

90 Sweetmount Avenue
Dundrum,
Dublin 14
D14YK00

Re: Observation on SHD Application 313220 - Development address: Old Dundrum Shopping Centre, Main Street, Dundrum

Dear Sir / Madam,

My name is Malcolm Dalton and I live at 90 Sweetmount Avenue, Dundrum along with my partner and our young children - aged 8 and 10 - and I wish to make an observation with regard to the proposed Hammerson-Allianz plans for redeveloping the old Dundrum Shopping Centre at Main Street, Dundrum (Reference 313220).

Firstly, I wholeheartedly welcome the redevelopment of the old Dundrum shopping centre site and believe it's a great opportunity to regenerate this important hub whilst offering much needed residential housing for the locality. However, the proposed offering from Hammerson-Allianz is simply shocking in terms of the sheer gargantuan scale and density of the planned development.

In terms of personal proximity to the redeveloped site our family home is located a mere 250 metres from the proposed development of the 16 storey 'landmark' tower block at the north end of Main Street, Dundrum which we feel is extremely overbearing and is not in keeping with the surrounding low-rise and low-density suburban environment of Dundrum.

The proposed demolition of historic buildings located in Main Street which have been designated as an Architectural Conservation Area in 2022-2028 County Development Plan needs serious reconsideration as does the proposal for building 5 storeys high along Main Street. If the proposal were to be developed as per its current design it would permanently and irrevocably destroy the historic character of Dundrum village.

The Hammerson-Allianz proposal offers no substantial plans for any civic, cultural or community facilities which would be imperative for any future resident who might live in the redeveloped Dundrum village site. The current plans would not meet the demands of a rapidly expanding

population and provides no real amenity such as a civic square or plaza at its' centre which could be used for community events for what is the second major urban centre in the county.

However, the most critical aspect of this proposal is that the site is classified as a Major Town Centre and yet there is extremely limited offerings in terms of essential facilities for retail and entertainment as is required in relation to the zoning of the site. How is plausible for a site zoned as a Major Town Centre to result in a proposal that is almost exclusively (95%) a high-density, high-rise residential development?

This completely contravenes the principles of best practise urban planning and does not meet the minimum requirements for what the site has been zoned for. The drastic reduction of retail units in Main Street would further undermine any chance of reclaiming its previous vitality making it a place where the wider public would want to use and visit.

The proposed development close to the crossroads of Dundrum, Milltown, Churchtown and Goatstown will inevitably lead to further traffic congestion particularly during the construction phase of the project in what is already a traffic black spot during rush hour. As a local resident this would cause considerable disruption however I would gladly forego this inconvenience if the final end product resulted in a development which is in keeping with the low density suburban landscape of the surrounding area and more fundamentally adheres to the zoning requirements for a Major Town Centre.

If you have any questions or queries regarding the above observation feel free to contact me.

Kind regards,

Malcolm Dalton

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