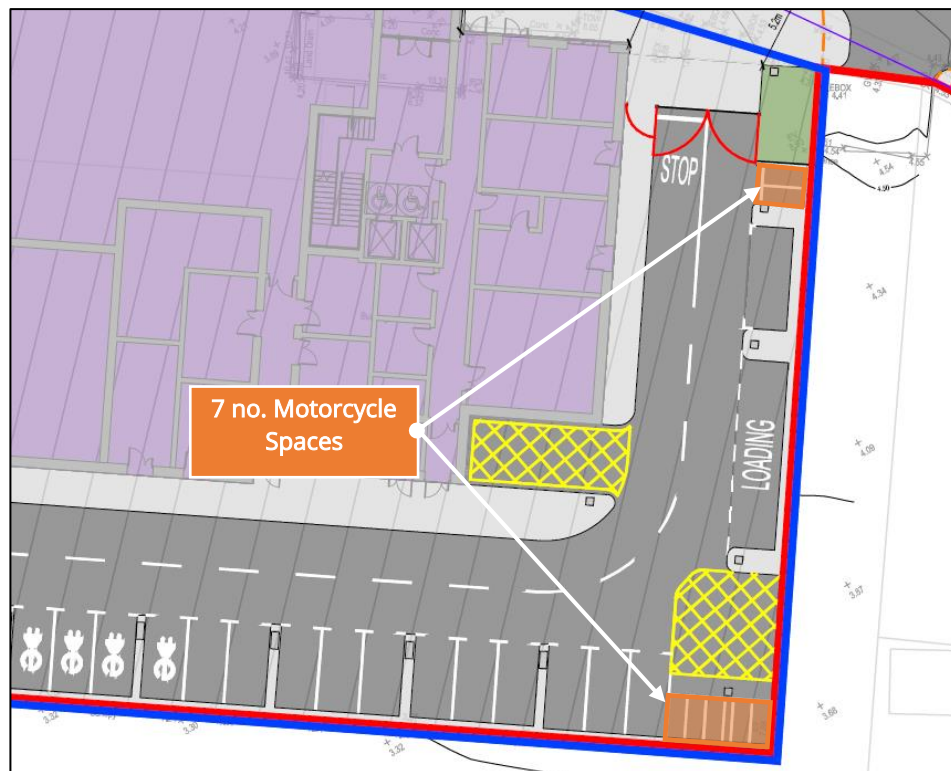


Figure 3.27: Proposed Motorcycle Parking Location

3.6 CYCLE PARKING

The proposals include the provision of a total of 424 no. on-site bicycle parking spaces comprising 336 no. 'long-term' residential / non-residential spaces and 88 no. 'short-term' visitor stay spaces. Shown below in **Table 3.4** is the proposed cycle parking spaces compared to both DCC's Development Plan requirements and DHPLG's requirements. In addition the cycle parking provision has also been made for the storage of 10 no. electric scooters.

The type and quantum of cycle parking spaces provided is as follows:

- 304 no. residential spaces
- 30 no. sheltered spaces comprising
 - 14 no. spaces allocated for the Artist's Studio



- 5 no. staff parking spaces allocated for the Retail Unit and
- 7 no. parking space allocated for creche
- 4 no. space allocated for gym
- 88 no. visitor spaces
- 2 no. cargo bike spaces

Land Use	Unit Type & No. or GFA (sqm)		DCC Dev Plan Parking Requirement (Zone 2)		DHPLG Requirements		Development Proposals	
	1 Bed	2 Bed	Long Stay	Short Stay	Long Stay	Short Stay	Long Stay	Short Stay
Block A	10	6	22	8	22	8	24	8
Block B & C	55	62	179	58	91	58	282*	57
Residential Total	65	68	201	66	201	66	306	65
Retail	335 sqm		2	3	-	-	5	3
Artist's Studio	749 sqm		2	8	-	-	14	8
Creche	156 sqm		2	5	-	-	7	6
Gym	261 sqm		1	6	-	-	4	6
Non Residential Total			7	22	-	-	30	23
Sub-Total Bicycle Parking			208	88	201 (208)	66 (88)	336	88
Total Bicycle Parking			296		267 (296)		424	

* Including 2 No. Cargo Bike Spaces

Table 3.4: Comparison of Cycle Parking Requirements and Proposed Provision

3.6.1 Long-Stay Cycle Parking

Residential Apartment Long-Stay Cycle Parking

For residents, the development provides 306 no. long-term cycle spaces (24 for Block A and 282 for B&C). This equates to 2.3 spaces per unit. These spaces are to be located within a secured bicycle store which is to be located between Block B and Block C as shown in **Figure 3.28**. A total of 304 no. long-stay parking spaces will be accommodated by way of semi-vertical bike storage racks similar in nature to the facilities illustrated in **Figure 3.29**.

The 2 no. remaining long stay cycle parking spaces will be capable of accommodating cargo bikes. These will have a footprint of 3.5m x 2.0m wide with > 2.0m pedestrian clearance widths outside the bike's parking. Also, 10 no. electrical scooter spaces are provided within Block B&C.

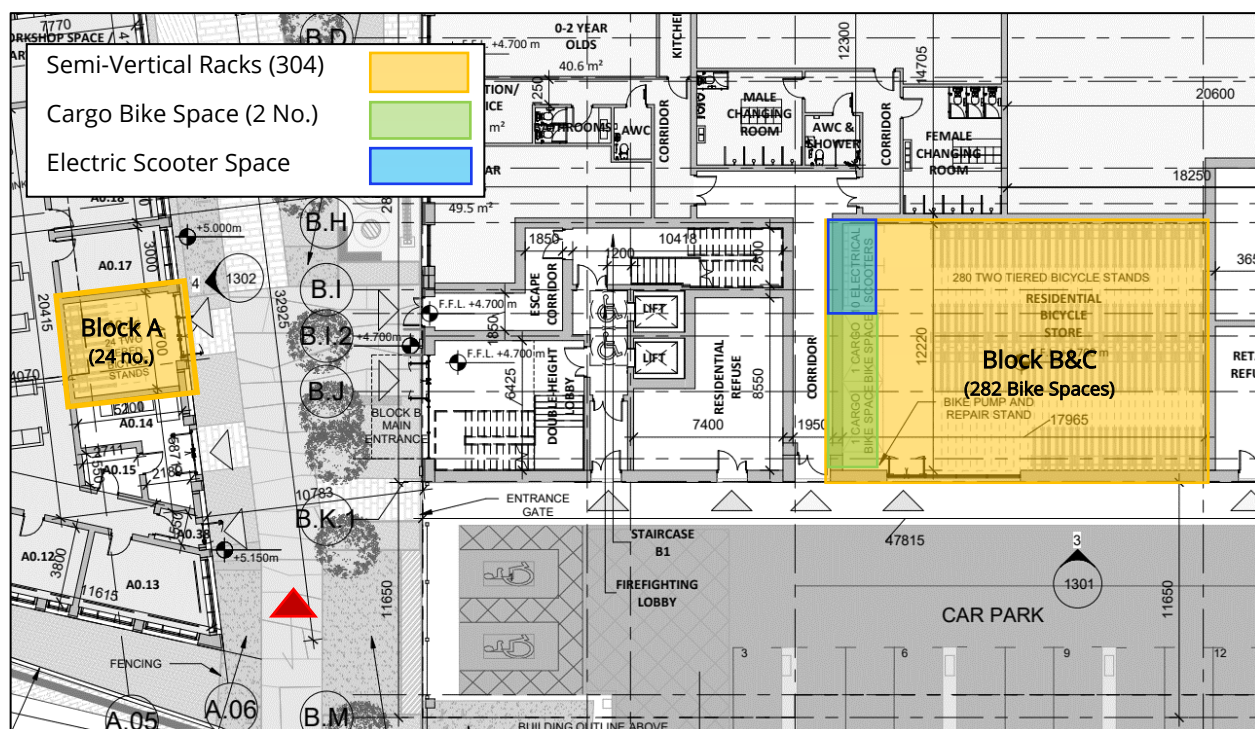


Figure 3.28: Long-Stay Residential Cycle Parking Location – Blocks A/ B/C

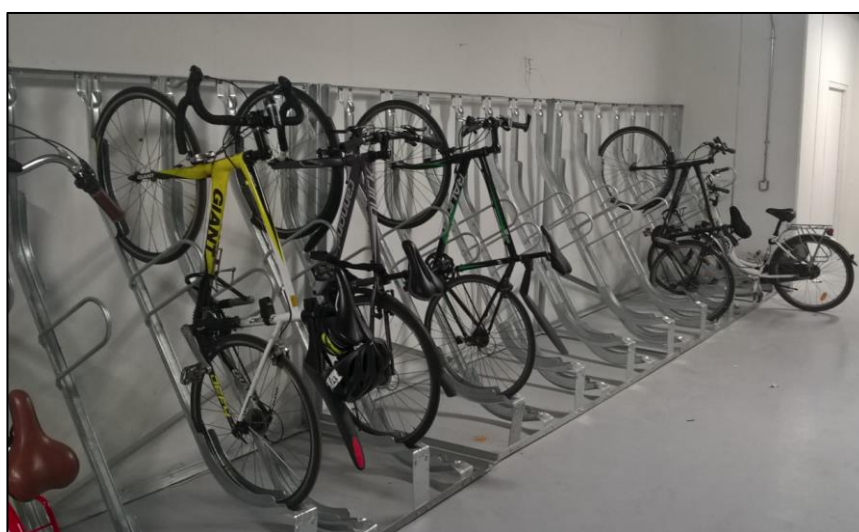


Figure 3.29: Semi-Vertical Rack Cycle Parking (Source: Castit Ltd.)

A bicycle pump and repair station is to be implemented within the long-stay bicycle parking storage area. This pump and repair stand will allow for a self-service facility. The stand will include all necessary tools to fix up a bike (pump to inflate the wheels, Allen keys of 3,4,5mm, spanner, pliers, a Philips screwdriver, 2 levers to remove the wheel cover). The tools are attached to the stand through steel cables. In order to avail the station, one can lift the bike and place it's frame onto the bike repair stand (Ref. **Figure 3.30**).



Figure 3.30: Typical Bike Pump and Repair Stand (Source: Bike Dock Solutions)

Retail Unit Long-Stay Cycle Parking

A total of 16 no. long stay spaces will be provided for staff at the proposed retail unit located at ground floor level. These spaces, in the form of Sheffield Stands, will be weather protected located to the eastern edge of the site (Ref. Figure 3.31).

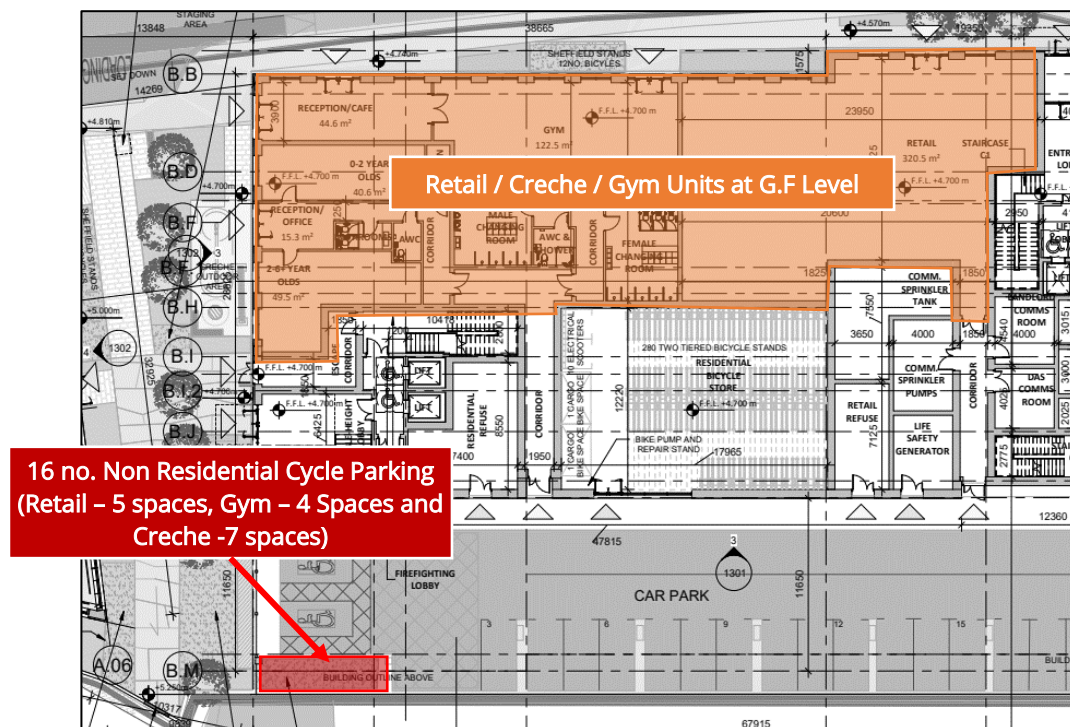


Figure 3.31: Block B/C Non-Residential Long Term Cycle Parking

Artist's Studio Long-Stay Cycle Parking

A total of 14 no. long stay spaces will be provided for occupants at the proposed artist studio located west of Block A. These sheltered Sheffield stands are located to the western edge of the site (Ref. Figure 3.32).

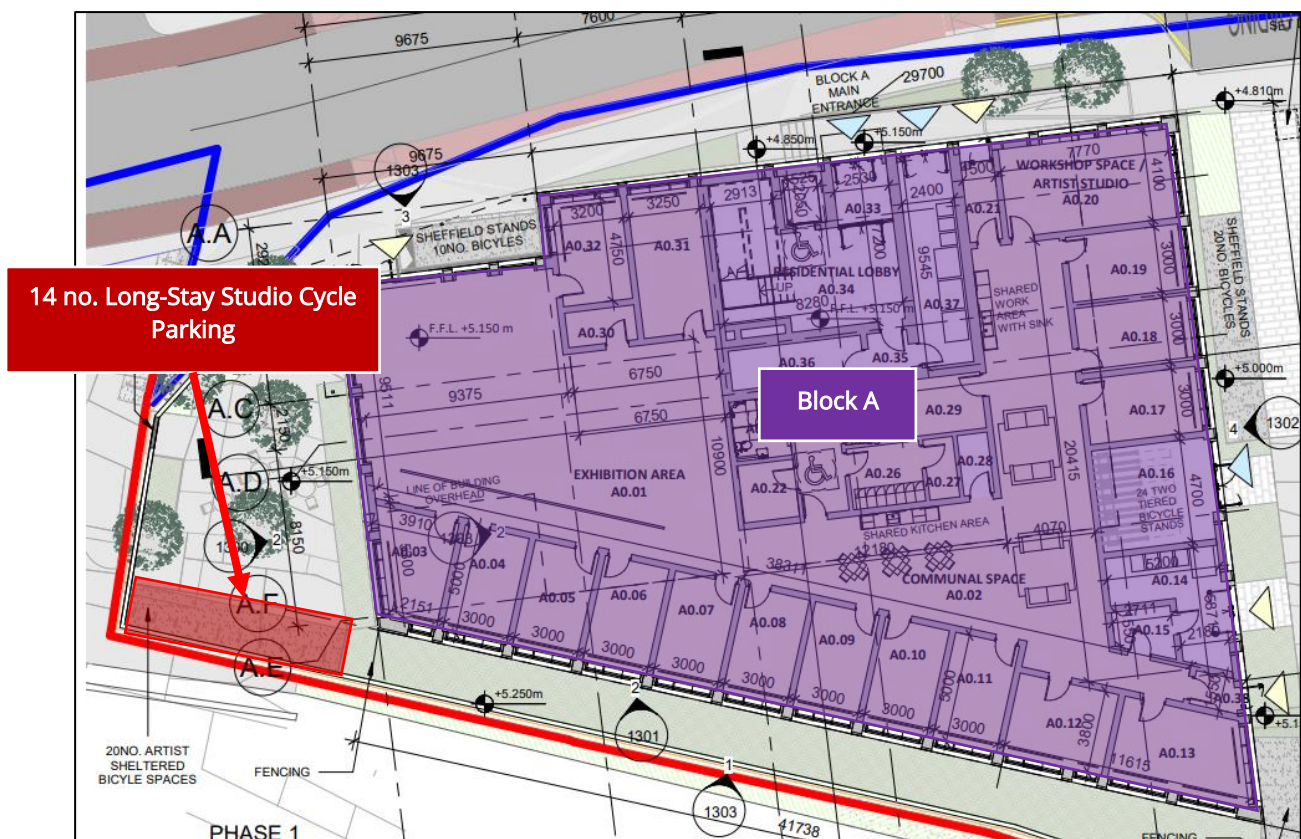


Figure 3.32: Studio Unit Long Stay Cycle Parking

Creche Long-Stay Cycle Parking

A total of 7 no. long stay spaces will be provided for staff of creche. These are located in the Non-Residential long stay cycle hub in Block C. (Ref. Figure 3.32)

3.6.2 Short-Stay Cycle Parking

The subject scheme proposes a total of 88 no. external visitor cycle parking, all of which will be in the form of Sheffield Stands. These visitor cycle spaces are to be located within the open central plaza area between Block A and Block B. A number of spaces will be situated on the northern boundary of the site, along the frontage of Richmond Road. These spaces will be well overlooked, thereby offering a high degree of passive surveillance.



210178-DBFL-TR-XX-RP-C-0005 5
February 2023



CHAPTER 4

Commuter Trends & Transport Needs

- 4.1 INTRODUCTION**
- 4.2 MMP OBJECTIVES**
- 4.3 SUBJECT SITE PROPOSED MODAL SPLIT**



4.0 COMMUTER TRENDS & TRANSPORT NEEDS

4.1 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 close to residential areas within the Ballybough and Drumcondra Area as well as other land uses nearby within walking distances such as schools, retail, health, employment and leisure. It is necessary to predict the nature of the proposed traffic to and from the Richmond Road site and to 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 and from home. 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 4.1** below (Source: National Household Travel Survey 2017): -

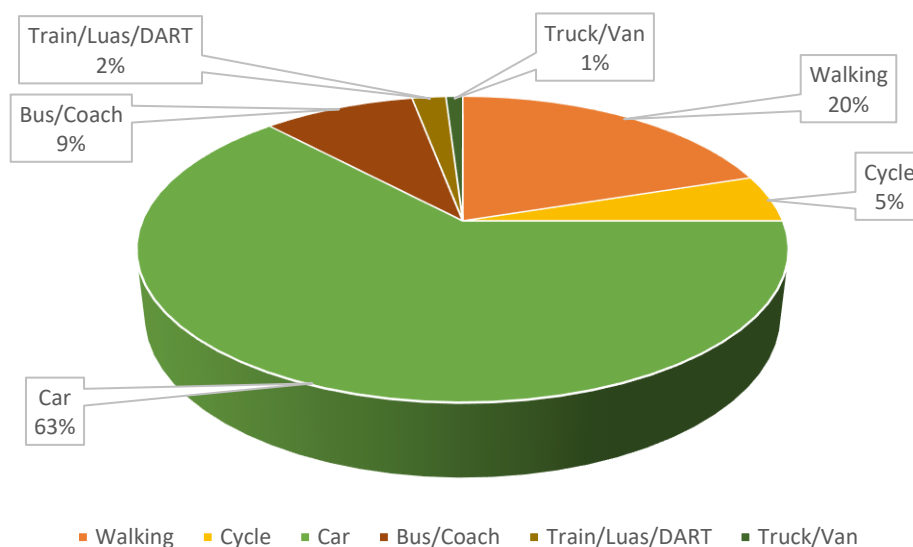


Figure 4.1: Current Modal Split in Greater Dublin Area (Source: www.nationaltransport.ie)

The above modal split data has been investigated further with below summarising the modal split based on the types of trips undertaken (i.e., shopping, leisure, work, education etc.). These modal splits are illustrated on the pie charts contained within Appendix A of this document.



Trip Purpose by Mode	Work/Business	Education	Shopping	Social	Return Home	Personal	Other
Truck/Van	2%	0%	0%	0%	1%	0%	0%
DART/Train/Luas	3%	0%	1%	2%	2%	1%	2%
Bus/Coach	12%	10%	7%	7%	9%	5%	4%
Car	65%	62%	65%	64%	62%	44%	82%
Cycle	7%	4%	1%	5%	5%	3%	4%
Walk	11%	23%	24%	22%	20%	46%	7%

Table 4-1: Purpose of Trip based on Modal Split in Greater Dublin Area (Source : www.nationaltransport.ie)

In order to develop an understanding for the existing travel trends within the area of the subject development site, the Central Statistics Office's SAPMAP (Small Areas Population Map) data has been investigated to determine what the travel trends are within the local vicinity of the subject development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2016 Census data related to that area. This data illustrates how residents within the surrounding residential estates commute to work/college or school.

A number of residential areas 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 4.2 below illustrates the areas selected for this analysis. These sites were selected due to their proximity to the subject site. These areas best represents the development's future travel trends prior to the positive influence of the MMP initiative detailed within this MMP. From this, indicative travel trends may be identified to determine how the subject development may impact the surrounding transport network in terms of development trips and modal splits.



Figure 4.2: Areas Used for Mode of Travel Analysis (Source : <http://census.cso.ie/sapmap/>)

The local residential areas analysed include the following:

- 1 – Riverwood Apartment, Edgewood Apartment Gracepark Avenue
- 2 – Garden House Apartments, Charthouse Business Centre
- 3 - Clonliffe Square Apartments, Belvedere Rugby Club, The Distillery Apartments
- 4 –Riverview Apartments, Richmond Hall Apartment Block 3-4, Distillery Road, Tolka Road
- 5 – Richmond Hall Block 1, Richmond House Block 2,Richmond House Block 5

The current travel trends within the existing residential areas surrounding the subject site are illustrated in **Figure 4.3** below. This graph shows the overall travel trends for trips both to Work and to School/College combined. The modal split observed shows that a high percentage of trips are currently undertaken by sustainable travel modes, which helps form a baseline for sustainable travel trends to be based upon.

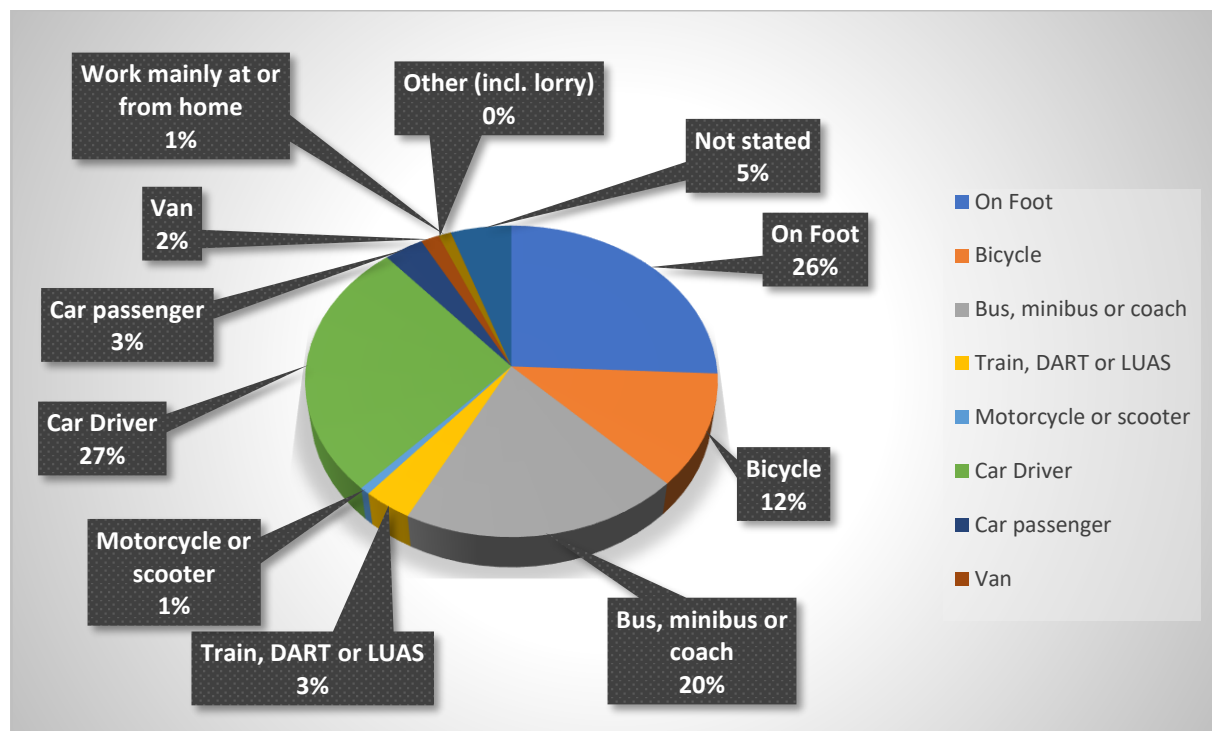


Figure 4.3: Modal Split for Areas at Ballybough and Drumcondra Area (SAPMAP 2016)

The above graph indicates that the car was the primary mode of transportation in the study area at 30% (27% travelling as car driver and 3% as a car passenger) in 2016. The next most utilised mode of travel after car travel was walking with 26%, whilst bus/coach came third at 20%. Cycling accounts for 12% of all modes of travel and only 2% utilized the train, DART or LUAS within the study area.

4.2 SUBJECT SITE PROPOSED MODAL SPLIT

It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips to the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce single occupancy car-based travel from the subject site (located in Small Area 1) from approx. 27 % to 11% upon the development build-out period (up to the adopted 2025 Opening Design Year). This equates to a 16% overall reduction in single occupancy vehicle trips. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that "good travel plans have succeeded in cutting the number of people driving to work by 15%."

Given that the proposed development is located at a relatively central location in Dublin and due its close proximity to Drumcondra Road which has several bus services travelling past the site, the modal splits being proposed will be a worst case scenario. Reducing car travel by 15% can be made possible not only due to its location but also due to proximity to local amenities (Lidl and Tesco



Metro amongst others), employment (The Mater Hospital) and education facilities (e.g., DCU St Patrick's Campus) as an uptake in walking can further increase.

The accessibility to public transport is very good at the moment and with the future addition of BusConnects and the Metro Link, connectivity for future residents will set to improve even further.

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

- DART+
- Bus (BusConnects)
- Cycle
- Walking
- Rail Services
- Car Sharing



5.1 INTRODUCTION

5.2 MMP OBJECTIVES

5.3 MMP ACTIONS & TARGETS



5.0 OBJECTIVES & TARGETS

5.1 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.

5.2 MMP OBJECTIVES

The overall aim of this MMP is to reduce the dependency on the use of the private car by residents as well as staff based at the site and provide additional sustainable travel alternatives.

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

- a) Minimise private car use by encouraging people to increase walking, cycling, using public transport or even consider car share. Additionally, an objective could also be to reduce the number of trips undertaken / required (e.g., business travel and work from home option etc.);
- b) Make all residents and staff aware of the sustainable transport options available to them;
- c) Encourage the use of sustainable modes of transport;
- d) Encourage the most efficient use of cars and other vehicles;
- e) Reduce any transport impacts of the development on the local community;
- f) Promote walking and cycling as a health benefit;
- g) Managing the ongoing development and delivery of the Mobility Management Plan with future occupants of the site;
- h) Promoting smarter education 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 Luas;



- The location and most convenient routes to and from local services (e.g., shops, medical facilities and schools etc.);
- Safe routes to home information / 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, individuals 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:

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

5.3 MMP ACTIONS & TARGETS

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 questionnaires are circulated after opening to residents based at the site, as 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/or app that includes information on all travel opportunities to and from the site that is made available to all residents based at the subject site prior to commencement of occupation;
- **A3** - In consultation with key stakeholders including the local authority and the future residents to 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 development is 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 establishment of the Richmond Road 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 4.1).

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

It is important to establish baseline trends and the resident's transport needs in developing a MMP. The site is located within a primarily mixed land use area. 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.

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 5-1.

Mode of Travel	SAPMAP (Census, 2016)	1 st Year Target (2025)	MMP 5-year Target (2030)
On Foot	26%	31%	32%
Bicycle	12%	16%	18%
Bus/Minibus/Coach	20%	25%	26%
Train/DART/LUAS	3%	5%	5%
Motorcycle/Scooter	1%	1%	1%
Car Driver	27%	11%	8%
Car Passenger	3%	3%	2%
Van	2%	2%	2%
Not Stated	5%	5%	5%
Work mainly at or from home	1%	1%	1%
Total	100%	100%	100%

Table 5-1 These targets are based on CSO 2016 Census Data, as recorded at surrounding areas as previously introduced in **Chapter 4**.

Mode of Travel	SAPMAP (Census, 2016)	1 st Year Target (2025)	MMP 5-year Target (2030)
On Foot	26%	31%	32%
Bicycle	12%	16%	18%
Bus/Minibus/Coach	20%	25%	26%
Train/DART/LUAS	3%	5%	5%
Motorcycle/Scooter	1%	1%	1%
Car Driver	27%	11%	8%
Car Passenger	3%	3%	2%
Van	2%	2%	2%
Not Stated	5%	5%	5%
Work mainly at or from home	1%	1%	1%
Total	100%	100%	100%

Table 5-1: Preliminary Mode Share Targets for Richmond Road Mixed Use Development

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



CHAPTER 6

MMP Measures



6.1 INTRODUCTION

6.2 MODE SPECIFIC MEASURES

6.3 MANAGEMENT & MONITORING MEASURES

6.4 MARKETING & PROMOTION MEASURES

6.0 MMP MEASURES

6.1 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 site. 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)

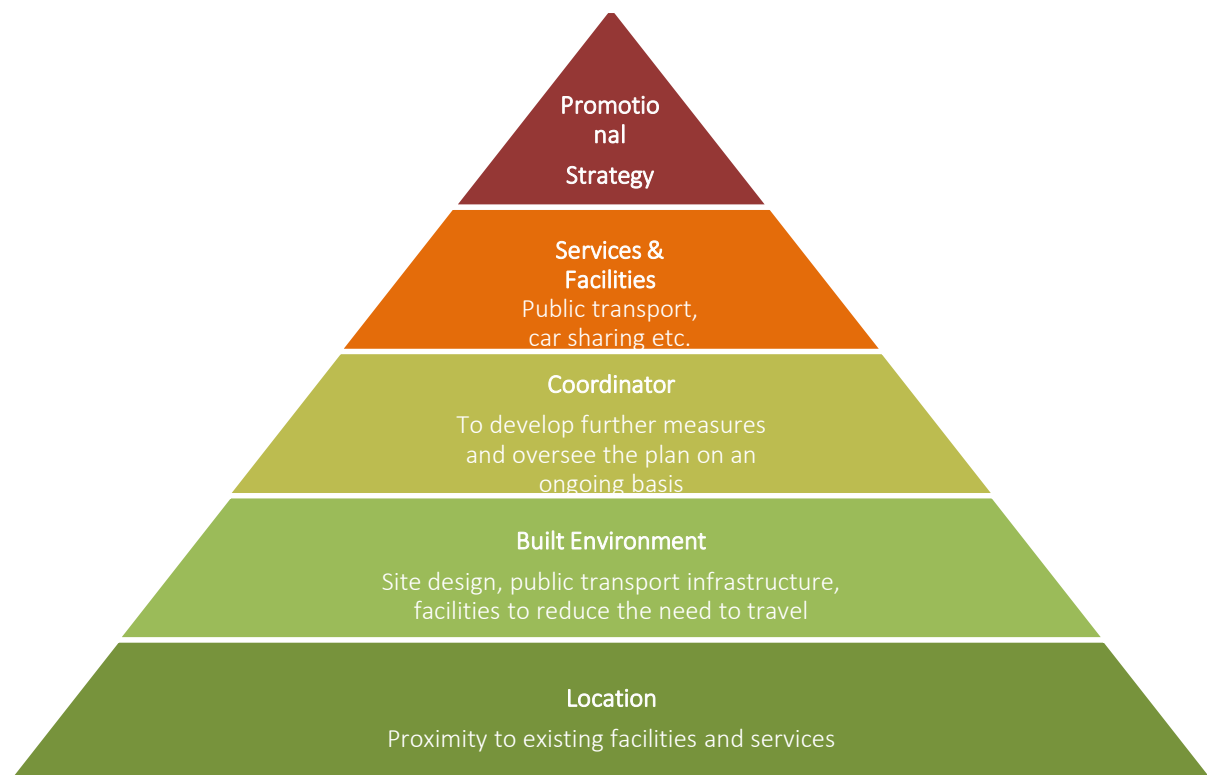


Figure 6.1: Tier Travel Plan Pyramid (Source: Department for Transport, UK)

Accordingly, the subject Richmond Road site 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.

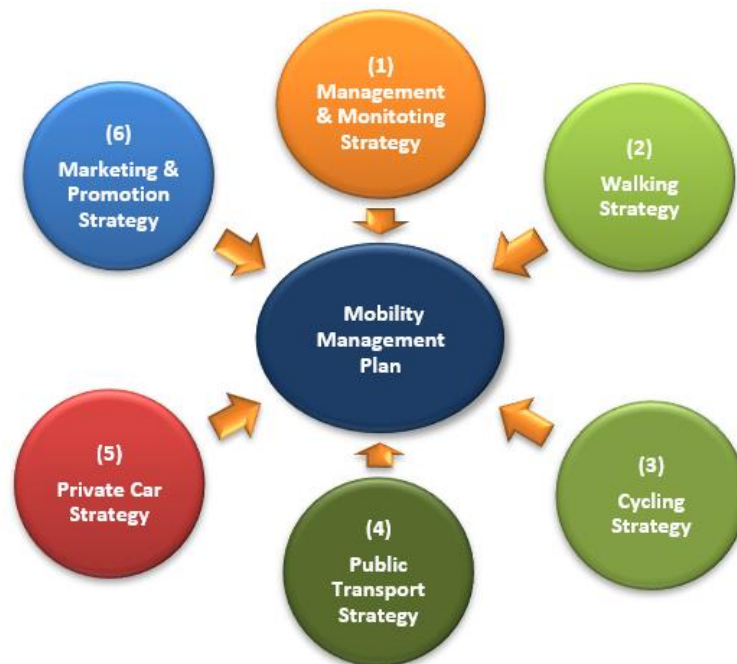


Figure 6.2: MMP Action Plan Strategies

6.2 MODE SPECIFIC MEASURES

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

- a) Walking - provision of improved facilities
- b) Cycling - discounted cycle purchase, bike service workshops, cycle training
- c) Public Transport (Bus, Rail) - discounted travel tickets
- d) Private Car Strategy including car sharing and car clubs.

6.3 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 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 the residents occupying the site.

6.4 MARKETING & PROMOTION MEASURES

The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence.

Subsequently to the demand management benefit of restricting the number of and access to off-site car parking. The most important and cost-effective measure to be introduced as part of this MMP is the 'Travel Pack', which will be issued to all new residents prior to commencement of a 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, health facilities as well as bus interchanges within the site and its surrounding environs. Travel Packs will also be available to visitors to the site and will aim to increase the awareness about sustainable mobility options to/from the proposed development.

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 opening of the development and will be reviewed annually and updated, as necessary.



7.1 OVERVIEW

7.2 MANAGEMENT & MONITORING STRATEGY

7.3 WALKING STRATEGY

7.4 CYCLING STRATEGY

7.5 PUBLIC TRANSPORT STRATEGY

7.6 PRIVATE CAR STRATEGY

7.7 MARKETING & PROMOTION STRATEGY



7.0 PRELIMINARY ACTION PLAN

7.1 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).

7.2 MANAGEMENT AND MONITORING STRATEGY

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. Some of the measures may in the longer term result in cost savings. The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the MMP.

MMP Monitoring

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 utilized 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 **Table 7.1** below.



Table 7-1: Preliminary Schedule of MMP Management & Monitoring Initiatives

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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> MMS 7a – Resident and Staff Travel Surveys MMS 7b – Roll out / uptake of MMP initiatives MMS 7c – MMP Budgets MMS 7d – MMP performance (KPI's) 	-	✓ - ✓ ✓	- ✓ ✓ -	✓ ✓ ✓ -		
MMS 8	Facilitate the establishment and operation of 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	Appoint an resident 'Champion' within the development 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 and staff	-	✓	✓	-		
MMS 12	Establish Parking Management Strategy	-	✓	-	-		

The identified Management and Monitoring strategy promotes a total of 31 measures. The implementation schedules of these measures are outlined in **Figure 7.1** below.

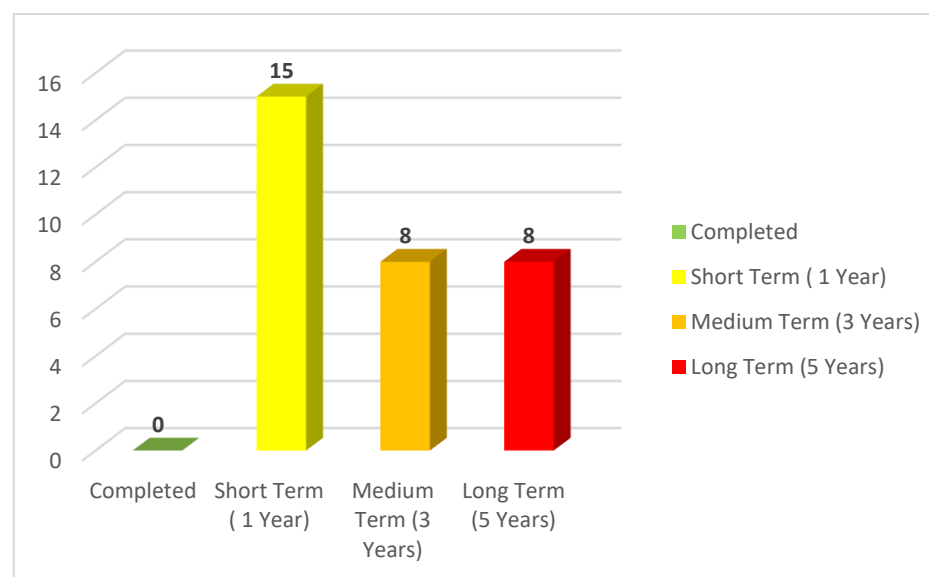


Figure 7.1: Roll-out of MMP's Management & Monitoring Initiatives



7.3 WALKING STRATEGY

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

Table 7-2: Preliminary Schedule of MMP's Walking Initiatives

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



WS 5	Develop a 'Walking' Fact Sheet	-	✓	-	-		
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The MMP's Walking Strategy promotes a total of 22 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Figure 7.2** below.

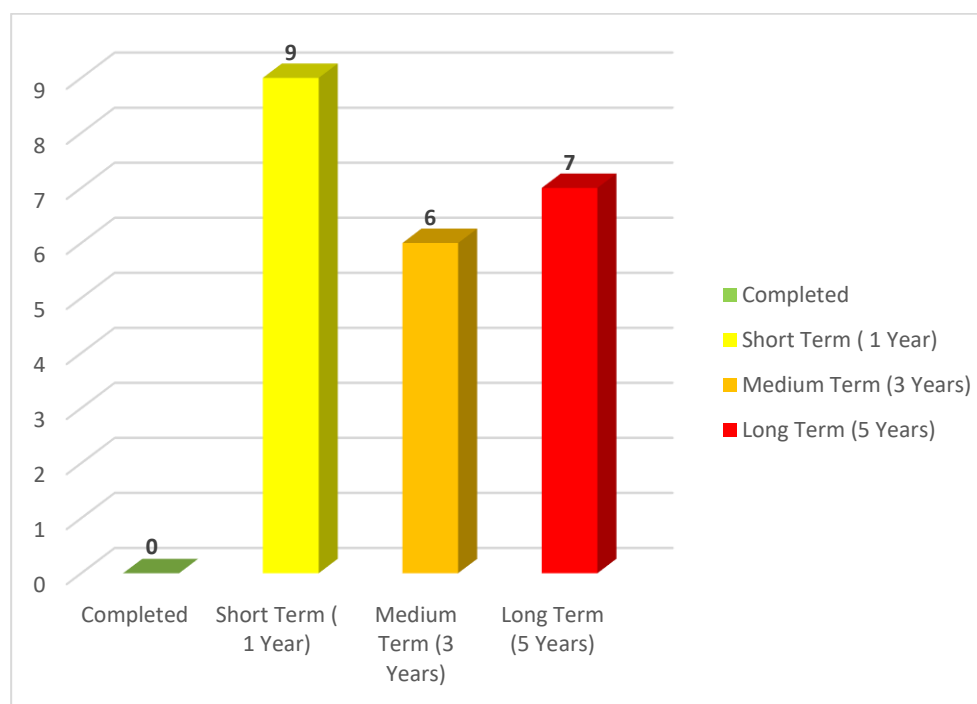


Figure 7.2: Roll-out of MMP's Walking Initiatives



7.4 CYCLING STRATEGY

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP is to be developed in conjunction with the various occupiers are outlined in **Table 7-3** below.

Table 7-3: Preliminary Schedule of MMP's Cycling Initiatives

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



CS 10	Including Bicycle Sharing Stands on the Development such as Bleeperbike	-	-	✓	-		
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The MMP's Cycling Strategy promotes a total of 15 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Figure 7.3** below.

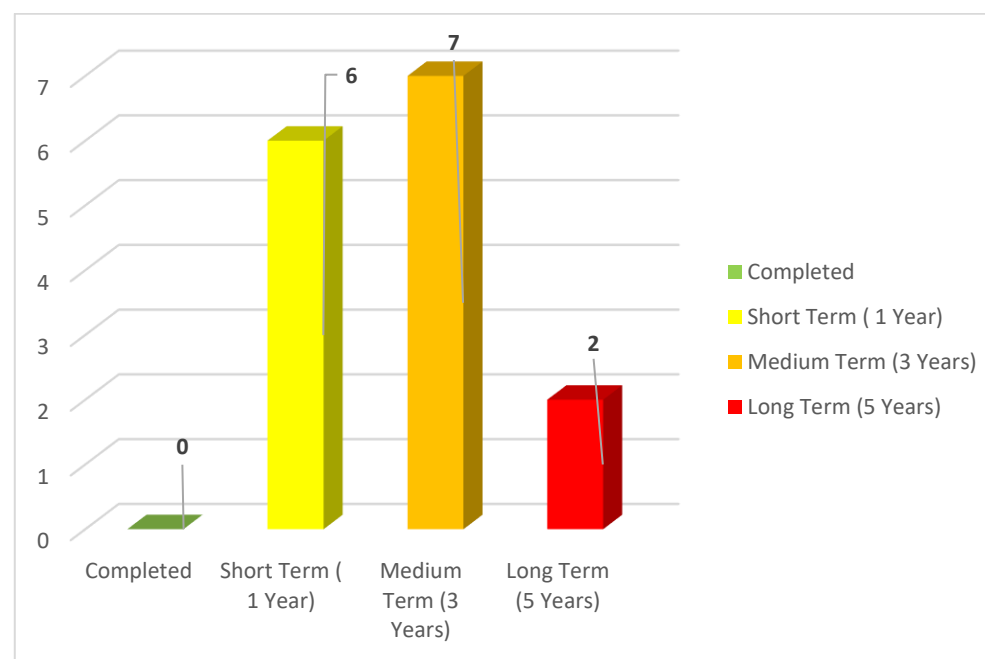


Figure 7.3: Roll-out of MMP's Cycling Initiatives



7.5 PUBLIC TRANSPORT STRATEGY

The status and preliminary scheduling of the principal public transport focused initiatives of the MMP to be developed in conjunction with the various occupiers are outlined in **Table 7-4** below.

Table 7-4: Preliminary Schedule of MMP's Public Transport Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PTS 1	Explore the opportunities of; <ul style="list-style-type: none"> PTS 1a – maintaining the existing bus services PTS 1b – Enhancing the catchment of these services 	✓ -	- -	- -	- ✓		
PTS 2	Investigate the option to enable staff to purchase both annual and monthly TaxSaver tickets on a monthly basis	-	✓	-	-		
PTS 3	Establish a Public Transport Users Group	-	✓	✓	-		
PTS 4	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 5	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 6	Create a calendar of 'Public Transport' Events and incentives	-	-	✓	✓		
PTS 7	In partnership with Dublin Bus / LUAS and local authority ensure all local bus / LUAS interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 8	Encourage the use / initiatives for buses / LUAS where feasible for a range of different travel purposes	-	✓	-	-		
PTS 9	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
PTS 10	Travel diary with incentive / awards scheme	-	✓	✓	✓		



The identified Public Transport strategy promotes a total of 15 measures. The implementation schedule of these measures is outlined in **Figure 7.4** below.

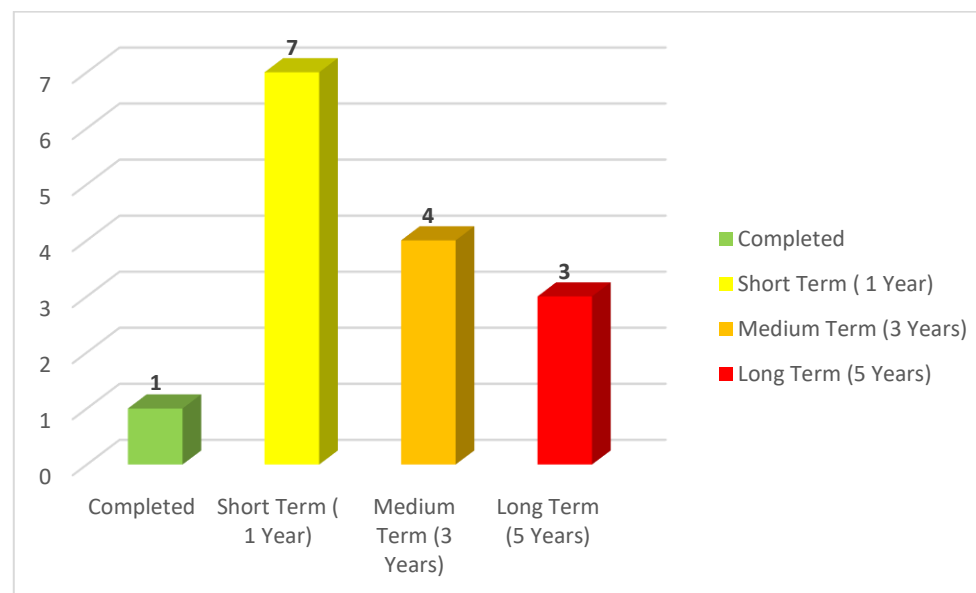


Figure 7.4: Roll-out of MMP's Public Transport Initiatives



7.6 PRIVATE CAR STRATEGY

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the MMP to be developed with in conjunction with the various occupiers are outlined in **Table 7.5** below.

Table 7-5: Preliminary Schedule of MMP's Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 Years)		
PCS 1	Develop a 'Car' Fact Sheet	-	✓	-	-		-
PCS 2	Explore the opportunities of encouraging informal arrangements between residents / staff for 'shared' travel to work practices	-	✓	✓	-		
PCS 3	Encourage use of existing formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Disseminate information about GoCar.ie	-	✓	-	-		
PCS 5	Management of onsite car park including the designation of the limited number of car parking spaces	-	✓	-	-		-
PCS 6	Develop Parking Management Strategy	-	✓	-	-		
PCS 7	Establish a Car Sharing Club, using GoCar, to promote an alternative to private cars	-	-	✓	-		



The MMP's Private Car Strategy promotes a total of 8 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in **Figure 7.5** below.

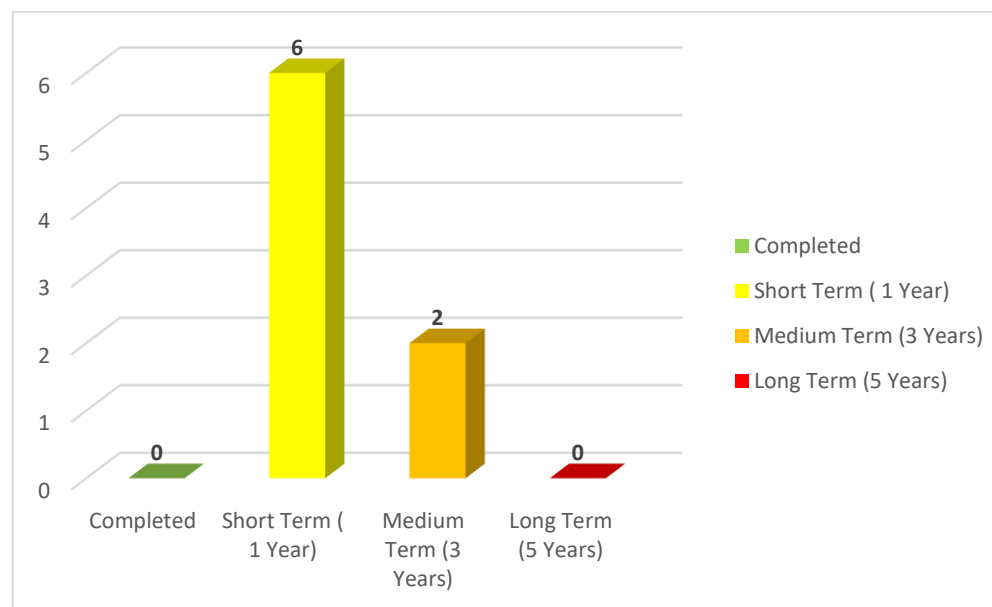


Figure 7.5: Roll-out of MMP's Private Car Initiatives



7.7 MARKETING AND PROMOTION STRATEGY

Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the Commercial 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.

Figure 7.6: Preliminary Schedule of MMP's Marketing & Promotion Initiatives

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



The preliminary Marketing and Promotion sub-strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in **Figure 7.7** below.

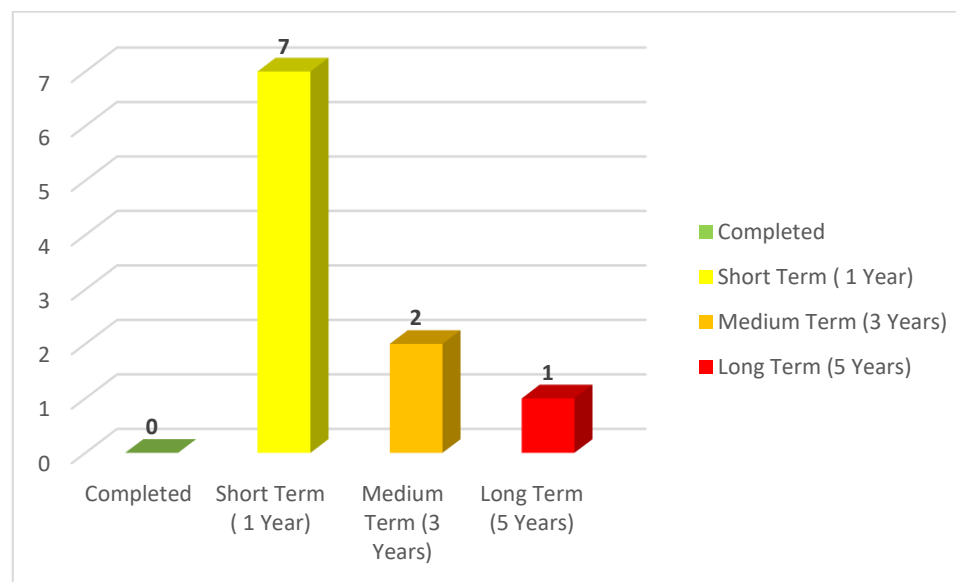


Figure 7.7: Roll-out of MMP's Marketing & Promotion Initiatives

A graphic for Chapter 8. It features a photograph of a red-paved bicycle lane with white painted arrows and a large white bicycle symbol. On the left side of the image, there are several concentric orange and yellow curved lines. Overlaid on the right side of the image is a white rounded rectangle containing the chapter title.

CHAPTER 8

Summary & Conclusion

8.0 SUMMARY AND CONCLUSIONS

8.1 SUMMARY

DBFL Consulting Engineers (DBFL) have been commissioned Malkey Limited to prepare a Mobility Management Plan (MMP) for a proposed development known as 158A Richmond Road. Malkey Limited intends to apply for permission for development (Large-scale Residential Development (LRD)) at this c. 0.55 hectare site at Leyden's Wholesalers & Distributors Dublin, No. 158A Richmond Road, Dublin 3, D03 YK12.

This MMP focuses primarily on how residents and staff as well as visitors to the scheme can be encouraged to use sustainable means of transport to and from the site.

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

The identified preliminary action plan promotes a total of 101 initiatives across 6 sub strategy themes as presented in the Pie Chart below.

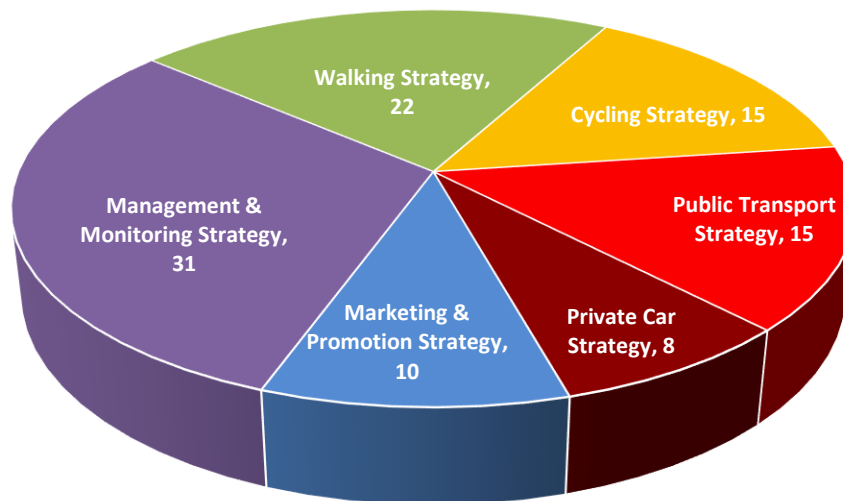


Figure 8.1: MMP Sub Strategy Themes & Initiatives

The implementation schedule of the identified 101 MMP initiatives is outlined in **Figure 8.2** below. So far, 1 initiative (or 0.9%) of the action plan has already been completed, with the remaining initiatives to be implemented within 1 year of the residential development being occupied.

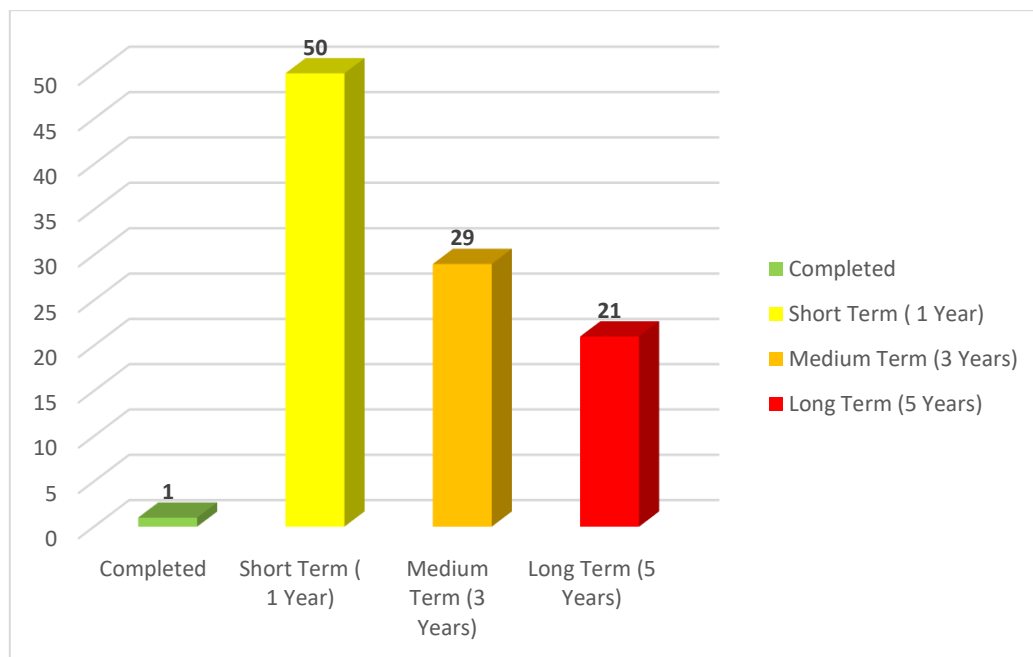


Figure 8.2: Roll-out of MMP's Initiative

8.1.1.1 In the context of the Richmond Road Development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan as summarised previously, this document seeks to form the basis by which;

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



APPENDICES



Appendix A : Purpose of Trip based on Trend Modes in Greater Dublin Area



Chart A1: Purpose of Trip made by Car

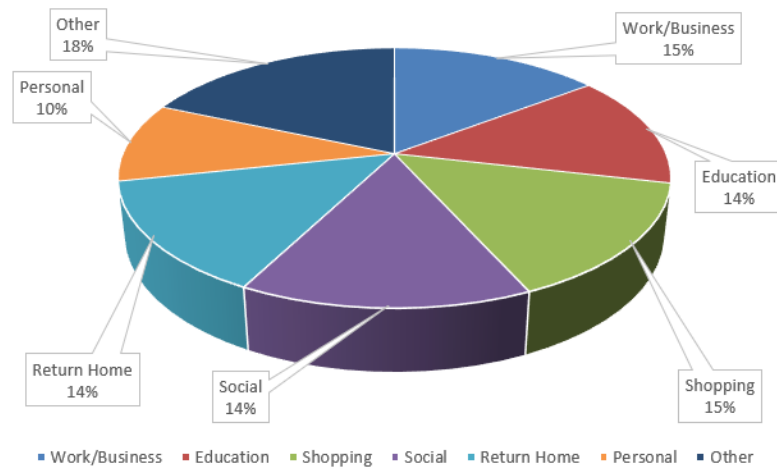


Chart A2: Purpose of Trip made by Bus/Coach

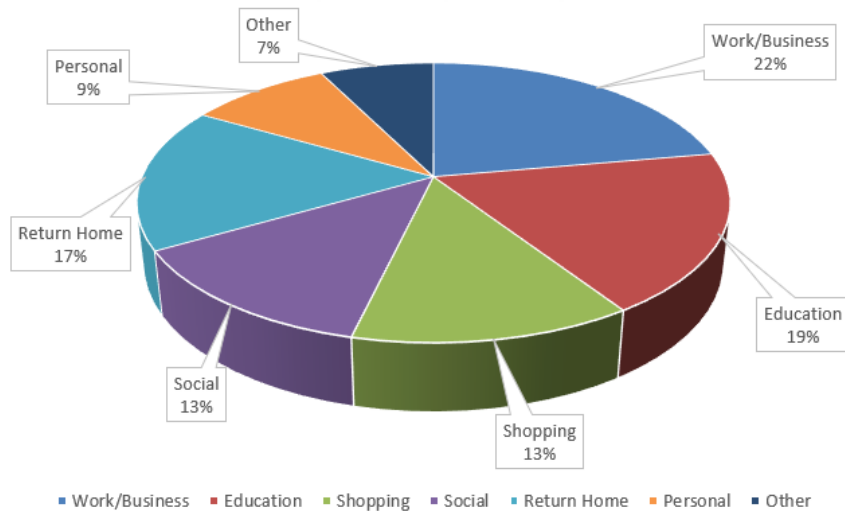


Chart A3: Purpose of Trip made by DART/Train/Luas

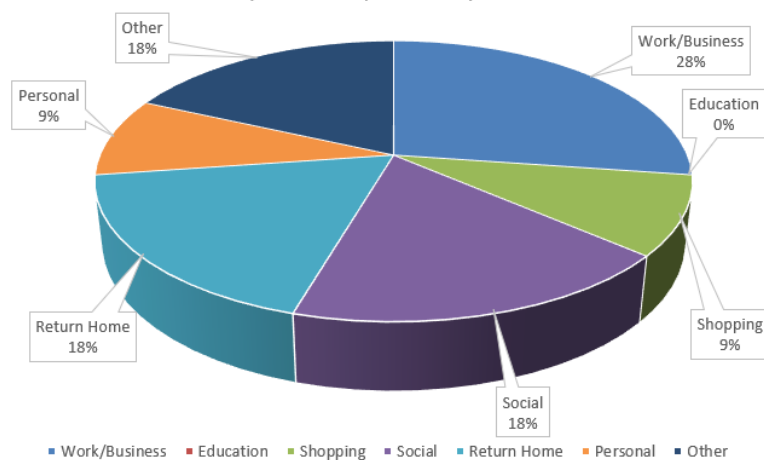




Chart A4: Purpose of Trip made by Cycle

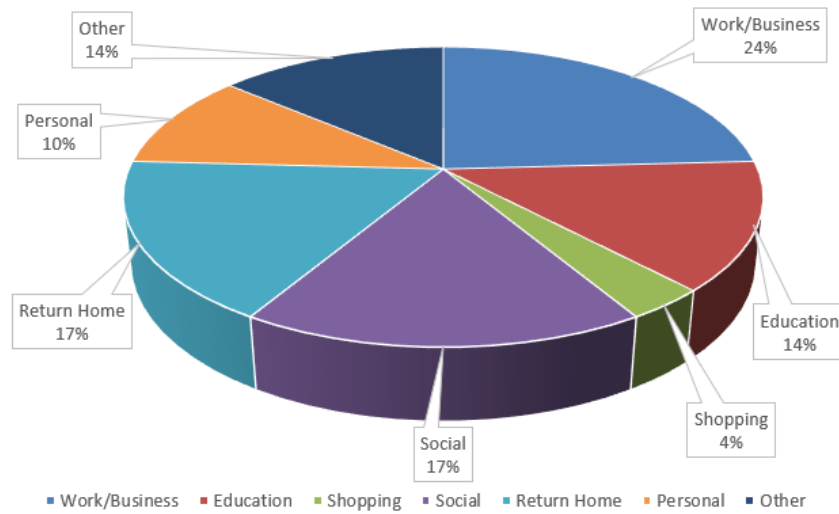
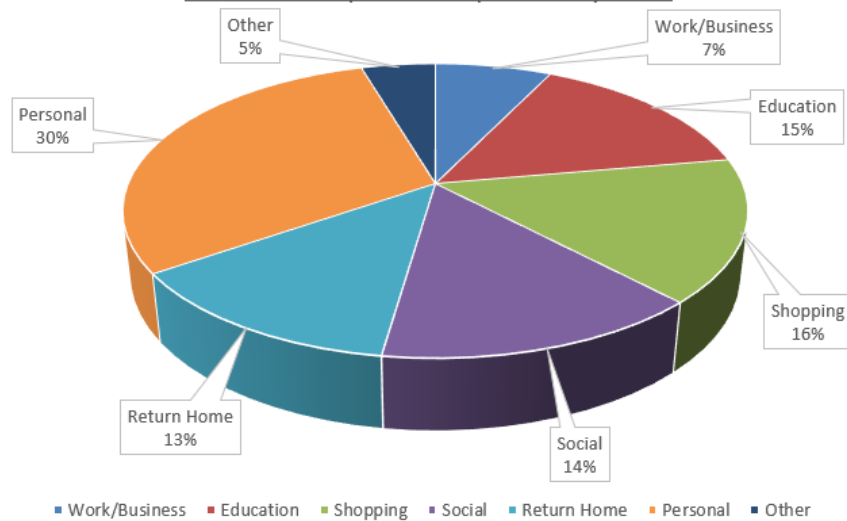


Chart A5: Purpose of Trip made by Walk





Appendix B : Trends in Travel by Modes in the Ballybough and Drumcondra Area

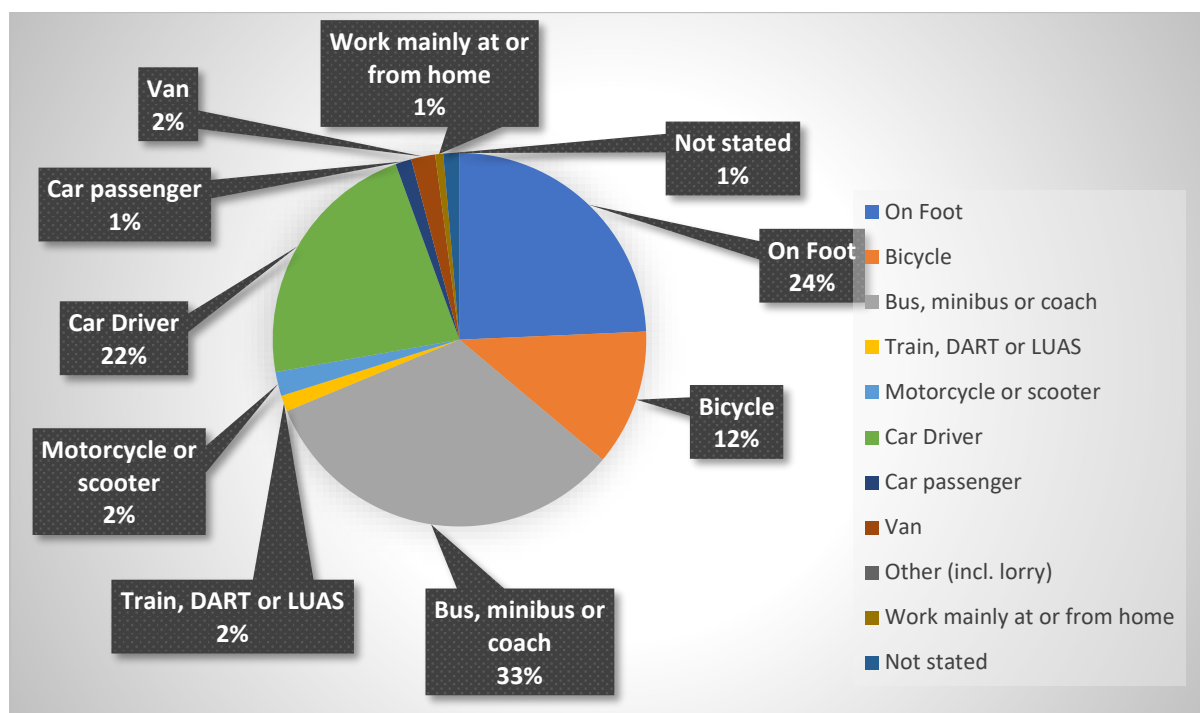


Chart B1: Modal Split at Riverwood Apartment, Edgewood Apartment Gracepark Avenue

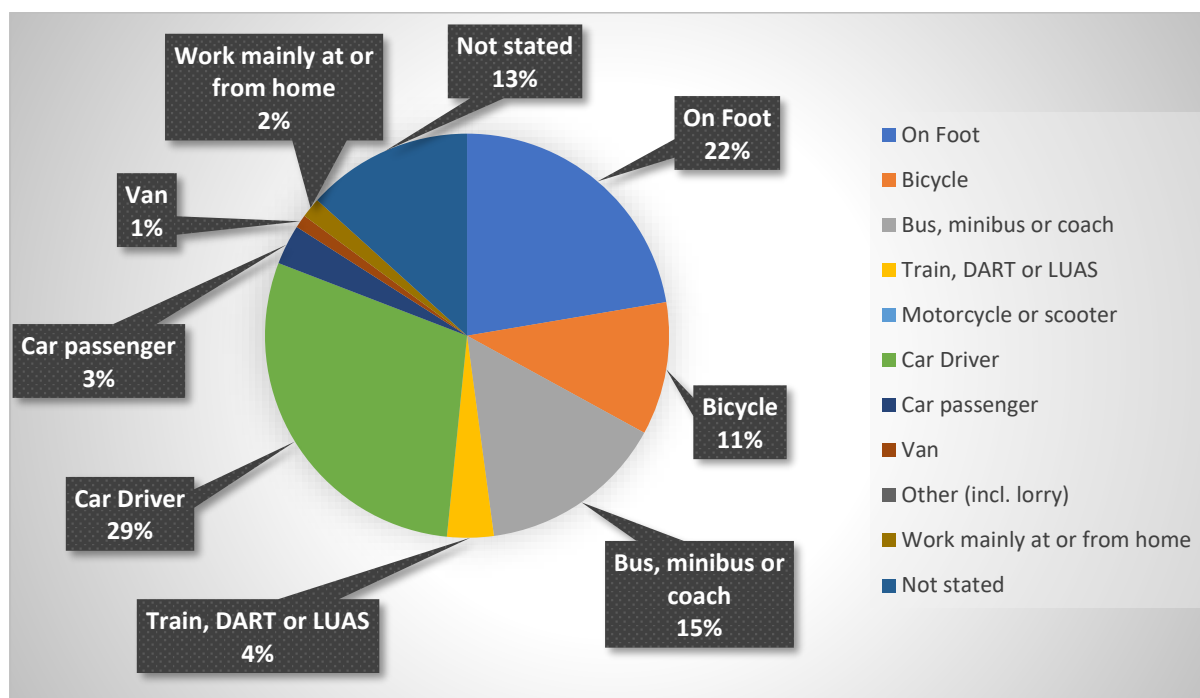


Chart B2: Garden House Apartments, Charthouse Business Centre

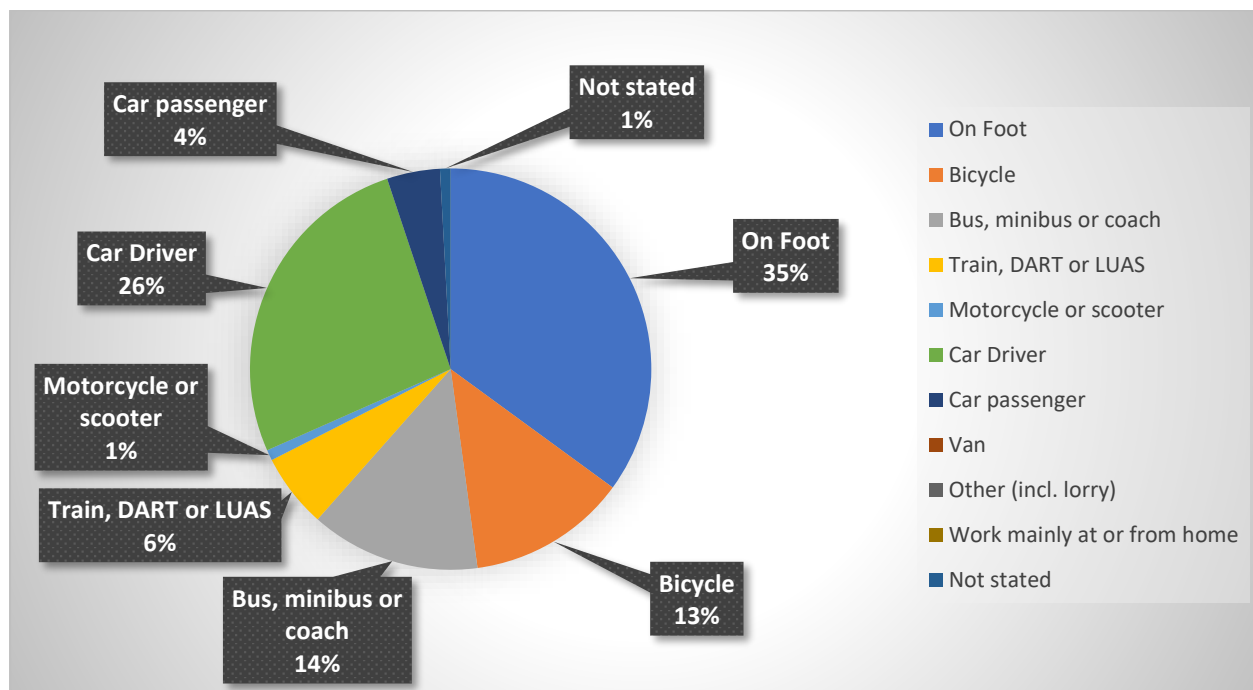


Chart B3: Clonliffe Square Apartments, Belvedere Rugby Club, The Distillery Apartments

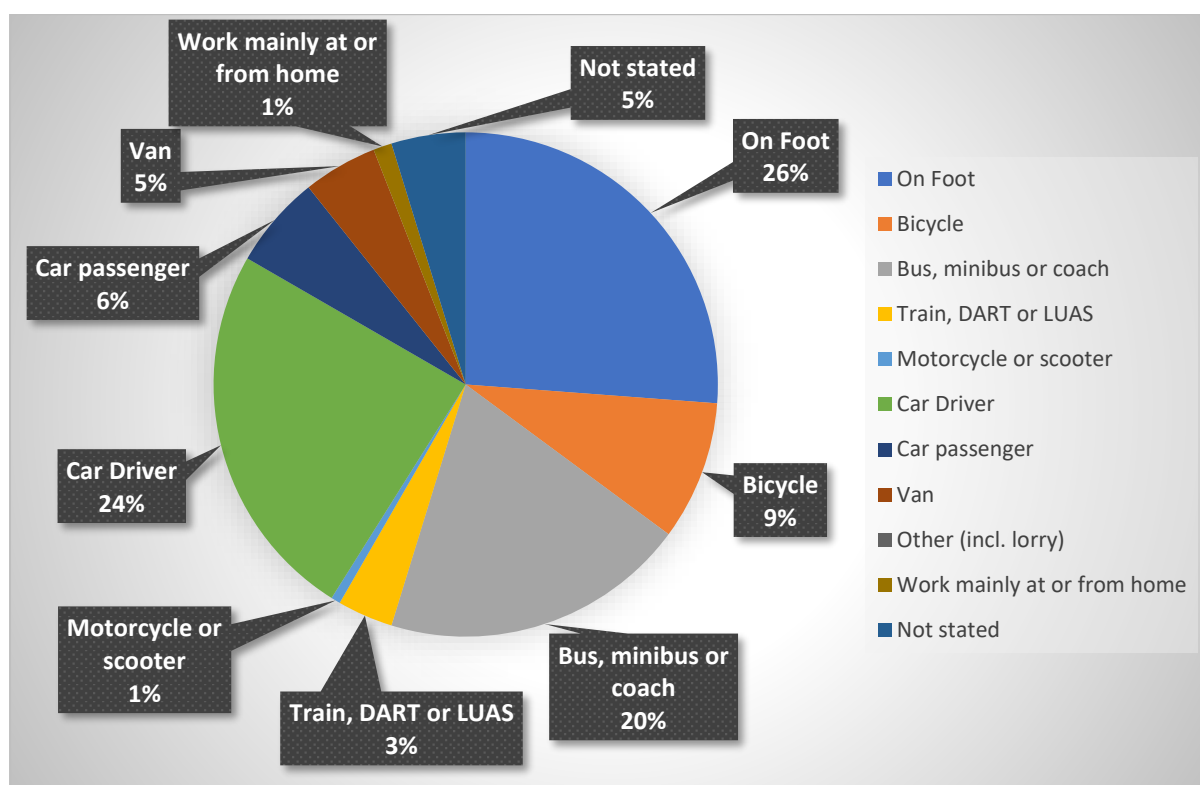


Chart B4: Riverview Apartments, Richmond Hall Apartment Block 3-4, Distillery Road, Tolka Road

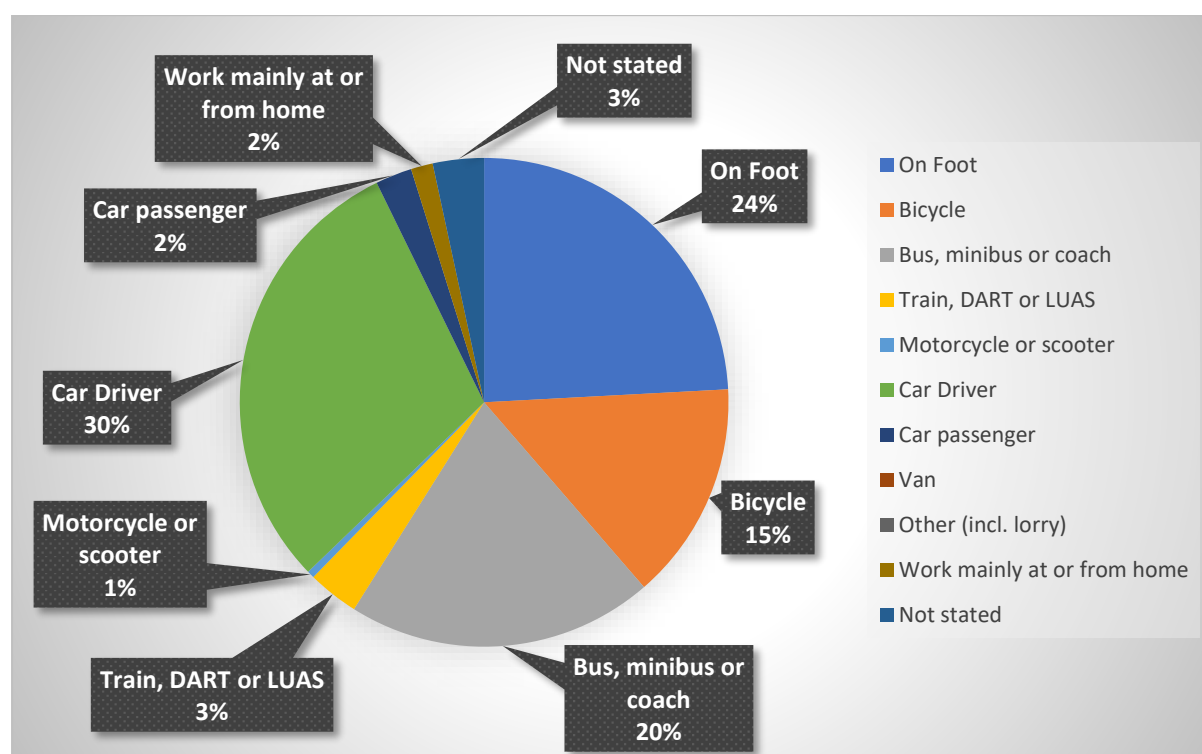


Chart B5: Modal Split at Richmond Hall Block 1, Richmond House Block 2, Richmond House Block 5



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