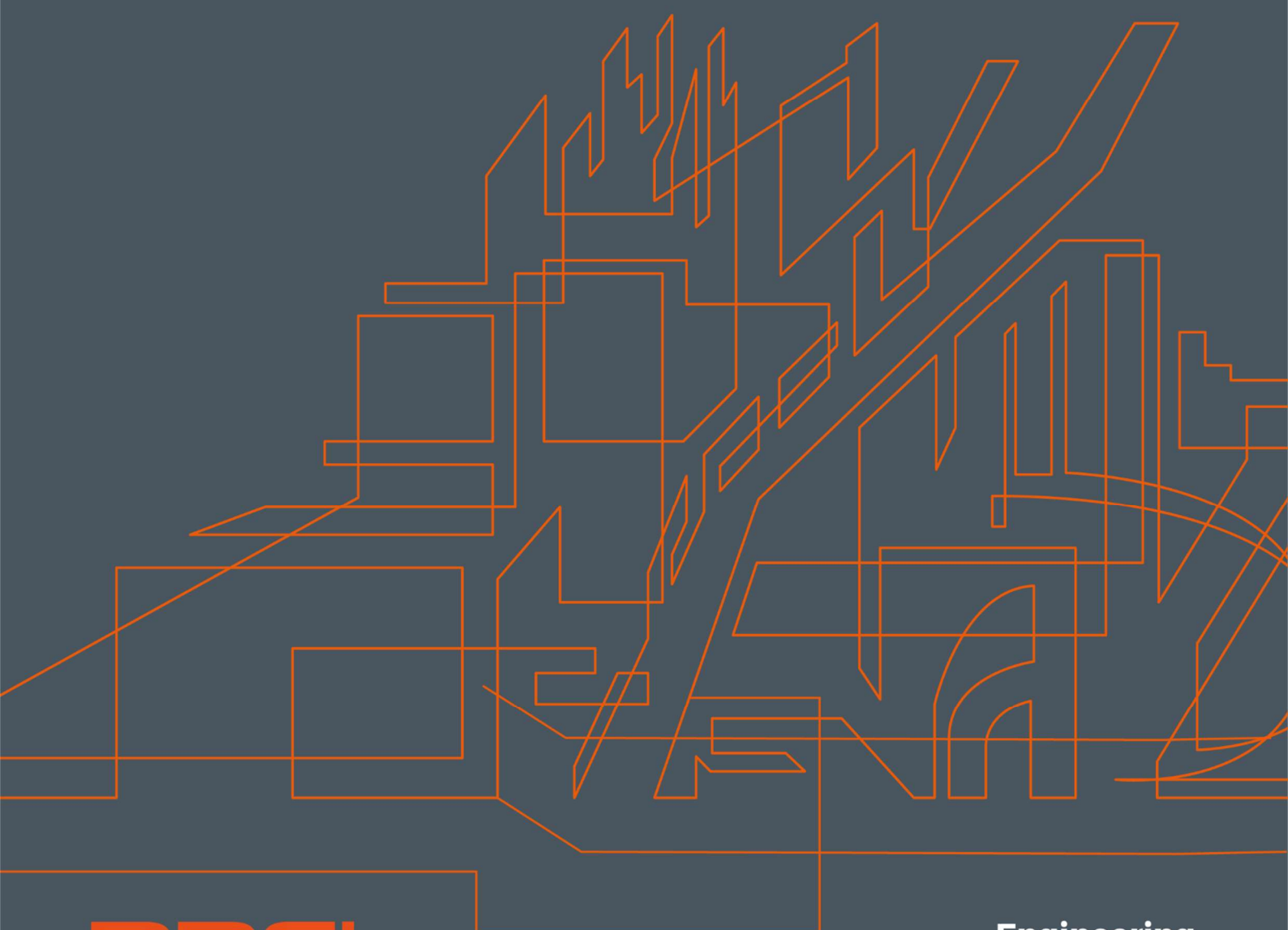


Blessington LDR

Mobility Management Plan

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1 Introduction

1.1 Context

DBFL Consulting Engineers (DBFL) have been commissioned by Marshall Yards Development Company Ltd to prepare a Mobility Management Plan (MMP) for the proposed Blessington Large-Scale Residential Development (LRD) on a greenfield site at lands within the townland of Blessington Demesne, Blessington, Co. Wicklow.

The application is for a mixed-use development with buildings ranging from 1 to 5 storeys. It includes 233 residential dwellings (24 one-bedroom, 103 two-bedroom, 94 three-bedroom, and 12 four-bedroom units), 36 'later living' dwellings (12 one-bedroom and 24 two-bedroom units), a medical centre, a pharmacy, and a café. The proposed development also includes 341 no. car parking spaces and 644 no. cycle parking spaces.

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

This framework document aims to inform three distinct audiences as follows:

- The appointed **Mobility Managers** who will be responsible for implementing and managing the MMP. Should the manager not be overly familiar with the MMP process they will find the process and context information as outlined in Chapter 2 invaluable. The preliminary MMP targets and measures introduced in Chapter 5 and Chapter 6 will be coordinated, administered and updated by the appointed Mobility Manager.
- The **Local Authority Officers** who will be eager to ensure that the MMP initiatives are appropriately ambitious, deliverable and implemented fully. The officers, who will be very familiar with the MMP process, will be predominately interested in the proposed MMP Targets (Chapter 5) and associated measures (Chapter 6).
- The **Residents** of the proposed development who may be unfamiliar with the MMP process. They will find the process and context information as outlined in Chapter 2 invaluable. They may also be interested in the MMP targets and measures introduced in Chapter 5 and Chapter 6.



1.2 Background

This Mobility Management Plan (MMP) has been prepared to guide the delivery and management of a package of integrated initiatives which seek to encourage sustainable travel practises at the proposed development at Blessington, Co. Wicklow. This document aims to expand the awareness of and increase travel options for residents of the site. The Plan will be used mainly by the appointed Mobility Manager who will be responsible for implementing and managing the MMP for the benefit of all stakeholders who may be interested in reading this document to see how it directly affects them.

This Framework MMP has been prepared to guide the delivery and management of a package of integrated initiatives which ultimately seek to encourage sustainable travel practices for all future occupants of the proposed development. The purpose of the Mobility Management Plan is to:

- Provide a 'manual' and record for the Mobility Manager who will be appointed to oversee the implementation and development of the measures set out in the document;
- A formal record for the local authority in regard to the type, scale and number of initiatives that the MMP initially proposes and subsequently their level of success in subsequent versions of the MMP which remains a 'live' document to be updated at least initially every 2 to 3 years following its implementation; and
- The MMP will seek to provide a long-term strategy for encouraging residents and staff to reduce their dependency on travelling by car in favour of more sustainable modes of travel.

The aims of the strategy are:

- a) to increase the awareness of residents and staff to all the transport options available to them and to the potential for travel by more sustainable modes, and
- b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by sustainable modes of travel to/from the subject development.

1.3 Structure of Report

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



A description of the proposed development, including parking provision, surrounding environment, current transport facilities and future transport proposals are presented in **Chapter 3**.

Chapter 4 discusses the existing local transportation and travel trends. **Chapter 5** establishes the Residential MMP objectives and adopted targets.

In **Chapter 6**, the Residential MMP measures and travel initiatives selected to encourage sustainable travel are discussed. These include Mode Specific Measures, Management Measures, Marketing Measures and Monitoring & Review Measures.

With the objective of establishing the basis for discussions with key stakeholders, including the local authority, from which an agreed MMP action plan can be adopted, **Chapter 7** presents a Preliminary Action Plan for the proposed residential elements of the development at the subject site.

The main conclusions and recommendations of the MMP are summarised in **Chapter 8**.



2 Mobility Management Plan Framework

2.1 What is a Mobility Management Plan?

The Dublin Transportation Office's (which has been subsumed into the National Transportation Authority (NTA) in December 2009) 2001 publication entitled "The Route to Sustainable Commuting" defines a MMP as *"... a package of measures put in place by an organisation to encourage and support more sustainable travel patterns ..."*.

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

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

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

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

2.2 What is a Residential Mobility Management Plan?

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

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



Mobility Management Plans to date have mainly focussed on the development of destination MMP's and to encourage travel by sustainable modes for employment and school developments.

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

2.3 Who is Involved?

An MMP impacts a number of key stakeholders who should all be involved in some form or manner in the process:

- Local Authority Officers,
- Developers and the brief they provide to their design teams,
- Staff working on-site,
- Potential for local businesses across the site's immediate catchment,
- Facility Management Personnel,
- Building Management Company,
- Future residents at sites,
- Residents in the community surrounding new housing developments with a MMP, and
- Transport Operators.

2.4 Objectives of a Mobility Management Plan

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

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

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

a) For Residents –

- Address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping,

- Promote healthy lifestyles and sustainable, vibrant local communities.

b) The Local Community –

- Reduce the traffic generated by the development for journeys both within the development and on the external road network,
- Make local streets less dangerous, less noisy and less polluted,
- Enhance the viability of public transport,
- Improve the environment and the routes available for cycling and walking.

2.5 Mobility Management Plan Process

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



Figure 2-1: MMP Development Process and Status

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



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

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

2.6 Mobility Management Plan Next Step

In the context of the development's operational framework, the local receiving environment and the identification of the Preliminary Action Plan, this document should form the basis by which;

- a) the subject development's specific travel characteristics are outlined and presented to the local authority;
- b) through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching with an agreement upon the MMP's measures and subsequently adopting the 'agreed' MMP Action Plan with targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.

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

2.7 Policy Framework

The MMP for the proposed development is supported by a comprehensive transport policy hierarchy in addition to being influenced directly/indirectly by other policy themes (e.g., environmental, health etc.) which generate a range of complementary policy instruments in addition to demands and pressures that clearly necessitate a change in existing travel behaviour.

Commencing at EU level and subsequently transferred into national policy and regulations in Ireland, the hierarchy continues from regional (Greater Dublin Area) to sub-region (Wicklow County Council) eventually arriving at the site (or land use) specific policy objectives.

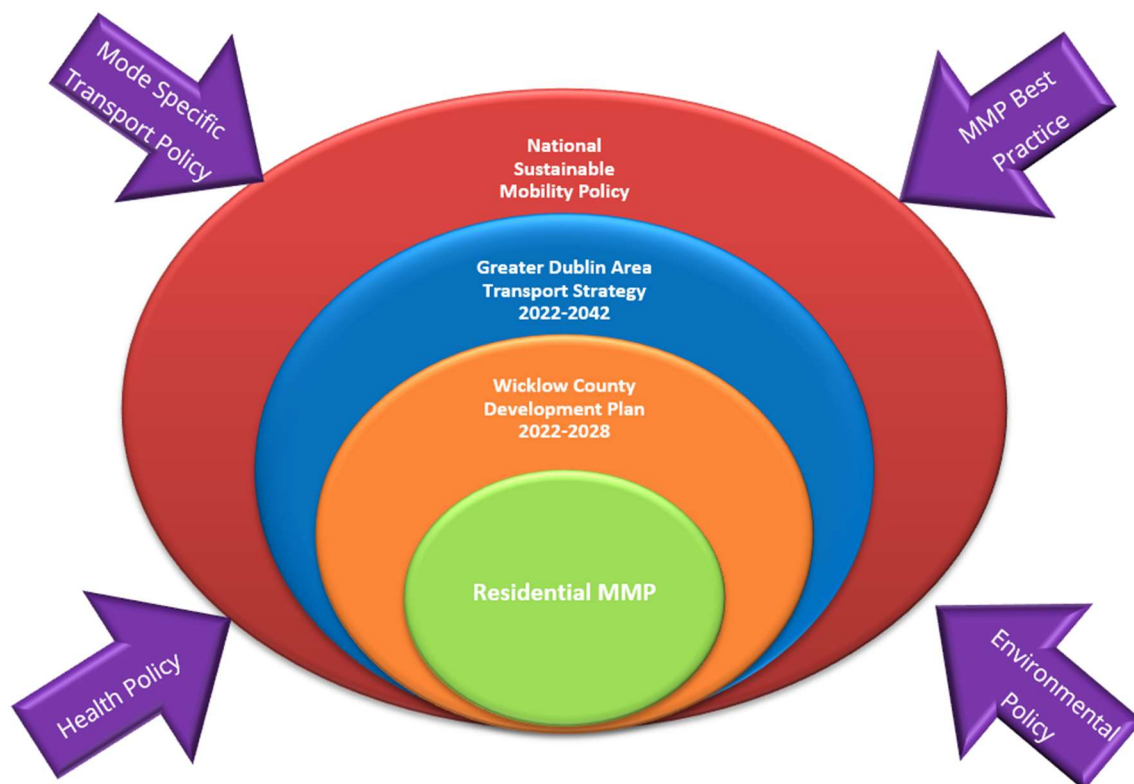
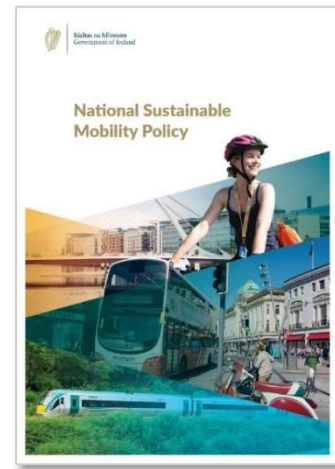


Figure 2-2: Blessington LRD MMP Policy Framework and External Influences

National Sustainable Mobility Policy

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



The Policy is a direct response to the fact that continued growth in demand for road transport is not sustainable due to the resulting adverse impacts of increasing congestion levels, localised air pollution, contribution to global warming and the additional negative impacts to health through promoting increasingly sedentary lifestyles.

The following 3 key Policy areas and 10 goals form the basis of the National Sustainable Mobility Policy:

Safe and Green Mobility

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

People Focuses Mobility

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

Better Integrated Mobility

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

The policy is accompanied by an Action Plan with a total 91 actions organised by goal to be completed by 2025. Each action has been assigned to a specific government department or body with the hope of creating accountability for their implementation. The success of the policy will be measured using an annual National Household Travel Survey administered by the National Transport Authority.

Greater Dublin Area Transport Strategy 2022-2042

The Greater Dublin Area Transport Strategy 2022-2042 has arisen from a review of the original 2016 strategy. The updated document *“sets out the framework for investment in transport infrastructure and services over the next two years”*.



The overall aim of the Transport Strategy is *“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 of urban and rural communities, and supports economic growth”.

Four primary objectives have been identified as part of the Greater Dublin Area Transport Strategy 2022-2042. These are:

- **An Enhanced Natural and Built Environment:** To create a better environment and meet our environmental obligations by transitioning to a clean, low emission transport system, reducing car dependency, and increasing walking, cycling and public transport use.
- **Connected Communities and a Better Quality of Life:** To enhance the health and quality of life of our society by improving connectivity between people and places, delivering safe and integrated transport options, and increasing opportunities for walking and cycling.
- **A Strong Sustainable Economy:** To support economic activity and growth by improving the opportunity for people to travel for work or business where and when They need to and facilitating the efficient movement of goods.
- **An Inclusive Transport System:** To deliver a high quality, equitable and accessible transport system, which caters for the needs of all members of society.

Section 9.9 of the GDA Transport Strategy 2022-2042 includes a set of measures related to Behavioural Change in the transport sector. These measures aim to encourage and incentivize



sustainable travel behaviour and can be targeted at individuals, neighbourhoods, workplaces, schools, and colleges. Behavioural Change is an integral part of the NTA's functions and responsibilities and will continue as such over the period of the Transport Strategy.

One of the measures outlined in the document is Residential Travel Planning. This measure specifies the following:

- **Measure INT12 – Residential Travel Planning** : The NTA, in conjunction with the local authorities and the transport operators, will consider the role of Residential Travel Planning programmes as a means of encouraging sustainable travel behaviour across the GDA.

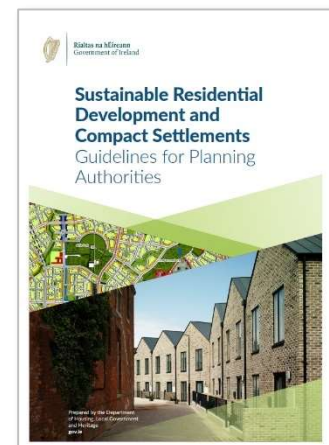
The Residential Travel Planning programme are delivered on a door-to-door personalised basis and include undertaking surveys; providing personalised travel information; holding events; and monitoring and evaluation. As they relate to large populations and require an individualised and personal approach, these programmes require significant resources, including personnel.

2.8 Sustainable Residential Development and Compact Settlements - Guidelines for Planning Authorities-(January 2024)

The guidelines set out policy and guidance in relation to the planning and development of urban and rural settlements, with a focus on sustainable residential development and the creation of compact settlements.

These Guidelines replace the Sustainable Residential Development in Urban Areas Guidelines for Planning Authorities issued as Ministerial guidelines under Section 28 of the Act in 2009, which in turn replaced the Residential Density Guidelines issued in 1999. They build on and update previous guidance to take account of current Government policy and economic, social and environmental considerations. There is a renewed focus in the Guidelines on the renewal of existing settlements and on the interaction between residential density, housing standards and quality urban design and placemaking to support sustainable and compact growth.

The Guidelines include a Specific Planning Policy Requirement (SPPR) in relation to car parking. The quantum of car parking or the requirement for any such provision for new developments will





be based on the accessibility characteristics of the site. There are four accessibility levels set out in the Guidelines that will determine the level of parking provided, these are as follows:

High-Capacity Public Transport Node or Interchange: Lands within 1km walking distance of an existing or planned high capacity urban public transport node or interchange, including DART or high frequency Commuter Rail; or locations within 500 metres walking distance of an existing or planned BusConnects 'Core Bus Corridor' stop.

Accessible Locations: 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.

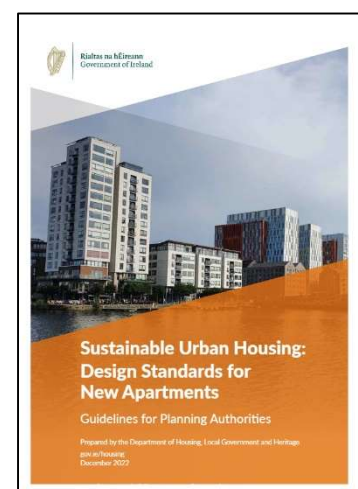
Intermediate Locations: Lands within 500-1,000 metres (i.e. 10–12-minute walk) of existing or planned high frequency (i.e. 10-minute peak hour frequency) urban bus services and lands within 500 metres (i.e. 6-minute walk) of a reasonably frequent (minimum 15-minute peak hour frequency) urban bus service.

Peripheral Locations: comprise of lands that do not meet the proximity or accessibility criteria detailed above. This includes all lands in Small and Medium Sized Towns and in Rural Towns and Villages.

Sustainable Urban Housing: Design Standards for New Apartments – July 2023

This guideline document was produced by the Department of Housing, Planning and Local Government and was updated with the latest version in July 2023. The purpose of this document is to set out standards for apartment development, mainly in response to circumstances that had arisen whereby some local authority standards were at odds with national guidance.

With the demand for housing increasing, this means that there is a need for an absolute minimum of 300,000 new homes in Ireland's cities by 2040. It is therefore critical to ensure that apartment living is an increasingly attractive and desirable housing option for a range of household types and tenures.





Cycling provides a flexible, efficient and attractive transport option for urban living and these guidelines require that this transport mode is fully integrated into the design and operation of all new apartment development schemes.

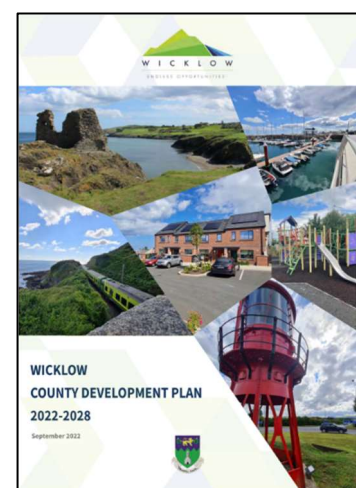
The quantum of car parking or the requirement for any such provision for apartment developments will vary, having regard to the types of location in cities and towns that may be suitable for apartment development, broadly based on proximity and accessibility criteria. There are three types of locations set out that will determine the level of parking provided. The **Central and/or Accessible Urban Locations** comprise of apartments in more central locations that are well served by public transport. These locations have a default policy for car parking provision to be minimised, substantially reduced or wholly eliminated in certain circumstances. The **Intermediate Urban Locations** comprise of apartments in suburban/urban locations served by public transport or close to town centres or employments areas. These locations require that planning authorities must consider a reduced overall car parking standard and apply an appropriate maximum cap parking standard. The **Peripheral and/or Less Accessible Urban Locations** comprise of apartments located in relatively peripheral or less accessible urban locations, one car parking space per unit, together with an element of visitor parking should generally be required.

For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure, where possible, the provision of an appropriate number of drop off, service, visitor parking spaces and parking for the mobility impaired. Provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles and cycle parking and secure storage.

Wicklow County Development Plan 2022-2028

The Wicklow Development Plan 2022-2028 took effect in October 2022, this section sets out the policies and objectives as identified within the development plan for sustainable development in the County up to 2028. In the context of the subject development site and the proposed residential development the most relevant policies are summarised as follows:

Sustainable Mobility Objectives





CPO 12.1: Through coordinated land-use and transport planning, to reduce the demand for vehicular travel and journey lengths by facilitating initiatives like carpooling and park and ride.

CPO 12.2: Through sustainable planning and investment in transport infrastructure, including roads and public transport systems, to reduce journey times, length, congestion and to increase the attractiveness of public transport.

CPO 12.4: All planning applications for large employment based developments and/or trip intensive developments, where the Planning Authority considers that a significant peak and/or off peak travel will be generated, are required to include a Mobility Management Plan.

CPO 12.5: New significant residential or mixed use development proposals shall be required to be accompanied by an 'Accessibility Report' that demonstrates that new residents / occupants / employees (including children and those with special mobility needs) will be able to safely access through means other than the private car (a) local services including shops, schools, health care and recreational facilities, and (b) public transport services. Where deficiencies are identified, proposals will be required to either rectify the deficiency, or suitably restrict or phase the development in accordance with the capacity/quality of existing or planned linkages.

Climate Action & Environmental Protection Objectives

CPO 12.7: To facilitate the development of services and utilities for electric vehicles and alternative fuel vehicle types, including the roll-out of additional electric charging points in collaboration with relevant agencies at appropriate locations.

CPO 12.8: To require the implementation of the following standards for EV charging in new developments.

Cycling & Walking Objectives

CPO 12.11: To improve existing or provide new pedestrian and cycling infrastructure of the highest standards on existing public roads, as funding and site constraints allow.

CPO 12.12: To require all new or improved roads to include pedestrian facilities, cycle lanes / tracks (unless the scale / design of the road does not warrant such infrastructure having regard to the guidance set out in the National Cycle Manual and DMURS) and public lighting as deemed appropriate by the Local Authority.

CPO 12.13: To facilitate the development of pedestrian and cycle linkages through and between new and existing developments to improve permeability and provide shorter, more direct routes



to schools, public transport, local services and amenities while ensuring that personal safety, particularly at night time, is of the utmost priority.

CPO 12.14: To facilitate the implementation of local projects which support pedestrian and cyclist permeability, safety and access to schools and public transport.

CPO 12.15: To support the improvement / development of the inter-urban, strategic pedestrian and cycle route projects as may be identified in Wicklow County Council's Sustainable Transport Plan, as may be amended and updated during the life of the plan.

CPO 12.16: To facilitate and drive the significant improvement of the County's cycle network as set out in the National Cycle Plan, the NTA Greater Dublin Area Cycle Network Plan, and Wicklow County Council's Sustainable Transport Plan and strive to implement existing and prepare further, local cycle network plans.

Public Transport Objectives

CPO 12.21: To promote the development of transport interchanges and 'nodes' where a number of transport types can interchange with ease. In particular:

to facilitate the development of park and ride facilities at appropriate locations along strategic transport corridors which will be identified through the carrying out of required coordinated, planned transport studies and consultation with the appropriate transport agencies and/or Regional Authority;

- to support and facilitate the enhancement of the strategic park and ride at Greystones as identified in the RSES;
- to enhance existing parking facilities at / near and the improvement of bus links to the train stations in Bray, Greystones, Kilcoole, Rathdrum, Wicklow and Arklow;
- to require electric vehicle charging points to be incorporated into all car parks at public transport nodes;
- to promote car sharing parking spaces at premium locations in car parks;
- to promote the linkage of the Luas extension or other mass transit to Bray town centre, Bray train station and Fassaroe;
- to promote the Luas extension from City West / Tallaght to Blessington;
- to support the enhancement of public transport services and infrastructure in West Wicklow and in particular to support the improvement of bus service / bus priority on the



N81, bus linkages to rail stations and the development of park-and-ride facilities at strategic locations;

- to encourage the improvement of bicycle parking facilities at all transport interchanges;
- to improve existing and provide new footpath / footway linkages to existing / future transport interchange locations;
- to support the development of bus shelters and bicycle parking facilities where possible; and
- to promote and support the development of fully accessible public transport services and infrastructure, that can be used by all people, regardless of their age, size, disability or ability.

General Roads Objectives

CPO 12.30: Traffic Impact Assessments will be required for new developments in accordance with the thresholds set out in the 'Design Manual for Urban Roads and Streets' DMURS (DTTA-DHPLG) and the 'Traffic & Transport Assessment Guidelines' (TII).

CPO 12.34: The design of new roads or improvements to existing local roads and new means of access onto roads shall generally comply with the guidance set out in the 'Design Manual for Roads & Bridges' DMRB (TII), the 'Design Manual for Urban Roads and Streets' DMURS (DTTA-DHPLG), the 'Traffic Management Guidelines' (DoT-DoELG-DTO) and 'Recommendations for Site Development Works for Housing Areas' (DoELG) as appropriate. as may be amended and revised, unless local conditions determine otherwise.

National Road Objective

CPO 12.41: To ensure that all new developments in proximity to National Routes provide suitable protection against traffic noise in compliance with S.I No. 140 of 2006 Environmental Noise Regulations and any subsequent amendments to these regulations.

CPO 12.42: To protect the carrying capacity, operational efficiency and safety of the national road network and associated junctions, significant applications either in the vicinity of or remote from the national road network and associated junctions, that would have an impact on the national route, must critically assess the capacity of the relevant junction. If there is insufficient spare capacity to accommodate the increased traffic movements generated by that development taken in conjunction with other developments with planning permission that have not been fully



developed, or if such combined movements impact on road safety, then such applications must include proposals to mitigate these impacts.

Parking Objectives

CPO 12.56: New / expanded developments shall be accompanied by appropriate car parking provision, including provision for electric vehicle charging points as set out in Objective CPO 12.8, with particular regard being taken of the potential to reduce private car use in locations where public transport and parking enforcement are available. At such locations, the car parking standards set out in Appendix 1 Table 2.3 shall be taken as **maximum standards**, and such a quantum of car parking will only be permitted where it can be justified.

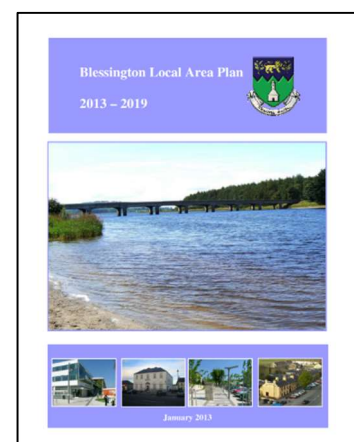
Provision shall be made in all new / expanded developments for Age Friendly and Disabled parking (and associated facilities such as signage, dished kerbs etc) at a suitable and convenient location for users.

CPO 12.57: Provision shall be made in all new / expanded developments for Age Friendly and Disabled parking (and associated facilities such as signage, dished kerbs etc) at a suitable and convenient location for users.

Blessington Local Area Plan 2013-2019

The Blessington Local Area Plan (LAP) was drawn up by Wicklow County Council on 3 December 2012 and came into effect on 11 January 2013. The LAP was published to put in place a land use framework that will help guide the future sustainable development of the Blessington Local Area.

The LAP states that; *"It is an overarching objective of this Plan to identify the special characteristics of Blessington and accordingly develop objectives which form a basis for the future development of the town within the lifetime of this plan while also setting the foundations for the future sustainable development of the town beyond this point."*



With regards to walking and cycling, the LAP states; *"Government Policy, as set out in "Smarter Travel - A New Transport for Ireland 2009-2020", places an emphasis on walking and cycling as alternatives to vehicular transport. The provision of walking and cycling routes within Blessington forms an essential*



part of the linked-up transport system, involving a variety of transport modes where public transport facilities can be availed of. While the land-use plan cannot influence whether members of the public will walk or cycle to a destination it can include objectives that would promote these forms of transport."

The subject site will benefit from a number of proposed road infrastructure works and improvements contained within the Blessington LAP such as the proposed N81 realignment route, the Inner Relief Road (onto which the subject site has a vehicular entrance and road frontage) and a number of link roads connecting the Inner Relief Road to the existing N81 Main Street.

Also set out in the Blessington LAP is the provision of a new bus park-and-ride facility and various pedestrian and cycle routes around Blessington which future residents of the subject site can avail of as sustainable transport alternatives.

A range of specific multimodal policies and objectives are outlined in the LAP to achieve the vision set out within the document. These objectives include the following:

Roads and Transportation Objectives

"Objective S6": To facilitate the N81 (Tallaght to Hollywood) re-alignment and to work with the NRA road design office to ensure that amenity routes from the town centre to Glen Ding are facilitated in the final design of the road. Any development within the preferred route corridor will be assessed for acceptability having regard to potential effects on the future viability of the proposed road."

"Objective S7": To facilitate the completion of the Inner Relief Road."

"Objective S8": To reserve lands of c. 0.75ha on the N81 for a future bus park-and-ride facility."

"Objective S9": To improve / provide new footpaths and cycleways on existing roads as funding allows and to facilitate the provision of new roads, footpaths and cycleways."

3 Receiving Environment & Proposed Development

3.1 Land Use

Blessington is located approximately 30km southwest of Dublin City Centre in the administrative area of Wicklow County Council. The subject site is located on a greenfield site in Blessington Demesne which forms part of the Blessington LAP lands (**Figure 3-1**). The subject development lands are zoned as “New Residential” – to protect, provide and improve residential amenities and zoned as “Town Centre” - to provide for the development and improvement of appropriate town centre uses including retail, commercial, office, and civic use, and to provide for ‘Living Over Shop’ residential accommodation, or other ancillary residential accommodation. There is also a small portion of the site zoned Open Space at the northwest corner of the site.

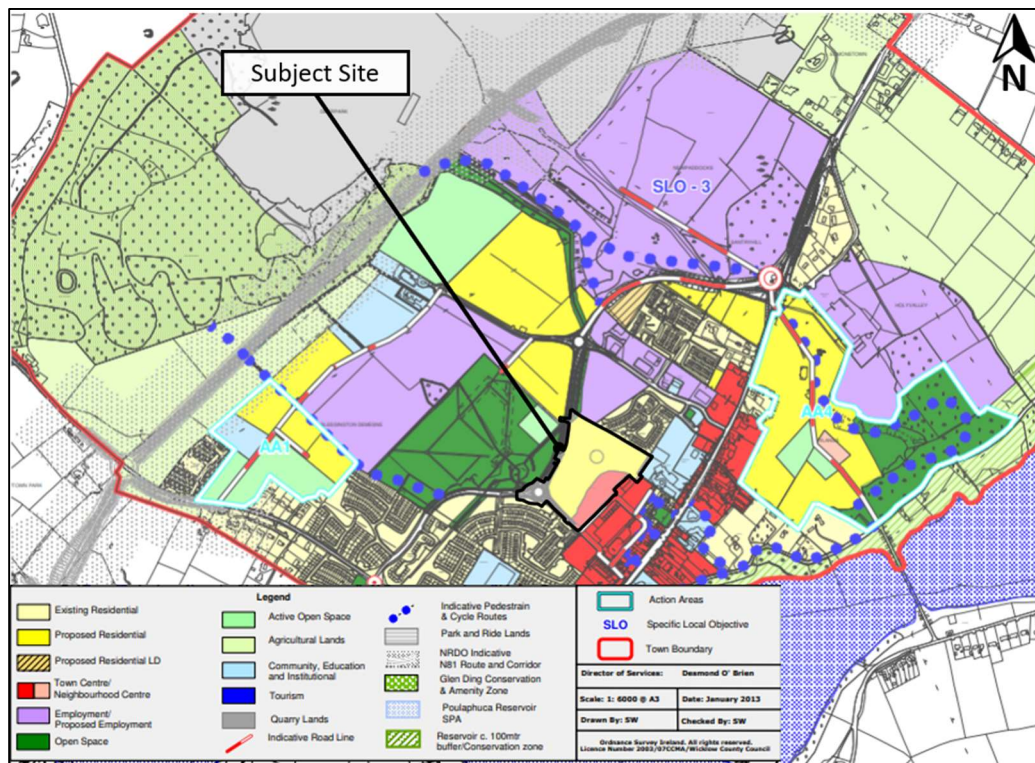


Figure 3-1: Blessington Land Use Zoning Map (Source: Blessington LAP)

The areas to the west of subject site are zoned as open space. The lands to the east of the subject site consists of Blessington Town Centre and Community, Education, and Institutional uses. The areas to the north of the site are zoned for existing residential and Employment / Proposed Employment uses. Immediately south of the subject site consists of existing residential settlements.

3.2 Location

The subject site is located in the townlands of Blessington Demesne, Co. Wicklow, immediately west of the Blessington Lakes. Dublin City Centre can be found approximately 30 km to the north-east and the town of Naas can be found approximately 12km north-west of Blessington.

The general location of the subject site in relation to the wider road network is illustrated in **Figure 3-2** while the extents of the subject site boundary and neighbouring lands are indicatively shown in **Figure 3-3**.



Figure 3-2: Location of Subject Scheme in Context of Wider Area (Source: Open Street Maps)

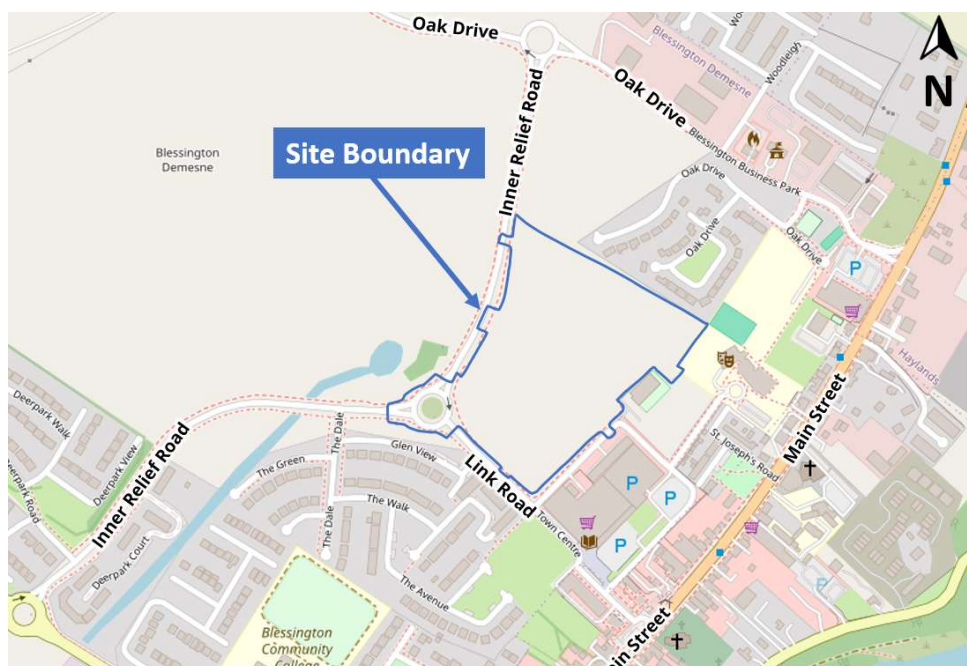


Figure 3-3: Subject Site Boundary (Source: Open Street Maps)



3.3 Existing Transport Infrastructure

The Traffic and Transport Assessment (TTA) prepared by DBFL Consulting Engineers is to be read in conjunction with this MMP and contains a full review of the existing and proposed transport infrastructure in the vicinity of the subject site. See chapter 2 of the TTA for more details.

The key existing transport infrastructure conditions is summarised below:

3.3.1 Road Network

Access into Blessington from the north (Dublin) and the south (Baltinglass and south-west Wicklow) is gained via the N81, which is designated a national secondary road. The N81 passes directly through the Main Street and the town centre. The N81 national road has a speed regulation of 60kph; signage (north and south) prior to the road's passage into the Blessington Town Centre indicates a speed regulation of 50kph.

The R410 Naas Road enters Blessington from the northwest and meets the N81 Main Street, south of the town centre. A speed regulation of 50kph is indicated approx. 800m from its junction with the N81 Main Street. The Poulaphouca Reservoir and the Dublin and Wicklow Mountains restrict transportation connections to the east of Blessington. Regional routes R759, R758 and R756 facilitate linkages via the Sally Gap and Wicklow Gap.

Once completed, the Blessington Inner Relief Road (BIRR), onto which the proposed development has 240m of frontage, is proposed to remove significant quantities of through traffic as well as Naas bound traffic from the N81 Main Street going through Blessington Town Centre. The Link Road, onto which the proposed development has 180m of frontage, connects the Inner Relief Road to the town centre and the N81 Main Street.

The existing road network in the environs of the subject site is illustrated in **Figure 3-4**.



Figure 3-4: Existing Road Network (Source: Google Maps)

3.3.2 Existing Cycling and Pedestrian Facilities

The Inner Relief Road features segregated footpaths and cycle tracks on both sides of the carriageway, separated from vehicular traffic by the presence of a grass verge. Within the immediate vicinity of the subject site, street lighting is mainly only implemented on western side of the BIRR. The pedestrian and cycle facilities found along the BIRR is illustrated in **Figure 3-5** below.

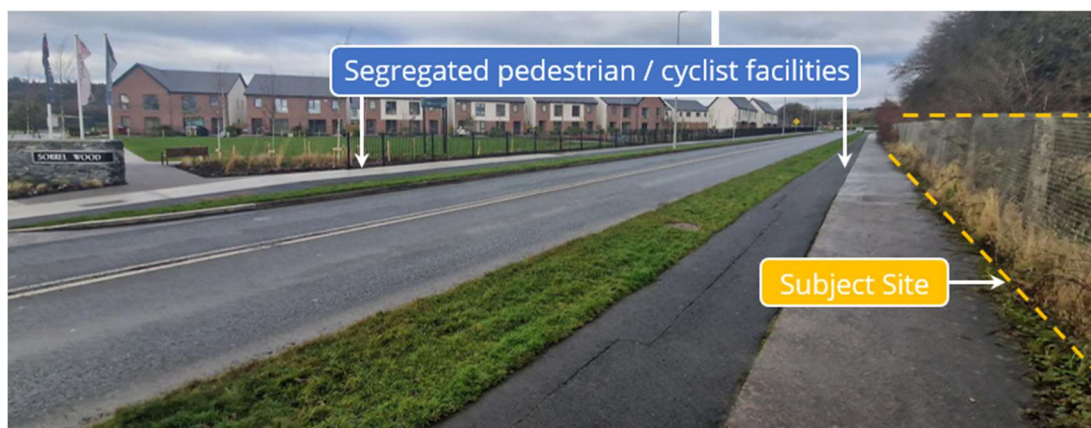


Figure 3-5: Existing Pedestrian and Cycle Facilities along Inner Relief Road

Signalised pedestrian crossings can be found at the BIRR / Oak Drive roundabout as shown in **Figure 3-6** below.



Figure 3-6: Existing Pedestrian crossing at Inner Relief Road / Oak Drive Roundabout

The Sorrel Wood development, located opposite the proposed Blessington LRD site, provides footpaths extending into the newly constructed residential development (**Figure 3-7**).



Figure 3-7: Pedestrian Facilities at Sorrel Wood development

Pedestrians and cyclists travelling through the Inner Relief Road / Link Road Roundabout benefit from segregated cycle tracks and footpaths on all sides of the junction in the vicinity of the subject site as shown in **Figure 3-8**. It is noted however, that there is only an informal uncontrolled crossing on the southern arm of the junction while there are no crossing facilities on the western or northern arms of the junction.

The Link Road (**Figure 3-9**) provides a segregated cycle track and footpath on both sides of the carriageway. These facilities are separated from vehicular traffic by the presence of a grass verge. In the vicinity of the subject site, the Link Road provides street lighting along the eastern edge of the corridor.



Figure 3-8: Existing Pedestrian /Cyclist facilities at Inner Relief Road / Link Road Roundabout



Figure 3-9: Existing Pedestrian/ Cyclist Facilities on the Link Road

3.3.3 Existing Public Transport

In the vicinity of the subject site, five distinct bus services are operational. These services are delineated as follows:

- **Bus Route 65** : This route is operated by Dublin Bus and connects Blessington/Ballymore to Tallaght, Terenure, Rathmines and Dublin City Centre.
- **Bus Route 65a** : This route is operated by Dublin Bus and connects Blessington to Tallaght (The Square).
- **Bus Route 132** : This route is operated by Bus Éireann and currently connects Blessington with Tallaght and Dublin to the northeast and to Baltinglass, Tullow, Ballon, Kildavin and Bunclody to the south.
- **Bus Route 183**: This route is operated by Local Link Carlow Kilkenny Wicklow and connects Blessington with Arklow, Wicklow Town, Naas and Sallins Train Station.

- **Bus Route 885:** This route is operated by Kildare Local Link and currently connects Sallins Rail Station with Ballymore Eustace.

The Route 65 operates 35 services daily while Route 65a operates 3 services daily, Route 132 operates 10 services daily, Route 183 operates 8 services daily and Route 885 operates 8 services daily. Two no. bus stops served by these routes are located on N81 Main Street within a 5-minute walk of the subject site.

Figure 3-10 Illustrates the bus services around Blessington Town and **Figure 3-11** shown the bus stops locations in the vicinity of the subject site. **Table 3-1** below summarises the number of services of each route mentioned above.



Figure 3-10: Map of Bus Services

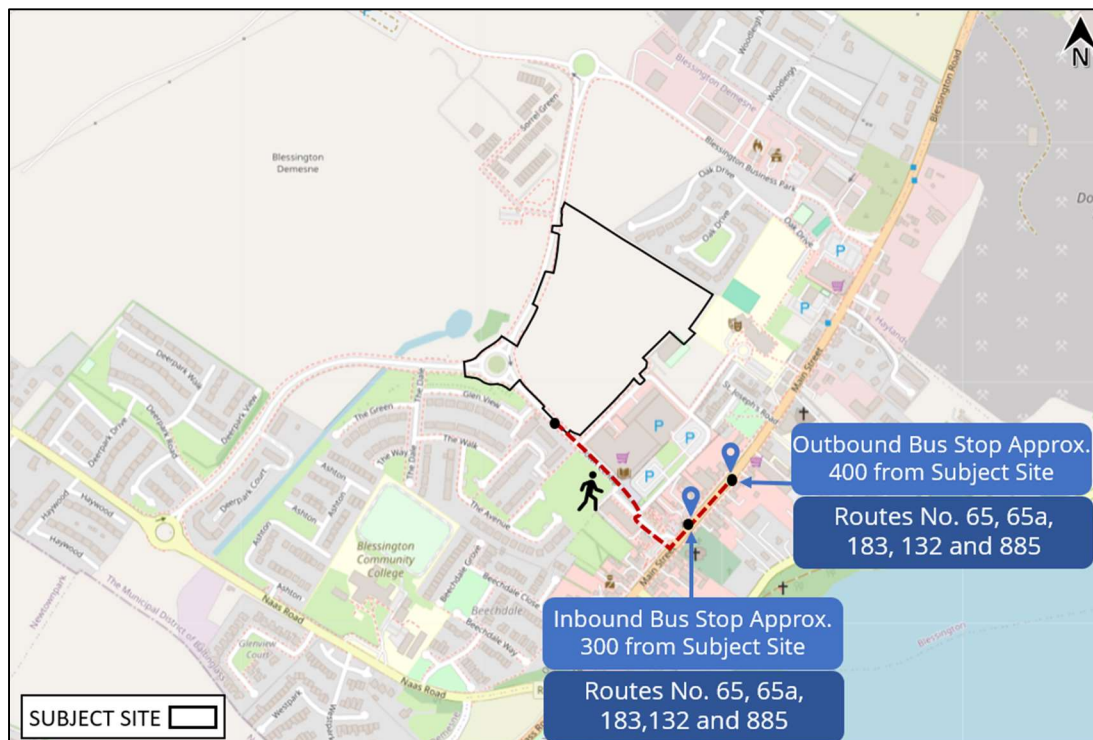


Figure 3-11: Bus stop locations in the vicinity of the subject site

Bus Service	Route Number	Destination	Mon-Fri	Sat	Sun
Dublin Bus	65	Poolbeg St. to Blessington/Ballymore	15	12	10
		Blessington/Ballymore to Poolbeg St.	16	12	10
Bus Éireann	132	Bunclody to Dublin via Tullow	5	2	3
		Dublin to Bunclody via Tullow	5	2	3
Local Link Kildare	885	Ballymore Eustace – Sallins Station	4	-	-
		Sallins Station – Ballymore Eustace	4	-	-
Local Link Wicklow	183	Arklow – Sallins	4	4	4
		Sallins - Arklow	4	4	4

Table 3-1: Existing Bus Service (No. of services per day)

3.3.4 Rail Network

In terms of the rail network, the study area does not encompass any rail stations. The closest rail station is situated in Naas at the Sallins/Naas rail station, which is to the north of the town. This station is roughly 15km away from Blessington, the closest significant settlement within the study area. The Newbridge station is positioned 20km away from the study area.

As for the light rail line, the Luas Red Line, which ends in both Tallaght and Saggart, is the closest to the study area. Both Tallaght and Saggart are approximately 19km and 15km to the northwest of the study area, respectively.

3.4 Proposes Transport Infrastructure

The following is a summary of the proposed transport improvements that will positively impact mode share for this development specifically, and the wider Blessington area more generally;

Greater Dublin Area Cycle Network Plan

The subject site is located within the “Blessington” Sector as outlined within the Greater Dublin Area Cycle Network Plan (2022).

The GDA's Cycle Network Plan proposes three categories of cycle route networks within Blessington Town. These include the introduction of secondary routes, inter urban and a greenway. The Cycle Network Plan proposes the following route additions as indicated on **Figure 3-12** below:



Figure 3-12: Greater Dublin Area Cycle Network Plan (2022)

Blessington eGreenway

As outlined in the Greater Dublin Area Cycle Network Plan, a greenway has been permitted in the vicinity of the subject site. The Blessington Greenway (**Figure 3-13**) is forming part of a 33km long off-road cycle path around the Blessington Lakes. The first 6.5km (phase 1) from Blessington town centre to Russborough House has been completed and is operational. A planning application for the remaining section of the greenway was lodged in 2022 and is currently with An Bord Pleanála (APB Ref: 312479).



Figure 3-13: Blessington eGreenway Routing Map (Source: Blessington eGreenway Design Statement)

BusConnects

The National Transport Authority (NTA) has developed a strategic transport plan, known as BusConnects, which will transform and overhaul the current bus network to provide a more efficient network. The scheme will redesign routes with the aim of offering fast, predictable and reliable bus journeys.

In relation to the subject site, following this redesign of the bus network, the proposed development will be located in close proximity to the BusConnects 'Peak Route' P43 (Ballyknockan - Blessington - City Centre) and P44 (Ballymore Eustace - Blessington - City Centre) which will replace the existing Dublin Bus Route 65 in this area.

In addition, there will be a new 'Local Route' L44 (Ballymore Eustace - Blessington - City Centre). A summary of the aforementioned new routes is summarised in **Table 3-2** below.

Route Number	Route Type	Areas Served	Frequency*
L44	Local	Ballymore Eustace - Blessington - Tallaght	60 mins
P43	Peak	Ballyknockan - Blessington - City Centre	1 AM/PM Peak Services
P44	Peak	Ballymore Eustace - Blessington - City Centre	1 AM/PM Peak Services

Table 3-2: Bus Connects Proposals (Source: BusConnects)

Although not currently in use, two new bus stops have also been built along the Blessington Inner Relief Road to facilitate greater public transport accessibility for residential developments located nearby and along the Blessington Inner Relief Road. One of these new bus stops is located on the western boundary of the subject site, The location of these bus stops is shown in **Figure 3-14**.



Figure 3-14: Location of New Bus Stops Along the Inner Relief Road

Connecting Ireland Rural Mobility Plan

Connecting Ireland is a major public transport initiative developed by the National Transport Authority (NTA) with the aim of increasing connectivity, particularly for people living outside our major cities and towns. The plan aims to improve mobility in rural areas, and it will do this by providing better connections between villages and towns by linking these areas with an enhanced regional network connecting cities and regional centres nationwide.

Under the Connecting Ireland Rural Mobility Plan proposals, the following routes will serve Blessington and the subject site and are shown below in **Figure 3-15**.

- **Route 183:** This route connects Sallins and Arklow, serving Naas, Blessington, Wicklow, and Avoca. A new route is proposed from Sallins to Arklow via Naas, Blessington, Glendalough, Wicklow, and Rathdrum. The minimum service frequency is set at 4 return trips from Monday to Saturday and 3 return trips on Sunday.
- **Route 884:** This route links Carlow and Sallins, serving Baltinglass, Blessington, and Naas. There is a proposal to extend route 884 from Ballymore Eustace to Carlow. The minimum service frequency is 4 return trips on weekdays and 3 return trips on weekends.

In the map, orange depicts existing bus routes, pink depicts proposed local routes and green depicts regional proposal.



Figure 3-15: Blessington Public Transport Network (Source: Connecting Ireland Rural Mobility Plan)

Blessington Local Area Plan 2013-2019

The subject site will benefit from a number of proposed road infrastructure works and improvements contained within the Blessington LAP. The land use zoning map indicates the proposed N81 realignment route, between Tallaght and Hollywood Cross, specified in the LAP Roads and Transportation Objectives (**Objective S6**). The realignment of the N81 will remove significant quantities of traffic from passing through the Blessington Town Centre.

Also shown on the land use zoning map is the route of the partially built Inner Relief Road which is designed to provide a town centre 'by-pass' and therefore is expected to alleviate traffic flow through the town centre upon completion. The road's completion is listed as one of the LAP Roads and Transportation Objectives (**Objective S7**).

Approx. 1.3km south of Blessington Town Centre, on the western side of the N81, 0.75ha of lands are zoned for a proposed bus park-and-ride facility. According to the WCC Development Plan Standards, pedestrian and cycle paths connecting proposed park and ride facilities to the public transport mode they serve and to the surrounding developments are required. This will benefit residents of Blessington and nearby rural towns in using sustainable transportation modes to

travel to education or employment zones. Reservation of these lands is specified in the LAP Roads and Transportation Objectives (**Objective S8**). In addition, a number of pedestrian and cycle routes (**Figure 3-16**Figure 3-16) around Blessington are proposed to improve permeability and ease of access for non-car users, further lessening the dependency on private cars. These proposals are specified in the LAP Town Centre Strategy.

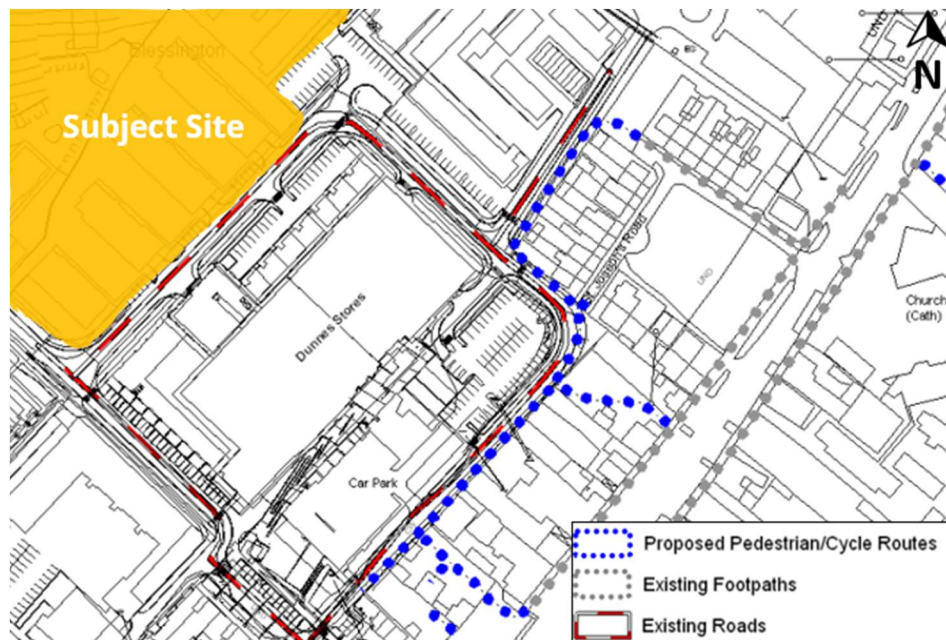


Figure 3-16: Proposed Pedestrian / Cycle Routes (Source: Blessington LAP)

3.5 Proposed Development and Parking Strategy

Car Parking Provision

The proposed Blessington LRD provides a total of 341 no. car park spaces. Of these, 315 no. spaces are provided for the residential units and 26 no. spaces are provided for the non-residential users in the mixed-use block.

Car Parking: Apartments / Duplex Units



A total of 48 no. car parking spaces are proposed for the duplex and apartment units. This will be provided through a mix of off-curtilage, communal parking areas, located adjacent their associated blocks.

Car Parking: Houses

All 3 and 4 bed houses are provided with 2 no. car parking spaces and the 2 bed houses are provided with 1 no. car parking space. All car park spaces will be within the front curtilage.

Cycle Parking

Table 2.4 within the Wicklow development plan 2022-2028 provides the cycle parking guidance for residential developments stating the following requirements. Reference has also been made to the Apartment Guidelines and Compact Settlement Guidelines.

A total of 414 bike spaces are proposed, comprising 278 spaces for individual bike stores (2 spaces each for 139 units), 136 spaces for communal bike stores (22-24 spaces each for 6 stores), and 8 visitor bike spaces in the southern plaza for the commercial spaces.

4 Commuter Trends and Transport Needs

4.1 Introduction

It is important where feasible to establish travel trends and area specific transport needs when initially developing an MMP. The subject site is located within a primarily residential area although there are other land uses nearby within walking distances such as schools, retail, employment and leisure. It is necessary to predict the nature of the proposed traffic to / from the site and investigate whether it is possible to influence the modal split of the commuters from the proposed development.

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

The current modal split for the Greater Dublin Area is presented in **Figure 4-1** below.

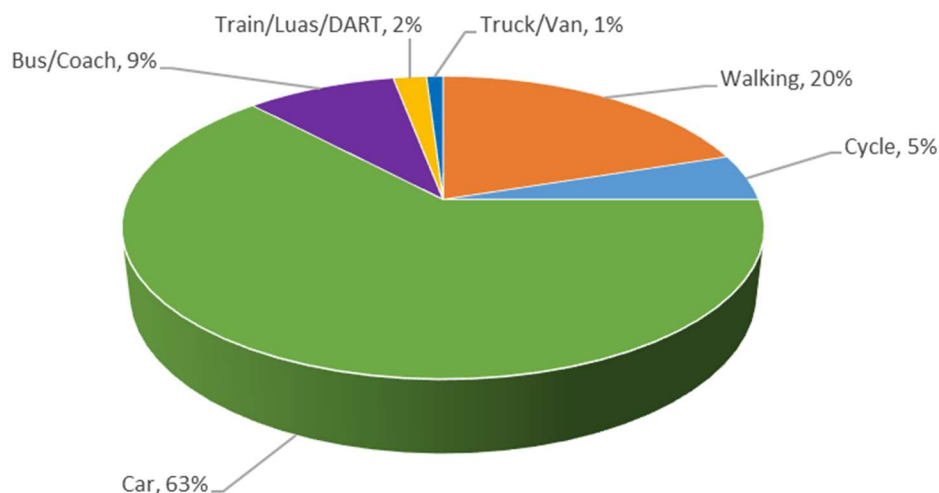


Figure 4-1: Current Modal Split in the Greater Dublin Area (Source: www.nationaltransport.ie)

4.2 Current Local Modal Split

The Central Statistics Office's Census Mapping App data has been investigated to determine the travel trends within the local vicinity of the subject Blessington LRD. Census Mapping App is an interactive mapping tool that allows users to pinpoint a location on the map and access 2022 census data related to that area.

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

Figure 4-2 below illustrates the areas selected for this analysis. These Small Areas were selected due to their proximity to the subject site and as such best represents the development's future travel needs.



Figure 4-2: Small Areas Used for Mode Share Analysis (Source: CSO Census 2022)

The local areas analysed include the following:

- Small Area 1: The Strand - Small Areas: A257016013
- Small Area 2: The Strand - Small Areas: A257016012
- Small Area 3: The Strand - Small Areas: A257016011
- Small Area 4: The Strand - Small Areas: A257016004
- Small Area 5: The Strand - Small Areas: A257016010
- Small Area 6: The Strand - Small Areas: A257016015
- Small Area 7: The Strand - Small Areas: A257016014
- Small Area 8: The Strand - Small Areas: A257016007
- Small Area 9: The Strand - Small Areas: A257016006
- Small Area 10: The Strand - Small Areas: A257016002



- Small Area 11: The Strand - Small Areas: A257016005
- Small Area 12: The Strand - Small Areas: A257016009

The analysis of these Census small areas reveals the trend in travel modes used when travelling to work, school or college from their homes. A summary of the data collected from the aforementioned 12 selected sites is illustrated in **Figure 4-3** below.

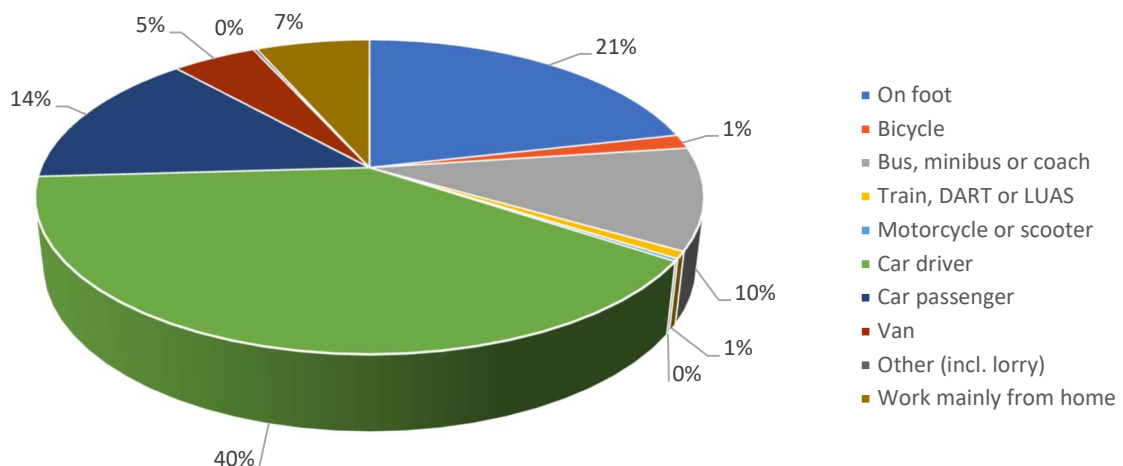


Figure 4-3: Modal Split for all Commuting Trips from Existing Residential Developments

Figure 4-3 indicates that the car was the primary mode of transportation in the study area at 54% (40% travelling as car driver and 14% as a car passenger) in 2022. The next most utilised mode of travel after car travel was walking with 21% whilst buses came third at 10%. 1% utilised the Train, DART or LUAS within the study area while cycling accounts for only 1% of all modes of travel.

4.3 Subject Site Proposed Modal Split

It is considered that an appropriate aim of the MMP would be to reduce the level of single occupancy car trips to the subject site and promote the utilisation of sustainable modes of travel. The key target of this MMP will therefore be to reduce single occupancy car-based travel from the subject site from approximately 40% to 30% upon the development build-out period (up to the 2031 Future Design Year). This equates to a potential approx. 15% overall reduction in single occupancy vehicle trips. 'The Essential Guide to Travel Planning' (DfT (UK) 2008) states that "good travel plans have succeeded in cutting the number of people driving to work by 15%"

Mode share targets for all active modes will be increased, with a particular focus on bicycle trips and linked trips to public transport. The provision of cycle infrastructure will be improved in line with the GDA Cycle Network Plan.



The MMP would subsequently seek to transfer this previous 'car' based trips onto the following modes / travel options:

- Heavy Rail
- Bus
- Cycle
- Walking, and
- Car Sharing



5 Objectives and Targets

5.1 Introduction

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

5.2 MMP Objectives

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

- Reduce existing levels of private car use by encouraging people to walk, cycle, use public transport, car share or even reduce the number of trips undertaken / required
- Make all residents aware of the sustainable transport options available to them
- Encourage the use of sustainable modes of transport
- Encourage the most efficient use of cars and other vehicles
- Reduce any transport impacts of the development on the local community
- Promote walking and cycling as a health benefit
- Managing the ongoing development and delivery of the Mobility Management Plan with future residents
- Promote smarter living and working practices that reduce the need to travel overall
- Promote healthy lifestyles and sustainable, vibrant local communities

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

- Routing, timetable and ticketing information for bus services
- The location and most convenient routes to / from local services (e.g. shops, medical facilities, schools etc.)
- Cost data comparing public transport and private car journeys
- The health benefits of walking and cycling to include safety advice

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



always be the case. Similarly, if an individual is unaware of the availability of service and proximity local shops and facilities, they may choose to travel a greater distance than necessary in order to access a service. Accordingly, the objectives of this MMP can therefore be summarised as follows:

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

5.3 MMP Actions & Objectives

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

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

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

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

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

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

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



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

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

T1 - To support the development as a sustainable community;

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

T3 - To achieve a 95% staff and visitor awareness of the MMP and its aims and objectives;

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

T5 – Achieve the identified modal split travel targets (Reference Section 4.2)

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

Baseline surveys cannot be collated at this time as the scheme does not physically exist. Nevertheless, interim mode share MMP targets have been identified for the first year after initial occupation of the proposed development. These targets will be reviewed within six months of the baseline travel survey being completed. This baseline data will provide a better understanding about what is achievable and what measures best suit the subject site.

The interim mode split targets for the subject site are set out in **Table 5-1**.

Mode of Travel	Local Modal Split Census 2022	1 st Year Target	MMP 5-Year Target
On foot	21%	22%	23%
Bicycle	1%	2%	4%
Bus, Minibus or Coach	10%	14%	16%
Train, DART or Luas	1%	1%	1%
Motorcycle or Scooter	0%	0%	0%
Car Driver	40%	35%	30%
Car Passenger	14%	14%	14%
Van	5%	5%	5%

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



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

These targets reflect recent improvements to the sustainable transport network and those planned to be rolled-out in the near future as articulated the Wicklow County Development Plan, Blessington LAP and the GDA Transport Strategy. These are reprised here for convenience;

- Availability of essential services such as shops, schools and GP services in the area.
- Strong likelihood of more remote working in the near future and a subsequent drop in the need to commute;
- Planned upgrades to the public transport network including Connecting Ireland Rural Mobility Plan + and BusConnects.
- Provision of segregated cycle lanes and footpaths and controlled crossing facilities on the Blessington Inner Relief Road and wider network.
- Proposals to improve and provide a number of pedestrian and cycle routes around Blessington as contained in the LAP Town Centre Strategy which aims to improve permeability and ease of access for non-car users.
- The expansion of the Greater Dublin Area (GDA) cycle network including the Blessington eGreenway, which is part of a 33 km off-road cycling path around the Blessington Lakes.
- Implementation of the measures set out in this Report.

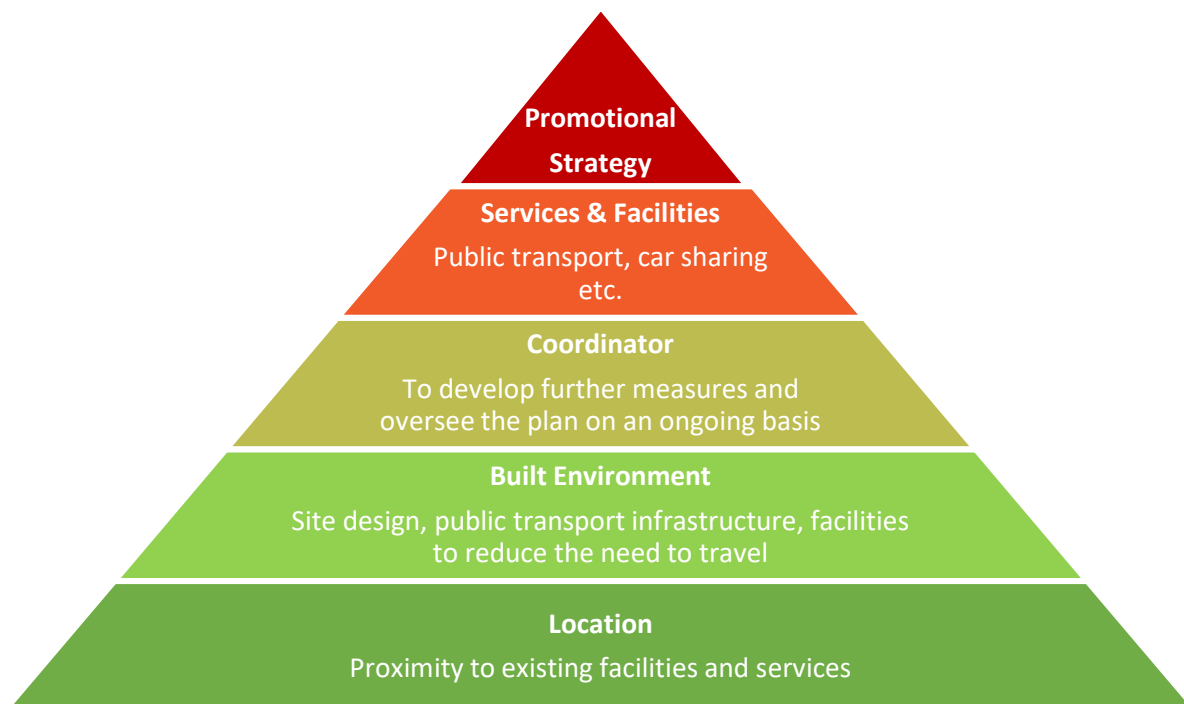


6 MMP Measures

6.1 Introduction

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

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



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



Figure 6-1: MMP Action Plan Strategies

6.2 Mode Specific Measures

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

- a) Walking - provision of safe, attractive pedestrian facilities
- b) Cycling – discounted cycle purchase, bike service workshops, cycle training
- c) Public Transport (Bus, Luas) – discounted travel tickets
- d) Private Car Strategy including car sharing and car clubs

6.3 Management and Monitoring Measures

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



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

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

6.4 Marketing and Promotion Measures

The Mobility Manager will be involved in the promotion of the MMP and to make residents aware of its existence. The most important and cost-effective measure to be introduced as part of this MMP is the 'Welcome Travel Pack', which will be issued to all new residents of the site when they move in.

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

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

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



7 Preliminary Action Plan

7.1 Overview

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

7.2 Management and Monitoring Strategy

7.2.1 MMP Management

The development, implementation and coordination of the MMP in the short, medium and long term requires management support and resources if it is to be successful in achieving its long-term aspirations and targets. Funding for many of the specific actions will need to be assigned appropriate budgets. Where full funding is not available from internal sources, external funding sources will be investigated. Some of the measures may in the longer-term result in cost saving. The role of management will also actively seek a partnership approach with other organisations as part of the continues development of the MMP.

7.2.2 MMP Monitoring

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

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

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



Table 7-1: Preliminary Schedule of MMP's Management and Monitoring Initiatives

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



MMS 8	Explore the opportunity and benefit of establishing mode specific 'user' groups (e.g. walking, cycling etc.)	-	-	✓	-		
MMS 9	Review travel practises by trip purpose and implement policy to encourage sustainable travel practices	-	-	-	✓		
MMS 10	Explore the opportunity of appointing a resident 'Champion' for each mode specific 'user' group (e.g. walking, cycling, public transport etc.)	-	-	-	✓		
MMS 11	A Sustainable Travel Pack to be provided to new residents	-	✓	✓	-		

The identified Management and Monitoring strategy promotes a total of 30 measures. The implementation schedules of these measures are outlined in **Figure 7-1** below.



Figure 7-1: Roll-out of MMP's Management and Monitoring Initiatives



7.3 Walking Strategy

The status and preliminary scheduling of the principal walking focused initiatives of the MMP are outlined in **Table 7-2** below.

Table 7-2 Preliminary Schedule of MMP's Walking Initiatives

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



The MMP's Walking Strategy promotes a total of 10 measures. The preliminary implementation schedule of these walking initiatives is outlined in **Figure 7-2** below.

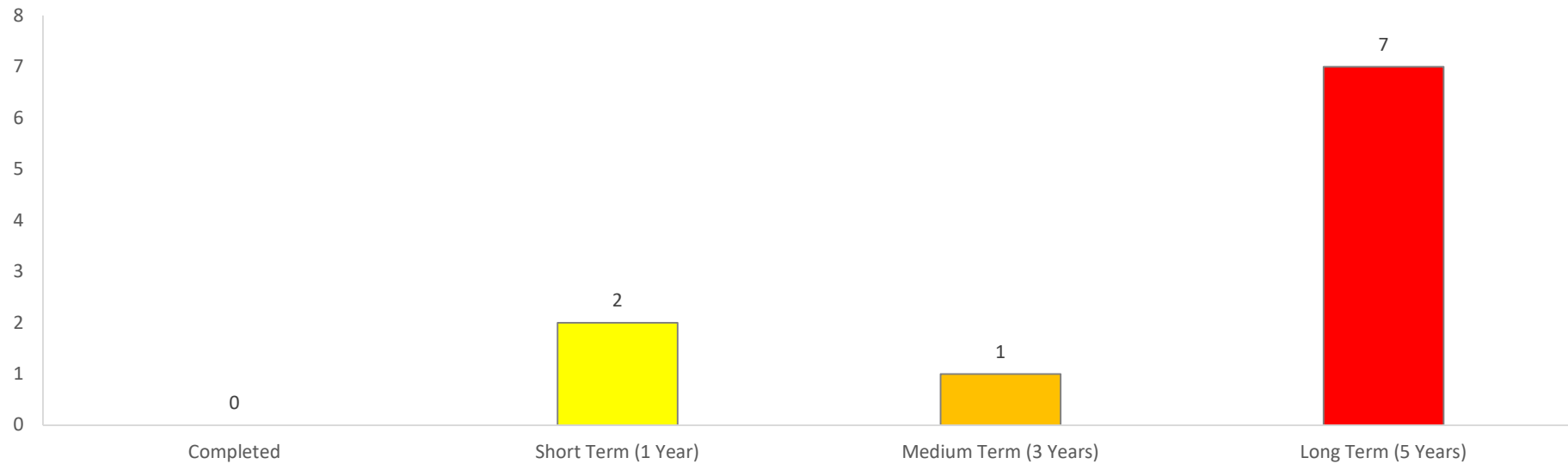


Figure 7-2: Roll-out of MMP's Walking Initiatives



7.4 Cycling Strategy

The status and preliminary scheduling of the principal cycling focused initiatives of the MMP are outlined in **Table 7-3** below.

Table 7-3 Preliminary Schedule of MMP's Cycling Initiatives

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

The MMP's Cycling Strategy promotes a total of 9 measures. The preliminary implementation schedule of these cycling initiatives is outlined in **Figure 7-3** below.

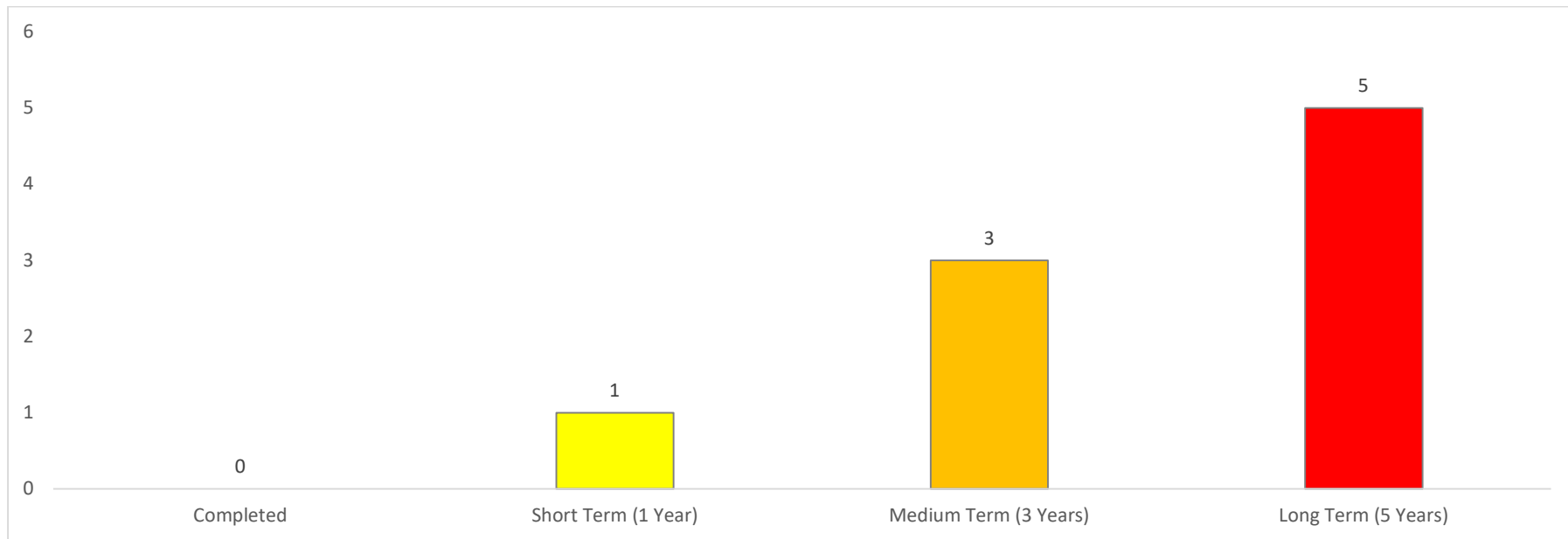


Figure 7-3: Roll-out of MMP's Cycling Initiatives



7.5 Public Transport Strategy

The status and preliminary scheduling of the principal public transport focused initiatives of the subject MMP are outlined in **Table 7-4** below.

Table 7-4 Preliminary Schedule of MMP's Public Transport Initiatives

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



The identified Public Transport Strategy promotes a total of 10 measures. The implementation schedule of these measures is outlined in **Figure 7-4** below.

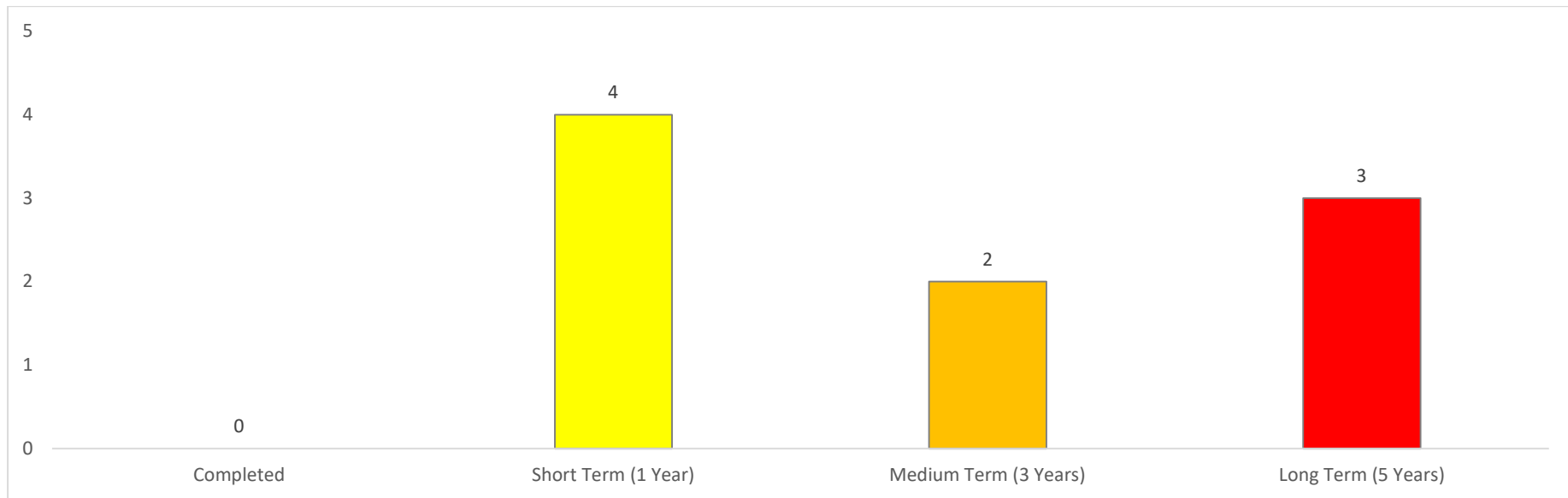


Figure 7-4: Roll-out of MMP's Public Transport Initiatives



7.6 Private Car Strategy

The identified action plan and preliminary scheduling of the principal private car focused initiatives of the subject MMP are outlined in **Table 7-5** below.

Table 7-5 Preliminary Schedule of MMP's Private Car Initiatives

Ref	Initiative	Status / Timescale				Lead Party	Comments
		Completed	Short (1 year)	Medium (3 years)	Long (5 years)		
PCS 1	Develop a 'Car' Fact Sheet		✓				
PCS 2	Explore the opportunities of informal arrangements between residents for travel to work	-	✓	✓	-		
PCS 3	Encourage use of formal car sharing website (www.carsharing.ie)	-	✓	-	-		
PCS 4	Develop a parking management strategy	-	✓	-	-		

The MMP's Private Car strategy promotes a total of 6 measures. The preliminary implementation schedule of these private car focused initiatives is outlined in **Figure 7-5** below.

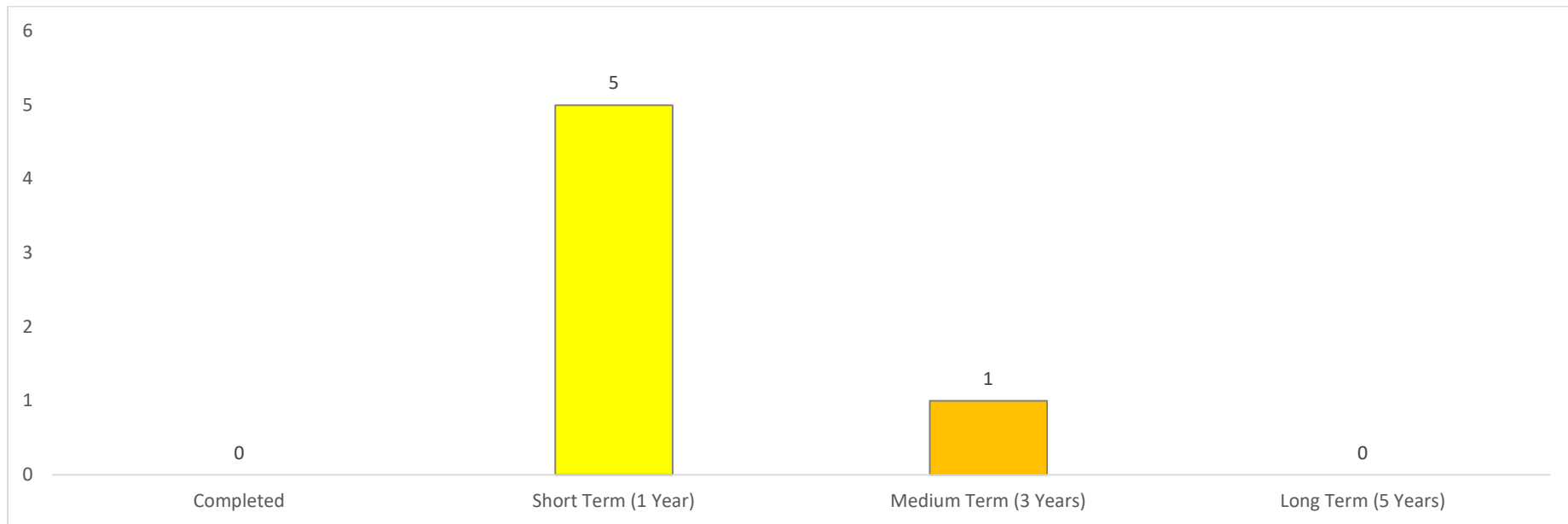


Figure 7-5: Roll-out of MMP's Private Car Initiatives



7.7 Marketing and Promotion Strategy

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

Table 7-6 Preliminary Schedule of MMP's Marketing and Promotion Initiatives

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



The preliminary Marketing and Promotion sub-strategy promotes a total of 9 measures. The implementation schedule of these measures is outlined in **Figure 7-6** below.

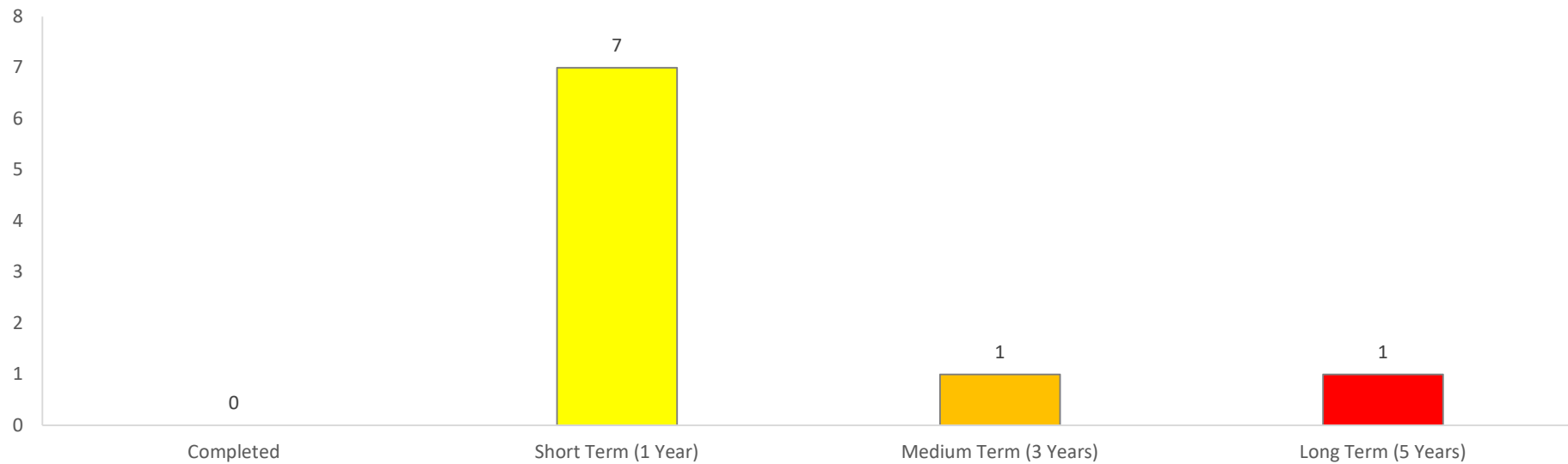


Figure 7-6: Roll-out of MMP's Marketing and Promotion Initiatives

8 Summary and Conclusion

8.1 Summary

DBFL Consulting Engineers (DBFL) have been commissioned to prepare a Mobility Management Plan (MMP) for the proposed Blessington LRD on a greenfield site at lands within the townlands of Blessington Demesne, Blessington, Co. Wicklow.

The application is for a residential development consisting of 233 no. residential units, including 185 no. houses and 48 no. apartments/duplexes. Additionally, 36 no. Later Living Units (LLU), along with a commercial space 399 sqm are proposed.

This MMP focuses primarily on how residents as well as visitors to the scheme can be encouraged to use sustainable means of transport to and from the site.

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

The identified preliminary action plan promotes a total of 69 initiatives across 6 sub strategy themes. A number of the initiatives run across multiple years, as the document functions a 'live' document, to be continuously updated and monitored. The breakdown of sub strategy themes has been presented in **Figure 8-1** below.

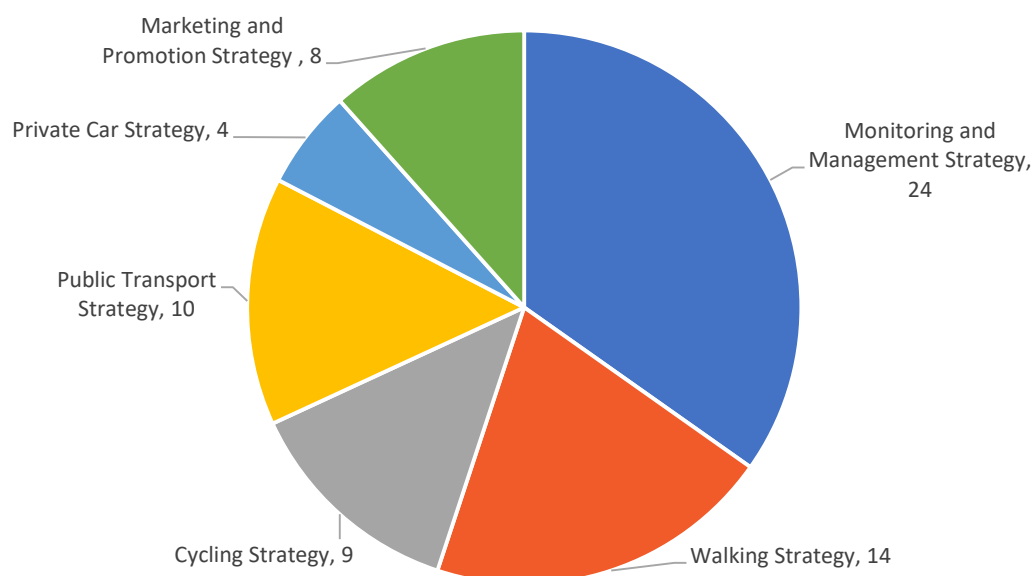


Figure 8-1: MMP Sub Strategy Themes & Initiatives

The implementation schedule of identified 70 MMP initiatives is outlined in the graph in **Figure 8-2** below. A total of 33 initiatives (or 46%) of the action plan initiatives are set out to be implemented within 1 year of the development being occupied. Some of the initiatives run across multiple years, as part of the 'Live Document Monitoring' and accordingly, have been counted across more than one timescale.

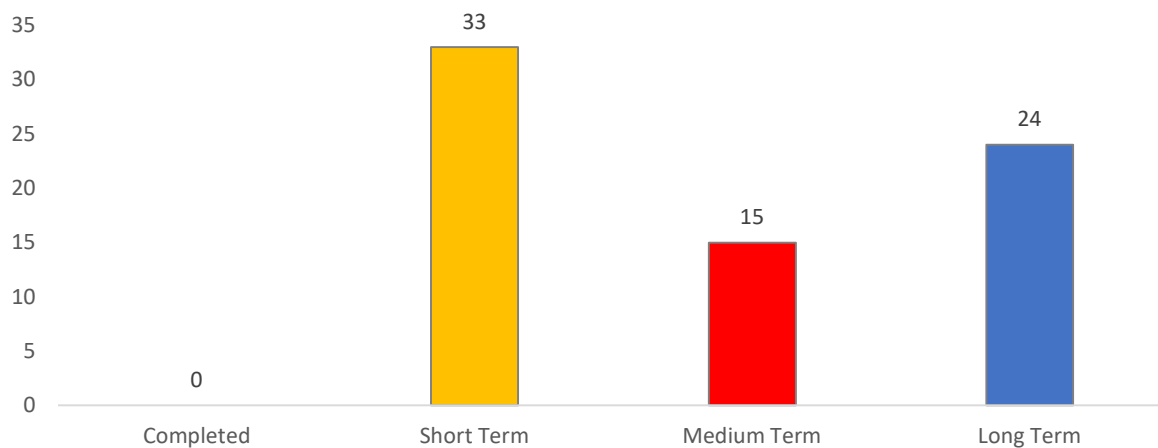


Figure 8-2: Roll-out of MMP's Initiatives

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

- The specific travel characteristics for the proposed development are outlined and presented to the local authority, and
- Through a partnership approach between the developers and the local planning authority, the Preliminary Action Plan is explored and re-examined with the objective of reaching agreement upon the MMP's measures and subsequently the adoption of an 'agreed' MMP Action Plan with specific targets, initiatives, timescales, responsibilities and resources clearly outlined and approved by both parties.



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