

Niall Phelan  
59A Sweetmount Avenue  
Dundrum  
Dublin 14  
D14N156

Observation Re:  
Planning Ref 313220  
Old Dundrum Shopping Centre, Main Street Dundrum, Dublin 14.

I wish to make observation regarding the above planning application.

I am a resident of Dundrum for over 25 years, my wife has lived in Dundrum all of her life and our two children go to school in Dundrum.

The recent alteration to traffic direction on Dundrum main street, has diverted large volumes of traffic to pass by our home on Sweetmount Avenue. Although this is an inconvenience, we felt it a valid price for us to pay to transform Dundrum Village into a pleasant and attractive location to serve the community of Dundrum and our children for many years to come.

The proposed development obliterates this expectation and obliterates the character of existing village. It transforms Dundrum into a soulless Gotham city, with no provisions for civic and community space, community services, architectural enhancement, retail area, entertainment or café facilities. Or indeed pleasant homes in which those much in need of housing can live, which I feel should also be catered by this development.

I applauded recent developments in Dun Laoighaire town centre, where all of the above were incorporated and hoped for the same for Dundrum Village.

Other area's I note and to which I strongly object is the overbearing height of the development, in particular on the main street where the proposed development rises straight from the footpath and proposes demolition of buildings designated as an Architectural Conservation Area in the new County Development Plan.

I believe that the proposed development is driven primarily by the financial wellbeing of those submitting the proposal and makes no consideration of the long term wellbeing of the new developments inhabitants or the wider Dundrum Community.

I ask that this proposal be rejected by An Bord Pleanála, to allow for meaningful dialogue to agree the nature of a Dundrum Village development which will deliver true value to those in need of urgent housing and long term value to the community and future generations. I believe both can be accommodated, if understanding and goodwill is offered by all sides.

Thank You,  
Niall Phelan.