

Ballymun Regeneration Limited

Ms. Mary Bermingham,
National Asset Management Agency
Treasury Building
Grand Canal Street
Dublin 2

5th March 2013

Re: Ballymun Shopping Centre

Dear Ms. Bermingham,

In March 1997, following intense public pressure the Irish government announced plans to demolish the Ballymun flat blocks and to replace those units with new housing units and carry out the complete physical, social, economic and environmental regeneration of the area. The Department of Environment, Community and Local Government and Dublin Corporation (now Dublin City Council) agreed that this regeneration should be carried out through a development company, which led to the establishment of Ballymun Regeneration Limited (BRL).

The *Masterplan for the New Ballymun, March 1998* covers an area of 324 hectares and sets out a framework for the future development of Ballymun. This Masterplan was prepared in consultation with the local population and was submitted to the Department for approval. BRL/DCC owns all of the lands within the regeneration boundary with the exception of the Ballymun Shopping Centre site and associated lands. It is about this latter issue which the Board of BRL are writing to NAMA.

The creation of a vibrant town centre for Ballymun was identified as a key aim of the regeneration process and the build out of the shopping centre site is seen as an integral element to this. In this regard, BRL worked intensely with both Treasury Holdings and the Rail Procurement Agency to develop an open and permeable town centre development which integrated with Metro North and adhered to the town centre ambitions and aspirations of BRL. A successful grant of permission was secured for both the shopping centre and An Bord Pleanála consent was achieved for Metro North. However the wind-down of Treasury Holdings and the movement of their assets into NAMA have raised serious concerns regarding the future re-development of the Ballymun shopping centre site and the creation of a vibrant town centre. As such BRL request that NAMA act as quickly and decisively as possible in developing a clear development strategy for the lands, having regard to the level of public and private investment spent in the area to date and the need to safeguard and sustain this investment.

BRL are requesting receipt of NAMA's detailed proposals for the site in the next thirty days from the date of this letter. In the absence of a realistic proposal for town centre provision, BRL will expedite high density, mixed use, town centre options on alternative sites on Main Street, which is in line with current strategic and statutory planning policy and the aims of the Ballymun Masterplan and Main Street Strategy.

I look forward to receipt of your proposals, if you have any queries or questions in relation to this request, please do not hesitate to contact me.

Ballymun Regeneration Ltd
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Dublin 9

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Baile Átha Cliath
Dublin City

Yours sincerely,



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