



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

Sinead Whelehan

(b) Observer's postal address

18 Wyckham Park Rd, Dundrum, Dublin 16,
D16 HC43

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**

Old Dundrum Shopping Centre

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

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

Main St., Dundrum, Dublin 14

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, Sinead Whelehan, am a resident of Dundrum. I live in Dundrum with my husband, 2 teenage children, 2 dogs and a cat! I would love Dundrum to develop into the vibrant village it was when we moved here. I welcome development on the site of the Old Shopping Centre but not this development in this form for the following reasons:

Material Contravention of the Major Town Centre (MTC) zoning objective of the Dun Laoghaire-Rathdown County Development Plan 2022 - 2028

The application site is zoned Major Town Centre (MTC) with the accompanying landuse objective : *To protect, provide for and improve major town centre facilities*” under the Dun Laoghaire Rathdown County Development Plan 2022 – 2028, adopted 21st April 2022.

It is my understanding that this development plan has been in progress for a while and it does not contain any surprises. As Dundrum is 1 of only 2 locations zoned as MTC in Co. Dublin, I believe the proposed development should respectfully comply with zoning requirements however, this proposal pays absolutely no consideration to the zoning requirements.

MTC zoning means: ‘In addition to retail, these centres must include community, cultural, civic, leisure, restaurants, bars and cafes, entertainment, employment and residential uses. Development shall be designed so as to enhance the creation of a sense of place.’

The zoning sounds fantastic and as a resident of Dundrum I would be happy to see a development meeting these requirements on the site in question. This proposal comes nowhere near, with no substantial provision in the plans for civic, cultural and community facilities, spaces and services eg a plaza or square. Without these facilities, a development on that space will kill our village.

Size, Scale, Density and Design

The proposed development is huge, it takes over the full main street and cannibalises the village. It essentially eliminates the village. It is overpoweringly close to the main street, sucking light and life from the main street. The design is not in keeping with the current low rise environment and historic character of the village.

The proposal mentions a landmark building ie a boring 16 storey apt block. We already have an architecturally stunning landmark in the Dundrum bridge which will be obscured, from far and wide, by the proposed apt block.

The proposal does not cater for families or older couples downsizing.

Transport Infrastructure

A residential development of this size in addition to other ongoing developments in the environs – St Tiernans, Cherrywood, Notre Dame, Dundrum Mental Hospital

5. Grounds

etc - will overload an already stretched public transport network. As it stands, at rush hour, my husband often has to wait for a second or third luas due to over crowding. This development would make public transport unbearable and the road infrastructure isn't there for more cars either.

Conclusion

If COVID has taught us anything its that people need more space, we need to spread ourselves out and provide more local amenities and outdoor facilities for communities. This development is a step backwards and I think the very proposal is an insult to our planners and zoning. It is a pity the developers refused to engage with the local group Imagine Dundrum, who made efforts to work with the developers. I hope this proposed development will be rejected in its current form.

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

FEM – Received		SHU – Processed	
Initials		Initials	
Date		Date	

Notes