# OUTLINE MOBILITY MANAGEMENT PLAN (MMP)

## 1. Introduction

The following is an outline MMP provided as part of a planning application for 281 residential units comprising 114 houses, 167 apartments and a small crèche on a site at The Paddocks, Morristownbiller, Newbridge, Co. Kildare.

The proposed development site is located some 1.5kms to the northwest of Newbridge Town Centre. The existing site is bounded to the north by The Meadows residential scheme which is accessed from the southern arm of the Morristownbiller Road/The Meadows roundabout junction. It is from this arm that vehicular access to the application site will be provided from the broader road network. A further road link to the east is also proposed that can connect with a link road proposed on third party lands which in turn will provide a second access route to Station Road and the wider network.

Footpaths and cycle-paths will be provided in tandem with these road connections and will continue through the development. Overall the scheme's road and street design accords with DMURS standards.

As part of the development a total of 460 car parking spaces are proposed:

- 228 off-street parking spaces for the 114 houses at a rate of 2 per unit.
- 167 spaces for the 167 apartments at a rate of 1 per unit.
- 12 spaces for the crèche.
- 53 visitor/car club/disabled parking spaces.

The parking provision accords with the Kildare County Development Plan 2017-23 and the *Sustainable Urban Housing: Design Standards for New Apartments (2018)* and is considered sustainable given the proximity to the railway station.

With the completion of the link road to Station Road the proposed development will be within 500m walking distance of the railway station which has 35 services operating into Dublin each weekday. The 126 Bus Eireann service also runs 40 services into Dublin City Centre (and Naas) from Newbridge Main Street each weekday.

## 2. MMP Description

A mobility management plan is a travel demand measure to promote alternative sustainable modes of transport, reduce the attractiveness of private car use, and to mitigate against traffic congestion in urban areas by providing for the transportation needs of people in an orderly and planned manner.

This MMP seeks to optimise the potential to use alternative modes to the private car, such as walking, cycling and public transport.

An accompanying Traffic Impact Assessment (TIA) reviews the potential transport impacts of the proposed development with respect to vehicular traffic.

## 3. Aims and Objectives

A key objective of the MMP is to promote and encourage a high level of permeability to and through the site, in particular for pedestrians and cyclists. The MMP can enable the following benefits:

- Improved access requirements to employment, education, and other social infrastructure;
- Optimum permeability for walking and cycling;
- Reduced traffic generation compared to similar developments without the same level of pedestrian and cycle connections and access to public transport services;
- Reduced car parking demand and reduced congestion on the local road network due to lower demand for private transport and/or more efficient use of private motor vehicles;
- Improved safety for pedestrians;
- A reduction in car parking and car set-down demand, resulting in improved operational efficiency and safety for all;
- Improved public image for the development, sense of place and a desirable place to live;
- Improved health and well-being for residents

## 4 Proposed MMP Action

**Information Packs**

Welcome travel information packs will form part of the marketing material for the site and will be distributed to all new residents within the development at point of sale.

It is envisaged that the packs will contain information about public transport, walking and cycling routes, car parking management as well as information about local services within reasonable comfortable walking distance. The packs will contain specific information on walking and cycling distances to key destinations.

The information packs will also promote the benefits of walking and cycling including increased concentration, better awareness of road and personal safety issues, decreased traffic congestion and associated amenity impacts, environmental benefits, interpersonal and social benefits, financial benefits.

In relation to cycling specifically the pack will inform apartment residents of the location and accessibility of secure bicycle parking at each block. The pack will also publicise the Government Bike to Work Scheme (www.biketowork.ie).

In relation to public transport the packs will publicise the availability of Real Time Information on the Irish Rail website as well as the availability of the National Journey Planner (available on the Transport for Ireland website), which provides journey planning, timetable, and travel information from all licenced public transport providers in the area.

## 5. Conclusion

A key consideration in the design of this development is the delivery of a high level of permeability through the site, particularly for pedestrians and cyclists, by providing connections to existing public transport services, and adjoining residential areas and local services.

The site layout has been developed with regard to the Design Manual for Urban Roads and Streets.

The site is ideally located to connect to the wider urban area of Newbridge via the footpath and the cycle route network.

The development lands are also well served by Irish Rail services to and from Dublin/Cork/Limerick as well as Bus Eireann services to Dublin and Naas.

In summary, from a travel demand and mobility management perspective, the site is ideally located adjacent to transport infrastructure to support the use of more sustainable transport modes such as walking, cycling and public transport services.