

THE AREA

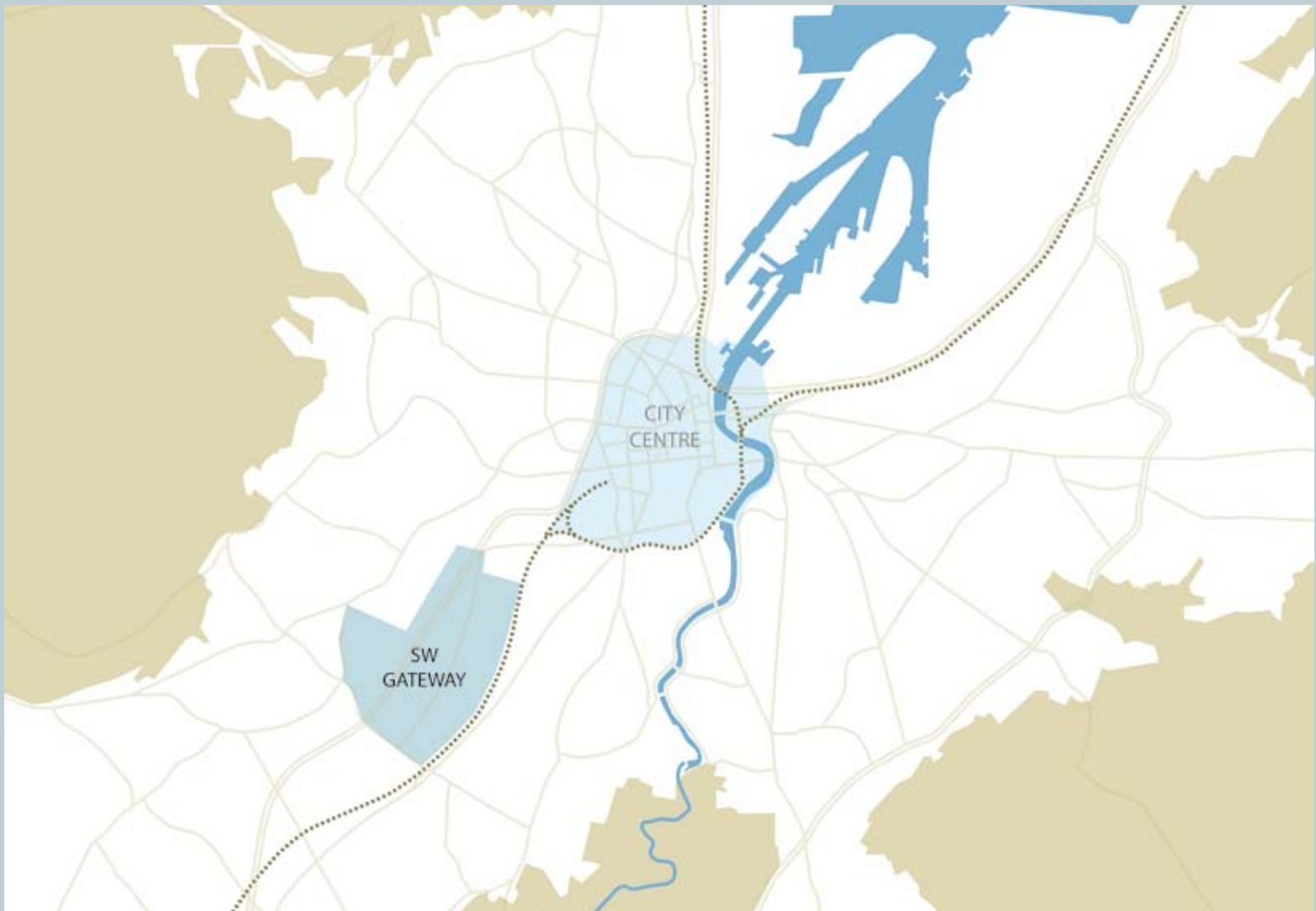
Welcome to the public consultation process for the South West Gateway Draft Masterplan.

The aim of this project is to identify a range of strategic actions that will underpin the regeneration of one of Belfast's most important economic areas.

The South West Gateway Masterplan has been commissioned by Belfast Regeneration Office (DSD), working in partnership with a range of stakeholders including Belfast City Council and South and West Belfast Partnerships. Once finalised the plan will serve to inform future investment and policy making for this part of the city.

The adjacent aerial photograph shows the extent of the masterplan study area. It covers an approximate area of 2km² and extends from the Falls and Andersonstown Roads in the West to the main railway line in the east and from Stockman's Lane in the south to the Bog Meadows and Windsor Park in the north. Bordering the study area are the neighbourhoods of The Village, Donegall Road, Falls Road, Andersonstown and Lisburn Road.

The subsequent information panels explain key issues, the vision for the area and a series of 10 draft regeneration actions. The final panel explains how you can submit your feedback on draft proposals and your ideas to help further shape the plan.



**SOUTH
WEST
GATEWAY
(DRAFT)
MASTERPLAN**

THE ISSUES

The South West Gateway is a key strategic area of Belfast, located on the primary transport corridor between the city, the south and west. It is home to a wide range of commercial businesses from manufacturing, distribution and retail, making it an economic powerhouse for the city of Belfast. It also performs an increasingly important role in the sports and leisure life of the city, with Boucher Playing Fields, Olympia Leisure Centre, Windsor Park Football Ground and nearby Casement Park.

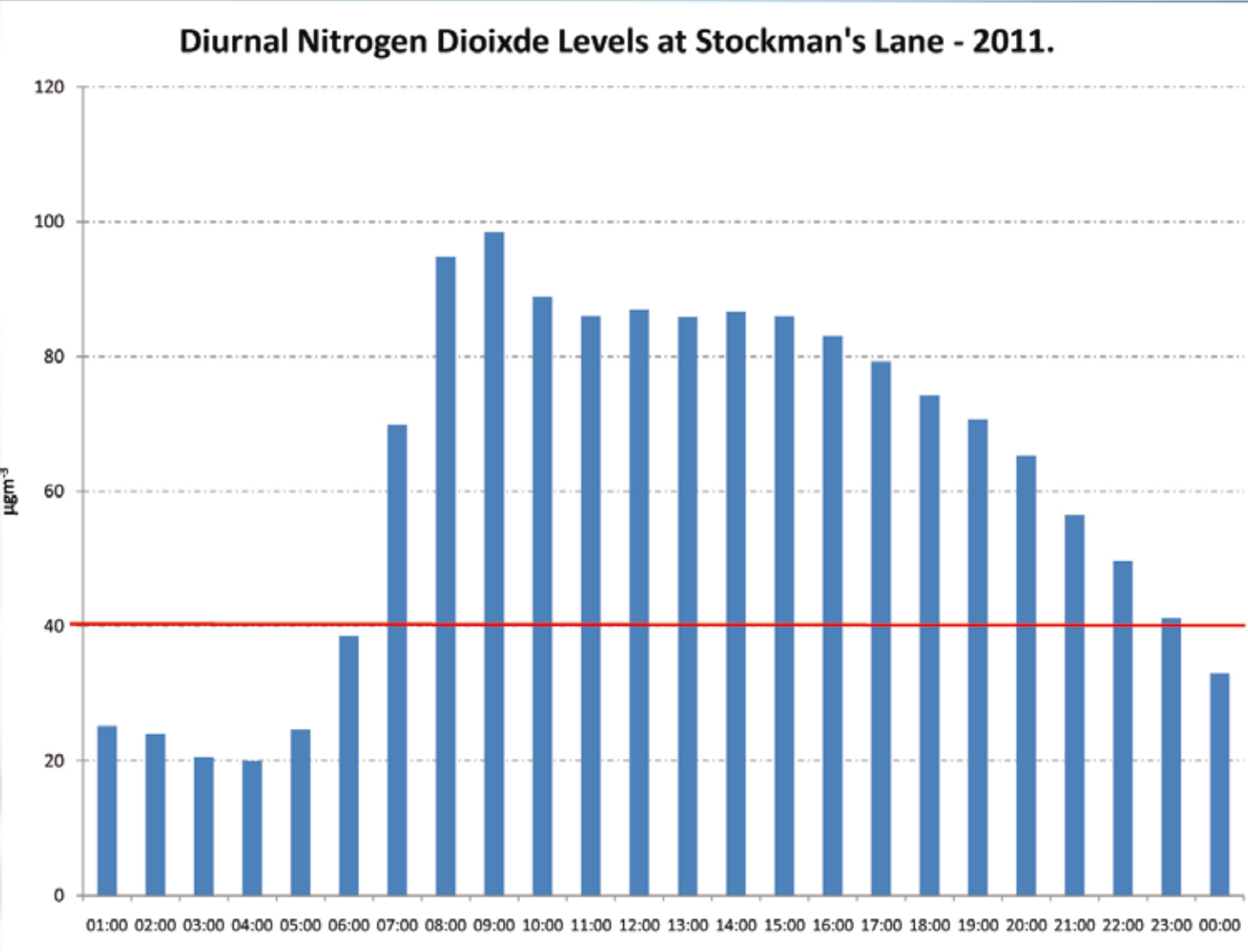
Despite the importance of such economic and recreational activity, the South West Gateway faces a number of inter-related challenges. These include a low environmental quality linked to air pollution, significant traffic congestion and an ad hoc development pattern. The area also has a number of large sites that have remained vacant or underdeveloped for several years. Furthermore, the South West Gateway straddles a socio-political interface between West and South Belfast and is bordered by several of Northern Ireland’s most economically deprived neighbourhoods.

Air pollution black spot of European concern, with health issues

Poor Environmental Quality - For Pedestrians

Major traffic congestion, impacting upon potential investment

SOUTH WEST GATEWAY (DRAFT) MASTERPLAN



Social & political divide



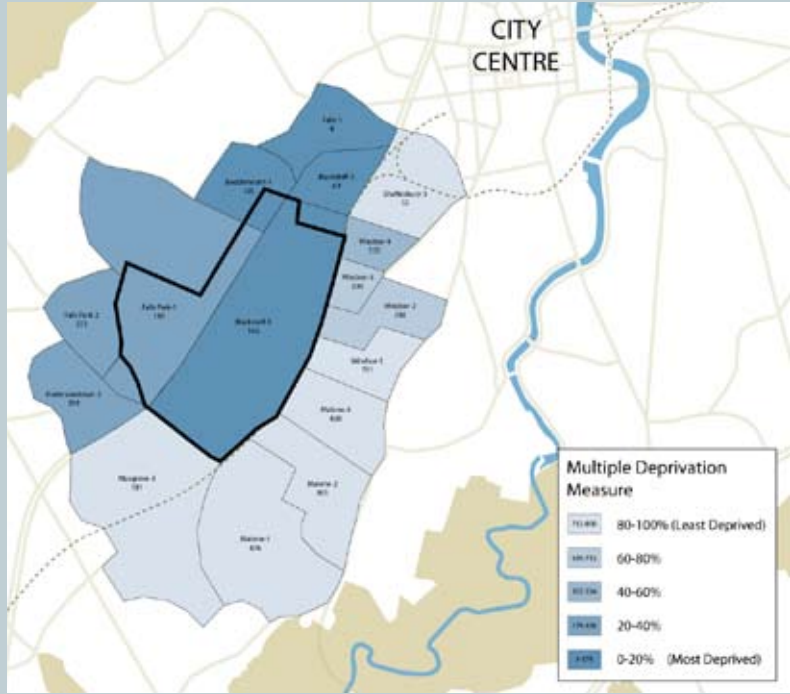
Route of the forgotten River Blackstaff, a founding river of the city

large number vacant sites
ad hoc development

Major current investment in local sporting stadia



Few physical or economic links with adjacent, largely deprived neighbourhoods



EXISTING STRATEGIC DEVELOPMENTS



BELFAST RAPID TRANSIT

Belfast Rapid Transit (BRT) is a bus-based rapid system running from the city centre to the east and west of the city, and to Titanic Quarter. It will incorporate high-quality halts enabling easy access to vehicles, real-time information systems for easier journey planning and off-vehicle ticketing to speed up the boarding process. It is expected to start operating in the autumn of 2017.

Work on the Andersonstown Road / Stewartstown Road section is scheduled to commence on March 2015 and be completed by May 2016



WINDSOR PARK AND OLYMPIA REDEVELOPMENT

A £35million redevelopment scheme of Windsor Park commenced in April 2014 to provide an 18,000 seated capacity National Football Stadium comprising player accommodation, office and conferencing facilities and community space.

In tandem with these works are proposals to redevelop the Olympia Leisure Centre, expected to commence in 2015. This will provide leisure and wellbeing facilities in the west stand of the new stadium as well as the creation of an open and attractive formal entrance to the new stadium from the Boucher Road



CASEMENT PARK STADIUM REDEVELOPMENT

Proposals have been developed for an 'Iconic GAA Stadium', for Ulster and the City of Belfast, with a total seated capacity of 38,000, on the 12 acre Casement Park site. The construction period will be approximately 2 years and, subject to the planning process, it is anticipated that completion will be late 2016.

The new facility will provide defined and attractive street frontage along Andersonstown Road and will incorporate a range of sporting and non-sporting uses as well as community facilities to maximise the social sustainability of the project.



Lack of positive identity locally and as an approach into the City



Successful economic hub of regional significance



THE VISION

SUPPORTING EXISTING BUSINESS AND ATTRACTING NEW INVESTMENT

SOUTH
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GATEWAY
(DRAFT)
MASTERPLAN



The overarching Vision for the South West Gateway is to strengthen its social and economic role by greatly improving its environmental quality and connectivity.

This important, yet at times overlooked part of the city has considerable potential to contribute more fully to the life of Belfast, its people, wildlife and business community. A coordinated approach to the planning, design, management and promotion of the South West Gateway would reap considerable benefits for all.

NETWORK OF NEW LINKAGES, CONNECTING NEIGHBOURHOODS AND OPPORTUNITIES

DRAMATICALLY IMPROVED, HEALTHIER ENVIRONMENT



ONE ATTRACTIVE AND IDENTIFIABLE LOCATION FOR EMPLOYMENT, RETAIL, SPORTS AND RECREATION.

10 ACTIONS (1-4)

A series of 10 Actions are proposed for the South West Gateway of Belfast. These projects vary in scale, character and complexity. Yet they share the common goal of fulfilling the Vision set out for the area of dramatically improving its environment, creating new linkages, supporting business and establishing one attractive and identifiable location for future investment.

A description of each action is provided below, along with a series of potential benefits and issues associated with them. You are invited to consider each of these draft proposals in turn. How could we improve upon these? Which are most important? Are there other actions you think are required to regenerate the South West Gateway?



SOUTH
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Titanic
Quarter

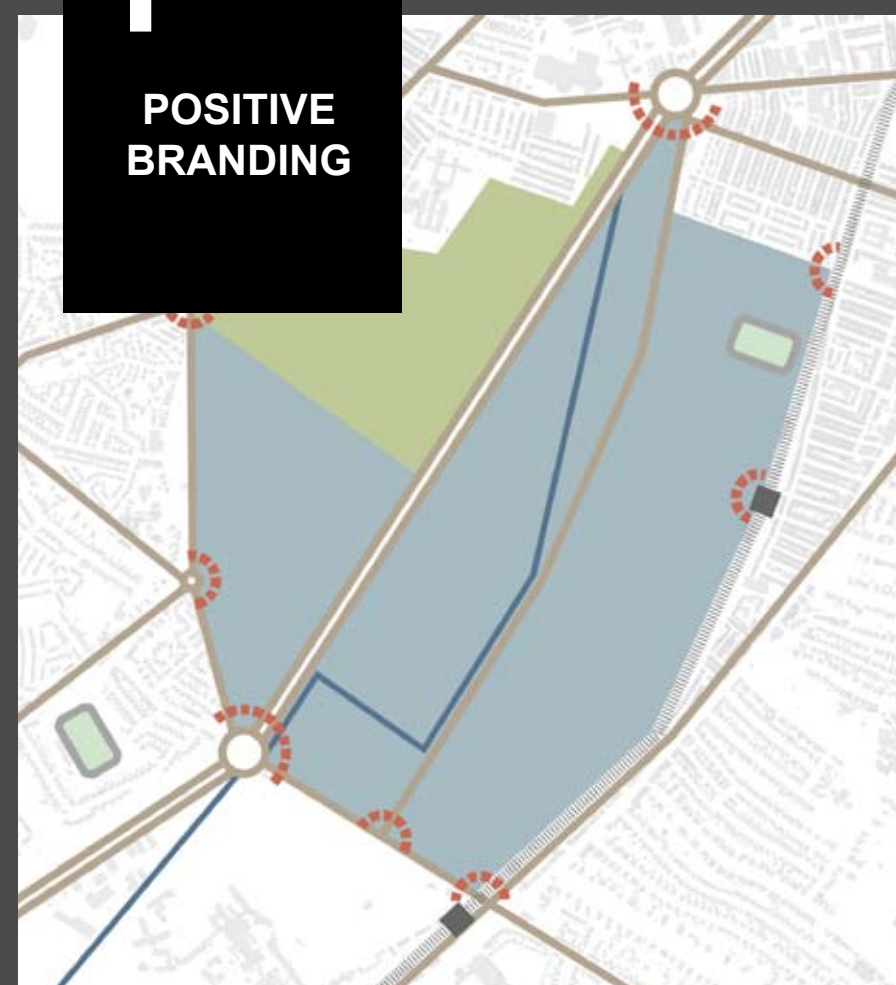
Belfast
City
Centre

?

Balmoral Plaza
Boucher Shopping Park
Hawthorn Business Park
Shane Retail Park
Holly Business Park
Adelaide Industrial Estate
Kennedy Way Industrial Estate
The Boucher Centre
The Westwood Centre
The Kennedy Centre
Lesley Retail Park
Boucher Plaza

1

POSITIVE BRANDING



The study area is comprised of broadly the same retail, industrial and leisure land uses. Despite this common purpose, the area lacks a shared identity. Instead it is broken into many separate business and retail parks with different names.

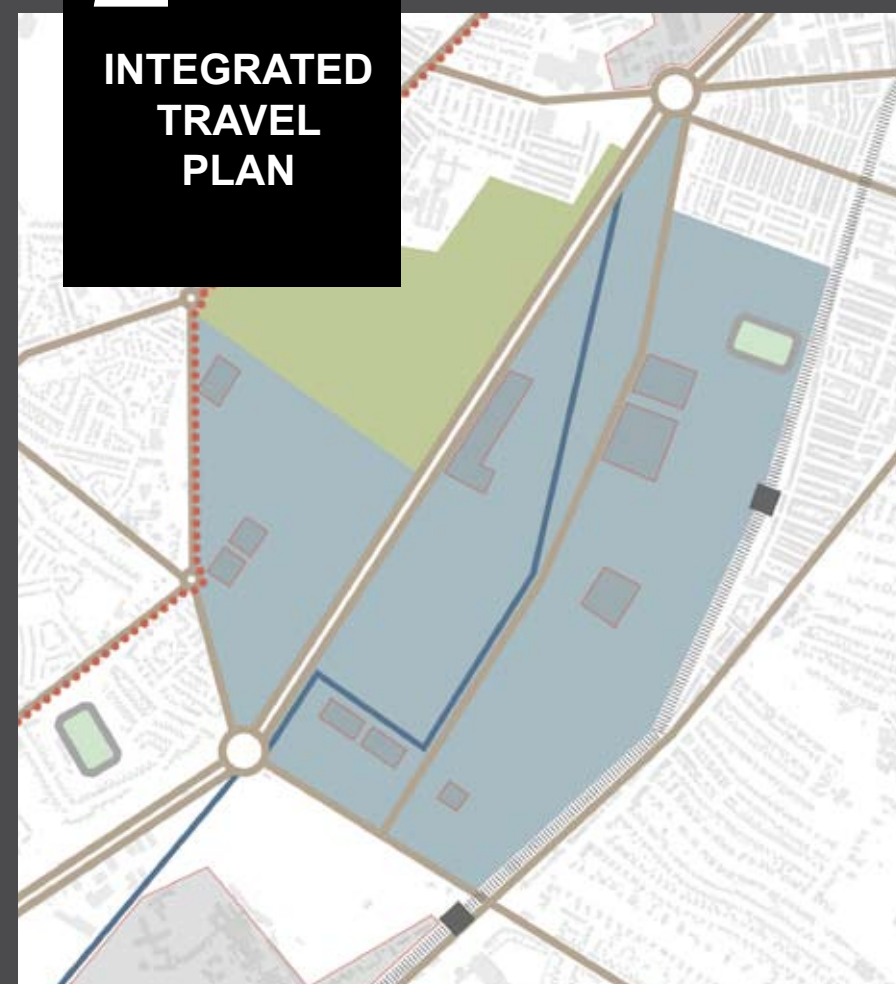
It is proposed to rebrand the entire area, so helping it to be managed and promoted as one compelling entity. This would not seek to replace existing cultural and commercial identities, but seek to capitalise upon the shared strengths of the place. In doing so, a new widely acceptable name that encompasses this part of the city is sought.

- + Establishes a destination identity
- + Improves first impressions
- + Reduces barrier effect
- + Introduces visual consistency
- + Relatively low cost catalyst for investment
- + Highly marketable concept

- ! Political sensitivity
- ! Requires careful timing and phasing

2

INTEGRATED TRAVEL PLAN



Traffic is a major problem for this part of Belfast. Not only does this frustrate motorists, it reduces the quality of the environment and deters investment. What can be done in the short term to start impacting upon this issue?

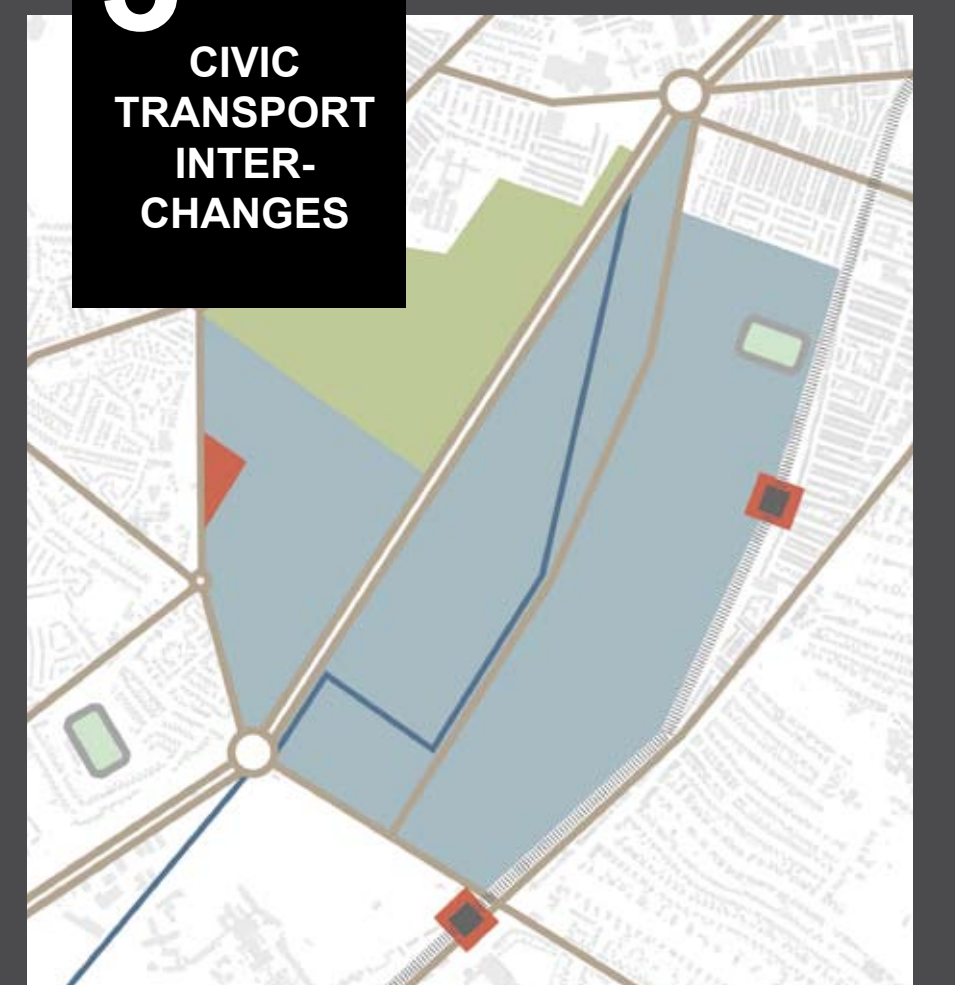
It is proposed to work with organisations located within the Gateway to develop integrated travel plans. These would establish realistic and achievable strategies that establish how employees, customers, goods and services can access the area in a manner that is both sustainable and conducive to better business. Pedestrian, cycle, public and private transport must all be considered in this process and plans should be integrated with one another as much as possible.

- + Reduction of congestion and car parking.
- + Increased customer parking capacity
- + Reduction in air emissions
- + Encourages greater pedestrian activity in the area
- + Brings together stakeholders
- + Encourages sustainable transport facilities
- + PR opportunity for local businesses and city

- ! Voluntary process involving many organisations

3

CIVIC TRANSPORT INTER- CHANGES



The South West Gateway is fortunate to possess relatively good public transport infrastructure, with the main North/South Railway line, numerous bus routes and the proposed Belfast Rapid Transit system all in close proximity.

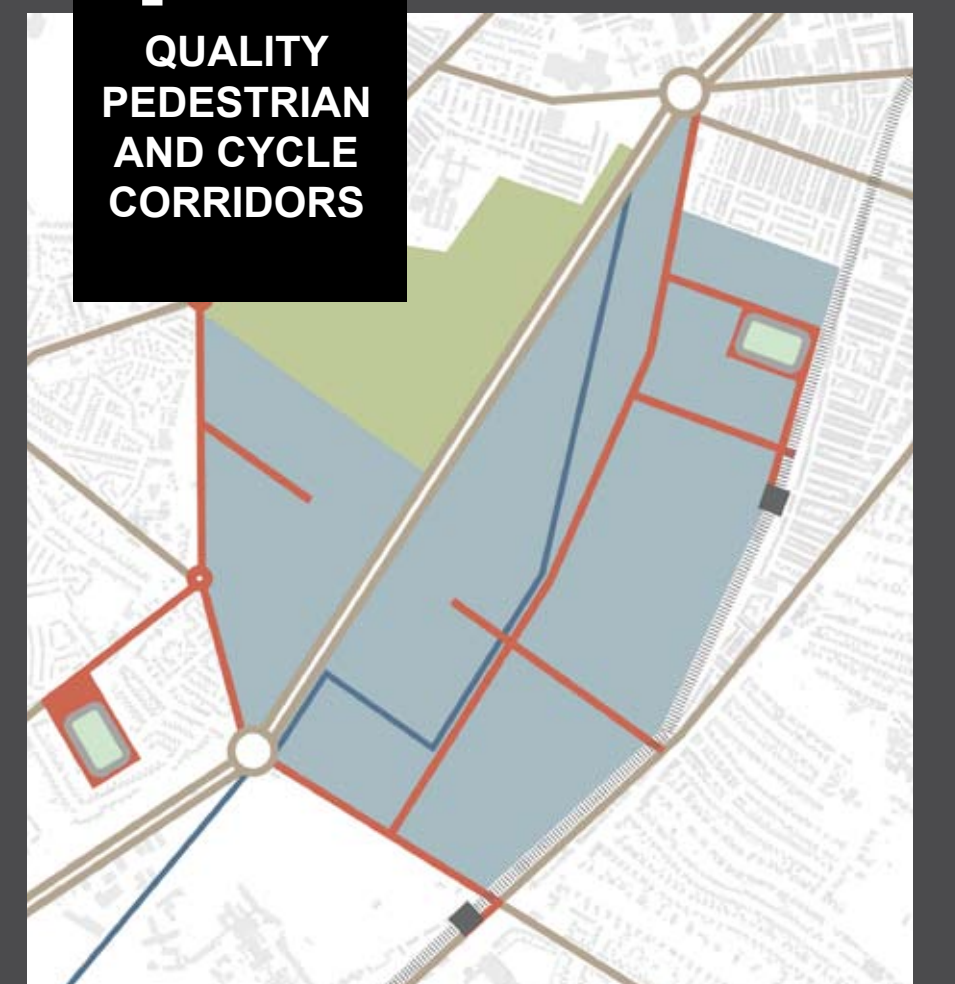
In order to facilitate great use of public transport in the area, it is proposed to upgrade its key transport interchanges. This should include railway stations and Adelaide and Balmoral and BRT stops on the Falls Road.

- + Improved connections to public transport / sustainable transport links
- + Reduced traffic congestion and air pollution
- + Reduced disruption during major events
- + Introduction of greater activity levels & civic events space
- + Potential city centre park & ride
- + Links Rapid Transit to Rail Network
- + Value to Lisburn Road

- ! Linkage to car parking
- ! Requires improved pedestrian links in vicinity
- ! Availability of sites / space funding

4

QUALITY PEDESTRIAN AND CYCLE CORRIDORS



Whilst much of the area is car dominated, people do walk and cycle through it. It is proposed to encourage higher levels of pedestrian and cycle activity by investing a number of quality pedestrian and cycle corridors.

Improvements should include good quality foot and cycle paths, lighting, tree planting and signage.

- + Reduced traffic congestion
- + Reduced air pollution
- + Improved aesthetics
- + Encouragement of healthy lifestyles
- + Greater pedestrian activity

- ! Likely to remain car dominated
- ! Road safety at major junctions

10 ACTIONS (5-10)

5

QUALITY WILDLIFE CORRIDORS



The South West Gateway has potential to play a more important ecological role in the city, having once been largely an area of wetland like the Bog Meadows Nature Reserve. Notably, yet unknown to many, the Blackstaff River passes through the centre of the gateway to the rear of business properties before entering a long culvert on its way to the Lagan.

It is proposed to create a network of ecological corridors that extend wildlife habitat and encourage greater biodiversity across the area.

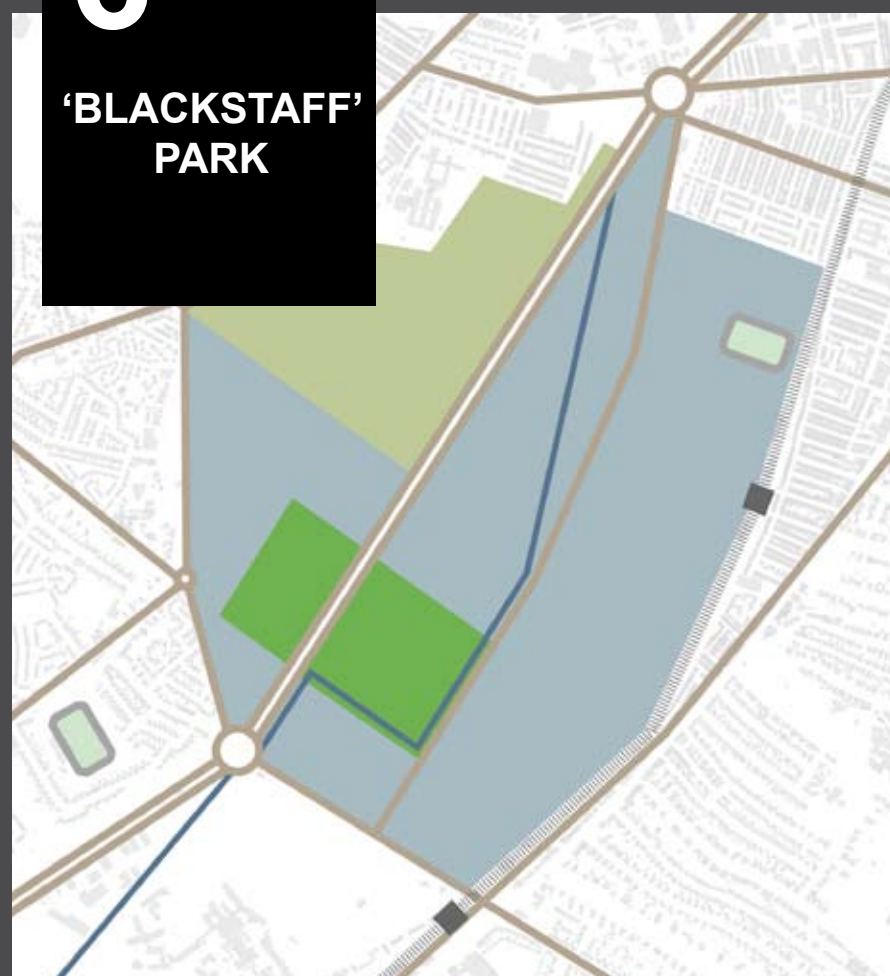
- + Increased biodiversity and reduction in pollution
- + General improvements to aesthetics
- + Educational and training opportunities
- + Encouragement of healthy lifestyles
- + Cultural and historical interpretation
- + Sustainable Urban Drainage (SUDs)

- Ecological value of river compromised by culverted sections
- Invasive species



6

'BLACKSTAFF' PARK



The Boucher Road Playing Fields have become increasingly valued as a venue for sports training and special events. Yet the park has scope to contribute more fully to the wider area. Furthermore, directly across the motorway lies a large, vacant waste water treatment works with considerable scope to become a public open space.

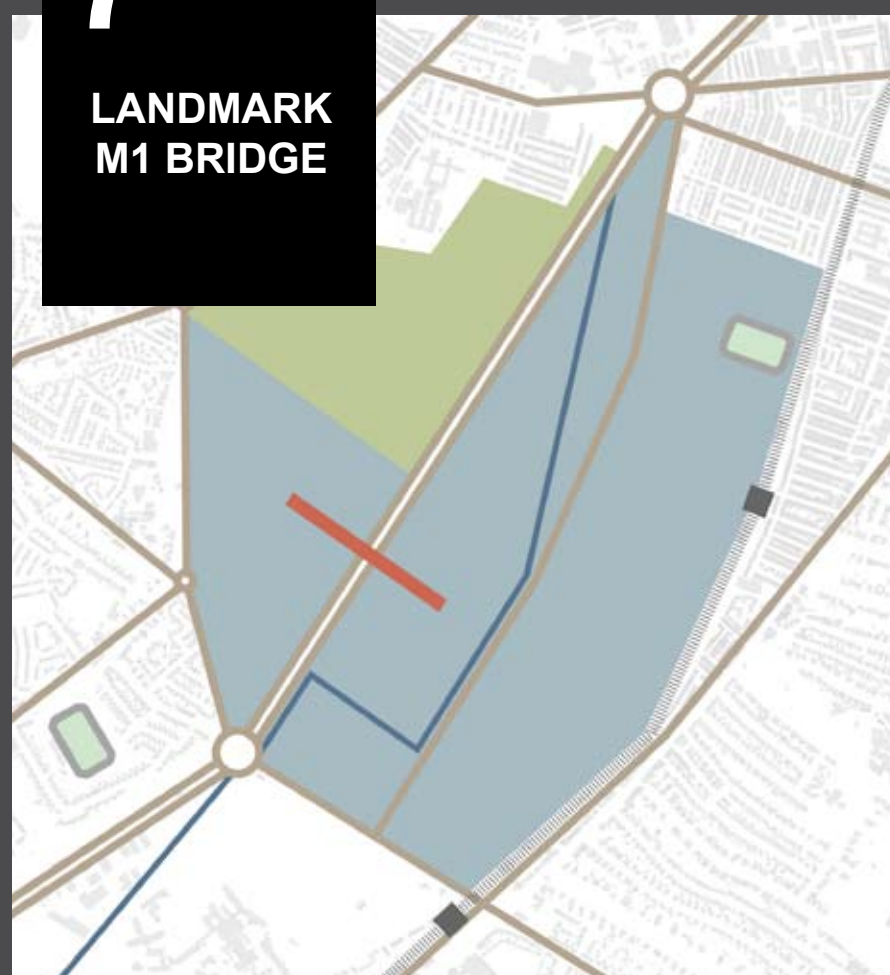
It is therefore proposed to established a new 'Blackstaff Park' to either side of the M1. Named after the river, it would provide a valuable facility for local residents, employees and visitors.

- + Provision of new sporting facilities in area of need
- + Improved facility for major events
- + Setting for private sector investment
- + Introduction of greater activity levels, contributing to footfall and safety
- + General improvements to aesthetics
- + Cultural and historical interpretation scope

- ! Park divided by motorway
- ! Potential for conflicts between sports and events usage
- ! Coordination with other nearby venues required (eg Musgrave Park, stadia etc)

7

LANDMARK M1 BRIDGE



A new landmark bridge is proposed that connects the Boucher Road and the Falls Roads, crossing the M1 Motorway.

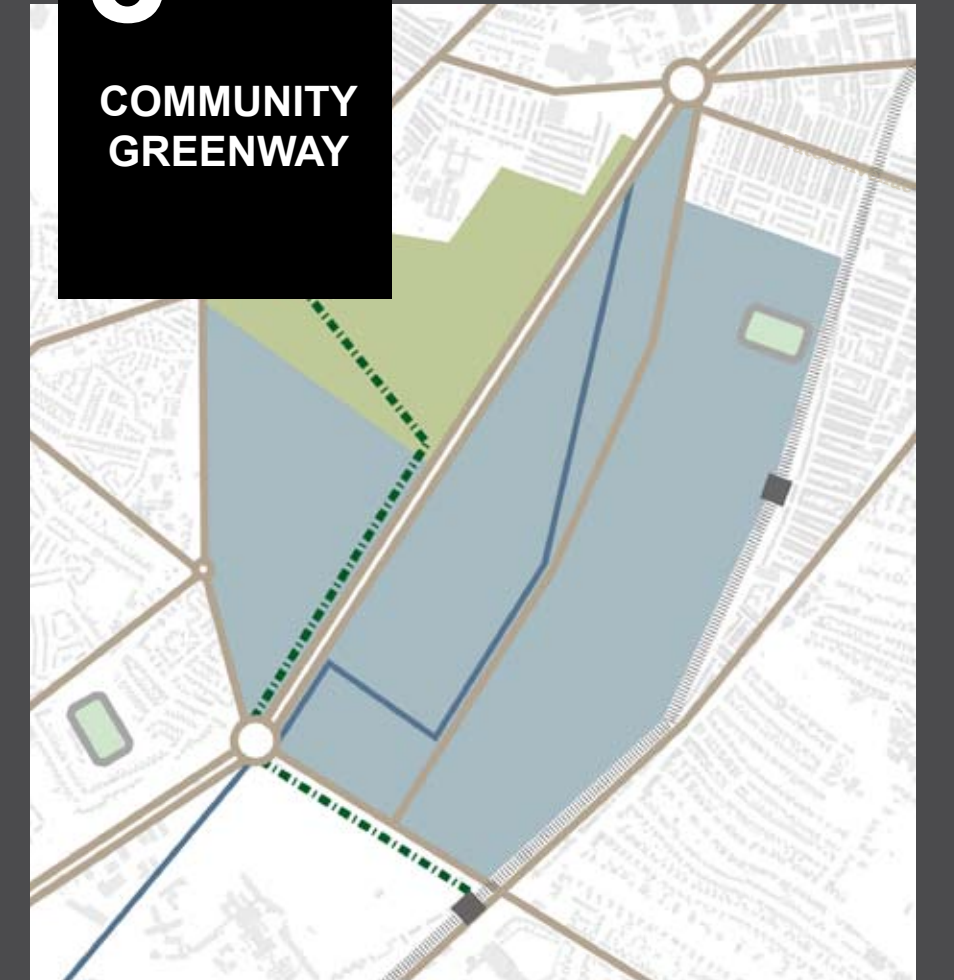
It is proposed that this is a pedestrian and cycle bridge to encourage more sustainable modes of movement around the area. Scope does exist, however, to also explore a larger bridge open to vehicles.

- + Powerful symbol of peace & reconciliation
- + Reinforces identity of area
- + Contributes to a reduction in traffic congestion
- + Access from South to Belfast Rapid Transit
- + Access from West to rail network
- + Link stadium and hospitals
- + Improved flow of customer activity between South and West retail areas

- Political sensitivity
- Significant investment
- Requires further studies

8

COMMUNITY GREENWAY



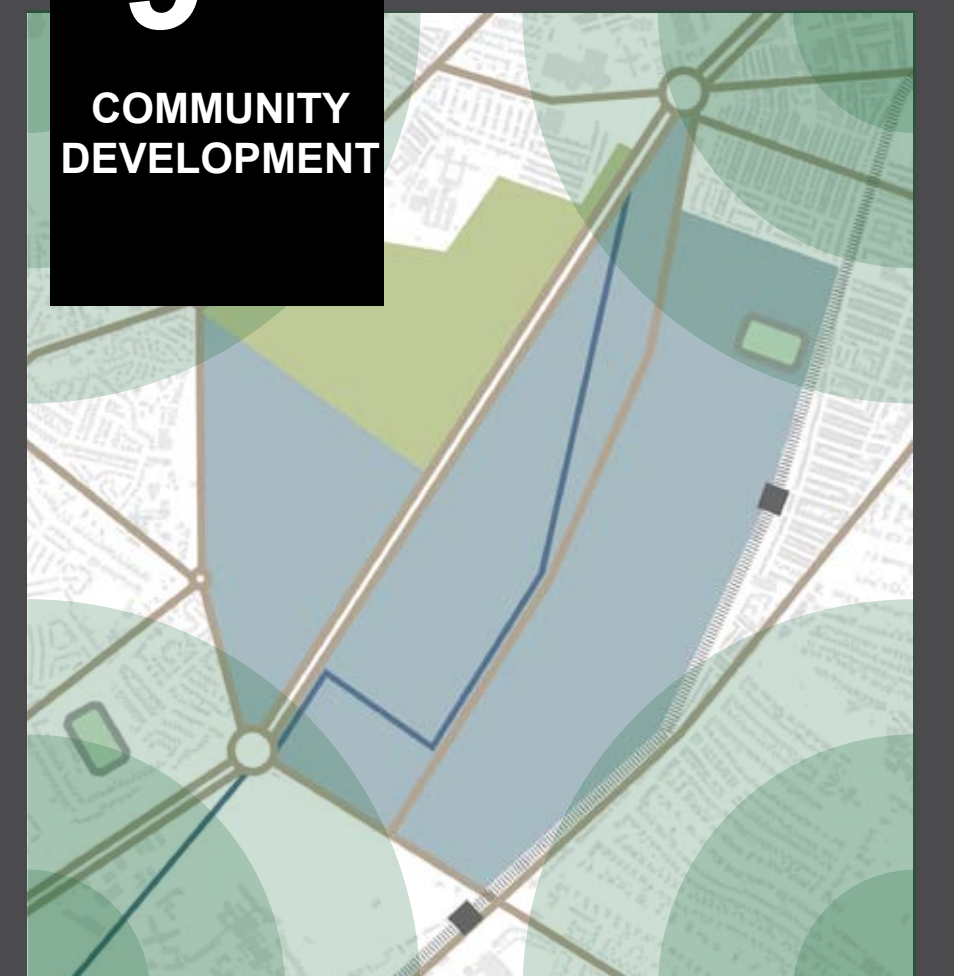
Further connectivity within and beyond the South West Gateway would be achieved through the establishment of a local greenway network. Specifically this involve a pedestrian and cycle route between Musgrave Park and the Milltown Cemetery, as part of a wider greenway system linking the River Lagan and Belfast Hills. Additional connections via the Blackstaff River could also be explored.

- + Reduction in air emissions through use of alternative transport modes
- + Encouragement of healthy lifestyles
- + General improvements to aesthetics of the area
- + Educational and training opportunities for local population
- + Scope for tourism, cultural and historical interpretation
- + Improved setting for private sector investment

- ! Political sensitivity
- ! Physical constraints to linkage (eg M1 junction)

9

COMMUNITY DEVELOPMENT



A notable feature of this area is the close proximity of acutely deprived neighbourhoods to one of the city's most important areas of economic activity. It is proposed to increase direct relationships between business and local communities in this area, with a view to creating more opportunities for employment, training and joint initiatives.

- + Economic impact in neighbourhoods of deprivation
- + Educational and training opportunities for local population through social clauses, apprenticeships and community programmes
- + Improved community relations
- + Introduction of greater activity levels, contributing to footfall and safety

- ! Political sensitivity

10

PROACTIVE PLANNING, DESIGN & MANAGEMENT



Only by pro-actively planning, designing and managing the South West Gateway will a long term, sustainable transformation take place there. It is proposed the a more coordinated approach to the area is taken through partnership working between the local authority, landowners, business owners and local communities.

- + General improvements to aesthetics of the area
- + Positive impact on land values and Improved setting for private sector investment
- + Prevent migration of existing businesses to other retail /industrial areas – reducing employment in local area
- + Encourage investment and redevelopment of vacant properties – leading to increased employment opportunities
- + Improve profitability of existing businesses, leading to increased employment opportunities
- + Improve land values, leading increased rateable values

DRAFT MASTERPLAN

SOUTH
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1. POSITIVE BRANDING
2. INTEGRATED TRAVEL PLAN
3. CIVIL TRANSPORT INTERCHANGES
4. QUALITY PEDESTRIAN AND CYCLE CORRIDORS
5. QUALITY WILDLIFE CORRIDORS
6. 'BLACKSTAFF' PARK
7. LANDMARK M1 BRIDGE
8. COMMUNITY GREENWAY
9. COMMUNITY DEVELOPMENT
10. PROACTIVE PLANNING, DESIGN & DEVELOPMENT

THE CONVERSATION

SOUTH
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GATEWAY
(DRAFT)
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Now it's over to you. All of the proposals presented on these panels are in Draft. The feedback of the general public, local residents and businesses are now sought on the existing area and the draft masterplan. New ideas for regeneration are also greatly welcomed. It is recognised that only through the combined ideas and efforts of the area's many stakeholders, can the most appropriate actions for its improvement be identified. Once complete, the findings of the consultation process will be used to finalise the Masterplan, which will then be used to inform future investment and policy making for the area.

What does this area mean to you?

Which proposals do you think would be most effective?

What other ideas do you have to regenerate this area?

The consultation period extends for fourteen weeks from Wednesday 19th November 2014 to Wednesday 18th February 2015 and Information Boards are available to view at the following locations:

- Belfast City Hall
- Andersonstown Leisure Centre
- Olympia Leisure Centre
- Agape Centre
- The Kennedy Centre

A series of public drop-in sessions to discuss the draft masterplan with members of the consultant team and give your feedback will take place at the following times:

- Monday 1st December 2014, 4 - 7pm
Olympia Leisure Centre, Boucher Road
- Tuesday 2nd December 2014, 4 - 7pm
Andersonstown Leisure Centre, Andersonstown Road
- Monday 26th January 2015, 4pm - 7pm
Belfast City Hall
- Thursday 29th January 2015, 4 - 7pm
Agape Centre, 238 Lisburn Road
- Wednesday 11th February 2015, 4pm - 7pm
The Kennedy Centre, Falls Road

Claim your place and speak your mind with **PlaceSpeak**

The primary means of giving feedback on the draft Masterplan is through PlaceSpeak, a new secure online consultation tool. With PlaceSpeak, you can:



- receive notifications about proposed changes in your community



- provide feedback based on where you actually live



- influence decisions in a meaningful way

How to sign up for PlaceSpeak:



- 1. VERIFY YOUR LOCATION**
Sign up using your email, Facebook, Twitter or LinkedIn and enter your address



- 2. CONFIRM YOUR ACCOUNT**
Click the link sent to your email inbox, and confirm your profile settings, including notifications



- 3. CONNECT TO THE TOPIC**
Click the 'Connect to this topic' button on the South West Gateway (Draft) Masterplan topic page

Visit www.placespeak.com/southwestgateway to get started

Alternatively, feedback can be posted to:
South West Gateway Masterplan, c/o The Paul Hogarth Company
Potters Quay, 5 Ravenhill Road
Belfast, BT6 8DN