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Observation on 313220:

The designation of Dundrum as a town centre has the vision of creating a civic, cultural and community space where people can live, work, shop and play. I have outlined my observations under the headings: Belonging, Elderly, History, Aesthetics and Strategic Development.

BELONGING: People want to live somewhere but they also want to belong somewhere and 'come from' somewhere. People feel that sense of belonging when those that live beside them become neighbours and friends – people they bump into at the shops or while bringing their baby to the health centre. Conversations develop at the library as people from older residential areas and newer apartments and houses find that they share plenty in common. They reconnect again at the farmer's market or an open air dramatic event or music recital. Their children play together in the playground and teenagers compete around the basketball nets.

Belonging is not about how long you have lived somewhere. The many newcomers who could be housed in appropriate housing/apartment developments can contribute much to the established communities in Dundrum – bringing new flavours, new languages, new traditions, new skills.

Belonging is about feeling that it matters if you are present or not. It's about being able to contribute to the life of a community, of a town. A civic centre – library, theatre, health centre, community employment, MABS, shops – alongside shops and offices make apartments and houses into homes.

ELDERLY: the proposed development does nothing to assist older residents of the new apartments or of established neighbourhoods. Already Dundrum Town Centre is an intimidating place for the elderly – busy, noisy and without many traditional shops providing for everyday needs. Even the more down to earth brands -Penneys, Easons, Tesco – are very large shops, difficult to navigate and with long queues. There needs to be smaller shops in Dundrum village and main street where elderly people or those with additional needs, can visit to purchase food supplies, the newspaper, the lotto tickets, a second hand coat or jumper. Doctors surgeries, dentists, solicitors and undertakers – all of these need to be housed in unthreatening clearly identified buildings that don't require the visitor to gather their courage and energy in their hands before attempting to attend an appointment.

HISTORY: history repeats itself, it has to, no one listens. Please lets learn from the mistakes of previous residential plans that left areas built up but desolate. A bit like golf courses – they look the part but don't do anything for most people. As well as listening to the lessons of history, please keep the historic buildings on Main Street, the ones that give it its character. The ones that could be seen from the trains that travelled along the old Harcourt line. Surely there are plenty of good architects and planners out there who can draw together the old character of the village, keeping that rich heritage and scale, whilst at the same time developing housing units – apartments, houses – that provide for our massive housing needs. In many European cities this has been done successfully. Developing of high density housing and preservation of designated Architectural Conservation Areas – these are not mutually exclusive. It is a lazy and greedy developer who can't accommodate both.

AESTHETICS: When Dundrum is redeveloped I would hope that the people who come to live in the new apartments/houses in Dundrum will be able to walk around in the area and feel delighted that this is where they live. I would be so disappointed if people have to invest their money -rent or

mortgage – to live in a box in an ugly Five-story block, identical to many others around.

Who really would prefer to live in a concrete jungle with no centre, no facilities, no community focus and no beauty – when they could live in an urban development with places to go, places to sit, buildings to admire? And to feel a part of history – of a place that existed long before they came, before we came and will exist, or even better will flourish, for many years to come.

The new development planned is over bearing and out of kilter with the area, - with its 11 apartment blocks including a 16-storey vanity block! Please do provide housing – but please plan for the people who are going to live there.

STRATEGIC PLANNING AND DEVELOPMENT FOR A BETTER FUTURE FOR ALL: DLRC have carefully considered how Dundrum centre area can be developed. High density housing, civic spaces, libraries, playgrounds, shops – all would reclaim and restore the village.

Sadly it is all too obvious that Hammerson-Allianz do not consider themselves to have any thing to do with DLRC or the residents. It seems that instead of working with local expertise and taking the time to appreciate the proposals which would lead to a flourishing town, they have pursued profit and vanity.

I believe that the proposed development is a material contravention of the zone.

It would be a horrible day for Dundrum and its new and old residents if this development is allowed to go ahead.