

Observation to: An Bord Pleanála regarding the Hammerson-Allianz SHD Plans for Dundrum Village

Observation Reference number: 313220(Old Dundrum Shopping Centre, Main St., Dundrum.)

Name of 'Observer':

Mr. Simon Potterton, 14 Balally Drive, Dundrum, Dublin, D16XY42.

Dear Bord Pleanála,

It has only recently come to my attention the sheer scale of the proposed development (313220). Having lived at this address for close to ten years, I have always enjoyed the village- nature of Dundrum. Over the years, I have seen considerable change and the development of some high-rise buildings. So far, these developments have not overly impacted on the quality of life in the locality.

The proposed development, as referred to above is a major departure on what has been developed locally so far. In terms of height, and footprint size, this new housing project will wash away once and for all the village landscape of Dundrum, showing little regard for what has taken hundreds of years to develop. Lost will be the essence of a well-established and greatly-loved neighbourhood.

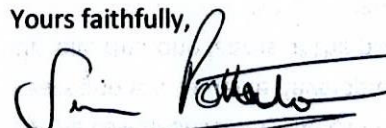
To the casual observer, the Old Dundrum Shopping Centre has been living on borrowed time for many years and is a valuable development resource. It is only upon reading development plan(313220)more closely, that one learns of the plan to develop the land almost up to Holy Cross Church. The proposed building will appear like a tsunami behind much of the 'Main Street', threatening its integrity.

That buildings as high as 16 stories are suitable for an area where 2 or 3 stories had been the norm seems purely exploitative and a way to maximise development profits at the expense of the village of Dundrum and its residents. That 11 housing blocks are seeking planning permission just highlights the greed for profitability and a flagrant disregard for the area. A case of 'over-development'?

Infrastructural issues will need close consideration: traffic management, parking availability, services, shops, restaurants and medical facilities. Is it safe to assume that the existing Dundrum Shopping Centre will have the capacity to deal with the influx of people who will live in these 'blocks'? The existing shopping centre has a well-developed customer base. Will it cope with the additional demand?

Sadly, from what I can ascertain, the proposed development (313220) contravenes the current Dun Laoghaire-Rathdown County Development Plan and should therefore be rejected.

Yours faithfully,



Simon Potterton

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