

Pauric McGroder & Mary Mullally
1 Dolphin Avenue
South Circular Road
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Re: White Heather ABP 313278/22

14th May 2022

To whom it may concern,

We make this submission in respect of the proposed Strategic Housing Development on the grounds of White Heather Industrial Estate.

At present the proposals for the site are for the construction of 335 Build-to-Rent residential units on the site, including 328 Build-to-Rent apartments and 7 3-storey 3-bed townhouses.

We feel that the selection of the 10-storey block to go at the northern end of the development rather the south side of facing onto water, with south facing balconies for new residents isn't the optimum design. Providing for the relocation on the site of the higher density accommodation would also reduce any potential for overlooking and would be more beneficial for the future residents.

We have serious concerns regarding the visual impact, due to the height and scale and believe that the 10 storey Block B03 should be reconsidered having regard to urban context.

The Part V social housing component of the development is on two outer ends of the development. Best practice for integration would suggest that these housing units need to be mixed throughout the development to ensure that the residents do not suffer social exclusion.

Apart from the townhouses, the development provides exclusively for Build-to-Rent apartment units and we feel that there has been an overconcentration and overdominance of this type of accommodation and lack of balance in providing housing throughout the City. Build-to-Rent apartments are built to a lower standard in respect of size and balconies than general apartment developments, reducing the quality of accommodation for future residents.

We have significant concerns in relation to sunlight and overlooking for residents in Priestfield and St. James's Terrace arising out of this development. A number of local residents will see their sunlight significantly reduced. These concerns haven't been addressed in the final application and we would appeal for a condition for a greater setback from existing properties be imposed to protect the privacy of residents.

We further believe that Block 3 is not in keeping with the rest of the development.

Overall, we welcome development of this site and would ask that the Board take into consideration our points raised above as a constructive effort to enhance the quality of the scheme.

Thank you for your consideration.

Pauric McGroder and Mary Mullally