

HALL BLACK DOUGLAS



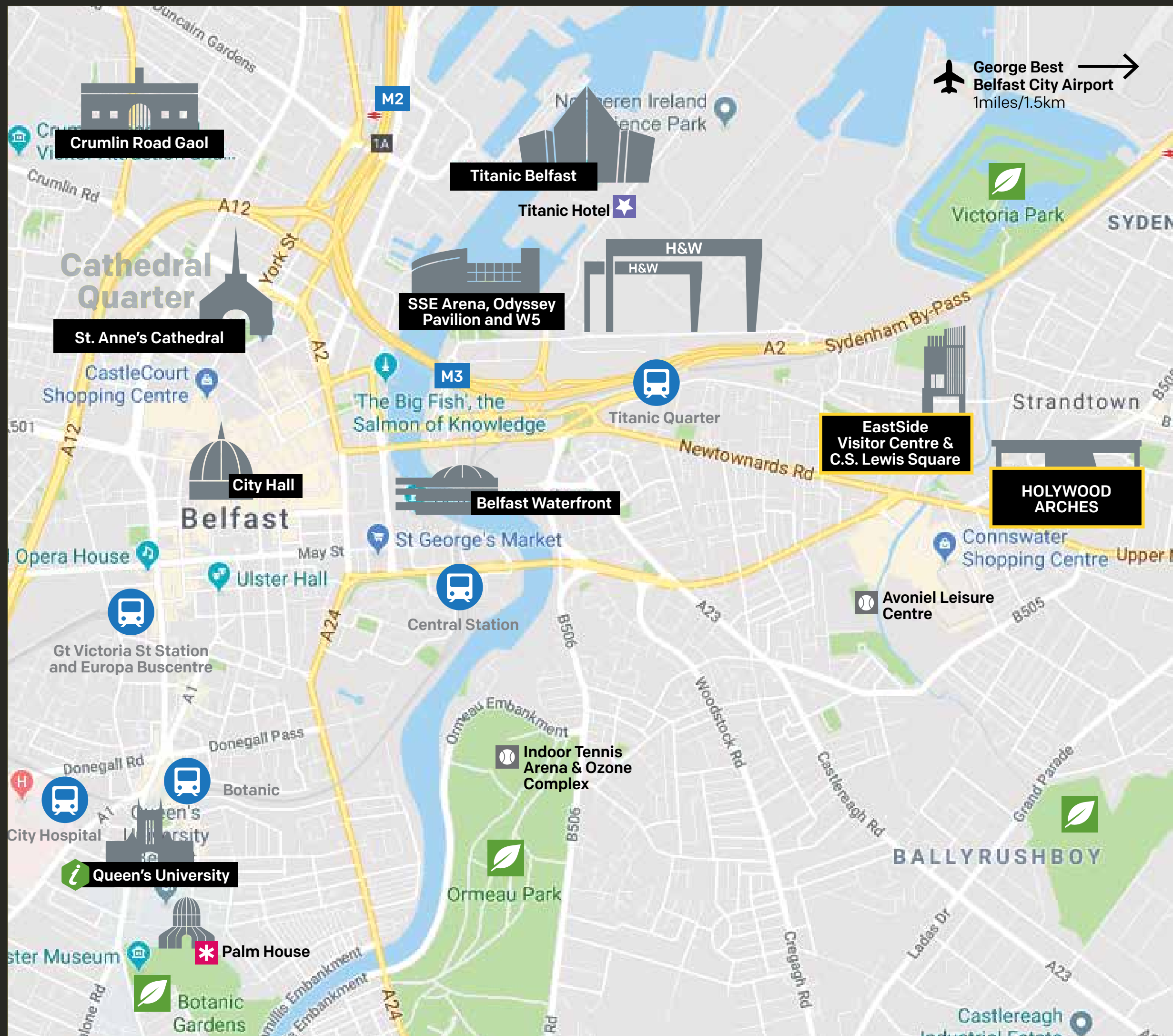
Hollywood Arches

**Towards a Sustainable
Urban Neighbourhood**

HALL BLACK DOUGLAS

**EAST
SIDE**
INSPIRING
BELFAST

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In Summary

Hollywood Arches is an area in transition. Located at the crossing points of Greenways, Arterial Routes and the Connswater River, it has unrealised potential for sustainable development, as a both a vibrant destination and as a gateway to Belfast City Centre, Titanic Quarter and the urban and rural landscapes to the east.

The process of reimagining the area with people-focused spaces has begun. C.S. Lewis Square has created a new public heart for the area, with its performance space, sculpture park and Belfast Bike hub. Enhancing this further is the addition of the contemporary architectural form of the new EastSide Visitor Centre, celebrating the best of the east of the city. The next planned development in this composition, will be the development of a new hotel, overlooking the Square. It is within this context of positive change that the future of Hollywood Arches must be considered.

This brief document by Hall Black Douglas Architects is designed to give an overview of what has been achieved in the last five years since the Hollywood Arches Strategy and Framework documents were commissioned by the EastSide Partnership and to consider the potential of what already exists and that which is yet to be realised. Many of the recommendations contained within the reports had begun to be realised - C.S. Lewis Square, Connswater Community Greenway and EastSide Visitor Centre. As part of the study, we were asked to speak to a multitude of local residents, businesses, artists, landlords, statutory bodies and community organisations to gather as much information as possible about the current position in the area. Our final challenge was to summarise this information into a digestible format, which we have attempted to do by looking at the position five years ago, the position now and what we expect to happen in the next five years.

The Hollywood Arches is named after the massive stone arches that used to carry the County Down Railway across the junction of the Newtownards and Hollywood Roads. The arches remained in use for exactly 100 years, from 1850 until they were demolished in 1950. Historically the Hollywood Arches took its identity from the heavy industry, manufacturing and commerce in the area and the associated streets of terraced housing supplying the workers. The largest rope works in the world sat on the site of the existing Connswater Shopping Centre. The area has been hollowed out by a catastrophic loss of industry, employment and associated depopulation. The constant ebb and flow of workers making their way to and from the Hollywood Arches is no longer a feature of the area. Over time the area has become congested with cars making their way into the city centre along two of Belfasts main arterial routes - Albertbridge Road and Newtownards Road.

Happily, the area is changing rapidly, with public infrastructure investment in the Comber and Connswater Community Greenways. The Newtownards and Albertbridge Roads are also part of the main eastern leg of the new Belfast Rapid Transit route. A positive story about the identity of the area is beginning to take hold around the public infrastructure. Examples of this are: rates of vacancy

are dropping; developers are beginning to build and refurbish the private housing; the EastSide Visitor Centre and C.S. Lewis Square are acting as destinations for locals and visitors to hear the many interesting stories this part of Belfast has to tell. The area has also become home to a burgeoning artistic and creative community. Hopefully this short report will provide a flavour of what is emerging in the Hollywood Arches and begin a conversation about the quality of development planned for the future of the area.



Above: C.S. Lewis Square (Looking North)

Hollywood Arches

Back to the Future.....



Above: Hollywood Arches at crossing of Comber Railway over the Newtownards Road and Hollywood Road (Note the bicycles and trams in the background)

One of the early defining features of the Hollywood Arches was the convergence of pedestrian, train, tram and bicycle - making it a hub of activity throughout the day as people travelled to work, played and lived in the area.

The car may have become dominant in the last 50 years but the shift towards more sustainable modes of travel has begun. The emerging image of Hollywood Arches is being defined around the Connswater Community and Comber Greenways and the new Belfast Rapid Transit Routes making it the most sustainably connected area of Belfast.

2013



C.S. Lewis Square Under Construction

In 2012 and 2013 analysis was commissioned by EastSide Partnership on the Hollywood Arches with a view to making recommendations for change in the area. Some primary recommendations came from the reports:

- loss of identity of the area;
- lack of quality, defined open space;
- lack of consolidated approach to parking;
- a landmark building to increase presence and footfall in the area;
- increased connectivity for pedestrians, public transport users and cyclists;

2018



EastSide Visitor Centre

C.S. Lewis Square provides a new activated all year round outdoor space for locals and visitors alike. It is bounded on one side by a new 'landmark' Visitor Centre at the crossing of the two Greenways which define one edge of this open space. The Greenways make this part of Belfast the most connected in the city for walkers and cyclists, with the visitor centre's coffee bar providing a welcome respite along the route.

Private investment is also beginning to take hold, with private housing beginning to be built and refurbished. The area has also been colonised by a burgeoning arts and creative scene centred around the Visitor Centre, Bank Building, Framework, ArtisAnn and Portview. It is hoped that this will be promoted and protected over the coming years.

2023



Proposed C.S. Lewis Hotel (Hall Black Douglas)

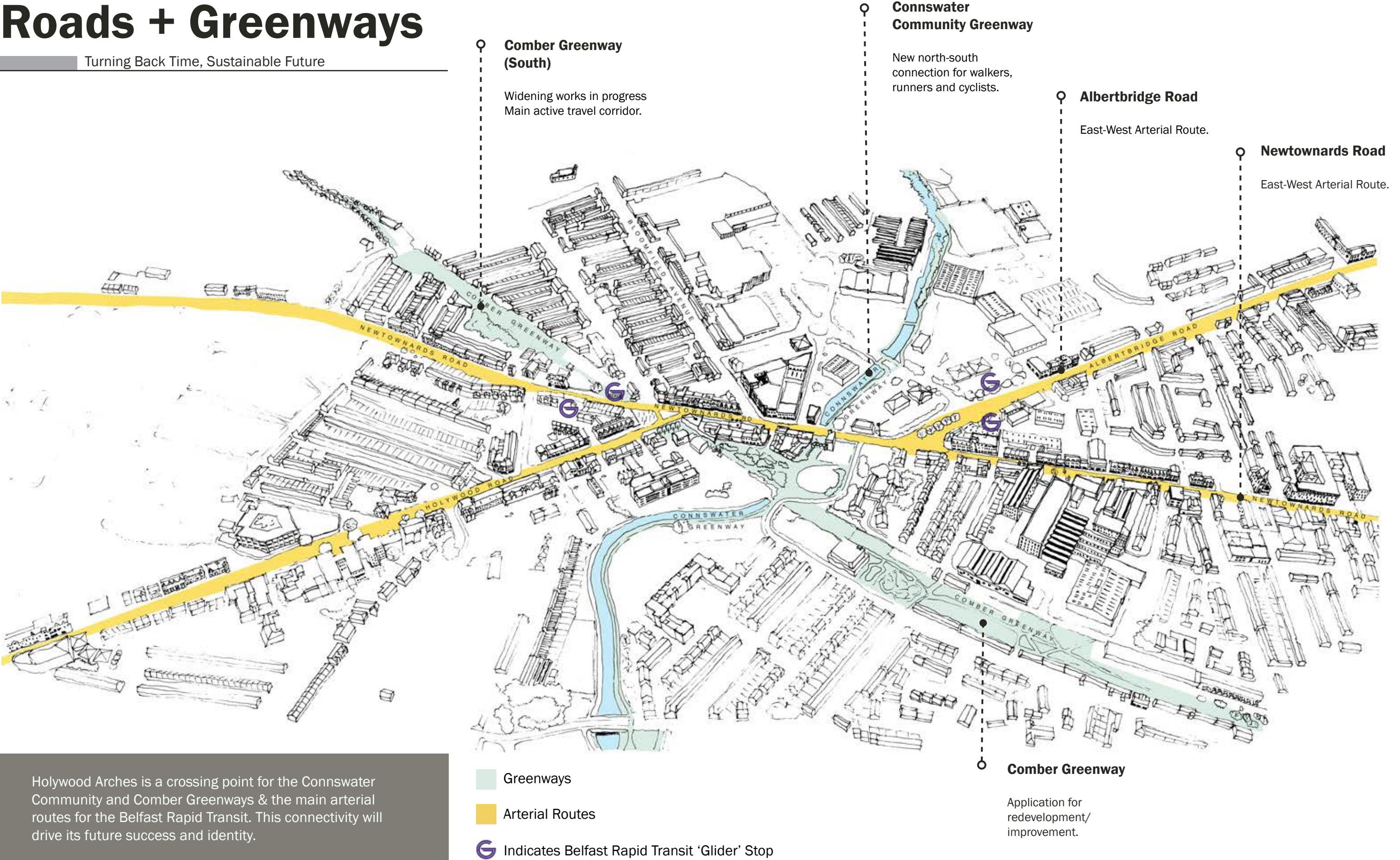
The future development of the Hollywood Arches has the potential to further develop and build upon elements of quality architecture, urban and landscape design. A person centred approach to design will consider how pedestrians and cyclists experience the streets and spaces around them and not solely focus on vehicular movements.

Alongside the potential to increase building heights and densities at node points and on key sites, the case for retention of existing buildings with architectural merit, historical significance or character should be considered.

Increased densities would allow additional housing (private and social) to be provided in the area and additional arts, community, commercial and retail opportunities.

Roads + Greenways

Turning Back Time, Sustainable Future



Hollywood Arches is a crossing point for the Connswater Community and Comber Greenways & the main arterial routes for the Belfast Rapid Transit. This connectivity will drive its future success and identity.

2013

Greenways: Connecting People



The development of Greenways in east Belfast have created new and improved infrastructure. The Comber Greenway was opened in 2008 and has created a traffic free route from Comber to Titanic Quarter. The Department for Infrastructure will complete path widening works by March 2018 and Belfast City Council are planning to take on the management and maintenance of the project. The Comber Greenway was opened in 2008 along the route of the former railway line - creating an 11 km long traffic-free pathway providing a tranquil green corridor for commuting and leisure from the Titanic Quarter to the rural town of Comber.

At C.S. Lewis Square it is intersected by the Connswater Community Greenway. CCG was completed in 2017 and is a 9km park following the course of the Connswater, Knock and Loop rivers. It is one of Belfast’s biggest public infrastructure projects with 23 new or improved bridges and crossings, the C.S. Lewis Square, two new play parks and MUGAs at Flora Street, Walkway and the Loop River. The development of the CCG also included the restoration of 5km of water course creating an abundant wildlife corridor.

2018

Rapid Transit: Connecting City



The high dependency on the car travelling through the Hollywood Arches junction is a considerable barrier to regeneration of the area. However there has been alot of public investment to reverse this trend. The Greenways have been one of Belfast’s biggest recent success stories, and their impact will be felt across the city. Bringing active travel and better health to residents. The intersection of the Comber and Connswater Community Greenways at C.S. Lewis Square/Hollywood Arches is defining its new identity and is ideally located as a hub for the Belfast bikes.

The advent of the Belfast Rapid Transit (BRT) service in September 2018 will provide an additional mode of public transport which should help Belfast reduce reliance on cars and unclog one of its major arteries. The frequency and ‘hop on - hop off’ nature of the new service is likely to change behaviour along the route. There is likely to be more interchange between areas, provided they can reinforce their leisure and retail offer.

2023

A Thriving Local Hub



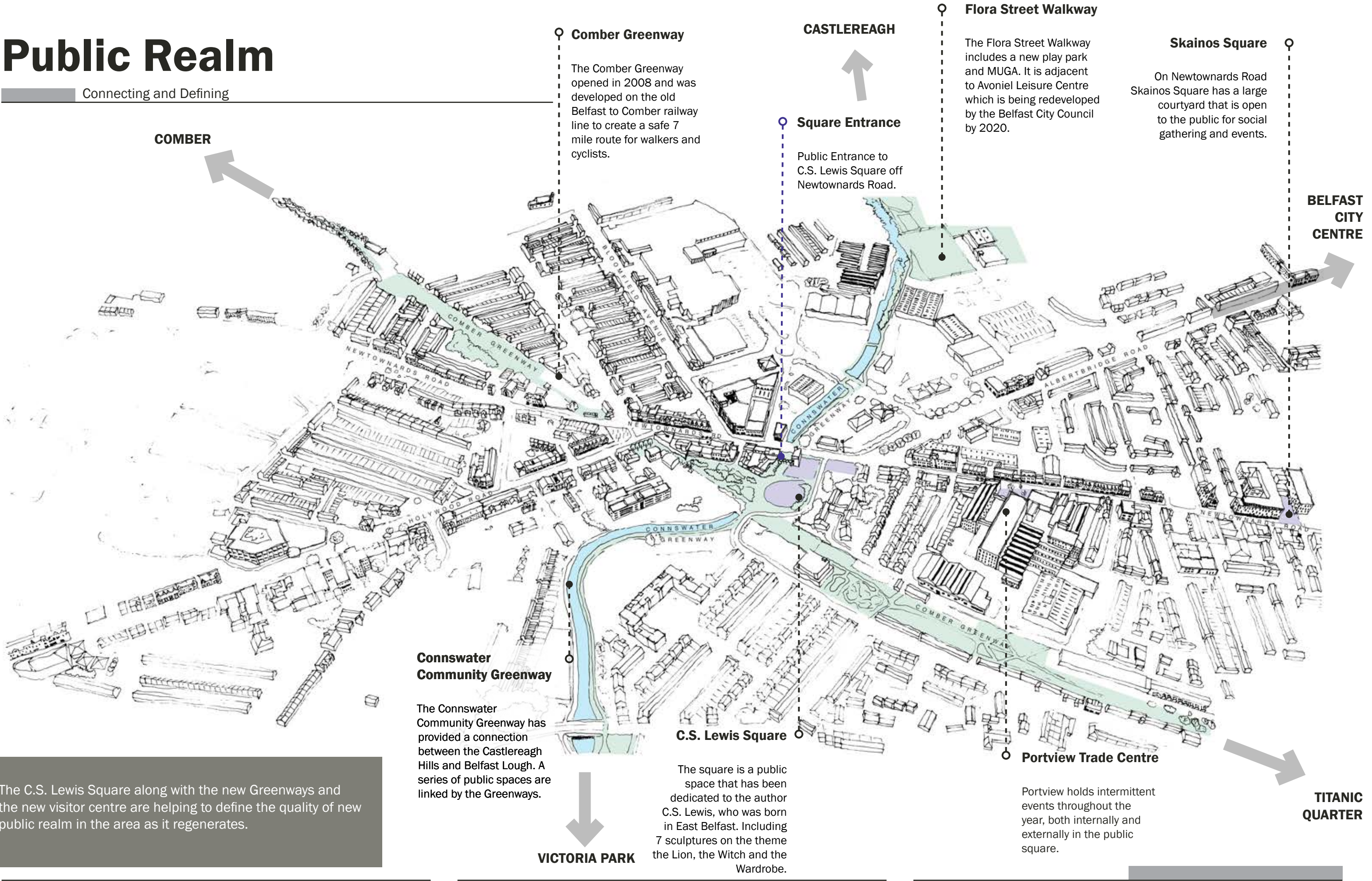
Under BMAP 2015 Newtownards Road (AR01/17), Hollywood Road (AR01/18) and Albertbridge Road (AR01/16) are designated in planning terms as arterial routes. This designation has benefits for certain kinds of development, ie. increased building heights and reduced parking requirements, which will make the area an attractive site in Belfast as the benefits of the Greenways, new squares and rapid transit take hold. It should be noted that a new Local Area Plan is currently being developed and will supersede BMAP once adopted.

Even a small shift to public transport, walking and cycling will unlock some commercial and residential opportunities on the site, increasing the number of people using the area and its likely regeneration.

The development section sets the scene for this thriving, well-connected and sustainable urban village on the doorstep of the city centre.

Public Realm

Connecting and Defining



The C.S. Lewis Square along with the new Greenways and the new visitor centre are helping to define the quality of new public realm in the area as it regenerates.

2013

Skainos Centre



Although there are some good examples of public space in the area, one of the main issues identified in previous studies was the lack of definition and poor quality of public open spaces. As a result numerous gap sites have occurred in the area. EastSide Partnership have sought to use these where possible as opportunities for pocket parks or EastSide branding opportunities.

Further along the Newtownards Road, Skainos Centre is an example of public space which has been defined around a building and the uses generated therein. Skainos Centre opened in September 2012 and has become the home to many East Belfast community organisations and charities, such as the East Belfast Mission as well as residential properties on upper levels. There are also various community outreach classes held within the building. The entrance courtyard is an ideal gathering space for residents of Skainos and the wider community.

2018

C.S. Lewis Square



C.S. Lewis Square is a public community gathering space situated at the intersection of the Connswater Community and Comber Greenways. Along with the new EastSide Visitor Centre, it is one of Belfast’s most exciting event spaces hosting markets and performances of all kinds.

The completion of both Greenways has resulted in an increase of pedestrians, runners and cyclists who now have a safe and desirable route to travel. The development along both Greenways will raise the profile and opportunities for the Hollywood Arches and its surrounding area.

On the Newtownards Road, the recent addition of Portview Kitchen at the front of Portview Trade Centre is an example of how putting restaurants or shops onto a public square activates the space and makes it much more inviting to people and is something which should be considered as proposals for new development.

2023

Defining Streets with Buildings + Life



The approach to a lack of definition of open space will define the success of any forthcoming development in the Hollywood Arches.

The historical grain of the area provides an extremely useful precedent for the scale and layout of streets which previously had a good balance between work, live and play. High quality design in new developments offer opportunities to define edges to high quality streets, squares, courtyards and parks for the increasing number of people who will use and live in the area. Residential property above commercial and active frontage is key to the quality of new development. Recent developments have set the bar high for any new construction.

Good quality of streets, parks and courtyards associated with new housing will compliment the work which has already been done in providing high quality public space along the Connswater Community and Comber Greenways and at C.S. Lewis Square.

Streets + Buildings

Defining Place + Public Space

Strand Arts Centre

The Strand Arts Centre was opened in 1935 and is the only art deco cinema remaining in Northern Ireland. Work to begin the process of refurbishing the building is beginning in 2018.

Prokick Gym

Created by World Champion Billy Murray (with several other world champions training there), the gym has recently moved from Wilgar Street to Bloomfield Avenue.

Connswater Shopping Centre

Building began in 1983 and completed in 1994, making Connswater one of the oldest shopping centres in Northern Ireland.

Wyse Byse

Originally the Bloomfield Bakery until 1933.

Skainos Square

Skainos has created a mix of community, residential and business uses in a unique and dynamic building.

The Arches Centre

The Arches Centre was completed in 2005 to become the home to a number of GP Practices as well as health and social care clinics.

EastSide Visitor Centre

The Visitor Centre opened in 2016 and has become a vital location for community events and festivals.

Portview Trade Centre

Portview was originally the Strand Spinning Mill and provides East Belfast with an insight into its Industrial Heritage.

Huge opportunities exist to remake the Hollywood Arches - defining edges, boundaries and place with buildings. Carefully placed new buildings will help bring new people to the area to use the well defined streets and public spaces.

2013

Portview: Re-use + Reinvention



Further along the Newtownards Road the former Strand Spinning Mill provides an interesting example of how an older building can be repurposed. The building has been reinvented as a container for a mutifarious mix of workshops for small businesses, artists creatives, as well as a restaurant and craft brewery.

There is an opportunity for these types of businesses to expand along the Hollywood Arches by occupying the upper floors of Wyse Byse (which is currently vacant). Getting large numbers of people using such a large building would have a significant impact on the Hollywood Arches. Bringing people back to the area to live & work is key to the regeneration of the area. An opportunity exists for some of the same types of creative businesses, who occupy Portview to make their home in the upper commercial floors of Wyse Byse and other vacant commercial units.

2018

EastSide Visitor Centre: Catalyst



‘The arrival of the EastSide Visitor Centre on Newtownards Road is an important event in the EastSide story. This is a community in the process of rediscovering itself, remembering its industrial past and celebrating its legacy of heroes, writers and musicians.’
(David Evans- Architectural Critic)

With its red Belfast brick walls overlooking C.S. Lewis square, EastSide Visitor centre has become a focal point for locals, tourists, artists, and local businessmen and women (who often use it as a base for meetings). The mix and breadth of activity is something to behold in such a small building.

The hope is that this building will be the first in a series of high quality new buildings as the area regenerates.

2023

Warehouse: East - Hotel + C.S. Lewis Centre

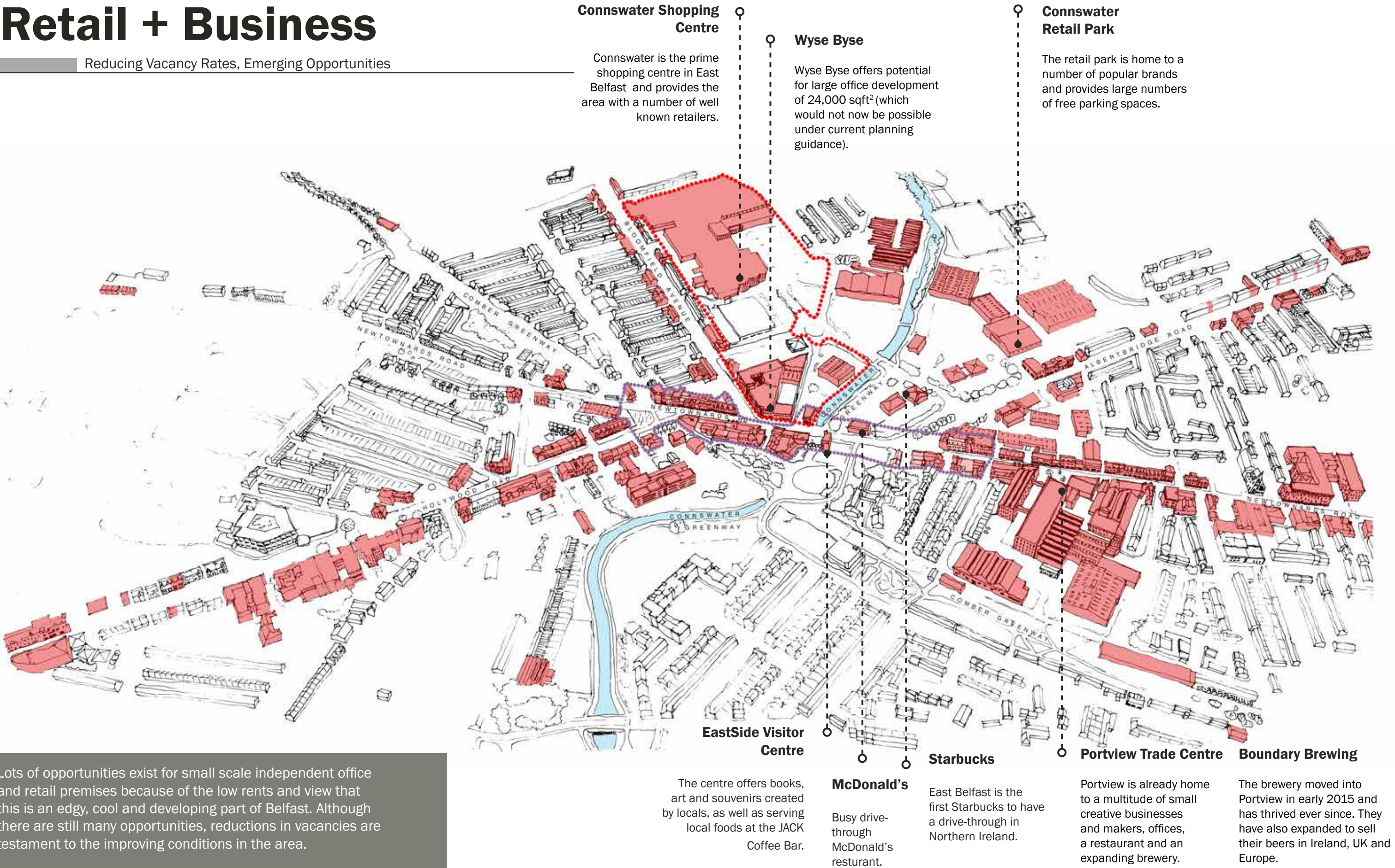


Adjacent to the EastSide Visitor Centre and C.S. Lewis Square a proposed new hotel will bring lots of new visitors to the area with a high quality design to the existing square and Connswater Street. This will further develop this node at the crossing of the Greenways, bringing more people and life to support various existing and new buildings in the area. It will contain a C.S. Lewis Interpretive Centre, East Belfast’s first rooftop bar and a venue on the ground floor, opening towards the square.

It is paramount that the standard of new development is carefully considered. The area has set a precedent for the quality of new buildings and landscape with the Visitor Centre, Greenways and C.S. Lewis Square. There is an opportunity to continue this trend if correctly incubated to focus the remaking of the Hollywood Arches around the best new and heritage inspired design and architecture in the UK & Ireland.

Retail + Business

Reducing Vacancy Rates, Emerging Opportunities



Lots of opportunities exist for small scale independent office and retail premises because of the low rents and view that this is an edgy, cool and developing part of Belfast. Although there are still many opportunities, reductions in vacancies are testament to the improving conditions in the area.

2013

Retail Vacancy



Post-recession - the Hollywood Arches was characterised by high rates of vacancy. The closure of Tesco and Dunnes at Connswater Shopping Centre was concerning to many as the two large spaces were left vacant for a considerable amount of time.

Many small retail units were struggling as the area felt like one to pass through (often in a car) on the way to work, rather than stop & shop or have a coffee. Footfall was a struggle with the area being bisected by heavy traffic movements along the main arterial routes which separate the two sides of the Hollywood Arches along the Newtownards Road.

Existing Business



Further along the Newtownards Road, the Skainos Centre and Portview offer some examples of businesses which are thriving very close to the Hollywood Arches area.

Skainos is a popular location for businesses as it offers low cost room hire and conference facilities. The centre is adaptable to any kind of business as it includes a multi-use auditorium, community hall, meeting rooms and a dance studio. These flexible spaces with residential development at high level creates an array of uses throughout the day.

Portview continues to develop a thriving mix of light industrial and creative businesses.

2018

Retail Reinvention



Connswater Shopping Centre and Retail Park has recently increased the number of stores within its vicinity. The most recent was The Range, which has also provided 80 full and part time jobs. East Belfast is now the home to the largest Lidl in Northern Ireland, creating a further 17 jobs as well as the first drive-through Starbucks in Northern Ireland. The process of repositioning itself has allowed Connswater Shopping Centre to reinvent itself to some extent.

Along the Newtownards Road it is notable that Portview Kitchen, a 'front facing' restaurant, has opened onto the street and square.

The McDonald's in East Belfast is one of the most successful in the country.

Business Support



Supporting advertising of existing vacant buildings will be beneficial as many potential tenants do not realise the current opportunities that the Hollywood Arches area offers in terms of prime workspace, such as the top floor of Wyse Byse.

There is an issue with many suitable businesses not being aware of opportunities in the area and having pre-concieved notions of East Belfast. The 24,000sqft of office space above Wyse Byse is one such example where a large space is sitting empty where there are potentially a wide range of occupiers interested in the opportunities provided by a post industrial open plan space in an emerging area.

2023

Thriving Local Retail



It is important that alongside the larger retail offer provided by Connswater Shopping Centre, the identity that is provided by many small independent businesses is not lost and is built upon. People being able to stop off quickly and efficiently on the new Belfast Rapid Transit route may help some businesses. The large retail brands have already proven successful at Connswater Shopping Centre, therefore support is needed for local independent shops which would make the Hollywood Arches area a thriving local neighbourhood.

Now that the Greenway has wound its way along the river through the Connswater Retail Park - a vast array of opportunities to retain retail space whilst extending the provision of commercial and residential space exist on the site. This development has the potential to resonate with current planning policy and repair the Hollywood Arches area.

Business Future



New space will be required to meet demand. Lots of opportunities exist to provide this in mixed use development with commercial and retail spaces enlivening streets and public spaces at ground floor and residential properties on upper floors. This approach is actively encouraged by current and emerging planning policy.

The document aims to provide an overview of the opportunities to existing and new businesses in the area, so that some consensus can be formed about the future direction of travel and the quality of development which might take place.

Housing + Community

Increasing Density, Making Place

The Walkway Community Centre

The Hollywood Arches area has a number of ongoing community projects, such as the Walkway Community Centre currently based in a temporary building on the corner of Finvoy Street and the Comber Greenway, beside the MUGA and playground. For over 25 years WCC have been working for and with the local community. This includes: youth work; homework club; nursery; womens group; keep fit; crafts; dance and theatre. They are planning a new centre located on the Walkway/Comber Greenway to further enable the local community.

Ravenscroft/Bloomfield Avenue

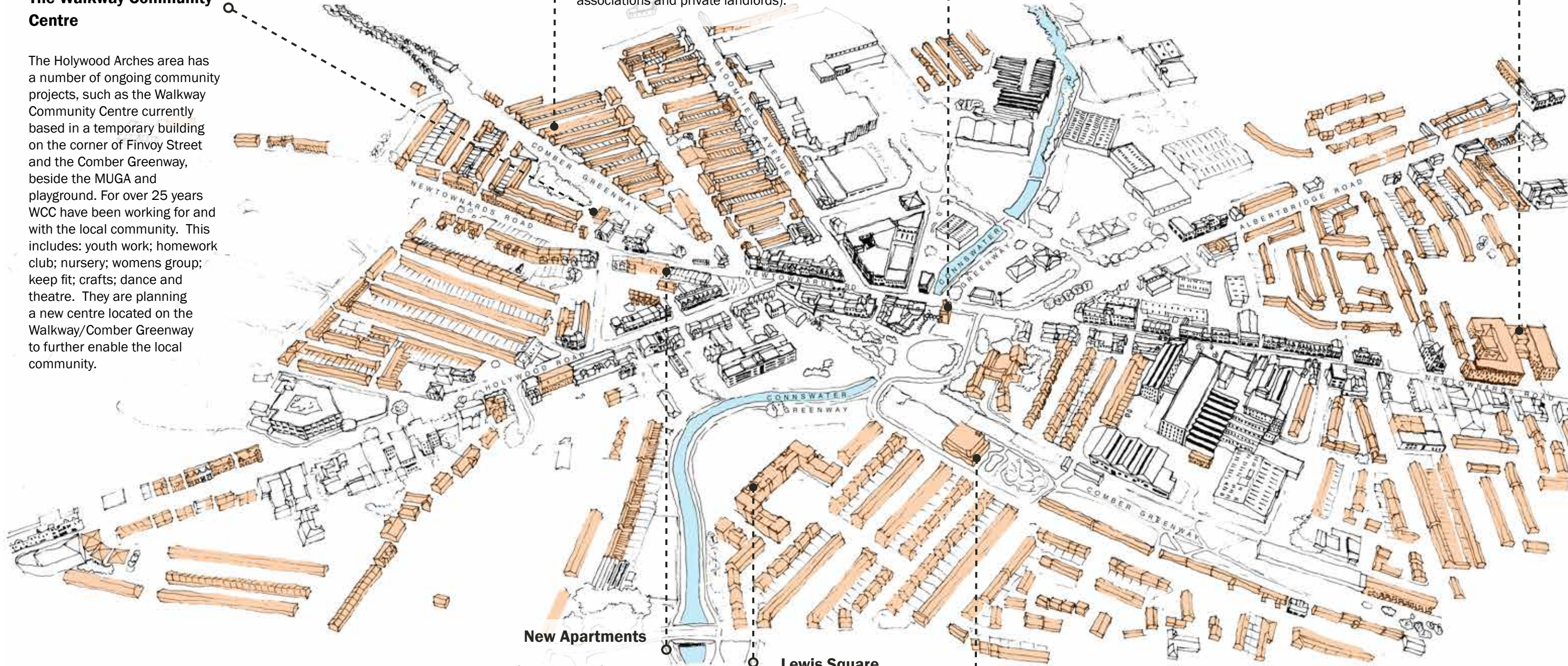
The housing stock mainly consists of small scale Victorian terraced streets comprising a mixed tenure of owner occupiers and rented properties (via housing associations and private landlords).

EastSide Vistor Centre

The Visitor Centre provides a focal point for tourists and locals to socialise and learn about current events that are happening in East Belfast.

Skainos Centre

Skainos was built to be used as a shared space for community development and outreach.



New Apartments

Refurbishment of private apartments and conversion of vacant retail units on Newtownards Road shows there is need for private housing. However ground floor uses should be carefully considered.

Lewis Square

The success of Lewis Square has contributed to the growing number of private residential properties in the Hollywood Arches.

Connswater Community Centre

There are a number of classes held at the centre to encourage exercise and community support.

The regeneration of Hollywood Arches will be driven by engaging with the community to bring new housing and more people to the area - built around high quality streets, squares and parks.

2013

Community



The main residential area is bounded by Bloomfield Avenue, Beersbridge Road and Newtownards Road. The sub division of this area is delineated by Ravenscroft Avenue and the Comber Greenway. The housing stock mainly consists of small scale Victorian terraced streets comprising a mixed tenure of owner occupiers and rented properties (via housing associations and private landlords). A lack of investment in the housing stock in the area, a major bonfire site nearby and elements of anti-social behaviour have prevented the area from experiencing the same level of property value increase as elsewhere in East Belfast.

Lewis Square on the North side of the Newtownards Road is a large new housing development, which has brought people back to the Hollywood Arches area. Precipitated by the Connswater Community Greenway and C.S. Lewis Square proposals, this demonstrated that private development was again sustainable for the area.

2018

Private Rental Housing



A lack of suitable new family housing has been an issue for young people having to move from the area to suitable social housing stock elsewhere.

A row of vacant retail units along the Upper Newtownards Road has recently been regenerated to new apartments and another row is currently under construction. This new development offers vital residential space in an increasingly demanding area. The scheme is positively utilising and repairing vacant buildings, although the loss of ground floor commercial frontages should be carefully considered in future developments.

In close proximity well considered new social housing developments have taken place. The Grade B listed Mersey Street Primary School is an example of how an old building can be successfully transformed into a number of apartments with a central courtyard.

2023

Increasing Density

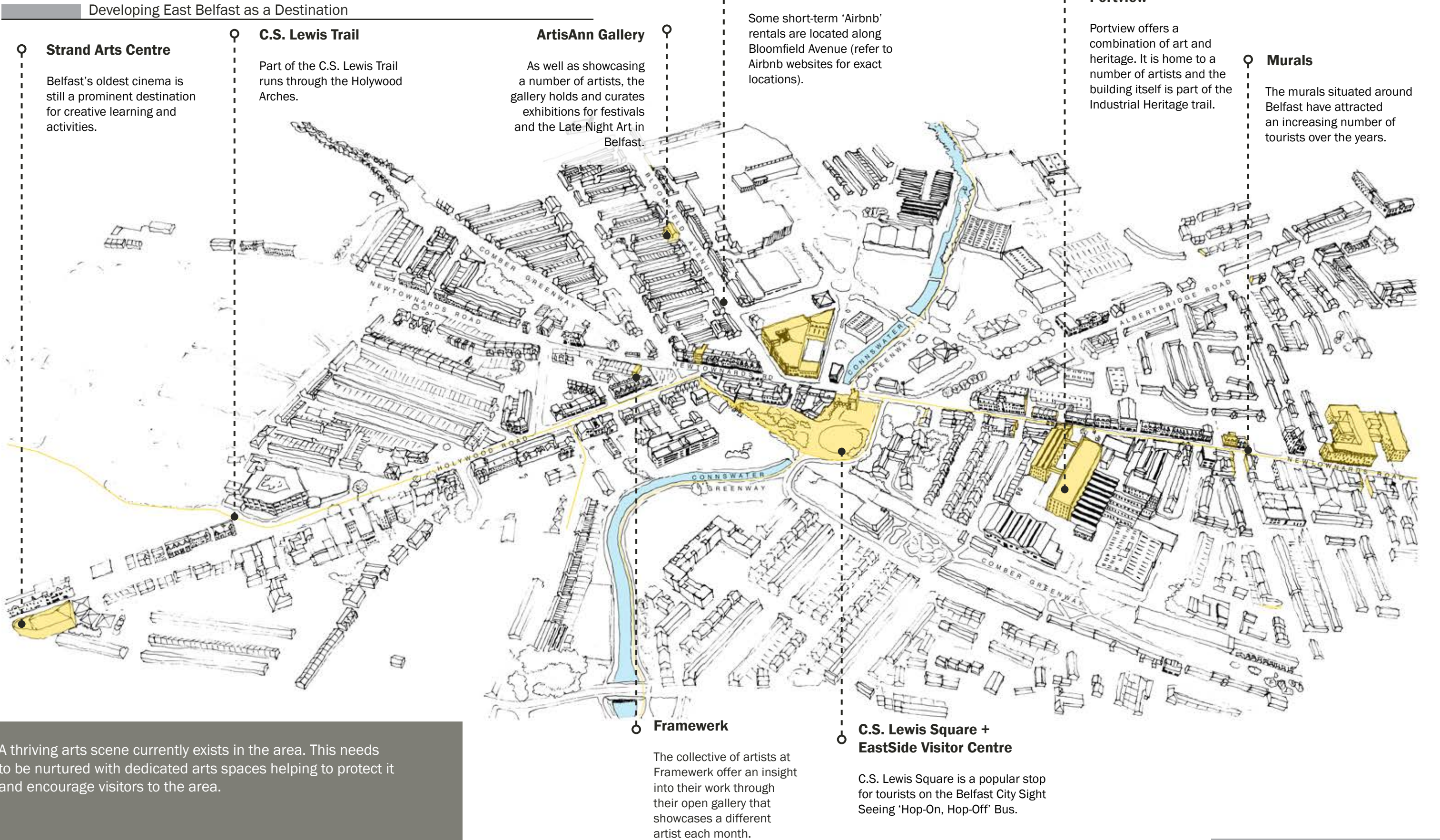


Several key sites have again changed hands by developers as the potential of the area is being discovered (please see Development Potential section).

There is huge potential for the addition of carefully considered housing and more residents driving the regeneration of the area. The addition of mixed use retail and residential developments will create active streets and active surveillance provided by residents. The buildings created over the next number of years have the opportunity to repair streets and reinforce public space and Greenways.

The planning designations of the area in conjunction with Belfast Rapid Transit and the Greenways are likely to make the area attractive to private housing developers because of its good connections to the city centre. The Hollywood Arches is just over a mile to St. Georges Market.

Arts, Culture + Tourism



2013

Arts



2013 saw the area begin to emerge as an arts location with the well established Creative Exchange Artist Studios locating to Portview Trade Centre and the Skainos Centre hosting a number of live arts events and other arts activities.

The same year the Strand Cinema began its transformation from art deco cinema to the Strand Arts Centre, keeping its focus on cinema but adding a full range of other arts activities and events.

Having worked with others to establish the first East Belfast Arts Festival, EastSide Partnership also delivered the C.S. Lewis Festival, both of which have continued to bring a wide range of arts activities to the Hollywood Arches area, often in venues not previously associated with the arts.

Tourism



According to the Rough Guide, “East Belfast, across the river beyond the great cranes of the Harland & Wolff shipyard, lies suburbia and very little of interest apart from Stormont... it is inadvisable to visit”.

While such a comment may seem a little harsh, its probably fair to say that East Belfast’s ‘tourist gems’ were well hidden. There were a range of political murals and others celebrating the community’s rich past, and a steady trickle of visitors seeking out the many local places associated with local celebrated characters such as George Best, C.S. Lewis and Van Morrison. The area’s rich and diverse industrial history was also beginning to attract visitors following the opening of the nearby Titanic Belfast visitor attraction.

2018

Arts



The area is now something of an arts hub – as well as the regular arts events happening at EastSide Visitor Centre, C.S. Lewis Square and Strand Arts Centre, there are now three art galleries – ArtisAnn, Framewerk and EastSide Visitor Centre offering regular exhibitions throughout the year.

A group of over 20 artists, the Belfast Bankers, have also recently ‘popped up’ in a former bank while the Creative Exchange studios goes from strength to strength. Alongside these developments, an increasing number of artists are re-locating to the area because of the affordable rent and advantages of being close to a diverse group of creators.

Tourism



EastSide Visitor Centre at C.S. Lewis Square has become a real hub for tourists from which they can explore all that East Belfast has to offer and is now a regular ‘hop off’ point on the main City Sightseeing tourist bus route.

As well as the attraction of the arts to tourists, an exciting and diverse range of eating and drinking establishments are proving popular with visitors, while C.S. Lewis Square and the Connswater Community and Comber Greenways, are attracting people of all ages.

The range of available tours and trails are proving very popular, both guided and self-guided, with new trails being added each season. The area has also become something of an outdoor visual art gallery, with over twenty sculptures and other art installations and alongside an ever-growing collection of street art murals.

2023

Arts



The C.S. Lewis Square complex will be one of Belfast’s premier outdoor arts venue, with small niche arts events happening in the adjacent Visitor Centre, while a totally rejuvenated Strand Arts Centre will be the premier indoor venue, both encouraging local artists and attracting international stars.

EastSide Arts will continue to animate the area through the annual festivals and year-round programme.

Not only will the existing range of art spaces and artists be retained, but by 2023 we plan to have a dedicated arts centre, including dedicated artists studios, exhibitions and performance space.

Tourism



With a new heritage themed hotel, a wide range of self-catering accommodation, lots of ‘quirky but authentic’ food and drink establishments, a multitude of art spaces and a purpose built Visitor Centre, the Hollywood Arches will be an established part of must see Belfast. As Belfast attracts an increasing number of cycle tourists the EastSide Greenways, all feeding into C.S. Lewis Square, will be the city’s premier leisure cycling destination

Pop EastSide will house Ireland’s first craft brewery in a container alongside a cafe, artisan studios and a ‘tiny house hotel’.

The area will also be the starting point for an amazing Titanic People experience, following the trail down the Newtownards Road to see where many of those who built the Titanic, and hundreds of other ships, lived, drank, learned, washed and worshipped.

HALL BLACK DOUGLAS





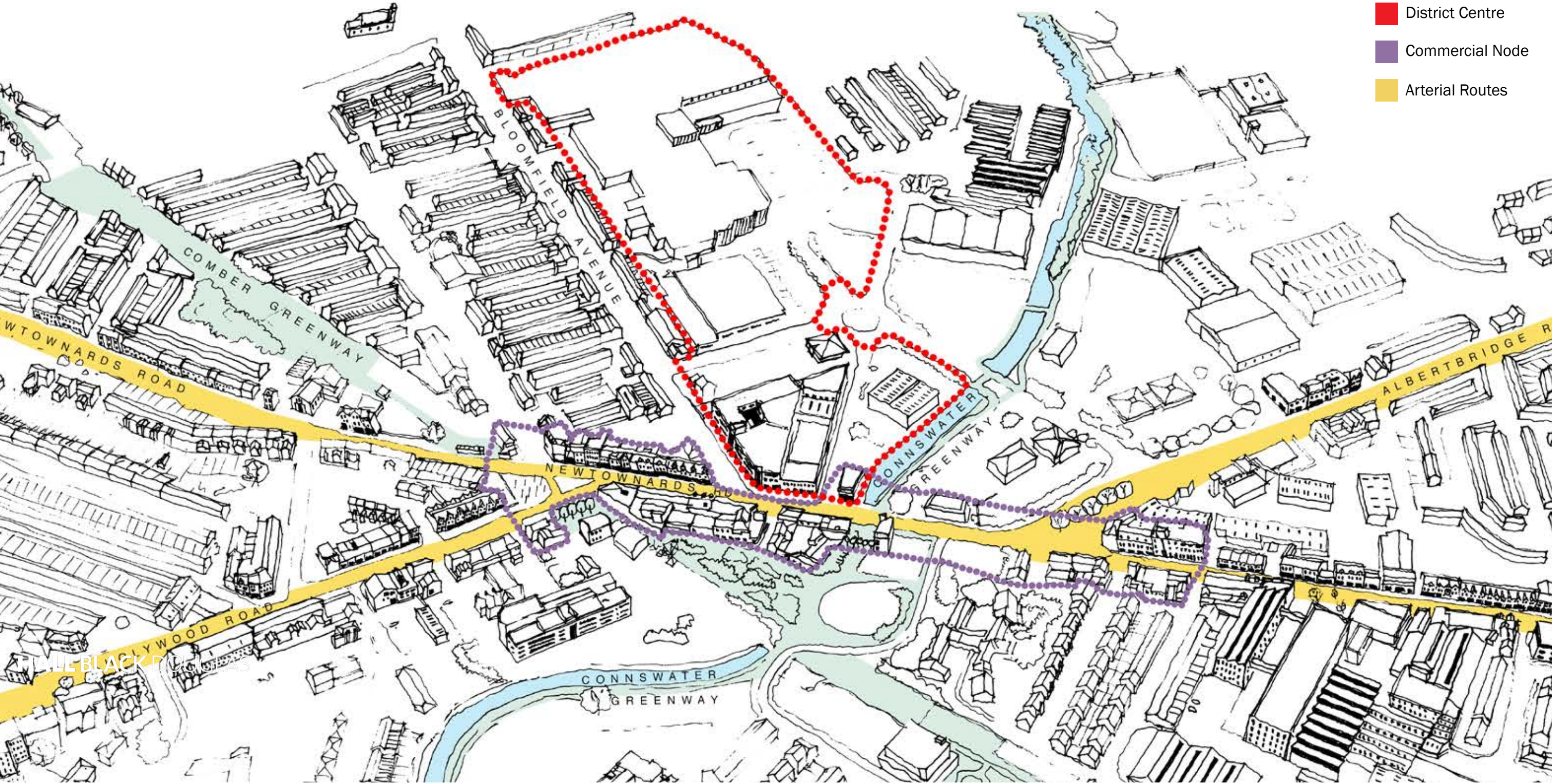
Development Potential



Existing Plan

Turning Back Time, Sustainable Future

Under the current BMAP, the stretch of the Newtownards Road, between the junctions with the Albertbridge and Hollywood Roads, is designated as a Commercial Node, which proposes buildings should be at least three storeys and a maximum of five storeys. This opportunity for increased densities has as yet to be realised. The proposed new Belfast Local Development Plan is suggesting a large increase in the number of people living and working in the city and future developments in the Hollywood Arches area should support this direction of travel.

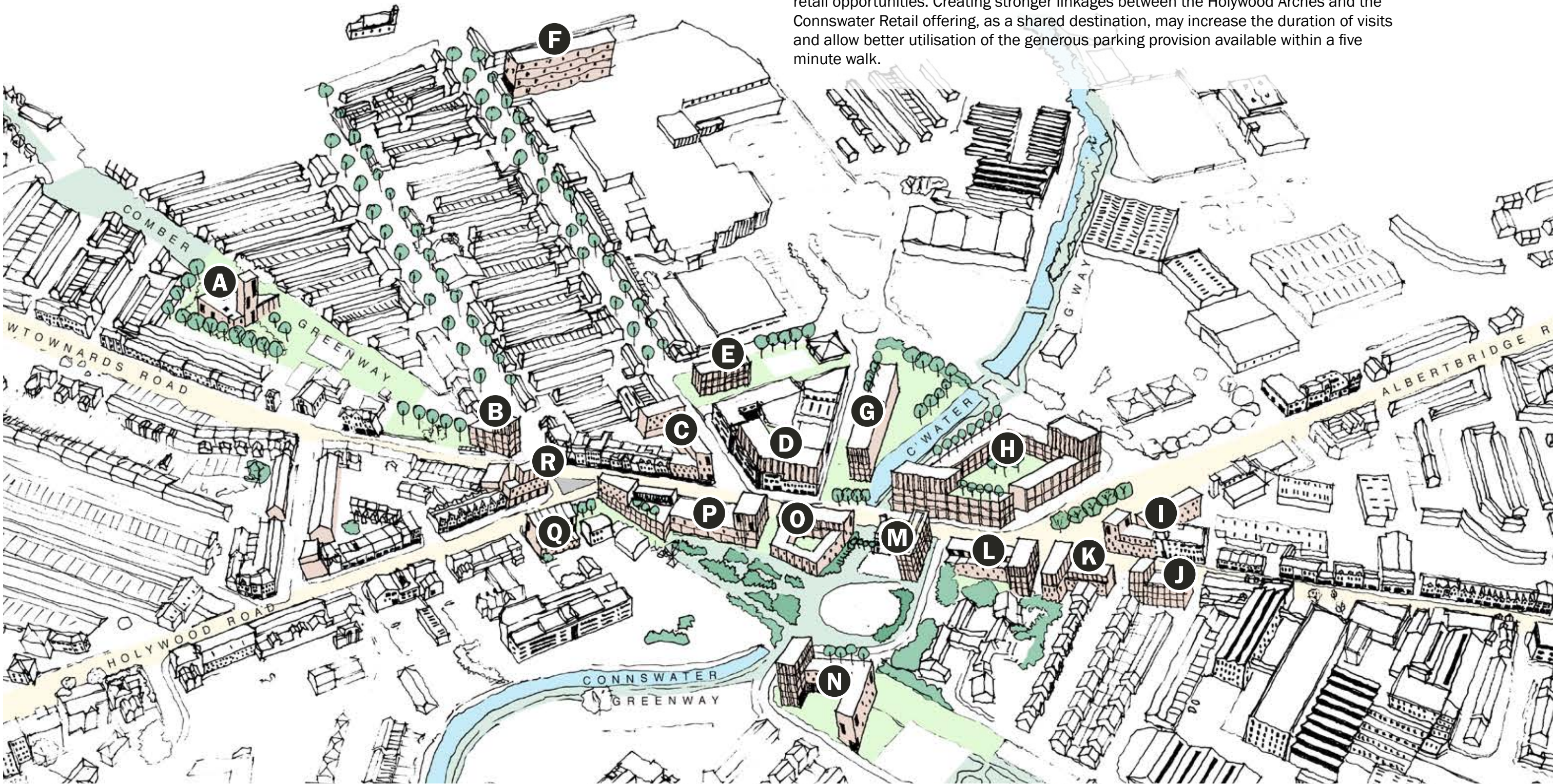


2023 Proposals

Turning Back Time, Sustainable Future

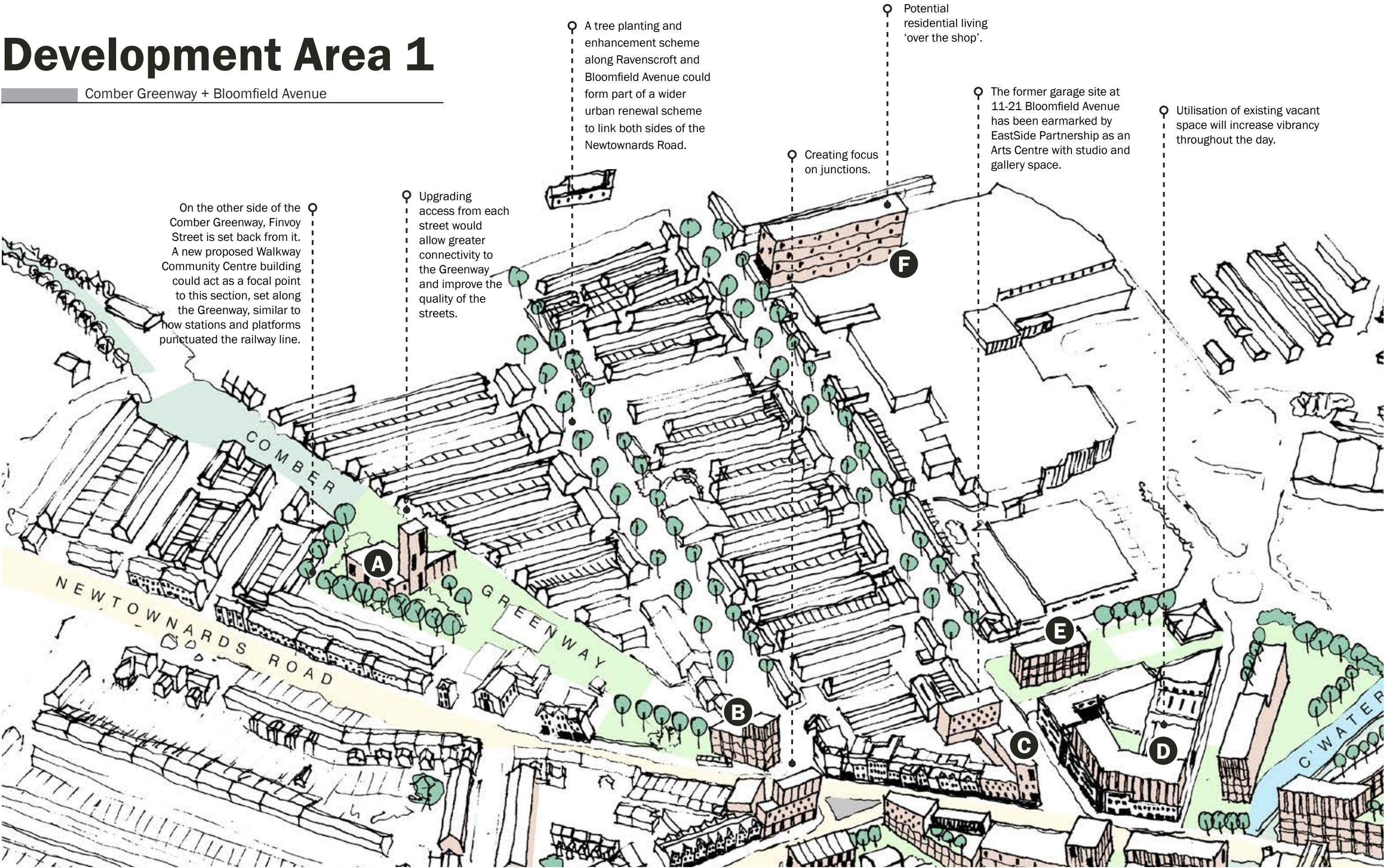
The future development of the Hollywood Arches has the potential to build upon existing elements of quality architecture, urban and landscape design. A person centred approach to design will consider how pedestrians and cyclists experience the streets and spaces around them at eye level and not solely focus on vehicular movements.

Alongside the potential to increase building heights and densities at node points and key sites, there is a case for retention of existing buildings with architectural merit, historical significance or character. Increased densities would allow additional housing (private and social) to be provided in the area alongside arts, community, commercial and retail opportunities. Creating stronger linkages between the Hollywood Arches and the Connswater Retail offering, as a shared destination, may increase the duration of visits and allow better utilisation of the generous parking provision available within a five minute walk.



Development Area 1

Comber Greenway + Bloomfield Avenue



On the other side of the Comber Greenway, Finvoy Street is set back from it. A new proposed Walkway Community Centre building could act as a focal point to this section, set along the Greenway, similar to how stations and platforms punctuated the railway line.

Upgrading access from each street would allow greater connectivity to the Greenway and improve the quality of the streets.

A tree planting and enhancement scheme along Ravenscroft and Bloomfield Avenue could form part of a wider urban renewal scheme to link both sides of the Newtownards Road.

Creating focus on junctions.

Potential residential living 'over the shop'.

The former garage site at 11-21 Bloomfield Avenue has been earmarked by EastSide Partnership as an Arts Centre with studio and gallery space.

Utilisation of existing vacant space will increase vibrancy throughout the day.

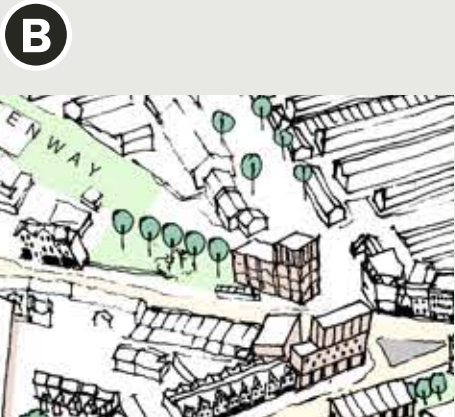
Comber Greenway



Walkway Community Centre
This section of the Comber Greenway between Ravenscroft Avenue and Beersbridge Road is one of the weaker links in the Greenway network. The terrace streets running from Ravenscroft Avenue, turn their gable ends onto the Greenway and pedestrian linkages are poor and uninviting.

Upgrading access from each street would allow greater connectivity to the Greenway and improve the quality of the streets.

On the other side of the Comber Greenway, Finvoy Street is set back from it. A new proposed Walkway Community Centre building could act as a focal point to this section, set along the Greenway, similar to how stations and platforms punctuated the railway line. The provision of playground and MUGA facilities further encourage activity and community ownership of this space.

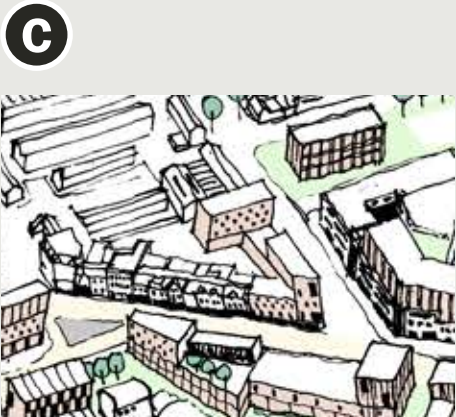


Ravenscroft
The existing council car park is the location of an annual bonfire around which consultation is ongoing.

Planting and landscaping, similar in style to the C.S. Lewis Square and Greenways would add another high quality public shared space on this side of the road.

A tree planting and enhancement scheme along Ravenscroft and Bloomfield Avenue could form part of a wider urban renewal scheme to link both sides of the Newtownards Road.

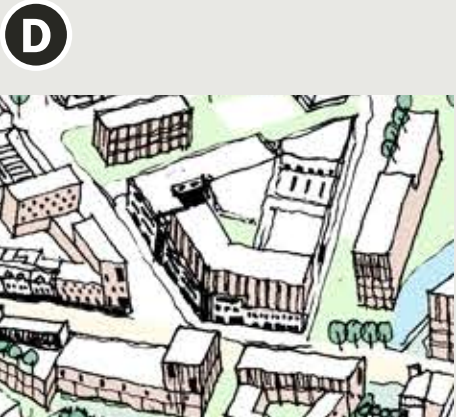
Bloomfield Avenue



11-21 Bloomfield Avenue
Artists often act as a vanguard: moving to areas of a city; establishing diverse and interesting communities; only to have to move on when rental values increase. Hollywood Arches has had the first phase of this process take place but consideration needs to be given to how to retain a vibrant artistic community, while respecting the historic communities who have remained through generations.

The former garage site at 11-21 Bloomfield Avenue has been earmarked by EastSide Partnership as an Arts Centre with studio and gallery space. This would allow artists to remain working in the area, much in the way that the Belfast Bankers have established the former Ulster Bank at Hollywood Arches as a studio group of artists working across many disciplines: visual artists, musicians, puppeteers, photographers, filmmakers, beekeepers and writers.

A meanwhile use for this site has also been identified which could help in developing ideas and interest for the site.

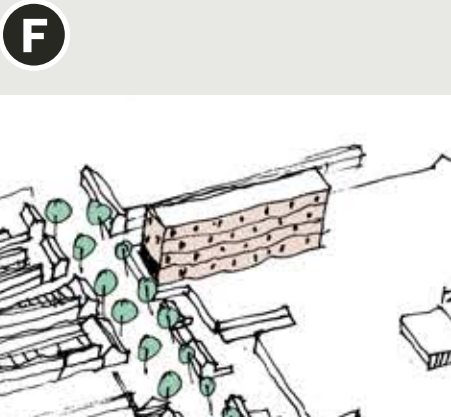


Wyse Byse (Upper floors)
The Wyse Byse Building sits at the heart of the Hollywood Arches. A long standing landmark within the streetscape, its current ground floor retail use belies the scale of office accommodation on the first and second floors above. Part of the original Inglis Biscuit Factory, the second floor office space of approx. 25000 Sqft is currently vacant. Ideally the vacant space would be utilised to allow increased employment opportunities in the area. Whilst large corporates are yet to locate to Hollywood Arches, an urban post industrial space rebranded as the “Biscuit Factory” could be potentially attractive to co-working communities, shared workspaces or hot-desking services, favoured by millennials, arriving to work via BRT and Greenways. Equally residential opportunities exist on upper levels, within the owner occupier and rental housing market, for apartment living including studio/micro homes with communal spaces or offer work/live units for self employed occupiers. This would create a whole day economy and a more vibrant area in the evenings.



Bloomfield Building
Opportunity exists for a building containing ground floor retail with office/ studio space on upper floors. The new arts building across the street at the entrance of Bloomfield Avenue will start to give a new identity to this part of the Hollywood Arches.

Below: Example of new commercial accommodation built on top of existing building



Bloomfield / Greenville
Connswater Shopping Centre currently has a vacant unit which has a blank frontage onto Bloomfield Avenue, (former Dunnes Stores). A residential development at this corner with a Bloomfield address would help to reduce the negative effect of the shopping centre and improve the frontage on Greenville Street (leading to Owen O’Cork Mill).

Development Area 2

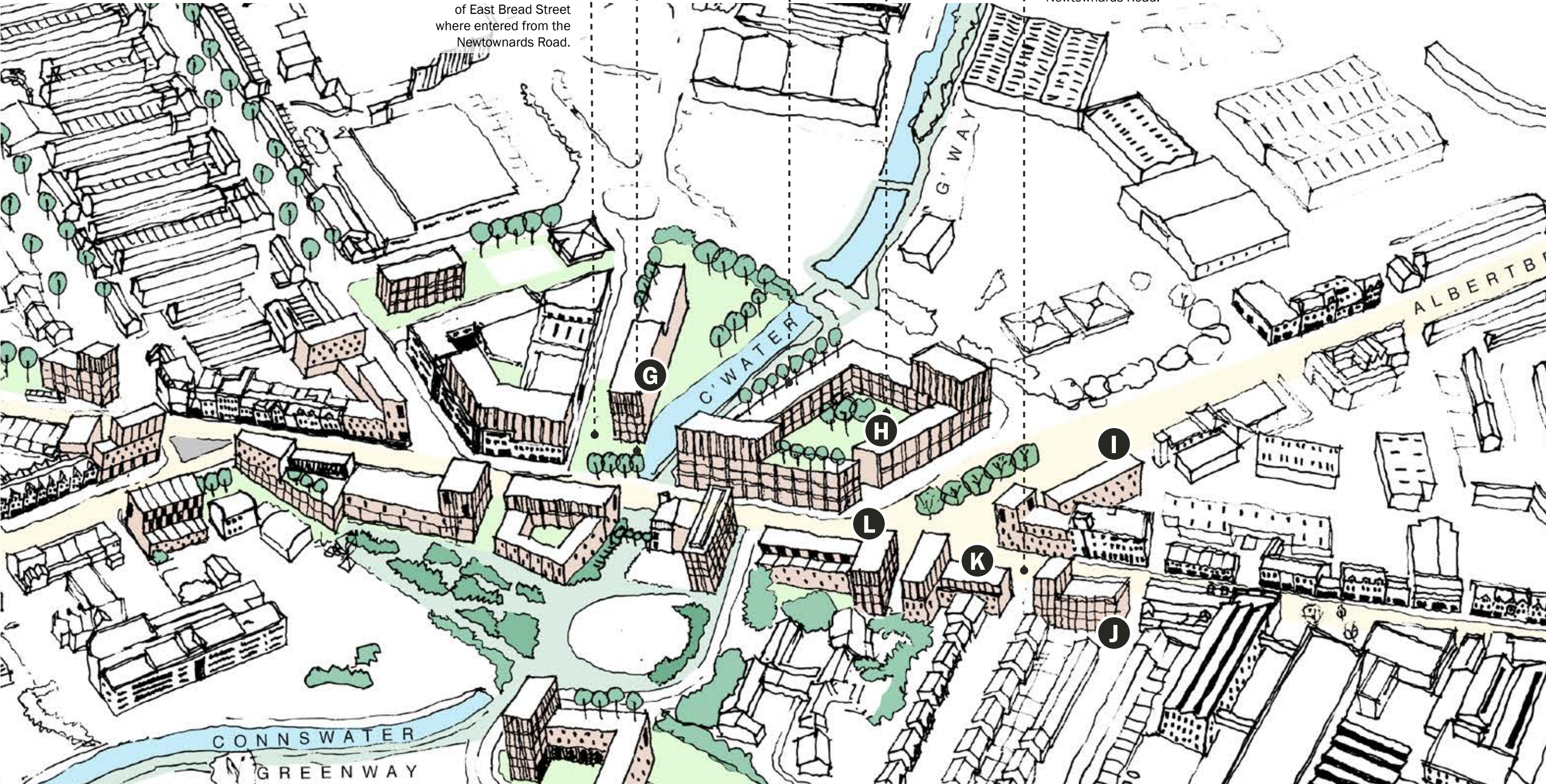
Connswater + Albertbridge Road Junction

A small urban square may be created adjacent to the Connswater River, formed by the pedestrianisation of East Bread Street where entered from the Newtownards Road.

Active building frontages to Connswater Community Greenway.

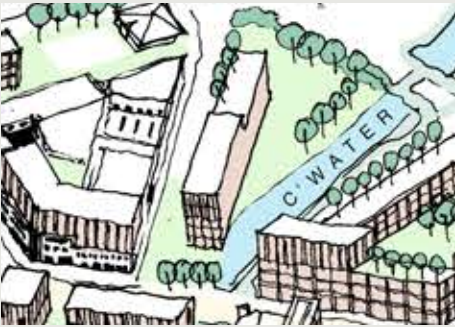
Retention of ground floor commercial units with quality residential space created around quality landscaped podium (with parking beneath).

Renewed focus at the Hollywood Arches from Albertbridge Road and Newtownards Road.



Connswater + Albertbridge Road Junction

G



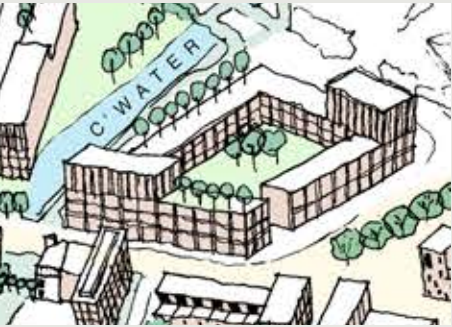
East Bread Street

The current HSS Hire site provides an opportunity to link the Hollywood Arches and Connswater Shopping Centre and Retail Park, to create a synergy between them. The perception is that one is disassociated from the other, a building with active frontage and good quality landscaping could improve this connection considerably.

A small urban square may be created adjacent to the Connswater River, formed by the pedestrianisation of East Bread Street where entered from the Newtownards Road. This space and new building would form a visual connection with the square adjacent to the EastSide Visitor Centre leading to C.S. Lewis Square and allow views over the recently enhanced Connswater River, which is not currently utilised by existing buildings.

This proposed building is within the Commercial Node and therefore could have retail on the ground floor with residential above increasing the footfall and connections on both sides of the Newtownards Road.

H



Connswater Retail Park

This is a key site within the urban context of Hollywood Arches, with the potential to have a transformative effect in defining the area and creating a landmark development. Set on the busy Newtownards Road and Albertbridge Road junction, the site is accessed from Connswater Retail Park. The busy drive-through McDonald's, has been a visual landmark for many years in this location. Whilst as a business it is supportive of the local area, in terms of urban design, the adjacent Ulster Bank and retail unit are characteristic of retail park developments and reinforce the issue of undefined open space. The sketch shown shows buildings defining a new junction with the Connswater Community Greenway and Albertbridge Road and Newtownards Road. The building could contain retail/food/commercial offerings to the lower floors and residential apartments on the upper floors generating footfall. Living on arterial routes, accessing the BRT and Greenways resonates with existing and proposed planning policy.

I



Albertbridge Junction

This corner across the Albertbridge Road from the Connswater Retail Park would benefit from a stronger and higher form as it turns the corner. Consideration needs to be given to the existing Victorian building stock. The retention of better existing buildings alongside the new will allow for a diversity of architecture and keep the grain / scale of building recognisable.

In this instance as with many in the area - the ground floor retail level has been altered beyond repair, so a case by case basis evaluation should be employed. Heights similar to the neighbouring 'Con' Club could be considered. As with many sites, parking is difficult and heavy traffic limits potential uses other than local community use.

J



Housing

This site is an important transitional site into Hollywood Arches traveling from Belfast, past Portview Trade Centre, with new food offerings complimenting existing and small single frontage units. This remains a challenging retail environment, due to limited parking and a high vacancy rate along the road. It will however benefit from redevelopment of neighbouring sites. The vacancy rates along this street are likely to change as more businesses and residents move to the area.

The quality of the materials in new development should be considered with high quality brick detailing and window surrounds forming modern interpretations of the local industrial heritage.

Side: Example of good quality 4 storey housing with generous balconies, good quality brickwork and window detailing

K



Housing

This site K and the neighbouring site L are key to the image of the Hollywood Arches, with potential to form a visual gateway, when viewed from the junction with the Albertbridge Road. Potential ground floor units may be suited to visual displays and showrooms, where occupants of vehicles have daily views while sitting at traffic lights. Welland Street between them provides a potential access point to both.

L



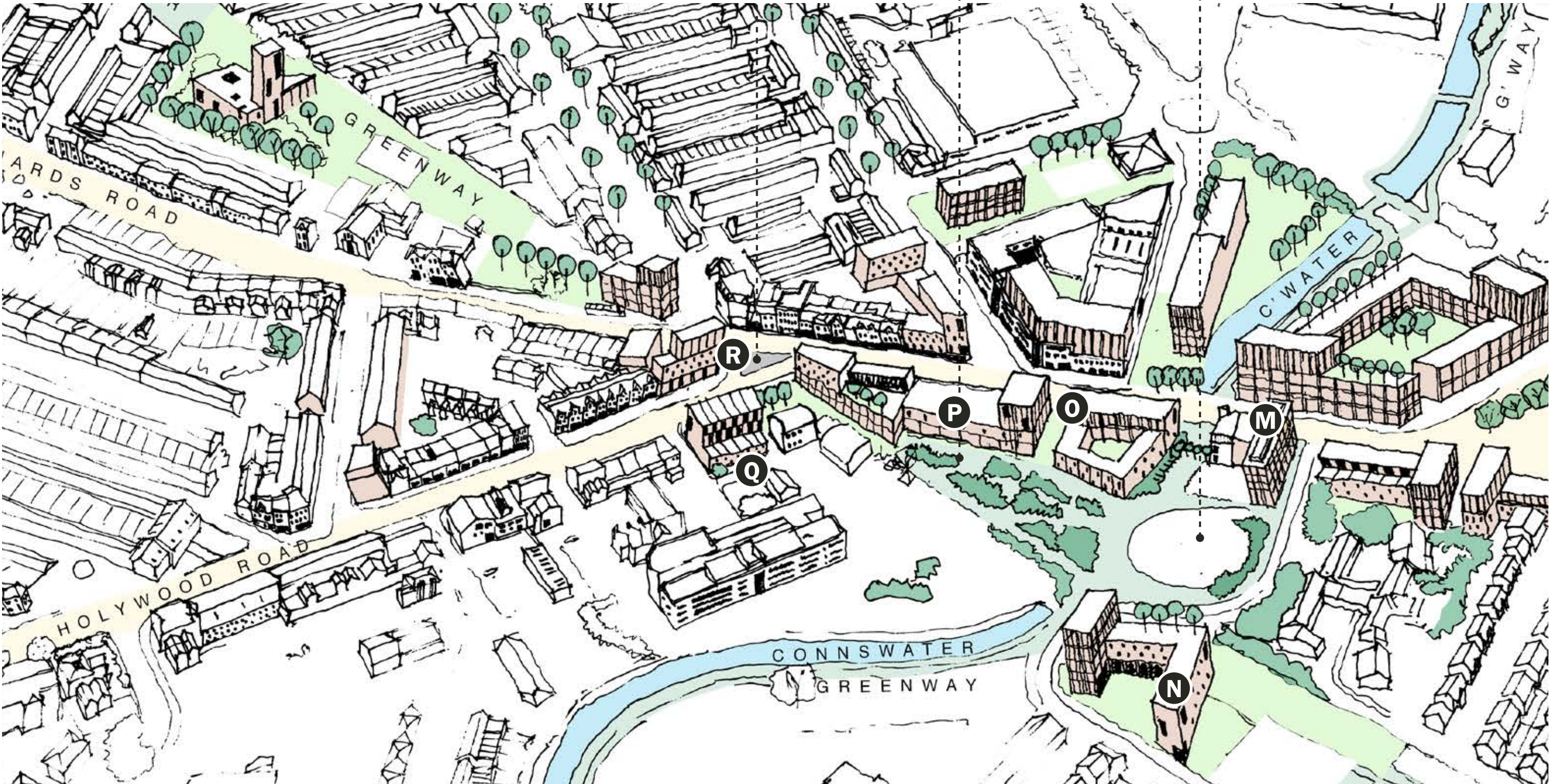
Read in conjunction with K, this site is key to the image of the Hollywood Arches. These sites together, have potential to form a visual gateway. As for K, future residential uses (younger persons/student accommodation) on the upper floors with views to the hills and landscape beyond could be considered.



Development Area 3

C.S. Lewis Square + Hollywood Arches Junction

- Creating a renewed focus to the Hollywood Arches area with new buildings. The crossings arrangement should be landscaped so that pedestrian use is encouraged.
- Active frontages should be formed to the Greenway link with non-residential spaces. This would be an ideal location for workspace, creative maker and artist studios generating activity and 'buzz'.
- Using buildings to further define the C.S. Lewis square and generate activity within it.



C.S. Lewis Square

M



Warehouse: East - Hotel

This new building is designed to be the first new build hotel in East Belfast in several decades. Seeking to continue the design quality of its neighbouring EastSide Visitor Centre it has been designed as a contemporary interpretation of the warehouse buildings found nearby. It will provide hotel accommodation, a roof top bar, a C.S. Lewis Visitor Centre and a new venue for the Hollywood Arches area.

Located on C.S. Lewis Square, the BRT and at the intersection of the Greenways, it will provide a gateway to the tourist offerings of East Belfast, Titanic Quarter and Belfast city centre. The access to hire bikes and the BRT make exploring Belfast without a car easy.

N



Ballymacarrett Community Centre Site

The proposal for this site is that upon redevelopment a new building will be built adjacent to Connswater Street to address the north side of C.S. Lewis Square. This would provide a sense of enclosure to the public space, allow the building to be outward looking and form an event along the Greenway. The increase in footfall will mean that C.S. Lewis Square has increased usage throughout the day.

It is proposed that parking will be provided on the former site of the community centre.

O



Courtyard Building

These sites provide a unique opportunity as they not only have a frontage onto the Newtownards Road, but also at the rear onto the public realm of C.S. Lewis Square and the Greenway. This provides for a range of uses including: food outlets, tourist businesses and retail (cycle cafes, shops and work shops), studio spaces and galleries. Activating the spaces and creating life, vibrancy and safe spaces throughout the day. The opportunity for smaller scale workspace and creative making units to activate the space to the rear could help animate the square and provide active surveillance to the Greenway.

Once again potential for residential uses and tourist accommodation on upper floors can be utilised alongside small scale commercial and office uses.

Hollywood Arches Junction

P

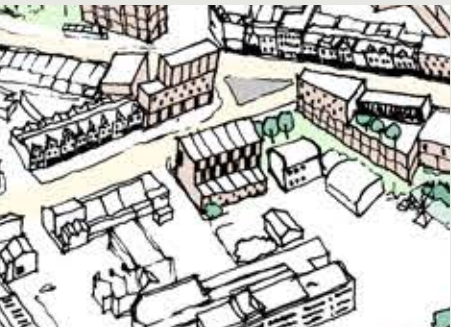


Hollywood Arches Junction 1

This site offers the opportunity to remake the Hollywood Arches as a cluster of buildings with views up and down the Newtownards Road. As at O, this site also provides opportunities for commercial units to the rear onto the public realm of C.S. Lewis Square and the Connswater Community Greenway (with a huge potential mix of lively commercial units which require access off a road, but not high footfall on a high street (e.g. Designers/ Makers, cycle shop etc).

The wider element towards the Hollywood Arches, may provide potential for good quality external space off the road to upper level residents.

Q



Hollywood Arches Junction 2

The corner site between the Newtownards Road and the Hollywood Road is perhaps one of the most important sites in the Hollywood Arches in respect to the opportunity to create an iconic piece of architecture that creates an identity beyond the scale of the building itself. It is on the site of the existing Hollywood Arches crossing and is the heart of the area in the minds of Belfast residents.

R



Hollywood Arches Junction 3

As a companion piece to site Q, this site can form a gateway on the Hollywood Road. Its side elevation could open onto the public space infront of the library and further activate this space which leads past the Searcher Sculpture and into C.S. Lewis Square.

Below: Example of several new buildings acting together to define a node/ junction which may be possible at the Hollywood Arches and at Albertbridge Road Junction



Street Survey + Market Overview

Introduction

Since the last analysis was completed there have been lots of changes in the area. We have attempted to capture some of these changes in a set of recognisable survey elevations of the main streets. A market overview has also been provided by Frazer Kidd below, with some of the comments on specific sites added to the elevations overleaf for clarity and relevance.

Hall Black Douglas have also added lines of potential building height which relate to current dBMAP planning policy. These lines relate to the development potential sketch and are for discussion to show how density and well defined streets along the arterial routes and greenways have the potential to help redefine and remake this part of Belfast.

Market Overview

The subject study area, 1.5 miles to the east of the city centre, extends to c. 1 mile from the Albertbridge Road/ Upper Newtownards Road junction incorporating Connswater Shopping Centre and Retail Park in the south to Hollywood Road's junction with the Belmont Road to the north east.

Hollywood Arches benefits from a catchment of 120,000 people within a 5-minute drive and 490,000 within 30 minutes (CACI), together with excellent public transport links with bus routes to Belfast City Centre and the George Best Belfast City Airport, via the A2 Sydenham By-Pass and the A20 Newtownards Road. The study area also affords good access to the M1 Motorway network to the South and Republic of Ireland as well as the M2 Motorway network to the North of the Province and Belfast International Airport.

According to recent research from EY (Ernest & Young) the Northern Ireland economy has expanded by approximately 1.4% in 2017. As 2018 dawned the market suffered from a combination of restraining forces, in particular the political vacuum caused by a year-long suspension of the Stormont Executive, and the on-going anxiety over Brexit. The immediate impact of Brexit has been a weaker Pound which is creating a competitiveness challenge for the trading economy. At the same time weak Sterling has led to imported inflation which is undermining the benefit of a 1.5% per annum increase in nominal earnings.

The failure of local politicians to re-form an Executive has had an impact on market confidence, both domestic and international, and as a result we have potentially missed opportunities on the investment and occupier fronts. For example Frazer Kidd where appointed by a leading European shoe franchise to seek out and acquire prime shopping centre retail units across Northern Ireland. We successfully agreed two units for the retailer and in the last hour the directors of the franchise backed out. The reason was due to the uncertainty and lack of clarity surrounding Northern Ireland's position in Brexit negotiations.

It is however been fair to say that despite all of the above events, Belfast has continued to experience a period of economic resurgence, this is evidenced by the substantial percentage increase in prime office rents over recent years where prime office rents have risen from c. £14 per sq ft to figures in the region of £20 per sq ft. Office rents in East Belfast depending on specification and car parking provisions are currently c. £10 / £12 per sq ft.

On the residential front Northern Irelands housing market ended 2017 on a high according to the statistics released from the Northern Ireland Residential Property Price Index. Despite the interest rate increase, Northern Ireland continues to offer affordable house prices in comparison to the rest of the UK. This will help to keep the market accessible to buyers allowing confidence to remain within the local housing sector. Research carried out by the University of Ulster, shows an increase in the house price index of 4.3% between Q4 2016 and Q4 2017 and a total increase of 17.6% from Q1 2015, the average standardised price across all property types is £132,169. The average house price in East Belfast for 2017 is £188,231, terrace/townhouses at £111,052, semidetached houses at £195,801, and detached houses at £292,019 and apartments at £120,233.

Evolution of East Belfast

There has been significant infrastructural development within the Hollywood Arches in recent years, most notable has been the construction of C.S. Lewis visitor centre and the Connswater Community Greenway which has created a 9km linear park through East Belfast, following the course of the Connswater, Knock and Loop Rivers, connecting the open and green spaces. The Greenway has created vibrant, attractive, safe and accessible parkland for leisure, recreation, community events and activities.

Connswater Shopping Centre and Retail Park is situated directly opposite the C.S. Lewis Visitor Centre, the primary retail scheme in East Belfast. The centre and park dominate the retail offer, making it the location of choice for retailers and shoppers alike. The shopping centre extends to 224,684 sq ft and comprises 47 retail units at ground floor under a covered mall. The centre is anchored by the Range, a Home and Garden retail chain who have within the last year taken a 65,000 sq ft unit. The Retail Park is located immediately north east of the shopping centre and extends to 132,909 sq ft comprising 18 retail warehouse units. Lidl opened a brand new 23,000 sq.ft store in July 2017, which is now the retailer's largest store in Northern Ireland. Other new arrivals in 2017 included Home Bargains and Starbucks, the coffee franchise opened their first drive through coffee pod in Northern Ireland. The centre and retail park also benefit from 1,642 free car parking spaces.

Ballyhackamore, although considered to be outside the realm of the Hollywood Arches has witnessed considerable change within recent years into a bustling and vibrant food and

beverage hub. The presence of a Marks and Spencer Food outlet is one of the key signs of an affluent neighbourhood, supported with approximately 12 estate agencies and an increasing supply of up market semi and detached houses, the area formerly referred to as a 'village' is now Belfast's outer city capital of the food & beverage evening economy. We spoke with a residential estate agent in Ballyhackamore and he mentioned that "young families and professionals are behind most of the interest in the area, couples are thinking of starting a family here, as it is supported by a wealth of primary schools who enjoy a decent reputation as good feeders for grammar schools". For example, Caff  Nero who currently have a presence in Ballyhackamore say that they trade extremely well here, although they have never been able to understand why the evening trade is so strong. As a result, the Coffee shop remains open to 10pm on certain nights, while some of their London establishments would close earlier. Commercial sales and rental activity within Ballyhackamore is performing well, recently Mauds Caf  opened within a brand-new development fronting onto the Upper Newtownards road, the deal achieved a ZA rate of c.  45.50 Psf. Adjacent to Mauds, Frazer Kidd successfully disposed of the former First Trust Bank premises for a figure in excess of half a million pounds. From experience and speaking with certain retailers, when asked if they would consider opening on the Newtownards road area, the response generally is that it's the wrong demographic location, there are too many flags and a working class / low spend population.



Newtownards Road

Hollywood Arches Junction

KEY SITE Q
Potential for 3 storey building

A prominent corner building which presently occupied as a single storey retail unit. The property has the potential for a ground and possible first floor coffee shop/restaurant together with upper floor apartments accessed via the side elevation.

KEY SITE Q
Potential for 4 storey building

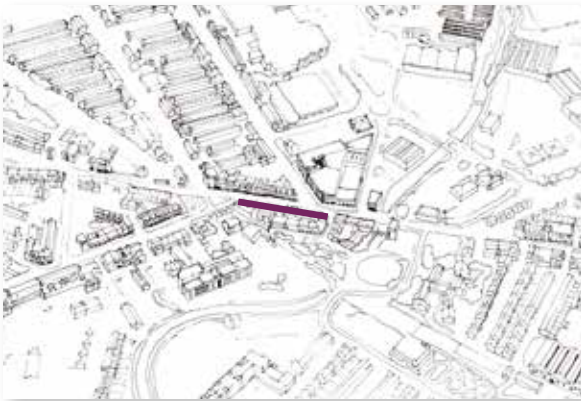
A parade of three properties dominated by the former Bank of Ireland building, which has remained vacant for a considerable number of years. The façade of the building is unappealing and the parade could be redeveloped as a number of in-line units with upper floor living space/workspace.

Existing Building
Shown Retained

The grain and street frontage might be better served by retaining this existing building to break up the scale and grain of any potential redevelopment.



Please note that the below image is an indicative diagram for discussion about the possibilities of adding density to the edge of Newtownards Road and Albertbridge Road at the Hollywood Arches in line with current local plan guidance for the ‘district centre and along ‘arterial routes’ (refer to dBMAP for more details).



KEY SITE Q
Potential for 4/5 storey building

This parade comprises of a number of properties ‘anchored’ at the corner by Reid Black Solicitors who owner-occupy this building.
As described in the previous section it has the potential to remake the Hollywood Arches Junction with a well designed building (with active frontages to the Greenway beyond)

KEY SITE R
Potential for 4/5 storey building

This building would lend itself to be a taller well designed building comprising of ground/first floor commercial space with upper floor apartments creating an edge to the library square and entrance to the Greenway and C.S. Lewis Square



Junction area is difficult for pedestrians to cross.

- Previously Occupied
- Previously Vacant
- Become Occupied
- Become Vacant

Newtownards Road

EastSide Visitor Centre + C.S. Lewis Square

KEY SITE L
Potential for 4/5 storey building

This parade comprises of a number of different forms and styles of buildings, where a considerable proportion are vacant. It is felt that there is a potential for this parade to be developed as a ‘build to rent’ scheme with commercial property at ground floor and generous outdoor terraces at upper levels.

This collection of redeveloped buildings have the potential to remake this important junction, street and the identity of the place.

Adjacent to 366 Newtownards Road, 372 Newtownards Road received planning consent for the Demolition of existing dilapidated retail unit and the construction of a new ground floor retail area with nine apartments on upper floors. (Planning Ref: Z/2015/0282/F)

A scheme of this nature which has an excellent frontage onto Connswater would greatly benefit the immediate area and help attract further development.

KEY SITE M
Potential for 4/5 storey building

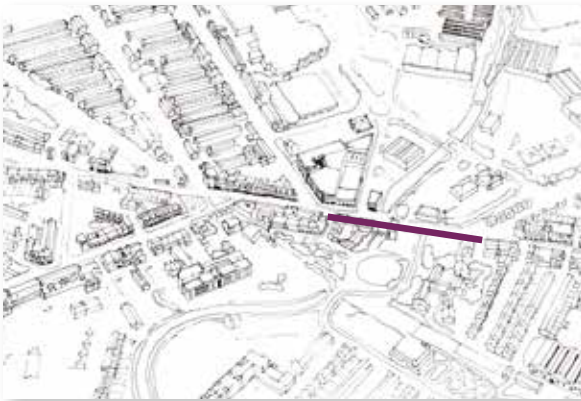
364 – 366 & 361 – 365 Newtownards Road

This site comprises of a number of dilapidated buildings that have not been occupied for a substantial period of time. It is anticipated that due to its location, ground floor commercial and upper floor apartments would be suitable. The design of this building should consider its prime position on the junction with prominent views along Albertbridge Road. The properties are located at an extremely busy intersection close to the main entrance to Connswater Shopping Centre and Retail Park.

From our desktop research there does not appear to be any planning applications submitted to develop the subject sites.



Please note that the below image is an indicative diagram for discussion about the possibilities of adding density to the edge of Newtownards Road and Albertbridge Road at the Hollywood Arches in line with current local plan guidance for the ‘district centre and along ‘arterial routes’ (refer to dBMAP for more details).



KEY SITE M

Potential for 5/6 storey building

Proposed Hotel and C.S. Lewis Interpretive Centre with venue and rooftop bar.

EASTSIDE VISITOR CENTRE

Recently completed Visitor Centre has provided a gateway to the C.S. Lewis Square.

KEY SITE Q

Potential for 4/5 storey building

A very important property that ‘shields’ C.S. Lewis Square from Newtownards Road. These buildings should be considered for development to provide for a link into C.S. Lewis Square.

The rear and sides of this building should also be carefully considered to provide the correct uses and provide active frontages onto the public space (creative making space).



- Previously Occupied
- Previously Vacant
- Become Occupied
- Become Vacant

Newtownards Road

Wyse Byse, McDonald's and Connswater Shopping Centre and Retail Park

KEY SITE
Potential for addition 2/3 storey building on top of existing commercial building.

The Arches Centre, 11-13 Bloomfield Avenue, Belfast
Substantial mixed use commercial premises situated fronting onto the Newtownards road and Bloomfield Avenue, in close proximity to Connswater Shopping Centre. The ground floor is notably occupied by Wyse Byse.
The 2nd floor is currently on the market to let comprising of 23,919 sq ft of open plan office accommodation.
Car parking is available at the scheme, plus Connswater shopping centre is located within the immediate vicinity.
The property is quoting £10/£12 Psf depending on tenant fit out requirement.
It should be noted that the planning designation for the existing commercial office would not be premitted under current legislation and may be valuable in its current form as the area develops.

KEY SITE G
Potential for addition 5 storey building

Potential for 5 storey building, with small public space in front at crossing to link up with Connswater Shopping Centre and parking beyond.

The building could provide an improved active fronted street linking the Hollywood Arches with Connswater Retail Park beyond.

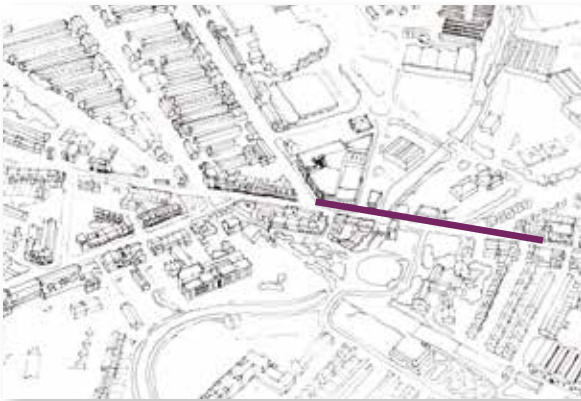


Pack and Send made an entrance into the Northern Ireland market place in 2017, taking occupation within the Arches Centre.

Pack & Send are an international shipping & courier service which provide a wide range of high quality, secure packaging options that deliver valuable goods anywhere in the world.

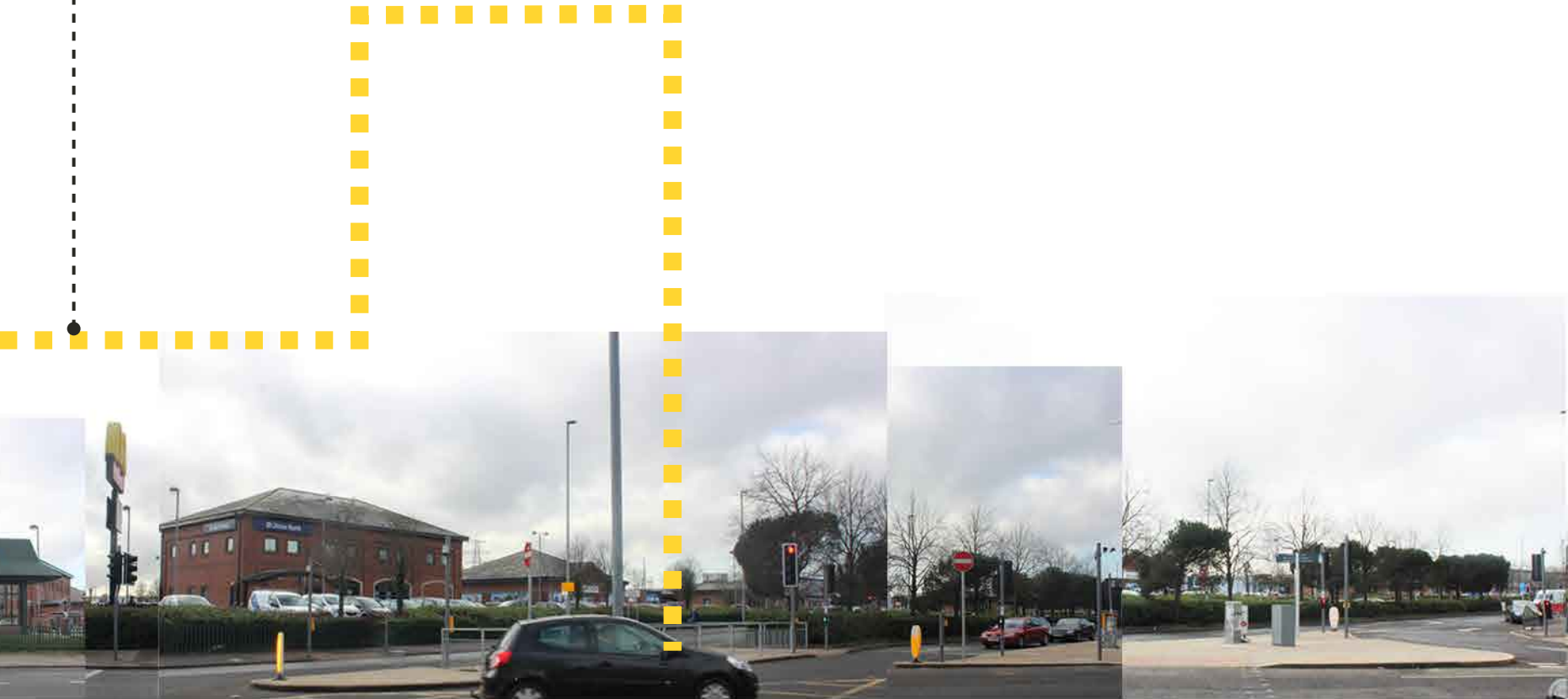
When choosing their location, they felt the area met their business needs, situated directly beside Conswater Shopping Centre and Retail Park, close to the City Centre and within one mile of Belfast City Airport and the Titanic Quarter.

Please note that the below image is an indicative diagram for discussion about the possibilities of adding density to the edge of Newtownards Road and Albertbridge Road at the Hollywood Arches in line with current local plan guidance for the ‘district centre and along ‘arterial routes’ (refer to dBMAP for more details).



KEY SITE H
Potential for 3-6 storey perimeter block with central landscaped shared private courtyard.

This is a key site in urban design terms for repairing the Hollywood Arches and connecting the two sides of the Newtownards road. Active frontages along the pedestrianised Connswater Community Greenway could help connect pedestrians, animate the space and increase footfall. A large number of new private development could be constructed. The relocation of 3 small existing buildings would be required - refer to previous sketch.



KEY SITE J
Potential for 3-5 storey building

This is a key site in forming a good quality junction of urban streets along 2 main arterial routes into Belfast.

It is important to consider the quality and grain of some of the Victorian buildings when making proposals for the site.

The buildings are in a derelict state of repair and entirely vacant with the exception of the William Hill Bookmakers.



- Previously Occupied
- Previously Vacant
- Become Occupied
- Become Vacant

Hollywood Arches Junction 2

Hollywood Arches Junction



KEY SITE A
Walkway Community Centre

A new community centre building could help to connect and make an important entrance to the Comber Greenway at this point - please refer to previous sketch.



BELFAST RAPID TRANSIT STOP
Glider

It will become much easier to stop off along the route of the new Belfast Rapid Transit system. This may have an impact on people stopping at the Hollywood Arches and wanting to use some of the retail and leisure offer. The landscaping, public realm and crossing at this point will be important in promoting this.





Please note that the below image is an indicative diagram for discussion about the possibilities of adding density to the edge of Newtownards Road and Albertbridge Road at the Hollywood Arches in line with current local plan guidance for the ‘district centre and along ‘arterial routes’ (refer to dBMAP for more details).

KEY SITE B
4 Storey

Potential residential building with ground floor commercial units at ground floor acting as an entrance to the greenway and new landscaping around the Walkway Community Centre.

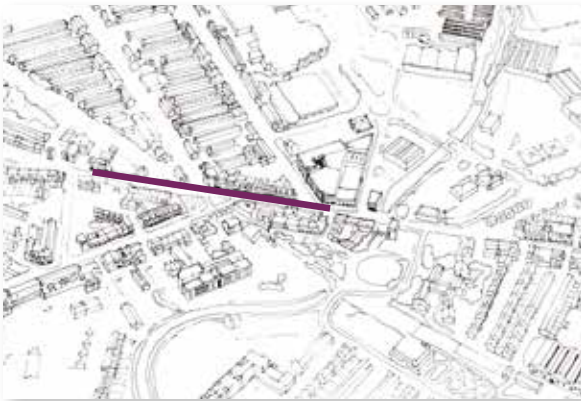
KEY SITE C
4/5 Storey

Bloomfield House – Newtownards Road (395-405) & Bloomfield Avenue (2-12)

The subject premises occupies a prominent location on the Newtownards road at the corner which meets Bloomfield Avenue. The property comprises of a substantial commercial premises set over three floors of approx. 4,200 sq.ft.

As from January 2017 the entire building has been fully occupied providing for a day care nursery, café on the ground floor and office accommodation on the first & second floors.

New arts building redefining the corner of Bloomfield Avenue. The transition of this building from ground floor retail to the arts and creative making space beyond will be important.



- Previously Occupied
- Previously Vacant
- Become Occupied
- Become Vacant

Upper Newtownards Road

Hollywood Arches Junction



KEY SITE S
4/5 Storey

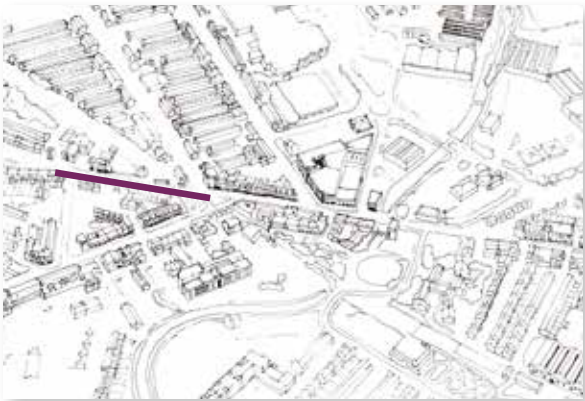
Adjacent to the Hollywood halt, this is one of the most important sites for redevelopment of the Hollywood Arches. It is along the line of the previous railway route and provides an opportunity for a high quality building to define the junction and promote the use of these streets by pedestrians.

SECONDARY SITE
2/3 Storey

Opportunity for future development as 2/3 storey.
Retail ground floor with residential to upper floors.



Please note that the below image is an indicative diagram for discussion about the possibilities of adding density to the edge of Newtownards Road and Albertbridge Road at the Hollywood Arches in line with current local plan guidance for the ‘district centre and along ‘arterial routes’ (refer to dBMAP for more details).



Q

UNDER CONSTRUCTION - Private Housing

3 Storey

Construction is in progress to refurbish and convert these buildings into private dwellings. Again, the shops below have been converted to residential units. The developer has clearly had the confidence to do this additional development following the success of the previous development.

It should be noted that consideration should be given to the loss of activity/ retail frontage at ground floor in future developments, but it is interesting that there is clearly a market for private rental accommodation in the area. The five terraced properties which were in a poor state of repair and visually unattractive received planning consent (16/06/16) for a change of use from an existing furniture store, coffee shop and hot food takeaway to 9 apartments, comprising of 1 & 2 beds with elevational changes. (Planning Ref: LA04/2015/0233/F)

The properties are currently on the market for sale, we are informed the development is receiving good interest. One bedroom apartment will be asking £85,000 and a two bed duplex will be asking £115,000.

Q

CONVERTED PRIVATE HOUSING

3 Storey

These private dwellings have been refurbished with the shops below converted to residential units. All have been easily let according to Frazer Kidd.

It should be noted that consideration should be given to the loss of activity/ retail frontage at ground floor in future developments, but it is interesting that there is clearly a market for private rental accommodation in the area.

Prior to development the former properties were in a state of disrepair and predominantly vacant, the project received planning consent (22/09/16) for the conversion to 7 No apartments, including a new frontage, alterations to rear extensions and provision of rear terrace at first floor level. (Planning Ref: LA04/2015/0840/F).



- Previously Occupied
- Previously Vacant
- Become Occupied
- Become Vacant

HALL BLACK DOUGLAS

EAST
SIDE

INSPIRING
BELFAST

■■■■■■■

FRAZER
KIDD

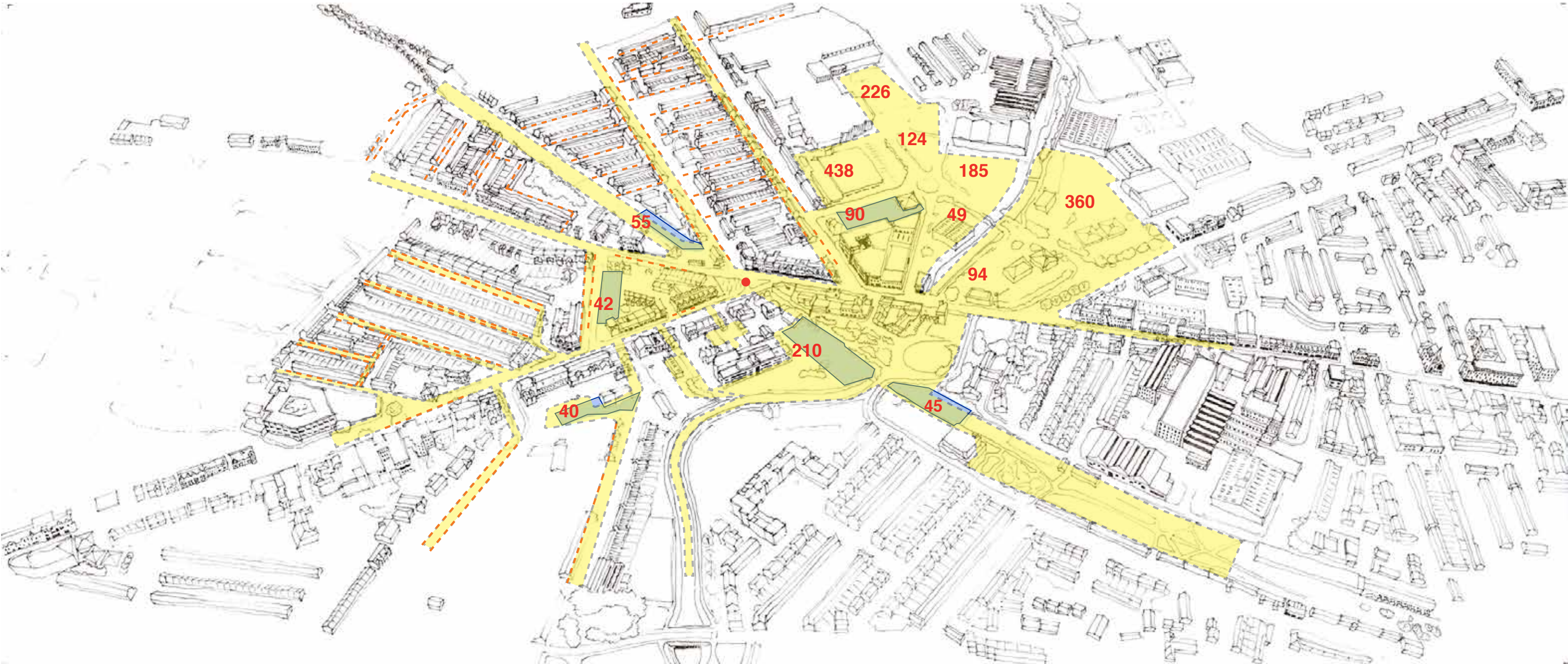
Appendix

01/

Parking Analysis

5 minute Walknet

There is a perception that there is ‘no parking at the Hollywood Arches’. This is not backed up by analysis if the access to parking (over 2,000 spaces) within a 5 minute walk is considered. Any new development in the Hollywood Arches should consider how it makes best use of a consolidated approach to parking (and the potential effects of the Greenways and BRT in reducing vehicle traffic).



- 5 Minute Walknet From Red Circle
- On Street Parking
- Public Parking

Numbers indicate the number of parking spaces in each car park within a 5 minute walking distance from the centre of the Hollywood Arches.

Credits

Thanks for taking the time to talk to us:

EastSide Partnership (Including EastSide Arts & EastSide Tourism)	- Maurice Kinead - Madeleine Hutchens - Michelle Bryans - Chris Armstrong - Rachel Kennedy
Hollywood Arches Steering Group (Comprising)	- Hollywood Arches Health Centre (Belfast Trust) - EastSide Partnership - Department for Communities - Northern Ireland Housing Executive - Hollywood Arches Business Association (Gavin McLoughlin) - Connswater Community Greenway - Belfast City Council - Department for Infrastructure - Walkway Community Centre - EastSide Tourism - Urban Villages Initiative
Planning Department Belfast City Council	
Connswater Community Greenway	- Michelle Bryans
Northern Ireland Housing Executive	- Robin Hawe - Ciara Taggart
Wyse Byse	- JR & Gavin McLoughlin
Walkway Community Centre	- Rachael Davison
Framework (Independent Gallery)	- Dawn Richardson
Previous Reports (2012 + 2013 -check) 2012	Hollywood Arches - Framework Hall McKnight Architects
2014	The Hollywood Arches Development Strategy and Action Plan Douglas Wheeler Associates Austin Smith Lord Aecom Frazer Kidd & Partners

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4. Field Operations - Soho House
5. Karakusevic Carson Architects- The Record Hall Workspace, Camden
6. Haworth Tomkins Architects - Peabody Trust Housing, Silchester
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