

Observation (SHD)

Old Dundrum Shopping Centre

Ref: 313220

To

An Bord Pleanála
64 Marlborough Street
Dublin
D01 V902

From

Parsons Family
51 Ardglas
Dundrum
D16 X6C9

9 May 2022

Dear Sir / Madam,

It is with great concern that we, the Parsons family, are writing with regards to the proposed development of the old Dundrum shopping centre.

As residents of Dundrum for the last 18 years, we have witnessed a rapid change to the area, its road systems and infrastructure. While local development has always been a welcome progression of our locality, the neighbourhood has grown quickly to accommodate a range of commercial, residential and industrial needs.

My grandparents lived in Dun Emer for many years, so as a family, we are aware of how much change has occurred. In addition to being born in Woodpark, I have always found that each newly opened road, re-surfaced footpath and new roundabout installed to be of great interest. As a result of our strong connection to Dundrum and surrounding areas, we care deeply about our neighbourhood and always want the best for its residents and businesses alike.

However, with the proposed development of the old Dundrum shopping centre, we cannot support this monstrous construction and feel it will be detrimental to the suburban area.

It is almost impossible to comprehend the vision of this development and how it was presented as having a positive impact on the area. With little to no common green areas, community outlets, the height of imposing tower blocks obscuring light and the sheer quantity of units being proposed, this paints a very bleak and concerning view of future suburban living. Sadly, it's clear that profit is being prioritised over the quality of living of existing and potential residents.

We have seen first-hand the out-of-place developments that dominate our low-lying areas within the Dublin boroughs. And with time, their rapid degeneration that eventually become visual eyesores that require constant maintenance and refurbishment. I find myself asking what are the benefits? What is the ratio of green space to each unit? What are the environmental benefits to our community? Where will children play? Where will the local residents and community gather for social events and organised meet-ups? Have bee corridors been discussed? How can the legacy of a well-established neighbourhood be preserved and encouraged with future generations?

There also appears to be no consideration of the current architecture of our main street and surrounding estates and it is evident that the plans are not in keeping with the historic scale, character and streetscapes of the village. The images provided in the DVSHD Environmental Impact Assessment Report Volume 2 are deeply concerning.

Like everything, there needs to be balance and harmony for something good to work and work well. If this huge amount of apartment units are constructed, what commercial outlets, cultural hubs (galleries, museums, art spaces), green spaces and playgrounds, additional community services are there to support and off-set the high quantity of accommodation? It appears from the plans, this has simply been ignored.

What considerations have been made regarding the development with Cherrywood and Carrickmines and the impact of Luas commuters when travelling through Dundrum? When Sandyford is fully developed in time, this too will be added to the list of commuter towns. This would be a huge issue for those using the Balally and Dundrum Luas stations bound for the city centre at peak times due to the influx of passengers using the light rail service. That's not to mention the already dire traffic situation in the local area that cannot even cope with current demand. An issue I highlighted to

Tom Loftus, by letter, many years ago, anticipating the current impact on the area and was never resolved.

Since our own childhood and now with our own children we use the local Dundrum library. We have learned how to drive on these roads. We have our children's accounts with the Credit Union on the main street. We remember the day the "outdoor escalators" were installed above Quinnsworth. During the pandemic we would walk up to the Luas bridge and wave at the drivers with our small boys. Our youngest was baptised at Holy Cross Church. All these small but significant events prove that the village environment is very much relevant and as functional now as it was thirty years ago. This function is now jeopardised by the influx of residents who will not have access to the appropriate amenities and services. We do not want to see our neighbourhood suffer and degenerate due to overcrowding, insufficient planning and lack of foresight.

Please consider our points to support the rejection of the Hammerson-Allianz SHD plan for Dundrum Village and additional plans to increase the living area to its full potential.

Sincerely,

Andria Parsons and Family