



The Regeneration of the old Shopping
Centre site and the west side of
Dundrum Village

Proposals from
**IMAGINE
DUNDRUM**

Imagine Dundrum

www.imaginedundrum.ie

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BACKGROUND AND CONTEXT

Dundrum's recent history

Following the large-scale housing expansion of the 1960s and 1970s, the Dundrum area developed a strong new sense of community and locality, based around its historic village core. In recent years, however, local people have experienced a progressive sense of loss resulting from the visible downgrading of much of our local environment.

Significant change came from the construction of the Dundrum Town Centre Shopping Centre and the Bypass. Then, during the recession years, we witnessed the gradual physical deterioration of our Main Street as a whole. As a result, we lost a unique place with an individual character and living history, which had nurtured social cohesion and a sense of belonging for local residents.

Imagine Dundrum, the community group campaigning since 2016 for the best possible future for Dundrum Village, is convinced that these lost qualities can be restored to Dundrum, with good planning, sensitive awareness of the social and community dimensions of urban redevelopment, and adequate and timely consultation with local communities and businesses. The proposed redevelopment of Dundrum's built environment has the potential to restore that strong sense of community for locals, while creating a thriving, varied, and authentic place attracting workers and visitors alike.

In very recent times, improvements to the public realm by Dun Laoghaire Rathdown County Council have signalled a renewed commitment by the Council to the future of

Dundrum Village. Our strong expectation is that these improvements are only the start of a long awaited and essential investment to achieving the goal of creating *'a sustainable, modern, thriving Dundrum that effectively blends the Village's rich past and heritage, its unique character and its present strengths, with its future as a modern urban village.'*² We see the sensitive redevelopment of the Old Shopping Centre site and the extensive properties owned by Hammerson on Main Street,¹ as critical to achieving this goal.

Imagine Dundrum's work to date

Imagine Dundrum has worked hard over the past five years to build community support, share ideas, and campaign for a strong community voice in planning for the future of Dundrum Village. The group has engaged proactively with those who have a stake in the future of the Village, especially with local people, with Hammerson, who own the old Shopping Centre site and buildings in Dundrum Village, with Dun Laoghaire Rathdown County Council Chief Executive and Executive Team members, and with our local elected representatives. Imagine Dundrum is now bringing forward a set of detailed proposals for the redevelopment of the old Shopping Centre site. Our proposals draw on the five years of engagement with the local community, discussions with architects and urban planners whose work is at the cutting edge of thinking on urban development, and our own research. Imagine Dundrum has great hopes for the future of the Village and our proposals reflect those positive hopes.

Our Fundamental Principles

At the start of our work in 2016, Imagine Dundrum adopted a set of Fundamental Principles for the renewal of Dundrum Village. These principles have served us well. They set out a vision for a future Dundrum Village that will be:

- Thriving, attractive and welcoming
- Respectful of Dundrum's heritage and streetscape
- A balanced development, with residential, office, retail and leisure elements
- With a civic, community and cultural centre at its heart
- A connected environment, friendly to pedestrians and cyclists
- A good place for local independent businesses
- Inclusive and accessible for all
- A sustainable and future-proofed built environment.

Imagine Dundrum's proposals

The proposals that Imagine Dundrum is now bringing forward are built on these principles. They reflect the wide-ranging engagements we have had with the local community over the past five years, including consultative events, information sharing newsletters, publications, media articles, and the constructive engagements with the representatives of the Hammerson company in that time. They also draw on and bring together Imagine Dundrum's submissions to Dun Laoghaire Rathdown County Council in relation to a Local Area Plan for Dundrum, applications for the designation of key buildings on Main Street as an Architectural Conservation Area, and submissions to the draft County Development Plan 2022–2018.³

Hammerson's welcome commitment to early community consultation about plans for the old Shopping Centre and Hammerson properties on Main Street Dundrum.

Imagine Dundrum has been reassured from the start of the engagement with Hammerson in early 2016 by the strong commitment given by the Company to engage with the community ahead of the formal submission of a planning application for the old Shopping Centre site and other linked properties on Main Street. That early engagement will be very much welcomed by the community. We bring forward these proposals as a contribution to what we hope and expect will be a wider engagement by Hammerson with the local community, and an opportunity for the community to have a meaningful voice in the future of the redevelopment.

OVERVIEW

The focus of these proposals

Imagine Dundrum considers that high quality village and neighbourhood thinking is critical to the quality of life of residents and communities. Concepts of neighbourhood and community should drive the planning focus for a site of such strategic significance as the old Shopping Centre in terms of location and placemaking potential.

With these proposals, Imagine Dundrum looks to Hammerson to develop a plan for the redevelopment of the old Shopping Centre site and their properties on Main Street which will contribute to the creation of a modern urban village community, respectful of these principles and of Dundrum's culture and history, and which can be a model for Ireland and beyond of a vibrant, sustainable urban village development.

Eight key themes

1. A strong Identity and sense of place
2. A lively Main Street, respectful of the Village heritage and character
3. A human scale, connected place
4. An inclusive residential community

5. Enhancing community, cultural and civic pride
6. Enriching the public space in the Village
7. A green, sustainable, future-proofed place
8. A thriving local economy.

1. A strong Identity and sense of place as an urban village

The old Shopping Centre has been in place for 50 years, and local people have traversed it for all those years; it is essential to retain the sense of the site as an integral part of the village and not a separate 'development'. In the setting of Dundrum Village, Hammerson are in effect, extending an existing Village, not only building on a site.

2. A lively Main Street, preserving the architectural heritage of the Village

Retail redevelopment along Main Street should design in opportunities for living over the shop from the start. Traffic exiting the new development should exit onto the Bypass, and only service or emergency vehicles, should exit onto Main Street, which we envisage as a permanent one-way traffic system.

Building heights alongside Main Street must be sensitive to the original character, scale and streetscape and no more than 3 stories in height.

3. A human scale, connected place

Decisions made by Hammerson about building height and density of housing development

will have a significant impact on the Village and surrounding area, and its capacity to serve as a human scale, connected place both for those who live in the Village and the wider community.

Densification of housing is clearly needed in Dundrum, but this need not necessarily mean high rise buildings. Compact and low-rise development forms such as terraces, urban blocks and apartments built around garden squares can achieve relatively high densities, while maintaining the essential sense of neighbourhood and community.

We note that higher buildings cost more to construct and maintain per unit of floor area, creating a significant affordability issue. Furthermore, tall buildings generally require more energy during both construction and operation, have a high carbon footprint, and are relatively less sustainable into the future.

Imagine Dundrum proposes an absolute height limit on all buildings on the old Shopping Centre site of 8 stories. A low/medium rise/high density approach on the old Shopping Centre site can serve as a model of how the objectives of improved liveability, affordability, sustainability and profitability can be achieved.

4. An inclusive residential community

The redevelopment of the old Shopping Centre site offers a once-in-a-generation opportunity for Hammerson to create an inclusive residential community at the heart of Dundrum by means of a variety of housing types and tenures. It should accommodate single people, families with children, adults with disabilities and older people, home owners and renters.

Imagine Dundrum proposes an inclusive mix of apartments, terraced houses, and other house types on the old Shopping Centre site. We also urge Hammerson to have regard to the balance of long-term tenure over short term tenure and home ownership over rental in the interests of creating long term sustainable communities.

5. Enhancing community, cultural and civic pride

A core mission and purpose of Imagine Dundrum since its founding in 2016 has been to secure a Civic Centre at the heart of Dundrum Village, housing a modern library, civic offices, cultural and community spaces, and which would be a strong focal point for people living in the new development and in the surrounding neighbourhoods. The optimum location for the Civic Centre is within the redeveloped site of the old Shopping Centre, linking to Main Street with a market square or plaza.

Imagine Dundrum urges Hammerson to facilitate the Civic Centre centrally in the Village on the old Shopping Centre site.

6. Enriching the Public Space

The regeneration of the old Shopping Centre site should include the following facilities as part of the effective use of the public open space provision, fully accessible for all ages and abilities:

- Public pocket parks
- Seating areas
- Streetscapes through the development, as part of permeability
- Market square space integrating the site with Main Street

In addition, the return to the line of the original street frontage at the shops opposite the Trustee Savings Bank would provide space to enhance the public realm in this part of Main Street or allow for on-street cafe facilities.

Imagine Dundrum proposes to Hammerson the adoption of a “Design for all” approach which will result in accessible and inclusive urban public spaces for families, people with disabilities and older people within the new development.

7. A green, sustainable and future proofed place

The Village area which is the core of Dundrum has a serious ‘green deficit’. The new development should increase the number of trees and green spaces, and ideally provide residents with a community garden or allotments.

The redeveloped site should add to the ‘greening’ of Dundrum Village. Due to the climate crisis, it is imperative that the overall development is as low energy as possible in embedded carbon and very low energy required for heating, lighting and other day to day activities.

8. A thriving local economy

There should be opportunities for independent businesses in the redeveloped Dundrum Village, and a thriving night-time economy, through retail and cultural development. Provision for a supermarket and a boutique hotel will be good additions to onsite facilities for local people and residents. There is also need and scope in Dundrum for a business centre where self-employed people can rent office space for meetings, or avail of serviced offices.

Dundrum can be a thriving place where small and medium-sized local, independent business are encouraged and provided for, to ensure authenticity in the commercial landscape, and a thriving day and evening social, community and commercial life.

Summarising Imagine Dundrum's hopes and expectations

Imagine Dundrum looks to Hammerson to ensure that the development of the old Shopping Centre site provides for an integrated community-focused residential neighbourhood, a vibrant retail location with a rich civic, cultural and community infrastructure, that will be an attractive place to grow up, work, do business, enjoy family life, and grow old, and a model to inspire urban regeneration in Ireland into the future.

THEME 1.

A STRONG IDENTITY AND SENSE OF PLACE

Dundrum Village has existed as an urban village for past 200 years and this history and context must be reflected in the development of the Old Shopping Centre site and the other Hammerson properties on Main Street. In the setting of Dundrum Village, Hammerson are in effect, extending a Village, not only building an Apartment and mixed-use development.

The old Shopping Centre has been in place for 50 years, and local people have traversed it for all those years; it is essential to retain the sense of the site as an integral part of the village and not a separate 'development'.

Imagine Dundrum believes that this can be achieved through the design of internal village streetscapes that resonate with Main Street; with retail outlets integrated across the ground floor of apartment blocks in the site that reimagine the sense of village, and access through the site as a new village form, linked to and extending Main Street into the site.

In this way, people living in the new homes should have a strong sense of being part of a Village. Permeability through the development from east to west will be an essential part of the process of integrating Main Street with the new development.



Dundrum Village, circa 1920

THEME 2: A LIVELY MAIN STREET, RESPECTFUL OF THE VILLAGE HERITAGE AND CHARACTER

Preserving the architectural heritage of the Village

Dundrum Main Street exhibits distinct character and qualities based on its historical built form and layout. This distinct character derives from the cumulative impact of the buildings and their setting, which are an expression of our heritage and identity and contribute to the quality of our lives. Their special character is of great value and worthy of protection. One of the earliest actions by Imagine Dundrum was to make a submission to Dun Laoghaire Rathdown County Council for key buildings on Main Street Dundrum to be designated as an Architectural Conservation Area.⁴ Imagine Dundrum warmly welcomes the recent decision by Dun Laoghaire Rathdown County Council for these key buildings on Main Street Dundrum, including Maher's Terrace, 13 Main Street, Glenville Terrace, the old Post Office Building north of Glenville Terrace (former Joe Daly Cycles), Pembroke Terrace, and Claremont Terrace, to be so designated following the formal appraisal by the Council.

Imagine Dundrum welcomes Hammerson's commitment to Glenville Terrace. We also welcome and support any development of Maher's Terrace and the coachyard behind it that would make it more integrated with the village. The quality and sensitive character of Hammerson's work on Ashgrove Terrace is welcome and reassuring.



Top: Glenville Terrace

Middle: Daisyville

Bottom: Mahers' Terrace



Building heights along Main Street Dundrum

The height of buildings adjoining and linking to Main Street Dundrum is especially significant for the future of the Village. Imagine Dundrum supports Specific Local Objective 9 as framed in the Chief Executive's Report in the draft County Development Plan 2022-2028 Consultation:

To ensure that any future redevelopment of the old Shopping Centre lands takes cognisance of the character and streetscape of the Old Main Street, and maintain where appropriate and possible existing buildings and/or facades. Building heights alongside Main Street must be sensitive to the original streetscape, in keeping with its character, scale and candidate ACA status. [SLO 9, Chief Executive's Report on draft CDP 2022-2028, Volume 1, Book 11, p551].

Imagine Dundrum also strongly supports the provisions of the Government's Urban Design Manual ⁵ and its provisions in relation to the context of developments, which sets out these criteria:

- The development seems to have evolved naturally as part of its surroundings
- Appropriate increases in density respect the form of buildings and landscape around the site's edges and the amenity enjoyed by neighbouring users
- Form, architecture and landscaping have been informed by the development's place and time
- The development positively contributes to the character and identity of the neighbourhood
- Appropriate responses are made to the nature of specific boundary conditions.

In order to achieve the intent of Specific Local Objective 9, the Urban Design Manual, and the forthcoming Architectural Area Conservation designation for buildings on Main Street, Imagine Dundrum proposes that building heights alongside Main Street should be no more than 3 stories in height.

It will also be essential to align the future development of Waldemar Terrace and its environs with the heights on Main Street, and that these be scaled in appropriate relationship to each other. In a later section we discuss the height of the rest of the development.

Living over the shop

Both retail and residential units will be needed on Dundrum Main Street, to bring back the Village as a place where people live and where there is a viable community. New and refurbished buildings on the west side of the street could have apartments above the ground floor. This would set a good example of 'living over the shop' and would increase the sense of a thriving and active area.

Imagine Dundrum believes that there is scope in the redevelopment of the old Shopping Centre, and in particular for any new retail redevelopment along Main Street to design in opportunities for living over the shop (in addition to reuse of potential accommodation over existing premises) from the start. This would require own door provision as well as other design features.



Living over the shop: Dundrum Village, 2021

Traffic management

Imagine Dundrum has consistently advocated for a pedestrian friendly environment that provides for greater ease of pedestrian movement, safe cycleways, and limited traffic movement through Main Street, and a one-way traffic flow from south to north of the Village. We have welcomed the recent changes to the traffic flow in the Village. Imagine Dundrum has also had significant and continuing engagement with National Transport Authority in the context of planning for bus movement through the Village in the future.

There may be other configurations of traffic movements and road layouts arising from the NTA/Dun Laoghaire Rathdown Area Based Transport Assessment, which is under way at

the moment, and which can optimize traffic flows and movement, including traffic movement through the old Shopping Centre site. However, a permanent, full one-way system going North through Dundrum Main Street is an essential for the future of the Village.

The redevelopment of the old Shopping Centre site must not impact negatively on the traffic volumes on Main Street, or on the scope for a pedestrian friendly, one-way, traffic calmed street. With that in mind, Imagine Dundrum submits that all traffic exiting the new development must exit onto the Bypass, and that only service or emergency vehicles, should exit onto Main Street.

Undergrounding power lines on Main Street

Dundrum Village is the only Village/town in the County with overhead power lines on the Main Street. Given the likely requirement for a new electricity supply for the new development, the opportunity could be taken, in collaboration with Dun Laoghaire Rathdown County Council, to underground the power lines on Main Street.



THEME 3: A HUMAN SCALE, CONNECTED PLACE

Liveability, affordability

The decisions made by Hammerson about building height and density on the old Shopping Centre site will have a major impact on the Village and surrounding area, and its capacity to serve as a human scale, connected place both for those who live in the Village and the wider community.

The core considerations of liveability and affordability should be the appropriate drivers of an optimum height and density on the site, along with alignment with the neighbourhood and local context.

Human scale living

Imagine Dundrum understands that densification of housing is necessary in the Dundrum and broader County context, but this need not translate into high rise buildings, as is acknowledged in the DLR Building Height Strategy:

*'High density does not necessarily require high-rise buildings; tall buildings are only one possible model for high density. Compact and low-rise development forms such as terraces, urban blocks and apartments built around garden squares can likewise achieve relatively high densities.'*⁶

Challenges to the quality of life for residents of high-rise apartment buildings are being raised in research and in reports on housing provision in other cities around the world. Concerns noted around liveability⁷ include:

- Separation from the street
- Discouraging exercise and activity
- Reducing neighbourhood links and activities
- Mental health issues.

There is evidence from many cities, in Canada and Australia, for example, of a move away from high rise urban apartment blocks as well as from low rise single storey development, to supply the need and wish of urban families for medium rise homes. Design concepts of **neighbourhood and community**, where residents can build relationships, where there is shared identity, a sense of belonging and pride of place should be critical in shaping the master planning decisions for this crucial site. The quality, scale and design of housing on the site will play a huge part in determining whether or not it contributes to a vibrant neighbourhood and community.

As cities around the world struggle with solutions to the housing shortage that faces many communities, one urban building typology has been floated for decades that might increase housing units without reducing quality of life: low-rise, high-density. Emerging in the 1960s and 70s as an antidote to the severe “tower in the park” model offered by Le Corbusier and others, this housing typology had the potential to overcome some of the downsides of massive urban renewal in its emphasis on livable scale and community context.

Low-rise, high-density housing attempts to combine the best elements of both urban and suburban development schemes: a multitude of public transporta-

tion options, access to urban services, moderate scale, public open space and individualized dwellings. It can therefore reduce sprawl and efficiently use the limited space found in the urban environment, while also maintaining the street grid and pedestrian pathways.⁸



Donnybrook Quarter, London. Peter Barber Architects. © Peter Barber Architects



Imagine Dundrum urges Hammerson to take on board the potential for low/medium rise, high density residential development as best suited to the urban village, while also delivering liveable, human scale homes for a diverse community of residents. Hammerson are also asked to consider provision of a rich diversity of housing types, form and scale, offering a range of housing options, such as medium rise apartments, duplexes and town houses, courtyard developments, capable of integrating with the existing village and surrounding neighbourhoods, recognising that this diversity promotes community, supports a range of housing need, and creates neighbourhood.⁹

Affordability

There is substantial evidence of the extent to which higher buildings cost more to construct and maintain per unit of floor area:

2.3.4 Tall buildings cost more to construct and maintain per unit of floor area than low rise buildings, due to their increased wind loadings and heavier frames, their vertical transportation requirements and the larger capacities of plant and distribution systems together with the increased pressures/hydraulic brakes that are required to deal with the increased vertical distances.¹⁰

The report on viability of apartment construction costs published by the Society of Chartered Surveyors Ireland underscores this reality.¹¹ These increased costs inevitably reduce affordability, which is a significant issue for families wishing to live in Dundrum.

Imagine Dundrum calls on Hammerson to adopt an approach to the old Shopping Centre development which will generate homes that are affordable for families, couples and single people to purchase, and those wishing to downsize. We refer here to building in affordability into the entire development. Such an approach will help to maintain Dundrum as an urban village where families on average incomes can aspire to own a home.

Sustainability and building height

Implementing the Climate Action and Low Carbon Development (Amendment) Act will mean that all building must be as energy efficient as is practical, taking into account embodied energy use. This will favour buildings of limited height in the County generally. Tall buildings generally require more energy for both their construction and operation. The prestigious design company Arup (Domus magazine) maintains that high rise buildings are considerably less environmentally efficient than smaller buildings. A typical skyscraper will have at least double the carbon footprint of a 10-storey building with the same floor area, for example.

A connected place

Regarding building height on the main area of the Shopping Centre site, we note the statement in the current DLR Building Heights Strategy that the main determining factor in setting heights 'will not be the heights established in recent and proposed developments... but...the need to create a good piece of urban development that knits successfully with the surrounding area...' This policy statement also refers to the impact on adjacent residential properties, the proportions of the building in relation to the street space, and the creation of a legible, permeable and sustainable layout.

Imagine Dundrum also commends the assessment criteria for building height in use in

Kensington, UK, which takes account, among other factors, of relationship to local context (in terms of siting, height, massing, scale, urban grain, streetscape); impact on historic assets, relationship to public realm, impact on local environment in terms of microclimate, etc.¹²

In summary:
The case for low/medium-rise high density
development on the site

It is our proposal that density can be achieved on the site, while at the same time constructing an attractive range of medium rise buildings on a human scale, aligned with the local character and built heritage, and in keeping with the urban Village of which they will be a core part. We submit that such a low/medium rise/high density approach to buildings on the old Shopping Centre site can achieve the objectives of improved liveability, affordability, sustainability, integrated with the local context.

Taking account of all of the issues and concerns raised above, Imagine Dundrum asks Hammerson to give very serious consideration to constructing low/medium rise high density residential units on the old Shopping Centre site, at a maximum of 8 stories.

THEME 4: AN INCLUSIVE RESIDENTIAL COMMUNITY

The redevelopment of the old Shopping Centre site offers a once-in-a-generation opportunity for Hammerson to provide a variety of housing types so as to create an inclusive residential community at the heart of Dundrum. Dundrum strongly supports the provision in the current Development Plan (Policy RES 15, p45) regarding housing provision in urban villages, which provides for a variety of dwellings by type and size to accommodate families with different needs, with a mix of apartments, terraced houses, and other house types.

An opportunity to meet older people's housing needs

The proportion of older people is higher in the Dundrum area than in Dun Laoghaire Rathdown as a whole and much greater than in the State as a whole. Being central to a wide range of services, the residential element of the regeneration of the old Shopping Centre site will be particularly well suited to the provision of a range of housing types and tenures to which older people in the area can downsize, provided there are units available for them to purchase. We draw attention to government policy on housing for older people, which underlines the role that urban centres should play in providing housing options for older people:

The development of good quality, well connected, urban centres with a range and choice of housing tenures and types actively supports ageing in place. It allows older people to choose housing that is appropriate to their needs, which will help them to enjoy more active, healthy and socially connected lives and to age confidently and comfortably within their community. This will help people to choose the most suitable home to meet their needs and enable them to 'right-size' as they move through different stages of their lives.¹³

Government policy also emphasizes the need for a placemaking approach to urban renewal through which housing design for older people and people with disabilities is aligned with design of streets and urban spaces that are attractive, accessible and safe.

Homes for people with disabilities

Dundrum Village, at the heart of a community and close to services is also ideally located to provide housing opportunities for people with disabilities as well as older people. The National Disability Authority outlines the concept of 'lifetime homes' built to Universal Design standards. The new homes also offer opportunities to take advantage of smart technology in the design of disability friendly homes. This approach is an integral part of Universal Design:

Living in a UD Home helps to avoid the need for re-location or costly building works as needs change over time. Integration of smart infrastructure and energy efficient systems at the outset of home design avoids costly re-fits and also benefits everyone in terms of comfort, efficiency and quality of services.¹⁴

Hammerson are asked to invest in making their housing development in Dundrum Village a model of best international practice and the most welcoming and hospitable place for children and adults with disabilities and older people to

live. For this purpose, Imagine Dundrum urges Hammerson to provide as many units as possible built to Universal Design standards, and a proportion of larger, flexible units that provide for a sustainable and viable Lifecycle Approach to housing that works across a person or families' lifetime. This approach is in line with Government policy on housing options for older people.¹⁵

Housing tenure

The number of rented properties in the Dundrum area is higher than the rest of DLR (34% to 20%) and much higher than the state average of 18%.¹⁶ This disparity is likely to have worsened in the past two years since publication of the Dundrum Local Area Plan Issues Paper (2018). A disproportionate number of rented properties makes it difficult to sustain a community over the long term, while also creating a serious shortage of homes to buy. The appropriate balance of long-term tenure with short term tenure and home ownership with rental is in the interest of creating long term sustainable communities. Such an approach would be in line with Government policy to maximise home ownership.

Family homes in Dundrum

Imagine Dundrum strongly welcomes the focus in the draft County Development Plan 2022-2028 on the need for three-bedroom family homes in the County, and the proposed requirement for 30% of apartment developments to comprise three-bedroom units.¹⁷ Three-bedroom homes suit growing families and enable those families to put down long term roots in their community.

Image Dundrum urges Hammerson to respond to the need for a sustainable mix of homes for rent and purchase, and also for at least 30% of units to be three-bedroom homes on the old Shopping Centre site, in line with the provisions of the draft County Development Plan 2022–2028.

THEME 5: ENHANCING COMMUNITY, CULTURAL AND CIVIC PRIDE

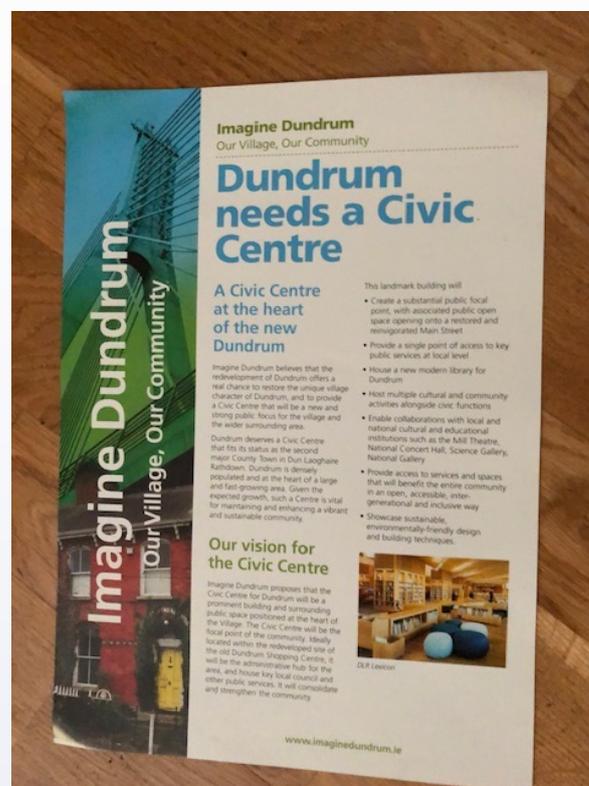
A Civic, Cultural and Community Centre for Dundrum

A core mission and purpose of Imagine Dundrum since its founding in 2016 has been to secure a Civic Centre in Dundrum Village, housing a modern library, civic offices, cultural and community spaces, and which would be a strong focal point for the Village and surrounding area. The group has been encouraged by the active commitment of Dun Laoghaire Rathdown County Council to the Civic Centre, as evidenced in the recent application to Government for funding, and indeed by Hammerson's support for that application.

Imagine Dundrum is also encouraged by the findings of the Civic, Community and Cultural Action Plan for Dundrum carried out by McCabe Durney Barnes, confirming the Civic Centre as a priority need. That report identifies key considerations for the Civic Centre and its location:

- A significant counterpoint at the northern end of the Village to the Dundrum Town Centre Shopping Centre at the southern end
- Need for a public square and place for gathering and civic events
- The need to integrate community, cultural and civic facilities with public transport in the form of bus and Luas.

These findings align with the view of Imagine Dundrum, and the group strongly endorses these proposals. Imagine Dundrum continues in the view that the Civic Centre will ideally be located within the redeveloped site of the old Shopping Centre, in line with Specific Local Objective 8 and SLO 114 (with proposed revision) in the draft County Development Plan 2022–2028.¹⁸ It is the view of the group that positioning the Civic Centre centrally as a landmark building at the heart of the old Shopping Centre site, linked to Main Street with a market square or plaza, can fulfil these findings in an excellent way while also adding greatly to the quality of the regeneration project on that site.



Imagine Dundrum urges Hammerson and Dun Laoghaire Rathdown County Council to work together to ensure that Dundrum Village is provided, at its heart, with the Civic, Cultural and Community Centre, that will be a magnificent focal point for the redeveloped Village, provide essential civic, cultural and community services for the expanding population of Dundrum and its hinterland, and recognise its status as the second major town in the county.

THEME 6: ENRICHING THE PUBLIC SPACE IN THE VILLAGE

The public open space to be provided within the redevelopment old Shopping Centre site can, with imaginative design, add significantly to the limited open space in the Village, enhance the quality of the public realm and the attractiveness of the Village.

Designing for revitalizing the Village

Alongside the well documented value of quality public spaces for people's wellbeing, the economic benefit for Dundrum Village in quality public open space within the redeveloped old Shopping Centre site can be significant. The potential is highlighted in a report from the UK Commission for Architecture and the Built Environment:

'A high-quality public environment can have a significant impact on the economic life of urban centres big or small, and is therefore an essential part of any successful regeneration strategy. As towns increasingly compete with one another to attract investment, the presence of good parks, squares, gardens and other public spaces becomes a vital business and marketing tool: companies are attracted to locations that offer well-designed, well-managed public places and these in turn attract customers, employees and services. In town centres, a pleasant and well-maintained environment increases the number of people visiting retail areas, otherwise known as 'footfall'.¹⁹

Imagine Dundrum submits that the regeneration of the old Shopping Centre site should include the following facilities, accessible to all ages and abilities, as part of the effective use of the public open space provision:

- Public pocket parks
- Seating areas
- Streetscapes through the development, as part of permeability
- Plaza/Market square space integrating the site with Main Street.

A return to the line of the original street frontage at the shops opposite the Trustee Savings Bank can provide space to enhance the public realm in this part of Main Street or allow for on-street cafe facilities.

Designing for play

Imagine Dundrum proposes that the redeveloped site should embrace a proactive philosophy around children's play and provide unstructured, natural play opportunities for local children and residents as an integral part of the design of the public realm.

Hammerson are asked to engage with Dun Laoghaire Rathdown County Council and its Play Policy in relation to this aspect of the development. Play provision needs to look beyond the formal playground, especially in urban, built-up areas, with limited access to space for formal playgrounds and at a distance from parks. Imagine Dundrum supports the thinking set out by the UK Design Council:

...the whole built environment can offer a critical play and learning opportunity for children...Landscaping, planting and community art installations, for example, can offer children considerable play value. Play areas can be embedded in the way we design and plan for public space, transforming the way to school into a learning opportunity, or polluted and unsafe sites into vibrant assets. A

combination of formal and informal play solutions can cultivate a greater sense of place, allow fuller play experiences and reap substantial benefits for children, their families and their communities...

And

'There is an increasing realisation that play does not just take place in designated play spaces, but in the whole environment that a child occupies. Future city planning needs to recognise that providing a fenced-off play space in the middle of a housing estate is not adequate — the whole estate should be playable' .²⁰



Left: Playing hopscotch

Below: The Zig Zag, Spencer Dock [Playful City), Dublin



Designing public space for all

'Placemaking means designing a place that is accessible, attractive and welcoming for everyone and where services, buildings and the public realm are planned and designed with the needs of all ages and abilities in mind. An accessible environment will support the health and wellbeing of all'.²¹

The Housing Agency endorses this approach:

*It is not just homes, but also the neighbourhoods where people live that have a significant role in keeping people well and independent. The public realm needs to be secure, accessible, inclusive, connected, easy to understand and maintain, if it is to support independent living. To achieve this the development of sustainable neighbourhoods should be guided by considering people's diverse needs and abilities throughout the design process, which reflects the life cycle approach, and environments that meet the needs of all can be achieved.*²²

Imagine Dundrum believes that the regeneration of the old Shopping Centre site offers a major opportunity for the future Dundrum Village to lead the way in creating an urban space that is accessible and inclusive for people with disabilities and their families and older people. We urge Hammerson to lead out on best international practice in accessible public realm in the design of the public spaces within the new development, drawing on the Universal Design Principles set down by the National Disability Authority.²³

THEME 7: A GREEN, SUSTAINABLE, FUTURE-PROOFED DUNDRUM VILLAGE

A green Dundrum Village

Green design must be integral to the new development. The Village area which is the core of Dundrum has a serious 'green deficit'. Over the past 15 years it lost significant planting, notably the trees dividing the old Shopping Centre car park from Main Street. There are no small green spaces in the public realm. The redeveloped site should, where possible, increase the number of trees and green spaces.

'Planting street trees is one of the most significant things that can be done to improve an urban environment. Beyond their inherent beauty, street trees do many useful things that help improve the look, feel and performance of urban spaces'²⁴

Future residents of the homes on the old Shopping Centre site will benefit greatly from having access to a community garden/allotment, as part of the development. This would be a welcome innovation by Hammerson.

Low energy development

Due to the climate crisis, it is imperative that the overall development is as low energy as possible in embedded carbon and very low energy required for heating, lighting and other day to day activities.

The old Shopping Centre redevelopment offers an opportunity to develop an NZEB or Passive House standard of energy efficiency development with the possibility of the development being a 'carbon negative' development by installing solar panels (PVC) on the roof area and a battery system to store unused electricity. Spare capacity could also be sold to the grid using the forthcoming microgeneration support scheme.

The new development should be aware of the total carbon budget of the development and use materials that reduce this as much as possible. There is the possibility of creating a community energy scheme on the site. The use of fossil fuels in the development should be avoided. Heating can be by heat pumps and electricity can be used for lighting, cooking etc.

Imagine Dundrum warmly welcomes Hammerson's proactive Net Positive Carbon targets, and the company intention to be Net Positive for carbon, water, resource use and social impacts by 2030.²⁵ We are reassured that this policy will translate into the highest quality of provision for a green environment, biodiversity, reduced carbon footprint, and a good microclimate on the old Shopping Centre site redevelopment.

THEME 8: A THRIVING LOCAL ECONOMY

Dundrum Village needs a thriving local economy

Two of Imagine Dundrum's fundamental principles address commercial and retail provision in Dundrum Village, as part of the new development:

- A proper balance between residential, commercial and public/civic spaces in Dundrum, both on the Main Street and in the overall development, restoring the original qualities of Dundrum Village.
- A thriving place where small and medium-sized local, independent business are encouraged and provided for, to ensure authenticity in the commercial landscape, and a thriving day and evening social and commercial life.

A place for independent businesses

There is strong local support for small and medium sized and independent businesses in the Village. Adults, children and young people with whom Imagine Dundrum has spoken all favour the return of businesses of the kind that had been previously in Dundrum, such as the bookshop, butcher, homeware store, along with those there at present, and the development of a strong café culture in the Village. This type of development would fit in with and respect a quality public realm as well as helping to retain the sense of place as an urban village community.

Services for residents and visitors

Imagine Dundrum supports the inclusion of a medium-sized supermarket within the development, accessible from Main Street, to meet the needs of local residents, with bike-parking facilities for those coming from further afield.

Equally, noting the absence at present of any hotel or B and B in the immediate environment of Dundrum, the group proposes that the second town in the county would benefit from the inclusion of a boutique hotel. Such an establishment could contribute to the commercial viability of the area while adding to the nightlife possibilities.

The night-time economy

The night-time economy is now being recognised as a critical part of economic generation or regeneration of towns and villages. The night-time economy can:²⁶

- Add vibrancy and a sense of uniqueness to a location.
- Create social cohesion and inclusion.
- Nurture the artistic and creative industries.
- Bring wealth to local economies.
- Develop the tourism and cultural offer.
- Provide essential services and transport for night-time workers.

The Government's Night-time Economy Taskforce has been established with the aim of developing an innovative approach to supporting and developing a vibrant, diverse, and sustainable night-time economy in Ireland.²⁷

Imagine Dundrum asks Hammerson to bring to bear the opportunities for nighttime economy on the retail and cultural development within their development. In this context,

the proposed Civic Centre, incorporating a modern library, will contribute through the policy of later evening and weekend openings.

Office development

It has also been suggested to Imagine Dundrum in the course of local consultation that there is need and scope in Dundrum for a Business Centre where self-employed people can rent office space for meetings, or avail of serviced offices. We believe such a development would be a good fit for the Village.

APPENDIX 1:

IMAGINE DUNDRUM SUBMISSIONS

IMAGINE DUNDRUM Proposal Submitted to Dún Laoghaire Rathdown County Council: Designation of Dundrum Village Main Street as an Architectural Conservation Area. August 2017.

<https://www.imaginedundrum.ie/wp-content/uploads/2021/02/Submission-designation-Architectural-Conservation-Areas-compressed.pdf>

Dundrum Local Area Plan: Pre-Draft Consultation Submission from Imagine Dundrum. November 2018.

https://www.imaginedundrum.ie/wp-content/uploads/2021/02/2-LAP-FINAL-SUBMISSION-IMAGINE-DUNDRUM_compressed.pdf

Dundrum Community, Cultural and Civic Action Plan. Submission from Imagine Dundrum.

https://www.imaginedundrum.ie/wp-content/uploads/2021/02/3-Imagine-Dundrum-DCCCAP-final_compressed.pdf October 2019.

HAVE YOUR SAY Dun laoghaire-Rathdown County Development Plan 2022-2028 Submission from Imagine Dundrum. February 2020.

https://www.imaginedundrum.ie/wp-content/uploads/2021/02/4-CDP-IDs-Final_compressed.pdf

Draft County Development Plan. Imagine Dundrum Submission. April 2021.

<https://www.imaginedundrum.ie/wp-content/uploads/2021/04/Imagine-Dundrum-submission-draft-CDP-april-2021-2.pdf>

NOTES

- 1 The Hammerson properties on the west side of Main Street run from Daisyville (former Joe Daly's Cycle Shop) to Campbells' shop at Dundrum Crossroads, excluding Campbells' shop and the Mulvey Pharmacy.
- 2 Imagine Dundrum LAP submission
- 3 Previous Imagine Dundrum submissions are listed in Appendix 1
- 4 Dun Laoghaire Rathdown County Development Plan. Chief Executive's Report. Vol 1, Ch 11 Heritage and Conservation. https://www.dlrcoco.ie/sites/default/files/atoms/files/volume_i_of_ce_report_on_draft_plan_2022-2028_compressed.pdf
- 5 Department of Environment, Heritage and Local Government (2009). Urban Design Manual: A Best Practice Guide. <https://www.opr.ie/wp-content/uploads/2019/08/1999-Urban-Design-Manual-1.pdf>
- 6 Draft County Development Plan 2022-2028; Appendix 5 https://www.dlrcoco.ie/sites/default/files/atoms/files/appendices_1-14_1.pdf
- 7 Bloominrock. Seven Reasons why High Rises kill Liveability <https://www.smartcitiesdive.com/ex/sustainablecitiescollective/7-reasons-why-high-rises-kill-livability/561536/>
- 8 Jack Hanley: The Future of Social Housing: 7 Low-Rise, High-Density Developments Low-rise, high-density housing attempts to combine the best elements of both urban and suburban development schemes <https://architizer.com/blog/inspiration/collections/low-rise-high-density/>
- 9 Parolek, D. Missing Middle Housing (2020): Thinking big and Building Small to Respond to Today's Housing Crisis. Island Press.
- 10 Draft CDP Building Heights Appendix 5
- 11 The Real Costs of New Apartment Delivery: Affordability and Viability https://mk0societyofchag-3d3v.kinstacdn.com/wp-content/uploads/2020/11/SCSI-Apartment-Development-Cost_Report_web.pdf

- 12 Draft CDP Building Heights Appendix 5
- 13 Government of Ireland. Housing Options for Our Ageing Population Policy Statement. <https://assets.gov.ie/9398/ca553fa753b64f14b20e4a8dcf9a46ab.pdf>
- 14 National Disability Authority Universal design guidelines for homes in Ireland <http://universaldesign.ie/Built-Environment/Housing/>
- 15 Housing Agency (2018) Thinking Ahead: Independent and Supported Housing Models for an Ageing Population: Case Studies of Independent and Supported Living in Ireland https://www.housingagency.ie/sites/default/files/ha18002-housing-models-for-an-ageing-population-online_1.pdf
- 16 Dundrum Local Area Plan Issues Paper (November 2018) https://www.dlrcoco.ie/sites/default/files/atoms/files/updated_dundrum_lap_iss
- 17 Dun Laoghaire Rathdown County Council. Draft County Development Plan 2022-2028. Draft Housing Strategy and Interim HNDA. Appendix 2. https://www.dlrcoco.ie/sites/default/files/atoms/files/appendices_1-14_1.pdf
- 18 Chief Executives Report on draft County Development Plan Consultation, p553/554
- 19 The Design Council of England. The Value of Public Space <https://www.designcouncil.org.uk/sites/default/files/asset/document/the-value-of-public-space1.pdf>
- 20 <https://www.designcouncil.org.uk/sites/default/files/asset/document/designing-and-planning-for-play.pdf>
- 21 Imagine Dundrum LAP Submission. https://www.imaginedundrum.ie/wp-content/uploads/2021/02/2-LAP-FINAL-SUBMISSION-IMAGINE-DUNDRUM_compressed.pdf
- 22 Housing Agency The Sustainable Residential Development in Urban Areas Guidelines <https://housingforall.ie/design-of-the-public-realm>
- 23 NDA Building for Everyone: A Universal Design Approach. <http://universaldesign.ie/Built-Environment/Building-for-Everyone>
- 24 Sim, David, Soft City: Building Density for Everyday Life, P192
- 25 <https://www.hammerson.com/sustainability/positive-places/targets>
- 26 <https://blog.mipimworld.com/investment/how-the-night-time-economy-helps-build-cities/>
- 27 <https://www.gov.ie/en/publication/d86df-night-time-economy-taskforce/>

