



IMAGINE DUNDRUM

OUR VILLAGE, OUR COMMUNITY

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IMAGINE DUNDRUM: A SIX YEAR CAMPAIGN FOR DUNDRUM'S FUTURE

IMAGINE DUNDRUM, founded in 2016, is a voluntary group of local citizens. Our aim from the outset has been to bring a strong community voice to the decisions about the built environment in Dundrum Village that will shape our place for generations. Our hope and expectation is that the new Dundrum will bring together the old and new in a way that retains a sense of place and its unique character as an urban village community. We imagine the future Dundrum as an authentic and recognisable place, reflecting its unique history and heritage and as a place that is thriving, attractive and welcoming for all who live in the local community, those who work here and our many visitors.

We in Imagine Dundrum believe that with sensitive planning and design, and through engagement with local people, a sustainable, modern Dundrum can effectively blend the rich past, the present strengths of the Village and its future as a modern urban Village.

FUNDAMENTAL PRINCIPLES:

- A thriving Dundrum Main Street which reflects and respects the character and streetscape of the Old Main Street, in tune with the unique character of the village
- An appropriate balance between residential, commercial and public/civic spaces in Dundrum
- A substantial public focal point providing for cultural, community and civic uses
- A connected environment, pedestrian- and cycle-friendly, with easy movement between its different parts
- A thriving place where small and medium-sized local, independent business are encouraged
- A sustainable, future proofed Dundrum.
- Inclusive and accessible for all.

We have urged Hammerson-Allianz to develop a plan which will contribute to the creation of a modern urban Dundrum Village, respectful of these principles and of Dundrum's culture and history, and which can be a model of urban village development for Ireland and beyond.

The Regeneration of the old Shopping Centre site and the West side of Dundrum Village: Proposals from Imagine Dundrum (2021)

In 2021, **Imagine Dundrum** shared detailed proposals for the Old Shopping Centre Site and Hammerson-Allianz properties on Main Street with the company and the community, based on 6 years of local engagement, research, and dialogue with placemaking and planning experts. We spoke with school students, people with disabilities, residents' associations, local representatives and business owners.

OUR PROPOSALS

Village and neighbourhood thinking is critical to the quality of life of residents and communities. Neighbourhood development should drive the planning focus for a site of such significance. Our proposals focus on key themes which reflect our fundamental principles:

- A strong identity and sense of place
- A lively Main Street, respectful of the village heritage and character
- A human scale, connected place
- An inclusive residential community
- Enhancing community, cultural and civic pride
- Enriching the public space in the village
- A green, sustainable, future-proofed place
- 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; we must retain the sense of the site as an integral part of the village and not a separate 'development'. Hammerson-Allianz are, in effect, extending an existing village, not building on a greenfield site.

2. A LIVELY MAIN STREET, PRESERVING THE ARCHITECTURAL HERITAGE OF THE VILLAGE

Imagine Dundrum made a successful case to Dún Laoghaire Rathdown County Council for the designation of key buildings on Main Street as an Architectural Conservation Area. Building heights alongside Main Street must be sensitive to the original streetscape and no more than 3 storeys.



3. A HUMAN SCALE, CONNECTED PLACE

Building heights and density of housing development on the site will have a huge impact on the Village and its capacity to serve as a human scale, connected place for those living in the village. We propose an absolute height limit on all buildings on the Old Shopping Centre site of about 8 storeys. A low/medium rise, high density approach on the Old Shopping Centre site can achieve the objectives of improved liveability, affordability, sustainability, and profitability.



4. AN INCLUSIVE RESIDENTIAL COMMUNITY

The redevelopment offers a once-in-a-generation opportunity to create an inclusive residential community at the heart of Dundrum through a variety of housing types and tenures. It should accommodate single people, families with children, adults with disabilities and older people.

5. A CIVIC CENTRE

Imagine Dundrum has made a strong case for a Civic Centre as a signature building and focal point at the heart of Dundrum Village, housing a modern library, civic offices, cultural and community spaces. Linking to Main Street by means of a market square /plaza.

6. ENRICHING THE PUBLIC SPACE

The regeneration of the Old Shopping Centre site should include high quality public open space, as one of the only sites in Dundrum capable of adding much needed public open space.

7. FUTURE-PROOFING AND GREENING THE VILLAGE

The village has a serious 'green deficit'. The new development should enrich the biodiversity of the village, enhance and add to trees and green spaces. It must aim to minimise embedded carbon and to require the lowest possible energy usage to achieve this.

8. A THRIVING LOCAL ECONOMY

Dundrum must be a vibrant place where small and medium-sized independent businesses are encouraged, with a thriving day and evening social and commercial life, leisure and employment opportunities and multiple other uses to bring vitality and meet local needs, in keeping with its Major Town Centre zoning and its place as a hub for a wider area with a rapidly growing population.

EXAMPLES OF IMAGINE DUNDRUM'S WORK OVER SIX YEARS

LAUNCH OF MAIN STREET: A HISTORY OF THE HEART OF DUNDRUM

In 2017, **Imagine Dundrum** published a history of Dundrum Main Street to draw attention to the rich architectural heritage of the street, and to support our (successful) application to DLR County Council to have buildings on Main Street designated as an Architectural Conservation Area.

IMAGINING A CIVIC CENTRE AT THE HEART OF DUNDRUM

Imagine Dundrum made a strong case for a Civic Centre for Dundrum as the administrative hub for the whole area, with a modern library as a core facility, housing key Council and other public services to consolidate and strengthen community. That case has the support of the Council and the Department of Housing, Local Government and Heritage.

CONSULTING THE COMMUNITY AND SHARING IDEAS

Imagine Dundrum held public meetings, student meetings, heritage walks, meetings with businesses, talked with older people, people with disabilities, engaged with council management and elected members, held webinars on exciting options and placemaking ideas.

SOME DOCUMENTS AND PUBLICATIONS

Please see the DOCUMENTS page of the website www.imaginedundrum.ie for all the documents below, except the "Main Street" publication Report on Imagine Dundrum Open Meeting and Community Conversation (2017).

- Proposal to Dún Laoghaire Rathdown County Council: Designation of Dundrum Village Main Street as an Architectural Conservation Area (2017)
- Dundrum Local Area Plan Pre-draft Consultation: Submission and summary document from Imagine Dundrum (2018)
- "Main Street: A History of the Heart of Dundrum" (published booklet, 2018)
- "Dundrum Needs a Civic Centre: Making the Case" (campaign leaflet, 2018)
- Submission to Consultation on a Community, Cultural and Civic Action Plan for Dundrum (2019)
- Submission on the Dún Laoghaire Rathdown Draft County Development Plan 2022-28 (2021)
- The Regeneration of the old Shopping Centre site and the West side of Dundrum Village: Proposals from Imagine Dundrum (2021)

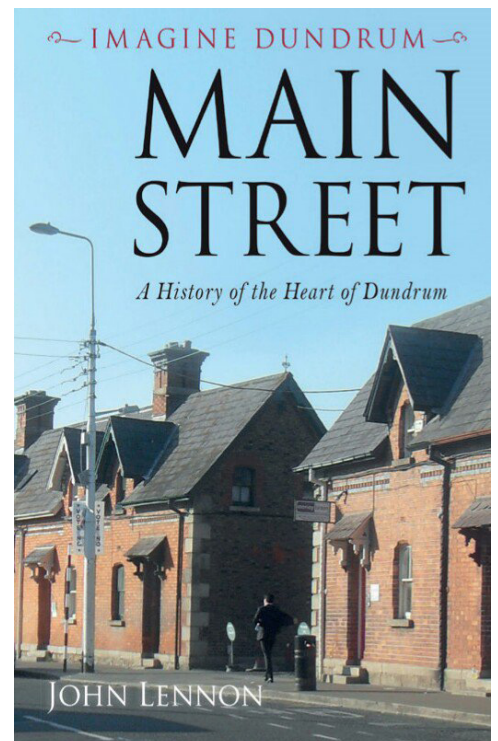


Above: Dundrum community consultations in progress.

Right: The proposals for a new Civic Centre.

Right: The publication of *Main Street*, the history of Dundrum Village.

Below: Imagine Dundrum volunteers putting up and turning on the Christmas lights for Dundrum village.



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