

Reference: 313220 Old Dundrum Shopping Centre, Main Street, Dundrum

I wish to make the following observations regarding the Dundrum Village SHD proposal.

As a long term resident of the Ballinteer/Dundrum area, I am very concerned at the scale and nature of the proposal which I strongly believe are completely unsuitable for the area.

The proposed height of the planned development is at odds with the current low-rise makeup of the surrounding area. While additional residential development is welcome in the area, this should be sustainable, community-focused development that can allow new residents to enjoy a quality of housing that is comparable with that enjoyed by existing residents.

High density does not require high-rise development, and the provision of lower-rise, high density housing solutions would be more appropriate. Such lower rise development, with greater access to open space can provide a higher quality of life to new residents and help to build more liveable long term communities. Instead, what appears to take precedence in this proposal is meeting minimum standards, rather than meeting broader goals of providing quality residential options for a variety of households, from single occupiers to young families to older residents.

The provision of just 82 three-bed apartments is symptomatic of the focus on a particular demographic, or perhaps more significantly financial model, and strongly indicates that the development is not aiming to provide housing in a way that can build a real, lasting community in Dundrum.

The proposal does not in my view represent the balanced, sustainable development that is required to develop a quality, liveable village neighbourhood.

I am also extremely concerned at the proposed five storey development along Main Street Dundrum, which is at odds with the current streetscape. Such development would be entirely out of place, and negatively impact on the architectural character of the village.

Significantly, the proposal comes in the absence of a Dundrum Area Plan which will, when developed, provide a template for balanced, sustainable development in the village. This proposal is in this context premature, and should not in my view be granted permission by An Bord Pleanála.

Deirdre Cronin

99 Ludford Road
Ballinteer
Dublin 16