



THIS PLACE

WE CALL HOME?

1,614 Rental-Only

Units.

€1billion in Irish

salaries to profit

US Developer

& Dutch Pension

Fund - The Facts

1,614 UNITS. 0% FOR SALE. 70% STUDIOS & 1-BEDS

100% BUILD-TO-RENT = A RETURN TO ABSENTEE LANDLORDS

The scheme at Clonliffe/ Holy Cross College is a 100% “Build-to-Rent” (BTR) “Strategic Housing Development” (SHD).

What is build to rent?

- Build-to-Rent (BTR) is a housing model introduced to Ireland in 2018, where an investor builds a number of apartments with the intention of renting them & having them professionally managed.
- It began as an opportunity for institutional investors to capitalize on rising housing costs.
- BTR units have lower standards than “normal” apartments.
- This means smaller units, less storage, more units per floor & no balconies required.

What is a Strategic Housing Development?

- SHDs were introduced in 2017, and allow for developers to apply for permission for large scale housing development directly to An Bord Pleanála (ABP) instead of Dublin City Council.
- **Decisions on SHDs are final and can not be appealed except through judicial review.**
- SHDs are already due to be replaced at the end of the year due to their undemocratic nature.

How much will it cost to live here?

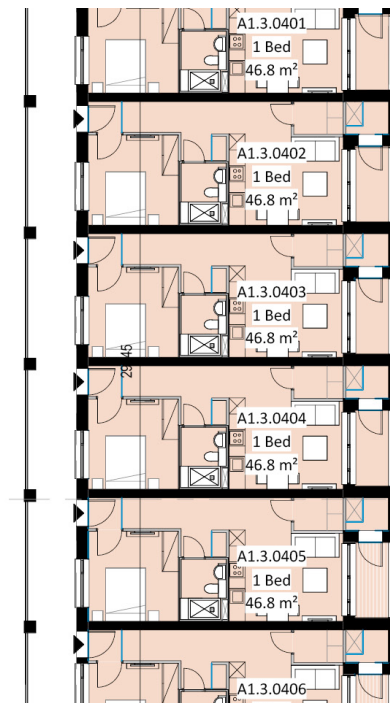
No details have been published yet, but rents in Hines South Circular Road Development suggest the following:

• Studio	(400sqft):	€1,350/ month	540 units	33.5% of total
• 1-bed	(500sqft):	€1,800/ month	602 units	37.3% of total
• 2-bed	(700sqft):	€2,100/ month	115 units	7.1% of total
• 2-bed	(800sqft):	€2,300/ month	304 units	18.8% of total
• 3-bed	(1000sqft):	€2,800/ month	53 units	3.3% of total

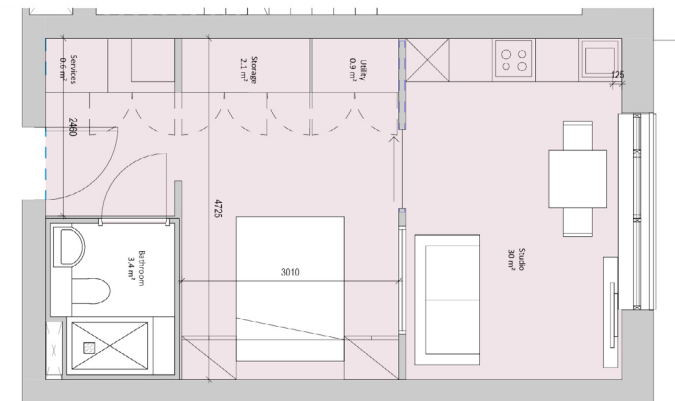
WHAT SHOULD AN BORD PLEANÁLA CONSIDER IN THEIR DECISION? WHY SHOULD THIS SCHEME BE REFUSED PERMISSION?

- **0 apartments** are being offered for sale to ordinary people to buy.
- **This scheme will take €945million** out of the area over 30 years.
- **70% of these units** are studios & 1-beds, unsuitable to the needs of the area.
- This could lead to **rental inflation** & further **house price inflation** in the area.
- **Lower standards** of private outdoor/ storage space in BTR apartments.
- Excessive density.
- **Privatization of open, public & green spaces** in area.
- Overall **reduction of amenity** in the area.
- **Long term & permanent effects of inadequate urban development** in the area.
- Undemocratic nature of Strategic Housing Developments.
- **Fire safety concerns** in apartment designs.
- Unsuitable place to start or raise a family, or downsize for older residents.
- **Exacerbation of the Housing Crisis** due to the costs of rental units & inflation of rents.
- **Excessive rental profit** for an overseas institutional investor at the expense of salaries of local residents.
- Breaches of the DCC Development Plan in heights & unit mix/ sizes
- **500 car parking spaces for 1614 units with only two entrances**
- Unreasonably high costs offered to Dublin City Council for the purchase of Part V (social housing) units in the scheme.
- **€61million for 160 units. €300k for each 400sqft studio. €487k for each 700sqft 2-bed.**
- These lands were bought by the Church with donations from ordinary people.
- **Article 44.6 of the Constitution** says that Church lands can only be sold for public utility. Is 100% for-rent, housing owned by an absentee landlord “public utility”?

Find out more online: stop.holycross.college



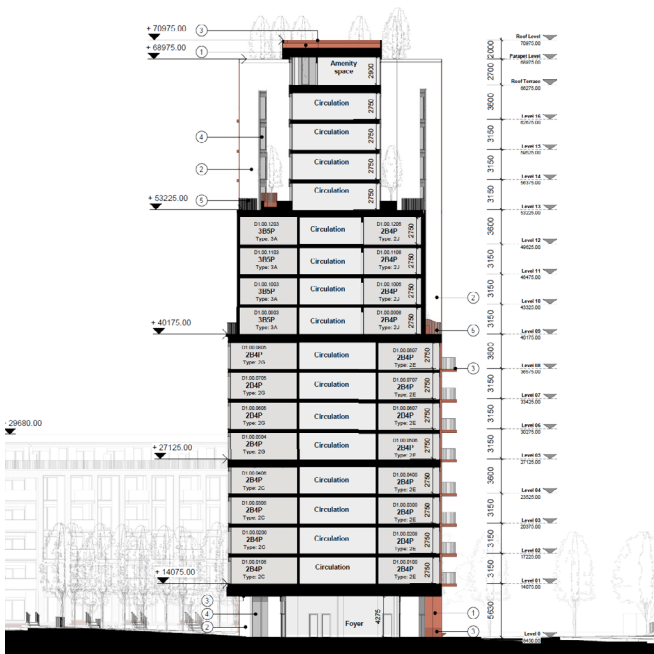
**1 BEDROOM APARTMENTS WITH BEDROOMS
FACING ON TO SHARED ACCESS CORRIDOR.
€1800/ MONTH?**



**TYPICAL FLOOR PLAN FOR A STUDIO
WITH INTERNAL WINDOW TO BRING LIGHT
INTO BEDROOM.
€1300/ MONTH?**



TYPICAL FLOOR PLAN OF BLOCK A
12 studios, 25 one-beds, 7 two-beds, just 3
three-beds! Only 18 dual-aspect units (38%)



SECTION THROUGH 18-STOREY TOWER
WITH WINDOWLESS BED SPACES

THE RETURN OF ABSENTEE LANDLORDS IS NOT A SOLUTION. IT IS A REVERSAL OF 100 YEARS OF SOCIAL PROGRESS.

How can I submit an observation to An Bord Pleanála?

- You can make a submission in writing or online to An Bord Pleanála.
- **Submissions must be received before 5:30pm this Thursday August 19th**
- **Submissions cost €20 (oral hearings can be requested for additional €50)**
- **To ensure your observation is valid you must include your name & postal address**
- **Include your address in online submissions also**
- Include the Case Reference: **TA29N.310860**
- Include the Name & Address: **Land at Holy Cross College, Clonliffe Road, Dublin 3 & Drumcondra Road Lower, Drumcondra, Dublin 9**
- Include your reasons and arguments (especially planning grounds) in your observation
- Send your submission to: **An Bord Pleanála, 64 Marlborough St, Rotunda, Dublin 1, D01 V902**
or
- Make your submission online at: **online.pleanala.ie/en-ie/housing/observation**

ABP'S DECISION WILL BE FINAL & CAN NOT BE OVERTURNED EXCEPT THROUGH JUDICIAL REVIEW

What can you do?

- **Submit an observation to An Bord Pleanála before this Thursday August 19th 5:30pm.**
- **Know what's required, get to know the scheme!**
- **Inform your neighbours, friends & family in the community and ask them to submit an observation to have your voices heard.**
- **Call, write & email your local representatives, TDs & national politicians** to let them know how you feel about this development
- **Contact local & national reporters** if you know any!
- **Subscribe to the website**, contact us with questions & get involved!

This group is a grassroots initiative set up by local residents to inform local communities about the details of the development planned for the Clonliffe/ Holy Cross College Site, and effects of large-scale build-to-rent schemes. We are not affiliated to any person, group, institution, political party or otherwise.

Find out more online: **stop.holycross.college**