

AtkinsRéalis



# Mobility Management Plan

Shankill Property Investments Ltd

Q2 2025

0118265DG007

# SEA GARDENS PHASE 1 BLOCK A

# Notice

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# Contents

<b>1.</b>	<b>Introduction.....</b>	<b>5</b>
1.1	Overview .....	5
1.2	What is a Mobility Management Plan.....	6
1.3	Reference Documents .....	6
1.4	Report Structure .....	6
<b>2.</b>	<b>Transport Policy Context.....</b>	<b>8</b>
2.1	National Sustainable Mobility Policy .....	8
2.2	DLRCC Development Plan 2022 – 2028 .....	9
2.3	Transport Strategy for the Greater Dublin Area 2022-2042.....	9
2.4	Bray and Environs Transport Study .....	10
2.5	Sustainable Residential Development & Compact Settlement Guidelines for Planning Authorities ..	11
2.6	National Remote Working Strategy (2021)- Department of Enterprise Trade and Employment.....	12
<b>3.</b>	<b>Existing Conditions.....</b>	<b>13</b>
3.1	Site Location .....	13
3.2	Bus Routes and Services .....	15
3.3	Bray Train Station .....	16
3.4	Road Network .....	16
<b>4.</b>	<b>Future Conditions.....</b>	<b>17</b>
4.1	BusConnects.....	17
4.2	DART + .....	18
4.3	Bray DART Public Interchange .....	19
4.4	Extension of Luas.....	19
4.5	GDA Cycle Network Plan .....	20
<b>5.</b>	<b>Objectives and Targets .....</b>	<b>21</b>
5.1	Mode Share Targets .....	22
<b>6.</b>	<b>MMP Strategy &amp; Measures .....</b>	<b>23</b>
6.1	Introduction .....	23
6.2	Objectives .....	23
6.3	Benefits .....	23
6.4	Strategy .....	24
6.5	Measures .....	24
6.5.1	Key Measures .....	24
6.5.2	Walking.....	25
6.5.3	Cycling.....	25



6.5.4	Public Transport .....	25
6.5.5	Car and Parking Management .....	26
6.5.6	Car Sharing Spaces .....	26
<b>7.</b>	<b>Implementation, Monitoring &amp; Review .....</b>	<b>27</b>
<b>8.</b>	<b>Summary and Conclusion .....</b>	<b>27</b>
8.1	Summary .....	27
8.2	Conclusion .....	27

## Tables

Table 2-1 - GDA Transport Strategy relevant infrastructure.....	10
Table 3-1 – Bus Services.....	16
Table 3-2 – Existing Rail Services .....	16
Table 4-1 – BusConnects - Bus Services in the Bray Area.....	18
Table 5-1 – Objectives and Targets .....	21
<b>Table 5-2 - Mode Share % Proposed.....</b>	<b>22</b>

## Figures

Figure 1-1 – Site Location.....	5
Figure 2-1 - National Sustainable Mobility Policy .....	8
Figure 2-2 – An Extract From the 2019 Bray and Environs Transport Strategy.....	11
Figure 3-1 –Wider Transport Context .....	13
Figure 3-2 – Range of Facilities in Walking Distance of the Proposed Development .....	14
Figure 3-3 - Range of facilities within Cycling distance of the Proposed Development .....	15
Figure 4-1 – GDA Transport Strategy 2022-2042 - Proposed Light Rail Network .....	19
Figure 4-2 – Greater Dublin Area Cycle Network Plan for Bray .....	20



# 1. Introduction

## 1.1 Overview

This Mobility Management Plan (MMP) has been prepared on behalf of Shankill Property Investments Limited in support of a planning application, Sea Gardens Phase 1 Block A (henceforth referred to as Block A), to Dun Laoghaire Rathdown County Council (DLRCC).

Shankill Property Investments Limited is seeking permission for a proposed development consisting of the provision of 159 no. residential units over/around a shared 2-level podium comprising of: 9 no. 4-bedroom, 3 and 4-storey terraced houses with associated private gardens / terraces; and 150 no. apartments in 2 no. blocks ranging in height from 5 to 10-storeys (Block A1) and 6 to 11-storeys (Block A2) and consisting of a total of 48 no. 1-bedroom units, 58 no. 2-bedroom units, 44 no. 3-bedroom units, all with private balconies or terraces. The blocks will also include communal lounge areas; a communal gym in Block A1; refuse storage areas; and associated plant. The shared 2-level podium will include car, motorcycle and bicycle parking, with additional car parking provided within the curtilage of 5 no. of the proposed townhouses. The proposed development will also include public open space including play areas; communal open space within the central podium courtyard; pedestrian / cycle linkages with adjoining existing and permitted developments; associated connections to the surrounding road network; all associated landscaping and public lighting; an ESB substation; drainage arrangements; utility connections; and all site development works.

The proposed development site is located on the former Bray Golf Course lands as shown in Figure 1-1, located to the north of Bray Town but in Dun Laoghaire Rathdown County Council (DLRCC) local authority area.

This Mobility Management Plan (MMP) sets out a strategy designed to promote travel by active and sustainable modes to the proposed development. This MMP forms part of a planning application to DLRCC and supports the Traffic Impact Assessment (AtkinsRéalis Ref: 0118265DG007)

Figure 1-1 – Site Location



## 1.2 What is a Mobility Management Plan

A Mobility Management Plan (MMP) is a structured package of measures designed to encourage a shift to sustainable travel modes such as walking, cycling, and public transport. Developed on a bespoke basis, MMPs may provide recommendations for both infrastructure improvements and behavioural change initiatives, such as better information dissemination, promotional campaigns, and events.

As a strategic tool, an MMP aims to meet the specific transportation needs of a site while promoting active and sustainable transport modes. It educates and informs people on how, why, and when they travel and fosters a shift away from private car dependency. This approach helps to mitigate the adverse environmental, social, and economic impacts of traffic congestion, benefiting both the development's residents and the wider community.

The Sea Gardens Phase 1 Block A MMP is tailored to the site's unique location, context, and layout. It sets out self-regulating measures to manage travel demand and reduce car travel. This MMP provides a framework for sustainable travel planning, which can evolve alongside the continued development of the site and surrounding neighbourhoods.

The measures in this MMP focus on:

- Promoting access to the site via alternative, active, and sustainable modes of transport.
- Reducing single-occupancy car travel.
- Encouraging residents, visitors, and management to adopt sustainable travel practices.

This MMP serves as a dynamic and evolving mechanism for introducing and maintaining sustainable travel initiatives, benefiting residents, the local community, and the broader environment.

## 1.3 Reference Documents

The following documentation has been referenced in the preparation of this MMP:

- National Sustainability Mobility Policy (DoT 2022);
- Transport Strategy for the Greater Dublin Area 2022-2042 (NTA);
- Dun Laoghaire Rathdown Development Plan 2022 - 2028 (DLRCC 2022);
- Sustainable Residential Development & Compact Settlement Guidelines for Planning Authorities (DHPLG 2023);
- National Remote Working Strategy (DoETE 2021);
- 2019 Bray and Environs Transport Strategy (NTA et al.).

## 1.4 Report Structure

The MMP report provides the basis for the implementation of the MMP. It sets out the objectives and measures to be put in place. Provisionally the MMP Report will be set out using the sections described below:

- Section 2 provides the policy context
- Section 3 sets out the existing conditions in terms of local accessibility.
- Section 4 sets out the relevant future transport proposals.
- Section 5 establishes Objectives and Targets for the MMP.



- Section 6 outlines the broad strategy and measures for the MMP.
- Section 7 outlines the process for Implementation, Monitoring and Review.
- Section 8 provides a summary



## 2. Transport Policy Context

The following section provides an overview of National, Regional and Local transport policies, documents and guidance that are relevant to the site location and development.

### 2.1 National Sustainable Mobility Policy

The Department of Transport published the National Sustainable Mobility Policy in April 2022. The Policy sets out a strategic framework for active and sustainable travel for the period up to 2030 to help Ireland meet its international and national climate obligations to achieve a 51% reduction in carbon emissions by end of this decade.

The overall target is to “deliver at least 500,000 additional daily active travel and public transport journeys by 2030 and a 10% reduction in the number of kilometres driven by fossil fuelled cars. It will make it easier for people to choose walking, cycling and use public transport daily instead of having to use a petrol or diesel car.

To achieve this target there are a number of initiatives including:

- Integrated land use and transport planning;
- Improvement to walking and cycle infrastructure;
- Improved public transport capacity;
- Identifying and implementation of suitable demand management measures;
- Behavioural change programmes and measure; and
- Improved safe, accessible, comfortable, safe and affordable journey for all people and all trips.

The policy document is supported by Action Plan 2022-2025 to measure performance of the aims, targets or objective identified in the Policy.

Figure 2-1 - National Sustainable Mobility Policy



## 2.2 DLRCC Development Plan 2022 – 2028

The Dún Laoghaire-Rathdown County Development Plan 2022–2028 includes several references to Mobility Management Plans (MMPs) and Travel Plans, particularly in the context of promoting sustainable transport and reducing car dependency. Here are the key policy references and objectives:

### Key Policy References

#### 1. Policy Objective ST10: Mobility Management and Travel Planning

- This policy promotes the preparation and implementation of Mobility Management Plans (MMPs) for large-scale developments, particularly those that generate significant traffic.
- It encourages developers to include Travel Plans as part of planning applications to support sustainable commuting options such as walking, cycling, and public transport.

#### 2. Development Management Standards

- The plan outlines that MMPs are **required** for:
  - Major residential developments.
  - Employment-generating developments (e.g., offices, retail, education).
  - Institutions such as hospitals and universities.
- These plans must demonstrate how the development will reduce car dependency and encourage modal shift.

This MMP accords and aligns with the above DLRCC recommendations.

## 2.3 Transport Strategy for the Greater Dublin Area 2022-2042

The Transport Strategy for the Greater Dublin Area (GDA) 2022-2042 established the framework for transport provision for the city region. This Strategy, which is underpinned by the capital investment program set out in the National Development Plan 2021-2030, is based on the following over-riding objective:

*“To contribute to the economic, social and cultural progress of the Greater Dublin Area by providing for the efficient, effective and sustainable movement of people and goods.”*

In particular, the Strategy aims to achieve a work commuting modal share target of 55% for sustainable travel modes, reducing the single occupancy private car modal share to a maximum 45%, as set out in Smarter Travel Policy.

The Strategy presents infrastructure proposals by mode of transport. Those that will particularly benefit the proposed development are shown in Table 2-1 below.



**Table 2-1 - GDA Transport Strategy relevant infrastructure**

Transport Strategy Objective	Proposed Site Context
Dart+	The proposed development is located circa. 800m from the Bray Train Station. Dart+ will increase the frequency, capacity and reliability of the existing DART service.
Core Radial Bus Network	Existing bus corridor on Dublin Road to be upgraded as Core Bus Corridor 13 of Bus Connects which is due to open in Q4 2024.
Greater Dublin Area Cycle Network Plan	Primary Route 12 is located on Dublin Road. This route will be upgraded as part of Bus Connect Corridor 13. Route 14 /N5, The East Coast Trail, is located adjacent the eastern site boundary which is from the Dublin City to Bray.
Luas Extension to Bray	Green line Luas is to be extended to Bray, with a proposed stop nearby the proposed development offering a reliable rail connection from the development through Central South Dublin

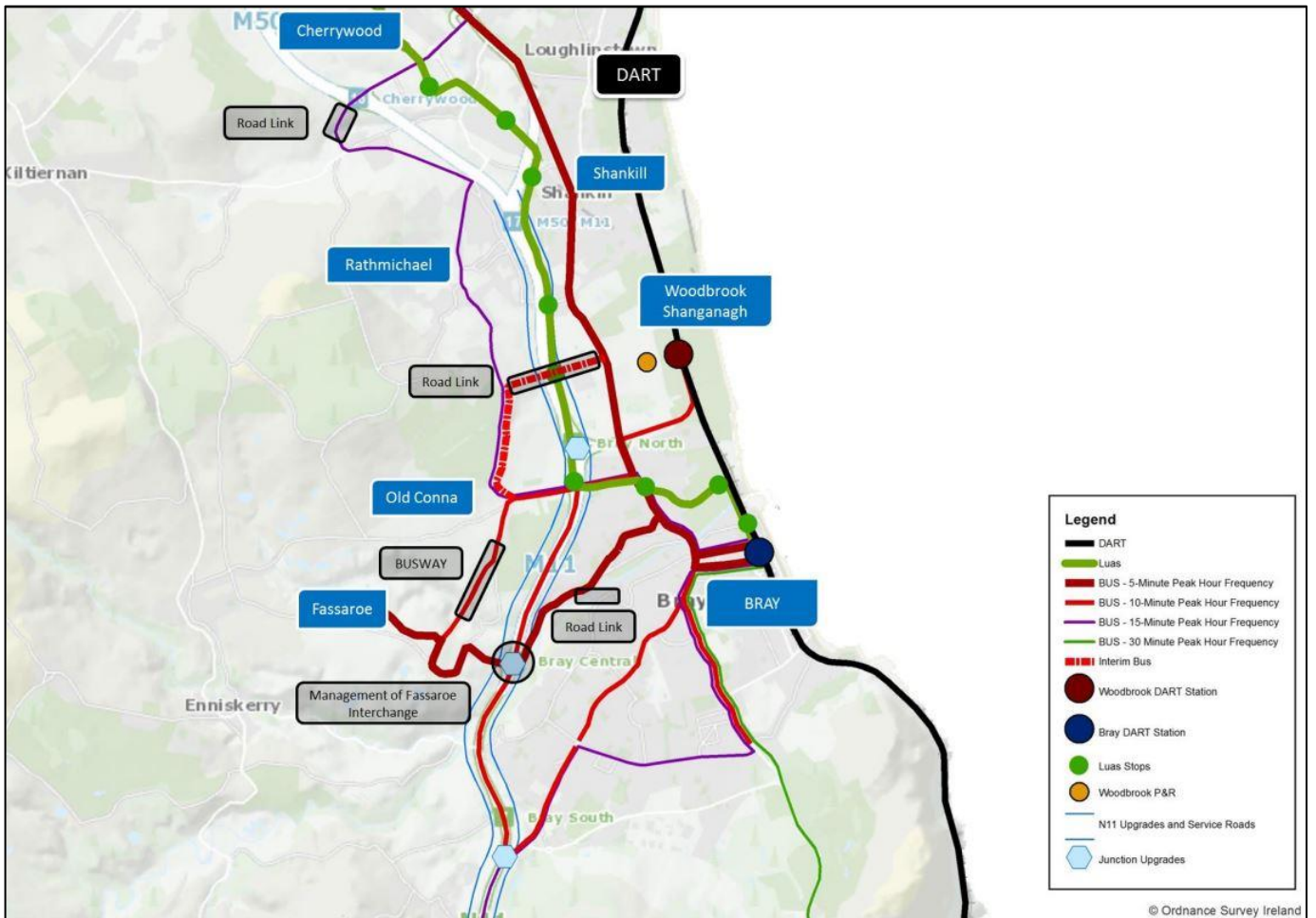
## 2.4 Bray and Environs Transport Study

The Bray and Environs Transport Strategy included a preferred approach for 2035 as illustrated in Figure 2-2, the following proposals relevant to the proposed development are as follows:

- Luas extension to Bray with multiple stops nearby the proposed development.
- Multiple high frequency bus services.
- Upgrades to the N11 and service roads.

The completion of these transport proposals will improve the public transport network in Bray significantly, this will greatly assist in encouraging public transport usage for the future residents and visitors of Sea Gardens phase1 Block A The upgrades to the N11 are projected to increase the efficiency and safety of the N11 and reduce congestion, this will result in the N11 becoming much more reliable for the future residents and visitors of Sea Gardens Phase 1 Block A.

Figure 2-2 – An Extract From the 2019 Bray and Environs Transport Strategy



## 2.5 Sustainable Residential Development & Compact Settlement Guidelines for Planning Authorities

The Department of Housing, Local Government and Heritage published the Sustainable Residential Development and Compact Settlement Guidelines for Planning Authorities in March 2023 which provides a summary for of the policy approach emerging for development standards for housing. The relevant points to the Sea Gardens Phase1 Block A are as follows:

- New developments should, as appropriate, include a street network (including links through open spaces) that creates a permeable and legible urban environment, optimises movement for sustainable modes (walking, cycling and public transport) and is easy to navigate.
- New developments should connect to the wider urban street and transport networks and improve connections between communities, to public transport, local services and local amenities such as shops, parks and schools, where possible.
- Active travel should be prioritised through design measures that seek to calm traffic and create street networks that feel safe and comfortable for pedestrians and cyclists.
- The quantum of car parking in new developments should be minimised in order to manage travel demand and to ensure that vehicular movement does not impede

- In city and town centres and at high-capacity public transport nodes and interchanges (defined in Table 3.8), development should consist of high intensity mix-use development (residential, commercial, retail, cultural and community uses) that responds in scale and intensity to the level of accessibility. At major transport interchanges, uses should be planned in accordance with the principles of Transport Orientated Development.
- It will be important to align the integration of land uses and centres with public transport in order to maximise the benefits of public transport.
- Design – cycle storage facilities should be provided in a dedicated facility of permanent construction, within the building footprint or, where not feasible, within an adjacent or adjoining purpose-built structure of permanent construction. Cycle parking areas shall be designed so that cyclists feel safe. It is best practice that either secure cycle cage/compound or preferably locker facilities are provided.

## 2.6 National Remote Working Strategy (2021)- Department of Enterprise Trade and Employment

The Strategy sets out plans to strengthen the rights and responsibilities of employers and employees, to provide the infrastructure to work remotely, and sets out clear guidance on how people can be empowered to work remotely from the office.

Headline actions include:

- Legislate to provide employees the right to request remote working;
- Introduce a legally admissible code of practice on the right to disconnect from work – covering phone calls, emails, and switch-off time;
- Invest in remote work hubs, ensuring they are in locations that suit commuters and are close to childcare facilities;
- Explore the acceleration of the National Broadband Plan;
- Review the treatment of remote working for the purposes of tax and expenditure in the next Budget; and
- Lead by example by mandating that home and remote working should be the norm for 20% of public sector employees.



# 3. Existing Conditions

This section provides detail of the existing and future transport proposals, infrastructure and policies that will impact on how future residents and visitors to the development will be able to access to site by a range of multi-modal options.

## 3.1 Site Location

The site is located adjacent to Bray Metropolitan Town Centre, which offers a wide range of services, amenities, and facilities to future residents and visitors of Sea Gardens Phase1 Block A. The wider transport context is shown in Figure 3-1 –Wider Transport .

There are excellent public transport facilities nearby, including:

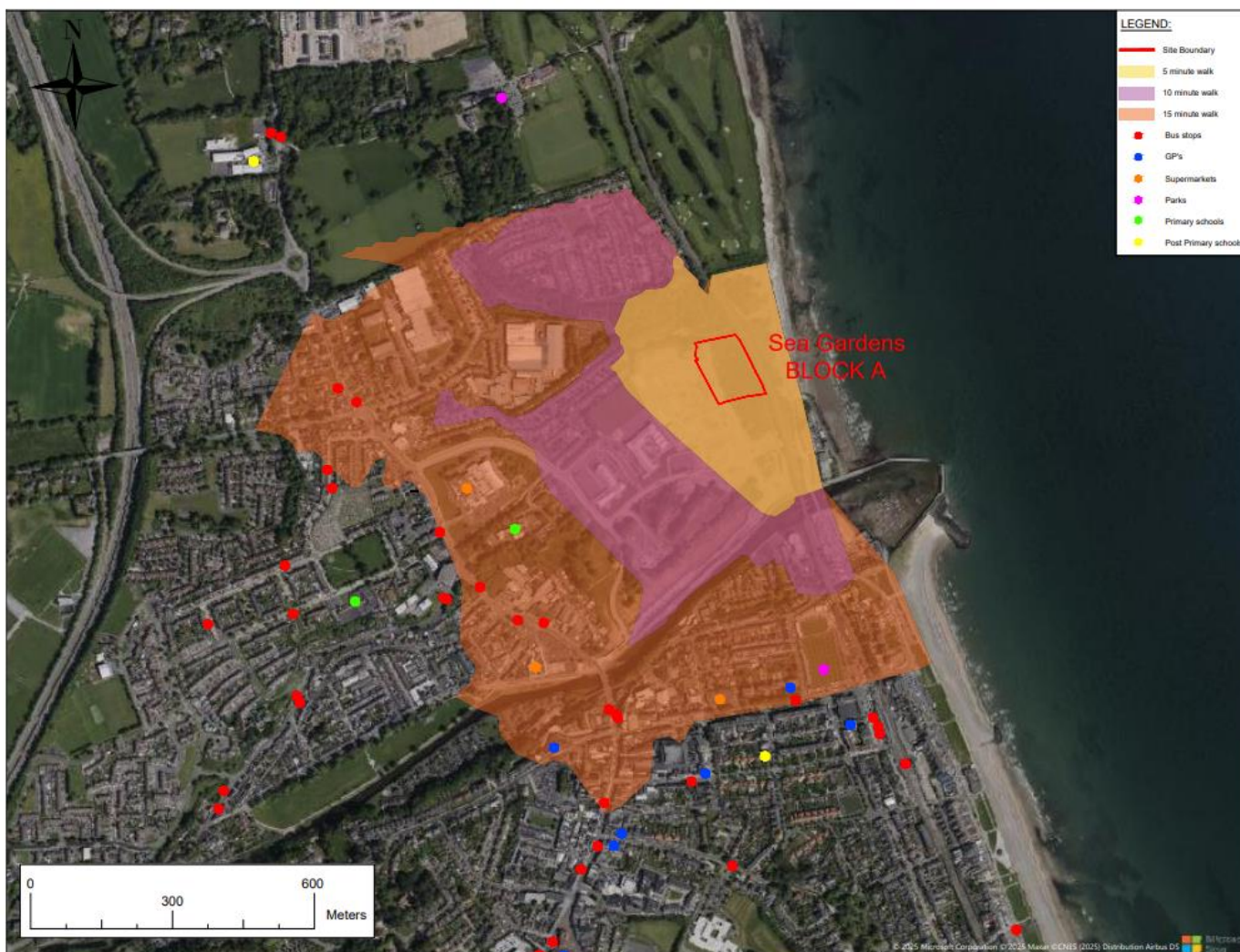
- Bray Train Station, approximately 800m south of the masterplan lands.
- Multiple bus routes accessible on the Dublin Road.

The proposed development will integrate with the Phase 1 road network, providing connections to the local and strategic road networks. Similarly, the development will link into the proposed Sea Gardens active travel network, including footpaths and cycle links, which provide connections to key destinations such as the seafront, Bray Town Centre, and the Dublin Road transport corridor, thereby encouraging sustainable travel choices.

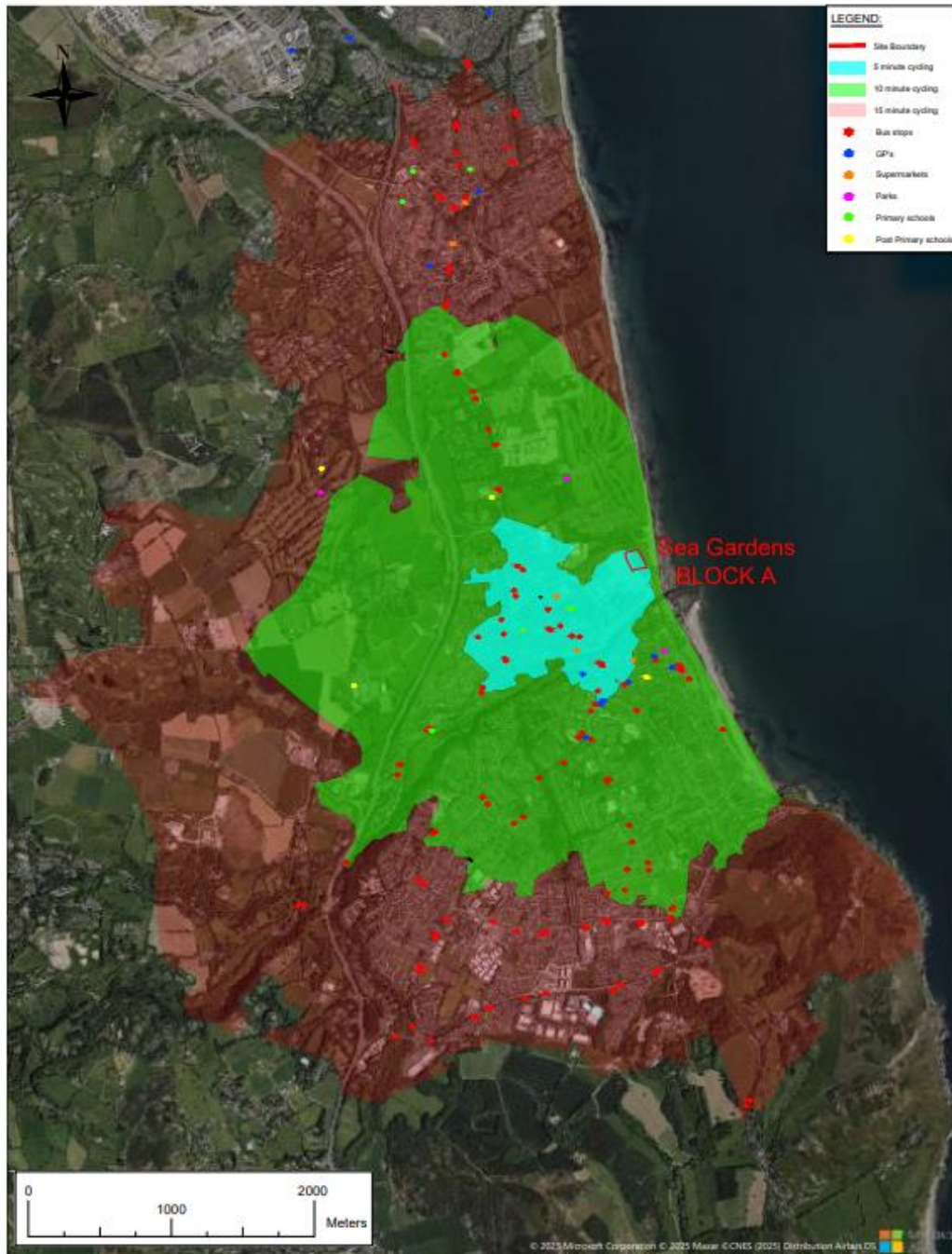


Figure 3-1 –Wider Transport Context

Connectivity is a key principle of Sea Gardens Phase 1 Block A design. The scheme builds upon many assets of its immediate context and defines clear streets and landscaped areas to create a permeable and walkable public realm, allowing for a sense of community at ground level. Active travel is prioritised with only a single vehicular access point proposed to the car parking area integrated into Block A. The site is in an area where there is a wide range of services and amenities with easy walking and cycling distance as show in Figure 3-2 and Figure 3-2.



**Figure 3-2 – Range of Facilities in Walking Distance of the Proposed Development**



**Figure 3-3 - Range of facilities within Cycling distance of the Proposed Development**

There are extensive existing public transport facilities available in the vicinity of the Sea Gardens Masterplan site ranging from bus services to rail services as detailed in the sections below.

## 3.2 Bus Routes and Services

It is considered that the proposed development is well located, granting opportunity to access both services and employment opportunities in the local and wider environs via public transport. The available bus services are as shown in Table 3-1.

**Table 3-1 – Bus Services**

Bus Service	Route	Frequency (Mon-Friday)
45a	Dún Laoghaire Rail Station to Kilmacanogue	15-20min
45b	Kilmacanogue - Dun Laoghaire Rail Station	15-20min
84	Blackrock to Newcastle	Once an hour
84a	Blackrock to Bray	6 services
84x	Hawkins Street to Newcastle/Kilcoole	8 services
143	Southern Cross Road to Sandyford Luas	6 services
145	Heuston Rail Station to Ballywaltrim	10mins
155	IKEA (Ballymun) Towards Bray Rail Station	20mins
184	Newcastle Hospital to Bray Rail Station	30mins

### 3.3 Bray Train Station

In terms of heavy rail, the closest train station is in Bray, which is circa. 800m to the south of the proposed development site. The station serves both DART and Commuter Rail services. The station facilitates services that allow for good connection to other onward destination both north and south. The available rail services are shown in Table 3-2.

**Table 3-2 – Existing Rail Services**

Rail Service	Route	Frequency (Mon-Friday)
Dart	Malahide to Greystones / Howth to Greystones	5-10mins
Commuter / Intercity Services	Dublin to Rosslare	6 services

### 3.4 Road Network

The proposed development site is located adjacent to a comprehensive road network consisting of national roads, motorways, regional roads, and local roads. The key roads within this road network are summarised below:

- The proposed development will have two accesses onto the Dublin Road. The Dublin Road is a single carriageway regional road with cycle lanes and bus lane provision provided along some sections of the route. In the vicinity of the development access junctions the Dublin Road is a single carriageway regional road with cycle lanes on both sides.
- To the south the Dublin Road provides access to the town centre of Bray and the M11 Junction 6 via R918 Upper Dargle Road.
- To the north the Dublin Road connects to the M11 Junction 5 and the R119 which offers connectivity to Shankill Village.



## 4. Future Conditions

This section provides detail of future transport proposals, infrastructure and policies that will impact on how future residents and visitors to the development will be able to access to site by a range of multi-modal options.

### 4.1 BusConnects

BusConnects is the NTA's programme to greatly enhance bus services in the GDA. It consists of both the implementation of the Core Bus Corridors (CBCs) and the Network Redesign. A planning application has been permitted (App Ref: 317742) for the proposed Dublin to Bray CBC Route 13 which forms one part of the 16 radial routes as shown in Figure 4-1 below.

On the 28<sup>th</sup> of January 2025 the National Transport Authority received notification of planning approval by An Bord Pleanála (Reg Ref HA27.317742)<sup>1</sup> for the Bray to City Centre BusConnects Scheme.

As set out on the BusConnects web page<sup>2</sup> subject to completion of various processes, the NTA will now further develop the construction sequencing to include the Bray to City Centre Core Bus Corridor Scheme taking account of approvals received, along with documentation to allow procurement to commence for the construction stage of the Scheme.

It is expected that all twelve corridors will be completed in 2030 with the first construction contracts to be awarded in mid-2025 with on-site construction to commence in the second half of the year. The construction of the corridors will be delivered on a phased basis in order to reduce the traffic impacts that could arise should all twelve be constructed concurrently. In relation to the Bray to City Centre Core Bus Corridor, it is likely that the Scheme will be implemented in the second half of the overall Core Bus Corridor construction programme.

The NTA is redesigning the bus network as part of the BusConnects Dublin program. The redesigned bus network will provide an overall better and more sustainable bus system for Dublin and the surrounding areas. The Bus Network Redesign of BusConnects Dublin includes the following:

- Overall increase of 23% in bus services
- Increased peak hour capacity
- Increased evening and weekend services
- 24-hour services on some routes
- New and improved connections to essential services
- New spine routes
- Enhanced orbital routes
- New local and express services
- New Peak-only routes
- New Dublin City bound routes
- Over 230km of bus lanes and 200km of cycle tracks/lanes.

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<sup>1</sup> [317742 | An Bord Pleanála](#)

<sup>2</sup> [Planning approval received for Bray to City Centre Core Bus Corridor Scheme | Busconnects](#)

Phase 6a of the BusConnects Dublin will be launched in December 2024. Phase 6a will include the new E1 route, a new 24-hour spine route connecting Bray to North Dublin via Dublin City Centre. Upon completion the bus network improvements, services and frequencies set out in Table 4-1 will be provided in the Bray area.

**Table 4-1 – BusConnects - Bus Services in the Bray Area**

Route No.	Route	Frequency of Service
E1	Northwood – City Centre – Bray Main Street – Ballywaltrim	Peak hour 8-minute frequency All other times 10 minute
88	Enniskerry – Belarmine – Dundrum – Mountjoy Square	1 per hour
L1	Newtownmountkennedy – Greystones – Bray	30-minute frequency
L2	Newcastle – Kilcoole – Greystones – Bray	30-minute frequency
L12	Ballywaltrim – Bray Station	20-minute frequency
L14	Southern Cross Road – Bray Station – Palermo	30-minute frequency
L15	Shop River – Enniskerry – Bray	60-minute frequency
X1	Kilcoole – Southern Cross – City Centre	6:00 a.m. to 7:00 a.m. - 2 services 7:00 a.m. to 8:00 a.m. - 4 services 4:00 p.m. to 5:00 p.m. - 1 service 5:00 p.m. to 6:00 p.m. - 5 services
X2	Newcastle – Kilcoole – Southern Cross – City Centre	6:00 a.m. to 7:00 a.m. - 1 service 7:00 a.m. to 8:00 a.m. - 2 services 4:00 p.m. to 5:00 p.m. - 1 service 5:00 p.m. to 6:00 p.m. - 2 services

The delivery of BusConnects network redesign will result in an enhanced service provision in the Bray area. The L1 and the L2 combine to offer a 15-minute frequency between Bray and Greystones. Near Bray, the peak frequency of express services operating on the N11 towards Dublin City, the X1 and X2, will replace the existing No.84X express service and will increase from the current level of four services per hour to six services per hour. The current No.185 service will be retained as the L15 service. The L1 and L2 are set to be introduced near the end of 2024.

## 4.2 DART +

The DART+ programme aims to provide a series of upgrades to the existing DART line linking Drogheda to Greystones, via Bray. The overarching goal of the programme is to increase capacity along the line by 50%. DART+ will provide a range of improvements including:

- Upgrading of existing infrastructure to enable an increase in frequency of train services.
- Upgrade of junctions and station turn-back facilities.
- Assessment and potential removal of level crossings.
- Upgrade of signalling, telecoms and power supplies.
- Track modifications and additions to improve capacity.



The DART+ Coastal Projects are still at an early stage, with indicative public consultation dates set to be announced in the future.

### 4.3 Bray DART Public Interchange

WCC in partnership with the NTA are currently delivering significant improvements to the public realm in the immediate vicinity of the Bray Train Station that will facilitate and improve the interchange for commuters between bus and rail services as well as creating a safer environment that prioritises walking and cycling. Works commenced on the project in February 2024, and it is estimated construction will be completed in 2025.

### 4.4 Extension of Luas

The extension of the Luas line to Bray is deemed a priority of the planning authority as outlined in the DL RCC Development Plan **Policy ST27**—supports the extension of the Luas Green Line from Cherrywood to Bray, in line with national transport strategies. It emphasizes the importance of sustainable transport and the integration of land use and transport planning. **Specific Local Objective (SLO) 130**— This SLO relates to the safeguarding of the Luas extension corridor and ensuring that development does not compromise its delivery.

The Greater Dublin Area Transport Strategy 2022-2042 highlights Bray as a potential destination for an expanded Luas line. An indicative alignment of the proposed extensions can be seen in Figure 4-1. The purpose of the expansion of light rail is to help existing bus networks cope with increases in demand up to and beyond 2042. Measure LRT5 of the Strategy states “It is intended to extend the Luas Green Line southwards in order to serve the Bray and Environs area”. Based on analyses, the NTA has deemed that there is sufficient demand for an expansion of the existing Luas towards Bray.

This line is not proposed to be developed until after 2035, but it is anticipated that the alignment will be adjacent the Dublin Road, into the development lands and into Bray Train Station via the proposed Public Transport Bridge. The Sea Gardens masterplan for the development lands takes cognisance of the provision of the Luas extension and its interface with the development and locations of LUAS stops.

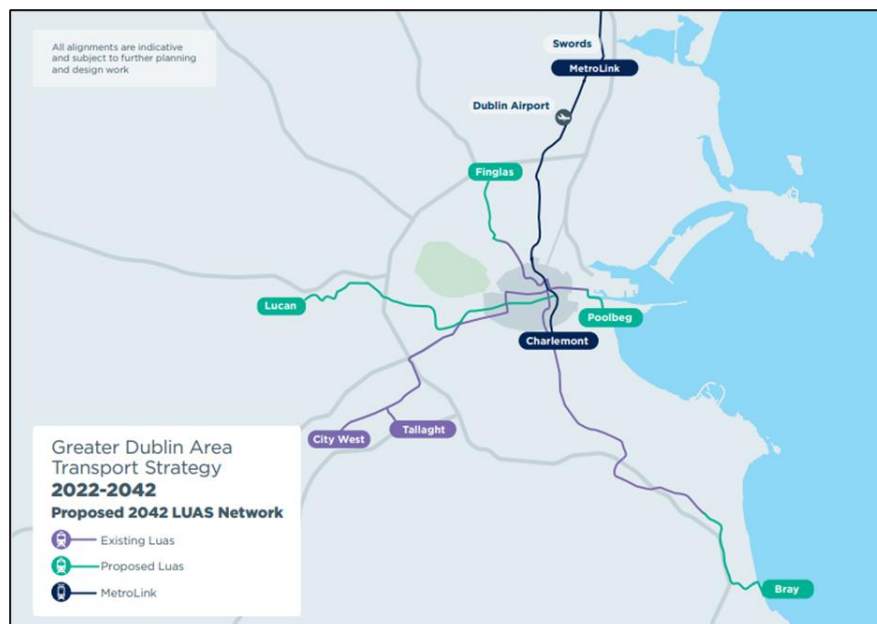


Figure 4-1 – GDA Transport Strategy 2022-2042 - Proposed Light Rail Network

## 4.5 GDA Cycle Network Plan

The purpose of the GDA Cycle Network Plan is to guide investment in cycle infrastructure and develop a network of cycle routes across the GDA. The network is made up of Primary, Secondary, Feeder and Inter-urban Routes as well as Greenways across the region. The NTA aims to follow this plan to provide a safe, attractive, comprehensive and legible cycle network for all users. Routes will be provided in accordance with Cycle Design Manual and will be maintained to a high standard by the relevant local authority. The plan for the cycle network in greater Bray area including covering Block A can be seen in Figure 4-2.

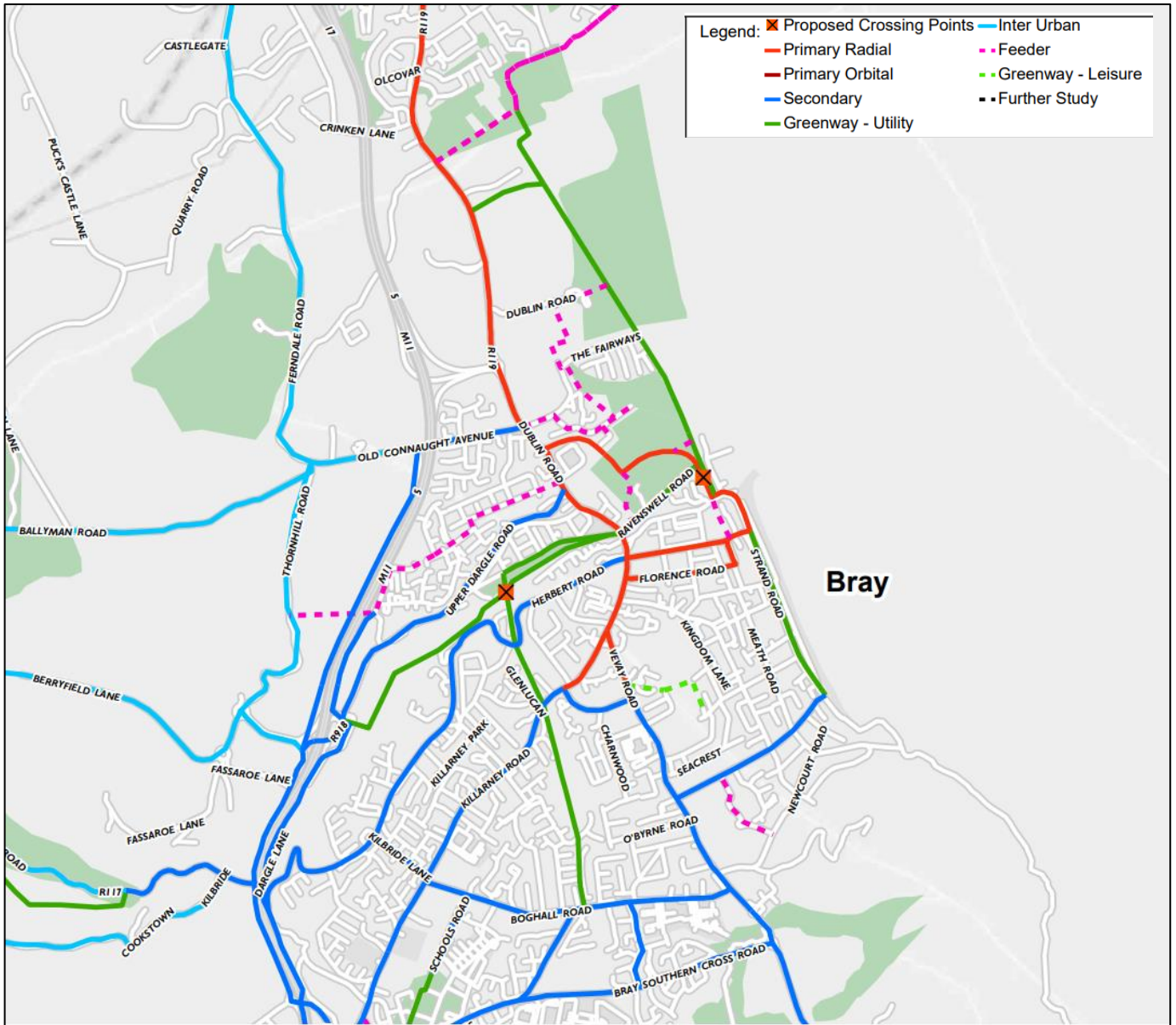


Figure 4-2 – Greater Dublin Area Cycle Network Plan for Bray

The primary radial cycle route indicated through Sea Gardens Masterplan lands has been provided for as part of the permitted permissions.

# 5. Objectives and Targets

The objectives of the Mobility Management Plan are set with the overall aim of reducing the number of single occupancy car trips associated with the residential elements of the development. The Sea Gardens Phase 1 Block A site has excellent access to active and sustainable travel. Car parking is constrained within the site. High quality cycle parking is provided throughout the site. The layout is DMURS compliant which actively encourages walking and cycling. These fundamental principles are the reason for the MMP to be developed. The objectives of the Sea Gardens Phase 1 Block A Outline Mobility Management Plan are as follows:

- Achieve a high level of Community Awareness of the MMP.
- Ensure a high level of Community Participation in the development of the travel surveys to indicate participation.
- Improve conditions for pedestrians and cyclists travelling to and from the site.
- Develop on good urban design principles to enhance the permeability of the site and maximise accessibility by sustainable modes.
- Encourage the development of a healthy, sustainable and vibrant local community through promotion of travel by sustainable modes.

Table 5-1 outlines tangible targets to be achieved in relation to the key objectives.

**Table 5-1 – Objectives and Targets**

Objectives	Residential Travel Plan Targets
Awareness	To provide information on sustainable travel to each resident upon occupation, with the aim that future residents will be fully aware of the excellent public and active transport networks surrounding Sea Gardens Masterplan.
Participation	To develop a detailed residential travel plan within 9 months of first occupation. Promoting active travel within the development highlighting the excellent public and active travel transport facilities provided within the surrounding Bray Area.
Accessibility	The proposed measures encourage walking and cycling through the implementation of the segregated cycling and pedestrian links and the proposed cycle parking. The wider Sea Gardens Masterplan lands include fully segregated cycling and pedestrian facilities that will tie-in to the Sea Gardens Phase 1 Block A proposals, further encouraging accessible transport. The proposed site is well served by the nearby transport facilities that will encourage public transport usage, further encouraging accessible transport.
Maximise the Potential for Sustainable Travel	To promote and encourage physical measures implemented as part of the site layout to encourage sustainable modes of travel from first occupation. The excellent public transport facilities nearby the proposed site alongside the active travel provisions in the Sea Gardens Masterplan lands will ensure great potential for sustainable travel from the Sea Gardens Phase 1 Block A development.
Reduce Car Related Travel	To constrain parking and promote the excellent access the site has to active and sustainable travel, Sea Gardens Phase 1 Block A proposed car parking significantly below the maximum car parking spaces allowed within the Dun Laoghaire County Council Development Plan requirements to serve as a deterrent for car trips relating to the development.



## 5.1 Mode Share Targets

The design of the Sea Gardens Phase 1 Block A development promotes active travel modes (walking and cycling) and sustainable travel modes (public transport) over car travel based on this the car mode share is likely to be reduced from the existing mode share. Therefore, the proposed mode share for residential development was based on the Greater Dublin Area (GDA) Transport strategy 2022-20423 published by NTA in November 2021. For more detailed analysis on the proposed mode share see Transport Impact Assessment Statement (AtkinsRéalis Ref: 0118265DG007). The proposed mode share is shown in Table 5-2.

**Table 5-2 - Mode Share % Proposed**

Means of Travel	Existing Mode Share	Proposed Mode Share
Active Travel	22%	28% (+6%)
Public Transport	20%	24% (+6%)
Car driver	36%	24% (-12%)
Car passenger	14%	14%
Work From Home	8%	8%
<b>Total</b>	<b>100%</b>	<b>100%</b>

<sup>3</sup> <https://www.nationaltransport.ie/wp-content/uploads/2023/01/Greater-Dublin-Area-Transport-Strategy-2022-42-1.pdf>



# 6. MMP Strategy & Measures

## 6.1 Introduction

This section of the MMP sets out the Strategy and Measures proposed for the residential development at Sea Gardens Phase 1 Block A.

Given that the end users of the development are not yet known, this framework MMP focuses on promoting active and sustainable travel modes by leveraging the design principles of the proposed development and integrating behavioural change measures to encourage sustainable travel choices.

The starting principle is that the design and layout of the development is based on DMURS principles that facilitates and encourages active and sustainable travel. The use of good urban design principles allows active and sustainable travel modes to be prioritised, where appropriate, through the physical layout of the site. This leads the adoption of more sustainable modes for travel. The MMP will develop on the physical interventions of the development proposals for the site layout. The physical interventions will be supported, and active and sustainable modal shift encouraged through the development of 'softer' measures.

This section describes the services to be provided and the 'in built' infrastructure measures (as part of the layout and design of the development) which are intended to encourage use of active and sustainable travel modes and complement the strategic aspects of the MMP.

The complementary measures will address the objectives, as set out in Section 5. These are to be delivered through a co-ordinated strategy delivered by the Management Company and involving the distribution of Travel Information Packs.

## 6.2 Objectives

The MMP aims to:

- Reduce car dependency and single-occupancy car journeys.
- Promote sustainable travel behaviours by encouraging walking, cycling, and public transport use.
- Ensure efficient car use i.e. through car sharing/car club facilities.
- Raise awareness among development users of the sustainable transport options available to them.
- Reduce travel demand through the promotion of smarter living and working practices.
- Promote healthy lifestyles and active communities.
- Support national and local policies to increase sustainable transport and reduce private car usage where appropriate.

These objectives align with broader climate action goals, addressing environmental, social, and economic challenges posed by car-dominated travel patterns.

## 6.3 Benefits

Implementing the MMP will deliver numerous benefits:

- **Health and Well-being:** Increased physical activity through walking and cycling improves mental and physical health.



- **Environmental Gains:** Reducing car use contributes to lower greenhouse gas emissions and improved air quality.
- **Economic Savings:** Residents and visitors save on commuting costs by using sustainable travel options.
- **Community Building:** Shared travel modes foster social connections among residents.
- **Reduced Congestion:** Encouraging alternative travel modes alleviates pressure on local road networks.

## 6.4 Strategy

Travel Information Packs will be a cornerstone of the MMP and will be distributed to all new residents at the point of sale by the Management Company. These packs will include:

- Public transport information, including bus stop locations.
- Walking and cycling route maps.
- Information on car parking management and car sharing schemes.
- Details about active and sustainable transport measures, such as bicycle parking, EV charging, and GoCar / Car Sharing membership.
- Local service and facility guides.
- Updates on forthcoming transport infrastructure improvements.

The MC will be responsible for updating the packs and ensuring their distribution aligns with residents' needs. Monitoring and review processes will guide the implementation of measures to maximise their effectiveness.

## 6.5 Measures

It will be the responsibility of the MC to liaise with residents and inform them of the elements of the MMP. The MMP will encourage residents to use more sustainable methods of transport through the following ways:

### 6.5.1 Key Measures

**Appointment of Travel Plan Coordinator (TPC):** Encouraging sustainable travel behaviour is an ongoing initiative and effective management is critical to the success of the MMP. Therefore, a Travel Plan Coordinator (TPC) will be appointed in order to oversee the ongoing development and implementation of the Plan. This includes the development of mobility related strategies, the organisation / undertaking of travel surveys and monitoring and the identification of new opportunities for promoting sustainable travel as they emerge.

**Residential Sales Staff Training:** Training shall be provided to staff responsible for meeting with prospective residents of the proposed development. The training will focus on ensuring all staff are familiar with the objectives of the MMP and are able to communicate both the limited on-site car parking provision and available local sustainable travel opportunities to prospective buyers or tenants.

**Sustainable Travel Pack:** A Sustainable Travel Pack will be provided to all new residents of the proposed development. The pack for the development should include details about:

- benefits of going car-less.
- available physical infrastructure such as cycle parking, cycle routes and nearby bus stops.
- promotional type interventions.



- available incentives to support walking, cycling, public transport use and car sharing.
- modal share targets, monitoring programme and opportunities to provide feedback.
- contact details for TP Coordinator/s (TPCs).

As far as possible, the obligations outlined in this section are designed to be suitable for review and monitoring. The list, however, is not exhaustive and an appointed TPC will be free to investigate other potential initiatives in light of particular circumstances when the proposed development opens, and the results of travel surveys are available.

## 6.5.2 Walking

Walking is a highly sustainable mode of travel for short journeys and is integral to supporting public transport use. Walking has the capacity to replace car-based journeys of up to 3.5km. A high proportion of walking journeys may form the start or end of larger journeys comprising of bus or rail links; hence an attractive walking experience can play a large part in encouraging public transport patronage. The site offers distinct opportunities, both within the existing environment and as part of the future transport provisions in terms of facilitating extensive volumes of local trip making on foot, including access to public transport services.

The following measures will promote walking:

- High-quality pedestrian infrastructure, including accessible footpaths, pedestrianised streets, and traffic-calmed areas.
- Displaying information and advice concerning safe pedestrian routes to/from the proposed development.
- Features such as lighting, signage, and crossings at key locations.
- Health promotion campaigns, emphasising the physical and mental benefits of walking.

## 6.5.3 Cycling

Cycling is a viable mode for journeys up to 10 km and complements public transport for multimodal trips. Measures include:

- Secure and sheltered bicycle parking for residents and visitors, located conveniently throughout the development.
- Cycle maintenance facilities, such as repair stations with tools and pumps.
- Promotional initiatives, including Bike-to-Work scheme information.
- Cycling maps and guidance, outlining safe routes to key destinations and nearby amenities.
- Spaces for e-bikes and cargo bikes have been provided for accommodate a range of future users.
- Layout has been designed to maintain and create connects to neighbouring development and adjoining lands including to Corke Abbey.

## 6.5.4 Public Transport

There are many benefits to taking public transport, some of which include:

- Personal Opportunities – Public transportation provides personal mobility and freedom;
- Saving fuel – Every full standard bus can take more than 50 cars off the road, resulting in fuel savings from reduced congestion;
- Reducing congestion – The more people who travel on public transport, especially during peak periods, the less people travelling by private car;



- Saving money – Taking public transport is a lot cheaper than travelling by car and saves the cost of buying, maintaining and running a vehicle;
- Reducing fuel consumption – A full standard bus uses significantly less fuel per passenger than the average car;
- Reducing carbon footprint – Public transport is at least twice as energy efficient as private cars. Buses produce less than half the CO2 emissions per passenger kilometre compared to cars and a full bus produces 377 times less carbon monoxide than a full car;
- Get fit and stay active - Walking to and from public transport helps residents incorporate physical activity into their daily routines. Research shows that regular physical activity can benefit your body and mind.
- Less stress – Using public transport can be less stressful than driving, allowing time to relax, read, or listen to music.

The following initiatives and incentives can be used to encourage residents to take public transport:

- Encourage public transport use by publicising the benefits of smart cards to all residents in welcome Travel Information Packs;
- Publicise the availability of Real Time Information on the Bus Service Providers website and Bus Service Providers mobile app in welcome travel packs. Real Time Information shows when your bus is due to arrive at your bus stop so you can plan your journey more accurately;
- Publicise the availability of a National Journey Planner, which provides journey planning, timetable, and travel information from all licenced public transport providers across Ireland, in welcome travel packs. This Journey Planner is available on the Transport for Ireland website and as a mobile app;
- Provide maps in welcome travel packs of local bus routes and the nearest bus stops, and the length of time it takes to walk to them;
- Promote Tax Saver Commuter tickets, which offer significant savings to individuals in marginal tax rate and levies on the price of their ticket, in welcome travel packs;

## 6.5.5 Car and Parking Management

Efficient car use and management are essential for minimising car dependency. Measures include:

- Encouraging participation in car-sharing schemes, such as GoCar, through membership discounts.
- Parking management strategies, including assigned parking permits and car-share spaces.
- Promotion of the environmental and economic benefits of reduced car usage.
- Information in relation to restrictions in place in relation to car parking facilities and set-down facilities.

## 6.5.6 Car Sharing Spaces

There are many user benefits to access to a car sharing scheme over ownership of a private car, some of which include:

- One time sign up, no big investment.
- Membership fee covers insurance, fuel, free parking in Dublin city Centre, maintenance, motor tax and NCT.
- Benefits which the built environment can avail of include:
  - Reduced emissions and pollution.
  - Reduced traffic congestion.
  - Reduced car parking requirements.
- Complements and supports the uptake of all active and sustainable travel modes.



## 7. Implementation, Monitoring & Review

The MMP strategy and measures outlined will be implemented over a period of time which will be continuously monitored to ensure the MMP continues to deliver on its objectives and targets.

A key aspect of the MMP is the provision of Travel Information Packs for staff and residents of the mixed-use development. This will be undertaken by the Management Company.

Monitoring of the MMP will be important in understanding the changing nature of staff and resident travel habits and the effectiveness of the MMP initiatives. The monitoring process, which will be carried out by the Management Company, will involve annual travel surveys undertaken, starting one year from the initial post occupation travel surveys to assess changes to the mode share of trips to the development site over a three-year period. This will have particular focus on the level of usage of the bicycle parking and the uptake the car sharing scheme to determine whether and when additional spaces are required.

An annual monitoring report would be produced for the site by the Management Company, setting out the results of the travel surveys and highlighting any issues arising from the review of the MMP initiatives. The report would set out appropriate changes to existing initiatives if required in order to meet the MMP objectives.

## 8. Summary and Conclusion

### 8.1 Summary

The Bray Sea Gardens Block A Mobility Management Plan (MMP) outlines a strategic approach to fostering sustainable travel behaviour for all users. By integrating high-quality infrastructure, behavioural change measures, and ongoing monitoring, the MMP aims to reduce reliance on private cars and promote active and public transport options. This living document aligns with local and national policies, ensuring that residents and visitors benefit from a sustainable, well-connected urban environment.

### 8.2 Conclusion

The implementation of this MMP will deliver long-term benefits for residents, the local community, and the environment. By prioritising active travel and public transport, the plan supports Ireland's climate action goals and promotes a healthier, more sustainable lifestyle. With a robust monitoring framework in place, the MMP will remain adaptive to evolving needs, ensuring its effectiveness in fostering sustainable travel choices over time.





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