

The Secretary,
An Bord Pleanála,
64 Marlborough Street,
Dublin 1

09 May 2022

RE: Bord Pleanála reference 313220 - Site incorporating the old Dundrum Shopping Centre known as Dundrum Village Centre and adjacent properties to the west of Main Street, Dundrum, Dublin 14. (www.dundrumvillageshd.ie). Demolition of all existing buildings on site, construction of 881 no. apartments, creche and associated site works.

Online submission via <https://www.pleanala.ie/en-ie/home>

A Chara,

We wish to make the following observation against the above-mentioned proposed development located at Dundrum Village. We are supportive of the ongoing development of the Village in a sensitive and appropriate manner however we are vehemently opposed to the current proposals for the summarised reasons below:

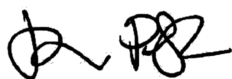
- The proposed development is in direct contravention of the Dun Laoghaire-Rathdown County Development Plan 2022-2028 and its development principles, objectives and guidelines.
- While some PR consultation has been had with the local community, the proposed development is nevertheless grossly excessive at 11 blocks ranging from 5 to 16 stories.
- The proposed development has been shoe-horned into a site zoned for development however the development seeks only to maximise square footage without care for the legacy of the development and its many negative effects on the village and indeed the knock-on effect to the surrounding areas.
- The proposed development is not sympathetic to Dundrum village core and will lead to a complete loss of character of the village forever. Once the character of an urban space such as this is lost, it will never return again.
- The proposed development is completely out of character with the village by virtue of its hugely excessive massing and scale.
- The density of the proposed development is grossly excessive and in direct contravention of the Development Plan and the permitted residential development densities.

- The proposed development seeks a grossly excessive height throughout the scheme, rising right up to 16 stories. There is a long list of resultant negative effects such as major over-shadowing and over-looking. The applicant and its design team will be acutely aware that the heights sought in the application are massively excessive and hugely ambitious and no doubt they have a plan to settle for something a little lower if the current proposal is not sanctioned. However the Bord must see through this approach which is being used by many developers via the SHD application process. If the current application is refused and the reasons are not sufficiently clear, the applicant will simply reapply for something lower and no doubt any proposal made by this applicant will always be over-ambitious on height, scale, density and mass.
- The proposed development is severely lacking the inclusion of parks, open space or civic amenity space.
- The proposed development by reason of its scale and number of units proposed will result in severe traffic impacts for the entire Dundrum, Taney, Churchtown area which is clearly already congested during the week days and as well as weekends where traffic queuing for Dundrum Shopping Centre causes major tailbacks even for those not going in to the Shopping Centre.
- The proposed development will create a huge deficiency in public parking in the area.

We openly support urban development which provides residential, commercial and community spaces and the continued growth of Dundrum Village however the Applicant's plans are completely outrageous. This submission is not a NIMBY (not in my back yard) submission. We are extremely worried about the impact this development would have on the village that we live in and enjoy so much.

We therefore respectfully ask the Bord to refuse permission for this proposal and any subsequent applications that are too excessive and not in keeping with the character of the village.

Yours sincerely



Jonathan & Laura Preston

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Dundrum

Dublin 16