

Nicole Kinahan
12 Sweetmount Avenue,
Dundrum,
Dublin 14
D14 TD43

An Bord Pleanála
64 Marlborough Street,
Dublin 1
D01 V902
Date: 03/05/2022

SHD Observation.

Reference: 313220

No-Lack of community engagement. Despite promises, and statements of a community-focused corporate ethos and commitment to place making, the developer has failed to consult with the community in advance of lodging their plans.

Timing. The 5-week public consultation period from April 5th includes 2 weeks of the Easter break for schools and colleges, when many local people will be away. Also another long weekend where people and families will be away. Was this deliberate! One would have to think so.

In addition, the plans were lodged in a very short time before the coming into force of the new *Dún Laoghaire Rathdown County Development Plan 2022-28* why was this? And in the absence of the long-awaited Local Area Plan for Dundrum, both of which contain strong protections for Dundrum Village itself. Materially contravenes the development plan. I think, no decision should be made until the Development plan 2022-28 is out. A few months either way will not affect any development of the old Dundrum shopping centre. The scheme materially contravenes the Dun Laoghaire-Rathdown County Development Plan and would significantly impact on existing residential amenity and would depreciate the value of properties in the surrounding areas, e.g. Sweetmount Avenue, Sweetmount Park, etc

An Bord Pleanála's formal Opinion <https://www.imaginedundrum.ie/wp-content/uploads/2022/03/22-02-22-Dundrum-development-proposals-v-4-1.pdf> requires the developer's initial proposals to be given "further consideration and amendment" if they are "to constitute a reasonable basis for an application for strategic housing development". Have the plans lodged on April 5th significantly changed from the developer's initial proposals?

Apparent over-riding of County Development Plans. The plans appear to ignore both Dundrum's Major Town Centre zoning and the Special Local

Objectives (SLOs) for the protection of Dundrum Village set down in the County Development Plans. Both Village and streetscape level the proposed development fails to successfully integrate into the existing character of the area, given the design strategy pursued and the visual prominence of the site.

The height and design of new buildings on Main Street are of concern. How do these decisions and the choice of mainly 5-storey buildings respond to the County Development Plan's requirement to respect the character and scale of the historic Village streetscape?

Destruction of Main Street heritage. How can the demolition of many of the existing buildings on Main Street (West) conform to their Architectural Conservation Area status granted in the County Development Plans?

Reduction in retail provision on Main Street. How can this contribute to revitalising the Street as a lively public space conducive to sociability and connection? How did the developer manage to include the Sweetmount Park as part of his development? When did that happen? It looks like this development is one way, they take our green spaces and include them in their development plan and we the community get nothing in the way of civic, culture, Library etc. There was to be a hotel and a new library what has happened to them? 95% flats/ apartments what about the needs for the community. With less amenities in the area, it can only be more anti-social behaviour like what is happening in Finsbury Park. This development is zoned and classed as a Major Town Centre development (MTC), but all of a sudden it's 95% residential. No houses on this site! Why not? With 95% residential apartments this development failed to provide the appropriate quantum and mix of residential uses as required by the neighbourhood centre zoning "and as such would not contribute towards the creation of a community with proximate retail and services of an appropriate scale".

An almost entirely residential development. How can this provide the level of retail and non-residential provision appropriate to the long-standing Major Town Centre zoning of the Village, and the "civic, cultural and community" facilities, spaces and services called for in the County Development Plan?

Gone. This Development should wait until the Development Plan 2022-28 is out.

The proposal is contrary to the Urban Development and building height guidelines for planning authoritiesising to have to pay for them taxpayers.

Overall height, density and shadowing. Dundrum Village and its surroundings form a human- scale environment, and at first sight, the heights and density planned for this small site are shocking. How can they be in accordance with the context of the immediate and medium distance built environment and the need to provide sustainable housing for future generations? If this development is to go ahead in its present form, my neighbours and myself will be subjected to Noise, road being blocked because of traffic and construction work, we will have this for eight years, a living hell. Dust, putting washing out only to take it in thick with dust, Spring, Autumn, and winter we will be in the shadow of the development, for most of the day (criminal).

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

I know neighbours suffer from seasonal depression (SAD) and now that their house will be in the shade for most of the year, this will have a devastating effect on them mentally wellbeing and I am sure there are other people as well. Three people in every 100 of the population suffers with it, even the young suffer with this. With such a big development, it is going to cast a BIG shadow. Best treatment for seasonal depression is getting as much natural sunlight as possible but living in a shadow this is not possible.

If there was an emergency and someone needed an Ambulance with the volume of traffic, this development will bring to this area, not good for you if you need an Ambulance in a hurry. A friend showed me a video of an Ambulance going the wrong way up the main street in Dundrum it was crazy, not sure, if they saved the person. How will it be with another 2,000 people living in such a small area and all the other developments around the area. This development appears visually obtrusive and incongruous on the streetscape and visually overbearing” to say the least. The massing of the scheme would adversely impact on the sunlight and daylight for residents of a number of houses and apartment units resulting in an inadequate level of amenity for future residents.

Apartments. The apartments “Fernbank” has only 60 percent occupancy why would you want more apartments that people and residents do not want. The people in Fernbank are using Finsbury Park to let their dogs off their leads, drinking in the Park and more recently, a young lad was stabbed to death. People want more houses that they can live in with their families. Five storeys on a Main Street of a village totally out of keeping with the historic character scale and streetscape of Dundrum Village. The Village is unique and has huge potential for sensitive regeneration. Demolishing the historic buildings on the Main Street, although they are now designated as an Architectural Conservation Area in the new County Development Plan 2022-2028. Where are the houses that are needed? the highest Offices building in Dundrum is five storeys and that is the max it should be with a mix of retail, houses and maybe a few apartments. ? This development is at the lowest point in Dundrum. Because there is not enough parking slots in Fernbank Development and they have to pay 50 euro a month. The people who are renting there, park on Upper Churchtown road, Sweetmount Avenue and surrounding area. In Fernbank, there are 261 Apartments/ flats and 326 car spaces. In the new development they want 881 flats/apartments and 681 car spaces. It obvious that there is not enough car parking spaces so once again this development will impact on the surrounding area in a negative way.

Over Developments in the area already. Fernbank, Uncle Tom’s Cabin, opposite Uncle Tom’s Cabin Development started and now it’s just stopped, Ryans Pub in Windy Arbour, Dundrum Mental Hospital, The Goat Grill, Trimbleston, New Development beside Holywell on the Upper Kilmacud Road, The Nurseries, as well as other small Developments all around the area.eg Stoney Road House knocked down how they can build a small block of apartments, off Taney Road and Sydenham Road another small development,DLR reg. ref. D20A/0189 even CBI in(Mint) Sandyford 37 acres might be up for sale in the near future (MADNESS) is there a need for such a Development in Dundrum Village. NO Fernbank has only 60% occupancy, similar occupancy on other development’s. WhY!! Fernbank was built by a developer and when they went on sale the developer sold all the apartments to a Pension Fund, no one could buy any of these apartments and now we will have more of the same with this development. Only developers, vulture funds and pension funds will do well out of this development (build to rent only) and

not local community, or people who would like to live in the area. Most of the developers after the development walk away; they do not live here and leave locals with the headache. The Beacon South Quarter was developed and look at the way it was left, a shell of concrete, job never finished, but the developer continues developing as if it's nothing to do with him. If this development goes ahead in its present forum, there will be no Dundrum Village only a continuation of the monolithic development of the Dundrum Town Centre. You could change the name to (Dundrum City Centre). This development, I think will be sold when it has finished to one of the above and no one will be able to buy any of the apartments.

The overall height and density of the planning development- the plans for this small site are for 11 apartment blocks, some 5 storeys on the Main Street West, while others are between 8 and 12 storeys, and some rising 16 storeys at the Northern end opposite Sweetmount Park. All together this development will be hugely overbearing and totally out of keeping with the surrounding low-rise and low-density suburban environment. I live in no 12 Sweetmount Avenue and during the winter months my house will be shadowed by such a monolithic structure (16 storeys) all day. During the summer months, it would be just as bad. I have panels on my house for heating my water to save energy, waste of my money all in the name of GREED. The developer cannot make enough money by doing an urban sprawl they have gone for a vertical sprawl at the cost of all local residents. The developer is trying to make the 16 storeys a landmark! We already have one the LUAS Bridge you can see it from three Rock, do not need Monolithic block overshadowing everything, also overlooked. Why not a mix of houses, apartments and retail outlets. This site is mainly for retail units why would, An Bord Pleanála' agree to such a change to a lovely village sad. How did the developer get Sweetmount Park into his development and it is only for the apartments? This needs to be looked into, Sweetmount Park belonged to the residents in the area and they gave it to the County Council to look after it. If the Developer gets planning to go ahead, when it's finished, what's to stop them from selling it to pension funds or Vulture funds... this build is only for rent and it will only have a max of 60% occupancy, like all the last developments in the area, madness.

Infrastructure. Even with the Luas there is no infrastructure for the volume of development and people it will bring, the roads width have been halved, to allow for cyclists. Dundrum village is one way and as a result, if an Ambulance

is called for, the Ambulance has to go half way round the world to try to save someone's life. Sweetmount Avenue had become a RAT run, because of this one-way system and is only a matter of time before someone is hurt or killed. In Cherrywood there will be 25,000 people living there, they will be using the Luas, what happens then! As well as other developments. Water pressure in the area has dropped and getting worse. Sewage system is overburdened and with the area being a flood plain what happens if they both mix! Sustainable living. Nothing for Children, play area, outside live music, concerts, Theatre, somewhere to watch a cinema, the developer is giving the community nothing but wants to take everything. Location at a key junction with the volume of traffic Dundrum end and another major roundabout at the other end of the by-pass traffic, things are getting worse, each day.

The area is a Flood plain. When the Pie Complex was where the Dundrum Town Centre is now, it was a Flood plain. Over the years since they built and developed the Dundrum Town Centre it has flooded several times. NOW what is happening is that it is flooding at the Dundrum By-Pass, old shopping centre and on to Sweetmount Avenue and the Library, which has never happened before. The infrastructure is old and to develop it the way they are purposing is Madness. (See images below)

No Civic Square or Plaza- This will be the second major urban centre in the County. We need it for the community events like Dundrum Festival, farmers market like in Airfield, outdoor concerts and films- or just a place to go. No green spaced and trying to include Sweetmount Park as part of their development by the Developer by putting in a bridge, crazy. There was a bridge before and there was more anti-social behaviour. Like what happened in Finsbury Park boy stabbed and now there is drinking, dogs off their leads. All roads lead to Dundrum Town Centre. No need for a bridge to Sweetmount Park, it is only for the people living in the apartments (madness) and not for everybody in the area.

Dun Laoghaire Rathdown- County council want to buy some of these apartments for social housing at a present cost of 788.741 thousand euro for a 3-bedroom flat/apartment. By the time the development is finished the cost will go up. Costing between 800.00 – 900.00 thousand euro madness, who is

going to pay that for an apartment. They concluded that the proposed development would result in a visually dominant and over-bearing form of development when viewed from the public realm, which would seriously injure the amenities of the area.

