

Case study

Naas Traffic Management Plan - Kildare County Council

MVA Consultancy, in conjunction with DBFL Consulting Engineers, was appointed by Kildare Co. Co. in November 2007 to develop a Traffic Management Plan for Naas Town.



The challenge

Naas is the County Town of Kildare. The town currently experiences significant traffic congestion problems, which have arisen as a result of the significant population growth which has occurred in the town, and its surrounds, in recent years. The population of the town grew by 47% to approximately 22,000 over the 10 year period between 1996 and 2006.

The town is forecast to continue growing significantly over the next 10-15 years with a number of major developments, including the Marshelsea Shopping Centre and the Northwest Quadrant planned.

The overarching objective of the Naas Traffic Management Plan was to determine the short, medium and long term traffic management interventions required to support the sustainable future growth of the town.

Our approach

The traffic management plan considered the needs of each road user in the town, i.e. pedestrians, cyclists, bus and general traffic. Detailed consideration was given to the specific needs of each road user to ensure an optimal balance is achieved between the competing road space requirements that exist in a sensitive urban area such as Naas. A SATURN Traffic Model was developed to understand the traffic impact of planned future developments, including committed improvements to road infrastructure, and to test options for improving traffic conditions within the town. This model was developed to a 2007 base year, with future year models

developed for 2012 and 2022. The traffic models developed covered AM peak, off-peak and PM peak time periods.

Specific recommendations for each road user aimed at achieving more sustainable future travel patterns were included with the Traffic Management Plan. The development of the plan included the following key tasks:

- Baseline traffic evaluation;
- Trip attractor access evaluation;
- Review of future transport context;
- Stakeholder consultation;
- Development of the Naas Traffic Model for the years 2007, 2012, and 2022; and
- Option development and assessment.