

To whom it may concern,

May 8, 2017

Please accept the following submission in relation to **Planning application ref. 2628/17 Phibsborough Shopping Centre and 345-349 North Circular Road, Dublin 7:**

- The re-development of Phibsborough Shopping Centre offers a once in a lifetime opportunity to regenerate the run-down and neglected Phibsborough village into a vibrant urban community.
- This application is disappointingly one-dimensional, unimaginative and uncondusive to fostering a stable, sustainable, high quality urban community and should be rejected.
- Phibsborough suffers badly from Dublin City Councillors failure to adopt the Local Area Plan which proposed development standards and guidelines for Phibsborough.
- Dalymount Stadium and the Phibsborough Shopping Centre are adjacent, inter-dependent and intrinsically linked prime urban sites. It is unsatisfactory and unhelpful that the development of the two adjoining sites are not considered in parallel.
- It is of concern that Dublin City Council has a potential conflict of interest in relation to the planning application for the shopping centre because of its interest in the re-development of the adjoining site at Dalymount. Consequently, An Bord Pleanala should adjudicate this application.
- Instead of repeating the design mistakes of the past by just repeating them with updated materials, which will deliver an equally ugly version of shopping centre precinct, the redevelopment should seek to transform and enhance the area through high quality design and occupational mix.
- The proposal to provide only one type of short term residential accommodation is unwelcome and should be rejected.
- The provision of single unit, short term rental accommodation is uncondusive to fostering the development of a stable, sustainable, urban community in Phibsborough.
- Phibsborough already has a high % of rental accommodation and transient population. The redevelopment of this large site is a once in a lifetime opportunity to foster a quality, sustainable urban village centre where people of all ages can live, work and socialise.
- Dublin Central already has many short-term, single occupancy student type accommodation operating or in development so there is no necessity for this key site to be dedicated for the same use.
- The re-development should be revised to deliver a mix of housing designed for people of all ages, starter homes, retirement living, affordable homes. Such a design mix will regenerate a stable urban community.
- The focal point of the existing ugliness of the Phibsborough Shopping Centre is the tower. While the proposed screening of rooftops antenna is to be welcomed the proposed mesh covering for the tower is not. A partial mesh of the tower will do nothing to address the fundamentally dirty and ugly finish of the windows/concrete tower structure and only create an even uglier impression of a building under constant construction. An alternative more attractive solution could be to undertake an organic live greening of the tower through extensive planting. The tower presents an ideal opportunity to create a unique design innovation by transforming it into a vertical garden through planting. A vertical green garden will have enormous environmental and aesthetic advantages for the local community and wider city.
- The tower should be redeveloped to support existing tenants but also incubation space for entrepreneurs and creative activity.
- The proposed public civic space is disappointing in its over reliance on hard surface materials which will amplify noise and pollution. There is an opportunity to create a quality public space in the heart of Phibsborough village a slight remove from the extremely heavily congested national roads. For this space to become a quality civic amenity the design should prioritise the creation of a sociable urban oasis. Maximum use of natural green soft materials which absorb rather than amplify traffic noise and congestion should be employed. On-site active management of this space should operate 24x7.
- The highest building energy standards should be required of the redevelopment. Solar panels and rain recovery mechanism should be utilised where possible.

- Traffic management plans must consider the impact of a redeveloped Dalymount stadium.
- Good pedestrian and cycle permeability of the re-developed site is essential to creating a sociable urban centre.

Considering the importance of this site and the paucity of the proposal Dublin City Council and An Bord Pleanala should reject the application for planning permission and work with the developers and local community to deliver an alternative better quality proposal designed to foster a stable urban sustainable community.

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