



MOBILITY MANAGEMENT PLAN

White Heather,
South Circular Road, Dublin 8

MARCH 2022

SYSTRA

WHITE HEATHER RESIDENTIAL MOBILITY PLAN

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1. INTRODUCTION

1.1 Background

1.1.1 SYSTRA Ltd has been commissioned by U and I (White Heather) Limited (the applicant) to produce a residential Mobility Management Plan to accompany an application for a Strategic Housing Development at the White Heather Industrial Estate, South Circular Road, Dolphin's Barn, Dublin 8 and No. 307 South Circular Road, Dublin 8 and an industrial building at 12a St James's Terrace.

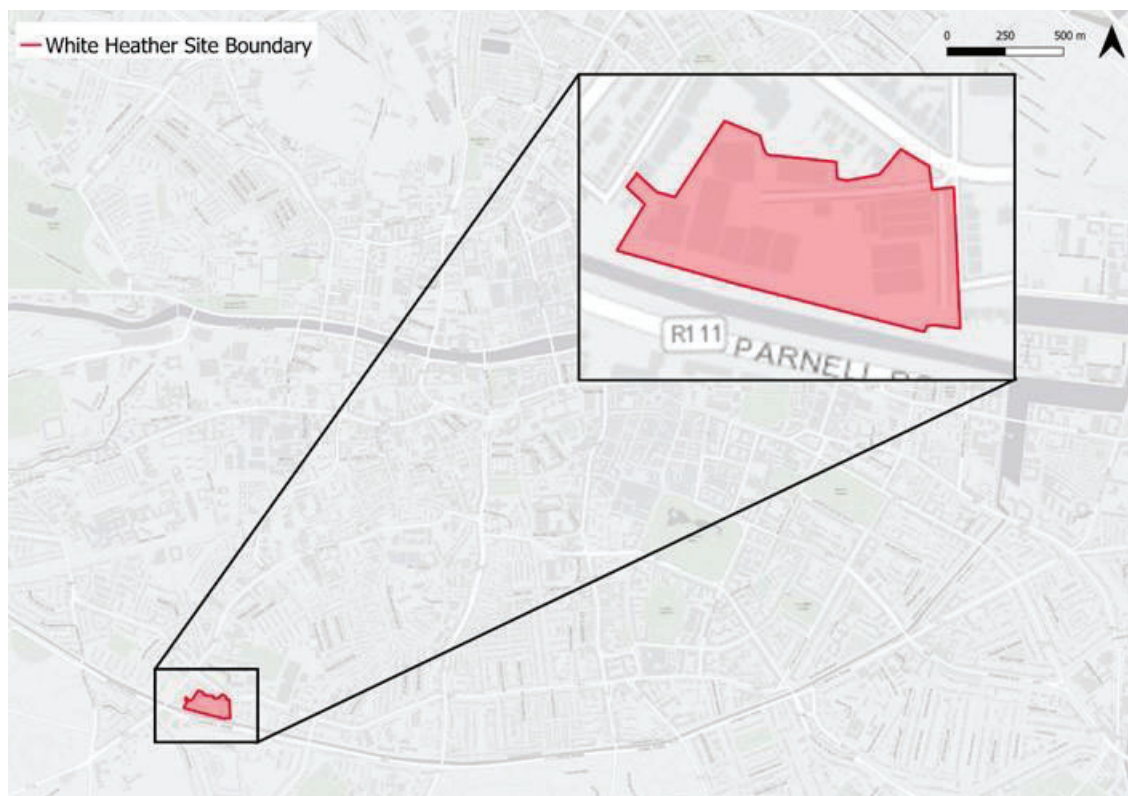
1.1.2 This report should be read in conjunction with the accompanying Traffic and Transport Assessment (TTA). The Mobility Management Plan is the principal mitigation measure proposed by the TTA to address the forecast transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planning application.

1.2 Site Overview

1.2.1 The 1.535ha site is bounded by the Grand Canal to the south; Our Lady of Dolours Church and residential dwellings on the South Circular Road to the north; Priestfield Cottages to the east; and residential dwellings at St James's Terrace to the west.

1.2.2 Figure 1 below shows the site location in both a strategic and local context.

Figure 1 Site Location



- 1.2.3 The development proposals comprise 335no. residential units, a 260sqm crèche and associated amenities. The entrance to the scheme will be via the existing junction at the South Circular Road, which will be reconfigured and upgraded.
- 1.2.4 The site benefits from the opportunity to link with the existing Dolphin's Barn neighbourhood facilities, as well as enhancing the connectivity of the area for the Dublin 8 community as a whole. A core principle of the proposed residential scheme is to put residential amenity and recreation to the fore, opening up the site and the local area to the Grand Canal.
- 1.2.5 This report has been prepared following scoping discussions with Dublin City Council's (DCC) transportation planning department. It has been agreed with DCC that the quantum of development is such that warrants a Traffic and Transport Assessment and associated Mobility Management Plan, prepared in accordance with the Transport Infrastructure Ireland's '*Traffic and Transport Assessment Guidelines*' document.
- 1.2.6 The extent of the study area was established, and formal transport scoping presentations submitted to DCC.

1.3 Mobility Management Plan Approach

- 1.3.1 This residential Mobility Management Plan (MMP) has been prepared 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.
- 1.3.2 A successfully implemented MMP can provide reductions in car usage, particularly influencing levels of single-occupancy car travel, with increased trips made by car-sharing, public transport, walking and cycling; and can improve road safety and personal security for pedestrians and cyclists.
- 1.3.3 Mobility Management is about improving the development site's access from the outset – by designing for and enabling and promoting sustainable travel options (e.g., walking, car-sharing, cycling and public transport) to residents – and by reducing the need to travel by car from the development in order to access essential services and amenities. MMPs can also improve the health and wellbeing of residents through the benefits of active travel and reduce the transport-related carbon impact of the development. An MMP specifically focuses on journeys made from a single origin (home) to multiple destinations.

1.4 Report Structure

- 1.4.1 This report sets out the background, context and objectives of the plan, and describes a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use to the development. A strategy for implementation, target setting, and monitoring is also discussed.

1.4.2 Following this introductory chapter, the report structure is:

- **Chapter 2:** An introduction to Mobility Management;
- **Chapter 3:** Proposed development;
- **Chapter 4:** Policy context;
- **Chapter 5:** Baseline site transport review;
- **Chapter 6:** Pre-occupation baseline mode share;
- **Chapter 7:** MMP objectives and targets;
- **Chapter 8:** MMP measures;
- **Chapter 9:** Monitoring and review; and
- **Chapter 10:** Summary.

2. MOBILITY MANAGEMENT: CONTEXT

2.1 What is Mobility Management?

- 2.1.1 Mobility Management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. Mobility Management is about improving a site's access, by designing for and enabling and promoting sustainable travel options (e.g., walking, cycling and public transport) to residents. The use of Mobility Management is well established in Ireland through the Development Control process and the policy documents set out in Chapter 3. The process involves key stakeholders such as the Local Authority, public transport operators, the developer and future residents.

2.2 The Benefits of Mobility Management

- 2.2.1 Implementing a Mobility Management Plan (or Travel Plan) has the following potential local benefits:

- Promoting alternative uses to the car can result in less congestion and therefore improves safety on local roads by promoting alternatives to the car;
- Reduced highway capacity problems can enable more sustainable travel choices;
- The local environment will be improved from reduced congestion, carbon emissions, pollution and noise;
- A range of travel options makes the development site attractive to potential residents;
- Increases opportunities for active healthy travel, such as walking and cycling;
- Reduces demand for parking spaces, enabling land to be put to more cost-effective or commercially beneficial use and freeing space for active travel initiatives; and
- Improved travel choice, quality and affordable access to services for all users.

2.3 Mobility Management Plan Objectives

- 2.3.1 The overarching objectives of the MMP are to reduce levels of private car use by encouraging people to walk, cycle, use public transport, car share. It can also reduce the number and length of trips undertaken / required (for example through the promotion of internet shopping and home working, and the provision of an on-site parcel delivery services).
- 2.3.2 The specific objective(s) of an MMP can vary depending upon the organisation, site characteristics and specific land uses which vary with each site. Nevertheless, in the context of a residential MMP, objectives can include:

Residents

- Address residents' need for sustainable access to a full range of facilities for work, education, health, leisure, recreation and shopping;
- Promote healthy lifestyles and sustainable, vibrant local communities by improving the environment and the routes available for cycling and walking;

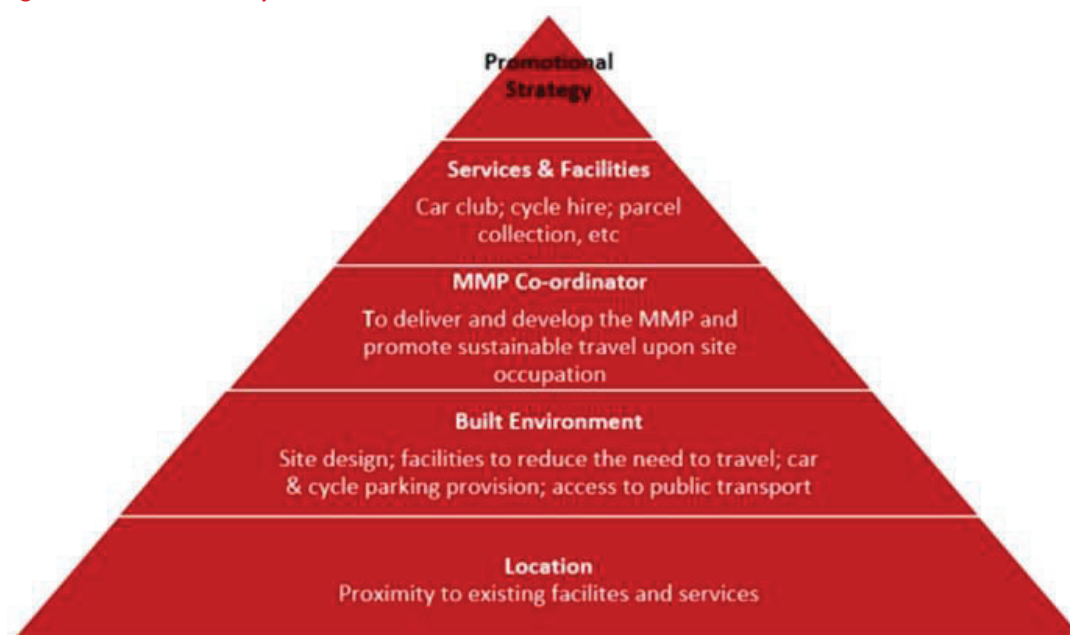
The Local Community

- Make local streets less dangerous, less noisy and less polluted and enhance the viability of public transport;
- Reduce the traffic generated by the development for journeys both within the development and on the external road network;
- Promote equal opportunities by offering wider travel choices;
- Improve personal and wider community health; and
- Reduce air and noise pollution.

2.4 Making Residential Mobility Management Plans Work

- 2.4.1 A successful residential MMP will address all aspects of a development that create a need to travel by site residents. The residential MMP ‘pyramid’ below demonstrates how successful plans are built on the firm foundations of location and site design. A residential MMP should combine hard measures (e.g., cycle parking, routes to bus stops) and soft measures (such as welcome travel packs and personalised journey planning). All measures should be integrated into the design, marketing and occupation of the site – with parking restraint often crucial to the success of the MMP in reducing car use.¹

Figure 2 The Travel Plan Pyramid



- 2.4.2 MMPs are evolutionary documents that should be regularly updated. In this way, MMP targets and Action Plans can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this MMP is the starting point of a live process and will be updated on an annual basis or when required by other circumstances. MMP specific objectives should be ‘SMART’ (Specific, Measurable, Achievable, Realistic and Time-Bound).

¹ UK Department for Transport *Making Residential Travel Plans Work* – June 2007

3. THE POLICY AND PLAN CONTEXT

3.1 Policy and Plan Overview

- 3.1.1 This section provides an overview of the national, regional and local transport and other policy drivers and strategies that underpin the requirements (and benefits) of implementing a Residential Mobility Management Plan for the proposed residential development. Please also see the accompanying Traffic and Transport Assessment for a more detailed overview of current transport policy, plans and strategies of relevance to the site.

3.2 National Policy Context

- 3.2.1 This section provides an overview of the main national policy drivers and strategies that underpin the requirements (and benefits) of implementing a Residential MMP for the residential development proposed at the White Heather site.

Ireland 2040 Our Plan – National Planning Framework

- 3.2.2 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.
- 3.2.3 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; and
 - Ensure transition to more sustainable modes of travel (walking, cycling, public transport) and energy consumption (efficiency, renewables) within an urban context.
- 3.2.4 The NPF seeks to enable people to live closer to where they work, moving away from the current unsustainable trends of increased commuting. 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 dependent on the car.
- 3.2.5 The Eastern and Midland Regional Assembly (EMRA), through its “Regional Spatial and Economic Strategy”, also supports travel planning. Specifically, through Regional Policy Objective (RPO) 8.7 which promotes the use of mobility management and travel plans to bring about behaviour change and more sustainable transport use.

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

- 3.2.6 As recognised in **Smarter Travel, A Sustainable Transport Future (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.
- 3.2.7 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 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; and
 - Improve security of energy supply by reducing dependency on imported fossil fuels.
- 3.2.8 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 residential development in this location:
- 3.2.9 **Action 1** – We will 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.
- 3.2.10 **Action 2** – We will 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 requirement that developments above a certain scale have viable travel plans in place. 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.

National Cycle Policy Framework, 2009-2020

- 3.2.11 The National Cycle Planning Policy Framework 2009-2020 (NCPF) aims to create a new culture of cycling in Ireland, with a target of 10% of all trips to work being made by bike by 2020.

The National Cycle Manual

- 3.2.12 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 than before.

Get Ireland Active – The National Physical Activity Plan, 2016

- 3.2.13 Another key policy driver for the encouragement of active, healthy commuting trips is the **Get Ireland Active – National Physical Activity Plan** (NPAP). Launched in 2016, this plan recognises that physical inactivity is a demonstrated clear risk to health and wellbeing in Ireland.
- 3.2.14 The NPAP is about creating increased opportunities for people to be active in ways which fit in to their everyday lives and which suits 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.
- 3.2.15 The NPAP focuses on the use of the natural and built environment. It recognises that promoting active transport are the most practical and sustainable ways 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.

3.3 Regional and Local Policy Context

- 3.3.1 This section provides an overview of the main regional and local policy drivers and strategies that underpin the context, requirements and benefits of a Mobility Management Plan for the proposed residential development.

Greater Dublin Area Transport Strategy, 2016-2023

- 3.3.2 This strategy aims to contribute to the economic, social and cultural progress of the Greater Dublin Area (GDA) by providing for the efficient, effective and sustainable movement of people and goods – helping to reduce modal share of car-based commuting to a maximum of 45%. To achieve these principles, future developments 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 current increase in traffic is unsustainable.

3.3.3 The site is within walking distance of improved public transport provisions such as the proposed BusConnects Core Bus Corridor(s), which will enhance the overall public transport provision across urban Dublin. This will improve public transport options for residents, including for those commuting to destinations across the wider Dublin area.

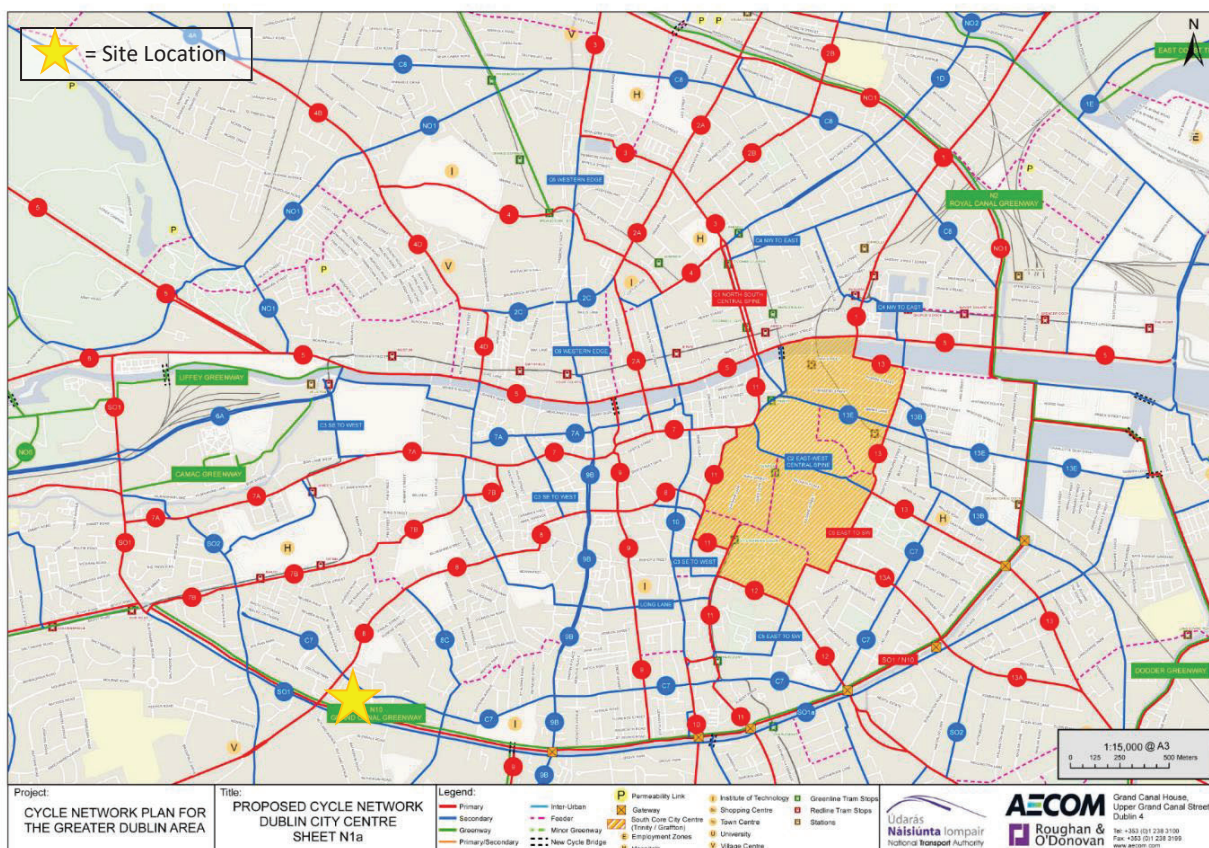
Greater Dublin Area Cycle Network Plan, 2013

3.3.4 The Greater Dublin Area Cycle Network Plan sets out a 10-year strategy to expand the urban cycle network from 500km to 2,480km. The overarching ambition of the scheme is to, by 2021, increase the number of commuters who commute by bike to be the same amount as those who commute by bus.

3.3.5 The network will consist of a series of primary, secondary and feeder routes as well as greenways routes. These routes will comprise of a mix of cycle tracks and lanes, cycleways and infrastructure-free cycle routes in low traffic environments.

3.3.6 The proposed cycle network surrounding the development is shown below, with the Grand Canal Greenway, the Primary Routes 8 and SO1 / N10 and the Secondary Routes C7 and 8C all adjacent or close to the subject site.

Figure 3 GDA South Dublin Cycle Network Plan



BusConnects

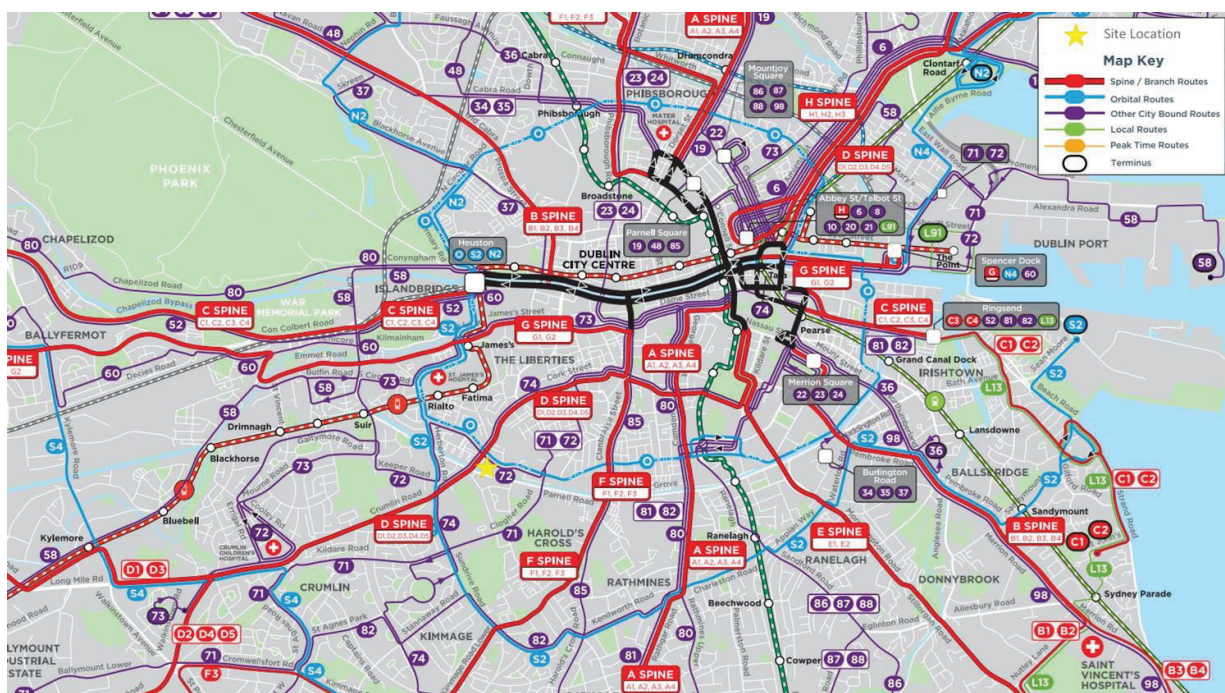
3.3.7 BusConnects is part of the overall GDA Transport Strategy and aims to overhaul the current bus system in the Dublin region through a number of measures, as outlined below. The measures will improve public transport access and reliability for future residents of the proposed development. The BusConnects programme includes:

- Building a network of **“next generation” bus corridors** on the busiest bus routes to make bus journeys faster, predictable and reliable.
- Introducing **Bus Rapid Transit**, a higher quality of bus system, on three of the busiest corridors.
- Completely **redesigning the network** of bus routes to provide a more efficient network, connecting more places and carrying more passengers.
- Developing a **state-of-the-art ticketing** system using credit and debit cards or mobile phones to link with payment accounts and making payment much more convenient.
- Implementing a **cashless payment system** to vastly speed up passenger boarding times.
- Revamping the fare system to provide a **simpler fare structure**, allowing seamless movement between different transport services without financial penalty.

- Implementing a **new bus livery** providing a modern look and feel to the new bus system.
- Rolling out **new bus stops with better signage and information** and increasing the provision of additional bus shelters.
- Transitioning to a new bus fleet using **low-emission vehicle** technologies.

3.3.8 The BusConnects programme will improve access to bus services close to the proposed development. As illustrated in Figure 4, the subject site is located close to Spine D which is defined as very high frequency spine with proposed frequencies of 2.7-3.7 minutes based on latest revision of the network. Line O also runs directly in front of the site providing an orbital route around the city at a frequency of 5-10 minutes.

Figure 4 Proposed BusConnects Service Redesign Dublin City Centre



- 3.3.9 It should be noted that the network above is part of an ongoing public consultation with the final network redesign expected in the coming months subject after the second round of public consultation in November 2019.
- 3.3.10 In addition to the redesign of the bus network, a number of high frequency Core Bus Corridors (CBCs) are proposed as part of BusConnects. The aim of CBCs is to provide segregated bus lane priority to reduce congestion, improve bus capacity, reliability and punctuality while reducing bus journey times along 16 of the busiest bus corridors in Dublin. CBC will run along Dolphin's Barn Street/Cork Street within walking distance of the subject site.
- 3.3.11 In addition, the CBCs will include dedicated cycle tracks on each side of the road, providing safe cycling facilities, segregated from other vehicular traffic, with adequate footpaths for pedestrians and supporting elements such as pedestrian crossings at all key road crossing points and bus shelters for waiting passengers.

Dublin City Council Development Plan, 2016-2022

- 3.3.12 The Dublin City Development Plan provides a coherent, integrated framework to ensure the city develops in an inclusive and sustainable manner which is resilient on social, economic and environmental fronts in the short and longer term. The plan emphasises the need for Dublin to become a low-carbon city and the role of compact, self-sustaining communities and neighbourhoods, urban form and movement has to play in achieving this goal.
- 3.3.13 The plan details a Core Strategy which includes housing, settlement, employment, retail and public transport strategies. The strategy translates into 3 broad strands which form the basis for the policies and objectives outlined in the plan, these are:
- Compact, Quality, Green, Connected City;
 - A Prosperous, Enterprising, Creative City; and
 - Creating Sustainable Neighbourhoods and Communities.
- 3.3.14 The policies and objectives of the plan are categorised into 12 broad areas. Table 1 below provides a summary of the policies most relevant to this MMP.

Table 1 Extracts from most relevant Dublin City Development Plan 2016-2022 Policies

No.	Details
SC19	"To promote the development of a network of active, attractive and safe streets and public spaces.... which encourage walking as the preferred means of movement between buildings and activities in the city. In the case of pedestrian movement within major developments, the creation of a public street is preferable to an enclosed arcade or other passageway."
SC20	"To promote the development of high-quality streets and public spaces which are accessible and inclusive, and which deliver vibrant, attractive, accessible and safe spaces and meet the needs of the city's diverse communities. "
QH10	"To support the creation of a permeable, connected and well-linked city and discourage gated residential developments as they exclude and divide established communities."
MT2	"Whilst having regard to the necessity for private car usage to continue to promote modal shift from private car use towards increased use of more sustainable forms of transport such as cycling, walking and public transport..."
MT7	"To improve the city's environment for walking and cycling through the implementation of improvements to thoroughfares and junctions and also through the development of new and safe route."
MT10	"To provide 30kph speed limits and traffic calmed areas at appropriate locations throughout the city subject to stakeholder consultation."
MT11	"To continue to promote improved permeability for both cyclists and pedestrians in existing urban areas..."
MT12	"To improve the pedestrian environment and promote the development of a network of pedestrian routes which link residential areas with recreational, educational and employment destinations to create a pedestrian environment that is safe and accessible to all."
MT13	"To promote best practice mobility management and travel planning to balance car use to capacity and provide necessary mobility via sustainable transport modes."
MT17	"To provide sustainable levels of car parking and storage in residential schemes in accordance with development plan car parking standards so as to promote city centre living and reduce the requirement for car parking."
MT18	"To encourage new ways of addressing the parking needs of residents (such as car clubs) to reduce the requirement for car parking."
MTO25	"To support the growth of Electric Vehicles and e-bikes, with support facilities as an alternative to the use of fossil-fuel-burning vehicles, through a roll-out of additional electric charging points in collaboration with relevant agencies at appropriate locations."

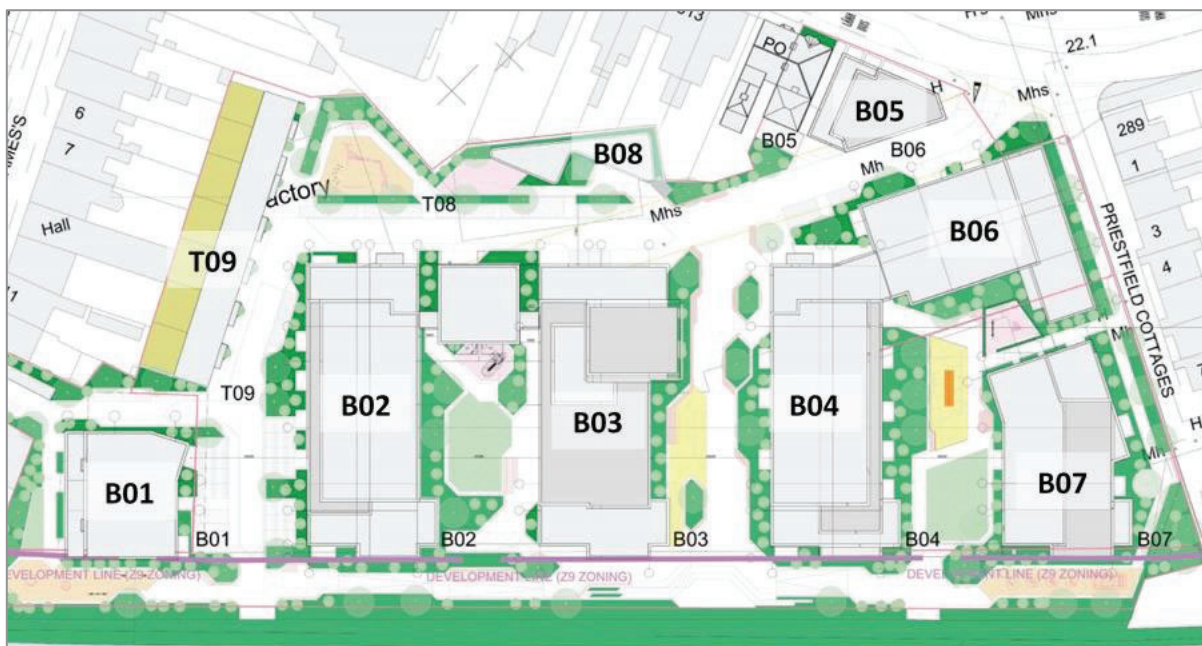
- 3.3.15 Section 16.38 and 16.39 set out the car and cycle parking standards respectively. The plan states that car parking standards are maximum in nature and may be reduced where other modes of transport provide sufficient mobility for residents. Alternative solutions will also be considered such as residential car clubs where there are site constraints.

4. THE PROPOSED DEVELOPMENT

4.1 Overview

- 4.1.1 The development proposals comprise the promotion of up to 335 residential dwellings and a 260 sqm creche and ancillary residential amenity totalling 1,212 sqm. Access to the development site is to be gained from the South Circular Road (via the site's main vehicular access) with traffic free pedestrian and cycle accesses also promoted from St James's Terrace (to the sites west) and the canal (which forms the sites southern boundary).
- 4.1.2 A detailed masterplan for the proposed development is included within Appendix A.
- 4.1.3 The development proposals comprise seven residential apartment blocks accommodating a combination of studio units, 1-bedroom apartments, 2-bedroom apartments, 3-bedroom apartments and one block of 3-bedroom townhouses. A further block will provide the non-residential uses on site. The proposed schedule of accommodation for the application is summarised below:
- 2 studio apartments – 0.5%
 - 196 one bed apartments – 59%
 - 128 two bed apartments – 38%
 - 2 three bed apartments – 0.5%
 - 7 three bed townhouses – 2%
 - 335 dwellings (equating to 481 bedrooms).
- 4.1.4 The location of each block is shown below in Figure 5.

Figure 5 Block Layout Plan



Internal Pedestrian and Cyclist Provision

- 4.1.5 Pedestrian and cycle access to the external network is provided at multiple locations across the development including from the South Circular Road as part of the vehicular access. The improvement works to the existing entrance on South Circular Road will provide footways of 2m and will introduce formal uncontrolled crossing points across the site access and Priestfield Cottages for pedestrians travelling to the site.
- 4.1.6 A traffic free pedestrian and cycle route is promoted from the west of the site onto St James's Terrace, between Blocks B01 and T09, providing direct access onto the R110 Dolphin's Barn.
- 4.1.7 A third pedestrian route provides direct access onto the canal frontage, which will be improved, providing a fully accessible and attractive environment for those travelling by either foot or bicycle.
- 4.1.8 The internal road network will be designed to maximise priority and permeability for pedestrians and cyclists limiting vehicular priority and speeds through the use of planting, narrow carriageways, surface treatments and shared surfaces.

4.2 Cycle Parking Provision

- 4.2.1 The proposed development site is promoting reduced car parking on the basis that active travel is promoted on site. On that basis, increased levels of residential cycle parking will be provided at a ratio in excess of one cycle space per bedroom (481 bedrooms). This is in accordance with recent comments from DCC, who suggested that one cycle space per bedroom is provided. This demonstrates the applicant's commitment to encourage sustainable travel to and from the development.
- 4.2.2 The target cycle mode share for development is 20.1% which, based on an estimated future population of approximately 723 persons, equates to a need for 145 bikes for commuting purposes. It is recognised that additional spaces will be needed for bike storage and leisure use therefore, 488 long stay spaces have been provided, both at surface level and within the undercroft car park. An additional 62 short-stay cycle parking spaces are provided at surface level, and eight cargo bike spaces, six of which are provided at grade, and two within the undercroft car park.
- 4.2.3 The proposed provision of 488 secure cycle parking spaces equates to more than one space per bedroom for all dwellings, with an additional 62 short-stay spaces for visitors and staff. This is in accordance with recent comments from DCC.
- 4.2.4 The provision and utilisation of cycle parking will be continuously monitored as part of the MMP, and the potential provision of additional cycle parking will be reviewed should the demand arise.

Resident Cycle Parking Provision

- 4.2.5 Resident cycle parking for each building will be provided at a ratio of more than one space per bedroom. Figure 6 and Figure 7 show the locations of cycle parking at both surface and within the undercroft car park, whilst Table 2 provides a cycle parking summary.

Figure 6 Cycle Parking Locations at Surface Level

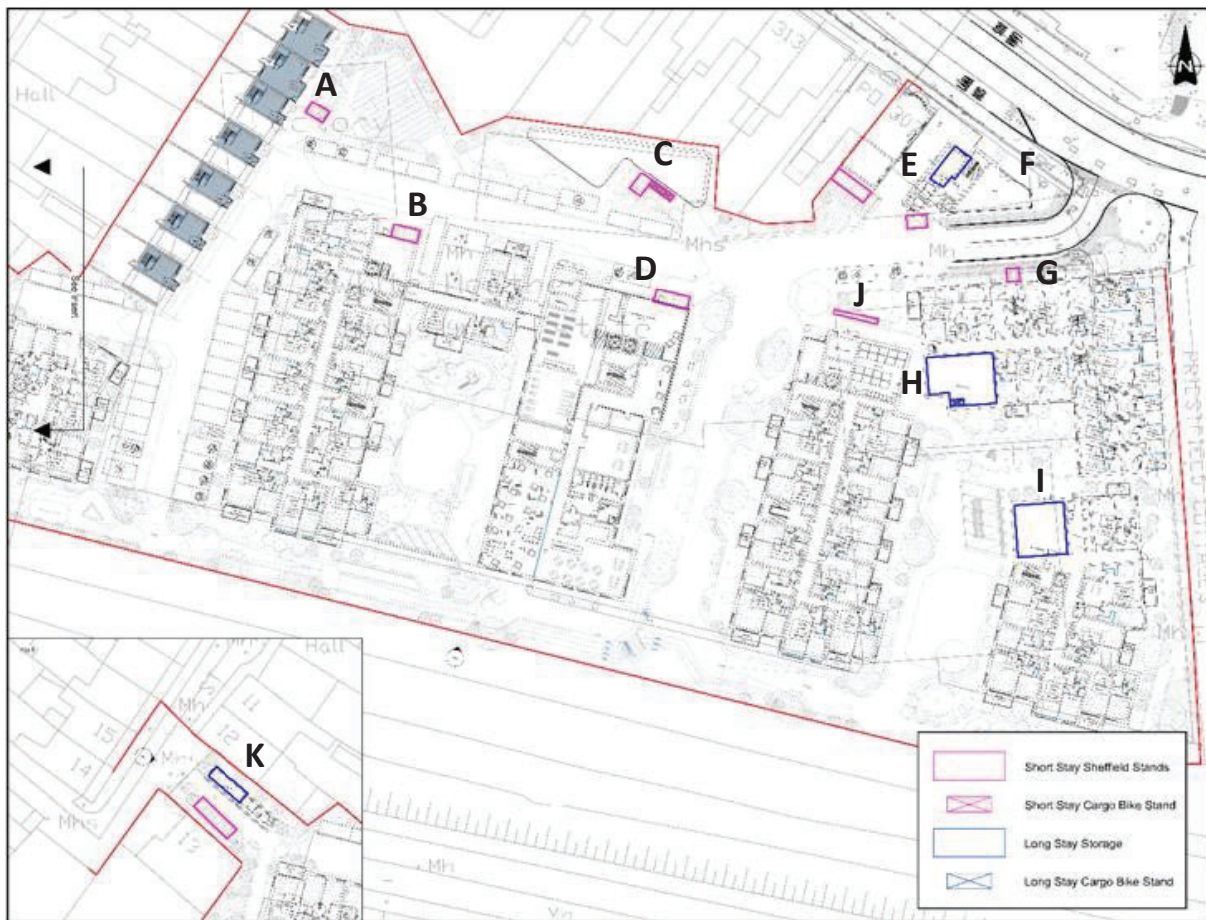


Figure 7 Cycle Parking Locations within the Undercroft car park

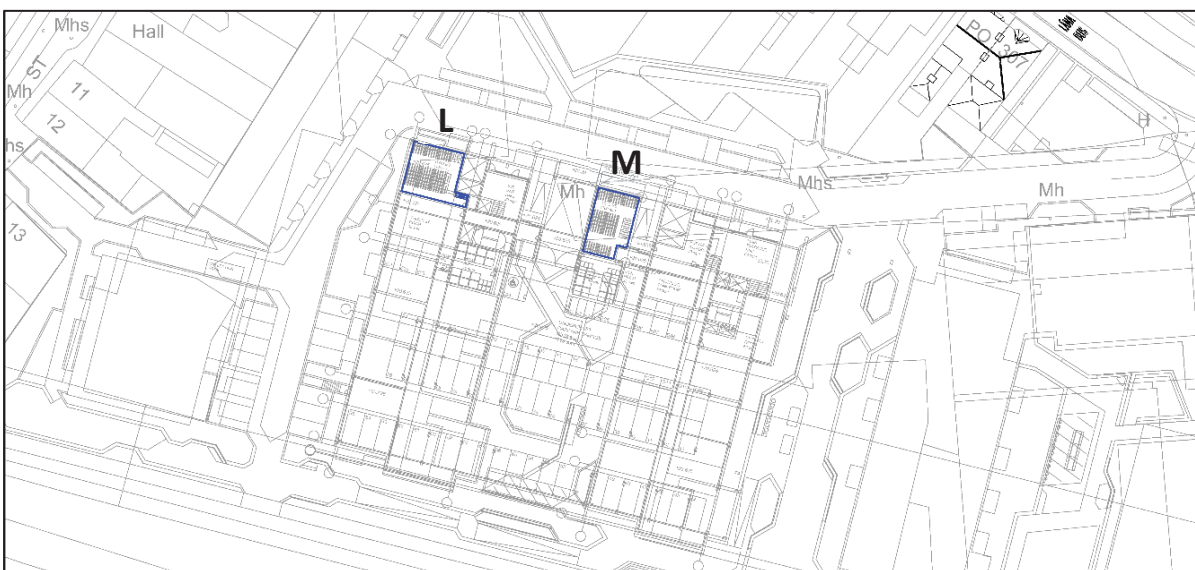


Table 2 Cycle Parking Summary

REFERENCE / LOCATION	TOTAL NUMBER OF SPACES	TYPE OF SPACES
A - Surface	6	6 Visitor
B - Surface	8	8 Visitor
C - Surface	4	2 Visitor 2 Cargo (Visitor)
D - Surface	9	8 Visitor 1 Cargo (Visitor)
E - Surface	35	20 Secure 14 Visitor 1 Cargo (Visitor)
F - Surface	4	4 Visitor
G - Surface	4	4 Visitor
H - Surface	113	112 Secure 1 Cargo (Secure)
I - Surface	122	122 Secure
J - Surface	4	4 Visitor
K - Surface	43	30 Secure 12 Visitor 1 Cargo (Visitor)
L - Undercroft	105	104 Secure 1 Cargo (Secure)
M - Undercroft	101	100 Secure 1 Cargo (Secure)
Total	558	62 Visitor 488 Secure 8 Cargo

- 4.2.6 A total of 558 cycle parking spaces are promoted on site, 352 of which are located at surface level, and 206 within the undercroft car park.
- 4.2.7 Cycle parking at surface level comprises a mixture of 284 secure long stay spaces for residents, and 62 short stay spaces for visitors and staff. In addition, six cargo bike spaces are provided at surface level (one secure cargo space for residents, and five for visitors).

- 4.2.8 Cycle parking within the undercroft car park comprises 204 secure long stay spaces for residents, and an additional two cargo bike spaces for resident use only.
- 4.2.9 The level of visitor parking provided on site is suitable to accommodate the suggested number of staff at the development (between four and five on site). Staff will therefore be able to park at locations A to G, or J to K.
- 4.2.10 All bike rooms will be secure as per DCC guidelines. The bike parking will be two tier stacked parking, an example of which is shown in Figure 8. The ceiling heights and aisle widths of the bike room have all been designed to accommodate easy manoeuvrability of bikes and where possible additional width have been provided.
- 4.2.11 There will be charging points available for charging electric bikes within the cycle parking compounds within the basement. The use of this facility will be monitored as part of the MMP and should demand exceed provision additional charging points will be provided.

Figure 8 Example Two-Tier Cycle Parking



Short Stay Parking

- 4.2.12 The development proposals include for 62 short stay cycle spaces and five visitor cargo bike spaces. This level of provision equates to 0.2 spaces per unit and is comparable to the level of provision provided at the recently consented developments in the area. Notwithstanding the utilisation of visitor cycle spaces will be continually monitored as part of the MMP, and should additional space be required, further parking provision will be provided.

- 4.2.13 Visitor cycle parking is fully dispersed throughout the development to create convenient parking for all buildings. Visitor / short stay parking will be located adjacent to the crèche, main access, boulevard, and boardwalk as the primary locations where visitors will require cycle parking. Long stay parking will however also be conveniently located for visitors to the residential blocks.
- 4.2.14 Short stay cycle parking will be provided as Sheffield stands and will be located where there is natural passer by surveillance. It will also include five cycle stands for larger bikes such as cargo bikes throughout the ground level. The utilisation, type and location of short stay cycle parking will be monitored as part of the MMP and suitable amendments to cycle parking implement where a further need is identified.

4.3 Cycle Hire

- 4.3.1 Bleeper Bikes is a station-less bike sharing scheme where users park the bike at designated parking spaces throughout Dublin with the scheme extending well beyond the canals to the north and south of the city. There are several designated bleeper bike parking spaces close to the proposed developments.
- 4.3.2 Any suitable parking stand can be added as a designated space by a user sending the location and photographs to the Bleeper support team.

4.4 Vehicular Access

- 4.4.1 Vehicular access to the development will be promoted from the South Circular, via the existing access into White Heather Industrial Estate, this access location provides optimum access without requiring third party land.
- 4.4.2 The existing access will be reconfigured to a simple priority of 5.5m width and 5m radii. Visibility splays of 2.4m x 49m can be achieved in line with DMURS standards. Visibility splays for Priestfield Cottages of 2.4m x 49m can also be achieved.
- 4.4.3 The development sites vehicular access provides an improvement compared to the existing arrangement, incorporates the proposed access at the neighbouring Bailey Gibson site (including signalised crossing along the South Circular), and reduces conflict between the site and Priestfield Cottages.
- 4.4.4 The existing 3m bus lanes on South Circular Road are to be retained.
- 4.4.5 The internal roads have been designed to reduce vehicular speeds and provide an environment which promotes walking and cycling above the car. The width of the internal shared surface route varies in width from 5.5m at the site entrance to 4.8m within the site; compliant with DMURS and providing safe walking routes for pedestrians with designated footways at the site entrance. On street parking benefits from formalised parking bays.

- 4.4.6 The internal layout is promoted as a shared surface. The purpose is to encourage pedestrian priority through the heart of the development, reducing vehicles speeds and contributing to the sense of place and quality of public realm. It is in line with the guidance set out in DMURS which states *“shared surfaces and junction are highly desirable where movement priorities are low and there is a high place value in promoting more liveable streets such as on Local streets within Neighbourhoods.”*
- 4.4.7 Research has shown that changes in surface material alone (such as block paving) can reduce vehicle speeds by 4-7 kph².

Figure 9 Vehicular Access Strategy



4.5 Car Parking Strategy

- 4.5.1 The site is located in a central location, with good proximity to public transport and a wide range of local amenities within the immediate locality. Car ownership levels in the area are low, and likely to reduce further given the high density and BTR nature of the development. Active travel modes will be promoted on site, with excellent cycle parking facilities provided.

² Refer to Section 7.2.15 of Manual for Streets. 2007

Car clubs will be actively promoted thus further reducing a requirement for new residents to have their own car.

On the basis of the above, a parking ratio of 0.29 car spaces per unit is proposed for the development, resulting in 96 car parking spaces proposed for the residential element only, and 10 spaces for the creche and car club. Table 3 shows the parking type and number of spaces proposed on site.

Table 3 Car Parking Allocations

TYPE OF PARKING		SPACES
Residential	Leased (Standard)	90 spaces (including 19 EV)
	Leased (Disabled)	6 spaces (including 3 EV)
	Total	96 spaces
Car Club	GoCar	7 spaces
Crèche Drop Off	Drop Off (Standard)	2 spaces
	Drop Off (Disabled)	1 space
Motorcycle	-	4 spaces
Total		106 spaces (excl. motorcycles)

- 4.5.2 The 106 car parking spaces will be provided at surface level and within a secure undercroft car park.
- 4.5.3 A total of five spaces are provided as carports within the townhouses (block T09), a provision 0.71 spaces per dwelling. Two of the townhouses do not have parking within their curtilage due to land constraints. Notwithstanding there are car parking facilities provided within close proximity which could be used to serve these properties if required.
- 4.5.4 Figure 10 shows the proposed car parking layouts, and type of parking promoted per location.

Figure 10 Parking Provision by Location and Type



- 4.5.5 The development proposals include for 5% provision of disabled parking spaces, this is in accordance with the minimum requirement set out in DCC parking standards. Initially seven spaces will be reserved for car club / GoCar with this number potentially increased if needed. This level of car club spaces is consistent with the provision proposed at the neighbouring Bailey Gibson site. It is envisaged that three GoCar spaces at surface level will be provided, which would be available for public use, and four spaces within the undercroft which would be provided for the use of White Heather residents.
- 4.5.6 There is a set-down area provided for drop-offs to the crèche, concierge and taxis with space for up to three vehicles, these are shown on Figure 10.
- 4.5.7 In the majority, resident car parking will be located in the undercroft car park, as shown in Figure 10. The full analysis is shown in the masterplans included within Appendix A.
- 4.5.8 At least 20% of all car parking spaces will be fitted with electric charging points with the remainder future proofed for the provision of 100%. This is in accordance with recent comments from DCC and strengthens the applicant's commitment to promoting a sustainable development. The requirement for electric charging points will be reviewed on an ongoing basis as part of the MMP.

4.6 Car Parking Management

Residential Parking Management

- 4.6.1 The car parking spaces which are not used for car clubs will be let separately to the apartment units and will be available to residents. Leasing the spaces will ensure they are used as efficiently as possible allowing disability and EV spaces to be allocated appropriately where needed. Leasing (as opposed to owning) also enables parking provision to be adaptable to future repurposing pending changes to transport technology or services. The leasing and allocation of parking within the development will be controlled by the management company.

4.7 Services and facilities to reduce the need to travel

- 4.7.1 The provision of on-site services to reduce the need of residents to utilise a vehicle to travel will be crucial to embedding a sustainable travel culture within the site from the outset. On-site services, such as car clubs and cycle parking provision will be actively promoted to occupants; from the outset.

5. BASELINE REVIEW: EXISTING TRANSPORT NETWORK

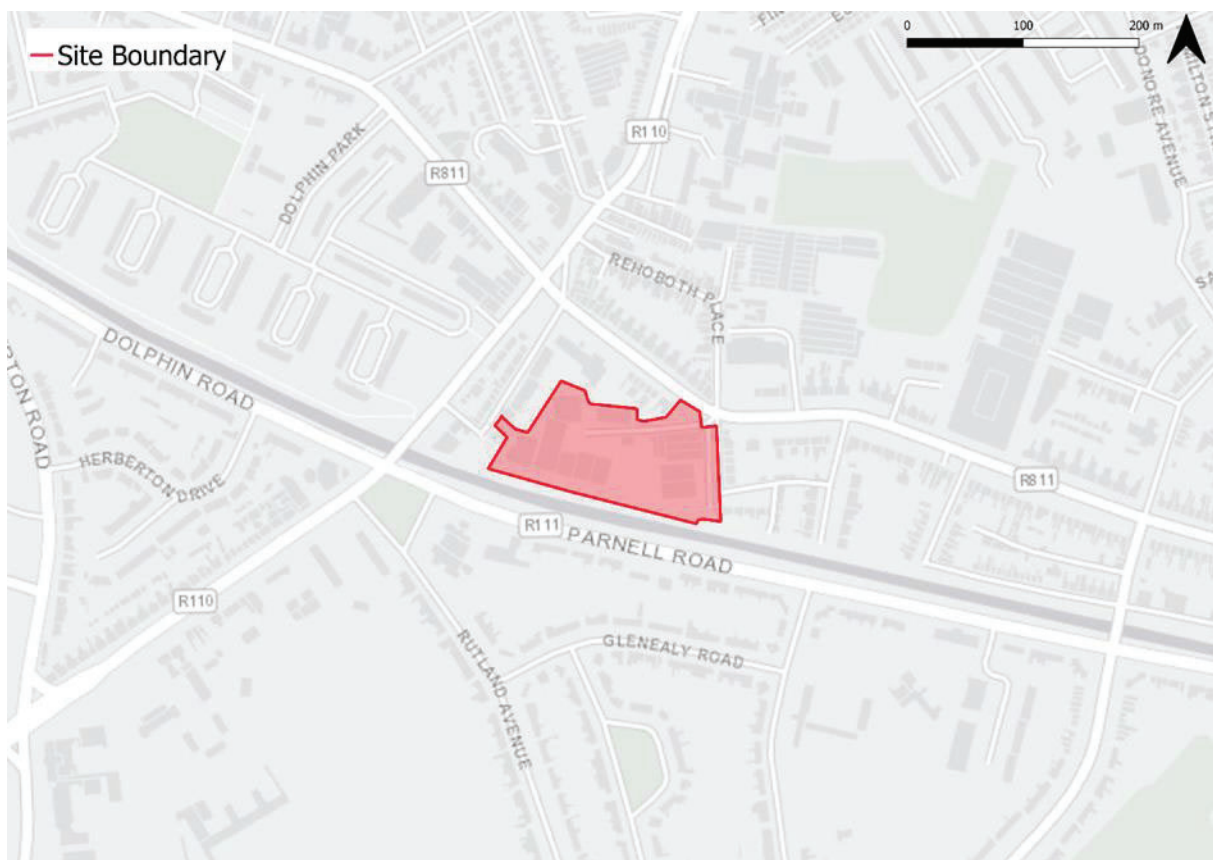
5.1 Overview

- 5.1.1 The following chapter discusses the existing transport network surrounding the site. A detailed commentary is provided on the existing walking, cycling and public transport facilities near the site.

5.2 The Site

- 5.2.1 The 1.535ha site is bounded by the Grand Canal to the south; Our Lady of Dolours Church and residential dwellings on the South Circular Road to the north; Priestfield Cottages to the east; and residential dwellings at St James's Terrace to the west. Additionally, the site benefits from being adjacent to the Dolphin's Barn bridge, connecting the City with suburban areas such as Drimnagh and Crumlin. The primary access point to the site is currently located along the South Circular Road, west of Priestfield Cottages, with an additional non-vehicular access to the southwest of the site off St James's Terrace.
- 5.2.2 The location of the site is shown in Figure 11 below.

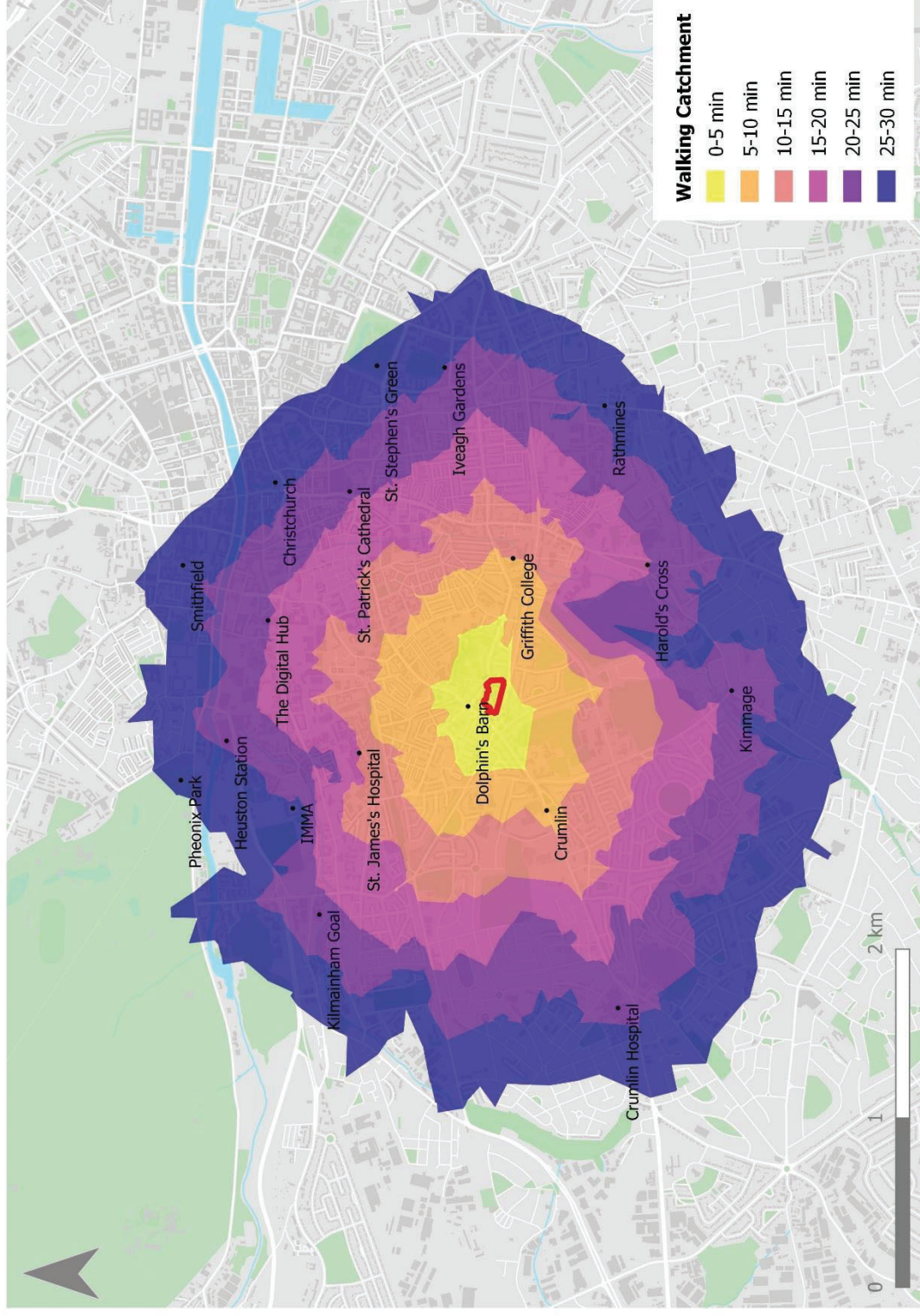
Figure 11 Site Location



5.3 Walking Accessibility & Infrastructure

- 5.3.1 The site is centrally located, approximately 2.5km south-west of Dublin city centre. The area comprises well established networks of footways within the local area, providing access to a wide range of local community, education, health, retail and employment facilities.
- 5.3.2 There a number of large employment centres as well as leisure and retail facilities. The Coombe Womens Hospital is located within approximately 5-minutes' walk of the site. St. James's Hospital, home to the future national children's hospital, is within 20-minute walk of the site as is Griffith College and the Guinness Storehouse.
- 5.3.3 The city centre, Heuston Station, the Phoenix Park and the Royal Hospital Kilmainham are all within a 30-minute walk of the site.
- 5.3.4 Figure 12 below outlines the walking catchment in 5-minute intervals.

Figure 12 Walking Catchment



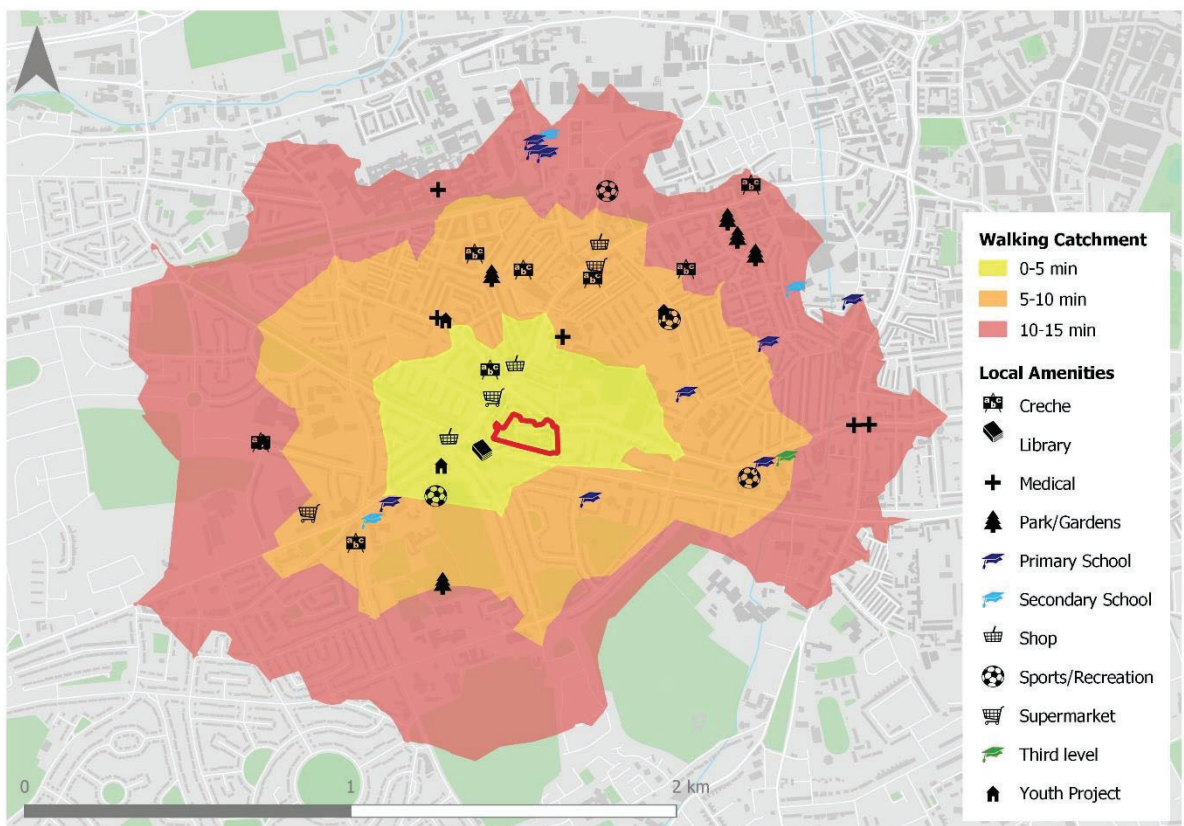
- 5.3.5 In total, there are over 72,000 jobs within the total catchment area shown. Table 4 outlines the cumulative number of jobs accessible within each 5-minute interval.

Table 4 Jobs Accessible by Walking

Time Travelled	Jobs Accessible
0-5 min	921
0-10 min	3,220
0-15 min	8,264
0-20 min	18,555
0-25 min	39,713
0-30 min	72,350

- 5.3.6 In addition to the employment centres outlined above, there are many local crèches, schools, convenience shops and supermarkets, sports and youth clubs and parks and community gardens all within easy walking distance of the site. The local amenities and 15-minute walking catchment are shown in Figure 13.

Figure 13 Local Walking Catchment & Amenities



- 5.3.7 In the immediate vicinity of the site there are well lit, good quality pedestrian routes along South Circular Road with the width of footways varying between 2.2m and 4.2m from Donore Avenue to Dolphin's Barn Cross.

- 5.3.8 There are currently no formal zebra or signalised crossing points along this stretch of the South Circular Road. However, as part of the mitigation package agreed for the neighbouring Bailey Gibson site, the existing dropped kerb pedestrian crossing on South Circular Road, (currently located approximately 25m east of Rehoboth Place) is to be upgraded and relocated approximately 100m further east on South Circular Road.
- 5.3.9 This new formal crossing will also benefit residents of the White Heather site. This will replace the existing unmarked pedestrian crossing, with dropped kerb lines and traffic island approximately 25m east of Rehoboth Place. The crossing will be improved to a signalised crossing, providing safe pedestrian routes to the eastbound bus stop and Donore Avenue towards St Catherine's and Warrenmount.
- 5.3.10 Figures 14 to 16 capture the existing pedestrian environment on the surrounding streets.

Figure 14 Pedestrian Environment–South Circular Road eastward (at junction with Dolphin's Barn)



Figure 15 Pedestrian Environment –South Circular Road westwards



Figure 16 Existing access to site and Priestfield Cottages



- 5.3.11 There are also signalised pedestrian crossing points at Dolphin's Barn Cross/ South Circular Road junction, northwest of the site, and on Donore Avenue/ South Circular Road junction east of the site.
- 5.3.12 Dolphin's Barn Street & Cork Street and South Circular, all benefit from wide footways and street lighting.

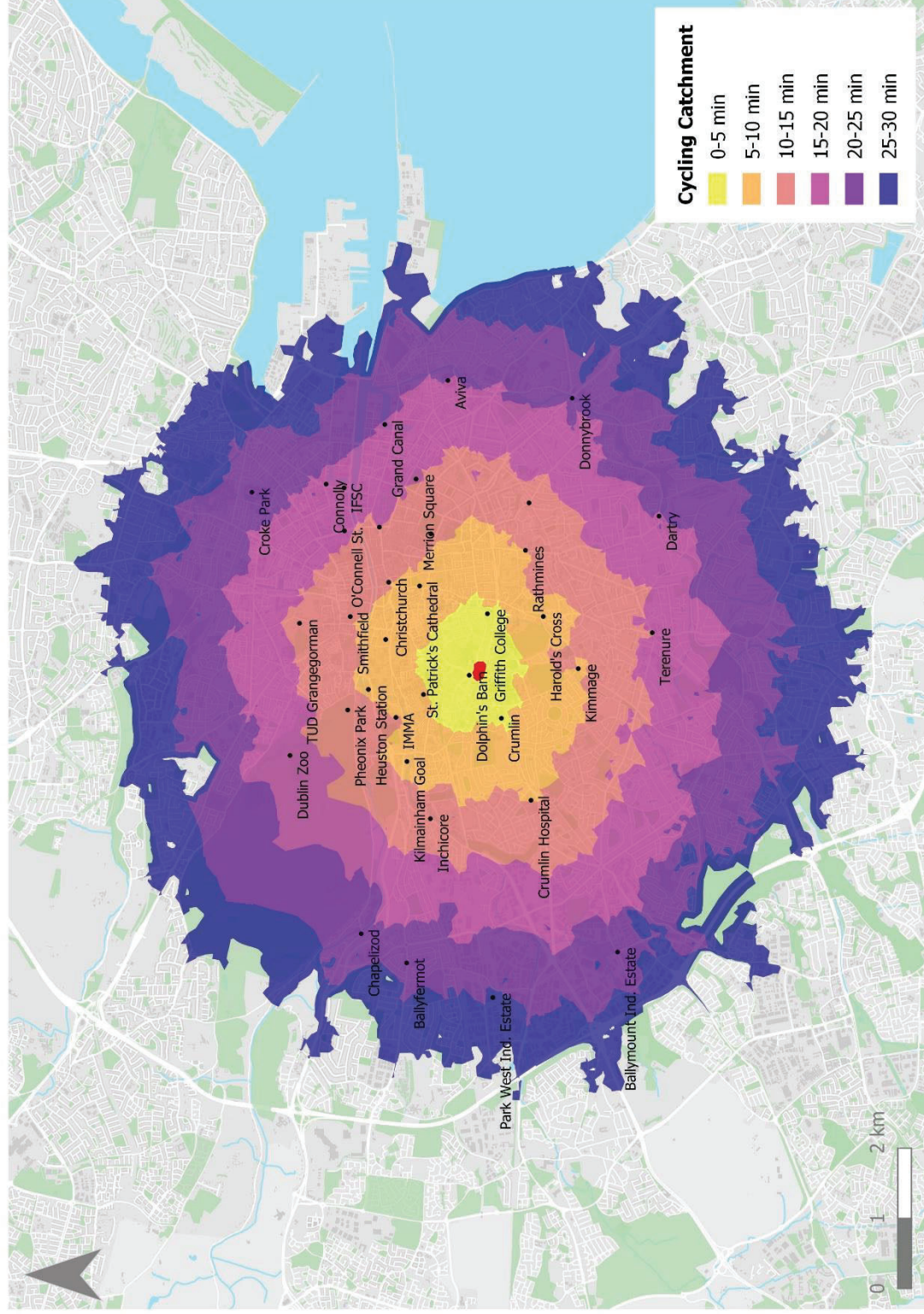
5.4 Cycling Accessibility & Infrastructure

- 5.4.1 The site is highly accessible by bicycle. The city centre, TUD Grangegorman, Coombe and St James's Hospitals and Heuston Station are all within a 20-minute cycle of the site. There are an estimated 148,050 jobs within a 15-minute cycle of the site and over 340,000 within a 30-minute cycle.
- 5.4.2 Figure 17 outlines the cycling catchment in 5-minute intervals. The estimated number of jobs accessible within this catchment is outlined in Table 5.

Table 5 Jobs Accessible by Cycling

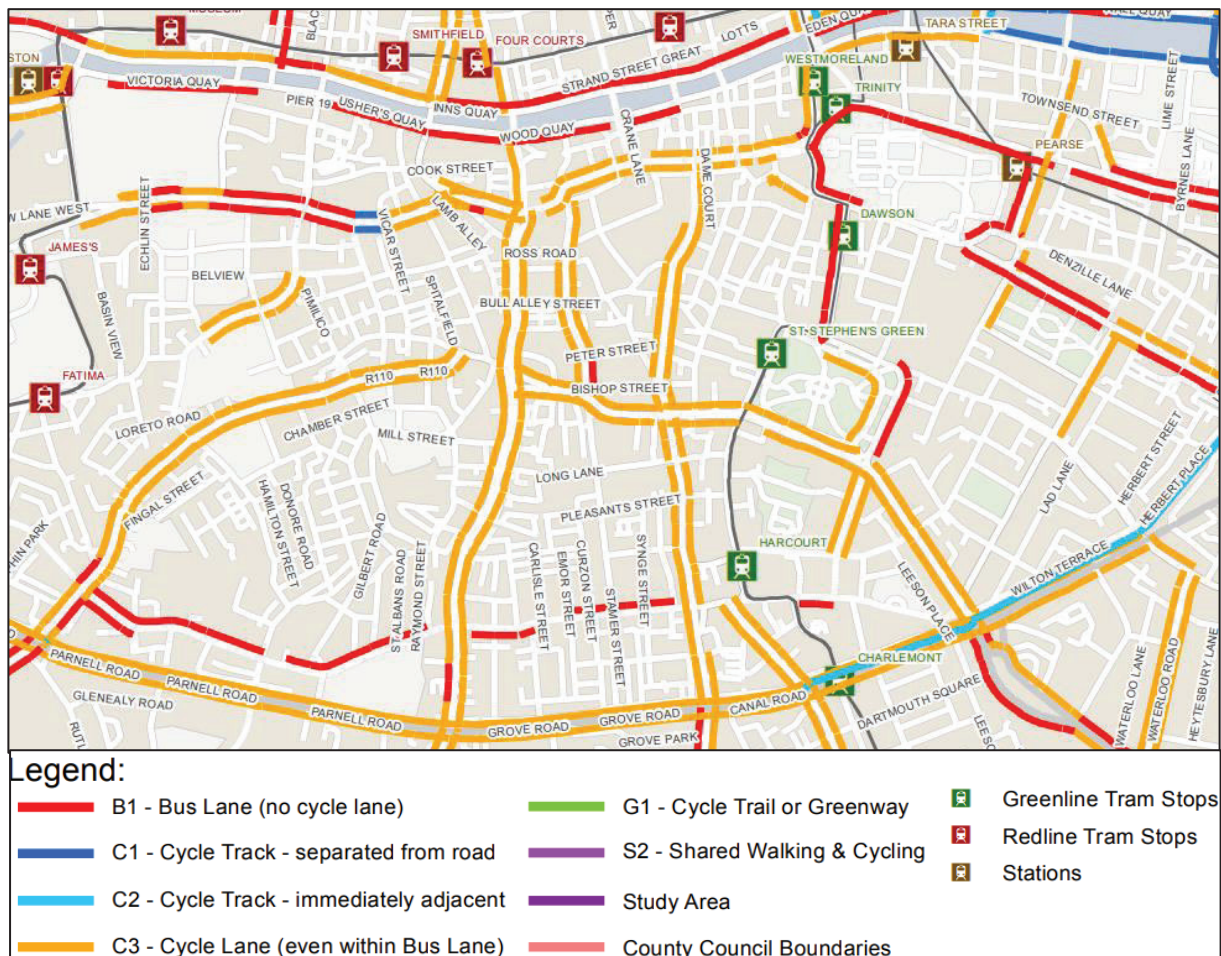
Time Travelled	Jobs Accessible
0-5 min	5,942
0-10 min	47,683
0-15 min	148,050
0-20 min	249,251
0-25 min	301,127
0-30 min	341,377

Figure 17 Cycling Catchment



- 5.4.3 The site benefits from proximity to bus lanes along the South Circular which provide facilities for cyclists segregated from the private vehicle driver. Furthermore, advanced stop lines for cyclists are provided at the Dolphin's Barn Street / South Circular signalised junction on the R110 in both directions. There are formal cycle lanes provided from Dolphin's Barn Cross to the City Centre and along the length of the Canal towards the docklands as shown from the existing facilities map taken from the Greater Dublin Area Cycle Strategy and illustrated in Figure 18.
- 5.4.4 In addition, there are proposals for a new cycle and pedestrian route along the Grand Canal. This would run from La Touche Bridge at Portobello to Black Horse at Tyrconnell Road. These proposals route along the development sites southern boundary.

Figure 18 Existing Cycle Facilities



(Map Data © National Transport Authority³)

- 5.4.5 There are two main bike sharing schemes within Dublin, Dublin Bikes and Bleeper Bikes. Dublin Bikes is a public bike rental scheme located at numerous stations around Dublin City and primarily within the Canal Cordon.
- 5.4.6 The Dublin Bike sharing schemes are located within the city centre where demand is at its highest, in this regard there are no immediate proposals to extend the schemes outside the core city area.

³ GDA Cycle Network Plan- Existing Facilities Maps https://www.nationaltransport.ie/wp-content/uploads/2014/04/Existing_Facilities_Maps11.pdf

- 5.4.7 Bleeper is a station-less bike sharing scheme where users park the bike at designated parking spaces throughout Dublin with the scheme extending well beyond the canals to the north and south of the city. There are several designated bleeper bike parking spaces close to the proposed developments as shown in Figure 19.
- 5.4.8 Any suitable parking stand can be added as a designated space by a user sending the location and photographs to the Bleeper support team.

Figure 19 BleeperBike Designated Parking Locations



(Map Data © Google & Bleeper Bikes)

- 5.4.9 To supplement the existing provision, pedestrian links and cycle facilities will be provided throughout the development. Local journeys on foot or by bicycle will be further encouraged through the Mobility Management Plan.

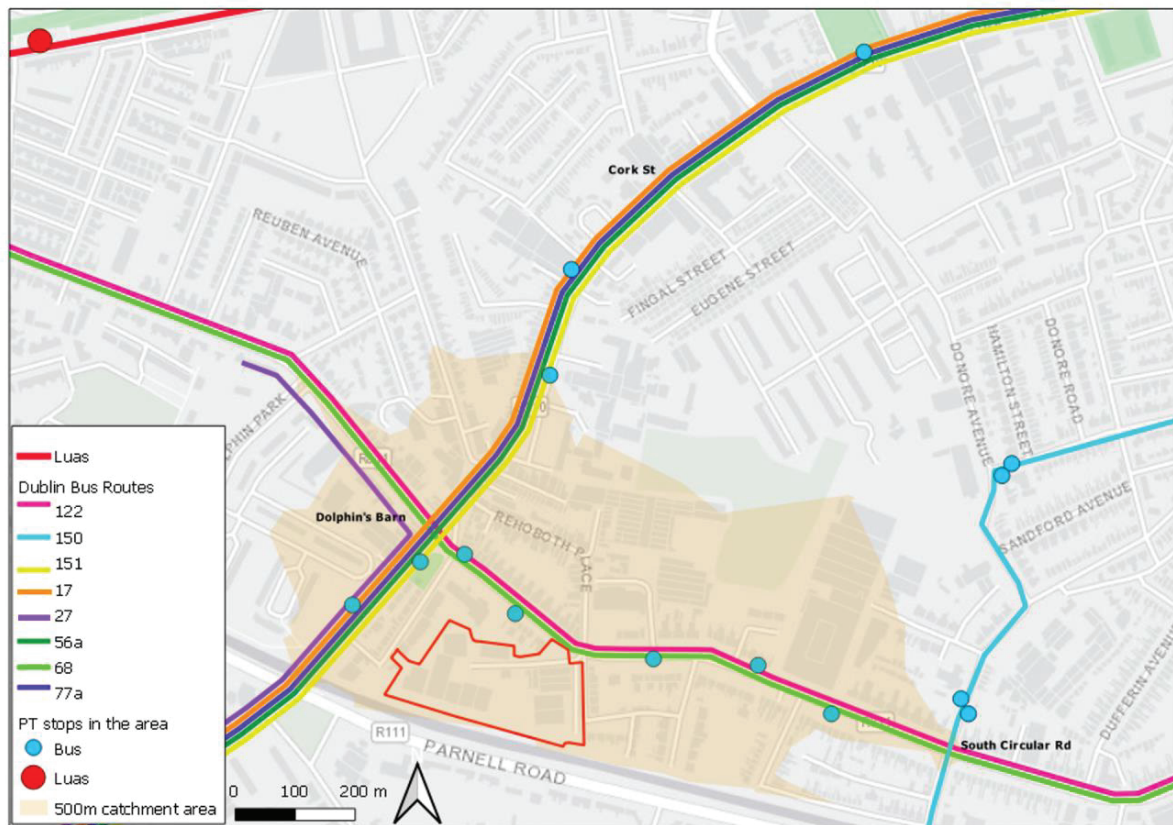
5.5 Public Transport Accessibility & Infrastructure

Bus

5.5.1 The proposed development site lies within close proximity to excellent existing public transport routes and is located within a 5-minute walk of several high frequency Dublin Bus and Go-Ahead services which route along Dolphin's Barn Street/ Cork Street, a dedicated Quality Bus Corridor, and the South Circular Road.

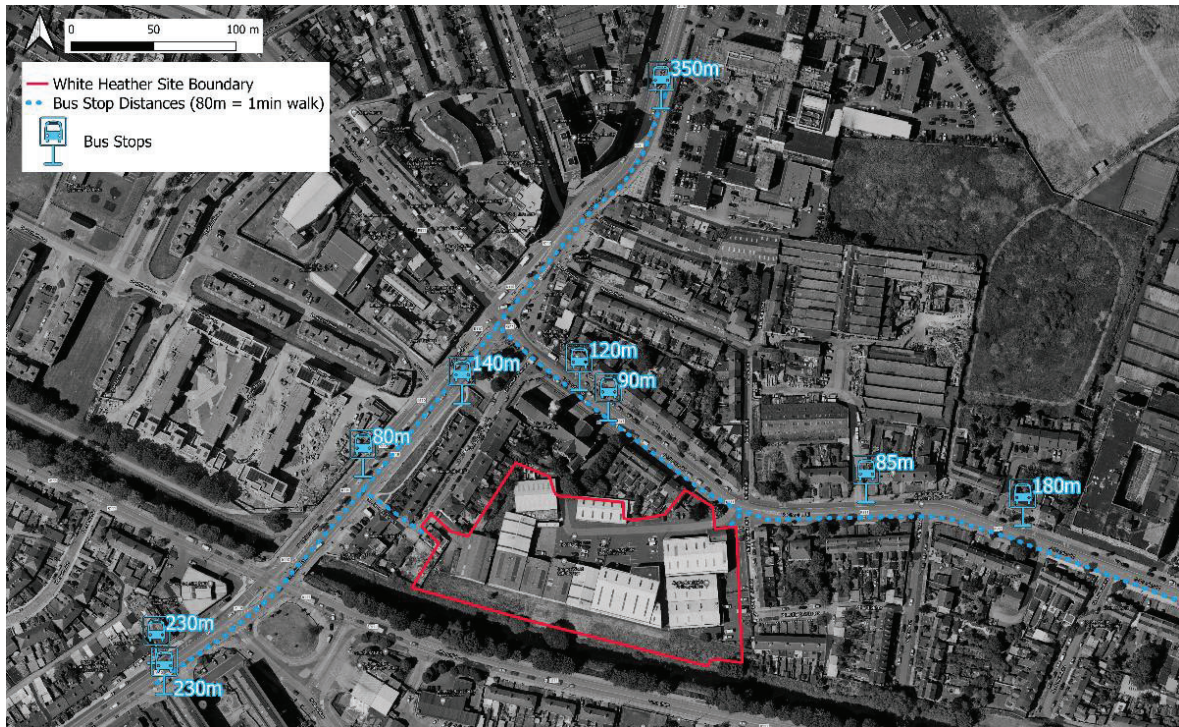
5.5.2 Figure 20 below illustrates the existing public transport network and stop locations.

Figure 20 Local Public Transport Services



5.5.3 All bus services shown are within a 5-minute walk of the site and operate frequently during the weekday and weekend. Figure 21 shows the approximate distances to local bus stops from the nearest pedestrian site entrance.

Figure 21 Distance & Path to Local Bus Stops



- 5.5.4 Table 6 outlines the frequency of the bus services, showing a combined peak frequency of 27 buses in the hour. Based on the frequencies outlined, the site is considered an “accessible urban location” as defined by the DHPLG apartment guidelines.

Table 6 Local Public Transport Services Frequency (min)

Route		Weekday		Weekend	
		AM Peak	Interpeak	Saturday	Sunday
68	Hawkins St./Newcastle	60	60	60	45-90
122	Ashington/Drimnagh	10	20	20	20
27	Clarehall/Jobstown	10	10	10	15
56a	Ringsend/Tallaght	60	75	75	75
77a	Ringsend/Citywest	20	20	20	30
151	Docklands/Foxborough	20	20	20	30
150	Hawkins St/Rossmore	15	20	20	30
17	Blackrock/UCD/Rialto	20	20	20	30
Luas	Tallaght/Saggart/Citywest -Connolly/Point	4	4	6	9

- 5.5.5 Bus stops within the local area all include shelters, seating and timetable information, and are located within lay-bys off the highway network.
- 5.5.6 The main operator providing services surrounding the development is Dublin Bus. Standard tickets prices for buses travelling from the development site to Dublin city centre are summarised in Table 7.
- 5.5.7 ‘Leap’ Cards can be purchased with a small deposit and topped up for travel around Dublin, offering fares up to 31% cheaper than single cash tickets⁴.

⁴ <https://about.leapcard.ie/about>

5.5.8 In November 2021 Lead Card fares changed with the introduction of the 'TFI 90 fare'. The TFI 90 applies to a trip, or multiple trips across eligible services that are:

- More than 3km, and/or;
- Involve transfer across eligible services are long as the customer touches on their journey within 90 minutes of their first.

5.5.9 Table 7 includes the ticket fares commuting into Dublin from the site with a Leap Card.

Table 7 Bus Ticket Prices to Dublin City Centre

JOURNEY	TICKET TYPE	PRICE
Short Fare (3km or less)	Adult / Student	€1.60
	Child (up to 18 years)	€0.80
TFI 90 Minute Fare (more than 3km)	Adult / Student	€2.50
	Child (up to 18 years)	€0.80

Bus Capacity

5.5.10 Capacity analysis for the existing bus services along Dolphin's Barn and the South Circular Road has been undertaken using data on passenger boardings and alightings, extracted from the NTA's 2020 Eastern Regional Model (ERM). This has been compared against the number of buses that serve these routes in the morning peak period, to give an indication of the residual capacity for passengers along the two routes.

5.5.11 The results for the Dolphin's Barn QBC inbound bus services, and the South Circular Road orbital route eastbound bus services, in the morning peak period are demonstrated in Figure 22 and Figure 23 respectively.

Figure 22 Dolphin's Barn QBC – Capacity vs. Boardings and Alightings

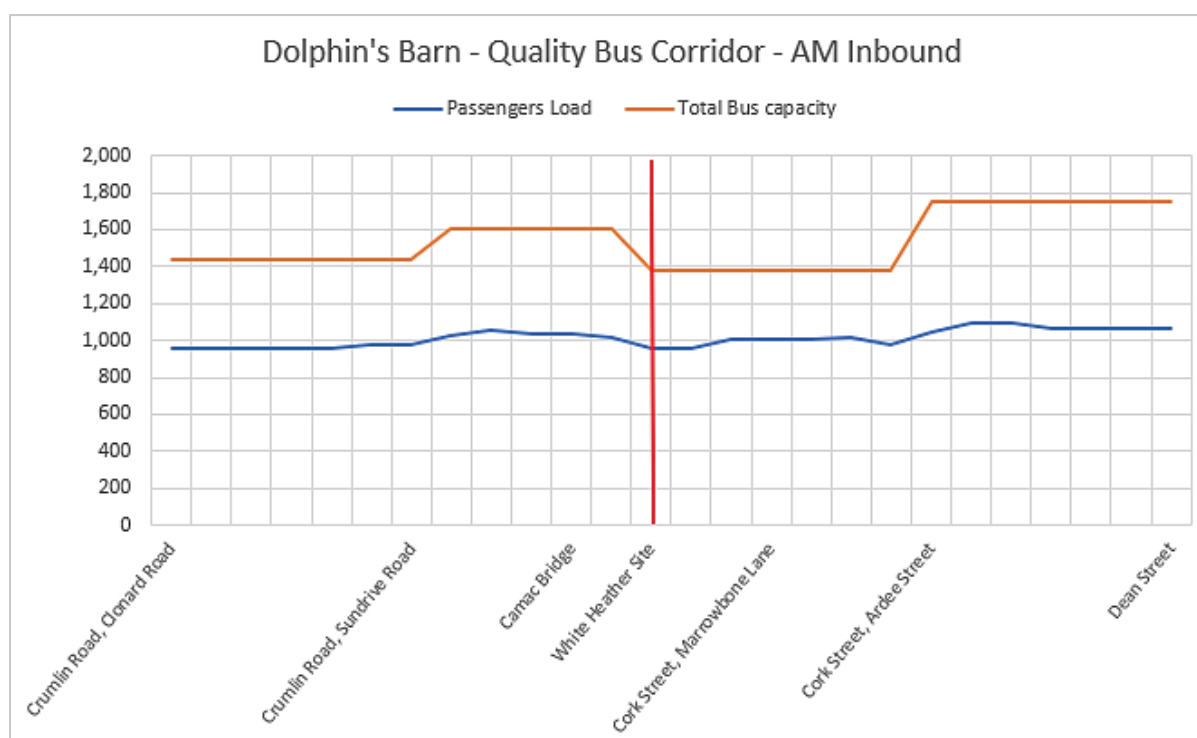
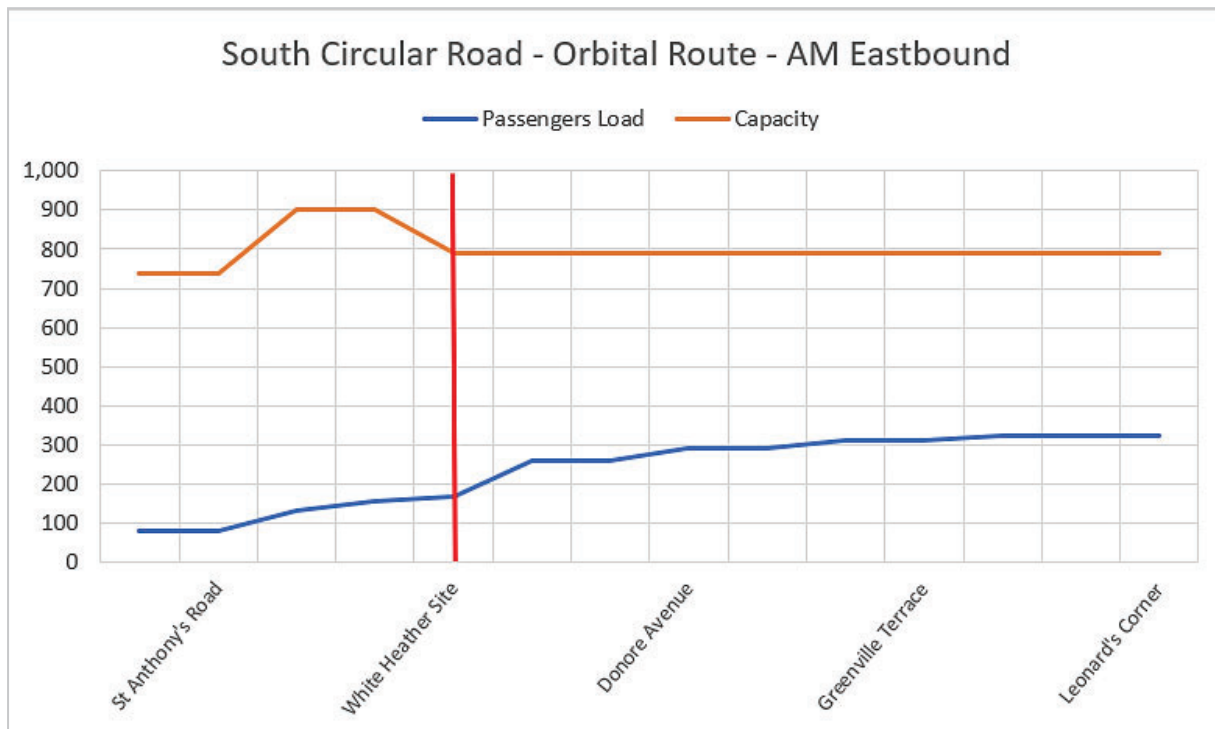


Figure 23 South Circular Road Orbital Route – Capacity vs. Boardings and Alightings



5.5.12 Figure 22 indicates that the total capacity for passengers on the bus services along Dolphin's Barn is approximately 1,400 at the point of the proposed development site, and the passenger load is approximately 1,000. Therefore, the data suggests that there is spare capacity for an additional 400 passengers along this route.

5.5.13 Figure 23 indicates that the total capacity for passengers on the bus services along the South Circular Road is approximately 800 at the point of the proposed development site, and the passenger load is approximately 180. Therefore, the data suggests that there is spare capacity for an additional 620 passengers along this route.

5.5.14 For both bus corridors, this is considered ample residual capacity to accommodate new bus passenger trips generated by the proposed development comprising 335 units.

Light Rail (Luas Line)

5.5.15 The Luas Red Line runs between Saggart/ Tallaght Park and Ride, and Connolly and The Point. The nearest stop on the Red Line Luas is the Fatima stop approximately 850m north of the site.

5.5.16 A summary of services from the Fatima stop along the Red Line is provided in Table 8.

Table 8 – Luas Services Red Line⁵

ROUTE	WEEKDAYS			SATURDAY			SUNDAY AND BANK HOLIDAYS		
	First Train	Last Train	Peak Frequency (Mins)	First Train	Last Train	Peak Frequency (Mins)	First Train	Last Train	Peak Frequency (Mins)
Saggart/ Tallaght P&R	05:52	00:52	4	06:53	00:52	6	07:24	23:53	9
Connolly / The Point	05:54	00:25	4	06:22	00:25	6	07:12	23:26	8

5.6 Local Road Network Infrastructure

- 5.6.1 The surrounding road network is a mix of quieter residential streets and more heavily trafficked regional, urban roads such as the R811 South Circular Road, the R110 Dolphin's Barn Street/Cork Street and the R111 Parnell Road (Canal Road). Many of the residential streets are narrow in nature due to restricted carriageway widths and/or on-street parking. There are several busy signalised junctions, such as the Dolphin's Barn Cross, along the South Circular Road as well as along the Canal. These roads carry heavier volumes of traffic particularly during the morning and evening peaks.
- 5.6.2 Dolphin's Barn Street and Cork Street have bus lanes in both direction for much of their length. The South Circular Road has an eastbound bus lane which operates in the morning from 07:00 – 10:00. Donore Avenue provides a more local link connecting residential streets with the South Circular Road and Cork Street.

⁵ <https://luas.ie/>

6. PRE – OCCUPATION BASELINE MODE SHARE

6.1 Purpose of the Baseline

6.1.1 This section provides information on the travel behaviour of the existing population of the locality and similar development types. This is necessary to predict the likely travel patterns of future residents at the development site and identify existing constraints which may impact upon the sustainability of future development.

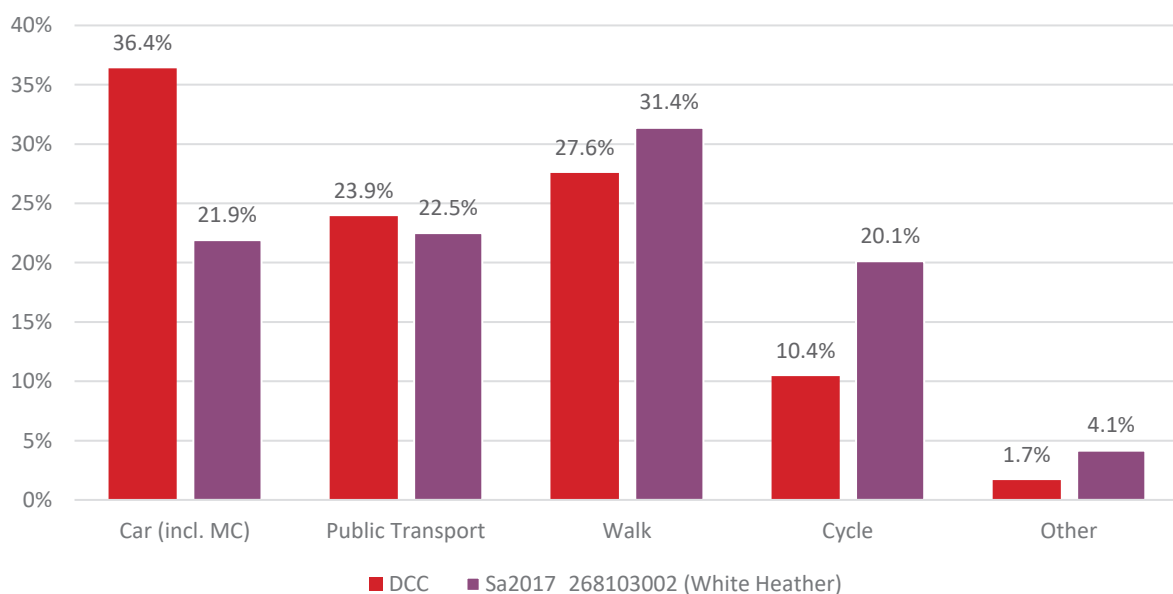
6.1.2 The subject site is located within a city suburban area with predominantly residential land uses though there are other land uses nearby within walking distances such as schools, retail, employment and leisure. The proposed development is Built-to-Rent (BTR) accommodation comprising of predominantly apartments.

6.2 Mode Share

6.2.1 Small Area Population Statistics (SAPS) from the 2016 Census data for the commuting mode shares for DCC were analysed, this is the smallest geographical area for which the data is publicly released. The commuting mode share for work and education trips in the local area (small area Sa2017_268103002) were also extracted.

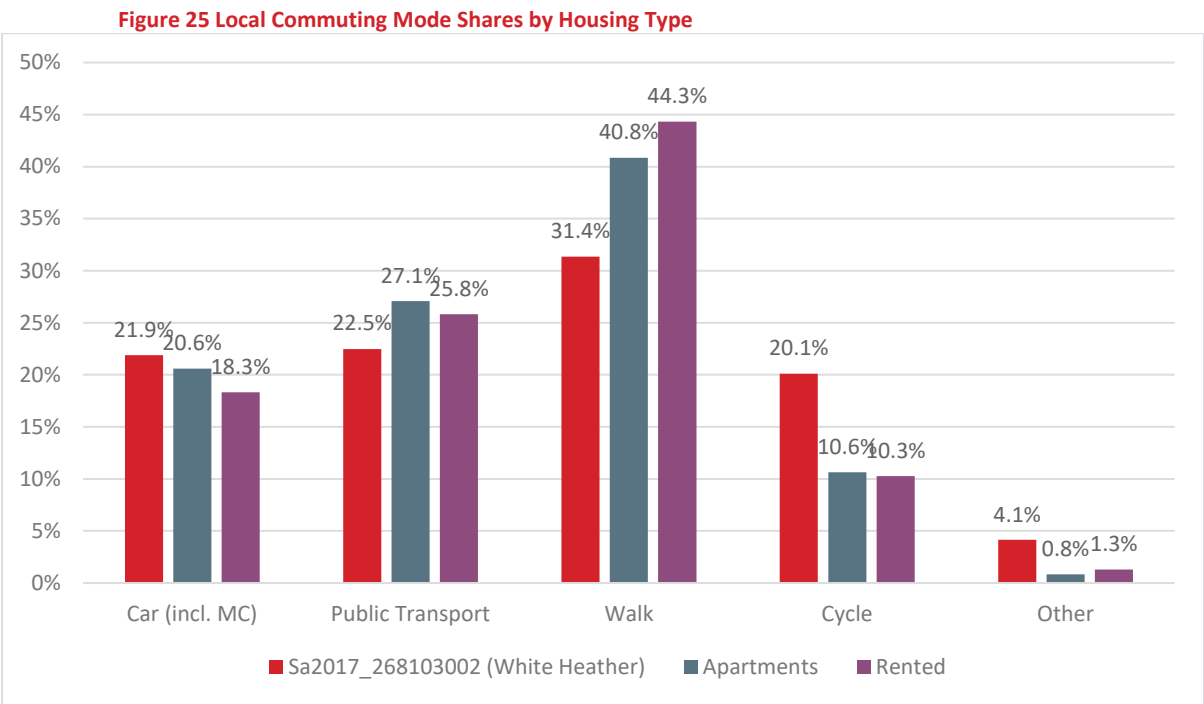
6.2.2 Figure 24 below shows the breakdown of mode shares for both areas. ‘Other’ trips include those working mainly from home. Respondents who failed to record an answer on the census have been excluded from the analysis.

Figure 24 DCC & Local Commuting Mode Shares



6.2.3 As illustrated above, the commuting car mode share in the immediate vicinity of the subject site is significantly lower than the average for DCC. The public transport share is marginally lower but the active mode shares (i.e. walking and cycling) are significantly higher reflecting the proximity of the local area to major employment centres and the city centre. Combined walking and cycling trips account for over half of all commuting trips made from the local area.

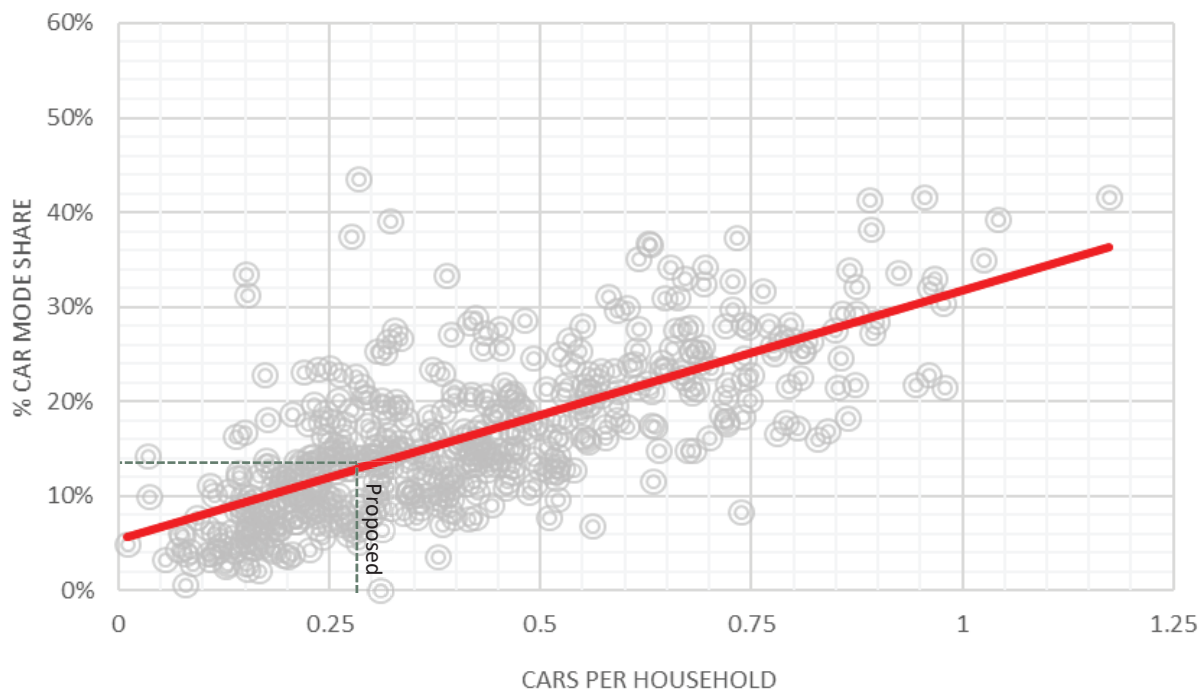
6.2.4 Within the local area, there are many privately owned houses which traditionally have higher commuting car mode shares. Small areas with higher proportions of apartments or rented accommodation (>75%) within the local area, (which are representative of the development site), generally show that car mode share is significantly lower than the average for the area as shown in Figure 25.



6.2.5 Public transport and walking mode shares are significantly in areas with a high proportion of apartments; however, the cycling mode share is lower which may reflect limited cycle parking facilities in existing or older apartment complexes.

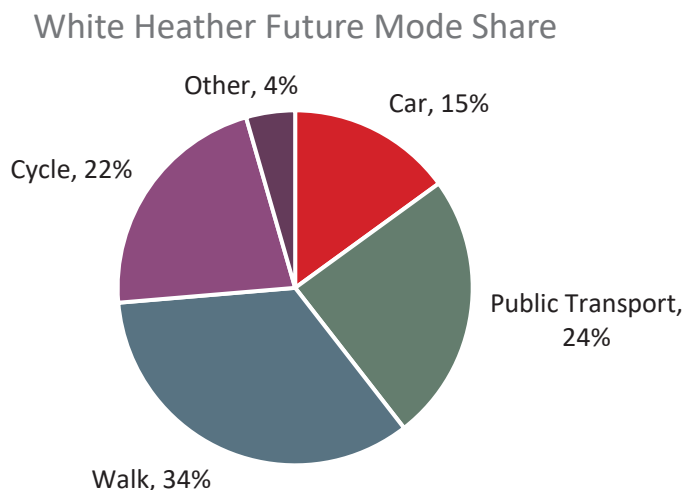
6.2.6 The lower levels of car parking which have been proposed will encourage travel by sustainable means. The expected commuting car mode share according to observed census data for the proposed development with a car parking ratio of 0.29 is shown in Figure 26.

Figure 26 City Cordon SAPS Data – Car per Household versus Commuting Car Mode Share



- 6.2.7 As demonstrated in Figure 26, the estimated car mode share for the proposed development is likely to be 15%. Based on this and the breakdown of mode shares by housing type for the local area, the estimated development mode share is outlined in Figure 27. The estimated cycle mode share is greater than that typically observed for rented accommodation or apartments locally based on the assumption that the proposed development cycle parking provision will be much higher and of a better standard than what has been typically provided for these accommodation types in the past.

Figure 27 Estimated Development Mode Share



- 6.2.8 As demonstrated in Figure 27, cycle demand could exceed car mode share and may increase in future years with the implementation the Dublin Cycle Network and improved facilities through Bus Connects. This mode share will be applied to inform the expected travel trends of the future development and set Pre-Occupation Baseline Residential Mobility Management Plan targets.

7. MMP OBJECTIVES AND TARGETS

7.1 Overview

- 7.1.1 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 set at the outset.
- 7.1.2 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.

7.2 Aims and Objectives

- 7.2.1 The overall aim of the MMP for the proposed development is to minimise the proportion of single occupancy vehicle trips and address the forecast transport impacts of the end-users of the site. The objectives can be summarised as follows:
- Consider 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 that predicted within the Traffic and Transport Assessment – including developing measures to reduce the need to travel, such as the provision of ancillary facilities (gym, food/beverage facilities, business area co-working spaces, convenience retail and parcel delivery/collection services); and
 - Develop good urban design by ensuring permeability of the development to neighbouring areas and provision of cycle facilities.

7.3 Targets

- 7.3.1 Targets are the specific quantitative goals based on the objectives described above. 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 Timebound) in order that the outcome can be quantified and an assessment of what the MMP has or will achieve can be made.
- 7.3.2 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 objective. The primary outcome indicator used will be mode share of the residents of the proposed development.
- 7.3.3 It will therefore be necessary to collect data to identify and understand the post-occupation baseline and ongoing travel habits, against which the MMP's progress can be measured. It is recommended that residents' travel surveys are undertaken within six months of the site reaching occupancy. These travel surveys will establish the post-occupation baseline travel data for the site and inform the final MMP's targets.
- 7.3.4 The proposed pre- and estimated post-occupation targets are outlined in Table 9. These are based on the Census 2016 commuting mode share for local rented accommodation and apartments and estimated development mode share. They are also considered in the light of the Government's Smarter Travel policy of a modal share target of 45% for work-related commuting by car, and for 10% of all trips to be made by bike.

Table 9. Proposed Residential Mobility Management Plan Targets

MODE	SINGLE OCCUPANCY CAR USE	SUSTAINABLE TRAVEL MODES
Government Smarter Travel Mode Share Targets	45%	55%
Pre-Occupation Baseline Mode Share	22%	79%
Post-Occupation Mode Share Target	18%	82%

- 7.3.5 The final mode share targets over a three and five-year period will be set once the post-occupation baseline mode share is known, which will be obtained through the baseline residential travel surveys described above.
- 7.3.6 As part of the MMP Measures (described in more detail in the next chapter), Personalised travel planning sessions could also be used to identify and indicate barriers affecting sustainable transport usage among residents of the development – and thus inform the potential for further mode shift and updates to MMP targets.

8. MMP ACTION PLAN

8.1 Proposed MMP Action Plan Measures

- 8.1.1 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 proposed MMP measures that can be implemented once the site is occupied. The finalised measures within the MMP will be informed by the insight gained by the Post-Occupation Baseline Travel Survey results.
- 8.1.2 The proposed residential MMP Action Plan is summarised into the following sections:
- Mobility Manager;
 - Reducing the need to travel;
 - Welcome Travel Pack;
 - Marketing and Travel Information;
 - Personalised Travel Planning;
 - Walking;
 - Cycling;
 - Public Transport; and
 - Managing Car Use.

8.2 Mobility Manager

- 8.2.1 A Mobility Manager will be appointed by the management company, and their role is to manage the implementation of the MMP. The role involves being the main point of contact for travel information, promotion and improvements. This may also be organised in the form of a resident's group once the development is fully occupied and operational. The remit of the Mobility Manager includes the following:
- To develop and oversee the implementation of the initiatives outlined in the MMP Action Plan;
 - To monitor the progress of the plan, including carrying out annual Residential Travel Surveys;
 - To actively market and promote the social, economic and environmental benefits of sustainable travel to residents; and
 - To provide sustainable travel information, support and advice to residents including available bus service timetables, walking and cycling maps, car-sharing, the site's car club and cycle hire services, and local cycling and walking schemes and events.
- 8.2.2 As the development is BTR, there is a 15-year covenant which includes a management company. This guarantee will enhance the ease and effectiveness of the implementation of the MMP and appointment of the Mobility Manager.

8.3 Reducing the need to travel

- 8.3.1 The provision of on-site services to reduce the need of residents to utilise a vehicle to travel will be crucial to embedding a sustainable travel culture within the site from the outset. On-site services need to be actively promoted to occupants; on that basis a mix of amenities will be provided on site.

8.4 Welcome Travel Pack

- 8.4.1 A 'Welcome Travel Pack' can be provided to all new residents with the intention that each resident is made fully aware of the travel choices available to them. This will also give the best possible opportunity to the new residents to consider more sustainable modes of travel at a key moment of life change (i.e. moving home) – where new travel habits are more easily encouraged.
- 8.4.2 The Welcome Travel Pack will include a variety of sustainable travel information and incentives about the development and the wider local area. It can include measures such as:
- Information on the site's available sustainable travel services (including cycle parking, cycle hire and the Car Club) and on-site facilities (e.g. parcel collection);
 - Incentives to trial sustainable travel, such as:
 - Public transport 'taster tickets' via a Leap 'pay as you go' card for each resident;
 - Discounts at a local bike shop to subsidise a bike purchase; first month's free membership of the site's cycle hire scheme; free branded cycling accessories (e.g. high vis reflectors, seat covers, water bottles); free or subsidised cycle skills training or cycle maintenance training; and
 - Subsidised initial usage of the site's Car Club (e.g. 3 free hours a month usage for the first three months).
 - This can be offered to residents on a 'pick-and-mix' basis up to a certain value (e.g. €100), with residents selecting the incentive package that best meets their own individual travel needs.
 - Information on services and amenities provided locally (both on-site and nearby), particularly those within walking and cycling distance;
 - Maps showing the pedestrian and cycle routes in proximity to the site, including site cycle parking and cycle hire locations; advised routes (with journey times) into the city centre and to public transport interchanges (e.g. Heuston station);
 - Information about local public transport services and tickets, including a plan showing the location of bus and Luas stops, and bus routes to rail stations;
 - Information on the health benefits of walking and cycling;
 - Details of online car-sharing services (e.g. Liftshare⁶ and Fxi⁷) along with the benefits of car sharing, such as reduced congestion, better air quality, reduction in traffic noise and cost savings to the individuals taking part; and
 - Provide information on the financial and environmental costs associated with driving and support regarding tips for green driving techniques.

⁶ Not currently operating in Ireland but are planning to enter the market.

⁷ Private groups are set up and not open to the general public. Fxi offers closed company groups with member access controlled by the group administrator which could be operated by the Mobility Manager.

8.5 Marketing and Travel Information

- 8.5.1 Marketing and raising awareness will involve directly engaging with individuals and raising awareness of travel options as well the benefits of sustainable and active travel.
- 8.5.2 The Mobility Manager can market and promote the MMP to residents of the site in the following ways:
- Production and distribution of the Welcome Travel Pack as described above;
 - Producing dedicated printed Travel Options Leaflets (in addition to the Welcome Packs) and online information which can be personalised to suit the individual needs of the site;
 - Once travel surveys have been undertaken, additional leaflets can be provided which are tailored to encourage travel by a specific mode of transport;
 - Organising events and activities (e.g. Dr Bike sessions, Pedometer challenges, led walks, cycle training) to coincide with Bike Week, European Mobility Week and any other national / local sustainable travel or community events;
 - Displaying regular updates on MMP targets and activities in communal areas of the residential development; and
 - Promotion of sustainable travel options to residents, focusing marketing initiatives on areas where there is willingness to change and promoting positive messages e.g. getting fit and active, reducing congestion and CO₂ emissions.
- 8.5.3 If a Resident's intranet or App is being developed as part of post-occupation implementation, this is an ideal communication channel to promote sustainable travel information, events and initiatives to residents. It can also incorporate a real-time user-friendly booking platform for the site's travel facilities.
- 8.5.4 Continued incentivisation of sustainable travel using gamification may also be considered as part of the future development of the MMP – for example through the use of app platforms such as BetterPoints (<https://www.betterpoints.ltd/app/>) which operates in Ireland where residents are rewarded for sustainable travel. Typically, initiatives like this are organised on a city-wide or local-area basis – therefore if implemented on a wider scale, the development could benefit from participation in such challenges/competitions.

8.6 Personalised Travel Planning

- 8.6.1 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.
- 8.6.2 PTP tools and techniques that can be used as part of a Residential MMP 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; and
 - 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.

8.6.3 PTP techniques have been reported to reduce car driver trips by 11% and the distance travelled by car by 12%⁸. A successful PTP 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 reduction in 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.

8.6.4 PTP forms an important Smarter Choices tool to enable residents to consider sustainable travel and if appropriate upon completion of the Post-Occupation Baseline Residents Travel Survey, could be implemented as part of the Bailey Gibson Residential Mobility Management Plan.

8.7 Walking

8.7.1 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures could be implemented to promote walking to residents:

- Participation in a Residents' 'Pedometer Challenge';
- Organise events such weekend led walks;
- Display local walking maps in communal areas (and online if applicable); and
- Highlight the direct savings and health and wellbeing benefits of walking.

8.8 Cycling

8.8.1 As detailed earlier, high quality pedestrian and cyclist routes will be provided as part of the design of the development, in addition to secure and accessible cycle parking. To maximise the potential for cycling by residents, the following facilities will also be provided (and promoted to residents):

- On-site cycle hire provision (e.g. through Bleeper Bikes or potentially Brompton folding bike hire solutions) for use by residents; and
- On-site cycle maintenance and repair facilities (e.g. fixed bike pumps located adjacent to cycle parking; bike repair kits available through the concierge service)

8.8.2 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can also be implemented to promote cycling to residents:

- Provide and publicise cycle parking for residents and visitors;
- Display local cycling maps in communal areas (and online if applicable);
- Host a Bike Week (www.bikeweek.ie) event for residents, inviting local bike suppliers for residents to try bikes before buying and run bike maintenance / Dr Bike sessions;

⁸ UK Department for Transport Making Personal Travel Planning Work; Research Report (2007) <https://webarchive.nationalarchives.gov.uk/20101007203323/http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/makingptpworkresearch.pdf>

- Set up a residents Bicycle User Group (BUG) to promote cycling and encourage Bike Buddy scheme and led cycle rides through this forum; and
- Highlight the direct savings and health and wellbeing benefits of cycling.

8.9 Public Transport

8.9.1 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can be implemented to promote public transport to residents:

- Provide timetables and maps of local bus routes and the nearest bus stops, (including walk times) in communal areas;
- Promotion of the National Public Transport Journey Planner (www.journeyplanner.transportforireland.ie) for travel by bus and rail;
- Promotion of the availability of Real Time Information on the Dublin Bus app and website (www.dublinbus.ie) which provides live information on bus departure times for main bus routes that serve the site); and
- If required, liaise with the NTA and local bus operators about any feedback gained from residents such as location of bus stops, timing of routes, or where you have market information about a potential new route.

8.10 Managing Car Use

8.10.1 As detailed earlier, private car parking will be provided as part of the design of the development. To maximise the potential for shared vehicle, use by residents, a car-club facility will be provided suitable for short duration car trips. GoCar have committed to providing four on site cars exclusively for the use of residents of the development.

8.10.2 In addition, three GoCars have been provided for general public use and will be located at surface parking, as previously set out. A letter of commitment from GoCar is included in Appendix B.

8.10.3 Depending on the outcome of the Post-Occupation Baseline Residents Travel Survey, the following measures can also be implemented to help manage residents' car use:

- Promotion of car-sharing services (e.g. Liftshare) in communal areas and online;
- Discounts or promotion of longer-term car-rental services (e.g. through Hertz) for tenants requiring car use for longer periods of time;
- Organise a car-share matching event for residents. This can match residents willing to offer / find a lift for specific journeys;
- Marketing of the financial and carbon benefits of car-sharing incorporated in communication messages to residents; and
- Promote green driving techniques and tips.

9. MMP MONITORING AND REVIEW

9.1 Overview

- 9.1.1 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.

9.2 Travel Survey

- 9.2.1 As already stated, it is recommended that a travel survey of residents is undertaken within six months following occupation of the proposed development. The results of the survey will identify baseline travel patterns in terms of modes used and the sustainable transport modes which require encouragement through the MMP measures.
- 9.2.2 The results of the survey will be used to inform the development of the finalised MMP targets and measures. The survey is designed to identify the distribution and mode share of trips from the development. The survey will also identify people's willingness and ability to try new modes, and what barriers they may face in making smarter travel choices.

9.3 Annual Monitoring

- 9.3.1 The Mobility Manager will carry out annual follow-up travel surveys with future residents. These surveys should take place in the same month and be of the same format as the original baseline survey to ensure compatibility of results.
- 9.3.2 This monitoring is an opportunity to measure MMP achievements on an annual basis. This will then inform the ongoing development of the MMP, ensuring its targets and measures remain relevant to the needs of the residents, is site-specific and fit for purpose. 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;
 - Ensures that changing travel patterns are considered, ensuring that the MMP measures can be updated to reflect the needs of residents; and
 - Allows targets which have been set too low or unrealistically high to be readjusted.

9.4 Reporting

- 9.4.1 Reporting of the results of the Post-Occupation Baseline Residents Travel Survey, and findings from the ongoing monitoring activities and progress with implementation of the White Heather Residential MMP will be agreed with the Transportation Department of Dublin City Council.
- 9.4.2 In the event that initial targets set out in the MMP are not met, this will present an opportunity for a calibration exercise for future target setting and MMP Action Plan refresh and review.

10. SUMMARY

- 10.1.1 SYSTRA Ltd have been appointed by U and I (White Heather) Ltd to produce a Mobility Management Plan to support a planning application for Strategic Housing Development at the White Heather Industrial Estate, South Circular Road, Dolphin's Barn, Dublin 8 and No. 307 South Circular Road, Dublin 8 and an industrial building at 12a St James's Terrace.
- 10.1.2 This Mobility Management Plan report should be read in conjunction with the accompanying Traffic and Transport Assessment. The Mobility Management Plan is the principal mitigation measure proposed by the TTA to address the forecast transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planning application.
- 10.1.3 The site is ideally situated with excellent accessibility by all modes to local amenities and employment and leisure centres across the city. The site is served by a number of high frequency bus services along Cork Street, a dedicated QBC, and South Circular Road. In addition, the site is within the walking catchment of the Red Line Luas.
- 10.1.4 There are also planned improvements to the service frequency and public transport priority along Cork Street and the South Circular Road as part of the Bus Connects network redesign and core corridor project. The cycle facilities along these routes will also be improved as part of the Greater Dublin Area Cycle Network Plan.
- 10.1.5 A Mobility Manager will be appointed to co-ordinate the delivery of the Post-Occupation Baseline Travel Survey, the finalisation of MMP targets and the development and implementation of the Post-Occupation Residential MMP. The Mobility Manager will also ensure ongoing promotion and marketing of sustainable travel options to the residents of the development.
- 10.1.6 In addition to high quality cycling and pedestrian facilities inherent within the design (including cycle parking), a Resident's Car Club will be provided to enhance sustainable travel choices for residents and limit the need for car ownership amongst residents. Three car club spaces will be provided at surface level and available for public use.
- 10.1.7 The preparation of the Welcome Travel Pack will provide encouragement to residents to consider their travel choices. The Welcome Travel Pack will include information to encourage residents to travel sustainably from the outset. The travel pack will be issued to all residents and will include a variety of information and incentives on sustainable travel.
- 10.1.8 Other measures will be determined by the results of the Post-Occupation Baseline Travel Survey and will include the following:
- Personalised Travel Planning;
 - Marketing and promotion;
 - Measures to promote and support walking and cycling;
 - Measures to promote and support bus and train use; and
 - Measures to promote car-sharing and to manage car use.
- 10.1.9 As the MMP is a continuous and evolving document it requires monitoring, review and revision to ensure that it remains relevant. The subsequent reporting of the MMP implementation and review will be agreed between the applicant and Dublin City Council.

[illegible]





U+I Ltd

Dublin, 29th April 2021

To Whom It May Concern,

This is a letter to confirm that GoCar intends to provide 7 (seven) shared car club vehicles in the proposed residential development at the existing White Heather Industrial Estate, just off the South Circular Road in Dublin 8. GoCar representatives have discussed the project with representatives of Systra who are the Engineers for the Project, and are excited to provide a car sharing service at this location.

It is understood that three of these vehicles will be positioned at surface level, so as to be available for use by the wider community. The other four vehicles will be positioned in the undercroft car park, so will be exclusively available for use by residents living within the development. GoCar will work with the eventual managers of the development to manage access and promote the service to all residents.

GoCar is Ireland's leading car sharing service with over 60,000 members and over 800 cars and vans on fleet. Each GoCar which is placed in a community has the potential to replace the journeys of up to 15 private cars. The Department of Housing's Design Standards for New Apartments - Guidelines for Planning Authorities 2018 outline: "For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure... provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles."

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

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

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

A handwritten signature in blue ink, appearing to read 'Rob Kearns'.

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

A diverse group of results-oriented people, we are part of a strong team of professionals worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.

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