

Claire O'Neill  
24 St Luke's Crescent  
Milltown  
Dublin 14

Observation on planning application  
Reference No 313220  
Development address: Old Dundrum Shopping Centre, Main st, Dundrum

Dear Sir/Madam

If the proposed development goes ahead, many of us, in years to come, will stand and say why did we do nothing in the face of attempts to radically change our streetscape and our village to allow blocks of 8, 12, and 16 stories consume a community and village, leaving its citizens bereft of a true town centre and inadequate services for the scale of the development, as well as a shortage of cultural, community and recreational amenities.

I cycle to Dundrum village almost daily, sometimes to do my shopping, or to get my shoes repaired or to visit Oxfam and enjoy the lovely open spaces and perhaps a coffee at the picnic tables recently installed by DLRCOCO. If this proposal goes ahead, I, and many others will not be making this journey to a disjointed main street, overshadowed by blocks of high rise with, what may be of public space, hidden behind the church.

1) The Dunlaoghaire Rathdown new development plan for the next six years clearly states 'building heights alongside Main street must be sensitive to the original streetscape, in keeping with its character, scale and candidate Architectural Conservation Area.' This proposal contravenes the Development Plan 2022 - 2028, with the demolition of a number of red brick houses in the village only to construct 5 story buildings which are out of scale with the existing streetscape and which will be overbearing and will overshadow Main street. This application is also in contravention of the previous Development plan.

2) The density and land zoning issues

881 apartments in 11 blocks will engulf the village - it represents 95% residential rather than a mix of residential, civic and amenity usage. The lack of civic, community and other amenities, as well as an appropriate balance of retail that this plan envisages in favour of 95% residential, is a material contravention of the land use zoning of the site in question under the Major Town Centre (MTC) as outlined in DLRCOCO present and past County Development Plan. The proposal lacks the appropriate balance in retail and non retail units.

All along the Dundrum rd from Milltown bridge to the old shopping centre, Dundrum, a series of high density blocks of apartments have already been approved by ABP under the Strategic Housing Initiative, and while housing is needed urgently, I ask if this area can sustain these high rise developments with very meager community, civic and recreational amenities in the new developments.

3)Dundrum needs a town centre, and the present Dundrum shopping mall , with its heavy reliance on high fashion clothing and footwear but nowhere to buy a repair kit or a nut or bolt, is not a substitute. We want a town centre with a soul and an identity, open spaces for the public and plenty of community services. We want to be able to visit, use and enjoy our town centre. This proposal will not , in my opinion , make a positive contribution to our sense of place but rather contribute to its anonymity.

Kind regards

Claire O'Neill