

MOBILITY MANAGEMENT PLAN STAGE 3 REPORT



SYSTRA

DUNDRUM VILLAGE – STRATEGIC HOUSING DEVELOPMENT

MOBILITY MANAGEMENT PLAN

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1. INTRODUCTION

1.1 Background

1.1.1 SYSTRA Ltd (SYSTRA) has been commissioned by Dundrum Retail GP DAC (Acting for and on behalf of Dundrum Retail Limited Partnership) (the Applicant) to produce a Mobility Management Plan (MMP) in support of a planning application for a proposed residential development on the site of the existing Dundrum Village development in Dundrum Town Centre which lies within Dún Laoghaire Rathdown County.

1.1.2 The proposals are to create a new development comprising 881 apartments along with retail and commercial units, associated car parking and public realm space (hereafter referred to as the 'proposed development'). The proposed development mix is as follows:

- 881 new flatted dwelling units;
- 3,424.7 sqm retail (including 2,028 sqm foodstore)
- 523.1 sqm Creche;
- 403.5 sqm café / restaurant;
- 107.4 sqm Commercial Plant / Ancillary;
- 1,750 cycle parking spaces: and
- 373 car parking spaces including 55 spaces to serve the retail/commercial uses (including 3no. for staff of the creche in Zone 4).

1.1.3 This MMP will primarily focus on the residential aspect of the proposed development, however, measures can be tailored to suit the commercial and retail uses providing the overarching strategy to ensure that the development achieves common, sustainable goals.

1.1.4 The site is located within the Dun Laoghaire Rathdown County Council (DLRCC) administrative area bound by Main Street to the north and east, the Dom Marmion Bridge to the South and The Dundrum Bypass to the west. The location of the development relative to its surroundings is indicated by **Figure 1.1** below.

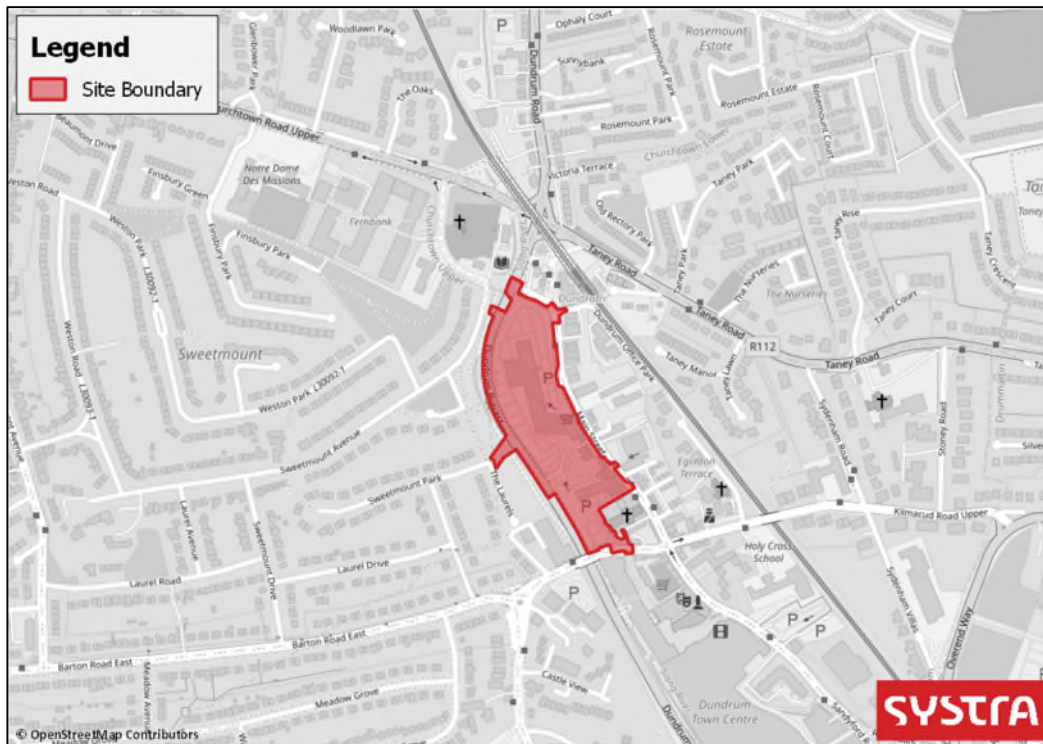


Figure 1.1: Site Location Plan

1.2 Purpose of MMP

- 1.2.1 This MMP has been prepared alongside the Transport Assessment (TA) for the site which should be read in conjunction with this document. The MMP is the principal mitigation measure proposed by the TA to address the forecast transport impacts of the development. The MMP aims to guide the delivery and management of a package of integrated initiatives which seek to encourage and embed sustainable travel choices by residents from the outset of the proposed development’s occupation.
- 1.2.2 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, cycling, via car sharing or via use of a car club. A successful MMP can improve road safety and personal security for pedestrians and cyclists.
- 1.2.3 It is essential that an MMP is not a ‘one-off’ document but evolves continuously with regular updates so that targets and action plans can be reviewed and tailored to take account of ongoing changes in travel patterns. This MMP is the starting point of a live process and will be updated when required by other circumstances. MMP specific objectives should be ‘SMART’ (Specific, Measurable, Achievable, Realistic and Time-Bound).
- 1.2.4 The use of MMPs is well established in Ireland through the Development Control process and the policy documents set out within Chapter 2. The process involves key stakeholders such as the Local Authority (DLRCC), the developer and future residents / tenants of the proposed development.

1.3 MMP Structure

1.3.1 Following this introductory chapter, the structure of the MMP is as follows:

- Chapter 2: Policy Context
- Chapter 3: Baseline Site Transport Review
- Chapter 4: Pre–Occupation Baseline Mode Share
- Chapter 5: Aims, Objectives and Targets
- Chapter 6: MMP Measures
- Chapter 7: MMP Monitoring and Review
- Chapter 8: MMP Action Plan
- Chapter 9: Summary

2. POLICY CONTEXT

2.1 Guidance Review

2.1.1 This section provides an overview of the main national, regional and local policies that underpin the requirements and benefits of implementing a Residential MMP.

2.2 National Policy

Ireland 2040 Our Plan – National Planning Framework

2.2.1 The Project Ireland 2040 - National Planning Framework (NPF) recognises that improvements in connectivity are achievable and are necessary to boost both competitiveness and quality of life. The Ireland 2040 Vision includes the following key elements which have direct relevance to Mobility Management:

1. More sustainable choices and options for people, businesses and communities that can positively influence sustainable patterns of living and working.
2. The highest possible quality of life for our people and communities, underpinned by high quality, well managed built and natural environments.
3. Significant improvement in local and international connectivity that underpins the competitiveness and quality of life of our people, businesses, communities and regions.

2.2.2 The NPF has been developed to deliver the following ‘National Strategic Outcomes’ (as part of the Smart Growth Urban Initiative to achieve sustainable growth) which are pertinent to this report. These are to:

- Improve accessibility to and between centres of mass and scale and provide better integration with their surrounding areas.
- Ensure transition to more sustainable modes of travel (walking, cycling, public transport) and energy consumption (efficiency, renewables) within an urban context.

2.2.3 The NPF seeks to enable people to live closer to where they work, moving away from the current unsustainable trends of increased commuting distance. It supports more energy efficient development through the location of housing and employment along public transport corridors, where people can choose to use less energy intensive public transport, rather than being dependant on the car.

Smarter Travel, A Sustainable Transport Future (STASTF) – A New Transport Policy for Ireland, 2009 – 2020

2.2.4 As recognised in STASTF – A New Transport Policy for Ireland 2009 – 2020, there is a need to provide an integrated transport network that enables the efficient, effective and sustainable movement of people and goods, in order to contribute to economic, social and cultural progress.

2.2.5 This policy recognises that without intervention, congestion will get worse, transport emissions will continue to grow, economic competitiveness will suffer and quality of life will decline. The key goals are as follows:

- Improve quality of life and accessibility to transport for all and, in particular, for people with reduced mobility and those who may experience isolation due to lack of transport.
- Improve economic competitiveness through maximising the efficiency of the transport system and alleviating congestion and infrastructural bottlenecks.
- Minimise the negative impacts of transport on the local and global environment through reducing localised air pollutants and greenhouse gas emissions.
- Reduce overall travel demand and commuting distances travelled by the private car.
- Improve security of energy supply by reducing dependency on imported fossil fuels.

2.2.6 The implementation of STASTF will also assist in meeting Ireland’s international obligations towards tackling climate change. The following actions are relevant to the proposed development:

- **Action 1** – Continue to enhance existing legislative provisions to deliver deeper integration of travel and spatial planning and to support the full integration and alignment of transport plans with the development plan process and local area planning. Ensure that Government investment in new public facilities such as schools, community/health centres and sports/amenity facilities as far as is practicable takes account, within the framework of relevant policy objectives, of the need to give priority to walking, cycling and public transport as the primary means of accessing these facilities.
- **Action 2** – Ensure better integration of land use planning and transport policies in the relevant planning guidelines as part of their ongoing review and we will avail of policy directives to give effect to specific measures needed to meet the vision for sustainable travel. The following will also be included in future planning guidelines:
 - A general requirement that significant housing development in all cities and towns must have good public transport connections and safe routes for walking and cycling to access such connections and local amenities;
 - Integration of cycling and public transport; and
 - A requirement that developments above a certain scale have viable travel plans in place.

The National Cycle Manual, 2011

2.2.7 The National Cycling Manual is focused on encouraging more people to cycle and providing for cycling in a stress free and safe environment. The Manual embraces the Principles of Sustainable Safety to offer a safe traffic environment for all road users including cyclists, and offers guidance on integrating the bike in the design of urban areas. It challenges planners and engineers to incorporate cycling within transport networks more proactively.

2.2.8 These principles and design guidelines have been considered in the design of the proposed development and measures identified within this MMP.

Get Ireland Active – The National Physical Activity Plan (NPAP), 2016

- 2.2.9 Another key policy driver for the encouragement of active, healthy commuting trips is the Get Ireland Active – National Physical Activity Plan. Launched in 2016, this plan recognises that physical inactivity is a demonstrated clear risk to health and wellbeing in Ireland.
- 2.2.10 The NPAP is about creating increased opportunities for people to be active in ways which fit in to their everyday lives and which suit individual needs, circumstances and interests, and to remove the barriers which people face to being active – by encouraging a supportive environment where physical activity becomes normal.
- 2.2.11 The NPAP focuses on the use of the natural and built environment. It recognises that promoting active transport is the most practical and sustainable way to increase physical activity as part of people’s everyday routine. It specifically identifies the role of walking or cycling for utility transport as a means to increase people’s physical activity levels.
- 2.2.12 In accordance with the Plan, this MMP includes measures that promote the health benefits of active travel to users of the proposed development.

2.3 Regional Policy Context

Greater Dublin Area Transport Strategy, 2016-2023

- 2.3.1 This strategy aims to contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods – helping to reduce mode share of car-based commuting to a **maximum of 45%**. To achieve these principles, future development must:
 - Have transport as a key consideration in land use planning – integration of land use and transport to reduce the need to travel, reduce the distance travelled, reduce the time taken to travel, promote walking and cycling especially within development plans;
 - Protect the capacity of the strategic road network;
 - Ensure a significant reduction in share of trips taken by car, especially those trips which are shorter or commuter trips;
 - Take into account all-day travel demand from all groups; and
 - Provide alternate transport modes in order to reduce the strain on the M50 as the current increase in traffic is unsustainable.
- 2.3.2 The proposed development has been designed with consideration of these principles and this MMP will further encourage sustainable movement by users / residents of the proposed development.

2.4 Local Policy Context

Dundrum Local Area Plan (LAP) 2019-2025 – Issues Paper

2.4.1 A LAP is currently in development for the Dundrum area for the 2019-2025 period. Dun Laoghaire Rathdown County Council (DLRCC) have prepared an ‘Issues Paper’ that highlights the core development matters within Dundrum and also allows the public to express their thoughts or concerns for what should be covered by the LAP. One of the main development issues considered is the level of sustainable transport in Dundrum. The paper states:

“The LAP will be prepared in a time of some potentially significant changes to the bus network in Dublin – the ‘BusConnects’ Plan may involve some changes for Dundrum, specifically improvements to the orbital routes connecting Dundrum with Dun Laoghaire and Tallaght. The proposals, however, also envisage a greater level of bus activity on the Main Street of Dundrum, an area identified for improved public realm/pedestrian facilities .”

2.4.2 In addition to the proposed improvements to the bus network, the paper also discusses the plans for upgrading the current Luas Green Line to a Metro system, which was published previously by the NTA (National Transport Authority). This development is referred to as ‘MetroLink’ and would considerably increase capacity as well as improving journey times.

2.4.3 These measures would provide significant benefits to users of the proposed development through improved public transport links to a variety of other desirable locations, including Dublin City Centre and the airport. Details of these schemes (as they emerge) will be communicated to users of the proposed development via the MMP to encourage.

Dun Laoghaire Rathdown County Council Development Plan, 2016-2022

2.4.4 The currently adopted 2016-2022 Development Plan outlines DLRCC’s policies regarding the sustainable development of the County from 2016 to 2022. Within the sustainable communities strategy portion of the report (Section 2), sustainable travel and transportation is considered. The objectives outlined in the Development Plan are as follows:

- *‘An increased travel mode share for walking and cycling. This increase will be mainly related to local trips to work, schools, retail and leisure within larger urban areas.*
- *An increased travel mode share for public transport for work trips to the main employment zones of Sandymount, Cherrywood and Dublin City Centre and between the other larger urban centres. There may be scope to improve public transport mode share to larger urban centres along the main bus and rail corridors, particularly where this improves access and interchange between bicycle and rail.*
- *Enhanced safety for all modes – especially for vulnerable road users.’*

2.4.5 The design of the proposed development and sustainable travel measures outlined within this MMP contribute to achieving DLRCC’s Development Plan objectives.

3. BASELINE ENVIRONMENT

3.1 Site Location

- 3.1.1 The proposed development site is known as the ‘Dundrum Village’ site and is bound by Main Street to the north and east, the Dundrum Bypass to the west, and the Dom Marmion Bridge and Dundrum Town Centre to the south.
- 3.1.2 The Dundrum Village site currently houses a collection of smaller retailers operating out of one main building. The site has been earmarked for redevelopment for a number of years and has extant planning consent for a retail-lead redevelopment and associated car parking (“Dundrum Town Centre Phase 2”).
- 3.1.3 A large residential area lies to the west of the Dundrum Bypass (Sweetmount) and to the north and west of Taney junction which is a large intersection between Taney Road and the Dundrum Bypass to the north of the proposed development site. The Dundrum LUAS Station and a bus interchange lie to the immediate north-east of the site.
- 3.1.4 A context plan for the proposed development (Dundrum Village) site is indicated by **Figure 3.1** below.

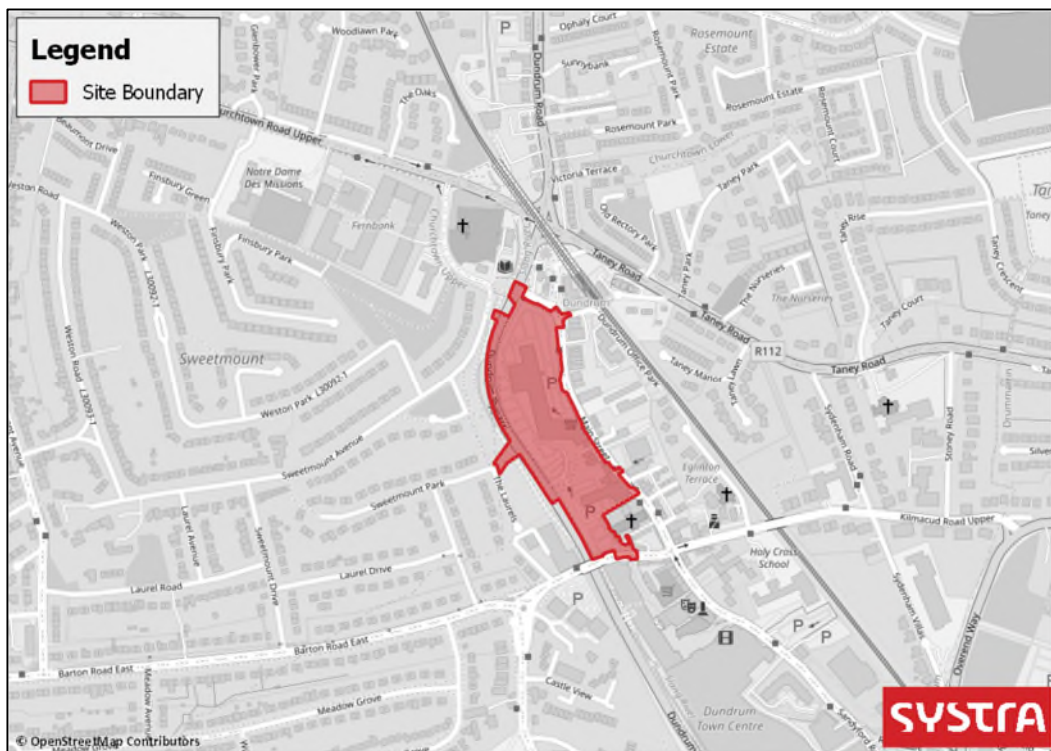


Figure 3.1: Site Location Plan

3.2 Access by Sustainable Modes

Pedestrian Infrastructure

3.2.1 The proposed development site is highly accessible, particularly by active travel modes. **Figure 3.2** illustrates the primary pedestrian infrastructure surrounding / through the site and the various pedestrian crossing facilities in the vicinity. The figure demonstrates that there is a good level of existing pedestrian infrastructure serving the site which is conducive to a high proportion of pedestrian trips within the local area.



Figure 3.2: Pedestrian Infrastructure

3.2.2 In the vicinity of the site, the footways are generally in the region of 1.8m with wider footways and footpaths of 2.5 – 3.0m adjacent to the town centre, with provision of dropped kerb and tactile paving arrangements at crossing points. The Design Manual for Urban Roads and Streets (DMURS, 2019) stipulates that footways should be a minimum width of 1.8m in areas of low pedestrian activity and 2.5 – 3.0m in areas of moderate to high pedestrian activity, therefore, the existing footway infrastructure accords with these guidelines.

3.2.3 In the immediate surroundings of the site, it is noted that recent upgrades to the pedestrian and cycle network have been introduced as part of measures to improve active travel as a result of the Covid-19 pandemic. **Figure 3.3** shows a photograph of a newly implemented dropped kerb and tactile paving pedestrian crossing at Main Street as part of these measures. The crossing lies to the south of the access road between Main Street and the Dundrum LUAS station. **Figure 3.4** indicates the cycling provision in the corridor.

3.2.4 Within the wider network, formal crossings are provided at all key junctions in the vicinity of the site.



Figure 3.3: Existing Pedestrian Crossing at Main Street



Figure 3.4: Main Street Cycle Infrastructure Upgrades

- 3.2.5 The Sweetmount area to the west of the Dundrum Village site is linked to Main Street by means of the traffic signals associated with the Dundrum Bypass / Main Street junction. This link is at the north end of Main Street and to the north-east corner of Sweetmount. More direct at-grade links are not currently possible as a result of a level difference between the Sweetmount area and the Dundrum Bypass further south of the existing crossing point.
- 3.2.6 SYSTRA has undertaken a walking isochrone assessment using GIS software. **Figure 3.5** highlights the walking isochrones from the development site in 5-minute increments up to a 20-minute walking distance from the development¹.

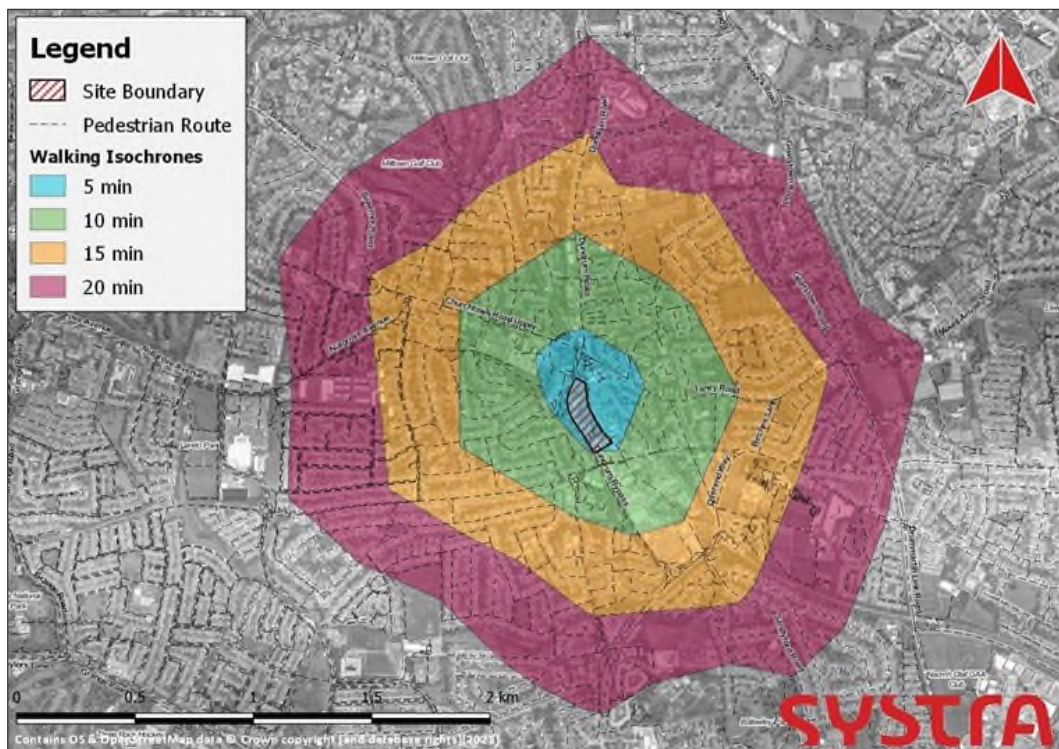


Figure 3.5: Walking Isochrones

- 3.2.7 The isochrone assessment illustrates that numerous amenities such as supermarkets, schools, a cinema, public transport stops/stations and multiple shops and restaurants are accessible within a 20-minute walk from the development site. It is considered that the existing local infrastructure will be able to support the additional pedestrian movements generated by the development with just local changes required to enhance provision and provide high-quality integration between the existing network and the development site.

Cycling Infrastructure

- 3.2.8 The cycling infrastructure in the immediate vicinity of the site is considered to be very good, with several key links at Taney Road, Main Street, Churchtown Road Upper and on the Dundrum Bypass. **Figure 3.4** indicates the upgraded cycle infrastructure on Main Street.

¹The isochrone assessment assumes an average walking speed across all users of 1.2m/s.

3.2.9 **Figure 3.6** demonstrates the strategic cycle network in Dundrum and the surrounding local areas. There is a wealth of cycle routes to several local and strategic destinations, including Sandyford, Dublin City, Blackrock and Tallaght.

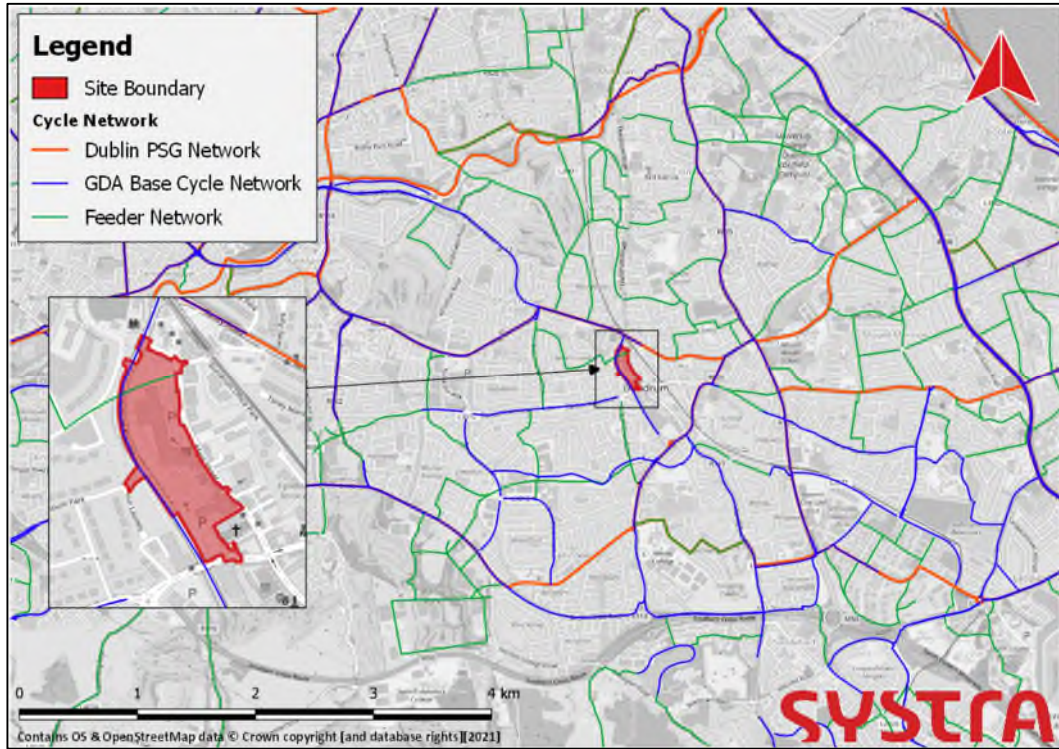


Figure 3.6: Cycling Infrastructure

3.2.10 It is generally accepted that journey times of up to 30 – 40 minutes are appropriate for cycle access to developments, which equates to around 10km at typical cycle speed². **Figure 3.7** therefore details the cycling isochrones up to a 40-minute journey time from the proposed development site in order to assess the areas and facilities that lie within an acceptable cycle time from the development site.

²The isochrone assessment assumes an average cycle speed across all users of 16km/h.

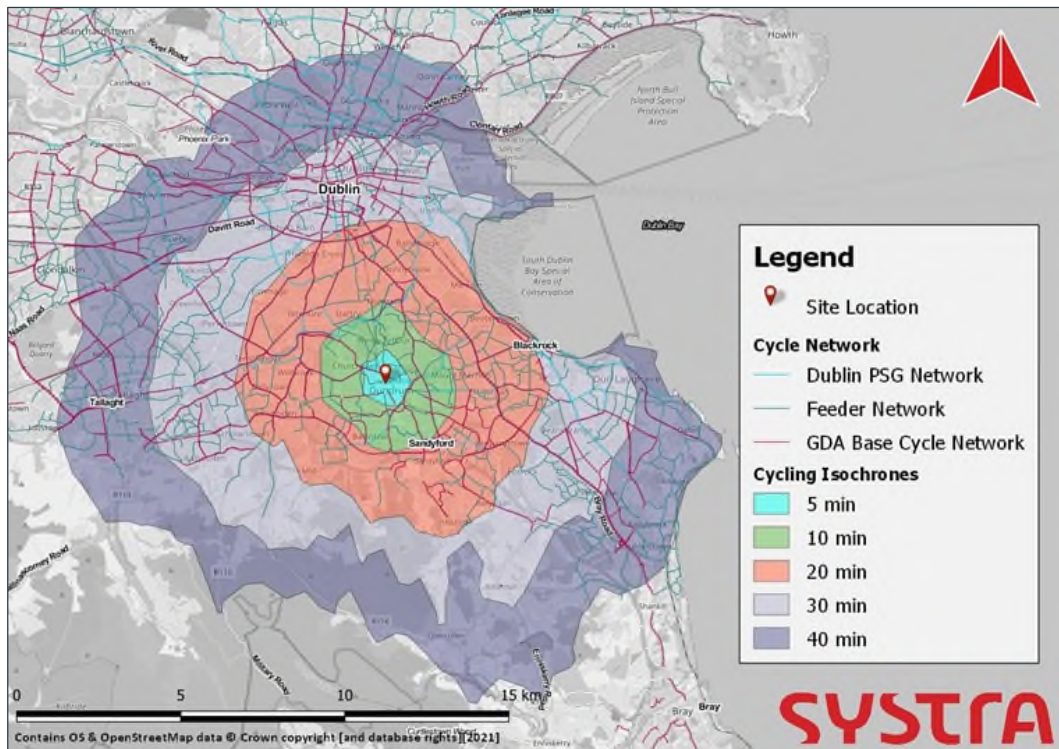


Figure 3.7: Cycling Isochrones

3.2.11 The figure indicates that by cycling, a vast proportion of Dublin can be accessed within a 30 minute cycle from the proposed development site. This is largely due to the significant cycle network that is in place and which is accessible from the development site. There are routes in all directions from the development providing access to a huge geographical area where employment opportunities can be accessed as well as other residential catchments, commercial development, leisure opportunities and local amenities as detailed below.

Local Amenities

3.2.12 There are numerous amenities located within an approximate 5-minute walk / 2 minute cycle of the proposed development.

3.2.13 **Table 3.1** sets out each of these local amenities in order of distance from the development, with **Figure 3.8** illustrating the location and approximate distance of each.

Table 3.1: Local Amenities

AMENITY	
No.	Description
1	Coffee Shop
2	Dundrum Dental Surgery
3	Dundrum Train Station
4	Dundrum Luas Bus Stop
5	Mulvey's Pharmacy & Coffee Shop
6	Multiple Dentist Practices
7	Dundrum Centre Bus Stop
8	Holy Cross Church & Pastoral Centre
9	Saint Nahi's Church and Cemetery
10	Dundrum Dental Practice
11	Coffee Shop
12	Quiqley's Pharmacy & Haven Pharmacy Farmers
13	Hope Baptist Church
14	Schools
15	Holy Cross School
16	Christ Church Taney

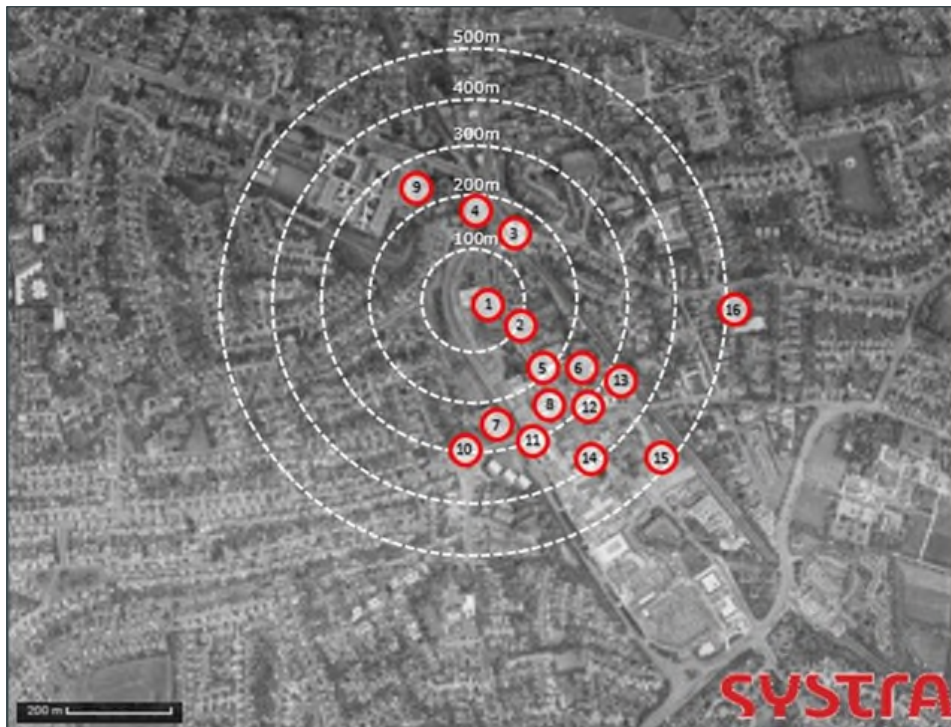


Figure 3.8: Local Amenities

3.3 Public Transport

3.3.1 The site benefits significantly from its town centre location within Dundrum and there is a wealth of existing public transport infrastructure and interchanges within the immediate vicinity of the site, including 16 bus stops and the Dundrum LUAS station all located within a 5-minute walk (approximately 400m) of the site.

3.3.2 **Figure 3.9** illustrates the location of the local bus stops and LUAS station which are within a 5-minute walk while **Figure 3.10** details the bus accessibility isochrones for a 5 and 10-minute walk of direct bus services to/from the development³.

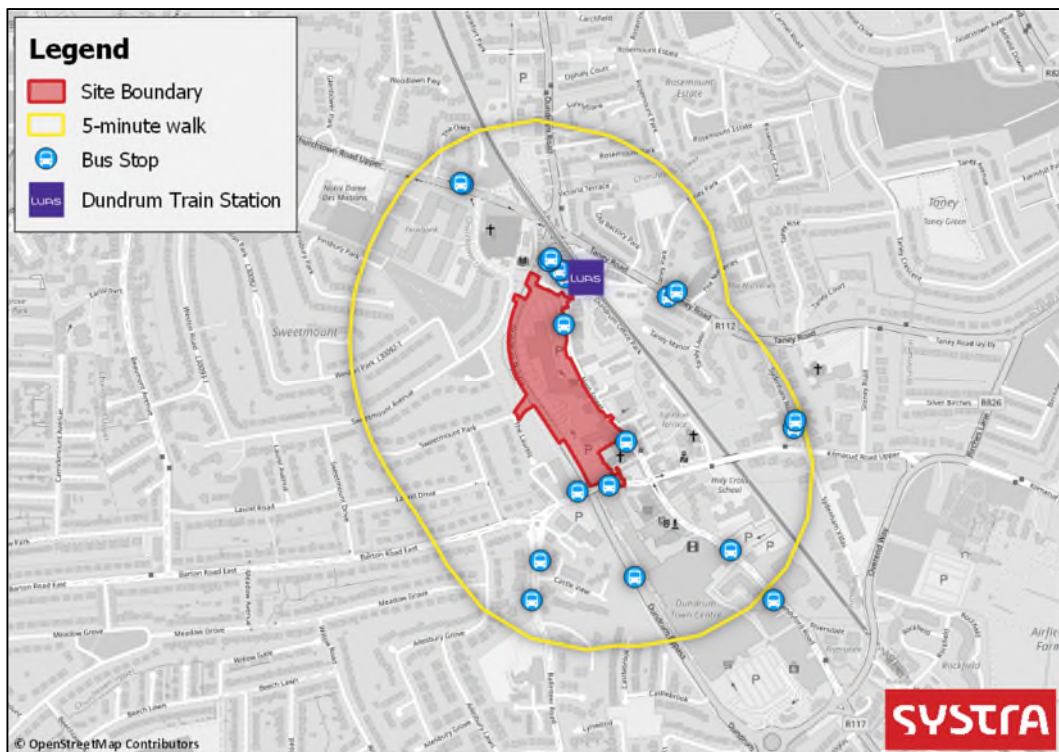


Figure 3.9: Public Transport

³ The bus accessibility isochrone assessment uses GIS software to plot each of the bus stops situated along a direct bus service route to the proposed development. Isochrones of 300m and 600m (representing approximate walking times of 5 and 10-minutes respectively) have then been plotted around each of these stops.

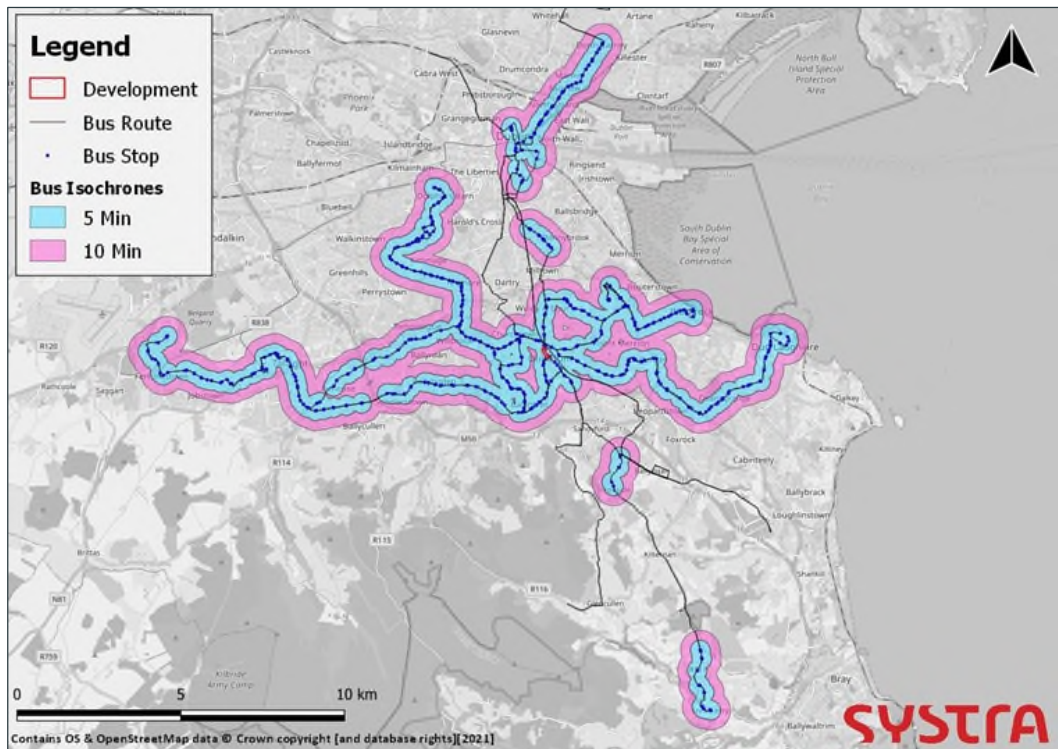


Figure 3.10: Bus Accessibility Isochrones

- 3.3.3 The bus accessibility isochrones demonstrate that the site is accessible by direct bus service from a large proportion of Greater Dublin, particularly the surrounding areas of Churchtown, Mount Merrion, Ballinteer and Dublin City Centre. It should also be noted that the Dundrum area is part of the Dublin-wide Bus Connects project which will see a step change in bus service provision delivered in the area. The proposed development is well located to take advantage of these new facilities.
- 3.3.4 The bus service provision is exemplary for a town centre site. There are numerous services in either direction to destinations such as Dublin, Beaumont, Blackrock, Enniskerry and Tallaght. **Table 3.2** sets out the bus routes and frequencies for the stops immediately adjacent to the development.

Table 3.2: Bus Service Frequencies

OPERATOR	SERVICE NO.	BUS STOP	DISTANCE FROM SITE	ROUTE	FREQUENCY		
					Mon-Fri	Sat	Sun
Dublin Bus, Go Ahead Ireland	14, 17D, 44, 161, 175	Dundrum Luas (2825)	160m	14: Beaumont - Dundrum Luas 17D: Blackrock - Rialto 44: DCU - Enniskerry 161: Dundrum - Rockbrook 175: Citywest - UCD	14 - 12 mins 17D - 1 per day 44 - 60 mins 161 - 90 mins 175 - 40 mins	14 - 15 mins 17D - 1 per day 44 - 60 mins 161 - n/a 175 - 60 mins	14 - 20 mins 17D - 1 per day 44 - 60 mins 161 - n/a 175 - 60 mins
Dublin Bus, Go Ahead Ireland	14, 44, 44B, 75, 75A, 175	Dundrum Luas (2866)	70m	14: Beaumont - Dundrum Luas 44: DCU - Enniskerry 44B: Dundrum Luas - Glencullen 75/75A: Dun Laoghaire - The Square Tallaght 175: Citywest - UCD	14 - 12 mins 44 - 60 mins 44B - 5 per day 75 - 30 mins 75A - 5 per day 175 - 40 mins	14 - 15 mins 44 - 60 mins 44B - n/a 75 - 30 mins 75A - 2 per day 175 - 60 mins	14 - 20 mins 44 - 60 mins 44B - n/a 75 - 30 mins 75A - n/a 175 - 60 mins
Dublin Bus, Go Ahead Ireland	14, 44, 44B, 75, 75A, 175	Holy Cross Church (2865)	200m	14: Beaumont - Dundrum Luas 44: DCU - Enniskerry 44B: Dundrum Luas - Glencullen 75/75A: Dun Laoghaire - The Square Tallaght 175: Citywest - UCD	14 - 12 mins 44 - 60 mins 44B - 5 per day 75 - 30 mins 75A - 5 per day 175 - 40 mins	14 - 15 mins 44 - 60 mins 44B - n/a 75 - 30 mins 75A - 2 per day 175 - 60 mins	14 - 20 mins 44 - 60 mins 44B - n/a 75 - 30 mins 75A - n/a 175 - 60 mins
Dublin Bus, Go Ahead Ireland	14, 75, 75A	Dundrum Centre (4486)	240m	14: Beaumont - Dundrum Luas 75/75A: Dun Laoghaire - The Square Tallaght	14 - 12 mins 75 - 30 mins 75A - 5 per day	14 - 15 mins 75 - 30 mins 75A - 2 per day	14 - 20 mins 75 - 30 mins 75A - n/a

3.3.5 In addition to the bus provision, the LUAS tram ‘green line’ runs adjacent to the Main Street / Sandyford Road corridor. As described above, good quality existing pedestrian facilities connect the site to the Dundrum LUAS station.

3.3.6 The ‘green line’ operates between Broombridge and Brides Glen and is a very popular mode of transport for those accessing Dublin City Centre, and many other locations. The approximate average frequency between Monday and Friday is 6.4 minutes, 8.5 minutes on a Saturday and 13.3 minutes on a Sunday. The route of the Luas stops are depicted by **Figure 3.11**.

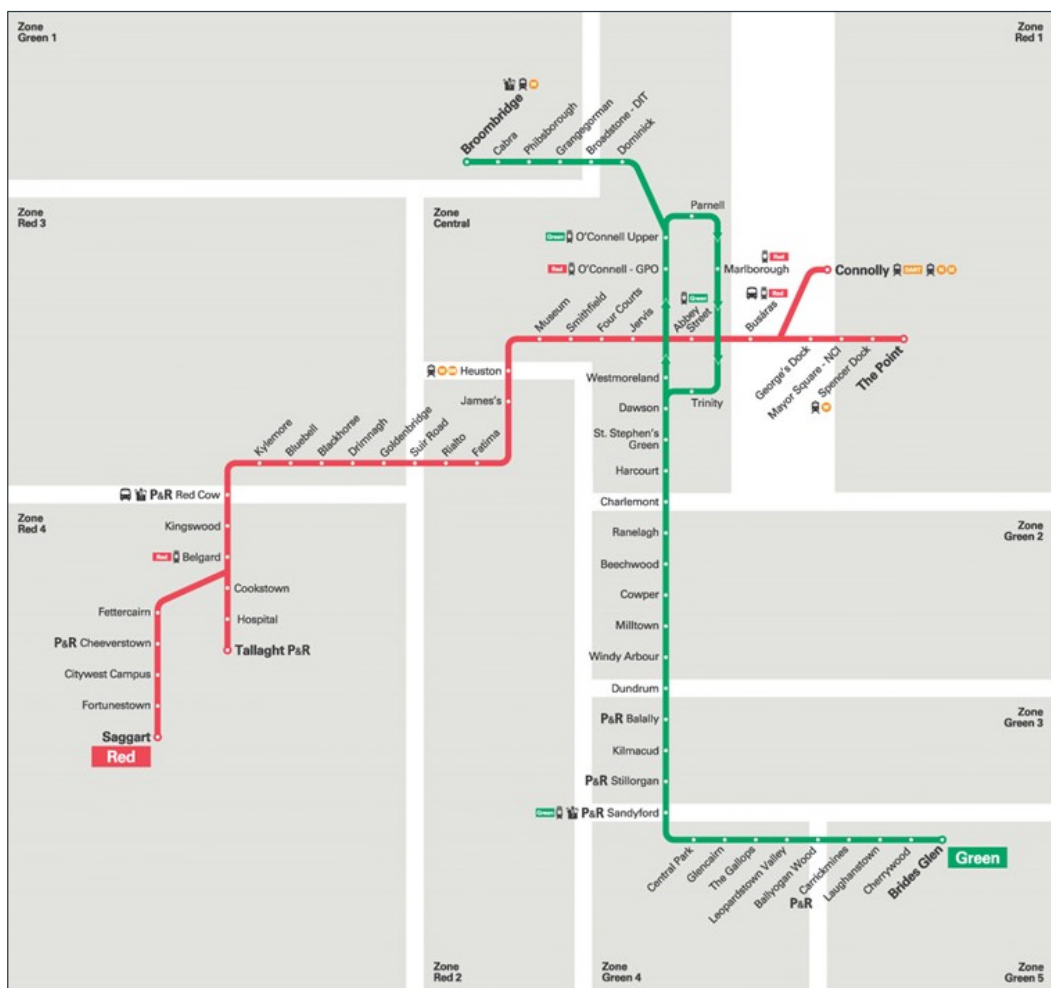


Figure 3.11: LUAS Route Map

3.3.7 The tram system is a popular choice for those accessing Dundrum Town Centre but more importantly, the LUAS offers access to the very wide range of employment and City Centre amenities from the proposed residential development at Dundrum Village. It is fully expected that a high proportion of residents at the new residential development will use the LUAS (approximately 17%) to commute to their place of work in the City Centre, Sandyford and Cherrywood Business Districts.

3.3.8 In terms of public transport capacity it is noted that patronage levels on the bus and LUAS Green Line have not yet returned to pre-covid levels and it is not known whether levels will return in the short to medium term. Notwithstanding this, the Bus Connects proposals are to deliver a significant increase in the range of bus services serving Dundrum which will bring a step change in the capacity available. There are also plans to enhance the capacity of the Luas Green line (which serves Dundrum) through the provision of additional fleet and infrastructure to meet forecast passenger demand.

3.3.9 With the planned enhancements to the Luas Green Line and the introduction of the Bus Connects scheme, it is fully expected that the additional demand from the development can be accommodated through the increased public transport capacity and frequency of services that will be delivered in the Dundrum area.

3.4 Local Highway Network

3.4.1 **Figure 3.12** illustrates the local roads which surround the site and provide access to the wider area and to the strategic road network. The site is bound in all directions by local roads/streets. To the north and east, the site is bound by Main Street, to the west by the Dundrum Bypass, and to the south by the Dom Marmion bridge that crosses along the north side of the existing Dundrum Town Centre development.

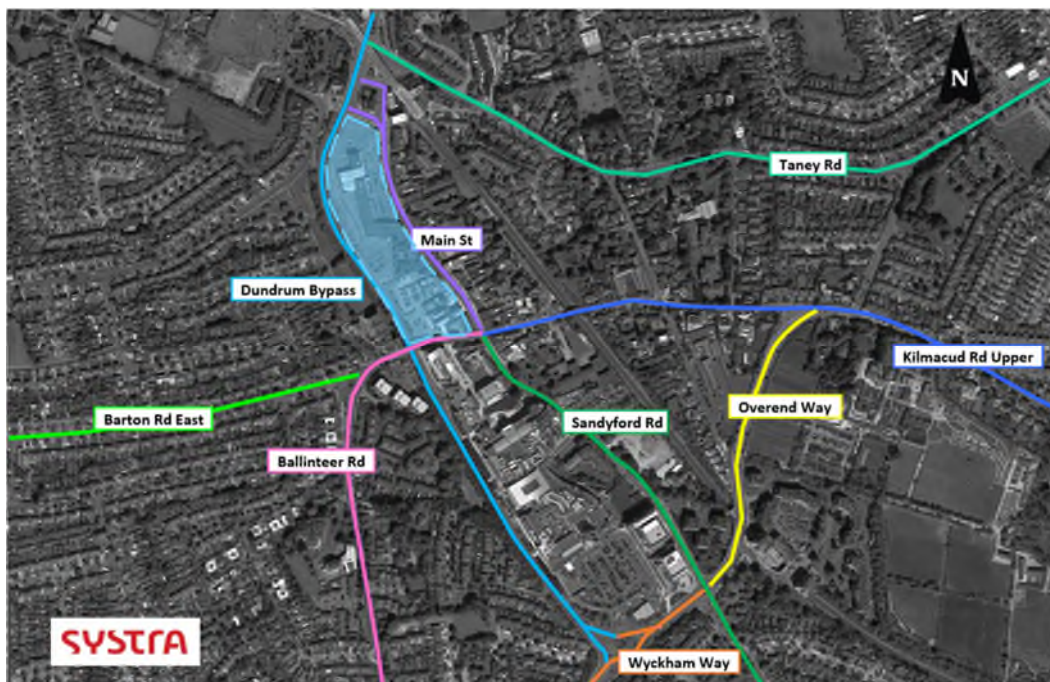


Figure 3.12: Local Roads

3.4.2 A brief overview of each of the key roads/streets on the periphery of the site is set out below.

Main Street

3.4.3 Main Street is currently a one-way street of town centre urban characteristics. The street has recently been modified to become part-pedestrianised as part of measures introduced to encourage active travel during the Covid-19 pandemic and it is likely that these measures will become permanent. **Figure 3.3** and **Figure 3.4** show the general characteristics of Main Street and demonstrate the significant active travel infrastructure which has been brought forward in the last two years.

The Dundrum Bypass

3.4.4 The Dundrum Bypass is a two-way road of urban characteristics which features generous carriageway widths of between 7.0m to 7.6m. The road is subject to a 50km/h speed limit and features a number of accesses into the existing car parks along the western site boundary (including the multi-storey car park south of the Dom Marmion Bridge).

Balinteer Road

3.4.5 Ballinteer Road is a distributor road which routes between Dundrum (at a junction with Main Street, Sandyford Road and Kilmacud Road Upper) and the M50 motorway approximately 2.0km south of the development site. The road is of varying characteristics but is generally of residential and urban standards. In the direct vicinity of the site, Balinteer Road crosses the Dundrum Bypass via the Dom Marmion Bridge. This bridge also crosses an existing vehicular access into the development site from the car park associated with the Dundrum Town Centre development south of Ballinteer Road.

3.5 Accessibility Summary

3.5.1 In summary, the proposed development site sits within a highly sustainable location benefitting from the following:

- The development sits within a mature transport network and there is a full network of footways which are lit and crossing points are located at key junctions;
- Cycle links exist on Taney Road, between Main Street at Sweetmount, Churchtown Road Upper and on the Dundrum Bypass;
- The site is conveniently located for the LUAS Green Line and sits opposite the Dundrum LUAS station;
- The site sits adjacent to Main Street and bus interchange which is a key bus corridor in the area. A total of five bus services operate adjacent to the site; and
- The site is well located to take advantage of local amenities including Dundrum Town Centre, local schools, hotels, leisure opportunities and restaurants all of which are within 10 minutes' walk of the site.
- Public transport capacity will be significantly increased at Dundrum over the next few years as the Bus Connects proposals will significantly enhance the choice of bus services and capacity in the area. The Luas Green line is also due for capacity enhancements and the current strategy is to deliver significant additional capacity through the provision of additional fleet and necessary infrastructure to meet forecast passenger demand. The significant capacity enhancements in the Dundrum area will accommodate the additional demand from the proposed development.

4. PRE-OCCUPATION BASELINE MODE SHARE

4.1 General

4.1.1 This section provides information on the travel behaviour associated with the existing population of Dundrum residents living in the vicinity of the proposed development. This information is necessary to predict the likely travel patterns of future residents at the proposed development and to identify existing constraints which may impact upon the sustainability of future development.

4.2 Mode Share

4.2.1 To determine a suitable mode share for the proposed development, Irish Census (2016) data for the local electoral area of Dundrum has been utilised. The data for ‘method of travel to work or study’ has been interrogated to identify a modal split which can be anticipated for the proposed development, once it becomes occupied.

4.2.2 **Figure 4.1** illustrates the location of the site within the context of the Dundrum electoral ward.



Figure 4.1: Dundrum Electoral Area

4.2.3 The available data has been reviewed and the ‘work from home’, ‘not stated’ and ‘other’ preferences have been discounted to obtain an accurate and realistic mode share. The resultant mode split is indicated by **Figure 4.2** below.

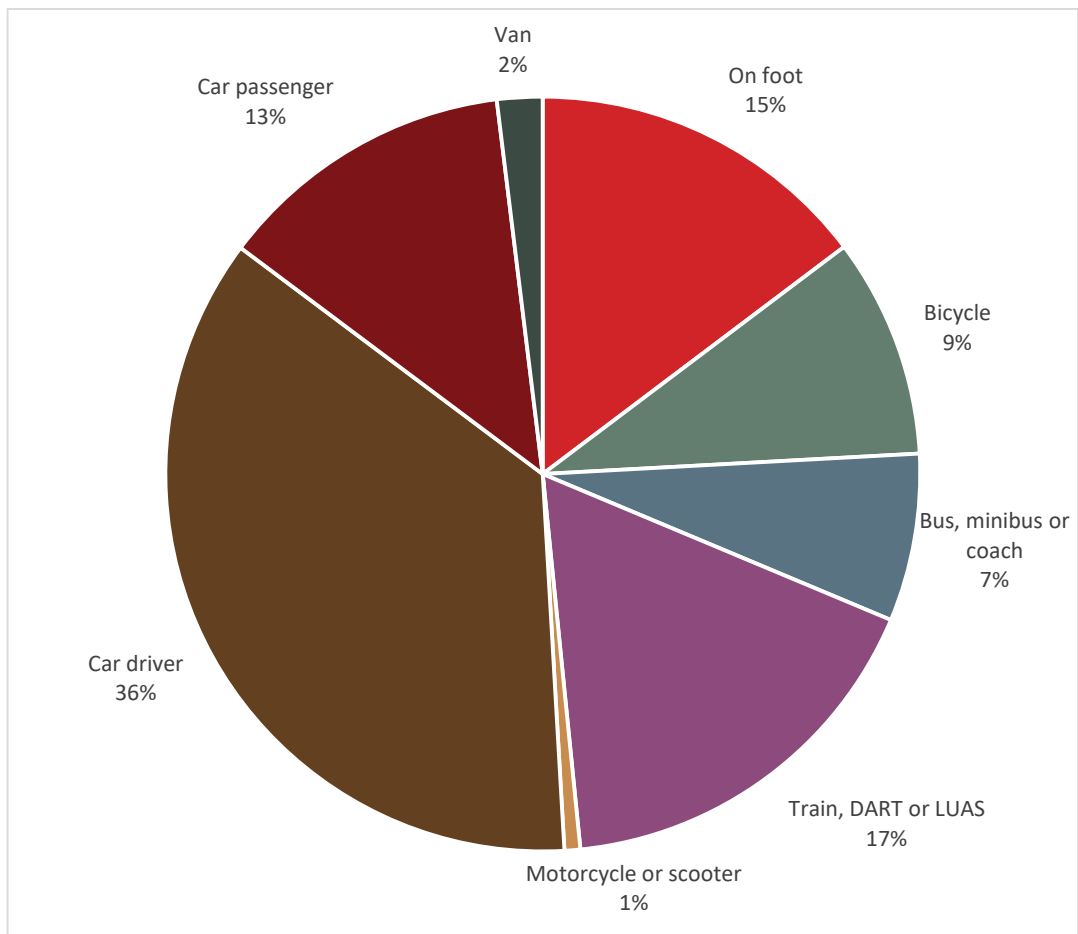


Figure 4.2: Mode Share to Work or Study
 Source: Central Statistics Office (2016 Census data)

- 4.2.4 As demonstrated by **Figure 4.2**, vehicle drivers (single occupancy) account for the highest proportion of travellers within the Dundrum area at 39%. This is followed by public transport users (bus and rail) and active modes (walking and cycling) at 24% each. Car passengers account for 13% of the total trips.
- 4.2.5 The mode share, where feasible, will be applied to understand the travel trends of the proposed development. However, site-specific travel surveys of the residents of the proposed development will be undertaken within 6 months of the development becoming operational and occupied.

5. MMP AIMS, OBJECTIVES AND TARGETS

5.1.1 In order to measure the ongoing success of the MMP and its various measures, it is important that a series of targets and objectives are established at the outset.

5.1.2 As this is a Pre-Occupation Residential MMP, it is expected that the final targets of the MMP will be taken forward upon site occupation. As such, the pre-occupation baseline targets should be at this time considered as guidance until post-occupation baseline residential surveys are undertaken.

5.2 Aims and Objectives

5.2.1 The overall aim of the MMP for the proposed development is to minimise the proportion of single occupancy vehicle trips. This includes commuter based trips, which have the greatest influence on traffic congestion during weekday AM and PM peak periods, as well as leisure trips.

5.2.2 The objectives can be summarised as:

- To improve the travel options for residents;
- To increase awareness of the available sustainable travel modes;
- To minimise the incentives for private car usage;
- To promote health, social and economic benefits of sustainable travel; and
- To minimise and manage car use.

5.3 Benefits

Personal Benefits

5.3.1 The measures implemented within the MMP will raise awareness and support residents to become more active and through this to be healthier, fitter and more productive by encouraging physical exercise as part of residents' day-to-day travel behaviour. Active travel, encouraged as part of a MMP enables people to enjoy health benefits as part of their daily routine. Choosing a sustainable travel mode can reduce the stress associated with commuting which in turn can bring benefits in terms of health, mood and productivity at work.

5.3.2 There are also added financial benefits to using sustainable modes of transport as opposed to private car trips. The cost of running a car, particularly for short journeys, can be excessive after accumulating all costs, such as fuel, insurance, maintenance, breakdown cover and tax. Research studies outline the average cost to run a petrol car is around 65 cents per mile and 69 cents per mile for a diesel car. Whereas, walking is of course free of charge and delivers additional health benefits and cycling can be undertaken at a very modest cost in comparison with car ownership.

Environmental Benefits

- 5.3.3 Climate change is one of the most significant challenges facing the world today. If unaddressed, it has the potential for far reaching economic and societal impacts both locally and internationally. Globally, transport is the fastest growing source of greenhouse gas emissions, particularly carbon dioxide.
- 5.3.4 Changes to reduce greenhouse gas emissions at a local level can combine to have a real impact on overall emissions so any reduction in vehicle miles will help to assist in combatting this problem.

5.4 Targets

- 5.4.1 Targets are measurable goals by which the progress of the MMP will be assessed. Targets are essential for monitoring progress and success of the MMP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound in order for the outcome of the MMP to be quantified.
- 5.4.2 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 aim. The targets set are related to decreasing the single occupancy car use mode share and increasing sustainable travel modes.
- 5.4.3 **Table 5.1** below represents the indicative baseline mode share targets, and the subsequent post-occupation targets, in years three and five of occupancy of the proposed development. As stated earlier, these baseline results are indicative, and it is recommended that a travel survey is taken within six months of residential occupation to set a new baseline mode share.

Table 5.1: Travel Mode Split %

TIMESCALE	SINGLE-OCCUPANCY CAR USE	SUSTAINABLE TRAVEL MODES
Indicative Baseline (Year 1)	38%	62%
Post-Occupation (Year 3)	35%	65%
Post-Occupation (Year 5)	32%	68%

- 5.4.4 The targets show that the MMP will aim to promote sustainable travel, with a target of increasing overall sustainable travel modes to 68% in Year 5. The reasons for setting these targets by Year 5 of occupancy of the proposed development are:
 - High quality cycling infrastructure, with 1,750 cycle parking spaces proposed for residents and visitors;
 - A low parking ratio of 0.361 spaces per unit (including EV spaces);
 - Dedicated and good quality pedestrian infrastructure;
 - High public transport accessibility within close proximity to the Site, with a number bus routes and the green line Luas.

6. MMP MEASURES

6.1 Overview

6.1.1 This section of the report outlines the measures and incentives that will be promoted on site to encourage all users to actively choose sustainable travel wherever practical.

6.2 Development Design

6.2.1 The development is being designed with sustainable transport in mind. A high level of on-site infrastructure is proposed which includes fully covered and secure cycle parking and high quality pedestrian / cycle links through the development to connect with the external transport network. The proposals also include for the inclusion of car club spaces (Go Car and Yuko have provided letters of support) within the development as well as electric vehicle charging points to encourage the use of electric vehicles.

Pedestrian and Cyclist Infrastructure

6.2.2 The proposed development will have multiple access points for pedestrians including a wealth of access points from Main Street which has recently been upgraded for pedestrians and cyclists. This will ensure that the proposed development will integrate into the existing town centre offering, making use of the existing high quality pedestrian infrastructure which provides links to the remainder of the town centre as well as to the nearby public transport opportunities that include the LUAS station and bus interchange.

6.2.3 The proposed development will be linked to the existing Dundrum Town Centre Development by means of a new formal pedestrian crossing facility across the Dom Marmion Bridge. This will ensure that there is permeability between the two developments.

6.2.4 A new structure will be provided over the Dundrum Bypass to provide a pedestrian / cycle bridge link to the Sweetmount area to the west of the proposed development and beyond. This will greatly improve the accessibility of the site and will in turn greatly improve accessibility to the residents of Sweetmount who will be provided with a high quality link to the Luas and bus facilities located in the Main Street corridor.

6.2.5 The proposed development will provide a total of 1,508 cycle parking spaces for residents. This equates to a provision of 1 cycle storage space per bedroom for residents. A high proportion of the residential cycle parking provision will be accessed from Main Street, with a further quantum of spaces available from Dundrum Bypass.

6.2.6 There will also be provision of 242 cycle parking spaces for visitors to the development, taking the total provision to 1,750 spaces. A total of 78 of these spaces will be provided internally with the balance places externally within public realm areas.

6.3 Mobility Manager

6.3.1 A Mobility Manager (MM) will be assigned by the Applicant prior to occupation of the Site. The MM will be responsible for the implementation, administration and monitoring of the MMP. The MM will be the first point of contact for residents for all matters regarding travel to and from site.

6.3.2 The remit of the MM includes the following:

- To develop and oversee the implementation of the initiatives outlined in the plan;
- Monitor the progress of the plan;
- To encourage and market the plan;
- Promote the social, economic and environmental benefits of sustainable travel, including journey sharing, car sharing, and local cycle walking schemes and events; and
- Provide sustainable travel information including available bus, rail, tram services and locations, as well as walking and cycling maps.

6.4 Welcome Travel Pack

6.4.1 Many of the measures that will be implemented to encourage residents of the proposed development to travel sustainably can be included in a Welcome Travel Pack. The Travel Pack will be provided to all new residents on occupation of the new development with the purpose of providing them with a suitable level of information about their travel choices to and from the site.

- Information on the health benefits of walking and cycling;
- Information on services and amenities provided locally within Dundrum Town Centre, such as, public transport services and ticketing systems;
- Maps showing the pedestrian and cycle routes in proximity to the site, including cycle parking locations;
- Maps showing the local provision of services;
- Train and bus service information, including a plan showing the location of bus stops near the proposed development;
- Advice on ways to reduce the need to travel;
- Details of the local BleeperBikes cycle hire scheme which is to provide a bike station alongside the development and promotion of this service;
- Details of the benefits of journey sharing such as; reduced congestion, better air quality, reduction in traffic noise and cost savings to the individuals taking part;
- Provide information on the financial costs associated with driving, e.g. the AA-estimated typical running costs of a car (insurance, fuel, tax, servicing, etc) is €5,000 a year, or €416 a month; and
- Provide information on the environmental and health costs associated with driving.

6.4.2 Marketing and raising awareness involves engaging with individuals and informing them of alternative travel options and the benefits of sustainable and active travel. The Mobility Manager will market and promote the Welcome Travel Pack to all users of the site in the following ways:

- Producing dedicated Travel Options Leaflets (in addition to the travel pack) which would be personalised to suit the individual needs of the development;
- Once travel surveys have been undertaken, additional leaflets will be provided which are tailored to encourage travel by a specific mode of transport;
- Organising events to coincide with Bike Week, European Mobility Week and any other national / local events;
- Providing premium cycle spaces and an area for repair of bikes, with the possibility of liaising with local cycle shops to organise repair/maintenance events to promote bicycle use and upkeep; and
- Displaying regular updates on MMP targets in communal areas of the residential development.

6.5 Notice Boards

6.5.1 Notice boards publicising and promoting travel initiatives will be displayed in a prominent position within communal areas of the development and would be updated by the MM at regular intervals.

6.6 Travel Events

6.6.1 Travel events are a way of encouraging residents to try alternative modes of transport that they may not currently use – specifically walking and cycling. A well promoted travel event can encourage sustainable modal shift away from public transport towards active modes of travel.

6.6.2 The MM will contact Dun Laoghaire Rathdown County Council for information on events happening in the local area and promote these to Site users. The following travel events will be implemented:

Walking

- A residents’ ‘Pedometer Challenge’;
- Walk to School Week; and
- Weekend walks.

Cycling

- Bike Week (inviting local bike suppliers for residents to try bikes before buying and run bike maintenance / “Bike Doctor” sessions);
- A Bicycle User Group (BUG) to promote cycling and encourage Bike Buddy scheme and cycle ride events through this forum.

6.7 Personalised Travel Planning

6.7.1 Personal Travel Planning (PTP) is a well-established and proven method that encourages people to make more sustainable travel choices. Typically using motivational interviewing techniques, it seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, public transport or in shared cars. This is achieved through the provision of tailored information, incentives and motivation directly to individuals to help them voluntarily make more informed travel choices.

6.7.2 The tools and techniques to encourage people to travel sustainably include:

- One-to-one conversations, either at the doorstep or by telephone, between individuals and trained field officers to encourage and motivate a change in behaviour;
- The provision of information and support on how to travel sustainably, for example, maps or guides about the local bus network, walking and cycling routes, adult and child cycle training and bike maintenance classes.

6.7.3 PTP has been reported to generally reduce car driver trips by 11% and the distance travelled by car by 12%. A successful PTP approach can deliver:

- Reduced congestion and reduce car use;
- Individual health improvements through increased walking and cycling;
- Greater use of public transport;
- Better air quality and reduce traffic noise;
- More use of local services by residents;
- Support sustainable economic growth by reducing peak hour congestion;
- Encourage more active lifestyles to address health and well-being issues; and
- Promote environmentally responsible travel choices and carbon reduction by helping reduce individual carbon footprints.

6.8 Journey Sharing Scheme

6.8.1 Journey sharing schemes should be encouraged where possible. This includes not only private car use but also walking, cycling and public transport journeys which will be promoted to residents through the Welcome Travel Pack.

6.9 Site Wide Public Realm

6.9.1 To ensure that the proposed development is sustainable, it is critical that sustainable transport principles are incorporated into the development design strategy from the outset. A number of cycle and pedestrian infrastructure upgrades are being undertaken as part of the proposed development including pedestrian priority on Main Street, upgrades to junctions allowing easier access to the LUAS station, upgrades at the Dom Marmion Bridge to promote pedestrian movements and a new combined pedestrian / cycle bridge between the site and the nearby residential area of Sweetmount.

6.10 Public Transport

6.10.1 The publicity, marketing, and promotion of the public transport services will inform of the benefits of travelling by bus / LUAS. The MM will ensure that residents are aware of local bus routes / timetables / maps.

6.11 Managing Car Use

6.11.1 Measures that will be implemented to manage single-occupancy car use include:

- Personalised travel planning sessions offered to residents which can be carried out by the MM;
- Promote journey sharing websites, and;
- Provide information in 'hard' format regarding the financial and environmental costs associated with driving.

Car Parking at the Proposed Development

6.11.2 A limited amount of car parking for residents is proposed as the development given the high accessibility of the site by sustainable travel modes (present and future) which reduces the need to travel. The proposed provision equates to a ratio of 0.361 car parking spaces per unit. Eleven of these will be handed over to car club schemes. It is the intention that, by providing car club vehicles on-site, this will help to reduce the number of residents that will require a private car by providing access to a vehicle when no other options are available.

6.11.3 Car parking spaces will be allocated in accordance with management company policies for the development. The purchase of an apartment will not guarantee the right to a designated parking space. The residential car parking spaces will not be allocated to individual apartments, but will be allocated to support the requirements / needs of individual residents via a management company on a "first come, first served" basis. It will not be possible to purchase a car parking space on a permanent basis.

6.11.4 Residents will only be able to utilise their allocated car parking space and the on-site management team will provide a permit to the resident who will display it on the window of the vehicle. The access points to the car park will also be controlled to prevent unauthorised access.

6.11.5 No additional car parking will be provided by the proposed development. If no car parking spaces are available, the future residents will be informed of this prior to purchase / occupation of a residential unit.

6.11.6 An alternative to car ownership will be available through the car club schemes. The schemes will be implemented by the on-site with eleven spaces allocated within the development itself for car sharing schemes. Both Yuko and GoCar have expressed an interest in running the scheme and have both provided letters of support.

6.11.7 Deliveries will also be managed and coordinated to further decrease the reliance on vehicle use to / from the Site.

7. MMP MONITORING AND REVIEW

7.1.1 This section sets out the monitoring strategy for the MMP. The monitoring strategy is important for assessing how effectively the MMP has been in achieving its aim, objectives and targets. It can help identify measures that are not meeting objectives and reallocate resources accordingly. An MMP is a continuous and evolving document requiring monitoring, review and revision to ensure that it remains relevant.

7.2 Travel Survey

7.2.1 A travel survey of residents will be undertaken six months following occupation of the proposed development. This will inform the baseline travel patterns (currently indicative), and subsequently future targets. These surveys can be done face-to-face or online, and should be arranged by the MM.

7.2.2 The results of the survey will identify travel patterns in terms of modes used and the sustainable transport modes which require encouragement through MMP measures.

7.2.3 Further monitoring of targets will take place by the MM in years three and five of occupation to adjust any targets assumed, and in order to assess the change in modal split. These surveys should take place in the same month as the year one monitoring in order to ensure consistency.

7.2.4 Monitoring results will be analysed to enable the following:

- Measurement of the success of the MMP, enabling focused improvement on areas that have not achieved the desired modal shift, via appropriate revisions to the MMP measures;
- Identification of early success stories of the MMP, which can help to encourage further participation and build momentum for sustainable travel;
- Ensuring that changing travel patterns are considered and that the MMP measures can be updated to reflect the needs of residents; and
- Allowing targets which have been set too low or unrealistically high to be readjusted.

7.3 Reporting

7.3.1 The results of the travel survey, and findings from the ongoing monitoring activities, should be provided in monitoring reports.

7.3.2 In the event that initial targets set out in the MMP are not met, this will not be seen a failure, rather as a calibration exercise for future target setting and an MMP measures review.

8. MMP ACTION PLAN

8.1 Overview

8.1.1 This Action Plans below (**Table 8.1** and **Table 8.2**) summarise the measures and methods by which the MMP will achieve its objectives.

Table 8.1: Action Plan (Pre-Occupation)

Mode	Measure	Task	When	By Whom
All	Mobility Manager	Identify and appoint a MM for the development to carry forward all tasks within the Action Plan.	Pre-Occupation	Applicant
Cycling	Cycle Provision	Provide 1,750 secure cycle parking storage spaces for residents and visitor cycles.	Pre-Occupation	Applicant
All	Resident Welcome Pack	Provide travel information to each household as part of the residents Welcome Travel Pack with information on public transport, cycle promotions and walking and cycle information.	Pre-Occupation	MM
Car	Parking Provision	Site will provide 318 residential car parking spaces, of which 43 are EV spaces and 18 are disabled spaces. 17 motorcycle spaces provided for residents	Pre-Occupation	Applicant
Car	Car Club	Engage with Car Club Providers and put an agreement in place to provide 11 dedicated car club spaces at the proposed development.	Pre-Occupation	Applicant

Table 8.2: Action Plan – Upon and Post-Occupation

Mode	Measure	Task	When	By Whom
Cycling	Cycle Maps	Ensure all Site users have free Cycling Maps for the local area.	Upon Occupation	MM
Public Transport	Public Transport Information	Ensure all Site users have public transport information and check that it is updated.	Upon Occupation	MM
Car	Car Sharing	Include information on car sharing websites in Resident Welcome Travel Pack and on the development's website.	Upon Occupation	MM
All	Baseline Monitoring and MMP update	Arrange funding of monitoring surveys at six months of occupation and then in Year 3 and Year 5.	At 6 months of occupation of the Site	MM
Cycling	Cycle Store Monitoring	Undertake regular monitoring of cycle stores and visitor cycle parking around the site to understand the need for additional provision. Any demand for storage of special cycles should be particularly noted.	Post-occupation	MM
Car	Disabled Parking Monitoring	Monitor use of disabled parking and add new disabled bays if required.	Post-occupation	MM
Car	Car Clubs	Monitor use of car clubs and liaise with car club providers.	Post-occupation	MM

Mode	Measure	Task	When	By Whom
All	Personalised Travel Planning	Offer and aid those residents who would like personalised travel planning.	Post-occupation	MM
All	Liaison	Liaise with the DLRCC travel team to understand any local transport matters, measures and events.	Post-occupation	MM

9. SUMMARY

9.1 General

- 9.1.1 SYSTRA has been commissioned by Dundrum Retail GP DAC (Acting for and on behalf of Dundrum Retail Limited Partnership) (the Applicant) to produce a Mobility Management Plan in support of a planning application for a proposed residential lead development at Dundrum Village.
- 9.1.2 The proposals are to create a new development consisting of 881 apartments along with retail and commercial uses, associated car parking and public realm space.
- 9.1.3 This MMPs primary focus is on the residential aspect of the proposed development, however measures can be tailored to suit the commercial and retail uses, providing the overarching strategy to ensure that the development achieves common, sustainable goals.
- 9.1.4 This MMP should be read in conjunction with the Transport Assessment that has been prepared for the proposed development. The MMP aims to guide the delivery and management of a package of integrated initiatives which seek to encourage and embed sustainable travel choices by residents from the outset of the development's occupation.
- 9.1.5 The overall aim of this MMP is to support the travel needs for residents and to encourage all users of the development to adopt smart travel choices in order to increase the levels of sustainable travel and ensure the long-term viability of a decrease on the reliance upon using the private car and reduce single-occupancy car trips.
- 9.1.6 The area surrounding the proposed site in the Dundrum Town Centre has a well-established and connected walking and cycling network with good quality footways and cycleways, and formal pedestrian crossings. The proposed development is well designed to link to these existing facilities.
- 9.1.7 A package of measures has been noted to ensure that targets can be met. The measures include the appointment of a Mobility Manager, a welcome Travel Pack containing sustainable travel information, marketing and promotion of travel events, provision of personalised travel planning and travel plan monitoring/surveys.
- 9.1.8 As the MMP is a continuous and evolving document it requires monitoring, review and revision to ensure that it remains relevant. The subsequent stages of the MMP should be discussed between the developer/management company and DLRC.
- 9.1.9 With the MMP in place in tandem with the restrained car parking provision which is proposed, it is considered that a sustainable development can be realised at the proposed site, in line with national and local policy.

SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

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