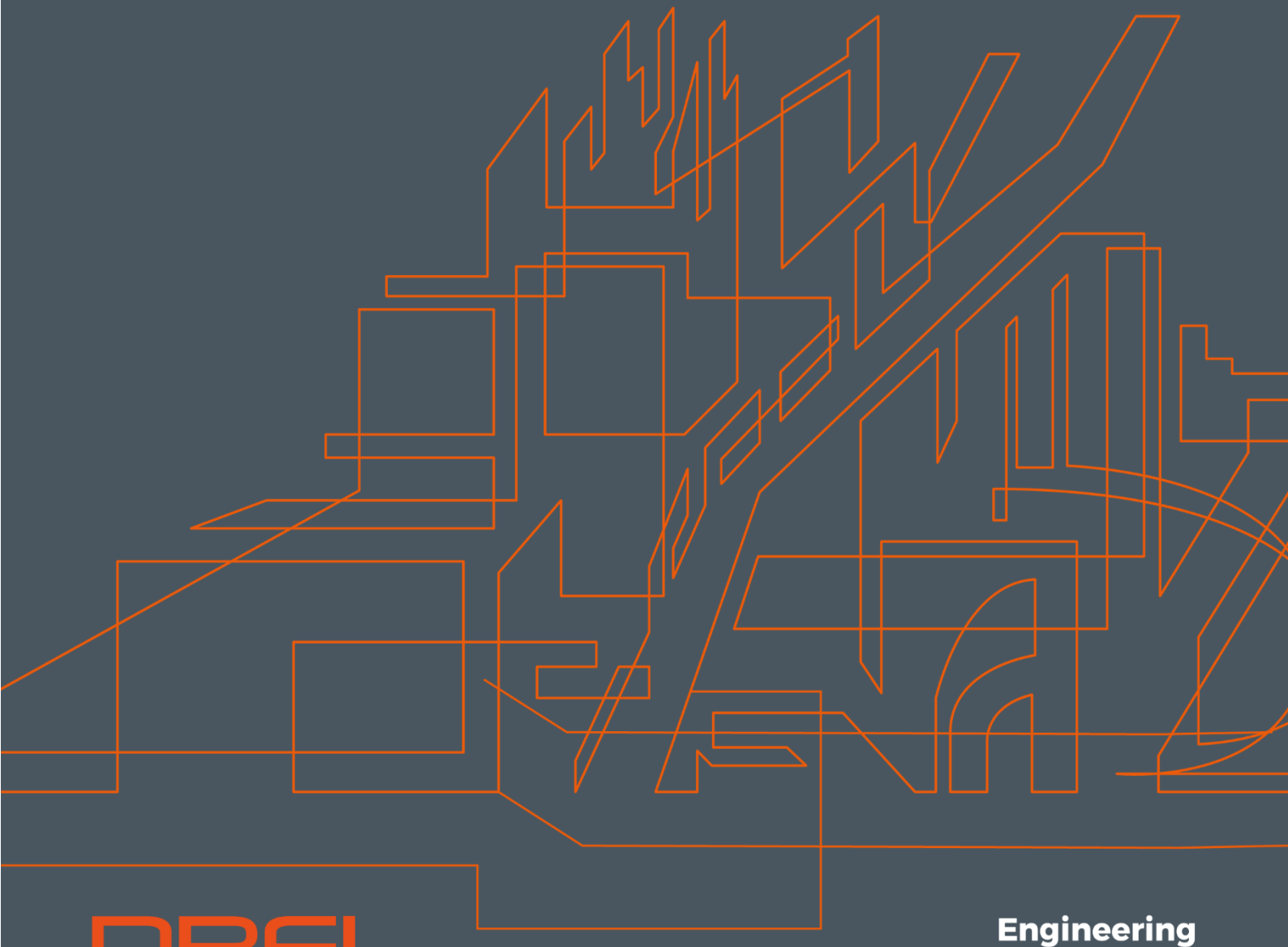
# Amendments to Permitted Development of Royal Liver Retail Park Phase 2

## Mobility Management Plan

260024-X-90-X-XXX-RP-DBFL-CE-0002

**September 2026**



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Engineering Sustainable Futures

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# 1 INTRODUCTION

## 1.1 CONTEXT

DBFL Consulting Engineers (DBFL) has been commissioned by Land Development Agency (LDA) to compile a Mobility Management Plan in support of proposed amendments to the permitted Phase 2 element of proposals (DCC Ref. 4238/19, ABP Ref. PL29S.307804 as amended by DCC Ref. 4436/23 and granted permission by the Local authority DCC Ref. 5050/26) for the redevelopment of the Royal Liver Retail Park, Naas Road, Dublin.

The proposed 2026 amendment to phase 2 application will hereafter referred as 'Phase 2 application'. The development will consist of amendments to a previously permitted mixed-use development (DCC Reg. Ref.: 4238/19; ABP Ref. PL29S.307804, as amended by DCC Ref.: 4436/23 and DCC Reg. Ref.: 5050/26). The proposed amendments relate solely to the permitted Blocks B1, B2, C1, C2, D1 & D2 (identified as Phase 2). No amendments are proposed to any other permitted blocks. The proposed alterations result in an overall increase of 2 no. units increasing the total overall units from 1196 to 1198. The proposed amended residential development of Block B1, B2, C1, C2, D1 & D2 will consist of a total of 635 no. residential apartments (an increase from 633 no. as permitted), which includes 38 No. Studios, 269 No. 1-Bed, 288 No. 2-Bed- 4-Person and 40 No. 3-Bed- 5-Person, units as follows:

- Alteration of Block B1 from a permitted 11-12-storey building providing for 90 no. apartment units to a 10-storey building providing for 107 no. apartments.
- Alteration of Block B2 from a permitted 10 storey building providing for 90 no. apartment units to a 10-storey building providing for 89 no. apartments.
- Alteration of Block C1 from a permitted 10-storey building providing for 171 no. apartment units to a 10-storey building providing for 144 no. apartments.
- Alteration of Block C2 from a permitted 10-storey building providing for 89 no. apartment units to a 10-storey building providing for 98 no. apartments.
- Alteration of Block D1 from a permitted 9-storey building providing for 87 no. apartment units to a 9-storey building providing for 123 no. apartments.
- Alteration of Block D2 from a permitted 8-storey building providing for 106 no. apartment units to an 8-storey building providing for 74 no. apartments.

The reconfiguration of internal layouts of each of the blocks has resulted in the minor shift in the block footprints. The permitted podium between Block B2 and Block C1 is removed with additional public realm and connection to the south proposed. The block amendments result in amendments to permitted communal amenity space with the removal of roof terraces on Blocks C1, C2 and D1 and amendment to roof terraces on Block B1 and B2.

Façade modifications are proposed to respond to the revised internal layouts including minor relocation of windows, balconies etc. and a revised approach to the Naas Rd frontage.

Alteration of the permitted uses and facade at ground floor level and removal of permitted BTR tenant amenity spaces located in Blocks B1, B2, C1 & C2 to provide for a ground floor level that includes:

- Blocks B1-B2: 1 no. retail/café/restaurant unit, 1 no. café unit, 1 no. community unit, a creche (relocated from Block D1) and associated cycle parking, plant areas and entrances.
- Block C1-C2-D1-D2: 1 no. retail unit, 2 no. retail/cafe/restaurant units, own door residential units, undercroft parking and associated cycle parking, plant areas and entrances.

Alterations to the permitted undercroft and basement parking areas under Blocks B1, B2, C1, C2, D1 & D2 to include for alterations to permitted layouts of car parking, cycle parking, plant, waste stores and substation locations.

Amendment of Condition 3 (a) of the parent permission (DCC Reg. Ref.: 4238/19; ABP Ref. PL29S.307804) relating to the Build to Rent (BTR) covenant, and its removal as it relates to Blocks B1, B2, C1, C2 & D1.

The MMP has been prepared to guide the delivery and management of several coordinated initiatives which ultimately seek to encourage sustainable travel practices for all journeys to and from the proposed mixed-use development. The content of this document aims to inform four distinct audiences as follows:

- The appointed **Mobility Managers** who will be responsible for implementing and managing the MMP. Should the managers not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The MMP targets and measures (introduced in Chapter 5 and Chapter 7 for the Residential MMP, and Chapter 6 and 9 for the Commercial MMP) will be coordinated, administered and updated by the appointed Mobility Managers;

- The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5 and Chapter 6) and associated measures (Chapter 7 and Chapter 9);
- The **Residents** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information as outlined in Chapter 2 invaluable. They may also be interested in the Residential MMP targets and measures introduced in Chapter 5 and Chapter 7;
- The eventual **Businesses** based within the proposed mixed-use development who may not have a full understanding of the MMP process and objectives. Accordingly, the process and context information as outlined in Chapter 2 will assist them in gaining an understanding of MMPs.

## 1.2 BACKGROUND

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practices at the proposed mixed-use development located at the Old Naas Road, Inchicore, Dublin 12.

This document aims to expand the awareness of and increase travel options and mobility opportunities for the residents and staff located at the site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefits of the residents and employees who may be interested in reading this document to see how it directly affects them.

This Framework MMP has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices of all residents, staff and visitors travelling to/from the proposed mixed-use development at the site formerly the Royal Liver Retail Park. The purpose of the Mobility Management Plan is to provide:

- A ‘manual’ and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document;
- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a ‘live’ document to be updated at least initially every 2 to 3 years following its implementation;

- A long-term strategy for encouraging residents, staff and visitors to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the strategy are:

(a) To increase the awareness of residents, staff and visitors to all the transport options available to them and to the potential for travel by more sustainable modes;

(b) To introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject mixed-use development.

## 1.3 STRUCTURE OF REPORT

Following this introductory chapter, the remainder of the MMP is structured as follows:

- **Chapter 2** – Provides the definition of an MMP and its objectives, and outlines the scope and process involved in compiling and implementing such a plan;
- **Chapter 3** – Sets out the receiving environment for the proposed mixed-use development, such as its location and local transportation system;
- **Chapter 4** – sets out the proposed amendments to the permitted development;
- **Chapter 5** – Establishes the MMP context in terms of local travel trends and 2022 Census data;
- **Chapter 6** – Establishes the Residential MMP objectives and targets;
- **Chapter 7** – Establishes the Commercial MMP objectives and targets;
- **Chapter 8** – Discusses the MMP measures and travel initiatives selected to best encourage sustainable travel for residents. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures;
- **Chapter 9** – Presents a Preliminary Residential Action Plan for the MMP for the residential development at Royal Liver Retail Park. The objective of this is establishing a basis for discussions with the Local Authority, from which an agreed MMP Action Plan can be adopted;
- **Chapter 10** – Discusses the MMP measures and travel initiatives selected to best encourage sustainable travel for staff and visitors to the proposed commercial development. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures;
- **Chapter 11** - Presents a Preliminary Commercial Action Plan for the MMP for the commercial components at Royal Liver Retail Park. The objective of this is establishing a

basis for discussions with the Local Authority, from which an agreed MMP Action Plan can be adopted;

- **Chapter 12** – Summarises the main conclusions and recommendations of the MMP.

# 2 MOBILITY MANAGEMENT PLAN FRAMEWORK

## 2.1 WHAT IS A MOBILITY MANAGEMENT PLAN?

The Dublin Transportation Office, which was subsumed into the National Transportation Authority (NTA) in December 2009, published a document in 2001 entitled *The Route to Sustainable Commuting*. This publication defined an MMP as:

> *"… a package of measures put in place by an organisation to encourage and support more sustainable travel patterns …"*

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

Whilst the emergence and successful application of MMPs have only transpired over the last 20 years in Ireland, other countries have extensive experience in designing, implementing, marketing and monitoring the successful delivery of MMPs.

Accordingly, MMPs also appear under a range of other names, including but not limited to:

- Travel Plans;
- Green Travel Plans;
- Sustainable Mobility Plans;
- Sustainable Commuter Plans.

## 2.2 WHAT IS A RESIDENTIAL MOBILITY MANAGEMENT PLAN?

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

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

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

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

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

The *Making Residential Travel Plans Work – Good Practice Guidelines* suggest that the growing interest in residential travel planning is being driven primarily by two factors:

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

## 2.3 WHAT IS A DESTINATION MOBILITY MANAGEMENT PLAN?

A Destination Mobility Management Plan encompasses a package of measures designed to:

1. Reduce the number and length of car trips attracted to a commercial focused development;
2. Encourage more sustainable forms of travel;
3. Reduce the overall need to travel for staff and visitors.

To do so, it sets out objectives and targets to achieve these sustainable travel patterns. A successfully implemented Destination MMP can deliver reductions in car usage, particularly influencing levels of single-occupancy car travel. Increased trips made by public transport, walking and cycling can also be achieved, in addition to improved road safety and personal security – especially for more vulnerable roads users like pedestrians and cyclists.

## 2.4 WHO IS INVOLVED?

An MMP impacts the following stakeholders who should all be involved in some form or manner:

- Local Authority Officers;
- Developers and the brief they provide to their design teams;

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

## 2.5 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

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

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

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

- For the Residents and Staff:
    - Addressing resident and staff needs for access to a full range of facilities for work, education, health, leisure, recreation and shopping;
    - Promoting healthy lifestyles and sustainable, vibrant local communities.
- For the Local Community:
    - Reducing the traffic generated by the development for journeys on the external road network;
    - Making local streets less dangerous, less noisy and less polluted;
    - Enhancing viability of public transport;
    - Improving the environment and the routes available for cycling and walking.

## 2.6 MOBILITY MANAGEMENT PLAN PROCESS

Once the decision has been made to produce an MMP, the process of compiling the plan encompasses the 9 principal steps, as presented in Figure 2-1 below.

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




*Figure 2-1 MMP Development Process and Status.*

Once the mixed-use development's specific objectives are identified, "SMART" targets will assist in defining the specific measures that are included and / or prioritised within the MMP in order to reach the objective. They will also assist in monitoring and evaluating the level of success achieved by the MMP.

SMART targets, which can be agreed with the local authority, should be:

| | |
|---|---|
| S | **Specific**<br>Well defined<br>Clear to anyone with basic knowledge of the project |
| M | **Measurable**<br>Know if the goal is obtainable and how far away completion is.<br>Know when it has been achieved |
| A | **Achievable**<br>Agreement with all the stakeholders what the goals should be.<br>Make sure this is possible for all levels within the group. |
| R | **Realistic**<br>Within the availability of resources, knowledge and time. |
| T | **Time-Bound**<br>Enough time to achieve the goal<br>Not too much time, which can affect project performance |

*Figure 2-2 What makes a target SMART?*

## 2.7 MOBILITY MANAGEMENT PLAN—NEXT STEPS

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

- The subject residential development's specific travel characteristics are outlined and presented to the local authority;
- The businesses' occupying the office, retail and commercial units – and their employees' – specific travel characteristics are established and presented to the local authority;
- The Preliminary Action Plans are explored and re-examined through a partnership approach between the developers and the local planning authority, with the objective of reaching agreement upon the MMP's measures, and subsequently the adoption of an

'agreed' MMP Action Plan. This Action Plan will set out targets, initiatives, timescales, responsibilities and resources, all of which will be clearly outlined and approved by both parties.

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

## 2.8 POLICY FRAMEWORK

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

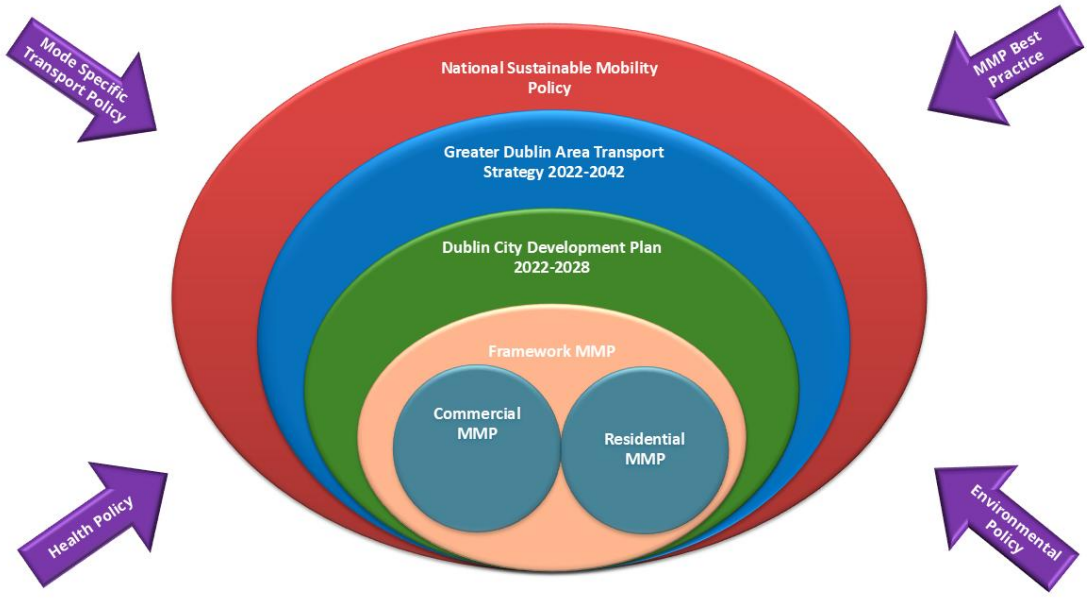
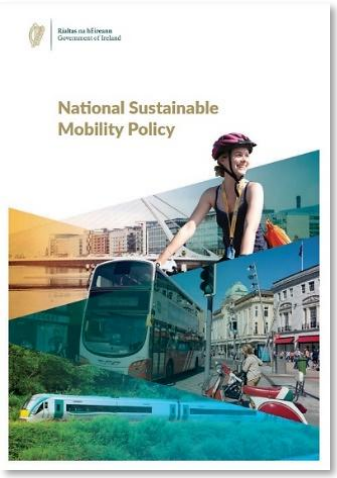



*Figure 2-3 MMP Policy Framework and External Influences.*

### 2.8.1 National Sustainable Mobility Policy




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

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

**Safe and Green Mobility:**

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

**People Focuses Mobility**

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

**Better Integrated Mobility**

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

The Sustainable Mobility Policy is accompanied by Action Plans that include actions organised by goals. The first Action Plan covered the period from 2022 to 2025; the current Action Plan 2026-2030(published in March 2026) sets out actions to take place between 2026 and 2030. Each action

has been assigned to a specific government department or body and a deadline with the hope of creating accountability for their implementation.

### 2.8.2 Transport Strategy for the Greater Dublin Area 2022-2042




The Transport Strategy for the Greater Dublin Area 2022-2042 is a document compiled by the National Transport Authority which sets out the Strategic Transport Plan for the Greater Dublin Area for the period up to 2042. This sets out an integrated long-term strategy for the area and includes new public transport proposals such as DART and Luas expansion, as well as a new Metro route.

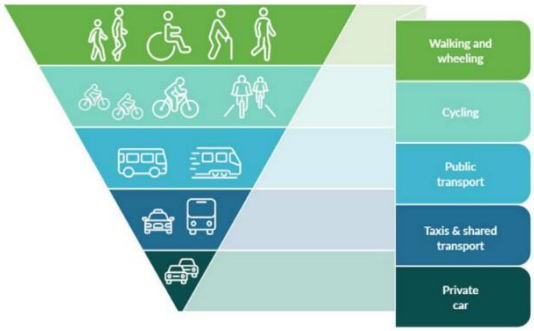
This document will influence transport planning across the region until 2042 and replaces 'Transport Strategy for the Greater Dublin Area 2016-2035'. It thereby underpins all transportation strategies, traffic management schemes and development plans prepared by Kildare County Council during this timeframe.

The Strategy sets out a clear hierarchy of transport users, commencing with the sustainable modes of travel such as walking, cycling and public transport users at the very top of the hierarchy. The Strategy adopts the general principle that these users should have their safety and convenience needs considered first and that the hierarchy is applied where a large share of travel is (or could be) made by walking, cycling and public transport.

In addition to guiding the development of specific Strategy measures, the NTA sets out the road user hierarchy, which is deemed as a fundamental input into the Transport Strategy:

**Measure PLAN2 – The Road User Hierarchy**

*'The NTA, in the decision-making process around the design, planning and funding of transport schemes in the GDA, will be guided by the priority afforded to each mode in the Road User Hierarchy as set out in the Transport Strategy.'*



### 2.8.3 Dublin City Council Development Plan 2022 – 2028

Adopted in 2016 and covering the period up to 2022, the Dublin City Council Development Plan (DCCDP) establishes the regulatory framework against which all development in the county takes place. In both the authority's transportation objectives and development standards, the objectives and subsequent thresholds for the requirements of MMPs are clearly detailed.

**Policy SMT6** of the DCCDP aims to:

*"To promote best practice mobility management and travel planning through the requirement for proactive mobility strategies for new developments focussed on promoting and providing for active travel and public transport use while managing vehicular traffic and servicing activity."*

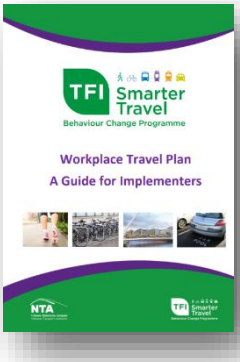
**Policy SMT7** of the DCCDP aims to:

*"To require the preparation and submission of travel plans for new and existing developments as part of the planning application process including residential, school, workplace etc."*

The DCCDP outlines the importance and utilities of Mobility Management Plans and Travel Plans, as these documents may be used to manage site accessibility, maximise access to public transport and accommodate sustainable movement needs, which helps meet the various objectives of the development plan. It has become best practice to prepare Mobility Management Plans for developments to improve sustainability and encourage sustainable travel trends as much as possible. This may include a modal shift from private car usage towards walking, cycling, and public transport uptake.

Table 15-1 of the DCCDP specifically states that planning applications for residential developments of 20 units or more must include a Mobility Management Plan or Travel Plan, as do applications for commercial developments of 100 employees or more. Any development with zero / reduced car parking also requires an MMP, as do school campuses and large childcare services.

### 2.8.4 NTA Workplace Travel Plans – A Guide for Implementers




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

The document discusses the principles of Mobility Management Plans and their benefits to employers and employees. It also outlines how to prepare, design and implement an MMP.

# 3 RECEIVING ENVIRONMENT

## 3.1 LOCATION

The subject site is located between the Inchicore and Drimnagh neighbourhood centres with Dublin city centre approx. 5.8km to the north-east of the site. The area offers connectivity between various suburbs of Dublin via the R810 Naas Road, with the site having approximately 200m of road frontage along the R810 Naas Road. The site has approximately 170m of road frontage onto the R112 Kylemore Road which connects the site northwards to the R148 Chapelizod Bypass and to the south to the aforementioned Naas Road R810 and R110 Long Mile Road corridor. To the north the Old Naas Road corridor forms the northern boundary of the subject development site. The M50/N7 Junction 9 Interchange ('Red Cow Interchange') is approx. 2.4 km southwest of the subject site and offers many forward connections. The general location of the subject site in relation to the surrounding road network is illustrated in **Figure 3-1** below whilst **Figure 3-2** indicatively shows the extent of the subject site boundary and neighbouring lands.




*Figure 3-1: Site Location (Source: Google Map) Minutes)*

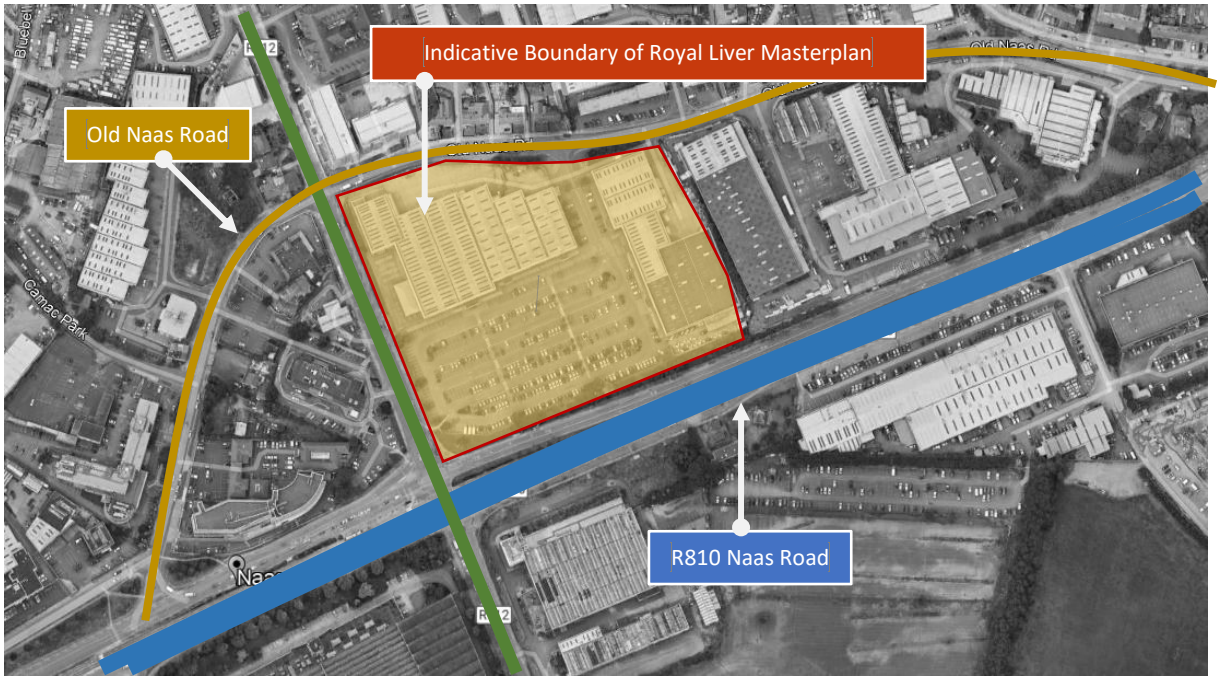



*Figure 3-2: Indicative Site Boundary (Source: Google Maps)*

## 3.2 LAND USE

The subject site is a brownfield site which until recently operated as a commercial retail park (Royal Liver Retail Park) comprising approx. 12,800m$^2$ GFA across 8 units. The subject lands are zoned ***Zone 14- Strategic Development and Regeneration Areas*** within DCC Development Plan 2022-2028 as shown in **Figure 3-3**.

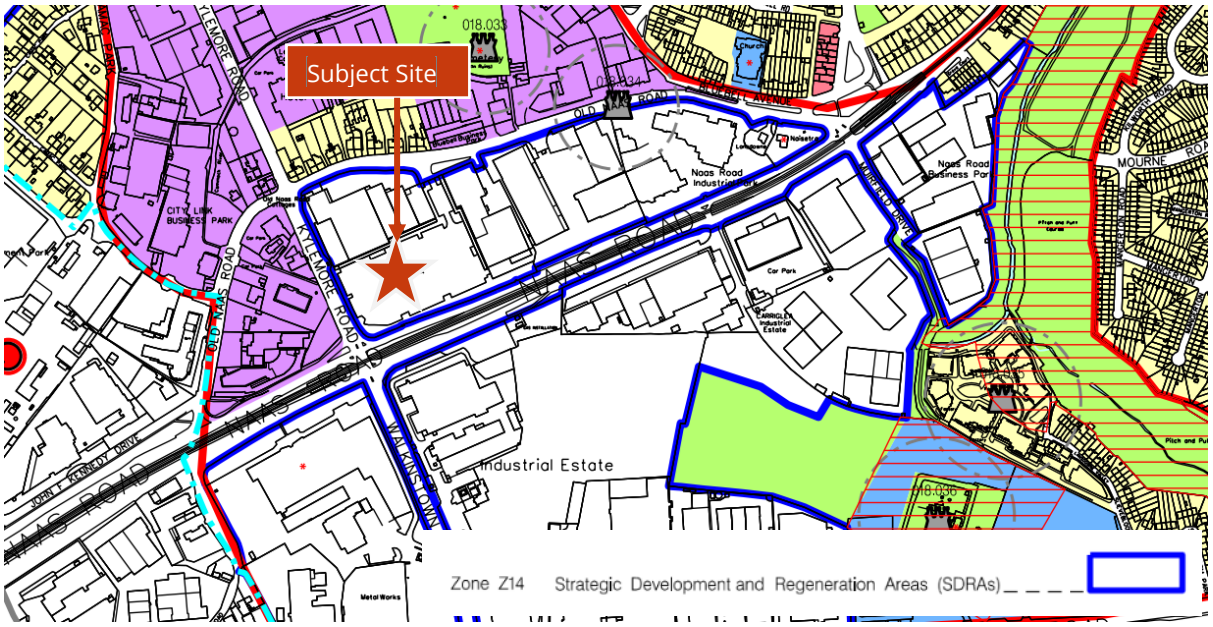



*Figure 3-3: Land Use Zoning (Source: Extract from Map G of Dublin City Development Plan 2022-2028)*

## 3.3 EXISTING TRANSPORT FACILITIES & SERVICES

### 3.3.1 Existing Cycling and Pedestrian Facilities

The roads bounding the subject site (Kylemore Road (R112), Old Naas Road and Naas Road (R810)) are subject to speed limits between 50 - 60kph. Street lighting is available on both sides of the road for the Kylemore Road (R112) and the Naas Road (R810).




*Figure 3-4: Pedestrian Facilities along Naas Road, Old Naas Road and R112 Kylemore Road*

Pedestrians can benefit from footpaths on both sides of the carriageway on the Kylemore Road (R112), the Naas Road (R810) and the Old Naas Road, as shown in **Figure 3-4.** There is currently no dedicated cycle infrastructure along either the Naas Road (R810), the Kylemore Road (R112) or the Old Naas Road in the immediate vicinity of the Royal Liver Retail Park site. Pedestrian crossing facilities in vicinity of the subject site are illustrated in **Figure 3-5** the below.

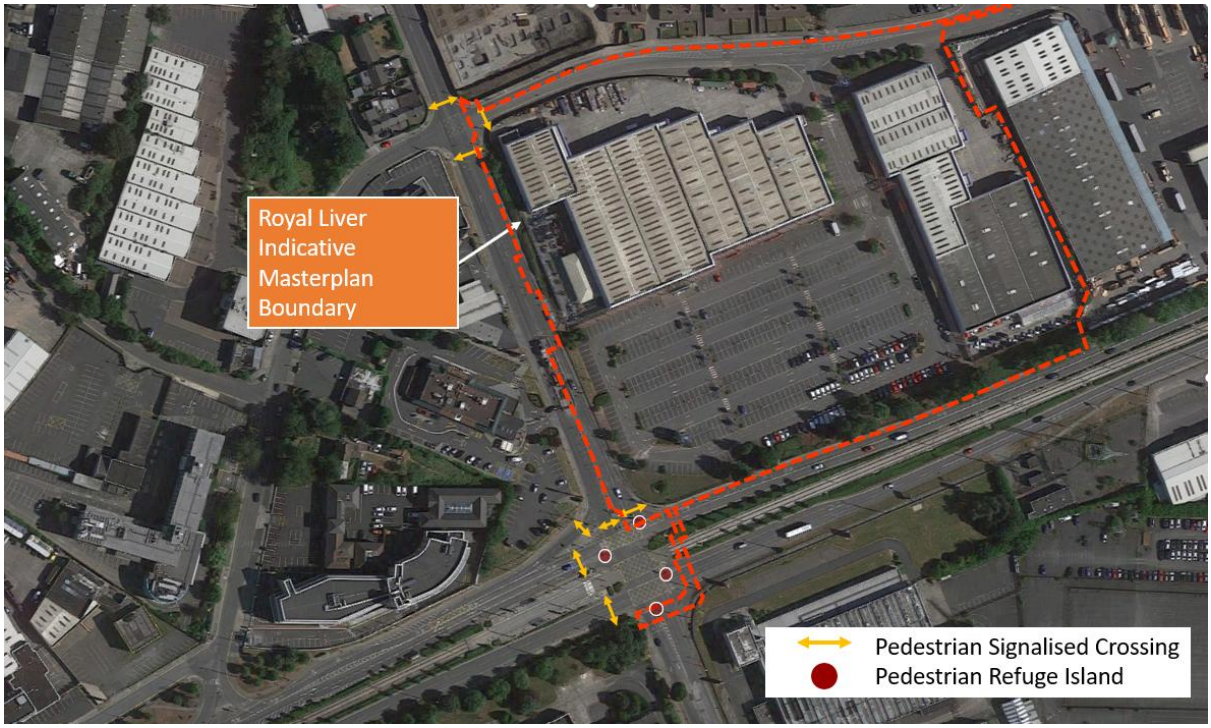



*Figure 3-5: Pedestrian Crossing Facilities along Naas Road, Old Naas Road and R112 Kylemore Road*

The site also benefits from being approximately 400m south of the Grand Canal Greenway which can be accessed via Kylemore Road (R112). There are currently no cycle facilities on the Kylemore Road (R112) or on the Old Naas Road.

## 3.4 EXISTING PUBLIC AND SHARED TRANSPORT SERVICES

### 3.4.1 Baseline Service

The baseline PTAL (Public Transport Accessibility Analysis) characteristics (prior to emerging BusConnects CBC and emerging LUAS Lucan and Dart+ Southwest facilities) is detailed **Figure 3-6** below revealing a predominately **Medium-High** level of service with an adjoining **High** level of service overlapping into the southeast portion of the subject site due to the proximity of the LUAS interchange.

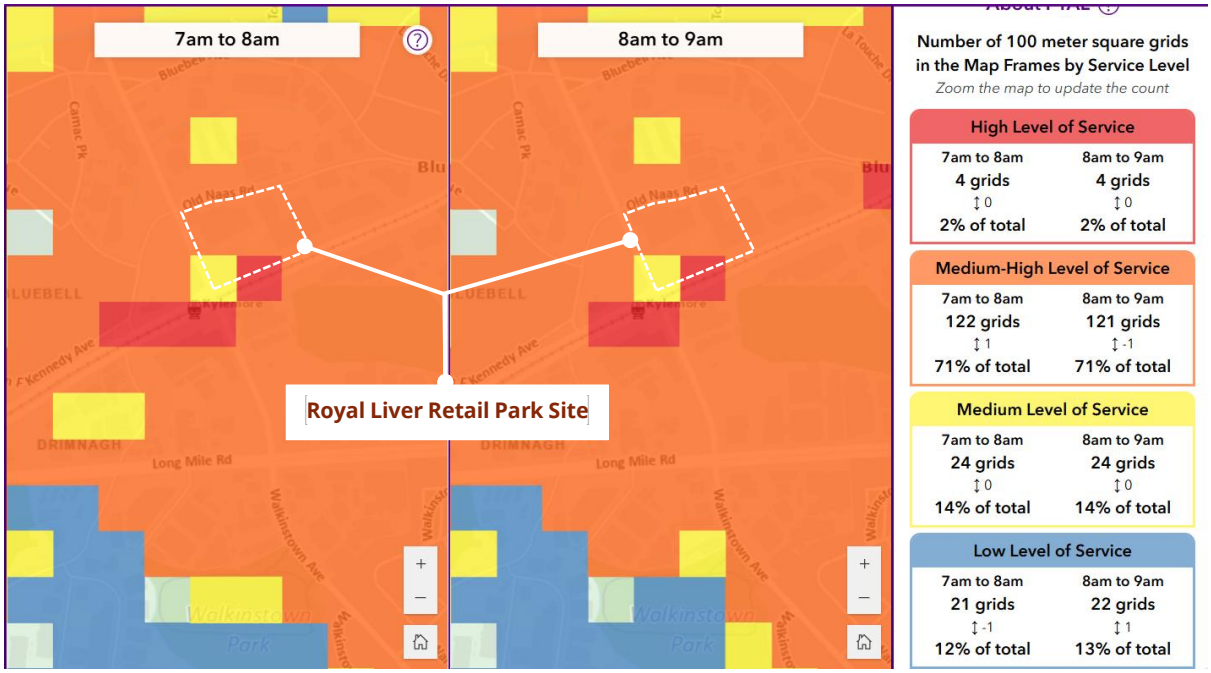



*Figure 3-6: NTA's PTAL Service Level (Source NTA)*

### 3.4.2 Bus Services

Royal Liver Retail Park benefits from the provision of bus interchange opportunities on both the Kylemore Road and Naas Road corridors. Bus stops (with weather protection) are available on both sides of the Kylemore Road corridor which service the Go-Ahead operated orbital route S4 (10-minute frequency) between UCD Belfield and Liffey Valley Shopping Centre.

East-west services operating along the R810 Naas Rd corridor and calling at bus stops (with weather protection) in close proximity to Royal Liver Retail Park site include Route 13 (between Harristown - Grange Castle with 12-minute frequency), and Route 68/68X (between Newcastle – Hawkins St with 30-minute frequency). The two bus stops on Kylemore Rd and the inbound bus stop on Naas Road all benefit from the provision of real-time bus service public information displays.

### 3.4.3 Bus Infrastructure

The R810 Naas Road currently accommodates dedicated nearside bus lanes on both sides of the corridor for the benefit of inbound and outbound bus services. Whilst a very generous width of carriageway is available; no dedicated bus lanes are currently delineated along the R112 Kylemore Rd corridor.

### 3.4.4 Light Rail Services

The Kylemore LUAS Stop on the Naas Road (R810) is the most accessible LUAS stop to the subject site. It is approx. 150m to the south of the site; its location is shown in **Figure 3-7** below.

The Bluebell LUAS Stop is approx. 750m east of the subject site. The LUAS Red Line provides access to Tallaght and Saggart in the western ends of the line, Connolly Station and the Point Village in the eastern ends of the line, as well as the city centre and interchange points with the LUAS Green Line and to other destinations along its route. **Table 3-1** below lists how often (in minutes) the service operates at the Kylemore Stop (both eastbound and westbound routes).

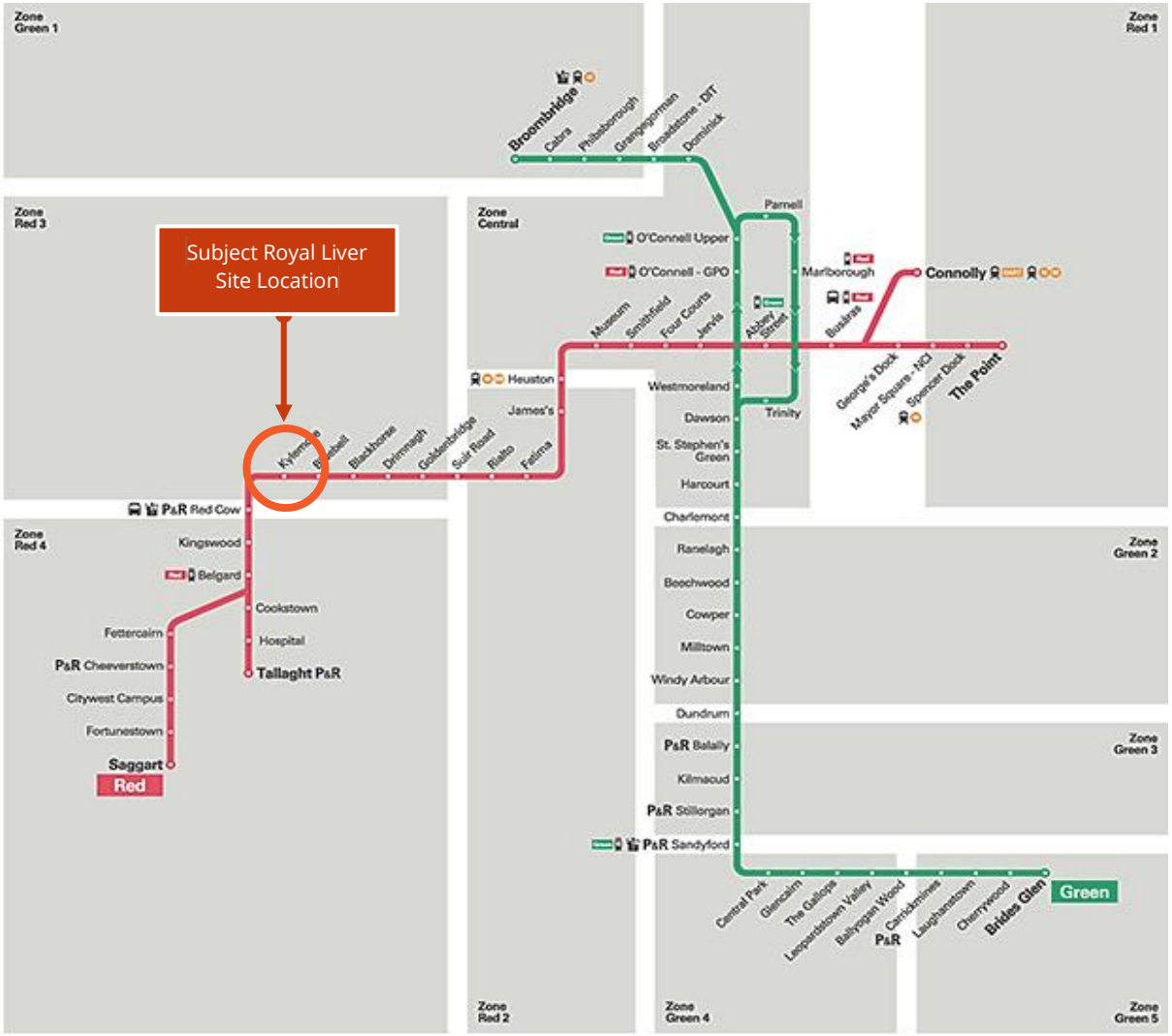



*Figure 3-7: LUAS Red Line Destinations (Source: NTA)*

| Eastbound | | Westbound | |
|---|---|---|---|
| **Time Range** | **Mon – Fri (Average Frequency in Minutes)** | **Time Range** | **Mon – Fri (Average Frequency in Minutes)** |
| 05:33-07:00 | 15 | 06:02-07:00 | 15 |
| 07:00 - 10:00 | 4 | 07:00 - 10:00 | 4 |
| 10:00 - 16:00 | 4 | 10:00 - 16:00 | 4 |
| 16:00 - 19:00 | 4 | 16:00 - 19:00 | 4 |
| 19:00 - 00:16 | 10 | 19:00 – 01:01 | 10 |
| **Time Range** | **Sat (Average Frequency in Minutes)** | **Time Range** | **Sat (Average Frequency in Minutes)** |
| 06:30 - 10:00 | 8 | 07:03-10:00 | 10 |
| 10:00 - 16:00 | 5 | 10:00 - 16:00 | 5 |
| 16:00 - 19:00 | 5 | 16:00 - 19:00 | 5 |
| 19:00 - 00:16 | 7 | 19:00 – 01:03 | 10 |
| **Time Range** | **Sun & Bank Holidays (Average Frequency in Minutes)** | **Time Range** | **Sun & Bank Holidays (Average Frequency in Minutes)** |
| 07:02 - 12:00 | - | 07:33 - 12:00 | 13 |
| 12:00 - 19:00 | 6 | 12:00 - 19:00 | 6 |
| 19:00 - 23:16 | 12 | 19:00 – 00:03 | 7 |

*Table 3-1: LUAS Kylemore Stop Average Service Frequency (In Minutes)*




*Figure 3-8: Luas Stop Locations Relative to Site (Source: Google Maps)*

### 3.4.5 Heavy Rail

The closest existing railway stations to the subject site are Heuston Station (for intercity / regional / commuter services) as located 4.1 km to the northeast (12-minute cycle / 17-18 minutes by public transport or 8 minutes by car), and Park West / Cherry Orchard as located 3.1 km to the northwest (11 minute cycle / 20 minutes by public transport or 6 minutes by car),

The most accessible rail station to the subject site is the Park West & Cherry Orchard Station, located approx. 3.1km northwest of the site as illustrated in **Figure 3-9**. From this station, onward connections at Heuston Train Station and Connolly Train Station can be made.

The subject site is also located approx. 4.1km from Heuston Station (northeast from subject site) and approx. 7.5km from Connolly Train Station (northeast of subject site). Both of these train stations can be accessed from the subject site via LUAS Red Line interchange stops adjacent to each station; Heuston Station is accessed with a journey time of 15 minutes using the Luas Red Line. Together both stations provide intercity and commuter train services while Connolly Train Station offers additional DART (Dublin Area Rapid Transit) services.

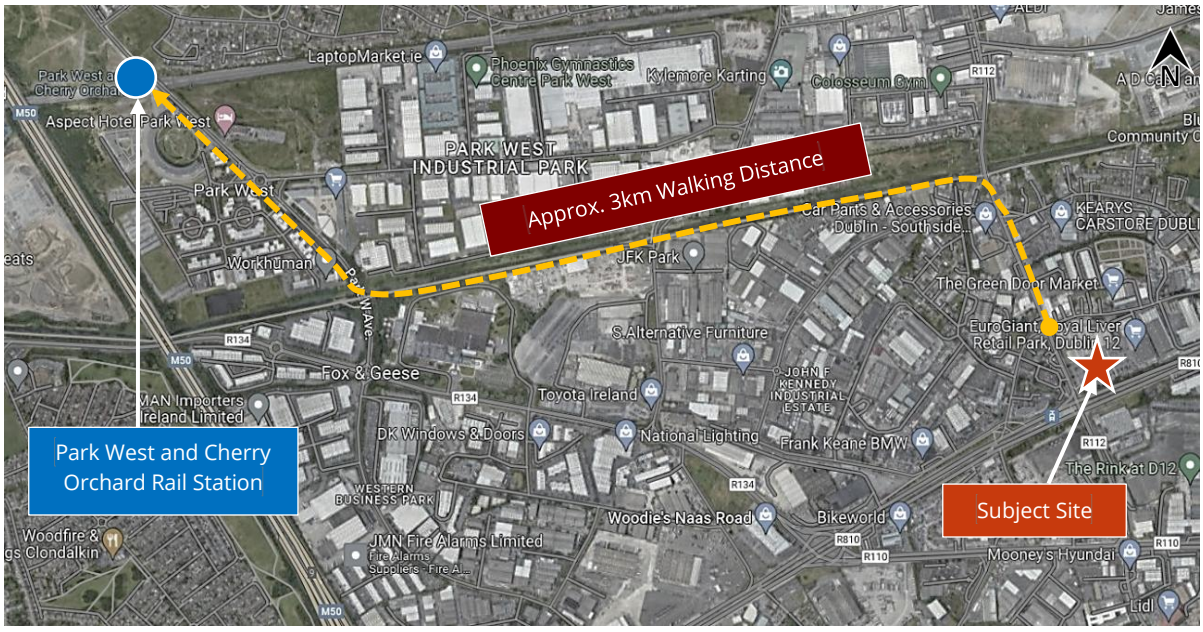



*Figure 3-9: Existing Rail Station Locations Relative to Site (Source: Google Maps)*

### 3.4.6 Car Share Services

GoCar maintains two car-sharing bases in close proximity to the subject site, at:

- Our Lady of the Wayside Carpark, Bluebell Avenue (approx. 400m / 5-min walk to the east);
- Landsdowne Gate Apartments (approx. 1.1km / 14-min walk to the southeast).

Both bases offer pay-as-you-go car hire services via GoCar's mobile app, with GoCar services generally available 24/7.

### 3.4.7 Existing Site Accessibility

All the above existing transport options contribute to delivering excellent accessibility levels at the subject site even in advance of the new bus light rail and heavy rail enhancement that are being proposed by range of stake holders across the immediate environment of the subject royal liver site. This existing baseline accessibility is demonstrated in the following figures (Appendix A)

- Figure 1: Healthcare facilities within a 15-minute walk and cycle journey
- Figure 2: Education facilities within a 15-minute walk and cycle journey
- Figure 3: Retail (Food) facilities within a 15-minute walk and cycle journey
- Figure 4: Extent of 15-minute catchment by existing public transport services.
- Figure 5: Accessibility levels of Primary Schools within 15 minutes walking
- Figure 6: Accessibility levels of Secondary Schools within 15 minutes walk and cycle
- Figure 7: Accessibility levels of Third level Institution within 15 minutes Cycling

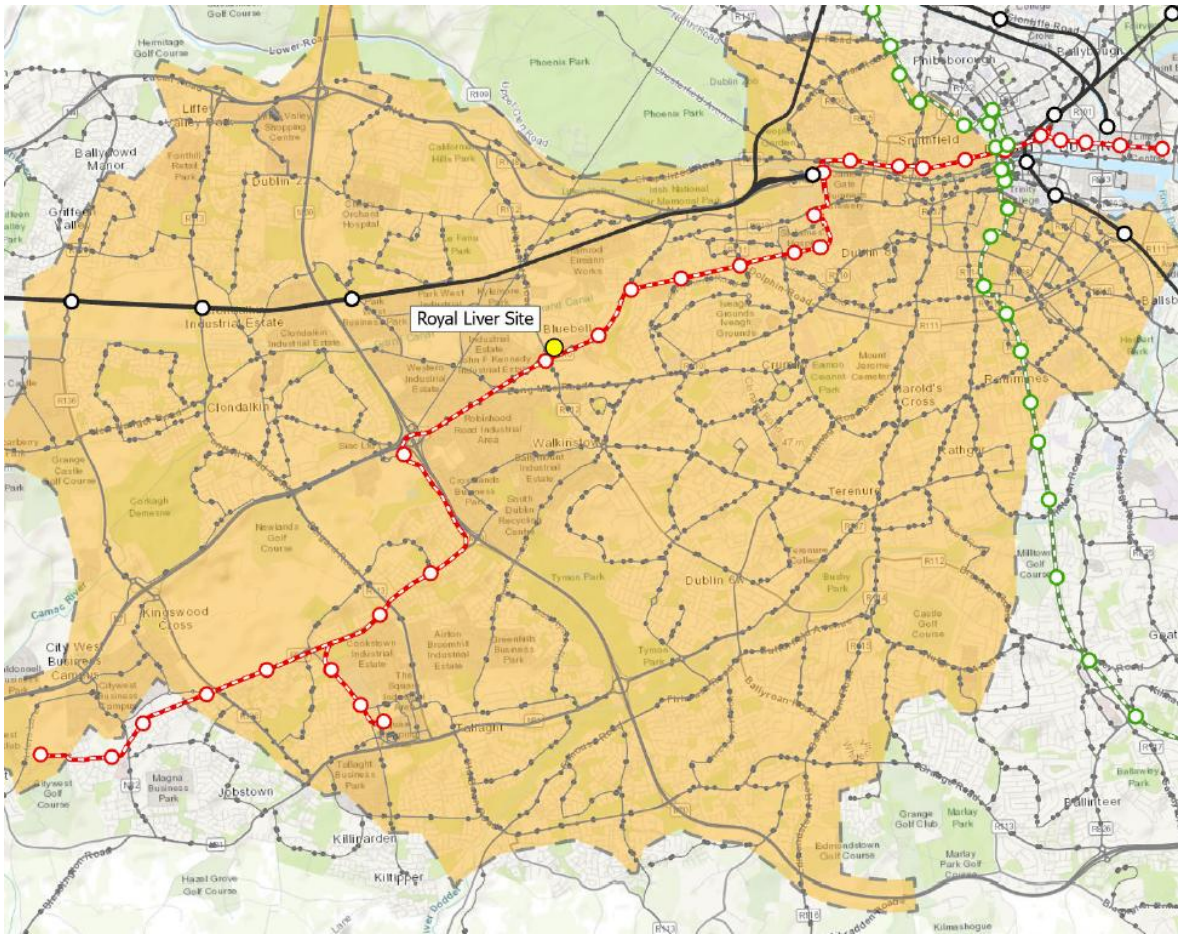



*Figure 3-10: Baseline Public Transport 15 Minute Catchment from Subject Site*

## 3.5 PROPOSED TRANSPORT INFRASTRUCTURE

### 3.5.1 Introduction

The following section considers a number of proposals that have emerged in the interim period since 2023 application, but which have the potential to influence the design of the subject Phase 2 amendments beyond that already established by the existing planning permissions and associated planning conditions. Whilst located within Dublin City Council jurisdiction the subject brownfield site lies in close proximity to the boundary with lands governed by South Dublin City Council. Accordingly transboundary parameters need to be considered with the most notable initiative impacting the Royal Liver site being the City Edge project as being jointly implemented by both local plaining authorities in addition to a number of transport-oriented schemes being rolled out by the NTA and TII.

### 3.5.2 City Edge Project

The City Edge Project is a transformative cross boundary initiative by DCC and SDCC, re-imagining the Naas Road, Ballymount and Park West areas at the western edge of Dublin City. A Strategic Framework has been complied that seeks to set out a high-level approach and transformational trajectory for the regeneration of the defined City Edge brownfield lands to create a new liveable, sustainable and climate resilient urban quarter. It will be followed in due course by a more comprehensive Statutory Plan which will guide development at a finer level of detail.

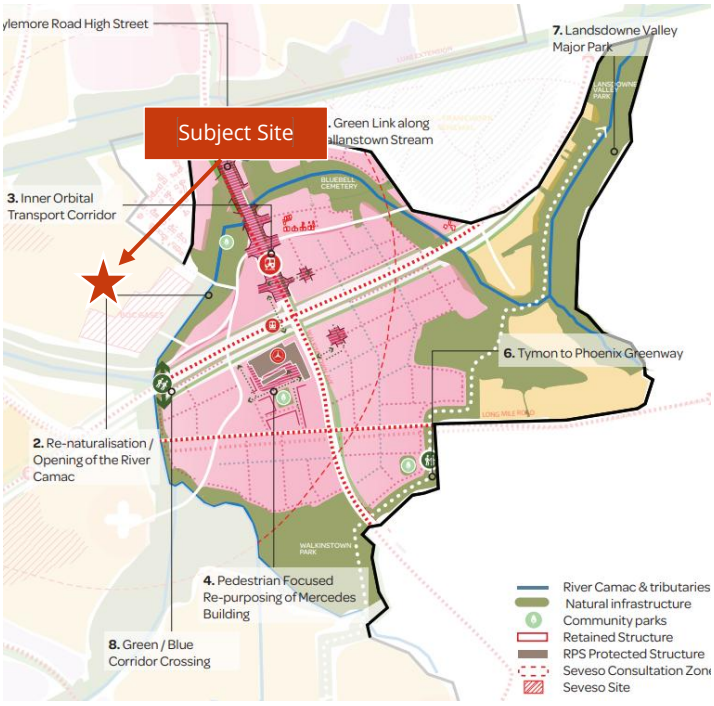



*Figure 3-11 Outline of the City Edge Project with the subject site marked.*

The City Edge framework comprises five districts with defining elements of land use, centres & high streets, the movement network & natural infrastructure. The subject Royal Liver Park site is located within the "Naas Road" district. Due to its key locational advantages and existing development profile the framework plan identifies the Naas Road district as "***the Primary Town Centre in City Edge***" with extant planning permissions taken into consideration in the development of the plan.

The framework plan for the Naas Road district includes for:

- A mixed-use urban centre
- A "***high street***" character along Kylemore Road
- An Inner orbital public transport corridor (along Kylemore Rd – Walkinstown Ave corridor) identified with an interchange located "***north of the intersection with the Naas Road***."
- Old Naas Rd being reclassified as a "***Major Link Road***"

The adopted movement strategy for the City Edge area is presented in the Figure 2-12 below.

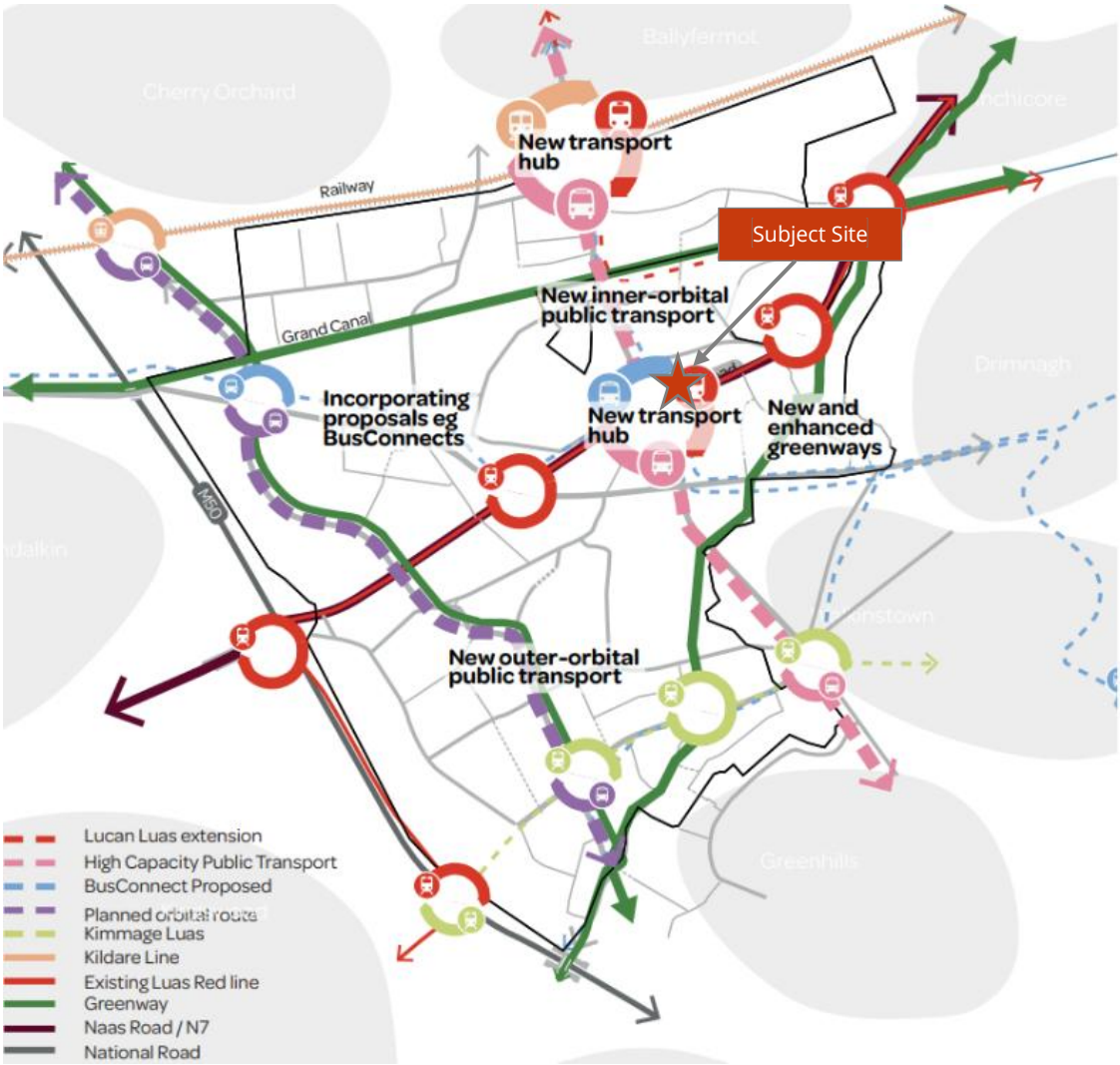



*Figure 3-12 Transport Proposals for City Edge with subject site identified.*

The key transport components relevant to the Royal Liver site include:

- New transport hub (Bus / LUAS) identified at the Naas Rd / Kylemore Rd Junction.
- New inner orbital public transport interchange on Kylemore Rd adjoining the subject Royal Liver Retail Park site.
- New LUAS Lucan line adjoining the Grand Canal corridor (between Kylemore Road and Blackhorse Bridge) and along Kylemore Rd to/from the Ballyfermot direction.
- New DART Commuter station on Kylemore Rd with new 'Transport Hub' for interchange with LUAS and Orbital bus circa 985m to the north of the subject Royal Liver Site.

### 3.5.3 Cycling Infrastructure

**NTA Cycle Connects**

The Greater Dublin Area (GDA) Cycle Connects network proposals were updated in January 2023 by the NTA. The latest network proposals, which supersedes the earlier 2013 version, includes for the following elements (reference **Figure 2-13** below) ;

- A 'feeder' route (Kylemore Rd-Old Naas Rd) through the subject Royal Liver Site.
- 'Primary Orbital' north-south along the Kylemore Rd – Walkinstown Ave corridor.
- A 'secondary' route along Old Naas Rd
- "Further Study" for the route along Naas Road to the east of its junction with Kylemore Rd

Influenced in part by BusConnects CBC proposals and the extant planning permission the new 2023 network proposals include:

1) A "**feeder**" route through the subject Royal Liver Site as per the general arrangement of the proposed developments central public realm area.
2) A "**secondary**" route along the entire length of Old Naas Rd (to the west and east of Kylemore Rd corridor), and
3) A "**feeder**" route adjoining Bluebell Cemetery connecting Old Naas Rd and Bluebell Ave subsequently providing a convenient active travel route between the subject Royal Liver site and the Greenway along The Grand Canal (accessed via Bluebell LRD site at Bluebell Waterways, Bluebell Avenue and Bluebell Road, Bluebell, Dublin 12)

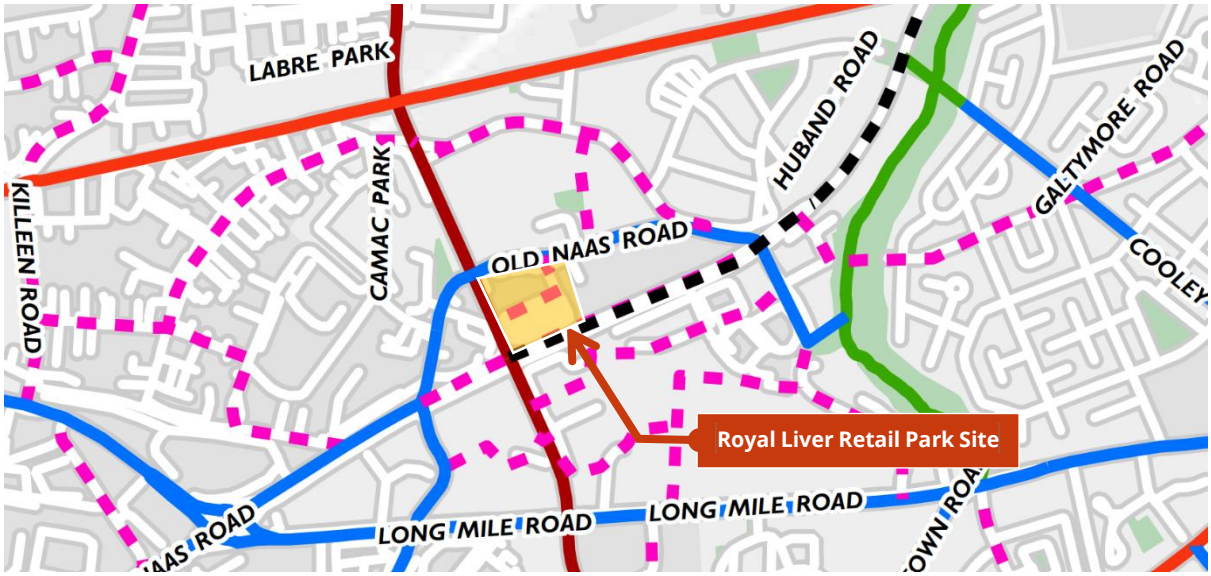



*Figure 3-13: NTA's GDA Cycle Connects Network Proposals (January 2023)*

### 3.5.4 DCC Active Travel Programme

The NTA's Cycle Connects infrastructure will be delivered through a number of different projects as and when opportunities permit. The NTA's Bus Connects include the construction of certain elements of the cycle connects network proposals including the section of Naas Rd corridor to the west of Kylemore Rd and along the length of Walkinstown Ave. DCC identifies a total of 80 active travel schemes over the lifetime of their current Active Travel Programme. The latest DCC status of works (Quarterly Report Q1 March 2026) details:

- Works along Kylemore Rd are identified as being part of the Chapelizod to Walkinstown project. Whilst no specific details are available on this specific project, DCC (About the Active Travel Programme | Dublin City Council) suggest that this project (Design / Consultation) will commence "Post 2028".
- Along the Naas Rd corridor between Naas Rd / Kylemore Rd / Walkinstown Ave junction and Inchicore the "Naas Rd to Inchicore" project is reported to start design works in 2026 with a public consultation exercise "expected" to be also undertaken in 2026.
- Whilst included in 2023 GDA Cycle Connects network, the DCC Active Travel Programme does not include any detail (either ongoing or classified as "in Future") of any project for cycle infrastructure design / consultation / construction along the Old Naas Road.

### 3.5.5 NTA BusConnects Dublin

The emerging BusConnects Core Bus Corridor (Clondalkin / Tallaght Scheme) is to be routed east-west along the western section of the Naas Road corridor, via the Naas Rd / Kylemore Rd junction

and north-south along the Walkinstown Ave corridor. The original 2019 planning application on the subject Royal Liver Retail Park site safeguarded the implementation of the NTA's BusConnects Core Bus Corridor as proposed at that time.

In the interim period, the publication of the NTA's new Cycle Design Manual (September 2023) necessitated that the CBC works, including the layout of the proposed Naas Rd / Kylemore Rd / Walkinstown Ave junction, be updated to reflect the new design guidance. In October 2024 ABP granted planning permission for the Clondalkin / Tallaght CBC Scheme. The extant Royal Liver planning permission included works to both (i) the Naas Rd / Kylemore Rd junction and (ii) the eastern side of Kylemore Rd (relocating bus stop). These works (which are to be undertaken as part of the earlier Phase 1 scheme) have been revisited in the accompanying DBFL Roads Layout Drawing to ensure their design is compliant with the latest BusConnects CBC proposals and the NTA's cycle design manual guidance.

### 3.5.6 TII LUAS

***LUAS RED Line***

One of the key sustainable accessibility credentials of the subject Royal Liver Retail Park site is its proximity to the existing Kylemore interchange (circa 60m walk) on the LUAS Redline light rail network. Now over 20 years old, TII is ongoing investment in the LUAS Red line operations under the National Development Plan includes proposals for:

- Replacement of Red Line Fleet (2028-2029)
- Upgrade to Red Cow Interchange and Depot, and
- New LUAS interchange on the Naas Road to service the City Edge project (Nangor Road)

***LUAS Lucan***

TII are currently working on proposals for the Luas Lucan scheme which seeks to implement a new light rail line between the city centre (via Rialto, Blackhouse, Ballyfermot and Liffey Valley) and Lucan / Adamstown. In accordance with the NTA's GDA Transport Strategy this scheme is to be completed and operational prior to 2042. The proposals will see a new LUAS interchange located on Kylemore Rd potentially some 500m to the north of the subject Royal Liver site. Whilst not directly impacting the subject development site, the delivery of the LUAS Lucan scheme will further enhance the sustainable accessibility levels of the development which in return provides the opportunity to instigate changes to the Royal Liver site development's car parking strategy and associated reduction in car parking provision for residents compared to that already permitted at the subject site.

### 3.5.7 Irish Rail

DART+ Southwest project provides the opportunity (byway of the implementation of four tracking layout between Park West and Heuston) and details the future delivery (as part of a separate project) for a new Commuter railway station on Kylemore Road. The location of this potential future railway station on the extended DART network is only 1km to the north of the Royal Liver Retail Park site as illustrated in **Figure 3-14** below.

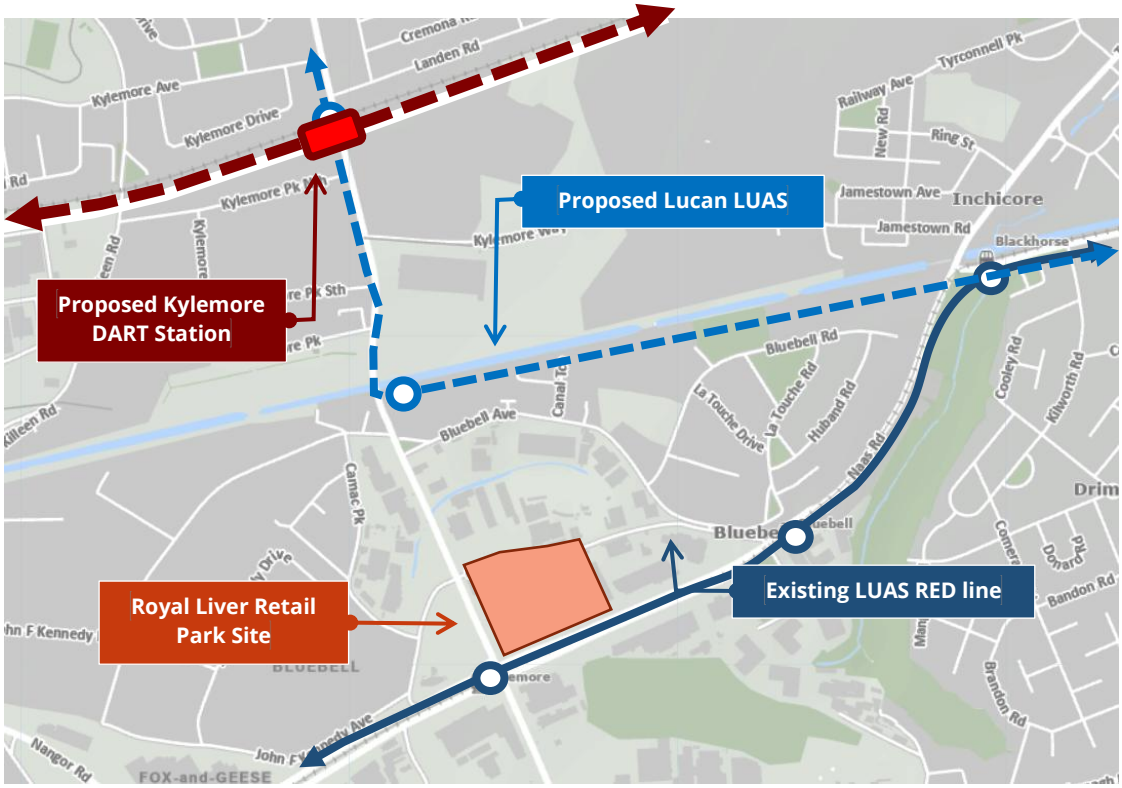



*Figure 3-14: Proximity to Proposed Kylemore Rail Station and LUAS Interchanges.*

In addition, this new DART railway station on Kylemore Road is identified as a new Rail / LUAS / Bus interchange in the City Edge project framework documentation. The offering up to 23 DART trains with capacity to carry 20,000 passengers per hour further enhances the choice of sustainable travel options at the subject site subsequently influencing the mobility strategy for the proposed Royal Liver redevelopment in the long term. Irish Rails initial proposal (Ref. **Figure 3-15**) for the new Kylemore Rd DART station were available for public consultation between 8th September and 3rd October 2025.



*Figure 3-15: Emerging Irish Rail Option for Kylemore Rail Station.*

# 4 PROPOSED PHASE 2 DEVELOPMENT AMENDMENT

## 4.1 RECENT PLANNING HISTORY

### 4.1.1 2019 Scheme (4238/19; ABP Ref. PL29S.307804)

Planning permission was granted on the 20th November 2020 by An Bord Pleanála (hereafter referred to as the 'Original Permission') for the redevelopment of the Royal Liver Assurance Retail Park to provide a mixed-use development comprising residential, office, crèche, community, retail, café /bar/restaurant, medical centre, pharmacy uses and all ancillary works; comprising 9 No. buildings ranging in height from 7 to 18 storeys over basement level, with a total GFA of c.129,210m$^2$, plus c. 31,413m$^2$ relating to ancillary car parking, bicycle parking, plant, waste storage facilities, storage, services, including at ground (sub-podium) and basement levels.

### 4.1.2 Permitted Amendments 2023 Scheme (4436/23)

Amendments to the 2019 Scheme were granted by DCC on the 15$^{th}$ of February 2024 (hereafter referred to as the '2023 Amendment Permission) . The amendments consisted of changes to the plans such that the parking is allocated on a proportional basis for each phase. The amendment application included removing the basement under Phase 1 (Blocks E1, E2, F1 & F2), retention of the podium parking in support of that phase and inclusion of a new basement car park under Blocks B1 & B2, reconfiguration of commercial units at ground floor level of Block E1 and Block F2, provision of additional residential amenity area, omission of 4 no. apartments at ground floor level, minor amendments to the proposed landscaping and all other associated works.

### 4.1.3 Permitted Amendment to Phase 1 (5050/26)

Permission was granted to the amendment application to Phase 1(hereafter referred to as the 'Phase 1 Application') on August 2026 which was lodged with Dublin City Council to amend the permitted Block E1 to replace the permitted 203 no. unit shared accommodation block with a residential apartment block containing 98 no. units. This 2026 amendment application also included removal of permitted part basement under Block E1 accommodating sprinkler and water tanks, storage, plant rooms, tank and waste storage, and the removal of permitted vehicular (ramped) accessed from ground level, below podium, at Block E1 to basement level under adjacent Blocks B1 and B2. The permission also includes:

- the subsequent relocation of this plant to ground level below Block E1
- reconfiguration of the permitted podium entrance to Blocks E1, E2, F1 and F2 from the Old Naas Road to include 2 new set down/delivery bays and waste truck collection bay,

- minor amendments to permitted landscaping around the car park entrance and the residential and amenity entrances at ground floor level and podium level (communal courtyard) adjacent to Block E1 and Amendment to permitted phasing plan.

## 4.2 PROPOSED AMENDMENT TO PHASE 2 (2026)

The proposed 2026 amendment to phase 2 application will hereafter referred as 'Phase 2 application'. The development will consist of amendments to a previously permitted mixed-use development (DCC Reg. Ref.: 4238/19; ABP Ref. PL29S.307804, as amended by DCC Ref.: 4436/23 and DCC Reg. Ref.: 5050/26). The proposed amendments relate solely to the permitted Blocks B1, B2, C1, C2, D1 & D2 (identified as Phase 2). No amendments are proposed to any other permitted blocks. The proposed alterations result in an overall increase of 2 no. units increasing the total overall units from 1196 to 1198. The proposed amended residential development of Block B1, B2, C1, C2, D1 & D2 will consist of a total of 635 no. residential apartments (an increase from 633 no. as permitted), which includes 38 No. Studios, 269 No. 1-Bed, 288 No. 2-Bed- 4-Person and 40 No. 3-Bed- 5-Person, units as follows:

- Alteration of Block B1 from a permitted 11-12-storey building providing for 90 no. apartment units to a 10-storey building providing for 107 no. apartments.
- Alteration of Block B2 from a permitted 10 storey building providing for 90 no. apartment units to a 10-storey building providing for 89 no. apartments.
- Alteration of Block C1 from a permitted 10-storey building providing for 171 no. apartment units to a 10-storey building providing for 144 no. apartments.
- Alteration of Block C2 from a permitted 10-storey building providing for 89 no. apartment units to a 10-storey building providing for 98 no. apartments.
- Alteration of Block D1 from a permitted 9-storey building providing for 87 no. apartment units to a 9-storey building providing for 123 no. apartments.
- Alteration of Block D2 from a permitted 8-storey building providing for 106 no. apartment units to an 8-storey building providing for 74 no. apartments.

The reconfiguration of internal layouts of each of the blocks has resulted in the minor shift in the block footprints. The permitted podium between Block B2 and Block C1 is removed with additional public realm and connection to the south proposed. The block amendments result in amendments to permitted communal amenity space with the removal of roof terraces on Blocks C1, C2 and D1 and amendment to roof terraces on Block B1 and B2. Façade modifications are proposed to

respond to the revised internal layouts including minor relocation of windows, balconies etc. and a revised approach to the Naas Rd frontage.

Alteration of the permitted uses and facade at ground floor level and removal of permitted BTR tenant amenity spaces located in Blocks B1, B2, C1 & C2 to provide for a ground floor level that includes:

- Blocks B1-B2: 1 no. retail/café/restaurant unit, 1 no. café unit, 1 no. community unit, a creche (relocated from Block D1) and associated cycle parking, plant areas and entrances.
- Block C1-C2-D1-D2: 1 no. retail unit, 2 no. retail/cafe/restaurant units, own door residential units, undercroft parking and associated cycle parking, plant areas and entrances.

Alterations to the permitted undercroft and basement parking areas under Blocks B1, B2, C1, C2, D1 & D2 to include for alterations to permitted layouts of car parking, cycle parking, plant, waste stores and substation locations.

Amendment of Condition 3 (a) of the parent permission (DCC Reg. Ref.: 4238/19; ABP Ref. PL29S.307804) relating to the Build to Rent (BTR) covenant, and its removal as it relates to Blocks B1, B2, C1, C2 & D1.

The proposed development schedule for the Phase 2 element of the masterplan for both the permitted (2023) and proposed (2026) schemes, is summarised in **Table 1-1** below.

| | Unit Type | Permitted (2023 Scheme) | | Proposed (2026 Scheme) | |
|---|---|---|---|---|---|
| | | Apartments | Area (sqm) | Apartments | Area (sqm) |
| Residential | Block B1 | 90 | - | 107 | - |
| | Block B2 | 90 | - | 89 | - |
| | Block C1 | 171 | - | 144 | - |
| | Block C2 | 89 | - | 98 | - |
| | Block D1 | 87 | - | 123 | - |
| | Block D2 | 106 | - | 74 | - |
| Non-Residential | Restaurant / Café | - | 467 | - | 596 |
| | Retail Super Market | - | 2360 | - | 834 |
| | Creche | - | 462 | - | 600 |
| | Community Use | | 269 | | 351 |

*Table 4-1: Development Schedule Comparison for Phase 2*

## 4.3 SITE ACCESS ARRANGEMENTS

### 4.3.1 Operational Access Strategy

No changes to the site access arrangements are proposed as part of the subject Phase 2 amendment application. The entire master plan development site will continue to be accessible for vehicles via the two previously permitted access/egress points on Old Naas Road. The site access arrangement with respect to the overall masterplan context is illustrated in **Figure 4-1.**

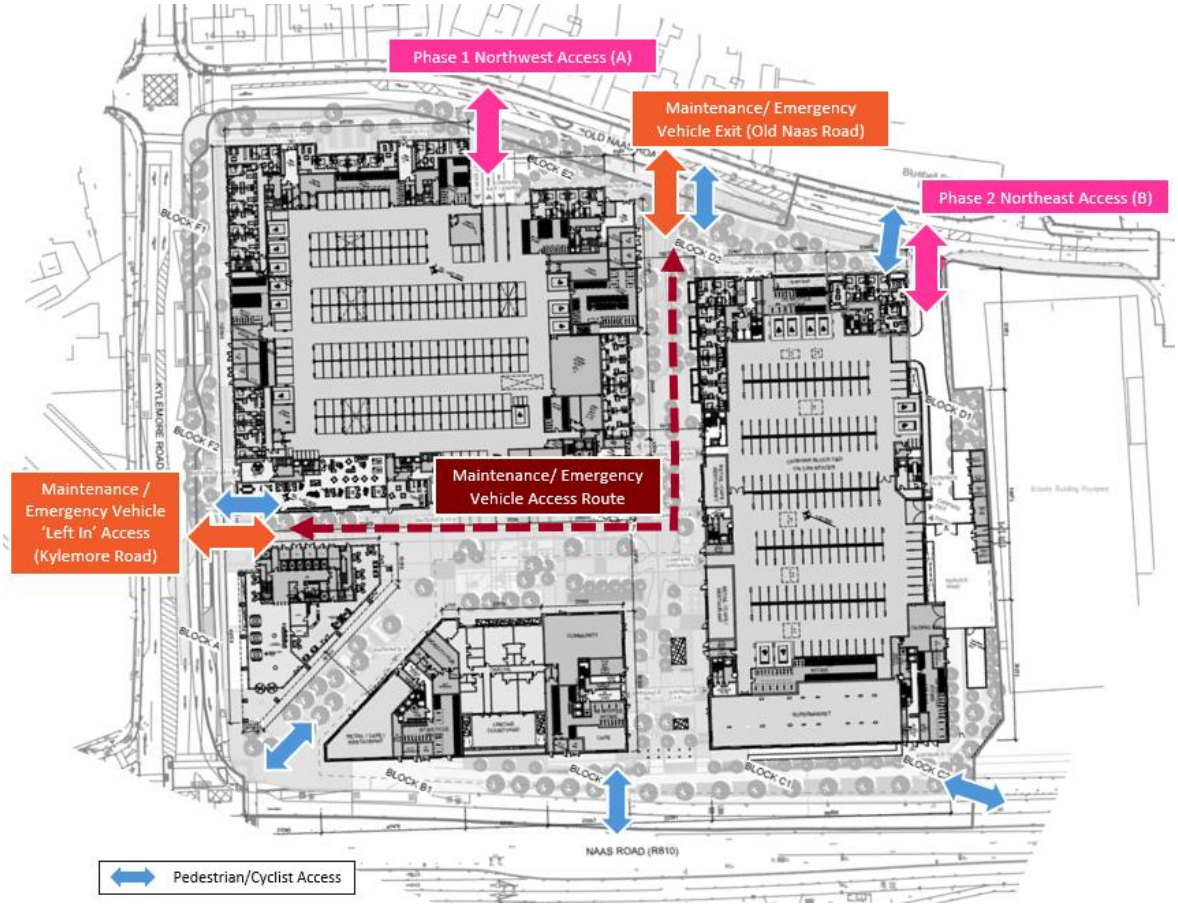



*Figure 4-1: Masterplan Site Vehicle Access Arrangement.*

The two number 'all moves' three arm priority junctions are located on Old Naas Road with the northwestern (A) vehicular access allowing residents and visitors to gain entry to / from Phase 1 (sub-podium) level car park. The northeastern vehicular access (B) allows entry to / from the Phase 2 non-residential car park (as located at podium level) as well as the entrance to the basement car parking facilities for residents of the phase 2 development via internal ramps. This vehicle access is also intended for use by service vehicles and the retail unit delivery vehicles, with a dedicated retail loading yard located adjoining the southeastern boundary of the site.

Also, a left in access (entry only) is provided on Kylemore Road with corresponding exit only access point on the Old Naas Road for maintenance vehicle traffic (at permitted times only) and emergency vehicles as per the previously permitted scheme. Both the access and exit for the maintenance / emergency vehicles will be actively managed with access restricted (e.g. rising bollard controls or similar) to permitted vehicles only.

The site will be accessible to pedestrians via access points from the Old Naas Road, the Kylemore Road (R112) and from the Naas Road (R810). The buildings blocks at ground floor level will benefit from a number of block specific pedestrian entry points as presented in **Figure 4-2** below.

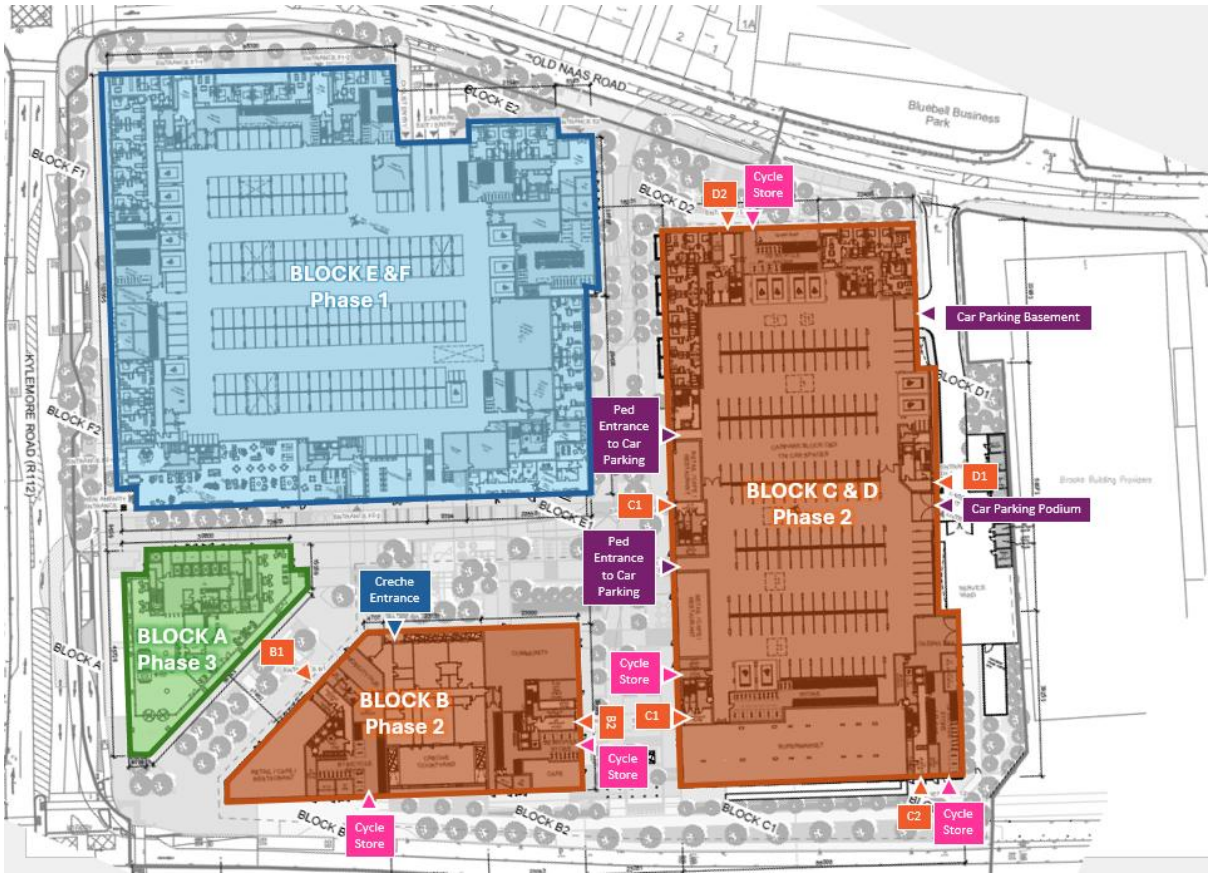



*Figure 4-2 Phase 2 Blocks B, C, and D Ground Floor Plan Residential Entry Points Proposed.*

### 4.3.2 Servicing Strategy

The access and management arrangements for delivery, collection and service vehicles is detailed in the accompanying DBFL report entitled *Delivery and Servicing Plan*. All delivery and service traffic including waste collection vehicles will utilise the masterplans northeastern vehicular access (B) junction on Old Naas Road.

## 4.4 CAR PARKING

### 4.4.1 CAR PARKING QUANTIUM

The subject Phase 2 amendment proposals incorporate a total of 514 no. parking spaces for the proposed 635 apartments and commercial units. This proposed provision comprises 510 no. spaces internally (335 no. at basement level and 175 no. at under croft / podium level), and 4 no. external spaces situated along the north-eastern boundary on the southern side of Old Naas Road.

A total of 419 car parking spaces has been provided for the residents of the Phase 2 development, equating to a residential car parking ratio of 0.66 spaces per residential unit. The residential spaces are provided in the following locations;

- 335 No. residents car parking spaces in the Phase 2 basement car park,
- 84 No. residents parking spaces in Phase 2 podium / undercroft car park (Internal Zone 2)
- In addition to 7 no. visitor spaces in the podium / undercroft car park (Internal Zone 1)

It should also be noted that the Phase 2 car parking provision includes 56 no Phase 3 (Bock A) office parking spaces mirroring the quantum previously permitted as part of the 2023 planning application. These 56 no Phase 3 (Bock A) car parking spaces are accommodated in the Phase 2 Podium car park. While these spaces will serve the Phase 3 office development, they will be delivered as part of the Phase 2 works but managed / safeguard (no access permitted) in the interim period until the Phase 3 Block is delivered.

| Unit Type | | DCC Dev. Plan Parking Requirements (No. Units / Size Proposed) | | | 2019 Permitted Car Parking Provision | 2023 Permitted Car Parking Provision | 2026 Proposed Car Parking Provision *(Overall Parking Ratio for Phase 1, Phase 2 - 0.497)* | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 2016-22 (2019 Scheme) | 2022-28 (2023 Scheme) | 2022-28 (2026 Scheme) | | | Phase 1 | Phase 2 | | |
| | | | | | | | | Basement | Podium | Total |
| Residential | Block E1, E2 | 469 (469 Units) | 465 (465 Units) | 563 (563 units) | 247 (1: 0.52) | 177 (1: 0.38) | 177 (1:0.31) | - | - | - |
| | Block F1, F2 | | | | | | | | | |
| | Block B1, B2 | 180 (180 Units) | 180 (180 Units) | 196 (196 Units) | - | 90 (1: 0.50) | - | 100 | 0 | 419 (1:0.66) |
| | Block C1, C2 | 260 (260 Units) | 260 (260 Units) | 242 (242 Units) | 334 | 278 (1: 0.61) | - | 235 | 84 | |
| | Block D1, D2 | 193 (193 Units) | 193 (193 Units) | 197 (197 Units) | | | | | | |
| | Visitor Parking | - | - | - | 112 | 16 | 9 | - | 7 | 7 |
| Commercial | Restaurant / Café / Bar | 6 (847 $m^2$) | 4 (553 $m^2$) | 7 (972 $m^2$) | 6 | 1 | 1 | - | 6 | 6 |
| | Retail (Pharmacy – Block F2) | - (75 $m^2$) | - (119 $m^2$) | - (125 $m^2$) | 1 | 0 | 0 | - | - | - |
| | Medical Centre | 16 (237 $m^2$) | 12 (242 $m^2$) | 12 (226 $m^2$) | 16 | 6 | 6 | - | - | - |
| | Community Uses | 5 | 1 (269 $m^2$) | 2 (340 $m^2$) | 5 | 9 | 1 | - | 2 | 2 |
| | Creche | 3 | 5 | 6 | 3 | 5 | 0 | - | 7 | 7 |
| | Retail (Supermarket) | 25 (2,435 $m^2$) | 24 (2,360 $m^2$ | 8 (834 $m^2$) | 44 | 50 | - | - | 8 | 8 |
| | Office | 85 (17,002 $m^2$) | 85 (17,002 $m^2$) | 85 (17,002 $m^2$) | 85 | 56 | - | 0 | 56 [C] | 56 [C] |
| Car Share | Internal (On-Site) | - | - | - | 9 | 15 | 6 | 0 | 5 | 5 |
| | External (Old Naas Rd) | - | - | - | 3 | 3 | 3 | 0 | | 0 |
| Drop-off / Collection Spaces | Internal (On-Site) | - | - | - | 0 | 0 | 0 | - | - | - |
| | External (Old Naas Rd) | - | - | - | 3 [A] | 3 (Old Naas Rd) [A] | 3 (Old Naas Rd) [A] | 0 | - | - |
| | External (Kylemore Rd) | - | - | - | 2 | 2 | 2 | - | - | - |
| **Courier Bays** | | | | | 0 | - | 2 (External Block EF) | 1 (External Block CD) | | 1 |
| **External Public Car Parking Spaces** (Old Naas Rd) | | - | - | - | 6 | 6 (Old Naas Rd) | 3 (Old Naas Rd) | 3 (Old Naas Rd) | | 3 |
| **Sub-Total (Internal)** | | **1242** | **1229** | **1318** | **862** | **703** | **200** | **335** | **175** | **510** |
| **Sub-Total (External)** | | **-** | **-** | **-** | **14** | **14** | **13** | **4** | | **4** |
| **Total Car Parking** | | **1242** | **1229** | **1318** | **876** | **717** | **213** | **514** | | **514** |

*Note C: As per permitted provision for Phase 3 Office Block*

*Table 4-2: Comparison of Overall Masterplans Permitted vs Proposed Car Parking Provision.*

### 4.4.2 CAR PARKING ACCESS / EGRESS ROUTES

All cars access the Phase 2 development will use northeastern site access B (Ref. Figure 4-2) on Old Naas Road. Site Access B leads to an internal north-south aligned on-site access road that provides access to (i) vehicle access to basement car park, (ii) vehicle access to podium car park and (iii) dedicated secure service yard.

### 4.4.3 CAR PARKING ALLOCATION

The maximum car parking requirement set by the Dublin City Development Plan and the SRDCSGs in reference to the development of the Royal Liver site is illustrated in **Table 5-2.** The proposed 2026 amended Phase 2 strategy provides for:

- **Residents** – a total of 419 no. car parking provision for Phase 2 units resulting in a ratio of 0.66 spaces per unit.
- **Visitors** – A total of 7 no on-site spaces. Whilst no specific requirement (quantum) for visitor car parking is detailed in the 2022-2028 DCC Development Plan.
- **Car Share** – A total of 5 no. car share is proposed as part of the amended Phase 2 development. These car share vehicles are located in the Phase 2 the podium car parking
- **Non-Residential (Retail, Cafes, Creche, Community Uses)** – A total of 79 no car parking provision for non-residential are provided at podium level.
- **Courrier Bay**- A total of 1 No. Courrier bay is provided external near block C,D

The proposed basement car parking provision (335) for Phase 2 is illustrated in **Figure 4-3** and **Figure 4-4** below. The layout of the Phase 2 podium level car parkin (175 spaces) is presented in **Figure 4-6** below.

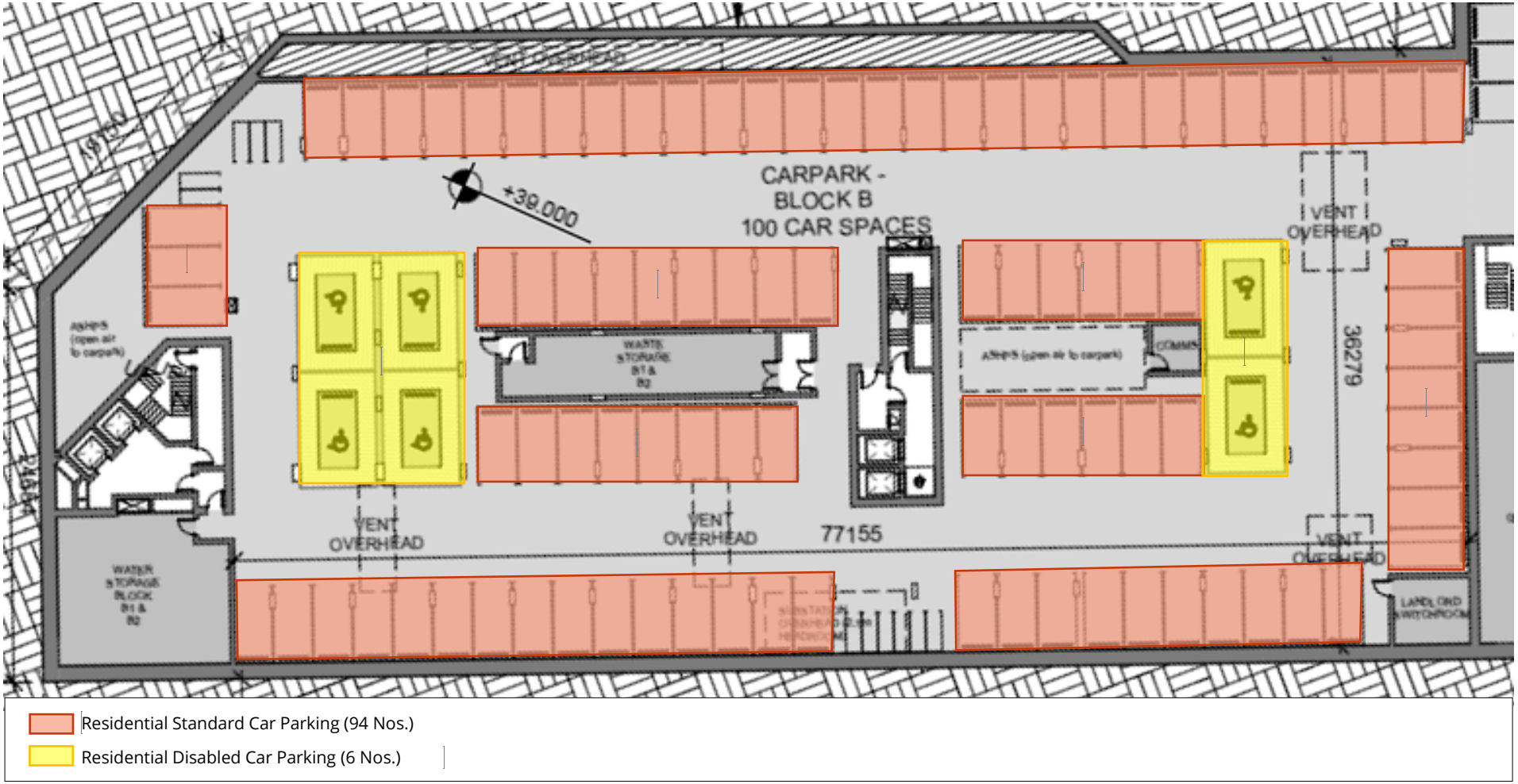



*Figure 4-3: Phase 2 Block B Basement Car Parking (PRL-HJL-ZZ-B1-DR-A-0010A)*




*Figure 4-4: Phase 2 Block C & D Basement Car Parking (HJL Layout PRL-HJL-ZZ-B1-DR-A-0010A)*




*Figure 4-5: Phase 2 Basement Parking Access/Egress Controls (HJL LayoutPRL-HJL-00-00-DR-A-0011A-SITE LAYOUT PLAN - LEVEL 00)*




*Figure 4-6: Phase 2 Undercroft / Podium Car Park Allocation (HJL LayoutPRL-HJL-00-00-DR-A-0011A-SITE LAYOUT PLAN - LEVEL 00)*

### 4.4.4 EV Car Parking

Appendix 5 of the Dublin City Development Plan 2022–2028 mandates that a minimum of 50% of all car parking spaces be provided with fully functioning EV charging points. In this regard, a total of 257 no. spaces will be equipped with EV charging infrastructure, in compliance with the stated requirement as illustrated in Figure 4-7 to Figure 4-9. The location of the EV parking spaces in Undercroft is illustrated in The EV charging infrastructure and associated parking spaces will be maintained and managed by the Management Company, or by a suitably qualified contractor appointed by the Management Company, to ensure their ongoing operation, maintenance, and availability for residents and authorised user.

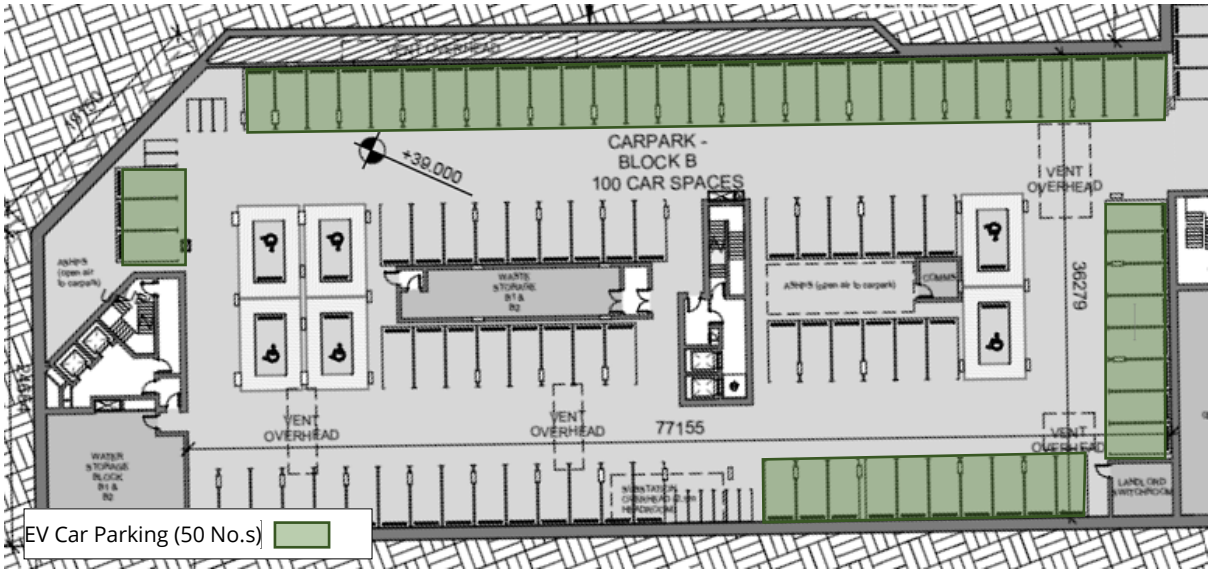



*Figure 4-7:EV Car Parking Provision for Basement Parking (Block B)*




*Figure 4-8:EV Car Parking Provision for Basement Parking (Block C& D)*

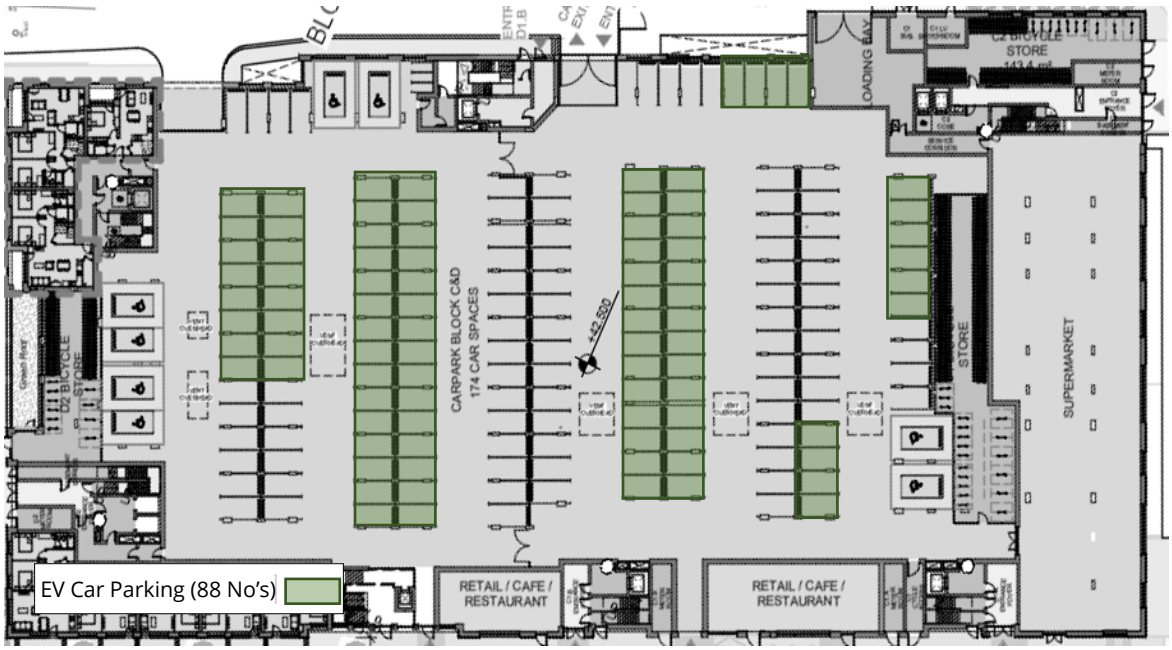



*Figure 4-9: EV Car Parking Provision for Undercroft / Podium Car Park*

### 4.4.5 CAR SHARE FACILITIES

The Phase 2 development proposals incorporate 5 no. dedicated car-share parking spaces located within internal zone 1 of the undercroft car park. These spaces shall be reserved exclusively for use by an approved car sharing operator and available for both residents, staff and general public.

The Management Company shall actively engage with the appointed car share provider (Enterprise) to ensure the availability of shared vehicles for residents. The inclusion of dedicated car sharing spaces forms an important component of the overall mobility strategy for the development. Car sharing offers residents/staff access to a private vehicle use without the need to own or maintain an individual vehicle. Numerous studies have demonstrated that each dedicated car-share vehicle can remove multiple privately-owned vehicles from the road network, thereby reducing parking demand, traffic generation and transport related emissions.

The letter of support for the Car Share from Enterprise is attached in the Appendix E

### 4.4.6 DISABLED CAR PARKING

A total of 25 no. disabled parking spaces is provided within the Phase 2 development, comprising 17 no. spaces in the basement and 8 no. spaces in the undercroft car parks.

### 4.4.7 CAR PARK ACCESS CONTROL

Vehicular access to the basement and undercroft / podium (Zone 2) car parking areas will be controlled through the implementation of physical barriers / gate controls. These barriers / gate controls seek to actively manage access / egress to the restricted parking areas with only permit

holders (resident/staff key fob, automatic number plate recognition (ANPR) or equivalent) permitted access thereby ensuring that unauthorised vehicles cannot gain entry. Surface-level parking areas will be managed in accordance with the Parking Management Plan prepared for the development.

### 4.4.8 COMMUNICATION PRIOR TO OCCUPATION

Upon occupation, all residents will be provided with a 'Welcome Pack' (MMP initiative) outlining site access arrangements, parking regulations, and sustainable travel information. Residents will be required to acknowledge and adhere to these parking and traffic management measures. Similar information will be provided to tenants occupying rental units.

### 4.4.9 PARKING MANAGEMENT AND ENFORCEMENT

***Basement Car Park - Allocation***

Parking provision within the basement car park facility will be restricted to residents of the Phase 2 residential units.

***Undercroft / Podium Car Park - Allocation***

The podium car park incorporates two internal control zones, namely **Zone 1** and **Zone 2** as presented in **Figure 5-3** and **Figure 5-4**. Whilst the general public will be permitted access to Internal Zone 1, only residents of Phase 2 and staff working in Block A (Phase 3) will have access to the car parking in Zone 2. Control barriers / gates will be implemented to manage access to/from Zone 2 car parking area at the two locations detailed in **Figure 5-3**.

Whilst the general public will be able to gain access to the podium car parks Zone 1 area, within which retail (8 No.), community (2 No.), Café/Restaurant (6 nos.), creche (7 No.), Car Share (5 No.) and Visitor (7 No.) Car Parking spaces are provided, a further 56 no 'Office' spaces are also located in the area but will not be accessible to the general public. These 56 no. 'Office' spaces are to be temporarily blocked off with physical barriers until such time that Block A (Office block) is constructed as part of the subsequent Phase 3. The implementation of the temporarily barriers restricting access to these ringfenced 56 no. 'office' car parking spaces seeks to ensure that neither the public or resident can utilise these specific car parking spaces in the interim period prior to the construction of Block A in Phase 3.

### *Car Parking Management Plan*

Residents access to the on-site car parking will be facilitated through the application and control of Residents Car parking permits. All residents will be able to apply to the management company for a parking permit however only one car parking permit per residential apartment unit will be allowed on a first come basis. The permit will permit access to a specific car parking space for a defined period of time. A charge will be applied for each and every car parking permit to cover the cost of the management system and encourage residents to utilise the range of sustainable travel options available at the Royal Liver site. Prior to occupation any perspective resident will be informed about the availability and cost of a car parking permit thereby influencing their decision to take up residence at the subject development.

Signage and road markings will be implemented to inform car park users of the intend use and management of each car parking space within the undercroft / podium car park. The majority of the non-residential car parking spaces (excluding the Car Share and Office spaces) located in the podium car parks Zone 1 area will be subject to a maximum parking duration e.g. 1 hr during the day and 3 hours during the evening / night.

### *Parking Enforcement*

To maintain compliance with the Parking Management Plan and prevent unauthorised / inappropriate car parking practices, an enforcement regime will be implemented by the site management company. This may include vehicle clamping or other appropriate enforcement measures where necessary. The management company may utilise a specialist operator for this enforcement role. These arrangements seek to ensure that parking restrictions are adhered to and that parking spaces remain available for authorised users.

## 4.5 MOTORCYCLE PARKING

The Dublin City Development Plan 2022–2028 requires the provision of motorcycle parking spaces equivalent to 5% of the total number of car parking spaces. In accordance with this requirement, a total of 30 no. motorcycle parking spaces are provided as part of the proposed Phase 2 development which exceeds the 5% requirement. The motorcycle parking locations are illustrated in **Figure 4-10**.

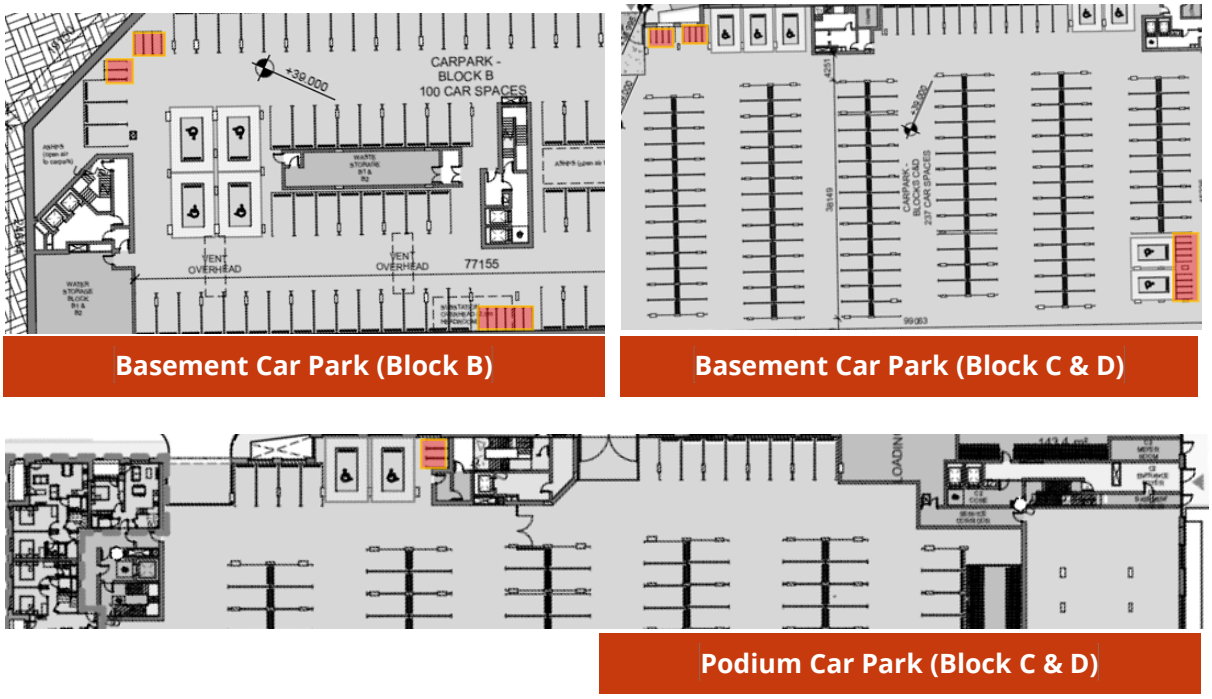



*Figure 4-10 Phase 2 Motorcycle Parking Locations*

## 4.6 BICYCLE PARKING

The proposed Phase 2 development proposals include the delivery of 1,120 bicycle parking spaces on-site incorporating;

- 1016 secure and weather protected long term bicycle parking spaces within dedicated internal bike stores for residents and staff, in addition to
- 88 number short term spaces externally at ground level for visitors.

### 4.6.1 Long Term Bicycle Parking

Secure, weather protected cycle parking is provided for residents and staff of the Phase 2 development. A total of 1016 No. long term cycle parking spaces are provided internally across 6 different bike stores at basement (1 store with 240 no. spaces) and podium level (5 stores with 776 spaces). The specific locations of these 6 no. long-term cycle parking stores is illustrated in **Figure 4-11** to **Figure 4-13** below.

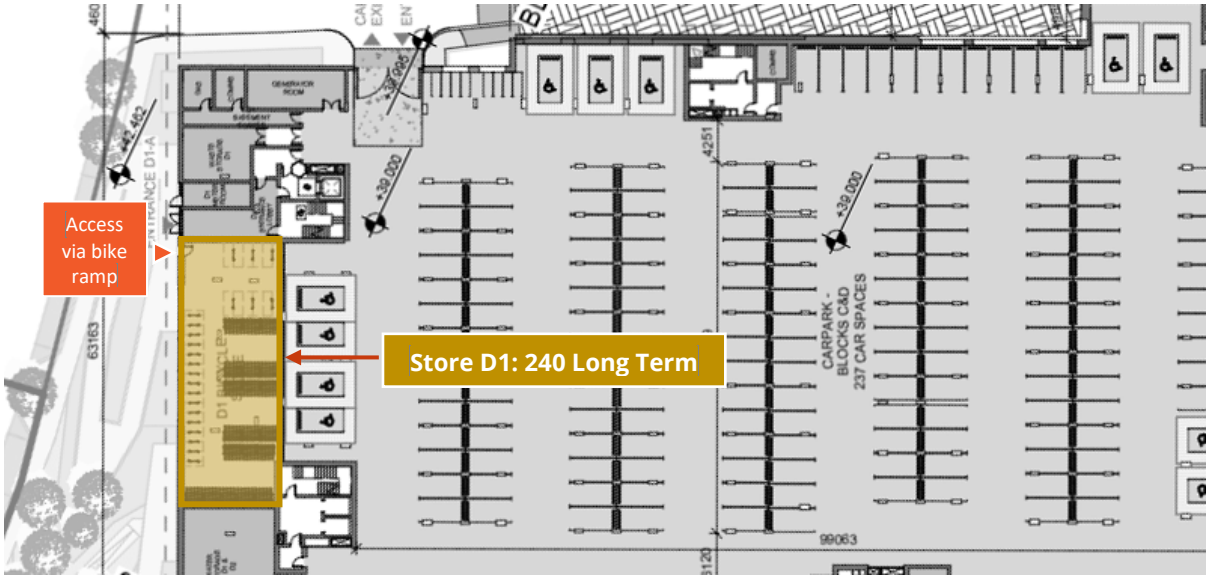



*Figure 4-11: Long Term Cycle Parking in Phase 2 -Basement*

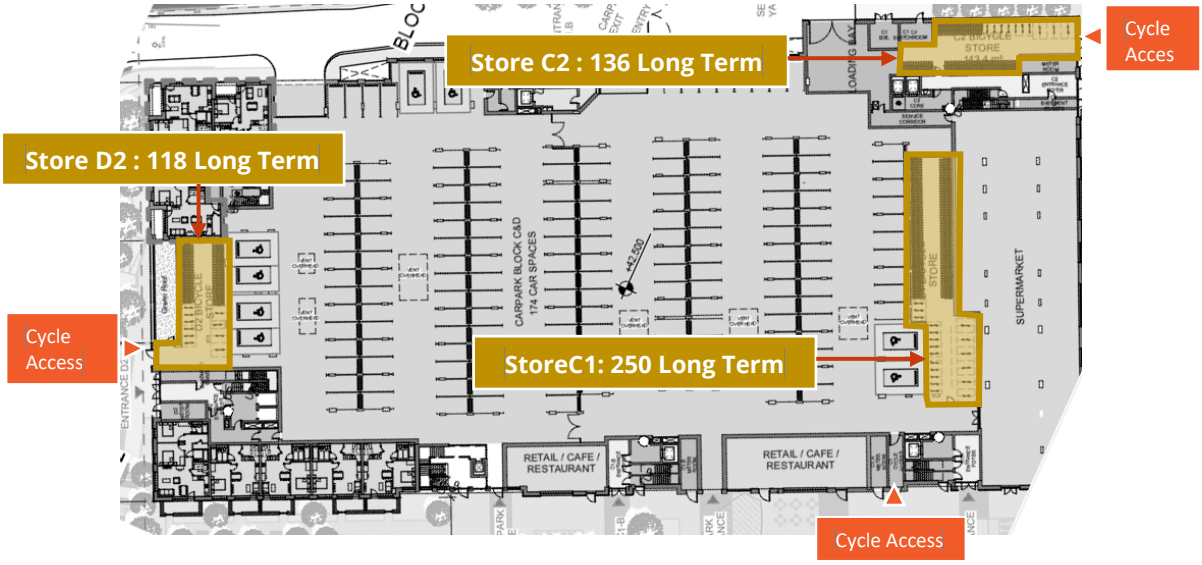



*Figure 4-12: Long Term Cycle Parking in Block C,D -Ground Level*

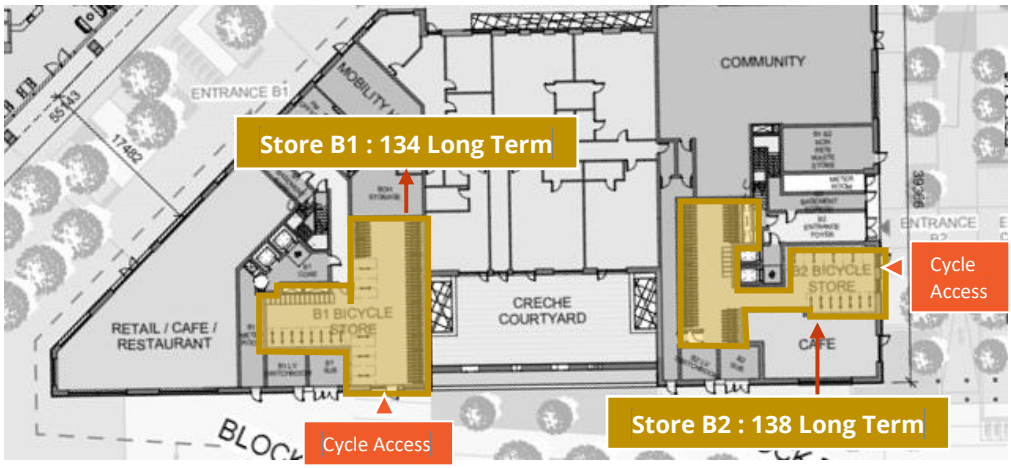



*Figure 4-13: Long Term Cycle Parking in Block A -Ground Level*

| Phase 2 Bicycle Store | Two-tier Rack System | Sheffield Stand spaces | Cargo Bike | Sub-Total |
|---|---|---|---|---|
| B1 | 108 | 16 | 10 | 134 |
| B2 | 116 | 14 | 8 | 138 |
| C1 | 212 | 26 | 12 | 250 |
| C2 | 116 | 14 | 6 | 136 |
| D1 | 196 | 32 | 12 | 240 |
| D2 | 98 | 14 | 6 | 118 |
| Total | 846 | 116 | 54 | 1016 |

*Table 4-3: Proposed Phase 2 Long-Term Cycle Parking*

The number and type of bicycle parking space within each of the 6 bike stores is summarised in **Table 5-4** above.

Access to/from the 5 no. bike stores at podium level is provided either directly from the ground level plaza areas/streets/amenity areas, whilst the basement bike store is accessed via a dedicated bike friendly ramp up onto Old Naas Road.

### 4.6.2 Short Term Bicycle Parking

A total of 88 no. short term bicycle parking spaces is provided as part of the Phase 2 development. These 88 visitor cycle parking spaces are additional to and complement the permitted Phase 1 short term bicycle parking which provided 302 no. visitor bike parking spaces. Accordingly, the masterplan(Phase 1,Phase 2 and Phase 3) provides that a total of 390 short term bike spaces will be provided on-site comprising the permitted 302-no. Phase 1, 70 spaces with Phase 2 and 18 short term spaces with Phase 3 (but delivered as part of the Phase 2 works). This quantum of 392 visitor bike spaces whilst representing a substantial quantum of bike parking is acknowledged to be below the DCC standards. Nevertheless, it is noted that;

- the Compact Settlement Guidelines only request a generic "*Visitor Space to be provided*" suggesting an allowance opposed to a specific quantum identified.
- The permitted 2023 scheme (Planning Ref. 4436/23) provided only 264 visitor bike spaces for the entire masterplan representing only 43.5% of the corresponding DCC development management standard requirement. The proposals represents an increase above this accepted quantum with the new provision now equating to 53% of DCC requirements

DBFL believe the provision of 390 dedicated short-term spaces distributed across the masterplan lands in convenient highly accessible locations represents an appropriate considered quantum for the following reasons;

- The demand greater than 390 is very unlikely to be generated at the same time.
- The allowance for dual usage between residential and non-residential demands being generated at different times of the day and days of the week.
- The excellent public transport levels available at the site including LUAS, CBC arterial bus services, the additional Kylemore Road orbital bus routes in addition to the proposed DART+ services via the new Kylemore Rd railway station; will make public transport the preferred sustainable travel choice for the vast majority of journeys were the travel distance greater than a convenient short walk is required.
- The proposed 390 visitor bike spaces represent a significant increase over the previously permitted 264 spaces in the earlier 2023 scheme proposal. Whilst the 2023 provision represented 44% of the DCC standard the subject 2026 masterplan proposals represent a larger proportion at 53% of the DCC standards.

As a result, we believe that the proposed 390 on-site visitor bicycle parking spaces can perform a dual use accommodating the bike parking requirements for both the non-residential (weekday daytime) and residential uses (typically weekday evenings and weekends). The **Table 4-4** below illustrates the overall cycle parking for the subject masterplan.

| Development Phase | DCC 2022-2028 Dev Plan Requirements | | Overall Master Plan Provision | |
|---|---|---|---|---|
| | *Long Term* | *Short Term* | *Long Term* | *Short Term* |
| **Phase 1** | 871 | 291 | 871 | 302 |
| **Phase 2** | 1012 | 353 | 1016 | 70 |
| **Phase 3** | 227 | 85 | 227 | 18 |
| **Sub Total** | **2111** | **729** | **2114** | **390** |
| **Total** | **2840** | | **2504** | |

*Table 4-4: Royal Liver overall requirement and provision*

In reference to **Figure 5-13** the proposed short term visitor bicycle parking is to be provided in 10 areas across the masterplan lands.

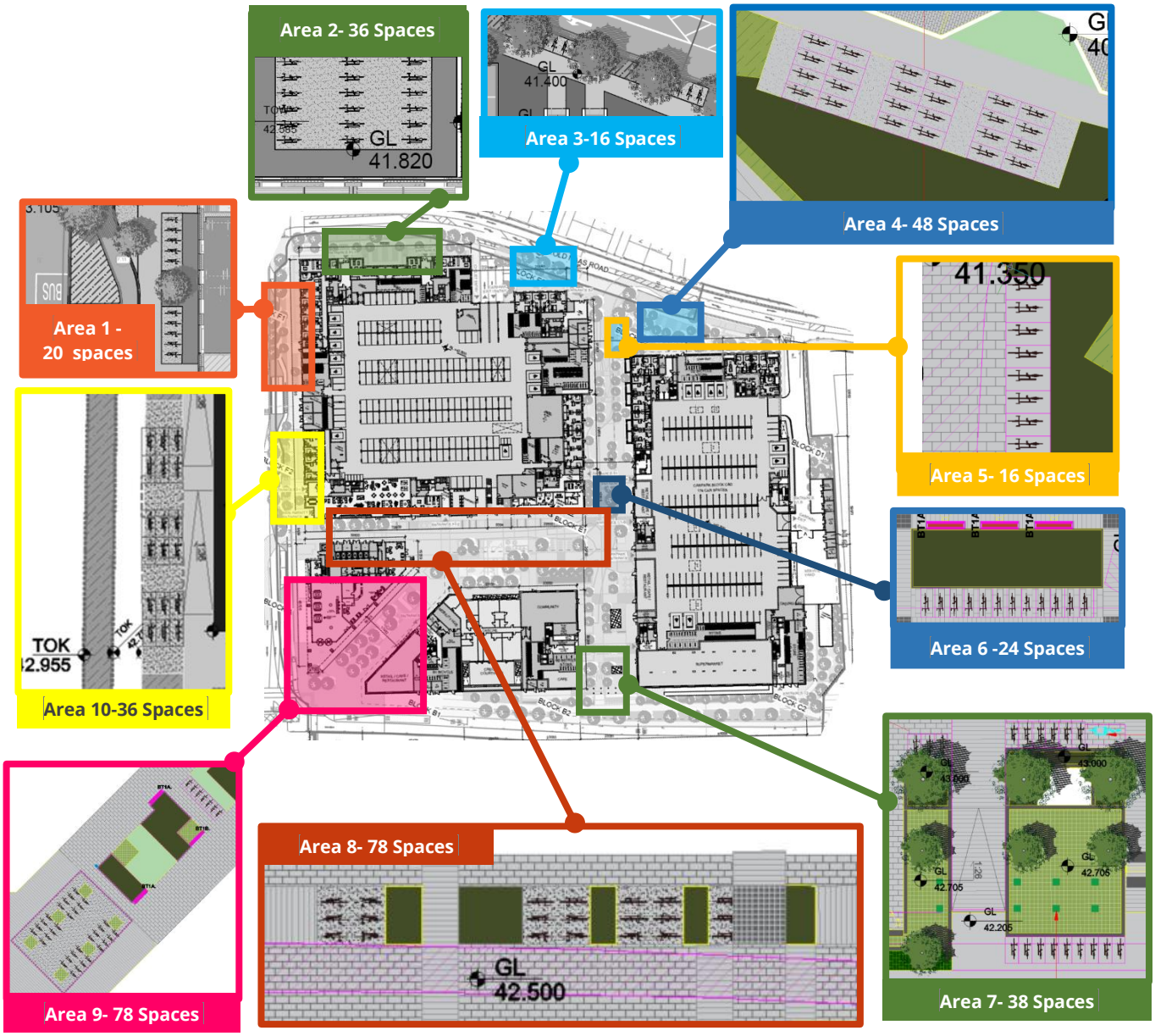



*Figure 4-14: Masterplans Short Term Cycle Parking – Updated with new Phase 2 Increased Provision*

# 5 COMMUTER TRENDS AND TRANSPORT NEEDS

## 5.1 INTRODUCTION AND TRENDS

Establishing baseline trends and area-specific transport needs is an important step in developing an MMP. The site is located in an area with a mix of uses including light industrial uses, retail, and residential houses to the north of the site. Understanding the baseline patterns helps predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

Routine trips for commuting to or from work, college or training, as well as journeys for school pick-ups and drop-offs, are regular journeys that are influenced by varying demographic profiles. The trip patterns for these types of journeys can all be influenced. Visitor trips take place infrequently and are unpredictable, making them more difficult to influence.

### 5.1.1 Dublin City Area Context

To establish appropriate modal targets, the modal split for the neighbourhoods surrounding the proposed development is compared against the modal split for the Dublin City Area. The Dublin City Area is described as the region within the boundary of Dublin City Council. The current modal split for the Dublin City Area is indicated in **Figure 5-1** below (Source: CSO, Census 2022).

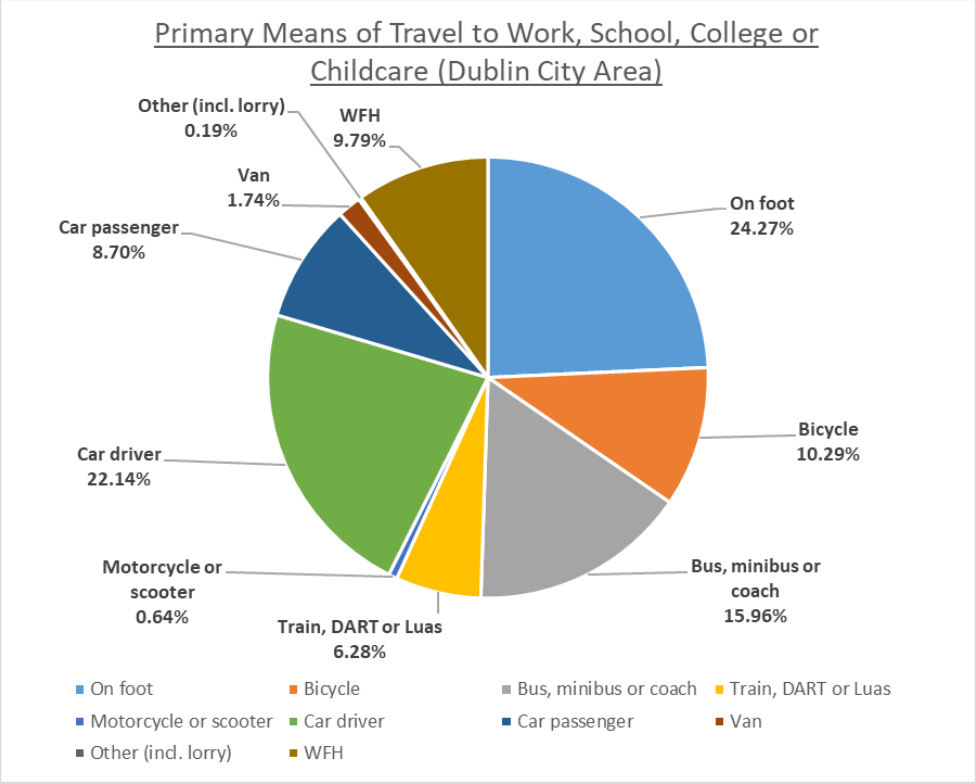



*Figure 5-1: Modal Split for the Dublin City Area within DCC boundary (Source: CSO).*

### 5.1.2 Local Study Area Context

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




*Figure 5-2: Subject Development Study Area.*

**Figure 5-2** above shows the extent of the study area adopted for the proposed development. This study area encompasses retail, industrial and some residential zones. These areas will be the most likely to avail of the services which future residents of the proposed development will use, such as the Kylemore Luas Stop and the Quality Bus Corridor along the Naas Road (R810) and Long Mile Road (R110). From this, indicative travel trends may be identified to suggest appropriate modal splits for trips to and from the proposed development.

The study area shown in Figure 5-2 above has been compiled of 8 no. Small Areas, largely corresponding with the Electoral Area of Inchicore B. These Small Areas were chosen as:

- Their land-uses are most representative of the proposed mixed-use development;
- The Small Areas in question fall between two obvious boundaries formed by the Grand Canal to the North, and Naas Road (R810) to the south.

**Table 5-1** and **Figure 5-3** highlight existing travel trends among commuters within the Study Area based on data from the 2016 and 2022 Censuses:

*Table 5-1: Percentage change in Mode Share for Study Area from 2016 to 2022 (Source: CSO).*

| Mode | 2016 | 2022 | Change in Mode Share |
|---|---|---|---|
| On foot | 24.4% | 22.3% | **-2.1%** |
| Bicycle | 6.3% | 5.1% | **-1.2%** |
| Bus, minibus or coach | 10.9% | 13.4% | **2.5%** |
| Train, DART or Luas | 17.8% | 15.7% | **-2.1%** |
| Motorcycle or scooter | 0.5% | 0.5% | **0.0%** |
| Car driver | 24.9% | 23.1% | **-1.8%** |
| Car passenger | 10.3% | 11.8% | **+1.5%** |
| Van | 3.4% | 3.4% | **0.0%** |
| Other (incl. lorry) | 0.1% | 0.4% | **+0.3%** |
| WFH | 1.3% | 4.2% | **+2.9%** |

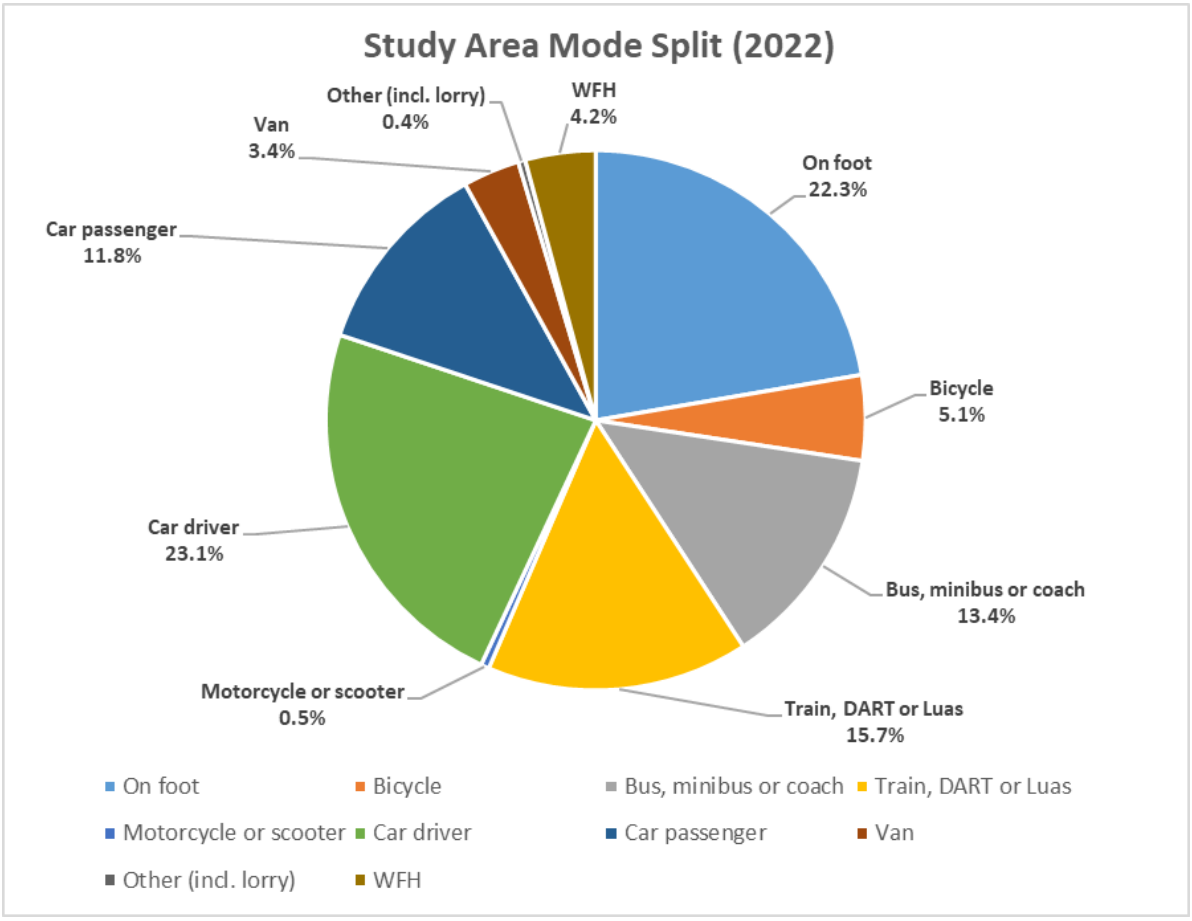



*Figure 5-3: SAPMAP Modal Split for Study Area (Source: CSO).*

When comparing the modal splits seen in Table 5-1 and Figure 5-3 above with those seen in **Figure 5-1** previous, there is a clear difference in existing travel trends within the catchment area of the development compared to the travel trends for the wider DCC area. From this analysis it is evident that the abundance of public transport facilities in the immediate area facilitates a greater uptake of public transport than Dublin City averages. In particular, the close proximity of the Luas Red Line appears to significantly influence the mode share of 15.7% for the "Train, DART or Luas" category within the local catchment area, while the same category for the wider DCC area accounts for only 6.28% of total users.

# 6 RESIDENTIAL MMP OBJECTIVES & TARGETS

## 6.1 INTRODUCTION

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

## 6.2 RESIDENTIAL MMP – OBJECTIVES

The overall aim of the Residential MMP is to reduce the dependency on the use of the private car by increasing residents' awareness to the other travel alternatives available. To support this principal objective, several sub-objectives have been set out:

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

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

c. Encourage the use of sustainable modes of transport;

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

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

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

g. Managing the ongoing development and delivery of the MMP with future residents;

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

i. Promoting healthy lifestyles and sustainable, vibrant local communities.

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

- Routing, timetable and ticketing information for bus and train services;
- The location and most convenient routes to / from local services (e.g. shops, medical facilities, schools etc.);
- Safe routes to school literature;
- Provision of live information for Dublin Bus at the reception;
- Provision of a free telephone service for calling a taxi, and information regarding taxi apps;
- Cost data comparing public transport and private car journeys; and,
- The health benefits of walking and cycling to include safety advice.

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

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

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

- Consider the needs of residents in relation to accessing facilities for education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage.

## 6.3 RESIDENTIAL MMP – ACTIONS & TARGETS

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

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

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

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

**A2** – Provision of a portal to the MMP on a website for the development that includes information on all travel opportunities from the site that is made available to all residents prior to site occupation;

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

**A4** – To undertake a baseline travel survey when 35% of the residential units are occupied;

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

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

**T1** – To support the development of the Royal Liver lands as a sustainable community;

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

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

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

**T5** – Achieve the identified modal split travel targets.

The above targets will be achieved by introducing an integrated package of measures that focus on promoting travel to and from the subject development by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents and visitors to consider lower carbon travel alternatives in everyday journeys. The interim mode split targets for the subject site are set out in **Table 6-1** below:

*Table 6-1: Proposed Mode Share for Subject Site.*

| Mode of Travel | MMP 1st Year Target (2027) | MMP 5-Year Target (2032) |
|---|---|---|
| On Foot | 23% | 24% |
| Bicycle | 11% | 16% |
| Bus | 19% | 23% |
| Train/ DART/ Luas | 20% | 22% |
| Car Driver | 20% | 10% |
| Car Passenger | 7% | 5% |

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

As previously mentioned, this site's preferred Mode of Travel will be influenced by car ownership and availability. The availability of motor cars provided in Chapter 5 has been considered to determine the most likely travel trends for this development and generate a realistic prediction for modal splits as shown in **Table 6-1** above.

These goals have been set with an overall goal of delivering a sustainable development, and with the vision of setting attainable yet ambitious targets to ensure measurable success for this Mobility Management Plan.

## 6.4 PROPOSED RESIDENTIAL MODAL SPLIT

It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips from the subject site and promote sustainable modes of travel. The key target of this Residential MMP will therefore be to achieve a modal split reflective of Census 2022 data, as observed in the tables and figures above. This would see a reduction in the number of overall car-based trips generated by the development, supplementing these with trips made using sustainable modes of transport.

The MMP would ideally seek to transfer these previous car-based trips into the following modes / travel options to achieve the targets identified in Table 6-1:

- Luas
- Bus
- Cycle
- Car-shares
- Bike-shares

# 7 COMMERCIAL OBJECTIVES & TARGETS

## 7.1 INTRODUCTION

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

## 7.2 COMMERCIAL MMP – OBJECTIVES

The overall aim of the Commercial MMP is to reduce the dependency on private car use by increasing on-site employees' awareness of other available travel alternatives. To support this principal objective, several sub-objectives have been set out:

a. Minimise private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required (e.g. business travel and work from home option etc.);

b. Make all staff aware of the sustainable transport options available to them;

c. Encourage the use of sustainable modes of transport;

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

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

f. Promote walking and cycling as a health benefit to staff;

g. Managing the ongoing development and delivery of the Mobility Management Plan with future employees of the site;

h. Promoting smarter education and living practices that reduce the need to travel overall;

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

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

- Routing, timetable and ticketing information for bus and train services;
- The location and most convenient routes to / from local amenities (e.g. shops, medical facilities etc.);
- Safe routes home information/ literature;

- Cost data comparing public transport and private car journeys;
- The health benefits of walking and cycling including safety advice.

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

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

Accordingly, the objectives of the Commercial MMP can be summarised in principal as follows:

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

## 7.3 COMMERCIAL MMP – TARGETS & ACTIONS

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

Since the overall aim of this Commercial MMP is to minimise reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that questionnaires are circulated after opening to staff based at the site, as these questionnaires will establish the baseline travel data for the subject site.

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

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

**A2** – Provision of a Commercial MMP website and app that includes information on all travel opportunities to/from the site that is made available to all employees based at the subject site prior to commencement of employment;

**A3** – In consultation with key stakeholders including the local authority and the various occupiers of the office, retail and commercial units, continually develop, implement, monitor, evaluate and review the progress of the Commercial MMP towards achieving the targets;

**A4** – To undertake a baseline travel survey when the commercial units are occupied;

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

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

**T1** – To support the establishment of the office development, the retail supermarket and the commercial units as sustainable workplaces;

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

**T3** – To achieve an overall 95% employee awareness of the Commercial MMP and its aims and objectives;

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

**T5** – Achieve the identified modal split travel targets.

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

It is important to establish baseline trends and employee's transport needs in developing a Workplace MMP. The site is located within a primarily mixed land use area. It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

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

As discussed in Chapter 4, **Figure 7-1** below shows the Study Area set out for the proposed development.




*Figure 7-1: Subject Development Study Area.*

The mode share proportions recorded within the extents of the above Study Area are presented in **Figure 7-2** below. Car trips account for approximately 35% of all trips across the study area, while trips by public transport modes amount to approximately 29% of all trips. Active modes account for approximately 27% - 28% of all trips.

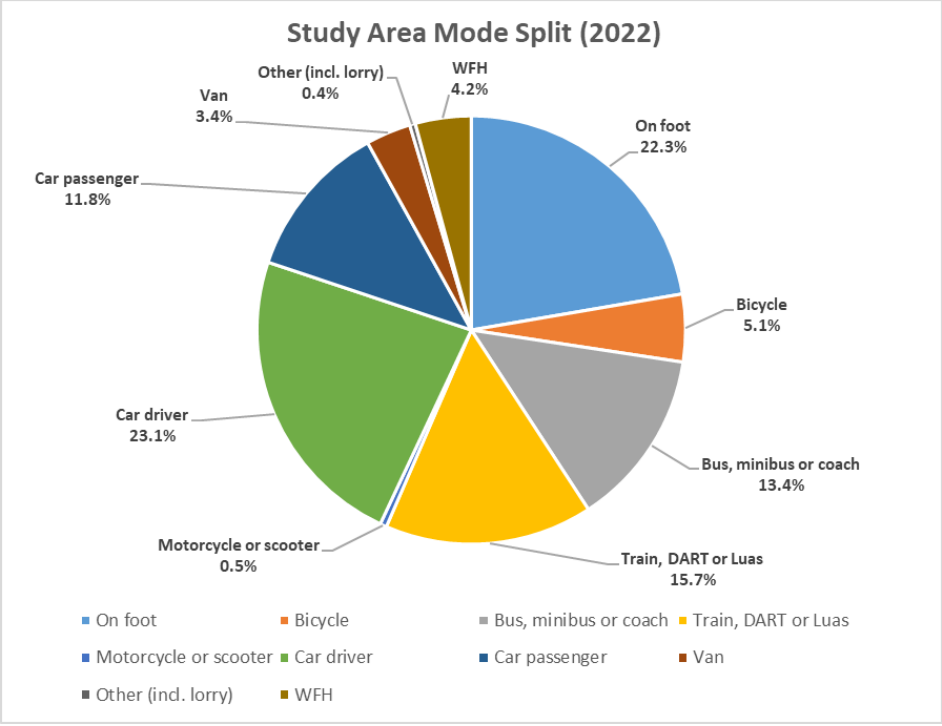



*Figure 7-2: SAPMAP Modal Split for Study Area (Source: CSO).*

It is considered that an appropriate aim of the Commercial MMP would be to minimise the level of single occupancy car trips from the subject site and promote sustainable modes of travel. The provision of a limited number of on-site car parking spaces as part of the proposed mixed-use development (and the subsequent management of these spaces) will actively influence the ability to drive to / from the proposed mixed-use development. Accordingly, the vast majority of trips to and from the subject mixed-use development will need to be accommodated by sustainable modes of travel.

As such, the Commercial MMP would seek for the majority of trips to be made using the following modes / travel options:

- Luas
- Bus
- Cycle
- Car-share
- Bike-share

## 7.4 PROPOSED DESTINATION MODAL SPLIT

The modal split targets for the commercial units within the mixed-use development have been set to align with the 2028 DCC mode-share targets as identified in the *Dublin City Development Plan 2022-2028*. A comparison between DCC's baseline mode share figures and the proposed target mode share is provided in **Table 7-1** below.

The preliminary target modal splits identified within these policies are 83% by sustainable modes (walking, cycling and public transport) and 17% maximum by private car.

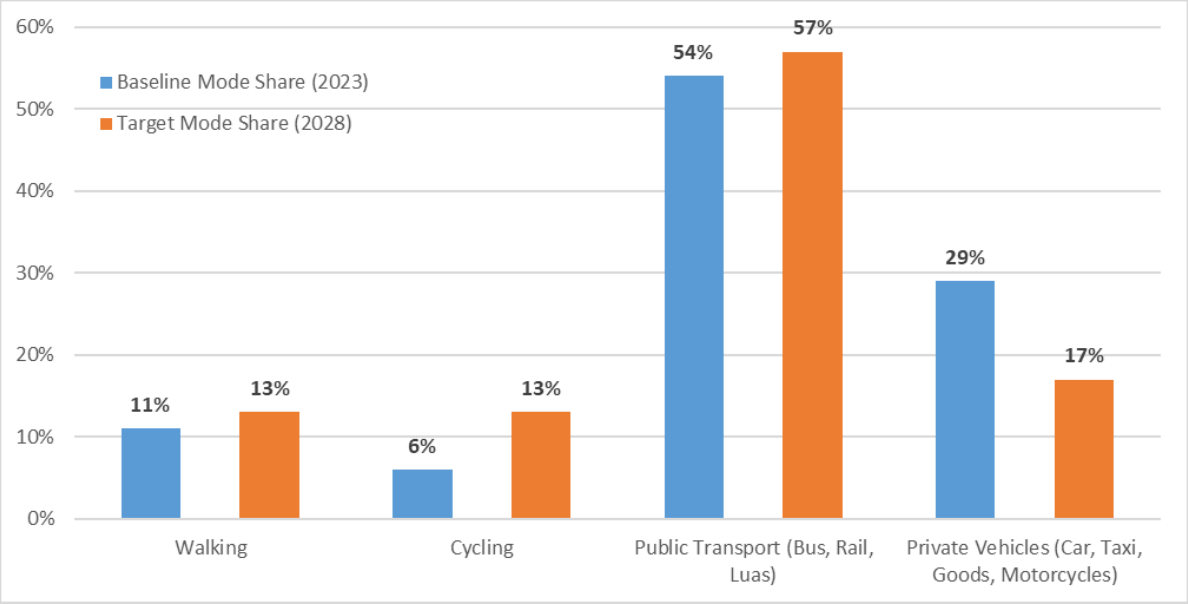



*Table 7-1: DCC Modal Split Targets (Source: DCC Transport Plan 2023).*

The preliminary targets identified for staff working in the Subject Site's commercial element are even more ambitious, and are as follows:

- **YEAR 1** – 15% Private vehicle trips (including Car-share): 85% Sustainable modes of travel
- **YEAR 2** – 10% Private vehicle trips (including Car-share): 90% Sustainable modes of travel
- **YEAR 3** – 5% Private vehicle trips (including Car-share): 95% Sustainable modes of travel

# 8 RESIDENTIAL MMP MEASURES

## 8.1 INTRODUCTION

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

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




*Figure 8-1: 5-tier Travel Plan Pyramid.*

Accordingly, this MMP Framework is organised as a series of integrated sub-strategies covering the different modes of travel, and associated management and awareness of issues related to each mode.

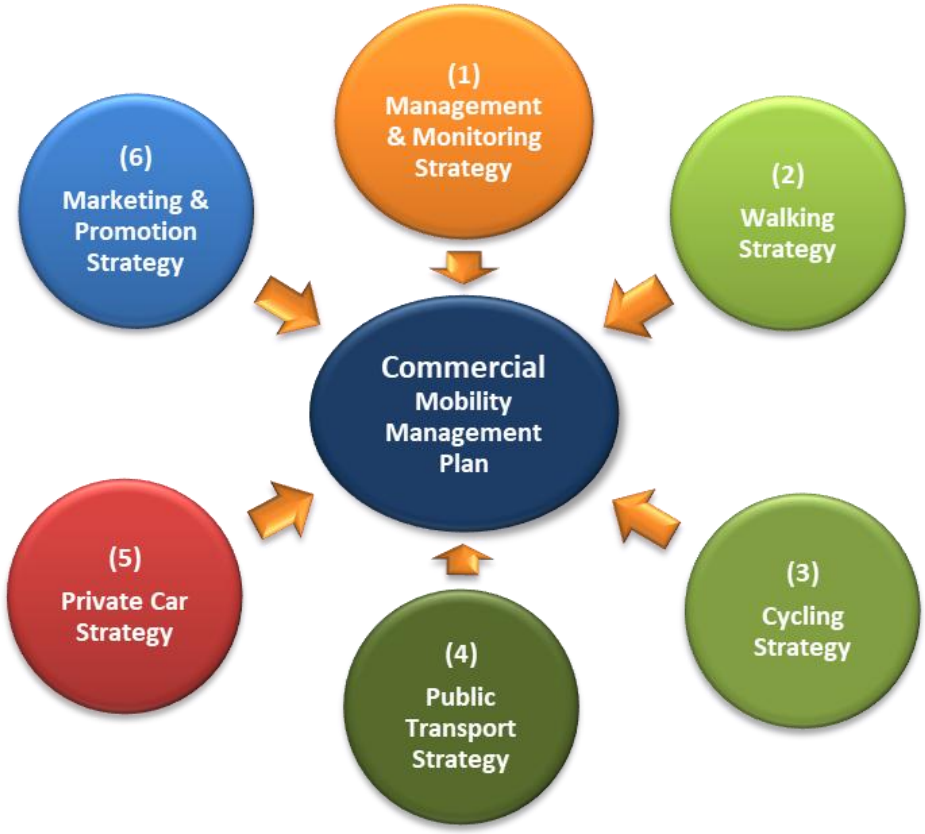



*Figure 8-2: Commercial MMP Action Plan Strategies.*

## 8.2 MODE-SPECIFIC MEASURES

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

a. Walking – provision of facilities

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

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

d. Private Car Strategy including Car-sharing and car clubs

These mode specific measures are discussed in more detail in **Appendix A** of this document.

## 8.3 MANAGEMENT & MONITORING MEASURES

Ensuring the success of a Residential Mobility Management Plan, defining a management structure is critical to its effective implementation. Therefore, a Mobility Manager must be appointed, and a Resident's Group should be established. This will ensure the ongoing success of the Residential MMP.

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

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

Details of these measures can be found in **Appendix B** of this document.

## 8.4 MARKETING & PROMOTION MEASURES

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

The most important and cost-effective measure to be introduced as part of this Residential MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.

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

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

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

Details of these marketing measures are set out in **Appendix C** of this document.

# 9 PRELIMINARY RESIDENTIAL ACTION PLAN

## 9.1 OVERVIEW

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

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

## 9.2 MANAGEMENT AND MONITORING STRATEGY

### 9.2.1 MMP Management

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

The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the Residential MMP.

### 9.2.2 MMP Monitoring

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

- To demonstrate that the various targets are being achieved (or not met, at which point the methodology will be reviewed) as people only value what they can measure and relate to;
- To ensure that the Residential MMP continues to receive the support of the building complex's management, staff and its partners (internal and external);
- To show that both financial and resource input is being utilised to maximum effect.

To ensure that the Residential MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the Residential MMP are outlined in **Table 9-1** overleaf.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 years) | | |
| **MMS 1** | Appointment of a Mobility Manager | - | ✓ | - | - | | |
| **MMS 2** | Establish Residential MMP Steering Group and meeting / reporting arrangements | - | ✓ | - | - | | |
| **MMS 3** | Nominate Residential MMP 'Champion' and role (Management) | - | ✓ | - | - | | |
| **MMS 4** | Establish Residential MMP 'Charter' and confirm management support for:<br>• **MMS 4a** – Residential MMP memorandum of understanding<br>• **MMS 4b** – Identify and agree Residential MMP objectives<br>• **MMS 4c** – Review and establish Residential MMP targets | -<br>-<br>- | ✓<br>✓<br>✓ | -<br>-<br>✓ | -<br>-<br>✓ | | |
| **MMS 5** | In partnership with the Local Authority, review funding opportunities and potential budgets for:<br>• **MMS 5a** – Setting up and launching Residential MMP<br>• **MMS 5b** – Annual Residential MMP management costs<br>• **MMS 5c** – Participation in calendar of events<br>• **MMS 5d** – Residential MMP incentives<br>• **MMS 5e** – Residential MMP facilities<br>• **MMS 5f** – Residential MMP training requirements | -<br>-<br>-<br>-<br>-<br>- | ✓<br>✓<br>-<br>-<br>-<br>✓ | -<br>-<br>✓<br>✓<br>✓<br>- | -<br>-<br>✓<br>✓<br>-<br>- | | |
| **MMS 6** | Establish 'External' engagement contacts and collaboration programme. | - | ✓ | - | - | | |
| **MMS 7** | Agree Monitoring and Reporting Programme with respect to:<br>• **MMS 7a** – Resident Travel Surveys<br>• **MMS 7b** – Roll-out / uptake of Residential MMP initiatives<br>• **MMS 7c** – Residential MMP Budgets<br>• **MMS 7d** – Residential MMP performance (KPI's) | -<br>-<br>-<br>- | ✓<br>-<br>✓<br>✓ | -<br>✓<br>✓<br>- | ✓<br>✓<br>✓<br>- | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **MMS 8** | Facilitate the establishment and operation of mode specific 'user' groups (e.g. walking, cycling etc.) | - | - | ✓ | - | | |
| **MMS 9** | Review travel practices by trip purpose and implement policy to encourage sustainable travel practices. | - | - | - | ✓ | | |
| **MMS 10** | Appoint a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.) | - | - | - | ✓ | | |
| **MMS 11** | A Sustainable Travel Pack to be provided to all new residents. | - | ✓ | ✓ | - | | |

*Table 9-1: Preliminary Schedule of Residential MMP Management & Monitoring Initiatives.*

The identified Management and Monitoring Strategy promotes a total of 21 measures. The proposed implementation schedule for these measures are outlined in **Figure 9-1** below. Note that some initiatives occur in m

ore than one time-scale category (e.g. medium-term *and* long-term).

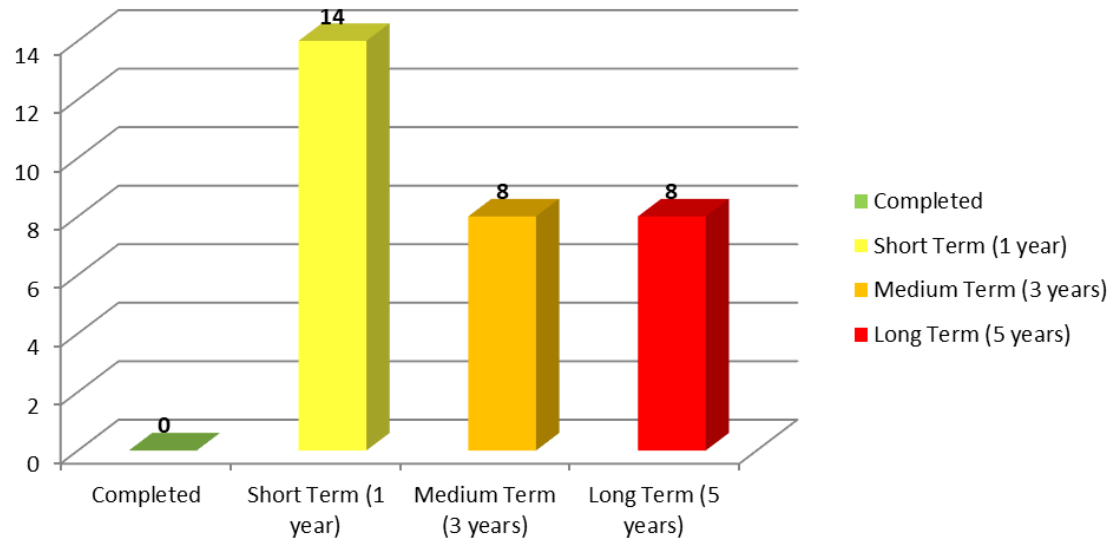



*Figure 9-1: Proposed Implementation Timeline for Residential MMP's Management & Monitoring Initiatives.*

## 9.3 WALKING STRATEGY

The status and preliminary scheduling of the principal walking focused initiatives of the Residential MMP are outlined in **Table 9-2** below.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| **WS 1** | Develop a 'Walking' Accessibility Sheet for the site. | - | ✓ | - | - | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **WS 2** | Explore the opportunity of creating a calendar of 'Walking' Events and incentives:<br>• WS 2a - Walk to work / school week<br>• WS 2b - Walk on Wednesdays<br>• WS 2c - Pedestrian Training<br>• WS 2d - Travel diary with incentive / awards scheme<br>• WS 2e – Coordinated with PT events | <br>-<br>-<br>-<br>-<br>- | <br>-<br>-<br>-<br>-<br>- | <br>✓<br>✓<br>✓<br>-<br>- | <br>✓<br>✓<br>✓<br>✓<br>✓ | | |
| **WS 3** | Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for External routes to key off-site destinations | - | - | - | ✓ | | |
| **WS 4** | Develop a 'Walking' Fact Sheet | - | ✓ | - | - | | |

*Table 9-2: Preliminary Schedule of Residential MMP's Walking Initiatives.*

The Residential MMP's Walking Strategy promotes a total of 8 measures. The preliminary implementation schedule for these walking initiatives is outlined in **Figure 9-2** below.

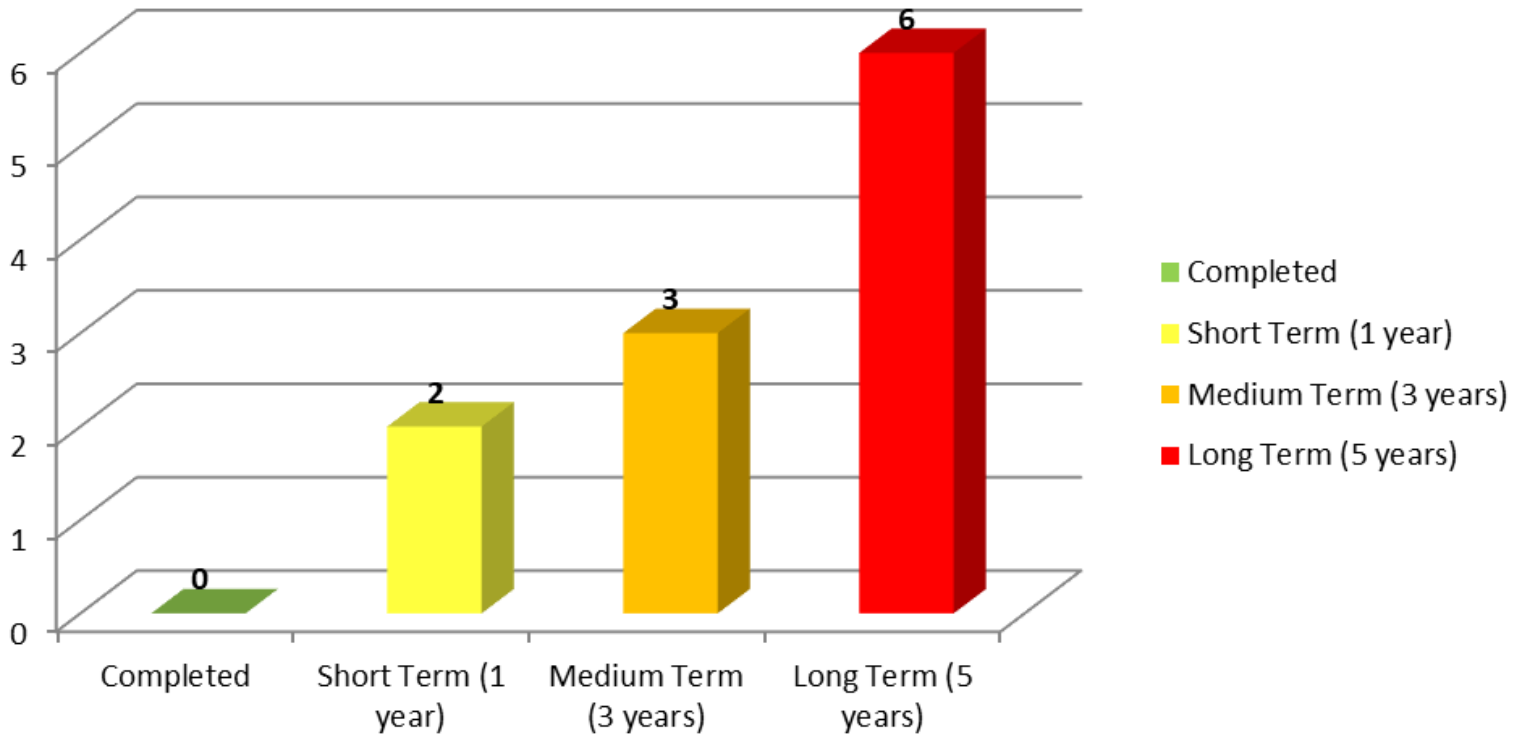



*Figure 9-2: Proposed Implementation Timeline for Residential MMP's Walking Initiatives.*

## 9.4 CYCLING STRATEGY

The status and preliminary scheduling of the principal cycling- focused initiatives of the Residential MMP are outlined in **Table 9-3** below.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| **CS 1** | Investigate the potential benefit and uptake of setting up a scheme to address personal security issues associated with cycling | - | - | - | ✓ | | |
| **CS 2** | Explore the opportunity of establishing a Bike Users Group | - | - | - | ✓ | | |
| **CS 3** | Develop a 'Cycling' Accessibility Sheet for the site | - | ✓ | - | - | | |
| **CS 4** | Explore the opportunity of creating a calendar of 'Cycling' Events and incentives | - | - | ✓ | - | | |
| **CS 5** | Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet cycling requirements for external routes to key off-site destinations | - | - | - | ✓ | | |
| **CS 6** | Investigate the potential demand for providing cycle training | - | - | - | ✓ | | |
| **CS 7** | Explore the potential for launching a Travel Diary incentive / awards scheme | - | - | - | ✓ | | |
| **CS 8** | Examine the opportunity and potential benefits and uptake of Bike service / maintenance workshops | - | - | ✓ | - | | |
| **CS 9** | Market / Publicise the potential availability of employer operated discounted cycle purchase incentives | - | - | ✓ | - | | |
| **CS 10** | Including Bicycle Sharing Stands on the Development such as Bleeperbike | - | - | ✓ | - | | |

*Table 9-3: Preliminary Schedule of Residential MMP's Cycling Initiatives.*

The Residential MMP's Cycling Strategy promotes a total of 10 measures. The preliminary implementation schedule for these cycling initiatives is outlined in **Figure 9-3** below.

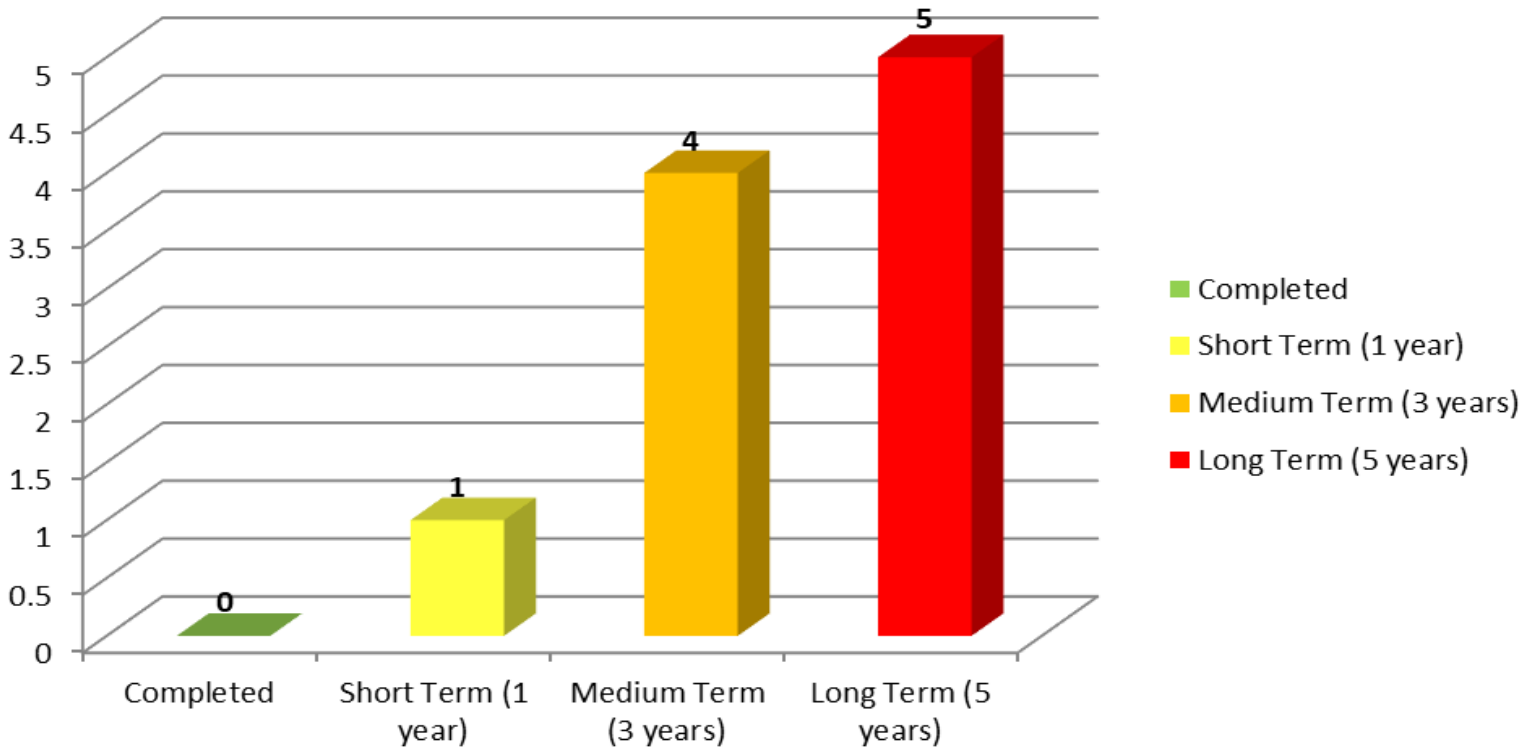



*Figure 9-3: Proposed Implementation Timeline for Residential MMP's Cycling Initiatives.*

## 9.5 PUBLIC TRANSPORT STRATEGY

The status and preliminary scheduling of the principal public transport-focused initiatives of the Residential MMP are outlined in **Table 9-4** below.

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

*Table 9-4: Preliminary Schedule of Residential MMP's Public Transport Initiatives.*

The identified Public Transport Strategy promotes a total of 11 measures. The preliminary implementation schedule for these public transport initiatives is outlined in **Graph 8.4** below.

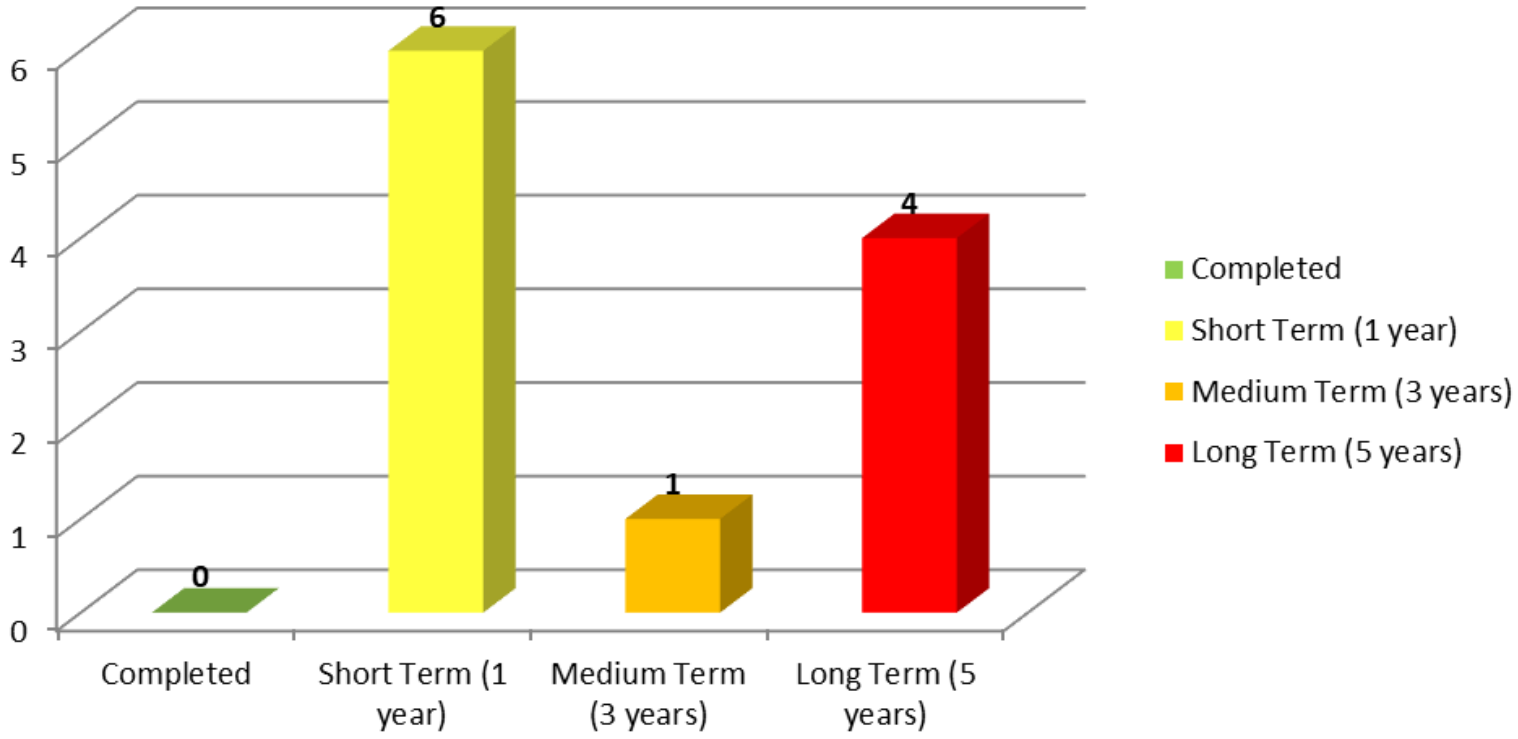



*Figure 9-4: Proposed Implementation Timeline for Residential MMP's Public Transport Initiatives.*

## 9.6 PRIVATE VEHICLE STRATEGY

The identified action plan and preliminary scheduling for the principal private car / private vehicle-focused initiatives of the Residential MMP are outlined in **Table 9-5** below.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| **PVS 1** | Investigate the benefits of developing a Car 'Fact Sheet' | - | ✓ | - | - | | |
| **PVS 2** | Explore the opportunities of encouraging informal arrangements between residents for 'shared' travel to work practices | - | - | ✓ | - | | |
| **PVS 3** | Encourage use of formal Car-sharing website (www.carsharing.ie) | - | ✓ | - | - | | |
| **PVS 4** | Explore the opportunities of informal arrangements between residents for travel to work / school / college | - | - | ✓ | - | | |
| **PVS 5** | Disseminate information about car clubs | - | ✓ | - | - | | |
| **PVS 6** | Establish a Car-sharing Club to promote an alternative to private cars | - | - | ✓ | - | | |

*Table 9-5: Preliminary Schedule of Residential MMP's Private Vehicle Initiatives.*

The Residential MMP's Private Vehicle Strategy promotes a total of 6 measures. The preliminary implementation schedule for these private vehicle-focused initiatives is outlined in **Figure 9-5** below.

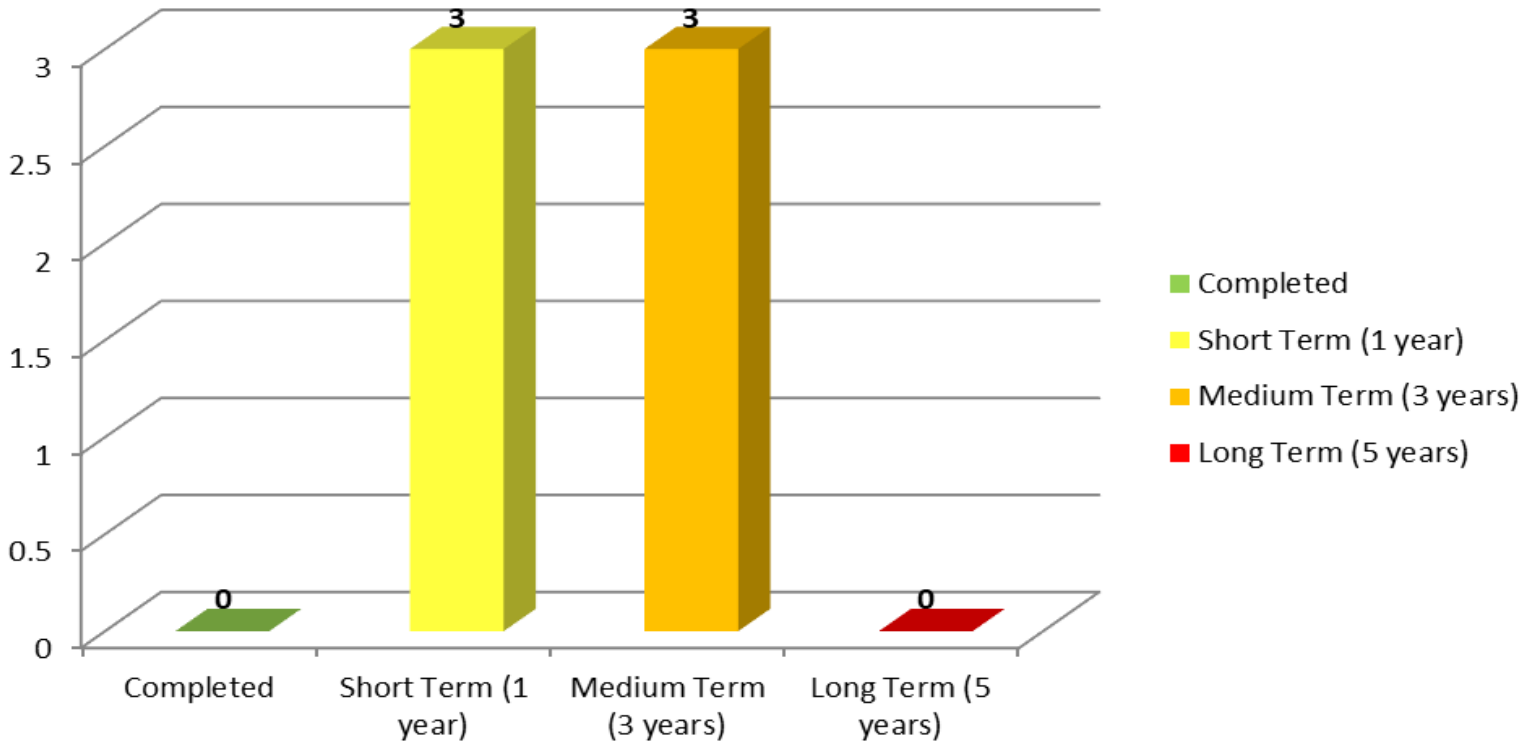



*Figure 9-5: Proposed Implementation Timeline for Residential MMP's Private Vehicle Initiatives.*

## 9.7 MARKETING & PROMOTION STRATEGY

Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the Residential MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active travel modes and other sustainable travel modes. Increasing awareness of the adverse impacts of travel and transport on the environment, health and communities (local and national) and identifying ways in which individuals can make a difference will be key elements of the Residential MMP.

The Marketing and Promotion strategy also supports a number of the other interdependent Residential MMP sub-strategies.

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

*Table 9-6: Preliminary Schedule of Residential MMP's Marketing & Promotion Initiatives.*

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in **Figure 9-6** below.

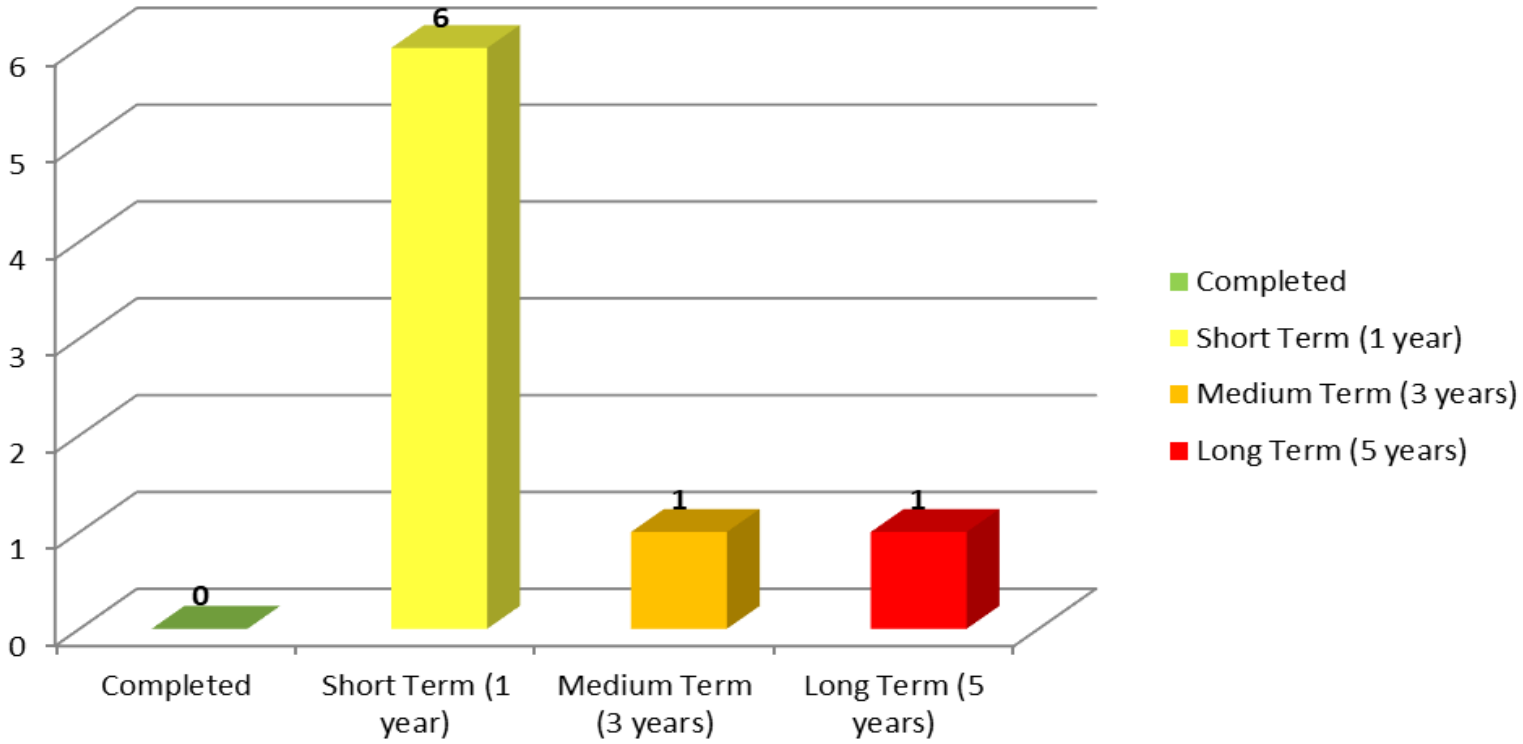



*Figure 9-6: Proposed Implementation Timeline for Residential MMP's Marketing & Promotion Initiatives.*

# 10 COMMERCIAL MMP MEASURES

## 10.1 INTRODUCTION

Mobility Management Plans have a wide range of possible "hard" and "soft" tools from which to choose from with the objective of influencing travel choices. The following section introduces the potential strategy measures that could be considered for the subject site's commercial elements. The range of initiatives discussed here is by no means exhaustive but is indicative of the kind of measures available and the processes and resources required to implement them.

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




*Figure 10-1: 5-tier Travel Plan Pyramid.*

Accordingly, this MMP Framework is organised as a series of integrated sub-strategies covering the different modes of travel, and associated management and awareness of issues related to each mode.




*Figure 10-2: Commercial MMP Action Plan Strategies.*

## 10.2 MODE-SPECIFIC MEASURES

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

a. Walking – provision of facilities

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

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

d. Private Car Strategy including Car-sharing and car clubs

These mode-specific measures are discussed in more detail in **Appendix D** of this document.

## 10.3 MANAGEMENT & MONITORING MEASURES

To ensure the success of a Commercial Mobility Management Plan, the identification of an appropriate management structure is critical to its effective implementation. Accordingly, a Mobility Manager must be appointed and a Steering Group for the overall office site should be established.

A programme of monitoring has been designed to generate information by which the success of the Commercial MMP can be evaluated. This monitoring programme will be the responsibility of the Mobility Manager for the overall site. The MMP's from the various occupiers of the development will feed into the monitoring programme.

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

The various occupiers will be responsible for undertaking surveys within their own companies and then relay the data back to the overall site mobility manager.

## 10.4 MARKETING & PROMOTION MEASURES

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

The most important and cost-effective measure to be introduced as part of this Commercial MMP is the 'Welcome Travel Pack', which will be issued to all new employees of the site prior to commencement of employment or at employee induction.

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

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

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

# 11 PRELIMINARY COMMERCIAL ACTION PLAN

## 11.1 OVERVIEW

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

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

## 11.2 MANAGEMENT AND MONITORING STRATEGY

### 11.2.1 MMP Management

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

The role of management will also actively seek a partnership approach with other organisations as part of the continued development of the Commercial MMP.

### 11.2.2 MMP Monitoring

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

- To demonstrate that the various targets are being achieved (or not met, at which point the methodology will be reviewed) as people only value what they can measure and relate to;
- To ensure that the Commercial MMP continues to receive the support of senior management, staff and partners (internal and external);
- To show that both financial and resource input is being utilised to maximum effect.

To ensure that the Commercial MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the Commercial MMP are outlined in **Table 11-1** overleaf.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 years) | | |
| **MMS 1** | Appointment of a Mobility Manager | - | ✓ | - | - | | |
| **MMS 2** | Establish Commercial MMP Steering Group and meeting / reporting arrangements | - | ✓ | - | - | | |
| **MMS 3** | Nominate Commercial MMP 'Champion' and role (Senior Management) within each company occupying the development | - | ✓ | - | - | | |
| **MMS 4** | Establish Commercial MMP 'Charter' and confirm management support for:<br>• **MMS 4a** – Commercial MMP memorandum of understanding<br>• **MMS 4b** – Identify and agree Commercial MMP objectives<br>• **MMS 4c** – Review and establish Commercial MMP targets | <br><br>-<br>-<br>- | <br><br>✓<br>✓<br>✓ | <br><br>-<br>-<br>✓ | <br><br>-<br>-<br>✓ | | |
| **MMS 5** | In partnership with the Local Authority, review funding opportunities and potential budgets for:<br>• **MMS 5a** – Setting up and launching Commercial MMP<br>• **MMS 5b** – Annual Commercial MMP management costs<br>• **MMS 5c** – Participation in calendar of events<br>• **MMS 5d** – Commercial MMP incentives<br>• **MMS 5e** – Commercial MMP facilities<br>• **MMS 5f** – Commercial MMP training requirements | <br>-<br>-<br>-<br>-<br>-<br>- | <br>✓<br>✓<br>-<br>-<br>-<br>✓ | <br>-<br>-<br>✓<br>✓<br>✓<br>- | <br>-<br>-<br>✓<br>✓<br>-<br>- | | |
| **MMS 6** | Establish 'External' engagement contacts and collaboration programme. | - | ✓ | - | - | | |
| **MMS 7** | Agree Monitoring and Reporting Programme with respect to:<br>• **MMS 7a** – Employee Travel Surveys<br>• **MMS 7b** – Roll-out / uptake of Commercial MMP initiatives<br>• **MMS 7c** – Commercial MMP Budgets<br>• **MMS 7d** – Commercial MMP performance (KPI's) | <br>-<br>-<br>-<br>- | <br>✓<br>-<br>✓<br>✓ | <br>-<br>✓<br>✓<br>- | <br>✓<br>✓<br>✓<br>- | | |
| **MMS 8** | Facilitate the establishment and operation of mode specific 'user' groups (e.g. walking, cycling etc.) | - | - | ✓ | - | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **MMS 9** | Review travel practices by trip purpose and implement policy to encourage sustainable travel practices. | - | - | - | ✓ | | |
| **MMS 10** | Appoint a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.) | - | - | - | ✓ | | |
| **MMS 11** | A Sustainable Travel Pack to be provided to all new employees | - | ✓ | ✓ | - | | |

*Table 11-1: Preliminary Schedule of Commercial MMP Management & Monitoring Initiatives.*

The identified Management and Monitoring strategy promotes a total of 21 measures, some of which are delivered multiple times. The proposed implementation schedule for these measures is outlined in **Figure 11-1** below.

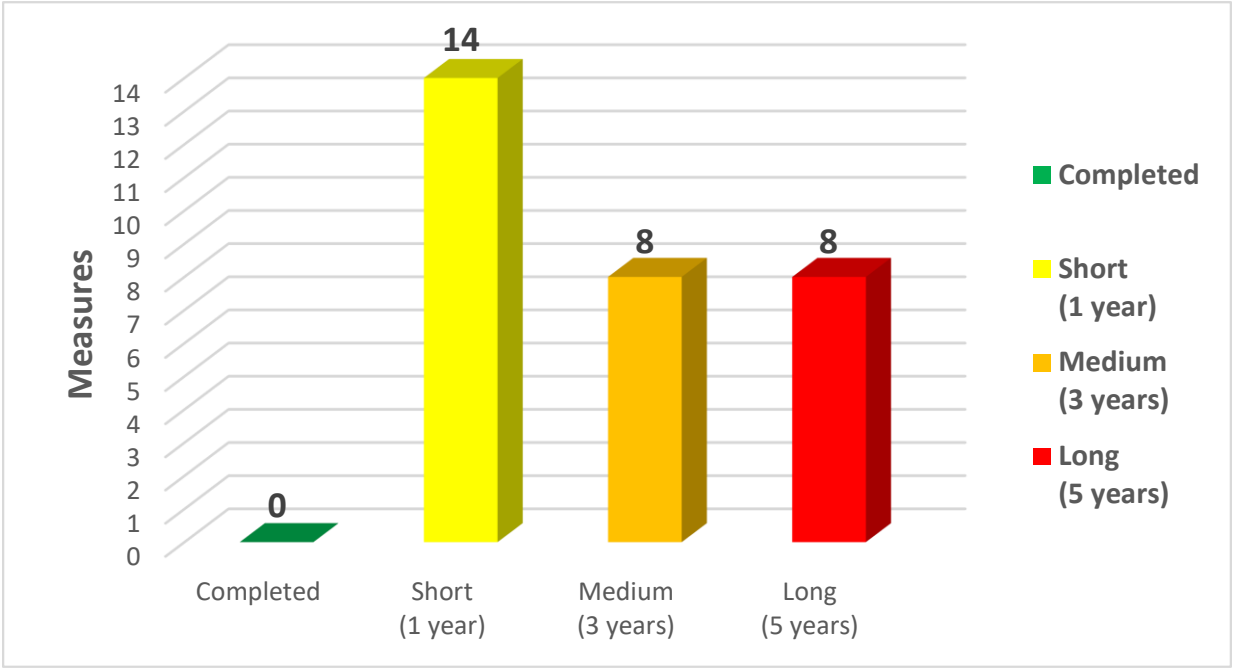


*Figure 11-1: Proposed Implementation Timeline for Commercial MMP's Management & Monitoring Initiatives.*

### 11.2.3 WALKING STRATEGY

The status and preliminary scheduling of the principal walking-focused initiatives of the Commercial MMP are outlined in **Table 11-2** below. These initiatives are to be developed in conjunction with the various occupiers / organisations of the office, retail and commercial elements of the complex.

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

*Table 11-2: Preliminary Schedule of Commercial MMP's Walking Initiatives.*

The Commercial MMP's Walking Strategy promotes a total of 9 measures. The preliminary implementation schedule for these walking initiatives is outlined in **Figure 11-2** below.

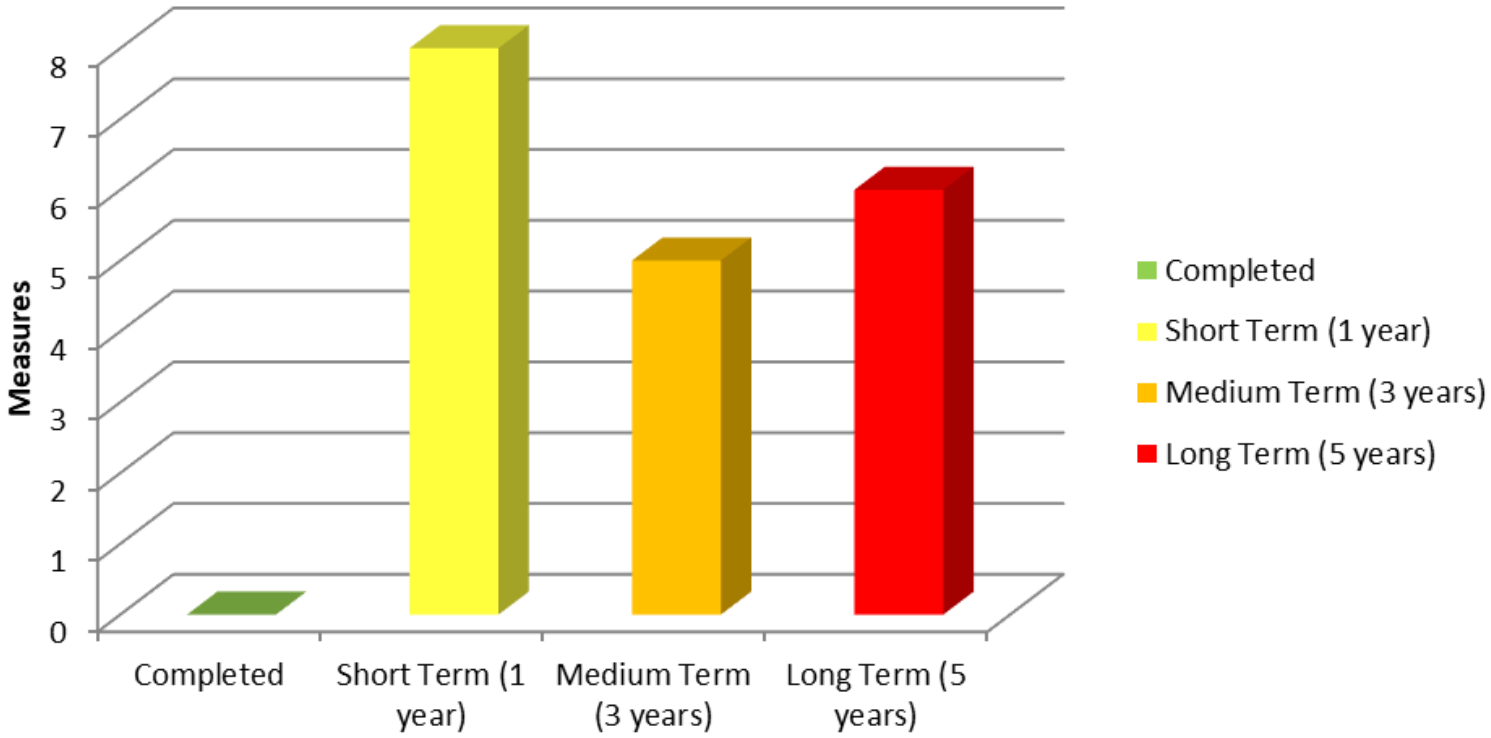



*Figure 11-2: Proposed Implementation Timeline for Commercial MMP's Walking Initiatives.*

### 11.2.4 CYCLING STRATEGY

The status and preliminary scheduling of the principal cycling-focused initiatives of the Commercial MMP are outlined in **Table 11-3** below. These initiatives are to be developed in conjunction with the various occupiers / organisations of the office, retail and commercial elements of the complex.

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

*Table 11-3: Preliminary Schedule of Residential MMP's Cycling Initiatives.*

The Commercial MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule for these cycling initiatives is outlined in **Figure 11-3** below.

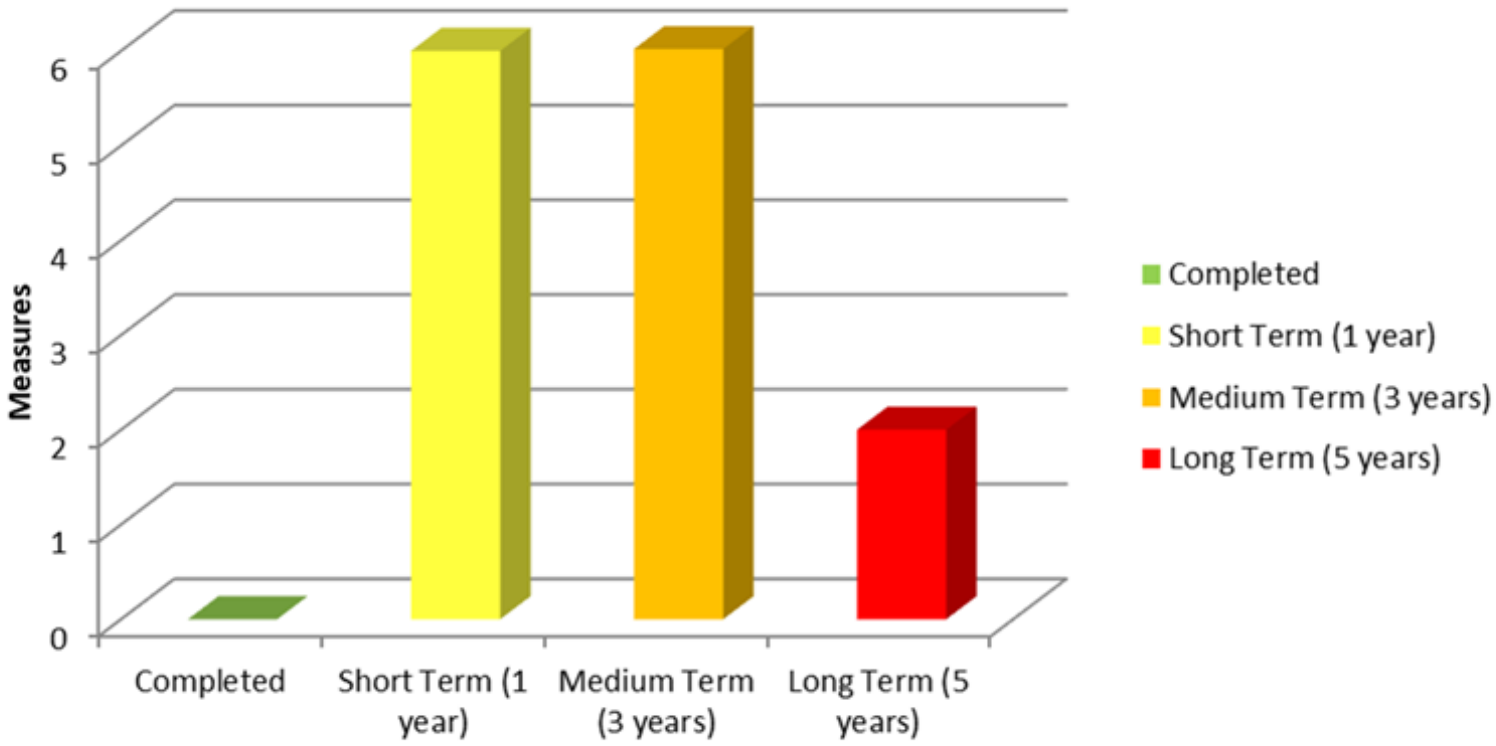



*Figure 11-3: Proposed Implementation Timeline for Commercial MMP's Cycling Initiatives.*

### 11.2.5 PUBLIC TRANSPORT STRATEGY

The status and preliminary scheduling of the principal public transport-focused initiatives of the Commercial MMP are outlined in **Table 11-4** below. These initiatives are to be developed in conjunction with the various occupiers / organisations of the office, retail and commercial elements of the complex.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| **PTS 1** | Explore the opportunities of:<br>• **PTS 1a** - maintaining the existing bus services<br>• **PTS 1b** - Enhancing the catchment of these services | ✓<br>- | -<br>- | -<br>- | -<br>✓ | | |
| **PTS 2** | Investigate the option to enable staff to purchase both annual and monthly TaxSaver tickets | - | ✓ | - | - | | |
| **PTS 3** | Establish a Public Transport Users Group | - | ✓ | ✓ | - | | |
| **PTS 4** | Develop a 'Public Transport' Accessibility Sheet for the site | - | ✓ | - | - | | |
| **PTS 5** | Develop a 'Public Transport' Fact Sheet | - | ✓ | - | - | | |
| **PTS 6** | Create a calendar of 'Public Transport' Events and incentives | - | - | ✓ | ✓ | | |
| **PTS 7** | In partnership with Dublin Bus / Luas and local authority ensure all local bus / Luas interchanges display up to date timetables, fare and route information | - | - | ✓ | - | | |
| **PTS 8** | Encourage the use / initiatives for buses / Luas where feasible for a range of different travel purposes | - | ✓ | - | - | | |
| **PTS 9** | Promote the availability of the TaxSaver scheme for staff | - | ✓ | - | - | | |
| **PTS 10** | Travel diary with incentive / awards scheme | - | ✓ | ✓ | ✓ | | |

*Table 11-4: Preliminary Schedule of Commercial MMP's Public Transport Initiatives.*

The identified Public Transport Strategy promotes a total of 11 measures. The preliminary implementation schedule for these public transport initiatives is outlined in **Figure 11-4** below.

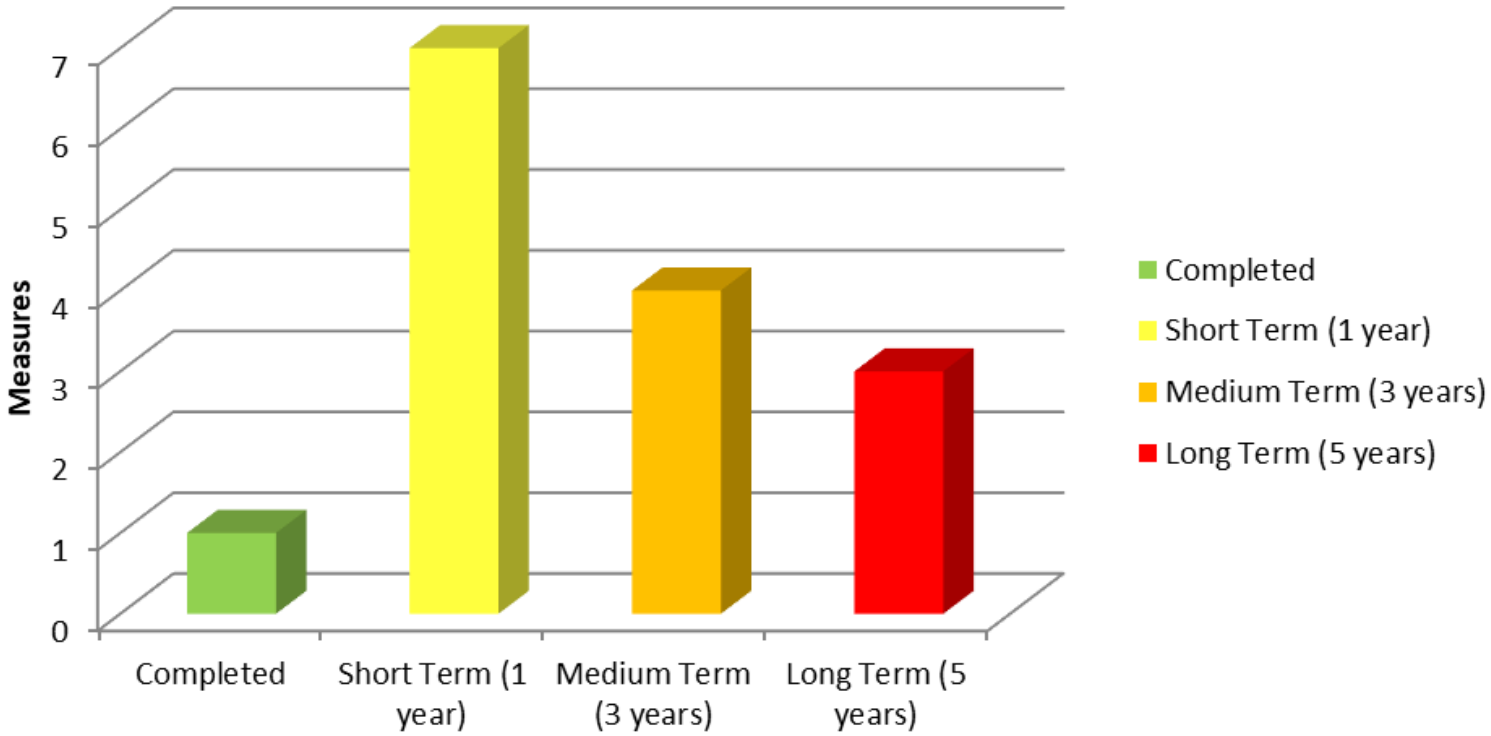



*Figure 11-4: Proposed Implementation Timeline for Commercial MMP's Public Transport Initiatives.*

### 11.2.6 PRIVATE VEHICLE STRATEGY

The status and preliminary scheduling of the principal private vehicle-focused initiatives of the Commercial MMP are outlined in **Table 11-5** below. These initiatives are to be developed in conjunction with the various occupiers / organisations of the office, retail and commercial elements of the complex.

| Ref. | Initiative | Status / Timescale | | | | Lead Party | Comments |
|---|---|---|---|---|---|---|---|
| | | Completed | Short (1 year) | Medium (3 years) | Long (5 Years) | | |
| **PVS 1** | Develop a Car 'Fact Sheet' | - | ✓ | - | - | | |
| **PVS 2** | Explore opportunities for informal arrangements between staff for travel to work | - | ✓ | ✓ | - | | |
| **PVS 3** | Encourage use of formal car-sharing website (www.carsharing.ie) | - | ✓ | - | - | | |
| **PVS 4** | Disseminate information about car clubs | - | ✓ | - | - | | |
| **PVS 6** | Management of on-site car park including designation of available car-parking spaces | - | ✓ | - | - | | |

*Table 11-5: Preliminary Schedule of Commercial MMP's Private Vehicle Initiatives.*

The Residential MMP's Private Vehicle Strategy promotes a total of 5 measures. The preliminary implementation schedule for these private vehicle-focused initiatives is outlined in **Figure 11-5** below.

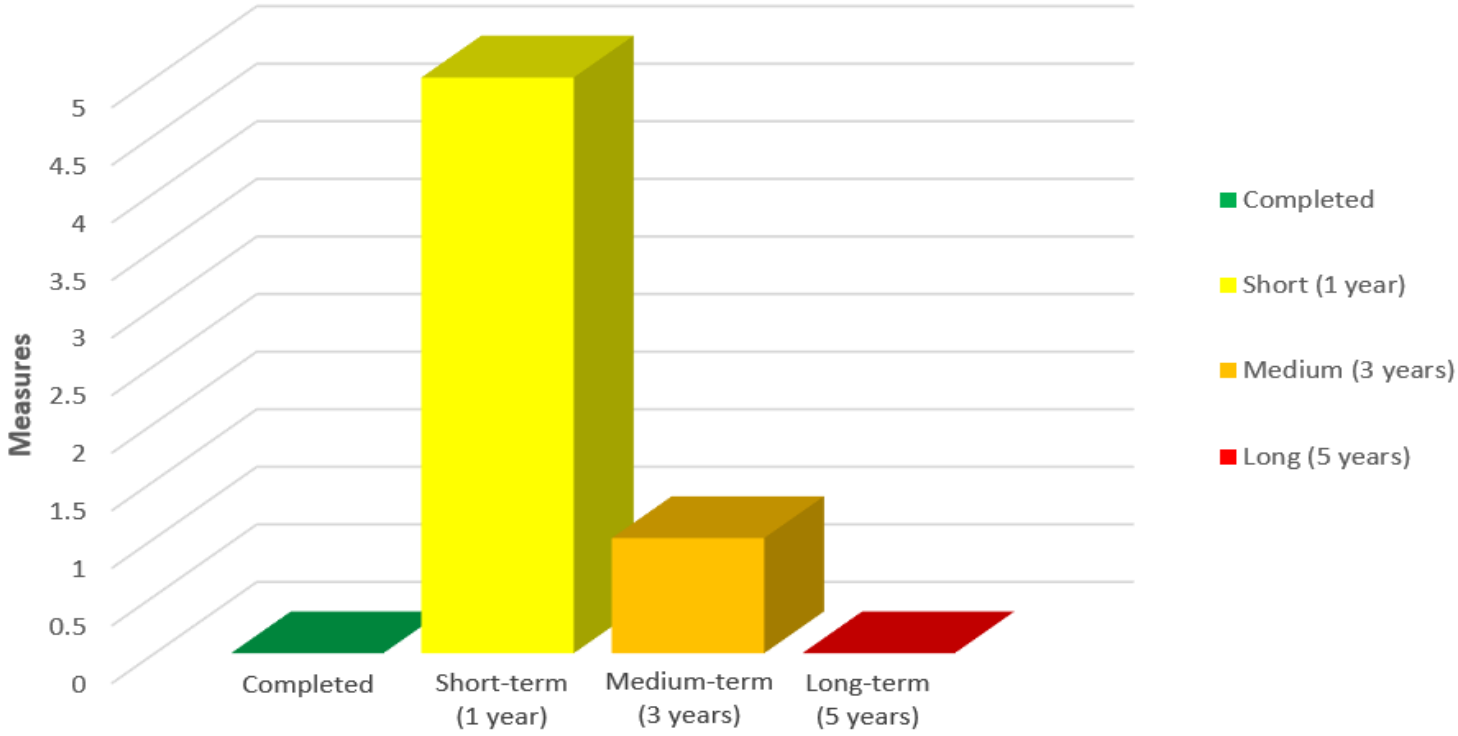



*Figure 11-5: Proposed Implementation Timeline for Commercial MMP's Private Vehicle Initiatives.*

### 11.2.7 MARKETING & PROMOTION STRATEGY

Increasingly referenced as the 'softer' form of initiatives, the provision of detailed information, raising awareness and promotion of the Commercial MMP and its measures is imperative to its success. The strategy involves the marketing and communication of the benefits of alternative active and more sustainable travel. Increasing awareness of the adverse impacts of travel and transport on the environment, health and communities (local and nationally) by identifying ways in which individuals can make a difference will be a key element of the MMP.

The Marketing and Promotion strategy also supports a number of the other interdependent MMP sub-strategies.

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

*Table 11-6: Preliminary Schedule of Commercial MMP's Marketing & Promotion Initiatives.*

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures. The implementation schedule of these measures is outlined in **Figure 11-6** below.

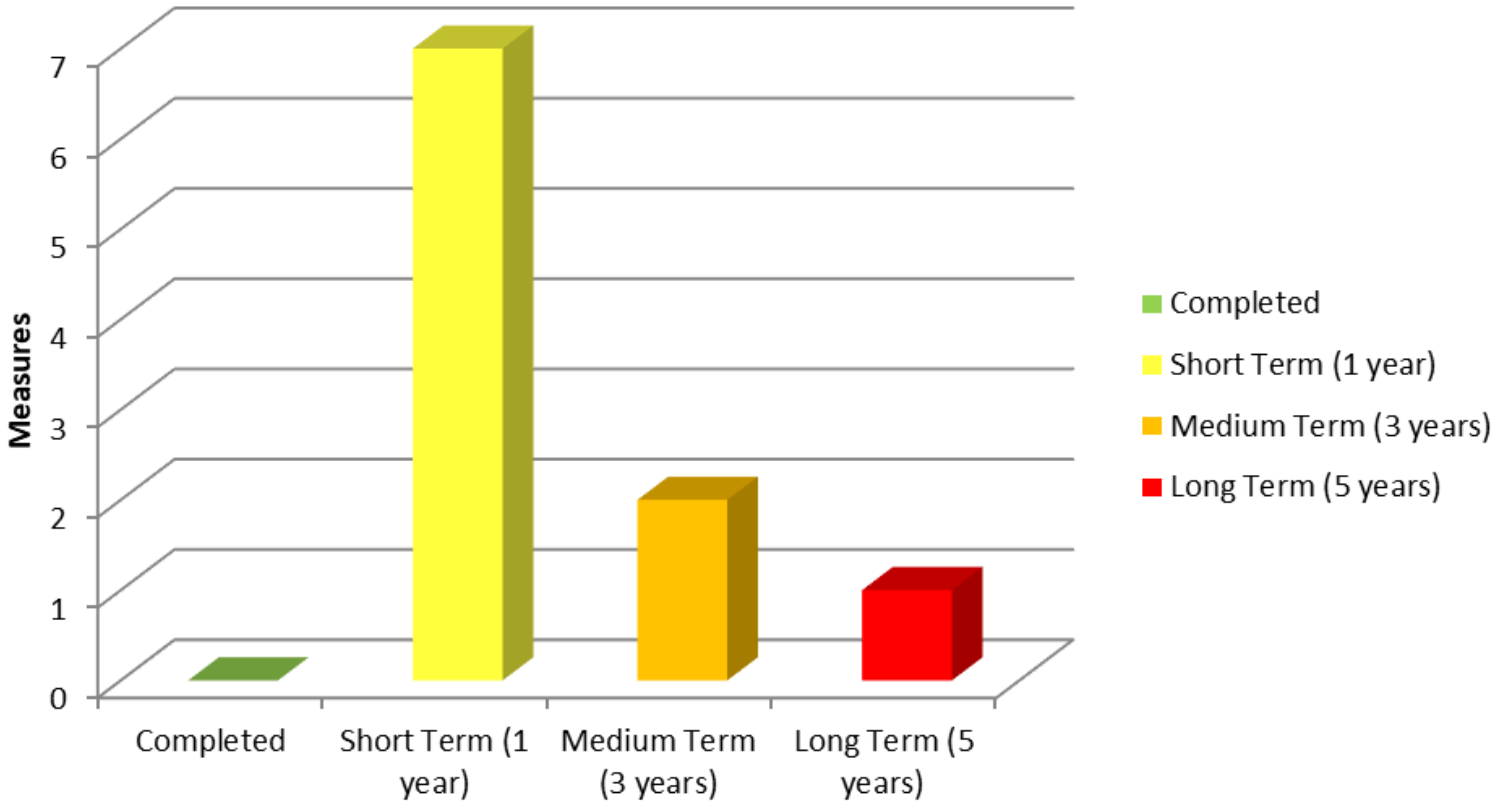



*Figure 11-6: Proposed Implementation Timeline for Commercial MMP's Marketing & Promotion Initiatives.*

# 12 SUMMARY & CONCLUSIONS

This Mobility Management Plan has been prepared in support of a planning application for an amendment to Phase 2 of the permitted redevelopment of the Royal Liver Retail Park site at the Old Naas Road, Inchicore, Dublin 12. This is a mixed-use development comprising both residential apartments, community spaces, and commercial uses such as convenience retail, a creche, and restaurants / cafés. Phase 2 also incorporates car and bicycle parking areas at ground floor, undercroft and basement levels. This MMP focuses primarily on how residents, employees and visitors can be encouraged to use sustainable means of transport to and from the site.

DBFL Consulting Engineers have compiled this MMP as a basis for discussions between the developers and planning officers from Dublin City Council. Through these scoping discussions, the preferred strategy (and its supporting measures and targets) will emerge, with the resulting MMP detailing the agreed approach, actions and targets.

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

The identified Preliminary Residential Action Plan promotes a total of 64 initiatives across 6 sub-strategy themes, as presented in the Pie Chart below.

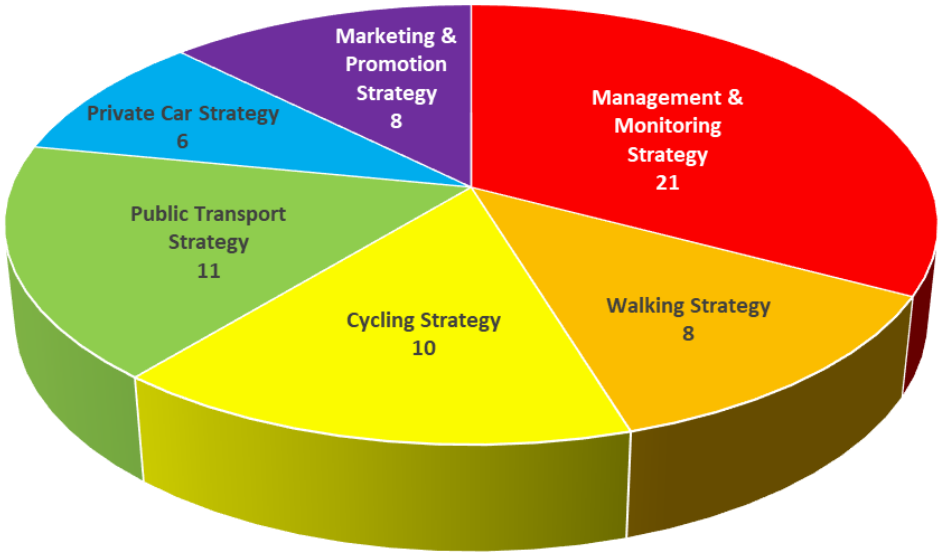



*Figure 12-1: Residential MMP – Sub-Strategy Themes & Initiatives.*

The proposed implementation schedule for the identified 64 Residential MMP initiatives is outlined in **Figure 12-2** overleaf. None of the initiatives of the action plan have yet been completed, however, 32 initiatives (or 50%) are planned to be implemented or begin implementation within 1 year of the residential development being occupied.

It should be noted that some initiatives run across more than one timeframe category (e.g. Medium-term and Long-term), hence the numbering array below exceeds 64.

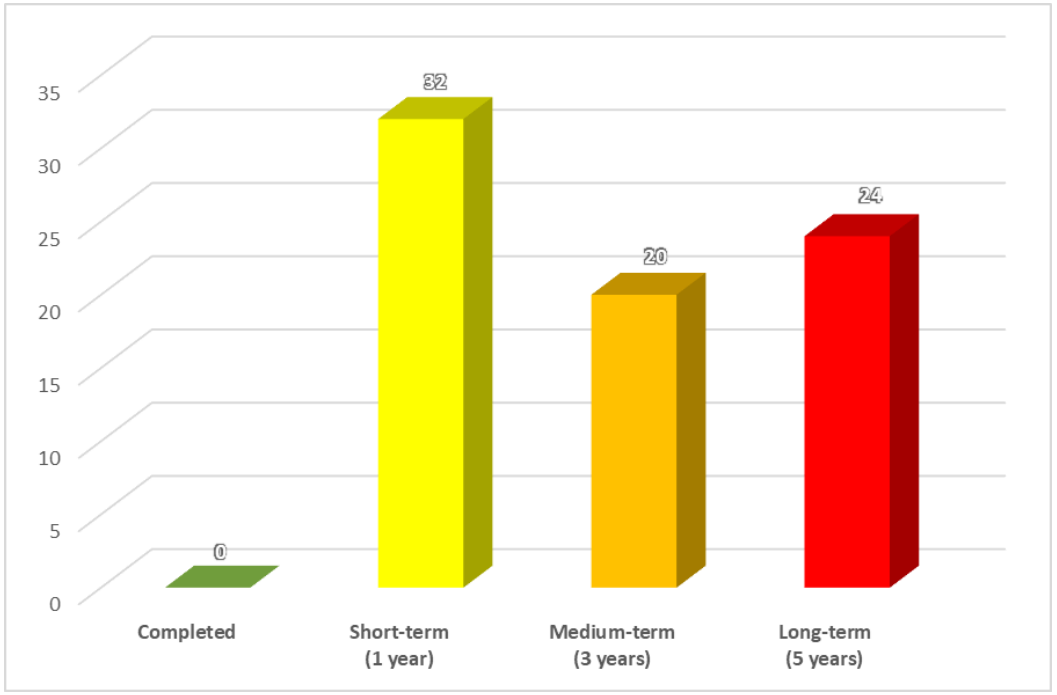



*Figure 12-2: Proposed Implementation Timeline for Residential MMP Initiatives.*

The identified Preliminary Commercial Action Plan promotes a total of 63 initiatives across 6 sub-strategy themes as presented in the Pie Chart below.




*Figure 12-3: Commercial MMP – Sub-Strategy Themes & Initiatives.*

The implementation schedule of the identified 63 Commercial MMP initiatives is outlined in **Figure 12-4** below. A total of 3 initiatives (or approx. 5%) of the action plan have already been completed, with a further 45 initiatives (or approx. 71%) to be implemented within 1 year of the commercial units within the mixed-use development being occupied.

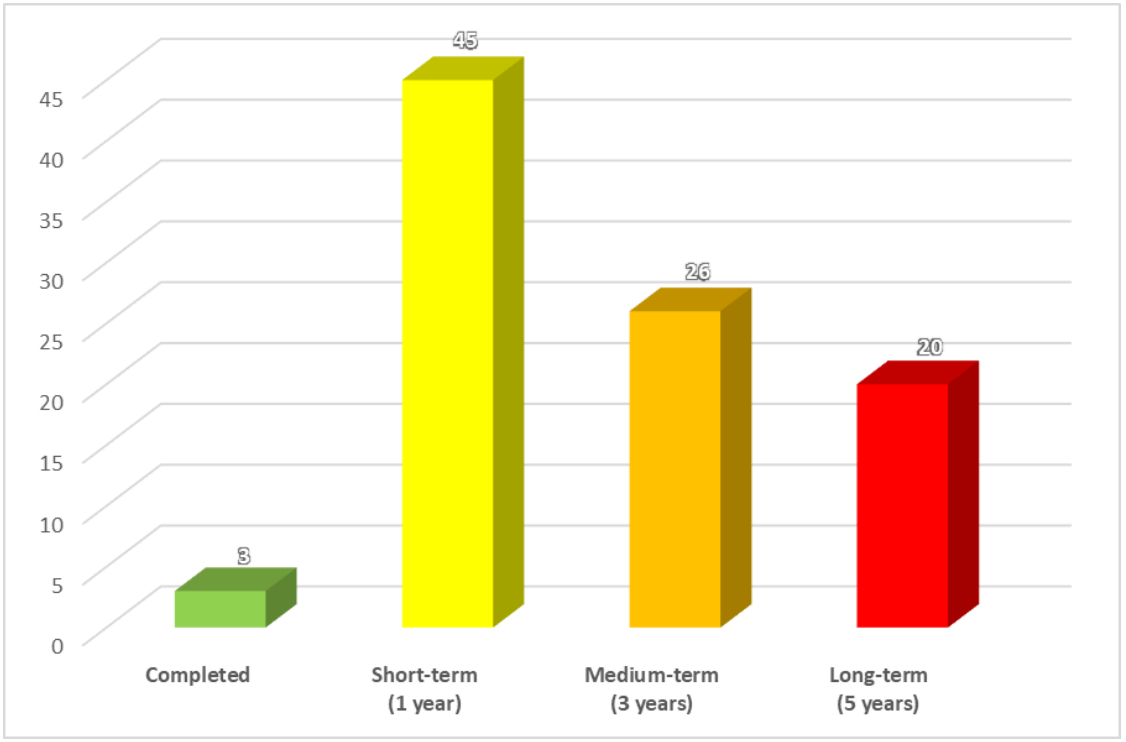



*Figure 12-4: Proposed Implementation Timeline for Commercial MMP Initiatives.*

In the context of the subject mixed-use development's operational framework, the local receiving environment, and the identification of the Residential and Commercial Preliminary Action Plans as summarised previously, this document seeks to form the basis by which:

- the specific travel characteristics for the proposed mixed-use development are outlined and presented to the local authority;
- through a partnership approach between the developers and the local planning authority, the Preliminary Action Plans are explored and re-examined with the objective of reaching agreement upon the Framework MMP's measures and subsequently the adoption of an 'agreed'

Framework MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by all parties.

# Appendix A : Residential – Mode-specific Measures

## Car Usage – Car-sharing

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

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

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

The benefits of Car-sharing include:

- Reduced transport costs;
- Reduced volume of cars on the road which results in less pollution, less congestion and fewer parking issues ;
- Reduced reliance on the private car.

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

## Car Usage – Car Club

Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres or workplaces and can be used and paid for on an hourly rate, daily or weekly basis. Individuals can join a car club, or an organisation may have a corporate package with one of the car club providers.

Car-sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access

to a car at short notice. There may be potential to encourage one of the Car-sharing clubs to establish a shared car at the residential development. Residents and visitors can obtain further information at www.gocar.ie.

### Public Transport – Buses

The residential development will be well served by Dublin Bus services with bus routes passing the subject site on the R810 Naas Road. The bus stops are located in very close proximity with the closest bus stop at only 90m from the subject site with frequent services operating daily.

### Public Transport – Luas

The Luas Red Line serves the area with the Kylemore Stop 250m to the south of the subject site. The Red Line runs from Tallaght / Saggart to the Docklands serving both Heuston and Connolly Rail Stations as well as the city centre. The subject site will also benefit from the improved connectivity by the Luas Cross City service.

Encouraging the residents to use public transport starts with awareness and promotion. People's perceptions of public transport may be based on outdated experiences, or even on hearsay. Marketing information can be effective in selling the public transport service to them.

As well as providing information, part of the aim is to positively brand public transport, pointing out its advantages and attempting to reduce people's negative associations. The outcome of this is the importance of not encouraging people onto poor public transport, where negative experiences may further reinforce car preferences.

The use of information points within the development is an effective method of increasing awareness among residents about public transport options. These 'points' are usually information stands containing the latest bus and rail timetables, route maps and other promotional material. The development's website can also be a conduit for this information and can incorporate links to the bus operators' websites and the Luas website.

A public transport information service can be offered to residents in which they have opportunity to register to receive public transport timetables for their preferred routes by email or text. Members are sent new timetables as they become available.

Financial incentives for staff can be an effective tool in the promotion of public transport use. This can be done through the provision of low interest or interest-free loans for the purchase of public transport season tickets where applicable (discounted season tickets etc.).

## Walking

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

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

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

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

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

## Cycling

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

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

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

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

# Appendix B : Residential – Management & Monitoring Measures

## Introduction

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

## Management Structure & Roles

The appointment of a Mobility Manger / Group is critical to the success of the MMP.

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

### Mobility Manager

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

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

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

To promote and manage the shift towards high level, public transport use, the MMP should be monitored, developed, promoted and managed by the Mobility Manager. The Mobility Manager should encourage and promote the measures mentioned within this report to the commuters of the development.

### Residents Group

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

## Monitoring

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

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

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

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

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

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

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

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

# Appendix C : Residential – Marketing & Promotion Measures

## Raising Awareness, Marketing & Promotion

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

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

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

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

## Sustainable Travel Pack

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

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

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

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

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

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

## Personalised Travel Plan

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

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

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

### Online Website

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

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

### Smart Device Travel App

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

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

# Appendix D : Commercial – Mode-specific Measures

## Car Usage – Car-Sharing

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

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

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

The benefits of car-sharing include:

- Reduced transport costs ;
- Reduced volume of cars on the road which results in less pollution, less congestion and fewer parking issues;
- Reduced reliance on the private car.

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

## Car Usage – Car Club

Car Clubs are membership-based schemes providing shared cars for hire. A Car Club can play an important role in reducing costs, congestion and environmental impact. Members have flexible access to the hire of a vehicle. Vehicles are parked in reserved parking spaces close to homes, town centres or workplaces and can be used and paid for on an hourly rate, daily or weekly basis. Individuals can join a car-club, or an organisation may have a corporate package with one of the car club providers.

Car-sharing clubs in Dublin have experienced significant growth in recent years. The facility allows members' access to a shared car in the local area for an hourly fee. This facility could be an attractive option for those who choose to start walking or cycling to work but may require access to a car at short notice. A car club provider has provided a letter of intent confirming their interest in establishing a number of shared cars at the Project Royal site. Employees can obtain further information at www.gocar.ie.

### Public Transport – Buses

The mixed-use development will be well served by Dublin Bus services with bus routes passing the subject site on the R810 Naas Road. The bus stops are located in very close proximity with the closest bus stop at only 90m from the subject site, with frequent services operating daily.

### Public Transport – Luas

The Luas Red Line serves the area with the Kylemore Stop 250m to the south of the subject site. The Red Line runs from Tallaght / Saggart to the Docklands serving both Heuston and Connolly Rail Stations as well as the city centre. The subject site will also benefit from the improved connectivity by the Luas Cross City service.

Encouraging employees to use public transport starts with awareness and promotion. People's perceptions of public transport may be based on outdated experiences, or even on hearsay. Marketing information can be effective in selling the public transport service to them.

As well as providing information, part of the aim is to positively brand public transport, pointing out its advantages and attempting to reduce people's negative associations. The outcome of this is the importance of not encouraging people onto poor public transport, where negative experiences may further reinforce car preferences.

The use of information points within the development is an effective method of increasing awareness among employees about public transport options. These 'points' are usually information stands containing the latest bus and rail timetables, route maps and other promotional material. The development's website and individual company websites can also be a conduit for this information and can incorporate links to the bus operators' websites and the Luas website.

A public transport information service can be offered to employees based at the site in which they have opportunity to register to receive public transport timetables for their preferred routes by email or text. Members are sent new timetables as they become available.

Financial incentives for staff can be an effective tool in the promotion of public transport use. This can be done through the provision of low interest or interest-free loans for the purchase of public transport season tickets where applicable (discounted season tickets etc.). Financial incentives will be at the discretion of each individual organisation based at the office, retail supermarket and commercial units within the development site.

## Walking

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

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

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

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

Walking is truly the most-sustainable form of transportation, and the world's first form of travel;

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

## Cycling

The proposed mixed-use development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to existing and future major routes in the local area. A distance of up to 10km is

considered reasonable for cycling. This distance is only indicative, but can help to define target groups.

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

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

- The provision of "pool" bicycles for short distance travel;
- The provision of well-located high quality cycle parking facilities;
- The provision of storage, changing and shower facilities for cyclists;
- Availability of tours of cycling facilities for interested / new employees.

# Appendix E : Car Share -Letter of Support

To Whom it May Concern,

This letter confirms Enterprise Car Club's interest in providing a car sharing service at the proposed Royal Liver Site development on the Naas Road, Dublin 12, in partnership with the Land Development Agency.

Enterprise Car Club is a self service, hourly vehicle rental service available to members 24 hours a day, 365 days a year. Vehicles can be reserved in advance or accessed at short notice through a dedicated mobile app. Operating across multiple cities and communities in Ireland, our members benefit from access to a network of cars and vans designed to support flexible and sustainable mobility.

Should the development proceed as proposed, Enterprise Car Club would be interested in working with the developer to introduce a fully managed car sharing solution at the site. This would include vehicle provision, membership management, insurance arrangements, vehicle maintenance, cleaning, customer support, technology platform management, operational reporting, and all other aspects of day to day car share operations.

The provision of dedicated car share vehicles within residential developments can support sustainable transport objectives by reducing private car ownership and dependency, lowering traffic congestion, and contributing to reductions in noise and air pollution. It can also assist in making more efficient use of land by reducing the overall demand for private parking spaces.

Accordingly, Enterprise Car Club considers the proposed allocation of five dedicated car share spaces at the development to be feasible and appropriate for a scheme of this nature. We would welcome the opportunity to engage further with the Land Development Agency and the site developer to explore the implementation of a car sharing service, subject to the granting of planning permission.

**Marie Hannigan**

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