

# Ford Site, Cork City, Co. Cork

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## Mobility Management Plan

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# 1 INTRODUCTION

## 1.1 CONTEXT

DBFL Consulting Engineers (DBFL) have been commissioned by Marina Quarter Limited to compile a Mobility Management Plan (MMP) for a proposed mixed-use development at the former Ford's Distribution site on Centre Park Road in the South Docklands area of Cork City. The proposed development will consist of the construction of 176 no. 1, 2 and 3 bed apartment units in 2 no. blocks, 1 no. creche, 1 no. gym, a retail/café space and all associated ancillary development works.

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

This framework document aims to inform distinct audiences as follows:

- The appointed **Mobility Manager** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in **Chapter 2** invaluable. The preliminary MMP targets and measures introduced in **Chapter 5, Chapter 6, Chapter 7** and **Chapter 9** will be coordinated, administered and updated by the appointed Mobility Manager.
- The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (**Chapter 5 & 6**) and associated measures (**Chapter 7 & 9**).
- The **Residents** of the proposed development who may not have a full understanding of the MMP process and objectives. They will find the process and context information as outlined in Chapter 2 will assist them in gaining an understanding of MMPs.
- The eventual **Businesses** based within the proposed mixed-use development who may not have a full understanding of 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 at the former Ford's Distribution site on Centre Park Road. This document aims to expand the awareness of and increase travel options for residents, staff at the site and the wider community.

The purpose of the Mobility Management Plan is to:

- Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document;
- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation; and
- The MMP will seek to provide a long-term strategy for encouraging residents and staff 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 and staff to all the transport options available to them and to the potential for travel by more sustainable modes, and
- b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject development.

## 1.3 STRUCTURE OF REPORT

Following this introduction, the MMP framework, including the definition of an MMP, its objectives, the scope and process involved in compiling and implementing such a plan is outlined in **Chapter 2**.

A description of the proposed development, including parking provision, surrounding environment, current transport facilities and future transport proposals are presented in **Chapter 3**. The MMP context in terms of local travel trends and 2022 census data are established in **Chapter 4**.

The Residential MMP objectives and targets are established in **Chapter 5** while the Commercial MMP objectives and targets are established in **Chapter 6**.

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

With the objective of establishing the basis for discussions with the local authority, from which an agreed MMP action plan can be adopted, **Chapter 8** presents a Preliminary Residential Action Plan for the MMP for the mixed-use development at former Ford's Distribution site on Centre Park Road.

In **Chapter 9** the Commercial MMP measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

With the objective of establishing the basis for discussions with the local authority, from which an agreed MMP action plan can be adopted, **Chapter 10** presents a Preliminary Commercial Action Plan for the MMP for the commercial components at former Ford's Distribution site on Centre Park Road.

The main conclusions and recommendations of the MMP are summarised in **Chapter 11**.



## CHAPTER 2

### Mobility Management Plan Framework

## **2 MOBILITY MANAGEMENT PLAN FRAMEWORK**

### **2.1 WHAT IS A MOBILITY MANAGEMENT PLAN**

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

The MMP can be developed for an individual site or group of sites and designed specially to respond to a range of different site – specific land uses such as business, residential, and education.

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

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

A successfully implemented 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 (particularly for pedestrians and cyclists).

### **2.2 WHAT IS A RESIDENTIAL MOBILITY MANAGEMENT PLAN**

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

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

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

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

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

## **2.3 WHAT IS A DESTINATION MOBILITY MANAGEMENT PLAN?**

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

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



## 2.4 WHO IS INVOLVED?

A 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; and
- Transport Operators.

## 2.5 OBJECTIVES OF A MOBILITY MANAGEMENT PLAN

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

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

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

a) **For the Residents** –

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

b) **For the Visitors and Employees** –

- Address visitor's and employee's need for access to a full range of facilities for work.
- Promote healthy lifestyles and sustainable, vibrant local communities.

c) **For the Local Community –**

- Reduce the traffic generated by the development for journeys both within the development and on the external road network.
- Make local streets less dangerous, less noisy and less polluted.
- Enhance viability of public transport.
- Improve 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 presented in **Figure 2-1** below. The MMP however remains an ‘active’ document which continues to evolve and develop during its lifecycle. Accordingly, once the initial nine steps have been successfully completed (including monitoring and reporting requirements), the process recommences with the identification of new actions and associated targets which instigates the second generation of the MMP. As a result, subsequent generations of the MMP can be incorporated into the management and operation of the subject development for as long as necessary or potentially even for the entire existence of the development.



Figure 2-1: MMP Development Process and Status

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

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

## 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 Plan, this document should form the basis by which:

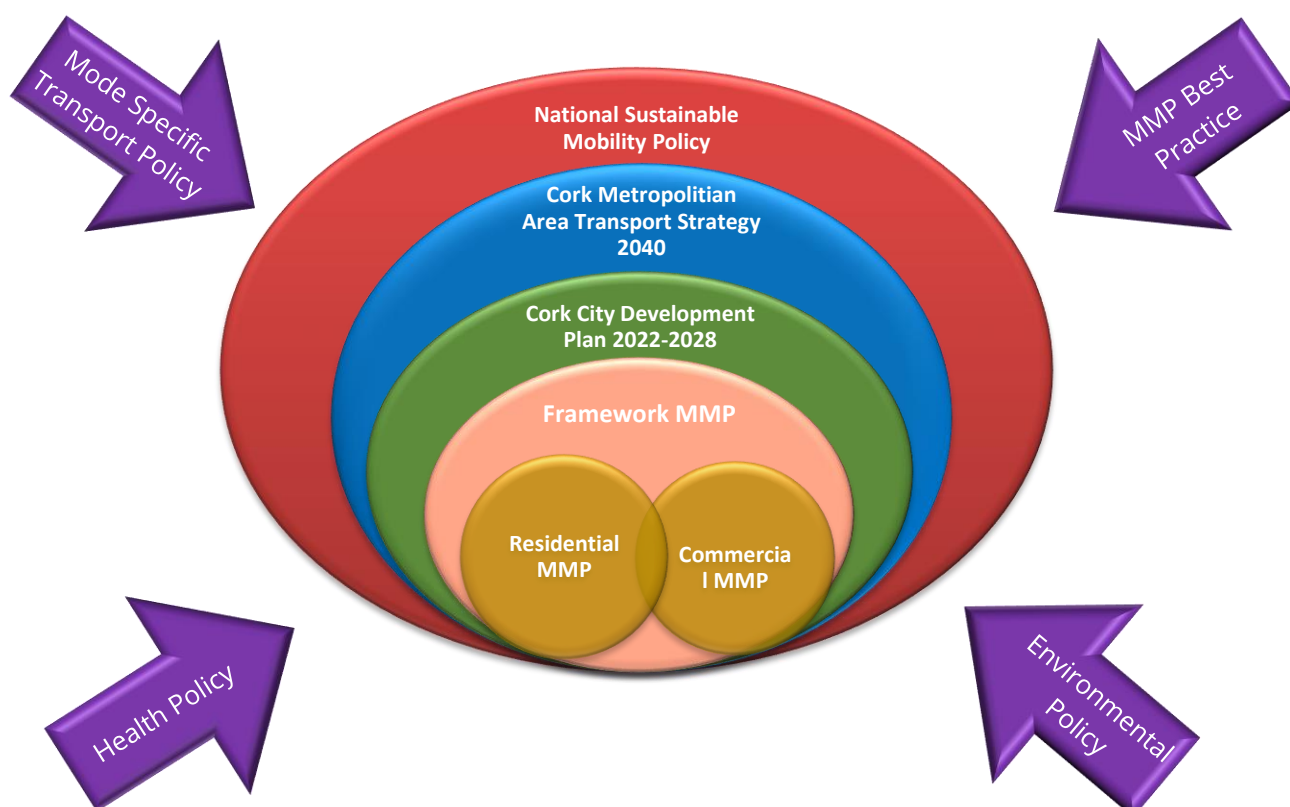
- a) the subject development's specific travel characteristics are outlined and presented to the local authority, and
- b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement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

Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

To enable this process to commence it is proposed that this MMP framework document, as compiled by DBFL, will be submitted to Cork City Council. At the request of the local authority, a meeting between the local authority officers and the developers can take place if required with the objective of formally agreeing a MMP action plan and associated targets for the subject residential development as proposed at former Ford's Distribution site on Centre Park Road.

## 2.8 POLICY FRAMEWORK

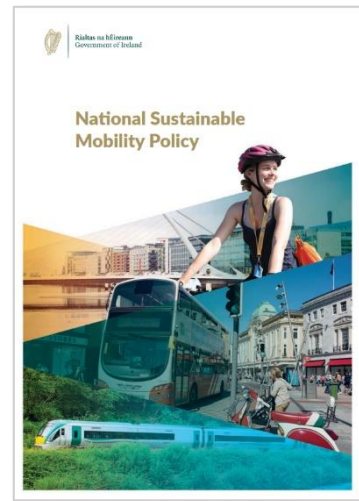
The MMP for the residential development is supported by a comprehensive transport policy hierarchy in addition to being influenced directly / indirectly by other policy themes (e.g. environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour. Commencing at EU level and subsequently transferred into national policy and regulations in Ireland the hierarchy continues from regional (Cork Metropolitan Area Transport Strategy 2040) to sub-region (Cork City) through area eventually arriving at site (or land use) specific policy objectives.



### 2.8.1 National Sustainable Mobility Policy 2022

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

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

#### People Focused Mobility

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

#### Better Integrated Mobility

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

The policy is accompanied by an Action Plan with a total 91 actions organised by goal to be completed by 2025. Each action has been assigned to a specific government department or body

with the hope of creating accountability for their implementation. The success of the policy will be measured using an annual National Household Travel Survey administered by the National Transport Authority.

## 2.8.2 Cork Metropolitan Area Transport Strategy 2040 (2020)

The Cork Metropolitan Area Transport Strategy (CMATS) was developed by the National Transport Authority, in collaboration with Transport for Ireland and published in 2020. The goal of this document is to deliver an accessible, integrated transport network that enables the sustainable growth of the Cork Metropolitan Area as a dynamic, connected, and internationally



competitive European city region as envisaged by the National Planning Framework 2040. Given that the NPF 2040 envisages Cork to become the fastest -growing city region in Ireland, with a projected 50% to 60% increase of its population by 2040, the significant increase in the demand for travel is managed and planned carefully within this document. CMATS represents a coordinated land use and transport strategy for the Cork Metropolitan area, setting out a framework for the planning and delivery of transport infrastructure and service to support the CMA's development in the period up to 2040.

In the context of the subject development site and the proposed residential development the most relevant areas include:

### **Sustainable Mobility**

- *"In terms of employment and education, CMATS prioritises development along its identified high capacity public transport corridors. Increased employment growth along the proposed Ballincollig-City Centre Docklands-Mahon high capacity public transport corridor is envisaged while also serving the significant education, health and research cluster at University College Cork, Cork Institute of Technology and Cork University Hospital."*
- *"Ensure effective integration between transport and land-use through the delivery of Public Transport Orientated Development (PTOD). "*
- *"Key future growth enablers for Cork include: The development of a much enhanced Citywide public transport system to incorporate subject to further analysis, proposals for an east-west corridor from Mahon, through the City Centre to Ballincollig."*

- *“Some key primary cycle routes to be improved within the CMA include: □ Segregated routes along the City Docks waterfront areas including the EuroVelo Route 1 from Cork City Centre to Tivoli and Little Island.”*
- *The key roads within the South Docklands area are Centre Park Road and Monahan Road. Both roads will need to be upgraded to accommodate increased demand by public transport, walking and cycling.*

### **Transport**

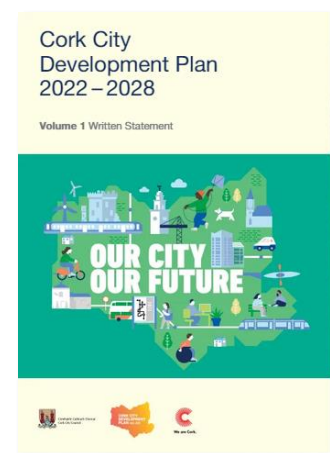
- *“Improved road and bridge connectivity to Cork’s North, South and Tivoli Docks is required to support the development of these areas.”*

### **Quality Urban Design**

- *“Promote a higher standard of urban design and permeability in new and existing developments, and in highway design, in a fashion that consistently prioritises pedestrian movement and safety over that of the private car.”*

## **2.8.3 Cork City Development Plan 2022-2028**

The Cork City Development Plan 2022-2028 sets out how the city will grow and develop over the next six years, while complementing a longer 2040 vision. With a population of over 210,000, Cork is an emerging international city of scale and a national driver of economic and urban growth. Project Ireland 2040 designates the city for significant additional growth over the next 20 years, supported by large scale investment. The Cork City Development Plan 2022-2028 sets out how the city can best enable this growth and investment over the next six years, while continuing to be an innovative, vibrant, healthy, and resilient city.



In the context of the subject development site the most relevant transport policies are summarised as follows:

### **Compact Growth**

- **Strategic Vision-Compact Growth:** *“Integrate land-use and transport planning to achieve a compact city with 50% of all new homes delivered within the existing built-up footprint of the City on regenerated brownfield, infill and greenfield sites identified in the Core Strategy, and to achieve higher population densities aligned with strategic infrastructure delivery.”*



- **Strategic Vision-A city of neighbourhoods and communities:** *“Develop a sustainable, liveable city of neighbourhoods and communities based on the 15-minute city concept, ensuring that placemaking, accessibility and safety is at the heart of all development.”*
- **Objective 2.10- The 15-Minute City:** *“To support the delivery of a 15-Minute City that supports Compact Liveable Growth by creating vibrant local communities that can access all necessary amenities within a 10-minute walk/cycle and access workplaces and other neighbourhoods with a 15-minute public transport journey. Implementation will include walkable neighbourhoods, towns and communities with mix of uses, house types and tenure that foster a diverse, resilient, socially inclusive and responsive city. This includes support for public and active travel infrastructure projects and services and enhanced neighbourhood permeability. Strategic infrastructure and large-scale developments shall demonstrate how they contribute to a 15-minute city and enhance Cork City’s liveability and accessibility.*
- **Objective 2.23 -Strategic Regeneration:** *“Support and enable the development and renewal of strategic regeneration sites in Cork Docklands, Cork City Centre and areas throughout the city as key deliverables to achieve NPF growth targets.”*
- **Objective 10.23- Integration into its Surroundings:** *“It is an objective of Cork City Council to ensure that the City Docks is integrated into its surroundings by... Provision of connections across the river to integrate the North Docks (including Kent Station) and South Docks, and the City Docks with Tivoli Docks and the wider Metropolitan Area. Provisions of adequate capacity for pedestrian/cycle movement between the city docks and the city centre”*

### **Transport Orientated Development**

- **Objective 4.3-Strategic Location of New Development:** *“To ensure that all new residential, employment and commercial development are focused in areas with good access to the planned high frequency public transport network.”*
- **Objective 4.4-Active Travel:** *“To actively promote neighbourhoods with adequate walking and cycling infrastructure connected to high-quality public realm elements... To support the expansion of the Cork Bikes Scheme. To accommodate other innovations such as electric bike hire, and other solutions that will encourage active travel. “walking and cycling as efficient, healthy, and environmentally friendly modes of transport... To support the 15-minute city concept and walkable.”*



### **Sustainable Mobility**

- **Objective 4.5-Permeability:** *“All new development, particularly alongside the possible routes identified for public transport improvements, shall include permeability for pedestrians, cyclists, and public transport so as to maximise its accessibility”.*
- **Objective. 10.31-Cork City Transport Strategy:** *“To implement the City Docks Transport Strategy and its key recommendations, including: Achieving a 75:25 modal split in favour of sustainable transport modes... High quality walking / cycling streets and strategic routes along the quays... Transit orientated development, including the phased delivery of improvements to public transport from bus services, high quality bus services and the LRT... The delivery of three City Docks Bridges: Kent Station Bridge, Water Street Bridge and the Eastern Gateway Bridge...”*



## CHAPTER 3

### Receiving Environment and Proposed Development

#### 3.1 RECEIVING ENVIRONMENT

#### 3.2 PROPOSED DEVELOPMENT

## 3 RECEIVING ENVIRONMENT AND PROPOSED DEVELOPMENT

### 3.1 LAND USE

The subject lands are zoned ***"ZO 02 New Residential Neighbourhoods – To provide for new residential development in tandem with the provision of the necessary social and physical infrastructure"*** within the Cork City Development Plan 2022 – 2028 as shown in **Figure 3-1** below.

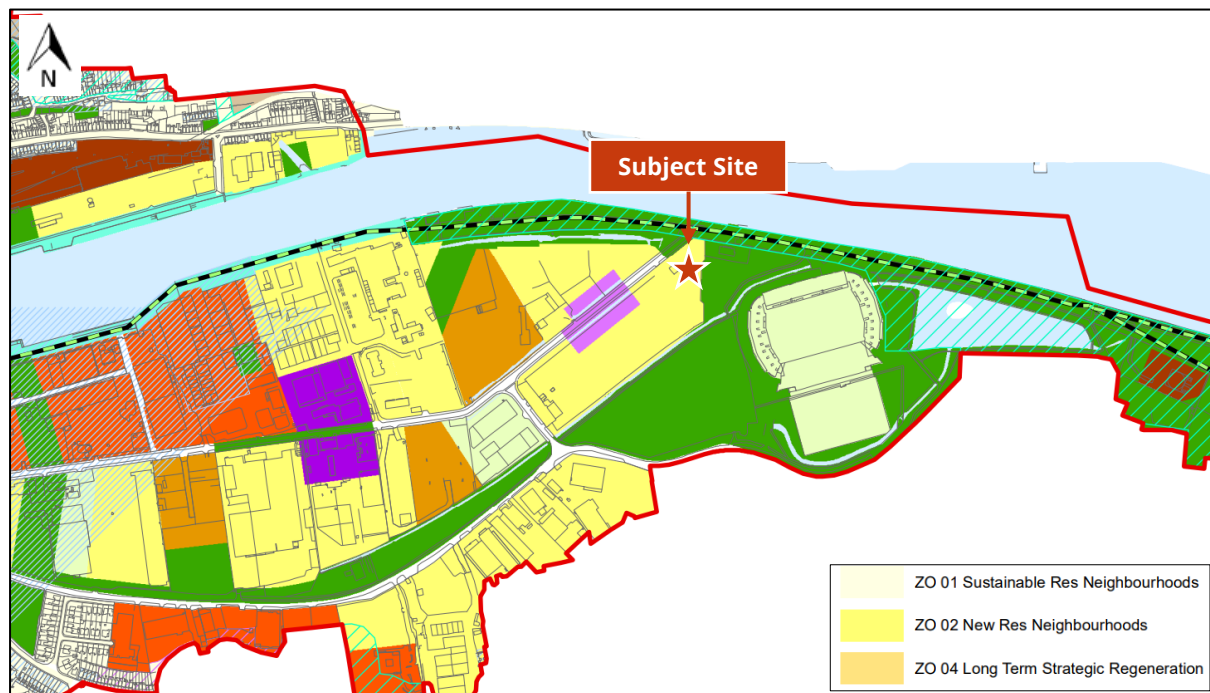


Figure 3-1: Land Use Zoning (Source: Extract from Map 01 of Cork City Development Plan 2022-2028)

### 3.2 EXISTING TRANSPORT FACILITIES & SERVICES

#### 3.2.1 Existing Road Network

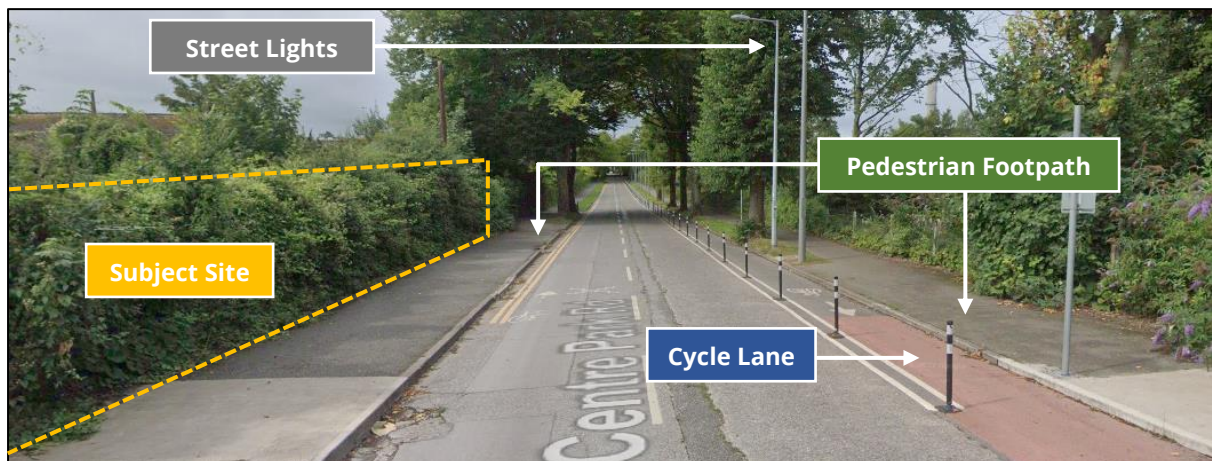
The subject site is located immediately to the south of the Centre Park Road which is a two-lane road stretching 1.5km in length providing access with Victoria Road Roundabout to the west, and to Marina Road to the northeast. To the south of the subject site, Marquee Road runs north south, giving access between Centre Park and Monahan Road.

Monahan Road, which is a two-lane road, extends from the Victoria Road roundabout in the west to Blackrock Road in the east, passing through Maryville. Located to the northeast of the proposed development, The Marina is a two-lane road which runs along the southern bank of the River Lee, connecting Blackrock Village with Centre Park Road.

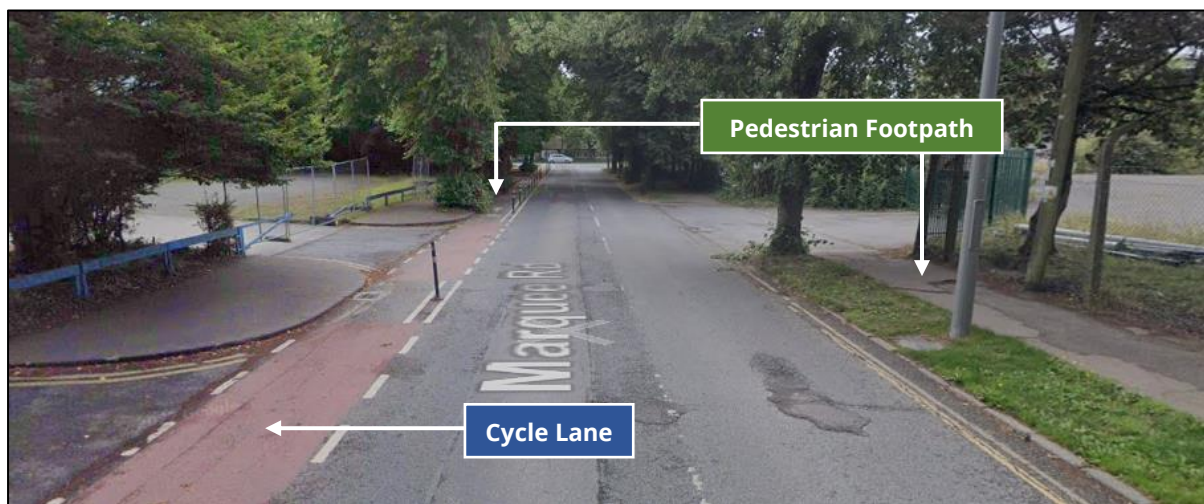


### 3.2.2 Pedestrian And Cycle Facilities

To the northwest of the subject site pedestrians can benefit from footpath provided on both sides of the Centre Park Road whilst streetlights are provided on one side of the road corridor. Cyclist's can avail of a protected cycle lane segregated by flexible bollards on the northern side of the road carriageway (Refer **Figure 3-2**). To the south of the subject site, Marquee Road corridor has footpaths provided on both sides of the road and cyclist benefit from provision of protected cycle lane on one side of the road (Refer **Figure 3-3**).



*Figure 3-2: Cycle Facilities on Central Park Road*



*Figure 3-3: Cycle Facilities on Marquee Road*

To the northeast of the subject site, The Marina Road corridor provides dedicated pedestrian/ cyclist facilities on one side of the road. In the west direction along The Marina Road, pedestrian's and cyclists can benefit from provision of the Cork Harbour Greenway, which runs from Páirc Uí Chaoimh stadium to Passage West, along the route of the former Cork Electric Tramways and

Lighting Company Blackpool — Cork tram line, and Cork, Blackrock and Passage Railway as illustrated in **Figure 3-4** below .



Figure 3-4: Pedestrian & Cycle Facilities on The Marina Road

### 3.2.3 Public Transport – Bus

The subject site benefits from Bus Éireann operated bus Route 212 connecting Kent Station to Mahon Point via Blackrock Road, including the Centre Park Road area. The Bus Éireann Route 212 can be accessed from two nearby bus stops, one located on Centre Park Road and other on Monahan Road. Both stops are approximately 700 meters away (equivalent to a 10-minute walk) from the development site. Approximately 1.1 Kilometres from the subject site, Bus Éireann Routes 202 and 202A can be accessed at bus stops on Blackrock Road. The route 202 operates daily, connecting Mahon Point to Hollyhill via Skehard road, Cork City, and Kilmore Rd. The 202A route offers daily services connecting Mahon Point to Hollyhill via Ringmahon, Cork City and Harbour View Road.



Figure 3-5: Bus Stop Locations



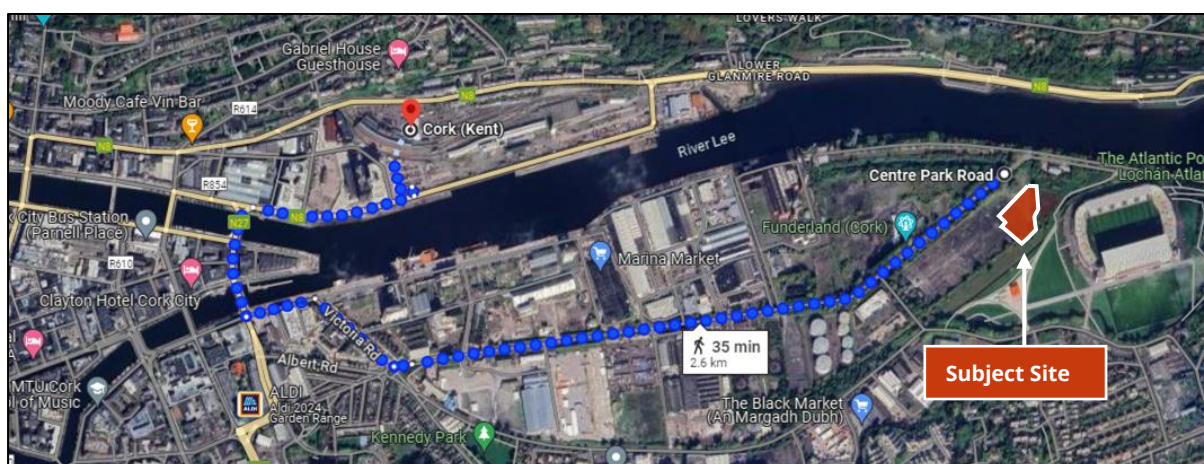
The local Bus stops are all within walking distance of the subject site as illustrated in **Figure 3-5**.

Route No.	Operator	Route	Mon-Fri	Saturdays	Sunday
212	Bus Eireann	Kent Station to Mahon Point via Blackrock Rd	17	17	15
		Mahon Point to Kent Station via Blackrock Rd	17	17	15
202	Bus Eireann	Mahon Point to Hollyhill via Merchants Quay	47	42	33
		Hollyhill to Mahon Point via Merchants Quay	48	43	32
202A	Bus Eireann	Mahon Point to Hollyhill via Eglinton St	46	42	35
		Hollyhill to Mahon Point via Merchants Quay	49	43	33

*Table 3-1: Bus Service Frequency (No. of Services per Day)*

### 3.2.4 Public Transport – Heavy Rail

The subject site is located approximately 2.7 km east of Kent Train Station with rail services operating between Dublin, Mallow, Cobh/Midleton, and connection to Tralee, Waterford, Clonmel and Limerick via Limerick Junction Station. The commuter service Mallow-Cobh and Middleton calls at Kent Station approximately every 15 minutes and Intercity services from Cork to Dublin typically run every hour during the day. Waterford-Clonmel-Limerick Junction service operates a few services during morning and evening hours.



*Figure 3-6: Train Station Near vicinity of Subject site.*

**Table 3-2** below summarises the frequency of services and **Figure 3-6** shows the location of train station from the subject site.

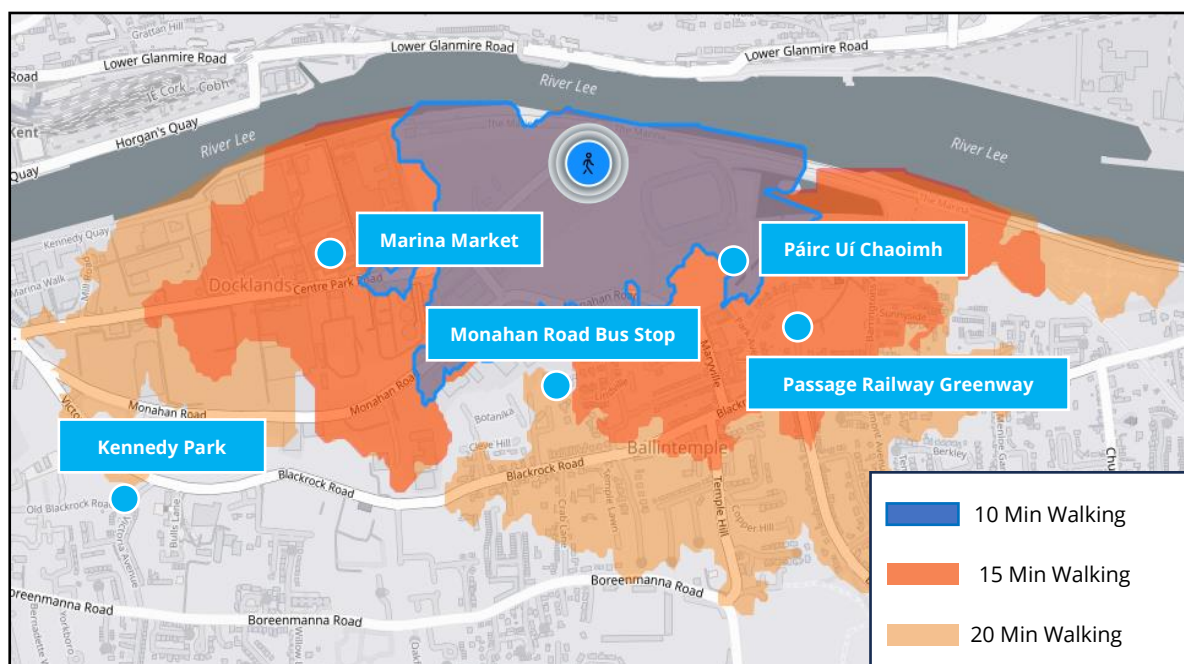
Train Service	Weekdays	Saturdays	Sundays & Bank Holidays
Dublin - Cork Route - Direct Services	17		12
Cork - Dublin - Direct Services	16		12
Mallow - Cork - Midleton - Cobh	63	49	31
Cobh - Midleton - Cork - Mallow	63	49	31
Limerick Junction - Clonmel - Waterford	2		-
Waterford - Clonmel - Limerick Junction	2		-

*Table 3-2: Rail Service Frequency (No. of service per day)*

### 3.3 SITE ACCESSIBILITY

#### 3.3.1 Pedestrian Catchment

As illustrated in **Figure 3-7** pedestrians from the site benefit from footpaths along the Centre Park Road and Marquee Road.



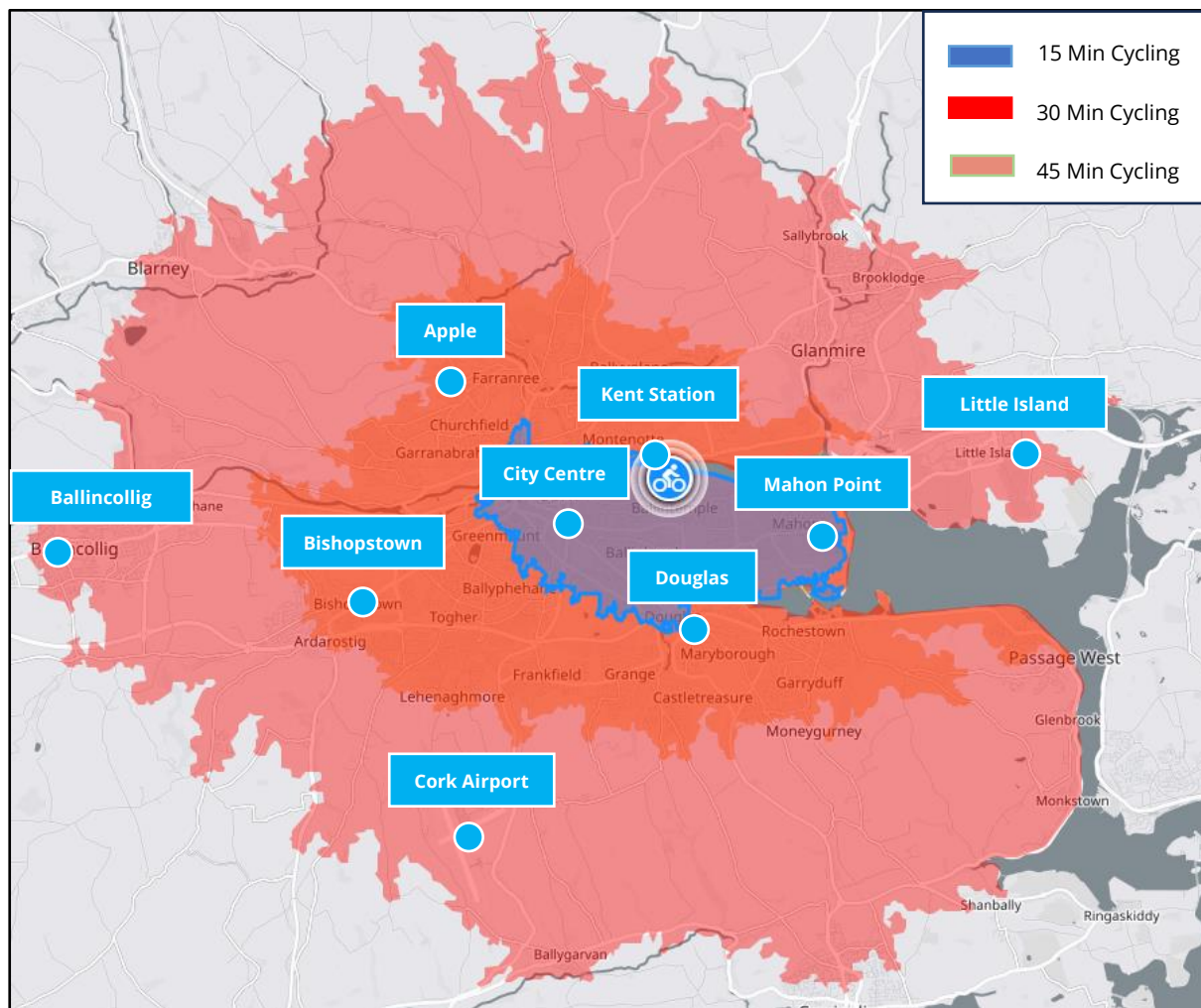
*Figure 3-7: Subject Site's Pedestrian Catchment (Source: Traveltime.com)*

Future residents / visitors walking to / from the site will be within a 10-minute walk of bus stops, the Marina Walkway, and Páirc Uí Chaoimh. Future residents will also be within a ten minute walk of Monahan Road Bus stop. Within the 15-minute walking time catchment, pedestrians can access a variety of bus stops, the Marina Market, and the Passage Railway Greenway. Within the 20-

minutes walking catchment, pedestrians can access Kennedy Park, Blackrock Road, and various bars and restaurants.

### 3.3.2 Cycling Catchment

The site is very accessible by bicycle being located within a network of cyclable streets some of which currently benefits from dedicated cycle infrastructure. **Figure 3-8** illustrates cycle travel time catchment areas reachable from the subject site.



*Figure 3-8: Subject Site's Cycling Catchment Area (Source: Traveltime.com)*

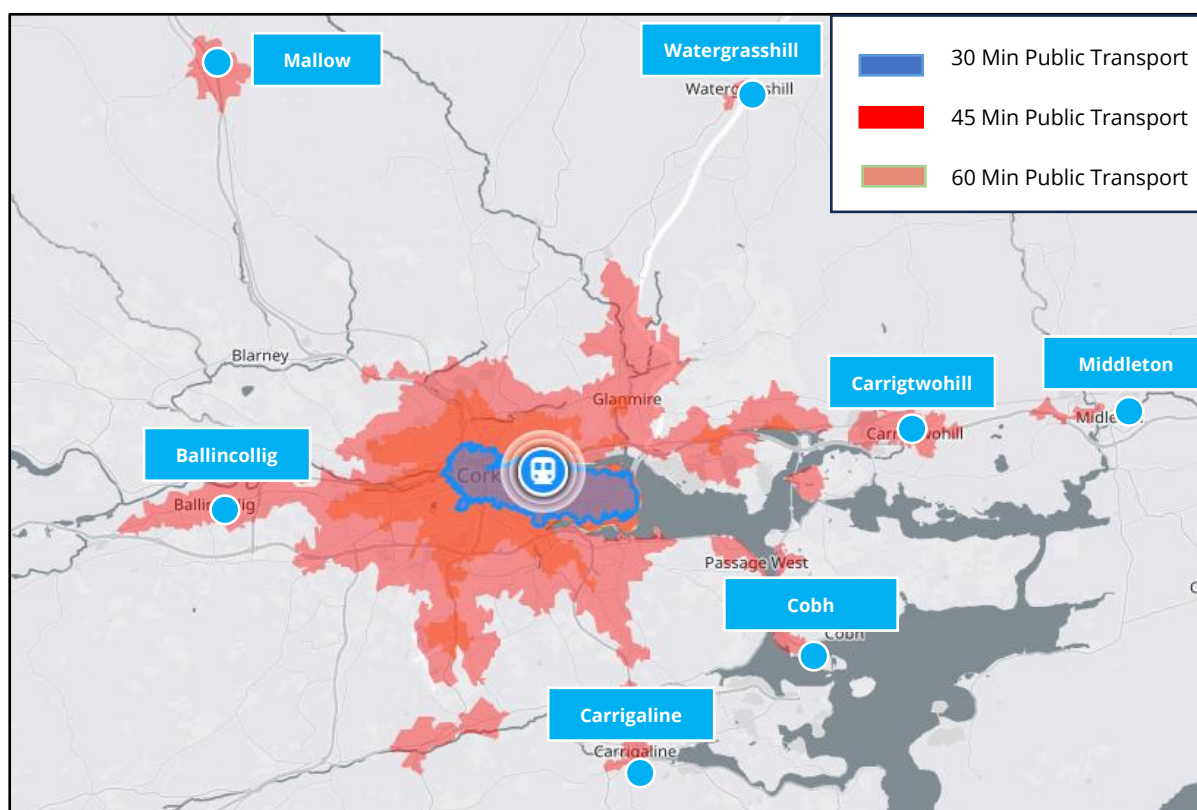
Cyclists from the subject site can travel to Mahon Point Shopping Centre, Blackrock, Douglas, and Cork City Centre within a 15-minute cycle. Within this range is a variety of schools including St. Michaels Primary School, Ursula Primary School, and Ashton School. The South Infirmary Victoria University Hospital and Kent Train Station are also located in this catchment. There are a variety of key destinations within a 30 minute cycle such as Wilton, Rochestown, and Blackpool. Wilton Shopping Centre, University College Cork, Cork University Hospital, several primary and secondary



schools, and a variety of key employers such as Dell, Deloitte, and Cadence are all within this catchment also. Within a 45 minute cycle of the site are key employment hubs such as Little Island, Ballincollig, and Glanmire. MTU Cork, the Apple campus, and Cork Airport are within this catchment also.

### 3.3.3 Public Transport Catchment

**Figure 3-9** illustrates the analysis of public transport catchment areas accessible from the subject development site. Within a 30-minute public transport journey are areas such as Cork City Centre, Mahon Point Shopping Centre, and Kent Station. Within a 45-minute public transport journey are areas such as University College Cork, Little Island, Wilton, Cork Airport, and Blackpool. Within a 60-minute public transport journey are key locations such as Midleton, Carrigtwohill, and Carrigaline. Along with these locations are destinations such as Cobh, Middletown, Watergrasshill, Mallow and Ballincollig.



*Figure 3-9: Subjects Site Public Transport Catchment (Source: Traveltime.com)*

## 3.4 LOCAL AMENITIES

As illustrated in **Figure 3-10**, the proposed development site is well placed in terms of the availability of and access to local amenities. There are several primary and post primary schools within 3km of the subject site. These include Ballintemple National School, Ashton School, Scoil

Aislinn, Our Lady of Lourdes National School, School of Divine Child, St. Michaels Primary School, Beaumont Girls School, and Beaumont Primary School. The site is within 150 meters of the Marina Greenway, offering a scenic walkway and cycle path. The historic Paírc Uí Chaoimh is located within 50 meters of the site, which plays host a variety of events including sporting events and concerts. The site is within 750 meters from the Marina Commercial Park offering both recreational and employment opportunities to the site. The Marina Market is 1 km away from the site, this market has a variety of food options. The site also has various leisure areas such as Kennedy Park, which is 1.6 km away. Aldi is located 1.8 km away from the site. Cork City centre is located 2.7 km away from the site, offering a plethora of services, amenities, and job opportunities.

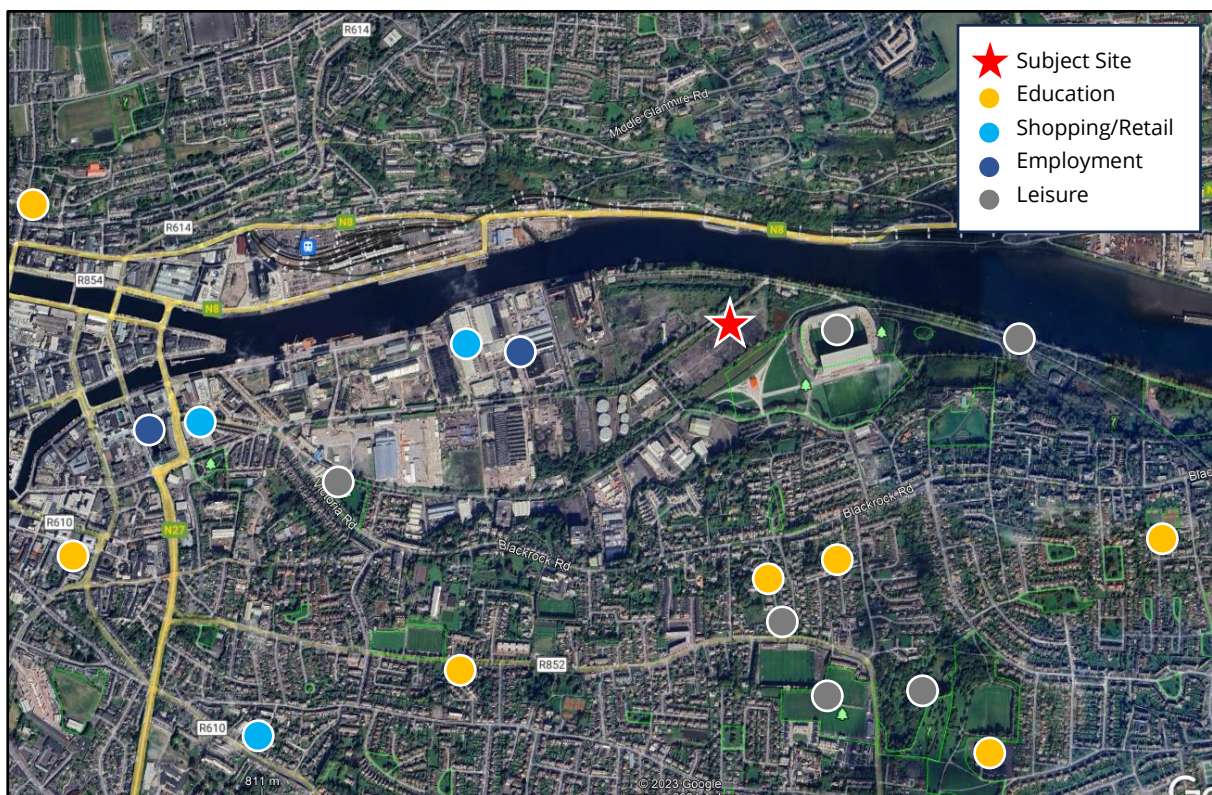


Figure 3-10: Local Amenities in the Vicinity of the Subject Site.

### 3.5 PROPOSED TRANSPORT INFRASTRUCTURE

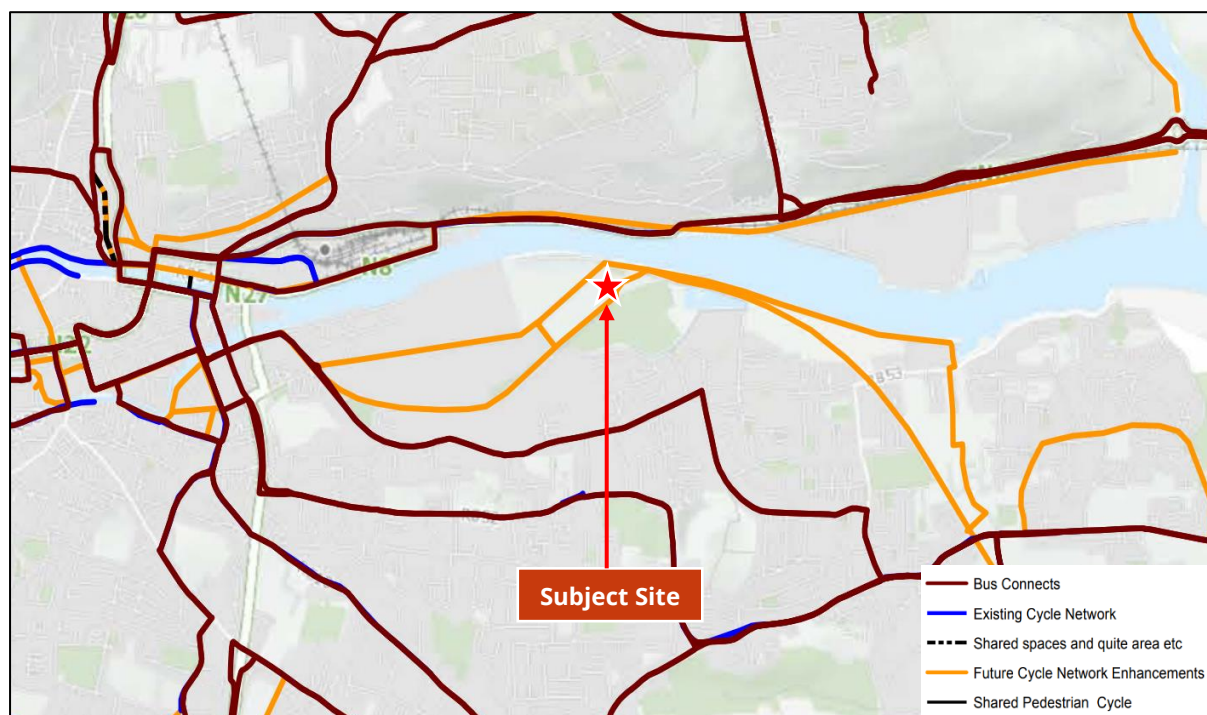
#### 3.5.1 Cycle Proposals

##### *Cork City Development Plan 2022-2028*

The Cork City Development Plan 2022-2028 outlines how the city can enable growth through planned investment over the six-year period, while continuing to be an innovative, vibrant, healthy and resilient city. Chapter 4 of the Cork City Development Plan discusses Transport and Mobility



policies and objectives for the city. In this regard the Cork City Development Plan details a five-year strategy for cycling from 2021 to 2025, and this plan includes the delivery of over 100km of new and improved cycling infrastructure during its term. The specifics of this plan can be seen in **Figure 3-11** below.



*Figure 3-11: Indicative 5 Year Cork Cycle Network Map (Source: Cork City Development Plan 2022-2028)*

### **Cork Metropolitan Area Transport Strategy 2040 (CMATS)**

The Cork Metropolitan Transport Strategy (CMATS), established by the National Transport Authority, outlines the plans for Cork's transport system by 2040.

CMATS is a unified strategy for land use and transport, designed to accommodate Cork's growing travel needs due to economic and population expansion. It includes the development of a comprehensive, safe, and appealing cycling network to encourage a transition from private cars to cycling.

The subject site will benefit from secondary level cycle facilities to the north boundary of the site along with greenway connections to the south, west, and east of its vicinity.

The proposed Cycle Network in the vicinity of the subject site is shown in **Figure 3-12: Proposed Cycle Routes** (Source: CMATS 2040) below:

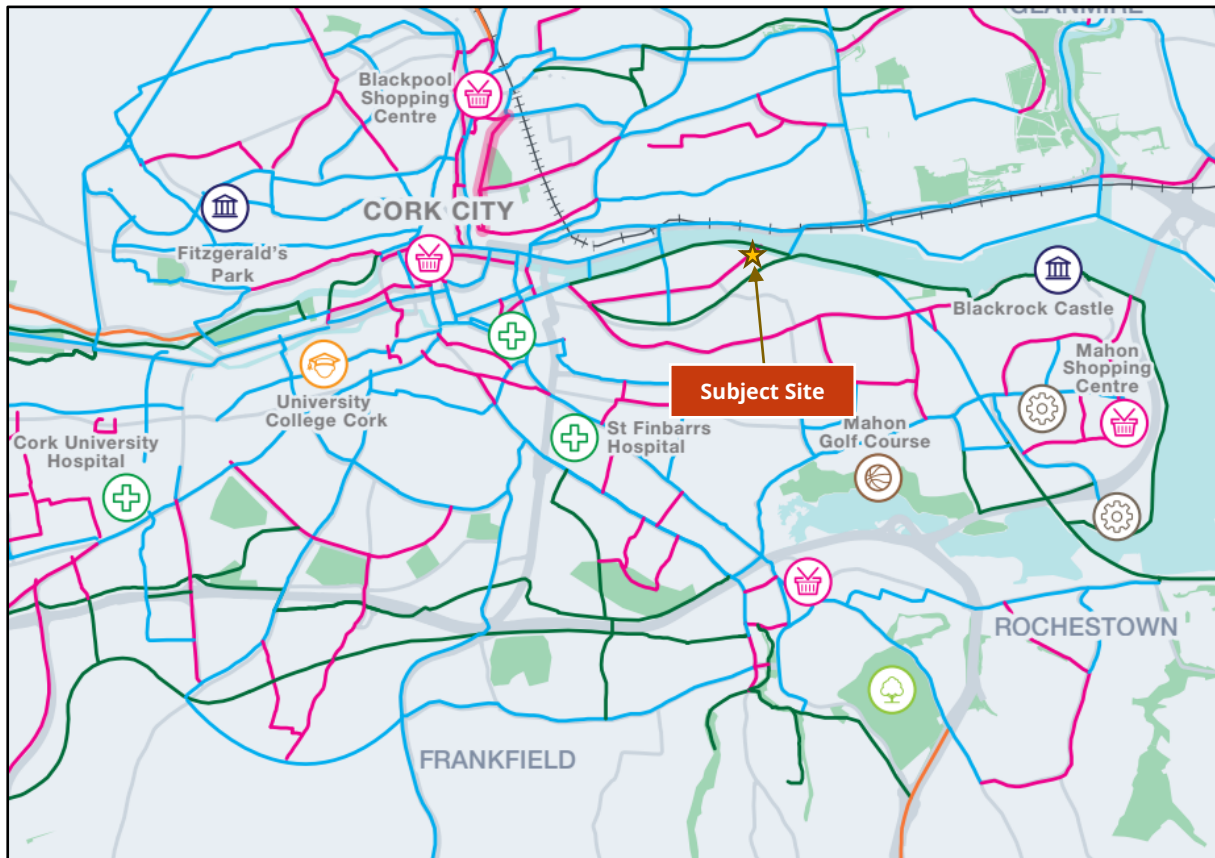


Figure 3-12: Proposed Cycle Routes (Source: CMATS 2040)

### CycleConnects

CycleConnects is an initiative by the NTA that aims to improve sustainable travel by providing the potential for more trips on a safe, accessible, and convenient cycling network, connecting more people to more places. Proposals for cycling links in key cities, towns and villages in each county are included in the plan, in addition to connections between the larger towns, villages and settlements.

The subject site will benefit from a Greenway Route type that runs directly outside of the site. This Greenway Route Type connects directly on to an Urban Secondary Route Type.

The proposed CycleConnects Network in the vicinity of the subject site is shown in **Figure 3-13: Proposed CycleConnects Network** (Source: CycleConnects 2022) below.

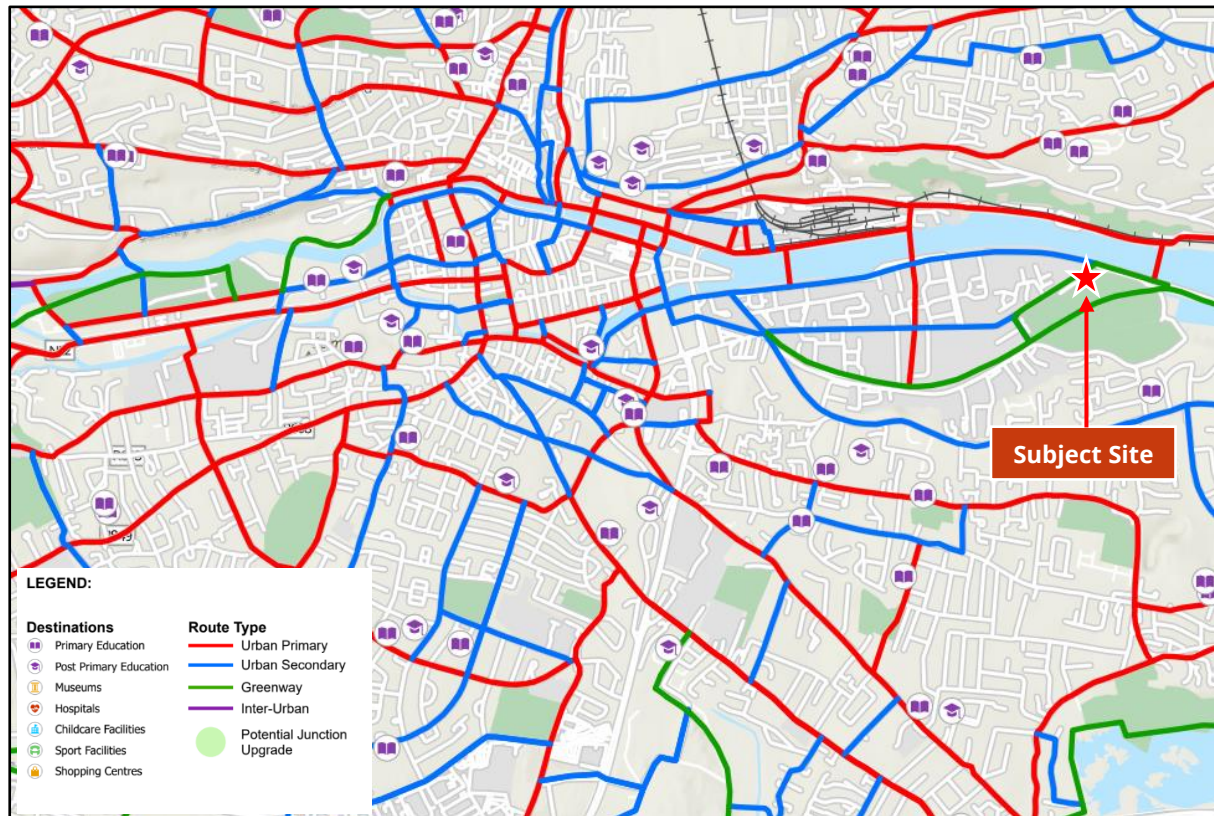


Figure 3-13: Proposed CycleConnects Network (Source: CycleConnects 2022)

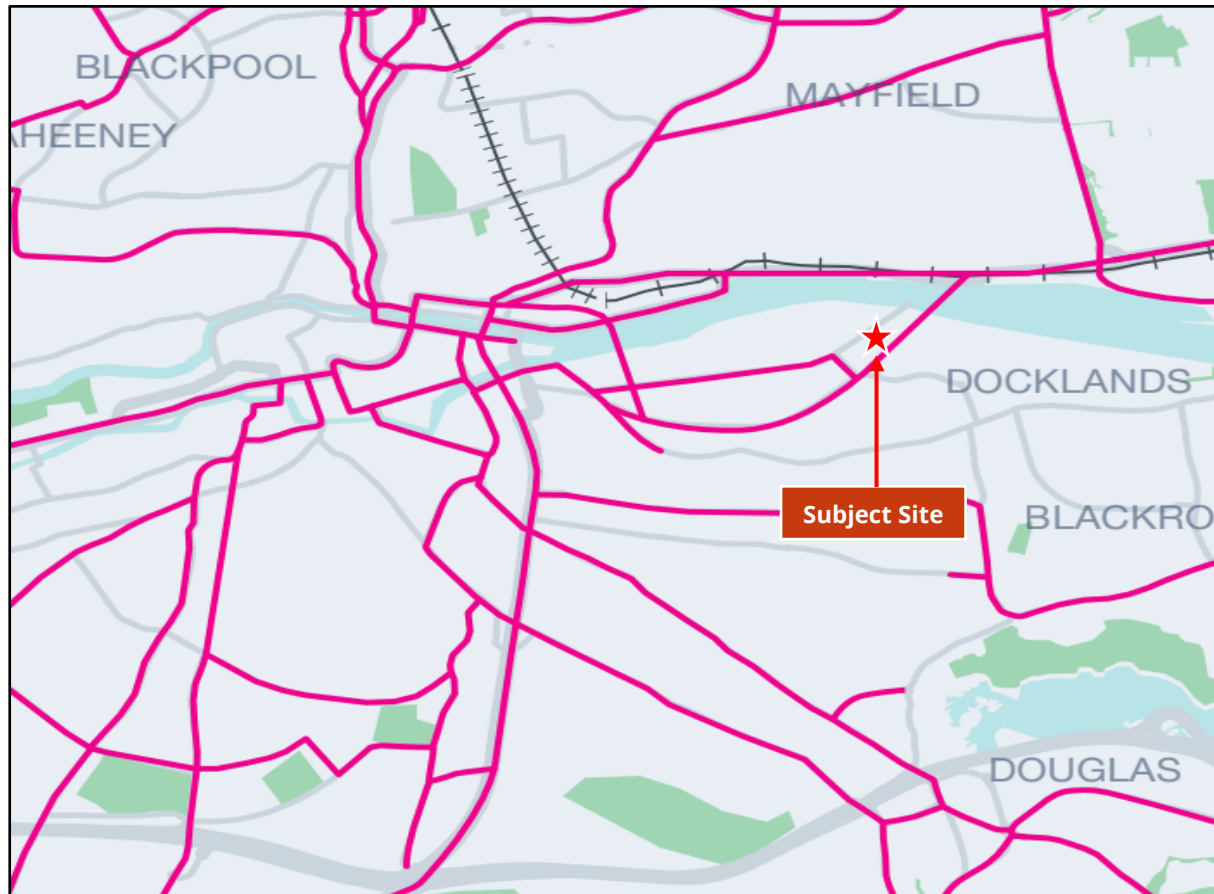
### 3.5.2 Public Transport Bus Services

The Cork City Metropolitan Area Transport Strategy (CMATS) has identified that prioritising bus services above general traffic is critical to the delivery of an efficient, frequent, and reliable bus system and is a major part of the overall BusConnects programme. The strategy reveals that proposed increase in bus services and vehicle numbers will benefit a significant proportion of the Cork's population but will not succeed if bus priority is not implemented in full as buses will be held up in general traffic. The existing bus priority measures through Cork City are particularly limited with 14km of bus lanes currently being provided. The proposed bus priority measures include approximately 100km of new bus lanes, representing an increase in bus lanes by a factor of 700%.

The extent of the proposed bus lanes aligns with the proposed Core Bus Network, ensuring efficient, reliable, and frequent services can be accommodated. For identified key bus routes, the objective, in principle, is to provide end-to-end bus priority in each direction, where practicable. The implementation of these measures will lead to a significant improvement in punctuality and bus journey time reliability. The subject site will benefit from the identified priority measures, with



Centre Park Road benefitting from being a key public transport corridor. The proposed Bus Priority Measures in the vicinity of the subject site is shown in **Figure 3-14: Proposed BusConnects Priority Measures** (Source: Cork Metropolitan Area Transport Strategy 2040) **below:**



*Figure 3-14: Proposed BusConnects Priority Measures (Source: Cork Metropolitan Area Transport Strategy 2040)*

### 3.5.3 BusConnects

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

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

- An overall increase of 53% in bus services in Cork.
- Two 24-hour bus services –

- Route 1 running east-west: Ovens/Ballincollig to City Centre to Mahon.
- Route 3A running north-south: Carrigaline to City Centre to Hollyhill.
- Seven all-day high frequency bus routes (services running every 15 minutes or better) more during peak periods.
- Provision of bus services to previously unserved areas such as Upper Glanmire, Waterfall, Kerry Pike.
- Shorter waits and more direct routes for many people.
- A simpler network and schedules; and
- Additional services at weekend

In relation to the subject site, following this redesign of the bus network, the proposed development will be located in close proximity to the new BusConnects 'Route 4' (Lehenaghmore-Kent) and new BusConnects 'Route 11' (Mahon Point – Farranree). A summary of the aforementioned new routes are summarised in **Table 2-3** below.

Route	From	Via	To	Frequency
4	Lehenaghmore	Pouladuff Road - Green Street - Gregg Road - St. Patrick Street - Merchant's Quay - Centre Park Road - Beaumont Drive - Skehard Road - Mahon Point Shopping Centre	Jacobs Island	Every 15 mins
11	Mahon Point Shopping Centre	Ringmahon Road - Saint Luke's Home - Blackrock - Blackrock Road - Kent Station - MacCurtain Street - Blackpool Shopping Centre - Fairfield Avenue - Upper Fairhill - Parklands Drive	Farranree	Every 30 mins

\* Weekday frequency shown in table. Services may be less frequent at weekends/evenings.

*Table 3-3: Cork BusConnects Proposal (Source: BusConnects)*

**Figure 2-17** illustrates potential future bus service opportunities in the area as detailed within the BusConnects redesign.

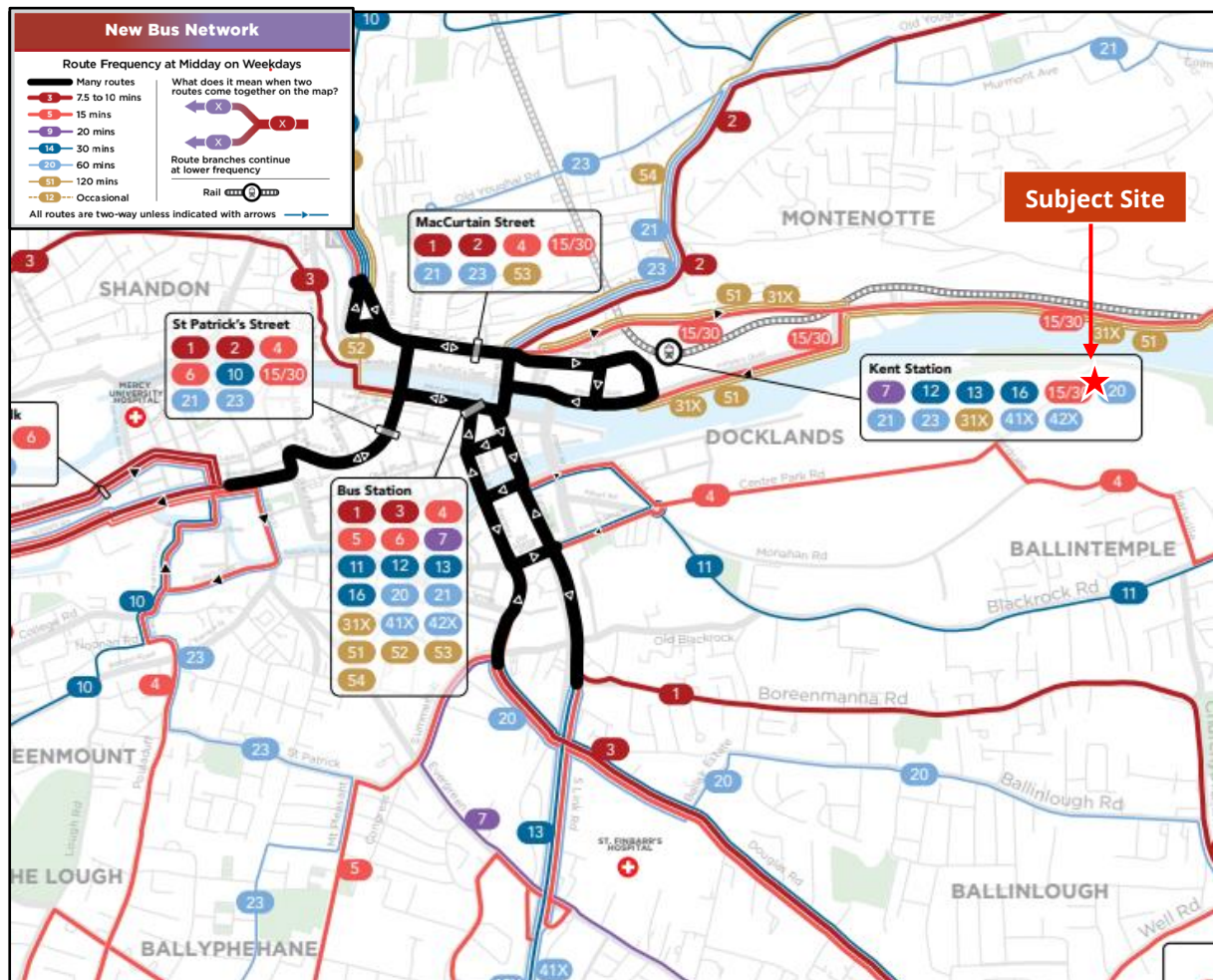


Figure 3-15: Proposed Bus Network (Source: BusConnects 2022)

### 3.5.4 Light Rail

The Cork Metropolitan Area has long aimed to establish a rapid transit corridor running from east to west via the City Centre. The National Planning Framework (NPF) 2040 and the National Development Plan 2018-2027 have both affirmed the commitment to explore the viability of this route. Recent increases in planning activities and interest in key locations along the corridor have further accelerated efforts to assess the feasibility of this project.

Following detailed analysis of projected travel demand within the Cork Metropolitan Area, CMATS has determined that the East-West Transit Corridor is best served through the provision of a new Light Rail Transit (LRT) tram system.

The LRT system is a key enabler for development of Cork City as it will:

- Unlock strategic development areas in its catchment area including: the Cork City Docks, Curraheen, Ballincollig and Mahon.
- Maximise the development potential of windfall sites.



- Provide greater certainty for future planning and development, to pursue higher densities required to meet NPF population and employment targets for Cork City.
- Underpin the planned expansion of University College Cork (UCC), Munster Technological University (MTU) and Cork University Hospital (CUH).
- Enable car-free and low car development within its catchment in line with recent changes to government policy outlined in the NPF and Sustainable Apartment guidelines.
- Reduce reliance on the N40, for short trips within the Metropolitan Area.

### Proposed LRT Route

Determination of the final LRT route alignment and depot location has not yet been identified. A definitive route alignment is needed to maximise the ability to provide appropriate densities for development sites at locations along the route and to avoid conflict with emerging development proposals. The indicative alignment of the Light Rail Route is shown in **Figure 3-16** below. The proposed residential development is located in close proximity to two interchanges of the indicative LRT route.

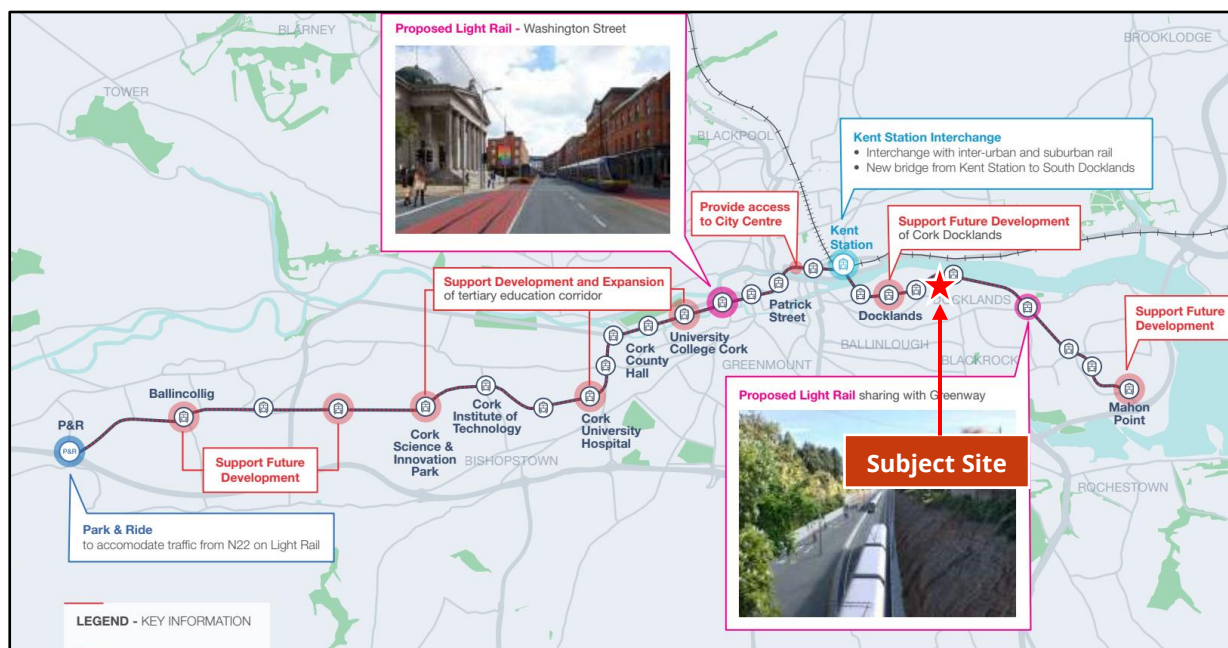


Figure 3-16: Proposed LRT East-West Corridor (Source: Cork Metropolitan Area Transport Strategy 2040)

CMATS includes proposals for enhancing the throughput at Kent Station to facilitate direct train services from Mallow to Midleton/Cobh, eliminating the need for passengers to switch services at Kent Station.

To support sustainable growth along an improved railway corridor, new railway stations are being proposed at specific locations. These locations have been chosen to align with the strategic land use planning objectives of both the Cork City Council and Cork County Council:

**Mallow-Cork Line:** Blackpool / Kilbarry, Monard and Blarney / Stoneview. The proposed Suburban Rail Network in the vicinity of the subject site is shown in **Figure 3-17 below**:



Figure 3-17: Proposed Suburban Rail Route (Source: Cork Metropolitan Area Transport Strategy 2040)

## South Docklands Road Infrastructure

The Cork Metropolitan Area Transport Strategy (CMATS) suggests a number of new road-based projects that are considered necessary to facilitate the sustainable movement of people, goods, and services. These road based projects are designed to complement objectives related to public

transport, walking, cycling, and traffic management. The **Docklands to City Centre Road Network** Improvement scheme is recognized by Cork City Council as a crucial project to initiate development in the South Docks of Cork City. Centre Park Road and Monahan Road are the main roads within the South Docklands area. Both roads will require upgrades to accommodate increased demand from public transport, walking, and cycling in long term.

Bus lanes are proposed by CMATS along Monahan Road, and segregated light rail transit is suggested for Centre Park Road. Discrete access points will be needed from Monahan Road, with the number and form of these arrangements determined as part of the Local Area Plan (LAP) process.

Chapter 10 of the Cork City Development Plan 2022-2028 includes objective 10.32g, which states: *“To ensure that the Centre Park Road Street corridor is a minimum of 32m in width and other streets are provided considering the transport-related functional requirements outlined in the Transport Strategy and the corresponding DMURS guidance, combined with best practice in urban and landscape design.”* Centre Park Road will have a corridor width of approximately 32m, which may be exceeded depending on infrastructure requirements. The building lines will need to be set back to frame this key street. The nature of the corridor will vary along its length, responding to the Light Rail Transit (LRT) stops and incidental public open space and plaza provision. The proposed Road Network 2040 in the vicinity of the subject site is shown in **Figure 3-18** below:

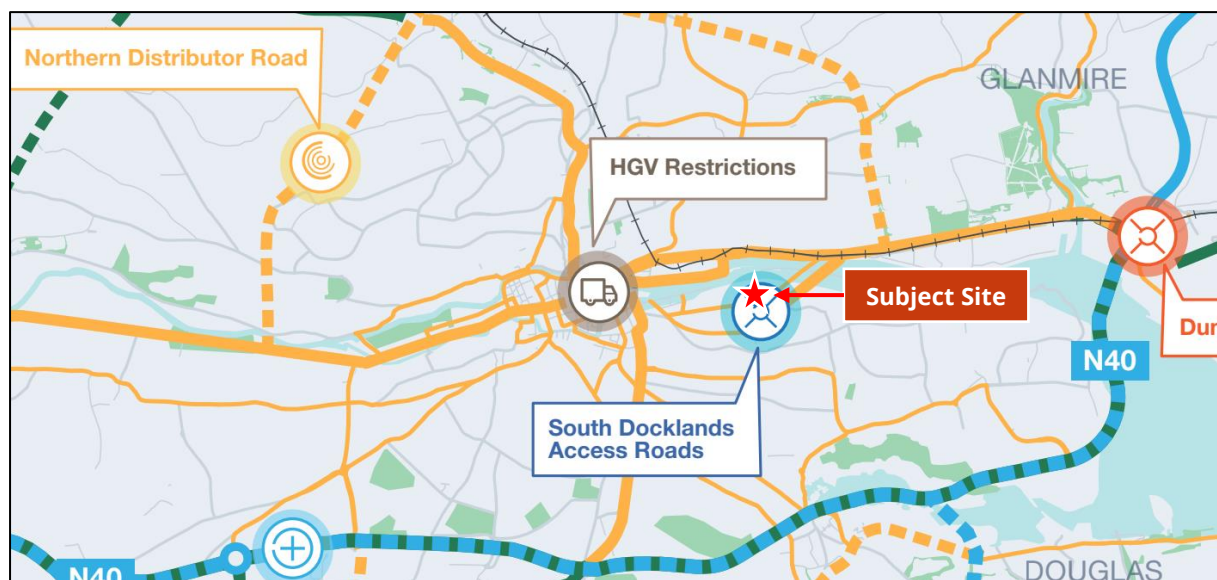


Figure 3-18: Proposed Road Network (Source: Cork Metropolitan Area Transport Strategy 2040)

### 3.6 PROPOSED DEVELOPMENT

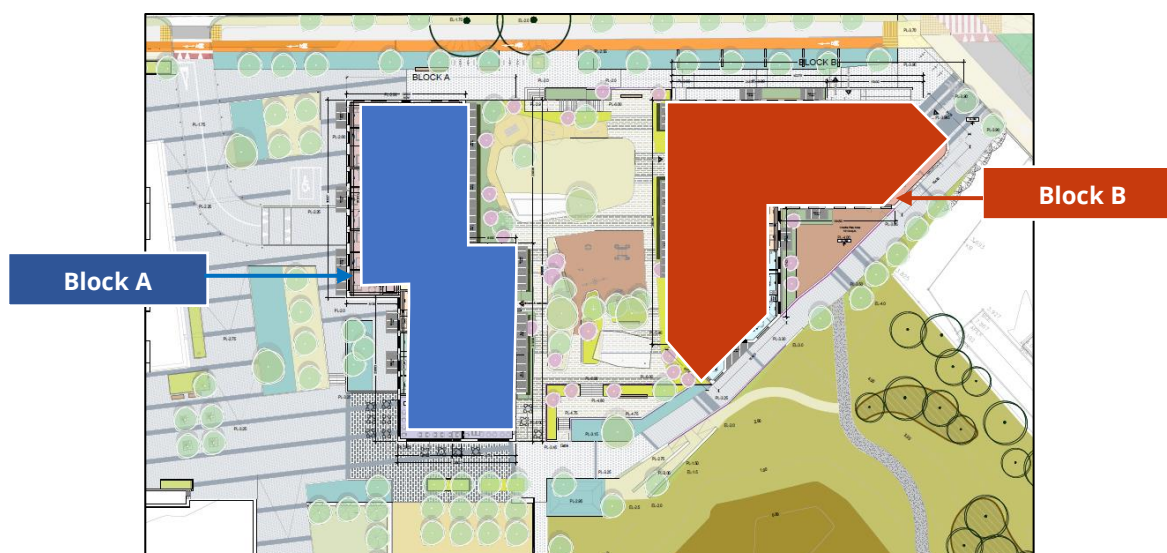
### 3.7 OVERVIEW

The proposed development will consist of the construction of 176 no. 1, 2 and 3 bed apartment units in 2 no. blocks, 1 no. creche, 1 no. gym, a retail/café space and all associated ancillary development works. A summary of the subject scheme proposals is detailed within **Table 3-4**.

Unit Type		Description	Quantity
Apartments	Block A	1 bedroom	32
		2 Bedrooms	57
	Block B	1 bedroom	30
		2 Bedrooms	25
		3 Bedrooms	32
Retail		1 no. Ground Floor unit	131.1 sqm
Creche			181
Total No. of Apartment Units			176

*Table 3-4: Schedule of Accommodation*

With reference to the Architect's scheme drawings, the layout of the proposed development is illustrated **Figure 4-1** below.



*Figure 3-19: Proposed Site Layout*



## 3.8 SITE ACCESS ARRANGEMENTS

### 3.8.1 Vehicle Access

The proposed development's small basement car park will be accessed by vehicles via 1 no. access point on Street C of the adjacent permitted development (planning reference: ABP-309059-20) scheme located to the west of Block A. This access via Street C (shared surface arrangement) will connect the basement car park onto Centre Park Road. This access point is proposed to be priority-controlled as illustrated in **Figure 3-20** Error! Reference source not found. below.

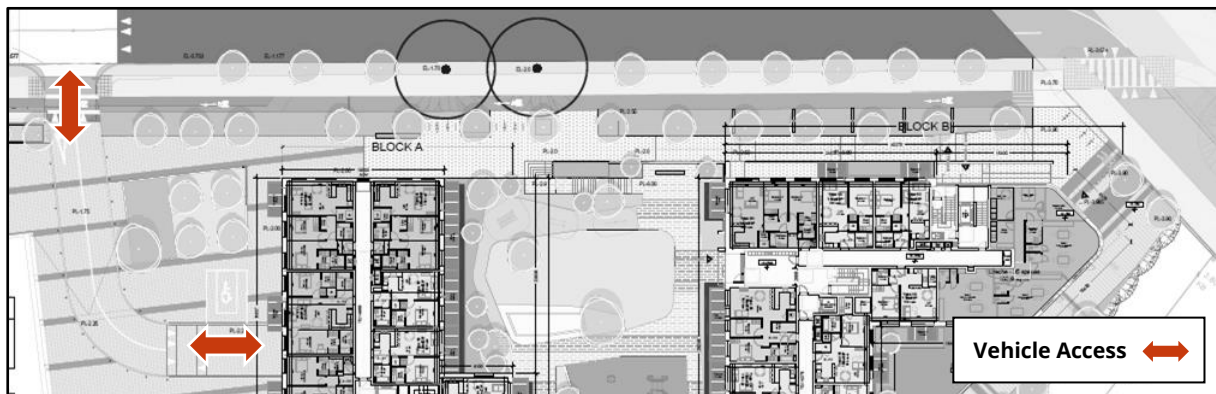


Figure 3-20: Vehicle Access Location in Basement

In reference to drawing **240002-X-04-Z00-XXX-DR-DBFL-CE-1201** clear unobstructed visibility splays of 2.4 m X-Distance an 45m Y-Distance (as per DMURS requirements) are provided for as part of the junction-design proposals in **Figure 3-21**.

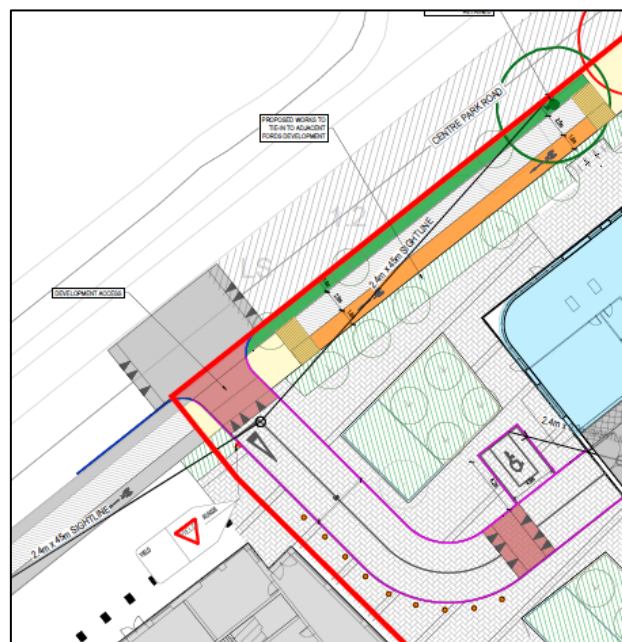


Figure 3-21: Proposed Vehicular access to the subject site and Visibility Splays



### 3.8.2 Pedestrians & Cyclists

Dedicated one-way cycle lane is proposed along the northwest site frontage of the subject development site. Cyclists will be able to access the cycle parking in the basement via a dedicated cycle access provided to the north elevation linking street level and the proposed cycle lane as illustrated in **Figure 3-22** below. Cyclist can also access the creche via cycle access provided to the northeast of subject site. Furthermore, pedestrians can access Block A, Block B and Retail area through various access points as illustrated in **Figure 3-23**.

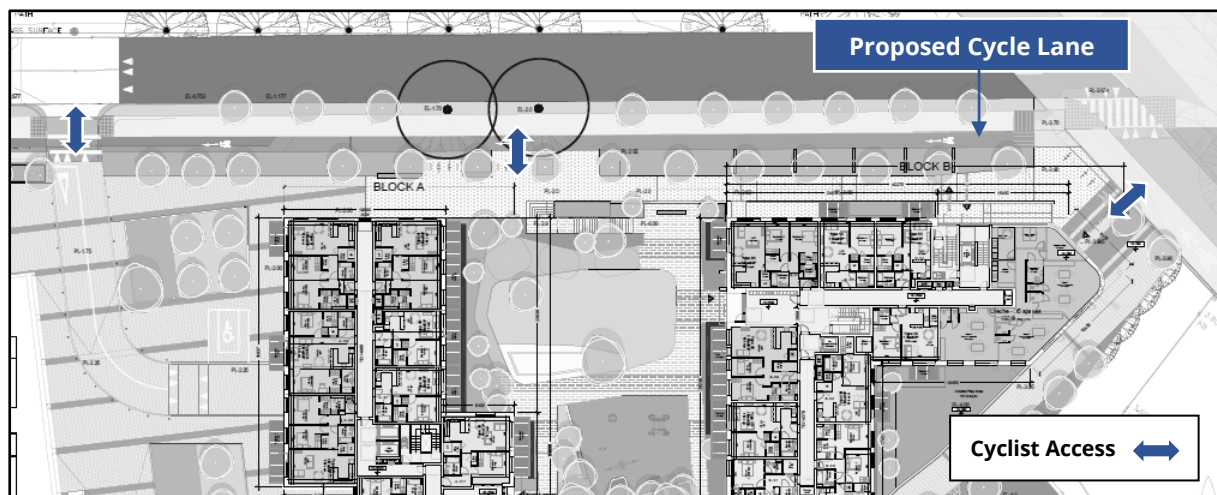


Figure 3-22: Cyclist Access points

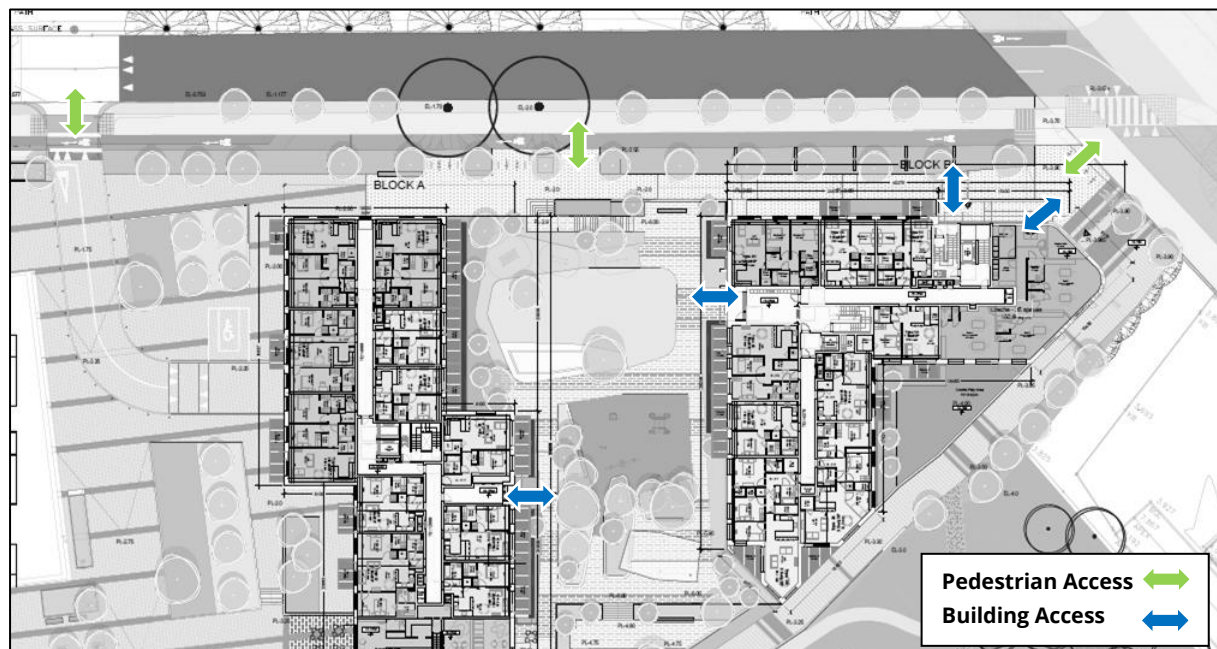


Figure 3-23: Pedestrian Access in Ground Floor.

### 3.9 PARKING PROVISION

#### 3.9.1 Car Parking

The proposed development incorporates a total of 56 no. on site car parking spaces including 3 Disabled spaces and 11 EV Spaces as illustrated in **Table 3-5** below provides a summary of the proposed vehicle parking provision.

Unit Type	No. of Units	Proposed
Apartment (1-Bed)	62	56
Apartment (2-Bed)	82	
Apartment (3-Bed)	32	
Total Car Parking		56

Table 3-5: Car parking requirement and Proposed Provision

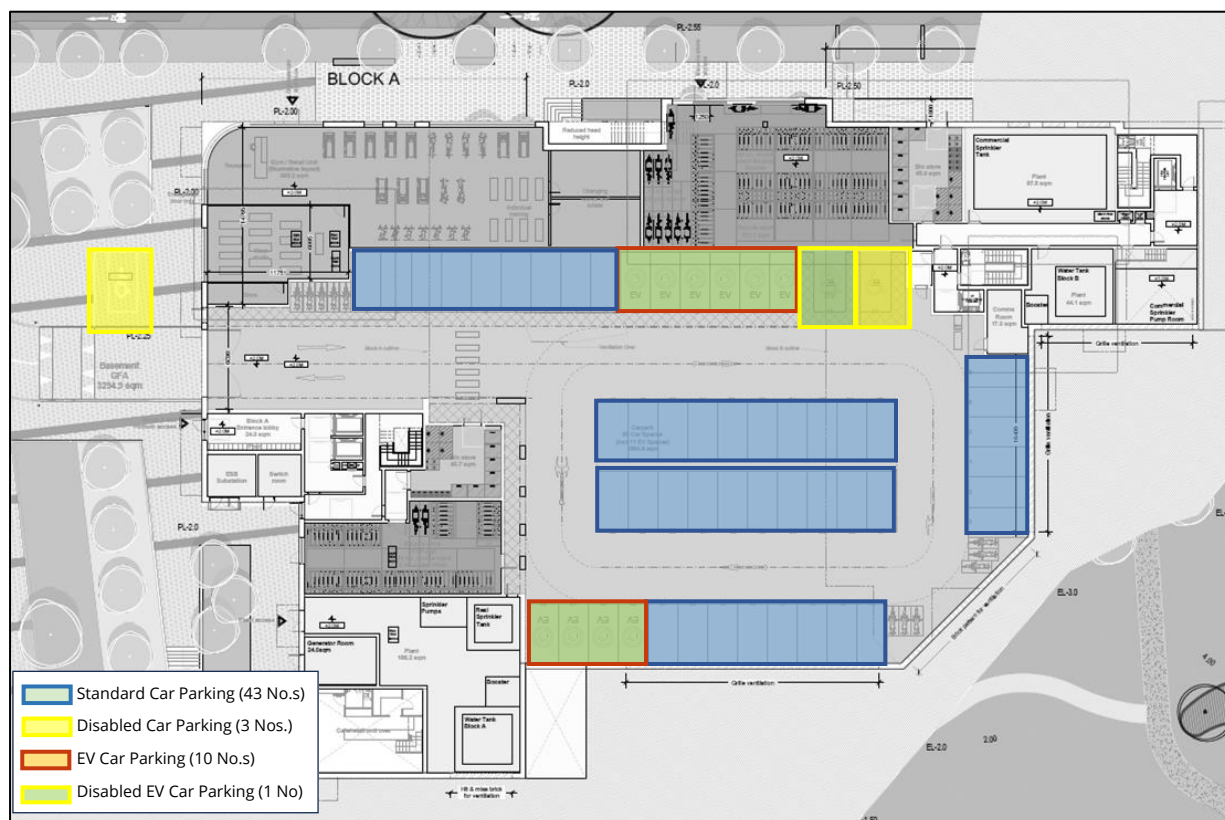


Figure 3-24: Proposed Basement Car Parking

### 3.9.2 Disabled Car Parking

A total of **3no.** disabled car parking spaces are proposed as illustrated in **Figure 3-25** equates to 5% of car parking spaces as required within the Cork City Council Development Plan 2022-2028 development management standards.

### 3.9.3 Electric Vehicles

It is proposed to provide a total of 11 EV car parking spaces (with charge point)

### 3.9.4 Motorcycle

The Cork City Development Plan 2022-2028 states that *“Motorcycle Parking spaces should be provided on the basis of one motorcycle parking bay per 10 car parking spaces provided for non-residential developments and apartment developments”*. A total of 11 no. motorcycle parking bays are provided for the subject development within the secure basement area as illustrated in **Figure 3-25**.

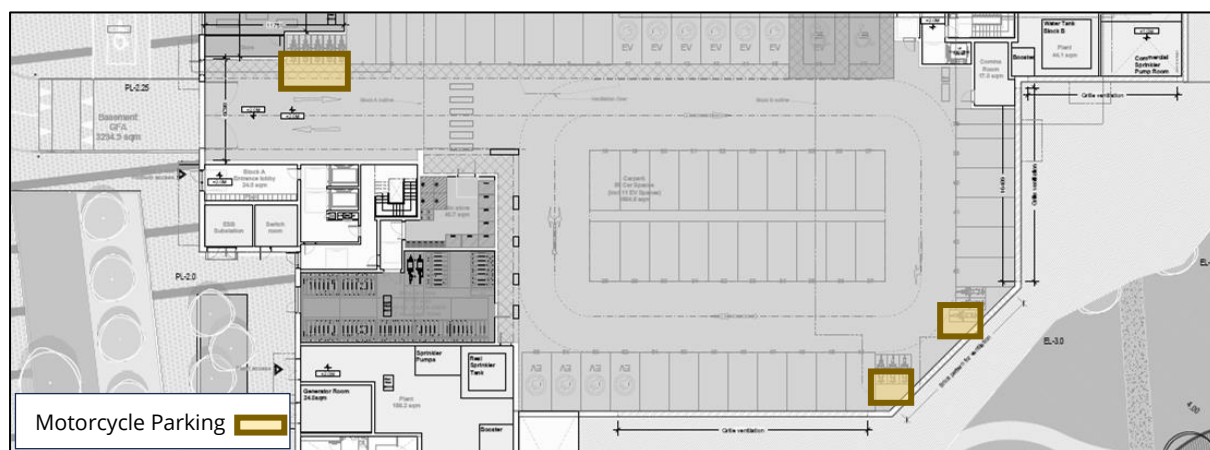


Figure 3-25:Proposed Motorcycle Parking

### 3.10 Bicycle Parking Provisions

A total of **427** no. bicycle parking spaces are proposed as part of the subject development scheme. This includes 384 no. long term parking (Secured and Weather protected) in the basement,13 cargo bikes and 30 no. short term bike parking at surface level as illustrated in **Figure 4-8** and **Figure 4-9**.

Unit Type	No. of Units/GFA	Proposed	
		Long Stay	Short Stay
Apartment (1 Bed)	61	384+13 cargo	30
Apartment (2 Bed)	86		
Apartment (3 Bed)	34		
Total Cycle Parking		427	

Table 3-6: Proposed Cycle Parking

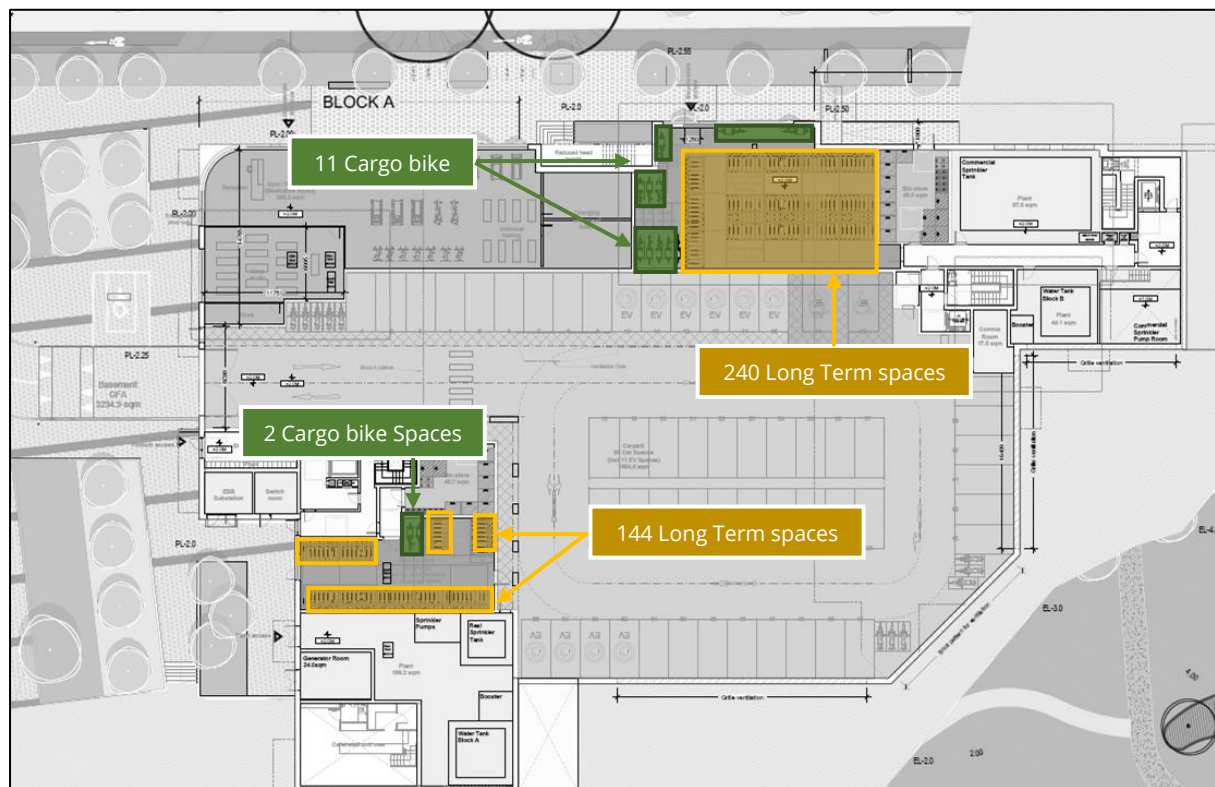


Figure 3-26: Proposed Long term Cycle Parking (Basement)





*Figure 3-27: Proposed Short Term Cycle Parking*





- 4.1 INTRODUCTION AND TRENDS**
- 4.2 CORK METROPOLITAN AREA CONTEXT**
- 4.3 LOCAL STUDY AREA CONTEXT**
- 4.4 MODAL SPLIT**

## 4 COMMUTER TRENDS AND TRANSPORT NEEDS

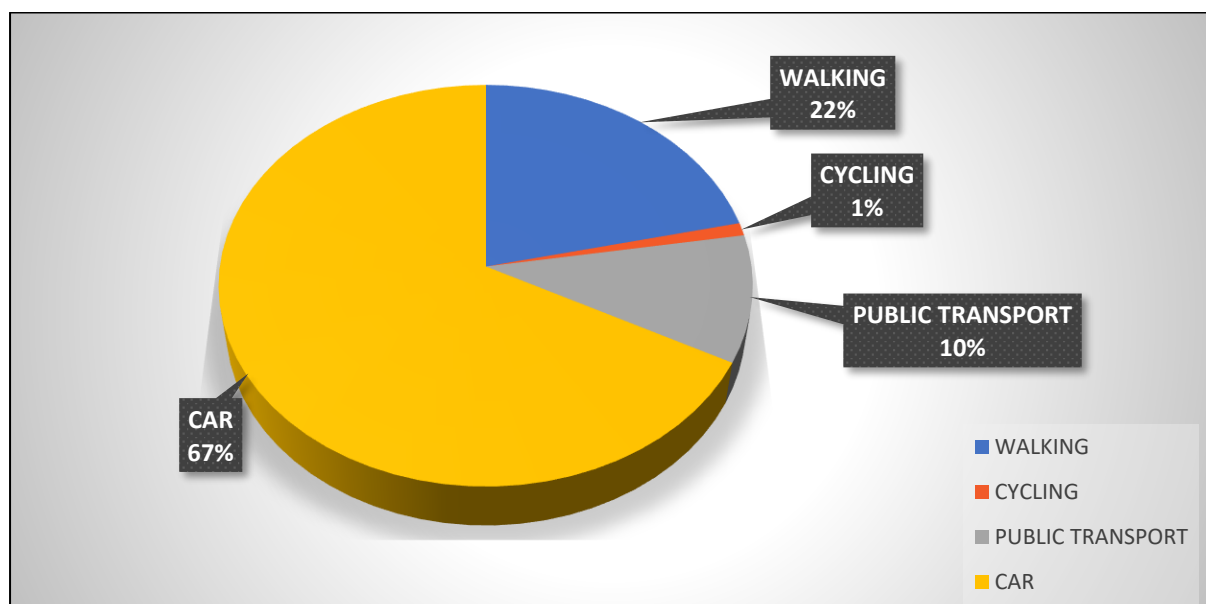
### 4.1 INTRODUCTION

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject development site is located close to Industrial areas within other land uses nearby within walking distances such as retail, health and employment. It is necessary to predict the nature of the proposed traffic to and from the Fords site and to investigate whether it is possible to influence the modal split of the commuters from the proposed development.

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

### 4.2 CORK METROPOLITAN AREA CONTEXT

The modal split for the proposed development would be compared against the modal split for the Cork Metropolitan Area. The current modal split for Cork Metropolitan Area is presented in **Figure 4-1** below (source: Cork City Development Plan 2022-2028).



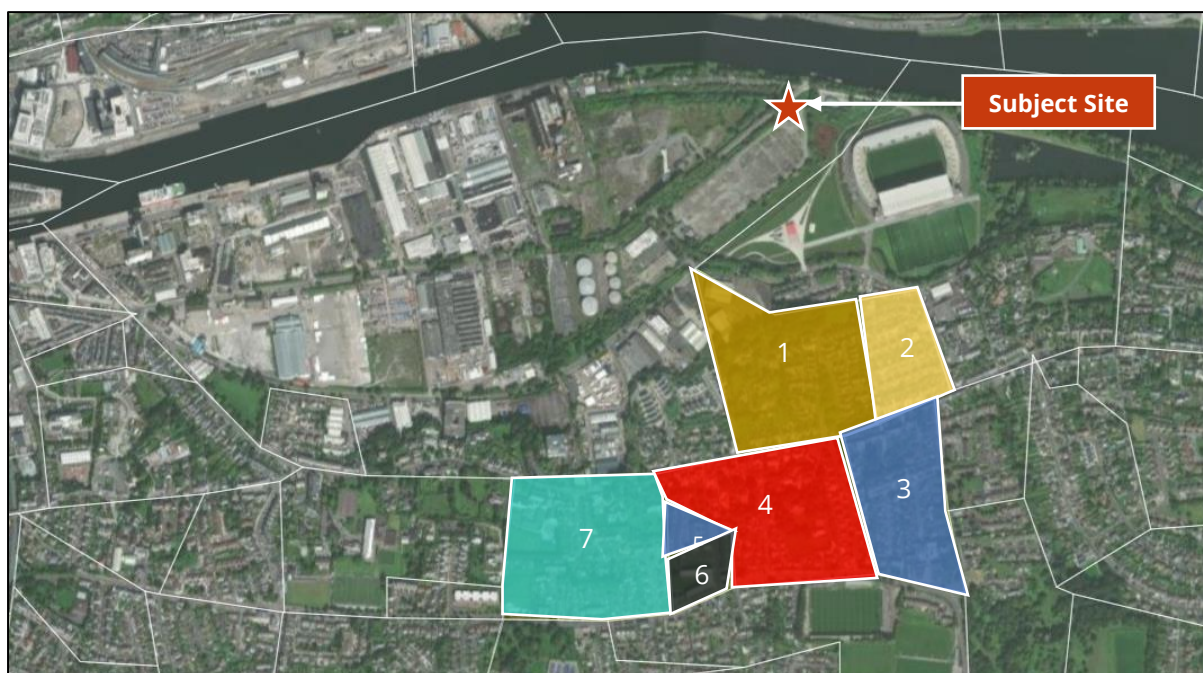
*Figure 4-1: Modal Split in the Cork Metropolitan Area (Source: Cork City Development Plan 2022-2028)*

### 4.3 LOCAL STUDY AREA CONTEXT- RESIDENTIAL

The Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within residential areas in the vicinity of the proposed Fords Site Development. SAPMAP is an interactive mapping tool that allows users to pinpoint a location on the map and access 2022 census data related to that area.

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

**Figure 4-2** below illustrates the areas selected for this analysis. These residential settlements were selected due to their proximity to the subject site and as such best represents the proposed development's future travel trends.



*Figure 4-2: Residential Areas of Interest for Trend Analysis (Source: SAPMAP 2022)*

The analysis highlights the trend in mode share amongst residents travelling to work or education from their homes. The summary of the data for the 7 selected sites have been summarised and illustrated in the following **Figure 4-3**.



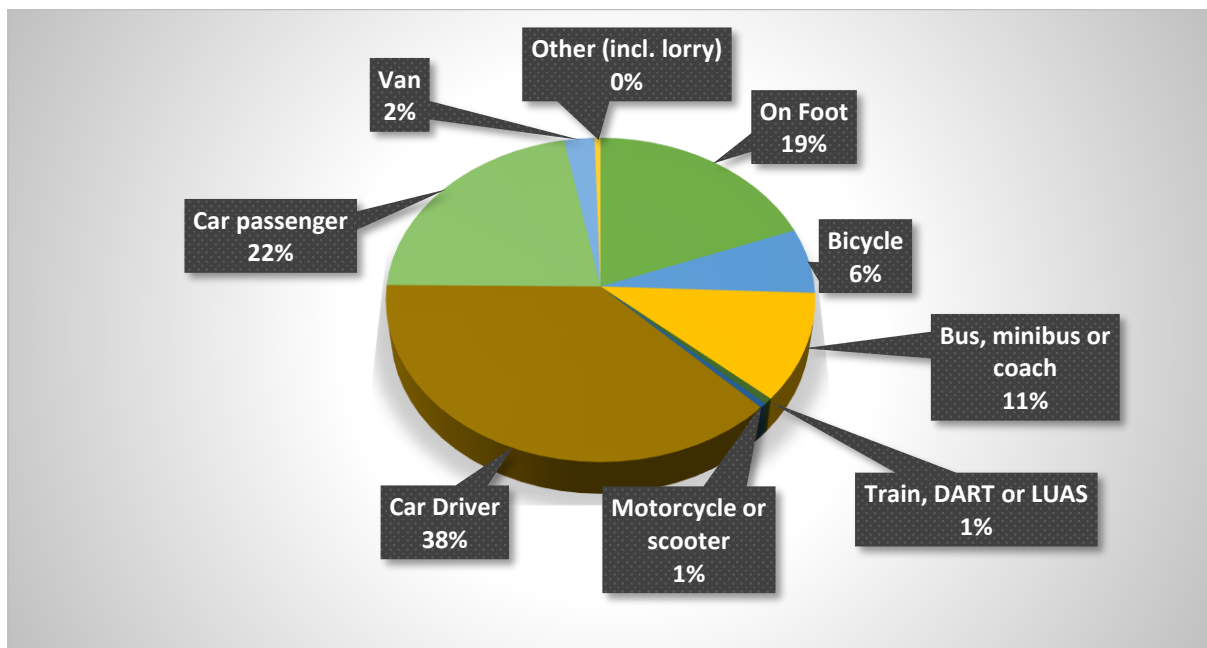


Figure 4-3: Modal Split of Small Area of Residential Interest for Trend Analysis (Source CSO)

The analysis reveals that travel by car accounts for 60% of all trips (comprising 38% driving and 22% as car passengers) with all other modes accounting for 40%. The next highest mode share is walking which accounts for 19%, followed by public transport, which accounts for 12% of all travel.

#### 4.4 MODAL SPLIT (NON-RESIDENTIAL)

The Central Statistics Office's SAPMAP (Small Areas Population Map) data has also been investigated to determine the travel trends within non-residential areas in the vicinity of the proposed Fords Site Development. **Figure 4-4** below illustrates the area selected for this analysis. These non-residential settlements were selected due to their proximity to the subject site and as such best represents the proposed development's future travel trends.

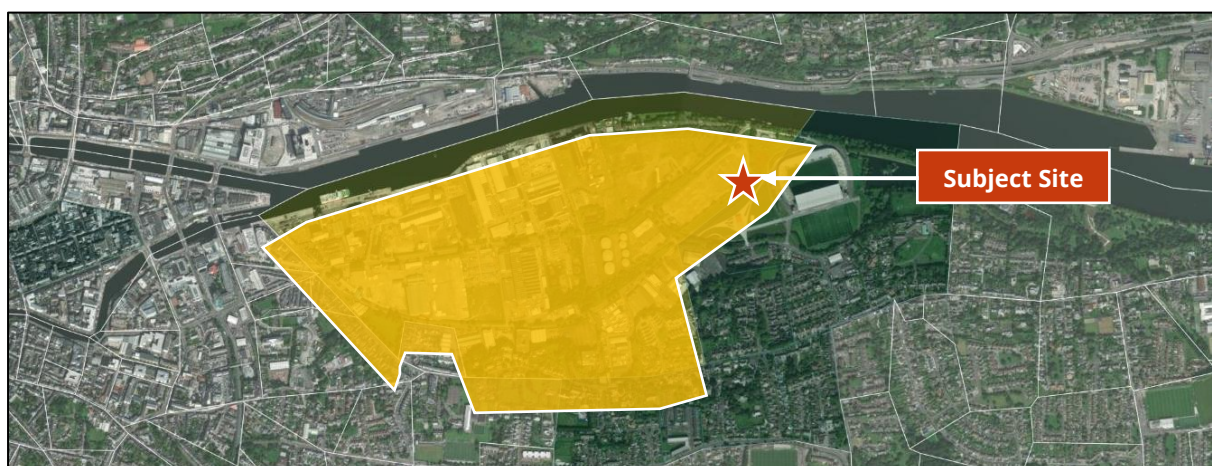


Figure 4-4: Non-Residential Areas of Interest for Trend Analysis (Source: SAPMAP 2022)

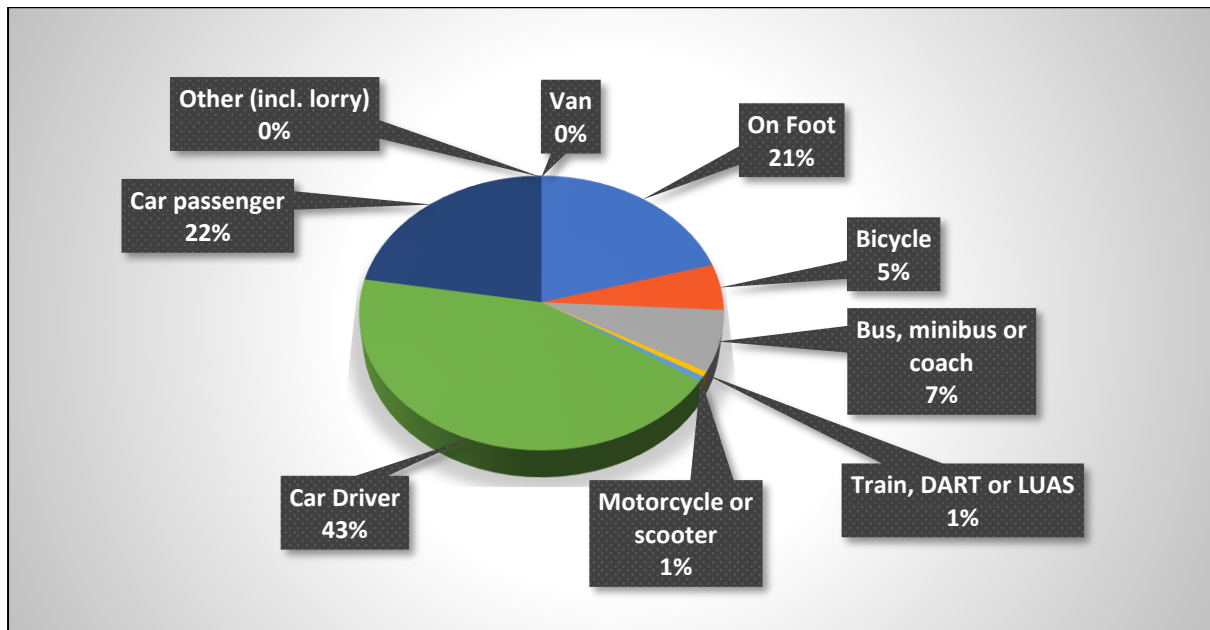


Figure 4-5: Modal Split Percentages for Non-Residential Development (source: SAP MAP)

The above graph in **Figure 4-5** indicates that the car was the primary mode of transportation at maximum of 65%. Walking forms the next most utilised mode of travel with 21% after Car travel of commuters. Less than 10% use public transport such as Bus, Minibus or coach to travel.





## **5.1 INTRODUCTION**

## **5.2 RESIDENTIAL MMP OBJECTIVES**

## **5.3 RESIDENTIAL MMP ACTIONS & TARGETS**

## **5.4 PROPOSED RESIDENTIAL MODAL SPLIT**

## 5 RESIDENTIAL MMP OBJECTIVES AND TARGETS

### 5.1 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 with a range of associated targets. The proposed objectives and targets are set out in this section of the MMP.

### 5.2 RESIDENTIAL MMP Objectives

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

- a) Reduce existing levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required
- b) Make all residents aware of the sustainable transport options available to them
- c) Encourage the use of sustainable modes of transport
- d) Encourage the most efficient use of cars and other vehicles
- e) Reduce any transport impacts of the development on the local community
- f) Promote walking and cycling as a health benefit
- g) Managing the ongoing development and delivery of the Mobility Management Plan with future residents
- h) Promote smarter living and working 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 services
- The location and most convenient routes to / from local services (e.g. shops, medical facilities, schools etc.)
- Cost data comparing public transport and private car journeys
- The health benefits of walking and cycling to include safety advice

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

local shops and facilities, they may choose to travel a greater distance than necessary in order to access a service. Accordingly, the objectives of this MMP can therefore be summarised as follows:

- Considers the needs of residents in relation to accessing facilities for employment, education, health, leisure, recreation and shopping purposes, including identifying local amenities available that reduce the need to travel longer distances;
- Reduce the vehicular traffic generated by the development to a lower level of car trips than predicted within the Engineering Services Report
- Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities including storage

### 5.3 RESIDENTIAL MMP ACTIONS & OBJECTIVES

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

Since the overall aim of the MMP is to reduce reliance upon the private car, it is appropriate to set a target which relates to this objective. It is also necessary to collect data to identify and understand the baseline travel habits, against which the MMP's progress can be measured. It is recommended that residents' questionnaires are circulated once the site reaches 50% occupancy. These questionnaires will establish the baseline travel data for the subject site.

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

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

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

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

**A4** - To undertake a baseline travel survey when the facility is operational;

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

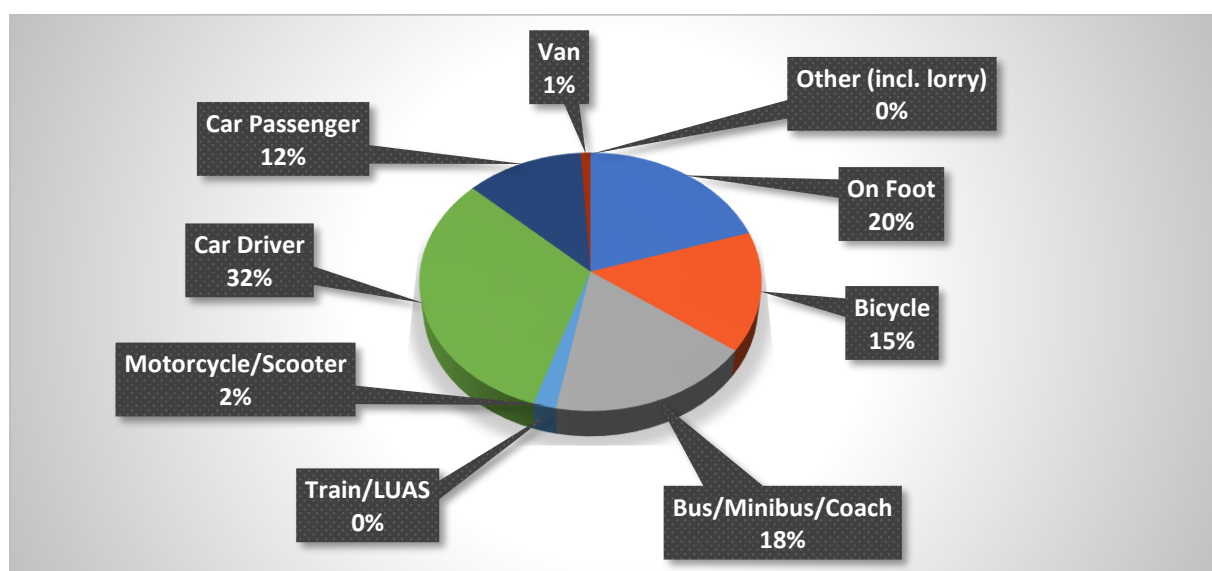
The Mobility Management Plan's principal targets (**T**) are set out below:

- T1** - To support the development 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 development site by sustainable modes of transport as a viable alternative to the private car. These means and supporting strategies will seek to encourage residents to consider lower carbon travel alternatives in everyday journeys.

**Figure 5-1** and **Figure 5-2** below illustrates the MMP 1st Year Target and 5- year Modal Split Target respectively, which have been set out for the proposed development site.

**Figure 5-1** shows a slight adjustment from base travel trends observed in **Figure 4-3**, with the strategy in place to create a modal split shift towards more sustainable options such as walking, cycling and buses for trips undertaken to work, school and college. Bus and cycling trips undertaken for these purposes would supplement vehicle trips.



*Figure 5-1: MMP 1<sup>st</sup> Year Modal Split Target (2026)*

**Figure 5-2** below shows a modal split which moves further away from private car reliance for trips and aims to further reduce car-based trips undertaken, in accordance with SmarterTravel policies.

These trips are supplemented with public transport trips, walking and cycle trips, as upgrades and changes to these networks are likely to have been undertaken in this future scenario, facilitating the residents to take up these modes of transport more comfortably.

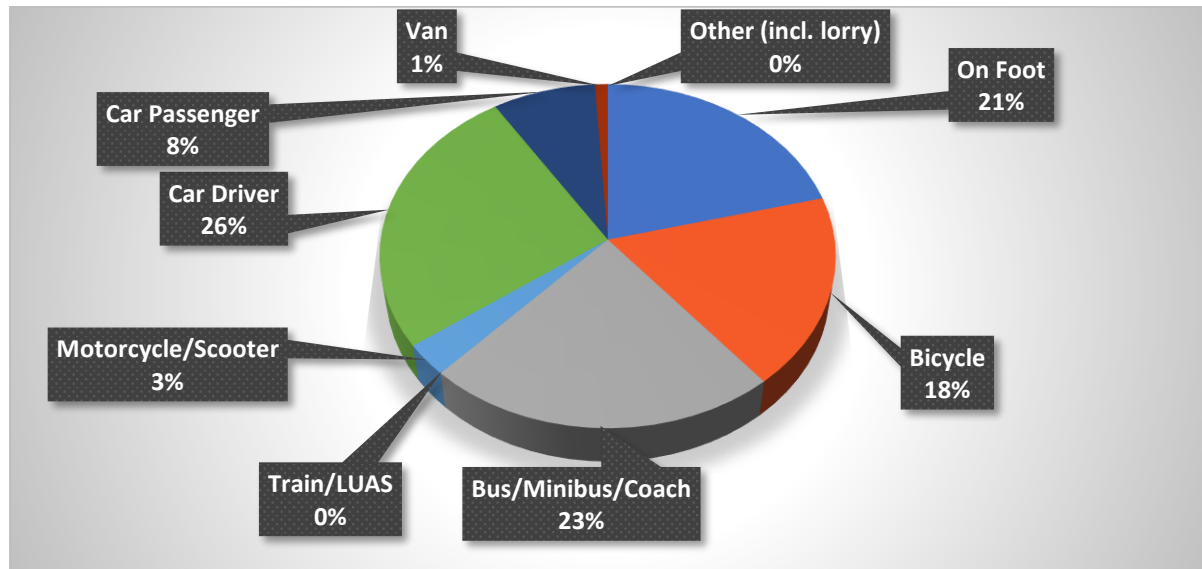


Figure 5-2: MMP 5-Year Modal Split Target (2031)

**Table 5-1** outlines the proposed target modal splits as referenced above.

Mode of Travel	Local Area Mode Split (Census 2022)	MMP 1 <sup>st</sup> Year Target (2026)	MMP 5-Year Target (2031)
On Foot	19%	20%	21%
Bicycle	6%	15%	18%
Bus/Minibus/Coach	11%	18%	23%
Train/DART/LUAS	1%	0%	0%
Motorcycle/Scooter	0%	2%	3%
Car Driver	38%	32%	26%
Car Passenger	22%	12 %	8%
Van	2%	1%	1%
Other (incl. lorry)	0%	0%	0%

Table 5-1: Interim Mode Share Targets for the Proposed Residential Development

The above targets are intended to be both realistic and aspirational and 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 with the input of the MMP's key stakeholders.



## **5.4 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 2022 census data, as observed in the tables and figures above, which reduces the number of car-based trips generated by the development and supplements these trips through the use of sustainable modes of transport. Accordingly, an overall minimisation of the number of single car trips undertaken may be achieved. The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:

- Bus
- Cycle
- Car Sharing
- Walking



## **6.1 INTRODUCTION**

## **6.2 COMMERCIAL MMP OBJECTIVES**

## **6.3 COMMERCIAL MMP ACTIONS & TARGETS**

## **6.4 PROPOSED DESTINATION MODAL SPLIT**

## **6 COMMERCIAL OBJECTIVES & TARGETS**

### **6.1 INTRODUCTION**

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

### **6.2 COMMERCIAL MMP OBJECTIVES**

The overall aim of the Commercial MMP is to reduce the dependency on the use of the private car by increasing employees', based at the site, awareness to the other travel alternatives available.

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

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

- 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; and
- 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 therefore 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; and
- Apply good design principles by ensuring permeability of the development to neighbouring areas and provision of necessary supplementary facilities and services; such as on-site cycle facilities, shower facilities, changing facilities, storage facilities etc.

### **6.3 COMMERCIAL 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 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 development as discussed in **Section 4.4**

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 / from the subject mixed-use development will need to be accommodated by sustainable modes of travel.

The Commercial MMP would subsequently seek to accommodate the majority of trips with the following mode / travel options:

- Bus
- Cycle
- Car Sharing
- Bicycle Sharing

#### **6.4 PROPOSED NON-RESIDENTIAL MODAL SPLIT**

**Figure 5-1** and **Figure 5-2** below illustrates the MMP 1st Year Target and 5- year Modal Split Target respectively for the non-residential development, which have been set out for the proposed development site.

**Figure 5-1** shows a slight adjustment from base travel trends observed in **Figure 4-5**, with the strategy in place to create a modal split shift towards more sustainable options such as walking, cycling and buses for trips undertaken to non-residential development. Bus and cycling trips undertaken for these purposes would supplement vehicle trips.

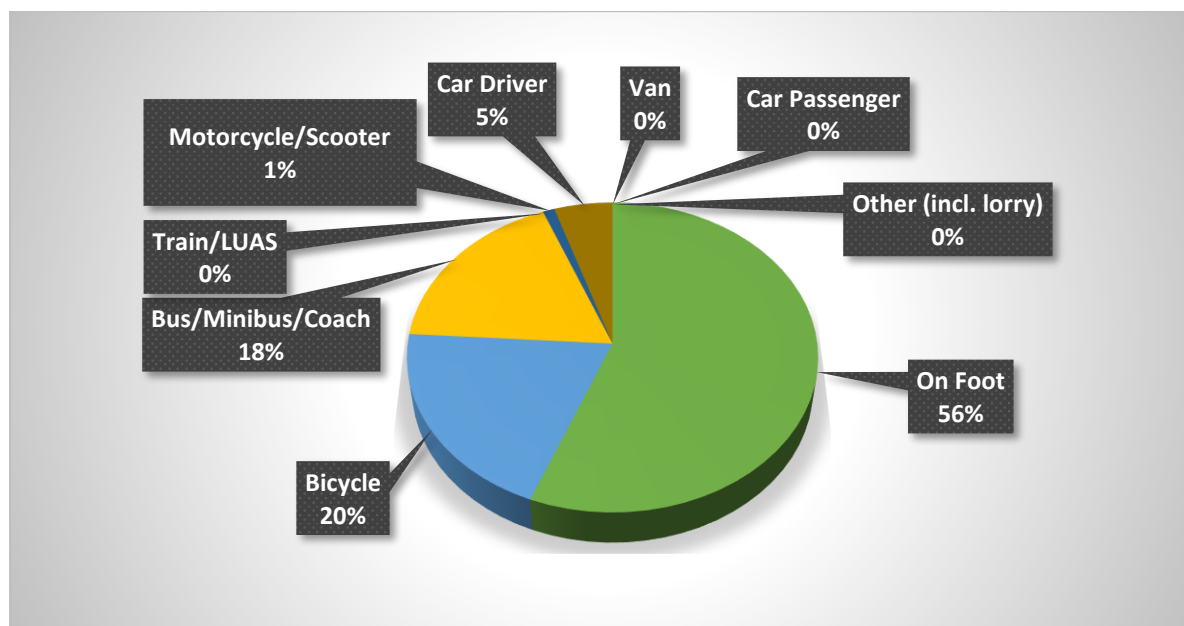


Figure 6-1: MMP 1<sup>st</sup> Year Modal Split Target (2025)

**Figure 5-2** below shows a modal split which moves further away from private car reliance for trips and aims to further reduce car-based trips undertaken, in accordance with SmarterTravel policies. These trips are supplemented with public transport trips, walking and cycle trips, as upgrades and changes to these networks are likely to have been undertaken in this future scenario, facilitating the residents to take up these modes of transport more comfortably.

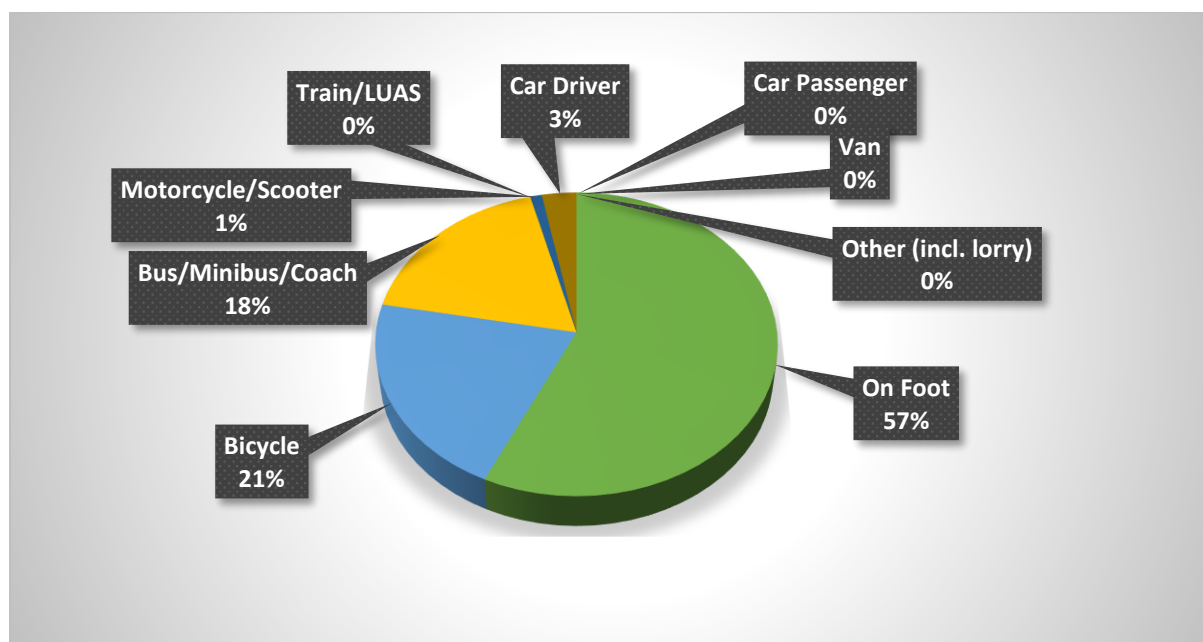


Figure 6-2: MMP 5-Year Modal Split Target (2030)

**Table 6-1** outlines the proposed target modal splits as referenced above.

Mode of Travel	Local Area Mode Split (Census 2022)	MMP 1 <sup>st</sup> Year Target (2026)	MMP 5-Year Target (2031)
On Foot	20%	56%	57%
Bicycle	5%	20%	21%
Bus/Minibus/Coach	7%	18%	18%
Train/LUAS	1%	0%	0%
Motorcycle/Scooter	1%	1%	1%
Car Driver	43%	5%	3%
Car Passenger	22%	0%	0%
Van	0%	0%	0%
Other (incl. lorry)	0%	0%	0%

*Table 6-1: Interim Mode Share Targets for the Non- Residential Development*

The above targets are intended to be both realistic and aspirational and 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 with the input of the MMP's key stakeholders.



## **7.1 INTRODUCTION**

## **7.2 MODE SPECIFIC MEASURES**

## **7.3 MANAGEMENT & MONITORING MEASURES**

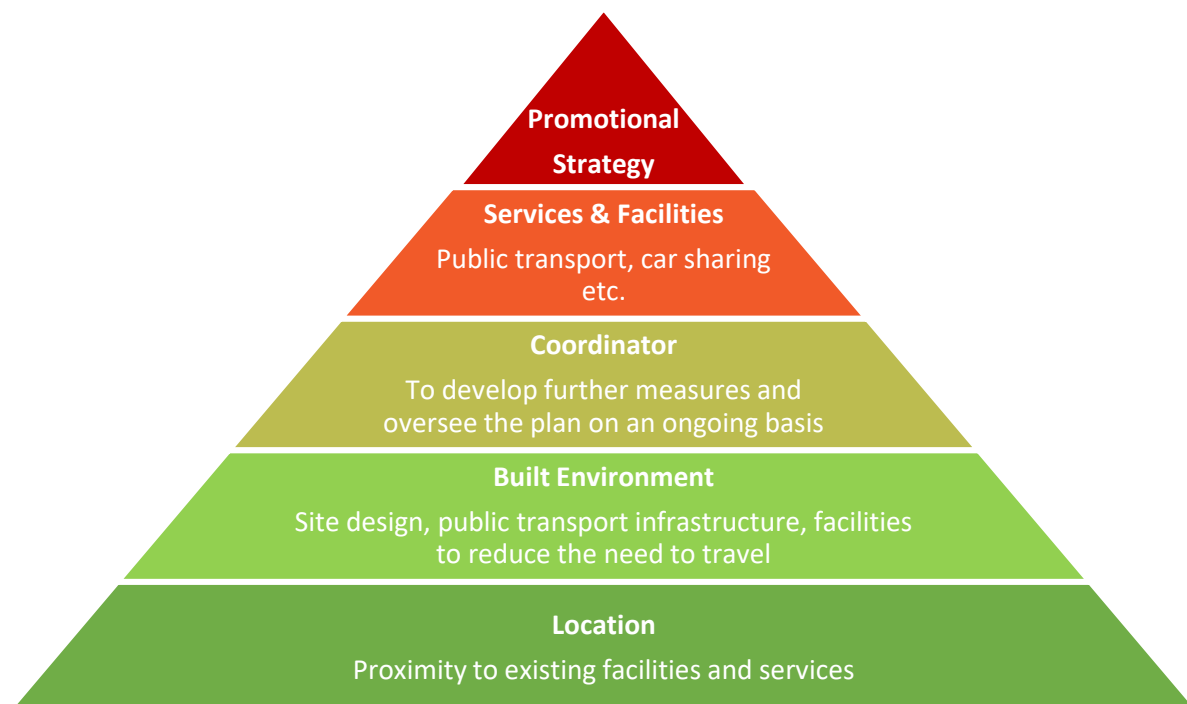
## **7.4 MARKETING & PROMOTION MEASURES**

## 7 MMP MEASURES

### 7.1 INTRODUCTION

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

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



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





*Figure 7-1 Residential MMP Action Plan Strategies*

## 7.2 MODE SPECIFIC MEASURES

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

- a) Walking - provision of facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training
- c) Public Transport (Bus) – 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** which is appended with this document.

### 7.3 MANAGEMENT AND 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.

### 7.4 MARKETING AND PROMOTION MEASURES

The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence. The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site 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 local shops, schools, health facilities and bus stops and train stations within the vicinity of the subject development site.

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, in addition to 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.

The methods of the marketing measures are set out in **Appendix C** of this document.



## CHAPTER 8

### Preliminary Residential Action Plan

#### **7.1 OVERVIEW**

#### **7.2 MANAGEMENT & MONITORING STRATEGY**

#### **7.3 WALKING STRATEGY**

#### **7.4 CYCLING STRATEGY**

#### **7.5 PUBLIC TRANSPORT STRATEGY**

#### **7.6 PRIVATE CAR STRATEGY**

#### **7.7 MARKETING & PROMOTION STRATEGY**

## **8 PRELIMINARY RESIDENTIAL ACTION PLAN**

### **8.1 OVERVIEW**

The coordinated application of the following 6 integrated sub-strategies ensures that the success of the MMP will be a product of the sum of all sub-strategies. The following sections consider each specific sub-strategy within which details of the proposed actions are identified for the period of this plan. The proposed timescale of each MMP initiative are categorised as either Completed, Short Term (1st year), Medium Term (3rd Years) or Long Term (5rd years).

### **8.2 MANAGEMENT AND MONITORING STRATEGY**

#### **8.2.1 MMP Management**

The development, implementation and coordination of the MMP in the short, medium and long term requires 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 saving. The role of management will also actively seek a partnership approach with other organisations as part of the continues development of the MMP.

#### **8.2.2 MMP Monitoring**

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

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

To ensure that the MMP is responsive to emerging opportunities and operational requirements, the status of the principal management and monitoring focused initiatives of the subject MMP are outlined in **Table 7-1**.

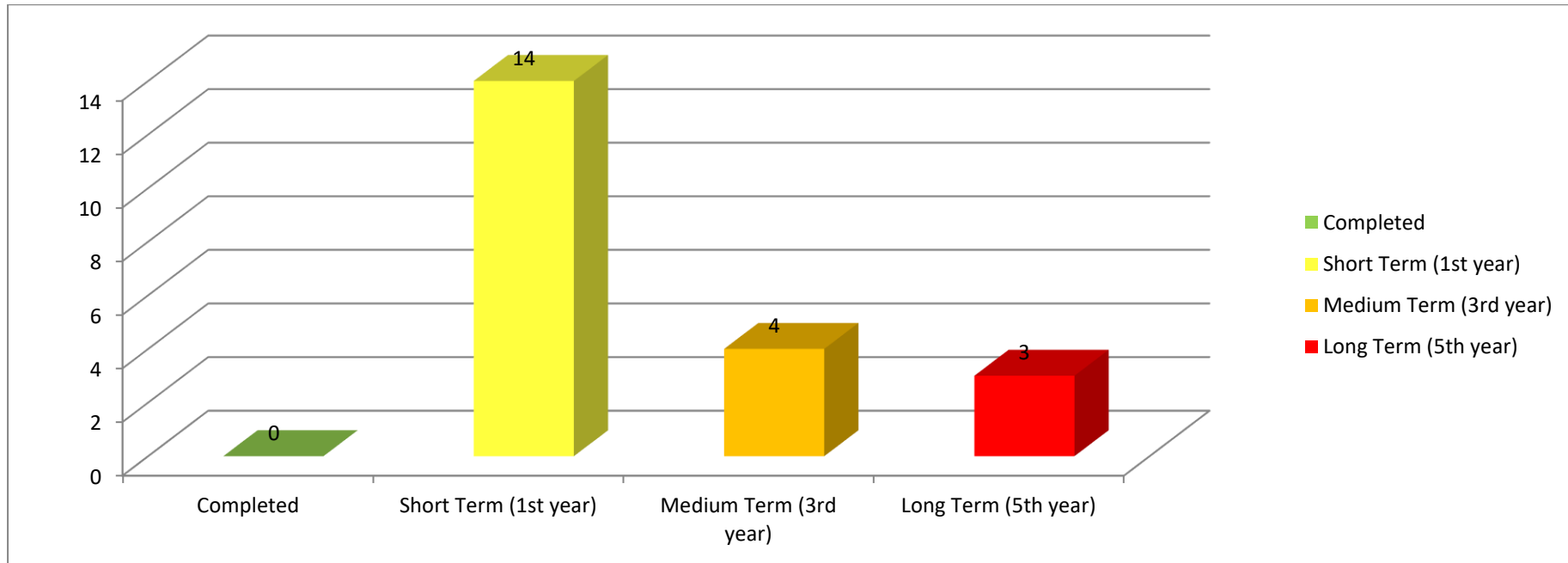
Table 8-1: Preliminary Schedule of MMP's Management and Monitoring Initiatives

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



	<ul style="list-style-type: none"> <li>MMS 7c – MMP Budgets</li> <li>MMS 7d – MMP performance (KPI's)</li> </ul>		✓	-	-		
<b>MMS 8</b>	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
<b>MMS 9</b>	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
<b>MMS 10</b>	Explore the opportunity of appointing a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
<b>MMS 11</b>	A Sustainable Travel Pack to be provided to new residents	-	✓	-	-		

The identified Management and Monitoring strategy promotes a total of 21 measures (inclusive of measures duplicated over a number of years). The implementation schedules of these measures are outlined in **Figure 8-1** below.



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

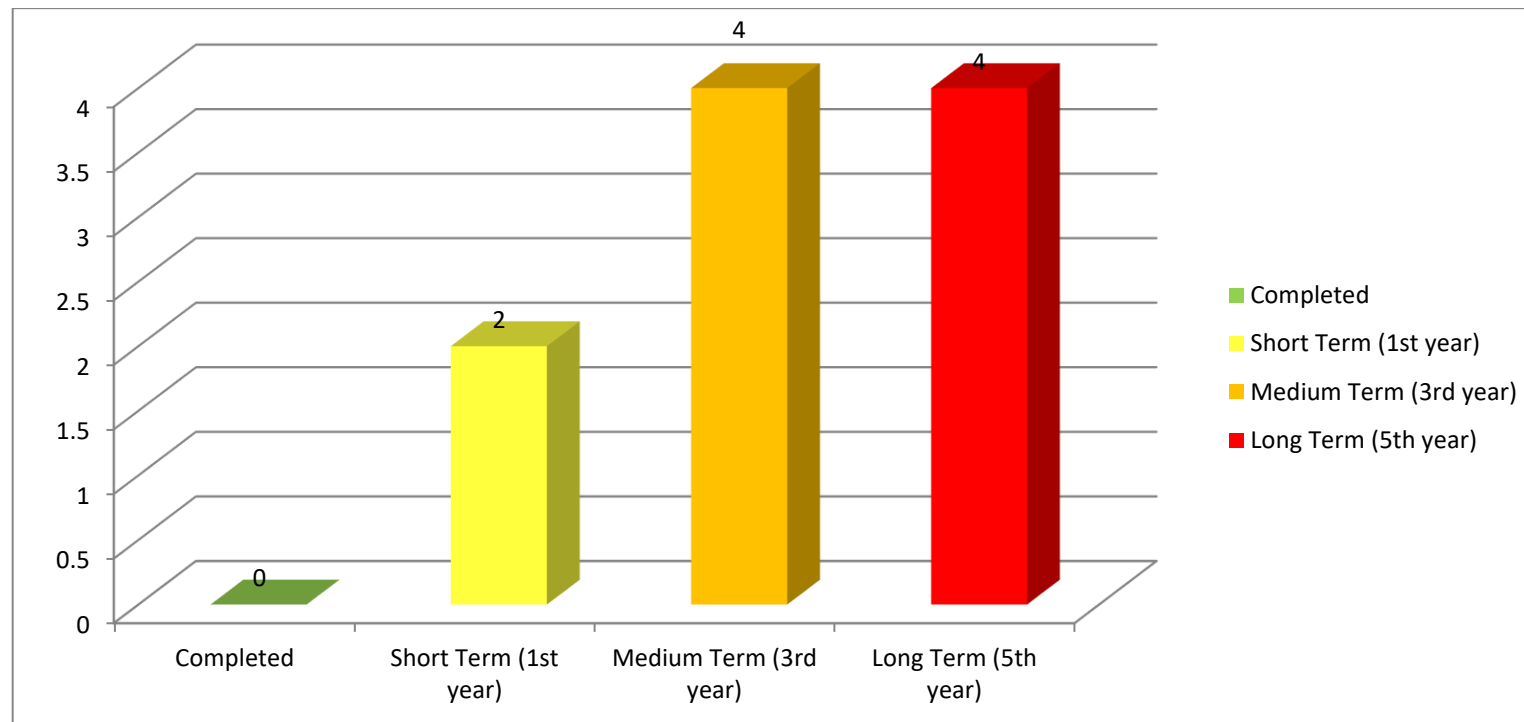
### 8.2.3 Walking Strategy

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

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

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

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



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

#### 8.2.4 Cycling Strategy

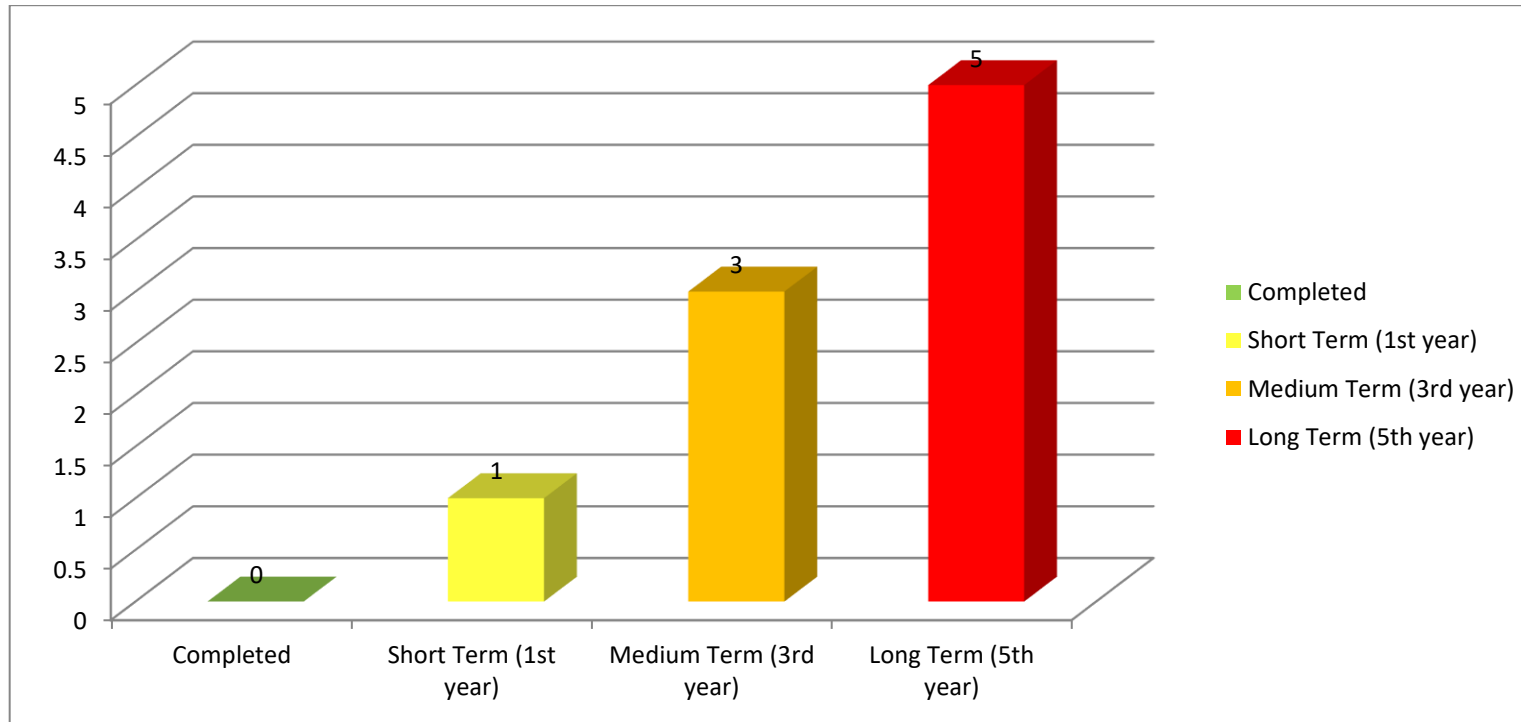
The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in **Table 8-3** below.

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

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

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





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

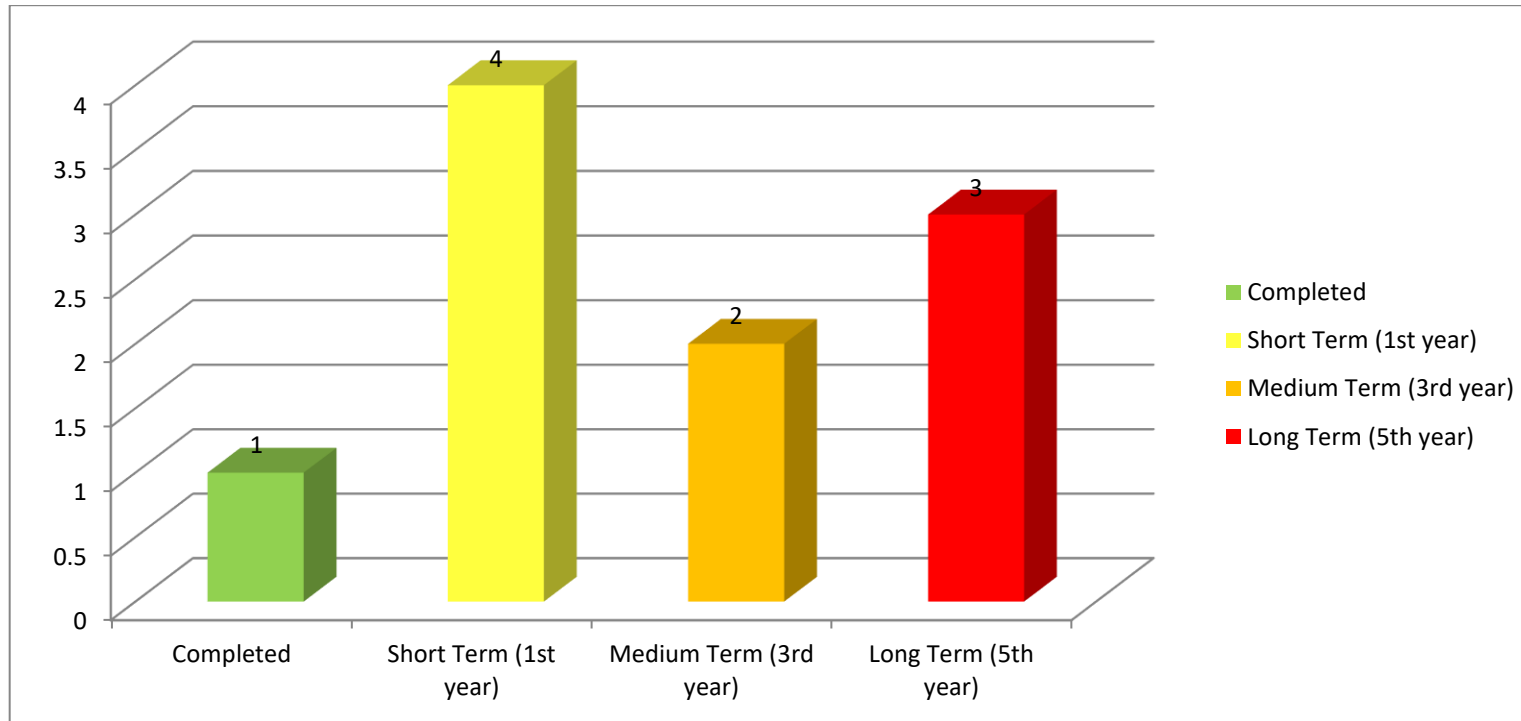
## 8.2.5 Public Transport Strategy

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

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
PTS 1	Explore the opportunities of: <ul style="list-style-type: none"> <li>PTS 1a - maintaining the existing bus services</li> <li>PTS 1b - Enhancing the catchment of this service</li> </ul>	✓	-	-	-		
		-	-	-	✓		
PTS 2	Investigate the potential benefits of establishing a Public Transport Users Group	-	-	✓	-		
PTS 3	Develop a 'Public Transport' Accessibility Sheet for the site	-	✓	-	-		
PTS 4	Compile and disseminate a 'Public Transport' Fact Sheet	-	✓	-	-		
PTS 5	Explore the opportunity of implementing a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
PTS 6	In partnership with Bus Eirrean / Irish Rail and local authority ensure all local bus / rail interchanges display up to date timetables, fare and route information	-	-	✓	-		
PTS 7	Encourage the use / initiatives for buses / rail where feasible for a range of different travel purposes	-	✓	-	-		
PTS 8	Promote the availability of the TaxSaver scheme	-	✓	-	-		
PTS 9	Explore the potential of a Travel Diary incentive / awards scheme	-	-	-	✓		

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

The identified Public Transport Strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in **Figure 8-4** below.



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

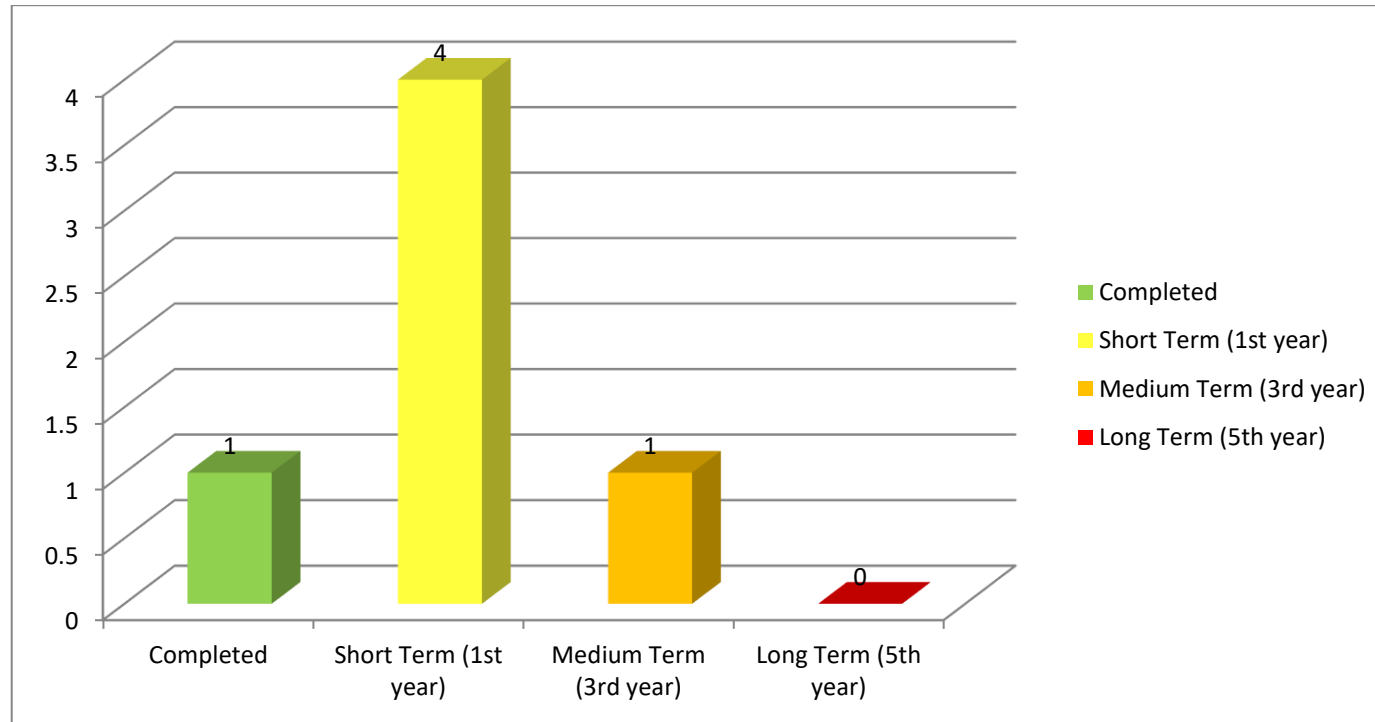
## 8.2.6 Private Car Strategy

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

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
PCS 1	Develop a 'Car' Fact Sheet	-	✓	-	-		
PCS 2	Explore the opportunities of informal arrangements between residents for travel to work	-	✓	-	-		
PCS 3	Encourage use of formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Explore the opportunities of informal arrangements between residents for travel to work / school / college	-	-	✓	-		
PCS 5	Disseminate information about GoCar.ie	-	✓	-	-		
PCS 6	Develop a parking management strategy	✓	-	-	-		

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

The MMP's Private Car strategy promotes a total of 6 measures (inclusive of measures duplicated over a number of years). The preliminary implementation schedule of these private car focused initiatives is outlined in **Figure 8-5** below.



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



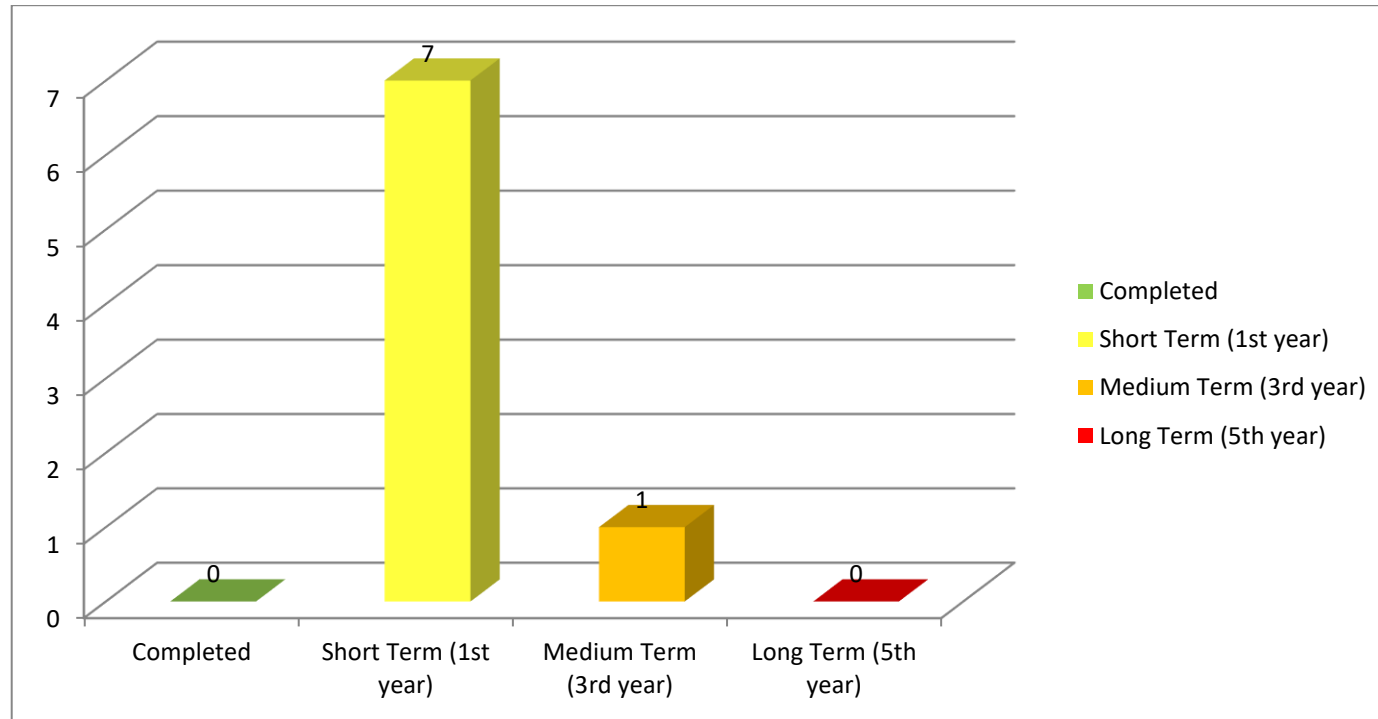
### 8.3 Marketing and Promotion Strategy

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

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
MPS 1	Develop a marketing plan for the MMP	-	✓	-	-		
MPS 2	Compile formal 'Welcome Travel Pack' for each new resident	-	✓		-		
MPS 3	Develop and introduce a dedicated MMP website	-	✓	-	-		
MPS 4	Develop an events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	✓	-	-		
MPS 5	Promote the success of the MMP process internally and externally	-	-	✓	-		
MPS 6	As part of an induction meeting with all new residents, introduce the MMP, its objectives and recommended travel practices	-	✓	-	-		
MPS 7	Develop an MMP App to enhance access to MMP information and events	-	✓	-	-		
MPS 8	Investigate the opportunity for an MMP annual newsletter for distribution to all residents	-	✓	-	-		

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

The preliminary Marketing and Promotion sub-strategy promotes a total of 8 measures (inclusive of measures duplicated over a number of years). The implementation schedule of these measures is outlined in **Figure 8-6** below.



*Figure 8-6: Roll-out of MMP's Marketing and Promotion Initiative*



## **CHAPTER 9**

### **Commercial MMP Measures**

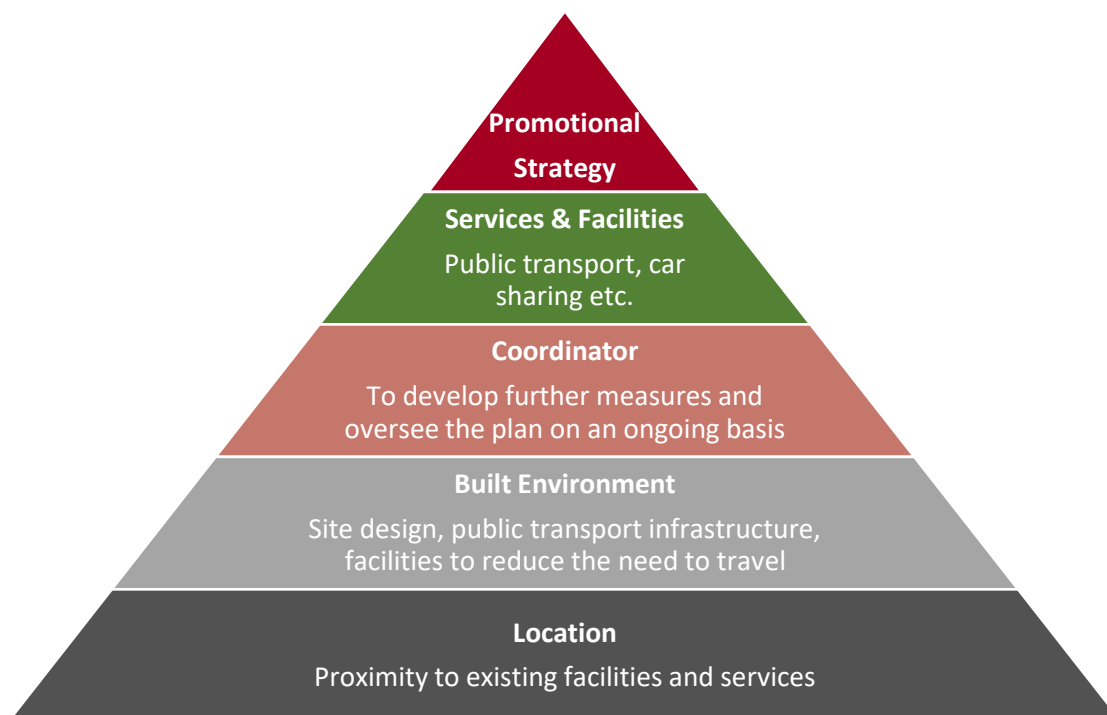
- 9.1 INTRODUCTION**
- 9.2 MODE SPECIFIC MEASURES**
- 9.3 MANAGEMENT & MONITORING MEASURES**
- 9.4 MARKETING & PROMOTION MEASURES**

## 9 COMMERCIAL MMP MEASURES

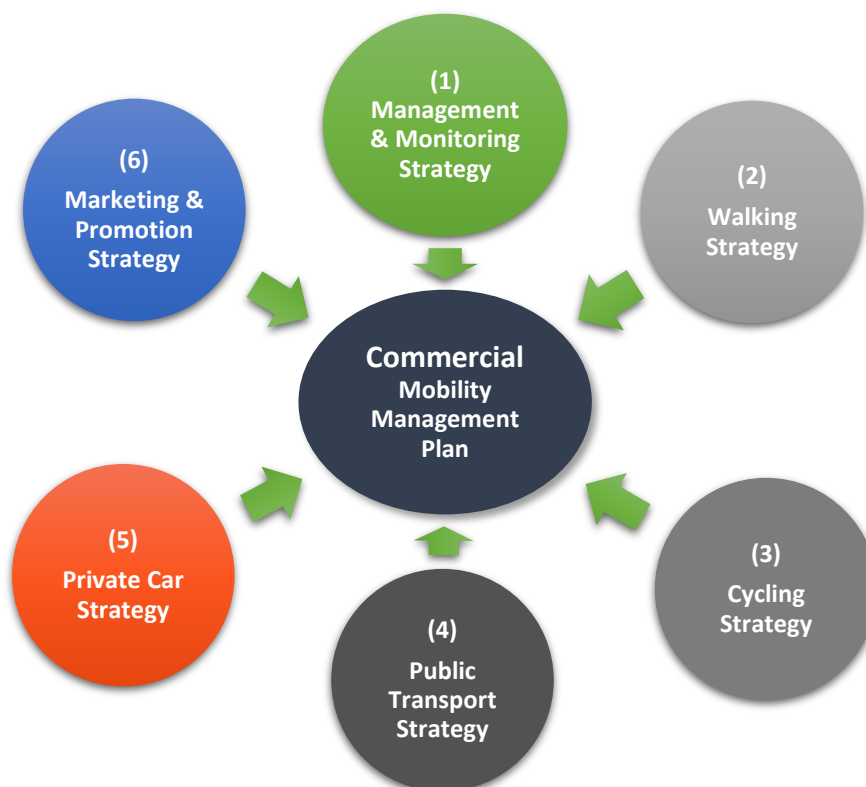
### 9.1 INTRODUCTION

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 at the subject commercial development. The range of initiatives discussed here is by no means exhaustive, but is indicative of the kind of measures available and the processes and resources required to implement them.

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



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



*Figure 9.1: Commercial MMP Action Plan Strategies*

## 9.2 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** which is appended to this document.

## 9.3 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.

#### **9.4 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.



## **CHAPTER 10**

### **Preliminary Commercial Action Plan**

#### **10.1 OVERVIEW**

#### **10.2 MANAGEMENT & MONITORING STRATEGY**

#### **10.3 WALKING STRATEGY**

#### **10.4 CYCLING STRATEGY**

#### **10.5 PUBLIC TRANSPORT STRATEGY**

#### **10.6 PRIVATE CAR STRATEGY**

#### **10.7 MARKETING & PROMOTION STRATEGY**

## 10 PRELIMINARY COMMERCIAL ACTION PLAN

### 10.1 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).

### 10.2 MANAGEMENT & MONITORING STRATEGY

#### 10.2.1 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 the management of the Commercial MMP will also actively seek a partnership approach with the various occupiers of the office, retail and commercial units as part of the continued development of the MMP.

#### 10.2.2 MMP Monitoring

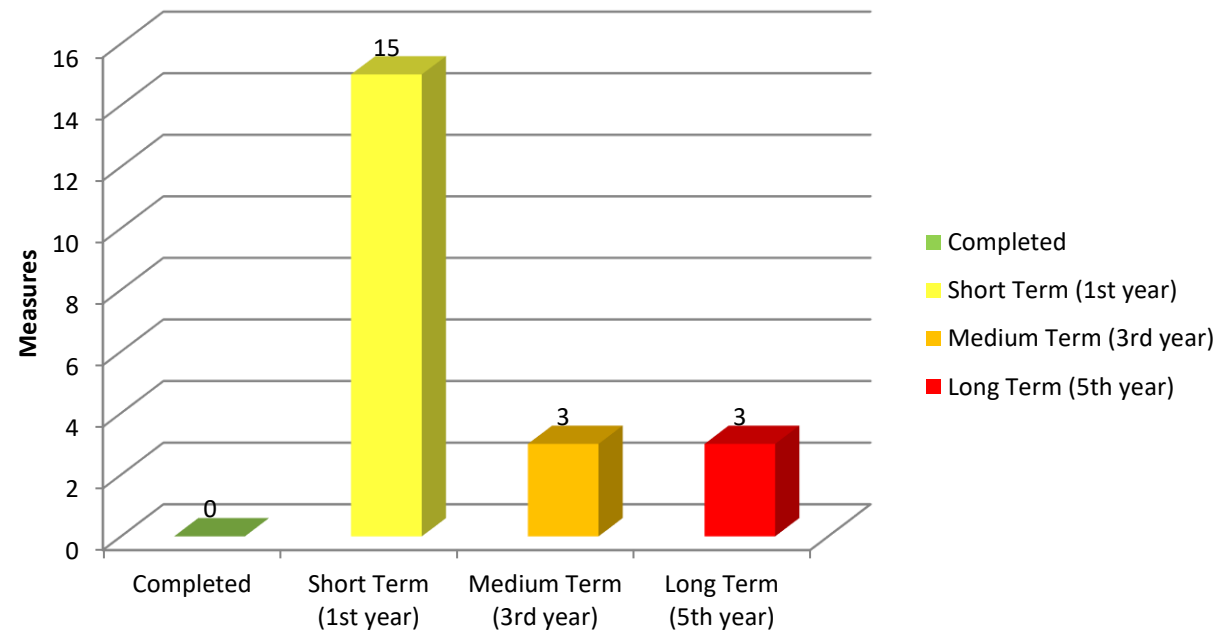
It is essential that the continued rollout and subsequent impact of the Commercial MMP initiatives are monitored on a regular basis for the following principal reasons;

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

*Table 10-1: Preliminary Schedule of Commercial MMP's Management & Monitoring Initiatives*

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
<b>MMS 1</b>	Appointment of a Mobility Manager for the overall site	-	✓	-	-		
<b>MMS 2</b>	Establish Commercial MMP Steering Group with representatives from the various occupiers and meeting / reporting arrangements	-	✓	-	-		
<b>MMS 3</b>	Nominate Commercial MMP 'Champion' and role (Senior Management) within each company occupying the development	-	✓	-	-		
<b>MMS 4</b>	Establish Commercial MMP 'Charter' and confirm senior management support for; <ul style="list-style-type: none"> <li>MMS 4a – Commercial MMP memorandum of understanding</li> <li>MMS 4b – Identify and agree Commercial MMP objectives</li> <li>MMS 4c – Review and establish Commercial MMP targets</li> </ul>	-	✓ ✓ ✓	- - -	- - -		
<b>MMS 5</b>	In partnership with Local Authority review funding opportunities and potential budgets for; <ul style="list-style-type: none"> <li>MMS 5a – Setting up and launching the Commercial MMP</li> <li>MMS 5b – Annual Commercial MMP management costs</li> <li>MMS 5c – Participation in calendar of events</li> <li>MMS 5d – Commercial MMP incentives</li> <li>MMS 5e – Commercial MMP facilities</li> <li>MMS 5f – Commercial MMP training requirements</li> </ul>	-	✓ ✓ - - - ✓	- - ✓ - ✓ -	- - - ✓ - -		
<b>MMS 6</b>	Establish 'External' engagement contacts and collaboration programme.	-	✓	-	-		
<b>MMS 7</b>	Agree Monitoring and Reporting Programme with respect to; <ul style="list-style-type: none"> <li>MMS 7a – Employee Travel Surveys</li> <li>MMS 7b – Roll out / uptake of Commercial MMP initiatives</li> <li>MMS 7c – Commercial MMP Budgets</li> <li>MMS 7d – Commercial MMP performance (KPI's)</li> </ul>	-	✓ ✓ ✓ ✓	- - - -	- - - -		
<b>MMS 8</b>	Facilitate the establishment and operation of mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
<b>MMS 9</b>	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices.	-	-	-	✓		
<b>MMS 10</b>	Appoint an employee 'Champion' within each organisation for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
<b>MMS 11</b>	A Sustainable Travel Pack to be provided to new employees	-	✓	-	-		

The identified Management and Monitoring strategy promotes a total of 21 measures. The implementation schedules of these measures are outlined in **Figure 10-1** below.



*Figure 10-1 Roll-out of Commercial MMP's Management & Monitoring Initiatives*



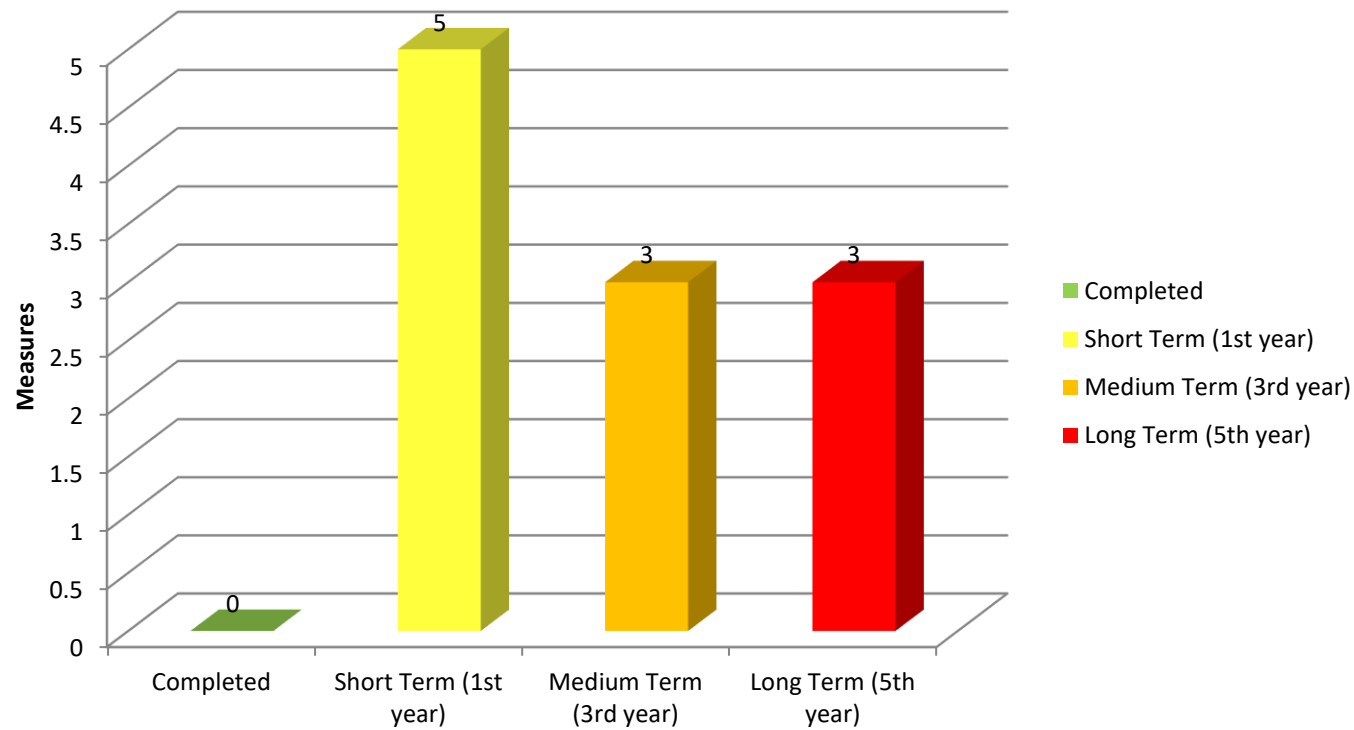
### 10.2.3 Walking Strategy

The status and preliminary scheduling of the principal walking focused initiatives of the Commercial MMP to be developed in conjunction with the various occupiers/organisations of the office, retail and commercial units are outlined in the **Table 7-2** below.

*Table 10-2: Preliminary Schedule of Commercial MMP's Walking Initiatives*

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
<b>WS 1</b>	Develop a 'Walking' Accessibility Sheet for the site.	-	✓	-	-		
<b>WS 2</b>	Create a calendar of 'Walking' Events and incentives in conjunction with various occupiers.						
	• WS 2a – Participate in the annual walking challenges	-	✓	-	-		
	• WS 2b – Pedestrian Training	-	✓	-	-		
	• WS 2c – Travel diary with incentive / awards scheme	-	-	✓	-		
	• WS 2d – Coordinated with PT events	-	-	-	✓		
	• WS 2e - Promote walking through periodic organised walking events or lunchtime walks	-	-	✓	-		
<b>WS 3</b>	Set up a 'buddying' scheme to address personal security issues of walking.	-	-	✓	-		
<b>WS 4</b>	Undertake route audit and implement a review program to ensure appropriate infrastructure is provided / upgraded to meet walking and accessibility requirements for;						
	• WS 4a - Internal routes on-site	-	✓	-	-		
	• WS 4b - External routes to key off-site destinations	-	-	-	✓		
<b>WS 5</b>	Develop a 'Walking' Fact Sheet	-	✓	-	-		
<b>WS 6</b>	Introduce a Sli na Sláinte or similar walking route on-site	-	-	-	✓		

The Commercial MMP's Walking Strategy promotes a total of 11 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Figure 10-2** below.



*Figure 10-2: Roll-out of Commercial MMP's Walking Initiatives*

### 10.2.4 Cycling Strategy

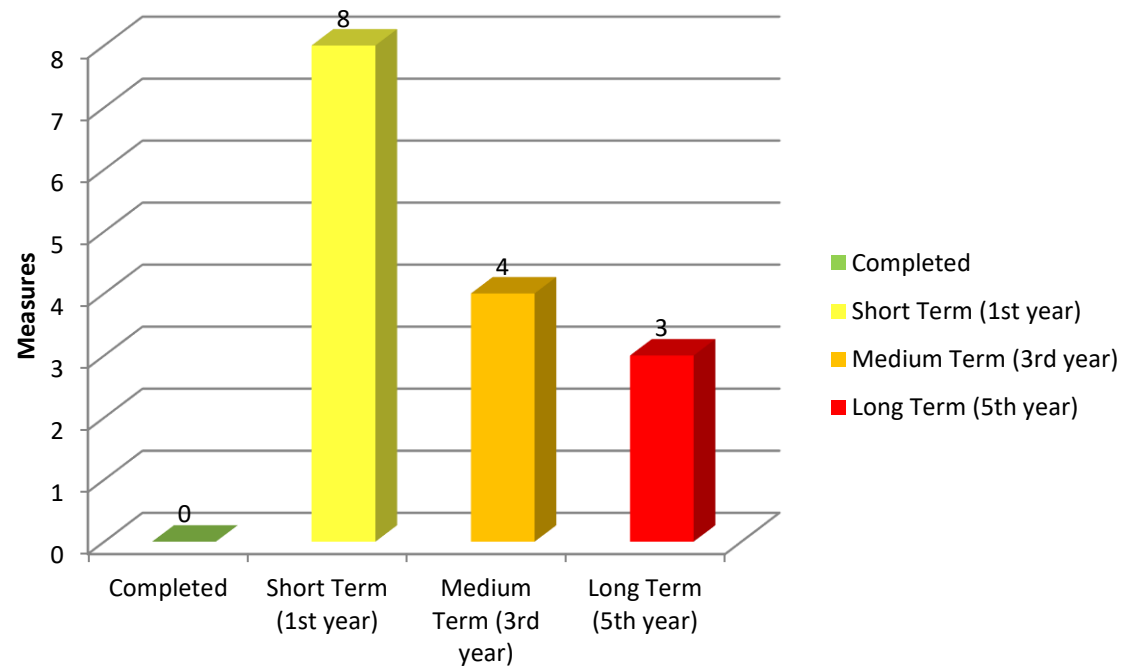
The status and preliminary scheduling of the principal cycling focused initiatives of the Commercial MMP to be developed in conjunction with the various occupiers/organisations are outlined in the **Table 7-3** below.

*Table 10-3: Preliminary Schedule of Commercial MMP's Cycling Initiatives*

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
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 <ul style="list-style-type: none"> <li>Participate in National Bike Week events (see bikeweek.ie)</li> </ul>	-	✓	-	-		
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). Introduce a Cycle to Work scheme and promote through in-house bike displays from suppliers	-	-	✓	-		
CS10	Provide Cyclists' equipment to borrow (pump, Allen keys, lights, puncture repair kit)	-	✓	-	-		
CS11	Introduce 'fleet bikes' to borrow for business travel <ul style="list-style-type: none"> <li>Fleet bikes</li> <li>Electric Bikes</li> </ul>	-	-	-	✓		
CS12	Arrange tours of cycling facilities on site	-	✓	-	-		

<b>CS13</b>	Publicise details of cycle parking and changing facilities – this can be online as well as on noticeboards, at entrances, restrooms and cycling parking	-	✓	-	-		
<b>CS13</b>	Explore the opportunity to Install showers to cater for cyclists travelling longer distances by bike	-	-	✓	-		
<b>CS14</b>	Survey and improve cyclists' (and walkers') changing, storage, and locker facilities to encourage cycling and cater for demand. If your workplace has a formal dress code, look at provision of hairdryers, irons, hanging areas for clothes and so on. Look at cleaning and maintenance schedules for facilities to ensure they are clean and in good working order.	-	-	-	✓		

The Commercial MMP's Cycling Strategy promotes a total of 15 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Figure 10-3** below.



*Figure 10-3: Roll-out of Commercial MMP's Cycling Initiatives*

### 10.2.5 Public Transport Strategy

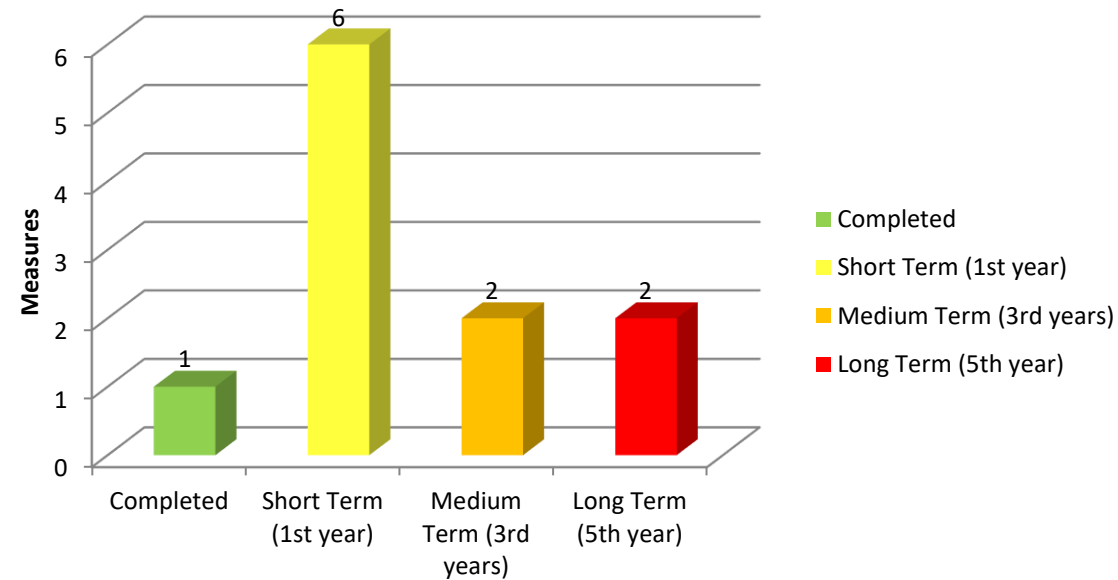
The status and preliminary scheduling of the principal public transport focused initiatives of the Commercial MMP to be developed in conjunction with the various occupiers/organisations are outlined in the **Table 10-4** below.

*Table 10-4: Preliminary Schedule of Commercial MMP's Public Transport Initiatives*

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
<b>PTS 1</b>	Explore the opportunities of; <ul style="list-style-type: none"> <li>PTS 1a – maintaining the existing bus services</li> <li>PTS 1b – Enhancing the catchment of these services</li> </ul>	✓	-	-	-		
<b>PTS 2</b>	Investigate the option to enable staff to purchase both annual and monthly TaxSaver tickets on a monthly basis	-	✓	-	-		
<b>PTS 3</b>	Establish a Public Transport Users Group	-	✓	-	-		
<b>PTS 4</b>	Develop a 'Public Transport' Accessibility Sheet for the site <ul style="list-style-type: none"> <li>Display a local area map with public transport stops or route numbers marked – this can go online and on notice boards</li> </ul>	-	✓	-	-		
<b>PTS 5</b>	Develop a 'Public Transport' Fact Sheet	-	✓	-	-		
<b>PTS 6</b>	Create a calendar of 'Public Transport' Events and incentives	-	-	-	✓		
<b>PTS 7</b>	In partnership with Bus Eireann and local authority ensure all local bus / LUAS interchanges display up to date timetables, fare and route information	-	-	✓	-		
<b>PTS 8</b>	Encourage the use / initiatives for buses / LUAS where feasible for a range of different travel purposes <ul style="list-style-type: none"> <li>Promote the Leap card for public transport. In larger sites, investigate selling and topping up the card on-site.</li> </ul>	-	✓	-	-		
<b>PTS 9</b>	Promote the availability of the TaxSaver scheme for staff	-	✓	-	-		
<b>PTS 10</b>	Travel diary with incentive / awards scheme <ul style="list-style-type: none"> <li>Explore opportunity to include one-month trial ticket for public transport and timetable information in employee induction packs</li> </ul>	-	-	✓	-		



The identified Public Transport strategy promotes a total of 11 measures. The implementation schedule of these measures is outlined in **Figure 10-4** below.



*Figure 10-4: Roll-out of Commercial MMP's Public Transport Initiatives*

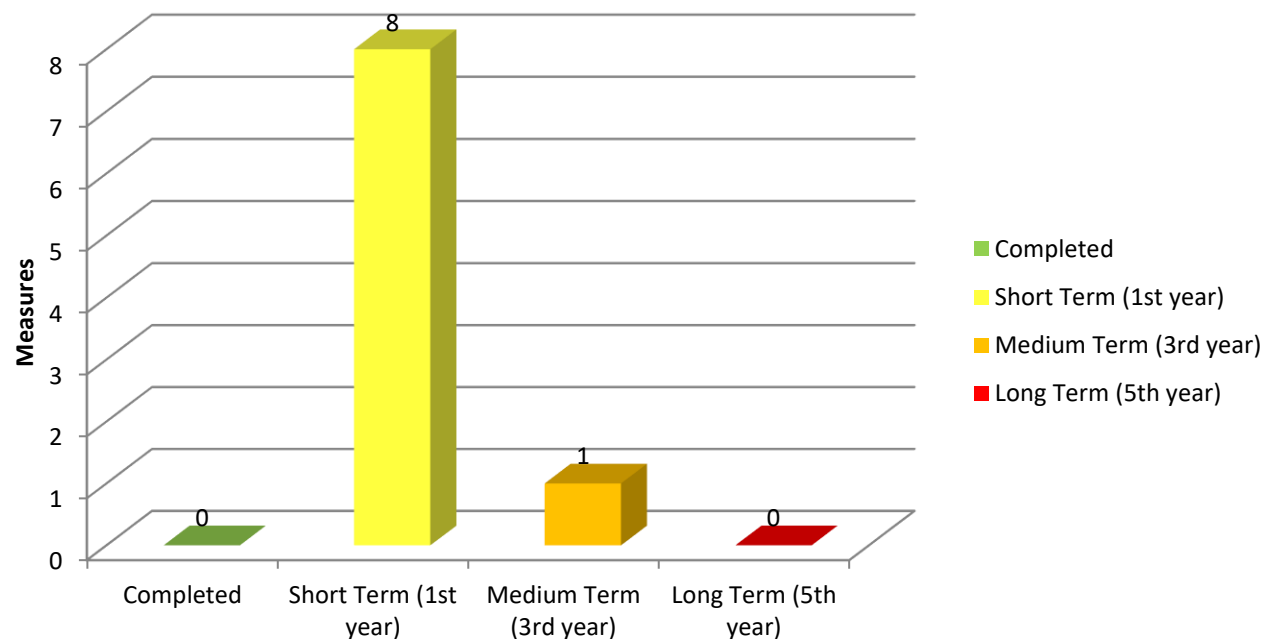
### 10.2.6 Private Car Strategy

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the Commercial MMP to be developed with in **Table 10-5** conjunction with the various occupiers/organisations are outlined in the below.

*Table 10-5: Preliminary Schedule of Commercial MMP's Private Car Initiatives*

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
<b>PCS 1</b>	Develop a 'Car' Fact Sheet	-	✓	-	-		-
<b>PCS 2</b>	Explore the opportunities of informal arrangements between staff for travel to work <ul style="list-style-type: none"> <li>Set up a company carpooling scheme.</li> <li>Hold coffee mornings for potential carpoolers to find out what is involved &amp; see a demo of the site or app</li> <li>Develop a carpooling policy</li> <li>Raffle a car service, petrol vouchers, travel mugs and such for carpoolers every quarter</li> </ul>	-	✓ ✓ ✓ ✓	-	-		
<b>PCS 3</b>	Encourage use of formal car sharing website ( <a href="http://www.carsharing.ie">www.carsharing.ie</a> )	-	✓	-	-		
<b>PCS 4</b>	Disseminate information about GoCar.ie	-	✓	-	-		-
<b>PCS 5</b>	Management of onsite car park including the designation of the limited number of car parking spaces	-	✓	-	-		
<b>PCS 6</b>	Allocate carpooling parking bays in a priority location (for example closest to entrances)	-	-	✓	-		

The Commercial MMP's Private Car Strategy promotes a total of 9 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in **Figure 10-5** below.



*Figure 10-5: Roll-out of Commercial MMP's Private Car Initiatives*

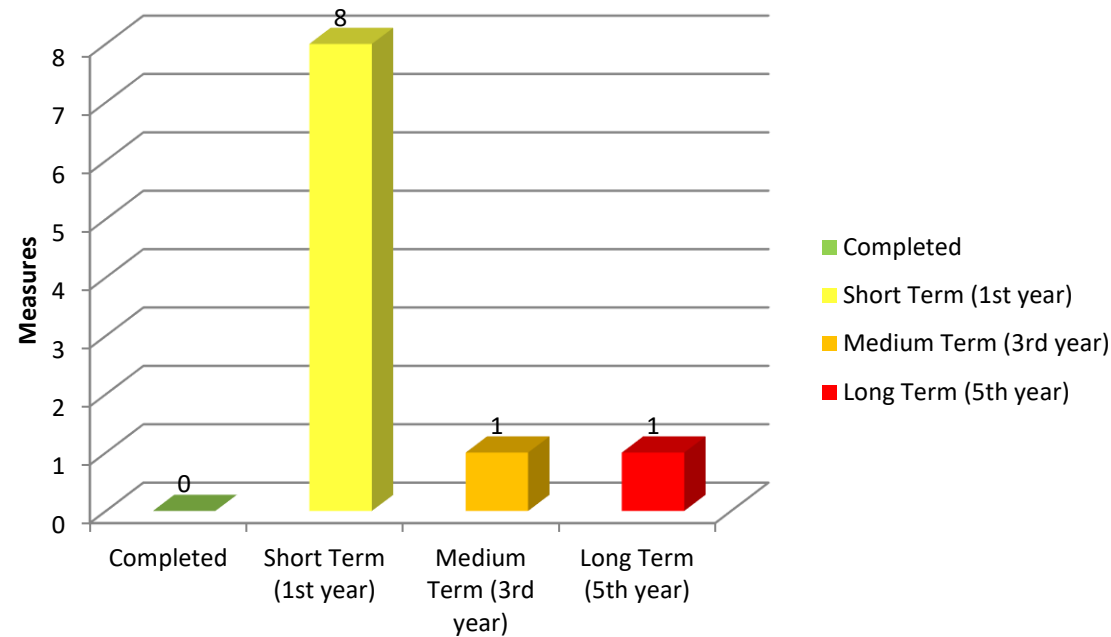
### 10.2.7 Marketing & Promotion Strategy

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

*Table 10-6: Preliminary Schedule of Commercial MMP's Marketing & Promotion Initiatives*

Ref	Initiative	Implementation Year				Lead Party	Comments
		Completed	Short (1 <sup>st</sup> year)	Medium (3 <sup>rd</sup> year)	Long (5 <sup>th</sup> Year)		
<b>MPS 1</b>	Develop a marketing plan for the Commercial MMP	-	✓	-	-		
<b>MPS 2</b>	Compile formal 'Sustainable Travel' induction package or 'Welcome Travel Pack' for each employee	-	✓	-	-		
<b>MPS 3</b>	Explore the opportunity of developing and introduce a dedicated MMP website	-	✓	-	-		
<b>MPS 4</b>	Develop an Events calendar with 3 to 4 events per year and a supporting promotion strategy to market each event	-	-	✓	-		
<b>MPS 5</b>	Incorporate section / report success etc. of Commercial MMP process in company newsletters or notice boards and other information dissemination initiatives	-	-	-	✓		
<b>MPS 6</b>	As part of Induction Meeting with employees introduce the Commercial MMP, its objectives and recommended travel practices	-	✓	-	-		
<b>MPS 7</b>	Develop Commercial MMP App to enhance access to MMP information and events	-	✓	-	-		
<b>MPS 8</b>	Investigate the opportunity for a Commercial MMP annual newsletter for distribution to all employees	-	✓	-	-		
<b>MPS 9</b>	Publicise Real Time Passenger Information apps and website – see <a href="http://www.transportforireland.ie">www.transportforireland.ie</a>	-	✓	-	-		
<b>MPS 10</b>	Publicise the national door to door multi-modal journey planner on <a href="http://www.transportforireland.ie">www.transportforireland.ie</a>	-	✓	-	-		

The preliminary Marketing and Promotion sub-strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in **Figure 10-6** below.



*Figure 10-6: Roll-out of Commercial MMP's Marketing & Promotion Initiatives*





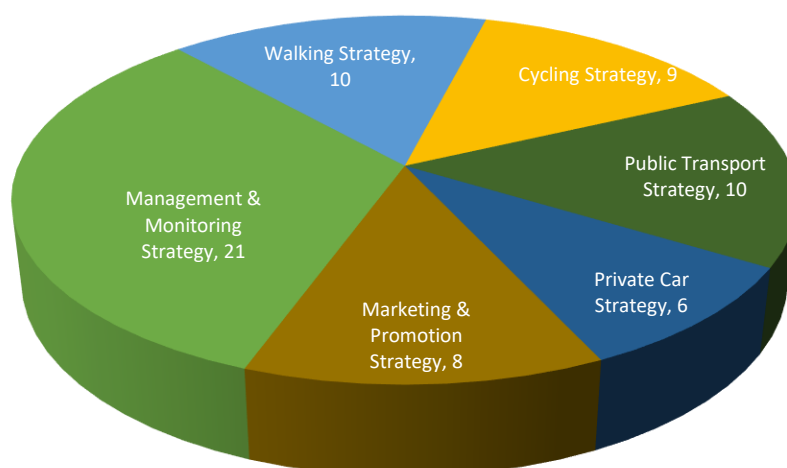
## 11 SUMMARY AND CONCLUSION

### 11.1 SUMMARY

DBFL Consulting Engineers (DBFL) have been commissioned by Marina Quarter Limited to compile a Mobility Management Plan (MMP) for a proposed mixed-use development at The Former Ford Distribution Site, fronting onto Centre Park Road, Ballintemple, Cork. The proposed development will consist of the construction of 176 no. 1, 2 and 3 bed apartment units in 2 no. blocks, 1 no. creche, 1 no. gym, a retail/café space and all associated ancillary development works.

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 **78** initiatives across **6** sub strategy themes as presented in the Pie Chart **Figure 11-1** below.

The implementation schedule of identified 64 MMP initiatives is outlined in the **Figure 11-2** below. A total of 33 initiatives (or 51%) of the action plan initiatives are set out to be implemented within 1 year of the development being occupied. The second year will have 15 initiatives (or 23%) and 15 (23%) initiatives for the third year.



*Figure 11-1: MMP Sub Strategy Themes & Initiatives*

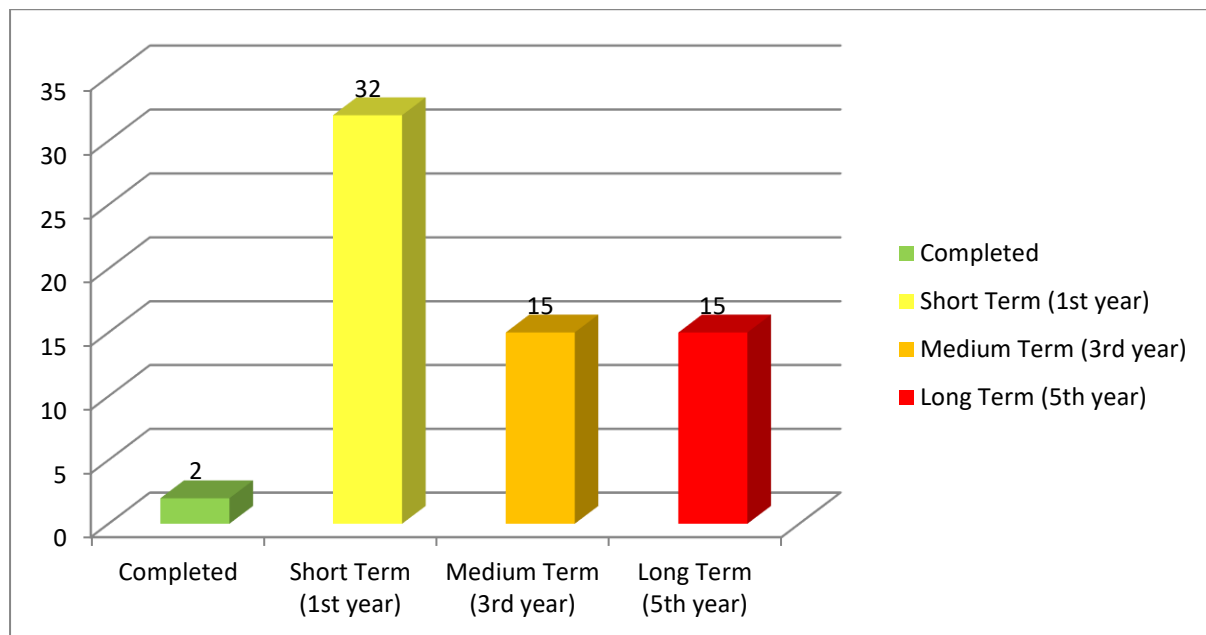
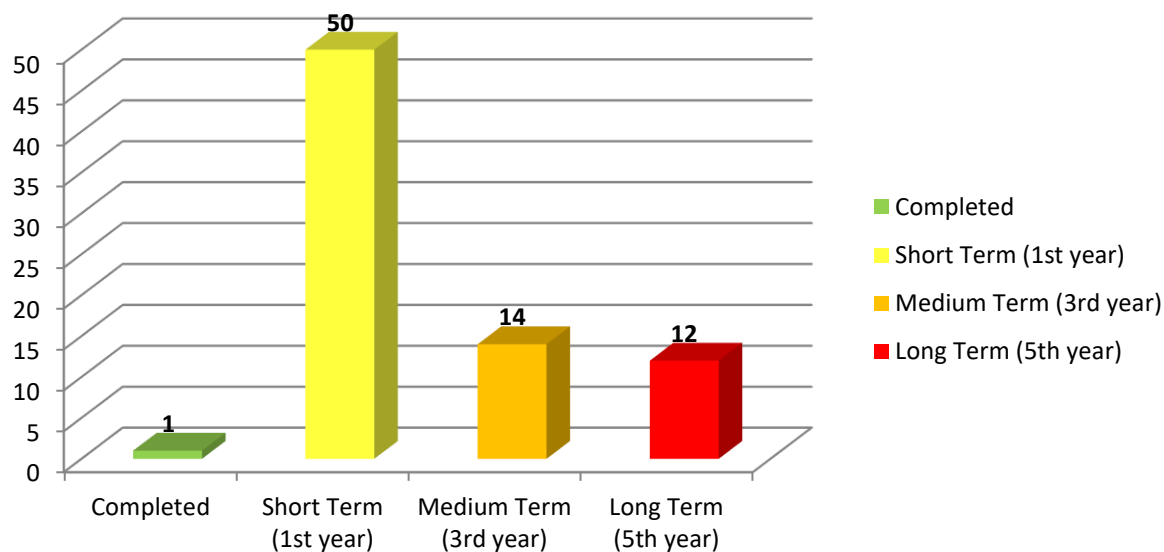


Figure 11-2: Roll-out of MMP's Initiatives

The implementation schedule of the identified **77** Commercial MMP initiatives is outlined in in **Figure 11-3** below. A total of 1 initiatives (or 1%) of the action plan have already been completed, with a further 50 initiatives (or 65%) to be implemented within 1 year of the commercial units within the proposed development being occupied. The second year will have 14 initiatives (or 18%) and 12 (15%) initiatives for the third year.



Figure 11-3: Commercial MMP Sub Strategy Themes & Initiatives



*Figure 11-4: Roll-out of Commercial MMP's 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 development are outlined and presented to the local authority, and
- through a partnership approach between the developers and the local planning authority, the Preliminary Action 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 both parties.



## **Appendix A : Residential Mode Specific Measures**

## Mode Specific Measures

### A1.1 Car Usage – Car Sharing

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

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

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

The benefits of car sharing:

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

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

### A1.2 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 cork 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](http://www.gocar.ie).

### **A1.3 Public Transport – Bus**

The residential development will be served by Bus Éireann services with bus routes passing in close proximity to the subject site near Centre Park Road area. The bus stops are located in close proximity with the closest bus stop at 700m from the subject site with frequent services operating daily.

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.

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.).



## **A1.4 Walking**

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

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

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

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

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

## **A1.5 Cycling**

The residential development is well located for cycling journeys and this mode of travel should be encouraged with the provision of a wide range of routes within the development and new links to

existing and future major routes in the local area. A distance of up to 10km is considered reasonable for cycling. This distance is only indicative but can help to define target groups.

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

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

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



## **Appendix B : Residential Management & Monitoring Measures**

## Management & Monitoring Measures

### B1.1 Introduction

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

### B1.2 Management Structure & Roles

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

#### *Mobility Manager*

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

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

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

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

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

### ***Residents Group***

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

## **B1.3 Monitoring**

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

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

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

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

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

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

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

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



## **Appendix C : Residential Marketing Measures & Promotion Measures**



## Marketing Measures

### C1.1 Raising Awareness, Marketing & Promotion

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

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

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

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

### C1.2 Sustainable Travel Pack

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

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

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

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

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

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

### **C1.3 Personalised Travel Plan**

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

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

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

#### **C1.4 Online Website**

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

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

#### **C1.5 Smart Device Travel App**

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

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



## **Appendix D : Commercial Mode Specific Measures**

## Mode Specific Measures

### D1.1 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](http://www.carsharing.ie). It is an all-island service for the public and is free of charge to use.

The benefits of car sharing:

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

### D1.2 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 Cork 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](http://www.gocar.ie).

### **D1.3 Public Transport - Buses**

The proposed development will be served by Bus Éireann services with bus routes passing in close proximity to the subject site near Centre Park Road area. The bus stops are located in close proximity with the closest bus stop at 700m from the subject site with frequent services operating daily.

### **D1.5 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.

## **D1.6 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.

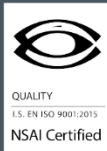
The on-site cycle facilities will be linked to the existing off-site cycle routes.

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. The MMP will highlight that many of these are available at trip end destinations:

- the provision of “pool” bicycles for short distance travel
- the provision of well-located high quality cycle parking facilities
- storage, changing and shower facilities for cyclists
- arrange tours of cycling facilities for interested / new employees







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