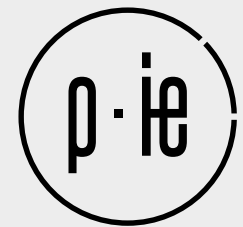




BELFAST LINEN QUARTER

THEMES, BIG IDEAS & INTERVENTIONS



FOREWORD -

*Paul Johnston,
Chair Linen Quarter BID*



The Linen Quarter is on the cusp of a great renaissance. Since 2015 over £200m of investment has flowed into the District, with significant developments in hotels and offices. Around £0.5 billion is anticipated in the next 5 years, with £200m invested in a new transport hub; £100m on public realm / infrastructure (including South Glider route, proposed Gasworks bridge, Streets Ahead V and Saltwater Square); £77m on the BBC refurbishment, and further investment in offices and student accommodation. Over the next 10 years a whole new area of Belfast will develop as part of Weaver's Cross.

So why the need for this vision?

First, we want to provide a coherent context that will help integrate and add value to anticipated investment. Many developments will work within specific red lines or along functional issues. Our role is to identify wider themes and complementary activities, and by doing so help shape projects and enhance potential opportunities.

Second, we want to start a conversation with local stakeholders about the future direction of the Linen Quarter. We want to provide suggestions for debate, channel the views of our levy payers, and articulate a coherent voice for our District.

Third, we want to maintain a strong pipeline of projects - promoting a vision for the area will sustain healthy levels of interest from developers, occupiers and investors alike.

Overall we have identified six bold themes for the district:

- The creation of a new cultural hub around the BBC;
- The development of the Ormeau Urban Greenway;
- A tech led regeneration for Shaftesbury Square;
- Improved accessibility;
- New residential & community opportunities and;
- A re-imagined tourism offer.

As far as possible we have worked within the grain of existing regeneration. Many of the projects identified within these pages have already been agreed, and one of the functions of the document is to help visualise the collective impact. However, we are also posing constructive challenges to both public and private investors. For example the BBC is investing in a new public plaza so what should the adjoining public realm look like? How can we enable key priorities such as green infrastructure or stronger community connections? How can we attract further private investment and where should this be landed? In what ways can the Linen Quarter help tell the Belfast Story and support the wider tourism industry?

We would like to sincerely thank the many stakeholders who have contributed to this vision. We hope it will make an important contribution to the debate and further galvanise the regeneration of this historic district.

THE FUTURE OF MODERN CITIES

Andy Roberts,
Director, Planit-IE



The Belfast Agenda sets out the City's bold vision for 2035, which is a city re-imagined and resurgent. The vision presented within this document builds on these established aspirations to allow Belfast to become a truly resilient city that competes on the international stage for business, investment and tourism; attracting, nurturing and retaining the most bright, creative and talented minds to work, live and play.

In order to deliver on this aspiration bold decisions and interventions are required. Belfast must become a City that promotes life within its squares, spaces, streets and buildings. It's urban environments will have to prioritise walking, cycling and public transport above that of the car, becoming a healthy, green and liveable place for all, including families and children. But all of this must be authentic and driven by Belfast's unique qualities, characteristics and sense of place.

The continuing investment and growth of the Linen Quarter, and its transport infrastructure, necessitates a fresh perspective on its relationship to the City and its vision. This can only be achieved by looking outwards beyond its edges in order to create synergy with existing and planned investment - pushing the boundaries of aspiration.

Like the hub and spokes of a wheel, we propose to create new corridors of growth to the south and east to connect with key city assets, such as Queens University and Ormeau Park (respectively), but supporting the Council's original proposition of enhancing streets and connectivity north, to the Retail Quarter; and west, to the Transport Interchange.

At the core of our vision is the realisation of the quarter as a **Cultural Hub within the City**, anchored around the metamorphosis of the BBC as a truly integrated and public facing media institution within the cityscape of Belfast - wrapping the building and its active edges with high quality squares and spaces.

The Ormeau Urban Greenway could become a Green Linear City Link, knitting together a high-tech creative cluster of workspaces. Incorporating the extension of the Glider Bus transport link, the park will provide a focus of outdoor leisure and activity knitting together adjacent communities, and providing a dynamic transitional green link through to Ormeau Park, via the new pedestrian bridge over the Lagan.

The Southern Gateway will form a key tech hub, concentrated around a re-designed Shaftsbury Square, which will also provide a balanced streetscape that encourages life and activity to spill off the adjacent, re-purposed buildings. The Southern Gateway will provide an important City Space that draws footfall between the City and Queens University.

The Quarter will become a more liveable place for all - including families and children, whether through new, well designed residential buildings or the provision of a range of facilities and social infrastructure - which will be required to underpin such a vibrant neighbourhood as well as supporting the wider City residential population.

Tourism can be enhanced through a string of interventions along the pedestrian route between the Transport Interchange and the BBC, including the enhanced Opera House, Linenopolis, Ulster Hall and the BBC, extending the necessary friction of uses, experiences and activities on offer to visitors.

Finally, the Quarter will become a more liveable place for all - including families and children, whether through new, well designed residential buildings or the provision of a range of facilities and social infrastructure - which will be required to underpin such a vibrant neighbourhood as well as supporting the wider City residential population.

A vision is just a good idea without committed action, leadership collaboration and delivery. We hope these ideas can meaningfully contribute to the debate over the City's future.

"We often judge cities by great public buildings. But we admire great cities because people live there in a beautiful way."

DANIEL LIBESKIND

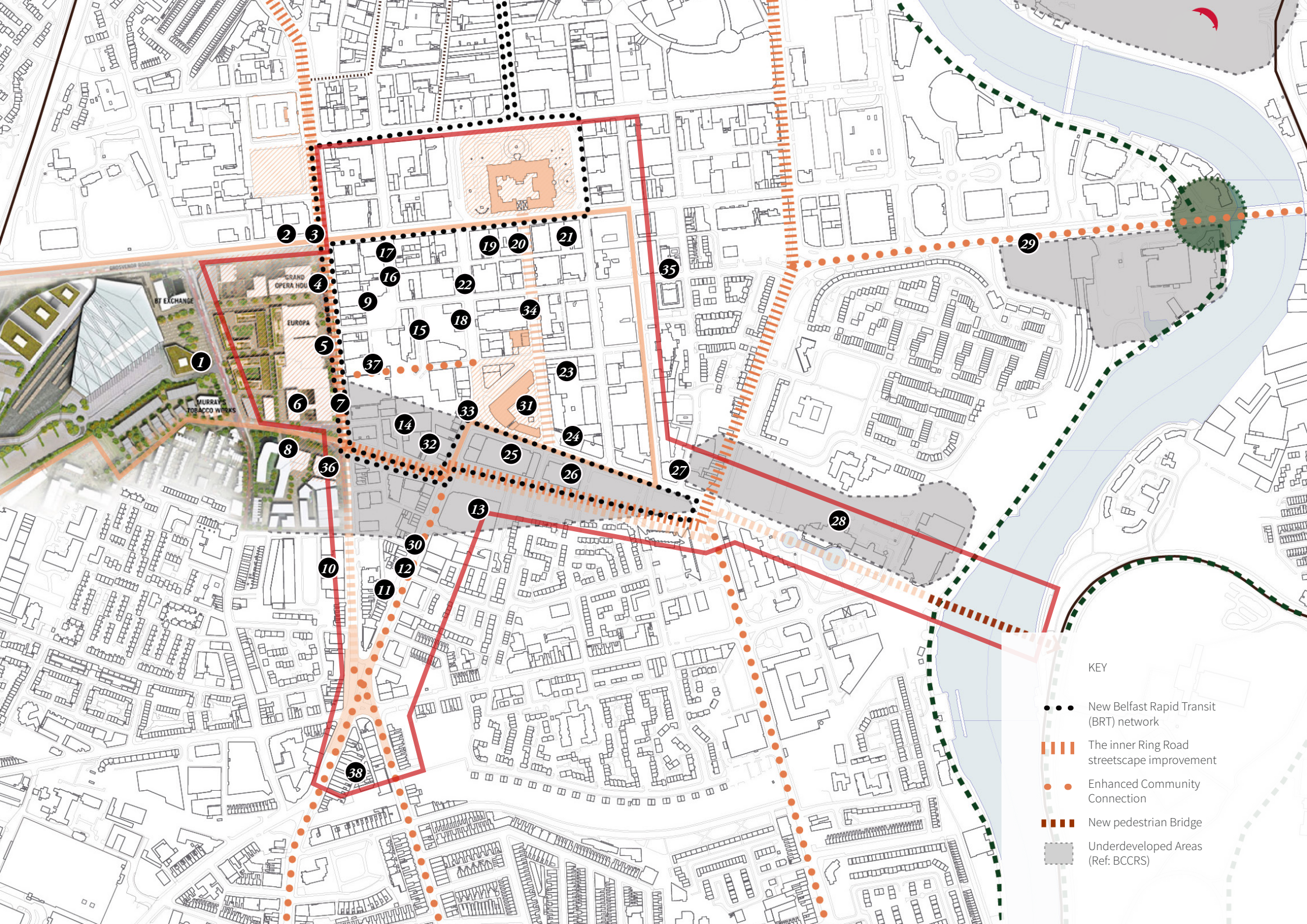
THE LINEN QUARTER:

*An area of
investment*

LIST OF PROJECTS

CURRENT, PROPOSED AND ONGOING INTERVENTIONS

1. Transport Hub & Weavers Cross
2. Jury's Inn Hotel
3. Fitzwilliam Hotel & Urban Spa
4. Grand Opera House Redevelopment
5. Europa Hotel
6. Hampton by Hilton
7. Lincoln Building - Office Refurbishment
8. Holiday Inn
9. 32-36 Great Victoria Street - Office
10. The Albion Development - Residential
11. 122 – 124 Great Victoria Street housing project
12. 'The Gallery'
13. One Bankmore Square/ Kainos
14. 5-7 Little Victoria Street - Student Residential
15. Maldron Hotel & Elms BT2 Student Residential
16. The Brunswick - Residential
17. Easy Hotel
18. Bedford Square Phase 2 - Office
19. George Best Hotel
20. Ten Square Hotel
21. Mercantile, Donegall Square South - Office
22. Grand Central Hotel
23. Clarence Gallery - office
24. 40 Linenhall Street - office
25. Clayton Hotel
26. Ormeau Baths Tech Hub
27. The Weaving Works - Office
28. Gasworks/Northern Fringe
29. Lanyon Tunnel
30. 57-63 Dublin Road - Residential
31. BBC
32. 17-21 Bruce Street - office
33. 29-33 Bedford Street - office
34. 21 Linenhall Street - Office / Residential
35. 1 Sussex Place - Residential
36. Hope Street - Mixed Use
37. 48-50 Great Victoria Street (Brennans) - Apart-hotel
38. 30-44 Bradbury Place

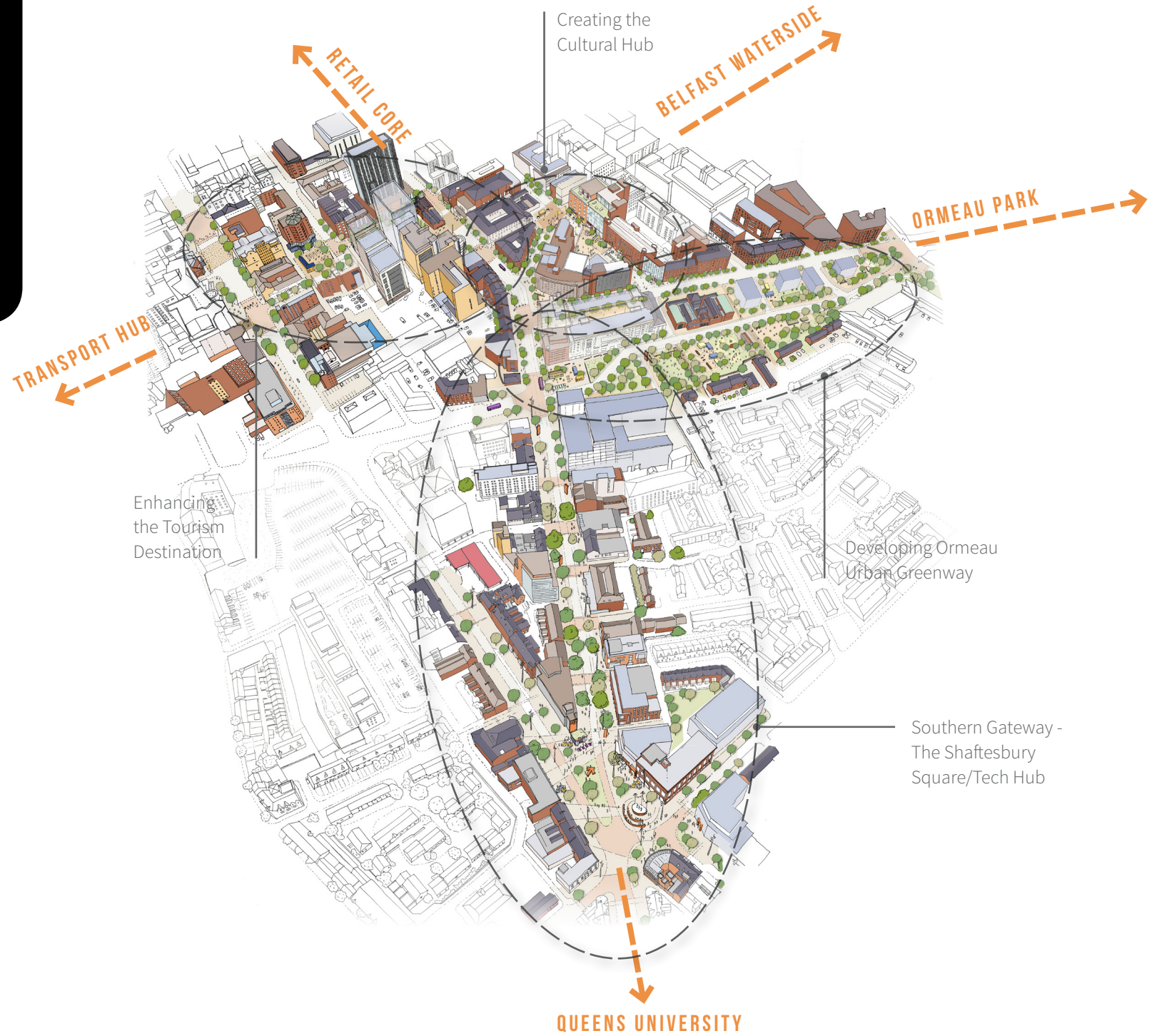


BT EXCHANGE
 GRAND OPERA HALL
 EUROPA
 MURRAY TOBACCO WORKS

KEY

- New Belfast Rapid Transit (BRT) network
- |||| The inner Ring Road streetscape improvement
- Enhanced Community Connection
- New pedestrian Bridge
- Underdeveloped Areas (Ref: BCCRS)

THE LINEN QUARTER: *Big Ideas*



THE LINEN QUARTER:

New Directions

THEMES



Livability

Residencies, Amenities, Students



Greening

Food production, parks and green streets



Health

Air quality, Exercise, Play, Health Facilities



Diversity and Inclusivity

Variety of the market, different typologies



Connectivity

Balanced Street, Sustrans, Glider



Experimentation

Meanwhile projects, BBC, engagement



City Life and Activities

Events, Festivals, Film hub



Smart City

Film, Media, Design



Knowledge City

University and tech hub



Identity

Edginess and Culture



Leveraging its asset

Building features and development opportunity



Collaboration

University, Public/Private, Religion

BIG IDEAS

1.

Creating the Cultural Hub

- Re-inventing the BBC/Media Square - linking to Linenhall.
- Discovering the Thomas Thompson Square.

2.

Developing Ormeau Urban Greenway

- Creating a linear urban park.
- Supporting a new innovation/ tech quarter.
- Integrating the Glider Link Transport route.
- Providing new community spaces and facilities.

3.

Southern Gateway: The Shaftesbury Square/Tech Hub

- Working with 'Street Ahead V' to create a vibrant public realm.
- Revitalise building stock - with Tech led focus.

4.

Opportunity to address accessibility and parking need

5.

Fostering a residential and community

6.

Enhancing the Tourism Destination

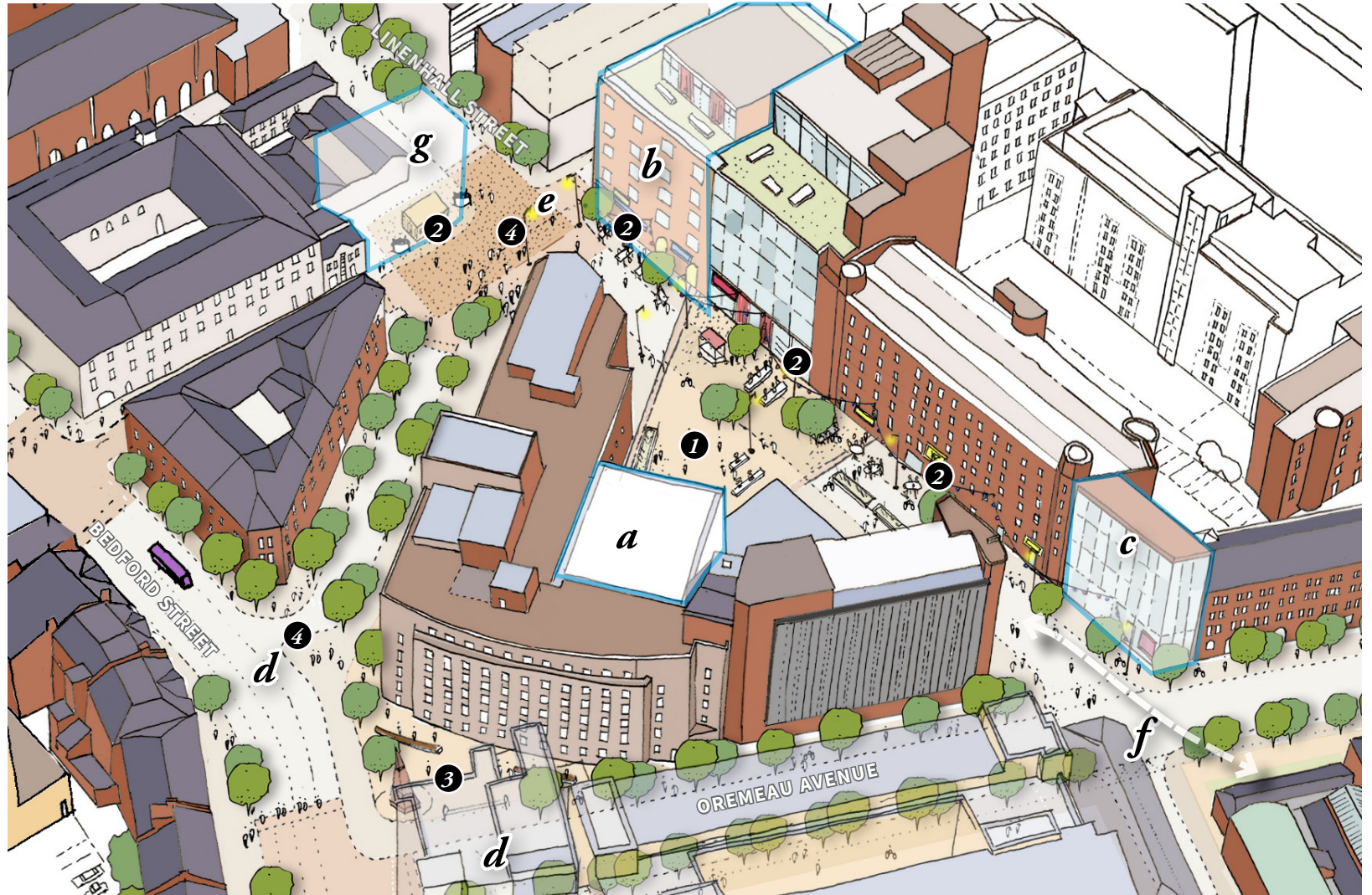
- Four new connected attractions.
- Working with 'Street Ahead V' to create vibrant streets and space.
- Linen Cross Concept.



1

CREATING THE *Cultural Hub*

- a.** Proposed extension building to BBC & visitor attraction.
- b.** Clarence Gallery Office development.
- c.** 40 Linenhall Street Office development.
- d.** Streets Ahead 5 and proposed Glider route.
- e.** Key views to City Hall and St Malachy's Church.
- f.** Public realm link to Ormeau Baths Tech Hub.
- g.** Development Site 0.2ha.



- 1 New 'Media Plaza' linking to BBC building extension and its attractions and events programme.
- 2 Bringing new uses to the ground floor spaces - creating life on the Linenhall Street.
- 3 Thomas Thomson drinking fountain and pocket park.
- 4 New Streets Ahead public realm works link around the main building - pedestrian friendly spaces.



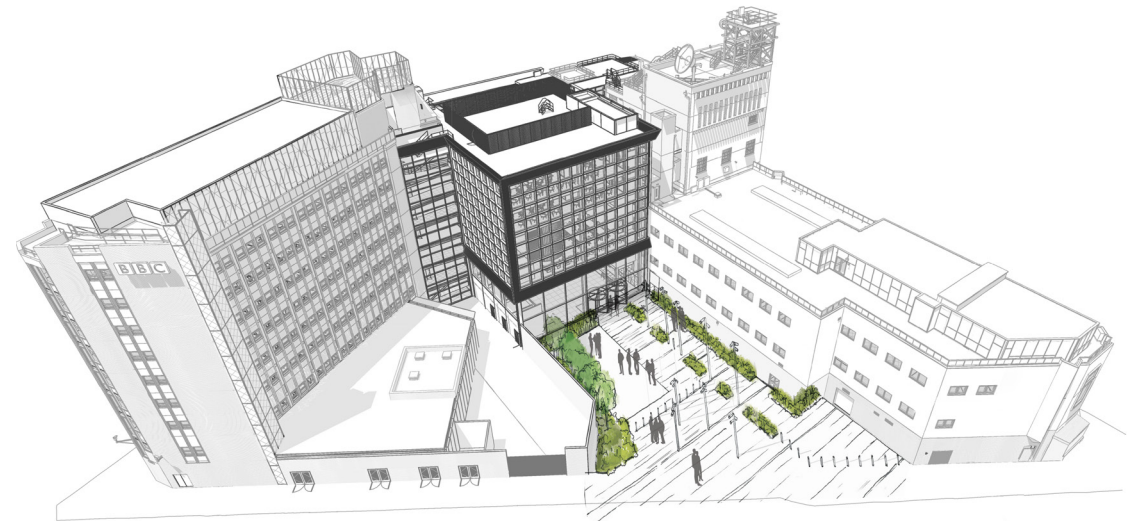
1 Outdoor events, Dusseldorf



2 Active Ground floor uses, Manchester



4 Westside Link, Wolverhampton



1 BBC development visual



2

DEVELOPING

Ormeau Urban Greenway

- a.** Kainos Office Development - No1 Bankmore Square.
- b.** Proposed BRT Glider route.
- c.** Surface parking site - opportunity for development plot - new residential offer or 'Start Up' office space.
- d.** Link to residential areas.
- e.** Link to Gasworks and Ormeau Park Bridge.
- f.** Northern Fringe Masterplan area.



- 1 Opportunity for urban greenway link along Ormeau Avenue - a setting for new development.
- 2 Potential new Urban Park with pop up event spaces - utilising surface parking.
- 3 Community spaces and recreational facilities - city play parks.
- 4 Integrating the BRT into the parkland setting.



3 High quality parkland setting for new development plots



4 Integrated transport routes



1 Brunswick Park, Manchester University



2 Event space / Meanwhile Uses, NOMA Manchester

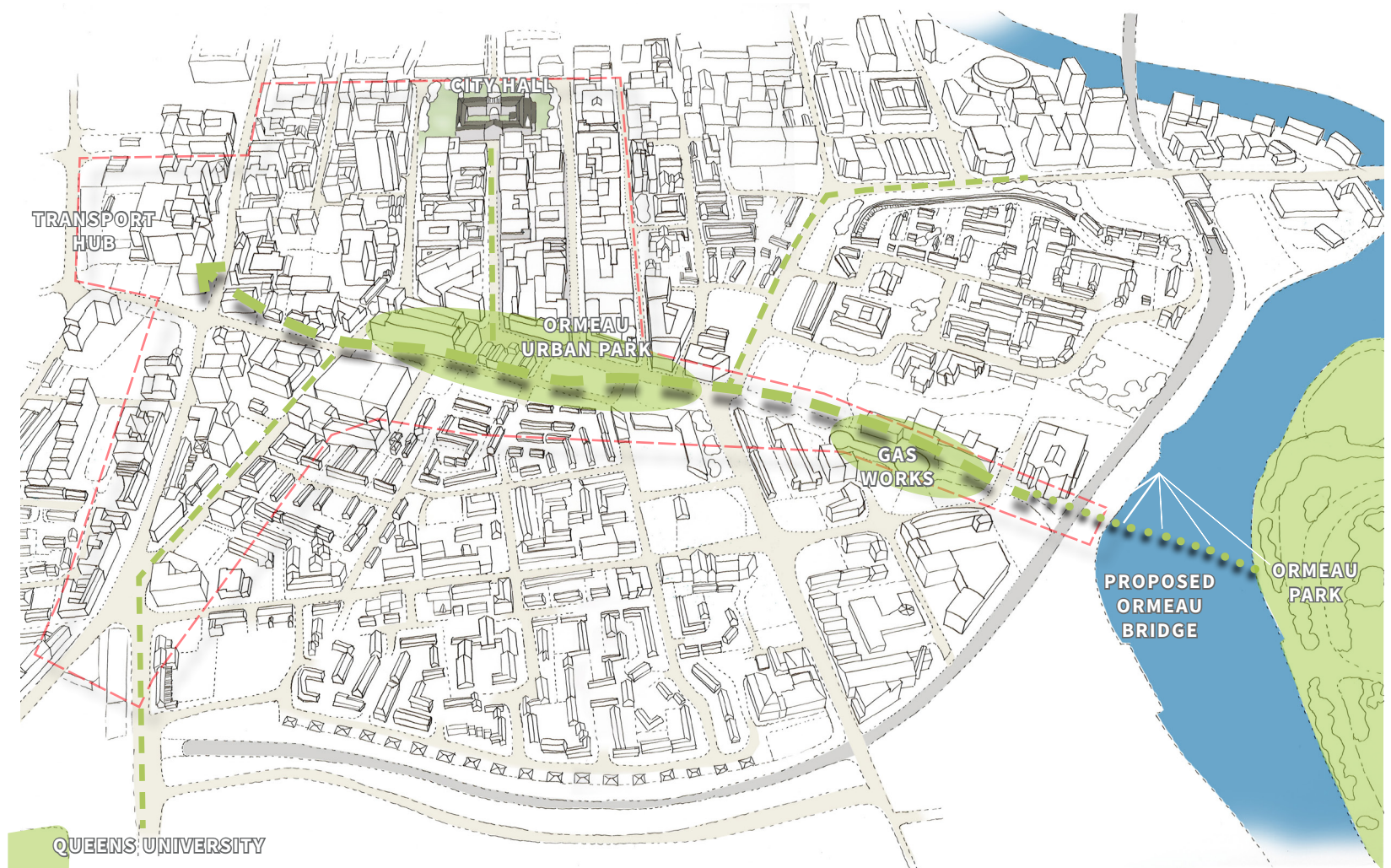
*“Designing a dream city is easy;
rebuilding a living one takes imagination.”*

JANE JACOBS

2

DEVELOPING

Ormeau Urban Greenway - A wider green connection



- 1 Streetscape and green infrastructure to be integrated with BRT and Streets Ahead 5.
- 2 Series of squares and public realm will foster the connection along Dublin Road between Shaftesbury Square and the City Centre.
- 3 New events and pop up uses could start to animate the streets.



3 *Pop, Brixton*



2 *Cycle Bridge links*



1 *Daresbury Business Park, Manchester*



2 *A green setting to new buildings*



2 *New linear play parks*

“A good city is like a good party - people stay longer than really necessary, because they are enjoying themselves..”

JAN GEHL



3

SOUTHERN GATEWAY

The Shaftesbury Square/Tech Hub

- a.** No1 Bankmore Square Office development.
- b.** Proposed BRT Glider route.
- c.** Surface parking site - opportunity for new development plot.
- d.** Equality House - Office development.
- e.** PSNI development Site.
- f.** Former Ulster Bank - potential Tech 'Touch down' space.
- g.** Great Victoria Street - redevelopment opportunity.
- h.** Fanum House - redevelopment opportunity

KEY DRIVERS TO DEVELOPMENT OF TECH HUB:

- I. £77m BBC redevelopment
- II. £200m Transport Hub
- III. Queens University



Streets Ahead phase 5 providing high quality link to Northern hub.

Opportunity for redevelopment of poor road frontage - redevelopment / refurbishment for new mixed uses.

Potential refurbishment of the old underground toilet to new restaurant / wine bar.

Potential pop up theatre / events venue.

- 1 Renovation of valuable buildings - mixed uses - focused on Tech / financial services & Software companies.
- 2 Streetscape and green infrastructure to be integrated with BRT and Streets Ahead 5.
- 3 Series of squares and public realm will foster the connection along Dublin Road between Shaftesbury Square and the City Centre.
- 4 Embed Accidental Theatre / events space to animate the streets.



1 Salford Quays, Manchester



3 NOMA, Manchester



4 'Pop Up' Event Space, Sadler's Yard



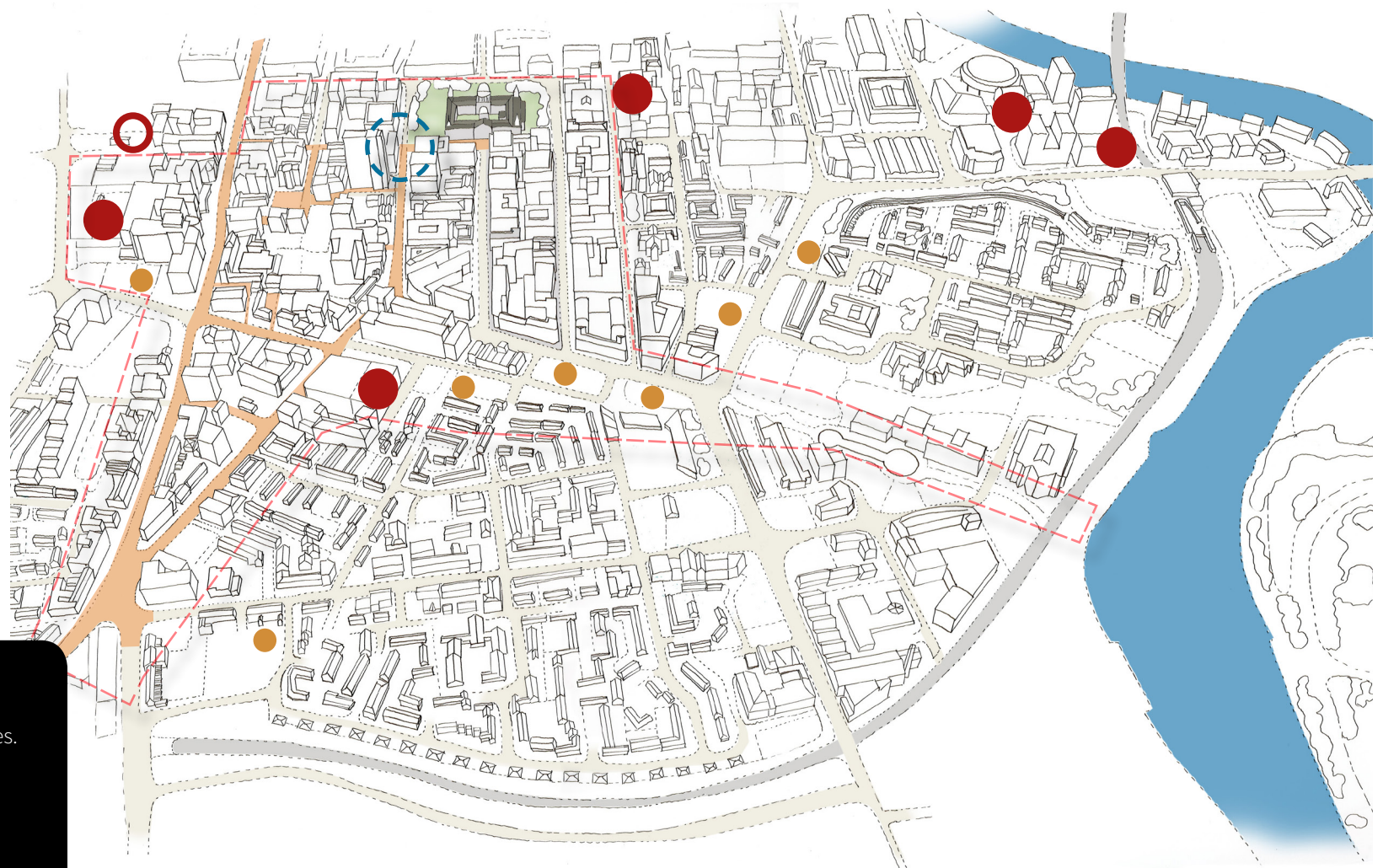
2 Streets Ahead 5, Shaftesbury Square

(image credit: Belfast Department of Communities)

4

OPPORTUNITY TO

Address accessibility and parking needs



- Existing multi-story facilities.
- Proposed multi-storey facilities.
- Existing surface parking with a development opportunity.
- Street Ahead.
- Potential enhanced crossing point between Bedford St and City Hall.

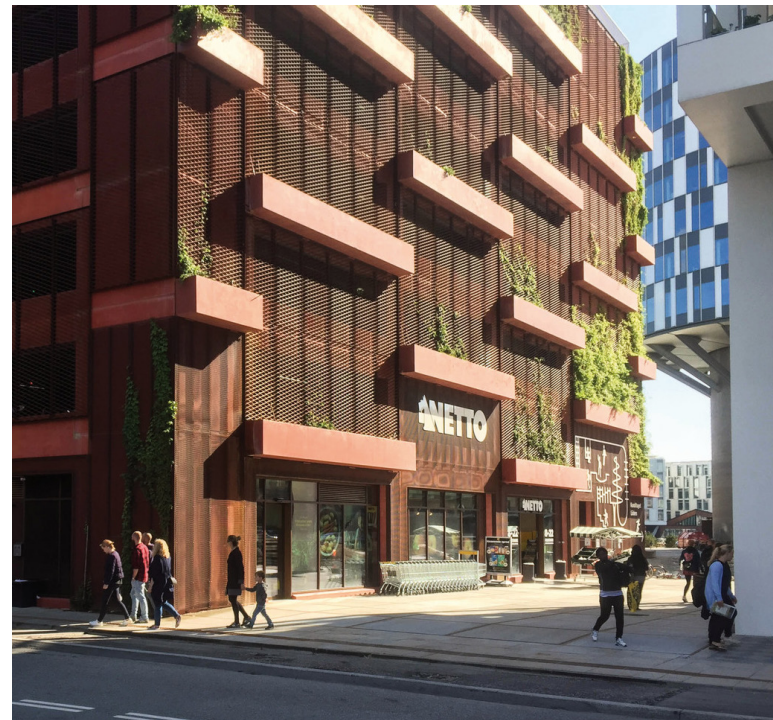
- 1 Utilise surface parking within edge locations for potential new multi-storey facilities.
- 2 Opportunity to revisit on street parking provision within the centre - promote high quality, safe and vibrant public spaces.
- 3 Opportunity to provide high quality links between city and parking.
- 4 Opportunity to connect with Street ahead V.
- 5 £110 million agreed funding to North/South Glider extension.



3 New pedestrian links across the Quarter



2 Opportunity to re-consider on street parking - London



1 Integrated Parking blocks with active ground floors - Copenhagen



3 Enhanced connections to and from the Victoria Transport Hub



5 Ormeau Park – Gasworks Bridge funded through City Deal

“If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places”

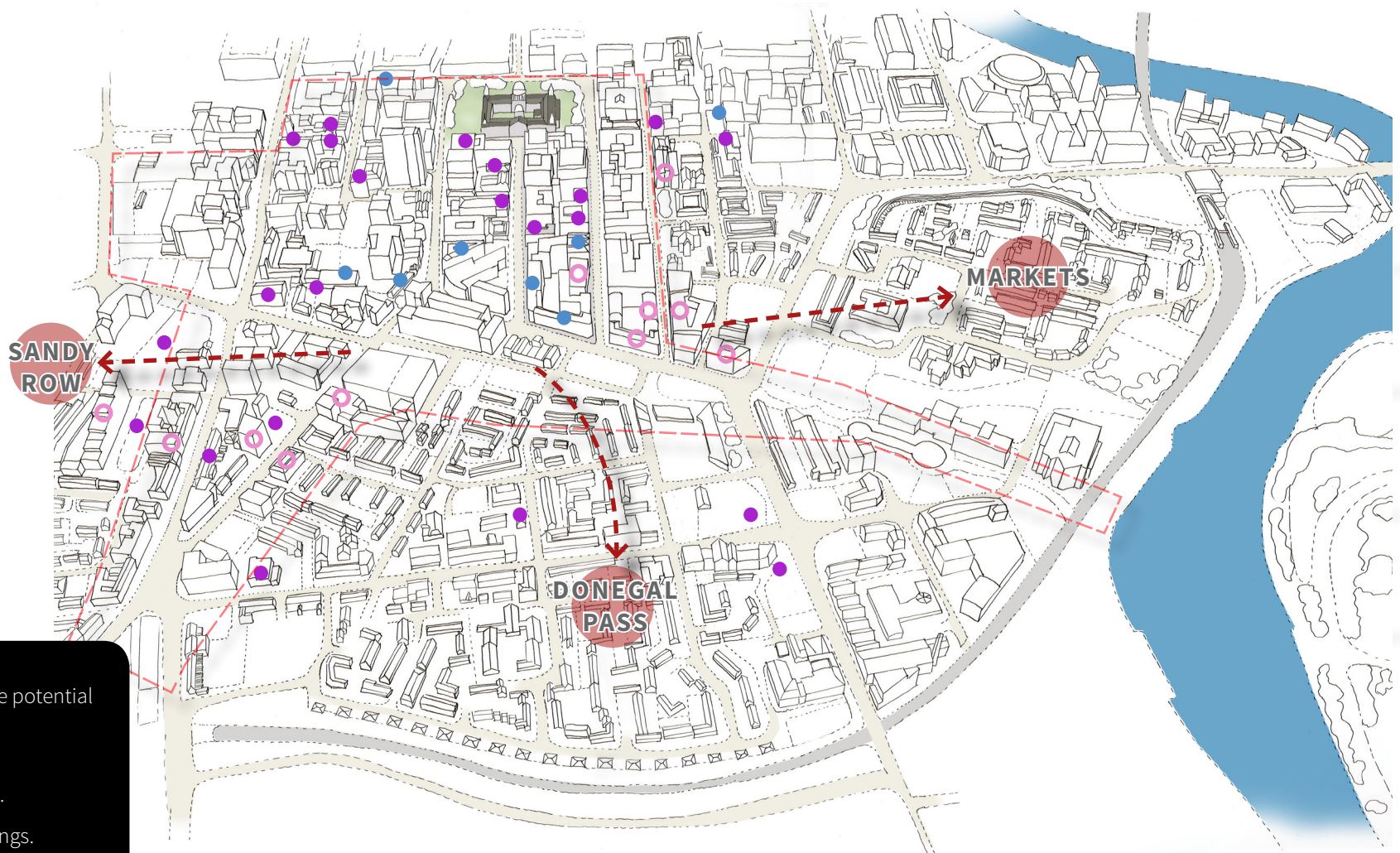
FRED KENT

- PROJECT FOR PUBLIC SPACES

5

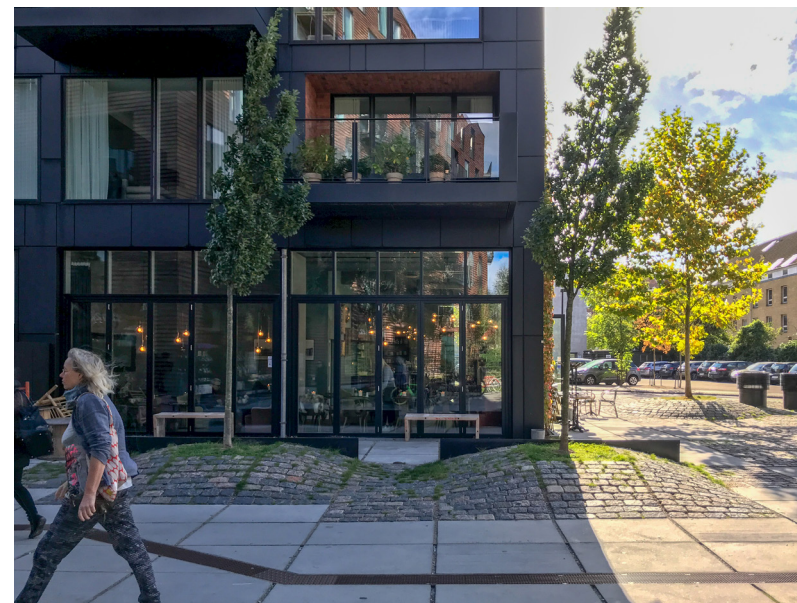
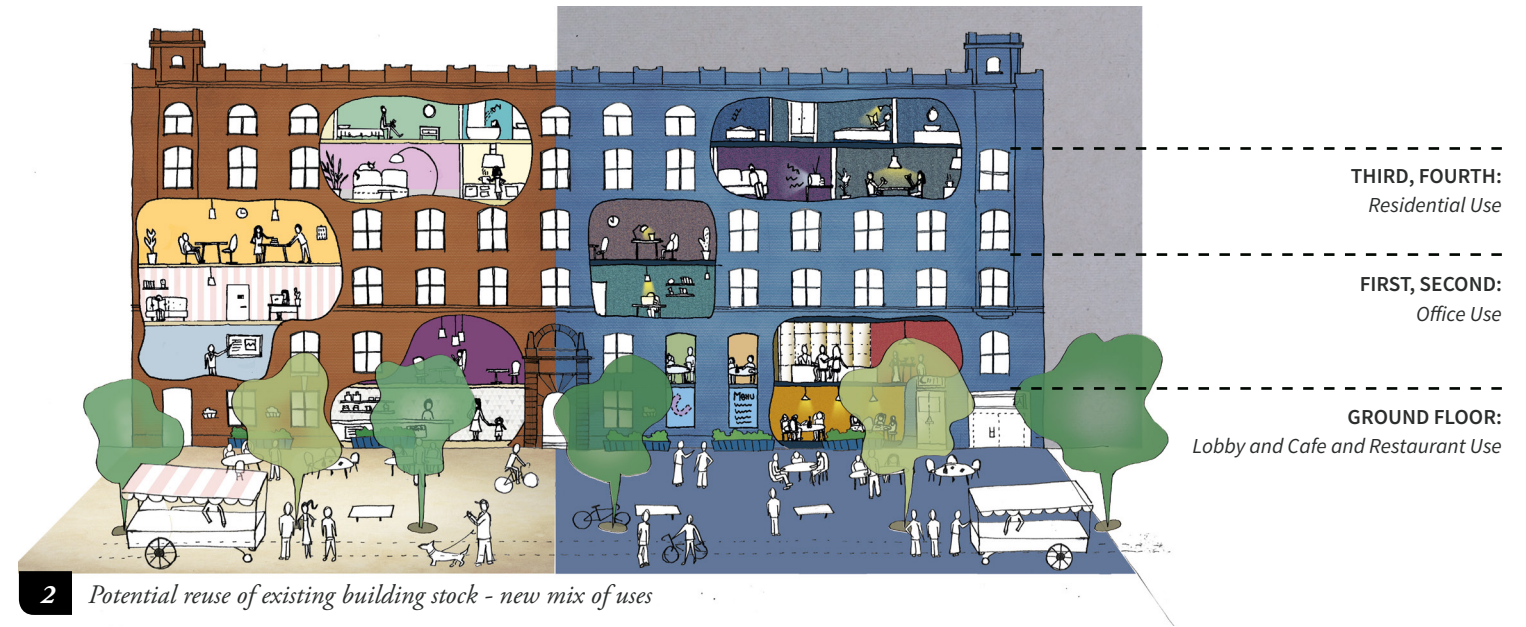
FOSTERING A

Residential and Community



- Existing buildings with the potential for delivering mixed uses.
- Proposed residential development in planning.
- Existing residential buildings.
- ➔ Connection with existing communities.

- 1 Make the most of the unique building stock.
- 2 Promoting a mix of uses for these buildings, providing a range of services and facilities for an emerging City Centre residential community.



2 *Mixed use buildings - Oslo and Copenhagen*



6

ENHANCING THE *Tourism Destination*

- a.** Refurbishment of the Grand Opera House.
- b.** Streets Ahead Phase 5.
- c.** New Transport Hub.
- d.** Revival of 'Linenopolis' as part of the Belfast Story.
- e.** Expanded Bedford Square.
- f.** Ulster Hall exterior lighting and enhanced access to art & boxing exhibitions.
- g.** Potential opportunity to enhance Blackstaff Square as city pocket park/ event space.
- h.** New visitor attraction/ cafe at the BBC.
- i.** Bedford Square Phase 2.



- 1 4 Clear tourist attractions linking across the quarter.
- 2 Provide high quality streets and squares between them.
- 3 Enhanced walking links between the Transport Hub and the Linen Quarter.
- 4 Opportunity to tell the Linen Quarter Story - a series of interpretation points.



3 *New cross street links, Clarence Street*



4 *Heritage interpretation, Dusseldorf*



2 *The Pilcrow Pub, Manchester*



4 *Belfast*



2 *Balanced Street Environment, Manchester*

6

ENHANCING THE TOURISM DESTINATION

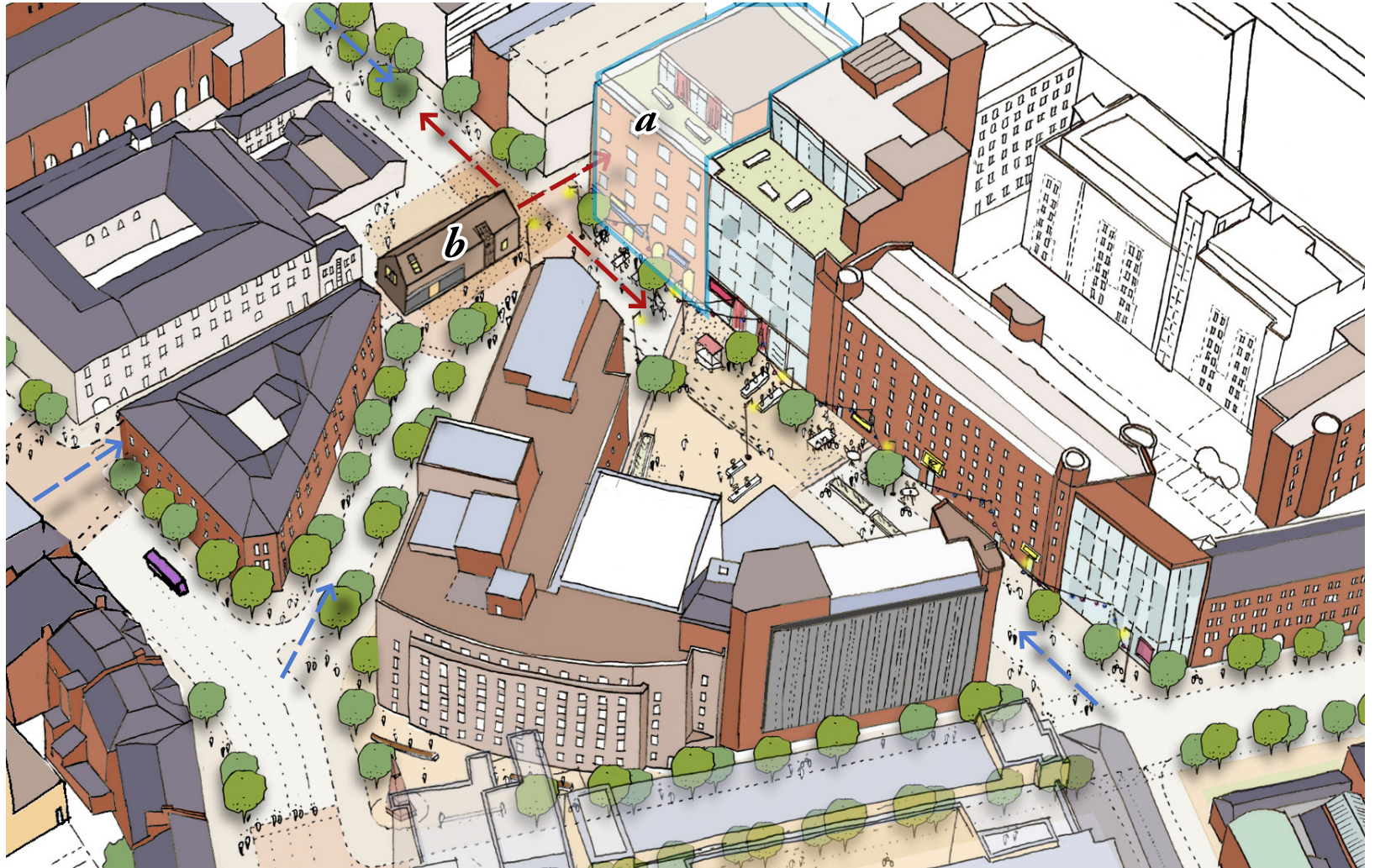
Linen Cross building design, ARUP

Concept design for a new intervention within the streetscape of the Linen Quarter - linked to the Clarence Gallery development.

Linen Cross aspires to vision a new heart for what was the Linen capital of the world.

a. Clarence Gallery Development.

b. Proposed Linen Cross building.



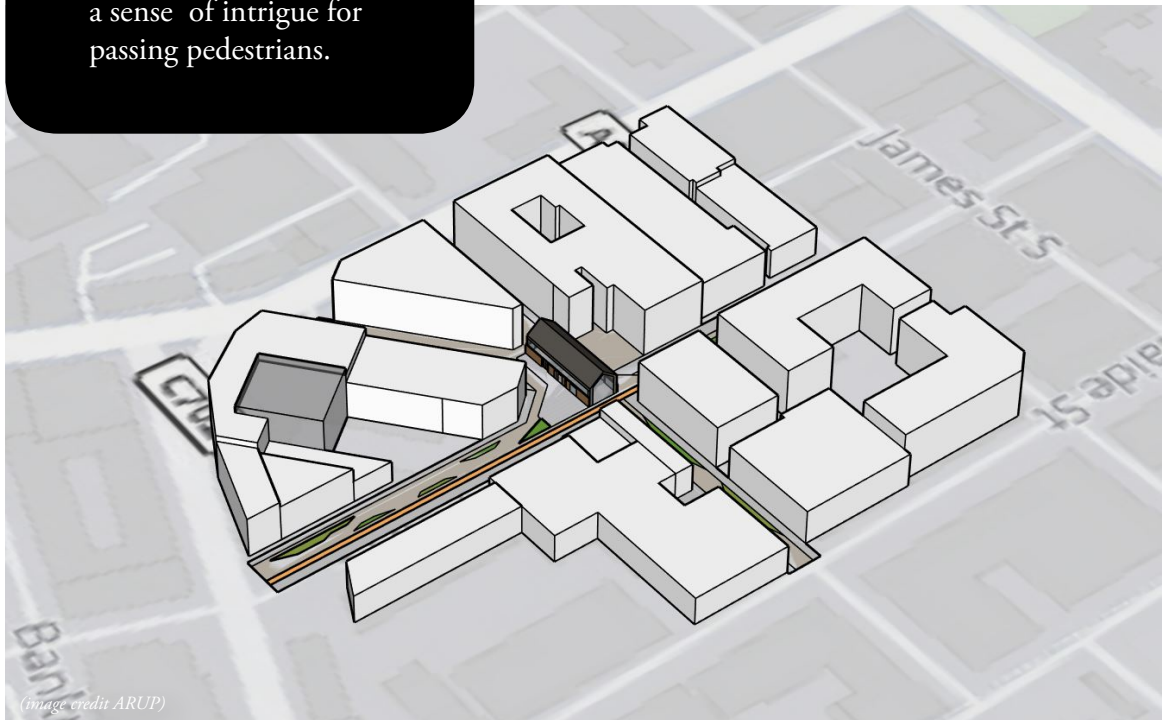
→ Key inward view
→ Key outward view

- 1 Eastern head of block benefits via key views toward City Hall, St. Malachy's Church and Ormeau Baths Gallery.
- 2 Eastern head will benefit via solar path with potential to provide south facing green space.
- 3 Opportunity for public space at Linenhall Street West.
- 4 Orientation will provide a sense of intrigue for passing pedestrians.



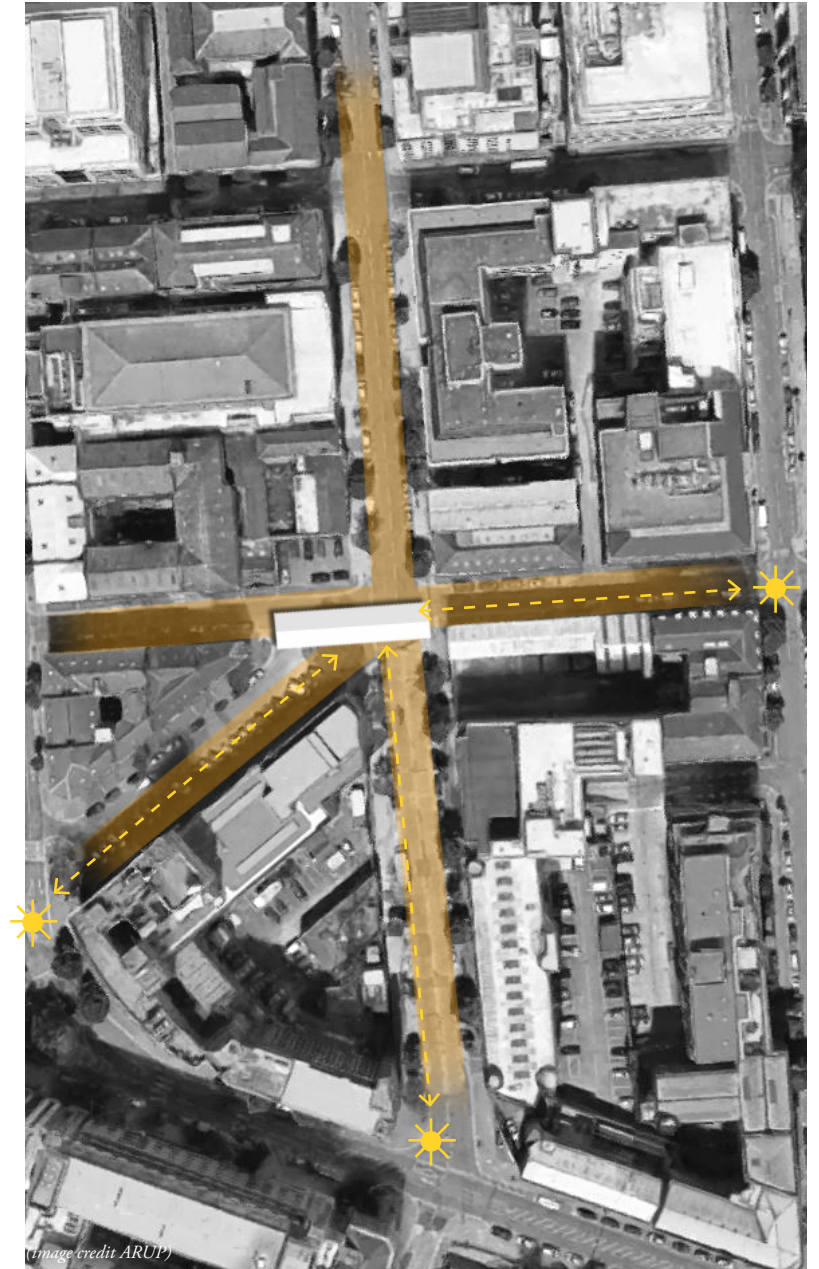
(image credit ARUP)

1 Proposed Linen Cross building



(image credit ARUP)

2 Proposed Massing



(image credit ARUP)

3 Proposed orientation and roof plan

THE LINEN QUARTER:

- a* Refurbishment of the Grand Opera House.
- b* 5-7 Brunswick Street.
- c* Bedford Square Phase 2.
- d* Development Site 0.2ha.
- e* Clarence Gallery Office development.
- f* New visitor attraction/ cafe at the BBC.
- g* 40 Linenhall Street Office development.
- h* Surface parking site - opportunity for development plot
- new residential offer or 'Start Up' office space.
- i* Kainos Office Development - No1 Bankmore Square.
- j* Fanum House - redevelopment opportunity.
- k* Great Victoria Street - redevelopment opportunity.
- l* PSNI development Site.
- m* Surface parking site - opportunity for new development plot.
- n* Great Victoria Street - redevelopment opportunity.

Fold out plan



CONTACT US

Linen Quarter BID
410 Scottish Provident Building
Donegall Square West
Belfast BT1 6JH

linenquarter.org