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31 Sweetmount Park
Dundrum
Dublin 14
07/05/22

Ref. 313220, Hammerson-Allianz, Old Dundrum Shopping Centre, Main Street Dundrum

To whom it may concern,

Please find my observations below in regard to the Hammerson – Allianz planning application for the redevelopment of the Old Dundrum Town Centre. I am a resident of Sweetmount Park and am deeply concerned about the scale and nature of the plans for Dundrum. I believe that the sheer scale and enormity of the plans are completely out of context with the surrounding area. If allowed to proceed, the proposed tower block to the north of the site and proposed five story monstrosities flanking the Main Street would permanently mar the surrounding streetscape with extreme detriment to the surrounding residents. My specific observations are as follows:

- This development comprises 95% residential use. This is a material contravention of the development plan. The site has been zoned as a major town centre and the volume of residential units far exceeds the permitted allowance under this plan. Any development on this site should incorporate a mixed use of retail/commercial as well as residential.
- The overall height and density of the development is totally at odds with the surrounding streetscape. The resulting development would be overbearing and oppressive and would leave much of the area in shadow throughout the day. A 15 storey tower built higher than the Luas bridge and 5 storeys along a Main Street setting where all other buildings are 2 storeys at most is inconsiderate and extremely insensitive to the surrounding environment and community.
- There is a limited provision of amenities and facilities. The current amenities such as a music school, post office and similar would be lost. There is a substantial lack of open space and this failing is clearly evident due to the construction of a foot bridge to the Sweetmount Park green area. The proposed development makes no effort to integrate the existing community and has no provision of civic, cultural or community spaces.
- The proposed footbridge will undoubtedly cause a sharp increase in antisocial behaviour in the surrounding area. It will also lead to an increase in illegal parking and traffic congestion in Sweetmount Park and The Laurels due to the lack of carparking spaces provided within the scheme.

- The proposed development would demolish historic buildings along the Main Street. The buildings in question are designated as an Architectural Conservation Area in the new County Development Plan 2022-2028. Demolition of such buildings is completely unacceptable and will result in a dull and sterile atmosphere. It results in loss of architectural heritage which we have a fundamental civic responsibility to protect for future generations.
- The site of the proposed development, in particular the lower lying area to the north of the site where the proposed 15 story tower will be is prone to flash flooding. The site is within 20 metres of the river. As recent as Saturday 21st August 2021, there has been extreme flooding which has left the area where the proposed development will be one foot underwater. A similar incident occurred in October 2011 where the new Dundrum Shopping Centre was damaged when flood water wreaked havoc on the Centre. Considering that the most conservative climate predictions state that Ireland will become prone to more heavy rain, I believe that the site is unsuitable to development of this magnitude, especially with such close proximity to the river.