

AtkinsRéalis



Mobility Management Plan

Blackpitts Student Accommodation

22 July 2025

100114189DG0002

BLACKPITTS STUDENT ACCOMMODATION

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Contents

1.	Introduction.....	5
1.1	Overview	5
1.2	What is a Mobility Management Plan?.....	5
1.3	Policy.....	6
2.	Subject Site	6
2.1	Site Location & Access	6
3.	Existing Transport Infrastructure	8
3.1.1	Pedestrian and Cycle Accessibility	8
3.1.2	Public Transport Facilities	12
3.1.3	Road Network	13
4.	MMP Strategy.....	14
4.1	Introduction	14
4.2	Objectives	14
4.3	Benefits	14
4.4	Targets	14
4.5	Strategy	15
4.6	Measures	15
4.6.1	Key Measures	15
4.6.2	Walking.....	16
4.6.3	Cycling.....	16
4.6.4	Public Transport	16
4.6.5	Car and Parking Management	16
5.	Monitoring and Review	16
5.1	Overview	16
5.2	Monitoring Report.....	17

Tables

Table 3-1 - Existing Bus Route Services Near the Proposed Development	12
Table 5-1 - Proposed Monitoring Schedule	17

Figures

Figure 2-1 - Site Location	6
Figure 2-2 – Access Points	7



Figure 2-3 - Bike Stair Ramp Example	7
Figure 3-1 - Existing Pedestrian and Cycling Facilities on Clanbrassil Street Lower	8
Figure 3-2 - Existing Pedestrian on Blackpitts Street	9
Figure 3-3 - Existing Pedestrian along Donovan Lane	10
Figure 3-4 - Walking Isochrone.....	11
Figure 3-5 - Cycling Isochrone.....	11
Figure 3-6 - Public Transport Facilities Within 1km of the Site.....	12



1. Introduction

1.1 Overview

This Framework Residential Mobility Management Plan (MMP) has been prepared on behalf of Blackpitts Residence in support of a planning application to Dublin City Council (DCC) for the proposed Blackpitts Student Accommodation.

Planning permission is sought for a Large-Scale Residential Development delivering 217 student bed spaces (209 no. single rooms and 4no. twin rooms, 213 no. rooms in total), within one block. The block ranges in height up to 6 storeys with a basement below. All associated internal and external amenity space, including the provision of restaurant/café, on street carparking, cycle parking, landscaping, bin stores, service provision and all other associated site development works.

This MMP sets out a strategic framework designed to encourage active and sustainable travel modes among residents and visitors, reducing reliance on private car use. It aligns with the policies and objectives of the Dublin City County Development Plan (2022–2028) and national transport strategies, promoting sustainable urban living and contributing to climate action goals.

It should be noted that, as the site is currently unoccupied, this MMP has been developed in 'framework' format. The MMP is intended as a 'living document' that will be further developed and refined post-construction as part of the operational phase of the development.

This Framework MMP should be read in conjunction with the Traffic & Transportation Assessment.

1.2 What is a Mobility Management Plan?

A Mobility Management Plan (MMP) is a structured package of measures designed to encourage a shift to sustainable travel modes such as walking, cycling, and public transport. Developed on a bespoke basis, MMPs may provide recommendations for both infrastructure improvements and behavioural change initiatives, such as better information dissemination, promotional campaigns, and events. Given that the proposed development only allows for walking and cycling, the proposed plan will be aimed at maintaining the status of walking, cycling and public transport as the only means of transportation.

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

The measures in this MMP focus on:

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

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



1.3 Policy

National, regional and local planning policy has been considered to ascertain compliance. The vision for achieving a sustainable transport system for Ireland by 2020 was outlined in the Smarter Travel Policy, published in February 2009. The document outlines several key policies to encourage a modal shift away from private car use and promote alternative travel modes such as public transport, walking and cycling. The Smarter Travel Policy document identifies several actions to implement school travel plans, work-based travel plans and personalised travel plans.

2. Subject Site

2.1 Site Location & Access

The proposed development is located in the south of Dublin City, just north of Harold's Cross and Ranelagh. The site is located adjacent to the R137 and is therefore in close proximity to an existing bus corridor. The proposed development would provide much needed student accommodation to a number of the nearby third level education facilities including Trinity College Dublin, National College of Art and Design, Royal College of Surgeons, Griffith College, and Dublin Business School. The location of the site is presented in Figure 2-1 below.



Figure 2-1 - Site Location

Secondary access for pedestrians & cyclists

Bike Stair Ramps for Cyclists on each side

Primary Pedestrian Access Points

Blackpitts Lane

Lift directly into basement for bicycle parking

Donovan Lane

Ground floor
Scale 1:200

A wide, modern concrete staircase with stainless steel handrails and decorative balustrade, set against a backdrop of lush greenery and a clear blue sky. The staircase is made of wide, grey concrete steps. On the left side, there is a stainless steel handrail supported by vertical posts, and a decorative stainless steel balustrade with a circular pattern runs along the edge of the steps. The right side also features a stainless steel handrail. The staircase is surrounded by various plants, including tall grasses and shrubs. The sky is clear and blue.

100114189DG0002 - Mobility
Management Plan
100114189DG0002
3.0 | 22 July 2025

3. Existing Transport Infrastructure

3.1.1 Pedestrian and Cycle Accessibility

At present the site has good pedestrian access with high quality footpaths present along Clanbrassil Street Lower (R137) to the east of the site. The southbound side of the road has a cycle lane, separated from general traffic by bollards. The northbound part of the road contains a shared bus/ cycle lane. The layout of the existing facilities along Clanbrassil Street Lower can be seen in Figure 3-1.



Figure 3-1 - Existing Pedestrian and Cycling Facilities on Clanbrassil Street Lower

At present, access to the site is facilitated along Blackpitts which is flanked by footpaths on both sides. There are no dedicated cycle facilities along the road and therefore cyclists share the carriageway with other traffic. The layout of the existing facilities along Blackpitts, as per Google Maps, can be seen in.



Figure 3-2 - Existing Pedestrian on Blackpitts Street

Donovan Lane is located adjacent to the site, to the north. The lane is narrow and facilitates eastbound traffic only, however footpaths are provided on both sides. There are no dedicated cycle facilities along the road. The layout of the existing facilities along Donovan Lane, as per Google Maps, can be seen in Figure 3-3.



Figure 3-3 - Existing Pedestrian along Donovan Lane

The existing walking isochrone is provided in Figure 3-4 while the cycling version is shown in Figure 3-5 below. This shows that the development location allows for residents to travel to and from the site in all directions with little impediment.

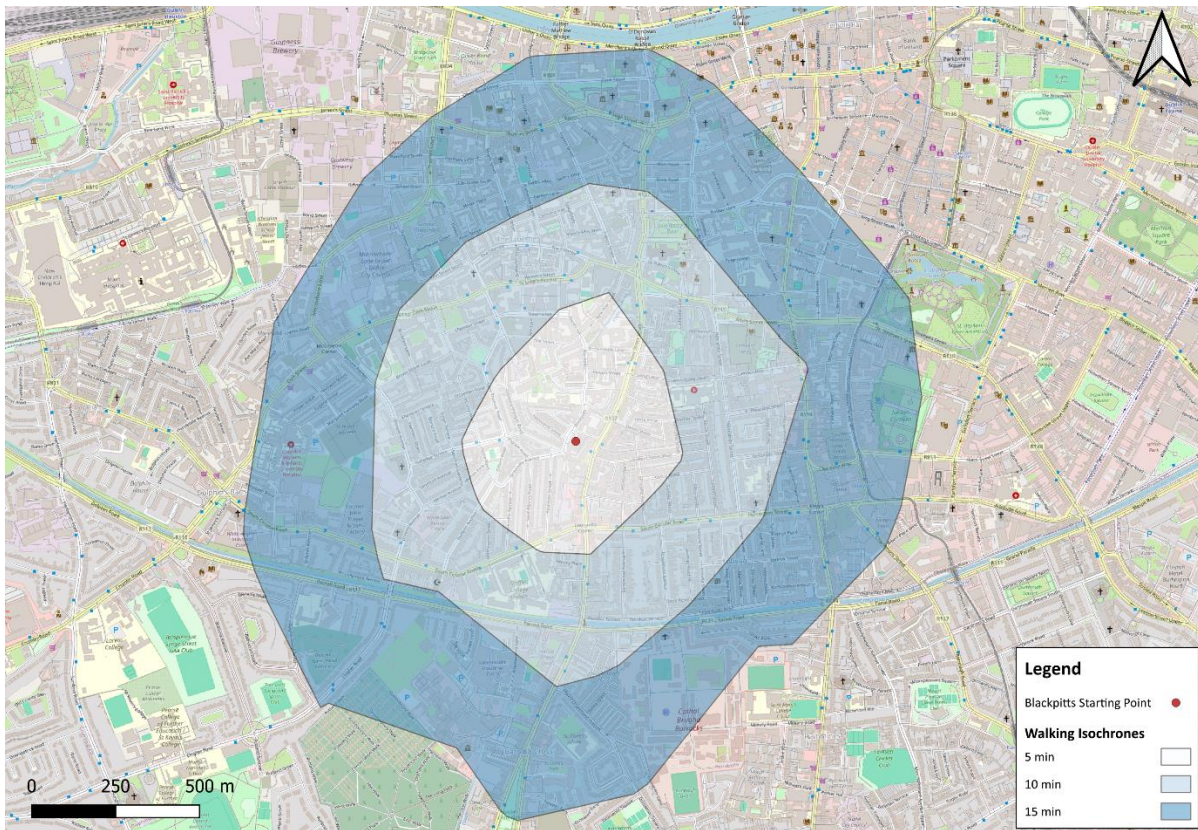


Figure 3-4 - Walking Isochrone

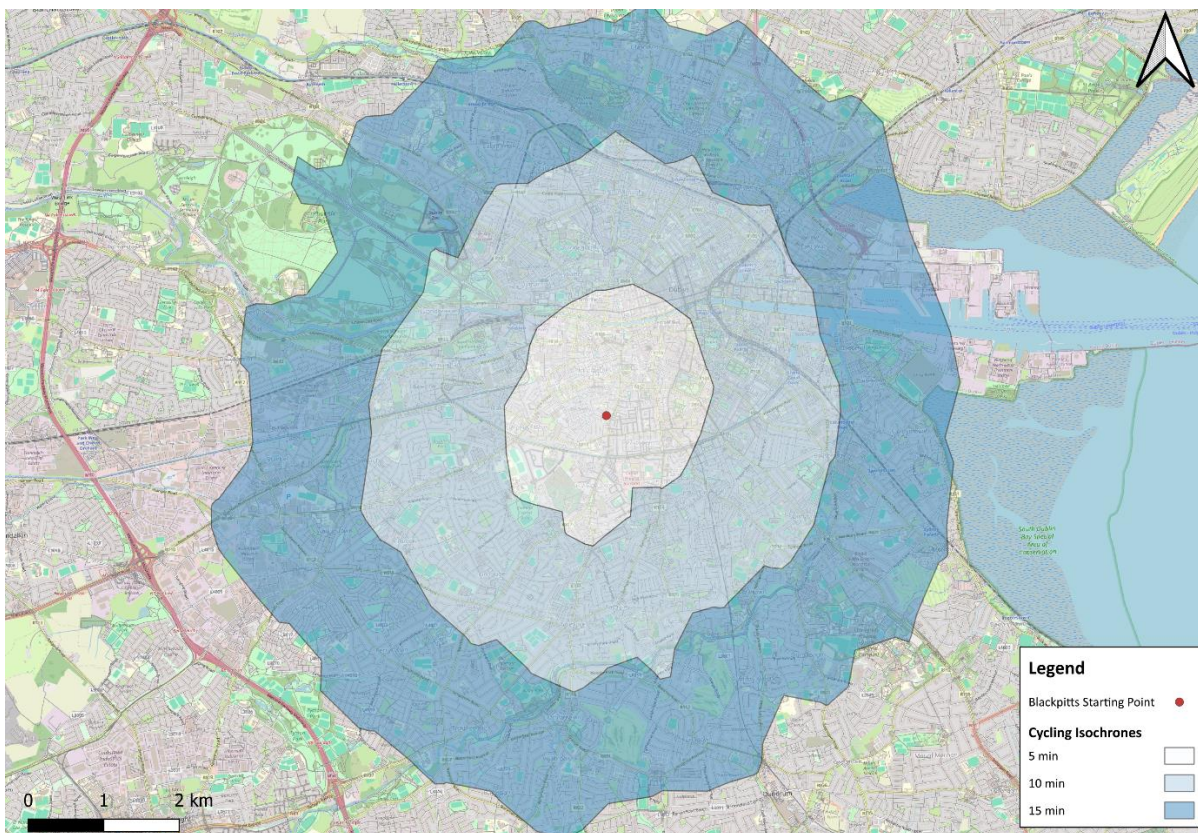


Figure 3-5 - Cycling Isochrone

3.1.2 Public Transport Facilities

3.1.2.1 Existing Bus Facilities

The existing public transport facilities within the vicinity of the proposed development can be seen in Figure 3-6. The nearest pair of bus stops to the site are approximately 150m away. The 54A and 49 routes both depart from these stops and connect the development to Tallaght and Trinity College. Table 3-1 summarises the timetable of these routes. Residents at Blackpitts will be able to travel to Trinity College in approximately 15 minutes via these routes.

Table 3-1 - Existing Bus Route Services Near the Proposed Development

Route Number	AM Peak Services (8-9)	PM Peak Services (5-6)	Route
49	3	4	Tallaght – Tempogue – Terenure – Harlod's Cross – Clanbrassil Street - Pearse Street
54A	3	4	Kiltipper Way – Tallaght – Kimmage Road – Harold's Cross – Clanbrassil Street – Pearse Street

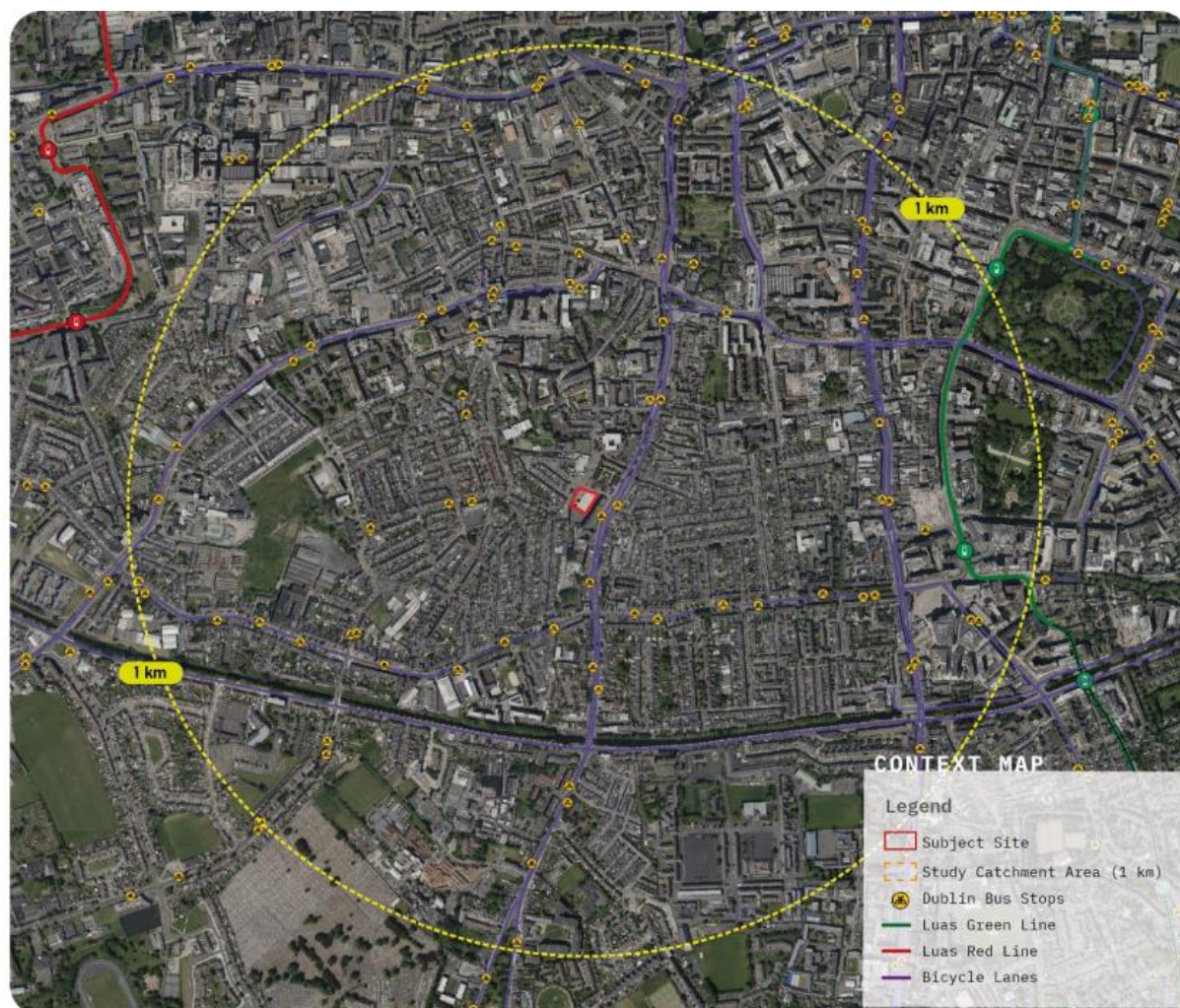


Figure 3-6 - Public Transport Facilities Within 1km of the Site

There are several additional bus routes accessible within 10 minutes' walk of the site that will provide residents of the proposed development with a broad range of connections to various parts of the city.

3.1.2.2 Existing Light Rail Facilities

The proposed development is within walking distance of both Luas lines, as indicated in Figure 3-6 above. The proposed site is a 16-minute walk (according to Google Maps) from the Harcourt Luas stop which allows access to the Green Line. The site is a 20-minute walk from the Fatima Luas stop, from which red line trams depart. The Luas has an average frequency of approximately 5 minutes, however the number of services increases during peak times and decreases in the off peak.

3.1.3 Road Network

The main road links serving the proposed development are as follows:

- Clanbrassil Street Lower (R137, displayed in Figure 3-1):
- Donovan Lane (shown in Figure 3-3):
- Blackpitts (as seen in Figure 3-2):



4. MMP Strategy

4.1 Introduction

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

The MMP strategy will be delivered through a coordinated effort led by the Management Company (MC). Key elements include the distribution of Travel Information Packs to residents and ongoing monitoring to ensure the effectiveness of proposed measures.

4.2 Objectives

The MMP aims to:

- Promote sustainable travel behaviours by encouraging walking, cycling, and public transport use.
- Raise awareness among development users of the sustainable transport options available to them.
- Reduce travel demand through the promotion of smarter living and working practices.
- Promote healthy lifestyles and active communities.
- Support national and local policies, including the Dublin City Development Plan (2022–2028) and Smarter Travel initiatives.

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

4.3 Benefits

Implementing the MMP will deliver numerous benefits:

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

4.4 Targets

The target for the proposed development will be relatively straightforward given that the proposed development does not allow for car use as a means of transportation. As a result, all transport associated with the proposed site will be by means of walking, cycling or public transport. As a result, a target of 100% active travel use will be proposed for the site.



4.5 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 membership.
- Local service and facility guides.
- Updates on forthcoming transport infrastructure improvements.

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

4.6 Measures

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

4.6.1 Key Measures

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

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

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

- benefits of going car-less.
- available physical infrastructure such as cycle parking, cycle routes and nearby bus stops.
- promotional type interventions.
- available incentives to support walking, cycling, public transport use and car sharing.
- modal share targets, monitoring programme and opportunities to provide feedback.
- contact details for TP Coordinator/s (TPCs).

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



4.6.2 Walking

Walking is a highly sustainable mode of travel for short journeys and is integral to supporting public transport use. The following measures will promote walking:

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

4.6.3 Cycling

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

- Secure and sheltered bicycle parking for residents and visitors, located conveniently throughout the development.
- Cycle maintenance facilities, such as repair stations with tools and pumps.
- Promotional initiatives, including Bike-to-Work scheme information.
- Cycling maps and guidance, outlining safe routes to key destinations and nearby amenities.

4.6.4 Public Transport

Public transport use reduces congestion and supports sustainable urban development. Measures include:

- 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.

4.6.5 Car and Parking Management

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

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

5. Monitoring and Review

5.1 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 TPC 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 car sharing (Go Car, etc)
- 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.

5.2 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 DCC.

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.

The table below 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 5-1 - Proposed Monitoring Schedule

Measure	First Occurrence	Frequency
Conduct resident travel surveys	Within 3 months of first occupation	Annually
Issue Travel Information Packs to residents	Upon occupation of each unit	As required



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

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