
3 The Laurels,
Dundrum,
D14
D14A187
6/5/'22

A Chara,

My name is Eithne Uí Fhoghlú and I am writing in connection with the proposed development at the site of the old Dundrum Shopping Centre known as the "Village Centre". I believe the case number for this site is 313220.

While I am of the opinion that Dundrum would welcome and indeed needs development of some kind, I believe that this proposal from Hammerson's/Allianz does not comply with the village nature of Dundrum in any way. The proposal also **contravenes the Dún Laoghaire Rathdown Dundrum and Local Area plan 2022-2028** which designates Dundrum as a Major Town Centre. This proposal has only 5% of its plan dedicated to non- residential, and no amenities to service all the proposed residents. If more small businesses were encouraged to set up on Main St, this would reinvigorate the neighbourhood, bring more independent small businesses to the town centre, increase the community spirit of our village. I believe that the Hammerson proposal flies in the face of community spirit, rather it promotes ghettoism.

My house looks directly on to Sweetmount Park at present, which is a wonderful space, which we all use every day, but my view would be 8-16 storeys of concrete boxes if this proposal goes through, dwarfing our two storey houses entirely. This would have to be described as overwhelmingly high for an area such as ours! All the view of old Dundrum would be gone or obscured from my view if this proposal is passed.

Much of Dundrum Village itself has been deemed an area of architectural conservation, and this development seeks to destroy that in Dundrum. According to pictures we have seen of the developer's artist's impression of what Main St will look like, if the development proceeds, Main street will be dark, dismal, bleak and ugly place instead of the charming place it could be if redeveloped in a more sympathetic way as it was on Ashgrove Terrace.

Please don't let this development pass.

Kind regards,
Eithne Uí Fhoghlú