

MRCL

**MARTIN ROGERS
CONSULTING LTD**



**CABRA PBSA DEVELOPMENT, 2A FAUSSAGH AVENUE, CABRA,
DUBLIN 7**

MOBILITY MANAGEMENT PLAN

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APPENDIX 1 - 2022 CENSUS DATA FOR 3 NO. RELEVANT ELECTORAL DISTRICTS

APPENDIX 2 – TRAVEL PLAN PYRAMID

1. INTRODUCTION

Lohan Donnelly have appointed Dr Martin Rogers, Transport Planning Professional, to provide a Mobility Management Plan for the Cabra PBSA Development, Faussagh Avenue, Cabra, Dublin 7.

The proposed development provides for a large-scale residential student accommodation development, which in summary, shall consist of:

- Demolition of the former 'Matts of Cabra' public house and associated structures.
- Construction of 249 no. student bedspaces arranged in 32 no. clusters of 6, 7, 8 and 9-bedroom units (including 13 no. accessible units and 10 no. studio units) each with associated shared kitchen/living/dining areas in 2 no. blocks ranging in height from 4-6 storeys;
- Internal amenity spaces (approx. 345.8 sqm) including 2 no. student lounge areas, laundry room, postal room and a reception / office / kitchen / tearoom;
- External amenity areas (approx. 2,287.3 sqm) including 1 no. outdoor terraces at fourth floor level of Block A (193.1 sqm);
- Approx. 350 sqm of public open space in the form of a public plaza fronting Fassaugh Avenue;
- Switch room, ESB substation, sprinkler room and bin storage all in a single storey services building along the eastern site boundary;
- A total of 308 no. bicycle parking spaces at surface level (246 no. long term, covered bicycle parking spaces, 12 no. cargo bicycle parking spaces and 50 no. visitor bicycle parking spaces);
- Vehicular access to be provided from Faussagh Avenue and 1 no. set-down car space (accessible size).

The development will also provide for all associated service connections, public lighting, cold water storage and thermal store room, hard and soft landscaping, planting, formal activity equipment, boundary treatment, nature-based SuDS features, green roofs and all associated site clearance, excavation and development works above and below ground.

Figure 1-1 details the site location of the proposed development in the north city centre area.

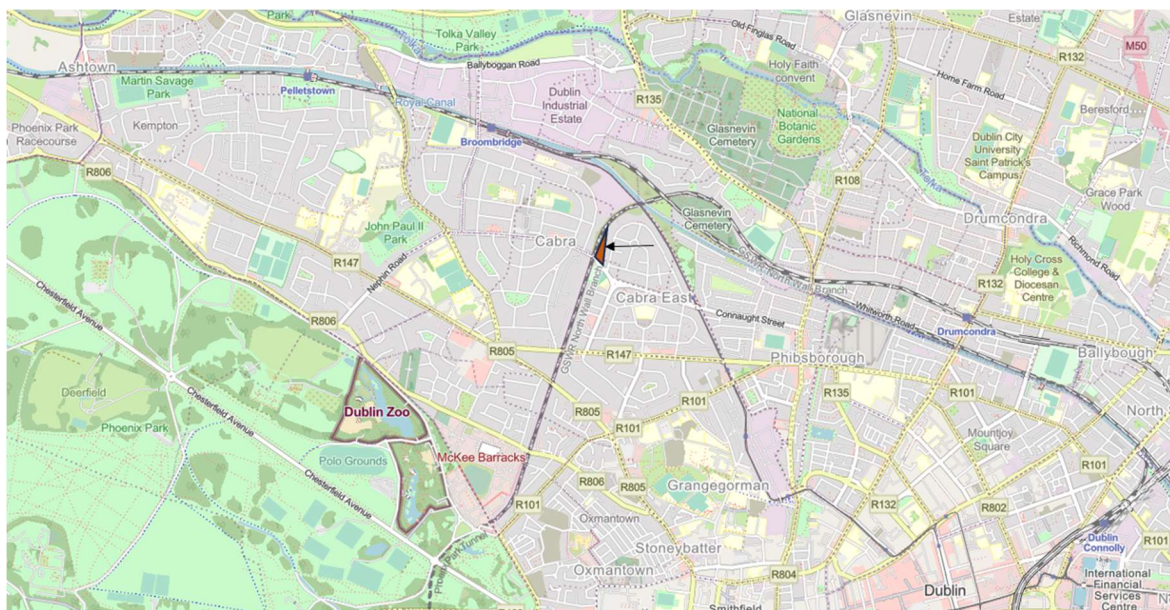


Figure 1-1: Site location in north city centre

Figure 1-2 details the site layout for the proposed student accommodation development:



Figure 1-2: Site layout of proposed development

Chapter 15 of the Dublin City Council Development Plan 2022 to 2028 requires that ‘student accommodation developments should be accompanied by a mobility management plan.

This report will outline the objectives of a Mobility Management Plan (MMP) for the proposed residential and artis development, outlining all the non-car-based modes of travel available to both residents and visitors at the site, and ensuring that they have adequate information on all these sustainable travel options. The ultimate purpose of meeting the objectives of the mobility management plan is to promote the use sustainable modes of travel by residents and visitors at the proposed student accommodation development.

The purpose of the report is as follows:

- Given the reduced car-parking provision, to demonstrate the sustainability in transportation terms of residents and visitors and utilising non-car-based forms of travel by demonstrating the high level of service that is provided by the transport infrastructure in place at the site with regards to, walking, cycling, public bus and rail services;
- To identify both physical elements and strategies to be incorporated within the proposed new development which will facilitate and create incentives for both residents and visitors to use the available modes of public transport along with walking and cycling in preference over private car use; and
- In specific response to Appendix 5 of the Dublin City Development Plan, for student accommodation and co-living/shared accommodation, to provide details on how arrivals/departures will be managed shall also be submitted as part of a planning application, as well as detailing how the overall servicing and delivery needs for the multiple residents will be managed for the development.

The report consists of the following sections:

Section 2 will estimate the car and cycle parking requirement for the overall development.

Section 3 details modal split data for resident and visitor movement at the proposed development on its day of opening.

Section 4 details the relevant guidance documents on mobility management planning in Ireland.

Section 5 outlines the concept of the Travel Plan Pyramid, as detailed within the document 'Making Travel Plans Work'.

Section 6 details existing and proposed public transport, walking and cycling facilities in the vicinity of the proposed development, along with the target modal splits for the MMP, derived within section 3.

Sections 7 to 9 contain the Mobility Management Plan for the proposed student accommodation development, based on the model splits derived within section 6.

Section 10 details how arrivals/departures will be managed shall also be submitted as part of a planning application, as well as detailing how the overall servicing and delivery needs for all residents will be managed for the development.

Section 11 provides some concluding comments regarding the sustainability of the proposed development in transport planning terms.

A Mobility Management Plan (MMP) is thus a document which seeks to maximise the use of sustainable travel at the student accommodation development by encouraging the use of more sustainable travel choices, such as walking, cycling and public transport for residents and visitors.

An MMP is site-specific and takes into account the characteristics of the development such as its location, surrounding transport infrastructure and proximity to local facilities. It is not a static document; it is flexible and should be adapted to suit changes in the site's characteristics over time.

The benefits to residents and visitors at the proposed development will include:

- increased choice and quality of travel modes
- improved health due to less pollution from vehicles and the take up of more active modes of travel, such as walking and cycling

2. PROPOSED OVERALL CAR AND CYCLE PARKING PROVISION

2.1 INTRODUCTION

This section details the car and cycle parking requirements under the Dublin City Development Plan 2022-2028. The proposal will comply fully with the DP standards, providing adequate cycle parking and very limited car parking.

Figure 2-1 details the location of the site within Mapset J of the Development Plan detailing the relevant zones for car and cycle parking designation:



Figure 2-1: Location of site within Mapset J

Figure 2-1 confirms the location of the Faussagh Avenue site within Zone 2.

2.2 CAR AND CYCLE PARKING REQUIREMENTS AS PER DUBLIN CITY COUNCIL DEVELOPMENT PLAN

Tables 2-1 below details the maximum car and bicycle parking standards for Dublin City Council based on the rates contained within their 2022 - 2028 Development Plan Written Statement for the proposed student accommodation development for Zone 2:

Development type	Area / units	Maximum car parking standards	Maximum parking required
Student accommodation	249 No. bed spaces	1 per 20 No. Bed spaces	12 No.

Table 2-1: Car Parking required under Dublin City Council Development Plan Standards for proposed student accommodation development within Zone 2

It is proposed to provide 1 No. accessible car parking space and 1 No. set-down spaces within the site of the proposed development, with vehicular access via an entrance off Faussagh Avenue.

The Dublin City Development Plan makes the following recommendation for cycle parking in relation to cultural and housing developments as detailed within Table 2-2 below:

Development type	Area / units	Bike parking standards	Parking required
Student accommodation	239 No. bedrooms	1.0 per bedroom for residents plus 0.5 per bedroom for visitors	286 No.

Table 2-2: Cycle parking required under Dublin City Council Development Plan Standards for proposed student accommodation development

It is proposed to provide 308 No. cycle parking spaces in total for the student accommodation development, 246 No. long term standard spaces, 12 No. cargo spaces and 50 No. standard visitor spaces.

3. MODAL SPLITS FOR THE PROPOSED STUDENT ACCOMMODATION DEVELOPMENT

3.1 INTRODUCTION

The site is located at the intersection of the following 3 No. Electoral Districts:

- Cabra West B
- Cabra West C
- Cabra East B

Figure 3-1 indicates the location of the subject site relative to the 3 No. Electoral Districts:

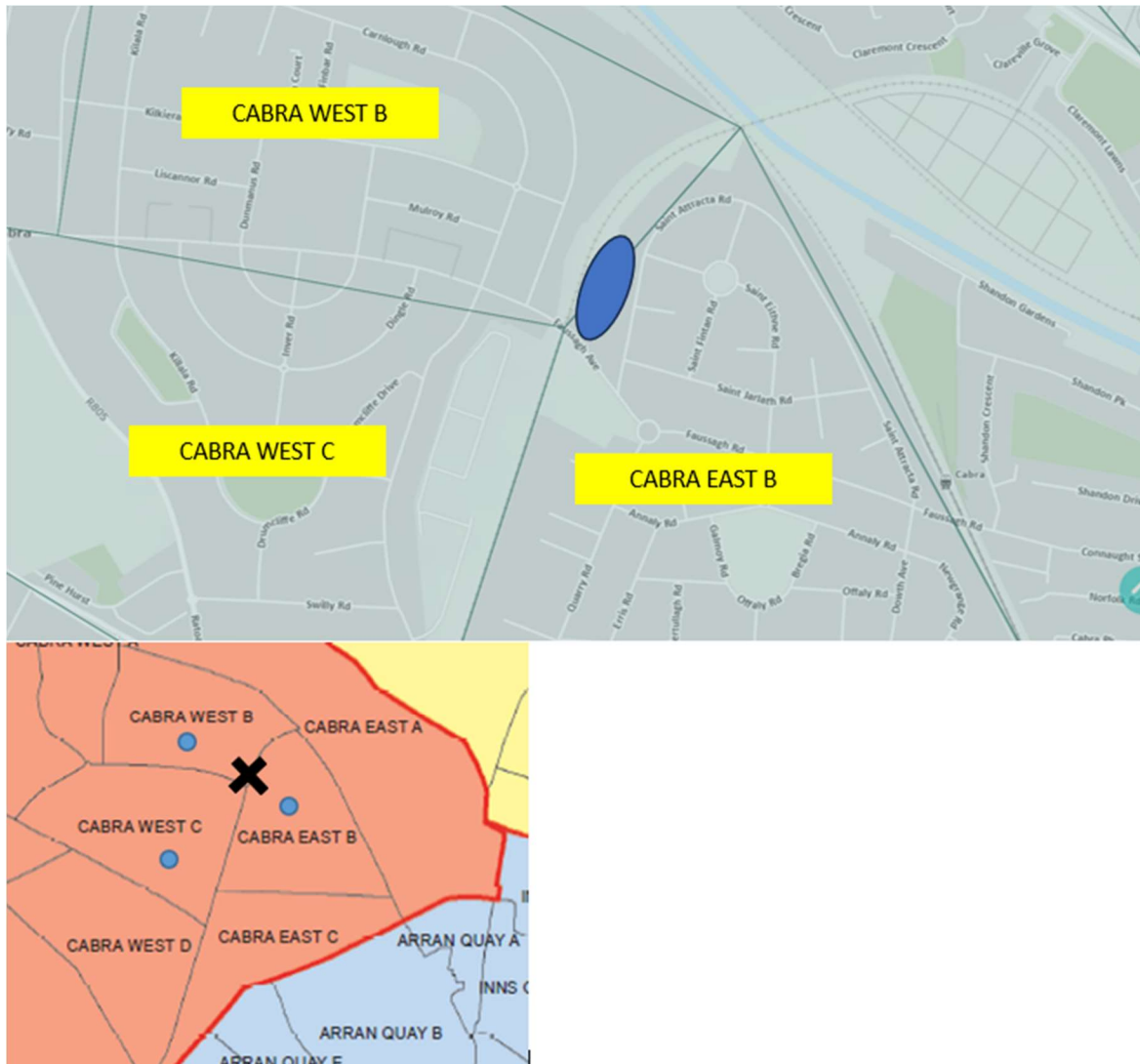


Figure 3-1: 3 Electoral Districts close to subject site

In order to analyse, in detail, the travel behaviour of commuters to school and college in the vicinity of the proposed development.

The detailed modal split information for each of the 3 No. Electoral Districts are contained within Appendix 1.

3.2 MODAL SPLITS BASED ON 2022 CENSUS

Table 3-1 contains the modal splits for those travelling to school and college within the 3 No. Electoral Districts close to the subject site:

MODE	CAR DRIVER (%)	CAR PASS (%)	BUS (%)	LUAS / TRAIN (%)	CYCLING (%)	WALKING (%)	STAY HOME (%)	NOT STATED ETC (%)
CABRA WEST B	0	21	10	9	4	42	1	13
CABRA WEST C	1	20	18	3	10	34	0	14
CABRA EAST B	1	20	13	6	9	38	1	12
AVERAGE	1	20	13	6	9	38	1	12
Excluding not stated and car driver / passenger	-	-	20	9	13	57	1	-

Table 3-1: Modal splits for Electoral Districts in vicinity of subject site

Thus, if one excludes car based modes of travel, plus the not stated preferences, the following modal splits are derived for the proposed student accommodation development:

Bus	- 20%
LUAS	- 9%
Cycling	- 13%
Walking	- 57%
Home	- 1%

These modal splits will form the basis for the day-of-opening of the proposed student accommodation development on Faussagh Avenue.

4. GUIDANCE DOCUMENTS ON MOBILITY MANAGEMENT PLANNING

4.1 INTRODUCTION

A Mobility Management Plan (MMP) is a long-term management strategy covering a selected location with the aim to promote and deliver sustainable transport objectives. A Mobility Management Plan consists of a package of measures put in place by an applicant in order to encourage and support more sustainable travel patterns among both residents and visitors at the proposed development.

The package usually includes measures to promote and improve attractiveness of using public transport, cycling, walking and increased car-occupancy. It should be considered a dynamic process where a package of measures are identified, piloted and monitored on an ongoing basis.

A MMP prepared at planning stage, before the development is both constructed and occupied, can only highlight potential issues to be included in a subsequent MMP to be prepared once the development has obtained a grant of planning permission and is built and occupied.

The environmental and congestion impacts of car-based transport has resulted in policy changes where the priority of more sustainable forms of travel has increased. The MMP helps to encourage use of modes of travel other than the private car.

MMP's are intended to bring the following benefits:

- Greater accessibility of the site.
- Encouraging of safe and viable alternatives for accessing the site.
- Pragmatic initiatives based on appraisal of residents' and visitors' travel patterns.

4.2 GUIDANCE AND POLICY DOCUMENTS

This report was developed with guidance from the documents listed below;

4.2.1 NATIONAL POLICY

National Sustainable Mobility Policy (Department of Transport, 2022)

This policy replaces the previous *Smarter Travel (2009–2020)* and sets out Ireland's roadmap to achieving a 50% reduction in greenhouse gas emissions from transport by 2030. It promotes walking, cycling, and public transport, and requires developments to incorporate travel plans and sustainable access as part of integrated spatial and transport planning.

Design Standards for Apartments, Guidelines for Planning Authorities (2025)

This new Section 28 Ministerial guideline, published on 8 July 2025, replaces the 2023 version and aims to improve apartment delivery while reflecting Ireland's policy goals for compact urban growth and housing affordability.

Regional Spatial and Economic Strategy (Eastern and Midland Regional Assembly, 2019)

Highlights the need to reduce car dependency and promote sustainable mobility through travel planning and mobility management, particularly in the Dublin region.

National Cycle Policy Framework (2009)

While its core goals remain relevant, the framework's initiatives are increasingly addressed through the *National Sustainable Mobility Policy (2022)* and cycle network updates. It sets national aims for increasing cycling rates and improving cycling infrastructure.

Greater Dublin Area Cycle Network Plan – Review & Update (NTA, 2022)

Updates the 2013 plan, detailing revised primary, secondary, and orbital cycling routes to support a significant mode shift to cycling within the GDA.

Effective Workplace Travel Plans (2012, NTA)

This guidance remains useful, although many of its principles have been absorbed into broader mobility management strategies within the *Sustainable Mobility Policy (2022)*.

4.2.2 LOCAL POLICY**Dublin City Centre Transport Plan (2023)**

This plan replaces the 2015 study and aligns with the Dublin City Development Plan (2022–2028). It outlines sustainable mobility priorities such as reducing car use, enhancing walking and cycling networks, and optimising last-mile delivery, while supporting air quality, public realm improvements, and the efficient management of city-centre transport networks.

Dublin City Development Plan 2022–2028 – Chapter 8: Sustainable Movement and Transport

This chapter underlines the importance of mobility management, aiming to locate developments in accessible areas and design for sustainable travel from the outset. Travel plans are mandatory for developments generating significant traffic, encouraging active travel and public transport use.

Dublin City Development Plan 2022–2028: Appendix 5 – Traffic Assessments and Mobility Management Plans

Provides detailed requirements for traffic assessments and mobility management plans, ensuring that new developments contribute to sustainable travel goals through integrated planning and monitoring.

Cycle Design Manual (2023)

Published in August 2023 by the NTA, it replaces the 2011 National Cycle Manual and sets out national standards for cycle facility planning and design. It introduces a sustainable safety framework, prioritising safety, comfort, and legibility for cyclists of all ages and abilities. The manual aligns with international best practice (Dutch, Danish, UK guidance) while adapting to Irish urban and rural contexts. It provides detailed guidance on cycle tracks, junctions, crossings, bus stop bypasses, rural routes, and integration with public transport. Designed as a living document, it will be updated over time to incorporate new evidence and innovations in cycling infrastructure.

Transportation Strategy for the Greater Dublin Area 2022–2042 (NTA, 2022)

Guides the strategic direction of transport planning across the Greater Dublin Area, promoting compact growth, enhanced public transport, and a shift towards sustainable modes of travel to accommodate future population and employment growth.

Thus, the above documents confirm and emphasise the importance of maximising the use of sustainable modes of travel and minimising the use of the private car, particularly for the journey to work.

5. TRAVEL PLAN PYRAMID

The UK document 'Making Residential Travel Plans Work', referenced within the 2022-2028 Development Plan as a document to be complied with, details the travel plan pyramid that helps demonstrate how successful plans are built on the firm foundations of a good location and site design. A Plan should also combine hard measures – such as new bus stops and cycle ways, and soft measures – such as help with individual journey planning.

The document requires that a Travel Plan should integrate all measures into the design, marketing and occupation of the site. In addition, parking restraint is often crucial to the success of the plan in reducing car use.

An image of the pyramid is contained within Appendix 2.

The travel pyramid, as detailed within 'Making Residential Travel Plans Work', contains the following five key concepts that are central to a good MMP:

- Location - Residents at the student accommodation development need to be within easy reach of shops and services – so that walking or cycling becomes the natural choice
- Built Environment – Low-density developments are hard work to get round by bike and foot. Encouraging compact development that is walking and cycling friendly, with low parking allowances, is crucial in encouraging sustainable travel choices.
- Mobility Management Plan Coordinator - Successful mobility management plans need people. The coordinator plays a crucial role in developing the plan and working with student residents and management to ensure the plan meets their needs for access and evolves over time
- Services and facilities - Good public transport can help eliminate the need for on-site parking – in the case of the proposed development only 1 No. accessible car space is proposed.
- Promotional strategy - Welcome packs, public transport discounts and cycling incentives can all help introduce the mobility management plan to student residents and build enthusiasm.

In terms of location and built environment, one can see the significant advantages of the subject site, within easy access of bus facilities, with the layout of the proposed development making cycling and walking safer and more efficient for student residents.

This report will demonstrate the central role that the Mobility Management Plan Coordinator will play in setting targets, minimising private car usage and maximising the circulation of promotional material among residents at the student accommodation development.

6. EXISTING AND PROPOSED PUBLIC TRANSPORT, WALKING AND CYCLING FACILITIES

6.1 EXISTING PUBLIC TRANSPORT INFRASTRUCTURE

BUSES

Figure 6-1 contains details of the existing bus facilities close to the proposed development.

2 No. bus routes, the 120 and the 122 run very close to the site along Faussagh Avenue:

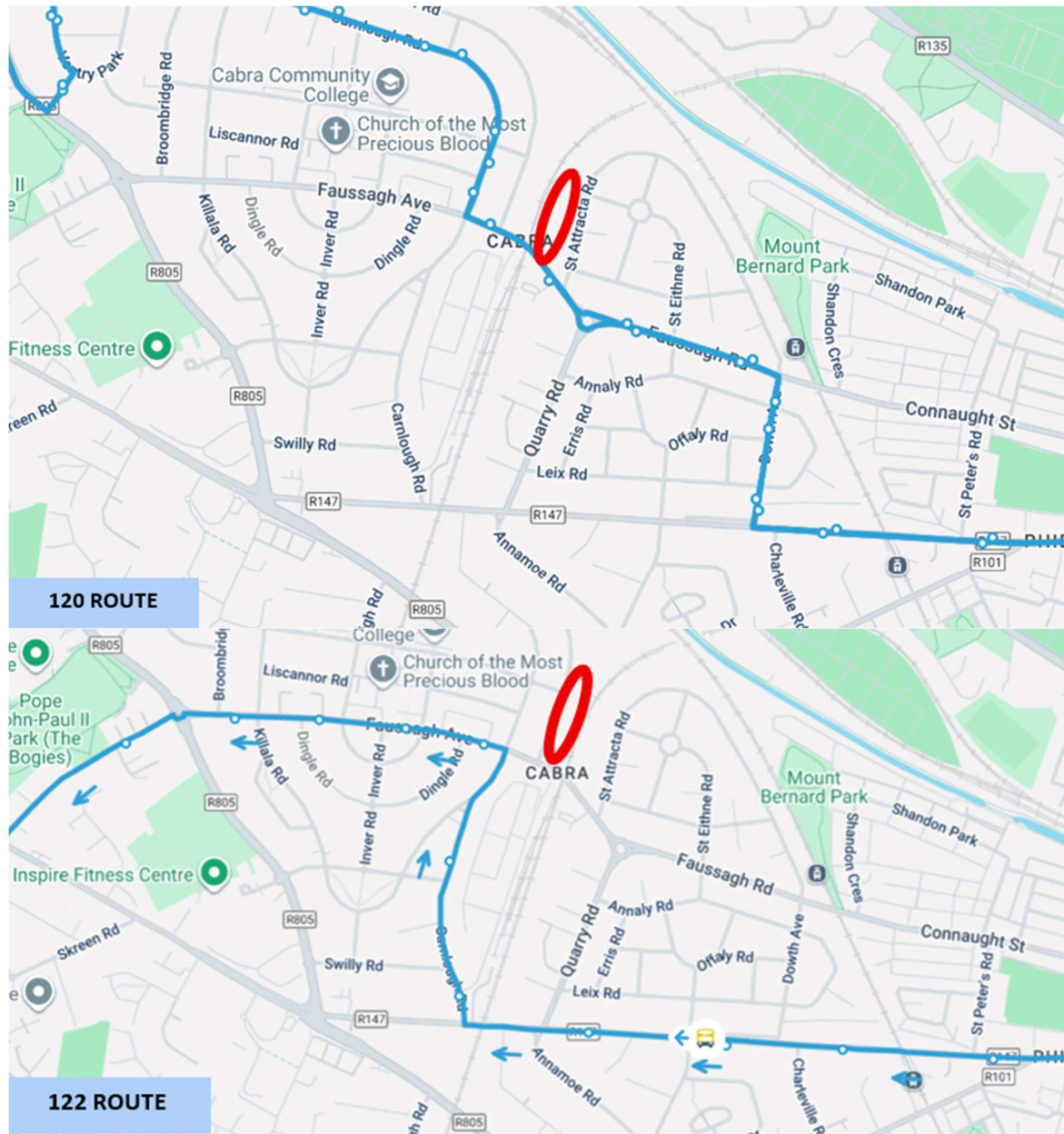


Figure 6-1: Existing bus routes close to subject site

In addition, the 38, 38A, and 38B routes run along Cabra Road approximately 600 metres south of Faussagh Avenue.

Table 6-1 details the frequencies of these routes during the morning peak hour, together with their origins and destinations.

Route	Origin	Destination	Frequency at AM Peak
120	Ashtown Rail Station	Parnell Street	5 per hour
122	Ashington	Drimnagh Road	6 per hour
38	Damastown	Burlington Road	3 per hour
38A	Damastown	Burlington Road	3 per hour
38B	Damastown	Burlington Road	3 per hour
TOTAL			20 per hour

Table 6-1: Major Bus routes serving the candidate site and their frequency during the morning peak hour

RAIL

Figure 6-3 details the location of the Cabra LUAS Station approximately 700 metres (10 minutes' walk) from the Faussagh Avenue site:

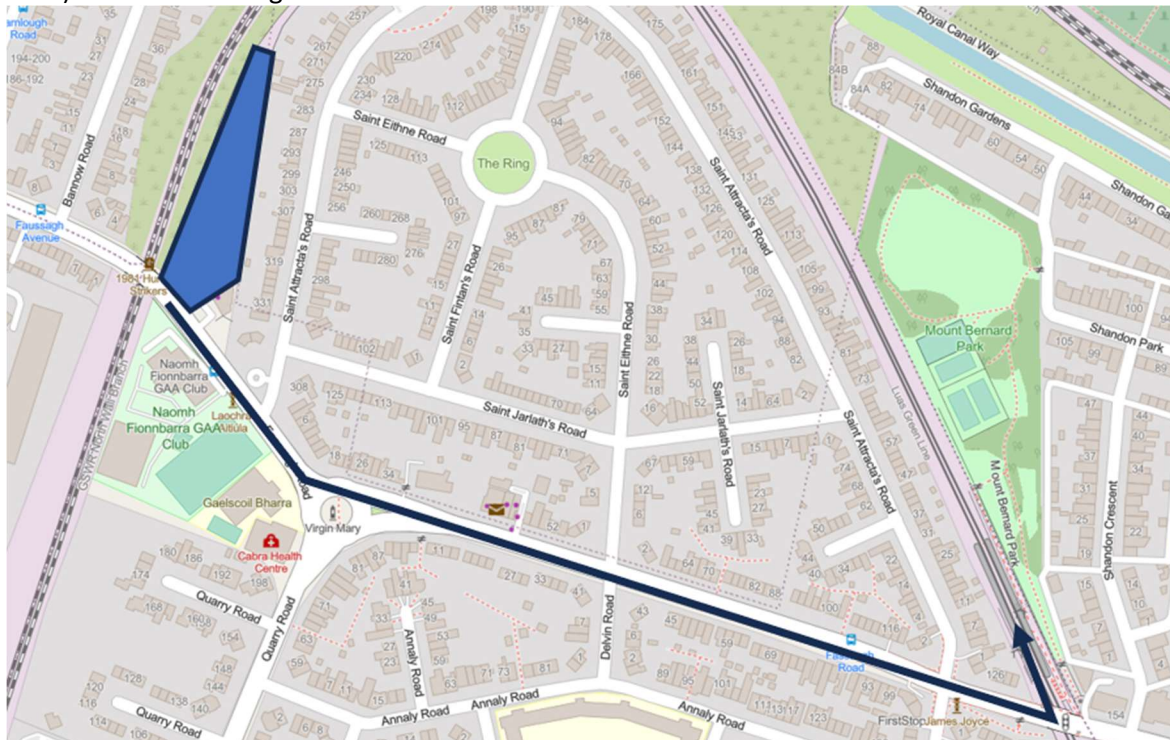


Figure 6-2: Access from site to Cabra LUAS stop

Figure 6-3 details the location of the Cabra LUAS stop within the Dublin city rail network, demonstrating the linkage to the DART, commuter rail systems and LUAS Red Line.

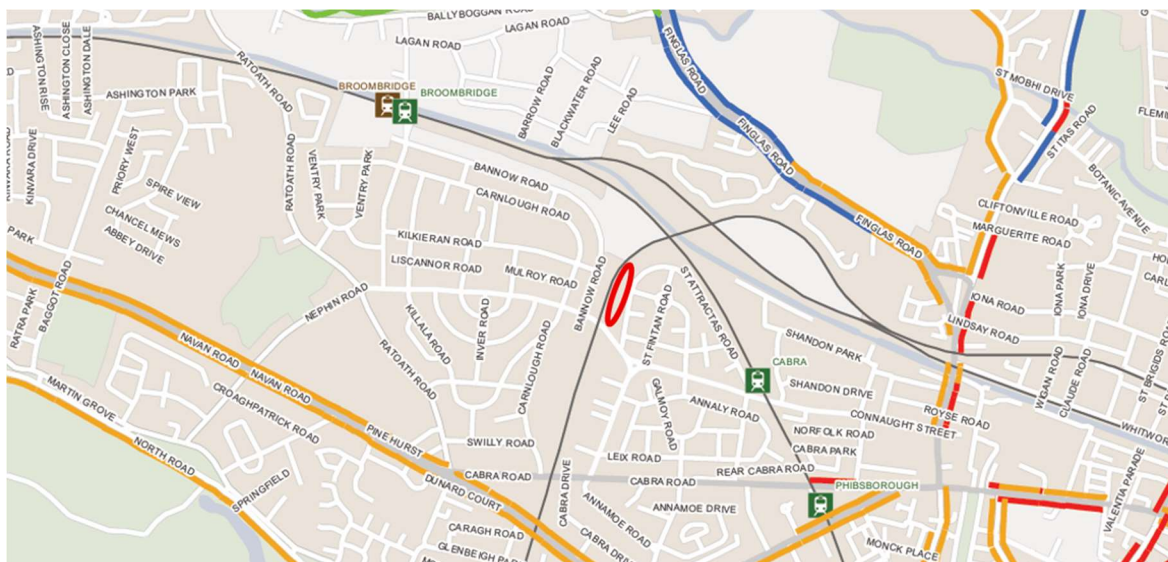


Figure 6-3: Location of Cabra LUAS stop within Dublin city rail network

The Cabra LUAS stop has excellent connectivity to all other lines in the metropolitan area.

6.2 EXISTING CYCLE INFRASTRUCTURE

Figure 6-4 below details the existing cycling facilities in the local area. The local facilities are very limited.



Legend:

- | | | |
|--|---|---|
| — B1 - Bus Lane (no cycle lane) | — G1 - Cycle Trail or Greenway | ■ Greenline Tram Stops |
| — C1 - Cycle Track - separated from road | — S2 - Shared Walking & Cycling | ■ Redline Tram Stops |
| — C2 - Cycle Track - immediately adjacent | — Study Area | ■ Stations |
| — C3 - Cycle Lane (even within Bus Lane) | — County Council Boundaries | |

Figure 6-4: Existing cycle facilities

6.3 FUTURE CYCLING AND PUBLIC TRANSPORT INFRASTRUCTURE

GDA CYCLE PLAN

Figure 6-5 details the network improvements proposed within the GDA cycle plan.

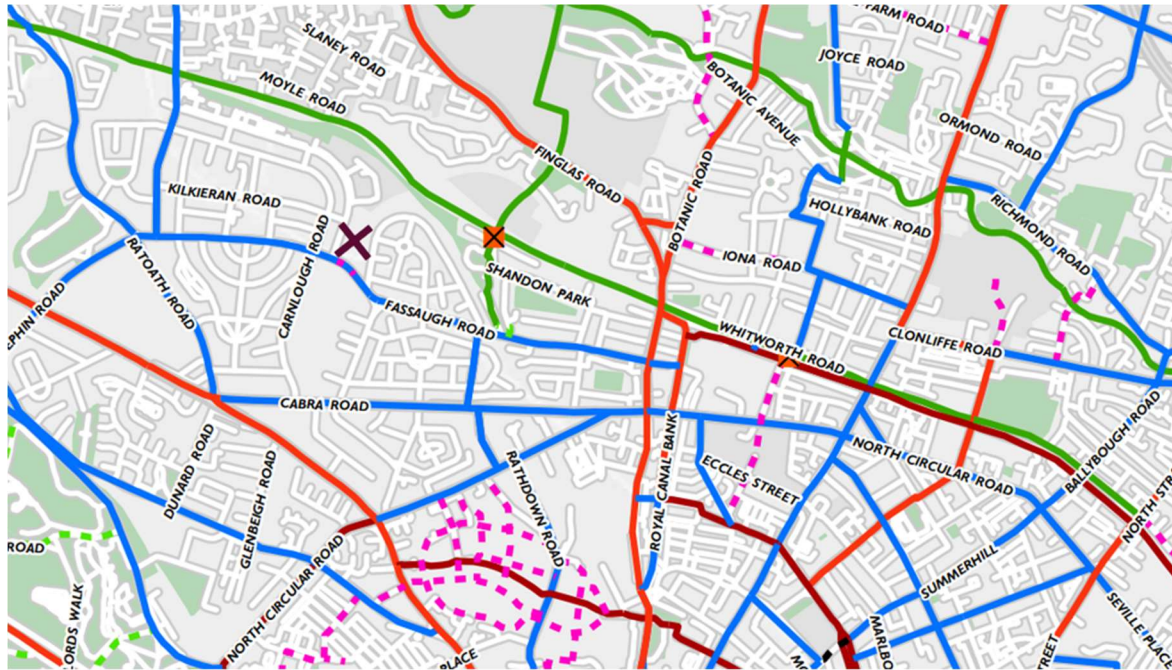


Figure 6-5: Proposed cycle facilities close to the subject site (GDA cycle plan) (primary routes in red, secondary in blue)

A planned secondary route will run along Faussagh Avenue / Faussagh Road will link into the primary route along Whitworth Road.

To accommodate this proposed usage of bicycles to travel in and out of both nearby suburbs and the north city area, 324 No. cycle parking spaces have been provided within the development.

BUS CONNECTS

In 2018, the National Transportation Agency (NTA) published the Core Bus Corridors Project Report ('Bus Connects Report'), a preliminary document outlining proposals for the delivery of a core bus corridor network within Dublin.

Figures 6-6 details the proposed routes close to the subject site:

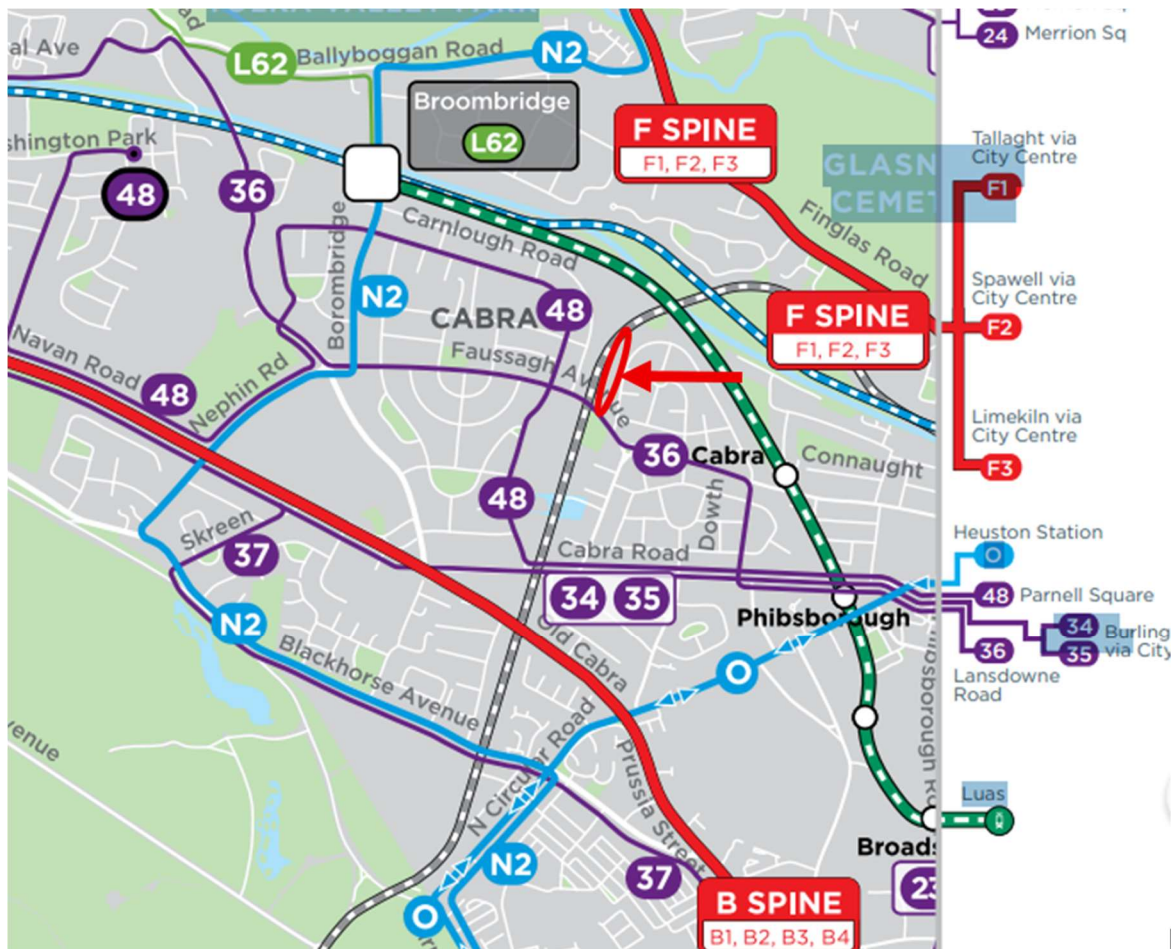


Figure 6-6: Proposed Bus Connects routes close to the subject site

The 36 and 48 routes will replace the 120 and 122, with 34 and 35 replacing the 38 route.

Rail

While the commuter line to Dublin Connolly to Celbridge / Hazelhatch runs past the Cabra site, there is at present no station serving the Cabra area.

Iarnród Éireann have taken this feedback on board and following a feasibility study are now proposing to progress the development of a new rail station in Cabra. As part of the DART+ Programme, the existing Phoenix Park Tunnel branch line will be upgraded, significantly increasing the frequency of services. It is envisaged that construction of the new station at Cabra will be delivered under the DART+ Programme works.

The new station will provide rail access for up to 26,000 people living within one km of the station, offering direct and frequent services to Dublin city centre. There will be opportunities to interchange at the existing Connolly station and at the new Heuston West station for long distance services.

The new station will be located in the centre of Cabra, providing good public transport interchange opportunities, with the proposed Dublin BusConnects routes passing along the R147 Cabra Road, as well as local cycle routes running along the R805 Old Cabra Road. It is also approximately 20-minutes by foot from the new station to the TUD campus at Grangegorman.

Figure 6-7 details the location of the proposed station:



Figure 6-7: Location of new rail station south of the subject site

6.4 PREDICTED POST-DEVELOPMENT COMMUTER TRAVEL PATTERNS AT THE SUBJECT SITE

Based on the modal split assessment detailed within Section 3 above, Table 6-2 below restates the target profiles for the residential development:

Transport Mode	Residential modal Splits (%) (day-of-opening)
BUS	20
LUAS	9
WALKING	57
CYCLING	13
WORK FROM HOME	1
TOTAL	100

Table 6-2—Target Modal Splits for residents and visitors at proposed student accommodation

The achievement and maintenance of these modal split targets form the basis for the objectives and strategy outlined within the following sections below.

7. OBJECTIVES OF MOBILITY MANAGEMENT STRATEGY

Mobility Management is a tool that brings together site management issues relating to transport in a coordinated manner. This document puts in place the objectives of the mobility management strategy for the subject site and the specific measures designed to achieve these objectives.

This strategy aims to provide sustainable transport choices for students living at the site, thus leading to an effective elimination in private car use for the trip to and from the workplace.

Specific measures for achieving effective modal shift away from the private car will be detailed.

The aim of this strategy is thus to introduce measures which will maximise the chances that the modal split targets for the day of opening are met if not exceeded.

The objectives of the Mobility management Strategy for the proposed development in order to meet targets for the subject site are as follows:

- To integrate mobility management into the development decisions, policies and practices; working closely with governing bodies on matters of access to and use of transport services in the vicinity of the subject site (appointment of a mobility manager) (Objective No. 1);
- To encourage students to use public transport by providing information on the services available as well financial incentives to use public transport. New public transport schemes coming on stream will further aid the achievement of this objective (Objective No. 2); and
- To encourage students to walk and / or cycle to college, if appropriate, by providing all necessary information on these modes of travel, safe cycle parking, appropriate showering facilities for cyclists, and general information regarding the health benefits of walking and cycling (Objective No. 3)

8. MEETING THE OBJECTIVES SET AND ACHIEVING THE TARGET MODAL SPLITS

8.1 INTRODUCTION

Meeting the objectives listed in section 7 above will ensure that the modal splits for the day-of-opening stated within Table 6-1 are achieved, eliminating car travel by students to college, with 57% of the students walking to college, 13% cycling, and 29% using public transport.

A number of the proposals listed to achieve these objectives and hence the associated target modal splits are easy and inexpensive to implement. Other measures require initial co-operation and co-ordination both within and between organisations or require an initial investment where this outlay is greatly outweighed by the subsequent benefits both to commuters and the environment.

8.2 OBJECTIVE NO. 1 – ENCOURAGING INTEGRATION OF MOBILITY MANAGEMENT WITHIN DECISION MAKING AT THE PROPOSED FACILITY

The appointment of a mobility manager will ensure that mobility management is actively integrated into decisions, policies and practices at the proposed facility, with the designated person working closely with governing bodies on matters of access to and use of transport services in the vicinity of the subject site.

The appointment of a mobility manager will also ensure that mobility management is not addressed in isolation but as part of a more general approach to the development of a sustainable organisation capable of delivering significant benefits to the community.

The designated person will communicate regularly with the local authority and government departments, with the aim of further improving sustainable transport facilities in the area and establishing good policies and practices when implementing measures detailed within the mobility plan.

8.3 OBJECTIVE NO. 2 – ENCOURAGING RAIL AND BUS BASED TRAVEL

8.3.1 PROPOSED NEW RAIL AND BUS LINES

Figure 6-7 details the proposed new Cabra Station proposed for the Connolly to Celbridge commuter line will enhance access to rail travel, in tandem with the existing access to the Cross city LUAS line via the Cabra stop.

The Bus Connects Proposals, as detailed within Figure 6-6 will provide uninterrupted bus lanes that will significantly decrease journey times during peak the hours of demand, with the re-designed network increasing frequencies along key routes into the city centre. The system offers many new links within the city centre area.

Given these proposals, it is entirely sustainable to propose the maintenance of the modal split for public transport at 29%.

8.3.2 PUBLIC TRANSPORT INFORMATION

It is vital that timetable information is available to the student occupants in order to encourage maximum usage of the public transport system. Dublin Bus, DART and ultimately LUAS timetables should be posted on the facility's notice boards and / or the facility's web site.

8.4 OBJECTIVE NO. 3 – ENCOURAGING RESIDENTS TO CYCLE OR WALK TO COLLEGE

On the day of opening of the development, it is predicted that walking and cycling will be a favoured transport options for 80% of the student occupants at the Faussagh Avenue development.

Given the increasing availability of Dublin Bikes, the ongoing enhancements to the cycle network, the high quality of the pedestrian network in the city centre in Dublin, and the census information indicating a significant proportion of existing students in the area at present walking or cycling to work, it is reasonable to assume that this modal split can be achieved.

The mobility manager will be closely involved in achieving this objective.

9. DUTIES OF THE MOBILITY MANAGER IN IMPLEMENTING THE MOBILITY PLAN

9.1 MOBILITY PLAN ADMINISTRATION

The application is founded on effective zero use of the private car by all student occupants and the maximization of travel by soft modes and public transport.

It is the applicant's intention that a Mobility Manager be appointed to administer, implement, monitor and review mobility management issues within the student accommodation development. As stated above, the manager will also liaise with the local authority, public transport companies and facility managers on issues relevant to the maximisation of non-car-based journeys to college by the student occupants.

9.2 DUTIES OF THE MOBILITY MANAGER

9.2.1 GENERAL

There are a range of measures that will be undertaken by the facility manager in order to aid in the continuing elimination of car-based journeys to college.

The manager will have a vital role in encouraging and enabling students at the subject site to adopt the measures listed within the document to achieve the objectives listed above within sections 8 and 9. The duties of the manager are detailed below under the following headings:

- Promoting the environmental and health benefits of their travel choices
- Promoting bike use
- Promoting walking to college
- Promoting rail and bus-based travel
- Monitoring the modal splits for student occupants

9.2.2 PROMOTING THE HEALTH BENEFITS OF SUSTAINABLE TRAVEL

It will be the duty of the manager to make student occupants aware of the environmental and health consequences of their travel choices. Various media should be employed in order to communicate this message. These could include a newsletter and a mobility website, providing information on issues such as available public transport services and where to buy a bike.

9.2.3 PROMOTING BIKE USE

As well as delivering cycle friendly facilities within the subject site through facilitating the provision of significant cycle parking, the manager can further promote the use of this mode of travel using other measures such as the setting-up of a cycle users group so that experienced cyclists within the facility can help encourage newcomers to the mode of travel. The manager can also help by keeping tool kits and spare parts on site for cyclists to avail of. The web site and newsletter could also be an aid to encouraging the mode of travel by encouraging the health benefits and potential time savings involved. Also, the manager can keep in contact with the local authority to monitor the progress in implementation of the proposed cycle track network in the locality.

9.2.4 PROMOTING WALKING TO COLLEGE

As with cycling, the manager should promote the health and fitness benefits of walking and its general viability as a method of getting to work. The manager can also liaise with the local authority on work being done in the vicinity of the subject site to make the local road network more pedestrian friendly.

The manager will investigate the possibility of providing a bike-share scheme through a future operator, subject to agreement with a licensed provider. The manager will engage with recognised shared mobility providers operating in Dublin (e.g. dockless or station-based schemes) to secure an agreement in advance of occupation. The bike-share facility will be coordinated with the site's

overall Mobility Management Plan, ensuring its integration with wider sustainable transport measures.

9.2.5 PROMOTING RAIL AND BUS BASED TRAVEL

The manager will promote a public transport culture among student occupants. The manager can use the newsletter and website to provide information on public transport, in particular timetable information, fares, bus and LUAS / DART stop location, route planning and the provision of annual and monthly public transport tickets for students.

9.2.6 MONITORING THE MODAL SPLITS FOR THE STUDENT OCCUPANTS

In order to maximise the effectiveness of the Mobility Management Plan, the manager should be responsible for the ongoing monitoring of the modal splits within the plan, including the carrying out on a regular basis of student travel surveys.

10. MANAGEMENT OF ARRIVALS/DEPARTURES AND OVERALL SERVICING AND DELIVERY NEEDS

10.1 STUDENT ARRIVALS AND DEPARTURES

Arrivals

While most students will walk, cycle, or use public transport to travel to college during the academic year, the initial arrival in September will differ. Due to the need to carry luggage, 30–50% of students are expected to arrive by private car or taxi, with the remainder arriving by rail, bus, or on foot.

To manage this, a student arrival roster will be implemented, using a single on-site set-down space accessible from Faussagh Avenue.

Mode of Arrival	Estimated Share	Approx. No. of Students (Total = 249)	Notes
Private Car / Taxi	40%	~140	Due to luggage; rostered via 30-min time slots using on-site set-down bay
Public Transport (Bus/Rail)	45%	~157	LUAS and Dublin Bus services nearby
Walking / Cycling	15%	~52	Local residents or students arriving early with minimal luggage

Table 10-1: Estimated modal splits for student arrivals

Table 10-1 above shows the likely distribution of students by arrival mode at the beginning of the academic year.

Due to the need to carry luggage, around 40% are expected to arrive by car or taxi. Public transport and active travel will also play a role given the high level of accessibility by rail and bus.

Move-In Duration	Time Slot Length	Slots per Day	Total Slots Available	Management
4 Days	20 minutes	30 (08:00–18:00)	120	Managed by site staff and Mobility Manager

Table 10-2: Proposed roster for car / taxi arrivals

The roster is designed to allow for safe and orderly arrivals using the single set-down space. Students arriving by car/taxi will pre-book a time slot. This avoids queues and ensures all arrivals can be accommodated over a 4-day period.

Departures

Student departures will occur gradually over May and June, aligned with differing academic calendars. Most students will leave on foot, by public transport, or with light luggage.

No roster system is required for departures.

10.2 SERVICING AND DELIVERY ARRANGEMENTS

The development includes one set-down space within the site, which will be used to accommodate all servicing, delivery, and short-term vehicle activity. Although limited, this space is sufficient when demand is distributed and managed effectively.

Delivery / Service Type	Estimated Frequency per Week	Dwell Time per Visit	Notes
Parcel / Courier Deliveries	60–100	<10 mins	Amazon, An Post, DPD, etc.; received at reception or parcel lockers
Food Deliveries	100–150	<5 mins	Deliveroo, Uber Eats; mostly by bike or moped; use pedestrian entrance
Supermarket Grocery Deliveries	10–20	<10 mins	Tesco, Lidl; occasional vehicle use of set-down space
Waste Collection	2	<15 mins	Scheduled early morning by contractor
Linen / Laundry Services	2–3	<15 mins	Regular contractor collection/drop-off
Building Maintenance Vans	5–10	<30 mins	Reactive or scheduled; coordinated by site manager
Bulk / Furniture Deliveries	Ad hoc	Varies	Only as needed; scheduled in advance to avoid conflicts

Table 10-3: Projected typical weekly delivery, servicing and waste collection trips at the proposed student accommodation development

This table outlines the typical servicing and delivery activity for a 249-bed student accommodation scheme. Most deliveries are short in duration and occur throughout the day. The single set-down space is sufficient when supported by on-site management and good scheduling.

Bin collections will take place off Faussagh Avenue.

11. OVERALL CONCLUSIONS

This Mobility Management Plan (MMP) sets out a strategy to support and encourage sustainable travel for the proposed 249-bed student accommodation development at Faussagh Avenue, Dublin. The plan is aligned with local and national transport policies and demonstrates how the development can function effectively without generating negative impacts on the surrounding transport network.

Key conclusions are as follows:

- **Sustainable Travel Emphasis:**
The development promotes walking, cycling, and public transport use as primary modes of travel for students. The site benefits from excellent proximity to the LUAS Green Line (Cabra stop), Dublin Bus services, and dedicated cycling infrastructure. No student car parking is provided, supporting a car-free lifestyle.
- **Travel Behaviour and Targets:**
A baseline modal split reflective of Census and local travel data has been established, with targets to increase active and public transport use over time. Measures include information provision, travel packs, wayfinding signage, and support for active travel through on-site facilities (e.g. secure cycle parking).
- **Student Arrivals and Departures:**
A managed move-in strategy is proposed to coordinate student arrivals in September. Approximately 40% of students are expected to arrive by car or taxi, with the remainder by public transport or active modes. A pre-booked roster system over four days will manage the use of the single on-site set-down space, ensuring safe and congestion-free arrivals. Departures will be more gradual and are not expected to require rostering.
- **Servicing and Delivery:**
Daily operations will generate a moderate volume of deliveries, primarily in the form of parcels and food delivery. These are typically short-stay or bicycle-based and will be managed through clear guidance and on-site support. Waste collection, laundry, and maintenance are scheduled and infrequent. The single on-site set-down bay is sufficient to handle this demand when combined with appropriate scheduling and oversight.
- **Mobility Management Measures:**
A dedicated Mobility Manager will be appointed to oversee implementation of the plan. Their responsibilities will include travel planning support, liaison with transport providers, monitoring travel behaviour, and managing student arrivals, servicing, and deliveries.
- **Monitoring and Review:**
The MMP includes a monitoring framework, with initial surveys undertaken within six months of occupation and annually thereafter. Results will be used to evaluate progress toward mode shift targets and refine measures as required.

In summary, this MMP demonstrates that the Faussagh Avenue development is well-positioned to operate as a sustainable, car-free student residence. With strong walking, cycling and public transport links, clear operational management, and a focus on behavioural support, the development can be fully integrated into the surrounding transport network with minimal impact.



Appendix 1

2022 CENSUS DATA FOR 3 NO. RELEVANT ELECTORAL DISTRICTS

CSO Electoral Divisions 2022	Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel to work, school, college or childcare (total) (Number)
Cabra West C, Dublin City	On Foot	187	207	394
Cabra West C, Dublin City	Bicycle	135	61	196
Cabra West C, Dublin City	Bus, minibus or coach	223	109	332
Cabra West C, Dublin City	Train, DART or LUAS	63	19	82
Cabra West C, Dublin City	Motorcycle or scooter	14	1	15
Cabra West C, Dublin City	Car Driver	425	8	433
Cabra West C, Dublin City	Car passenger	39	122	161
Cabra West C, Dublin City	Van	39	1	40
Cabra West C, Dublin City	Other (incl. lorry)	2	1	3
Cabra West C, Dublin City	Work mainly at or from home	110	4	114
Cabra West C, Dublin City	Not stated	115	71	186
Cabra West C, Dublin	Total	1,352	604	1,956

CABRA WEST C

CSO Electoral Divisions 2022	Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel to work, school, college or childcare (total) (Number)
Cabra East B, Dublin City	On Foot	303	287	590
Cabra East B, Dublin City	Bicycle	205	89	294
Cabra East B, Dublin City	Bus, minibus or coach	153	87	240
Cabra East B, Dublin City	Train, DART or LUAS	244	51	295
Cabra East B, Dublin City	Motorcycle or scooter	18	2	20
Cabra East B, Dublin City	Car Driver	521	13	534
Cabra East B, Dublin City	Car passenger	43	145	188
Cabra East B, Dublin City	Van	50	0	50
Cabra East B, Dublin City	Other (incl. lorry)	4	0	4
Cabra East B, Dublin City	Work mainly at or from home	182	2	184
Cabra East B, Dublin City	Not stated	162	62	224
Cabra East B, Dublin City	Total	1,885	738	2,623

CABRA EAST B

CSO Electoral Divisions 2022	Means of Travel	Usually resident by means of travel to work (Number)	Usually resident by means of travel to school, college or childcare (Number)	Usually resident by means of travel to work, school, college or childcare (total) (Number)
Cabra West B, Dublin City	On Foot	156	201	357
Cabra West B, Dublin City	Bicycle	85	21	106
Cabra West B, Dublin City	Bus, minibus or coach	121	48	169
Cabra West B, Dublin City	Train, DART or LUAS	191	43	234
Cabra West B, Dublin City	Motorcycle or scooter	9	0	9
Cabra West B, Dublin City	Car Driver	360	2	362
Cabra West B, Dublin City	Car passenger	38	100	138
Cabra West B, Dublin City	Van	58	0	58
Cabra West B, Dublin City	Other (incl. lorry)	2	1	3
Cabra West B, Dublin City	Work mainly at or from home	64	4	68
Cabra West B, Dublin City	Not stated	84	63	147
Cabra West B, Dublin City	Total	1,168	483	1,651

CABRA WEST B



Appendix 2

TRAVEL PLAN PYRAMID

The travel plan pyramid

