



## 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

Fiona O'Reilly

(b) Observer's  
postal address

148 Meadow Grove  
Dundrum  
Dublin 16

### 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

Not applicable

(b) Agent's postal  
address

Not applicable



## 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 Dundrum Shopping Centre, Main Street, Dundrum

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

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

Old Dundrum Shopping Centre, 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.)

1. The proposed development in its bulk and density is entirely overwhelming to the scale of Dundrum Village and surrounding residential areas. The development is truly 'ginormous' relative to the surroundings. It will take away any sense of village, community and an area that focuses on people as it will overwhelm the area both architecturally, visually and psychologically. We need homes for people but the level of development here is out of balance with the local environment. The height of the towers should be capped at 8, maximum.
2. There is minimal provision in the plans for community or cultural/entertainment amenities. The development should allow for more open/green and civic space, as well as more mixed use and community facilities for residents, in order to create a better community feeling and an area conducive to sustainable living in our village.
3. Development ignores the Architectural Area of Conservation (County Development Plan) that is Dundrum village. It pays minimal heed to Heritage by only retaining the façade of buildings with a conservation order (Glenville Terrace) and ignores the remaining buildings that the owners /applicants have deliberately allowed to fall into disrepair. The area of Dundrum has a valuable history captured in its buildings; the historic buildings on the Main Street should be sensitively

## 5. Grounds

regenerated to respect the old buildings and to integrate with new buildings that are of **similar** scale.

4. The scale of buildings (5 storeys) planned on Main Street will create a zone with no sunlight after noon & will not create an area that people will want to live or socialise in as unlikely that the retail at floor level will be inviting due to wind tunnelling effect at ground level and shading plus proximity to the relatively narrow main road. The scale of buildings at the street should be capped at max 3 above ground.
5. As someone who has lived within 5-minute walk of this proposed development for 30 years and who may be a candidate for downsizing to apartment living within the next 20 years – the proposed development does not currently appear conducive to that opportunity as it does not offer a mix of cultural, retail, and amenity spaces that would allow me to live my future life in the centre of Dundrum in a pleasant living environment.
6. Retail – the applicants letter refers to the ‘retail environment’ to justify a significant absence of retail in the proposal. Retail in the sense of local services and shops, such as butchers, organic foods, DIY, delis, news agents, wine shop, plastic free bulk-buying of foods and consumables, bookstores, gift and craft stores, are all lively local retail that enhance our local environment.

### **Impact of this huge development on local services, amenities for the current residents of Dundrum**

The density of the development combined with the many other residential developments currently ‘in planning’ in the Dundrum area (Mental Hospital, Gort Mhuire, etc) will combine to put extraordinary pressure on already weakened infrastructure in this specific area such as

## 5. Grounds

- Sewage (leaking already reported in the area of the Slang River)
- Poor water pressure
- Absence of public playgrounds and child centric amenities
- School places
- Local Transport including pressure on the Luas at rush hours. This will be exacerbated by new development in the Cherrywood area.
- Traffic and congestion
- Local Parking issues (all day parking in local residential streets) due to Dundrum Town Centre, the Luas etc will be amplified by the development.

### Planning Compliance

The proposed development, comprising 95% residential use with 5% non-residential use, on a site zoned as “Major Town Centre” (MTC) with the accompanying land use objective “To protect, provide for and improve major town centre facilities” constitutes a Material Contravention of the zoning objective as set out in Table 13.1.11 of the Dun Laoghaire Rathdown County Development Plan 2022 - 2028 and supported by policy objectives throughout the development plan, including the Core Strategy, Retail Strategy, Enterprise & Employment Strategy and Housing Strategy of the recently-adopted development plan.

MTC-zoned lands are an extremely scarce and valuable resource in the county (0.004% of the county’s land coverage). These lands underpin the Core Strategy of the development plan in terms of providing sufficient quantum of land zoned for primarily multi-functional and employee-intensive developments with a possible subsidiary residential use. There is zero policy support in the County

## **5. Grounds**

Development Plan for predominantly residential schemes on sites zoned for Major Town Centre purposes. An Bord Pleanála are, therefore, precluded from granting permission for the development, as currently proposed.

## 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



**For Office Use Only**

<b>FEM – Received</b>		<b>SHU – Processed</b>	
Initials		Initials	
Date		Date	

**Notes**