



An
Bord
Pleanála

Observation on a Strategic Housing Development application

Observer's details

1. Observer's details (person making the observation)

If you are making the observation, write your full name and address.

If you are an agent completing the observation for someone else, write the observer's details:

(a) Observer's
name

Caroline Maguire

(b) Observer's
postal address

Sceillig, Ardtona Avenue,
Churchtown, Dublin 14R3K8

Agent's details

2. Agent's details (if applicable)

If you are an agent and are acting for someone else **on this observation**, please **also** write your details below.

If you are not using an agent, please write "Not applicable" below.

(a) Agent's name

Click or tap here to enter text.

(b) Agent's postal
address

Click or tap here to enter text.

Postal address for letters

3. During the process to decide the application, we will post information and items to you **or** to your agent. For this **current application**, who should we write to? (Please tick ✓ one box only)

You (the observer) at the postal address in Part 1

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The agent at the postal address in Part 2

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Details about the proposed development

4. Please provide details about the **current application** you wish to make an observation on.

- (a) **An Bord Pleanála case number for the current application (if available)**
(for example: 300000)

313220

- (b) **Name or description of proposed development**

Old shopping centre, Dundrum,

- (c) **Location of proposed development**

(for example: 1 Main Street, Baile Fearainn, Co Abhaile)

Main street Dundrum

Observation details

5. Grounds

Please describe the grounds of your observation (planning reasons and arguments). You can type or write them in the space below. There is **no word** limit as the box expands to fit what you write. You can also insert photographs or images in this box.

(See part 6 – Supporting materials for more information.)

I have lived in Churchtown for nearly 30 years. Like many of the surrounding suburbs that do not have Dundrum in their address I am a stone's throw from the Village. It is the only village around and it is a focal point for us and our family. Unfortunately over the years I have watched the village deteriorate as so many of the buildings on the West side of the street were allowed become run down and shabby – the old shopping centre is half empty and is an eyesore. In the time I have lived here the population of Dundrum village has dwindled to just a handful of people while that of the surrounding suburbs has increased substantially.

For all these reasons I have been waiting for the redevelopment that would bring life to the village in the form of new residents, a civic and cultural centre that would give a heart to the village and provide much needed facilities for all age groups, village style shops, more space to mix and mingle and open space for village like activities such as market fairs and fetes. I was looking forward to a facelift for all the old houses on main stree that would bring back the old-world charm of the village..

While looking forward to this development I had grave concerns as, unlike the LDA on the CMH site, Hammerson-Allianz made no effort to engage with the community. To me this is shocking – this is our village – the community should have been central to the planning process.

I still could not have imagined how dreadful this scheme would be. Such towering apartments blocks and so many densely packed together. I was shocked for the residents of Sweetmount who will be completely overshadowed by them. And what a dreadful visual image their photographs present! What happened to wonderful architecture? There is no doubt but that these blocks are ugly and are reminiscent of cold war era apartment blocks in Eastern Europe.

Compared with the number of apartments on the CMH site I understand there will more than twice the amount in terms of site size. I know that Dundrum is the second major town in DLR so how could it be justified to approve such an incredible amount of apartment blocks in a village. Villages are never just apartments blocks – villages have butches, bakers, pubs, bookstores, play areas , open spaces, meeting places. I believe the development is 95% residential. That sounds like Dundrum will become a dormitory as there seems to be no additional facilities in fact it seems like there will be a diminution of facilities which are already at a low level.

5. Grounds

Even more devastating is the fact that the developers want to demolish all the old buildings that give Dundrum its own very unique character. The plans show that they intend to keep Glenville Terrace but the photograph of that lovely terrace juxtaposed beside those big ugly apartment blocks would make you want to weep. It's hard to believe that this is the best the developers could do. I believe that the entrances from those apartment blocks are not even onto the street.

With over 800 units and with the cost of apartments buying or renting we're probably talking about 3 people per unit – that's 2,400 people. In such a small space with the LUAS already overloaded - none of them have a chance of getting on at peak times – they will have to go backwards to Sandyford to go forward. But even that will fail with so many people.

Dundrum is our village and we should have a say in how it is developed for all the people in the area. Hammerson-Allianz have ignored that fact and see it only in terms of return on investment. They see that money is to be made on, most likely, renting apartments. They already own the New Dundrum Shopping Centre so it is not in their interest to compete against themselves.

An Bord Pleanála is a public body. It should protect us from bad development and this is such a poor scheme for Dundrum village that I am asking that it be rejected outright. If you do not do so you will be failing in your duty to the residents of Dundrum

Supporting materials

6. If you wish, you can include supporting materials with your observation.

Supporting materials include:

- photographs,
- plans,
- surveys,
- drawings,
- digital videos or DVDs,
- technical guidance, or
- other supporting materials.

If your supporting materials are physical objects, **you must send** them together with your observation by post or deliver it in person to our office. You cannot use the online uploader facility.

Remember: You can insert photographs and similar items in part 5 of this form – Observation details

Fee

7. You **must** make sure that the correct fee is included with your observation.

Observers (except prescribed bodies)

- strategic housing observation **only** is €20.
- strategic housing observation **and** oral hearing request is €70

Oral hearing request

8. If you wish to [request the Board to hold an oral hearing](#), please tick the “Yes, I wish to request an oral hearing” box below.

Please note you will have to pay the correct **additional non-refundable fee** to request an oral hearing. You can find information on how to make this request on [our website](#) or by contacting us.

If you do not wish to request an oral hearing, please tick the “No, I do not wish to request an oral hearing” box.

Yes, I wish to request an oral hearing

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No, I do not wish to request an oral hearing

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Final steps before you send us your observation

9. If you are sending us your observation using the online uploader facility, remember to save this document as a Microsoft Word document or a PDF and title it with:

- the case number and your name, or
- the name and location of the development and your name.

If you are sending your observation to us by post or delivering in person, remember to print off all the pages of this document and send it to us.

The National Adult Literacy Agency (NALA) has awarded this document its Plain English Mark. Last updated: November 2020



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FEM – Received		SHU – Processed	
Initials		Initials	
Date		Date	

Notes