



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

Paul Naessens

(b) Observer's postal address

3 Sweetmout Avenue Dundrum Dublin 14
D14Y196

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

Click or tap here to enter text.

(b) Agent's postal address

Click or tap here to enter text.

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 scheme for old Shopping Centre, Main Street and by-pass Dundrum.

- (c) **Location of proposed development**

(for example: 1 Main Street, Baile Fearainn, Co Abhaile)

Main Street and By-pass Dundrum Dublin 14

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 live near the site of the proposed scheme (Sweetmount Ave). I frequent and use Main St Dundrum, the library, shops and other buildings in the village including the old town centre.

The scheme is a material breach of the DLRCC Development Plan 2022-2028. That is so given the following zonings and objectives for the site: Major Town Centre (MTC) "to protect, provide for/or improve [MTC] facility" ; and "to retain improve and encourage the provision of sustainable neighbourhood infrastructure facilities".

The overwhelming proportion (95% of floor area) is not compatible with the proportion of space that would be fitting for a MTC.

The relative lack of publicly available open space/human scale amenity is too low for a MTC.

The immense build and height of the over scheme (a) is incompatible with a sustainable neighbourhood contrary to the development plan (b) will over bear and overlook low rise residential units (e.g. the one I live in) + the mainly victorian surviving buildings on Main St Dundrum (c) is far out of scale with existing, recent apartment developments in the neighbourhood, e.g. Fernhill, the apartments at the Laurels, the

5. Grounds

apartments under construction at Upper Kilmacud Road. (The higher blocks at Rockfield are to the S of the MTC).

The zoning for the existing Apartments at the Laurels include a proviso for "protecting the existing residential amenities". The scheme would be detrimental to the existing residential amenities of surrounding housing including the apartments at the Laurels.

There already is a lack of marked MTC facilities in Dundrum. It has a large catchment area for people without any village centre (e.g. Goatstown, Ballinteer, Kilmacud). The next nearest town centres with any identifiable historic or other character as such are 4km + away (Ranelagh, Blackrock, Dun Laoghaire). These are not reasonably accessible by foot (e.g. within 15 minutes--which is the concept for the sustainable city).

The scheme will be overwhelmingly residential and will further distance Dundrum from its historic role as a village centre. The unattractive nature of the scheme will drive shoppers and users of other public buildings to competing areas / village centres, reducing opportunities for local employment, contrary to present development plan.

The proportionately limited and rather synthetic commercial spaces in the present commercial so-called Dundrum Town Centre cannot make up the requisite MTC for Dundrum making that role in the site of the scheme more critical.

5. Grounds

The disproportionate height of the scheme at the N and W sides will seriously diminish my personal amenity and that of my neighbourhood. There will be a shadow cast by the blocks of 11, 12 and 16 storeys.

Building as dense and high as the scheme will add pollution to my neighbourhood that already has a high level of air pollution from the Dundrum By Pass, bus terminus, air con and similar from existing Dundrum TC.

The proposed scheme is offensive on aesthetic grounds. The proposal is for clumsy 5-story cliff like red brick elevations to Main St. The scale and brutality will be not be to human scale. These facades will not respect the existing largely vicgtorian streetscape including those in an ACA.

Residents will be alienated by the monolithic nature of all blocks and become strangers in their own village.

The scheme involves the demolition of houses now in the ACA.

The scheme lacks architectural / aesthetic quality and is utilarian and regressive in style.

The aggressive height on the N and W side will detract from the setting and meaning of St Nahi's church and early Christian church enclosure.

5. Grounds

Likewise it will diminish the impact of the Luas Bridge (widely admired as recent build heritage).

The scheme also breaches the DLRCC Development Plan 2016-2022 or would have if that had remained in effect. (I mention this because the scheme was formulated during the currency of that plan). The site was also zoned MTC, for example, "That any future development of Dundrum Village (Phase 2) shall provide for and retain a range of complementary non-retail uses including but not limited to employment, restaurant, leisure, entertainment, cultural, community and civic uses--to supplement that already provided for in the wider Dundrum town centre". The problem with the present scheme is the diminution of such uses to residential so that they have a weak secondary position not a complimentary one.

Supporting materials

6.	<p>If you wish, you can include supporting materials with your observation.</p> <p>Supporting materials include:</p> <ul style="list-style-type: none">• photographs,• plans,• surveys,• drawings,• digital videos or DVDs,• technical guidance, or <p>other supporting materials.</p> <p>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.</p> <p>Remember: You can insert photographs and similar items in part 5 of this form – Observation details</p>
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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