

PROPERTY MANAGEMENT STRATEGY REPORT

PROPOSED DEVELOPMENT:
BALDOYLE GROWTH AREA
01 SHD



CLIENT:
THE SHORELINE
PARTNERSHIP

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01

INTRODUCTION

Section 1- Introduction

Executive Summary

Aramark Property have been instructed by The Shoreline Partnership, to provide a report on the property management strategy for their proposed residential development, Baldoyle Growth Area 01. The subject application site is located at Baldoyle-Stapolin, Dublin 13.

As with any residential scheme, the main challenge for the developer will be to maintain a secure, peaceful, and attractive environment on a 24/7 basis while each occupier in the development carries out their business.

The intention of this report is to set out the management strategy for the scheme post construction in order to demonstrate how once operational, the mechanics of the property management and public realm maintenance will work in practice and be maintained to the highest standards.



Development Description

The subject application site is located at Baldoyle-Stapolin, Dublin 13. The development will consist of alterations to the permitted development, as permitted under FCC Reg. Ref. 16A/0412, ABP Reg. Ref. ABP-248970 (as amended by F20A/0258 and F21A/0046) of 544 no. residential units (385 no. apartments and 159 no. houses), retail and a crèche, to the development of 882 no. new residential dwellings (747 no. apartments, 135 no. houses), residential tenant amenity, retail, crèche, parking, and public realm, over a total site area of c. 9.1 ha, and site development area of c. 8.89 ha. Landscaping will include extensive communal amenity areas, and significant public open space provision.



Schedule of Accommodation

RESIDENTIAL ACCOMMODATION																	
LEVEL	By Block																Qty
UNIT Nos.	A1	A2	A3	D1	D2	D3	B1	B2	C1a	C2a	B3	B4	C1	C2	C3		
Level 0	0	0	0	0	0	4	0	9	7	6	5	38	36	15	17	29	166
Level 1	15	19	11	14	12	9	11	9	9	8							117
Level 2	16	21	18	18	12	14	11	9	9	8							136
Level 3	16	21	18	18	13	14	9	7	9	8							133
Level 4	16	17	14	18	13	14	9	7	5	4							117
Level 5	16	12	12	18	13	11	0	0	5	0							87
Level 6	11	12	12	15	7	4			0	0							61
Level 7	11	0	0	10	7	4			0								32
Level 8	0	0	0	7	0	4			0								11
Level 9				0		4											4
Level 10						4											4
Level 11						4											4
Level 12						4											4
Level 13						4											4
Level 14						2											2
																	882
TOTAL	Un.	101	102	85	118	81	96	49	39	43	33	38	36	15	17	29	882
Total Units		288			295			88			76		135				
TOTAL	Apartments	747										Houses	135				882



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RELEVANT EXPERIENCE

Section 2 - Summary of Relevant Experience

Aramark Property is the largest dedicated property management provider in Ireland, with over 40 years' experience in residential, office, retail, and mixed-use developments. Some of our relevant case studies on major schemes that involve residential management would include:

- Beacon South Quarter
- Fernbank
- Opus
- Capital Dock

Our role within these developments includes the property management of the common areas, internal demises, and estate areas, as well as management of some individual stakeholder's properties. Each estate has several interested parties and it is Aramark's role to maintain the estate and common areas to a high standard as well as meeting the requirements of the different interested parties.



BEACON SOUTH QUARTER



FERNBANK



OPUS



CAPITAL DOCK



03

APPOINTMENT OF
PROPERTY MANAGING
AGENT

Section 3 - Appointment of Property Managing Agent & Associated Responsibilities

The timing of the appointment of an experienced property management agent by the applicant and subsequent engagement between the agent and the developer would be recommended to take place at least nine months in advance of completion. Our experience shows that the successful outcome on completion can be aided when a property management agent is in place to consult and advise on the operational management strategy.

The property management agent would be appointed to manage the estate & common areas on behalf of the owners to ensure that the scheme is well managed, and the development is maintained to an extremely high level in line with the planning application for this scheme.

The property agents will be responsible for setting the operational service charge budget for the common areas and the estate. To effectively manage the development an annual budget would be billed to the management company on a quarterly in advance basis to ensure enough funds are received to enable effective management of the scheme.

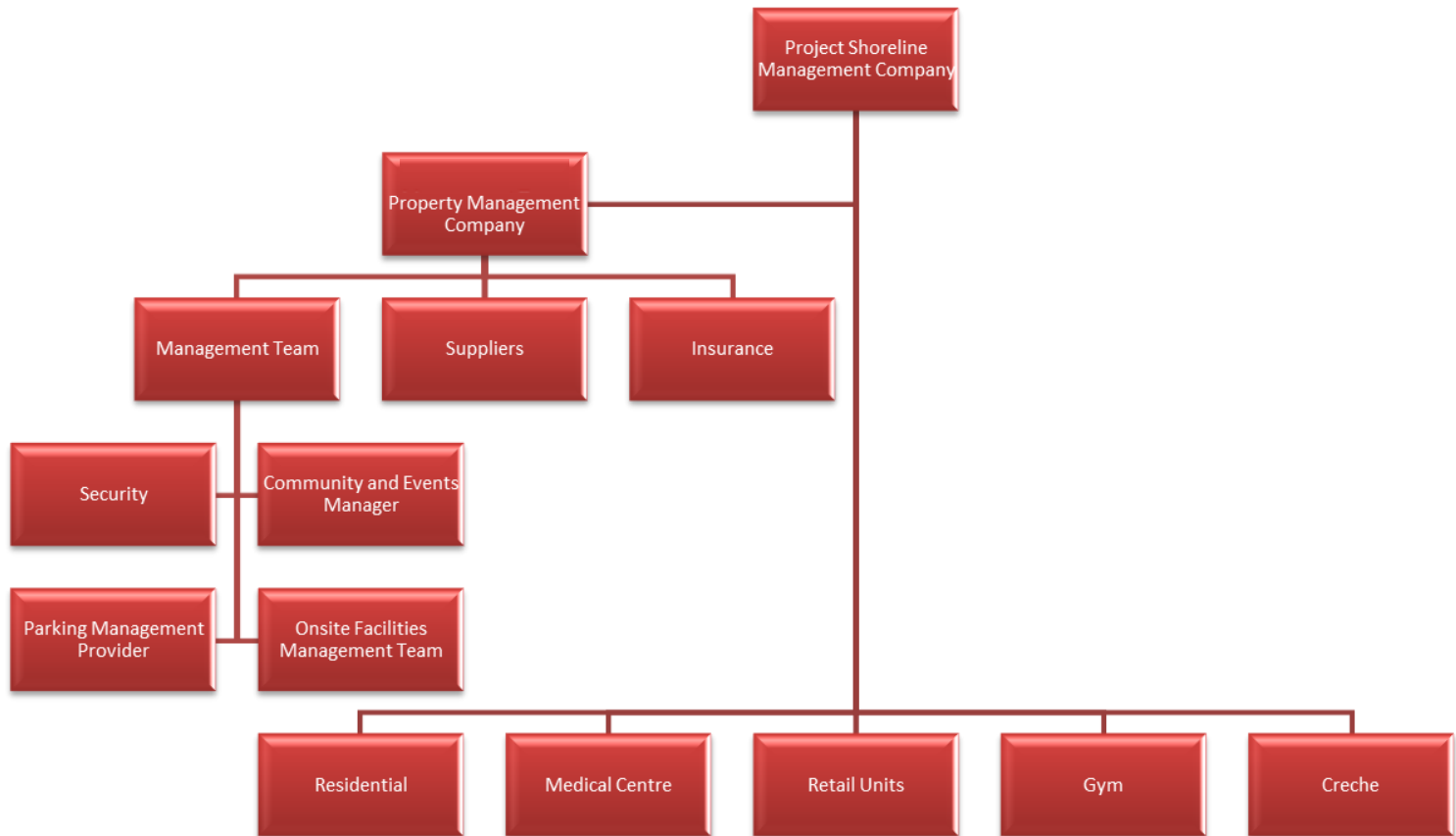
Proposed Management Company Structure

It is the Shoreline Partnership's intention that the development will be run by a management company which will in turn appoint a property management agent to look after the common area and estate of the development.

The purpose of this management company will be to establish a controlling entity that will assume ownership over the development post construction phase. This will ensure the estate common areas, public realm and shared areas of the development are retained as the legal responsibility of this Management Company.

The constitution of the management company will be drafted by legal counsel and the shareholding will be made up pro-rata by the apportionment of the buildings and residents that occupy the scheme. The management company will retain control of all shared areas and external public realm. Each unit will be legally contracted to contribute to the service charge regime through leasing arrangements established.

Proposed Structure – Hierarchy of Title



Legal Entity

The Management Company will be formed as a separate legal entity for the sole purpose of management of the shared common areas. The entity will be formed prior to the rental / sale of the retail units within the development so as the structure and legal entity is set out prior to any lease implementation. To effectively maintain the development, the Management Company will then be responsible for appointing an independent property management agent to manage the operational, financial and legal aspects associated with the common area management.



04

AMENITY
CONSIDERATIONS
& MANAGEMENT

Section 4 - Amenity Considerations & Management

Considerations

The development has been designed with quality of amenity space as a central consideration for both residents and the wider community. The proposals combine a varied mix of uses, ranging from retail, to resident uses and community uses to support the new community.

Throughout the scheme there are several areas which are dedicated to Community & Resident use. Ranging in size and functions, these include.



Possible Range of Commercial & Residential Uses & Amenity Uses



The intent is to engage the community and raise awareness of environmental and sustainable issues, as well as providing childcare facilities for the community and providing a space that the community can take ownership of and engage with. The proposed functions add to the life and vibrancy of this new development.

Public Spaces

Class 1 Public Open Space

The development benefits from its adjacency to the significant amenity of Racecourse Park, comprising some 112ha of Class 1 Public Open Space and which includes cycle and walking trails, play spaces and sports pitches.

Class 2 Public Open Space

This application proposes c. 1 ha of Class 2 Open Space, which in addition to the Haggard Park (already permitted) amounts to over 2.5 ha of open space that will be delivered with this wider residential development.



Management of Estate Community and Amenities

Management Offices

The development will have a designated management office and concierge suite, this office will focus on management of the residential management and the overarching management of the scheme, with an emphasis on security, surveillance of vehicular & pedestrian access, waste marshalling area, parcel deliveries, car parking, events management and community and stakeholder engagement. It is envisaged the management suite is located at the main entrance to Block D providing services and passive street surveillance for all residents.

It will serve as a meeting place for residents, additional security, and a central hub where key estate and resident management services will be offered. For the management team, it provides a single space or base from which these elements can be pooled and managed efficiently.

Estate Manager

The estate manager would also be responsible for overseeing and coordinating resident / tenant move in/out strategy in terms of deliveries, loading bay etc.

The service would operate from the community space provided. The onsite estate manager would be responsible for achieving a sense of community within the scheme.

The Estate Management Team will be primarily responsible for the following: -

- Management and implementation of the parking and mobility strategy.
- Management of lease agreements and operational budgeting for the effective management of the common areas.
- Management of contractors and other requirements of efficient building and estate operation.
- Co-ordination of stakeholder and community events and engagement.
- Ensuring that the appropriate standards for resident behavior are upheld, creating a secure and friendly environment.
- Management of delivery strategies to ensure full access to facilitate deliveries for all stakeholders as required.

Residential Property Management Team

The development will have a Property Management Team. The service hours are envisaged to be from 08.00 to 20.00 Monday to Friday, Saturday - Sunday 09.00 to 14.00.

Contact details of the key Property Management Team will be shared on move-in, which include a centralised mobile phone number. It is intended that residents will also be able to communicate with the Management Team via a dedicated building website/portal. This will encourage communication on events, maintenance alerts and other notifications.

The Residential Property Management Team will be primarily responsible for the following: -

- Resident communication.
- Management of the move-in and move-out process.
- Management of contractors and other requirements of efficient building operation.
- Co-ordination of post/parcel deliveries.
- Co-ordination of resident events and engagement.
- Ensuring that the appropriate standards for resident behavior are upheld, creating a secure and friendly environment.
- Work closely with the estate managing agent





05

SUMMARY OF SERVICE
CHARGE BUDGET

Section 5 – Summary of Service Charge Budget

The operational service charge budget will cover all aspects of the estate and common area management. Please see a brief overview of the services we would anticipate would be covered:

Management Costs

- This aspect of the budget would cover any direct management of the estate. This includes the managing agent's costs, any on site staffing costs, the company audit fee and any other consultancy works that may be required.

Utilities

- Any costs incurred for water usage (from any water feature or watering of the landscaping), electricity (public lighting etc.) and gas (if any).
- Energy conservation has been incorporated into the design in many ways. Measures such as LED lighting systems including a specification that all internal common light fittings, where safely practical, have been designed to include passive infra-red sensors (PIR's).

Soft Services

Security

- This element of the budget will allow for any Security Guarding or patrol requirements that may be required outside of the onsite staff teams working hours. It will also make a provision for the maintenance and repair to any security systems including CCTV, access control systems amongst others.

Cleaning

- The cleaning of the external and internal common areas will be covered under this section. It is vitally important that the common areas are kept as clean as possible and any vandalism or graffiti is addressed as quickly as possible.
- The maintenance schedule will be put in place and will ensure common areas are checked and cleaned daily.
- Any common furniture, water feature, sculpture and litter bins will form part of the cleaning and maintenance protocols which will be defined by the appointed agents.
- Window cleaning and external façade cleaning carried out 2 – 4 times per annum using boom lift, cherry picker, abseiling or reach and wash system where appropriate.
- Any common areas with furniture and litter bins will form part of the cleaning and maintenance protocols.

Waste Management

- Bin stores will be regularly inspected to ensure the area is clean, secure and free from hazards.

The residents will take all waste and recycling to this location for disposal.

- Facilities and guidance to residents will be provided to ensure high levels of recycling/brown bin recycling and reduction of waste. Residents will be required to segregate waste within their own units. This will be closely monitored by the onsite resident's management team.
- Signage will be posted on or above the bins to show which wastes can be put in each receptacle. Residents will be informed by the management company where they are required to deposit their waste and fobs/keys for access to their dedicated storage areas will be provided.

Collections:

- Collections frequency and designated collection points to be confirmed.

Health and Safety

- The Management Team, post-handover, will design a health and safety strategy and Occupiers' Handbook that will ensure the development has the utmost health and safety standards which ensure the wellbeing of the residents and the staff/contractors that will be managing the development.
- The Handbook will contain protocols for the times of operation, weather events, planned shutdowns of the water etc.
- The amenity areas will be the focal point of the development and will have a specific health and safety focus. The Management Team will work with the insurance surveyors to ensure that this policy is suitable for an area with use of this nature. There will be an individual set of risk assessments and method statements relating to any outdoor areas.
- This document will also govern the protocols for contractors visiting site to carry out works.
- A comprehensive General Risk Assessment to be completed by an appointed surveyor prior to occupation of the building.

Hard Services

- An allowance will also be made for any maintenance required on plant and equipment. This includes the servicing and management of any pumps, lifts, gates and any other items of plant located within the external and internal common areas.
- There will also be a budget for general repairs which will cover basic works such as lighting repairs and any rectification to areas of the common areas that may become damaged or dilapidated.

Open Spaces & Landscaping

- Based on the landscape plans received, the communal areas will be of the forefront of management's maintenance priorities.
- Given the scale of the proposed public space it will be essential for an appropriate maintenance schedule to be devised and implemented by the managing agents, with a focus on the planting scheme as envisaged by the landscape architects being maintained and enhanced as the scheme develops.
- There will also be a schedule of maintenance in place for cleaning of hard surfaces, garden features throughout the communal garden areas and open spaces.
- The landscape maintenance schedule will include annual contracts that specify weekly visits by the external contractors and this service will be closely managed and tailored to suit the scheme specifics to ensure a high standard is upheld.
- A policy document will be developed around this process and issued to all residents of the overall estate.



Communal Outdoor Amenity Areas & Roof Terraces

- The outdoor communal amenity areas would allow outdoor events, such as barbecues, outdoor cinema, and other events. These would be organised by the on-site team to the benefit of tenants, residents, and the wider community. Attendance at all community events will be organised and controlled centrally through the estate management team, with the assistance of the on-site security team.
- Access to communal terrace areas would ideally have the capability of being time restricted e.g. 8.00am to 11.00pm daily and with CCTV coverage fed back to the management offices. This would allow the managing agent to control who has access to each communal terrace and to restrict access to certain times if needed.



Outdoor seating



Water feature collecting rainwater



Outdoor kitchen and barbecue facilities

Building Management System (BMS)

- The Building Management System will be maintained in accordance with manufacturer guidelines

Access Control

- Provision for all electronic access control systems including access control devices that control barriers to bicycle storerooms and block entrance doors will be made.
- Apartment access: Residents will be provided with keys/fobs/app enabled access control depending on the system installed. The property management team would be granted the ability to access the apartment for purposes of inspection, emergency and maintenance works in line with estate management policies and contracts. Visitors will be required to request access through electronic intercom/access system installed at the block entrance doors.

CCTV

- Location: CCTV will be in operation in key circulation areas as part of the overall security strategy.
- Monitoring: All CCTV systems shall be configured such that they form one site wide system that can be remotely monitored from the management office.
- Maintenance: Provision will be in place for camera maintenance and routine checks in accordance with manufacturer guidelines.
- GDPR compliance will be paramount.

Water Management

- Cold Water Storage & Feed: The cold-water storage and feed will be maintained in accordance with manufacturer guidelines.
- Risk Assessment: An independent and comprehensive Legionella Risk Assessment and Water Testing will be completed. Both are to be completed by an approved survey prior to occupation.
- Tanks: The water tanks will be maintained in accordance with manufacturer guidelines.
- Pumps: The pumps will be maintained in accordance with manufacturer guidelines.

Fire

- Evacuation:
 - Excavation Strategy / Resident Guide: A step by step guide of what to do in the event of a fire will be provided to the Residents within the Residents Guide.
 - Signage: Appropriate exit signage will be in place throughout the property.
 - Notices: Notices will be display in high traffic areas advising of the fire action policy.
- Prevention Equipment: The Management Team will ensure FPE is provided following the recommendation from an independent survey.
- Risk Assessment will be instructed to be carried out by an independent and comprehensive Fire Risk Assessment to be complete prior to occupation of the building.
- Alarm: The fire alarm panel will be maintained and serviced in accordance with manufacturer guidelines. Each unit will have its own fire alarm system.
- Dry and wet risers: Dry and wet risers will be maintained in accordance with manufacturer guidelines.
- Sprinklers: The sprinklers will be maintained by a suitably qualified professional and serviced in accordance with manufacturer guidelines. The Property Manager will ensure appropriate contracts are in place with a contractor for maintenance of the risers.



06

PARKING & MOBILITY
MANAGEMENT

Car Parking Management Strategy

The parking will be split between, surface level spaces comprising of on-street parking allocated to residential and visitors, undercroft parking and parking spaces dedicated to the commercial units.

No parking space shall be used for any purpose not directly related to the development and no space shall be sold, leased, licensed, or sub-let in connection with any other use or purpose. The management company will ensure an active parking management strategy is regularly enforced in the via the on-site estate management team. Car parking spaces will be allocated in accordance with Management Company policies and leasing structure for the development. The purchase / rental of an apartment will not guarantee the right to a designated parking space.

Residents will only be able to utilise their allocated car parking space and the onsite management team will provide a permit to the resident who will display it on the window of the vehicle.

No additional car parking will be provided by the proposed development. If no car parking spaces are available, the future resident will be informed of this prior to purchase / occupation of a residential unit. An alternative to car ownership will be available through a car club scheme, this scheme will be implemented and managed by the onsite management team.

Roadside Parking

Crucially the roads within the development will be open to the public, this ensures that a gated community situation does not arise however it also means that there will be a requirement to ensure that these spaces are actively managed.

In order to combat abuse of surface car parking facilities and roadside abandonment of cars we as managing agent will implement a parking enforcement regime. The Management Company shall implement suitable measures to prevent unauthorised use of surface-level residents' and visitor car parking spaces, as well as the non-residential/commercial car parking spaces within Stapolin Square. This will make all aware that parking is prohibited (or limited). Identification of cars will be provided by way of a disc system, and visitor parking will be managed by a park and text system.

Signage will be installed throughout the development by the third-party provider.

Undercroft Parking

The residential and commercial areas of car parking within Stapolin Square (Blocks A and D), shall be physically segregated. Access to the residential car parking shall be regulated by means of barrier control systems located at the base of the northern access ramp from surface level, and within the undercroft car park in proximity to the base of the southern access ramp. Residents shall gain access by means of an RFID key fob or similar automated system.

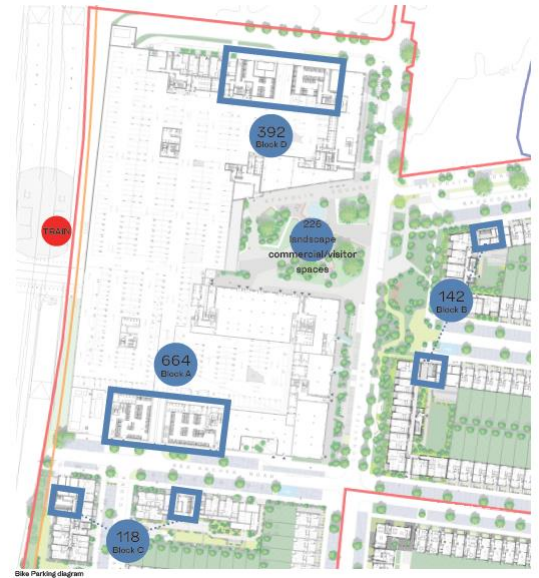
Undercroft spaces suffer from greater levels of abandonment of cars, and frequently they are shared with cyclists, thus additional security and safety measures are required.

Other car parking

Consideration will also be given to the management of the commercial car parking spaces, maximum stay parking, combined with a parking enforcement regime will prove sufficient within such a scheme.



Schedule of Bicycle Parking



Bicycle Management Strategy

Bicycle parking and storage will be provided for each apartment resident in their respective Block. This bike parking will be easily accessible, being located at entrances, in bike storerooms and in the landscaped courtyards.

A secure facility will assist in preventing theft or abandoned bikes becoming common and taking up spaces, however in the event of significant abandoned bicycles, managing agents typically “cull” bicycle parking by removing abandoned bicycles after a certain time has elapsed.

Each storage system will be carefully chosen and set out through consultation between the design team members to ensure the best system is used in the best and most practical locations. Access to the resident’s bike storage area will be controlled via the centralised access control system.

Lift Management Strategy – Purpose: Maximise Accessibility and Usability

The provision of 2 no. lifts in Stapolin Square as an alternative to a ramp solution for those with additional mobility needs presents a challenge in terms of the management of users in the event of a failure of either or both lifts. Particular attention needs to be paid to the communication of an issue with the lifts and the means by which an alternative access is identified to those users who have additional mobility needs.

The developer & board of directors will initially appoint a Property Management Agent to manage the common areas of the development. Part of the remit of a Property Management Agent is to ensure the maintenance and management of electrical & mechanical equipment in a development. To this end the Property Management Agent will be responsible to ensure that the lifts are always in working order, and in the event of a malfunction are remediated as soon as possible and the matter communicated to all users.

The following actions would be taken by the Property Management Agent in this respect: -

- **Lift Maintenance Contract** – The maintenance contract in place will be a premium level contract which will demand that repairs be carried out within a tight timeframe, thus ensuring minimal downtime and disruption to users. Additionally, there would always be a requirement for parts to be kept in stock to prevent any time-lags – this is very relevant with respect to proprietary parts.
- **Lift Operating System** – It is recommended that the lifts are monitored using a real-time software package, wherein any fault or failure is immediately notified to a central station which is operated by the lift maintenance contractor 24/7.
- **Central Station** – The lift company call centre, will inform the Management Team as and when a fault is identified, thus enabling the Management Team to instruct repairs and put in place the alternative arrangements for the regular lift users.
- **Management Team** – It is not yet confirmed whether there will be a full-time 24hour Management Team on-site comprising security/property managers etc. However in the event that there is not a manned office during out of hours, any call from the Lift Central Station could be directed to the Property Management Agent 24 hour emergency call out Team, which would have specific instructions of actions to be taken in the event of a lift outage out of hours. During normal hours the Management Team in the local site office would undertake those same instructions.
- **Communication** – The Management Team will put in place a plan to communicate the message to lift users via electronic sign boards positioned in highly visible locations. These signs and instructions would divert lift users to take the alternative route to or from the station. The signage will be updated directly from the local site office.

The management team may implement a resident's mobile phone app whereby notifications and alerts can be transmitted in real time to all occupants of the development. Aramark currently provide this service for several large residential developments.

The provision of a customer service contact number and/or a direct intercom would be operated and managed by the property management company enabling instant communication with users if required. Clear information and instructions will also be provided for people with reduced mobility.

The management team may also be able to avail of an advanced warning texting service which can advise users of a fault with the lift, this could be operated by the management team or updates could be sent to Irish Rail, who would have a far greater database to update on the lift status at Stapolin Square.

The proposed alternative route has been designed in a manner which is attractive and which presents a very real alternative whether the lifts are operating or not, it is important to make this distinction as an attractive and accessible route will be accessed by users who are perhaps not keen on using the lifts. To this end way-marking signage will be immediately obvious and in place irrespective of the status of the lifts and in addition to the real-time information electric signage. The signage will be installed in a manner which ensures that it's users and first-time users will be able to confidently navigate the journey with minimal additional delays day or night.

The provision of a strategy to manage the lifts and its users will be considered in more depth during the property on-boarding process at which stage the on-site Management Team will be able to put in place a more structured regime taking into account the above recommendations.

Mobility Management Strategy

The management team will perform the function of a mobility manager while creating a mobility management plan for the site. The primary duties of the Mobility Manager are:

- To develop and oversee the implementation of the initiatives outlined in the plan
- To actively manage the residential, retail, childcare facility, and visitor car & bicycle parking
- To actively manage the vehicle access routes to incorporate loading, deliveries, drop of visitor parking
- To manage public transport discount fare schemes, cycle promotion schemes and events
- To provide “travel advice and information” to residents.

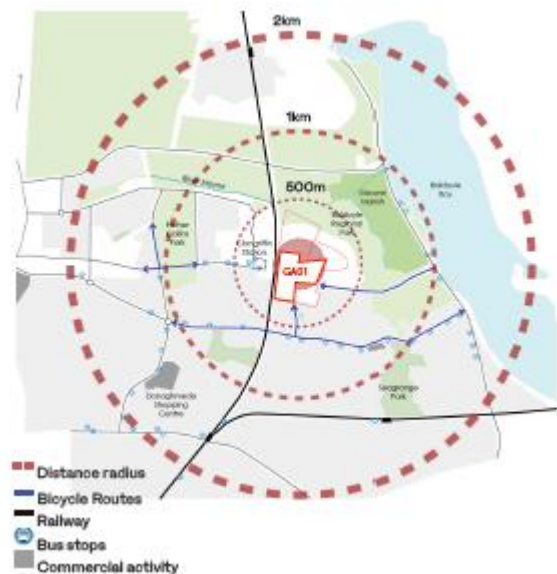
Site Location & Context

The location of the proposed development provides availability to alternative modes of transportation for the occupants. Baldoyle site is located within very close proximity to public transport including the bus and DART. Access to the location is provided by good roads network as well as bicycle routes.

Within 5km radius of the project site, there are a number of green amenity spaces such as Father Collins Park or Seagrang Park. The site also borders with an extensive landscape of the future planned Baldoyle Racecourse Park and its close proximity and views stretching to the sea are a great advantage for the location.

The proposed development will offer occupants travelling to and from the subject site alternative modes of transport other than the need to rely on a car. Developing in an area that

has strong public transport nodes offers users the opportunity to travel to and from the site using alternative modes of transport.





07

CONCLUSION & CONTACT
DETAILS

Section 7 – Conclusion & Contact Details

Based on the information provided, Aramark Property have considered the schemes proposals. From our experience to date of similar schemes we manage, we have set out an overview of how we believe the overarching management of the scheme can be successfully managed in best practice for the benefit of the owners of this scheme, the future occupiers and the wider community.

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Aramark Key Service Lines



Document Control Sheet

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