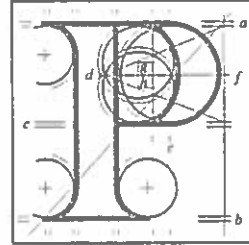


**Our Ref:** 29S.JA0039  
**P.A.Reg.Ref:**

**Your Ref:**



**An  
Bord  
Pleanála**

Richard Barron  
Flairline Fashion Group  
28 Fashion City  
Ballymount  
Dublin 24

22nd February 2018

**Re:** Development of a new civic plaza and ancillary traffic management  
measures at College Green,  
Dublin 2.


Dear Sir,

An Bord Pleanála has received your recent submission in relation to the above mentioned proposed development and will take it into consideration in its determination of the matter.

Please note that the proposed development shall not be carried out unless the Board has approved it or approved it with conditions.

Please quote the above mentioned An Bord Pleanála reference number in any correspondence or telephone contact with the Board.

Yours faithfully,

  
Kieran Somers  
Executive Officer  
Direct Line: 01-8737107

E102

# FLAIRLINE

28 Fashion City, Ballymount, Dublin 24, Ireland

Head Office / Accounts: Tel: +353 1 429 5888. Fax +353 1 429 5890

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Email: info@irishfashion.ie

An Bord Pleanála,  
64 Marlborough St.,  
Dublin D01V902.

Proposed Plaza at College Green ref. JA0039

*Bestel*  
*12/2/18*

AN BORD PLEANÁLA	
TIME <i>12.22</i>	BY <i>Herd</i>
20 FEB 2018	
LTR DATED	FROM <i>Sm</i>
PL <i>215</i>	<i>JA0039</i>

To Whom it Concerns,

AN BORD PLEANÁLA	
Received:	<i>20th Feb 2018</i>
Fee:	<i>ESD-cheque</i>
Receipt No:	<i>B141171</i>

We the undersigned would like to object in the strongest possible terms to the City Council's plans for a largely traffic free plaza at College Green.

Before we outline our objections we would like to state that we are totally in favour of enhancing the aesthetic attributes of the city. It is in all of our interests to see a clean, visually attractive and safe city centre.

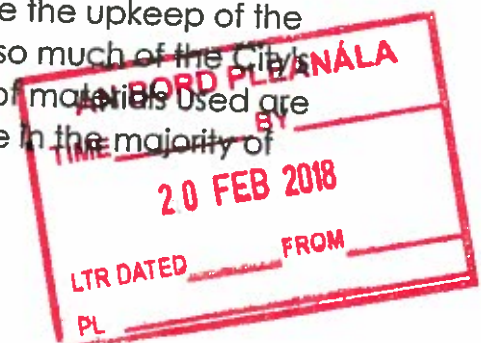
We believe that the particular shape and size of the roadways in and around College Green means that there is no alternative to vehicular traffic passing through this area. We have heard that if the plan went ahead, huge numbers of buses would be diverted along Parliament Street, one of the city's prettiest streets which would then be completely congested. This would also affect the feed to City Hall/Dublin Castle which is often used for ceremonial occasions.

Apart from aesthetic concerns, as people involved in retail we are afraid that our customers will be dissuaded from ever coming into the city to shop. As it is we have seen a huge decline in footfall in the city centre over the last ten years or so. Recently Mr. Richard Guiney CEO of Dublintown in an article in the 'Herald' newspaper town said that since 2007 city centre recorded footfall had only increased by 2 million DESPITE the fact that 7 cameras had been added and were therefore counting on the double in many cases. We in fact calculate a one third reduction in footfall – a loss of 1 in three customers/visitors. This is a serious problem for the commercial ratepayers operating in the City.

Dubliners find their journeys to and through the city centre made longer and more complicated by the imposition of a traffic free College Green, they will be further discouraged from shopping in the city and will be bound to favour the easy access offered by shopping centres on the fringes of the city. We must welcome people to the City by offering access in any way that suits them. As retailers we are aware that people coming to the City by car are in fact the highest spending group.

Another aspect that causes us serious concern is the difficulties for taxis trying to access hotels, hostleries and shops, that will inevitably result if they can't drive through College Green. These outlets in particular offer a service that can help us fight off competition from online shopping as the experience they offer cannot be replicated by online traders.

Littering will always be a problem in any city centre plaza. Our experience of the City Council's haphazard approach to emptying litter bins and cleaning generally doesn't inspire us with confidence as to the future upkeep of the proposed Plaza. A further concern would of course be the upkeep of the pathways given the absolutely dreadful condition of so much of the City's pavements and roads. It is imperative that the types of materials used are reviewed with urgency as clearly they are not suitable in the majority of areas.

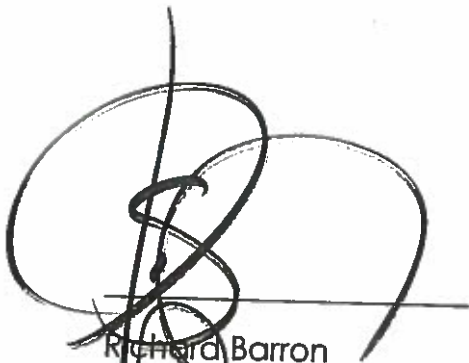


We all know about the stories anti-social behaviour connected with the boardwalk along the Liffey. Is there any guarantee that this won't be an issue in an open area the whole point of which is to encourage people to loiter, whether for innocent or sinister reasons.

We also need to consider the usage of the area – Dublin has more rainy days than sunshine. Will visitors really want to linger in open area during the winter months – will they really use the facility enough to warrant changing the entire flow of the City to facilitate same? We are fortunate enough to have St. Stephens Green minutes away which provides ample quiet space and Trinity College itself offers an environment for walking which is hard to rival. These are both already staffed and ready for visitors.

We feel this is a huge decision which warrants a much more in depth approach than already seen. We would urge you to take our views on board.

Signed For/ on Behalf of : Flairline Fashions Group



Richard Barron  
Director

