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The Secretary
An Bord Pleanála
64 Marlborough Street
Dublin 1

8th May 2022

Case Reference: TA06D.313220: Site incorporating the old Dundrum Shopping Centre known as Dundrum Village Centre and adjacent properties to the west of Main Street, Dundrum, Dublin 14.

Dear Sir/Madam,

We are writing to object to the Strategic Housing Development (SHD) proposed for Dundrum Village by Hammerson Allianz.

We have grown up in the immediate vicinity of Dundrum village and have spent all our lives in this locality so naturally we take a keen interest in the proposal for development of the old Dundrum Shopping Centre site.

It is clear to see from this awful proposal to build 881 apartments that it has been designed by architects who have never lived here and who don't plan on ever living here. The remit from Hammerson Allianz to London based Grid Architects is a cynical one, a pure financial money grab, to maximise the profit per hectare from the site.

Their proposal is to build a monstrous set of apartments, best described as a modern day version of Ballymun towers. The high density and massing of these proposed apartment buildings along the Dundrum bypass ensures this stretch of road will become a permanent eyesore and fit for demolition within 40 years. The apartments represent a monolithic vertical sprawl, reaching to the unacceptable height of 16 floors for the ugly featureless 'landmark' tower.

The village side of this proposed development is equally obnoxious in terms of its featured design of large scale disharmonious 5 storey jagged shaped blocks which are repeated four times in various renditions. This incongruous and overbearing mass along the main street of Dundrum will dominate over the existing 2 storey buildings creating a disjointed streetscape which will only ruin the village.

We understand that this SHD application was submitted 5th April, less than four weeks after Dún Laoghaire Rathdown County Council formally adopted its new County Development Plan (2022 – 2028) and thereby pre-empts one of its main objectives which is to complete the preparation of a statutory Local Area Plan for Dundrum.

The new County Development Plan (2022 - 2028) references the old Dundrum Shopping Centre site and lays out a number of objectives to ensure future development would include community, cultural and civic centre for Dundrum. Most importantly the county plan states:

"building heights along Main Street must be sensitive to the original streetscape, in keep with its character, scale and candidate Architectural Conservation Area (ACA) status".

The attempt of this SHD scheme from Hammerson Allianz is specifically aimed to override the new County Development Plan from Rathdown County Council which is just not acceptable.

In addition, the redevelopment proposal from the civic group "Imagine Dundrum" (<https://www.imaginedundrum.ie/wp-content/uploads/2021/10/imagine-dundrum-sep-2021.pdf>) has also been completely ignored.

This site requires thoughtful development in consultation with the local community. Accordingly, for all the reasons outlined above we respectfully request that An Bord Pleanála **refuse** planning permission for this Strategic Housing Development application (TA06D.313220).

Yours sincerely,



Eric Mayrs



Teresa Mayrs