



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

Ruth Horan

(b) Observer's  
postal address

19 Wyckham park road, Dublin, D16 E275

### 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**

Hammerson-Allianz SHD proposal of 881 apartments

- (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.)

I object to this proposal mainly on the grounds of zoning. The land is zoned as a major town centre and not residential. 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 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 proposed. It is incredulous that this submission was even made and it simply cannot be given planning permission.

## 5. Grounds

In addition I am not in favour of the demolition of beautiful red brick buildings along the main street (now designated Architectural Conservation Area in the New County Development Plan 2022-2028) nor the lack of any effort to integrate the development with the village. This is a once in a lifetime opportunity to reinvigorate the Dundrum village. For too long this site and all the bought-up and abandoned buildings have been an eyesore and dragged down the village. We have seen what is possible with the Donnybrook Fair area where the red brick buildings were beautifully integrated into the shopping centre providing front and back access and not detracting from the main street. This site as proposed is not connected in any meaningful way to the main street and provides no opportunities for local independent businesses to bring Dundrum village back to its community. There are no provisions for civic and cultural and community facilities in these plans. There is no civic square or plaza for the village. The housing comprises 95 percent of the site and does not provide any homes or a settled population to contribute to Dundrum over the next hundred years.

In summary, I am not in favour and wish to object to the Hammerson – Allianz plans for Dundrum Village.

## 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**

☐

**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**