

Louise Masterson

271 South Circular Road

Dublin 8

An Bord Pleanála

64 Marlborough St.

Dublin 1.

Re: Case Reference Number 311359 White Heather Industrial Estate SCR D8.

I wish to object to the proposed development on the following grounds

1. The Space Standards. The apartments are too small for people to live in, on a long term basis. They are below the Dublin City Development Plan standards by reason of the fact that this is an SHD application. The lower standards are permitted in SHDs, but that does not make them correct or sustainable in the long term.
2. Build to Rent. This means that effectively there are no new places for our children, when they grow older, to buy and live in the locality that they have grown up in. This development together with others on the South Circular Road, is for the foreign pension funds to earn a return on their investment. It doesn't serve the existing community, and offers no prospect to the young people living here to establish themselves in this area by buying an apartment and investing their future here. There is no possibility for individual young people to invest but there is a great possibility for the large multinational financial corporation to invest. How can this be fair in a democratic society?
3. Height. The central block is too high in comparison to the existing context. It dwarfs existing houses on the South Circular Road.
4. Canalside. The CGI shows the walk along the canal. But it is not public space, as you would imagine from the image, it is private to the development. The opportunity to open this space to the public and connect it in future with other open spaces along the canal is lost by privatising it in perpetuity.

Louis Masterson.