

**Hartfield Place LRD, Swords Road,
Whitehall, Dublin 9**

**Mobility Management Plan
232306-PUNCH-XX-XX-RP-C-0002**

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1 Executive Summary

This Mobility Management Plan (MMP) has been prepared for EW Property Limited to accompany a planning application for the permission of a new Large Scale Residential Development at Swords Road, Whitehall, Dublin 9.

The applicant, EW Property Limited, recognises the need for all significant transport generators to play a role in meeting the objectives set out in the Department of Transport Document titled “National Sustainable Mobility Policy” which outlines a strategic framework for active travel and public transport journeys to help Ireland meet its climate action obligations to achieve a 51% reduction in carbon emissions by 2030.

This MMP therefore outlines the provisions proposed to be put in place as a means of reducing car dependency associated with the development in the interest of compliance with the following sustainable transport initiatives:

1. National Sustainable Mobility Policy which sets out a strategic framework to 2030 for active travel which will provide at least 500,000 additional daily active travel and public transport journeys and a 10% reduction in kilometres driven by fossil fuelled cars by 2030 in line with metrics set out in the Climate Action Plan 2021.
2. The National Cycling Policy Framework 2010 Target, which provides that cycling will be developed in Ireland to the extent that 10% of all trips, including commuting, will be by bike by 2020;
3. Greater Dublin Area Transport Strategy 2022-2042; Specifically calling to Priorities 1 and 2 which state

“Priority 1: Undertake strategic transport planning seeking the optimal alignment of land use and transport policy and practice, enabling an increased proportion of travel by sustainable transport modes.

Priority 2: Promote the use of more sustainable modes of transport”

The key MMP proposals being put forward in relation to the development are:

1. The proposals incorporate elements of the strategic vision of ‘The Greater Dublin Area Transport Strategy; which aims to *“Provide a sustainable, accessible and effective transport system for the Greater Dublin area which meets the region’s climate change requirements, serves the needs for urban and rural communities, and supports the regional economy”*
2. Cycling facilities have been prioritised including bicycle parking and showering/locker facilities.

This MMP sets out the key proposals for the development based on current transportation data for the development. The applicant (EW Property Limited) has confirmed an unreserved adherence to the principles of Smarter Travel.

EW Property Limited will encourage residents to promote the achievement of Smarter Travel mobility targets individually and co-operatively through various measures outlined herein.

This MMP is to be considered an active document and may be amended and added to in the future to achieve the sustainable transport targets set. It is recommended that a Mobility Manager/Travel Coordinator is appointed to promote this MMP. Templates and checklists are provided with this MMP to assist in achieving the sustainable travel objectives set out therein.

2 Introduction

This Mobility Management Plan (MMP) has been prepared to accompany an LRD Application for amendments to permitted development ABP 313289-22 for Apartments, Creche and Associated Works at a site at 'Hartfield Place', Swords Road, Whitehall, Co. Dublin. The proposed amendments include the replacement of the permitted basement with a semi-basement under blocks D, E and part of the communal open space. The amendments will result in a change in height to all blocks, alteration to and reduction of the number of car parking spaces on site, alteration to the cycle parking locations, and changes to the open space layout. Amendments to the internal layout of Blocks A, B, C, D & E resulting in the increase in the total number of units by 29 units, with an overall total of 334 units. The development also includes an upgrading of the junction between Swords Road and Iveragh Road to a 4-arm signalised junction providing new vehicular access to the proposed development site.

The proposed works are outlined in a series of architectural drawings prepared and by C+W O'Brien Architects supplied as part of this planning submission.

2.1 Site Location

The proposed development is located at Swords Road, Whitehall, Dublin 9 to be known as Hartfield Place. The proposed site is a 1.29-hectare, predominantly greenfield site with a relatively flat topography and falls within the remit of Dublin City Council.

It is proposed that vehicular traffic will access the development from Swords Road to the northwest of the site via a proposed fourth arm at the signalised junction. Pedestrian and cyclists will also be able to access the site from this proposed entry along the Swords Road, via footpaths and cycle paths on both sides of the road as well as several other pedestrian/cyclist entry points along the east, south and west of the site. Refer to the architectural plan drawings provided by C+W O'Brien Architects.

The site is bounded by the R132 and residential developments to the west, a brownfield site with temporary structures to the north, Whitehall GAA football pitches to the north-east, and further residential properties to the east and south. The site also partially overlies Dublin Port Tunnel.

The site location in relation to the wider road network is shown in Figure 2-1 below.

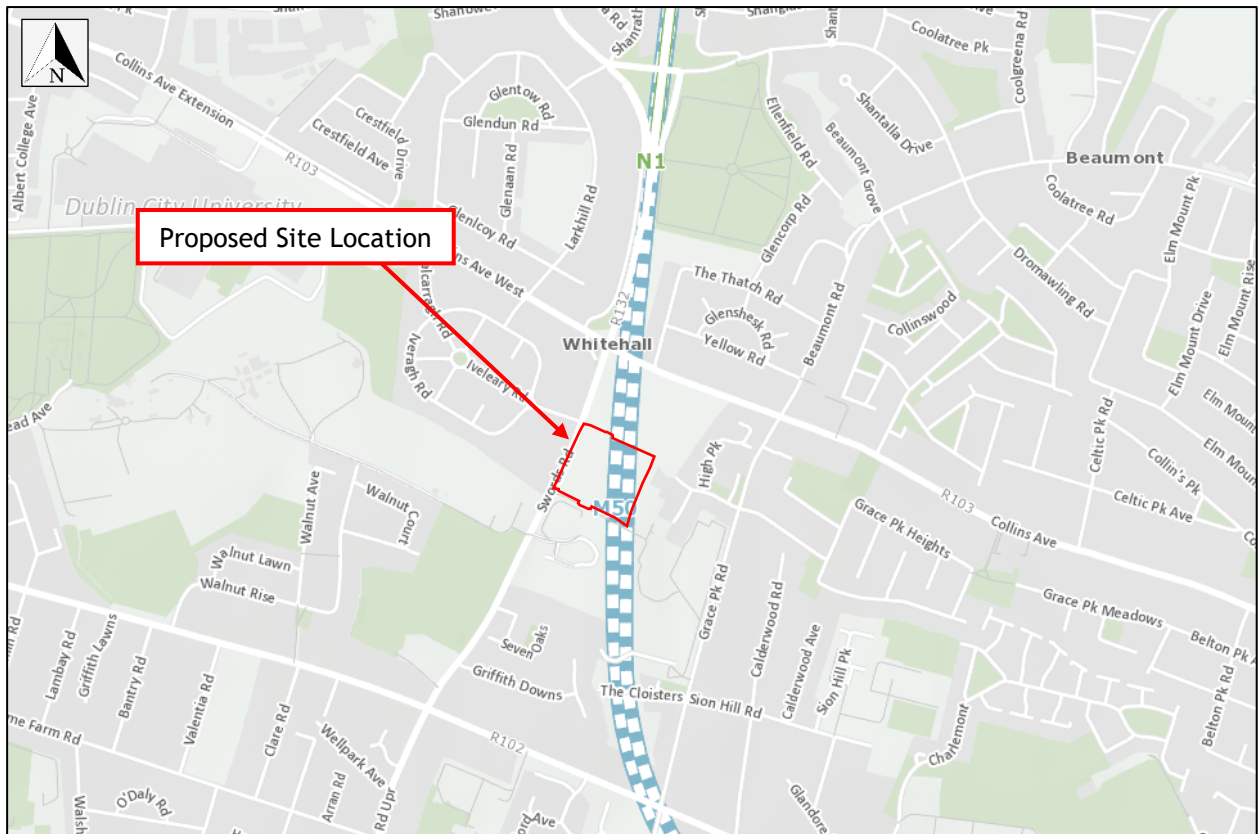


Figure 2-1: Location Map of the Site and Surrounding Road Network. (Ref Open Street Map)

2.2 Objectives of the Plan

This Plan outlines the provisions that the applicant proposes to put in place as a means of promoting sustainable transport, active travel and reducing car dependency associated with Hartfield Place, in the interest of compliance with the following sustainable transport initiatives:

1. Department of Transport National Policy
2. National Sustainable Mobility Policy
3. National Development Plan 2021-2030
4. The National Climate Mitigation Plan and Climate Adaptation Framework
5. The National Energy Efficiency Action Plan
6. National Sustainable Management Policy
7. Climate Action Plan 2021
8. Project Ireland 2040
9. Greater Dublin Area Transport Strategy 2022-2042
10. Dublin City Council Development Plan 2022-2028
11. Dublin City Development Plan ('Chapter 8: Sustainable Movement and Transport' and '8.5.2 Effective Integration of Land Use and Transportation' and 'Table 15-1: Thresholds for Planning Applications')
12. Eastern & Midland Regional Spatial Economic Strategy ('Section 8.3 Framework for the Integration of Transport planning with Spatial Planning Policies' and Regional Policy Objective 8.7 stating "RPO 8.7: To promote the use of mobility management and travel plans to bring about behaviour change and more sustainable transport use")
13. Smarter Travel - National Cycle Policy Framework 2009-2020
14. The National Cycle Manual 2011
15. The National Cycling Policy Framework 2010
16. Cycle Design Manual 2023
17. Greater Dublin Area Cycle Network Plan 2023
18. The need to reduce transport emissions to meet EU greenhouse gas reduction targets
19. The need to reduce traffic congestion, particularly at peak commuting times
20. Design Manual for Urban Roads and Streets 2019
21. Geometric Design of Junctions, DN-GEO-03060 2023

We consider that a site-specific Mobility Management Plan (or Workplace Travel Plan) can only be fully developed and implemented once the residents travel behaviour is known and when the development is occupied. This initial Mobility Management Plan sets out the key infrastructural proposals and modal split targets for the development in general terms.

The Mobility Management Plan can lead to benefits, such as offering substantial savings by suggesting alternatives to travelling from the residential development, primarily to and from work (other than by car), allowing commuters to avail of a healthier lifestyle by incorporating exercise into the daily commute and reducing stress experienced by residents caused by lack of alternatives in commuting to work.

The Mobility Management Plan specific to the nature and location of the development will consist of a package of sustainable measures aimed at increasing sustainable travel as well as details of existing sustainable travel options. These measures can include facilitating walking, cycling and car sharing schemes. Soft measures such as education, information and awareness can also be used.

The Mobility Management Plan can be developed once the development is fully occupied. The new development will cater for both vehicular and pedestrian traffic and includes provision of bicycle parking, and parking dedicated for car-sharing.

Measures laid out in the Mobility Management Plan will aim to reduce the number of people travelling to the development by car, promote the use of public transport and encourage users to use more sustainable methods of travelling. Please refer to Figure 3-8 and Figure 3-11 for details of the nearby rail and bus stops in the vicinity of the proposed development site.

The MMP should be considered as a dynamic process where a package of measures and campaigns are identified, piloted and monitored on an ongoing basis. The nature of the plan therefore changes during its implementation in that some measures prove successful and are therefore retained while others are not supported and are discarded. It is important that the plan retains the support of users and receives continuous monitoring. Feedback and active management of the plan is required for it to continue to be successful.

2.3 Census Data

The existing motor car availability and mode share by trip purpose, was obtained from 2022 CSO census data, Small Area Population Statistics (SAPS) data and Small Area Population Maps (SAPMAP). The area being represented by the data is shown outlined in Figure 2-2 and Figure 2-3. The data is shown in Table 2-1 and Table 2-2. Motor car availability was shown to be very high with 78.26% of total respondents having some availability at a Small Area level and 75.82% of respondents having some availability at an Electoral Division Level. Using a private vehicle is the most common mode of commuting, accounting for 32.55% of all trips to school or work at the Small Area level and 36.49% at the Electoral Division level. Walking/cycling is the next most popular, comprising 22.64% and 25.23% of trips respectively. It is noteworthy that public transport is also significant at around 18.40% and 18.70% respectively.

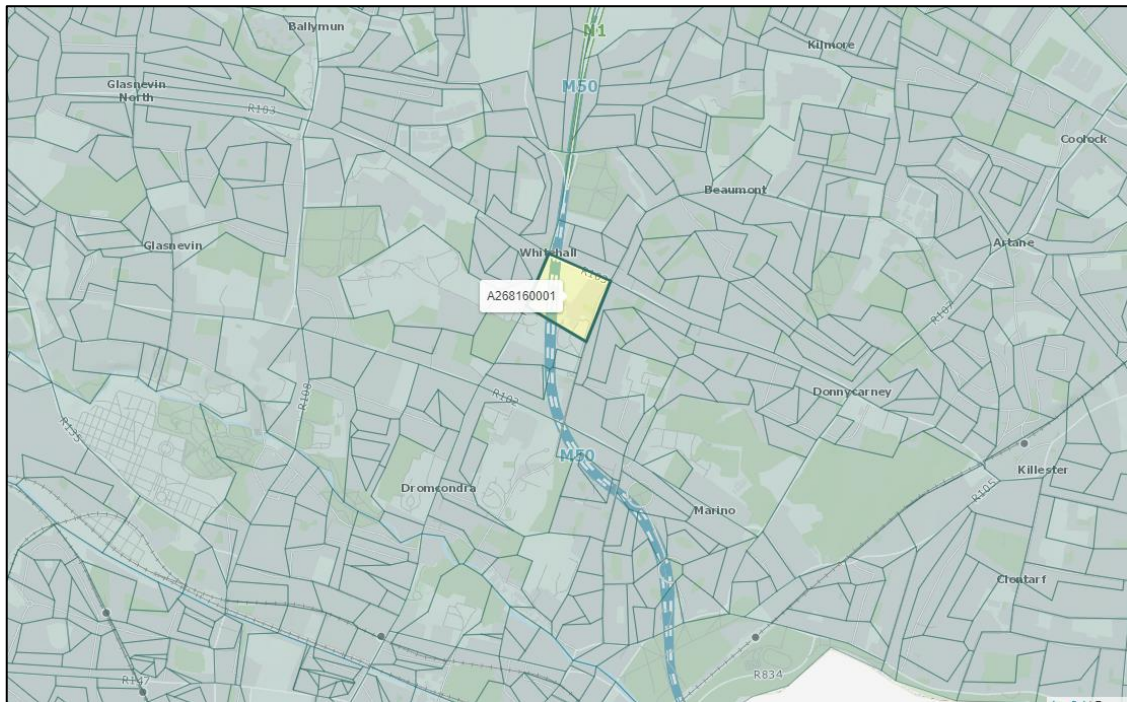


Figure 2-2: Central Statistics Office - Census 2022 Small Area (A268160001) Map

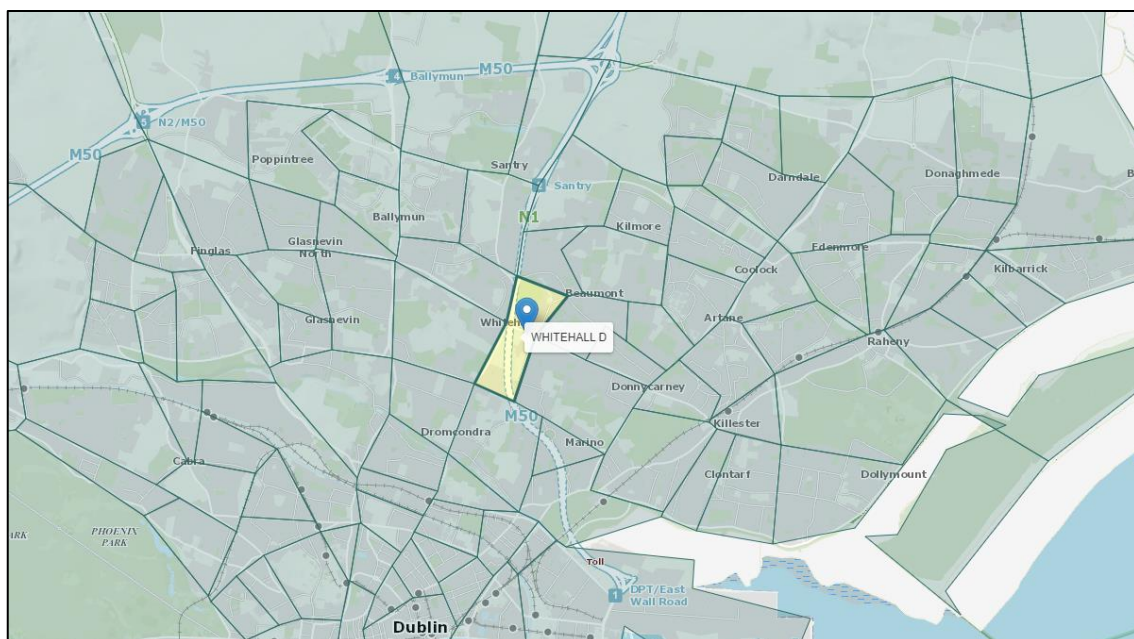


Figure 2-3: Central Statistics Office - Census 2022 Electoral Division (Whitehall D) Map

Motor car availability percentages were calculated based on a total of 110 in the Small Area A268160001. This value includes all private household types as listed in the SAPMAP 2022 data, Theme 6: Housing.

Table 2-1: Small Area (A268160001) CSO Data for 2022

| Motor Car Availability | | | | | |
|------------------------|----------------------|--------------------------|-------|---|-------|
| Number of Cars | Number of Households | (%) of Total Respondents | | (%) of Total Housing in Small Area A268160001 | |
| No motor car | 20 | 21.74 | | 18.18 | |
| 1 motor car | 47 | 51.09 | 78.26 | 42.73 | 65.46 |
| 2 motor cars | 18 | 19.57 | | 16.36 | |
| 3 motor cars | 2 | 2.17 | | 1.82 | |
| 4 motor cars | 5 | 5.43 | | 4.55 | |
| Total Respondents | 92 | 100 | | 83.64 | |

Table 2-2: Small Area (A268160001) CSO Data for 2022

| Population aged 5 years and over by means of travel to work, school or college | | | | | | |
|--|------|--------|------------------------------|--------|-------|--------|
| | Work | | School, College or childcare | | Total | |
| Means of travel | No. | % | No. | % | No. | % |
| On foot | 18 | 17.22 | 20 | 36.07 | 38 | 22.64 |
| Bicycle | 8 | | 2 | | 10 | |
| Bus, minibus or coach | 36 | 23.84 | 2 | 4.92 | 38 | 18.40 |
| Train, DART or LUAS | 0 | | 1 | | 1 | |
| Motorcycle or scooter | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 |
| Car driver | 40 | 33.11 | 8 | 31.15 | 48 | 32.55 |
| Car passenger | 5 | | 11 | | 16 | |
| Van | 5 | | 0 | | 5 | |
| Other | 0 | 25.83 | 0 | 27.87 | 0 | 26.42 |
| Work mainly at or from home | 23 | | 0 | | 23 | |
| Not stated | 16 | | 17 | | 33 | |
| Total | 151 | 100.00 | 61 | 100.00 | 212 | 100.00 |

Motor car availability percentages were calculated based on a total of 1,145 in the Electoral Division of Whitehall D. This value includes all private household types as listed in the SAPMAP 2022 data, Theme 6: Housing.

Table 2-3: Electoral Division (Whitehall D) CSO Data for 2022

| Motor Car Availability | | | | | |
|------------------------|----------------------|--------------------------|-------|--|-------|
| Number of Cars | Number of Households | (%) of Total Respondents | | (%) of Total Housing in Electoral Division Whitehall D | |
| No motor car | 257 | 24.18 | | 22.44 | |
| 1 motor car | 519 | 48.82 | 75.82 | 45.33 | 70.40 |
| 2 motor cars | 234 | 22.01 | | 20.44 | |
| 3 motor cars | 38 | 3.57 | | 3.32 | |
| 4 motor cars | 15 | 1.41 | | 1.31 | |
| Total Respondents | 1063 | 100 | | 92.84 | |

Table 2-4: Electoral Division (Whitehall D) CSO Data for 2022

| Population aged 5 years and over by means of travel to work, school or college | | | | | | |
|--|------|--------|------------------------------|--------|-------|--------|
| | Work | | School, College or childcare | | Total | |
| Means of travel | No. | % | No. | % | No. | % |
| On foot | 156 | 18.46 | 203 | 40.38 | 359 | 25.23 |
| Bicycle | 108 | | 55 | | 163 | |
| Bus, minibus or coach | 281 | 20.77 | 80 | 14.08 | 361 | 18.70 |
| Train, DART or LUAS | 16 | | 10 | | 26 | |
| Motorcycle or scooter | 11 | 0.77 | 1 | 0.16 | 12 | 0.58 |
| Car driver | 517 | 40.21 | 23 | 28.17 | 540 | 36.49 |
| Car passenger | 31 | | 157 | | 188 | |
| Van | 27 | | 0 | | 27 | |
| Other | 5 | 19.79 | 2 | 17.21 | 7 | 18.99 |
| Work mainly at or from home | 199 | | 4 | | 203 | |
| Not stated | 79 | | 104 | | 183 | |
| Total | 1430 | 100.00 | 639 | 100.00 | 2069 | 100.00 |

The development site has the potential for a significant modal shift to favour walking, cycling and public transport. The proposed development is in close proximity to primary orbital and radial routes as proposed by the Greater Dublin Area Cycle Network Plan, spine/branch and orbital routes as proposed by the BusConnects plans and is approximately 2km from proposed Metrolink stations.

A Mobility Manager or Travel Officer will be appointed to the operating development as recommended in this report.

3 Site Conditions

This section gives an overview of the accessibility of the options for travel associated with the proposed Hartfield Place development.

3.1 Site Access

There is an existing vehicular access at the northwest and southwest corners of the site. The northern access is situated at a pre-existing 3-armed junction between the Swords Road and Iveragh Road. The junction currently operates as a priority controlled minor arm with signal heads controlling traffic flow on the major arm. A new shared access route (vehicular, cyclist and pedestrian) is proposed for the Hartfield Place development with the addition of a fourth arm to the signalised junction on the Swords Road, R132. This fourth arm will continue to the northern boundary of the site where site access can be gained. The Swords Road, R132 is predominantly a dual-lane two-way carriageway with one of said lanes being a dedicated bus lane. The Swords Road has footpaths both sides of the roadway and a cycle path at its northbound side.

At the proposed vehicular entrance, the Swords Road, has a number of dedicated turning boxes/lanes on to Iveragh Road. The Swords Road has a speed limit of 50km/hr. See Figure 3-1 and Figure 3-2.



Figure 3-1: Proposed site entrance from Swords Road due north (ref: © Google Maps)



Figure 3-2 Proposed site entrance from Swords Road due south (ref: © Google Maps)

Pedestrian/cyclist access will also be provided at the west via Swords Road, and east via connection to a neighbouring residential development.

3.2 Parking

Car parking serving the Hartfield Place development is provided within the on-site car park located at the south/southeast of Block C, and at the undercroft parking provided at Block D and Block E.

The Mobility Management Plan (MMP) encourages a positive modal shift at the development towards alternative sustainable modes of transport. It is an objective of this plan to limit the level of parking available on site wherever possible in order to minimise and discourage dependency on private car travel. This will also continue to take into consideration the necessary demand to prevent overspill parking issues in nearby locations. The provision of cycle parking and the availability of public transportation will serve to mitigate the requirements for residential parking.

As can be seen in Table 3-7 many locations in vicinity of the proposed development site are within short cycling distances but may not be within comfortable walking distances for all and thus to allow residents commute easily within the town there is a need for the use of a private cars. Thus, it is seen as necessary to consider car usage in this MMP.

3.2.1 Car Parking Standards

In accordance with the Dublin City Council (DCC) Development Plan Requirements provision will be made for:

1. Disabled car parking (5% of spaces)
2. Motorcycle parking (5% of the number of car parking spaces)
3. 50% of all car parking spaces shall be equipped with fully function EV Charging Point(s) and clear sign posting. The remaining spaces designed to facilitate the relevant infrastructure to accommodate future EV charging.
4. Cycle parking for residential dwellings shall be provided at a rate of
 - a. Long term: 1 per bedroom for a residential apartment/1 per unit for a residential dwelling.
 - b. Short stay/visitor: 1 per two apartments/1 per 5 dwellings for residential dwellings.

The following section outlines the proposed vehicular and cycle parking quantum associated with the new development. This has been designed to facilitate and encourage a positive modal shift at the towards alternative sustainable modes of transport.

The general objectives are as follows:

1. Reduce and discourage the reliance on the use of private car travel.
2. Increase and facilitate the use of alternative sustainable forms of transport such as walking, cycling or traveling by public transport to/from the development.
3. Develop an integrated and unified approach to traffic management for the site which will include public transport, private vehicles, cycle facilities and car sharing services.
4. Engage with Dublin City Council, the National Transport Authority (NTA), Irish Rail, Dublin Bus, Transport Infrastructure Ireland, Transdev, Bus Éireann and all other relevant stakeholders in a partnership model to promote an increased uptake in public transport.

It is an objective of this plan to limit the level of parking available on-site wherever possible in order to minimise and discourage dependency on private car travel. This will also continue to take into consideration the necessary demand to prevent overspill parking issues in nearby locations.

3.2.2 Sustainable Urban Housing: Design Standards for New Apartments

The ‘Sustainable Urban Housing: Design Standards for New Apartments’ (July 2023), Section 4.21 states the following:

“In larger scale and higher density developments, comprising wholly of apartments in more central locations that are well served by public transport, the default policy is for car parking provision to be minimised, substantially reduced or wholly eliminated in certain circumstances. The policies above would be particularly applicable in highly accessible areas such as in or adjoining city cores or at a confluence of public transport systems such rail and bus stations located in close proximity.”

The ‘Sustainable Urban Housing: Design Standards for New Apartments’ (July 2023) defines three categories of locations (Central and/or Accessible Urban Locations, Intermediate Urban Locations and Peripheral and/or Less Accessible Urban Locations). In the case of the proposed development at Hartfield Place, Swords Road, Dublin 9, it can be accurately identified as a ‘**Central and Accessible Urban Location**’, defined as follows:

“Such locations are generally suitable for small to large-scale (will vary subject to location) and higher density development (will also vary), that may wholly comprise apartments, including:

- i. *Sites within walking distance (i.e. up to 15 minutes or 1,000-1,500m), of principal city centres, or significant employment locations, that may include hospitals and third-level institutions;*

- ii. Sites within reasonable walking distance (i.e. up to 10 minutes or 800-1,000m) to/from high capacity urban public transport stops (such as DART or Luas); and
- iii. Sites within easy walking distance (i.e. up to 5 minutes or 400-500m) to/from high frequency (i.e. min 10 minute peak hour frequency) urban bus services.”

The conclusion that the site can be defined as a Central and/or Accessible Urban location is demonstrated by its close proximity (less than 0.3km) to an extensive network of bus routes and services and the associated availability of high frequency bus routes, including the increased service capacity associated with the proposed BusConnects ‘Swords Rd - City Centre - Terenure’ Spine Bus Corridor Route (A1, A2, A3, A4) (See Section 3.5).

The applicable default policy in the case of Hartfield Place LRD is therefore for car parking provision to be **minimised, substantially reduced or wholly eliminated**.

3.2.3 Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities

The ‘Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities’ (January 2024), Section 5.3.4 states the following:

“The availability of car parking has a critical impact on travel choices for all journeys, including local trips. With ongoing investment in active travel and public transport across all urban areas and particularly in our cities and larger towns, the number of locations with access to everyday needs and employment within a short walk or cycle or via a regular public transport connection is increasing all the time. In areas where car-parking levels are reduced studies show that people are more likely to walk, cycle, or choose public transport for daily travel. In order to meet the targets set out in the National Sustainable Mobility Policy 2022 and in the Climate Action Plan 2023 for reduced private car travel it will be necessary to apply a graduated approach to the management of car parking within new residential development.

The approach should take account of proximity to urban centres and sustainable transport options, in order to promote more sustainable travel choices. Car parking ratios should be reduced at all urban locations, and should be minimised, substantially reduced or wholly eliminated at locations that have good access to urban services and to public transport.”

In accordance with the definitions outlined in the ‘Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities’ (specifically Table 3.8), the Hartfield Place LRD is located within an ‘**Accessible Location**’ given its proximity to a ‘High-Capacity Public Transport Node or Interchange’.

“High-Capacity Public Transport Node or Interchange

Lands within 1,000 metres (1km) walking distance of an existing or planned high-capacity urban public transport node or interchange, namely an interchange or node that includes DART, high frequency Commuter Rail, light rail or MetroLink services; or locations within 500 metres walking distance of an existing or planned BusConnects ‘Core Bus Corridor’ stop...”

“Accessible Location

Lands within 500 metres (i.e. up to 5-6 minute walk) of existing or planned high frequency (i.e. 10 minute peak hour frequency) urban bus services.”

As a result, the default position per specific planning policy requirements (SPPR) 3 of the Sustainable Residential Development and Compact Settlements Guidelines is that car-parking provision should be **substantially reduced**.

The Dublin City County Council Development Plan (2022-2028), Appendix 5 states the following:

Excerpt from Section 2.3, Mobility Management and Travel Planning

“Where a zero or reduced quantum of car parking is proposed for a residential development, a proactive mobility management strategy is essential at the early design stages to identify measures that will promote the use of sustainable modes within the development and ensure any associated infrastructure can be incorporated into the design. A Residential Travel Plan will be required to support the zero/reduced provision of car parking to serve a development”

Excerpt from Section 2.5, Car Parking and Cycle Management

“Car parking ratios for new developments are dependent on a number of factors in order to deliver a sustainable community. In particular locations, active travel (walking and cycling) infrastructure and provisions to support active travel modes and access to operational high frequency public transport corridors within 10 minutes walking distances are all key components for reduced car parking provision. Other applicable factors include access to services and amenities located within walking distance, high quality shared mobility provision, and service vehicles access and strategy which all seek to minimise the impact on the public transport corridors and other users of the surrounding road network.”

Excerpt from Section 4.0, Car Parking Standards

“A relaxation of maximum car parking standards will be considered in Zone 1 and Zone 2 for any site located within a highly accessible location”

The conclusion that the site can be defined as a central/highly accessible location is evident through various factors. Firstly, its location approximately 3.5km from the city centre enhances accessibility and promotes the feasibility of cycling and walking as viable transportation alternatives. Additionally, its proximity to key public transport hubs such as Drumcondra train station, Connolly train station and Busáras bus station (as illustrated in Table 3-7) facilitates numerous public transportation options. Furthermore, the abundance of bus services in the vicinity of the proposed development (as shown in Figure 3-8) also underscores the sites accessibility. Finally, extensive planned development in the vicinity of the site is set to significantly bolster high frequency transportation systems. These include both the BusConnects spinal routes (A1-4) and radial route (No. 22) along Swords Road, as well as the proposed Collins Avenue Metrolink Station.

3.2.4 Proposed Car Parking

Please see Table 3-1 below for summary of the standard residential car parking quantum as defined by requirements outlined in the Dublin City Development Plan 2022-2028 (Appendix 5, Table 2):

Table 3-1: Dublin City Council Development Plan Car Parking Standards

| Development Type | Units | Car Parking Standards | Maximum Car Parking Standards |
|---------------------------|-----------|-------------------------------|-------------------------------|
| Residential (Zone 2) | 334 | 1 per unit | 334 |
| Crèche/Childcare Services | 399.2sq.m | 1 per 100 sq. m. GFA | 4 |
| Café | 72sq.m | 1 per 150 sq. m. seating area | 1 |

It is proposed to provide 163 no. residential car parking spaces for the Block A-E component of the development. This equates to:

- 48.8% residential car parking spaces: residential unit ratio (163/334); or
- 42.8% residential car parking spaces: residential unit ratio (143/334), if car share spaces and accessible parking spaces are excluded

Please note that the wider Hartfield Place development (including Blocks F & G) provides for 212 no. residential parking spaces serving Blocks A-F (472 no. residential units). This equates to:

- 44.9% residential car parking spaces: residential unit ratio (212/472); or
- 40% residential car parking spaces: residential unit ratio (189/472), if car share spaces and accessible parking spaces are excluded.

The lower provision is aimed at reducing the additional traffic loading in the area due to the good public transport connectivity available in the area.

12 no. parking spaces dedicated for car club use only are proposed for inclusion in this residential apartment component of car parking. This results in an 'equivalent provision' of $189 + (12 \times 15) = 369$ no. private car spaces (accessible spaces excluded). The equivalent car parking ratio is 78% (369/472).

The parking provision must be viewed in relation to 'Sustainable Urban Housing: Design Standards for New Apartments, 2023' and the 'Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities' (January 2024) as advised above. Therefore, the proposed provision of parking facilities is considered sustainable and balanced in terms of adequate provision of parking and promotion of more sustainable transport options.

There are 3 no. creche drop-off parking spaces and 1 no. dedicated creche staff parking space located adjacent to Block A.

1 no. dedicated café staff parking space is proposed within the semi-basement parking facility.

3.2.5 Electric Vehicle Charging Points

In accordance with the Dublin City Council Development Plan requesting provision of "a minimum of 50% of all car parking spaces shall be equipped with fully functional EV Charging Point(s). The remaining spaces shall be designed to facilitate the relevant infrastructure to accommodate future EV charging. Space for EV charging infrastructure shall be clearly detailed in planning applications". A total of 107 no. parking spaces (12 no. Car Share + 50% of resident/visitor parking) within the proposed application development will be equipped with one fully functional Electric Vehicle Charging Point. The remaining parking spaces will be future proofed for electrical charging.

3.2.6 Motorcycle Parking Provision

The Dublin City Council Development Plan requires developments to provide motorcycle parking spaces at a minimum of 4% of the number of car parking spaces provided.

A total of 8 no. designated motorcycle user parking spaces are proposed throughout the overall development (4% of the total number of spaces).

3.2.7 Designated Disabled/Accessible Car Parking

In accordance with the Dublin City Council Development plan (2022-2028), requesting provision of “At least 5% of the total number of spaces shall be designated car-parking spaces, with a minimum provision of at least one such space, which ever one is the greatest.”

11 no. parking spaces (5% of the total number of spaces at 212 no. spaces) will be designated disabled user car-parking spaces. The disabled spaces are to be demarcated with yellow lines, a protected hatched area and appropriate road markings to identify these spaces. The location of the disabled parking spaces will be in close proximity to the building entrances.

3.2.8 Car Parking Space Allocation

The parking provisions for the entire proposed development site is indicated in both C+W O’Brien Architects Schedule of Accommodation and in Table 3-2 below.

Table 3-2: Proposed Development (Blocks A-G) Residential Parking Provisions

| Part A: Surface & Semi-Basement | Quantity |
|---------------------------------|----------|
| Residents (EV & ICE) | 174 |
| Visitors (EV & ICE) | 15 |
| Total - Part A | 189 |
| Part B: Surface & Semi-Basement | |
| Car Share / Club | 12 |
| Accessible Spaces | 11 |
| On-street EV Charging Stations | 0 |
| Part C: Surface & Semi-Basement | |
| Part A+B | 212 |
| Part D: Total Site | |
| Quantum of Residential Units | 472 |
| Car Parking Ratio | |
| (D divided by A) | 0.40 |
| Equivalent Car Parking Ratio | |
| Equivalent Car Parking Ratio | 0.78 |

Table 3-3: Proposed Development (Blocks A-G) Non-Residential Parking Provisions

| Development type | Quantity | Parking spaces provided | Comment |
|------------------|---|-------------------------|---|
| Creche | 399.2sq.m (1 per 100 sq. m. GFA) | 4 | 1 no. dedicated staff parking space and 3 no. drop-off parking spaces |
| Café | 72sq.m (1 per 150 sq. m. seating area) | 1 | 1 no. dedicated café staff parking space |

Please refer to architectural documentation for proposed locations of all parking.

3.3 Pedestrians

Due to the sites urban location and close proximity to both the city centre and various other points of interest, the potential for pedestrian trips to and from the development is high. Pedestrians and pedestrianisation forms several key policies of Dublin City Council:

SMT 11 “Pedestrians and Public Realm To enhance the attractiveness and liveability of the city through the continued reallocation of space to pedestrians and public realm to provide a safe and comfortable street environment for pedestrians of all ages and abilities”.

SMT15 “Walking, Cycling and Active Travel To prioritise the development of walking and cycling facilities and encourage a shift to active travel for people of all ages and abilities, in line with the city’s mode share targets”

SMT17 “The Pedestrian Environment To continue to maintain and improve the pedestrian environment and promote the development of a network of pedestrian routes which link residential areas with recreational, educational and employment destinations to create a pedestrian environment that is safe, accessible to all in accordance with best accessibility practice. “

SMT18 “Integration of Active Travel with Public Transport To work with the relevant transport providers, agencies and stakeholders to facilitate the integration of active travel (walking/cycling etc.) with public transport, ensuring ease of access for all”

Dublin City Council are also preparing a Walking Action Plan which will inform future investment with regards to sustainable modes of transport and active travel.

It is important that the development is properly integrated into the existing footpath network. As noted in Section 2.1, the proposed developments primary accesses are at the northwest and southwest corners of the site boundary. Both accesses are from the adjacent Swords Road and link the development to pre-existing pedestrian networks. The northwest access will form part of a signalised junction and is shared use (vehicular, pedestrian, cyclist). The southwest access is a pedestrian/cyclist only access route and connects to the pre-existing footpaths on the Swords Road.

Once the site has been accessed, there are a large number of pedestrian routes throughout the site creating links between the five apartment blocks and the wider road network.

As noted in Table 2-2 and Table 2-4 walking already forms a substantial portion of the modal split (17.9% at SA level and 17.4% at ED level) and a number of key transport links can be accessed within walking distance of the site. Furthermore, the bus network has a particularly high level of service in the area

with 15 stops operating within 300m of the site and serving over 25 different bus routes (see Figure 3-8 and Table 3-8).

Dublin City Council Development Plan also makes specific policies relating to active travel to schools stating that it is policy of Dublin City Council SMT 16 “To promote and help develop community-based coordinated initiatives at local level that encourage active travel and modal switch to sustainable transport modes, and to target underrepresented cohorts/groups in such initiatives and specifically to target a significant increase in the number of children cycling to primary school” and also SMT 19 which states “To promote walking and cycling for school trips through the promotion of initiatives such as “Safe Routes to School”, the ‘Green Schools’ and ‘Schools Streets’ projects, and to prioritise school routes for permeability projects and provision and enhancements of pedestrian and cycle ways”.

The site is in close proximity to several schools at various education levels. These are all within walking distance for parents and their children Figure 3-3.

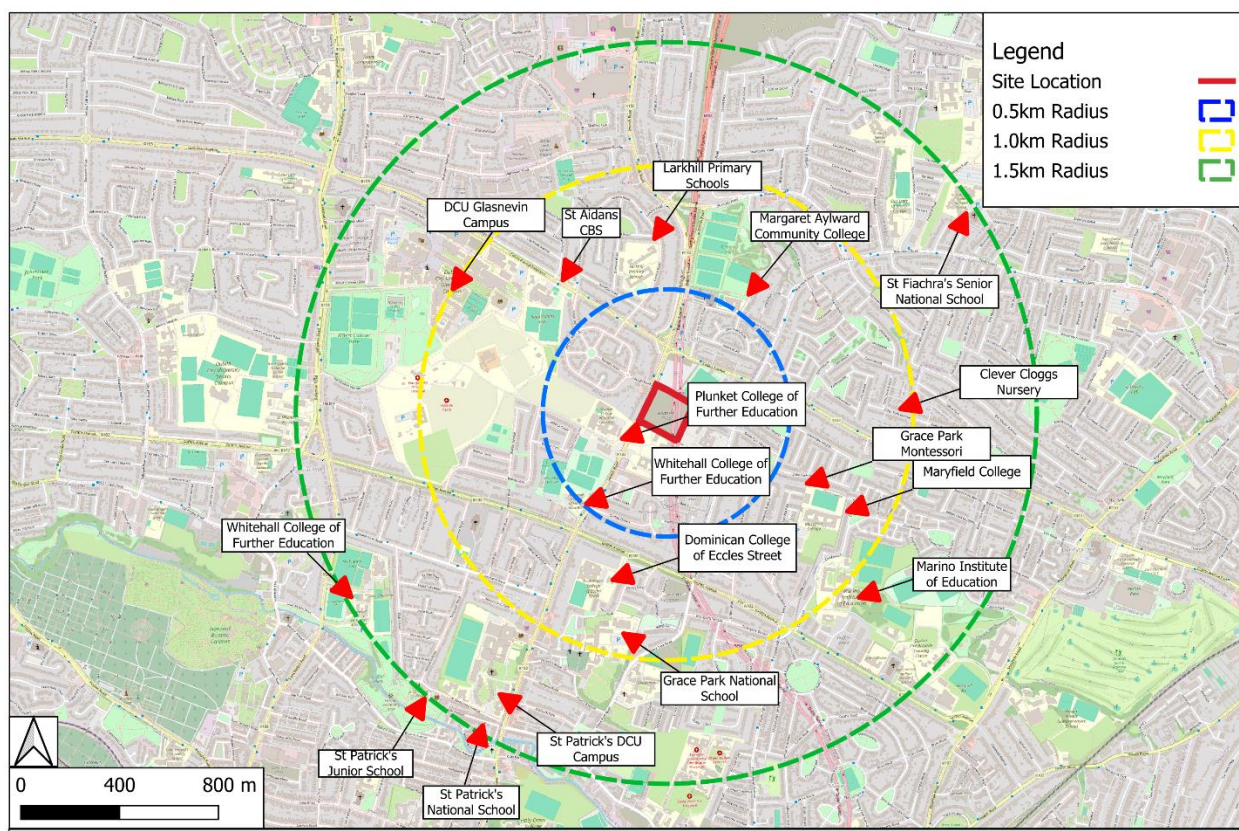


Figure 3-3: Schools and Education Facilities Neighbouring the Proposed Development

3.4 Cycling

Cycling is to be encouraged as part of the development. Cycling infrastructure is continually being introduced and improved around the development and within the whole of Dublin City and its suburbs.

Many of the cycle lanes within Dublin City and suburbs are shared with bus corridors connecting key locations, more and more designated cycle lanes with edge protection are being established within Dublin City/ suburbs to ensure the safety and comfort of cyclists.

With a proposed reduction in transportation emissions of 42-50% by 2030 based on the government's 'Climate Action Plan 2021' there is a major emphasis to make the shift towards active travel including cycling. With this emphasis will come investment by government to make cities like Dublin more sustainable to live and work in.

Access to the development is a shared surface for vehicles, cyclists and pedestrians via the entrance at the northwest of the proposed development and cyclists and pedestrians at the southwest of the development. There are 925 bicycle parking spaces for the proposed development, 650 of which will be covered and secured in the semi-basement parking area, ground floors of Blocks A, B & C or in the communal cycle parking facilities. As can be seen in Figure 3-4, the site borders both a primary radial route (Swords Road) and a primary orbital route (Collins Avenue) for the GDA cycle network.

3.4.1 Moby Bikes Cycle Sharing

The development proposals include for the provision of 20 no. Moby Bikes stationless bike within the development's cycle parking provision. The Moby Bikes are included within the overall cycle parking provision outlined below (specifically within the Block D-E cycle parking facility) and will be for the exclusive use by the proposed development. A letter of intent is included in Appendix D.

3.4.2 Cycle Parking Provisions

Please see table below for summary of the cycle parking quantum as defined by requirements outlined in the DCC Development Plan 2022-2028, Appendix 5, Section 3.1, Table 1:

Table 3-4: DCC Development Plan Parking Standards

| Development Type | Units | Long Term Cycle Parking Requirement | Short Term Cycle Parking Requirement | Minimum Long Term Cycle Parking | Minimum Short Term Cycle Parking |
|------------------|-------|-------------------------------------|--------------------------------------|---------------------------------|----------------------------------|
| Apartment | 334 | 1 space per bedroom | 1 per 2 Apartments | 548 | 167 |
| Total | - | - | - | 548 | 167 |

Table 3-5: Individual Block Requirements in accordance with 'DCC Development Plan 2022-2028'

| Blocks | No. 1-Bed | No. 2-Bed | No. 3-Bed | Total Apt Units | Total Bedroom Units | Long Term Cycle | Short Term Cycle |
|--------------|------------|------------|-----------|-----------------|---------------------|-----------------|------------------|
| A | 25 | 25 | 7 | 57 | 96 | 96 | 29 |
| B | 37 | 34 | 5 | 76 | 120 | 120 | 38 |
| C | 23 | 25 | 5 | 53 | 88 | 88 | 27 |
| D | 34 | 38 | 7 | 79 | 131 | 131 | 40 |
| E | 31 | 31 | 7 | 69 | 114 | 114 | 35 |
| Total | 150 | 153 | 31 | 334 | 549 | 549 | 169 |

Table 3-6: Proposed Cycle Parking Quantum for Hartfield Place Development (Blocks A-G)

| | Long Term Cycle Parking | Short Term Cycle Parking |
|--------------|-------------------------|--------------------------|
| Total | 650 | 275 |

The overall long term cycle parking figure includes for 28 no. spaces for non-standard cycle spaces, which equates to 5.1% of the long-term cycle parking quantum for Blocks A-E and thus satisfies the requirement that 5% of cycle spaces be 'Universal Design Vehicle Spaces' in line with Section 6.3 of the 'Cycle Design Manual' (July 2023).

Similarly, the Visitor parking component includes 14 no. non-standard cycle spaces, which represents a 5% provision of the 275 no. short term cycle parking spaces. For details and distribution of the cycle parking facilities throughout the proposed development, please refer to the summary document prepared by CW O'Brien Architects.

The cycle parking facilities and their utilisation will be monitored to determine actual vs forecasted demands and amendments to the cycle parking arrangements will be actioned as required as part of the on-going mobility management strategy for the development.

It is anticipated that cycle parking will be monitored and addressed more fully as part of considerations for the Dublin City Area, with potential for additional spaces if required in the future.

The development is located at a reasonable distance from the city centre (circa 4.0km away), which means that the trip to commute from Dublin City centre to the proposed development is approximately 20 minutes. The city centre and local region has many cycle lanes and designated paths for the use of cyclists along with proposed development plans to provide more throughout the city.

The National Transport Authority in conjunction with DCC has proposals to upgrade the cycle network as shown in Figure 3-4 and Figure 3-5.

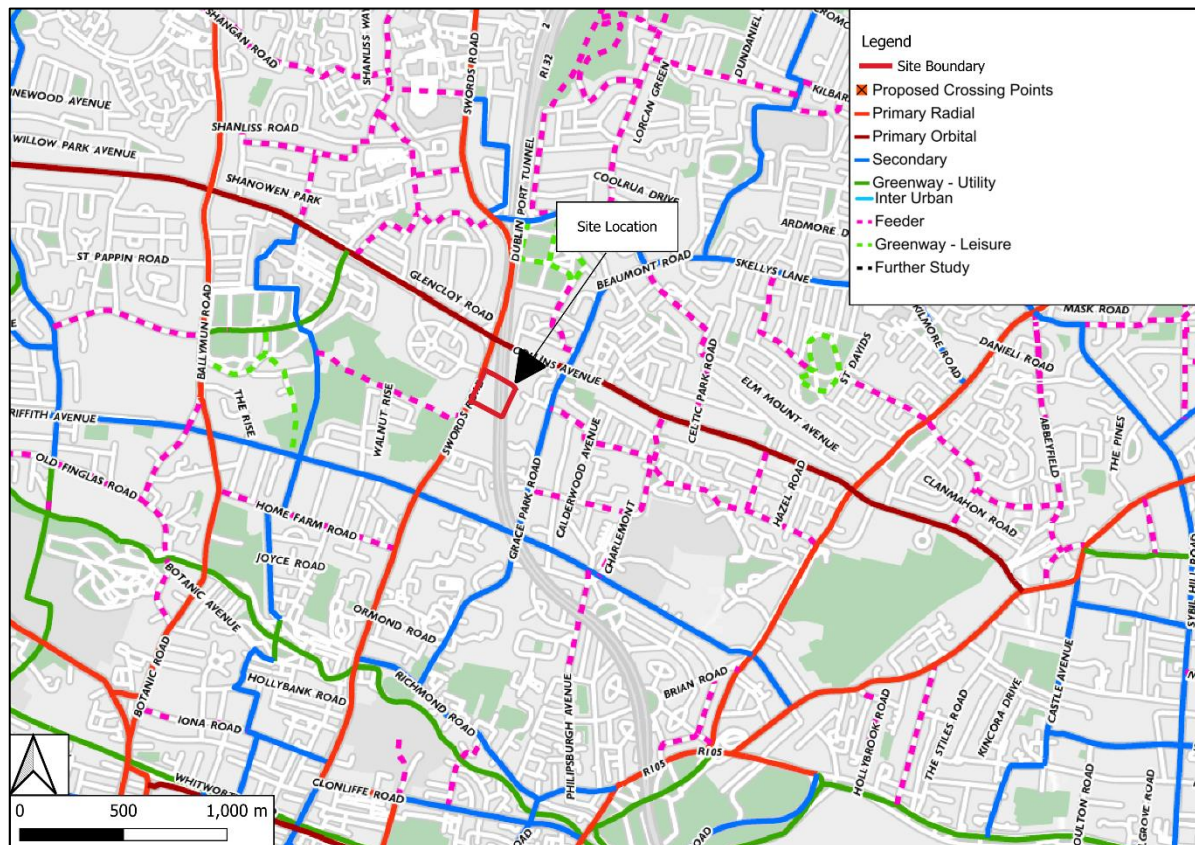


Figure 3-4: Extract from Greater Dublin Area Cycle Network (NTA, Aecom 2022)

The National Transport Authority has instigated the Greater Dublin Area Cycle Network Plan to identify and determine in a consistent, clear and logical manner the following cycle networks within the GDA comprising:

- The Urban Cycle Network at the Primary, Secondary and Feeder level;
- The Inter-Urban Cycle Network linking the relevant sections of the Urban Network and including the elements of the National Cycle Network within the GDA. It shall also include linkages to key transport locations outside of urban areas such as airports and ports; and
- The Green Route Network being cycle routes developed predominately for tourist, recreational and leisure purposes.

Unlike area-based plans prepared previously by Local Authorities, this Cycle Network Plan is to be consistent across county boundaries such that there is continuity of route networks across these administrative boundaries.

There are large-scale existing cycle networks in place by DCC across the city and suburbs. It is noted that there are dedicated existing bicycle lanes running northwards along Swords Road to the west of the development, and a network of urban cycle routes surrounding the development, facilitating the use of this sustainable form of transport (see Figure 3-6).

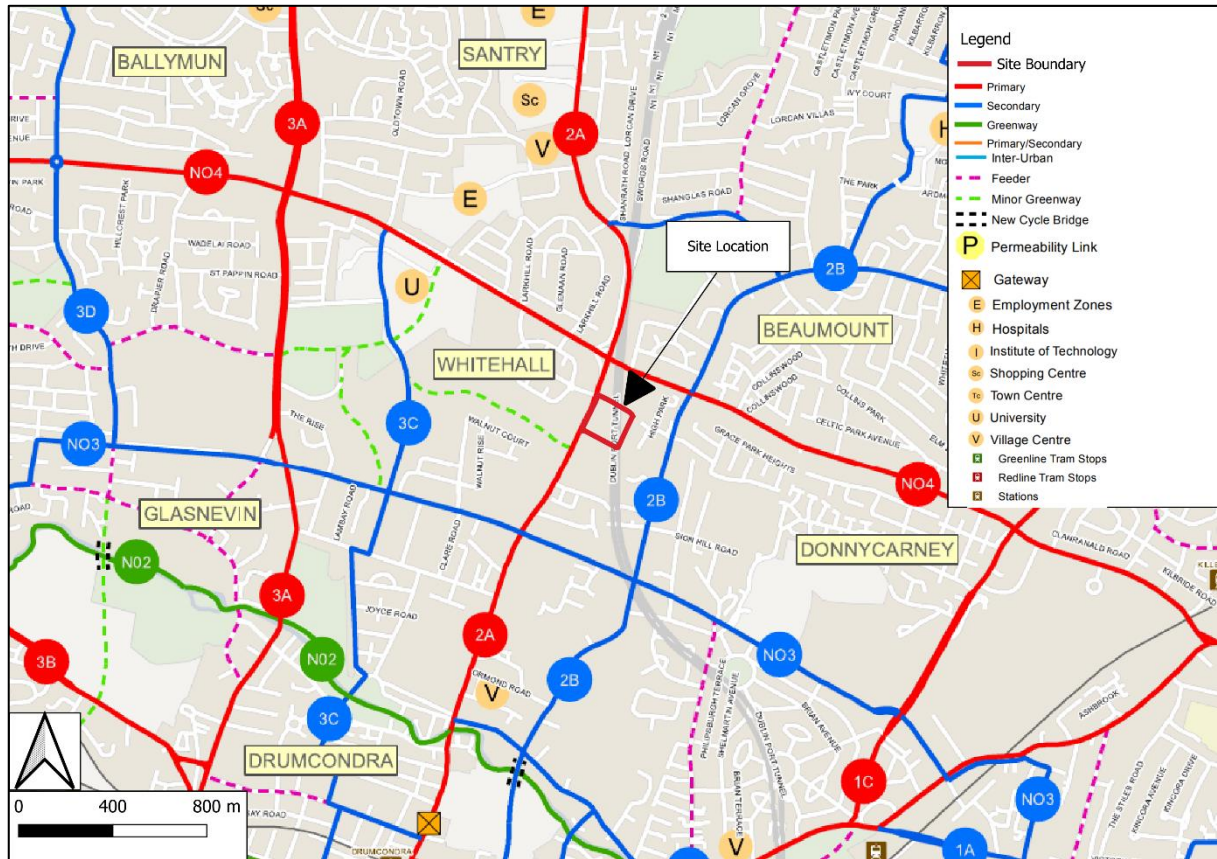


Figure 3-5: Greater Dublin Area Cycle Network Plan (Ref: NTA, Aecom, Roughan & O' Donovan, 2021)

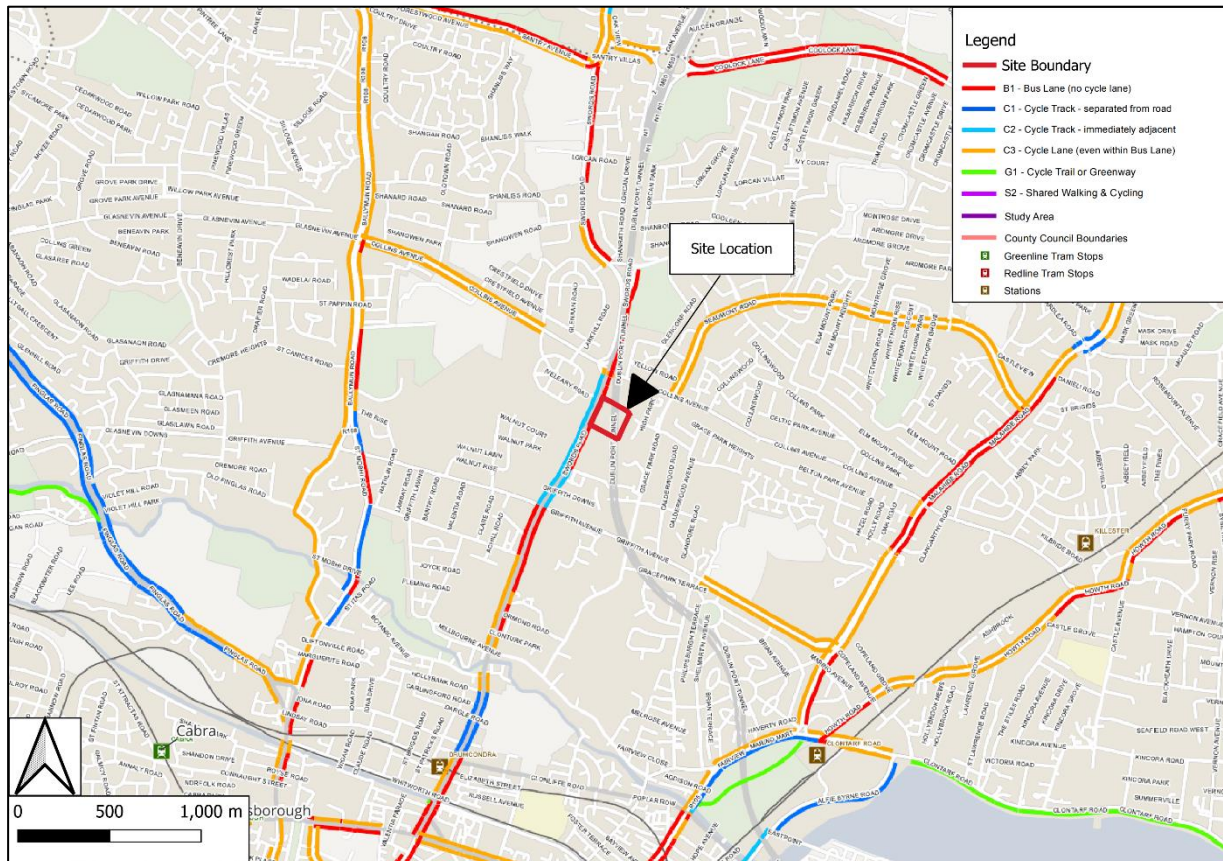


Figure 3-6: Greater Dublin Area Cycle Network Existing Facility (Ref: NTA, Aecom, Roughan & O' Donovan, 2021)

3.5 Public Transport

In order to facilitate the use of public transport, consideration will be made to provide information on location of stops, routes, timetables, walking times etc to main public transport facilities. Consideration will also be made to advise residents regarding the availability of the national TaxSaver Scheme (refer to Transport for Ireland web site, <https://www.transportforireland.ie/fares/taxsaver/>, for more details).

High frequency public transport is available in the area of the development, as described below and shown in Figure 3-7. Table 3-7 details the approximate distance and times taken to travel from the development site to a number of main transport interchanges. Note that all distances are taken as the distance by car. Walking and cycling distances may be shorter. Additionally, all estimated times are taken 16:00 on Tuesday 9th April 2024.

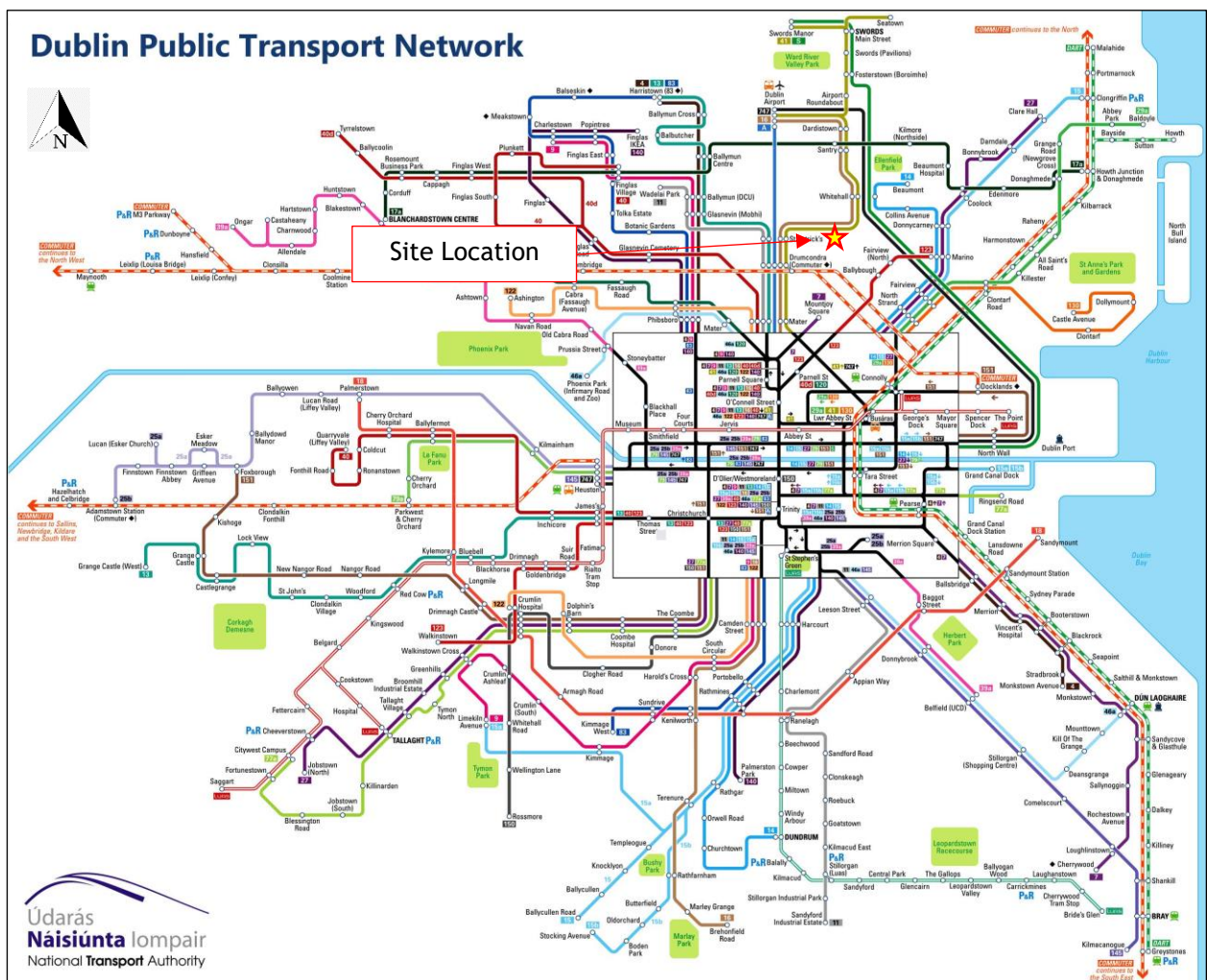


Figure 3-7: Dublin Public Transport Network (Ref: National Transport Authority)

Table 3-7: Approximate Transport times from the Proposed Development Site

| Description | Distance (km) | Time Taken (minutes) | | | |
|------------------------|---------------|----------------------|------------------|-------|---------|
| | | Car | Public Transport | Cycle | Walking |
| Busáras Bus Station | 4.1 | 15 | 28 | 17 | 53 |
| Connolly Train Station | 4.2 | 15 | 32 | 15 | 54 |
| Heuston Train Station | 6.5 | 29 | 45 | 23 | 78 |
| Dublin Airport T1 | 7.1 | 11 | 28 | 22 | 86 |
| Dublin Port | 13.8 | 21 | 50 | 27 | 100 |

3.5.1 Bus Stops

The development is within 300m of approximately 13 different bus stops serving over 25 different bus routes. Due to the proposed development being in close proximity to DCU (20 mins walk), it is notable that there is a large number of intercity and cross-city bus routes available neighbouring the proposed development. The main local bus routes (Dublin Bus & TFI/Go-Ahead) are shown in Figure 3-8 below.

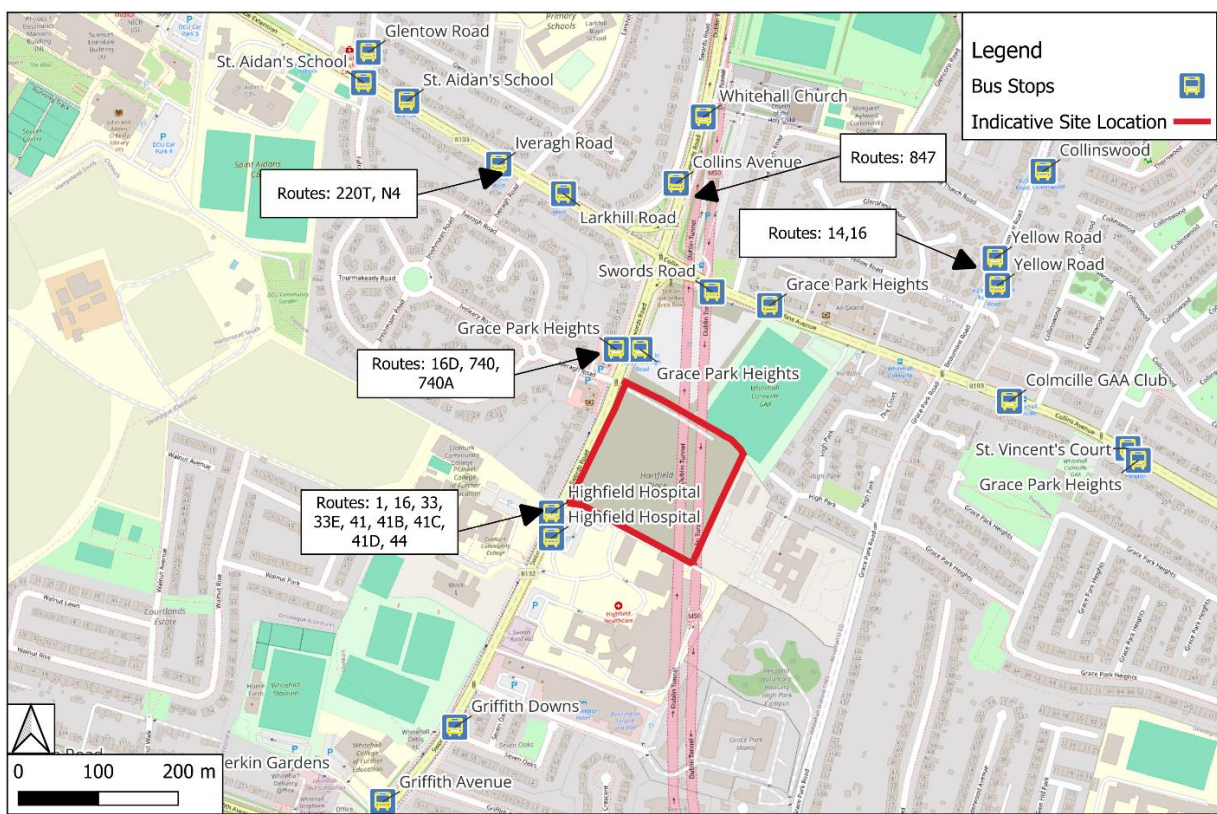


Figure 3-8: Location map showing nearby bus commuter options (Ref Google Maps)

3.5.2 Bus Services

As can be seen in Table 3-8, the development is well served by the existing bus network. These routes connect the development with the city centre, the local surrounding area, and various other major towns outside of Dublin. These services are provided by both state entities under the National Transport Authority's Public Service Obligation (PSO), e.g. (Bus Éireann, Dublin Bus, TFI/Go-Ahead) and private operators (Kearns Transport, M4 Direct, Matthews Coach Hire, McConnon Travel, Wexford Bus).

Table 3-8: Bus Routes Neighbouring Proposed Development

| Route Number | Route | Operator |
|--------------|---|---------------------|
| 101 | Dublin to Drogheda (Louth) | Bus Éireann |
| 109A | Dublin to Navan (Meath) | Bus Éireann |
| N4 | Point Village to Blanchardstown Shopping Centre | Dublin Bus |
| 1 | Santry to Shaw Street | Dublin Bus |
| 14 | Beaumont to Dundrum Luas Station | Dublin Bus |
| 16 | Dublin Airport to Ballinteer | Dublin Bus |
| 33 | Lower Abbey Street to Balbriggan | Dublin Bus |
| 41 | Lower Abbey Street to Swords Manor | Dublin Bus |
| 44 | DCU to Enniskerry (Wicklow) | Dublin Bus |
| 33B | Swords to Portrane (how does this serve one) | Dublin Bus |
| 41B | Lower Abbey Street to Rolestown | Dublin Bus |
| 41C | Lower Abbey Street to Swords Manor | Dublin Bus |
| 41D | Lower Abbey Street to Swords Business Park | Dublin Bus |
| 42d | DCU to Portmarnock | Dublin Bus |
| 70d | DCU to Dunboyne (Meath) | Dublin Bus |
| 847 | Dublin City to Birr (Offaly) | Kearns Transport |
| 842 | Dublin Airport to Newcastle Centre Parcs (Longford) | M4 Direct |
| 901 | DCU to Marshes Shopping Centre (Dundalk) | Matthews Coach Hire |
| 180 | UCD Belfield to Clones (Monaghan) | McConnon Travel |
| 104 | DCU to Clontarf Road Station | TFI/Go-Ahead |
| 126 | DCU to Rathangan (Kildare) | TFI/Go-Ahead |
| 220 | DCU to Lady's Well Road (Mulhuddart) | TFI/Go-Ahead |
| 220A | DCU to Lady's Well Road (Mulhuddart) | TFI/Go-Ahead |
| 220T | Finglas to Collins Avenue | TFI/Go-Ahead |
| 740 | Dublin city & Airport to Wexford | Wexford Bus |
| 740A | Dublin city & Airport to Wicklow | Wexford Bus |

Transport for Ireland provide a phone app and a useful website called ‘Journey Planner’ this can be used to easily plan routes to and from the development using bus routes and other forms of Transport. It is available as a free download and is highly recommended.

The TFI Real Time Ireland App allows public transport users to access real time information on bus stop or route of their choosing.

The aforementioned services are subject to change by their respective operators and timetables are often made available online.

3.5.3 BusConnects

BusConnects is a key part of the Government’s policies to improve public transport and address climate change in Dublin. The aim of BusConnects is to “deliver an enhanced bus system that is better for the city, its people and the environment” (busconnects.ie).

The development site is located adjacent to the following BusConnects routes:

1. Spine/Branch Routes
 - A-Spine: Swords Rd - City Centre - Terenure
 - A1: Beaumont - City Centre - Knocklyon
 - A2: Airport - City Centre - Ballinteer - Dundrum
 - A3: DCU - City Centre - Tallaght
 - A4: Swords - City Centre - Dundrum
2. Other City Bound Routes/Radial Routes
 - 22: Glen Ellan Rd - River Valley - City Centre
3. Orbital Routes
 - N4: Blanch. SC - Finglas - DCU - Collins Ave - Docklands
4. Local Routes:
 - L80: Clongriffin - Beaumont Hospital - DCU

An extract from the BusConnects proposals, Drumcondra Local Area Map, is shown in Figure 3-9 below. A full map is included in Appendix B.

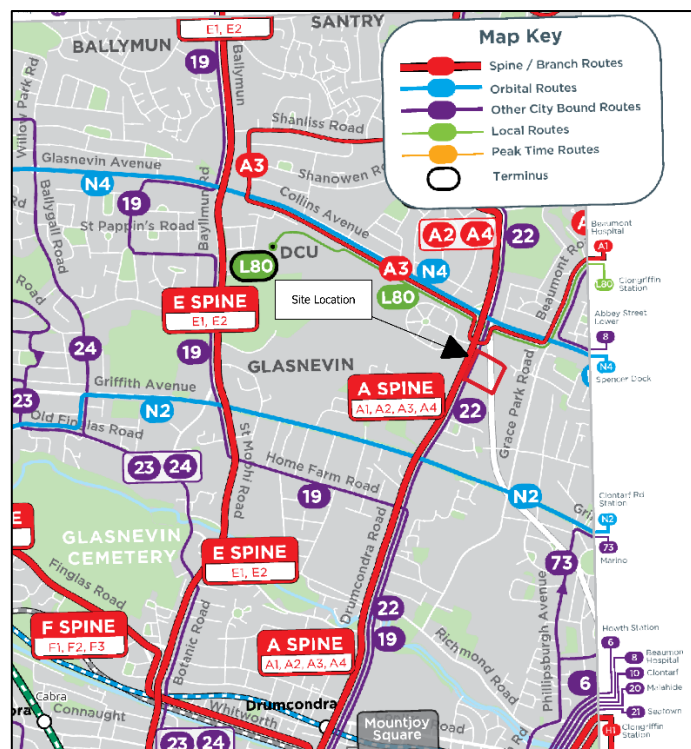


Figure 3-9: Extract from Drumcondra Area Busconnects Map (Ref: National Transport Authority)

3.5.4 Luas Services

The site is located 3.8km from Phibsborough Luas stop (52-minute walk or 14-minute cycle) and 3.7km from Dominick Luas Stop (51-minute walk or 12-minute cycle). This will allow residents quick, easy and reliable transport northbound of Dublin City Centre towards Broombridge, southbound to key employment areas such Sandyford and Stillorgan Business Parks. The Luas services provide access to regional transportation rail connections for travellers across Ireland.

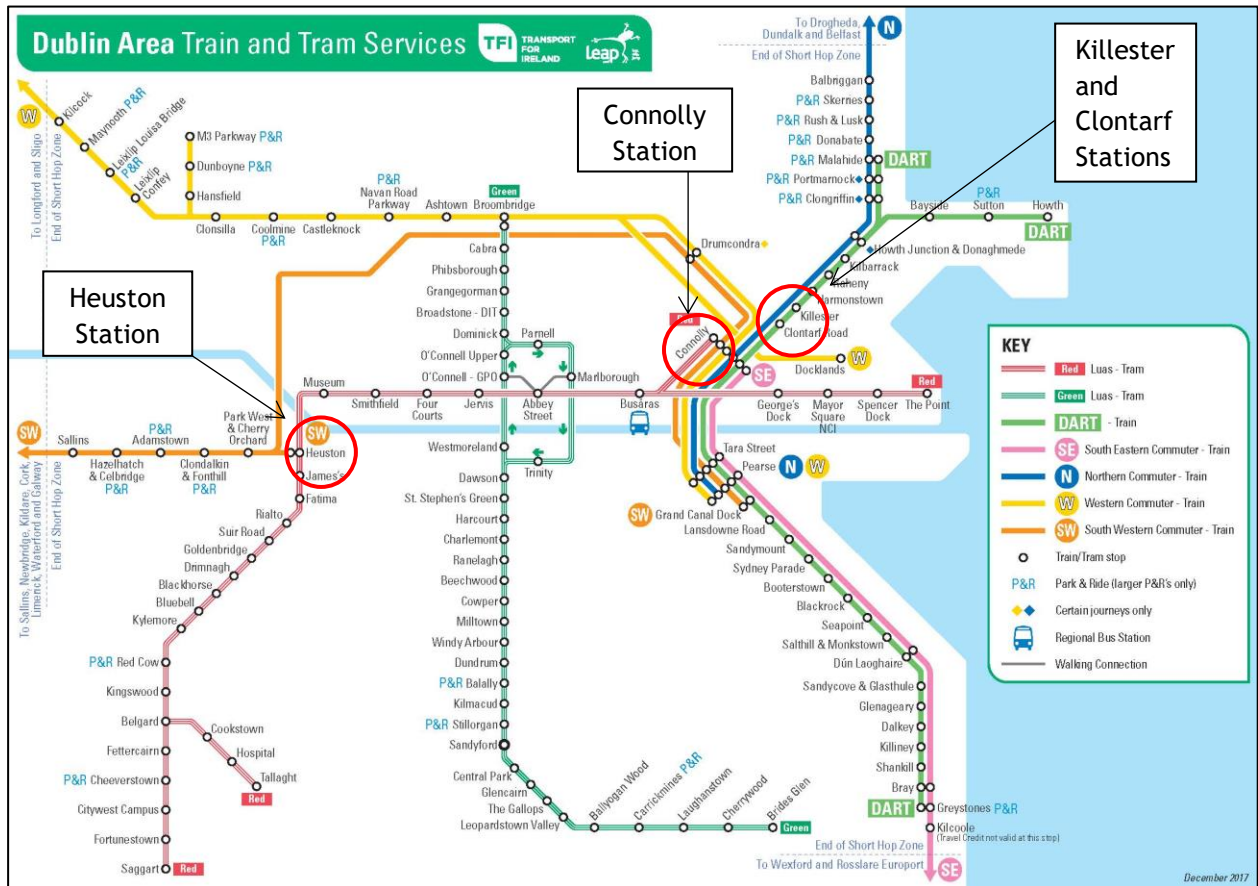


Figure 3-10: DART and Commuter Rail Stations (Ref. TFI)

3.5.5 Rail Services

The development is located close to both Killester and Clontarf DART stations (circa 3.3 and 3.2km respectively (see Figure 3-11). Although such distance may not be feasible for walking (at 44 and 43-minutes respective walking time) both cycling (14 and 11-minutes respective cycling time) and the proposed N4 BusConnects orbital route (terminating at Clontarf Road Station) will open up the DART services as viable transportation options from the proposed development site.

DART services operate every 10-20 minutes daily and provide a means of transport to and from the city centre, as well as the numerous stops enroute, including Dun Laoghaire and Pearse stations to the North, and Greystones and Bray stations to the South (see Figure 3-10).

The DART service also forms links with Commuter trains at Connolly station which serve the North, South and West of Ireland. A number of other regional routes can be accessed from Drumcondra Station (circa. 2.5km) and Heuston station (circa. 5.7km).

Furthermore, bikes can be carried onto the DART and Commuter trains during off peak travel periods in Dublin including all day Saturday and Sunday.

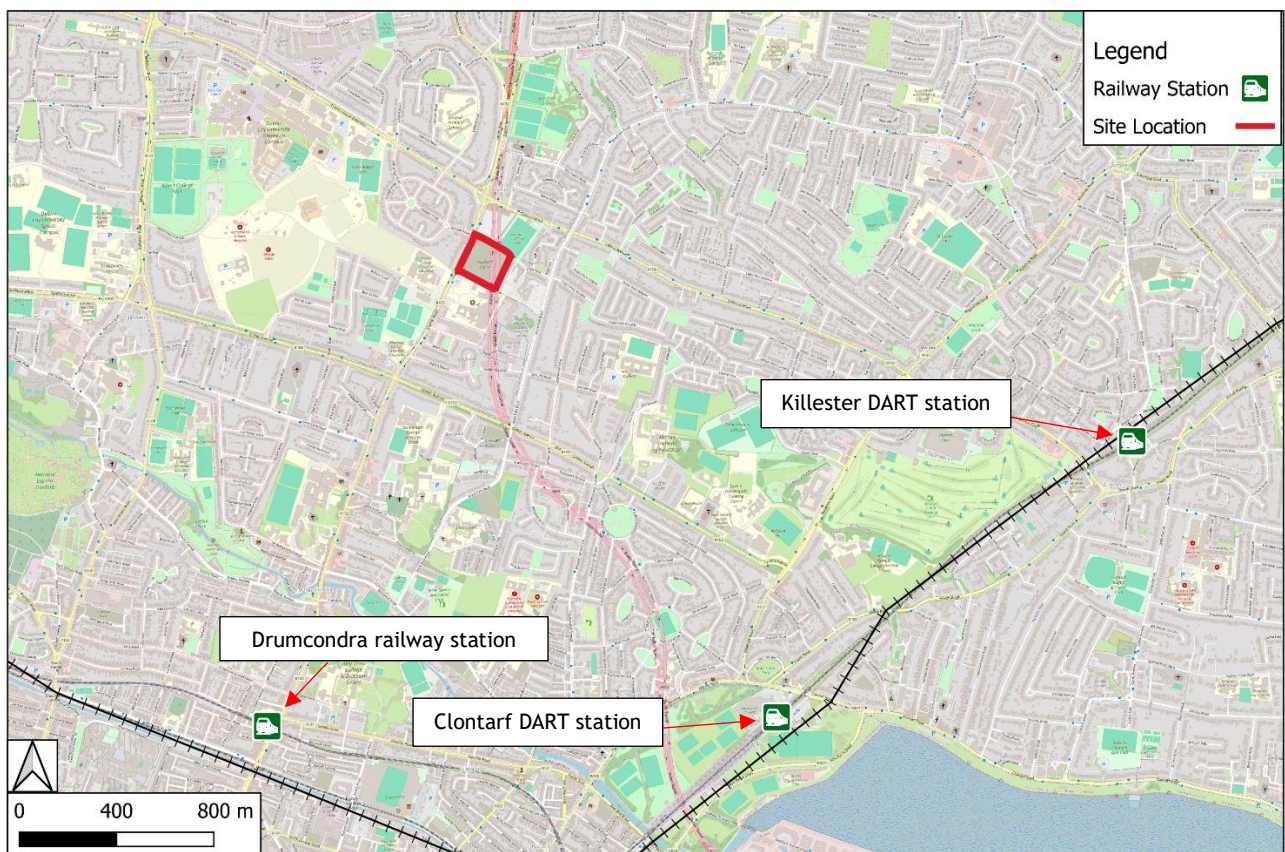


Figure 3-11: Location map showing nearby rail commuter options (Ref Google Maps)

3.5.6 Metrolink

Metrolink is a high-capacity, high-frequency metro railway station comprised of 16 stops running from Swords in North Dublin to Charlemont in South Dublin, tying in with the existing Luas Green Line. The predominantly underground metro system will link both major transport hubs and key destinations in Dublin City e.g. Dublin Airport and O'Connell Street. Of the current preferred route plans in place, one of the 16 stations is located under 2.0km from the proposed development site at Collins Avenue.

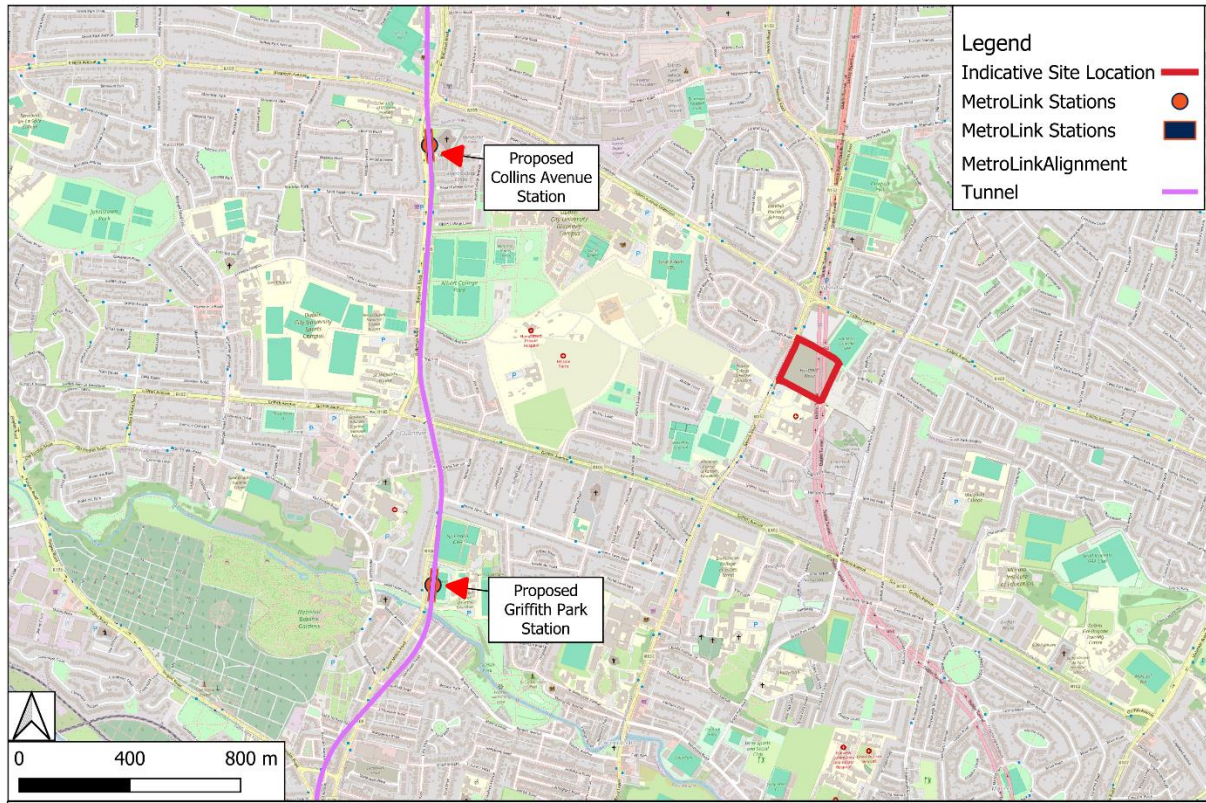


Figure 3-12: Proposed Metrolink Stations Neighbouring Development Site

The proposed Collins Avenue Station is 1.8km from the Hartfield Place LRD site. This represents a 24-minute walk or 7-minute cycle journey.

The proposed Griffith Park Station is 1.9km from the Hartfield Place LRD site. This represents a 25-minute walk or 7.5-minute cycle journey.

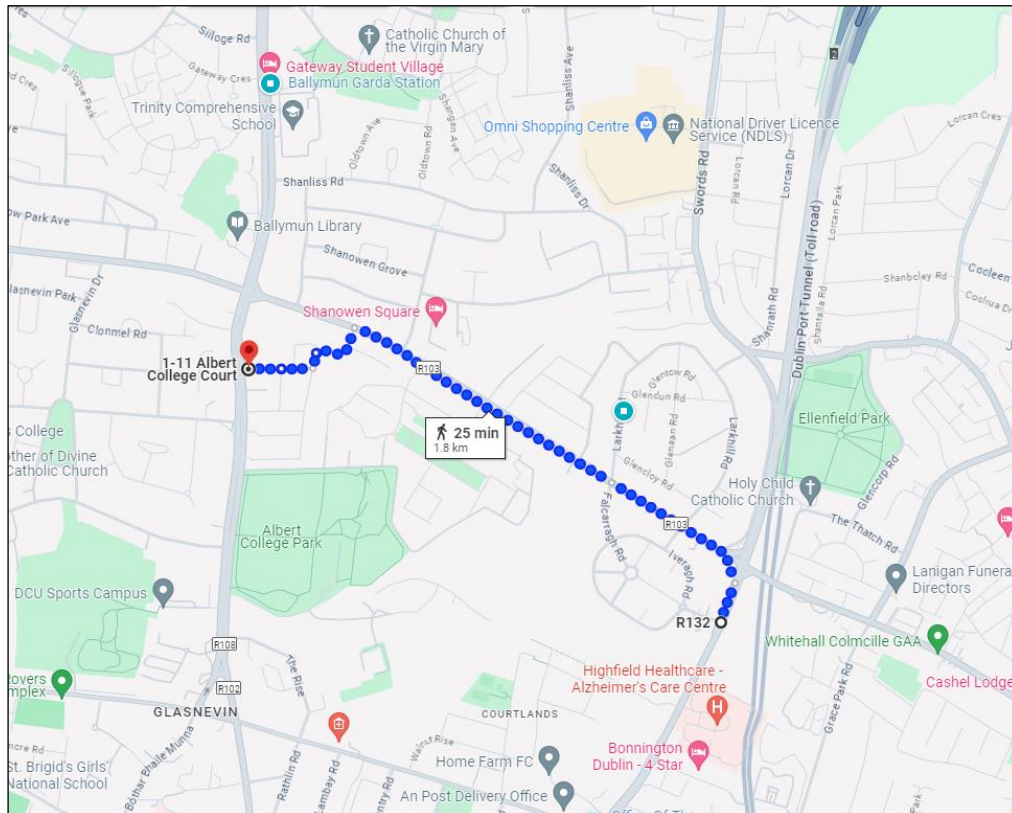


Figure 3-13: Walking Distance to Proposed Collins Avenue Metrolink Station

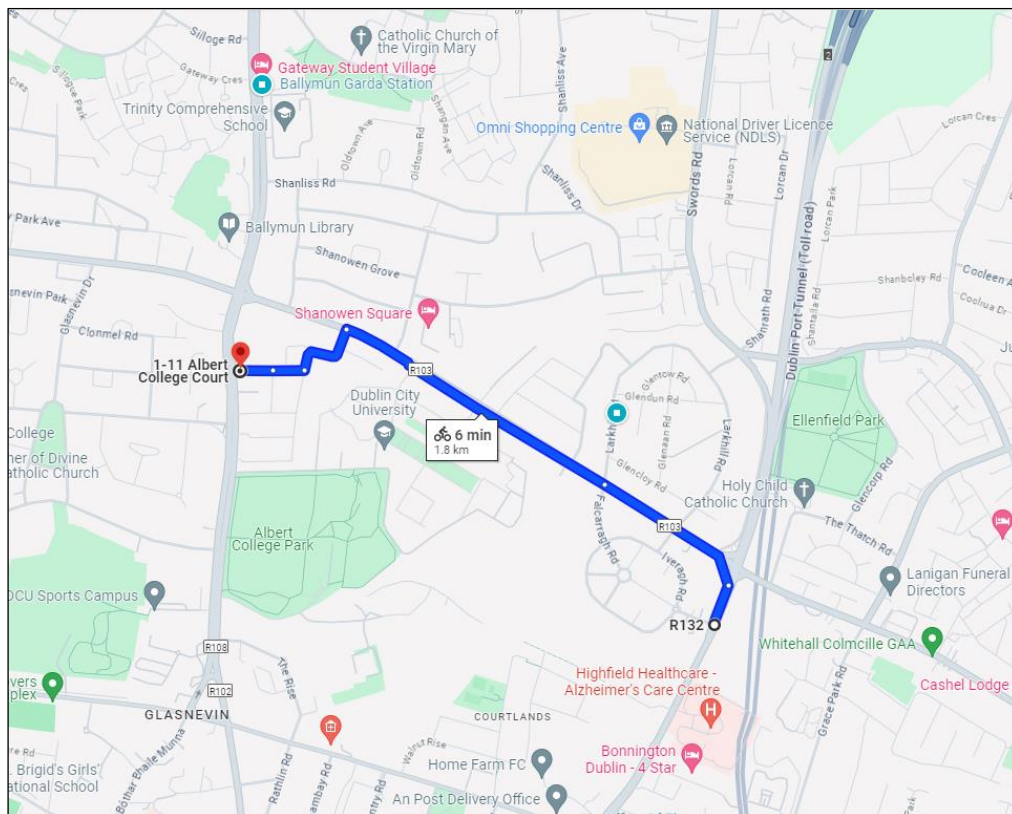


Figure 3-14: Cycling Distance to Proposed Collins Avenue Metrolink Station

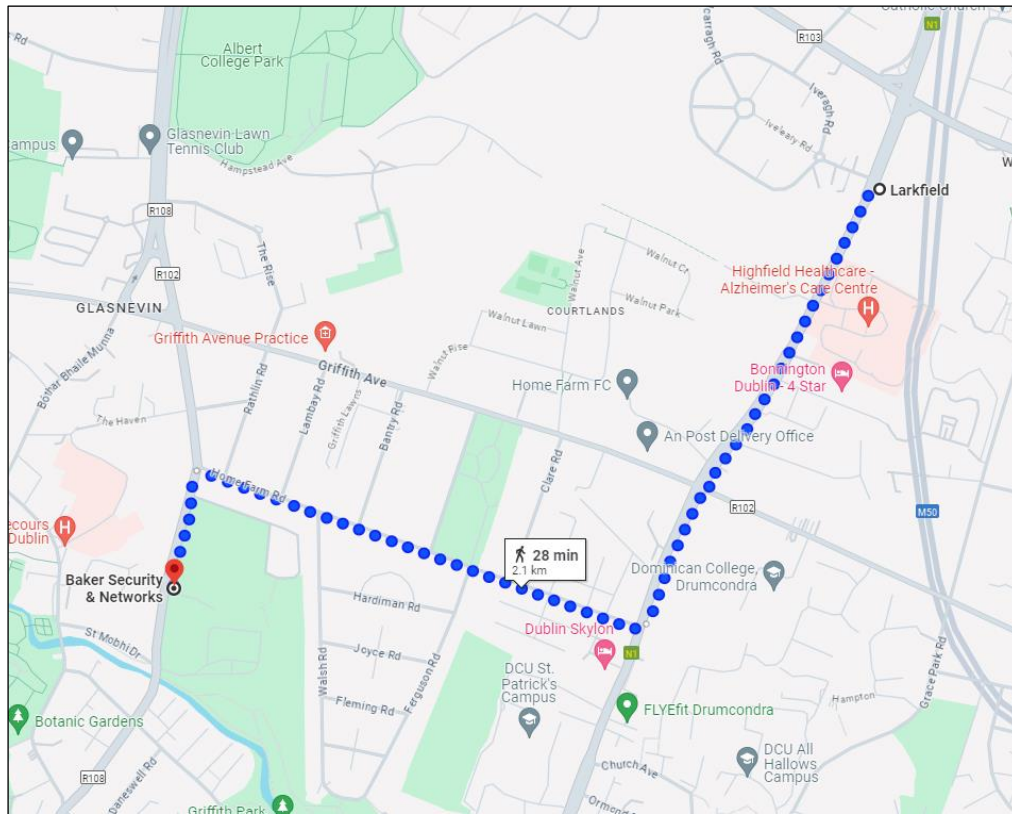


Figure 3-15: Walking Distance to Proposed Griffith Park Metrolink Station

3.5.7 Taxi Services

There is a constant flow of taxis along nearby roads collecting and depositing passengers. This will facilitate taxi use by providing a safe and convenient means of accessing this form of transport. The objective is to encourage lift sharing in taxis to help reduce the demand on parking and congestion at peak times.

3.6 Car Club - Shared Cars

Car clubs are being widely used as a way of reducing the need for private car ownership. Communal cars are currently available at various locations throughout Dublin City. Motorists can book slots using an online phone application. Cars are rented per hour with fuel, tax and insurance all included in the hire price. GoCar and Yuko currently both offer Car Club services in Dublin City. Each Car Club vehicle has the potential to replace the journeys of up to 15 private cars.

This scheme is proposed to be utilised within the development to reduce the need for individual car ownership. It is proposed to include 12 no. shared cars for the development for the use of the residents. This results in an equivalent provision of 369 no. car parking spaces as noted in Section 3.2.4. Subject to the demands of the residents this could be reviewed and increased in the future.

At this time, it is proposed to use the scheme operated by GoCar but an equivalent shared car scheme could be used. A letter of intent from GoCar is provided in Appendix C.

4 Trip Patterns and Mode Share Targets

4.1 Population Groups

Journeys to and from the development shall be made by three distinct population groups: residents, visitors and employees. The targets set under the Travel Plan shall be limited to residents and employees, as these groups are that is expected to make both frequent and regular trips to and from the site. While the travel habits of visitors are expected also to be influenced by measures adopted under the Plan, these are more difficult to monitor and influence.

4.2 Current Travel Patterns

Information on current travel patterns in the Whitehall area is set out in Central Statistics Office 2022 Census data, specifically relating to the 'Whitehall D' Electoral Division modal split. The modal splits given in Table 4-1 are considered an accurate representation of the existing mode share split in the local area.

Table 4-1: Travel Plan - Existing Modal Splits

| Mode | Commuting Patterns (Electoral Division 'Whitehall D' from the 2022 Census Data) |
|-----------------------------|---|
| On foot | 17.35% |
| Bicycle | 7.88% |
| Bus, minibus or coach | 17.45% |
| Train, DART or LUAS | 1.26% |
| Motorcycle or scooter | 0.58% |
| Motor car: Driver | 26.10% |
| Motor car: Passenger | 9.09% |
| Van | 1.30% |
| Other, incl. lorry | 0.34% |
| Work mainly at or from home | 9.81% |
| Not stated | 8.84% |

4.3 Development Modal Splits

Table 4-2 gives both the overall Travel Plan targets and the interim Travel Plan targets to be set in pursuance of the objectives defined in Section 2.2. The assumed starting modal splits have been informed by the 2022 Census data.

Table 4-2: Target Modal Splits for Development Occupants

| Mode | Overall Sustainable Travel Targets | Interim Sustainable Travel Targets |
|-----------------------------|------------------------------------|------------------------------------|
| On foot | 25% | 20% |
| Bicycle | 15% | 10% |
| Bus, minibus or coach | 30% | 25% |
| Train, DART or LUAS | 1% | 1% |
| Motorcycle or scooter | 2% | 2% |
| Motor car: Driver | 10% | 20% |
| Motor car: Passenger | 5% | 10% |
| Van | 0% | 0% |
| Other, incl. lorry | 0% | 0% |
| Work mainly at or from home | 12% | 12% |
| TOTAL | 100% | 100% |

4.4 Implementation Timeframe

The duration of the first phase of the Travel Plan, during which the initial target modal splits shall be pursued will be decided by the Mobility Manager once the development is operational. A phase duration of 2 years is suggested, after which time the first Plan review may be conducted and the initial targets revised, if appropriate.

4.5 Plan Monitoring and Review

As part of on-going monitoring and review, the percentage shares of individual modes such as walking, cycling and public transport will be monitored to understand how successful implementation of targeted programs have been.

The targets set will require on-going work and commitment from the development as a whole, without which they will not be achieved. It is recognised that some people will more readily adopt alternative modes of transport than others, and that the more that is done to facilitate the use of those alternatives, the more they will be used. As it has already been noted, a Travel Plan is an on-going process and targets that are achieved should be replaced by further targets.

5 Consultation

In order to establish an effective Mobility Management Plan (MMP), the development once occupied should submit the following information to the designated Mobility Manager or Travel Co-ordinator:

1. Residents / Staff / customer travel survey information to establish the origin and destination of trips to and from the development
2. Outline specific schemes/measures implemented to encourage a shift from car dependant transport to and from the site
3. Results of residents / customer / staff comments
4. Targets to be set out in accordance to approved NTA guidelines and documents
5. An outline of the various schemes that the development, plan to make available to its staff to encourage the desired change in their travel patterns to and from work; such as shared parking facilities, cycle facilities, public transport subsidies, car-pooling, walking groups, cycle groups, communication, consultation, promotion and tax saver schemes.

Due to the location of the Proposed Hartfield Place Development and the alternative transport modes available, the historic reliance on the car can be challenged. The issuance of welcome packs to the residents containing e.g. timetables of public transport and details of nearby transport facilities can be considered.

6 Implementation and Monitoring

The Mobility Management Plan (MMP) is a document that evolves over time and requires ongoing implementation, management and monitoring, and for successful implementation requires organisational support, an internal Mobility Manager and financial resourcing.

To implement the MMP the following inputs are required:

1. Senior Management support and commitment
2. A Mobility Manager as the plan coordinator
3. A Steering group to oversee the plan
4. Working groups on various related issues

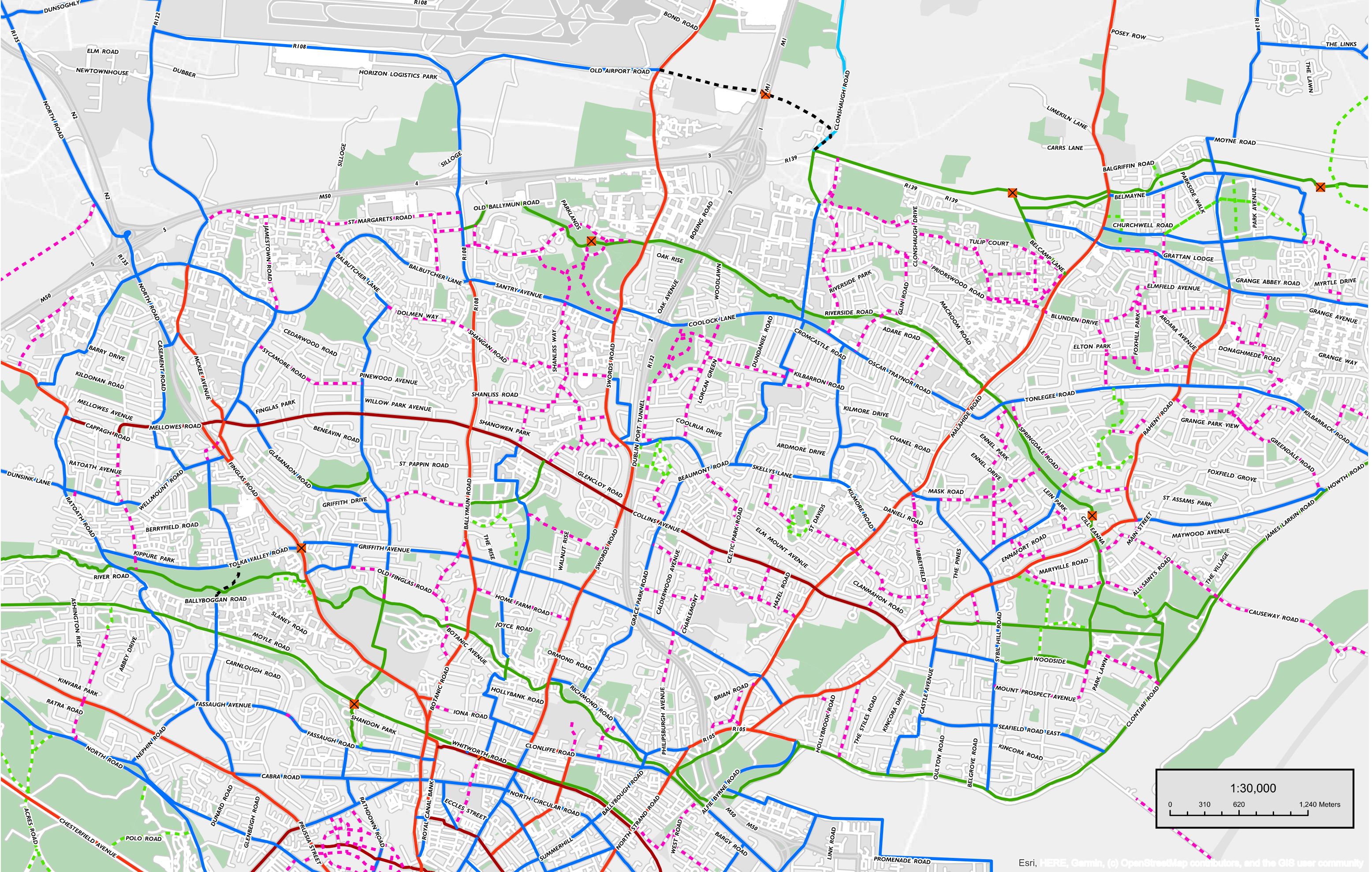
To ensure effective results from any initial sustainable travel investment it is imperative to obtain the agreement of all the stakeholders and obtain the support of external partners like the Local Authority, public transport operators, etc. Ideally the MMP will be managed by a Mobility Manager or travel plan coordinator with the clear mandate to implement and evolve the plan.

The document “*National Transport Authority Workplace Travel Plans - A Guide for Implementers*” may be used as a reference. There is also a UK document: “*Guidance for workplace travel planning for development*” published by Transport for London in 2008 which is relevant.

The Mobility Manager or Travel Coordinator will also be best suited to monitor the results of the plan. Travel surveys should be carried out annually to monitor the initial success of the MMP and to gain a better understanding of the residents travel habits. These survey results can also serve as a sustainable travel performance benchmark to indicate how the MMP is performing in comparison to previous years and the sustainable travel targets initially outlined in the plan.

The success of a MMP is its ability to deliver the ambitious targets set. The plan must be monitored to assess the level of compliance and then reviewed and altered depending on what measures prove successful or unsuccessful.

Appendix A Cycle Network Map



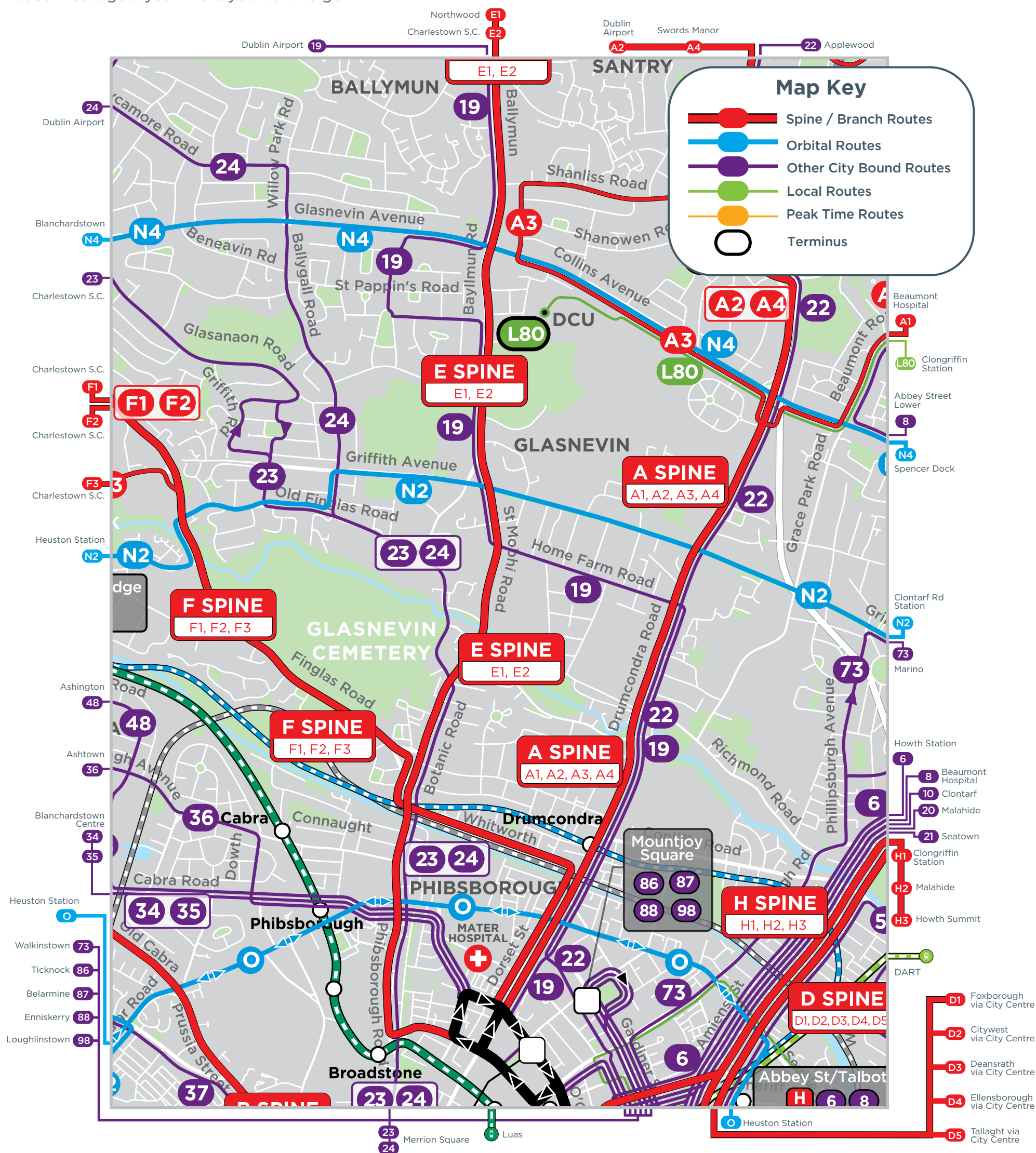
| | | | |
|--|---|---|---|
| <p>Project:</p> <p>2022 GREATER DUBLIN AREA CYCLE NETWORK PLAN</p> | <p>Title:</p> <p>2022 GREATER DUBLIN AREA CYCLE NETWORK PLAN - DUBLIN NORTH CENTRAL</p> | <p>Legend:</p> <ul style="list-style-type: none">Proposed Crossing PointsPrimary RadialPrimary OrbitalSecondaryGreenway - UtilityFeederGreenway - LeisureFurther StudyInter Urban | <p>Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community</p> <p>NTA Údarás Náisiúnta Iompair National Transport Authority</p> <p>AECOM</p> |
|--|---|---|---|

Appendix B BusConnects Local Area Map Drumcondra

How BusConnects gets you where you want to go.

Now, Facebook tells you where you want to go.

• Glasnevin • Phibsborough • Whitehall



Appendix C GoCar Letter of Intent

Eastwise Group
Hartfield Place LRD
Swords Road
Whitehall
Dublin 9

10th July 2024

To Whom It May Concern,

This is a letter to confirm that GoCar intends to provide a car sharing service in the Hartfield Place LRD, Swords Road, Whitehall, Dublin 9. GoCar representatives have discussed the project with representatives of Eastwise Group and are excited to provide a car sharing service at this location. The development consists of 334 unit dwellings, made up of 334 apartments within the Swords Road, Whitehall, Dublin 9 area. The developer proposes to have available twelve (12) spaces for shared vehicles access solely for resident use only at semi basement level within the development.

GoCar is Ireland's leading car sharing service with over 60,000 members and over 950 cars and vans on fleet. Each GoCar which is placed in a community has the potential to replace the journeys of up to 15 private cars. The Department of Housing's Design Standards for New Apartments - Guidelines for Planning Authorities 2018 outline: "For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure... provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles."

Carsharing is a sustainable service. By allowing multiple people to use the same vehicle at different times, car sharing reduces car ownership, car dependency, congestion, noise, and air pollution. It frees up land which would otherwise be used for additional parking spaces. Most GoCar users only use a car when necessary and walk and use public transport more often than car owners.

By having GoCar car sharing vehicles in a development such as this, the residents therein will have access to pay-as-you go driving, in close proximity to their homes, which will increase usership of the service.

I trust that this information is satisfactory. For any queries, please do not hesitate to contact me.



Daniel Ralston
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GoCar Carsharing Ltd
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35 Northwood Court, Santry Dublin 9.
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Appendix D Moby Bikes Letter of Intent

Eastwise Group

Hartfield Place LRD, Swords Road, Whitehall, Dublin 9

26 JULY 2024

TO WHOM IT MAY CONCERN

This is a letter to confirm that **MOBY BIKES LTD** intends to provide a bike sharing service in the Hartfield Place LRD, Swords Road, Whitehall, Dublin 9. MOBY representatives have discussed the project with representatives of Eastwise Group and are excited to provide a car sharing service at this location. The development consists of 334 unit dwellings, made up of 334 apartments within the Swords Road, Whitehall, Dublin 9 area. The developer proposes to have available 20 shared electric bikes for access for public service within the development.

MOBY is Ireland's leading bike sharing service with over 100,000 customers and over 1000+ bikes (pedal, electric and cargo) across Ireland. MOBY is happy to accommodate the request for any additional requirements to provide a shared bike fleet for the development whether electric, pedal or cargo bikes beyond the initially agreed number of 20 e-bikes, on similar commercial terms.

Bike-sharing is a sustainable service. By allowing multiple people to use the same bikes at different times, bike sharing substantially reduces car journeys within cities, car dependency, congestion, noise, and air pollution. It frees up land which would otherwise be used for additional purposes.

By having MOBY bike sharing vehicles in a development such as this, the residents therein will have dedicated access to using e-bikes for commuting around, in close proximity to their homes, which will increase usership of the service.

I trust that this information is satisfactory. For any queries, please do not hesitate to contact me.

Thanks & Regards,

DocuSigned by:

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Thomas O'Connell

CEO & Founder

MOBY BIKES LTD