

Parkway Valley LRD

**Mobility Management Plan
231171-PUNCH-XX-XX-RP-C-0008**

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1 Executive Summary

PUNCH Consulting Engineers was appointed to prepare an Outline Mobility Management Plan (MMP) for a proposed mixed use development on lands in Singland, Dublin Road, Limerick City.

The applicant recognises the need for all significant transport generators to play a role in meeting the objectives set out in the Department of Transport Document titled “Sustainable Mobility Policy Action Plan 2022 - 2025” which contains actions to improve and expand sustainable mobility options across the country by providing safe, green, accessible and efficient alternatives to car journeys

This MMP therefore outlines the provisions proposed to be put in place as a means of reducing car dependency associated with the development in the interest of compliance with the following sustainable transport initiatives:

- Limerick Development Plan 2022-2028
- Limerick Sustainable Mobility & Transport Strategy
- The National Sustainable Mobility Policy and Action Plan
- Climate Action Plan 2024
- National Investment Framework for Transport in Ireland (NIFTI)
- Limerick Shannon Metropolitan Area Transport Strategy
- The need to reduce transport emissions to meet EU 2030 greenhouse gas reduction targets; and
- The need to reduce traffic congestion, particularly at peak commuting times.

The key MMP proposals being put forward in relation to the development are:

The proposals incorporate elements of the strategic policy TR P7 of “Sustainable Mobility” of the Limerick Development Plan 2022-2028, which aims to:

“To support, facilitate and co-operate with relevant agencies to secure sustainable travel within Limerick and seek to implement the 10-minute city/City concept, promote compact growth and reduce the need for long-distance travel, as a means to reduce the impact of climate change.”

This MMP sets out the key proposals for the development based on current transportation data for the development. The applicant has confirmed adherence to the principles of Smarter Travel and compliance with Enhanced and Inclusive Permeability as set out in objective TR O3 of the Limerick Development Plan.

Kirkland Investments Ltd will encourage and provide information to staff and residents, informing them that they are required to promote the achievement of Smarter Travel mobility targets individually and cooperatively through various measures outlined herein.

This MMP is to be considered an active document and may be amended and added to in the future to achieve the sustainable transport targets set.

2 Introduction

PUNCH Consulting Engineers was appointed to prepare an Outline Mobility Management Plan (MMP) for a proposed mixed use development on lands in Singland, Dublin Road, Limerick City.

The proposed works are outlined in a series of architectural drawings prepared by Reddy Architecture and engineering drawings prepared by PUNCH Consulting Engineers supplied as part of the planning documentation.

2.1 Site Location

The proposed development site is located at Singland, Limerick. The site is located on the south side of the Dublin Road, adjacent to Parkway Retail Park, approximately 4km from Limerick City Centre.

The site is primarily a brownfield site and is approximately 6.18 hectares in area. It is bounded by the Dublin Road to the north, Parkway Valley commercial shops and residential to the east and southeast. The site is surrounded by greenfield to the other boundaries. Construction works were carried out on the site previously but were never completed. The previous development was a proposed mixed-use development comprised of an RC and steel frame. A retaining wall has been retained along the western boundary, but the remainder of the previous construction works have been demolished, and the site has a gravel footprint as of now

There is one existing entrance to the site which is via the Parkway Retail Park Roundabout to the west. Existing ground levels on the site are generally flat and range from 8.4 to 9.64m AOD. The site location in relation to the wider road network is shown in Figure 2-1 below.



Figure 2-1: Location Map of the Site and Surrounding Road Network

2.2 Proposed Development

The proposed development consists of five blocks accommodating a total of 403 no. residential units, ranging in height from five to eight storeys. In addition, the scheme includes a creche at ground level within Block B, a four-storey medical centre located on the western edge of the site, and all associated site works and infrastructure.

The development extends to the Dublin Road (R445) to provide a new site access. This new access will provide left in and left out access only to the proposed development via the Dublin Road.

A nature-based surface water drainage system is proposed within the neighbouring Groody Valley green wedge.

Proposed Uses:

- **Residential Development:** A total of 403 no. units comprising 246 one-bedroom units, 29 two-bedroom (3-person) units, and 128 two-bedroom (4-person) units.
- **Creche:** Approximately 306 sq.m, located at the lower ground floor of Block B.
- **Medical Centre:** Approximately 3,028 sq.m, four storeys in height, positioned at the western boundary of the site.

An extract of the proposed site plan is included in Figure 2-2 below.



Figure 2-2: Proposed Development Layout

2.3 Objectives of the Plan

This Plan outlines the provisions that the applicant proposes to put in place as a means of promoting sustainable transport, active travel and reducing car dependency associated with the proposed extension, in the interest of compliance with the following sustainable transport initiatives:

- Department of Transport National Policy
- Smarter Travel - A Sustainable Transport Future - A New Transport Policy for Ireland 2009-2020
- Smarter Travel - National Cycle Policy Framework 2009-2020

- The National Cycling Policy Framework 2010
- The National Climate Mitigation Plan and Climate Adaptation Framework
- The National Energy Efficiency Action Plan
- Cycle Design Manual
- Limerick Shannon Metropolitan Area Transport Strategy
- The need to reduce transport emissions to meet EU greenhouse gas reduction targets
- The need to reduce traffic congestion, particularly at peak commuting times
- Limerick Development Plan 2022-2028 (Chapter 7).

The Mobility Management Plan can lead to benefits, such as offering substantial savings by suggesting alternatives to travelling from the residential development, primarily to and from work (other than by car), allowing commuters to avail of a healthier lifestyle by incorporating exercise into the daily commute and reducing stress experienced by residents caused by lack of alternatives in commuting to work.

The Mobility Management Plan specific to the nature and location of the development will consist of a package of sustainable measures aimed at increasing sustainable travel as well as details of existing sustainable travel options. These measures can include facilitating walking, cycling and car sharing schemes. Soft measures such as education, information and awareness can also be used.

The Mobility Management Plan can be developed once the development is fully occupied. The new development will cater for both vehicular and pedestrian traffic and includes provision of bicycle parking.

Measures laid out in the Mobility Management Plan will aim to reduce the number of people travelling to the development by car, promote the use of public transport and encourage users to use more sustainable methods of travelling.

The MMP should be considered as a dynamic process where a package of measures and campaigns are identified, piloted and monitored on an ongoing basis. The nature of the plan therefore changes during its implementation in that some measures prove successful and are therefore retained while others are not supported and are discarded. It is important that the plan retains the support of users and receives continuous monitoring. Feedback and active management of the plan is required for it to continue to be successful.

2.4 Census Data

Based on 2022 Central Statistics Office (CSO) data, persons commuting to the workplaces in the vicinity of the proposed site location (Small Area A127106007) were less likely to travel by car (39%) to work than those in the rest of Limerick (50%). They were slightly less likely to walk and cycle (20%) in comparison with the rest of Limerick (22%). Furthermore, the likelihood of traveling by public transport remains consistent in comparison with the rest of Limerick (7%).

It is worth noting that travel by private car in Limerick City (50%) overall, is lower than the national average (76%). The use of other, more sustainable means of transport (22%) are also significantly less than the national average (30%).

The small area map represented by the data where the proposed development is located is shown in Figure 2-3 and a breakdown of the 2022 CSO data for the area is shown in Figure 2-5. For comparison, the map depicting Limerick city and suburbs is also shown in Figure 2-4 and a breakdown of the 2022 CSO data is shown in Figure 2-6.

As shown by the CSO data, car travel is the most common form of transport in the area. However, some car journeys could be replaced or improved by more sustainable options which include:

- Modal shift to cycling, walking and public transport
- Increased use of electric vehicles
- Use of smaller vehicles such as motorcycles or scooters
- Car sharing scheme

The development site has the potential for a significant modal shift to favour walking, cycling and public transport. There are a number of existing bus services to/from Limerick City Centre. Walking and cycling provide additional commuter options from surrounding areas to the proposed development site.

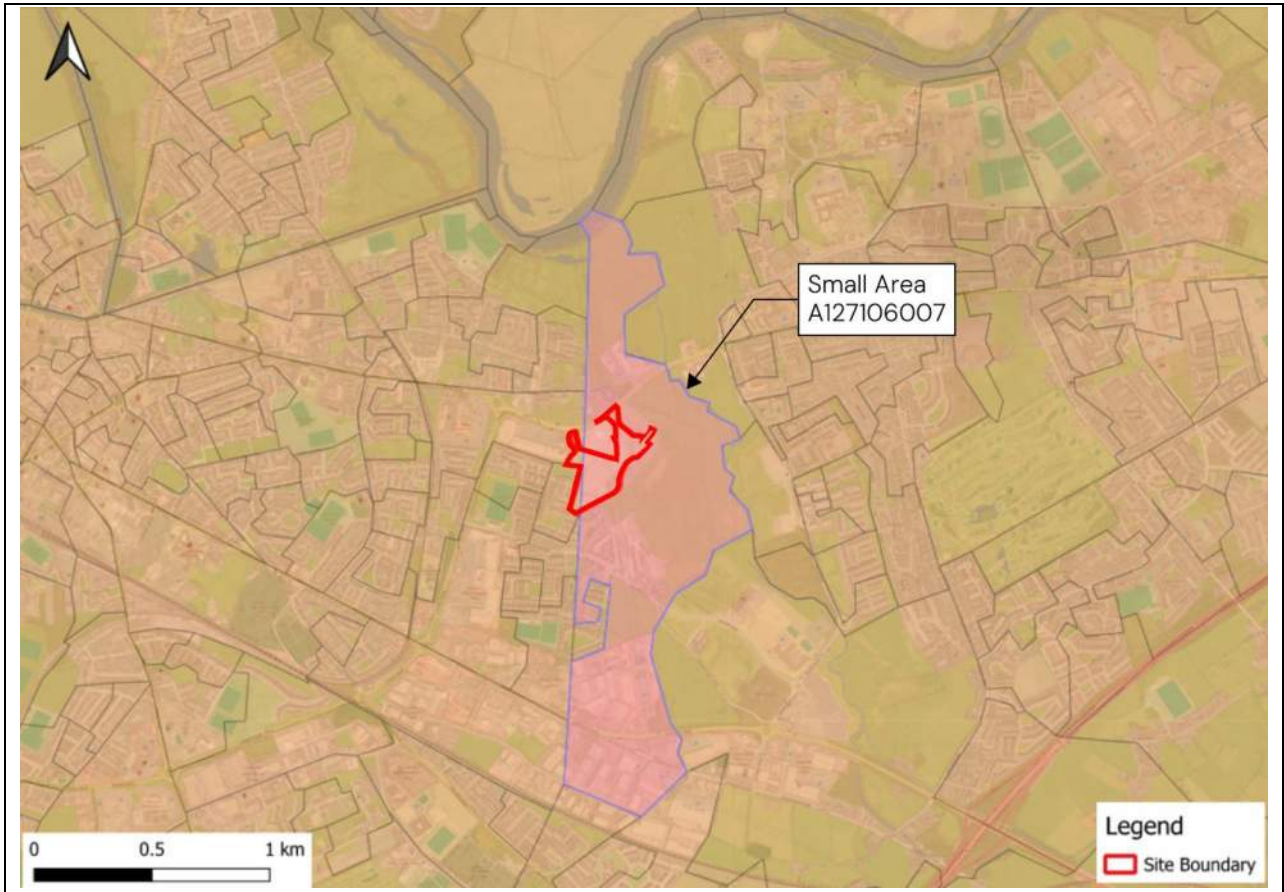


Figure 2-3: Central Statistics Office - Census 2022 Small Area Map (A127106007)

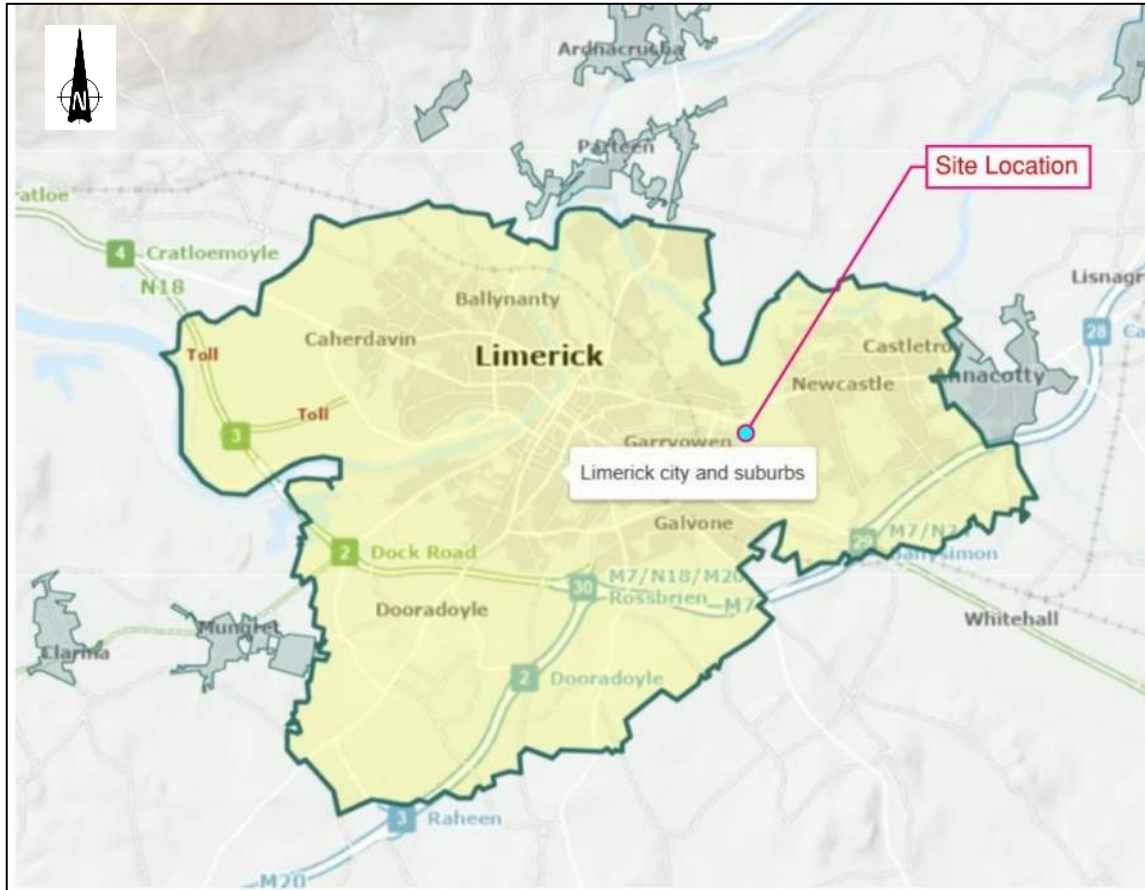


Figure 2-4: Central Statistics Office - Census 2022 Limerick City and Suburbs Map

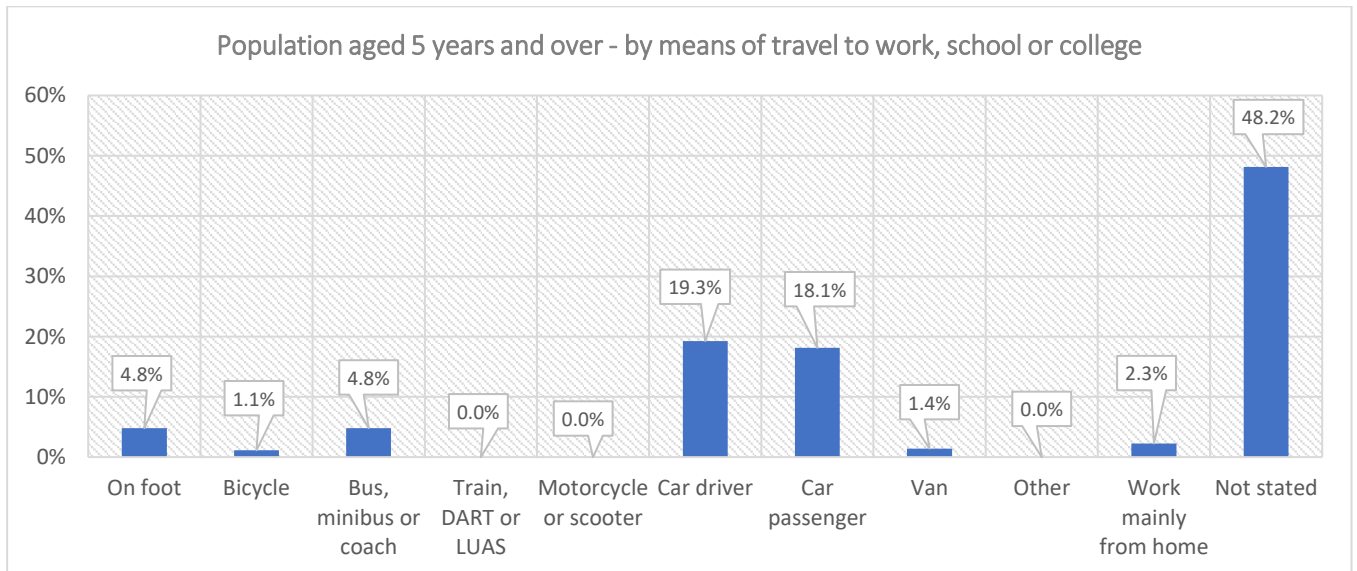


Figure 2-5: CSO Data for 2022 - Small Area Map (A127106007)

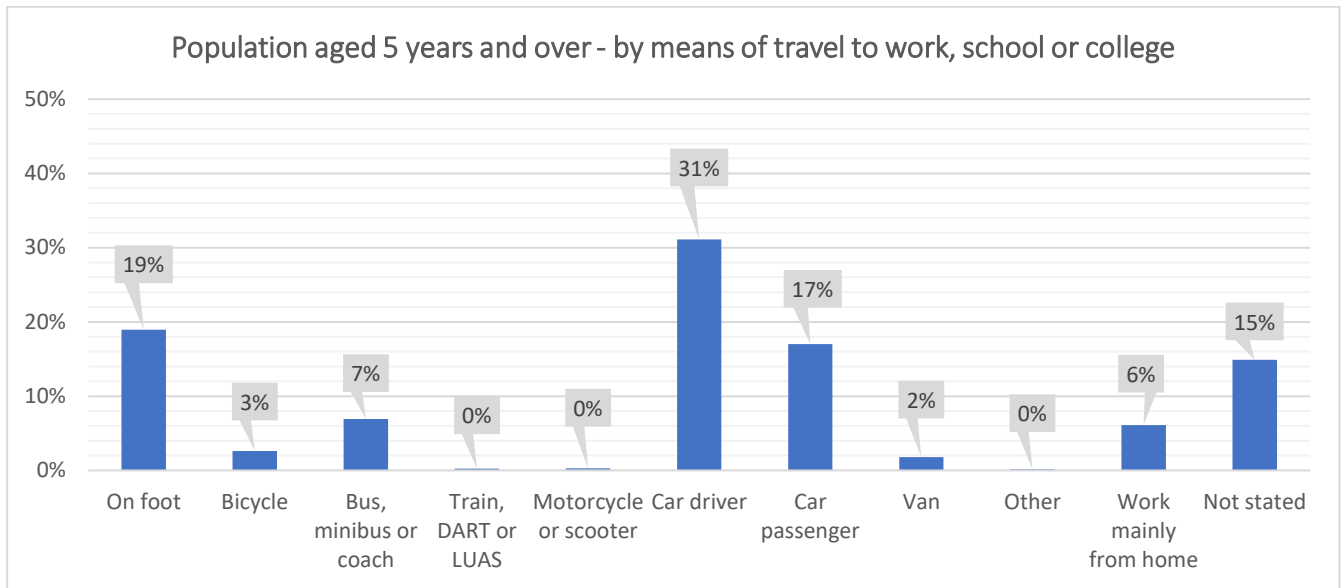


Figure 2-6: CSO Data for 2022 Limerick City and Suburbs

3 Site Conditions

3.1 Site Access

It is proposed to provide vehicular, cyclist and pedestrian access to the proposed development via the following:

- An exiting access from Parkway Retail Park Roundabout
- A proposed new access from Dublin Road

Figure 3-1 shows the proposed access points to the site.

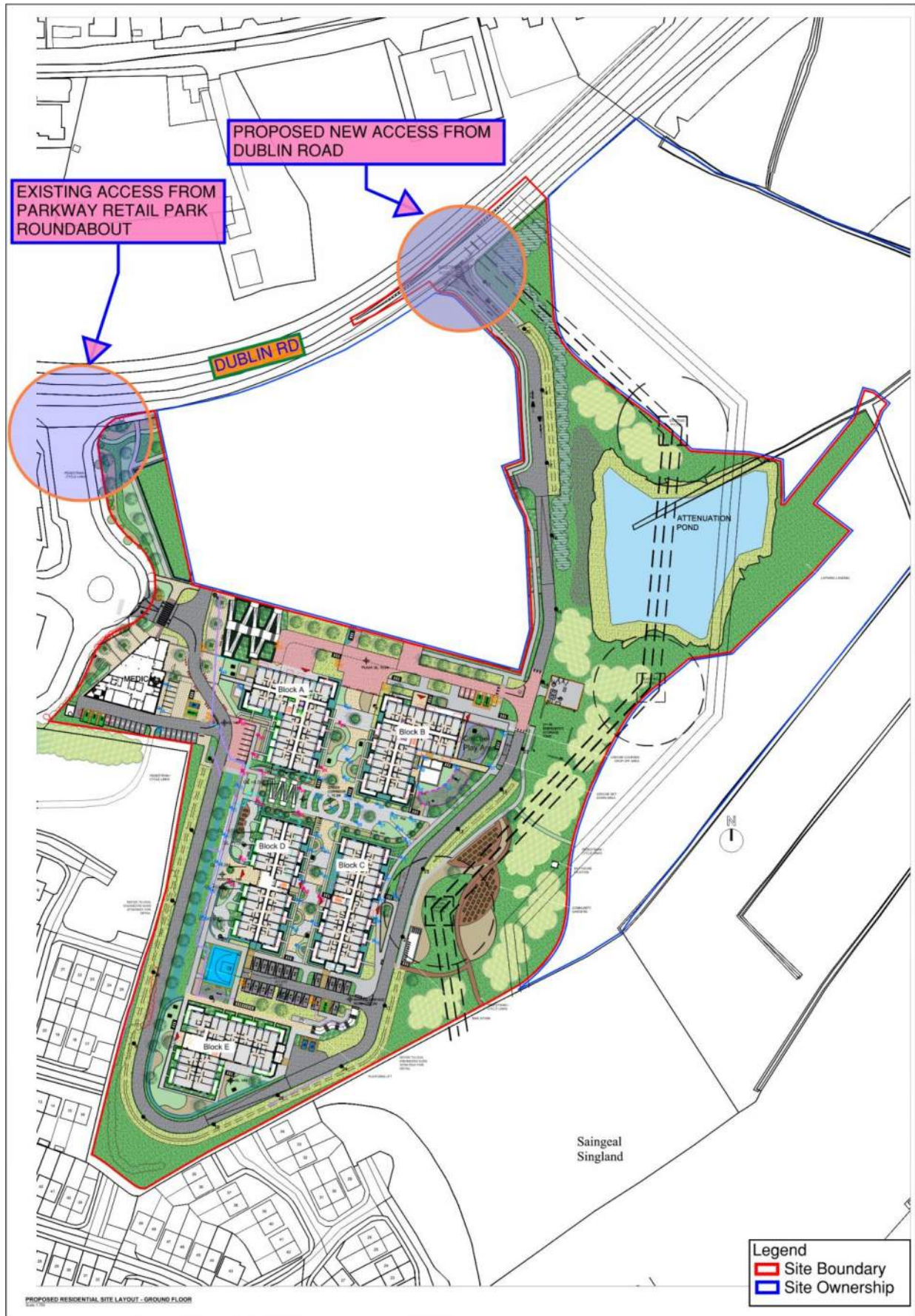


Figure 3-1: Proposed Site Access Location

3.2 Pedestrians

3.2.1 Pedestrian Access Points

There is an existing pedestrian entrance for the site via the Parkway Retail Park Roundabout. Refer to Figure 3-2 below. An additional entrance will be provided courtesy of a new access from Dublin Road which will be restricted to left in/ left out. Refer to Fig 3-1 above.

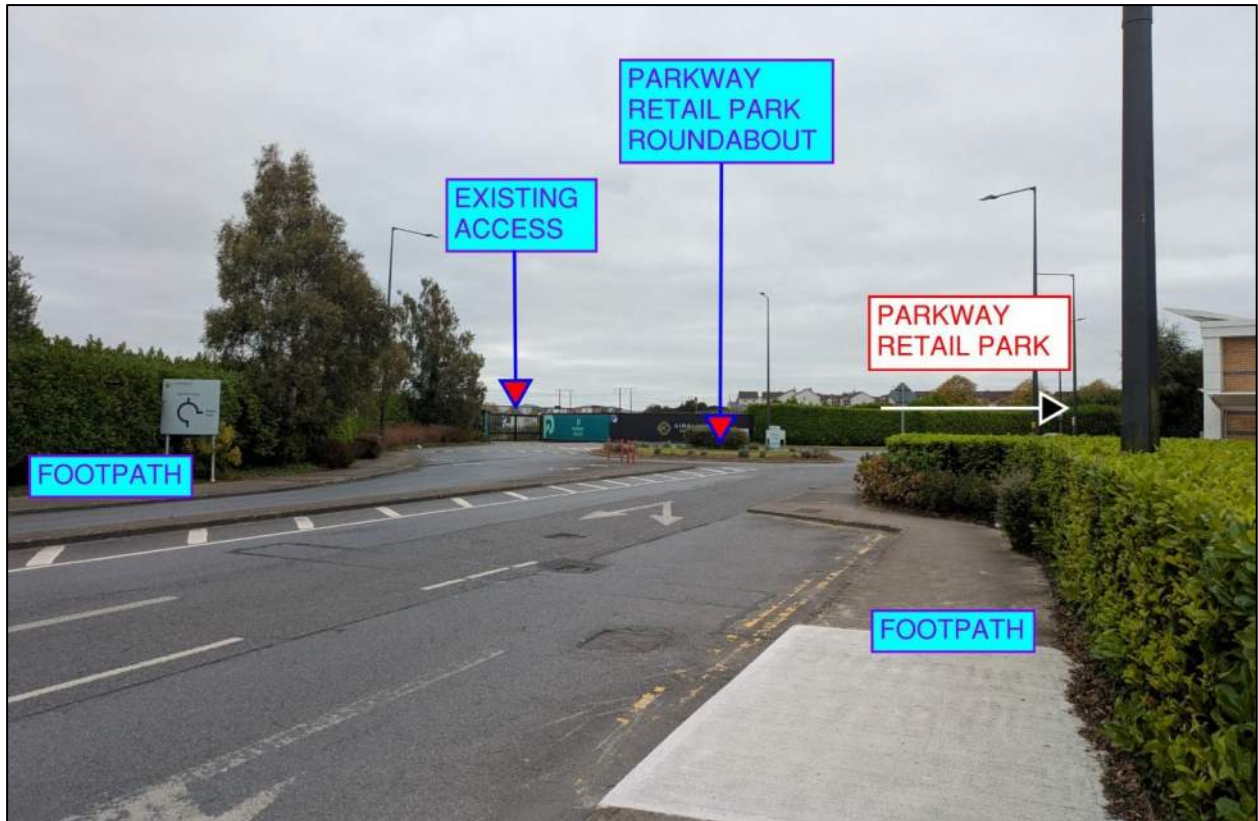


Figure 3-2: Pedestrian Access

3.3 Cycling

3.3.1 Cycling Access Provision

Access to the development is a shared surface for cyclists and vehicles via Parkway Retail Park Roundabout and the proposed new access road connect to Dublin Road. Refer to Figure 3-1 above.

3.3.2 Limerick Shannon Metropolitan Area Transport Strategy (LSMATS)

The National Transport Authority (NTA) published LSMATS to set out the framework for the delivery of the transport system developments. Under the strategy, cycling infrastructure will be developed along several primary routes. Portions of Dublin Road are designated as primary cycle routes, while other sections are classified as secondary.

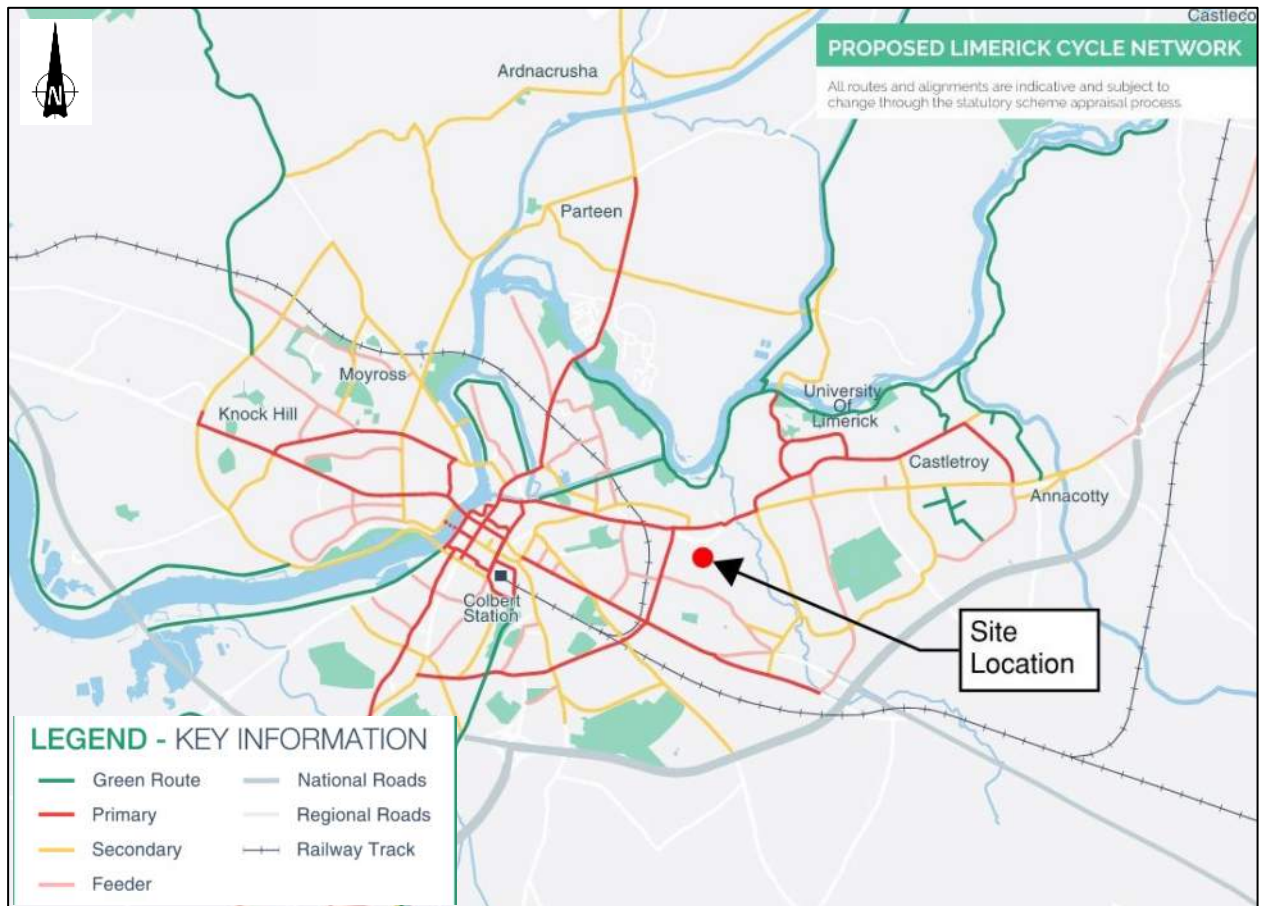


Figure 3-3: Limerick Proposed Cycle Network as per LSMATS

3.4 Public Transport

In order to facilitate the use of public transport, the management company will provide information on location of stops, routes, timetables and walking times to main public transport facilities. Residents should also be advised of the availability of the national Tax saver Scheme refer to Transport for Ireland web site (<https://www.transportforireland.ie/fares/taxsaver/>) for more details.

High frequency public transport is available in the area of the development, as described below. A site specific Public Transport Capacity Assessment report has been prepared by PUNCH accompanying this report which examines the capacity of the existing public transport services in the vicinity of the proposed development.

3.4.1 Limerick Bus Network

A range of public transport routes are available in Limerick City within the vicinity of the proposed development, as described in the following sections of this MMP and shown in Figure 3-4 below.

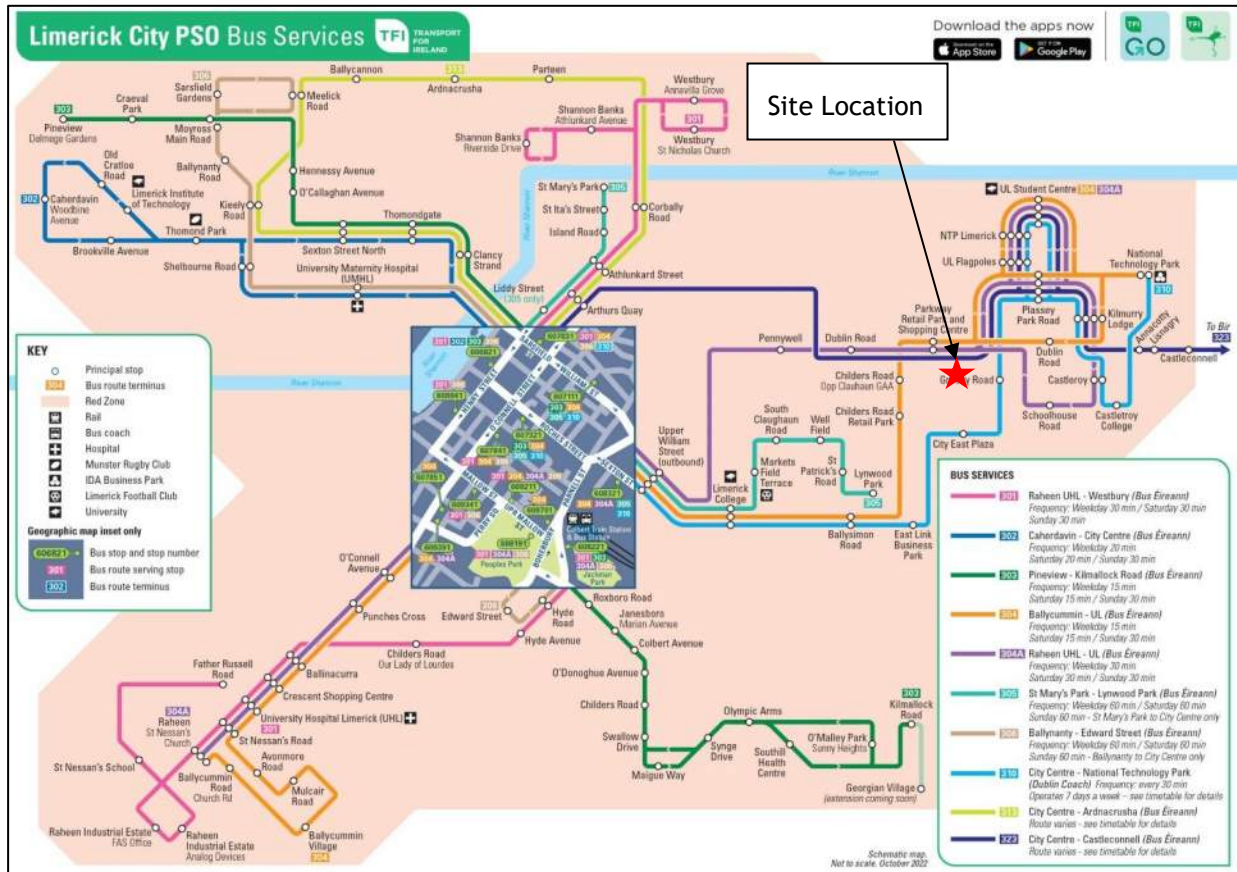


Figure 3-4: Limerick Bus Network (Ref: tfi.ie)

3.4.2 Bus Stops

Figure 3-5 shows the location of existing local bus stops in relation to the proposed development. There are several bus stops within a 500m radius of the proposed development. Table 3-1 shows the walking time that each of these bus stops are from the proposed development.



Figure 3-5: Location Map Showing Nearby Bus Stops

Table 3-1: Local Bus Stops and Routes

Bus Stop ID	Stop Name	Routes	Walking Distance	Average Walking time
607711	Parkway	304, 304A, 323, 323X, 332	150m	2 mins
607591	Parkway Retail	304, 304A, 323, 323X, 332	600m	3 mins
11087	Curragh Birin	310	900m	12 mins
607581	Claughaun GAA	304	850m	12 mins
607721	Childers Road Retail	304, 309	1000m	13 mins
607571	Childers Road Retail	304, 309	1100m	14mins

3.4.3 Bus Services

The development is served by several bus services. Figure 3-6 below, shows the location of all the Bus Stops within 500m and 1km of the proposed development. Table 3-2 below includes the frequency (in each direction) of bus routes in close proximity to the proposed development.

Table 3-2: Existing Local Bus Routes

Number	Route	Provider	Weekday Frequency	Sat/ Sun Frequency
304	Ballycummin -UL	Bus Éireann	15 min	15/30 min
304A	Raheen UHL - UL	Bus Éireann	30 min	30 min
309	Kilduff - Glentworth	Kelly Travel	Tuesday - Friday One Trip	Saturday One trip
310	City Centre - National Technology Park	Dublin Coach	30 min	30 min
323	City Centre - Castleconnell	Bus Éireann	3 hours	3 hours
323X	Limerick - Birr - Athlone	Bus Éireann	One trip	N/A
332	Limerick - Killaloe - Nenagh - Birr	Bus Éireann	2 - 2 ^{1/2} hours	2 ^{1/2} - 3 hours



Figure 3-6: Bus Stop Locations in Relation to Site Location

Transport for Ireland provide a phone App and a useful website called ‘Journey Planner’ this can be used to easily plan routes to and from the development using bus routes and other forms of Transport. It is available as a free download and is highly recommended.

3.4.4 Bus Connects Limerick

BusConnects Limerick is a strategy developed by National Transport Authority Ireland to greatly improve bus services in Limerick City. The aim of BusConnects is to “deliver an enhanced bus system that is better for the city, its people and the environment” (busconnects.ie). At the time of writing, the Bus Connects website notes that the new network is scheduled to be delivered on a phased approach from 2027.

The proposed network is shown in Figure 3-7 below. The following routes are proposed near the development:

- Bus route (no.2) located 900 south of the proposed development. This route will operate with a 15-minute frequency and will connect Moylish to UL North Campus.
- Bus route (no.4) also located on Dublin Road. This route will connect St Nessian’s Church to University of Limerick and will operate with a 10-minute frequency.
- Bus route (no. 6). which is located along Dublin Road. This route will connect Coonagh Shopping Center and University of Limerick at 30-minute frequencies.

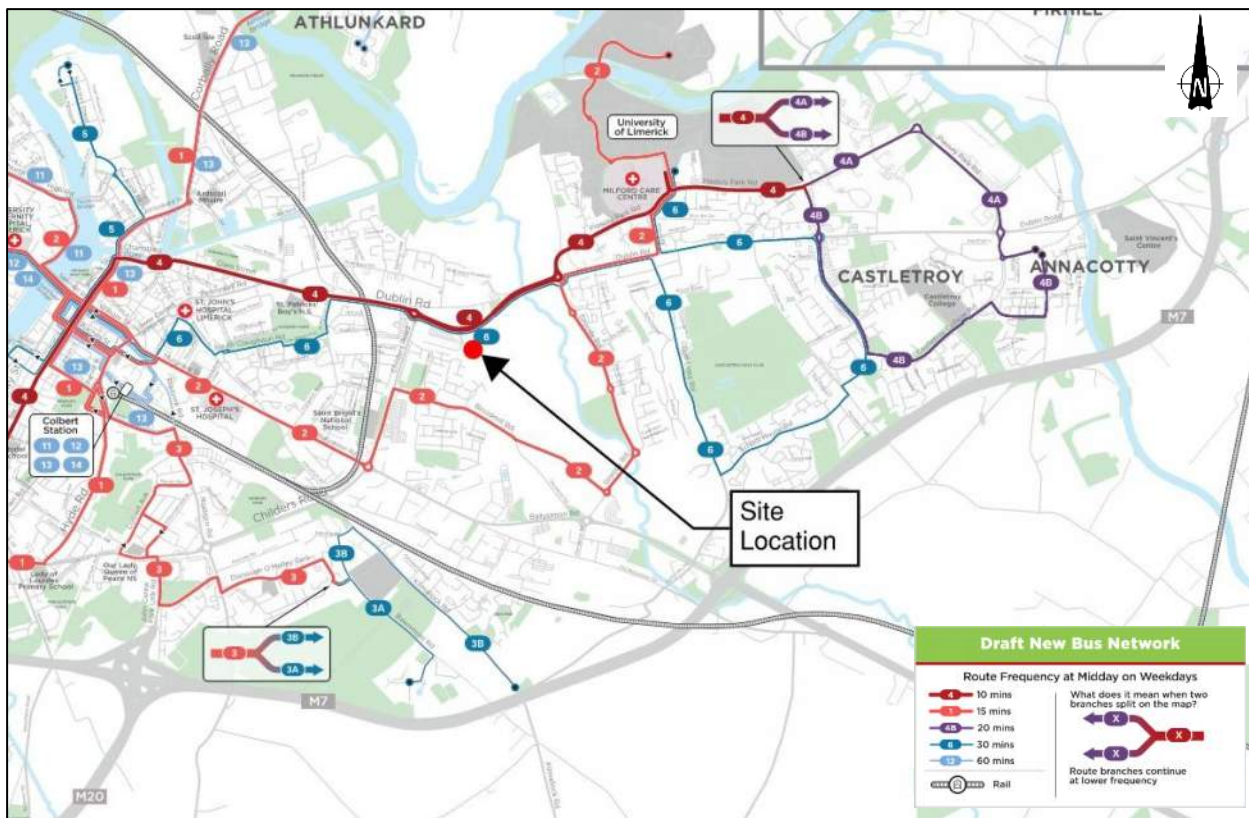


Figure 3-7: Proposed BusConnects Limerick

3.4.5 LSMATS Bus Priority Measures

LSMATS identifies Dublin Road as a bus priority route as shown in Figure 3-8 below. The implementation of the objectives of the LSMATS will bring with it a modal shift for the development area which should drastically change the transportation environment and use of sustainable modes of transport in the area.

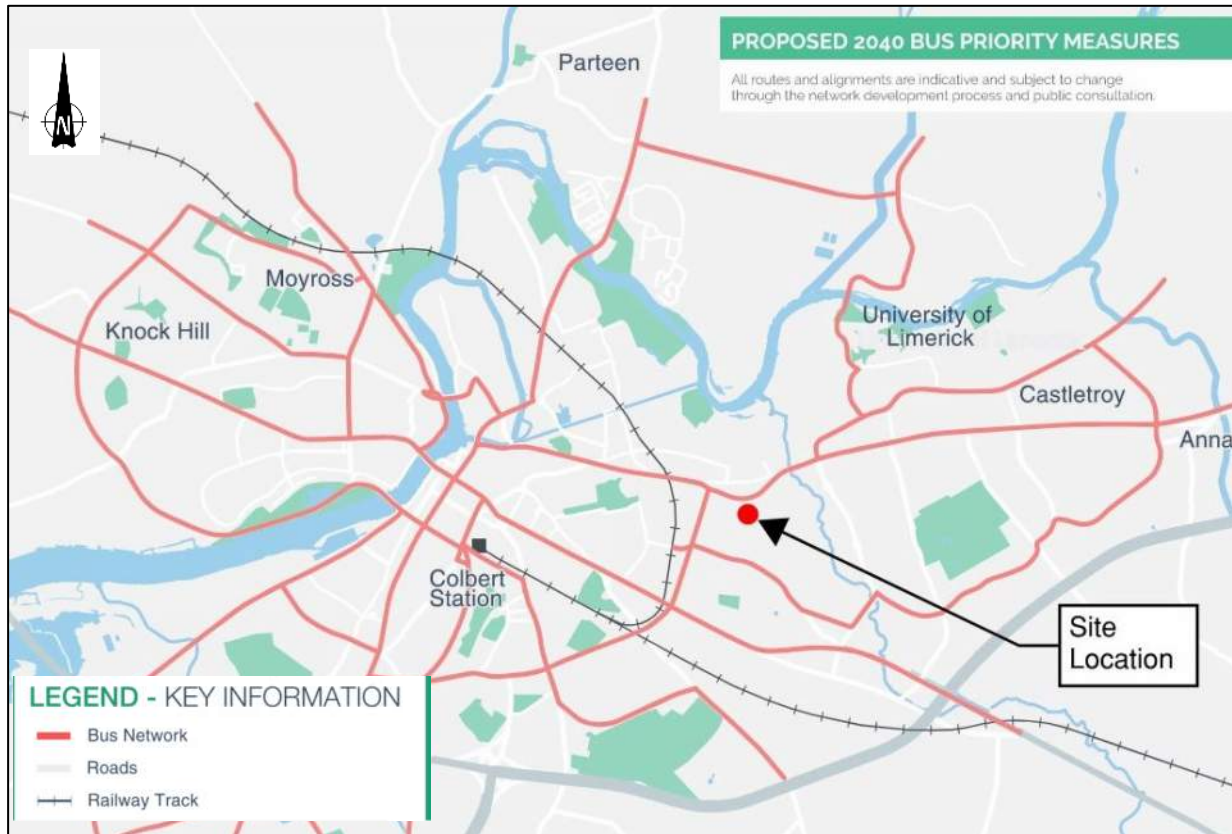


Figure 3-8: Proposed 2040 Bus Priority Measures

3.4.6 Train Services

The closest train station to the development site is Colbert Station which is circa 3.4km by car. There is a regular train service that links Limerick to surrounding areas such as Ennis, Galway, Cork, Dublin and Waterford. Train services at the Colbert Station operate from Monday to Sunday at 30 minutes to 1-hour intervals

4 Trip Patterns and Mode Share Targets

4.1 Trip Patterns

4.1.1 Baseline Mode Share

The baseline modes share was assumed to mimic that of the exiting modal split of the Small Area Map. Based on the data shown on Figure 2-5 of this report, the current mode split for is as follows:

Table 4-1: Baseline Mode Share

Year	Cycle (%)	Walk (%)	Public Transport (%)	Travel by private car (%) ¹
*Baseline (2025)	2.3	9.7	9.7	78.3

*This excludes the percentage of people indicated as 'not stated' on Figure 2.5

4.1.2 Opening Year Mode Share

The proposed development consists of five blocks accommodating a total of 403 no. residential units, ranging in height from five to eight storeys. In addition, the scheme includes a creche at ground level within Block B, a four-storey medical centre located on the western edge of the site. The predicted residential population is expected to be approximately 1,088 based on the assumption of:

- 2 persons per each of the 246 no. 1-bed units
- 3 persons per each of the 29 no. 2-bed units
- 4 persons per each of the 128 no. 2-bed units

From the information provided by the Client there are going to be 9 employees for the creche and 30 employees for the medical facility. The total population is estimated is shown in Table 4-2 below.

Table 4-2: Expected Population

Population Group	Population
Residents	1088
Employees (Medical Facility)	30
Employees (Creche)	9
Total	1127

The residents' travel choices will however be spread over different transport modes. An assumption was made that each household (apartment) would typically have 1 trip resulting in 403 ordinarily allowable trips. The peak hour car trips were assumed to be a maximum of 101 (as per maximum parking provided). For the creche and medical facility the allowable trips was assumed as 1 trip per employee and the actual trips were assumed to be the maximum car parking provided. The car mode share was then determined by dividing envisaged car trips over the allowable trips. Refer to Table 4-3 below. The remaining mode share were extrapolated using the ratio of the mode share as per the baseline described in the preceding section. Refer to Table 4-4 below.

Table 4-3: Envisaged Car Mode Share

Population Group	Allowable Person Trips	Envisaged Person Trips	Car Mode share
Residential	403	101	30%
Creche	9	8	
Medical Centre	30	24	
Total	442	133	

Table 4-4: Opening Year Mode Share

Year	Cycle (%)	Walk (%)	Public Transport (%)	Travel by private car (%) ¹
Opening Year (2027)	7.6	31.2	31.2	30

5.2 Mode Share Targets (Baseline and Future)

Modal targets are set out in the Limerick Development Plan 2022-2028 ‘Table 7.3’ for the Limerick Shannon Metropolitan Area. Refer to Table 4-5 below.

Table 4-5: Extract from Limerick Development Plan 2022-2028 ‘Table 7.3’

LSMA Mode Share Targets (%) for Commuting to Work/Educational Purposes				
Settlement	Walk		Cycle	
	2040	2028	2040	2028
Limerick Shannon Metropolitan Study Area	35	15-20	15-20	7-10
Mode Share Targets(%) for Commuting to Work/Educational Purposes (2028)				
Settlement	Walk		Cycle	Public Transport
Limerick and Suburbs (in Limerick), Mungret and Annacotty (All Work/Education Trips)	30%		10%	14%
Newcastle West (All Work/Education Trips)	20%		5%	7%
Settlement Levels 3-6/Rural Areas (All Work/Education Trips)	15%		5%	12%

This table sets a 2028 target of 40% (Limerick and Suburbs) of people commuting to work using active commuting (walking/cycling). The maximum car mode share has been set as 46% by 2028. The development’s opening year car mode share has been estimated as 30% and is over the development plan targets.

In order to further improve the targets, an increase in the number of pedestrians, cyclists and public transport users, along with a decrease in the number travelling by private car would be required. This can be achieved by:

1. Issuing information packs to all members of staff/residents with the location and timetables of public transport.
2. Encouraging cycling and walking.
3. Encouraging car sharing where practical.

The baseline and future targets for the development are set out in Table 4-6. The baseline and opening year mode share have been explained in the preceding sections. The year 5 (2033) figures were determined by interpolating between the opening year mode share and the 2040 LSMATS mode share which estimates 30-35% of commuters to walk and 15-20% commuters to cycle.

These targets are estimates only and are subject to adjustment and review as future Smarter Travel initiatives are implemented and public transportation infrastructure is expanded.

Table 4-6: Baseline and Future Target Mode Share

Year	Cycle (%)	Walk (%)	Public Transport (%)	Travel by private car (%) ¹
Baseline (2025)	2.3	9.7	9.7	78.3
Opening Year (2028)	7.2	30.7	30.7	31.4
Year 5 (2033)	7.7	31.4	31.4	26.7
Target Year (2040)	15.0	32.5	32.5	20.0

5 Proposed Transport Services

5.1 Design Manual for Urban Roads and Streets

The Design Manual for Urban Roads & Streets (DMURS) was prepared for the Department of Transport, Tourism and Sport and the Department of Environment, Community and Local Government. DMURS provides guidance on designing urban roads and streets. It presents the principles, approaches and standards for urban areas where speed limits are below 60km/hr.

The manual places a significant emphasis on car dominance in Ireland and the implications this has had regarding the pedestrian and cycle environment. The document encourages more sustainable travel patterns and safer streets by proposing a hierarchy for user priorities. As per Section 2.2.2 and Figure 2-21 extract over, this hierarchy places pedestrians at the top, indicating that walking is the most sustainable form of transport and that by prioritising pedestrians first, the number of short car journeys can be reduced, and public transport made more accessible. Second in the hierarchy are cyclists with public transport third in the hierarchy and private motor vehicles at the bottom. By placing private vehicles at the bottom of the hierarchy, the document indicates that there should be a balance on street networks and cars should no longer take priority over the needs of other users.

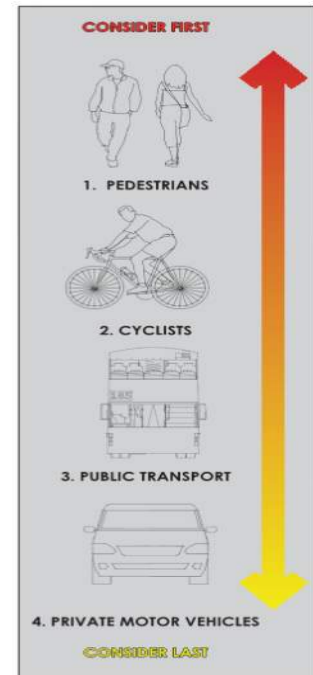


Figure 5-1: DMURS User Hierarchy Extract - Figure 2-21

5.2 Pedestrians

As the potential for pedestrian trips to and from the development is high, it is important that the development is properly integrated into the existing footpath network. There are footpaths already along Dublin Road and the Parkway Retail Park access road. A new pedestrian link is being proposed from Dublin Road in addition to the existing access from Parkway Retail Park roundabout. These footpaths further link to a broader network within Limerick City Centre, facilitating easy pedestrian access. Refer to Figure 5-2 below.

The site is in close proximity to Parkway Retail Park with a walking time of less than 2 minutes. The bus stops are situated within a 30-minute walking distance from the site, making the combination of walking and bus commuting an excellent option for residents, creche and medical facility workers. Refer to Figure 3-5 in Section 3.4 for the location of bus stops in relation to the proposed development.

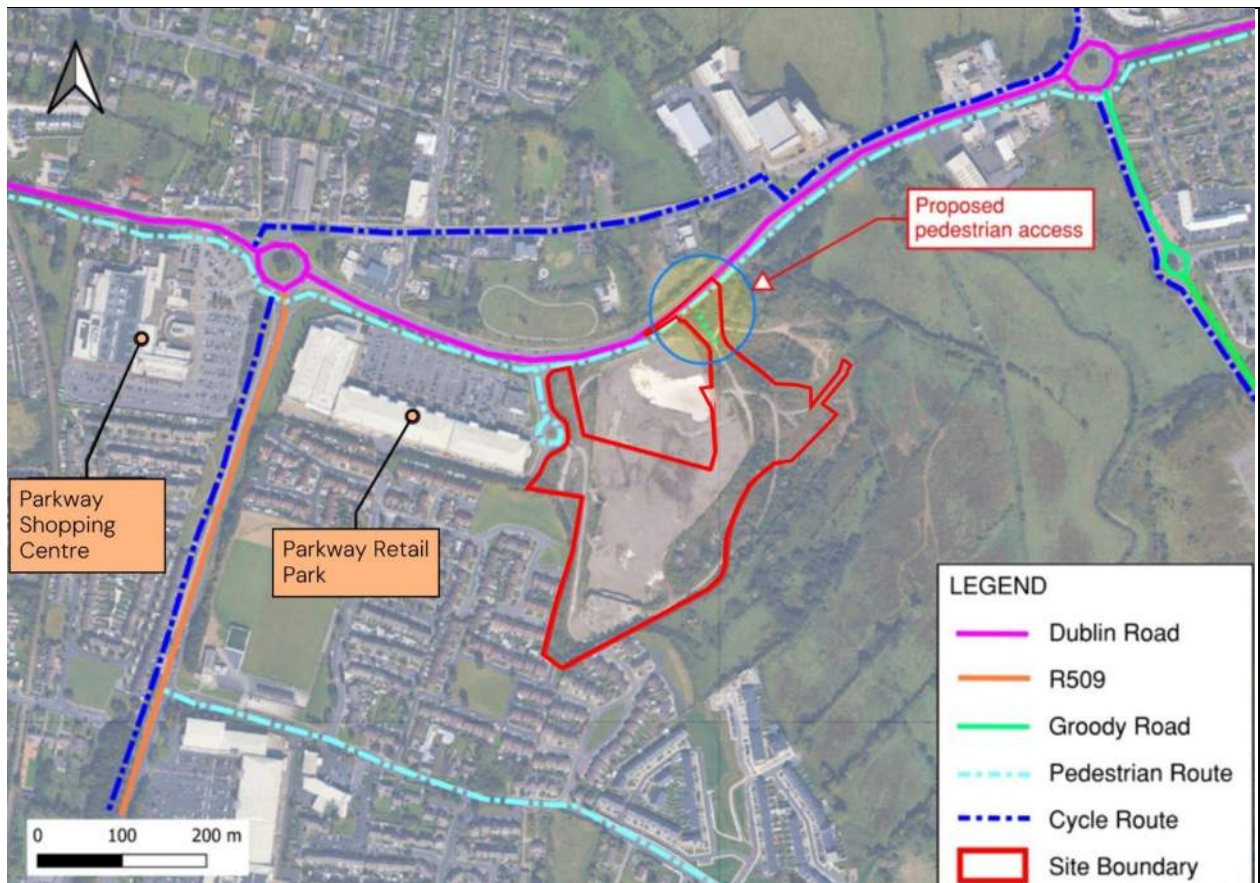


Figure 5-2: Pedestrian and Cyclist Infrastructure

5.3 Cycling

Cycling is to be significantly encouraged as part of the development. The cycling routes near the site are shown in Figure 5-2 above. This, coupled with the envisaged cycle infrastructure (LSMATS proposal as per Section 3.3) on the nearby public road network would make cycling a conducive sustainable mode of travel option for staff and residents.

The table below shows the cycle parking requirements of the Limerick Development Plan 2022-2028 and SPPR 4 of the *Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities* as appropriate:

Table 5-1: Cycle Parking Standards and Requirements

Development Type	No. Units/Staff	Requirement	Total Requirement	Provided
Residential	403 units (1-2 Bed Apartments)	1 space per bedroom* 1 visitor space per 2 units	560 (Resident) 202 (Visitor)	570 (Resident) 214 (Visitor)
Creche	9 staff	1 space per 3 staff	3	9

Medical Centre	18 treatment rooms 30 staff	1 space per 2 treatment rooms 1 space per 5 staff	20	19 (Patient) 6 (Staff)
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*Residential bike parking number are based on the SPPR 4 of Sustainable Residential Development and Compact Settlements Guidelines.

It is proposed to provide 818 no. secure cycle parking spaces on the proposed development site. Cycle parking will be monitored, and additional cycle parking provided if required in the future.

As per the Limerick Development Plan the following are the requirements for shower facilities:

Table 5-2: Shower Facilities Requirements

Development type	GFA m ²	Requirement	Total Minimum Showers Required
Employment (Medical Facility)	2643	2 showers per 500m ² + 1 per 1000m ² thereafter	5
Employment (Creche)	288	1 shower	1
Total			6

In addition to the above the development plan requires that supporting infrastructure such as changing facilities/drying area, toilets and lockers be provided with sufficient ventilation.

As part of the development, the applicant will provide 6no. showers as well as a number of changing areas and lockers. The provision of showers will be monitored, and additional showers provided if required in the future.

5.4 Bus Service

The use of public transport is encouraged as part of this Mobility Management Plan. The future implementation of Bus Connects Limerick will improve the potential offering for bus transport for staff and customers. Refer to the Public Transport Capacity Assessment report also included within the planning submission for further information on public transport availability in the area.

5.5 Parking

Car parking serving the development is provided in accordance with Density Zone 2 figures outlined in the Limerick Development Plan 2022-2028 'Table DM 9(a)' and SPPR 4 of the *Sustainable Residential Development and Compact Settlements Guidelines for Planning Authorities* as appropriate. The applicable car parking standards are noted in Table 5-3 below:

Table 5-3: Car Parking Standards and Requirements

Development Type	No. Units/Staff Gross Floor Area	Requirement	Total Requirement	Provided
Residential	403 (1-2 Bed Apartments)	1 space per unit	403 (Resident)	101
Creche	306m ²	1 space per 60m ² + set down	5 + set down	5 + 3 set down
Medical Centre	18 treatment rooms 30 staff	1 space per treatment room 1 space per 2 staff	33	18 (Patient) 11 (Staff)

It is proposed to provide 138 no. car parking spaces on the development site. Due to the close proximity of the bus stops, cycle lanes and shops, a reduced parking rate is proposed for the development.

12 parking spaces (8.6% of the total number of spaces) will be designated accessible car-parking spaces in accordance with the Limerick Development Plan. The accessible spaces are to be demarcated with yellow lines, a protected hatched area and appropriate road markings to identify these spaces. The proposed location of the disabled parking spaces are in close proximity to the building entrances.

In accordance with section 11.8.6, Table DM 11 of the Limerick Development Plan 2022-2028, at least 1 recharging point, and a minimum of 1 space per 5 car parking spaces should be equipped with one fully functional EV Charging Point.

For the proposed development, it is proposed to provide 27 no. EV charging points as part of the proposed works. The space will be constructed based on the guidelines in 'Electric Vehicle Charging Infrastructure Universal Design Guidelines (June 2023)'.

5.6 Car Sharing

In order to reduce car usage, consideration for car sharing would include:

- a. Provide designated car sharing spaces.
- b. Maintain an on-line database or a register including travel and contact details.
- c. Implement and foster a Car Sharing Programme.
- d. Match staff for car sharing and aim to match work schedules based on car sharing needs.
- e. Reserve preferential parking for participating cars.

5.6.1 Car Club Facilities

Car clubs are being widely used as a way of reducing the need for private car ownership. Communal cars are currently available at various locations throughout Limerick City. Motorists can book slots using an online phone application. Cars are rented per hour with fuel, tax and insurance all included in the hire price. GoCar, Enterprise Car Club and Yuko currently offer Car Club services in Limerick City. Each Car Club vehicle has the potential to replace the journeys of up to 15 private cars. This is based on European research for the car share market.

Go Car Facilities will be provided within the development to facilitate short term and or occasional car users. (Go Car enables the hire of a vehicle for varying length of time with a minimum of one hour.) 5 no. parking spaces will be dedicated for car club use only in this car space provision.

At this time, it is proposed to use the scheme operated by GoCar but an equivalent shared car scheme could be used. A letter of intent from GoCar is provided in Appendix A.

6 Action Plan

This MMP outlines the range of measures which are proposed to reduce car dependency associated with this development. The Developer, Kirkland Investments Ltd, will encourage and provide information to staff that they are required to individually and co-operatively promote the achievement of Limerick Development Plan Mode Targets through various measures outlined.

To ensure effective results from any initial sustainable travel investment, it is imperative to obtain the agreement of all the stakeholders and obtain the support of external partners such as the Local Authority.

The MMP will be managed by a Travel Coordinator who will implement and evolve the plan.

The document ‘National Transport Authority Workplace Travel Plans - A Guide for Implementers’ may be used as a reference.

The Travel Coordinator will also be best suited to monitor the results of the plan. Employee travel surveys should be carried out annually to monitor the initial success of the MMP and to gain a better understanding of the employee travel habits. These survey results can also serve as a sustainable travel performance benchmark to indicate how the MMP is performing in comparison to previous years and the sustainable travel targets initially outlined in the plan.

A non-exhaustive list of actions recommended to change the mode share and achieve Limerick Development Plan mode targets is given below with target completion dates. Other actions may arise as the Action Plan implementation progresses.

Table 6-1: Action Plan Recommendations

Action	Responsibility	Timeline
Create an Action Plan Working Group		Short
Appoint Travel Coordinator		Short
Walking		
Soft Measures		
Provide incentives to encourage walking to/from the facility e.g. provide umbrellas, free fluorescent gear, pedometers etc.		Short
Encourage establishment of a walking club or walking events		Short
Hard Measures		
Liaise with Local authority to improve pedestrian facilities to the site		Long
Consider providing showers		Short
Cycling		
Soft Measures		
Introduce Cycle to Work scheme		Short
Encourage the establishment of a bicycle users’ group, an online cycling forum or cycling events		Medium
Provide incentives to encourage cycling to/from the site eg. puncture repair kits, free fluorescent gear etc.		Long
Carry out a follow-up site audit and survey staff to gauge ease of access, use of facilities and possible improvements		Medium
Hard Measures		
Consider providing sufficient showers		Short
Liaise with Local authority to improve cycling facilities to the site		Short

Provide sufficient secure cycle parking		Complete
Public Transport		
Soft Measures		
Display map and timetables of public transport routes/ stops on intranet or in main staff area		Short
Hard Measures		
Liaise with bus service operators to provide a bus service that comes close to the proposed development Site		Long
Carpooling		
Soft Measures		
Set up a private car sharing scheme for staff.		Short
Hard Measures		
Allocate staff car sharing spaces in a priority location closest to the building		Short
Electric Vehicles		
Soft Measures		
Provide Electric Vehicle Charging Points (EVCPs) on site		Complete
Others		
Include travel options and Smarter Travel information in staff induction packs		Short
Provide a central information point (on intranet or in main staff area) with details of cycling and pedestrian routes, bus timetables, car sharing information, tax saver schemes for staff etc.		Short
Carry out a follow up site audit and survey staff to monitor and review travel patterns and adjust action plan accordingly		Short

7 Conclusion

There is scope for a substantial uptake of sustainable modes of transport by staff and residents if the measures outlined in the Mobility Management Plan Action Plan are implemented.

To encourage active commuting, the proposed development will include dedicated cycle parking, along with shower and changing facilities (for staff) to support and promote cycling. Additionally, the development promotes sustainable transport options through the encouragement of car sharing and the use of electric vehicles (EVs).

The success of the MMP depends on the co-operation of all parties. The appointment of a Mobility Manager at the outset is important to initiate education of all the incentives and oversee implementation for the success of the plan. A Mobility Manager and a steering group comprising all stakeholders - the local authority, transport companies, car share companies and residential representative is vital to maintain the transport system. This MMP will need to be reviewed on a regular basis within the steering group with updates occurring as improvements to the transport network in the vicinity of the development site are implemented.

Appendix A Go Car Letter of Intent



Kirkland Investments
Singland,
Dublin Road,
Limerick

21st October 2025

To Whom It May Concern,

This is a letter to confirm that GoCar intends to provide a car sharing service in the Parkway Valley development, Dublin Road, Limerick. GoCar representatives have discussed the project with representatives of Kirkland Investments and are excited to provide 5 (five) car sharing spaces to service this location. The development consists of 403-unit dwellings, and 2 business units within the Limerick area. The developer proposes to have available two 5 (five) vehicles for service at surface level for the wider communities and onsite residents within the development.

GoCar is Ireland's leading car sharing service with over 60,000 members and over 1200 cars and vans on fleet. Each GoCar which is placed in a community has the potential to replace the journeys of up to 15 private cars. The Department of Housing's Design Standards for New Apartments - Guidelines for Planning Authorities 2018 outline: "For all types of location, where it is sought to eliminate or reduce car parking provision, it is necessary to ensure... provision is also to be made for alternative mobility solutions including facilities for car sharing club vehicles."

Carsharing is a sustainable service. By allowing multiple people to use the same vehicle at different times, car sharing reduces car ownership, car dependency, congestion, noise, and air pollution. It frees up land which would otherwise be used for additional parking spaces. Most GoCar users only use a car when necessary and walk and use public transport more often than car owners.

By having GoCar car sharing vehicles in a development such as this, the residents therein will have access to pay-as-you go driving, in close proximity to their homes, which will increase usership of the service.

I trust that this information is satisfactory. For any queries, please do not hesitate to contact me.

Daniel Ralston
Business Account Manager
GoCar Carsharing Ltd
Mobile: 086 0414 991
E: daniel.ralston@gocar.ie