

Mobility Management Plan

Phase 2 of Proposed Residential Development at Southgreen, Co. Kildare

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Appendices

A. Bus Timetables

1. Introduction

1.1 Context

This Mobility Management Plan has been prepared by Waterman Moylan as part of the planning documentation for a proposed 146 No. unit residential development and creche on lands at Southgreen, Kildare Town, Co. Kildare.

The subject site, South Green Phase 2 is developed in a net site area of 6.13 Ha. The site is bound by Southgreen Road along the western edge of the site, the south internal link road to the south, Old Road and existing residential units along the eastern edge of the site, and by agricultural lands to the north. The approved Southgreen Phase 1 development is located directly south of the subject site and is currently under construction.

The proposed development will consist of 146no. residential dwellings. The mix of residential units consists of 136no. houses comprising 7 no. 2-bed, 102 no. 3-bed and 27 no. 4-bed, and 10 no. apartments, comprising 5 no. 1-bed unit, 3 no. 2-bed units, and 2 no. 3-bed units.

The breakdown of the units is shown in **Table 1** below:

Description	1-bed	2-bed	3-bed	4-bed	Total
Houses		7	102	27	136
Apartments	5	3	2		10
Total	**5**	**10**	**104**	**27**	**146**

Table 1 | *Schedule of Accommodation*

1.2 Programme

It is assumed for the purposes of the assessment that the Subject Development will be constructed by the end of 2029 accordingly 2030 has been selected as the opening year.

The assessment years may lag pending approval of the planning application and may differ from the programme.

1.3 Scope

The implementation of the Mobility Management Plan will encourage residents to refrain from using private vehicles and instead adopt sustainable transport systems. The ongoing implementation of this Mobility Management Plan will facilitate the sustainability of transport to and from the site, enhance the utilisation of public transport, and reduce the reliance on private vehicle use by promoting more sustainable and cost-effective travel habits such as walking, cycling, and the use of public transport to reach the destination.

1.4 Report Structure

The report is structured with the following sections.

The initial section is the introduction, which provides fundamental data on the Subject Development and the objective of the report.

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

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

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

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

Section 6 proposes the modal choice objectives of the development, which form the basis of the strategy to be implemented.

Section 7 presents the proposed Mobility Management Plan for the development, which represents a first approximation of the work to come. The detail provided in this report is a guideline adapted to the Commercial Development Site that serves as a basis for the Mobility Management Plan to be developed by the Mobility Management Plan Coordinator.

Finally, section 8 presents the conclusions of the report.

2. Site Description

2.1 Location of Development

The subject site of this application is situated in Kildare, Co. Kildare. The site is located approximately 1.0km from Kildare Town City to the north. The site is currently in greenfield condition and is used for agricultural purposes.



Figure 1 | *Site location Map*
(Source: Google Earth)

2.2 Site Characteristics

The subject site is situated in Kildare, Co. Kildare, approximately 1.0 km north of Kildare Town Centre. It is currently a greenfield site used for agricultural purposes. The site is within an area undergoing development, located to the north of the southwestern railway line, and benefits from good vehicular and pedestrian connectivity, as detailed in the following section.

Although the site is not directly served by public transport, Kildare Railway Station is located within a 10-minute walk, and several bus stops are accessible within a 15-minute walk.

Further proposed infrastructure improvements in the surrounding area are also outlined in the subsequent sections.

Land uses are defined in the Kildare Town Local Area Plan 2023-2029, which indicates that the subject site is located within an area designated as “C – New Residential Phase 2”: “*To protect future development lands from inappropriate forms of development which would impede the sequential expansion and consolidation of the town in terms of providing for new residential development for future plans. The inclusion of these lands will not in any way infer a prior commitment regarding the nature of any future zoning. Such a decision will be considered within the framework of the need for additional zoned lands and the proper planning and sustainable development of the area*”.

Figure 2 below is taken from Map 11.1 of the Kildare Town Local Area Plan 2023-2029.

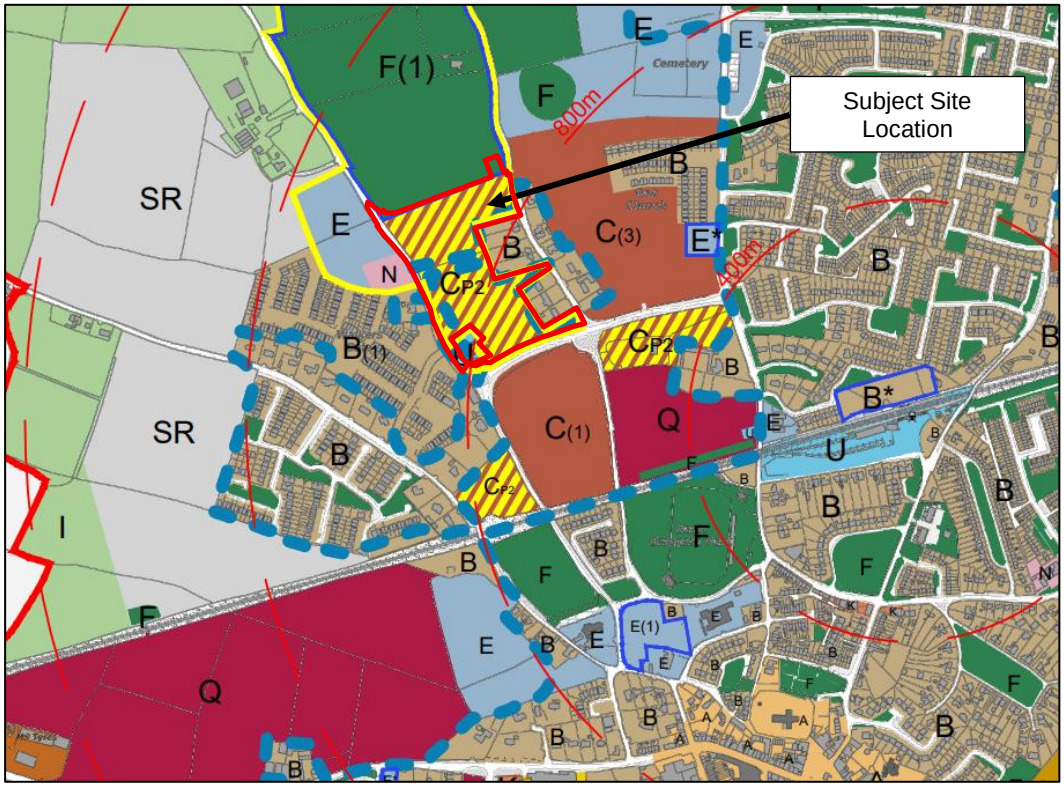


Figure 2 | *Site Location and Zoning*
(Source: Map 11.1 of the Kildare Town Local Area Plan 2023-2029)

3. Site Accessibility

3.1 Pedestrian Infrastructure and Walking Accessibility

The "Guidelines for Providing for Journeys on Foot" published by the Institution of Highways & Transportation in 2000 indicates that acceptable walking distances will vary between individuals and circumstances, such as an individual's fitness, physical ability, and personal motivation; the size of the city itself and the quality of the surrounding footpath network. This document also suggests walking distances and times based on an average walking speed of 1.4m/sec (approximately 400m in five minutes). **Table 2** below summarises these suggestions.

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

Table 2 | *Suggested Walking Distances*

(Source: Guidelines for Providing for Journeys on Foot)

The existing pedestrian infrastructure in the surrounding urban area comprises a well-connected network of footpaths that link the various neighbourhoods to one another, to the existing educational institutions and to the surrounding public transport network. The surrounding area is characterised by the presence of footpaths on both sides of the road and pedestrian crossings at all intersections. The extensive interconnection of the network allows for greater flexibility in the transportation of pedestrians.

Figure 3 below details the 10-minute, 15-minute and 24-minute walking catchments areas to summarise the accessibility of the subject site on foot (Preferred Maximum). The figure below illustrates the presence of grocery stores, schools and first medical care within each walking isochrone.

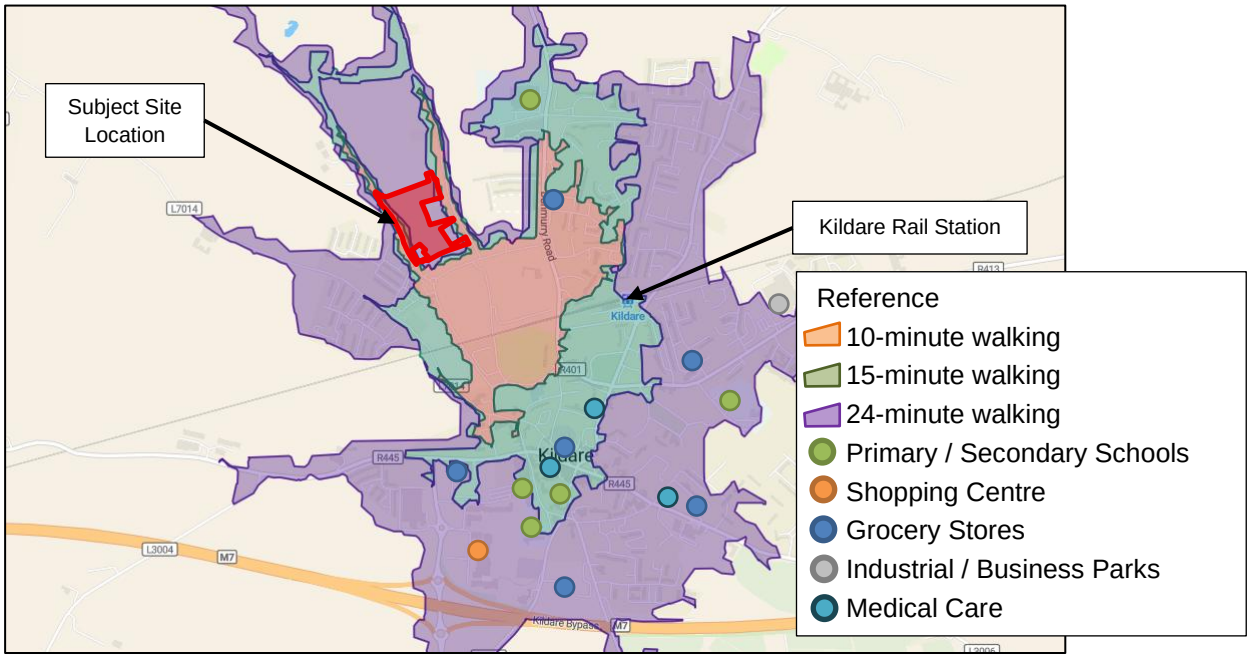


Figure 3 | *Isochrone map indicating Walking Accessibility*

(Source: Smappen)

3.2 Cycle Infrastructure and Cycling Accessibility

There is a lack of dedicated cycling infrastructure throughout Kildare Town as can be seen in **Figure 4** below. The existing cycling facilities have only recently been developed, primarily as part of the construction of the South Internal Link Road.

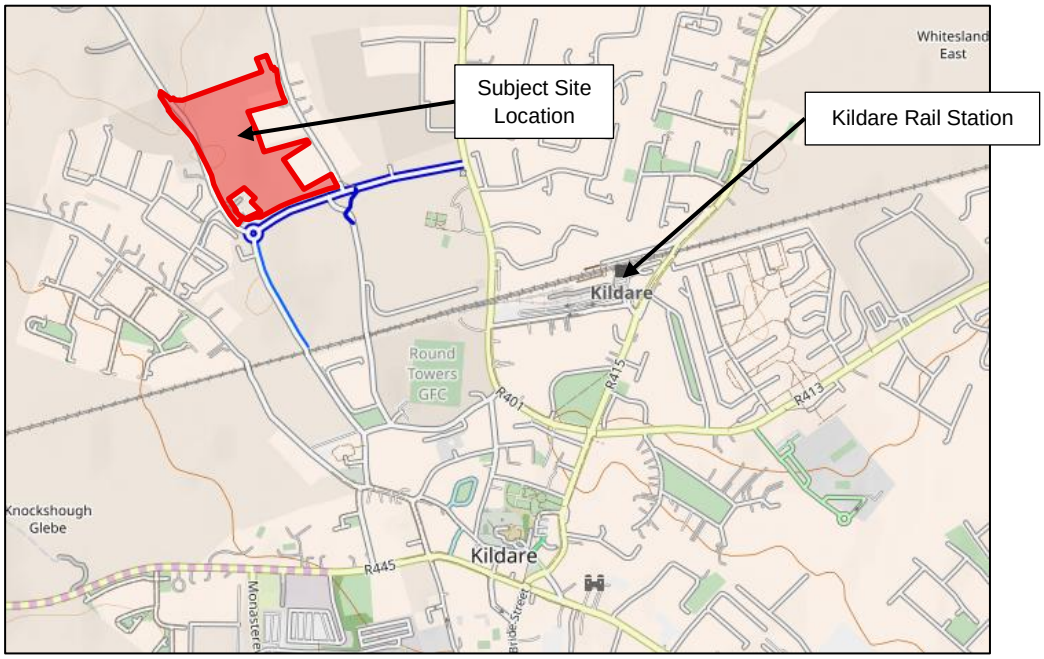


Figure 4 | *Existing cycling infrastructure*
(Source: Open Street Map)

Figure 5 below illustrates the cycling catchment areas accessible from the subject development for 10- and 15-minute cycle times. The figure below illustrates that the 10-minute cycle catchment area includes the centre of Kildare Town and its amenities.

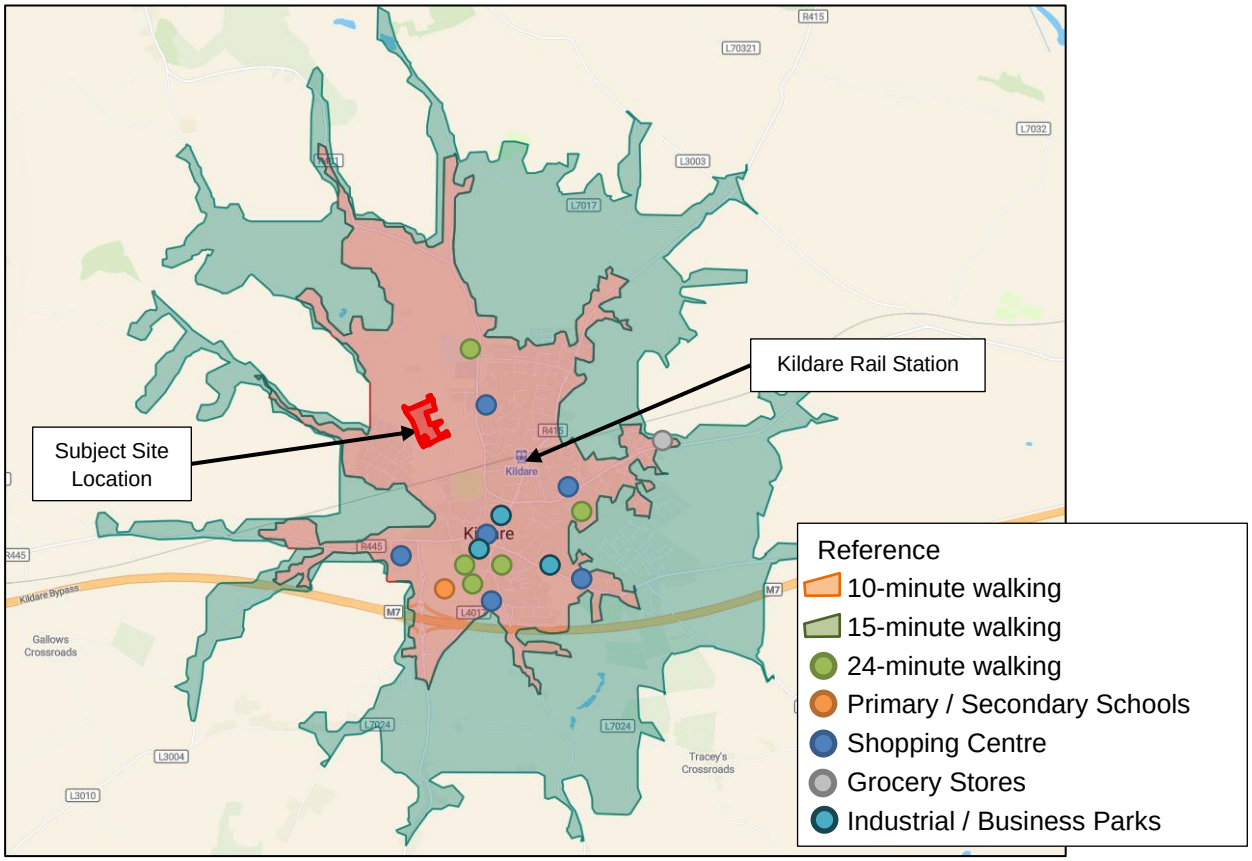


Figure 5 | *Isochrone map indicating Cycling Accessibility*
(Source: Smappen)

3.3 Existing Roads

The key roads within this network are shown in **Figure 6** and described below.

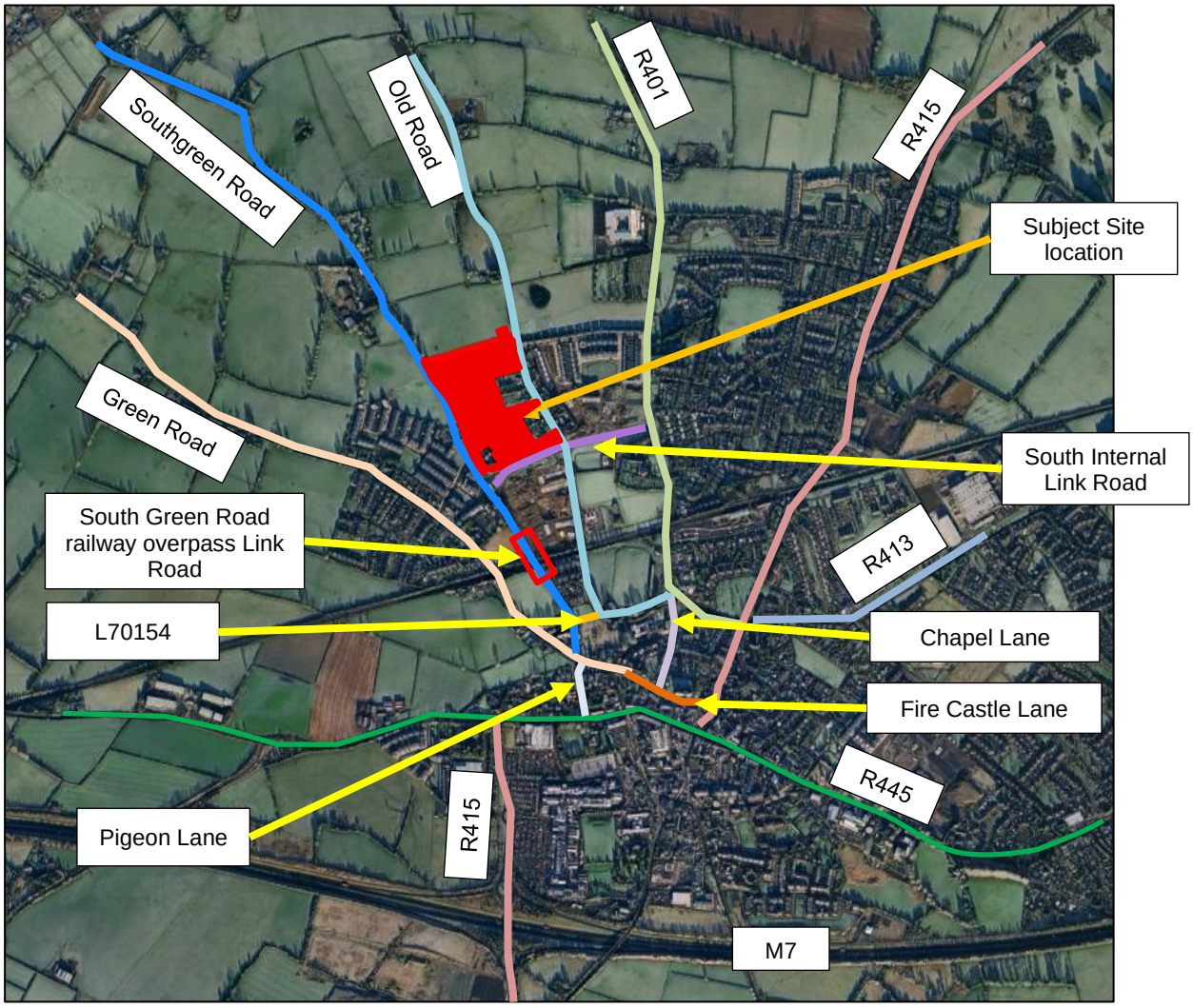


Figure 6 | *Existing Road Network*

Southgreen Road is a rural roadway that begins at its intersection with Green Road, Friary Road, and Pigeon Lane, situated to the south of the southwestern railway line. It runs in a northerly direction, crossing the railway via an overpass, and terminates at its junction with the R401. The road is a two-way carriageway with a typical width of approximately 5.5 metres. However, the overpass section is reduced to a one-way carriageway with a width of less than 4.0 metres and a 1.5-metre-wide footpath on the eastern side. Vehicular movement across the bridge is controlled by traffic signals positioned at either end. According with the Kildare Town Local Area Plan, it is expected to upgrade the Southgreen Bridge to a two-way carriageway. The junction between Southgreen Road and the South Internal Link Road has recently been upgraded to a roundabout, which includes pedestrian crossings on all arms and integrated cycling infrastructure. Additionally, a dedicated cycle path and footpath have been provided on both sides of Southgreen Road, extending approximately 100 metres to the north and south of the roundabout.

Old Road is a rural roadway that begins at its intersection with the R401 and Chapel Lane, to the south of the southwestern railway line. It runs in a northerly direction, crossing the railway, and terminates at another junction with the R401. The road is a two-way carriageway with a width of approximately 4.6 metres, providing access to agricultural lands and a number of residential properties. As outlined in Section 2.3.1,

Old Road is designated to become a priority route for active travel modes. The proposed closure of Old Road Bridge to vehicular traffic will eliminate through traffic along this route. Consequently, the bridge will be restricted to pedestrians and cyclists only. To the mentioned traffic light to its junction with the R401, Old Road is a 6-metre-wide road with footpaths on both sides.

Bohereenagower Road (L70154) is a road link between Southgreen Road and Old Road. The road is a two-way carriageway with a width of 6.0 metres, running in an east–west direction.

The South Internal Link Road is a recently constructed roadway developed between 2020 and 2021. It links the R401, Old Road, and Southgreen Road, significantly enhancing both vehicular and pedestrian permeability in the area. The road is a two-way carriageway with a width of 6.6 metres, running in an east–west direction. It provides dedicated cycle paths and footpaths on both sides. The junction between South Internal Link Road and Old Road is a priority-controlled right-left stagger with pedestrian pelican-pedestrian crossing. At the junction with the R401, it forms a priority-controlled T-junction, equipped with toucan crossings on all arms to accommodate both pedestrians and cyclists.

Chapel Lane and **Fire Castle Lane** and are local urban streets, each configured as a two-way carriageway with an approximate width of 6.3 metres. Both streets are provided with footpaths on one side of the carriageway. Fire Castle Lane has narrow sections with less than 4.0-metre-wide road and provides access to the centre of Kildare Town.

Pigeon Lane is a two-way carriageway that begins at its intersection with Southgreen Road and Green Road, and ends at its junction with the R445. It serves as an important local link within Kildare Town. The carriageway has a width of approximately 6.5 metres and is provided with a footpath on one side. Signalised traffic control is in place at both junctions to manage vehicular and pedestrian movements.

The **R401** extends from Kinnegad in County Westmeath to Kildare Town Centre, passing through Edenderry in County Offaly. The total length of the route is approximately 42.3 kilometres, traversing the counties of Kildare, Offaly, and Meath. The R401 crosses the southwestern railway line via a one-way carriageway underpass with a width of less than 4.0 metres. Vehicular movement through the underpass is controlled by traffic signals located at either end. Between Kildare Town Community School, situated to the north of the site, and Kildare Town Centre, a footpath is provided along the eastern side of the road. Additionally, in the vicinity of a recently developed area, both footpaths and cycle tracks are provided on both sides.

The **R413** runs in a west-east from Kildare to Ballymore Eustace. The total length of the route is approximately 23 kilometres, all in Kildare County. The road is a two-way carriageway with a width of 6.5 metres. In Kildare Town Centre area, the R413 is provided with footpaths on both sides.

The **R415** runs in a north–south direction from its junction with the R403 in Allenwood to the R448 (formerly the N9) at Crookstown. The route passes through Kildare Town and crosses the N78 between Kilcullen and Athy. The entirety of the R415 lies within County Kildare. South of the R445, the R415 provides access to the M7 motorway at Junction 13. Between the R445 and the M7, the carriageway is approximately 6.0 metres wide and is served by footpaths on both sides. This section also provides direct access to the Kildare Village Shopping Outlet, making it a key link for both local and visitor traffic.

The **R445** is a non-motorway alternative route to the N7/M7 motorway between Naas and Limerick, and at 170 km it is one of the longest regional roads in Ireland (longer than most national roads). Indeed, much of the route comprises roads that were formerly part of the N7 between the cities, prior to motorway and other bypasses. Some of the R445 route also comprises local link roads to new N7/M7 route sections. In Kildare

Town, the R445 the carriageway has a width of approximately 8.5 metres and is provided with a footpath on both sides.

The **M7 motorway** runs from the outskirts of Naas in County Kildare to Rossbrien on the outskirts of Limerick city. The M7 forms part of the Dublin to Limerick N7 national primary road. The section of the motorway bypassing Naas, an 8 km stretch, was the first section of motorway to open in Ireland, in 1983. Following substantial works to extend the M7 to Limerick, by the end of 2010, the motorway replaced all of the old single-carriageway N7 route which is now designated as R445. At 166.5 km, the M7 is the longest motorway in Ireland.

The primary junctions in the local area surrounding the site are introduced in **Figure 7** below, which:

- **Junction 1:** is an existing priority-controlled T-junction located at the intersection of Southgreen Road, L70154 Bohereenagower Road and Green Road
- **Junction 2:** is an existing priority-controlled T-junction located at the intersection of Bohereenagower Road (L70154) and Old Road.
- **Junction 3: i**s an existing priority-controlled T-junction located at the intersection of Dunmurry Road (R401), Old Road and Chapel Lane.
- **Junction 4:** is an existing signalised T-junction located at the intersection of Dunmurry Road (R401) and Southgreen Road.
- **Junction 5: i**s an existing priority-controlled T-junction located at the intersection of Old Road and South Internal Link Road. This junction is located to the east of Junction 6.
- **Junction 6: i**s an existing priority-controlled T-junction located at the intersection of Old Road and South Internal Link Road. This junction is located to the west of Junction 5.
- **Junction 7:** is an existing priority-controlled three-armed roundabout located at the intersection of Southgreen Road and South Internal Link Road.
- **Junction 8:** is an existing signalised crossroad located at the intersection of the R401, R415 and R413.

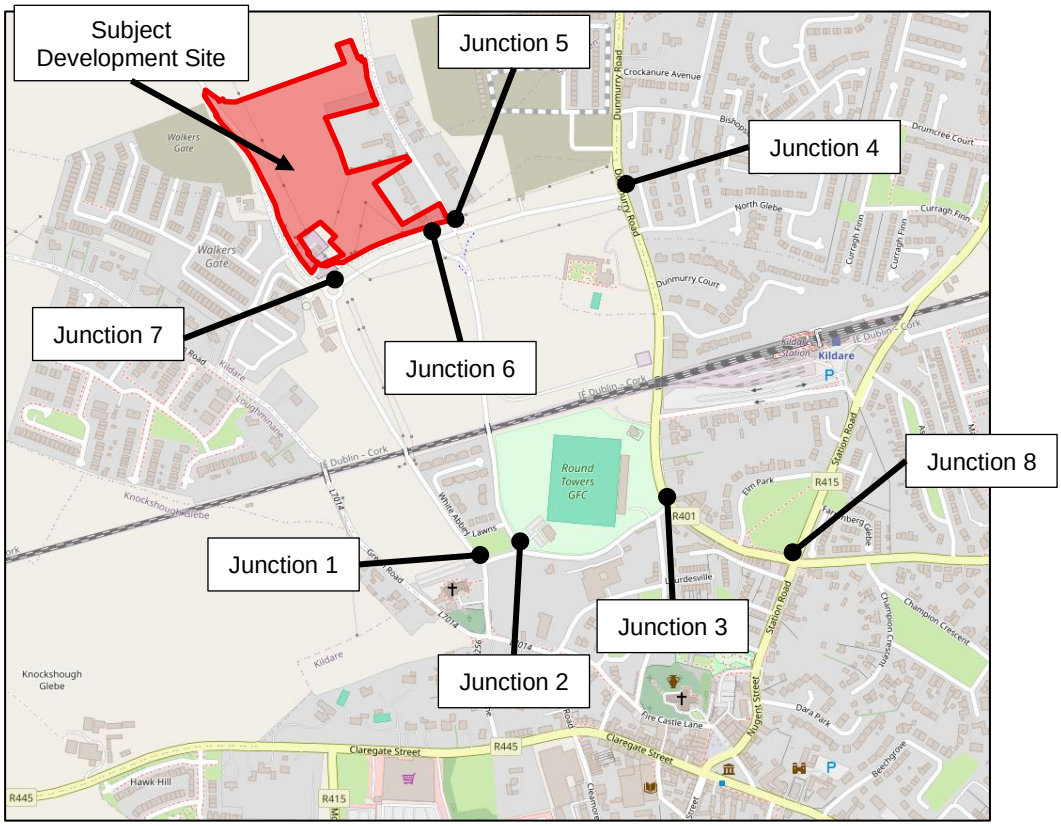


Figure 7 | *Primary Local Junctions*

3.4 Existing Public Transport Network

3.4.1 Bus Network

The nearest bus stops to the site is situated near Kildare Rail Station which is c. 1.0km (14-min walk) as shown in **Figure 8** below. The bus stops are served by bus route 883. Additional bus routes are available in Kildare Town Centre, around 1.2 km from the site (a 16-minute walk), including the bus routes 126, 126A, 126B, 126D, 26T, 126U, 726, IW02 & UM14.

The distance and walking times shown in **Figure 8** are obtained from the southern pedestrian access to the subject site.

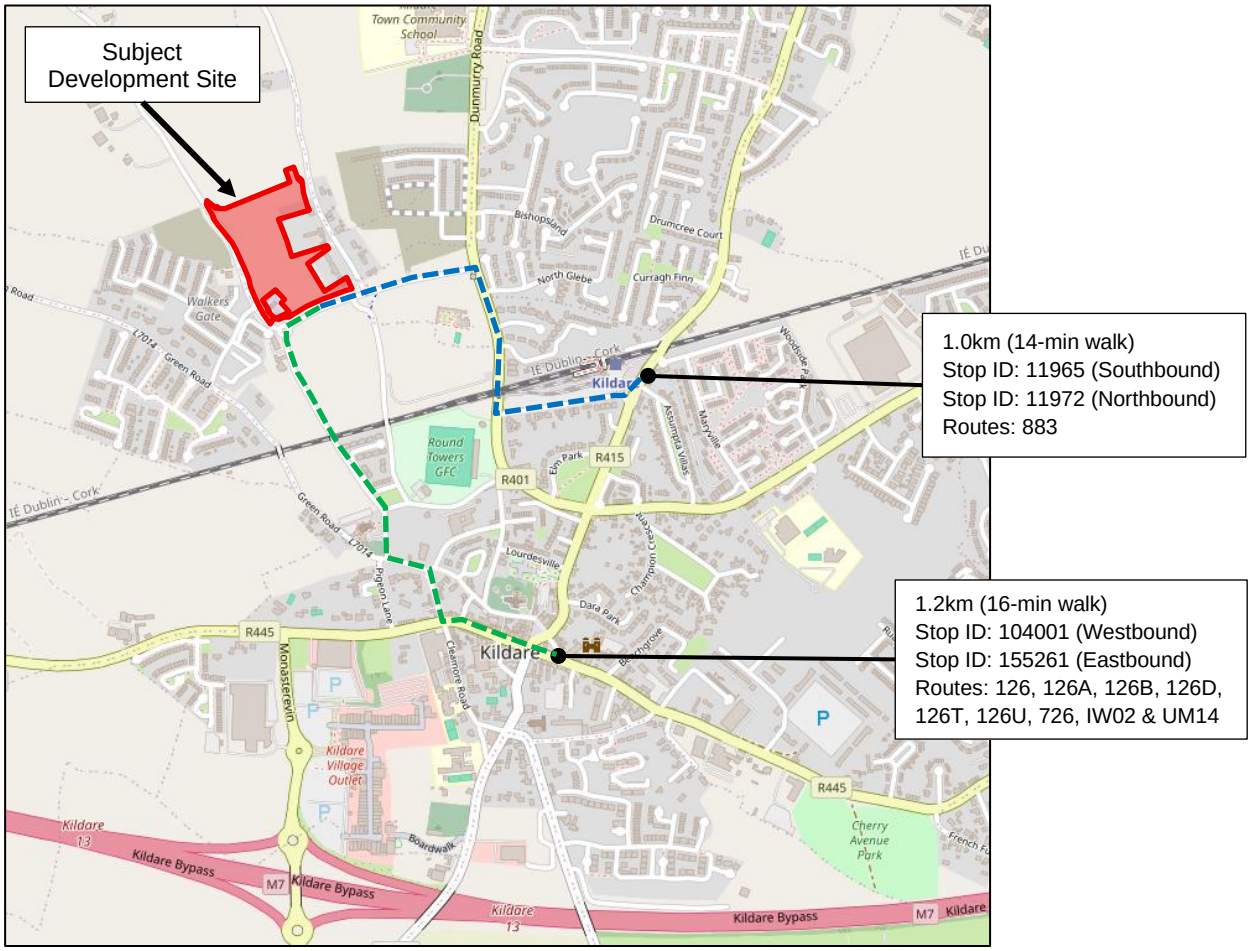


Figure 8 | *Bus Network – Walking distance from development to Bus Stops*

The bus routes and their frequencies are provided in **Table 3** below. The times indicated in the table are based on the timetable for each bus stop. The full bus timetables are provided in **Appendix A**.

Route	Route Name	Weekday Frequency	Saturday Frequency	Sunday Frequency
126	Rathangan – Dublin	8 services: 6:26, 7:50, 11:45, 13:40, 16:54, 18:07, 20:13 & 22:13	10 services: 7:05, 8:05, 8:51, 11:38, 13:38, 16:50, 17:55, 20:05, 22:10 & 23:35	9 services: 8:35, 10:03, 11:03, 12:52, 14:52, 16:52, 18:05, 20:10 & 22:10
	Dublin – Rathangan	8 services: 8:15, 9:07, 14:12, 18:00, 19:10, 19:53, 22:01 & 0:36	7 services: 8:36, 14:13, 18:08, 19:03, 19:56, 22:00 & 00:40	9 services: 12:17, 13:57, 15:57, 16:57, 17:55, 18:55, 19:57, 21:44 & 00:36
126A	Kildare – Dublin	1 Service (15:07)	1 Service (14:38)	No Service
	Dublin – Kildare	1 Service (10:56)	1 Service (10:49)	No Service

126B	Rathangan – Dublin	1 Service (10:05)	No Service	No Service
126D	Dublin – Kildare	1 Service (13:18)	No Service	No Service
126U	Kildare – Dublin UCD	1 Service (19:10)	No Service	No Service
126T	Dublin – Kildare	1 Service (16:54)	No Service	No Service
IW02	Newbridge – Monasterevin – Carlow	1 Service (7:25)	No Service	No Service
	Carlow – Monasterevin - Newbridge	1 Service (18:00)	No Service	No Service
UM14	Portlaoise to Maynooth	1 Service (7:30)	No Service	No Service
	Maynooth to Portlaoise	1 Service (19:45)	No Service	No Service
726	Dublin Airport – Laois Shopping Centre	Every 30 min. between 8:00 and 19:00. Every Hour between 19:00 and 8:00.		
	Laois Shopping Centre – Dublin Airport	Every 30 min. between 7:00 and 16:30. Every Hour between 16:30 and 7:00.		
883	Dunnes Newbridge – Athy Barrow Quay	3 Services: 12:13, 15:46 & 18:13	5 Services: 12:13, 15:46, 18:13, 20:58 & 23:23	3 Services 12:13, 15:46 & 18:13
	Athy Barrow Quay – Dunnes Newbridge	3 Services: 8:22, 11:12 & 14:42	5 Services: 8:22, 11:12, 14:42, 19:42 & 22:25	3 Services: 8:22, 11:12 & 14:42

Table 3 | *Local Bus Routes and Frequencies*
(Source: Transport for Ireland)

3.4.2 Rail Network

The nearest rail station to the subject site is the Kildare Rail Station, located approximately 900m to the southeast of the site. This distance can be reached in 12-minute walking or c. 3-minute cycling.

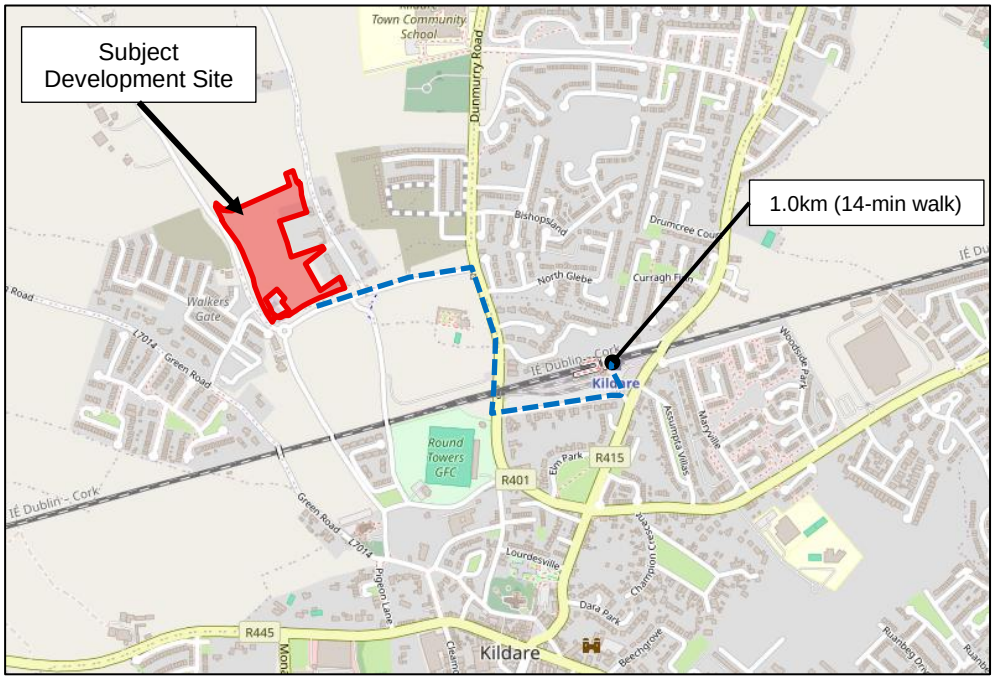


Figure 9 | *Location of Kildare Rail Station*
(Source: Open Street Map)

This station provides access to several regions of Ireland. **Figure 10** below shows the rail network.

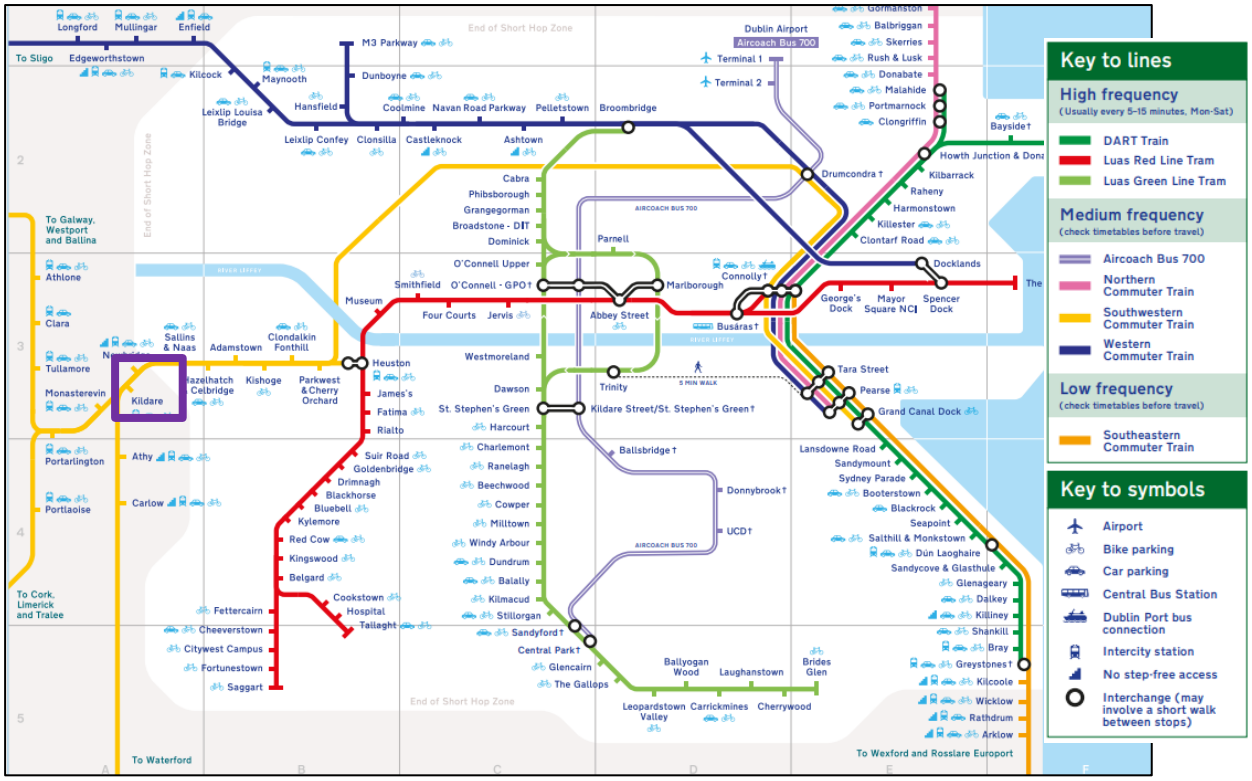


Figure 10 | *Location of Rail Station*
(Source: Transport for Ireland)

The rail routes serving at Kildare Rail Station are outlined in the table below with their frequencies. The times indicated in the table below are based on the timetable this rail station.

Route Name	Frequency
Commuter **Grand Canal Dock and Dublin Heuston – Kildare – Portlaoise**	**Dublin Heuston – Portlaoise** **Monday to Saturday:** Every hour between 9:59 and 21:06. **Sunday:** Every two hours between 9:51 and 20:35, plus **Newbridge – Kildare:** **Monday to Saturday:** 7:47, 15:38, 19:03 **Dublin Heuston – Kildare:** **Monday to Friday:** 6:14, 8:53, 12:52, 18:53 & 19:54 **Dublin Heuston – Kildare (Direct):** **Monday to Saturday:** 7:59, 10:39, 15:38, 15:56, 16:59, 17:55, 18:05, 19:03 **Sunday:** 8:24, 9:38, 10:58, 12:04, 13:40, 14:08, 15:40, 18:00, 18:53, 18:59, 19:09, 19:14, 19:58, 21:38
Commuter **Portlaoise – Kildare – Heuston – Grand Canal Dock and Dublin**	**Portlaoise – Dublin Heuston** **Monday to Saturday:** 5:57. Then every hour between 6:44 and 22:54. **Sunday:** Every two hours between 8:54 and 21:24 **Portarlingston – Dublin Houston:** **Monday to Friday:** 6:17, 7:08, 7:11 10:40, 15:45 & 20:57 **Kildare – Dublin Houston (Direct):** **Monday to Saturday:** 6:30, 7:35, 7:57, 8:16, 9:34, 12:44, 14:46, 16:39, 17:07, 19:27, 20:15, 22:11 & 23:04 **Sunday:** 10:06, 10:46, 12:09, 12:58, 13:41, 14:09, 15:50, 16:14, 17:03, 17:10, 18:06, 18:39, 20:08, 20:17
Dublin Heuston - Galway	**Monday to Saturday:** 6:14, 8:00, 17:00 **Sunday:** 8:24, 10:58, 12:04, 19:09
Dublin Heuston - Galway	**Monday to Saturday:** 7:21, 17:07, 19:27, 23:04 **Sunday:** 10:06, 12:58, 17:03, 18:39
Dublin - Waterford	**Monday to Saturday:** 7:47, 10:39, 15:38, 17:20, 18:05, 19:03, 21:07 **Sunday:** 9:38, 13:40, 15:40, 18:00, 19:14
Waterford - Dublin	**Monday to Saturday:** 7:35, 9:34, 12:44, 14:46, 16:39, 20:15, 22:11 **Sunday:** 10:46, 13:41, 15:50, 17:47, 20:17
Dublin - Westport & Ballina	**Friday:** 8:00, 17:39 **Sunday:** 14:08, 18:59
Westport & Ballina - Dublin	**Monday to Saturday:** 7:57, 19:27 **Sunday:** 18:39

Table 4 | *Irish Rail Frequencies*
(Source: Irish Rail)

4. Transportation Improvements

4.1 Pedestrian Measures

As indicated in Section 2.3.1 above, the Kildare Development Plan outlines several permeability measures aimed at improving pedestrian connectivity by creating direct, efficient routes to key destinations. These measures are intended to reduce walking distances and promote non-motorised travel over private car use, thereby enhancing the town's walkability and integration with public transport.

Figure 11 presents the proposed pedestrian measures throughout Kildare Town, which includes new footpaths, greenways and shared footpaths and cycle tracks.

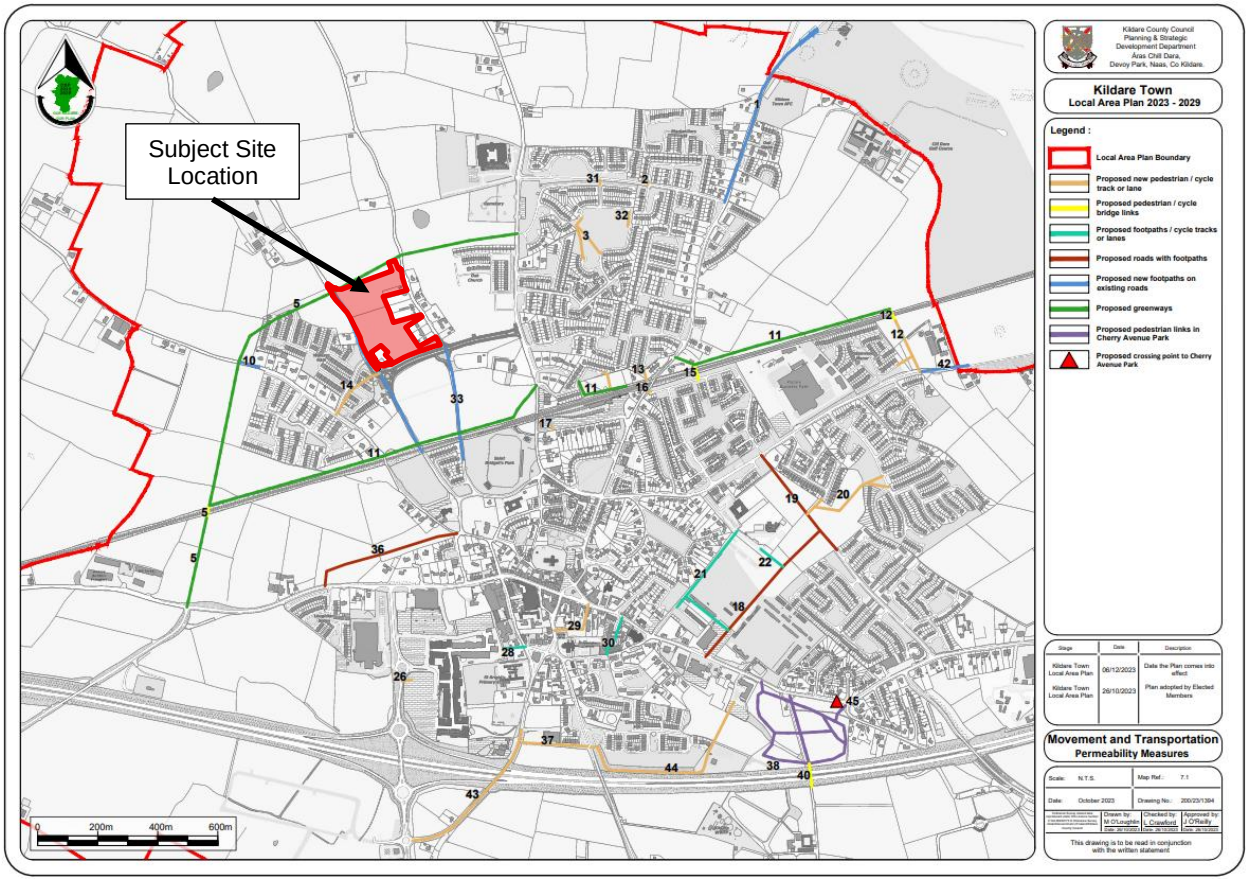


Figure 11 | *Proposed Permeability Measures*
(Source: Appendix A - Kildare Town Local Area Plan 2023-2029)

4.2 Cycling Measures

The proposed development site lies within the *"Newbridge & Kildare"* area as outlined in the *2022 Greater Dublin Area Cycle Network Plan*. An extract of the updated cycle network is reproduced in **Figure 12** below.

Cycle Network Plan identified and determined in a consistent, clear and logical manner, the following cycle networks within the GDA:

- The Urban Cycle Network at the Primary, Secondary and Feeder level;

- The Inter-Urban Cycle Network, linking the relevant sections of the Urban Network and including the elements of the National Cycle Network within the GDA. The Inter-Urban Network also includes linkages to key transport locations outside of urban areas such as airports and ports; and
- The Green Route Network that are cycle routes developed predominately for tourist, recreational and leisure purposes.

Figure 12 below shows the surrounding cycle network close to the Subject Development. The proposal includes several primary and secondary routes along main roads leading towards the city centre.

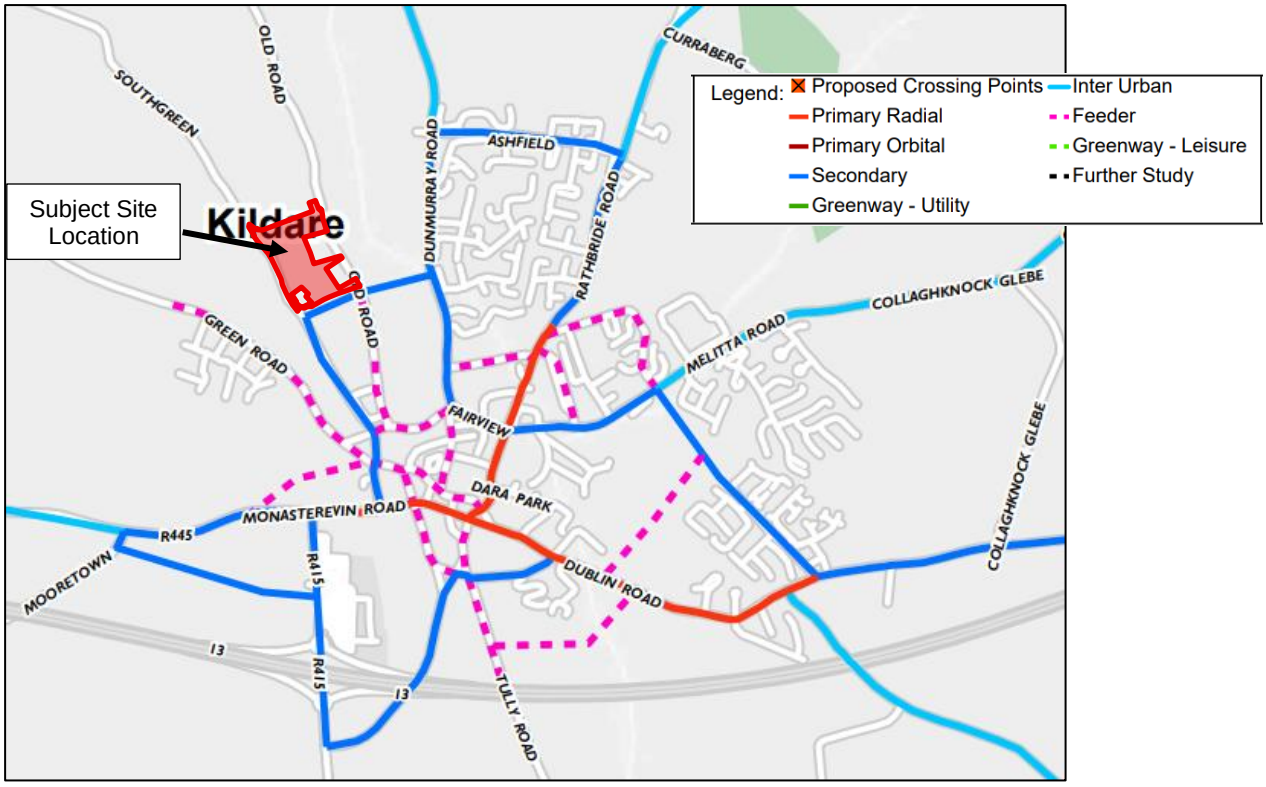


Figure 12 | *Proposed Cycle Network*
(Source: Newbridge & Kildare, GDA Cycle Network Plan, 2022)

The future local cycle network, as outlined in the 2022 Greater Dublin Area (GDA) Cycle Network Plan, includes two Secondary Routes along Southgreen Road and Dunmurray Road (R401). These routes are intended to provide a safe and secure cycling infrastructure connecting to Kildare Town Centre. Additionally, a feeder route is proposed along Old Road.

In alignment with the *GDA Cycle Network Plan*, the *Kildare Town Local Area Plan 2023–2029* proposes the implementation of cycling infrastructure measures in the surrounding area over the short to medium term, as detailed in Table 7-2: *Cycling Measures* of the aforementioned plan. The proposed measures are illustrated in **Figure 13** below.

Figure 13 shows a comprehensive and integrated cycle network, comprising several radial routes and greenways throughout Kildare Town. This cycle network aims to enhance connectivity and promote sustainable transport options within the town and its environs.

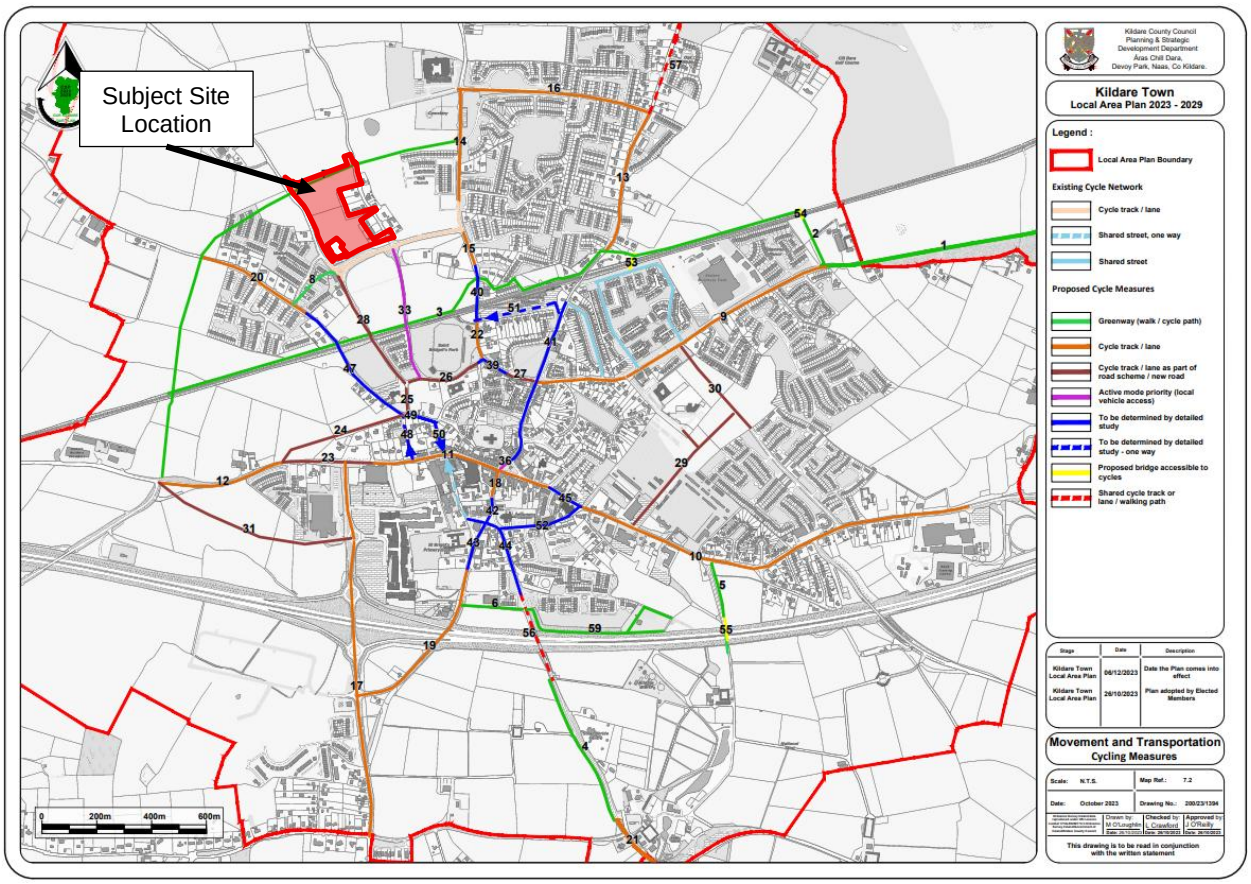


Figure 13 | *Proposed Cycling Measures*
(Source: Appendix A - Kildare Town Local Area Plan 2023-2029)

4.3 Rail Station: proposed improvements to the surrounding area

Kildare Town Development Plan 2023–2029 outlines two key components of the Train Station Improvements project, in alignment with the *Kildare Town Renewal Masterplan 2024*. These comprise the reimagining of vacant land owned by Iarnród Éireann and enhancements to the train station forecourt and Fair Green Road.

With regard to the Iarnród Éireann-owned vacant site, the proposal involves the development of a public realm strategy to explore the potential for opening the site for parking and facilitating access to the train station from the north side of the railway tracks, via Dunmurray Drive and Rathbride Road. This intervention aims to activate an underutilised site to address parking demand, alleviate congestion, and enhance overall accessibility.

In addition, the proposed strategy will examine further opportunities for the site's development, ensuring alignment with broader urban regeneration and mobility objectives.

Figure below shows the existing and potential routes to rail station

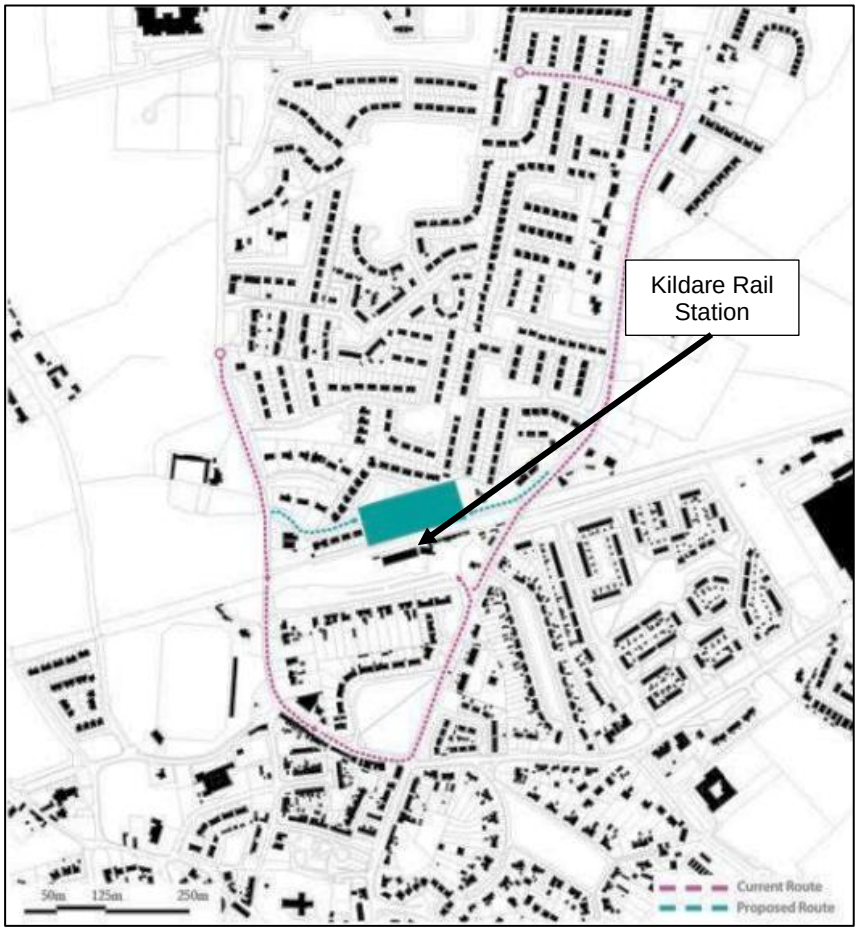


Figure 14 | *Existing and Potential Routes to Train Station*
(Source: Figure 4-6 of the Kildare Town Local Area Plan 2023-2029)

The proposed pedestrian access to the rail station would reduce the distance between the subject site and the station by around 300 metres, saving approximately five minutes on foot.

4.4 Road Measures

As indicated in Section 2.3.1 above, the Kildare Town Local Area Plan 2023–2029 proposed some road and street interventions to improve the movements across the area. Key measures include the closure of Old Road Bridge (RD1) to vehicular traffic, which is expected to enhance safety for pedestrians and cyclists, while also contributing to reduced emissions and noise levels. To maintain vehicular accessibility, two-way traffic will be introduced on Southgreen Bridge (RD1).

Figure 15 illustrates the proposed road infrastructure measures, including the closure of Old Road Bridge to vehicular traffic—downgrade for use by sustainable transport modes only—and the upgrade of Southgreen Bridge to accommodate two-way traffic flow.

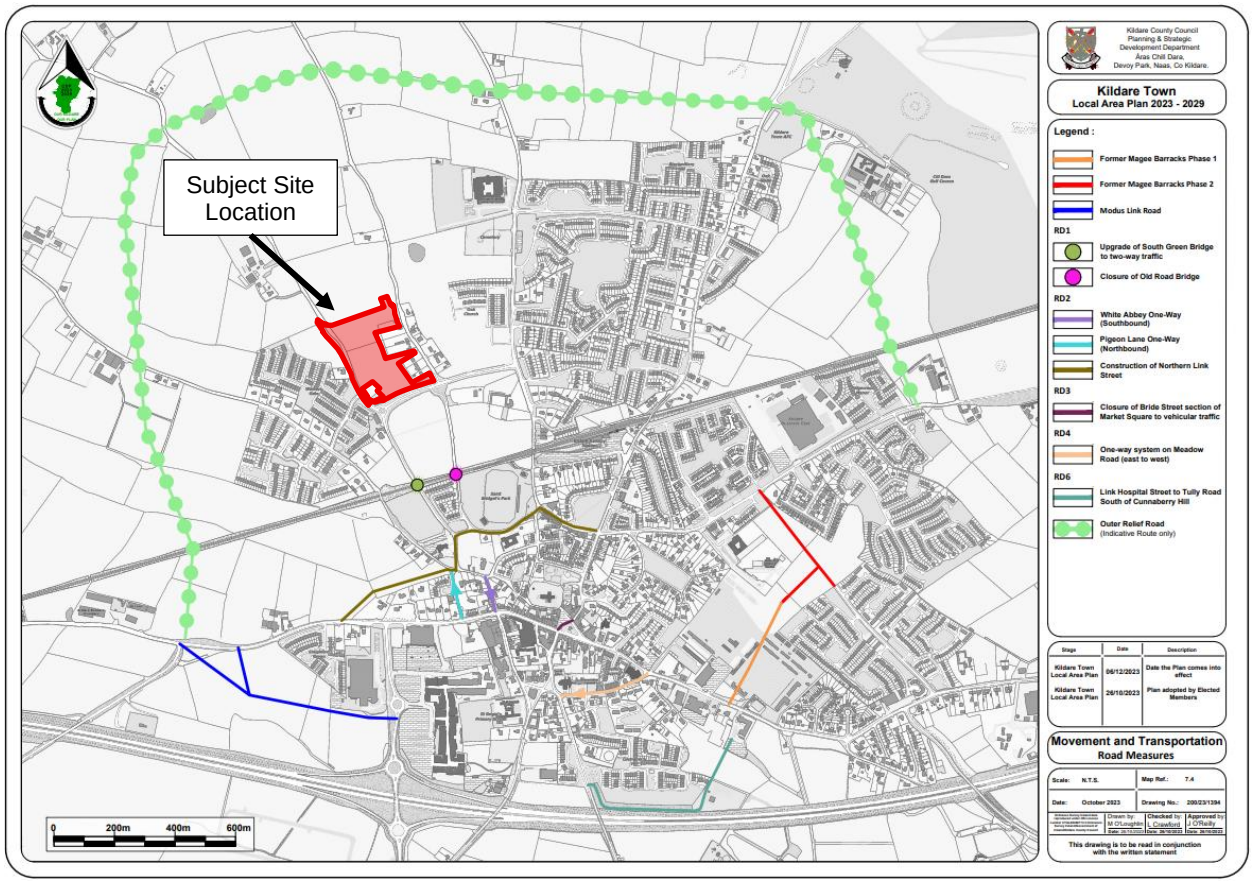


Figure 15 | *Proposed Road Measures*
(Source: Appendix A - Kildare Town Local Area Plan 2023-2029)

5. Proposed Development

5.1 Development Description

Pousterle Limited intend to apply for permission for development of a Large - Scale Residential Development (LRD) on a site of approx. 6.13 ha at Southgreen Road, Kildare, Co. Kildare. The site is generally bounded to the north by agricultural fields: to the south by the recently constructed Southern Internal Link Road; to the west by Southgreen Road and an existing Electricity Station; and to the east by Old Road and existing residential properties.

The proposed development will consist of:

- The construction of a new residential scheme of 146 no. house type units ranging in height from 1-3 storeys as follows:
    - 136 no. houses (7 no. 2 bed units; 102 no. 3 bed units; and 27 no. 4 bed units) in a mixture of bungalow, detached, semi-detached, and terrace style units.
    - 10 no. duplex apartment units (5 no. 1 beds, 3 no. 2 beds, and 2 no. 3 beds).
- Each residential unit will be afforded with private open space in the form of a front/rear/side garden for houses or terrace / balconies for duplex apartment units.
- The provision of a creche facility (approx. 161 sq m GFA) and associated areas of external open space (approx. 60 sq m).
- Public open space (approx. 6,992 sq m) is proposed in the form of 2 no. new large public open space areas within the site (approx. 3,046 sq m and 3,946 sq m respectively).
- Communal open space (approx. 82 sq m) is proposed adjacent to Block A.
- A total of 321 no. car parking spaces (305 no. for residential units and 16 no. for the creche facility) are provided. This provision includes 2 no. accessible spaces and 17 no. visitor spaces.
- A total of 527 no. cycle parking spaces (517 no. for residential units and 10 no. for the creche facility) are provided. This provision includes 75 no. visitor spaces. Resident cycle parking is proposed in the form of secure bicycle store enclosures to the front of terraced units; on curtilage spaces to the rear of units with side access; and a bicycle store for apartment units. Visitor parking is proposed in the form of Sheffield stands.
- The development shall be served via a new vehicular access point from Southgreen Road. An additional private vehicular access point is proposed via Old Road to service 1 no. new bungalow 4 bed residential unit.
- Pedestrian and Cyclist access is also proposed via Southgreen Road and via a new secondary access point from the Southern Internal Link Road to the south of the site and Old Road to the east of the site.
- 2 no. directional single lane cycle tracks on either side of the Southgreen Road, together with amendments to the existing cycle tracks and footpaths on Southgreen Road north of the east west link road.
- A new pedestrian/cycle link is delivered to the north connecting South Green Road to Old Road.
- The associated site and infrastructural works include provision for an ESB Sub Station; water services; foul and surface water drainage and connections; attenuation proposals; permeable paving; all landscaping works; boundary treatment; internal roads and footpaths; waste storage areas, all electrical services and all associated site development works.

The detailed breakdown of the proposed residential scheme is shown in **Table 5** below.

Description	1-bed	2-bed	3-bed	4-bed	Total
Houses		7	102	27	136
Apartments	5	3	2		10
Total	**5**	**10**	**104**	**27**	**146**

Table 5 | *Schedule of Accommodation.*

5.2 Access Points and Internal Road Layout

Vehicular access to the Subject Development is proposed off Southgreen Road, as illustrated in **Figure 16** below.

All internal roads in the proposed development are designed for a speed limit of 30kph with typically 6.0m wide carriageways and footpaths along both sides. All intersections within the development itself will be priority junctions with raised tables where appropriate. The low design speeds and traffic calming measures will ensure the safe operation of these junctions and a safe/secure environment for pedestrians and cyclists.

In addition, the Proposed Development will benefit from several pedestrian and cycle access points, providing good permeability to the surrounding developments and roads, as shown in **Figure 16** below.

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

Figure below shows the access points for vehicles, pedestrian and cyclist to each site, the internal roads and the surrounding road network.



Figure 16 | *Proposed Development – Site Access Points*

All internal roads in the Subject Development are designed for a speed limit of 30kph with 5.5m wide carriageways and 2.0m wide footpaths along both sides.

To generate a safer environment, shared use surfaces (for both vehicles and pedestrians) have been generated with a differentiated rolling surface (in texture and level) so that it is easily identifiable by the driver. This was carried out in accordance with *section 4.3.4* of the *Design Manual for Urban Roads and Streets*, which indicate:

- *Use a variety of materials and finishes that indicate that the carriageway is an extension of the pedestrian domain.* A different finish to the rest of the pavement has been chosen to identify these areas.
- *Avoid raised kerb lines. Any Kerb line should be fully embedded within the street surface.* The shared areas have been raised from the remaining pavements using small ramps to start and end the shared areas.

- *Minimise the width of the vehicular carriageway and /or corner radii.* A reduction in the width of the carriageway has been implemented, from 5.50 m to 4.80 m.

All road intersections within the development itself will be priority junctions. The low design speeds and traffic calming measures will ensure the safe operation of these junctions.

5.3 Pedestrian and Cyclist Infrastructure

The proposed development features a network of interconnected footpaths, ensuring permeability throughout the site, as well as to the adjacent developments and the surrounding area.

All footpaths within the development are designed to be 2.0 metres wide, in accordance with Section 4.3.1 of the Design Manual for Urban Roads and Streets (DMURS), which recommends a minimum footpath width of 1.8 metres.

Additionally, the development offers well-connected pedestrian and cycle links to the surrounding area, including direct access to the existing school located to the east of the site.

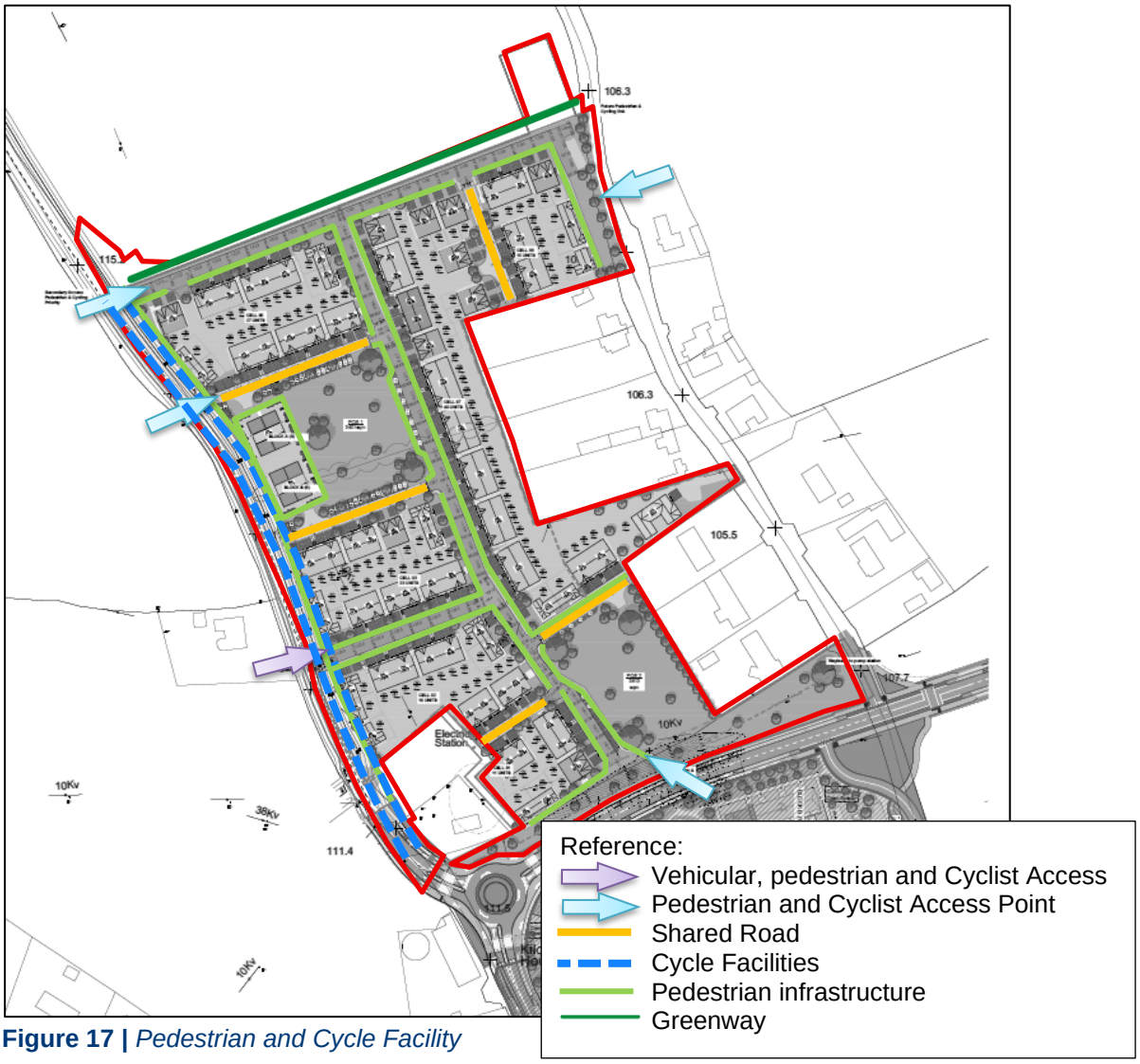


Figure 17 | *Pedestrian and Cycle Facility*

5.4 Traffic Assessment

The analysis of the road network considered the generation to/from the Subject Development and the trips to/from the committed and potential future development in the surrounding area.

The distribution of trips was carried out considering two possible scenarios:

- **Scenario A:** The Subject Development has been constructed in accordance with the indicated programme. This scenario considers the existing traffic flows on the network with the growth factors and the traffic flow to/from each Committed Development and the Potential Future Developments. In this scenario, Old Road Bridge is **open** to traffic.
- **Scenario B:** The Subject Development has been constructed in accordance with the indicated programme. This scenario considers the existing traffic flows on the network with the growth factors and the traffic flow to/from each Committed Development and the Potential Future Developments. In this scenario, Old Road Bridge is **close** to traffic.

The following junctions were assessed as part of this TTA:

- **Junction 1:** (Existing priority-controlled T-junction): Southgreen Road / L70154 Bohereenagower Road / Green Road
- **Junction 2:** (Existing priority-controlled T-junction): Bohereenagower Road (L70154) / Old Road.
- **Junction 3:** (Existing priority-controlled T-junction): Dunmurry Road (R401) / Old Road / Chapel Lane.
- **Junction 4:** (Existing signalised T-junction): Dunmurry Road (R401) /Southgreen Road.
- **Junction 5:** (Existing priority-controlled T-junction): Old Road / South Internal Link Road.
- **Junction 6:** (Existing priority-controlled T-junction): Old Road / South Internal Link Road.
- **Junction 7:** (Existing priority-controlled three-armed roundabout): Southgreen Road / South Internal Link Road.
- **Junction 8:** (Existing signalised crossroad): R401 / R415 / R413.
- **Shuttle Link:** (Existing signalised single-lane shuttle system): Southgreen Road Railway Overpass

In accordance with the TII guidelines, an assessment was conducted to determine the potential level of impact on each of the key junctions in the local road network. This assessment was carried out for both Scenarios A and B, considering the traffic flows surveyed in 2025 and the traffic flows generated by the subject development. Considering the results, Junctions 1 and 7, and the shuttle Link, may experience an impact exceeding 10%, whereas the remaining junctions show impacts below 5%. As such, no further assessment is required for those junctions.

The scenarios that have been assessed as part of this report are in line with the *Transport Assessment Guidelines (May 2014)*:

- Base Year 2025
- Opening Year (With / Without Proposed Development).....2030
- Opening Year + 5 Years Forecast (With / Without Development) 2035
- Opening Year + 15 Years Forecast (With / Without Development) 2045

Therefore, was modelled the following assessment years for **Scenario A** and **Scenario B**:

- **BASELINE 2025:** with 2025 Surveyed Traffic Flows.

- **DO NOTHING 2030** Opening Year without development: 2025 Surveyed Traffic Flows factored up + traffic flow to/from the committed developments.
- **DO NOTHING 2035** Opening Year + 5 years, without development: 2025 Surveyed Traffic Flows factored up + traffic flow to/from the committed developments.
- **DO NOTHING 2045** Opening Year + 15 years, without development: 2025 Surveyed Traffic Flows factored + traffic flow to/from the committed developments.
- **DO SOMETHING 2030** Opening Year with development: Do Nothing 2030 + traffic to/from the Subject Development.
- **DO SOMETHING 2035** Opening Year + 5 years with development: Do Nothing 2035 + traffic to/from the Subject Development.
- **DO SOMETHING 2045** Opening Year + 15 years with development: Do Nothing 2045 traffic to/from the Subject Development.

The results of the analysis demonstrated that all junctions and the Shuttle Link would operate within their respective capacities for all years and scenarios analysed.

5.5 Car Parking

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

- Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities (2024)
- Sustainable Urban Housing: Design Standard for New Apartments (July 2023)
- Kildare County Development Plan 2023 - 2029

Based on the County Development Plan and the national policies indicated above, it is proposed an appropriate level of car parking for the proposed site.

Table below shows the car parking spaces breakdown.

Unit Type	No. Units	Car Parking Spaces			
		Ratio		Proposed	
		Resident	Visitor	Resident	Visitor
2-bed Houses	7	2	0.10	14	14
3-bed Houses	102	2		204	
4-bed Houses	27	2		54	
1-bed Apartments	5	1	0.33	5	3
2-bed Apartments	3	2		6	
3-bed Apartments	2	2		4	
Additional accessibility car parking spaces in the apartment area				1	
Total Residential	**146**	**1.94**	**0.11**	**288**	**17**

Crèche	161 sqm GFA	5 staff	40 children	5	11
Proposed car parking spaces				**321**	

Table 6 | *Proposed Car Parking Spaces*

Therefore, the Subject Development proposes a total of 321 No. car parking spaces. Of the total number of spaces, 288 No. for residents and 17 No. for visitors, together with 16 No. creche parking spaces.

The proposed car parking strategy considers the well-connected pedestrian infrastructure, the existing and potential future cycle network. Consequently, the proposed car parking provision is considered to offer an appropriate balance between the relevant standards, considering the site's location, current and future accessibility for residents, and the range of housing typologies proposed.

5.6 Cycle Parking

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

- Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities (2024)
- Sustainable Urban Housing: Design Standard for New Apartments (July 2023)
- Kildare County Development Plan 2023 - 2029

Based on the County Development Plan and the national policies indicated above, it is proposed an appropriate number of cycle parking for the proposed site.

Cycle parking spaces proposed for the subject development are shown in **Table 7** below.

Unit Type	No. Units	Ratio		Required	
		Resident	Visitor	Resident	Visitor
2-bed Houses	7	2	0.5	14	4
3-bed Houses	102	3	0.5	306	51
4-bed Houses	27	4	0.5	108	13
1-bed Apartments	5	1	0.5	5	2
2-bed Apartments	3	2	0.5	6	1
3-bed Apartments	2	3	0.5	6	1
Total	**146 total**			**445**	**72**
				517	
Crèche	5 staff 40 children	1 per 5 Staff	1 per 10 children	**1**	**9**
Total				**527**	

Table 7 | *Cycle Parking Spaces Proposed*

The subject development included a total of 517 no. cycle parking spaces for the residential units, 445 no. for residents and 72 no. for visitors. A further 10 No. cycle parking spaces for the creche are provided.

6. Modal Split Targets

6.1 Travel Patterns

6.2 Small Areas – Census 2022

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

It is important to choose a wide number of areas to obtain representative values that will allow us to approximate the future behaviour of the residents. 18 representative areas have been selected to reflect the Subject Development. The Small Areas that were consulted are shown in **Figure 18**.

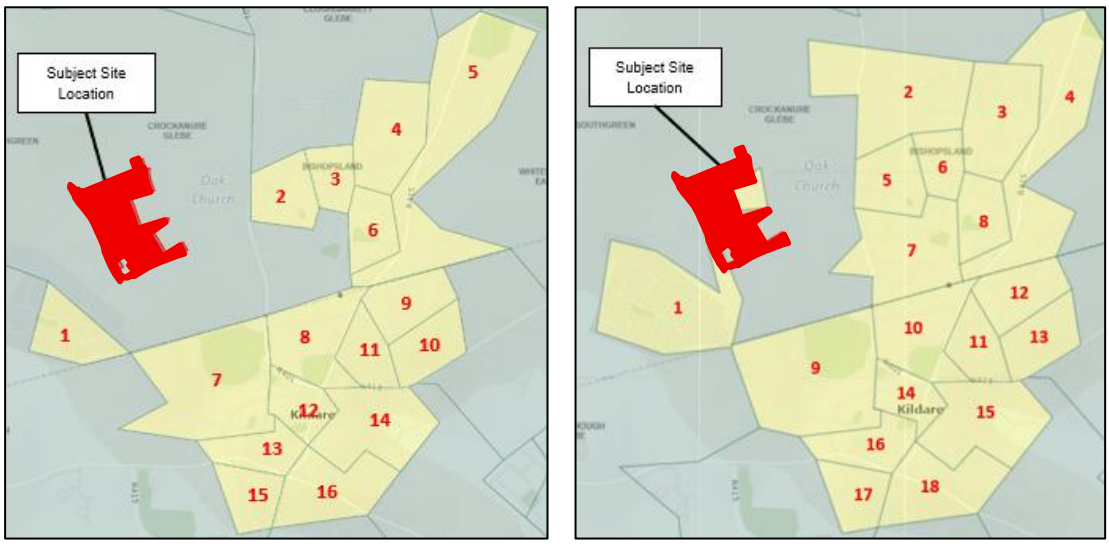


Figure 18 | *Consulted Small Area: 2016 -Left- & 2022 -Right-*
(Source: Central Statistics Office)

The modal split is detailed below.

Mode	Census 2016	Census 2022
Car	63.9%	68.0%
Public Transport	16.4%	15.4%
Walk	17.8%	19.0%
Cycle	1.9%	1.8%
Total	100%	100%

Table 8 | *Surveyed Modal Split for the Journey to Work, School, or College – 2022.*

The table shows a significant reduction in the use of public transport and bicycles between 2016 and 2022, accompanied by an increase in the proportion of people using cars and walking. Therefore, the area shows a tendency toward increased private car use, reducing public transport as a preferred option.

6.3 Target Modal Split

To stablish the target modal split, it has been considered the Objective set out in the Kildare County Development Plan 2023-2029:

> *TM T1: As a minimum, reduce the current car-based trips to work from 74% to 50% and the car-based trips to education from 50% to 40% by the end of this Plan period.*
>
> *TM T2: As a minimum, increase the current modal shares of trips to work by walking to 20% and cycling to 10% during the lifetime of this Plan.*
>
> *TM T3: As a minimum, increase the current modal shares of trips to education by walking to 50% and cycling to 15% during the lifetime of this Plan.*
>
> *TM T4: As a minimum, increase the current modal shares of work trips by bus to 13% and train to 14% during the lifetime of this Plan.*
>
> *TM T5: As a minimum, increase the bus services for the rural areas of County Kildare by 25% to provide 70% of the people living in rural County Kildare access to public transport services.*
>
> *TM T6: As a minimum, increase the current modal share of education trips by public transport to 25% during the lifetime of this Plan.*
>
> *TM T7: Increase the car share modal share for journeys to work from 4% to 8% during the lifetime of this Plan.*

Mode	Baseline 2016	Target 2029	Proposed variation 2016 - 2029
Car to Work	74%	50%	-24%
Car to School	50%	40%	-10%
Public Transport to Work	10%	27%	+17%
Public Transport to School	20%	25%	+5%
Walk to Work	6%	20%	+14%
Walk to School	20%	50%	+30%
Cycle to Work	1%	10%	+9%
Cycle to School	2%	15%	+13%

Table 9 | *Target Modal Split for Residents Journey to Work, School, or College in 2030.*

The targets set out in **Table 9** seek to reduce the use of private vehicles and increase each alternative means of transportation.

Considering the targets set by the Kildare Development Plan 2023–2029, it is anticipated that the observed tendencies will continue in the years following the plan's implementation. Accordingly, the strategies proposed for the subject site align with these targets.

6.4 Strategy

The objective of this Mobility Management Plan is to enhance pedestrian mobility to/from the Subject Development by prioritising it over vehicular movement. To achieve this goal, the following objectives have been set out:

(a) Reduce single-occupancy car use.

(b) Reduce the use of cars for short journeys from the subject development, particularly at peak times.

(c) Promote the use of sustainable transport systems to and from the subject development.

(d) Promote the use of public transportation to reach their destinations.

The aim of these objectives is to encourage a greater number of people to walk, cycle or use public transport to and from the development rather than to travel by car.

In addition, this Mobility Management Plan aims to provide guidance to all stakeholders involved, including the County Council, public transport providers, tenants, and owners of nearby developments, with the aim of promoting a sustainable transport network in and around the proposed development area to meet existing and future needs.

7. Mobility Management Plan

7.1 Introduction

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

Empirical evidence indicates that internationally, workplace travel plans have been shown to reduce single-occupant car use by 10-24%. However, the extent of the reduction is dependent on the specific characteristics of the Mobility Management Plan and the site-specific issues. Such a reduction in car use can result in significant cost savings for an organisation, in terms of both money and residents / visitors' time.

The Subject Site include certain tangible measures, such as cycling infrastructure, footpath, cycle parking, showers, and lockers. This Mobility Management Plan focuses primarily on intangible measures such as promotion, marketing and events. A significant proportion of the measures included in this section are low cost but highly visible and contribute to creating a culture of sustainability within the organisation.

Consequently, the proposed Mobility Management Plan comprises a series of measures designed to encourage more sustainable travel habits among residents and visitors. In addition, the plan is designed to address the typical day-to-day operational requirements at the site. The implementation and management of the plan will be overseen by a Coordinator.

7.2 Mobility Management Plan Coordinator

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

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

- Implementing and maintaining the plan.
- Monitoring the progress of the plan.
- Liaise with internal stakeholders, and external public transport operators, planning and government authorities.
- Producing information reports for the developer, employees, visitors, clients and government authorities.
- Ongoing evaluation of the Plan's objectives.

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

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

7.2.1 Local Policies Review

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

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

7.2.2 Site Audit

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

- Public Transport service: considering the location of the bus stops and the train stations, the route which is served and the frequency of services passing through the bus stop or train station.
- Pedestrian and cycle accessibility: this should include an assessment of the local cycling and walking environment from the subject development to the various public transport stops. This assessment must consider the current conditions and the need, where necessary, identify areas for improvement.
- Road condition: considering the traffic condition and if there is congestion near the site.
- Car parking spaces near to the site: A survey of the car parking facilities in the vicinity of the site will provide an indication of the potential parking areas, if employees and visitors do not have sufficient space within the site's car park. The survey must consider the volume and usage of the parking spaces, their location, quality and quantity, and the relationship between these factors and the demand for parking spaces. It must also consider any management issues that may arise.
- Facilities' location: it is important for employees and visitors to be aware of the location of the primary shops, as well as the relative distance to the site. The distance should be provided in metres and in travel time, either walking or cycling.

Finally, it is important that the Mobility Management Plan Coordinator is aware of possible future improvements to the public transport network, which could have an impact on residents and visitors' travel.

7.2.3 Residents Travel Survey

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

- Basic Personal information (age, household size, car ownership, occupation)
- Primary mode of transport.
- Current travel patterns including the time taken to/from the subject site to/from their destination.

It is also necessary to find out the views of workers and visitors on alternative modes of transport to the car, in order to identify the factors that would encourage them to switch to other modes. Furthermore, it is important to encourage the use of car-sharing schemes.

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

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

7.2.4 Promoting the Mobility Management Plan

It is the responsibility of the Mobility Management Coordinator to provide all new resident with a Mobility Pack (or Travel Pack). The mobility pack should include:

(a) The Mobility Management Plan.

(b) Public transport information, including bus and rail routes and frequencies.

(c) The benefits of the Mobility Management Plan for residents and visitors.

(d) Details of tax incentives available, such as the Bike to Work Scheme, the Tax Saver Scheme for public transport tickets, etc.

(e) A travel survey form.

(f) Details of pedestrian and cycle facilities.

7.3 Action Plan

7.3.1 Walking

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

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

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

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

7.3.2 Cycling and cycle parking

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

The Subject Development is located in close proximity to a variety of amenities and employment areas, grocery stores, health care centres and shopping centres as indicated in **Section 4.3** above.

In order to facilitate the storage and maintenance of bicycles in the area, the subject development included a total of 517 no. cycle parking spaces for apartments. Of these, 445 no. are for residents and 72 no. for visitors. The house units, those are provided with access to their rear garden with the possibility of storage the cycle and it is not considered necessary to provide any external bicycle store.

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

Furthermore, the Mobility Management Coordinator will inform residents of future development of cycle infrastructure.

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

Additionally, residents are encouraged to avail themselves of the government's Cycle to Work scheme, which may be available through the local authority. Moreover, a fleet of hire bikes may be provided, which can be used to attend meetings or to test cycling to and from work before making a purchase.

7.3.3 Private and shared cars

Every day, thousands of commuters drive to work on the same routes to the same destinations at the same time as their colleagues. If every driver carried another driver, there would be 50% fewer cars on the road at peak times. There are numerous advantages to utilising sharing services for commuting purposes, including a reduction in carbon emissions, fuel costs and parking fees, as well as a reduction in congestion and journey times due to a reduction in the number of vehicles on the road. Additionally, the experience of the journey is enhanced due to a reduction in congestion and the presence of company.

Car sharing is a particularly attractive travel option for those living in areas with long distances or poor public transport connections. The Mobility Management Coordinator will encourage communication between different drivers by promoting the use of the information board and/or the Mobility Plan mobile app and/or a dedicated website, to facilitate the establishment of these car-sharing schemes. Furthermore, if the number of drivers is important, it may be beneficial to designate specific parking spaces in prime locations for carsharers only.

7.3.4 Car Park Management Plan

(1) Location and Allocation

All the car parking spaces at the subject development are controlled by the Mobility Management Plan Coordinator. They are all numbered and allocated.

The locations, numbers and allocation of the spaces are shown on the architectural drawings included with the planning application.

The Subject Development proposes a total of 321 No. car parking spaces. Of the total number of spaces, 288 No. for residents, 17 No. for visitors and 16 No. for the creche.

(2) Residents

Cars spaces in public spaces are leased to residents by the Mobility Management Plan Coordinator. The duration of leases is for a minimum of 1 month and a maximum of 12 months, after which the lease can be renewed at the discretion of the Mobility Management Plan Coordinator, and subject to availability and demand, and strictly in accordance with the rules of the Car Park Management Plan in force at that time.

When a resident is allocated the use of a car space, the car space must be linked to a single vehicle only and the resident must be the owner, lessee or primary beneficial user of that vehicle.

Residents cannot park multiple vehicles in their designated parking space. Residents are not permitted to allow any other vehicles (whether owned by residents or not) to use their parking space.

(3) Visitors

Access to the space must be granted to the visitor by the resident and the allocated space must be free for the incoming visitor's car.

(4) Accessible Spaces

Accessible car spaces are leased to residents with disabilities, upon presentation of a valid disabled parking permit, as issued by the Disabled Drivers Association on behalf of Department of Transport.

The spaces reserved for disabled badge holders cannot be used by non-badge holders.

(5) Inappropriate Parking

All vehicles must be properly parked within their designated bay. Consistent failure to do so, may result in the suspension or termination of the parking lease, at the discretion of the Mobility Management Plan Coordinator.

All car park users will be advised by signage that clamping of inappropriately parked cars will be in operation at the development. The fee for release of a clamp will be €40.00 - €80.00. This fee will be subject to annual review by the Mobility Management Plan Coordinator.

Inappropriate parking is defined as parking in restricted areas and locations such as:

- Access roads, ramps and aisles
- Disabled bays (if no window badge is displayed).
- Parking by unregistered drivers at spaces reserved for registered users.

The Mobility Management Plan Coordinator will arrange for clamping to be in place to prevent parking in authorised spaces or areas.

(6) Parking Control Measures

The following measures are in place in the car park at the subject development.

- Numbering of car parking spaces, so as to permit their allocation to specific uses / users.

- Frequent ‘on-the-beat’ parking surveys conducted by site security and/or by parking management contractors, to monitor compliance with all parking restrictions.
- Enforcement of parking restrictions by means such as clamping and fines.
- Information on the use of alternative modes of transport, provided to development occupants and visitors by means of travel information via the travel information board and/or the Mobility Plan mobile app and/or a dedicated website.

If deemed necessary by the Mobility Management Plan Coordinator, folding parking barriers or hinged bollards may also be installed within individual parking spaces.

(7) Car Maintenance

Major repairs or servicing of vehicles is prohibited within the car park spaces or grounds at the subject development. However, where a vehicle is immobile due to breakdown, temporary access will be permitted for recovery vehicles for the purpose of undertaking minor repair and/or recovery.

7.3.5 Strategy for public transport use

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

(1) Promote Tax Saver Commuter tickets

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

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

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

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

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

The coordinator will be responsible for disseminating this information to the residents of the subject development, thereby affording them the opportunity to request this benefit at their place of employment.

(2) Update travel information

The Mobility Management Plan Coordinator will provide maps of the local area, indicating the nearest bus stops and train stations and the distance between the subject development and these points. Additionally, the Mobility Management Plan Coordinator will provide updated local train and bus maps and timetables.

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

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

(3) Monitoring of the Public Transport service

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

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

(4) Advantages of using public transportation

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

- Pollution reduction: It is well known that commuting by efficient public transport is significantly less polluting in terms of CO2 emissions than using a private car. For example, a typical Euro 5 bus emits around 65g/km of CO2 per passenger, while a Euro 6 car emits almost 190g/km. Therefore, travelling by public transport is the most environmentally friendly alternative, preventing thousands of tonnes of CO2 from entering the atmosphere.
- Reduction of noise pollution: As with air pollution, noise pollution can be mitigated by augmenting the utilisation of public transport.
- Reduction of congestion in cities: The overuse of vehicles results in the daily collapse of cities, particularly during peak hours. This phenomenon transforms cities into dirty, noisy, and grey environments. Public transport represents an optimal alternative to enhance traffic flow by reducing delays and traffic jams, thereby achieving superior urban mobility.
- Most liveable cities: Increasing the use of public transport would benefit everyone and improve cities in many ways such as having greener cities, with less congestion, less pollution, and less greenhouse gas emissions.
- Economical: The costs associated with a private vehicle can be four times those of public transportation. The initial cost of a car is significantly higher than the sum paid for it. Furthermore, there are additional expenses such as fuel, maintenance, NCT, insurance, tolls, and other periodic costs. This renders public transport a more economical mode of transportation in both the short and long term.
- Time saving: The act of driving can be fraught with unexpected traffic jams or the necessity to search for parking, both of which can result in the loss of valuable time. Conversely, the use of public transport ensures that the scheduled time of arrival at the destination is maintained, thereby obviating the need for any further complications or stress.

- The opportunity to engage in other activities: The journey may be utilised to read, listen to music, catch up with friends, engage in conversation or simply to reflect. Bus or metro journeys are conducive to a variety of activities on a daily basis.
- Guarantee the mobility of groups with less access: This method of transportation ensures the possibility of travelling to young people, older people or people with reduced mobility who are unable to use or do not have their own vehicle.
- Accessible to the entire population: In addition to the aforementioned advantages, it is imperative to highlight the accessibility and subsidised prices that public transport offers, thereby ensuring its accessibility to the entire population. This is particularly important when considering the sectors of society at risk of social exclusion.

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

7.4 Monitoring of the Mobility Management Plan

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

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

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

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

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

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

implement the measures deemed necessary to realign the development with the originally stated objectives.

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

7.5 Marketing

Marketing represents a valuable instrument for demonstrating to stakeholders the status of the implementation, elucidating the essence of the Mobility Management Plan and the principal outcomes, demonstrating the level of responsibility for the surrounding environment, expose how the Subject Development is aligned with the government's requirements or explain to the residents the different benefits that they will have with the implementation of the Mobility Management Plan.

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

The Marketing campaign will be create considering the following:

- Identify the Target Audience of the Marketing Campaign: marketing may be directed towards a number of different stakeholders, including residents, government representatives, students, and the general public. Consequently, it is essential to tailor the message and create content that aligns with the specific events and circumstances of each target group. It is crucial to recognise that the target audience will comprise a heterogeneous group of individuals at varying stages of readiness for change.
- Identify the aim of the Marketing Campaign: the identification of the objective of the marketing campaign serves to clarify the message. It is not the same to run a campaign to inform residents about a new benefit available, to inform stakeholders about the progress of the plan, or to provide a message to the surrounding community. In order to achieve this, it is essential to ascertain the target audience and the communication tool to be employed. This will inform the manner in which the messenger is to be utilized to achieve the desired impact.
- Identify Communication Tools: the objective is to identify the communication tools that will be employed. The manner in which a message is conveyed affects the subsequent evolution of that message. Consequently, the selection of media for an information campaign is contingent upon the target audience. These may encompass print media, digital media, live events, or document reports.
- Identify your Message: Once the target audience has been identified, the objective of the campaign has been established and the communication tools have been selected, it is crucial to create a clear message that effectively conveys the information to the audience in the desired manner.
- Brand the Marketing Campaign: the creation of a logo or emblem that is directly related to the campaign that is being developed can assist in the visualisation of the main and the messenger.

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

8. Conclusion

This Mobility Management Plan has been prepared by Waterman Moylan as part of the planning documentation for a proposed residential development on lands at Southgreen, Co. Kildare.

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

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

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

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

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

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

APPENDICES

A. Bus Timetables

UK and Ireland Office Locations

