

# PROPERTY MANAGEMENT STRATEGY REPORT

PROPOSED DEVELOPMENT:  
BALSCADDEN



CLIENT:  
BALSCADDEN  
GP3 LIMITED

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01

# INTRODUCTION

# Section 1- Introduction

## Executive Summary

Aramark Property have been instructed by Balscadden GP3 Limited, to provide a report on the property management strategy for their proposed residential development located at the site at the Former Baily Court Hotel, Main Street, and at lands located south of the Martello Tower on Balscadden Rd., Howth, County Dublin.

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 proposed development relates to lands located to the south of the Martello Tower on Balcadden Road & the former Baily Court Hotel, Main Street, Howth, County Dublin. The development will consist of the demolition of existing structures on the proposed site including the disused sports building and the former Baily Court Hotel buildings and the construction of a residential development set out in 4 no. residential blocks, ranging in height from 2 to 5 storeys to accommodate 180 no. apartments with associated internal residential tenant amenity and external courtyards and roof terraces, 1 no. retail unit and 2 no. café/retail units. The site will accommodate car parking spaces at basement level and bicycle parking spaces at basement and surface level. Landscaping will include new linear plaza which will create a new pedestrian link between Main St and Balcadden Rd to include the creation of an additional 2 no. new public plazas and also maintains and upgrades the pedestrian link from Abbey Street to Balcadden Road below the Martello Tower. Please see the accompanying Statutory Notices for a more detailed description.

## Schedule of Accommodation

### Ancillary Areas Schedule

|                          |           |
|--------------------------|-----------|
| <b>Block A</b>           |           |
| Retail Unit              | 106.4 msq |
| <b>Block B</b>           |           |
| Residents Amenity/ Foyer | 127.1msq  |
| <b>Block C</b>           |           |
| Cafe/ Retail             | 142.7 msq |
| Residents Amenity/ Foyer | 369.2msq  |
| <b>Block D</b>           |           |
| Cafe / Retail Unit       | 187.7 msq |
| <b>Total</b>             |           |
| Cafe/ Retail             | 436.8msq  |
| Residents Amenity/ Foyer | 496.3msq  |

### Residents Accomodation Schedule

| BALSCADDEN     | SCHEDULE OF ACCOMODATION |        |       |        |       |             |        |
|----------------|--------------------------|--------|-------|--------|-------|-------------|--------|
|                | 1-Bed                    | 2-Bed  | 3-Bed | Studio | TOTAL | Dual Aspect |        |
| <b>BLOCK A</b> |                          |        |       |        |       |             |        |
| Ground         | 0                        | 0      | 0     | 0      | 0     | 0           |        |
| Level 01       | 0                        | 0      | 0     | 0      | 0     | 1           |        |
| Level 02       | 0                        | 2      | 0     | 0      | 2     | 1           |        |
|                | 0                        | 2      | 0     | 0      | 2     | 2           | 100.0% |
|                | 0.0%                     | 100.0% | 0.0%  | 0.0%   |       |             |        |
| <b>BLOCK B</b> |                          |        |       |        |       |             |        |
| Ground         | 14                       | 15     | 2     | 0      | 31    | 13          |        |
| Level 01       | 15                       | 14     | 5     | 0      | 34    | 15          |        |
| Level 02       | 13                       | 17     | 4     | 0      | 34    | 16          |        |
| Level 03       | 8                        | 9      | 4     | 0      | 21    | 9           |        |
| Level 04       | 1                        | 2      | 3     | 0      | 6     | 4           |        |
|                | 51                       | 57     | 18    | 0      | 126   | 57          | 45.2%  |
|                | 40.5%                    | 45.2%  | 14.3% | 0.0%   |       |             |        |
| <b>BLOCK C</b> |                          |        |       |        |       |             |        |
| Ground         | 0                        | 0      | 0     | 0      | 0     | 0           |        |
| Level 01       | 3                        | 5      | 3     | 0      | 11    | 9           |        |
| Level 02       | 2                        | 8      | 2     | 0      | 12    | 6           |        |
| Level 03       | 2                        | 8      | 1     | 0      | 11    | 6           |        |
| Level 04       | 1                        | 7      | 1     | 0      | 9     | 4           |        |
|                | 8                        | 28     | 7     | 0      | 43    | 25          | 58.1%  |
|                | 18.6%                    | 65.1%  | 16.3% | 0.0%   |       |             |        |
| <b>BLOCK D</b> |                          |        |       |        |       |             |        |
| Ground         | 0                        | 0      | 0     | 0      | 0     | 0           |        |
| Level 01       | 2                        | 1      | 0     | 2      | 5     | 3           |        |
| Level 02       | 1                        | 1      | 0     | 2      | 4     | 4           |        |
|                | 3                        | 2      | 0     | 4      | 9     | 7           | 77.8%  |
|                | 33.3%                    | 22.2%  | 0.0%  | 44.4%  |       |             |        |
| <b>TOTAL</b>   |                          |        |       |        |       |             |        |
|                | 62                       | 89     | 25    | 4      | 180   | 91          | 50.6%  |
|                | 34.4%                    | 49.4%  | 13.9% | 2.2%   |       |             |        |



02

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 development has several interested parties, and it is Aramark Property'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

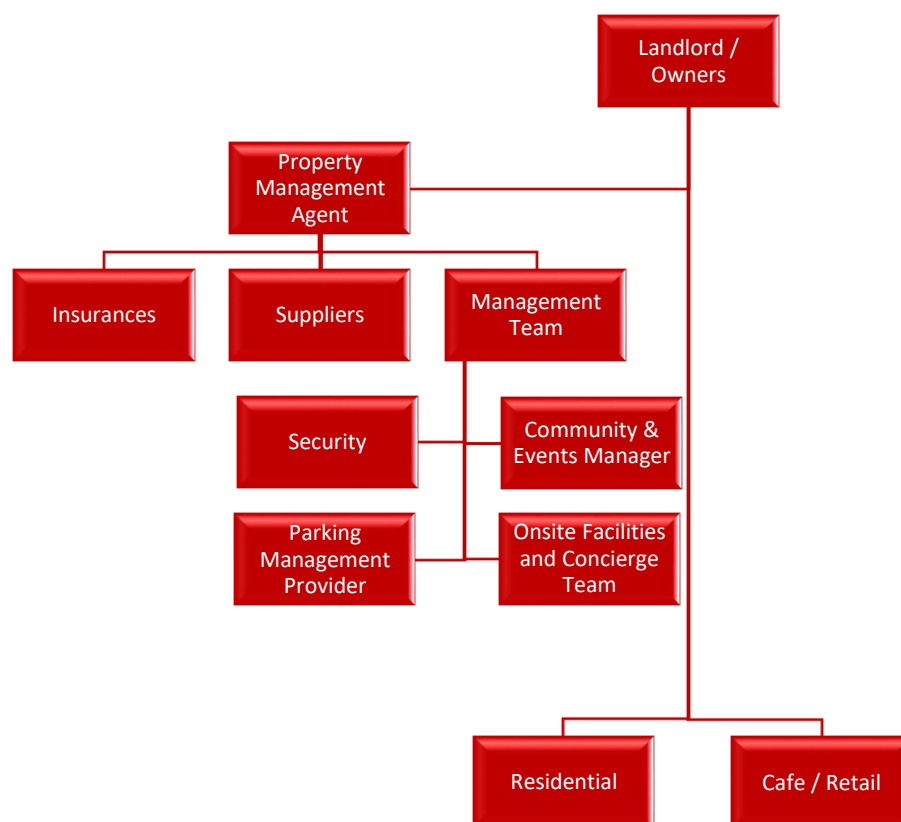
## Section 3 - Appointment of Property Managing Agent & Associated Responsibilities

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 developer / owner may appoint a managing agent to manage the development on behalf of the landlord / 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 have overall responsibility for setting the operational service charge budget for the development. In order to effectively manage the development an annual budget would be billed to the client on a quarterly in advance basis to ensure enough funds are received to enable effective management of the scheme.

### Proposed Structure – Hierarchy of Title





04

AMENITY  
CONSIDERATIONS  
& MANAGEMENT

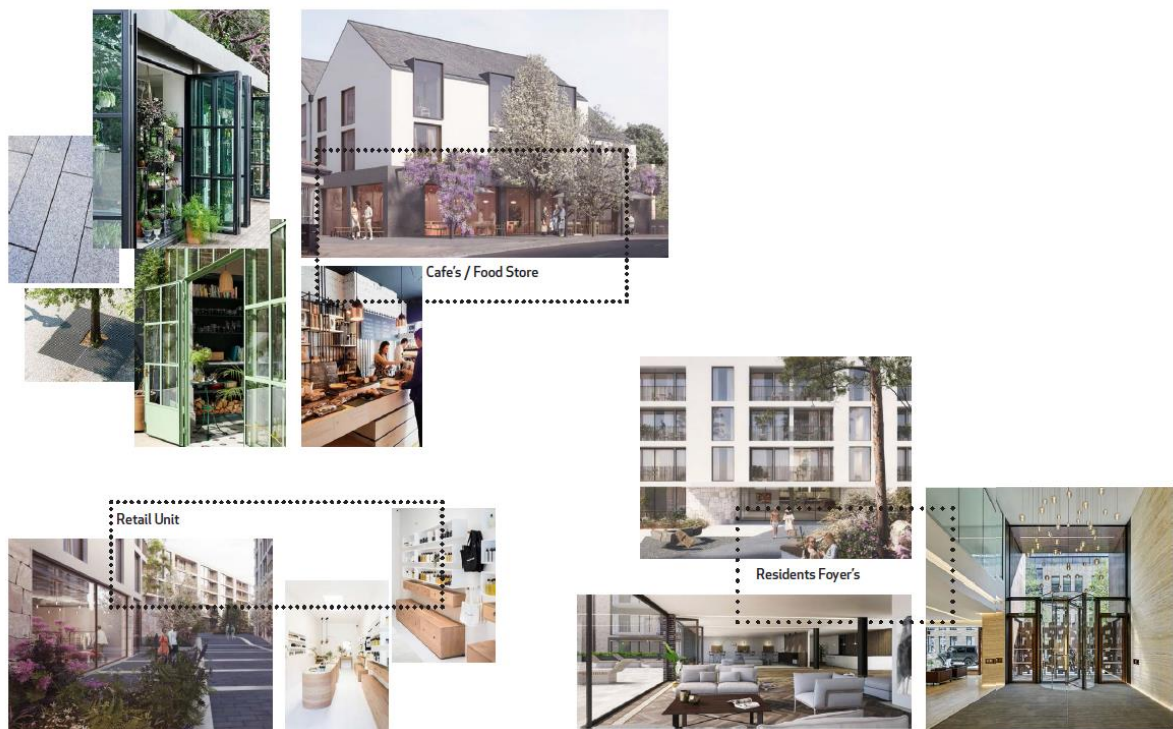
## Section 4 - Amenity Considerations & Management

### Considerations

The development has been designed with quality of amenity space as a central consideration for both residents and the wider community.

On site there are several amenities the residents & public can take advantage of. Block D facing the main street proposes a Cafe/ food store unit. There is also a 2 storey cafe located at North East corner of Block C. Other amenities include 2 Roof terraces, private water & sculpture gardens, games lawn for communal recreation, play zones & playground for children.

There is an entry foyer to each residential block aswell as two bespoke reception area's and residential lounge's located in both Block B and C.



## **Management of Resident Community and Amenities**

### **Management Offices**

The development will have a designated management office / concierge suite, this area 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. The reception areas and lounges are located in both Block B and C.

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.

### **Onsite Property Manager**

The Onsite Property Manager would also be responsible for overseeing and coordinating resident move in/out strategy in terms of deliveries.

The service would operate from the support and internal facilities areas provided; this will be agreed at detailed design stage. The onsite property manager would be responsible for achieving a sense of community within the scheme.

The Property 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 behaviour 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 Concierge Team

The development will have a Residential Concierge 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 Residential Concierge 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 Concierge 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.







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 development. 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) and gas (if any).

### **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 and access control systems.

#### **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.
- A maintenance schedule will be put in place and will ensure common areas are checked and cleaned daily.
- Any common furniture, water features, sculptures and litter bins will form part of the cleaning and maintenance protocols which will be defined by the onsite team.
- Window cleaning and external façade cleaning to be carried out 2 – 4 times per annum using boom lift / cherry picker / abseiling or reach and wash systems where appropriate.
- Any common areas with furniture 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 to encourage a 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 will be provided to their dedicated storage areas.
- Collection's frequency and designated collection points to be communicated to residents upon move in.
- Please refer to the Operational Waste Management Plan for further details.

### **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. This will be provided to the residents and also staff/contractors that will be managing and working in the development.
- The Handbook will contain protocols for the times of operation, weather events and planned shutdowns of the water amongst other things.
- 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 a 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 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 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/communal 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.
- A schedule of maintenance will be implemented for cleaning of hard surfaces and garden features throughout the landscaped 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.



### **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, emergencies and maintenance works in line with management policies and leases. Visitors will be required to request access through electronic intercom/access system installed at the block entrance doors and gates.

### **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 surveyor 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 displayed in high traffic areas advising of the fire action policy.
- Prevention Equipment: The Management Team will ensure Fire Protection Equipment is provided.
- A Risk Assessment will be instructed to be carried out by an independent consultant and a comprehensive Fire Risk Assessment will be completed 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

## Section 6 – Parking & Mobility Management

### **Car Parking Management Strategy**

Private car parking spaces will be provided in a single Basement Car Park below Block B. A total of 132 residential parking spaces are proposed, with the provision of 7 accessible spaces

The managing agent will ensure an active parking management strategy is regularly enforced in the development via the on-site estate management team. Car parking spaces will be allocated in accordance with Management Company policies for perspective owners / residents within the development. The purchase / rental of a unit will not guarantee the right to a designated parking space. Residents who request a private car parking space will be allocated on a 'first come, first served' basis

The recommendation to combat abuse of parking facilities and abandonment of cars is generally to implement a clamping regime. A clamping regime can be tailored to suit the management structure and would start off by engaging in a contract with a preferred supplier.

Owners / 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 owner / resident will be informed of this prior to 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.



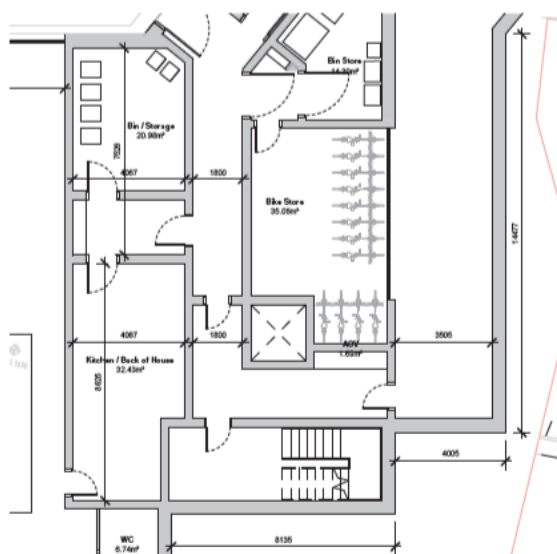
### **Bicycle Parking Management Strategy**

In total 410 bicycle parking spaces are provided across all the blocks in a number of secure parking areas. Secure bicycle parking areas are provided for every block, with Block B, C & D providing interior spaces at Basement and ground floor levels.

Block A bicycles can be accessed and stored in the secure exterior courtyard provided. Visitor spaces are also provided within the development.

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 short 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.



Block D - Bike Provisions



*Sample Bicycle Storage System*

## Mobility Management Strategy

The onsite 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, and visitor car & bicycle parking
- To manage public transport discount fare schemes, cycle promotion schemes and events
- To provide “travel advice and information” to residents.
- To monitor progress of the plan and to promote and market the plan.





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

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Client:</b>         | BALSCADDEN GP3 LIMITED              |
| <b>Project Title:</b>  | BALSCADDEN                          |
| <b>Document Title:</b> | PROPERTY MANAGEMENT STRATEGY REPORT |

| Rev.   | Status | Author          | Reviewed By     | Issue Date |
|--------|--------|-----------------|-----------------|------------|
| AP 01. | DRAFT  | Darren Davidson | Louise Phillips | 16/02/2022 |
| AP 02. | DRAFT  | Darren Davidson | Louise Phillips | 21/02/2022 |
| AP 03. | FINAL  | Darren Davidson | Louise Phillips | 16/03/2022 |

