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Mobility Management Plan

Aeval Unlimited Company

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WOODBROOK DART GATEWAY RESIDENTIAL DEVELOPMENT

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1. Introduction

1.1 Overview

This Mobility Management Plan (MMP) sets out a strategy designed to promote travel by active and sustainable modes to the proposed residential development at Woodbrook Dart Gateway. This MMP forms part of a planning application and supports the Transport Statement (Atkins Ref 0119017DG0002).

Woodbrook Phase 1 (a Strategic Housing Development) was granted permission by An Bord Pleanála in February 2020 (ABP Ref. ABP-305844-19). That development ultimately comprised 685no. units, a distributor road and a temporary car park to facilitate the future Woodbrook DART station. Subsequent applications for Woodbrook Phase 2 (Reg Ref LRD24A/0382/WEB¹) consisting of 479no dwelling units and neighbourhood centre and (Reg ref LRD24A/0482/WEB²) amendments to the large courtyard apartment blocks (Blocks A, B & C) within the permitted Strategic Housing Development (under An Bord Pleanála Ref. ABP-305844-19) provides further guidance and precedents that have been taken on board in the development of this application.

Many of the transport principles established as part of Masterplan and Phase1 Planning application (ABP-305844-19) including DMURS and Cycle Manual, will be built upon and continued in the proposed development.

Key transport elements confirmed include:

- Traffic and Transport impact for the entire masterplan lands.
- Road hierarchy.
- Road geometries.
- External connections and junctions.
- Internal junction locations.
- Masterplan Cycle Network; and
- Pedestrian desire lines and connections.

Construction of Phase1 lands and infrastructure, is complete and work on the Neighbourhood centre development is underway. The proposed development (Woodbrook Dart Gateway) is the final phase of development within the Woodbrook Local Area Plan lands and (subject to grant of permission) when constructed will complete the overall transport infrastructure within Woodbrook Masterplan site.

The development proposed, shown in **Figure 1-1** , comprises 359No. dwelling units delivered in two blocks ranging in height from 1 to 7 storeys

- Block P: 83no. 1-bed units, 18no. 2-bed units, 46no. 2-bed (including study) units and 4no. 3-bed units and 3no. duplex units.
- Block Q: 77no. 1-bed units, 34no. 2-bed units, and 91no. 2-bed (including study) units and 3no. Duplex units

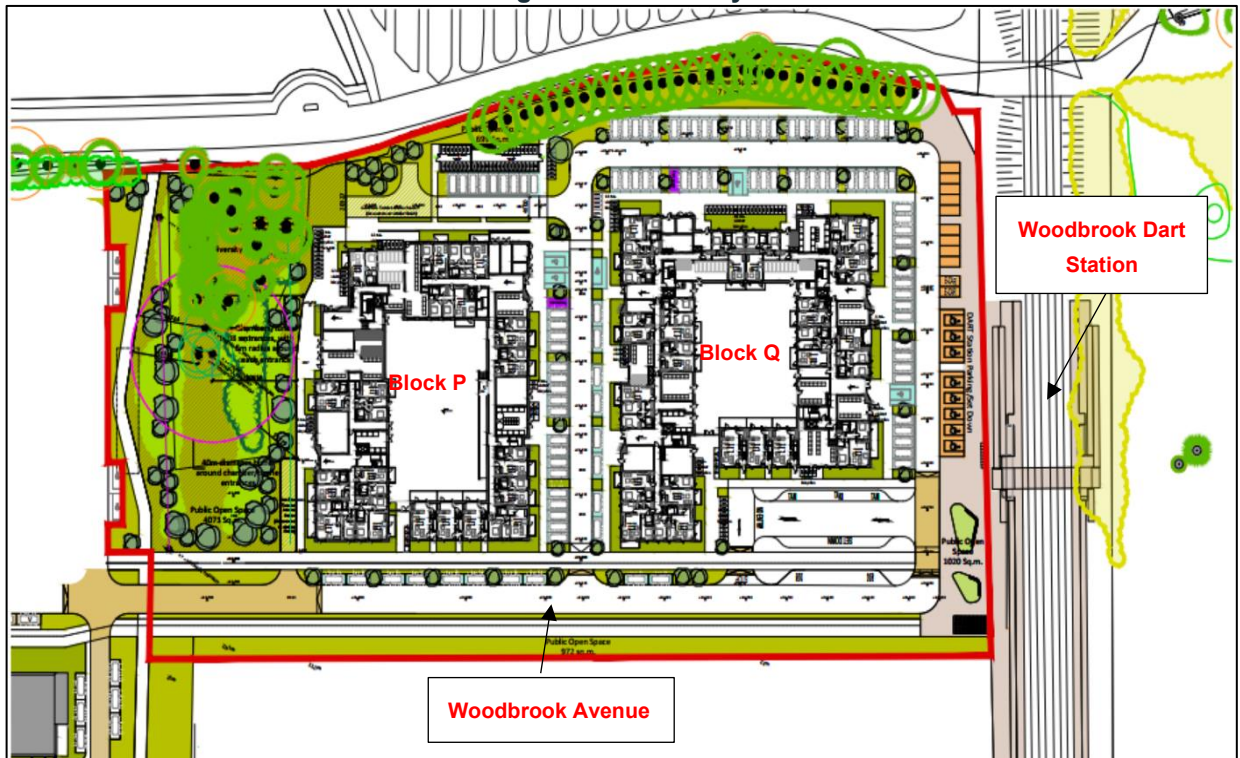
The development also includes the provision of all ancillary site development and landscape works.

¹ [Online Planning Service](#)

² [Online Planning Service](#)



Figure 1-1 - Site Layout



The MMP sets out a strategy designed to promote travel by active and sustainable modes to the proposed residential development in Woodbrook Dart Gateway.

1.2 What is a Mobility Management Plan?

An MMP is a robust package of measures aimed at encouraging a shift to sustainable travel modes such as walking, cycling and public transport. The plans are developed on a bespoke basis and may recommend improvements to infrastructure as well as behavioural change measures, such as improved provision of information or promotional campaigns and events.

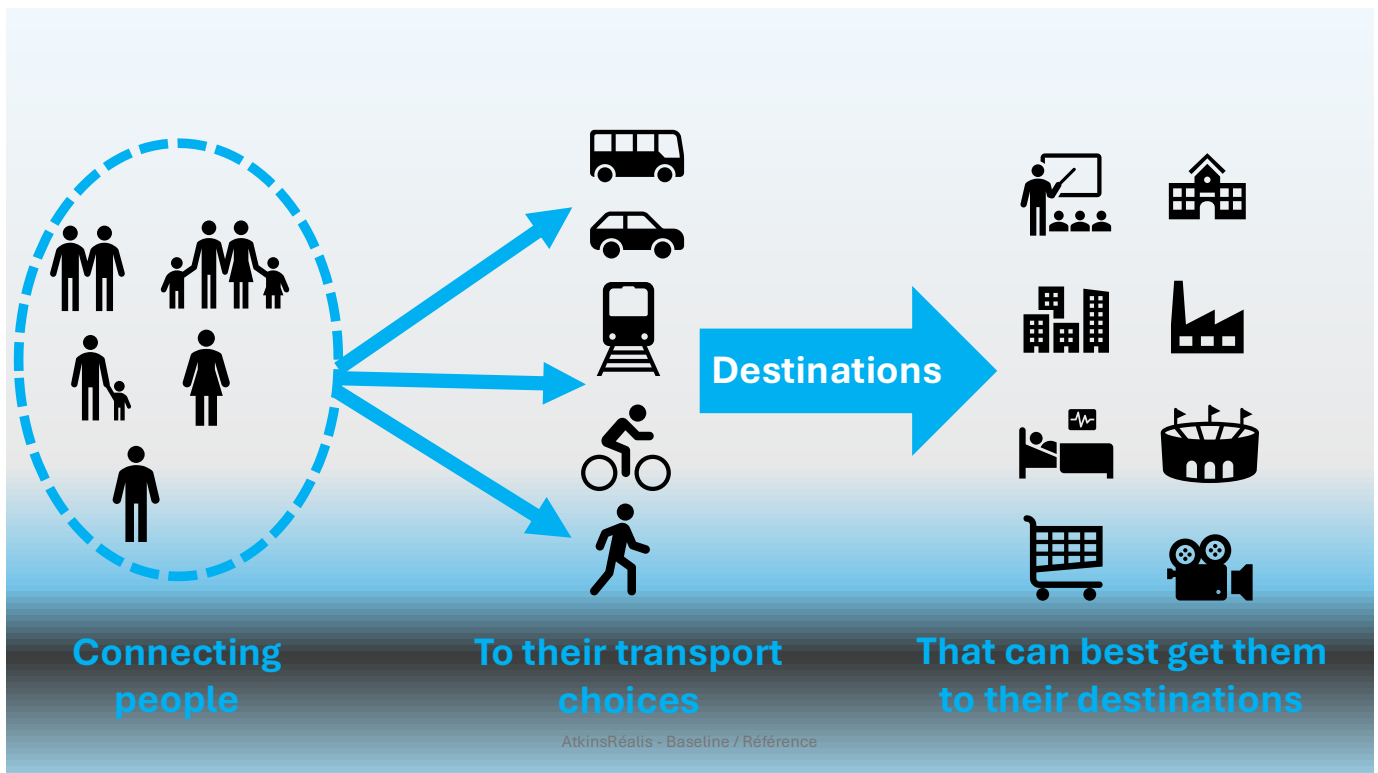
An MMP is therefore a strategic management tool designed to accommodate a site's specific transportation needs. The MMP aims to educate and inform people regarding how, why and when they need to travel. It provides a forum to promote and support the use of alternative, active and sustainable transport modes such as walking, cycling, shared transport, and mass transit such as buses and trains. Consequently, the MMP will also assist in reducing dependency on private car and mitigate against traffic congestion and its inherent environmental, social, and economic impacts.

This Mobility Management Plan (MMP) has been developed with specific reference to the site location, site context and proposed site layout and describes the self-regulating management of travel demand. As such this MMP could help reduce the amount of car travel to and from the proposed development site. Not only will this bring benefits to those employed on site or living within the development but also to the wider local community and environment.

This MMP will form a framework for sustainable travel planning for the Woodbrook Neighbourhood Centre, that will change and adapt as this Centre, the surrounding neighbourhood and infrastructure continues to be developed. As such this MMP should be seen as a dynamic and evolving mechanism for introducing and maintaining a package of measures.



These measures focus on promoting access to the site by alternative, active and sustainable modes of transport and reducing single occupancy car travel. In general, the ultimate occupiers will be encouraged to put these measures into practice themselves.



1.3 Structure of This Document

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 and future movement context to the from the site.
- Section 4 provides an overview of the proposed development
- Section 5 establishes the MMP strategy and measures
- Section 6 outlines monitoring and review regime of the MMP Objectives and Targets for the MMP.
- Section 7 provides a summary.



2. Transport Policy Context

A summary of the key policy documents pertinent to the proposed development, and which have underpinned the proposals and the preparation of this MMP are as follows:

2.1.1 National Sustainable Mobility Policy

The National Sustainable Mobility Policy, Figure 2-1, sets out the strategic framework to 2030 for active travel, including walking and cycling, and public transport journeys. It seeks to assist Ireland meet its climate obligations to achieve a 51% reduction in greenhouse gas emissions by 2030. Transport is responsible for approximately 17.7% of Ireland's greenhouse gas emissions, therefore it is vital the infrastructure, services, and measures that enable and encourage more people to choose sustainable modes of travel. The policy aims to deliver at least 500,000 additional daily active travel and public transport journeys by 2030 and a reduction of 10% in the kilometres driven by fossil fuelled cars. Ultimately making it more attractive and easier for people to choose walking, cycling and public transport daily instead of the use of a fossil fuelled vehicle. The policy seeks to support safe and green mobility by:

- Continuing to protect and maintain the safety of existing public transport networks and ensuring that new sustainable mobility infrastructure meets the highest safety standards.
- Rebalancing transport movement in metropolitan areas and other urban centres away from the private car and towards active travel and public transport; and
- Identifying a pathway for the implementation of suitable demand management measures at national and local level to reduce reliance on the private car.



Figure 2-1 - National Sustainable Mobility Policy

2.1.2 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:

Table 2-1 - GDA Transport Strategy relevant infrastructure

| Transport Strategy Objective | Proposed Site Context |
|--|---|
| New Rail Stations | Woodbrook DART Station is located on the eastern boundary of the Woodbrook lands. |
| Core Radial Bus Network | Existing bus corridor on Dublin Road to be upgraded as Core Bus Corridor 10 of Bus Connects |
| Greater Dublin Area Cycle Network Plan | <p>Primary Route 12 is located on Dublin Road. This route will be upgraded as part of Bus Connect</p> <p>Route 14 /N5, The East Coast Trail, is located adjacent the eastern site boundary which is from the Dublin City to Bray.</p> |

2.1.3 Dun Laoghaire Rathdown County Development Plan 2022-2028

The Dun Laoghaire Rathdown County Development Plan 2022-2028 contains specific policies in terms of sustainable travel and transportation. The proposed development, by virtue of its location, scale and typology is consistent with both the strategic sustainable transportation policies of the Plan and the specific transportation objectives. In terms of overall policy, The Council:

“...recognises that the current trends in transportation, in particular the domination of the private car as the preferred mode choice, are unsustainable..... In response, the emphasis must be on developing an efficient transport network where an increased proportion of residents of the County are within reasonable walking/cycling distance of local services and quality public transport infrastructure. There must also be a focus on promoting and facilitating the optimum use of existing (and proposed) transport services”

2.1.4 Woodbrook- Shanganagh Local Area Plan 2017-2023

The Woodbrook – Shanganagh Local Area Plan (LAP) contains specific objectives relating to sustainable movement and transport. In overall terms Policy WS4 of the LAP sets out the Councils policy in relation to sustainable transport provision as follows:

“To promote sustainable transport forms such as walking, cycling and public transport as set out in the Government’s ‘Smarter Travel – A Sustainable Transport Future 2009-2020’ and to support planned infrastructure that prioritises public transport, as well as new cycling and pedestrian interconnections to key public transport nodes, school and amenity destinations in the Woodbrook-Shanganagh LAP Area and wider environs.”

The LAP sets out sixteen objectives relating to sustainable travel which are summarised in Table 2-2 . Based on the development proposals set out in the Transport Statement and shown in further detail on the architectural, landscape architectural and engineering drawings and report, it is concluded that the development, where relevant, facilitates the delivery of all these objectives:



Table 2-2 - Woodbrook - Shanganagh LAP Transport Objectives

| Objective | Summary |
|------------------|--|
| T1 | To promote sustainable transport forms such as walking, cycling and public transport as set out in Smarter Travel |
| T2 | To promote the provision of a DART Station at Woodbrook as set out in the National Transport Authority's (NTA) 'Transport Strategy for the Greater Dublin Area 2016-2035' |
| T3 | To seek early delivery of the planned DART Station |
| T4 | To provide for a public transport interchange between Suburban Rail (DART) and the Quality Bus Network (QBN) at the planned Woodbrook DART Station |
| T5 | To provide for a temporary car park to accommodate up to 150-200 Car Parking Spaces in the immediate vicinity of the planned DART Station at Woodbrook |
| T6 | To support the delivery of a Strategic Park and Ride facility within the Plan Area in accordance with the objectives of the NTA's Transport Strategy for the Greater Dublin Area 2016-2035 |
| T7 | To co-operate with the National Transport Authority, Transport Infrastructure Ireland and Wicklow County Council in relation to the Dublin Road Core Bus Corridor |
| T8 | To seek to retain the sylvan character of the Dublin Road in any road improvement schemes |
| T9 | To provide for a high-quality pedestrian and cycle network within the LAP Area with high levels of permeability, passive surveillance and supervision that will provide attractive, legible and direct links to the Neighbourhood Centre, the DART Station, Bus Stops, Shanganagh Park and the wider area outside the Plan Boundary. |
| T10 | To ensure that all proposals for new roads, streets and residential layouts comply with the 'Design Manual for Urban Roads and Streets' (DMURS, 2013) which focuses on the needs of pedestrians, cyclists and public transport users. |
| T11 | To provide for safe and secure cycle parking at appropriate locations within the LAP Area and in particular close to recreational or community facilities, residential units, transport nodes, shops and services |
| T12 | To provide pedestrian / cycle access across the M11 Corridor at Allies River Road |
| T13 | To promote the development of the National East Coast Trail Cycle Route |
| T14 | To adopt a proactive mobility management approach and to encourage a culture of sustainable travel in the new residential neighbourhoods at Woodbrook-Shanganagh |
| T15 | To support the set-up of Car Club Schemes in accordance with Policy ST23 of the County Development Plan 2016- 2022 |
| T16 | To promote and provide for any future Luas Extension (Luas Line B2) |



These objectives are encapsulated in “Map 11: Movement Strategy” which is reproduced in Figure 2-2.

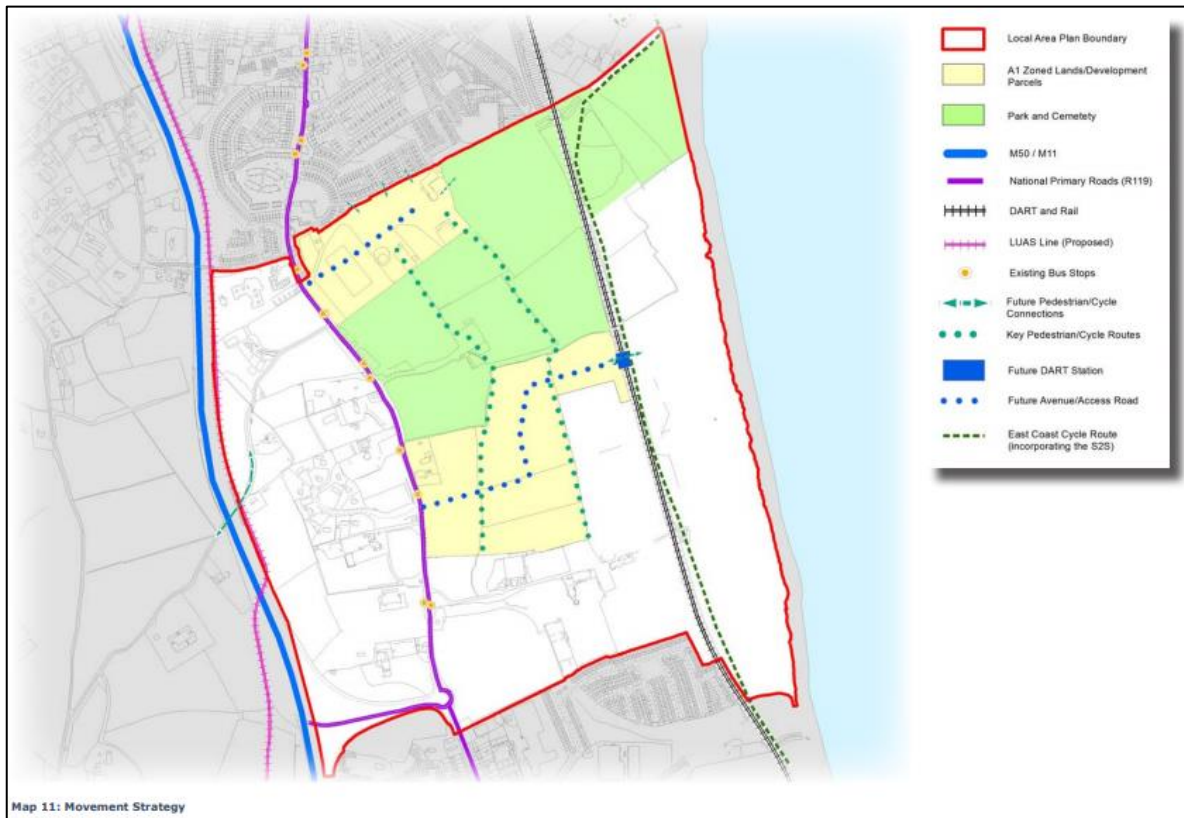


Figure 2-2 – LAP Movement Strategy

Figure 2-2 illustrates the key transport infrastructure provisions and links within and adjacent to the LAP lands. They include:

- Woodbrook DART Station;
- Proximity to the R119 Dublin Road bus corridor and cycle route;
- Woodbrook Avenue, facilitating walking, cycling and vehicular access through the site from the R119 Dublin Road to the DART Station and park and ride car park;
- Pedestrian and cycle links linking the development to Shanganagh Park to the north and potential linkages to the south; and
- Proximity and access to the East Coast Cycle Trail.



2.1.5 National Remote Working Strategy (2021)

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.

2.1.6 Best Practice and Planning Guidance Documents

The following best practice and planning guidance documents have fundamentally informed the development of the site layout and the compilation of this MMP:

- Transport Infrastructure Ireland: Traffic and Transport Assessments Guidelines.
- Department of Transport Tourism and Sport: Design Manual for Urban Roads and Streets.
- National Transport Authority: National Cycle Manual.
- National Transport Authority: Permeability Best Practice Guidance.

Of particular importance is the Design Manual for Urban Roads and Streets (DMURS) published in 2013. This document is founded on an integrated design approach that is based on safety, sustainable communities, heritage protection and creating a sense of place. DMURS recognises the higher priority of pedestrians and cyclists in the urban environment within a fundamental design objective to create self-regulating streets that are inherently convenient and safe for use by all vulnerable road users. The design of the roads for the development is consistent with DMURS. A DMURS statement is provided as part of the planning submission (Atkins Ref:5217843DG0003)



3. Existing & Future Conditions

From a transport perspective, the Woodbrook Dart Gateway is excellently situated on the south-eastern commuter belt. The DART suburban rail line is located to the east of the development adjacent to the new station at Woodbrook locality improving the accessibility of the development. The suburban rail service offering is also anticipated to be significantly enhanced in terms of capacity and frequency in the coming years with the introduction of DART+ Coastal services between Dublin City to County Wicklow.

As shown in Figure 3-1, the site is located within the Woodbrook Masterplan lands adjacent to Woodbrook DART station. Shankill is located 1.5km to the north and Bray Town Centre 2km to the south. Both offer a wide range of services, amenities and facilities that complement the mixed-use nature of the masterplan lands (commercial retail and future school), and adjoining services located immediate adjacent to the development (for e.g. Woodbrook College, Shanganagh Park) for future residents and visitors to the development.

The proposed development will integrate with the permitted internal street network, providing onward connections to the local and strategic road networks. Similarly, the development will link into the proposed permitted internal active travel network, including footpaths and cycle links, which provide connections to key internal destinations (neighbourhood centre, school site) as well as external connections via the R119 to the north to Shankill and Dublin City Centre and the south towards Bray, thereby encouraging sustainable travel choices.

Figure 3-1 - Site Location & Context



There are excellent pedestrian and cycle connections both within the masterplan lands and the external network providing active travel users with opportunities to access amenities and services. As outlined above this is the final phase of the Woodbrook Masterplan. An extensive network of streets and spaces has been granted permission and has largely already been constructed, including the main access route Woodbrook Avenue as demonstrated in Figure 3-2.





Figure 3-2 - As built Woodbrook Avenue

Walking and cycling isochrones from Woodbrook are shown in Figure 3-3 and Figure 3-4 showing areas within a 10 and 15 minute walk and cycle of the site.

Figure 3-3 - Walking Isochrones

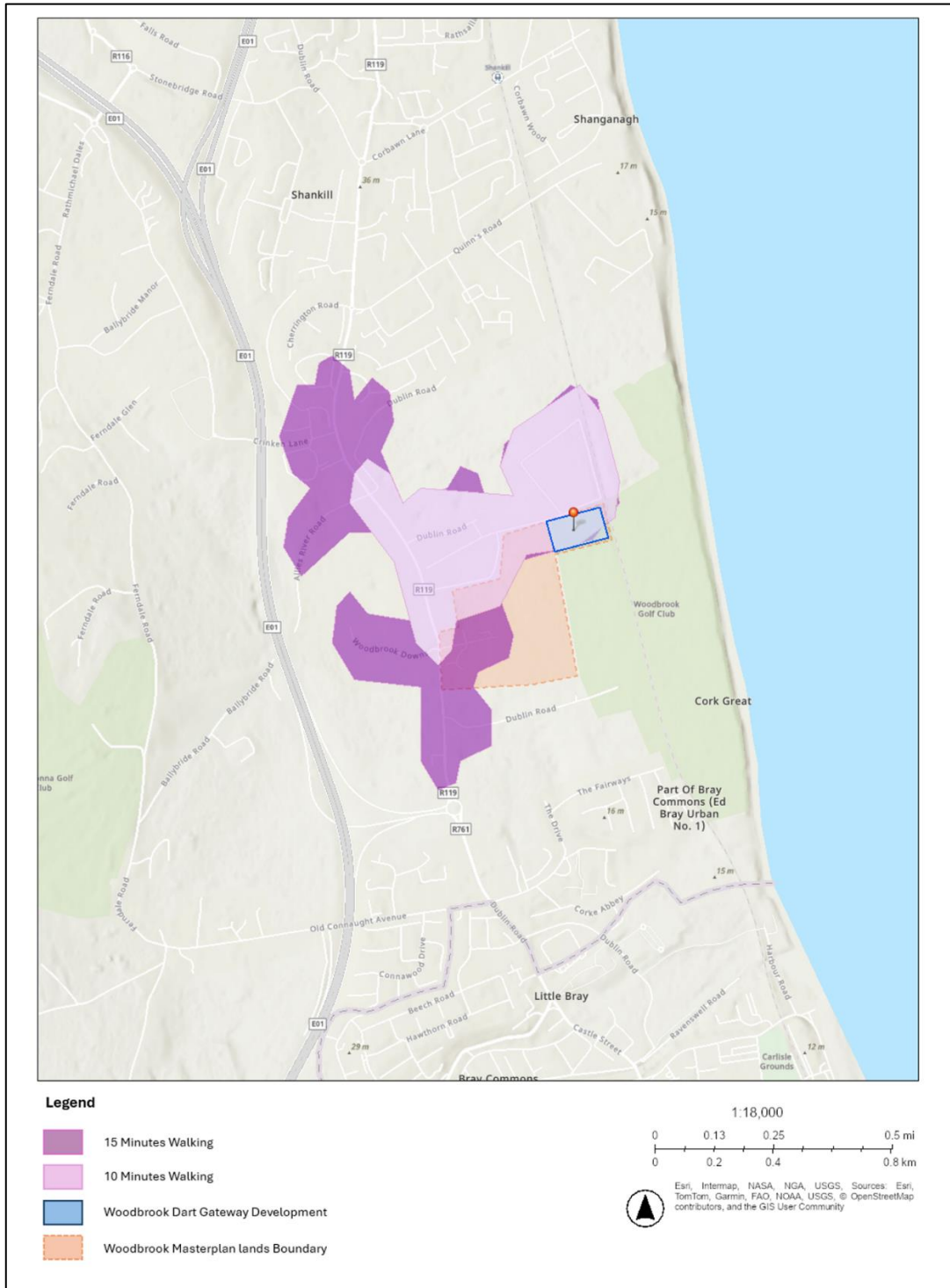
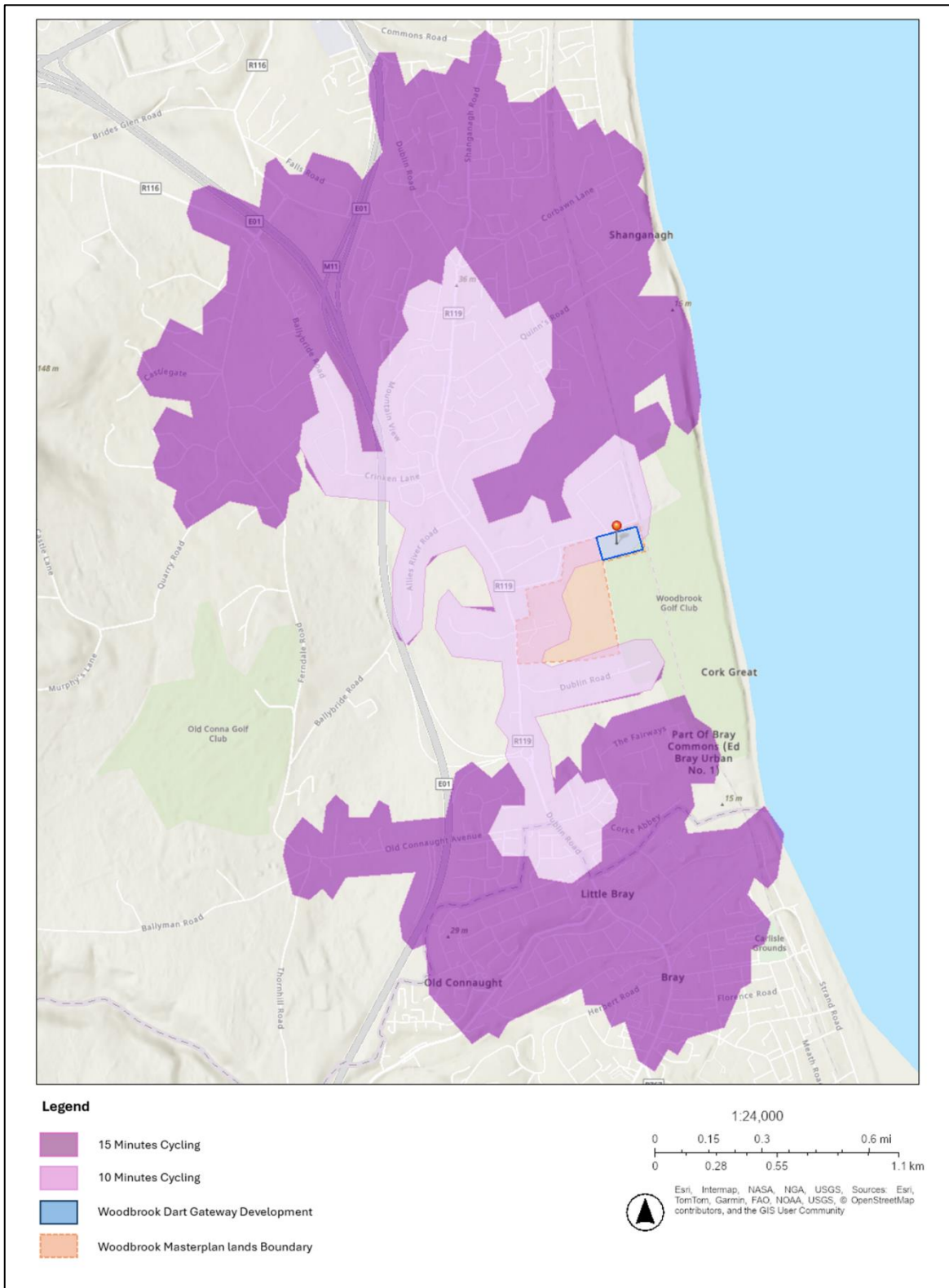


Figure 3-4 - Cycling Isochrones



3.1 Existing Network

Bus Network

This section provides detail of current transport proposal, 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.

Bus Connects

Bus Connects is the further development of the bus services as set out in the GDA Transport Strategy. This project is currently being progressed by the NTA to implement both network and bus corridor improvements to overhaul the current bus system in Dublin. The BusConnects network for Bray-Enniskerry-Shankhill can be seen in Figure 4-1. The proposed routes will service Woodbrook:

- Route E1- Northwood - City Centre - Bray Main St. – Ballywaltrim

This commuter route, operated by Dublin Bus, runs Northwood to Ballywaltrim via the city centre. Key stops include Bray Main Street, Woodbrook, Shankill, Cherrywood, Loughlinstown, Cabinteely, Mount Merrion, UCD, Donnybrook, St. Stephens Green, O'Connell Street, Broadstone, DCU, Ballymun, Ikea. This route will be serviced every 10 minutes on weekdays, with Saturday's frequency expected to be 13 minutes and Sunday's frequency expected to be 15 minutes.

- Route L11 - Kilmacanogue - Bray - Dún Laoghaire

This commuter route, operated by Dublin Bus, runs from Kilmacanogue to Dún Laoghaire via Bray. Key stops include Bray Main Street, Woodbrook, Shankill, Sallynoggin and Dun Laoghaire. The route will have a service frequency of 20-30 mins on the weekdays and 30-minute frequency on both Saturday and Sunday.

- Route L14 - Southern Cross Rd - Bray - Palermo - Cherrywood

This commuter route, operated by Dublin Bus, runs from Carrickmines to Dún Laoghaire via Bray. Key stops include Bray main street, Palermo -, Shankill Cherrywood, Woodbrook The route will have a service frequency of 30 mins on the weekdays and 30–60-minute frequency on both Saturday and Sunday.

- Route 7n - Dublin City – Ballbridge – Blackrock- Dún Laoghaire – Woodbrook

This commuter route, operated by Nitelink, Dublin Bus, runs from Dublin City South, D'Olier Street - Dún Laoghaire-Rathdown, Woodbrook Golf Club. Key stops include Merrion Square North, Lansdown Road, American Embassy, British embassy, St Vincent's Hospital Dalkey Village, Shanganagh Castle Woodbrook College. The route will have a service frequency is 3 times a night (00:00, 02:00 and 04:00 only Saturday and Sunday).



Table 3-1 - Bus Services and Frequencies of BusConnects in Vicinity of Site Routes & Frequencies

| Route No. | Route | Peak |
|-----------|---|--|
| E1 | Northwood - City Centre - Bray Main St. – Ballywaltrim | 4-8 minutes |
| L14 | Southern Cross Rd - Bray - Palermo - Cherrywood | 30 minutes |
| L11 | Kilmacanogue - Bray - Dún Laoghaire | 20-30 minutes |
| 7n | Dublin City – Ballbridge – Blackrock- Dún Laoghaire – Woodbrook | Night service running from Saturday and Sunday (3 times) |

Figure 3-5 - Existing Bus Network in the Vicinity of proposed Site (Source: busconnects.ie)



Rail Network

The new DART station at Woodbrook has been recently added as part of the existing transport network as shown in Figure 3-6 . Delivered by the NTA and Irish Rail this year, the station is completed in tandem with Phase 1 of the development. Fully integrated into the masterplan, it sits right on the doorstep of the site, ensuring seamless connectivity and offering a safe, reliable transport service for the local community. The station connects directly to the DART network, which stretches from Malahide and Howth to Greystones. It also forms part of the South-Eastern Commuter Rail line, providing links to Wexford and Rosslare Europort.



Figure 3-6 - Woodbrook DART Station

Road Network

The proposed development site is strategically located adjacent to a well-established and comprehensive road network comprising national roads, motorways, regional roads, and local roads. Key elements of this network are outlined below:

- **Primary Access – R119 Dublin Road:**

The development will be accessed via the R119 Dublin Road, a single carriageway regional road. In the vicinity of the proposed access junction, the R119 features dedicated cycle lanes on both sides. Certain sections of the route also include bus lanes, enhancing public transport connectivity.

- **Southern Connectivity:**

To the south, the R119 provides direct access to Bray town centre via the R761. It also connects to the M11 motorway at the Wilford Interchange, facilitating onward travel to the M50 (northbound) and the M11 (southbound), offering efficient regional and national connectivity.

- **Northern Connectivity:**

Northbound, the R119 passes through Shankill Village and links to the R837, which provides access to the N11. This corridor serves key destinations including Cabinteely, Stillorgan, University College Dublin (UCD), and Donnybrook. Additionally, the R119 continues northward via Shanganagh Road, offering access to Killiney, Dalkey, Sandycove, and Dún Laoghaire.



3.2 Future Context

The site is proposed to be developed in alignment with several future public transport initiatives and projects. The major projects include:

- BusConnects – Core Bus Corridor: Corridor 13 Bray to UCD
- Dart+ South
- Greater Dublin Area Cycle Network

The NTA BusConnects Scheme, Corridor 13 Bray to UCD and City Centre, was recently granted permission on the 28th of January by ABP (App Ref: HA27.317742³). As part of the proposed plans, a full upgrade of the carriageway and associated junctions will be provided along the Dublin Road, with improved bus and active travel provisions for users.

As set out on the BusConnects web page⁴ *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.*

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.

The Dublin to Bray CBC Route 13 is one of the BusConnects CBC. The Proposed Scheme has an overall length of approximately 18.5km and runs along the R119 to the front of Woodbrook masterplan lands. The plans include the provision of active travel improvements including improved cycle facilities along the entire network that will largely fulfil the GDA cycle network requirements for the R119 corridor.

3.3 Existing and Future Context Summary

The existing and proposed public transport options offer realistic sustainable travel choices for future residents. Additionally, the development proposes integrated walking and cycling facilities that connect to the Woodbrook Dart Gateway Development strategy providing a comprehensive and safe environment for active travel.

³ [317742 | An Bord Pleanála](#)

⁴ [Planning approval received for Bray to City Centre Core Bus Corridor Scheme | Busconnects](#)



The proposed development as part of the Masterplan lands aims to facilitate a lifestyle for residents that is predominantly based on active travel and public transport, minimizing dependency on car travel. This opportunity is supported by the multifaceted characteristics of the site location and the travel choices available, reducing the need for car travel due to the proximity to existing and future services.

In this context, and considering the rapidly changing lifestyles and work patterns, it is anticipated that the impact of the proposed development on the existing road network will be modest and well within the carrying capacity of the existing infrastructure.



4. Proposed Development

The **Woodbrook DART Gateway** development comprises **359 residential units** in two blocks:

- **Block P:** 154 units
- **Block Q:** 205 units

The scheme integrates with the existing **Woodbrook Masterplan** street and active travel network, ensuring seamless connectivity to the **R119 Dublin Road**, **Woodbrook DART Station**, and surrounding amenities.

4.1 Access & Movement

The street hierarchy within the development has been designed to ensure safe and efficient movement for all users. Local streets provide access within communities and connect to arterial and link streets, forming the backbone of the neighbourhood and facilitating movement between residential areas and key destinations. Home Zone streets are shared-surface streets that prioritize pedestrians and cyclists over vehicles, encouraging low-speed traffic and creating a safer, more inclusive environment for all users.

The provision of high-quality pedestrian and cyclist facilities within the development is central to the design principles adopted in relation to the development proposals. Woodbrook Dart Gateway development it shared the wide shared pedestrian and cycle facilities have been proposed to ensure cyclist of all abilities can access the range of services and facilities as part of Woodbrook Masterplan lands. The range of facilities proposed ties into the wider masterplan lands provision in a seamless manner to create a coherent network of pedestrian streets and a comprehensive and safe cycle network.

Pedestrian linkages through and around the proposed development have been considered in the context of desire lines and onwards towards existing and proposed amenities. Woodbrook Dart Gateway development layout has been developed to accommodate these desire lines and linkages. Woodbrook Avenue is the primary route for pedestrians, cyclists and motorised vehicles to travel to Woodbrook DART Station as shown in Figure 4-1 Dedicated cycle and pedestrian paths are provided on both sides of Woodbrook Avenue. The construction of the avenue is largely complete.



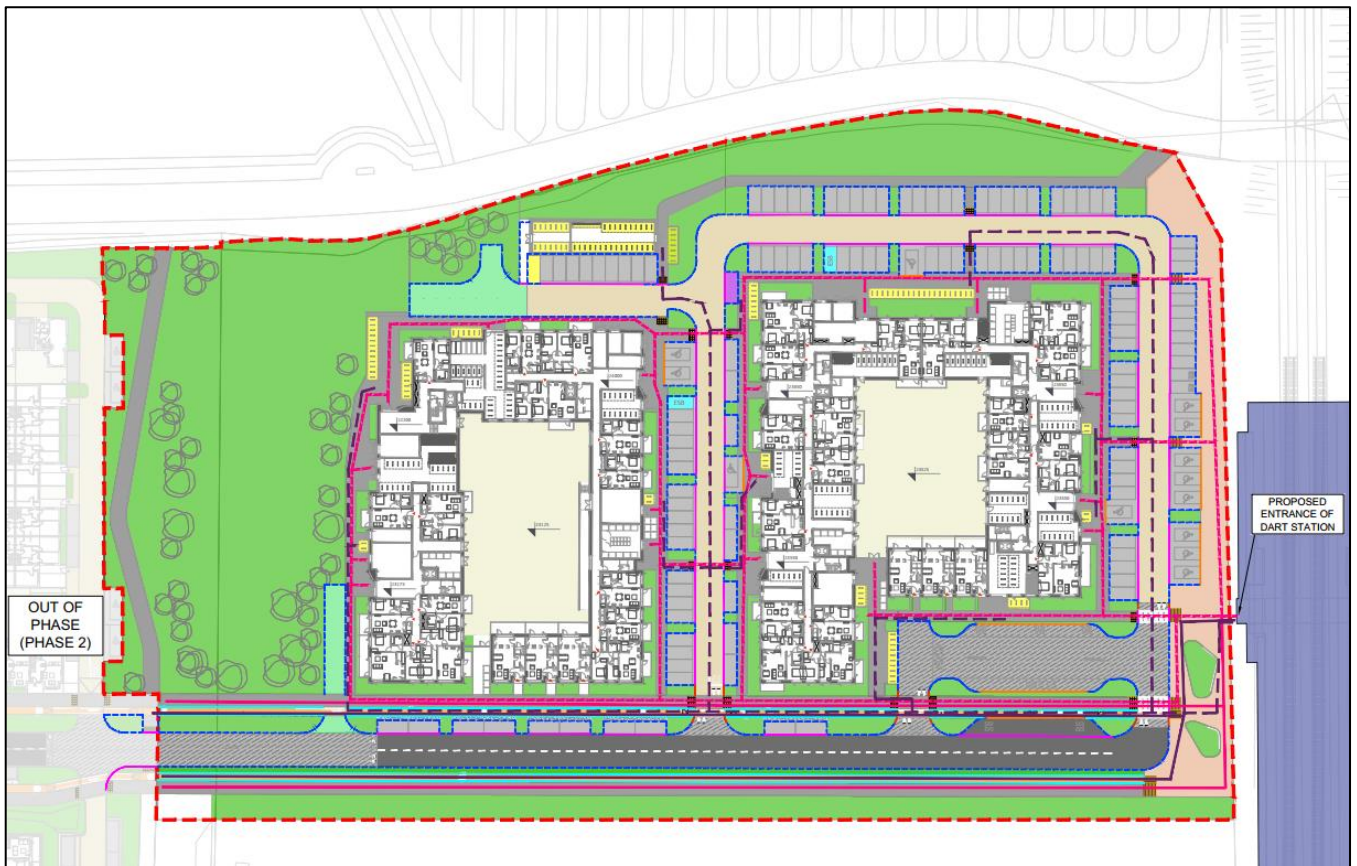


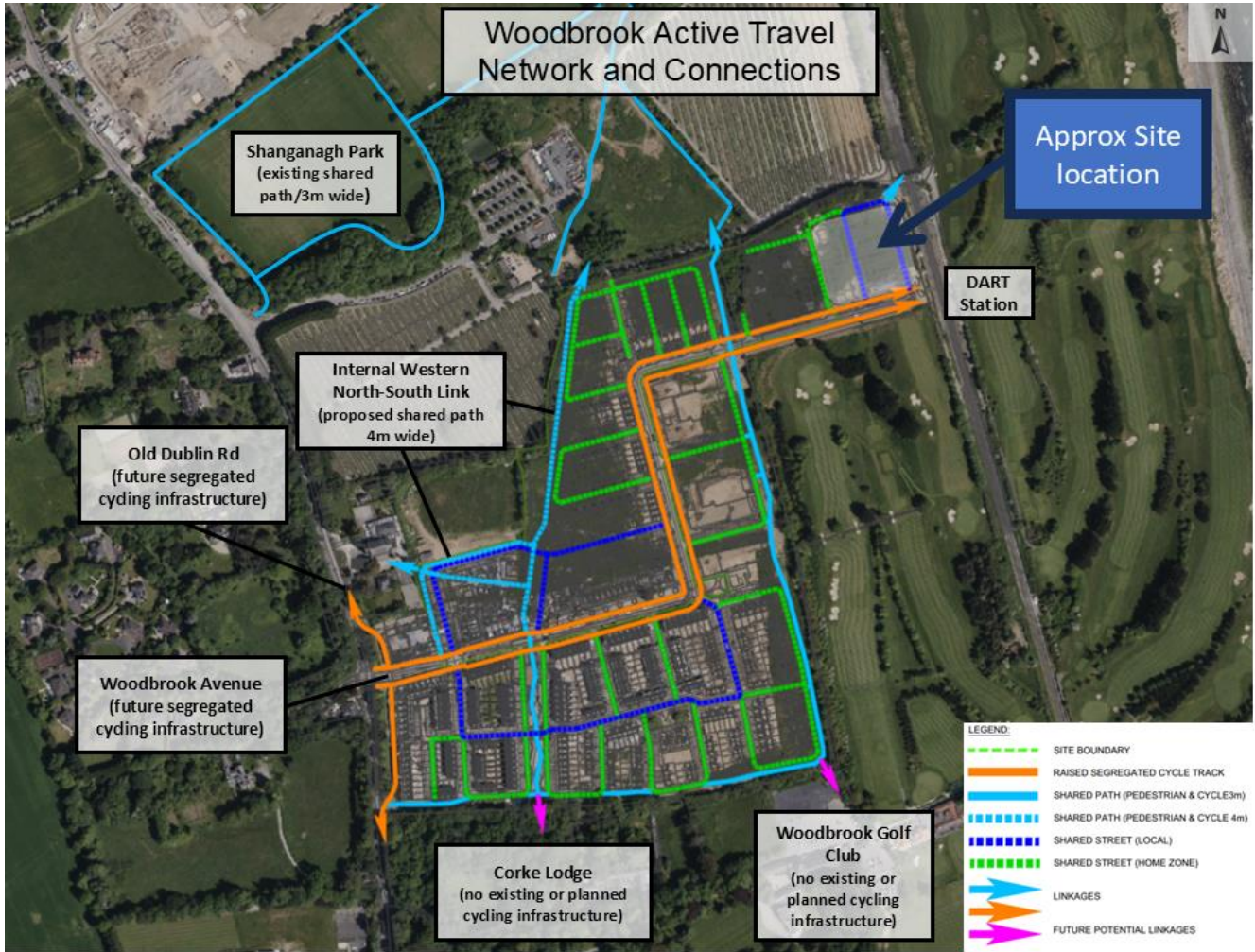
Figure 4-1 - Walking and Cycling Network

The masterplan lands include extensive active travel provisions as shown in Figure 4-2 including fully segregated cycle infrastructure and urban greenways and pedestrian only paths. The proposed will enhance and complete the active travel network within the masterplan lands.

Cycling infrastructure has been integrated throughout the development. Dedicated cycle lanes will run along Woodbrook Avenue, connecting to the R119 and extending towards the DART station. In addition, shared multi-use paths for pedestrians and cyclists will run parallel to key streets, ensuring safe and convenient movement throughout the development. Secure cycle parking facilities will be located in each of the residential blocks and at the DART station entrance to encourage sustainable travel.



Figure 4-2 - Woodbrook Masterplan Active Travel Network



The Masterplan Lands have been designed in compliance with DMURS and the proposed development builds upon the permitted development approach to ensure tie in and a consistent design approach.

The street layouts have been developed to deliver a high place function wherein the streets and public spaces form part of the social fabric of the Woodbrook Dart Gateway development. Achievement of this function can be greatly facilitated by developing a self-regulating street environment wherein vehicular movement function should be limited to, as much as is practicable and a desirable, a maximum design speed of 20kph-30kph

4.2 10-minute Neighbourhood principles

The mixed-use nature of the development in line with the LAP helps to ensure that there is a range of facilities within easy walking distance of the entire masterplan land, provided for within the Neighbourhood Centre. The Neighbourhood Centre provides a range of services including retail, commercial and community facilities that is designed to cater for the day-to-day needs of residents helping to reduce trips or that those trips can be undertaken by active means.

The provision of a DART station within the masterplan lands, and availability of bus services on Dublin Road (R119), including future BusConnects infrastructure provides future residents with opportunities to travel by more sustainable means. Adjacent the site both to the north and south are the developed area of Shankill and Bray, both easily



accessible by sustainable means that offer a wider range of facilities and services that further enhances the 10-Minute Neighbourhood Principles of the development.

Dedicated cycle facilities are provided along Woodbrook Avenue, linking the Old Dublin Road with the new DART station. Shared cycle and pedestrian paths run through the Linear Park and the Green Axis, linking the settlement to Shanganagh Park, and providing potential for future links to the lands to the south should that become appropriate at a future date. A shared cycle and pedestrian path provide circulation between the site entrance, the local centre and the primary school.

Active travel provision provides highly permeable pathways and thoroughfares, encouraging seamless movement within and beyond the development. Provision of dedicated lanes, shared paths, raised crossings, horizontal deflections, signage and other infrastructure to slow vehicle speeds offers active travel priority within the road hierarchy and helps in creating a pedestrian friendly environment.

Soft landscaping creates attractive, safe routes throughout the community, promoting leisurely strolls and enhancing the overall aesthetic appeal. With close proximity access to the Woodbrook DART station and Dublin Road Bus Corridor, residents will enjoy convenient public transport options, reducing reliance on private vehicles and contributing to sustainable mobility goals. The proposed development offers reduced car parking and electrical charging facilities which embraces the shift towards electric vehicles.

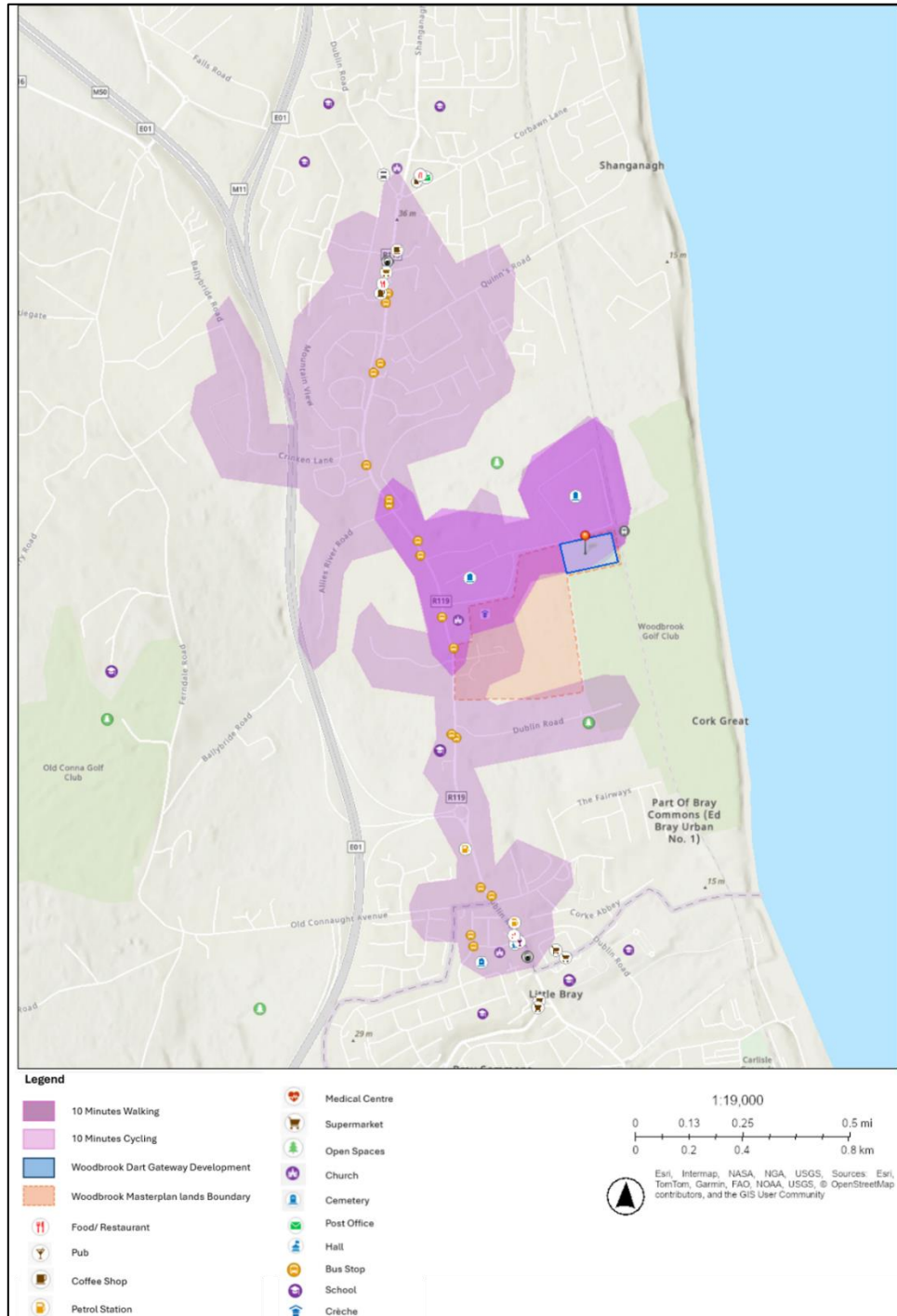
The proposed development aligns with the Climate Action Plan and National Sustainable Mobility guidelines embodying "Avoid-Shift-Improve" model:

- Avoid: Discouraging remote working by providing essential facilities within walking or cycling distance.
- Shift: Promoting active travel provision and enhancing public transport accessibility to encourage modal shift away from private cars.
- Improve: Prioritizing the installation of EV charging infrastructure to facilitate the transition to electric vehicles.

Figure 4-3 illustrates the range of facilities both internally and externally within the general catchment of the site demonstrating that the development aligns with the 10-minute neighbourhood concepts.



Figure 4-3 - Shows the proposed walking and cycling facilities



4.3 Cycle Parking

High-quality cycle parking is an integral part of the proposed development and has been designed accordingly. The following guidance documents have been used to inform cycle parking numbers and quality:

- SPPR 4 – Cycle Parking and Storage section of the Sustainable Residential Development
- Sustainable Urban Housing: Design Standards for New Apartments (July 2023)
- DLR Cycle Parking Guidance (2019)

Cycle parking facilities have been designed and located in accordance with Section 6.2, Design Principles of the Cycle Design Manual published in September 2023. The five core principles for designing cycle infrastructure mentioned within the Cycle Design Manual are as follows:

1. **Safe**– Cycle parking should be secure for the cycle, and users should feel safe from the risk of personal crime.
2. **Direct**– Cycle parking should be near the cycle route and/or as close as possible to the final destination.
3. **Coherent**– Cycle parking should be well-connected to routes and buildings, well-signed, and easy to find.
4. **Attractive**– Cycle parking areas should be of good quality design and well-maintained.
5. **Comfortable**– Cycle parking should be easy to use and accessible to all.

The design and location of both long-stay and short-stay cycle parking for the proposed development are based on the following considerations, which are also in accordance with the above-stated design principles and the SPPR 4 – Cycle Parking and Storage section of the Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities. The number of spaces is also cognizant of DLR Cycle Parking Guidance (2019):

- All long-stay cycle parking will be in accessible, safe, secure, well-lit, and sheltered locations.
- Short-stay cycle parking is located in highly visible areas with good passive surveillance, easy access, and proximity to their destination entry points.
- Where required, end-of-trip facilities, including shower and change facilities, are provided.
- A range of cycle parking solutions are provided, including Sheffield stand type facilities and stacked cycle solutions.
- The cycle parking layouts cater for oversized cycles, including cargo bikes and accessible bike formats.

The cycle parking facilities provided for the residential units consist of a range of facilities in accordance with Section 6.5 (Types of Equipment and Layout) of the Cycle Design Manual published in September 2023. They include:

- Stands or hoops – where the cycle is leaned against a metal structure and locked (this may include hi/low arrangements where alternate sides are ramped to avoid handlebars clashing).
- Cycle lockers – where individual cycles are secured in a metal box.
- Cycle hangers – where several cycles are secured in a metal box.
- Semi-vertical or vertical racks – where cycles are lifted into a vertical position.

Cycle parking is proposed to be in accordance with Compact Housing Guidelines SPPR 4, which requires one cycle storage space per bedroom. Visitor cycle parking is also required and provided at rates of **1 space per 5** residential unit. The location of cycle parking for Woodbrook Dart Gateway Phase 2 is shown in Figure 4-4.



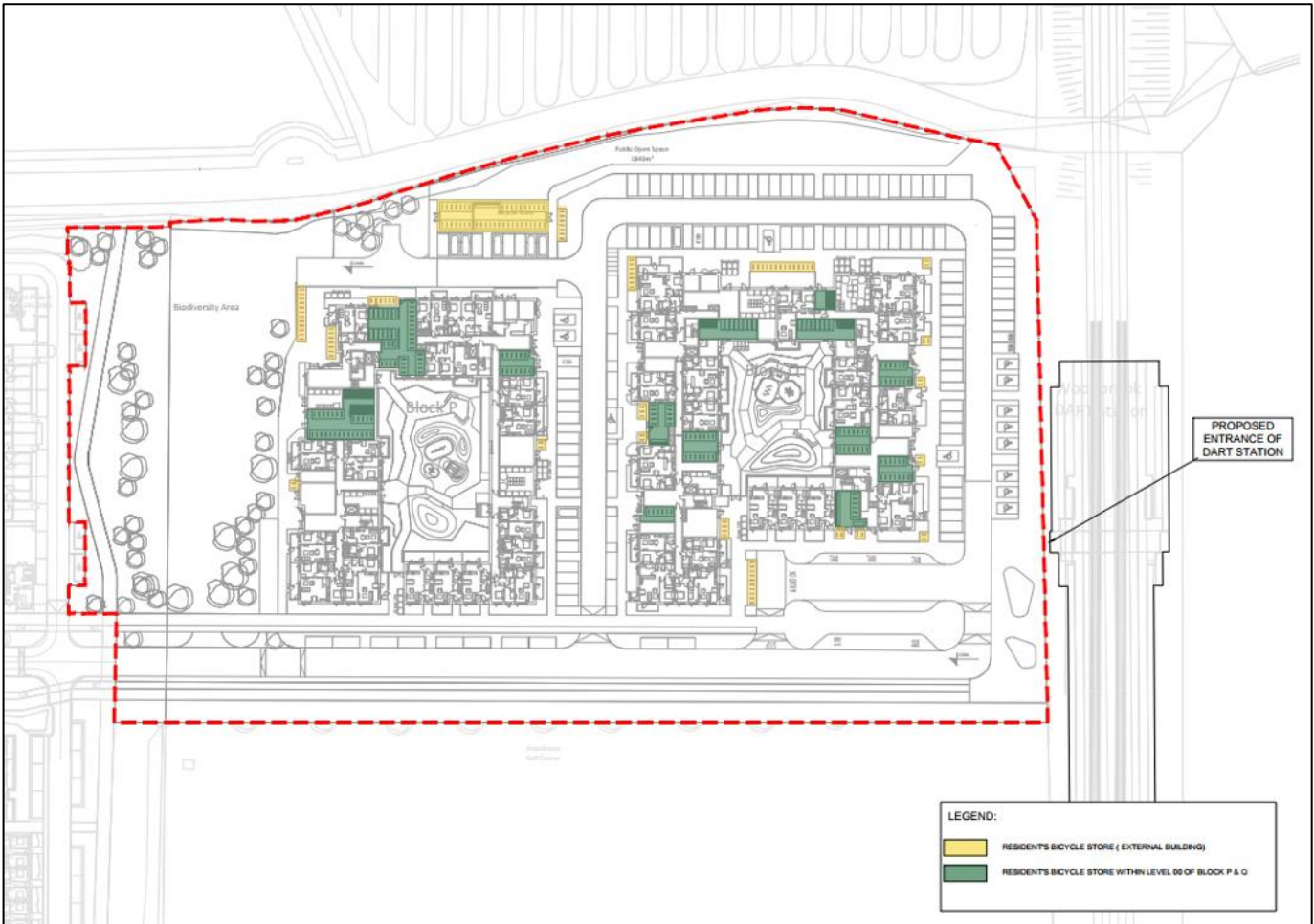


Figure 4-4 - Cycle Parking Locations

A summary of the cycle parking numbers proposed is provided below.

- **591 spaces** provided (1 per bedroom + visitor spaces), including Sheffield stands, stacked racks, and cargo bike spaces.

This ensures the future residents and visitors will have access to and options to travel to and from the site via active modes.

4.4 Car Parking

Car parking for the proposed development has been carefully considered, taking into account the site characteristics, including:

- The site is located in DLRCC Parking Zone 2 (Section 12.4.5.1 Parking Zones), which is considered to have good access to existing or planned public transport and active travel provisions.
- The site is in an accessible location as defined by the Compact Settlement Guidelines (Table 3.8), which state that “car parking provision should be substantially reduced.”
- The mixed-use nature of the overall Woodbrook masterplan, which aligns with 10-minute neighbourhood principles, providing future residents with good access to services and facilities by active and sustainable means.



- The provision of high-quality cycle infrastructure and cycle parking.
- Recent advice from DLRCC officers on car parking levels for Woodbrook Phase2 and Park Edge developments.
- National, regional, and local policy directions to minimize car parking in locations with good access to public transport.

Car parking is provided at surface, on the streets surrounding the buildings as shown in Figure 4-5.

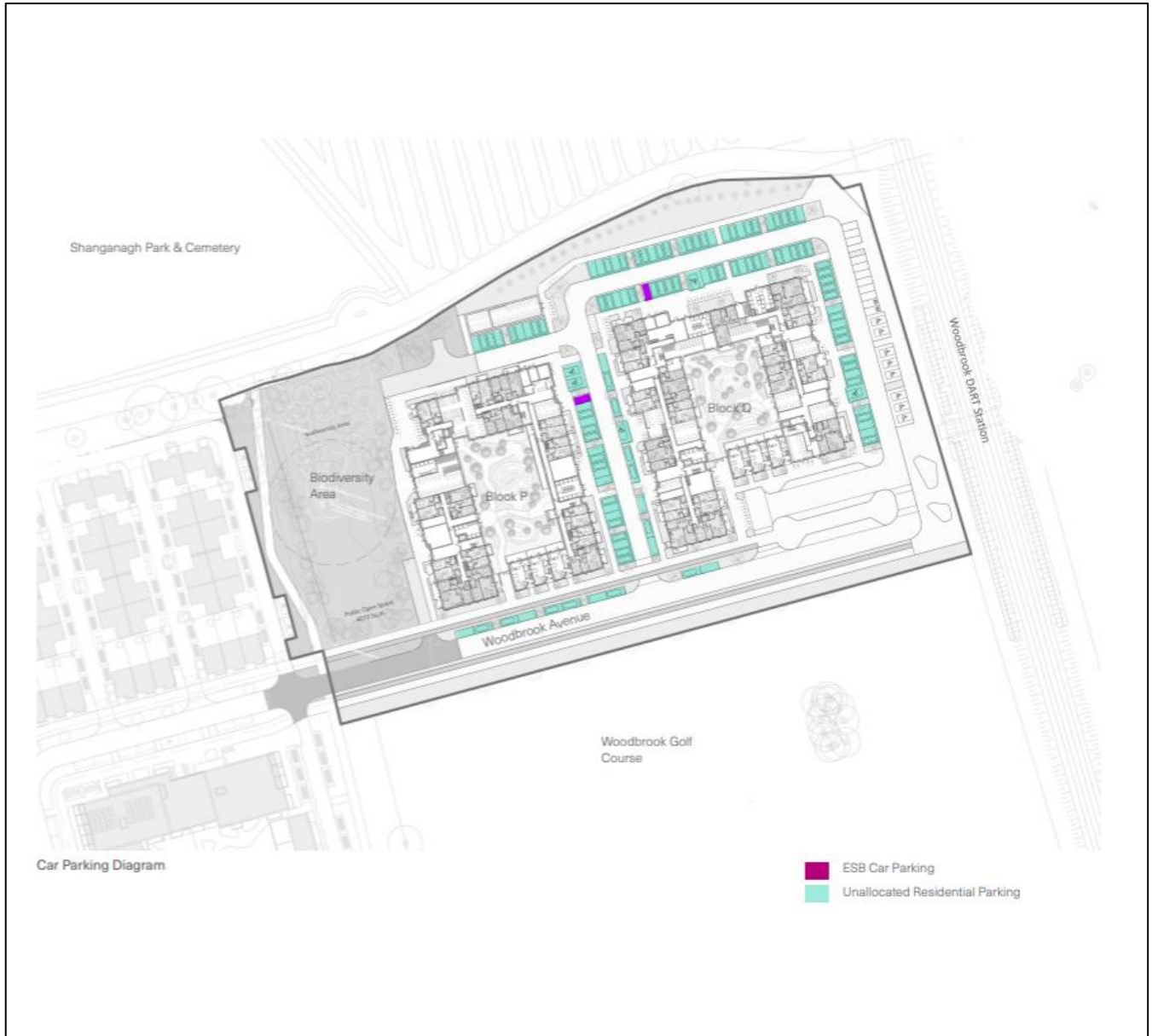


Figure 4-5 - Car parking location & allocation

This low car parking ratio acts as a transport demand measure reducing car usage and facilitating high active and sustainable mode share for the proposed development.

5. MMP Strategy and Measures

5.1 Introduction

This section outlines the Mobility Management Plan (MMP) strategy for the proposed community building development. This framework MMP focuses on promoting active and sustainable travel modes by leveraging the design principles of the proposed community building and integrate behavioural change measures to encourage sustainable travel choices.

The development has been designed in accordance with DMURS principles, ensuring the layout supports active travel and reduces the reliance on private cars. The MMP builds on these physical interventions with complementary “soft” measures to enhance the adoption of sustainable travels behaviours.

The MMP will be delivered through a coordinated effort led by the Management Company and the staff of the community building. Key elements include the distribution of Travel Information and ongoing monitoring to ensure the effectiveness of the proposed measures.

5.2 Objectives

This MMP aims to:

1. Reduce car dependency and single-occupancy car journeys.
2. Promote sustainable travel behaviours by encouraging walking, cycling, and public transport use.
3. Ensure efficient car use i.e. through car sharing/car club facilities.
4. Raise awareness among development users of the sustainable transport options available to them.
5. Promote healthy lifestyles and active communities.
6. Support national and local policies, including the South Dublin County Development Plan (2022–2028) and Smarter Travel initiatives.
7. Enhance accessibility for all site users.
8. Involve communities in the development of the travel surveys to increase participation numbers.

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

5.3 Benefits

Implementing the MMP will deliver numerous benefits:

- Health and Well-being: Increased physical activity through walking and cycling has been proven to positively impact mental and physical health.
- Environmental Gains: Reducing car use contributes to lower greenhouse gas emissions and improved air quality.
- Economic Savings: Residents and visitors can save on commuting costs by using sustainable travel options.
- Community Connections: Shared travel modes build social connections among residents.
- Reduced Congestion: Encouraging alternative travel modes alleviates pressure on local road networks.



5.4 Targets

Modal split targets have been set to establish performance indicators for the proposed development. Achieving a sustainable modal split for commuting is of key importance in meeting our climate action goals and the targets set relate to commuting to work and education only. Although not included in the targets, this MMP also aims to influence all resident and site visitor trip making needs, including social, recreational and retail trips.

The proposed site will allow to reduce demand for private vehicle use and encourage the use of more sustainable transport modes after the completion and delivery of Woodbrook DART Station. With reference to the phase 1 permitted development, the Central Statistics Office's SAPMAP (Small Areas Population Map) data has been investigated to determine the travel trends within the local vicinity of the site. A number of small areas in close proximity to Bray and Blackrock DART Station were utilised to represent locations with access to both high frequency bus and train services. These travel characteristics align well with the proposed development site upon completion and delivery of the DART station.

The Figure 5-1 and Table 5-1 details the mode share applied. *(It should be noted that 'Not Stated' criteria within the means of travel were excluded for the Mode Share Calculations)*

Table 5-1 Proposed Mode Share

| Means of Travel | Proposed Mode Share % |
|------------------|-----------------------|
| Active Travel | 27% |
| Public Transport | 29% |
| Car Driver | 24% |
| Car Sharing | 9% |
| Work From Home | 11% |
| Other | 1% |
| Total | 100% |



Proposed Mode Share (CSO 2022)

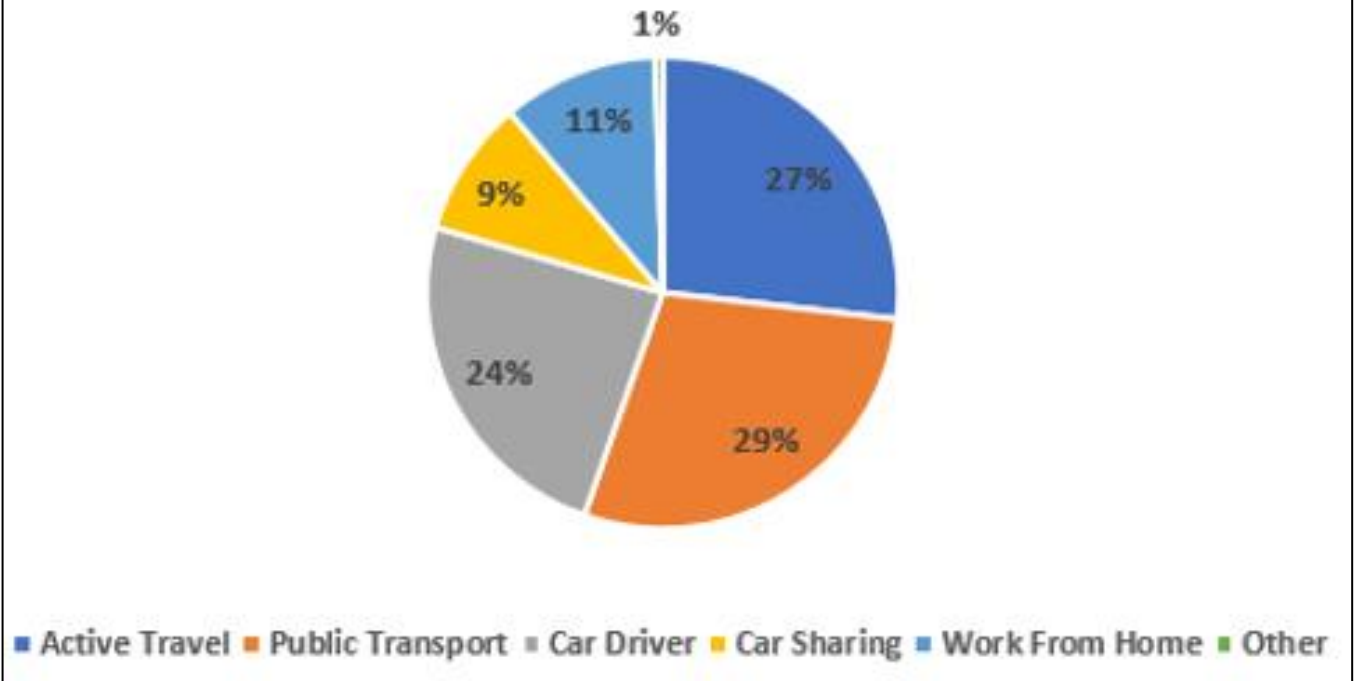


Figure 5-1 Proposed Mode Share

Initial travel surveys, conducted post-occupancy, will be undertaken to understand the travel behaviours of the residents. If necessary, targets will be reviewed and adjusted based on survey findings to ensure they remain ambitious, yet achievable.

5.5 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 Management Company 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.



5.6 Measures

5.6.1 Key Measures

Appointment of a Travel Plan Coordinator to run the travel survey (TPC): to encourage sustainable travel behaviours for all site users a Travel Plan Coordinator will be appointed to continue to lead on the ongoing development and implementation of this MMP. A key element of this role will be to coordinate the travel survey to establish the baseline modal split of trips to and from the development by all site users. The survey will also establish insights and experiences of traveling to and around the site, their current travel behaviours, attitudes, opportunities for change, barriers to sustainable travel and ideas to overcome the barriers. The travel survey will be carried out every two years, enabling modal splits to be monitored and for the MMP to be refined. Some of the actions of the TPC include:

- coordinating the travel surveys every two years after the implementation of this plan
- monitoring the results against the previous surveys
- identifying opportunities for sustainable travel activities and initiatives e.g. a site wide active travel competition amongst the other developments at Woodbrook

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-free.
- 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.

5.6.2 Walking

Walking is a key sustainable travel mode and is ideal for short journeys and linking between public transport routes. The following measures will encourage site users to travel by foot:

- 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 health benefits of walking.



- Landscaping and considered design choices to promote place-making and create pleasant spaces for site users to walk around.
- Walking activities, such as a local resident walking group, will be organised and managed by the Travel Plan Coordinator.
-

5.6.3 Cycling

Cycling is a viable mode for journeys up to 10 km and complements public transport for multimodal trips. The following measures will encourage site users to travel by bike:

- 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.
- Cycling events and activities, such as a local resident cycling group, will be organised and managed by the Travel Plan Coordinator.
-

5.6.4 Public Transport

Public transport use reduces congestion, improves mental and physical health and supports sustainable urban development. The following measures will encourage site users to travel by public transport:

- Providing real-time information tools to help residents plan journeys accurately. Promoting TaxSaver commuter tickets and integrated ticketing systems. Mapping public transport routes and stops, with walking times and connections.



6. Monitoring and Review

6.1 Overview

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 programme of monitoring and review of the MMP should be designed to collate information to evaluate the effectiveness of the measures in place. The MC will have overall responsibility for the MMP.

Monitoring will be particularly important in understanding ongoing changes in work patterns, including those influenced by the COVID-19 pandemic on methods of travel to work, flexible working arrangements and impacts on temporal trends (e.g. changes to 'peak periods').

The TPC would be responsible for maintaining this, focusing on the following:

- monitor the level of walking and cycling.
- monitor the level of resident and visitor use of car parking and car sharing.
- monitor demand for additional cycle parking and supporting facilities residents and visitors.
- record comments received from residents and the MC related to the operation and implications of the Plan.

6.2 Monitoring Report

Each year, on or around the anniversary of the introduction of the MMP, the TPC will review this document. The objective of the review will be to assess the success of the MMP and to identify the potential for future refinement and updating. The major element of the review will involve the re-issue of resident and visitor travel surveys. The re-issue of the surveys offers the opportunity to gather new information about wider attitudes towards travel. Analysis will also yield updated modal split information for comparison with data derived at the introduction of the MMP.

The TPC will compile the Annual Monitoring Report. The report will also incorporate the results of ongoing monitoring throughout the preceding period. The report will be shared with DLRCC.

The MMP is a 'live' document and therefore the proposals and measures are not exhaustive or conclusive. It will be developed and shaped by the specific travel characteristics for the residents of and visitors to the proposed development in this location.

A consideration of how the MMP has performed in relation to the following will provide a proposed schedule for ongoing monitoring and review of the MMP:

- set targets.
- measures undertaken; and
- further remedial actions to be undertaken should targets not be met.

Table 6-1 sets out a range of measures that should be taken by the appointed TPC, when these measures should be first carried out and the frequency that these measures should be carried out thereafter.

Table 6-1 - Proposed Monitoring Schedule



| Measure | First Occurrence | Frequency | Responsibility |
|---|--|-----------------|----------------|
| Conduct resident travel surveys | Within 3 months of first occupation | Annually | TPC |
| Issue Travel Information Packs to residents | Upon occupation of each unit | As required | TPC |
| Promote car-sharing schemes | Within 3 months of development opening | Continuous | TPC |
| Provide pedestrian route information to residents | Upon occupation of each unit | Annually | TPC |
| Provide cycle route information to residents | Upon occupation of each unit | Annually | TPC |
| Provide public transport information to residents | Upon occupation of each unit | Annually | TPC |
| Set up Travel Plan Monitoring System | Within 3 months of development opening | Review annually | TPC |
| Monitor usage of walking, cycling, public transport, and car-sharing modes | Within 3 months of development opening | Annually | TPC |
| Monitor bicycle parking demand and supporting facilities | Within 3 months of development opening | Annually | TPC |
| Review and update the MMP | 1 year after initial surveys | Annually | TPC |
| Record feedback on the MMP from residents | Upon implementation | Continuous | TPC |
| Promote Bike-to-Work and TaxSaver schemes | Upon occupation of each unit | Annually | TPC |
| Provide updates on forthcoming transport infrastructure | Upon implementation | Continuous | TPC |



7. Summary & Conclusion

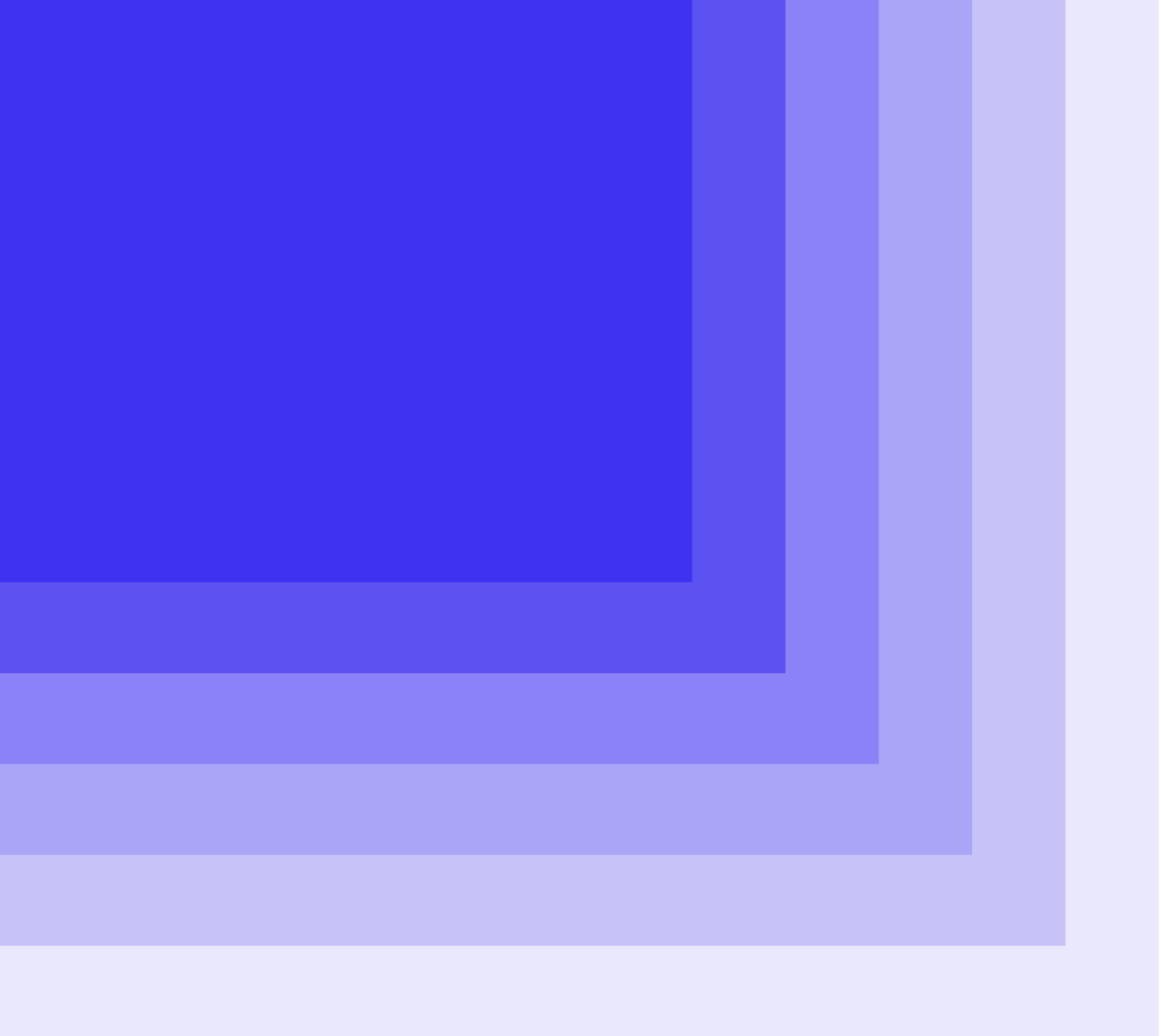
7.1 Summary

The Woodbrook DART Gateway Mobility Management Plan (MMP) outlines a strategic approach to fostering sustainable travel behaviours within the Woodbrook masterplan lands. 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.

7.2 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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