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Reference 313220

I am writing to voice my concerns over the proposed Hammerson-Allianz plans for the redevelopment of Dundrum Village and Main Street.

My business has an office in Dundrum at the start of Upper Kilmacud Road which we have been in for the past eight years. My children also attend schools in the area. The traffic on my commute to and from work each day is already extremely difficult to manage and parking is virtually impossible outside of the multi-story carpark in DTC. Building a residential development of the size proposed in these plans is not only aesthetically horrific for the Village, but would also create logistical chaos for the businesses like myself in the area that are already under pressure from traffic congestion and lack of access. There are at least three other major apartment blocks under construction on my 6-kilometer commute alone, which are already going to massively affect traffic congestion. It is not an option for me to take public transport – both due to work and childcare, and there are many other small businesses, employees, residents and parents in a similar situation in the area.

Apart from the traffic, the development is visually overbearing and completely out of character with any of the current low-rise environment, and will utterly destroy any sense of community in the area. The density, height, and architectural design is completely out of keeping with its surrounds and is an example of the kind of short-term plans that created ghettos in Ballymun and other areas, where no thought was put into where communities might congregate, connect with each other and access civic and community-based services and leisure. This is what Dundrum will become in the next decade if this is allowed to go ahead, and businesses like myself will definitely move elsewhere.

The owners of DTC and many of the buildings on the Main Street have already effectively held the area to ransom since I have been working here by not allowing access to or developing buildings and businesses on the Main Street and in the old Village centre, and have already pushed many small, competitive retail and hospitality outlets and offices out of the area to maximize the profitability of those within DTC. This further push to profit maximization is a degenerative and frankly obscene proposed development, arrived at without any consideration or consultation with the community and businesses in the area and I strongly object to the proposed development.

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