

7 Taney Lawn
Dundrum
Dublin 14

9th May 2022

The Secretary
An Bord Pleanála
64 Marlborough St
Dublin 1

Observation

Ref SHD 313220
Hammerson-Allianz, Old Shopping Centre, Main St., Dundrum.

Dear Sir/Madam

VILLAGE ENVIRONMENT

We have lived within a three minute walk of the Main St Dundrum for the past 37 years. We are now retired and are devastated by the proposals to destroy our local environment.

While we are in favour of development of the sadly declined Old Shopping Centre site we are extremely disappointed at the lack of sensitivity of the developer to local concerns, needs and aspirations. These have been well documented, expressed and made available to the developer through the dedicated work of Imagine Dundrum. Sadly, despite positive indications, they have been ignored.

Dundrum has been bombarded with commercial development as demonstrated by the enormity of the Town Centre. Any development on this site in question creates the opportunity to recover the lost neighbourhood Main St of indigenous shops, small professional offices and locally needed services. We want to see a returned village, like for example, Blackrock, Rathgar, Rathfarnham, Malahide, with low rise and residential overhead.

We propose the ridge height of Glenville Terrace should be the benchmark for the entire west side of the Main St. This would allow three storey development street-side and complete the village feel.

RESIDENTIAL

The argument put forward by the developer that Dundrum needs residential balancing to the enormity of the Town Centre, and that this development answers this, is spurious.

If it does/did need additional residential then the recent developments at Herbert Hill and at Fern Court, along with the proposed massive Dundrum Central, and other smaller scale apartment developments adjacent to Frankfort Court more than cancels this argument.

That some residential would be permitted is reasonable. Dundrum area has a high percentage of older people living in large three and four bedroom houses. We need two and three bed apartments to down-size into, not one-beds. Families need three bed apartments, not one-beds.

TRAFFIC

A 30 minute observation at any daytime will show that the Luas Bridge crossroads cannot cope with the current traffic. Any additional volumes will require serious reworking of the area and in this regard the Traffic Engineers' report must be taken very seriously in determining a planning decision.

BULK, HEIGHT and AMENITIES

There is a natural valley created by the Slang River situate adjacent to the west of the site. This valley shape should be sensitively protected rather than be filled in by overdevelopment both in bulk and in height.

Just who is served by having a 'gateway' tower to match the Luas Bridge is very questionable. Certainly not the citizens of Dundrum.

In keeping three storey building to the street side (which includes residential, see above) we would be happy to see a **maximum** of 6 storeys to the rear,

interspersed with lower heights, and with residential to the bypass (also the 'sunny' side).

The nearest hotels to this area are some 4Kms away. Serviced by Luas a hotel would be a positive amenity both for locals and visitors. Although expected it has been omitted from this application.

Civic, recreational/casual and cultural space is missing. Just because there is a site does not mean that it has to be filled with money generating facilities. The planning process must also take account of citizens' needs.

SUMMARY

In summary, we believe this application should be rejected in total for the reasons stated above and the developer advised to take account of the consensus arrived at by years of consultation by Imagine Dundrum.

Yours faithfully

Ian & Catherine MacNeill