

**GREYSTAR™**

# The Greystar Advantage

Monkstown Operational Management Plan





**1 Introduction to Greystar**

**2 Greystar Communities**

**3 Events & Public Engagement**

**4 Operational Management Plan**

**5 Staffing**

**6 Maintenance**

**7 Fire Safety**

**8 Security Measures, Deliveries & Servicing**

**9 Transport**

**10 Code of Conduct**

01

## **Introduction to Greystar**

# Greystar: Global Leader in Rental Housing

Greystar is a leading, fully integrated real estate company offering expertise in investment management, development, and management of rental housing properties globally. Headquartered in Charleston, South Carolina, Greystar manages and operates an estimated \$220 billion of real estate in more than 210 markets globally including offices throughout North America, Europe, South America, and the Asia-Pacific region.

Greystar is the largest operator of apartments in the United States, manages more than 748,000 units/beds, and has a robust institutional investment management platform with approximately \$45.1 billion of assets under management, including over \$21.3 billion of assets under development.

Greystar was founded by Bob Faith in 1993 with the intent to become a provider of world-class service in the rental residential real estate business.



Approximately 1.5m  
residents annually



Present in 16  
countries



19,700 team  
members



2,650 communities under  
management



Over 10,000 units and beds under  
management or development\*

\*Since 2013 in the UK

# The Greystar Approach

Building well-managed, sustainable, and inclusive communities that support diverse interests and activities. Greystar design is influenced by customer and team member feedback across our portfolio via annual design surveys.

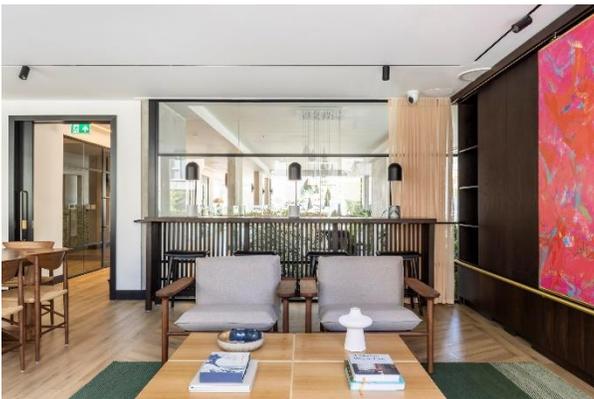
International Planning and Premium Design



State-of-the-art Amenities



Thoughtful Resident Spaces



# Quayside Quarter, Dublin 1



# Griffith Wood, Dublin 3



# Quayside Quarter and Griffith Wood



02

## **Greystar Communities**

# Greystar Communities

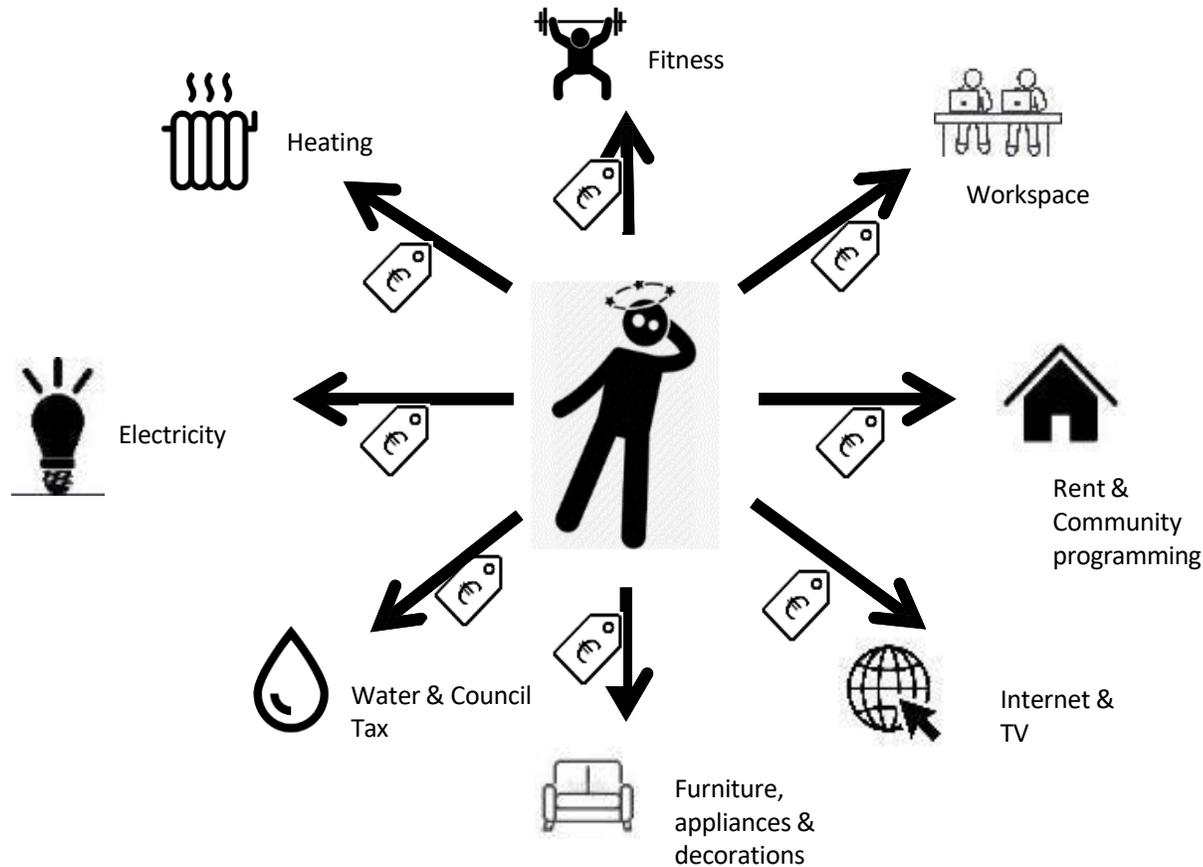
Inclusive communities that are fit-for-purpose.



## Urban Living Features:

- Quality by design
- Connectivity and convenience for tech-savvy and sustainability-minded renters
- Permeability into the wider community by introducing a café and creche, fruit forests and landscaped walks on a site previously only enjoyed by single families.
- Expanded co-working spaces to support future flexible working arrangements
- Full-service, well-managed community with a customer-first approach

# Greystar Communities



- Greystar communities are professionally managed places to live with great customer service support
- On-site management of our communities
- New residents receive a welcoming hand with easy move-in support
- Direct contact with our residents, virtually and in-person
- All requests are answered promptly
- Residents connect with each other via online community app and in-person social events

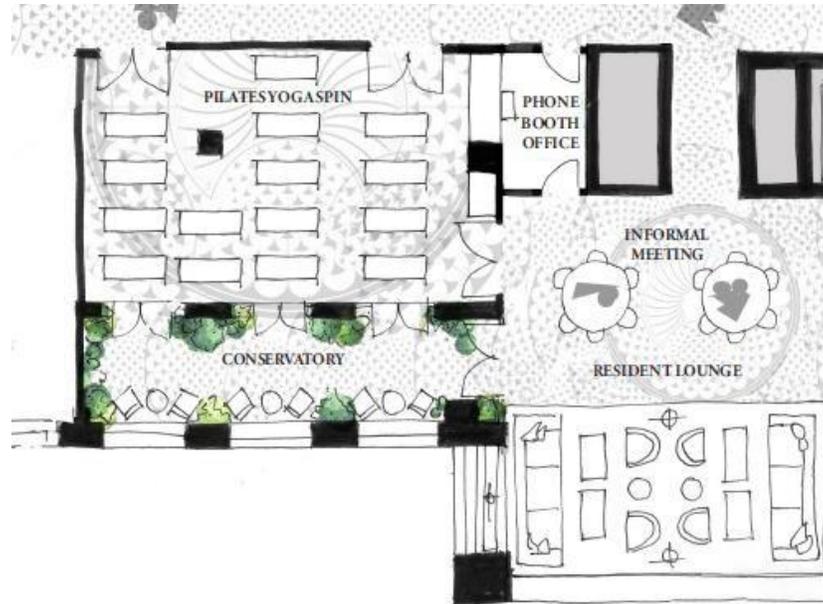
# Adaptable Spaces

The private living spaces are functional and flexible to accommodate a dynamic lifestyle when the residents are on their own.



# Adaptable Spaces

The shared spaces are also flexible to allow for different types of activities to take place – for example, an open space could be used for a yoga class and then transformed for a lecture or into a performance space for the community.



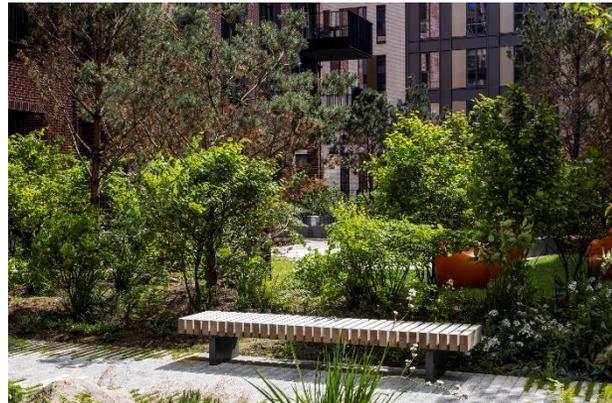
During the day: fitness and workspace areas



In the evening: reception and performance space

# Communal Spaces

Co-working spaces, residents' lounges and exclusive on-site events – all contribute to building a community within our development.



# Shared Building Spaces



Co-working spaces



Residents' lounge



Onsite team



Pet-friendly



Onsite gym



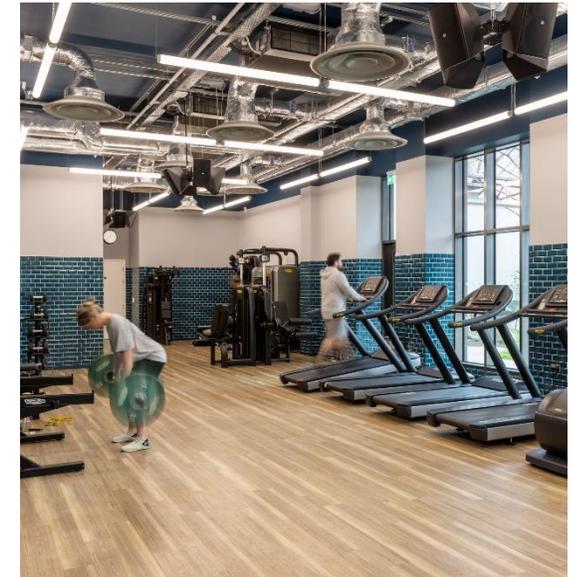
Co-working spaces



Demo Kitchen



Residents' Lounge



Gym

# Shared Community Spaces

- Productivity areas: pet-friendly creative coworking/workspace
- Leisure & social areas: lounges with semi-private spaces, library, game rooms, outdoor leisure space
- Fitness & wellness areas: gym space with typical equipment, virtual classes, spin/ indoor cycling, dance studios, meditation/ quiet rooms, outdoor wellness spaces



03

## Events & Public Engagement

# Local Community Benefits

- Integration with the local environment
  - Opening up public space on the grounds to be enjoyed by all passing by the estate
  - Greener public realm around the estate with structured and planned maintenance, better lighting and walkways
  - Improved safety since the estate will have 24h reception/security and an active frontage
  - Provide an on-site cycle workshop for the estate residents and the local community for basic maintenance and organised rides
  - Public accessibility to the landscaped grounds – previously used by a single family and soon to be enjoyed by the entire community
  - Food forest with fresh fruit, herbs, vegetables available to the community to forage
- Long-Term Partnerships with Local Organisations
  - Seek out local groups that can benefit from being integrated within our communities
- Amenities open to the community
  - Provision of creche facility to support childcare services in the community
  - New restaurant within historic Dalguise House with internal and external seating and open to the public
- Local Employment
  - During development, the site will bring employment to the local area. Once operational, the asset will continue to employ staff on-site and in the restaurant and creche
  - Both pre and post development phases will create opportunities for apprenticeships and job training

# Resident Programming\*

Resident Specific Events	Public Events	Co-working Space Events**
Prosecco Tuesday – social event	Cooking demonstrations in the private dining room	Bibliotherapy: Improve your Work and Home Life
Ongoing fitness group classes – yoga, spin, dance	Thursday Night Live – food, music, and comedy	Townhall for Entrepreneurs
Fur Friday – pet social in the lobby	Children’s gardening and wellness workshop	Hacking the Future: Innovation and Purpose
Residents’ social night – food vans and live music with proceeds to charity	Children's art workshop	Performance Marketing 101: 8 Lessons for Customer Acquisition
Beauty pop up events – hosted in the lobby in partnership with various beauty brands	Garden Party – end of summer party with live entertainment, face painting and life-size board games	Networking events: VC Connect: Female, Black, and All Founders
Quiz night – social event	Volunteering	In Conversation with Founders and others
Movie night	Organised group bike rides	How to Become a Challenger Brand
Virtual fitness classes and workshops		
Master chef – cooking classes		

\*List is not exhaustive, but meant to give examples of events currently organised across Greystar communities

\*\*Events are examples from potential 3<sup>rd</sup> party operator and meant to complement Greystar’s offer to its residents

# Local Community Access



# Community Business Case Study



## FROM FOOD TRUCK TO RESTAURANT

Stefano Candido is the passionate owner of Margherita Tutta la Vita, an Italian restaurant located on Campus Diemen Zuid.

In the nearly two years that his restaurant has been open at Campus Diemen Zuid, Candido's restaurant has grown into a popular place to visit for people residing on and outside of the campus. Before opening Margherita Tutta la Vita, Candido was making pizza from a small food truck in the nearby Bergwijkpark, selling many to the residents of Campus Diemen Zuid. Greystar approached him with an offer to open his own restaurant on the campus. "I was looking for a place to start for myself at that time — it was a good deal for both me and Greystar, who really help me where needed and understand what I want," says Candido.

Candido aims to make his restaurant a place where people can feel comfortable, relax and enjoy handmade pizza. It is meant to be a welcoming place for everyone: "our key principles are to never be pushy with the customers and to be friendly to all." Candido explains that Margherita Tutta la Vita's customer base is quite diverse: "there are three main categories of customers that we have here: students, office workers, and families with children."

In order to cater for students specifically, Margherita Tutta la Vita's menu features student friendly prices and an on-campus delivery service.



04

## **Operational Management Plan**

# Introduction

The Operational Management Plan (OMP) outlines the operational management strategy for the proposed community at Dalguise House. In principle, the OMP outlines the management philosophy for the building, drawing upon Greystar's experience as a leading property manager throughout Ireland, Europe and beyond.

This management plan has been prepared in line with the high level of quality adopted throughout all Greystar buildings, integrating best practices shared across our portfolio of managed assets. The OMP should be considered alongside other technical reports associated with this planning application, providing good insight into the operational management of a Greystar building.

In addition, a more detailed OMP, with information pertaining to opening hours, entrance/exit arrangements, capacities, etc, will be adopted within the long-term operational strategy of the building.

Prior to commencement of development on site, the developer shall submit, for the written agreement of the planning authority, details of the management company, established to manage the operation of the development together with a detailed and comprehensive Build-to-Rent Management Plan which demonstrates clearly how the proposed Build-to-Rent scheme will operate.

# Offer to Residents

Dalguise House will offer a range of high quality apartment types alongside exceptional amenities, informed by our portfolio of world class developments in both design and resident experience.

The building will benefit from 24/7 on site security. Greystar employees will be present on site daily to support the smooth running of all services to the building and ensure the safety of our residents and neighbours at the property. Greystar, as operator, will be responsible for ensuring compliance with statutory regulations and for ensuring public safety across the site.

Services included in the monthly charge:

- Building service charge items such as
  - Building insurance, common area utilities, repairs & maintenance (proactive and reactive), on site staffing costs, and administrative charges
- Community programming & access to amenity spaces which include
  - Shared kitchens, workspace areas, meeting rooms, gym & fitness studios, screening/cinema room, event spaces, resident lounges, library, cycle parking & workshop

05

**Staffing**

# Staffing

- At Greystar, we know how important it is to have someone who is there to help and have a dedicated management team who will be with the resident from day one. From the start of their letting journey to the day of moving in, and throughout the length of the tenancy, residents will be in contact with a team of professionals, who consistently provide them with excellent customer service.
- The management team at Dalguise House will take care of any issues related to the residency at the building including, but not limited to all communal areas, internal parts of the units, maintenance requests, questions about the tenancy agreement, parking, cleaning and housekeeping, etc.
- On site facilities and maintenance team dedicated to the residents to proactively manage any issues that arise and will also organise a schedule of preventative maintenance.
- A bespoke resident app will be available for residents to manage their occupancy and schedule maintenance items, as well as booking other items such as a dog walker or hair appointments.

# Staffing



06

**Maintenance**

# Proactive & Reactive Maintenance

## Overview of maintenance procedures

- On-site staff will undertake a mobilisation process 6-12 months prior to completion of construction handover to undertake training on the building systems
- Develop the Asset Register to help set up the Planned Preventative Maintenance and life cycle costs for the assets
- Fire management plan to be set up by Health & Safety director
- Familiarise on-site team on storage systems
- Setting up the Utilities to ensure the it supports the ESG<sup>1</sup> initiative
- Establish the defect management process for the defect's liability period
- Utilise smart technology to forecast breakdowns, prepared for planned maintenance and identify defects in advance.
- All reactive maintenance should be acknowledged within 24hrs of receipt. The on-site team will communicate with residents within a reasonable amount of time, should works be delayed. All works will be followed up on within 48hrs of completion.

## Preserving Biodiversity

- Weed killer is not used at all by our on site teams
- Over 66% of rubbish is recycled on our sites with nothing to landfill
- Waste management is highly organised to reduce traffic requirements
- We utilise compactors and composters on site

(1) ESG – Environmental, Social and Corporate Governance metrics are used to evaluate the conscientiousness of a firm/scheme, via a score based on the performance in each aspect

07

## **Fire Safety**

## Overview Of Greystar's Fire Safety Standards

- On-site team members receive training on all fire safety system within the building prior to building handover. This training is recorded and documented for review purposes.
- All statutory planned maintenance & servicing is undertaken by a 3rd party competent contractor; this includes including fire door and compartmentation surveys.
- There is a 24/7 onsite management to manage any fire situations and assist in the evacuation of residents as required.
- All residents will be provided with a resident handbook at 'move in' which explains the building fire management plan and means of escape.
- All residents / guests requiring assistance with evacuation will be requested to agree a Personal Emergency Evacuation Plan (PEEP).
- The management team are required to complete; daily, weekly and monthly fire safety walks / checks.
- A fire risk assessment is completed by a 3rd party at least annually, and any actions driven out of this risk assessment are tracked to closed by the onsite team within the specified timescales.

## Fire Safety Specific To This Project

The development will comply with all relevant building regulations and fire codes.

The fire alarm system will be addressable, meaning the management will be able to pinpoint the exact location of a fire.

The property will have a fire-fighting & evacuation lifts.

The property will include an Evacuation alert system (EAS) for the fire brigade to override the 'defend in place' strategy as required.

The property will be connected to a remote monitoring service who will monitor all fire alarm activities and faults, escalating as required.

08

## **Security Measures, Deliveries and Servicing**

# On Site Security, Deliveries, & Servicing

- Personnel will be present in the building 24/7'
- Access to the building will be via the ground floor lobby/concierge space. Security will be managed in two ways:
  - Fob access – all residents will be granted an electronic fob which will provide access into the building. This will be provided to each resident upon completion of their initial induction
  - On-site security will provide additional support to maintain behavior and safety on the premises.
- The property features a parcel store, which can be accessed by both the on-site team (who can sign for parcels) and the residents themselves, once the item has been logged. Residents will have to sign for each parcel either manually or electronically (likely via an automatically generated code), at their convenience.
- Secondary entrance for large deliveries and move-in/move-out providing a seamless flow of access with intercom straight to the front desk utilising Smart technology

09

**Transport**

# Transport Summary

- The proposed site is highly accessible by public transport.
- North of the site on Monkstown Road, Dublin Bus Serve routes no. 7, 7a, and 7d.
- Stop no. 3074 for the inbound (towards city centre) direction is approximately 140m west of the site.
- Route no. 7 provides service from Brides Glen to Mountjoy Square, route 7a service is from Loughlinstown Wood Estate to Mountjoy Square, and route 7d is from Castle Street, Dalkey to Mountjoy Square.
- Bus route 7 and 7a both at a frequency of 30 minutes on Monkstown Road, and route 7d operates on morning and evening peak hours from Monday to Friday with a frequency of 30-45 minutes.
- The proposed site is located within 500m (5 minutes' walk) of the Salthill and Monkstown Train Station. This station provides service for Dart suburban rail service direct to Connolly Station, where it connects to the national rail network.
- All the surrounding main roads have adequate width footpaths on both sides and crossing facilities at junctions
- In terms of cyclist accessibility, cycle facilities are present along the R119 Monkstown Road. These connect to express routes to the city centre along both the Blackrock Road and Coast Road corridors. These major routes are subject to ongoing improvement as part of the implementation of the GDA Cycle Network Plan and the BusConnects programme.

# Transport Management Strategy

Careful consideration has been given to the customer and public experience in Dalguise House from a Mobility Management perspective. The Mobility Management Plan has been summarised below:

## Mobility Management Co-ordinator

A senior member of staff who supports the philosophy of the Mobility Management Plan will be appointed as the Co-ordinator. A dedicated commuter space will be provided within the tenant amenity area where travel information, timetables, access to the internet and notice boards will be provided. Within the first 6 months of being appointed, the Co-ordinator shall arrange for a resident's travel survey to be carried out. This can be achieved by means of self-completion questionnaires, which will help to identify travel requirements and set targets for modal splits.

## Car Sharing

GoCar is Ireland's leading car sharing service. Each GoCar which is placed in a community has the potential to replace the journeys of up to 15 private cars. GoCar members sign up online and can book cars or vans via the website or mobile app.

## Coming to live with us or visit us

The 24/7 onsite management team will assist and advise anyone arriving on site. All our residents are contacted in advance of their arrival on site for the first time to help them plan their journey to Monkstown, be that via public transport or by vehicle. This information is also contained in our resident's handbook. Carefully considered wayfinding is visible for dedicated car parking and bicycle spaces carefully managed by the onsite team who keep a database of all allocated car parking spaces.

## Active Adult ("Senior Housing" Redefined)

Within the development Block I has been designed with consideration of use by 'active adults' – age-qualified housing. Our Mobility Management Coordinator will arrange parking in close proximity to this specific block with designated zoning monitored 24/7 to enhance resident experience.

# Transport Management Strategy

## Couriers/ Parcel Delivery

As part of our ongoing commitment to our ESG credentials, we have chosen to engage with one company for all our postal requirements. This will eliminate the need for several courier drivers arriving at multiple times and any hour during the day, reducing the requirement for vehicular movement and in turn reducing the carbon emissions in the air. Our parcel delivery driver arrives once daily to a dedicated drop off zone.

## Public Transport

Up to date local bus timetables will be maintained within the tenant amenity area and other fixed points within the buildings on the site. Residents will be advised of their location. In addition, Internet access to travel information will be provided.

## Our Promise

The strategy for this Plan is based on the movement of people not vehicles. The objectives of the Plan are:

- To endeavour to reduce the use of the car by single occupants.
- To endeavour to reduce the use of the car for trips from and to the development.
- To encourage the residents to use sustainable transport modes.
- To increase the percentage of people choosing to walk, cycle or travel by public transport to and from the development.
- To create an alliance with Dun Laoghaire-Rathdown County Council, providers of public transport and residents/owners of other major developments to promote a sustainable transport network in the local area.

10

## **Code of Conduct**

# Code of Conduct

- The development will operate with on-site management 24/7.
- Staff operating procedures and staff will follow standardized levels of cleanliness, security and resident engagement. Residents are required to behave in an appropriate manner, creating little or no disturbance to local residents and the surrounding area.
- Any issues should be raised with the Community Manager, who will deal then accordingly. Should local residents feel the need to raise issues regarding the operation of the building or the impact of residents on the local area, the Community Manager will be available to contact 24/7.
- Greystar have a proven track record of operating high quality residential accommodation at scale. All employees are expected to uphold the highest standards of ethical conduct in all actions
- There is training and ongoing continued professional development (CPD) plans within Greystar along with a Greystar Business School which provides a database of relevant residential management information for the benefit of employees.

# Code of Conduct

Excerpts from Greystar Resident Code of Conduct Document:

While you are living with us or visiting any of the Communities (meaning any property managed by Greystar), you and your guests must observe the Members' Code.

## Respect

All residents, employees and visitors have a right to be treated, and must treat others, with respect. We strive to treat each resident with dignity, integrity and without judgment. We are committed to ensuring compliance with local equality laws. We subscribe to a universal policy for the achievement of equal opportunities and no person will be discriminated against because of race, colour, age, religion or belief, ethnic or national origin, sex, marital status, disability, sexual orientation or gender identity. We will always speak to our residents and each other in a respectful way and you and your guests must do the same.

## No Smoking

Residents and their guests are obliged to observe the smoking policy. In accordance with EU regulations, smoking is permitted in designated outdoor areas only and never in your room, apartment or within the building. Please be aware that smoking inside your room, apartment or building represents a breach of EU legislation and the terms of your Tenancy Agreement and may lead to its termination.

Similarly, tampering with fire detection equipment and fire extinguishers also poses a risk to the safety of everyone in the building, and constitutes a breach of your Tenancy Agreement that may result in the recovery of costs for any damage caused and the termination of your Tenancy Agreement.

## No Illegal Substances

Illegal substances are not permitted within any Community. Any evidence of the use, distribution or possession of illegal substances will be reported to the police and may result in the termination of your Tenancy Agreement. We reserve the right to remove and dispose of any illegal substances or substances thought to be illegal. Any guests found to be in possession of illegal substances will be required to leave the Community and may be denied access to all Communities in the future.

## Entering & Leaving

All residents and guests must respect your fellow residents and neighbours and refrain from creating undue noise or disturbance when entering and leaving the Community and surrounding area, particularly in the evening.

# Code of Conduct

## Anti-social behaviour

Excessive noise, damage to property, aggression, and physical or verbal violence against fellow residents, guests or team members will not be tolerated. Anti-social behaviour will be documented, with reimbursement sought for any damage caused and may result in the termination of your Tenancy Agreement.

## Guests

Guests will be required to show a valid form of personal identification on arrival. Your guests will also need to register on entering and leaving any Community, so that we can ensure the safety of everyone on site. You are responsible for your guests' behaviour, including their adherence to the Members' Code. Overnight guests are permitted in accordance with the terms of your Tenancy Agreement. We reserve the right to refuse access to guests if they are deemed to be causing a disturbance to other residents or if they breach the terms of your Tenancy Agreement.

## Socialising & Noise

Please be respectful of your fellow residents and remember they may be studying or sleeping. You must endeavour to keep noise to a minimum, especially at night. You must observe the individual opening times for the communal amenities in your Community.

## Refuse & Cleaning

We require that you keep your Room, Apartment and Building clean and tidy so that you live in safe and hygienic conditions. We know it can be tough when living with others, but if you work together to do little and often it really makes a difference. It is your responsibility to keep your apartment clean and tidy. We will clean the community amenities on a regular basis but ask for you to be considerate of other residents and you must clean up any rubbish after using these areas. Bins within your apartment must be emptied regularly and taken to the bin stores provided on site. Please put recyclable materials in the recycling bins as directed in your Community.

## Maintenance

We try to keep everything in good working order but sometimes things will break or need the attention of our maintenance teams. If you report a maintenance request to us, we will work to fix it as soon as possible and this may require our team to enter your room. Please let us know when you report your maintenance request if you would like to be present when we visit or if there are any times you would like us to avoid. In rare instances, we may need to access your room without notice to attend to emergencies or issues impacting health and safety. In such cases we will do our best to let you know as soon as possible and to keep disruption to a minimum.