

12 Laurel Avenue

Dundrum

Dublin 14

8th May 2022

Reference No: 313220

Dear All,

Below are my observations on the proposed SHD of:

DUNDRUM VILLAGE STRATEGIC HOUSING DEVELOPMENT, OLD DUNDRUM SHOPPING CENTRE AND OTHER PROPERTIES, MAIN STREET, DUNDRUM, DUBLIN 14

APPLICANT: DUNDRUM RETAIL GP DAC (ACTING FOR AND ON BEHALF OF DUNDRUM RETAIL LIMITED PARTNERSHIP) Old Dundrum Shopping Centre, Main Street, Dundrum by Hammersons

1. The plans are not aligned with the County Development plans (CDP). The CDP advises the following: "Old shopping centre and adjoining lands – to include appropriate level of complementary non-retail uses and activities in respect to community, cultural and civic uses. Public realm upgrade of Main Street."
 - This development cannot be considered as "appropriate" and "complementary". The ratio of residential to retail is heavily skewed to residential and contravenes the CDP.
2. The development is not cognisant of the extended Dundrum Architectural Conservation Area as per the CDP.
3. The CDP takes to a "paucity of public open space", this development will further reduce public space.
4. The last Urban Frame Plan was published in 2003, given the changes in the area since then we cannot rely on that, indeed any serious development should only take place after that UFP is updated to reflect the changes which have happened in the last 19 years.
5. The developers did not engage with the local community in this application. The Hammerson plc 2020 Sustainability Report talks about "community engagement" and "Working with local community organisations to address specific areas of local need". This is clearly not what has happened in this case. Link to Hammerson report:
 - [LSE HMSO 2020.pdf \(responsibilityreports.com\)](#)
6. The height and scale of the development will damage the current historic nature of much of main street. It will dwarf all other buildings and leave the main street in darkness.
7. The lack of provision of retail and commercial will not enable the main street to turn into a vibrant welcoming place for the community and visitors.

Yours sincerely

Cyril Lynch