



Observer's details

1. Observer's details (person making the observation)

If you are making the observation, write your full name and address.

If you are an agent completing the observation for someone else, write the observer's details:

(a) Observer's name

Gráinne Mulcahy

(b) Observer's postal address

1 Brookside, Dundrum Road, Dublin 14

Agent's details

2. Agent's details (if applicable)

If you are an agent and are acting for someone else **on this observation**, please **also** write your details below.

If you are not using an agent, please write "Not applicable" below.

(a) Agent's name

N/A

(b) Agent's postal address

N/A

Postal address for letters

3. During the process to decide the application, we will post information and items to you **or** to your agent. For this **current application**, who should we write to? (Please tick ✓ one box only)

You (the observer) at the postal address in Part 1

The agent at the postal address in Part 2

Details about the proposed development

4. Please provide details about the **current application** you wish to make an observation on.

- (a) **An Bord Pleanála case number for the current application (if available)**
(for example: 300000)

313220

- (b) **Name or description of proposed development**

Old Dundrum Shopping Centre, Main Street, Dundrum

- (c) **Location of proposed development**

(for example: 1 Main Street, Baile Fearainn, Co Abhaile)

Old Dundrum Shopping Centre, Main Street, Dundrum

Observation details

5. Grounds

Please describe the grounds of your observation (planning reasons and arguments). You can type or write them in the space below. There is **no word** limit as the box expands to fit what you write. You can also insert photographs or images in this box.

(See part 6 – Supporting materials for more information.)

I have the fondest memories of summers spent as a child staying with my Dundrum cousins - the trips to the village with our pocket money was a particular highlight. Later, as a UCD student, living in Dundrum brought with it a fresh set of memories - and finally, as an adult, I made Dundrum my permanent home.

With an opportunity on the horizon to redevelop the village and old shopping centre, I see that opportunity in the context of the next generation, and generations to come, and the experiences and memories they have yet to form within our community. As a Project Manager, I am also acutely aware of the criticality of good planning in the success of any project, and of the connection between the future lived experiences of the greater Dundrum community and the outcome of the current redevelopment proposals for Dundrum village and the old shopping centre.

I wish to note that the proposed development is a material contravention of the Dún Laoghaire Rathdown County Development Plan (2022 to 2028).

It does not pay any regard to Dundrum's Major Town Centre zoning, nor to the Special Local Objectives for the protection of Dundrum Village, as set out in the County Development Plan.

It does not constitute a mixed development, being primarily composed of residential units (95%).

The height of the development - with a 5-story height proposed within the village and a 16-story height at the northern end of the old shopping centre - is out of all proportion to the scale of the village and that of the greater surrounding area (notably including Sweetmount Park), and the density is utterly disproportionate to the setting.

It bypasses a multitude of opportunities to revitalise the village (there is, in fact, no consideration given to the village setting within which the development is proposed). It would destroy the heritage of Dundrum's main street, through the demolition of structures of historical interest - in direct contravention of the architectural conservation area designation. There is a unique opportunity here to restore the historic buildings on our main street - as has been successfully done

5. Grounds

with the buildings that now house Donnybrook Fair - and to structure a balanced redevelopment proposal sensitively and sympathetically around these protected structures.

The proposed development would erode the function of the village by reducing the retail footprint, contravening the Major Town Centre zoning which supports the provision of needed facilities including entertainment and retail.

No consideration has been given to community or sustainability. I had expected, and would welcome, the development of a town square and community centre that could become a focal point for community activity and endeavour - and help to foster, nurture and sustain integration within our future community. This is a critical consideration mindful of the steep projected population growth within the area, and the trend towards working from home, which points to a rapidly growing population that will spend an increasing percentage of time in Dundrum.

Finally, it does not give any consideration to An Bord Pleanála's formal opinion to the initial development proposal.

We should learn from the mistakes of our past – listen to their echoes, and not repeat them. In 1965 the Ballymun flats were proposed in response to the Irish housing crisis of that time, but were ultimately doomed to fall into decline within decades because of poor planning. The proposal for Dundrum village and old shopping centre needs to strike a better balance between human/community considerations versus commercial/monetary considerations. Aligning with the objectives of the County Development Plan should, in the first instance, help the developers to better navigate this challenge.

If this inappropriate development were to go ahead, it would in effect obliterate and supersede Dundrum village, by destroying its function, heritage, heart and soul - with detrimental social consequences.

Thank you for considering my observations.

Best Wishes,
Gráinne Mulcahy.

Supporting materials

6. If you wish, you can include supporting materials with your observation.

Supporting materials include:

- photographs,
- plans,
- surveys,
- drawings,
- digital videos or DVDs,
- technical guidance, or
- other supporting materials.

If your supporting materials are physical objects, **you must send** them together with your observation by post or deliver it in person to our office. You cannot use the online uploader facility.

Remember: You can insert photographs and similar items in part 5 of this form – Observation details

Fee

7. You **must** make sure that the correct fee is included with your observation.

Observers (except prescribed bodies)

- strategic housing observation **only** is €20.
- strategic housing observation **and** oral hearing request is €70

Oral hearing request

8. If you wish to [request the Board to hold an oral hearing](#), please tick the “Yes, I wish to request an oral hearing” box below.

Please note you will have to pay the correct **additional non-refundable fee** to request an oral hearing. You can find information on how to make this request on [our website](#) or by contacting us.

If you do not wish to request an oral hearing, please tick the “No, I do not wish to request an oral hearing” box.

Yes, I wish to request an oral hearing

No, I do not wish to request an oral hearing

Final steps before you send us your observation

9. If you are sending us your observation using the online uploader facility, remember to save this document as a Microsoft Word document or a PDF and title it with:

- the case number and your name, or
- the name and location of the development and your name.

If you are sending your observation to us by post or delivering in person, remember to print off all the pages of this document and send it to us.

The National Adult Literacy Agency (NALA) has awarded this document its Plain English Mark. Last updated: November 2020



For Office Use Only

FEM – Received		SHU – Processed	
Initials		Initials	
Date		Date	

Notes