Lands at Sandy Road, Galway

Client: Land Development Agency

Sustainable Movement Strategy

SRGLDA

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MASTERPLAN LANDS AT SANDY ROAD, GALWAY

Description:

Sustainable Movement Strategy

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LANDS AT SAND ROAD, GALWAY

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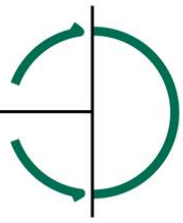


1 INTRODUCTION

1.1 Background

1.1.1 ILTP Consulting were commissioned by Reddy Architecture + Urbanism on behalf of the Land Development Agency (LDA) to provide input into the movement strategy for the proposed redevelopment of the landbank located adjacent to Sandy Road Galway.

1.1.2 The lands are currently occupied by a variety of office, commercial, educational and industrial uses. There are also a number of existing residential areas in the immediate vicinity of the subject lands.

1.1.3 The overall masterplan lands include for new residential development as well as retail, community, education and enterprise uses. Therefore, the overall movement strategy was prepared assuming the full development of the entire lands for a range of use types and having regard to the adjacent uses.

1.2 Covid -19 Impact and Context

1.2.1 The Covid-19 pandemic saw a very sharp drop in transport and movement patterns both in Ireland and globally. Since early 2022 we have entered what is term the Living with Covid (LWC) period, which has resulted to both a change in working and living patterns. These LWC patterns are now established and are likely to be reflective of the baseline travel patterns.

1.2.2 The longer term impacts in a LWC scenario are likely to impact both lifestyle and travel patterns.

1.3 Living With Covid-19 – Possible Work and Transport Impacts

1.3.1 A clear trend that has emerged is a move towards to more work from home practices, with less time spent commuting and hence more leisure and recreational time available. Overall, this should have a positive societal impact, but it may also change where and how we live.

1.3.2 The early evidence and commentary suggest that there may be a three-way split in term of future working patterns. Some have suggested the following broad splits in working locations:

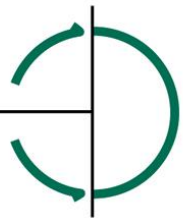
- Working from Home – One third
- Working in Office, On-Site – One third
- Hybrid Working – One third

1.3.3 Providing for increased home working in new developments including local work hubs will allow for more people to work remotely. This would help reduce overall travel needs particularly at peak commuting periods when demands on the transport network are greatest.

1.3.4 As many people will have more discretionary time there may also be wider behavioural changes, with more discretionary travel and destination choices available.

1.4 Recent Trends in Transport and Movement Patterns

1.4.1 The CSO have published data on transport *(Ref: CSO Transport Bulletin - September 2022*) which covers the period up to end of August 2022. While the data is based national trends and for the Dublin Area, the bulletin give some useful indicator of current travel patterns, which are summarised as following:



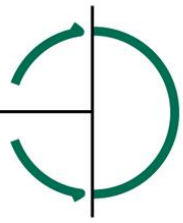
- Travel by car is now back to 95% of pre-covid levels
- HGV movements are above pre-covid levels
- Public transport in Dublin while increasing has not returned to pre-covid levels

1.4.2 These recent results confirm some change to overall travel patterns, which are likely to persist for the foreseeable future.

1.5 CSO 2022 Census – Preliminary Results

1.5.1 The CSO 2022 Census headline data, collected in April 2022, became available towards the end of June 2022. Further, more detailed, data becoming available over the subsequent months and provide more localised and better insights into any changes to travel and movement patterns that have arisen since the 2016 Census.

1.5.2 The initial census data show that the population continues to rise nationally and regionally. For Galway (city and county) the population has increased by circa 18,000persons from 2016 to 2022. This growth further emphasises the need to develop new residential areas in our major town and cities.



2 MASTERPLAN PLAN SITE CONTEXT AND LAYOUT

2.1 Site Location

2.1.1 The lands comprise of several land parcels in the Sandy Road, Galway. The lands are currently largely industrial/manufacturing and mixed use in nature. The lands are also in relatively close proximity to the city centre.

2.2 Existing Characteristics

- Adjacent to the central area
- Existing employment and mixed uses in the area
- Lands straddle Sandy Road
- Adjacent to Terryland forest and river walks & trails
- Very low pedestrian and cycle activity
- Very uninviting, particularly after dark
- Some key destination/routes include Ceannt Station Transport Hub, main education and medical facilities and Eyre Square.
- Lack of accessible open space
- Lack of active street frontage
- Connectivity constraints e.g. existing buildings, major traffic routes

2.3 Galway Transport Strategy (GTS)

2.3.1 The GTS is an integrated transport strategy that aims to develop and promotes walking, cycle and public transport travel modes in Galway, through the reduction of traffic in the city centre and the implementation of sustainable travel modes. The main GTS proposals for the city centre are reproduced as Figure 2.2.

2.3.2 This is an integrated set of initiatives that will promote and deliver more sustainable travel and movement patterns in Galway and is already being implemented.

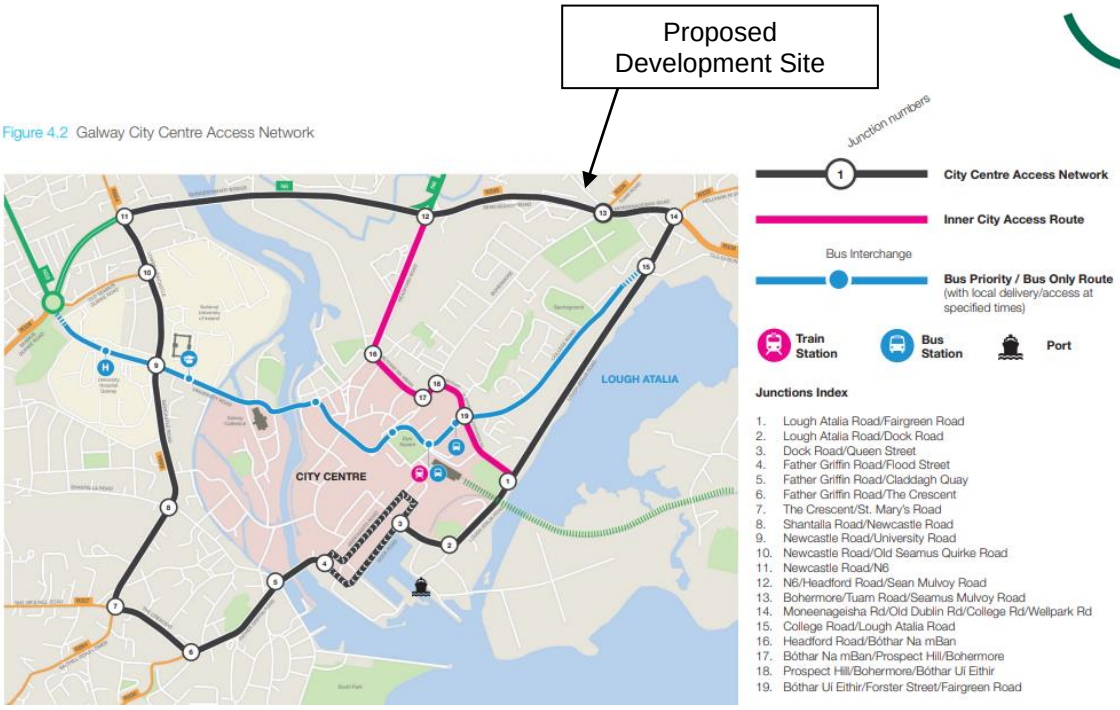


Figure 2.2: Galway City Centre Access Network (Source: Galway Transport Strategy)

2.3.3 The subject lands adjacent to the city centre access route (Sean Mulvoy Road), within a relatively short walk from the city centre.

2.3.4 The following is a brief summary on progress of some of the GTS schemes:

- Salmon Weir Pedestrian and Cycle Bridge- Construction Commenced
- BusConnects Galway: Dublin Road – Public Consultation Stage
- BusConnects Galway: Cross-City Link) – Public Consultation Stage
- Martin Junction Upgrade – Detailed Design Stage
- Mobility Dashboard – 'Beta' Stage
- Salthill Parking Survey – Public Consultation Stage
- Cycle Parking Map – Ongoing
- Millar's Lane Upgrade – Public Consultation Stage
- Active Travel/ Galway City Cycle Network – Ongoing
- Ceannt Station Upgrade - Ongoing
- Rail Line Upgrade - Planned

2.3.5 The proposed bus network improvements are also matched by proposed transition of the existing bus fleet to a zero-emission fleet. Figure 2.3 shows the pathway to a zero emissions bus flee for our main cities, including Galway.

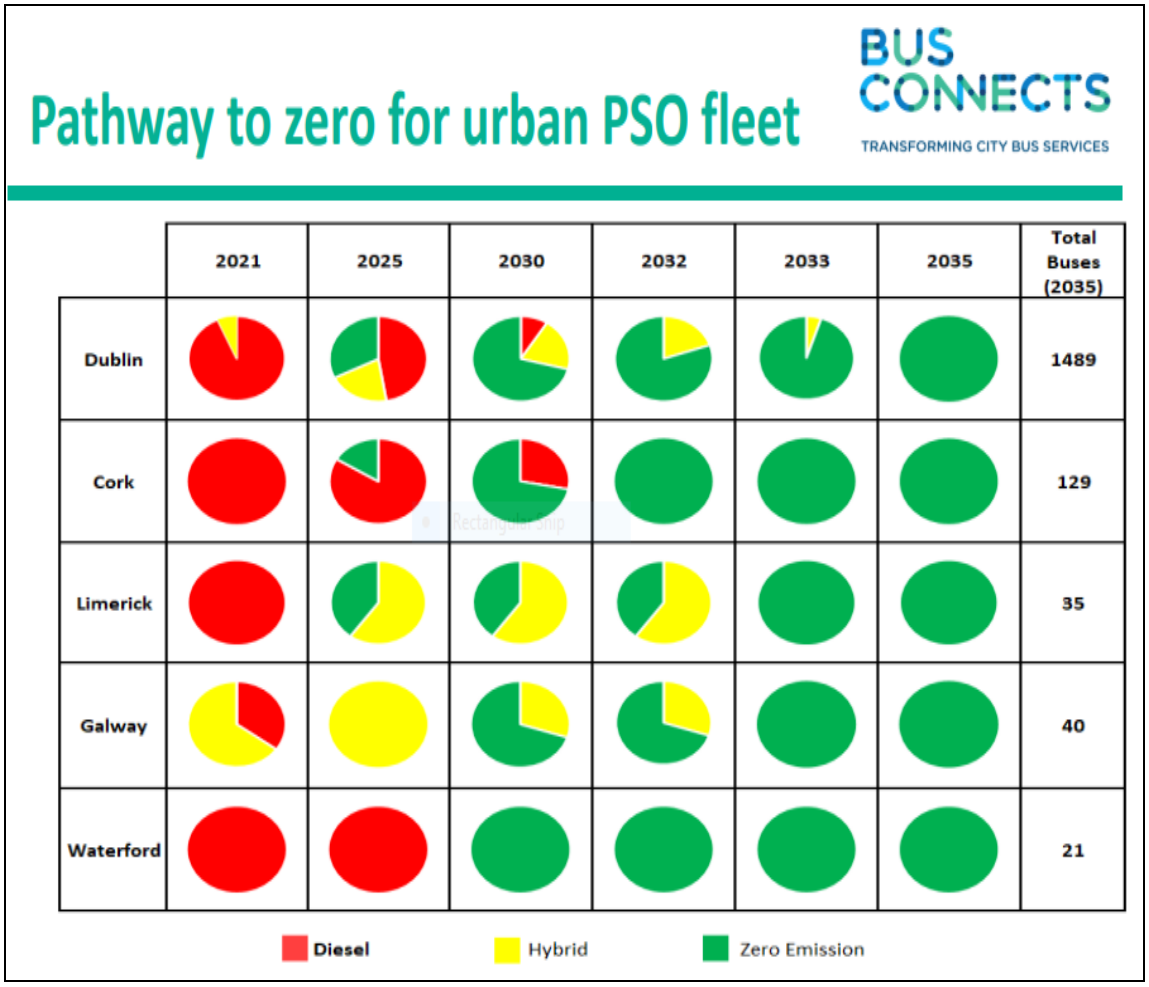


Figure 2.3: Pathway to Zero Emission Bus Targets (Source: NTA/BusConnects)

2.3.6 For Galway this transition has already commenced, with the majority of buses in the city currently hybrid powered buses and the highest in the state. By 2030 the majority of the bus fleet in Galway will be zero emission vehicles and the bus fleet will be fully zero emission vehicles by 2033.

2.4 Existing Vehicular Movement Patterns

2.4.1 Traffic levels are quite high at peak times as illustrated by Figures 2.4 and 2.5. for the AM and PM typical traffic peaks respectively.

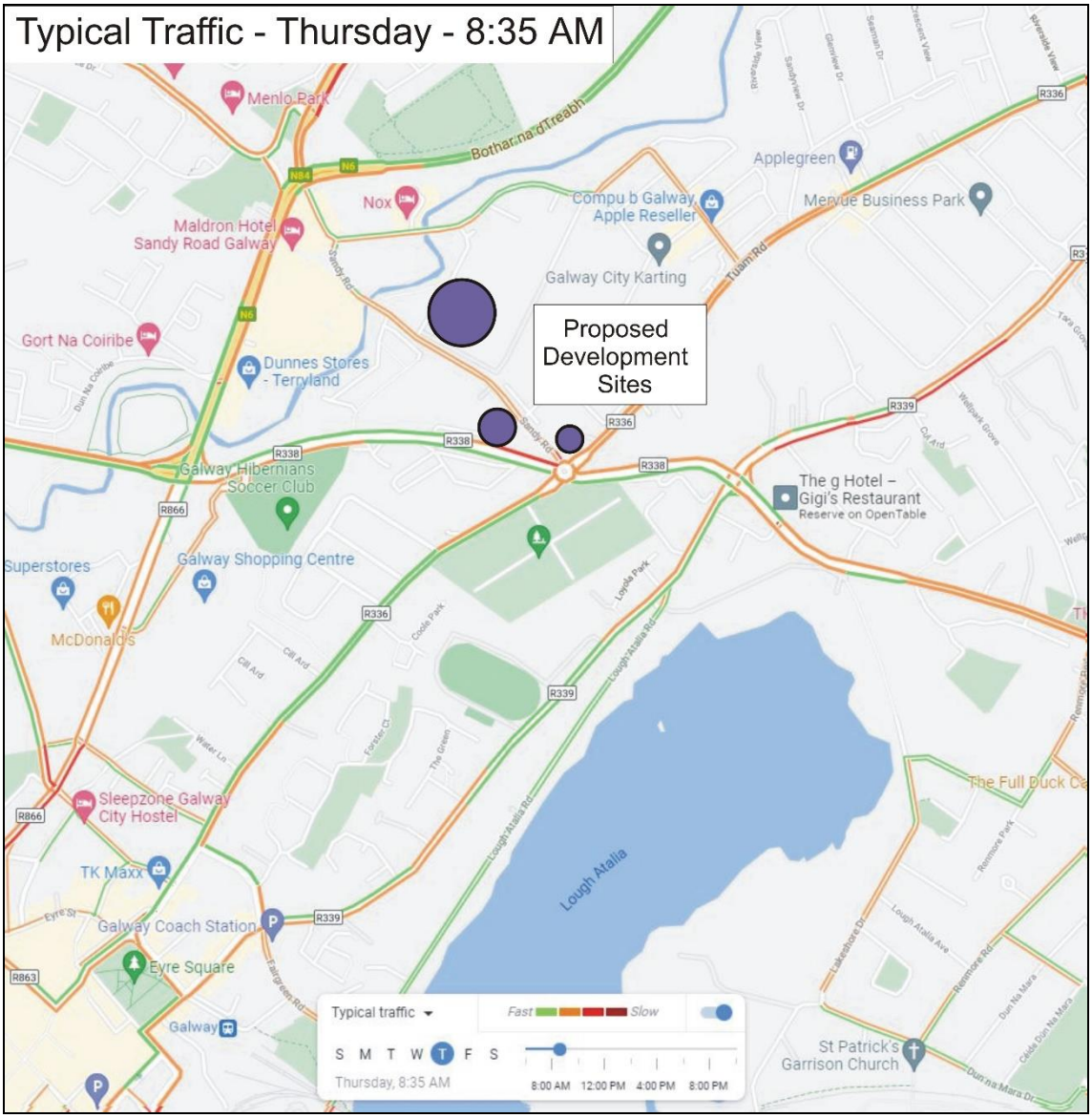


Figure 2.4: Typical Traffic AM Peak

2.4.2 Traffic in the AM Peak is relatively high in the area, particularly on the radial routes leading into the city centre. The major routes also form a potential barrier to pedestrian movement between the subject lands and the city centre.

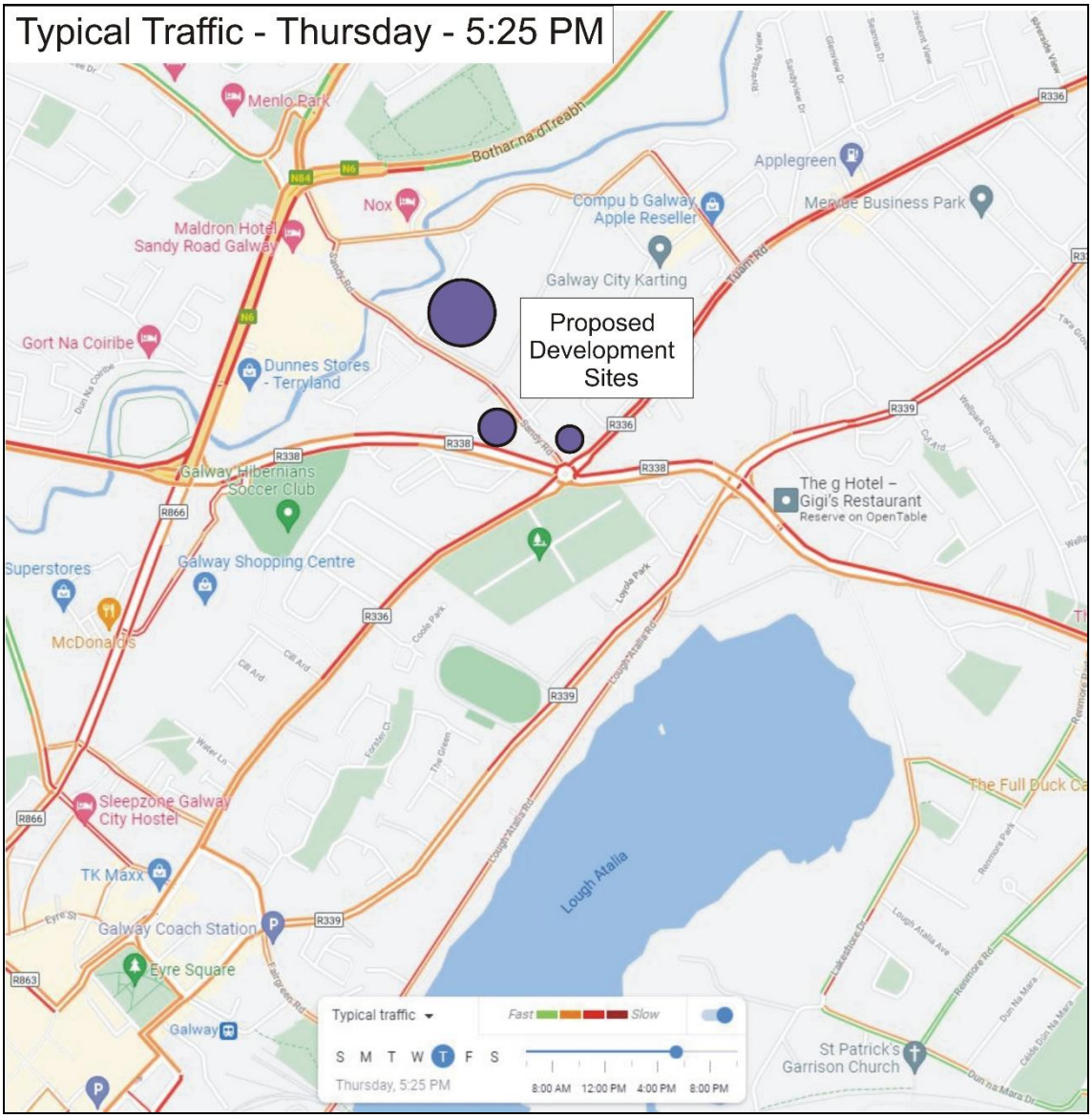


Figure 2.5: Typical Traffic PM Peak

2.4.3 PM Peak hour traffic is the area is particularly heavy with significant traffic queuing in the area as illustrated in Figure 2.4.

2.4.4 Outside of peak periods traffic flows and overall movement in the area is quite low as illustrated in Figure 2.6.

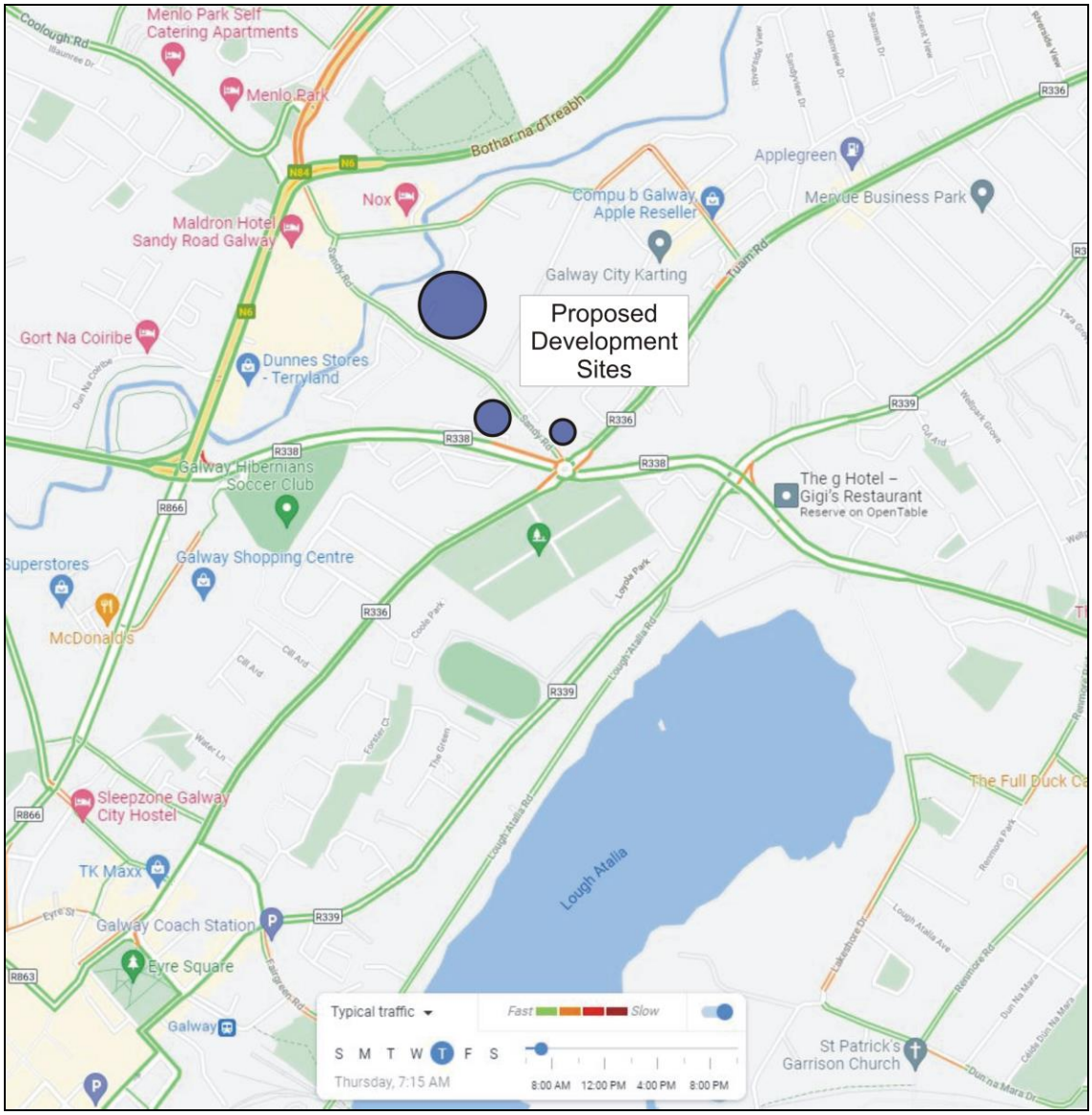


Figure 2.6: Typical Off Peak Traffic Movements

2.5 The 15 Minute City - Concept

2.5.1 The existing walking distance for the lands are illustrated in Figure 2.7, based on existing walk routes. This shows that the lands are within approximately 15-minutes' walk of Eyre Square and major retail and employment areas.

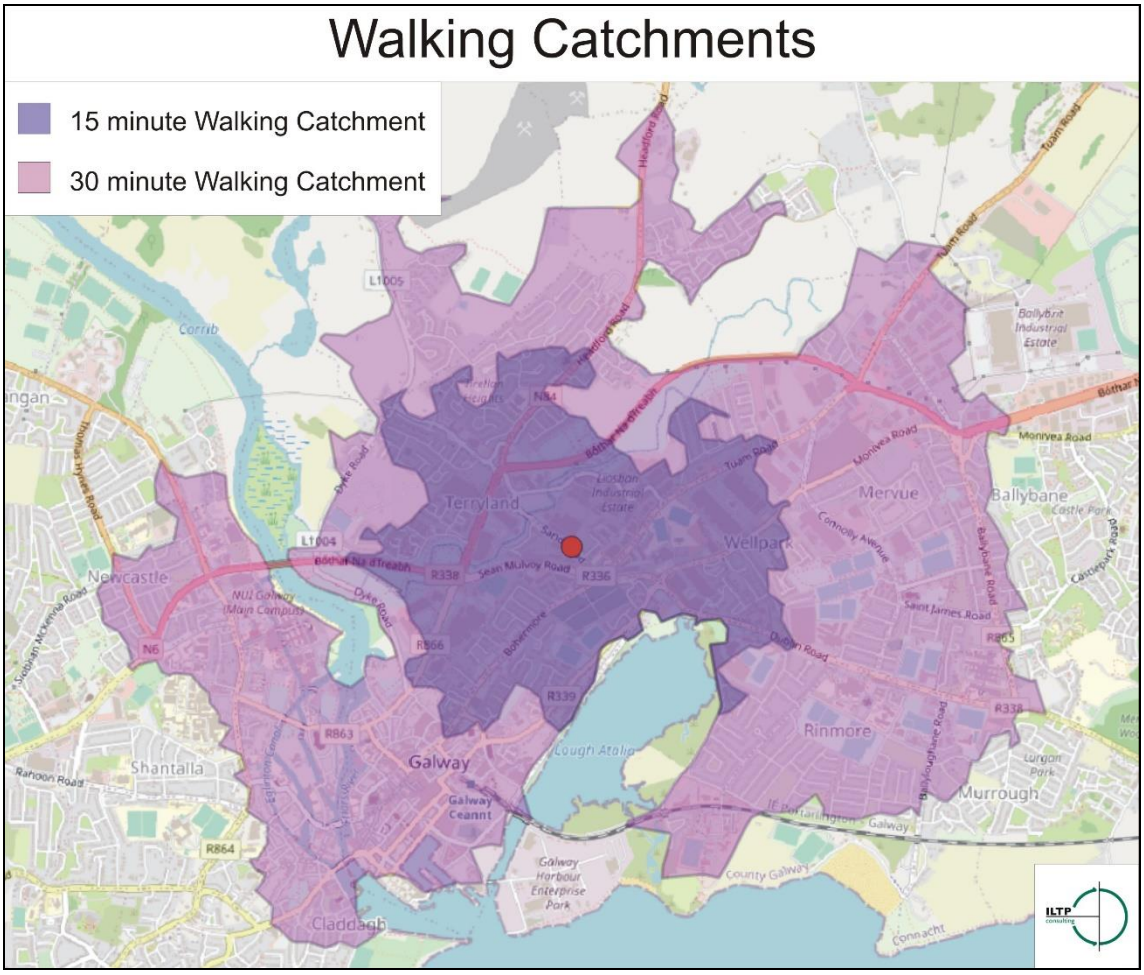


Figure 2.7: Current 15-minute and 30-minute Walking Catchments

2.5.2 Opportunities to improve and provide more direct walking routes over time will further increase the 15-minute walking catchment from the lands.

2.6 Permeability and Accessibility to Surrounding Key Destinations

2.6.1 Some of the key destination and linkages that could be developed are included in Figure 2.8. This shows the development potential of the subject lands and their ability to link to major destinations by sustainable travel modes. The Dyke Road lands are also coming forward for redevelopment and there are opportunities to ensure appropriate synergies are created between both landbanks.

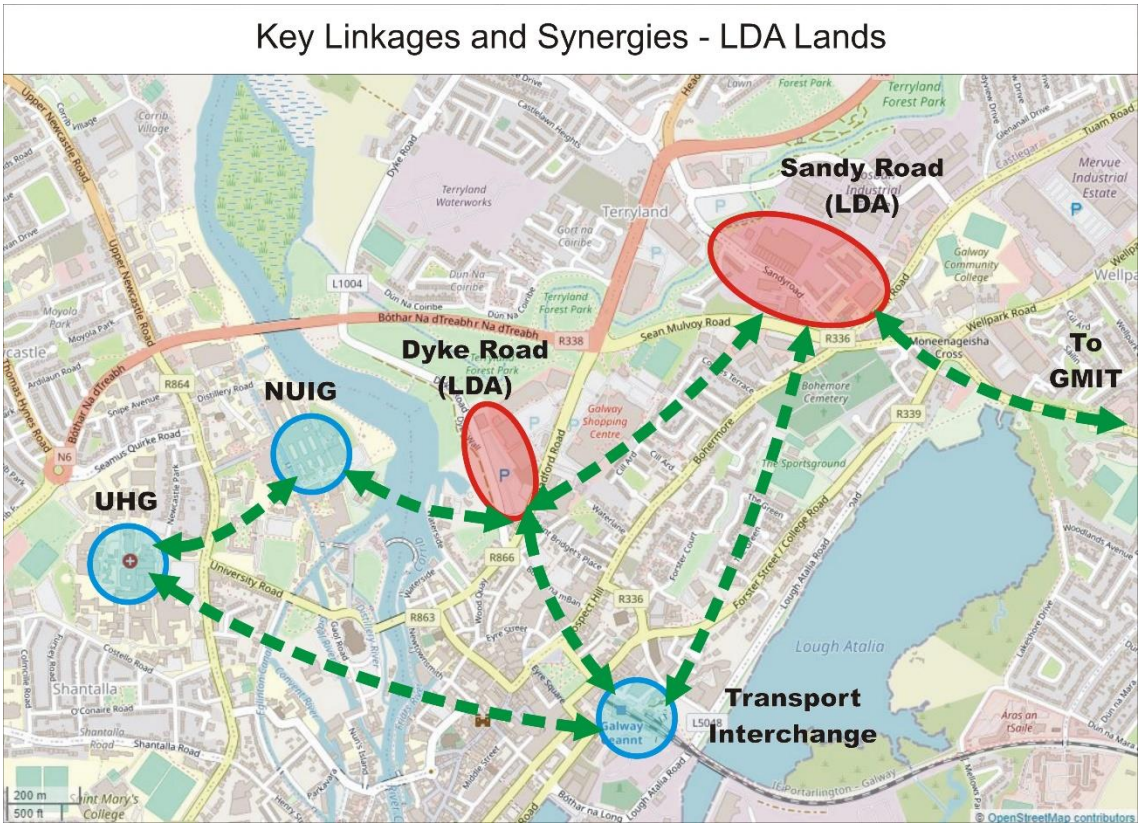


Figure 2.8: Key Linkages with Subject Lands

2.7 Sustainable Transport Initiatives

2.7.1 The proposed spatial framework includes for the following:

- High cycle parking provision for all uses
- E-Scooters & E-Bikes parking and rental facilities, City Bikes and Cargo Bikes (further details of facilities provided will be defined during planning application process)
- Active travel routes and open space
- Active street frontage at key focal points
- Mobility Management Planning
- Travel Plans for employment uses

2.8 Summary

2.8.1 This overview set out some of the key transport and movement issues considered as part of the masterplan development. It will be important to decide the elements that will be delivered directly by the masterplan and those that are best delivered by others.

2.8.2 Improved permeability is desirable, but it has to be deliverable, and any new routes should have sufficient usage and demand, by day and evening, to ensure they remain pleasant and safe places to walk and cycle along.

2.8.3 Developing the 15-minute city concept would reinforce the subject lands location as part of the city centre extension. Over time improved connectivity for walking and cycle could be developed, which would provide key synergies between the subject lands and key destinations.

2.8.4 Increased pedestrian and cycle activity along existing streets (Sandy Road in particular) and greenways should also be considered in the context of reducing the overall car dominance along the proposed new Sandy Street.

2.8.5 The redevelopment of the subject lands will also replace some for the existing activities in the area and this could see a significant reduction in HGV traffic in the area. The new development has the potential to positively contribute to reducing traffic impact overall in the area.

2.8.6 Providing appropriate focal points and connected open spaces that are intervisible can improve the public realm and creates safe and active streets at evening time in particular.

2.8.7 The level of car parking should be determined by the likely needs of the new community that will live, work and visit the area.

2.8.8 Other alternatives to private car ownership are available and should also be provided as part of the overall scheme to both support and strengthen then GTS, currently at implementation stage.

3 PROPOSED MOVEMENT STRATEGY

3.1 New Sandy Street & Associated Traffic Management

3.1.1 The existing Sandy Road bisects the subject lands and currently provides access to the existing development in the area, which include HGV movements associated with existing developments in the area. It currently also acts as a through route linking the Joyce roundabout to the N6 Bothar na dTreabh and N84 Headford Road.

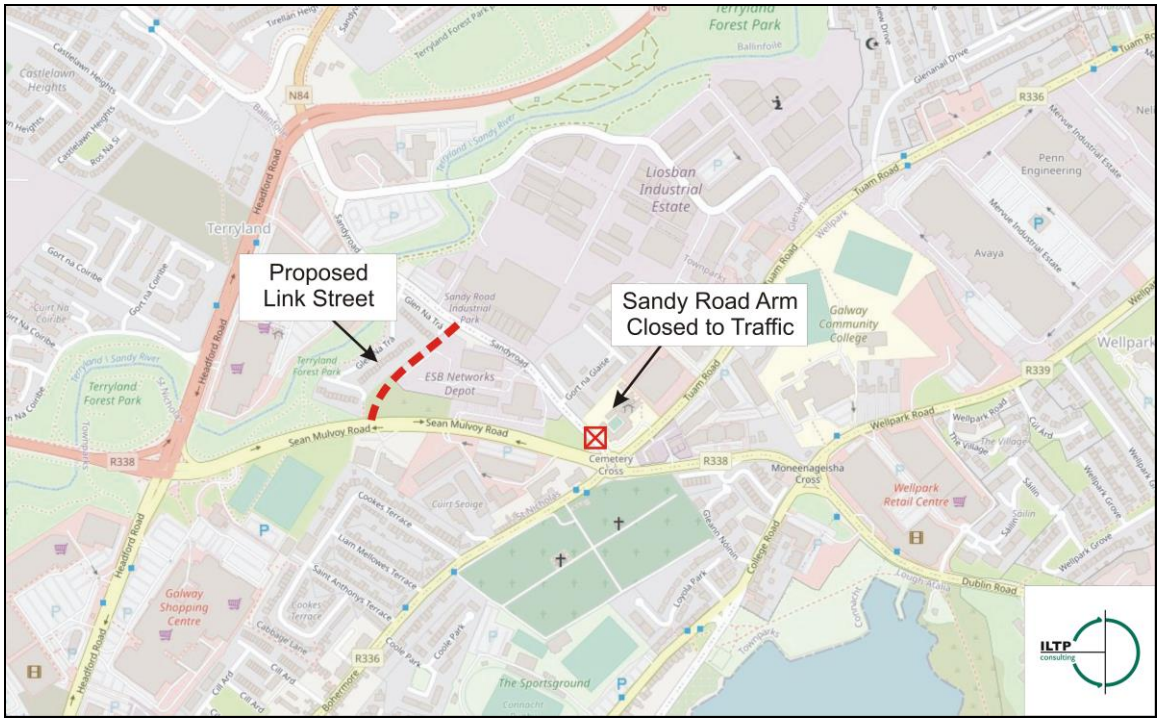


Figure 3.1: Sandy Road Arm Closure and Proposed Link Street

3.1.2 The removal of some through traffic from Sandy Road will form part of the regeneration process of the site. It will transform both the function and use of Sandy Road. Figure 3.1 illustrates a proposal which would see the Joyce Roundabout reduced from a five to a four-arm roundabout and a new link street provided through the ESB lands on to the Sean Mulvoy Road.

3.1.3 This new street, to be known as Sandy Street, is proposed through the subject lands. It is proposed that this new street would be primarily for local movement and some through traffic and link with the Sean Mulvoy Road at a new signalised junction. The proposed new street would include a ban on through HGV movements and have a maximum speed limit of 30kph.

3.1.4 The southern section of the existing Sandy Road would become a pedestrian and cycle only link to the Joyce Roundabout, providing good pedestrian linkage through the new development area. The existing Joyce Roundabout could be converted to a 4-arm signalised junction, which could include for pedestrian and cycle priority through the new junction.

3.2 Overall Scheme Layout

3.2.1 The overall concept layout of the new development that evolved through the design process is illustrated as Figure 3.2

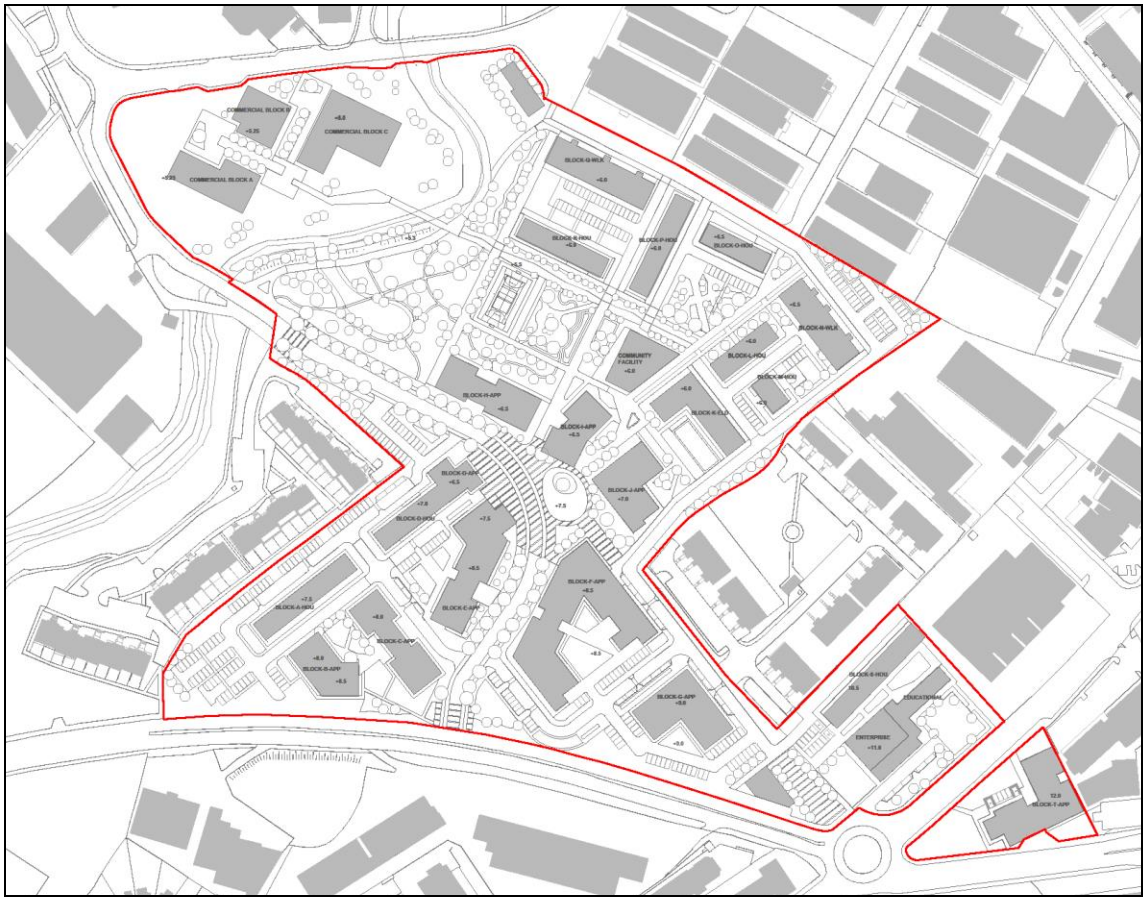


Figure 3.2: Overall Development Masterplan Layout (*Source: RA+U)*

3.2.2 This includes the new Sandy Street and the proposed new development areas on the lands.

3.3 Proposed Street Hierarchy

3.3.1 Part of the overall DMURS design approach is develop a street layout that sets out the function of each street and provides for good linkages to the wider transport network. It should also ensure good permeability, without introducing unnecessary external movement through the proposed subject lands. This allows for each street type to be appropriately designed for the function of that particular street type.

3.3.2 Figure 3.3 shows the proposed street network for the subject lands.

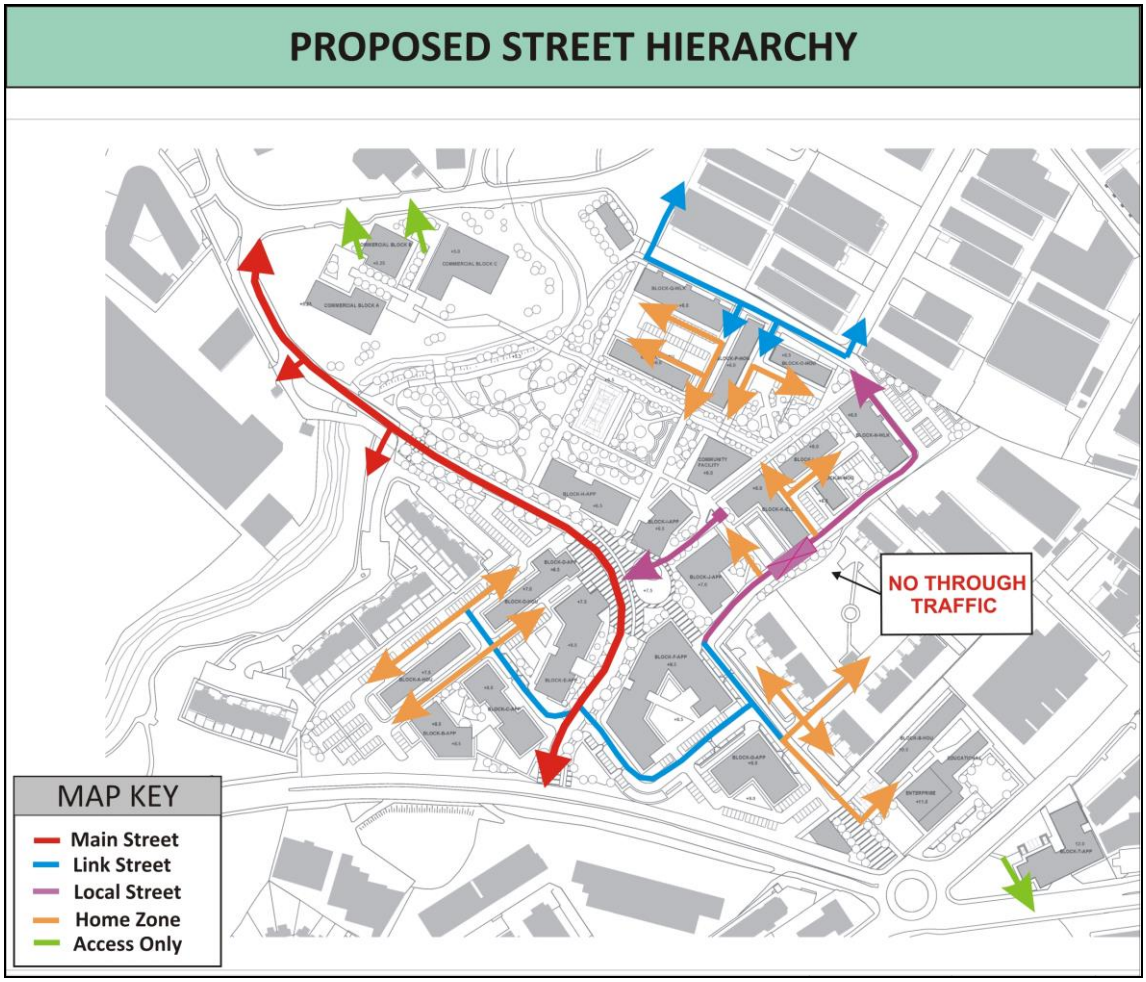


Figure 3.3: Proposed Street Hierarchy

3.3.3 Sandy Street is the main street through the new development area that provides good external linkages to the wider network. A series of link streets are also proposed which provide linkage to the main development blocks and to existing adjacent development.

3.3.4 A series of local street are also provided, with extensive home zones provided in the mainly residential areas. This will ensure that the urban character of each area is reinforced by the street network in that particular area.

3.4 Pedestrian and Cycle Permeability and Connectivity

3.4.1 The pedestrian and cycle networks similarly have both external linkage, segregated routes and shared routes that reflect the street hierarchy as illustrated in Figure 3.4.

3.4.2 In addition, a Greenway is proposed through the subject lands and links with the wider Terryland Greenway.

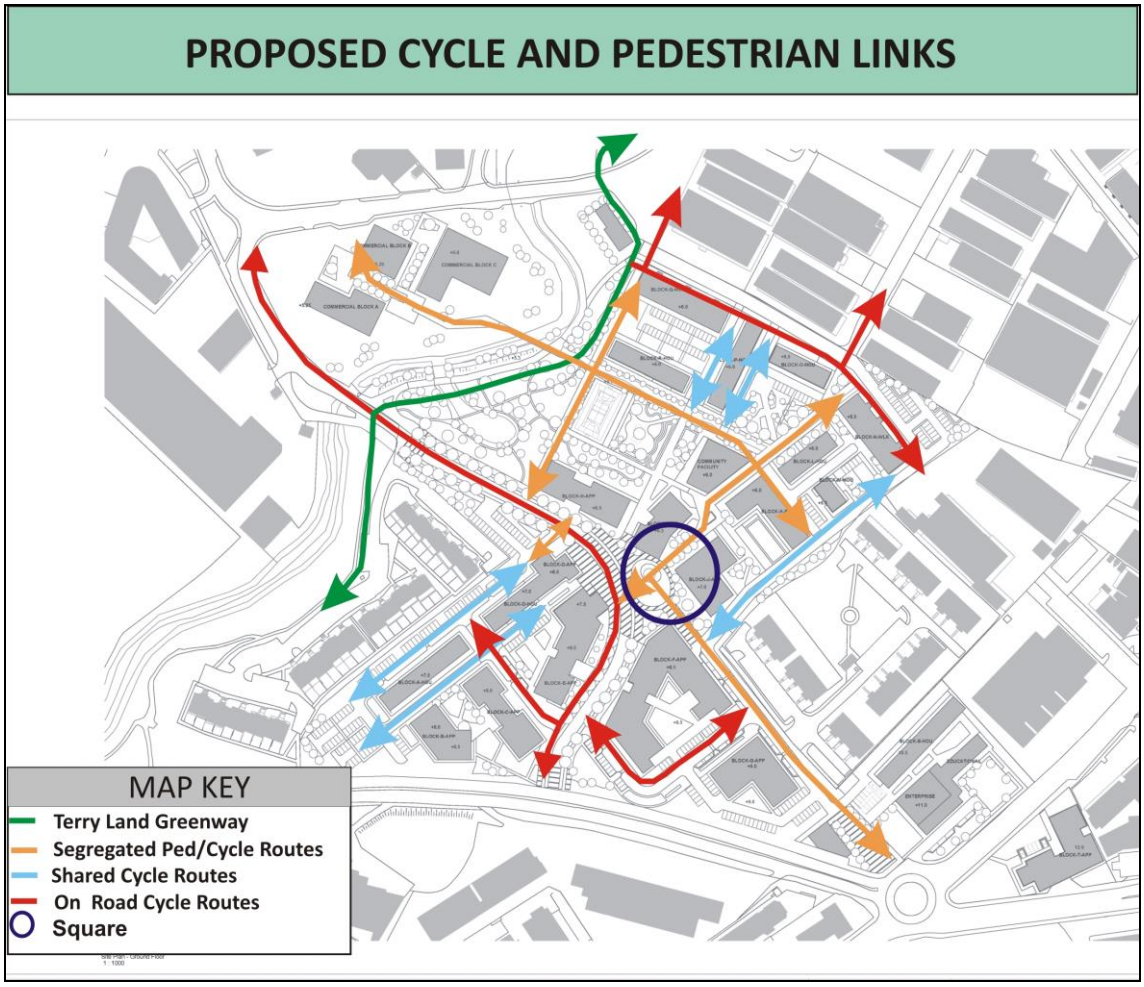
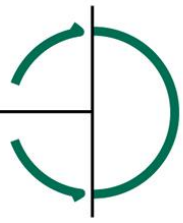


Figure 3.4: Proposed Cycle and Pedestrian Links

3.4.3 The Square in the centre of the new development area will provide a key focal point for the new development and this focal point is excellently connected by cycle and walking route from the wider development area and externally.

3.4.4 The cycle and pedestrian routes also compliment the landscape and street design and function.



4 PROPOSED CAR & CYCLE PARKING PROPOSALS

4.1 Car Parking Provision - Considerations

4.1.1 It will be important to set the appropriate car parking targets for the area for both residential and other uses that promotes more sustainable transport movement patterns and create a sense of place for the new residents. Very low levels of car parking can be provided in areas close to the city centre, particularly in areas with higher density accommodation which is well served by infrastructure, including education and employment areas.

4.1.2 To assist successful regeneration and to promote family living in the area, the mix of residential typologies, employment provision as well as retail, commercial, community and cultural facilities are also important considerations in determining the appropriate car parking provision to sustain the new community.

4.1.3 In addition, it may be desirable to provide some car parking to attract visitors to the area particularly at evening and weekends for the commercial element of the overall development. Therefore, it will be important to determine the appropriate car parking levels that is appropriate this particular masterplan area.

4.1.4 Irrespective of car parking provision consideration should be given to the following:

- EV Charge provision (assume 100% of new vehicles will be EVs with 10 years).
- Go Cars for Public use
- Car Share facilities for residents
- Multi-function car parking (paid)
- Some on-street parking will be provided to provide passive surveillance on some streets within the new development area.

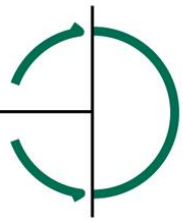
4.1.5 The proposed development is currently located near to the city centre and good public transport, cycle and walking facilities are planned for the city. It is therefore appropriate and in keeping with sustainable transport objectives that the level of car and cycle parking be set at an appropriate level. The CDP sets out car parking standards and guidance on car parking provision while the Government's document *Sustainable Urban Housing: Design Standards for New Apartments, 2020* gives more recent guidance for setting appropriate car and cycle levels.

4.2 Car Parking Standards and Guidance

4.2.1 The Galway City Development Plan 2023 - 2029 (CDP) sets out car parking standards for new residential development that allows flexibility in the level of provision.

4.2.2 Reduce car parking is considered appropriate in this location for the following circumstances:

- The lands are location in close proximity to the city centre.
- The proximity of the proposed development to existing and planned public transport.
- The precise nature and characteristics of the proposed development.
- Appropriate mix of land uses within and surrounding the proposed development.
- The ability to develop and promote sustainable travel alternatives such as cycle and walking.



4.3 Application of Apartment Guidelines 2020

4.3.1 The Sustainable Urban Housing: Design Standards for New Apartments guidelines, published in 2020, include recommendations for provision of car and cycle parking for apartments depending on the urban location of the proposed development.

4.3.2 The Apartment Guidelines recommend the following approach to car parking provision based on the location of a proposed development:

> **"Central and/or Accessible Urban Locations:**
>
> *In larger scale and higher density developments, comprising wholly of apartments in more central locations that are well served by public transport, the default policy is for car parking provision to be minimised, substantially reduced or wholly eliminated in certain circumstances. The policies above would be particularly applicable in highly accessible areas such as in or adjoining city cores or at a confluence of public transport systems such rail and bus stations located in close proximity.*

4.3.3 For central and /or accessible urban locations the Apartment Guidelines recommend that the level of car parking should be minimised, substantially reduced or wholly eliminated in certain circumstances.

4.4 Car Parking Provision

4.4.1 The proposed date for the completion of Phase 1 of the Framework plan on circa 2028, with the subsequent phases to follow and with the full development targeted to be completed by 2033, by which all a significant number of all cars will be fully EV powered or powered by other zero emission fuels.

4.4.2 It is also likely that as the Framework lands are developed out more will become known as to the appropriate level of car parking that will need to be provided to ensure the social and economic success of the area. It is appropriate therefore that a flexible approach to car parking is adopted.

4.4.3 The first development phases are likely to be south of the existing Sandy Road and these are mainly targeted as family units. As the later stage of the development come on-stream and the village centre is developed also with the commercial area then the level of car parking can be reduced in these areas.

4.4.4 Th overall residential numbers proposed for the development area are shown in Table 4.1. There are a range of residential types proposed, with a very high proportions of apartments proposed.

Table 4.1: Proposed Mix of Residential Unit Types

Proposed Residential Units Mix	
Unit Type	**No.**
Affordable Cost Rental	341
Social	170
Private	136
Age-Friendly Housing	34
TOTAL	**681**

4.4.5 As set out in Table 4.2, the majority of the units are proposed as one bed apartments. Single bed apartment dwellings are far less likely to own a car.

Table 4.2: Approximate Proposed Bed Space Per Unit

OVERALL TOTAL	272 -341	252 - 306	89 - 102	681
OVERALL PERCENTAGE	40% - 50%	37% - 45%	13%-15%	

TENURE MIX	Total Units	% Mix
Affordable Cost Rental	341	50%
Social	170	25%
Private	136	20%
Age Friendly Housing	34	5%

4.4.6 In addition, the proposed breakdown of tenure type is also set out in Table 4.2. As the majority are proposed as affordable cost rental or social units, then the car parking requirement for such units are also likely to be lower. These units also off greater opportunity to promote the use of more sustainable travel modes through the ongoing management of this development. In particular the use of mitigation measure such as Mobility Management Plans (MMP) can on an ongoing basis promote the use of non-motorised travel throughout the lifetime of the development.

4.4.7 It is therefore appropriate that car parking should be set at a ratio target of approximately 0.5 car parking space per residential unit.

4.4.8 The suggested car parking is set out in Table 4.3 for the various block within the proposed development.

Table 4.3: Proposed Car Parking Allocation for Residential Element of Development

Carparking Spilt A				
Level	**Zone**	**Total Carparking Spaces**	**Total Homes**	**Parking Ratio**
Ground	A	106	163	0.65
Ground	B	119	258	0.46
Ground	C	83	260	0.32
Ground	Commercial	20	0	N/A
Ground	Education/ Enterprise	5	0	N/A
	Total	**333**	**681**	**0.5**

4.4.9 A minimum of 4% of total parking provision should be suitable for disabled access use. The disabled spaces will be allocated on the basis of need by the Management Company to ensure that those who need such spaces will be given priority access to disabled car parking.

4.4.10 A minimum of 20% of all car spaces should have Electric Vehicle (EV) charge facilities at the outset of the development to cater for the anticipated grown in EV vehicles.

4.4.11 Motorcycle spaces should also be provided, which equates to 5% of the number of residential units for the residential elements of the scheme.

4.4.12 It is also desirable to provide for those households in the proposed development who do not own a car to have occasional access to a private car if required. Therefore, parking allocation for car share schemes is provided for within the proposed development.

4.4.13 In addition, the residential units should also have some allocation for visitor car parking. It is also proposed that an additional 15% of car parking proposed will be provided for visitor car parking.

4.4.14 Some car parking spaces should also provide for car share schemes of public car schemes (e.g. Go-Cars).

4.5 Non-Residential Car Parking Proposals

4.5.1 It is anticipated that the provision of the proposed local retail and other commercial units within the proposed development would cater primarily for residents' needs. As many of the residents are a short walk from the commercial elements of the proposed development and will have low car ownership the parking needs for the non-residential elements of the proposed development will also be low. However, there will be a need to provide appropriate car parking for these facilities, which can also be used by residents who own a car or by those who do not reside in the surrounding area.

4.6 Proposed Cycle Parking Provision

4.6.1 It is proposed that cycle parking for the residential elements of the development will be provided in accordance with the Apartment Guidelines 2020 at a ratio of 1no. long stay space per bedroom, plus additional short stay spaces at a ratio of 1no space per 2 units.

4.6.2 Cargo bike parking will also be provided within the proposed development. It is proposed that 1% of the residential cycle parking spaces provided will allocated for cargo bikes. These spaces are dispersed throughout the development and are detailed in the overall scheme layout drawings. They include for both short and long stay use.

4.6.3 A public bike share scheme is proposed to be provided as part of the proposed development. These will be located near the centre of the proposed development and at locations where demand for shared bikes is likely to be greatest. The bike share spaces will be located within the areas proposed for taking in charge.

4.6.4 In addition e-bike and e-scooter provision will be included as part of the overall development.

4.7 Car Park Management Strategy

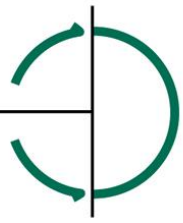
4.7.1 The car parking spaces will be allocated by the management company at the time units are allocated or occupied. The car parking will be managed centrally and will be tied to contracts.

4.7.2 The commercial spaces will be available for these uses exclusively during trading hours. Outside these times the management company will allocate some of these spaces for use as overnight car parking for residents that occasionally use a car. The use of shared car parking is an efficient and sustainable use of resources.

4.7.3 To determine if overspill car parking does arise in adjacent areas it is proposed that a Before and After car parking study of the adjacent residential areas be undertaken.

4.8 Other Considerations and Support Measures

4.8.1 To support reductions in car parking numbers that align with the Apartment Guidelines and wider national and climate change policies, the Mobility Management Plan (MMP) sets out details of support mechanisms that would help promote sustainable travel in accordance with national, regional and wider local policy objectives.



5 MOBILITY MANAGEMENT PLAN – INTRODUCTION AND OBJECTIVES

5.1 What Is Mobility Management?

5.1.1 Mobility Management aims 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 layout 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 Management process and policy documents. The process involves input from key stakeholders such as the Local Authority, public transport operators, the developer and future residents. The MMP is regarded as a mitigation measure to help promote sustainable travel and to lessen the traffic impact of any development.

5.2 The Benefits of Mobility Management

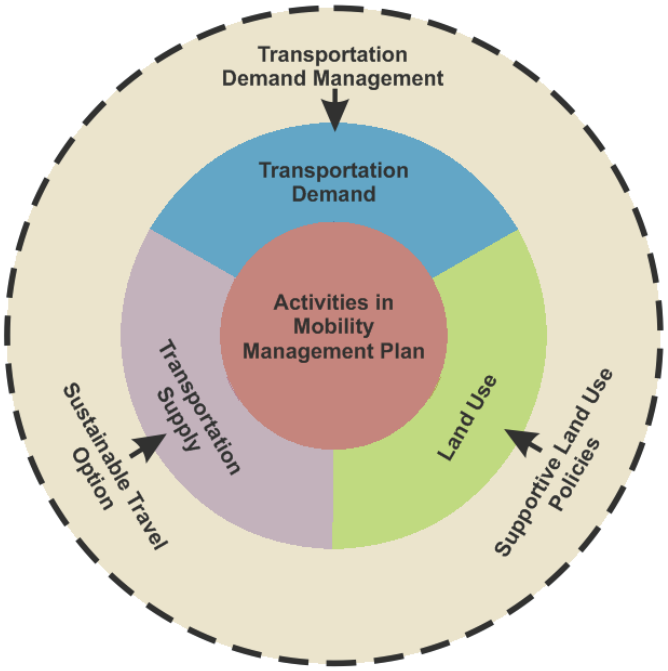
5.2.1 Implementing a Mobility Management Plan has the following potential local benefits:

- Promotion of alternative uses to the car can result in less congestion and therefore improves safety on local roads by promoting alternatives to the car.
- Reduced road congestion 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 will make 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.
- Improves travel choice, quality and affordable access to services for all users.
- Helps achieve Ireland's climate action targets.

5.3 Mobility Management Plan Approach

5.3.1 A Mobility Management Plan (MMP), or Travel Plan, is a wide range of policies, programmes, services and products that influence how, why, when & where people travel to make travel behaviour more sustainable.

5.3.2 Figure 5.1 represents graphically the interlinking approaches and strategies utilised in the preparation of the Mobility Management Plan.



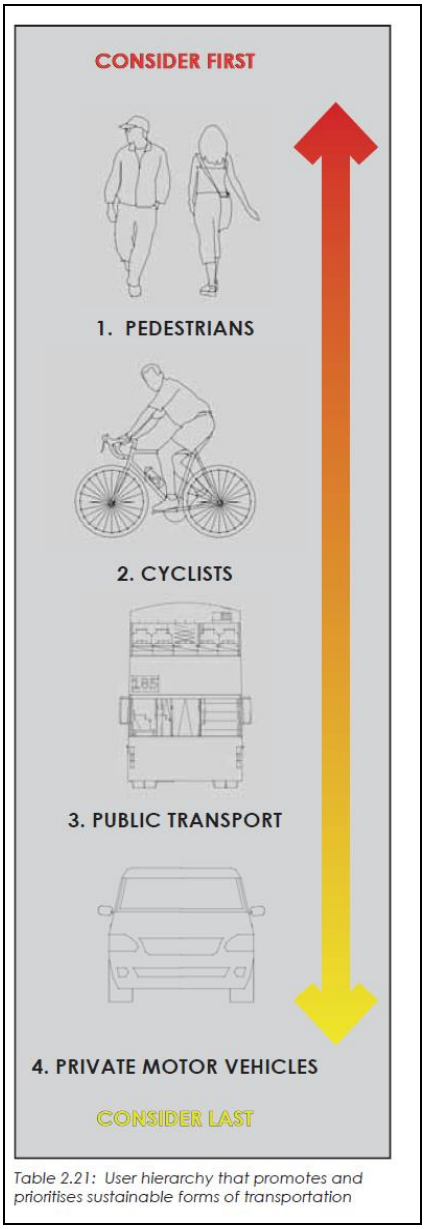


Table 2.21: User hierarchy that promotes and prioritises sustainable forms of transportation

Figure 5.1: Mobility Management Plan Strategies and User Priorities

5.3.3 Mobility Management can be described, as a transport demand management mechanism that seeks to provide for the transportation needs of people and goods. It can be applied as a strategic demand management tool or as a site-specific tool measure. The aim is to reduce the demand for and use of cars by increasing the attractiveness and practicality of other modes of transport. Mobility Management encourages individuals, companies or institutions to satisfy their transport needs by the efficient and integrated use of available transport facilities.

5.4 Aims and Objectives

5.4.1 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:

5.4.2 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.

5.4.3 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, convenience retail and quality outdoor spaces).

5.4.4 Implement good urban design by ensuring permeability of the development to neighbouring areas and the provision of sustainable travel alternatives.

5.5 Proposed Modes Share Targets

5.5.1 The proposed development is strategically located near the city centre with good public transport facilities planned for the wider area. The proposed development also includes for generous cycle parking provision and lower car parking numbers which is expected to promote greater uptake of more sustainable travel patterns.

5.5.2 Based on the above principles and the current attributes of the proposed development the target modal split targets for the proposed development are:

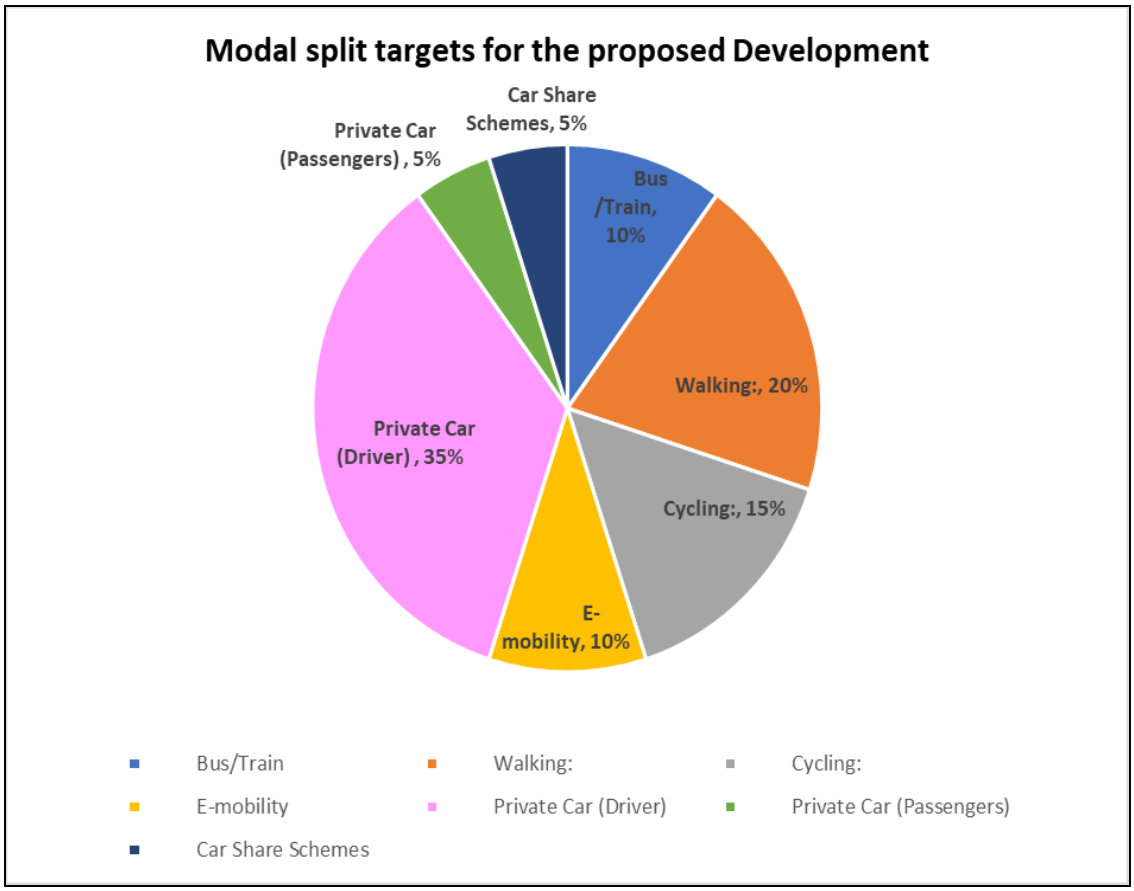


Figure 5.1: Design Year Mode Share Targets for Proposed Development

5.5.3 The mode share targets are illustrated in Figure 5.1 by mode share. The modal split for the proposed development will be surveyed on an annual basis to ascertain if targets are being met and to identify methods by which the modal split may be further improved.

5.6 Proposed MMP Action Plan Measures

5.6.1 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.

5.6.2 The proposed MMP Action Plan is summarised into the following sections:

- Mobility Manager Appointment
- Reduce the need to travel and promote sustainable travel modes
- Welcome Travel Pack
- Marketing and Travel Information
- Personalised Travel Planning
- Walking
- Cycling
- Public Transport
- Managing Car Use

5.7 Mobility Manager

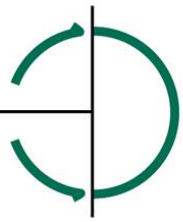
5.7.1 Most fundamental to the success of such a venture is the appointment of a Mobility Manager by the Management Company for the residential units. This individual will be responsible for the delivery of the programme and will act as an interface between the various stakeholder groups within the development.

5.7.2 The Mobility Manager will also be involved in monitoring the mode of travel from the residential development. This ideally will be done on an annual basis. Monitoring of travel patterns will facilitate the provision of sustainable transport modes and ensure that once modal targets are met that there is no slippage and instead efforts made to further improve the situation.

5.7.3 A Mobility Manager for the proposed residential development will be appointed after the completion and prior to occupation of the first residential block. The Mobility Manager will have a role in promoting and monitoring the provisions of travel plans within the residential development.

5.7.4 The Mobility Manager will at the outset of the occupation of the first block of residential units implement a number of key measures. These will include:

- Providing new residents with a Travel Welcome Pack giving full details of transport options, cycle/walking maps and information on local services
- Instigate and regularly update a travel notice board in each of the blocks providing travel information. This may also be provided online subject to demand.
- Promote the use of public and residential car share schemes within the development



5.8 Reducing the Need to Travel

5.8.1 The provision of on-site services to reduce the need of residents to utilise a vehicle to travel is crucial to embedding a sustainable travel culture within the site from the outset. On-site services are included as part of the overall SHD planning application but will need to be actively promoted to occupants. On site facilities included as part of the proposed overall development that will help reduce the need to travel include:

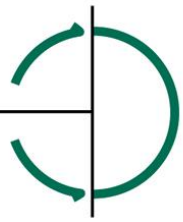
- Retail, Food & Beverage
- Gym and/or community facilities
- Recreational and play areas
- Business area / co-working spaces (part of separate S34 planning application within the lands)
- Childcare Facility

5.9 Welcome Travel Pack

5.9.1 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.

5.9.2 The Welcome 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 can also be considered as part of the MMP process and could include some of the following:
- Public transport 'taster tickets' via a Leap 'pay as you go' card for each resident.
- 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 also to public transport interchanges.
- Information about local public transport services and tickets, including a plan showing the location of bus route and stops, and bus routes to rail stations.
- Information on the health benefits of walking and cycling.
- Details of car-sharing services 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.
- Provide information on the financial and environmental costs associated with driving and support regarding tips for green driving techniques.
- 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.



5.10 Walking Initiatives

5.10.1 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'.
- Display local walking maps in communal areas (and online if applicable).
- Highlight the direct savings and health and wellbeing benefits of walking.

5.11 Cycling Initiatives

5.11.1 High quality 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 could also be provided (and promoted to residents):

- Display local cycle route maps in communal areas (and online if applicable).
- Highlight the direct savings and health and wellbeing benefits of walking.
- Organise cycle training in conjunction with planning authority
- On-site cycle hire provision (e.g. through TFI bike scheme) for use by residents

5.12 E-Mobility Measures

5.12.1 A range of e-mobility measures will also be provided for in the overall development and implemented on a phased basis and subject to ongoing review. These include:

- E-Bikes
- E-Scooters
- Cargo Bikes
- Car share apps

5.13 Public Transport Initiatives

5.13.1 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 for travel by bus and rail.
- Where necessary, 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 or improved frequency on existing routes.

5.14 Prioritising Non – Car Ownership Within the Proposed Development

5.14.1 Central to promoting and supporting a demand management approach to reducing the demand and impact of growth in private car usage, the proposal here is to encourage and prioritize travel by sustainable alternative modes, through provision of infrastructure to support walking, cycling and use of public transport, e-mobility, car clubs where possible. In addition, a significant proportion of the units will be provided and promoted for people that do not own or do not wish to own a private car. Measure to promote same could include:

- Target relevant parts of the development for residents who do not wish or need to own a private car.
- Provision of infrastructure to support e-mobility options such as EV charging infrastructure within the proposed development.
- Provision of car sharing services within the proposed development to be facilitated by the management company

5.15 Annual Monitoring

5.15.1 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.

5.15.2 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.
- Allows targets that have been set too low or unrealistically high to be readjusted.

5.16 Reporting

5.16.1 Reporting of the results of the baseline travel survey and findings from the ongoing monitoring activities and progress with implementation will be agreed with the planning authority.

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

5.17 Summary

5.17.1 The Mobility Management Plan is the principal mitigation measure proposed to address the forecasted transport impacts of the development and has been prepared as a Pre-Occupation Plan to support the planned development of the area.

5.17.2 The development site borders a well-established walking and cycling network with a range of footways and cycle routes, tactile paving and dedicated pedestrian and cycle crossing facilities. The proposed development is designed to link to the existing facilities and includes for a new strategic pedestrian cycle link through the lands that will benefit both the new and existing residents of the area.

5.17.3 The sites are also within walking distance of the city centre, a number of employment centres, local retail, education and leisure facilities. The proposed development design layout also significantly increases the 15minute walking catchments for both new and existing residents of the area. It can be concluded that the proposed development has a very high level of accessibility by sustainable transport modes.

5.17.4 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.

5.17.5 In addition to high quality cycling and pedestrian facilities inherent within the design (including cycle parking), car share clubs and other support measures will be provided to enhance sustainable travel choices for residents and limit the need for car ownership amongst residents.

5.17.6 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.

5.17.7 Other measures will be determined by the results of the Post-Occupation Baseline Travel Survey and will include the following:

- Marketing and promotion
- Measures to promote and support walking and cycling
- Measures to promote and support bus and rail use
- Measures to promote car-sharing and to manage car use.
- Measure to manage car, cycle and motorcycle parking within the development

5.17.8 The MMP is a continuous and evolving document which requires monitoring, review and revision to ensure it remains relevant. This will become the responsibility of the management company. The target set would result in a significant reduction in the traffic impact of the development and a corresponding increase in the use of more sustainable travel modes.