



# Urban Development Strategy

Dermot Kelly B00341041  
Trevor Connolly B00354694

# Setting the Context

## People

- 700,000 people in the Belfast Metropolitan Area
- 46% Population under 30
- Labour turnover 8%
- Labour cost at least 15% lower UK Average

## Skills – School Leavers

Among highest Secondary and Grammar schools in UK

- 71% of GCSE students achieved A\* to C – Compared to 62% England, 63% Wales
- 97.5% NI students passed at 'A' Level – Compared 96% GB
  - 30% Grade A compared to 22.4% in GB
- City Has two first class universities, both renowned research facilities

## Economy

- Capital of Northern Ireland – engine for economic growth
- Although experiencing challenging times – Huge Investment for Titanic Quarter, Sirocco should see transformation
- Salary costs up to 30% cheaper similar European Locations

## Skills – Graduates

- 67,770 students enrolled on higher education
- Almost 12,000 postgraduate students p.a
- 56,000 undergraduate students p.a
- 2000 IT graduates
- Further 2000 Business and IT

## Telecoms Infrastructure

- Fully fibred backbone based on SDH technology offering links of 2.4GB per sec expandable 100 GB (DWDM)
- Dual and triple routing and fully digital switching, highest levels of resilience and reliability
- Connect to Europe in 20millisecs, USA in 80millisecs
- More than 60 telecomm service providers
- Technology costs which are cheapest and highly competitive in Europe

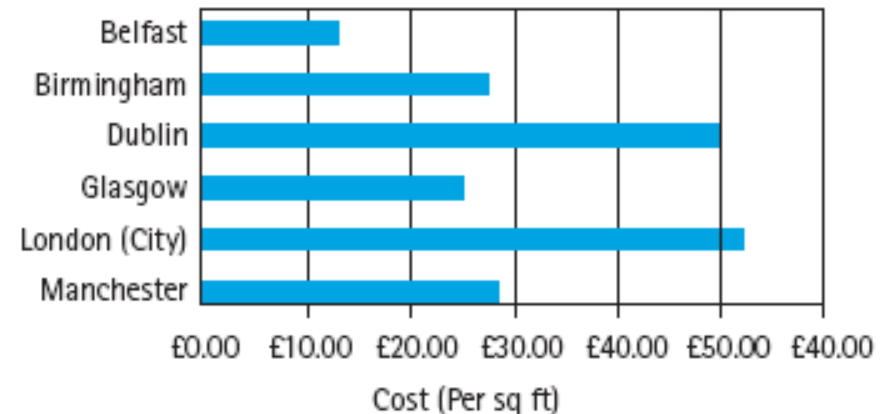
## Transport Infrastructure

- Two modern airports within 20mins of City Centre
- Hourly flights to London as well as direct flights to other European cities
- Direct USA and Canada
- Major investment programme over £1bn currently ongoing to upgrade and improve strategic road network in Belfast

## Property

- Buildings ranging 10,000 sq ft, to 10,000 sq ft available immediately
- Easy access to financial, legal consulting, risk management and other corporate services
- Flexi – lease terms
- Almost lowest in Europe

Comparison of Regional Office Rents





## SWOT Analysis

### **Strengths**

- Waterfront location
- Within the city centre boundary
- Train station onsite, ready made consumer base for potential retail activity
- Neighbouring areas undergoing re-development
- Continues Laganside development
- Exciting new planning applications in close proximity

## SWOT Analysis

### **Weaknesses**

- Strong local residents group
- Severance caused by road, rail and river
- Not seen as city centre location although zoned accordingly
- Outside core retail area
- Lack of movement throughout the site

## SWOT Analysis

### **Opportunities**

- The potential for major development
- Possibility of landmark building due to site location as a gateway
- Integrated land use and transport
- Central Transport Hub
- Safe and viable 24 hour city
- Compete at a European city level

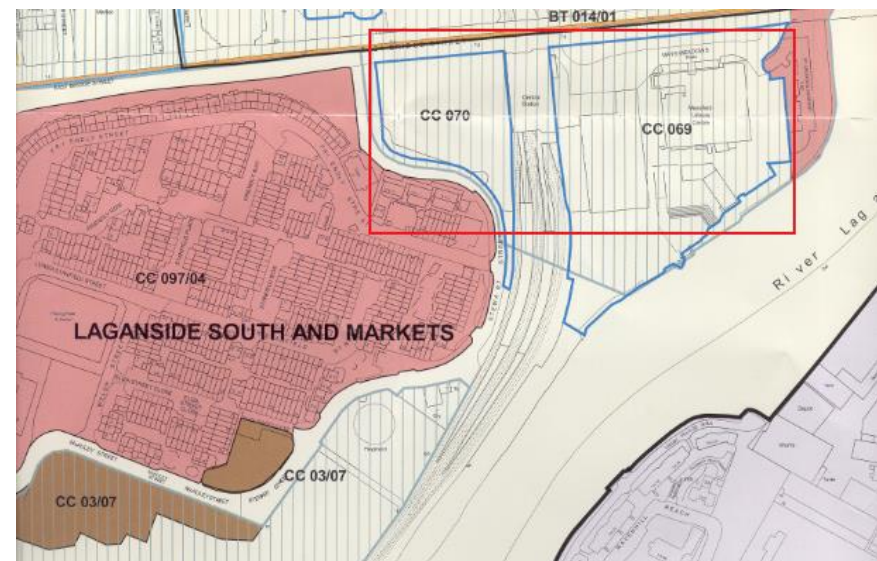
## SWOT Analysis

### **Threats**

- Markets
- Strong local views
- Anti-social behaviour

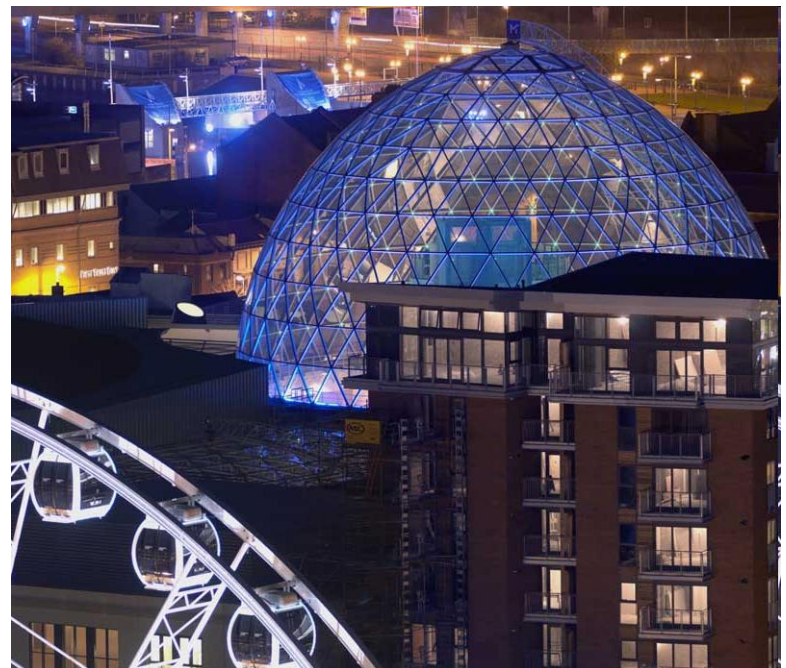
## Mixed Use Vs. Single Use

- Multiplicity of retail, leisure, employment and Culture
- Promote access to greater density areas by means other than car
- Railway track – Provide key access, to and from site, Belfast and beyond
- Resident Population Nearby – Maximising opportunities travel by walking/cycling



## Market Analysis

- Economic Climate - Belfast has not suffered to the same extent as rest of UK
- Property as an investment has effectively stalled
- Retail market slowdown
- Although occupiers are in a more favourable position
- £320 Victoria Square
- 90% of 74,000sq m let



## Market Analysis

- Office Market – Historically Public sector
- Effect on office grade and Rental income
- Citibank Gateway Office at Titanic Qtr
- 53,000sq Lanyon Place
- ‘Sale and leaseback’ of NI Civil service properties
- Reduced Corporation tax 30% - 12.5%



# Physical Constraints

- The River makes the site less permeable and obviously harder to access





# Physical Constraints

- Severance of the site is caused due to the rail tracks dissecting our site



# Physical Constraints

- The East Bridge Street Road causes a severance between the site and the city centre and main office hub of the city centre



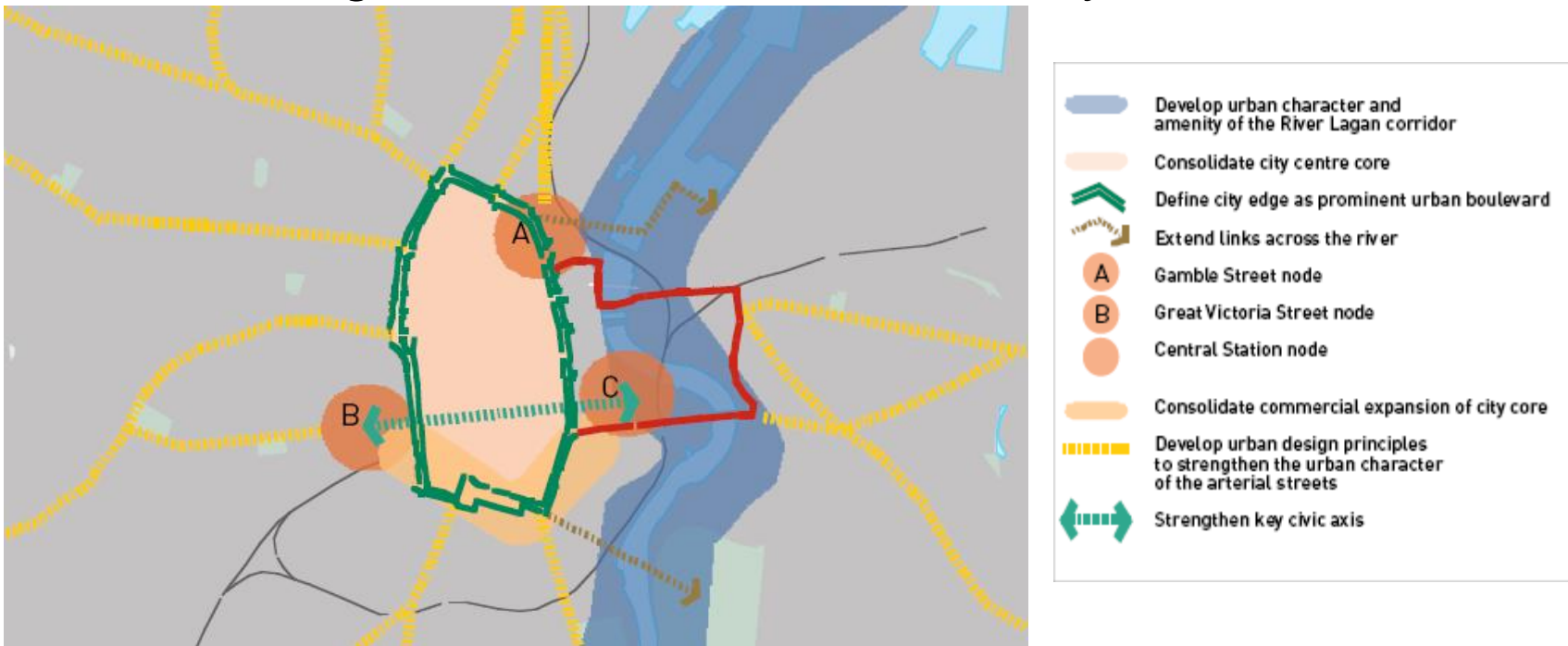
# Strategic Vision

- The development of the site at 'East Bridge Street' aims to have in place a public transport infrastructure that can support policies for reduction in Private Transport
- Creating profile as Regional Transportation Hub
- Increased/improved Connectivity links in the City and Region
- Provision of new Central station, modern and iconic; new 'entry' to the city
- Economically prosperous – attracting employers and visitors

# Strategic Vision

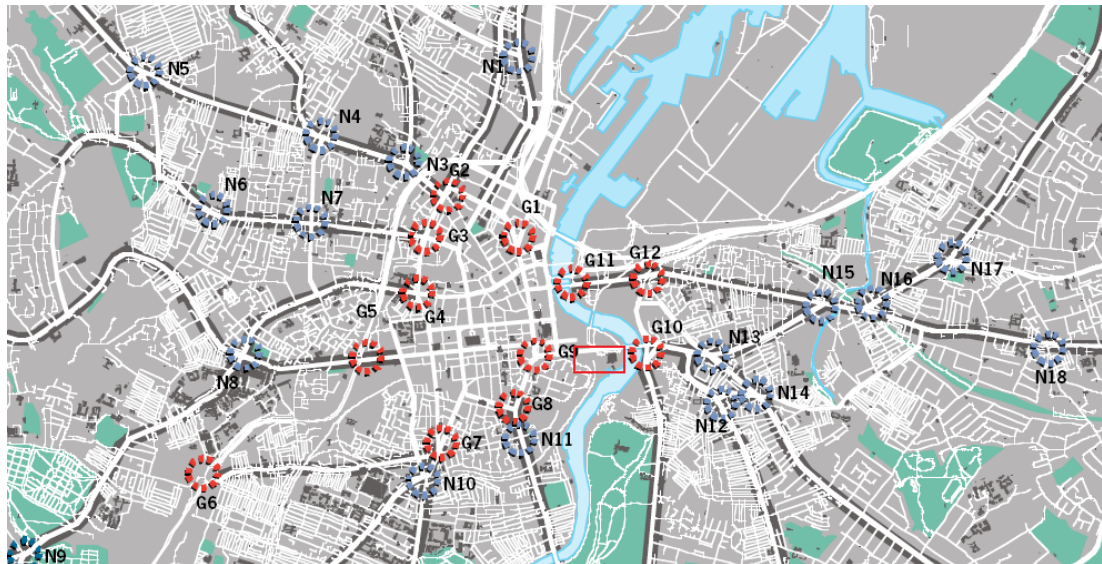
- Creating a 'Memorable' City
  - Provision of Public Realm
  - Reclaiming the Waterfront
  - An area capable of providing social and cultural benefits
- Operate in a sustainable way (energy, movement and construction)
- Attraction of International Investment

## Broad Strategic framework for Belfast City Centre



- A, B, and C have been identified as area of high accessibility and that will require major new public transport initiatives

## Key Arterial routes



- Map to show the key arterial routes of the city, identified 'gateways' and 'nodes' that must have special consideration when designing public realm, architecture, development type.

## Landmarks



Sirocco Quays

BT Tower

High Courts of Justice

Waterfront Hall



Lanyon Place

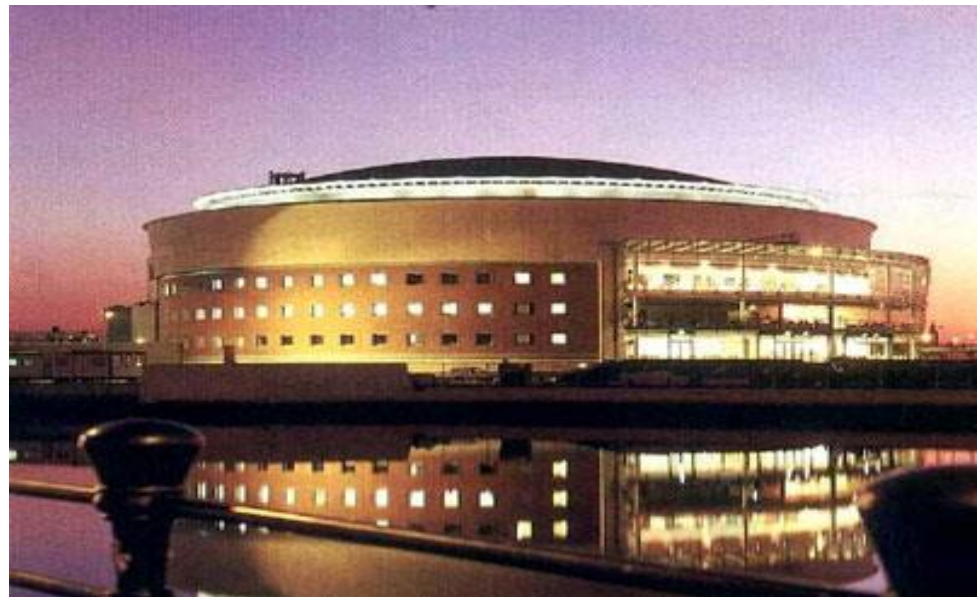


Lanyon Towers

St Georges Market

## Vista

- An attractive vista that is within easy walking distance of our site is the *Waterfront Hall*. The Waterfront hall was one of the first major re-development projects for the docklands and has led to the current regeneration of the area, which now houses many offices, hotels and residential units.





# Spatial Concept

## Vista

- *St Georges market* is a landmark in Belfast and is still used as a farmers market attracting large numbers of traders and customers.
- It can also hold concerts at night and has become an important place in Belfast. This is a vista that is within easy walking distance of the site.



# Spatial Concept

## Vista

- Although not clearly visible from the site *the odyssey* runs along the railway line that does enter our site. It is an attractive tourist destination which houses a cinema, restaurants, pubs, nightclubs, concerts, ice hockey and a W5 arena, this multi purpose arena is a major attraction for the city.



# Spatial Concept

## Vista

- This is an image taken from the south of the site and it clearly shows the BT tower that has become somewhat of an iconic building in the area due to its height and stature in the area. It is envisaged that we will redevelop the train station into an iconic building removing the current structure.



# Spatial Concept

## Vista

- This is an image that faces from the south west of the site to the south east, although there is an attractive river front view the lands in the background are industrial and factory related. However this is a view that we can take advantage of due to the scenic river. Tree planting along the edge of the river can help shade the view of the far off bank and attractive lighting of the river will have a major impact on the evening atmosphere of the site.



# Spatial Concept

## Potential Catalysts

- Existing public transport infrastructure
- Replacement iconic building
- Linkage with airport: an envisaged an increased patronage
- An iconic/ gateway building shall link with current landmark buildings within the area such as the Waterfront, the Odyssey and the Sirocco works
- Attract employers such as Bistros, cafes, restaurants and offices which will add an earlier start time and a later evening economy to the area.
- The river Lagan shall be central to the success of the Public Realm
- 24 hour economy

## Movement & Access Strategy



- |  |   |  |
|--|---|--|
|  Civic Spine              |  Residential Linkages      |  Public Transport Node            |
|  Principal Civic Space    |  Principal Vehicular Route |  Principal Public Transport Route |
|  City Linkages and Spaces |  Neighbourhood Space       |  |
|  Secondary Linkages       |  Urban Green Treatment     |  |
|  Node                     |  Gateway                   |  |

## The main Emphasis of our Public Realm strategy shall include

- Quality street lighting and furnishing
- Lighting the river and along the river banks
- Make better use of the current open space and improve planting
- Create a plaza area beside the quay in the site
- Make the water a central theme, through lighting and the possible introduction of a fountain.
- Create softer features that are attractive and create a place rather than an area
- No hard concrete pavements, attractive brick finish
- Use innovate street design in the court plaza
- Ease of access and movement are of primary importance
- Small details add to the charcater and identity of a place

# Public Realm

