

Ard Aoibhinn
16, Taney Road, Dundrum.

313220 Old Dundrum Shopping Centre, Main Street, Dundrum -

Dear Sir or Madam,

We have lived in Dundrum for 50 years and for most of those years at our house on Taney Road. Over that period, we have seen Dundrum grow hugely as a residential area. The village had always been the focal point for the district, but it was neglected in recent times, due the wait involved in the anticipated replacement for the old shopping centre. In short, development of the village was at standstill for the past two decades.

The designers of the original shopping centre did their best to ensure that the replacement for what was on the site at the time, the old milk farm, was not disruptive. Though not the prettiest of designs, the centre settled in very well for the use of the community.

Therefore, there is now a second chance and a fantastic opportunity to create something special for the people of the area. It is not very often for a large blank site becomes available in the middle of an historic village.

It's also the time when there is never been more talent available in terms of design, architecture, and engineering.

We accordingly waited with a great deal of positive anticipation for what was to be the new design for village in this unique and large site.

Having now seen the plans, to say that we are disappointed is an understatement. Rarely have we seen such ugly architecture and design. Let's forget the monstrous proportions of the buildings and the density on the site, for the moment. The actual "look" of the buildings on the main street alone, is extremely ugly. It seems like the designers took their references out of the town planners equivalent of the old "bungalow bliss" book. There is literally no connection to what Dundrum looks like, even what Dublin looks like, or even what a village or town could look like. Instead, it could be the design for an industrial estate.

Then to summarise our objections:

- **Height:** with 5 storeys building on the Main Street, the scheme is totally out of scale and also out of keeping the historic character of Dundrum Village .
- **Reversing the existing character of the Main Street** though the demolition of old buildings designated as being in an Architectural Conservation Area in the new County Development Plan 2022-2028.
- **Culture:** This aspect is completely ignored leaving a cold, dismal series of buildings. The designers are not wishing to offer anything of a significant community nature.
- **Civic space :** No reasonable attempt to provide somewhere that the community can share for outdoor usage
- **Reducing Dundrum's local retail potential and vitality** – which is again anti-resident
- **Crammed residential units taking 95% of the site:** While everyone knows we need more residential units, this development doesn't address what is really needed i.e. sustainable homes in a civilised setting which support good neighbourhood standards for a growing community
- **The overall scale and density of the planned development.** The plans for this small site are for 11 apartment blocks, some of 5 storeys on Main Street West, others between 8 and 12

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storeys, and one rising to 16 storeys at the northern end opposite Sweetmount Park. Together this development will be hugely overbearing and out of keeping with the surrounding low-rise and low-density suburban environment.

Yours,

Ciaran and Mary Rowsome