



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

Joan Kealy

(b) Observer's postal address

15 Frankfort Park, Dundrum, 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

Not applicable

(b) Agent's postal address

Not applicable

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**

Hammerson-Allianz Strategic Housing Development

- (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 lived in Dundrum with my family for over 60 years and we have been very active members of the parish and the community over the years. My husband was Mayor of Dundrum of 2 consecutive years and we have fund raised for many of the community facilities in the locality including the building of the Dom Marion House. 2 of my adult children are still living in Dundrum with their children. I am very vested in the future development of the village and would very much like to see the Old Shopping Centre developed however, the SHD proposal by Hammerson-Allianz is extremely concerning.

Planned usage

- The plan put forward caters for 95% of the buildings for residential use.
- There should be a balanced mix of residential, business and retail units as per the DLR Development Plan to ensure ensure ample amenities for all residents and keep the town centre vibrant. This proposal does not meet that requirement.
- A weighting of 95% residential is sub-standard planning and infers that the overriding objective of the developers is maximum profit with zero consideration for the planning objectives of Dundrum and its surrounds.
- The housing mix does nothing to address the housing/supply challenges to attract down sizers and free up much needed 3 and 4 bedroom family homes.

Dundrum Main Street and the surrounding area

- The main street in Dundrum will be completely over shadowed by huge 5 storey buildings, closing in the thoroughfare and will be completely out of sync with the one

5. Grounds

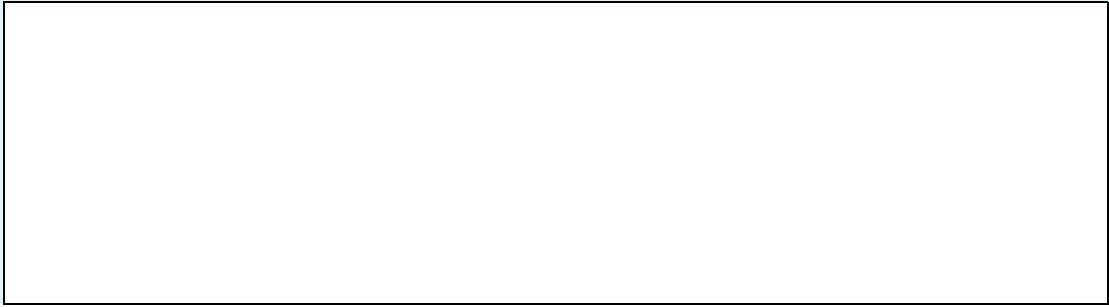
storey red brick cottages and historic character of the village. The intensity and scale of this will smother the natural town centre and village aspect which is critical to maintain a sense of community and belonging for all surrounding residents young and old.

- A number of these buildings are designated as an Architectural Conservation Area in the County Development Plan 2022-2028. The entire feel of the village will be altered by a homogeneous line of 5 story blocks.
- The plans for the site rising to 16 storeys at the northern end is hugely overbearing and out of keeping with the surrounding low rise and low density suburban environment.

Community and civic space

- Dundrum is already underserved by civic, cultural and community spaces for the expanding population.
- With the proposed expansion in residential population, there is an even greater need to incorporate these into any plans to ensure that those who come to live in the area will also be able to avail of these facilities. These are critical facilities in any town planning to ensure the proper and healthy functioning of the community and the development of the younger population.
- The existing old shopping centre, whilst tired and dated, still currently provides a meeting space for local residents to shop, meet for coffee, and provides much-needed small business and services which include Dundrum Music School (which services both young and old students), The Good Neighbour – a highly innovative small business that sells environmentally, zero packaging consumer goods; independent coffee shops, our local vet and others. Business like this are the heart of a sense of community.

5. Grounds



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