

THE DEAN

No's 34-44 Bedford Street and No. 6 Clarence Street, Belfast.

Pre-Application Public Consultation Event

HELLO & WELCOME

INTRODUCTION

Welcome to our Pre-Application Community Consultation (PACC) relating to our proposals for the change of use from office (B1) and restaurant (Sui Generis) uses and the amalgamation of units to deliver a hotel development (Sui Generis) comprising of c. 100 no. bedrooms, two storey rooftop extension, restaurant and bar offerings, gym facilities, including new dormer windows on roof, internal and external refurbishment and alterations, and all associated site works at No's 34-44 Bedford Street and No. 6 Clarence Street, Belfast.

PURPOSE OF CONSULTATION AND NEXT STEPS

The purpose of this consultation is to share our indicative proposals with the community and other interested parties, prior to the submission of a Full Planning Application to Belfast City Council.

We are committed to engaging with members of the wider community and are now undertaking a period of pre-application community consultation (PACC) on our proposals.

The feedback received will be shared with the design team and will help to shape our proposals prior to the submission of a planning application. We will prepare a Pre-Application Community Consultation Report which will provide a summary of all feedback, our response and how we have incorporated any appropriate feedback into the final proposals for the scheme. This report will be submitted as part of the Full Planning Application to Belfast City Council.

HOW TO PROVIDE FEEDBACK AND FIND OUT MORE

Comment Cards

Complete a comment card and return to a member of the project team.

Website

Our virtual consultation website (www.TheDeanBelfast.com) is a one-stop-shop for all information on our proposals. You can browse our plans and view information documents relating to our proposals. An online feedback form can also be completed on the homepage.

Speak to Us

Our project team is available Monday-Friday 9am-5pm to discuss the proposals or respond to any queries you may have.

Contact: MCE

Tel: 02890267099

Email: comments@mcecomms.com

Download the Proposal Pack

You can download an electronic copy of the proposals pack on our website, all you have to do is click on the link within the homepage. If you have any issues downloading the pdf then please call MCE on 028 9026 7099, or alternatively email comments@mcecomms.com.

Closing date for feedback – **Thursday 20th April 2023, 5pm**



THE DEAN

The proposed development will be operated by Press Up Hospitality Group under The Dean Brand. Press Up Hospitality Group is Ireland's leading leisure and hospitality operator across a variety of sectors, including restaurants, bars, hotels, and high-end cinemas across Ireland and more recently the UK. The group now features a growing portfolio of over 65 no. well-loved and popular venues, with 'The Dean' becoming their design led boutique hotel brand now located in 3 cities across Ireland – Dublin, Galway and Cork.

'The Dean' came to fruition in November 2014 on Dublin's Harcourt Street, with a 52 bedroom hotel; Sophie's Rooftop Restaurant; and dedicated events space. The Dean burst onto the scene and was the first of its kind in the Irish market. Created by an up and coming hospitality group Press Up Hospitality, The Dean offered design led, high spec rooms at affordable prices right in the centre of town, all served up with modern, genuine Irish hospitality by people who love their city.

The Dean maintains its position as one of Dublin's premier boutique hotels and destination venues. In 2020 The Dean Cork opened its doors, followed by The Dean Galway in 2022. Press Up Hospitality now hopes to bring The Dean to Belfast.



STRATEGIC CONTEXT & SITE LOCATION

The City of Belfast, which is the capital of Northern Ireland and the core of the Belfast Metropolitan Area, is the largest settlement in the Region. Belfast occupies a strategic location on the Eastern Corridor of Northern Ireland, located approx. 169 km from Dublin, and has a population of approximately 280,211 (Census 2011 data). The city boasts strong cross border transport links between Northern Ireland and the Republic. In addition, the area has good road and rail connections to other main settlements such as Lisburn, Bangor, and Newry.

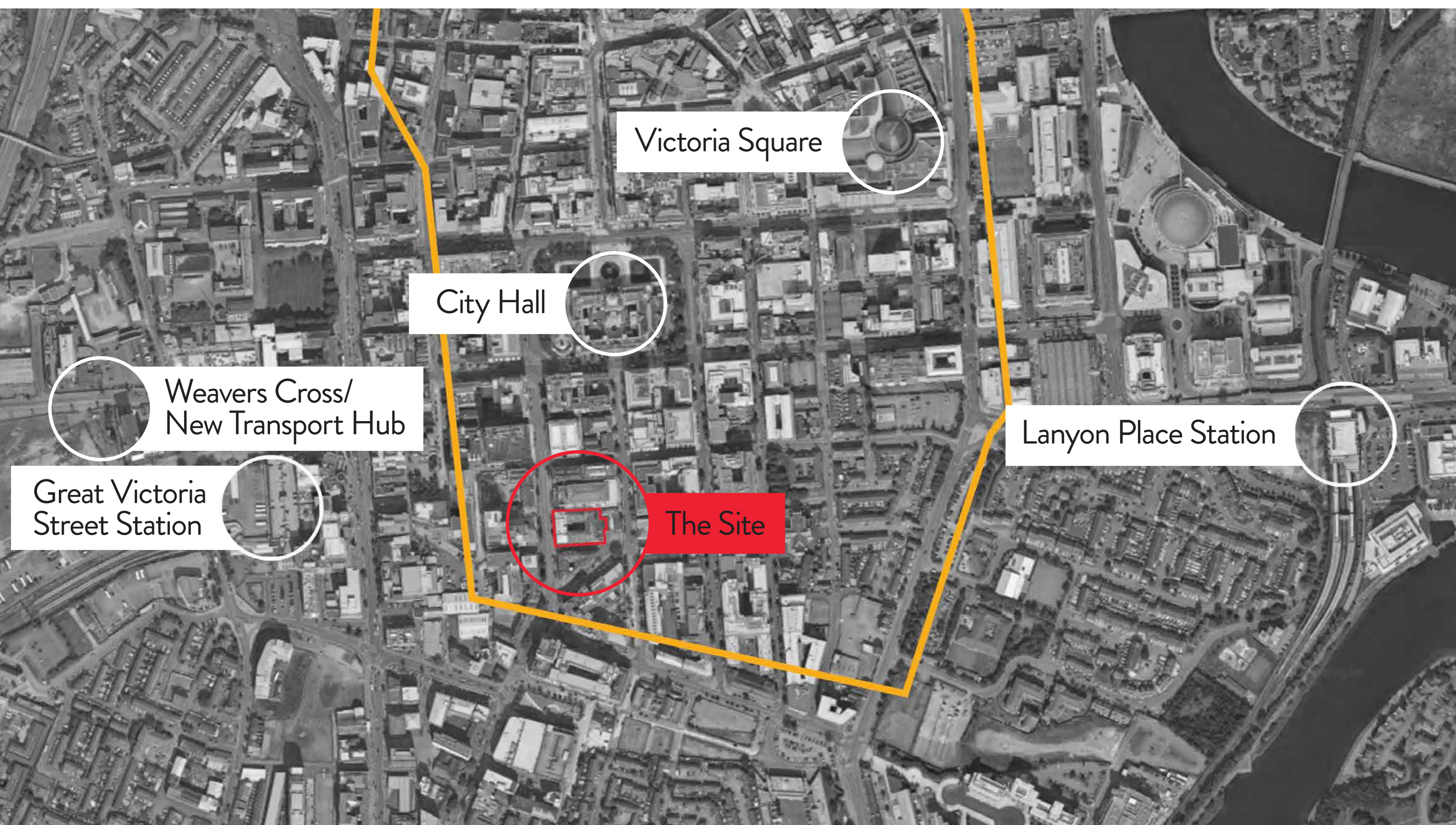
The application site comprises a rectangular plot of land measuring 0.2ha, which encompasses the existing properties of No's 34-44 Bedford Street and No. 6 Clarence Street, Belfast. Harlem Cafe and the vacant Deane's Deli unit occupy the ground floor level, with offices on upper floors. The majority of the building is currently lying vacant and falling into disrepair. It is located approximately 220m to the southwest of City Hall within the City Centre.



▲ Strategic Context

The site is bounded by Bedford Street to the west, Clarence Street to the south, and Ulster Hall to the north. Situated on a prominent corner location on Bedford Street and Clarence Street, it is within walking distance to the Shopping District and a wide range of services, such as Great Victoria Street Train/Bus Station, the imminent Weavers Cross (Transport Hub), and Lanyon Place Station which serves patrons using Belfast-Dublin train line.

▼ Local Context



HISTORIC IMAGERY OF BEDFORD STREET



Bedford Street
(looking southward)
in early 1900's



Bedford Street
(looking northward)
approximately 1920's.

In August 1992, during the years of conflict in Belfast, the front of the Ulster Hall and the subject site were damaged following a bomb explosion on Bedford Street, as shown by the photographs. The buildings required a significant amount of repair at this time.



AREA PLAN & POLICY CONTEXT

The Belfast Metropolitan Area Plan (BMAP) 2015 was formally adopted in September 2014 but was subsequently quashed by the Court of Appeal in May 2017. The statutory development plan for the Belfast area therefore reverts back to the previously adopted Area Plan, the Belfast Urban Area Plan (BUAP) 2001 and Draft BMAP (published in 2004). There are no policy designations affecting the site in the BUAP. Due to the fact that the adoption of the Belfast Metropolitan Area Plan (BMAP) 2015 was found to be unlawful by the Court of Appeal on 18th May 2017, consideration therefore reverts back to the adopted Area Plan (BUAP 2001) and draft BMAP. The draft Belfast Metropolitan Area Plan (dBMAP) 2015, in its most recent post-examination form (including the publication of PAC Reports) continues to exist. Accordingly, the policies in the version of BMAP which was published September 2014 (and subsequently quashed), not the draft version published in 2004, may therefore be a material consideration and given weight. In this case, there is no change between the original draft BMAP publication, and the version purported to be adopted, with the site being identified as unzoned 'whiteland'.

The site is located within the Belfast 'City Centre Boundary' and 'Commercial District' Character Area (Designation Ref: CC 007), as set out within the Belfast Metropolitan Area Plan (BMAP) 2015. The supporting policy text associated with 'Designation CC 007' notes that the Commercial District street pattern and most of its building stock was developed in the 19th century to accommodate new businesses, especially in the linen industry. Development in the area is generally of fairly high density with high site coverage, and relatively high buildings. The Ulster Hall is noted as one of the 'landmark buildings' within the area.

The subject site falls within the 'Linen Conservation Area', which was designated on 11th December 1992, however the building itself is not listed. It is important to note that the subject building sits directly adjacent to the Ulster Hall which is a Grade A Listed Building. Within the Linen Conservation Area Design Guide, it specifically makes reference to Bedford Street noting that it was the most important thoroughfare in the Area, and remains so today. The subject site is identified as unzoned 'whiteland', with no specific land use policy designations.



DESIGNATION CC 007

CHARACTER AREA COMMERCIAL DISTRICT

The Commercial District Character Area is designated as identified on Map No. 2/001 - Belfast City Centre.

URBAN DESIGN CRITERIA

GENERAL

- The density of development in the area shall be maintained and increased, where appropriate, through high site coverage and high plot ratios;
- Development proposals shall take account of the height of adjoining buildings;

STREET FRONTAGES

- That part of any development which fronts onto Great Victoria Street, Bruce Street or Bankmore Street Link shall be a minimum building height of 6 storeys, or 18 metres to building shoulder height, and a maximum height of 7 storeys;
- That part of any development which fronts onto Cromac Street shall be a minimum height of 4 storeys and a maximum height of 6 storeys;
- That part of any development which fronts onto Bedford Street shall be a minimum building height of 5 storeys and a maximum height of 7 storeys;

INTERSECTIONS

- On the key gateway site at the intersection of Cromac Street, Hamilton Street and East Bridge Street, as identified on Map No. 2/001 - Belfast City Centre, building height shall be a minimum of 5 storeys and a maximum of 7 storeys. Proposals shall take account of the adjoining residential properties;

ELSEWHERE

- New development shall respect the established building line. Exceptions may only be permitted where development creates significant public open space;
- Building heights shall be a minimum of 6 storeys and a maximum of 9 storeys; and
- Development shall be fine grain in nature, and aim to reflect traditional plot widths. The façade of larger development proposals shall be broken up visually to reflect the scale of traditional units, eg the sub division of block into 4 buildings.

SITE PROPOSALS

The development proposals include the change of use from restaurant (Sui Generis) on ground floor, and offices (Class B1) on upper floors, and the amalgamation of units to deliver a circa 100-bed hotel development (Sui Generis), involving the internal and external refurbishment and alterations of the building, provision of new dormer windows on roof level, and two storey rooftop extension. The Dean Belfast will include its signature offering with the rooftop Sophies Bar and Restaurant and additional restaurant at ground floor level which will be fully accessible to the wider public.

The proposal seeks to promote the further regeneration of this area of the city centre, which was neglected until the recent development of Grand Central Hotel and The Ewart which has transformed the street and brought the hustle and bustle back to the area. It is considered that this scheme is a good example of 'sustainable urban renaissance' and 'urban renewal', as promoted within the Belfast Metropolitan Area Plan (BMAP) 2015, which seeks to maximise the use of existing infrastructure and supporting more effective public transport options.

Site location ►

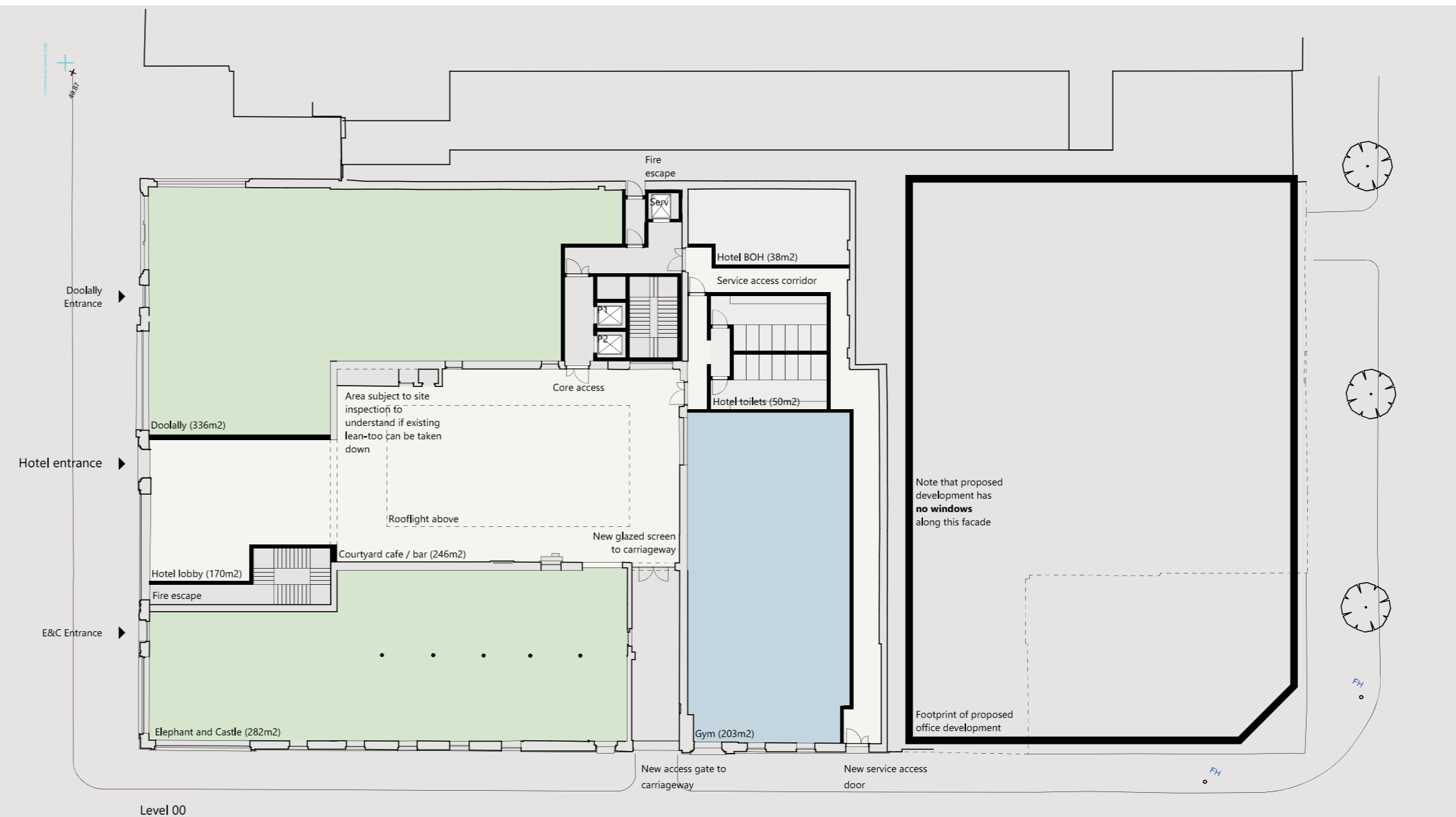


Proposed View from
Bedford Street ▼

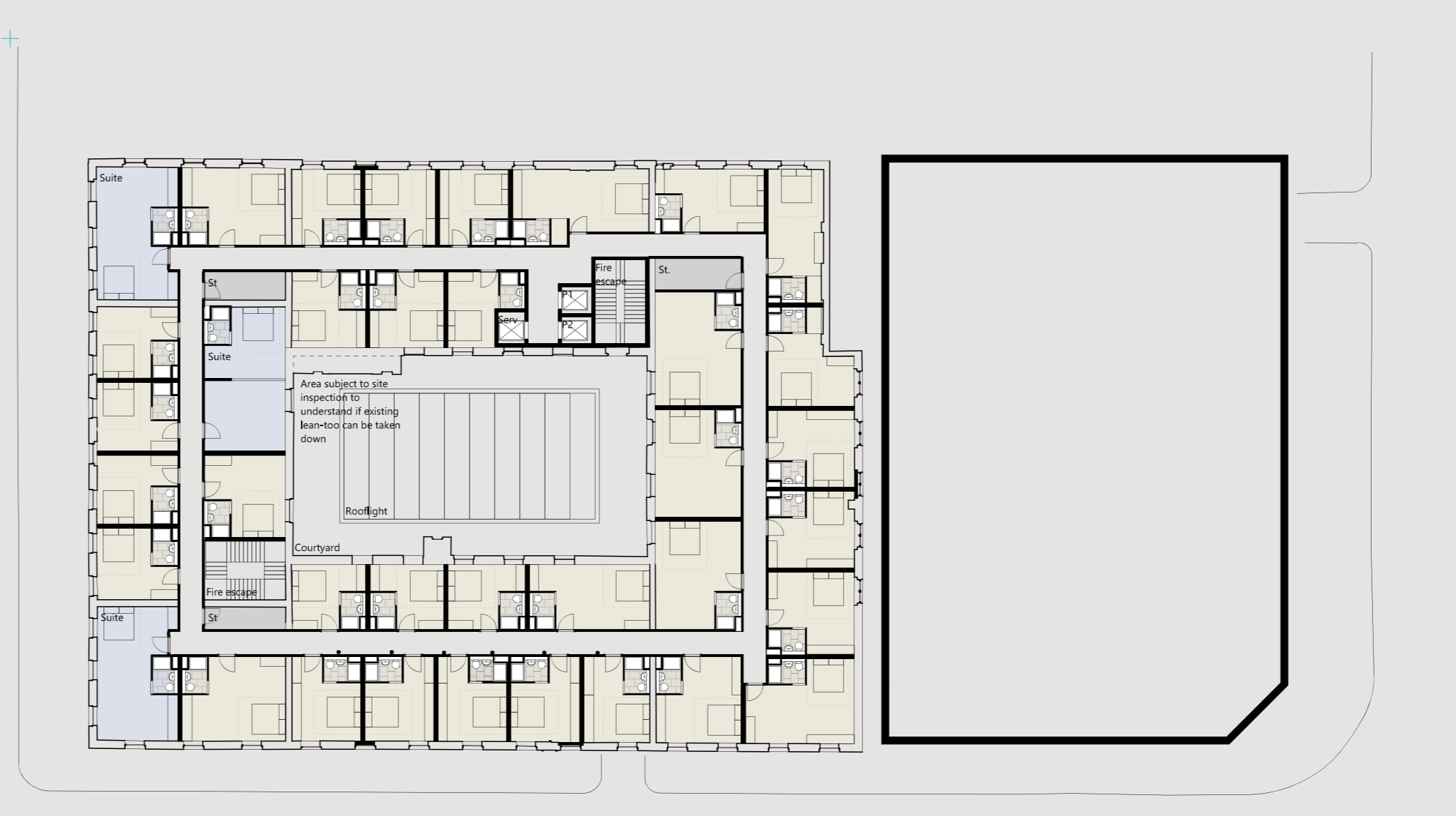


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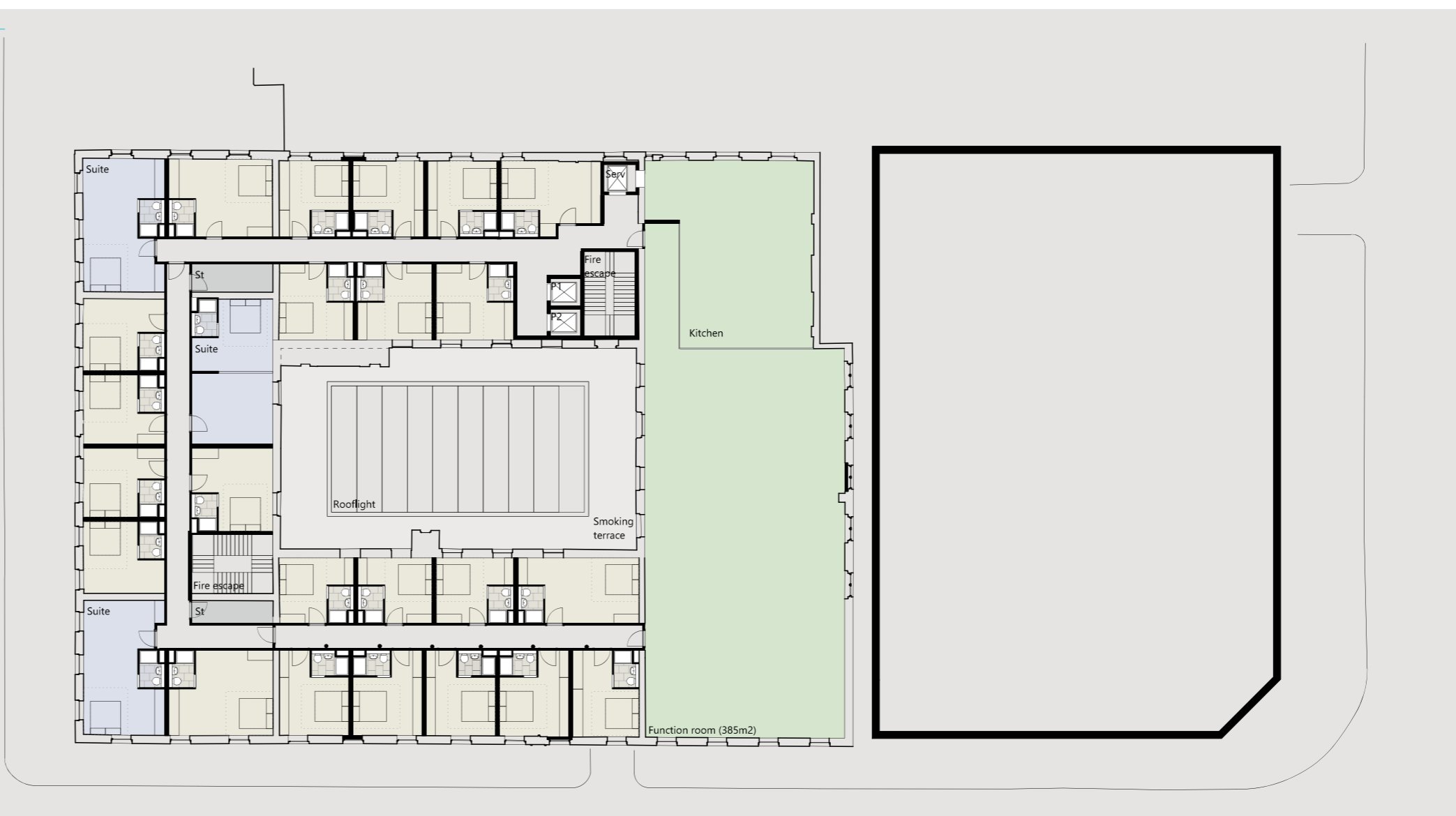
Proposed Level 00 Plan ▶



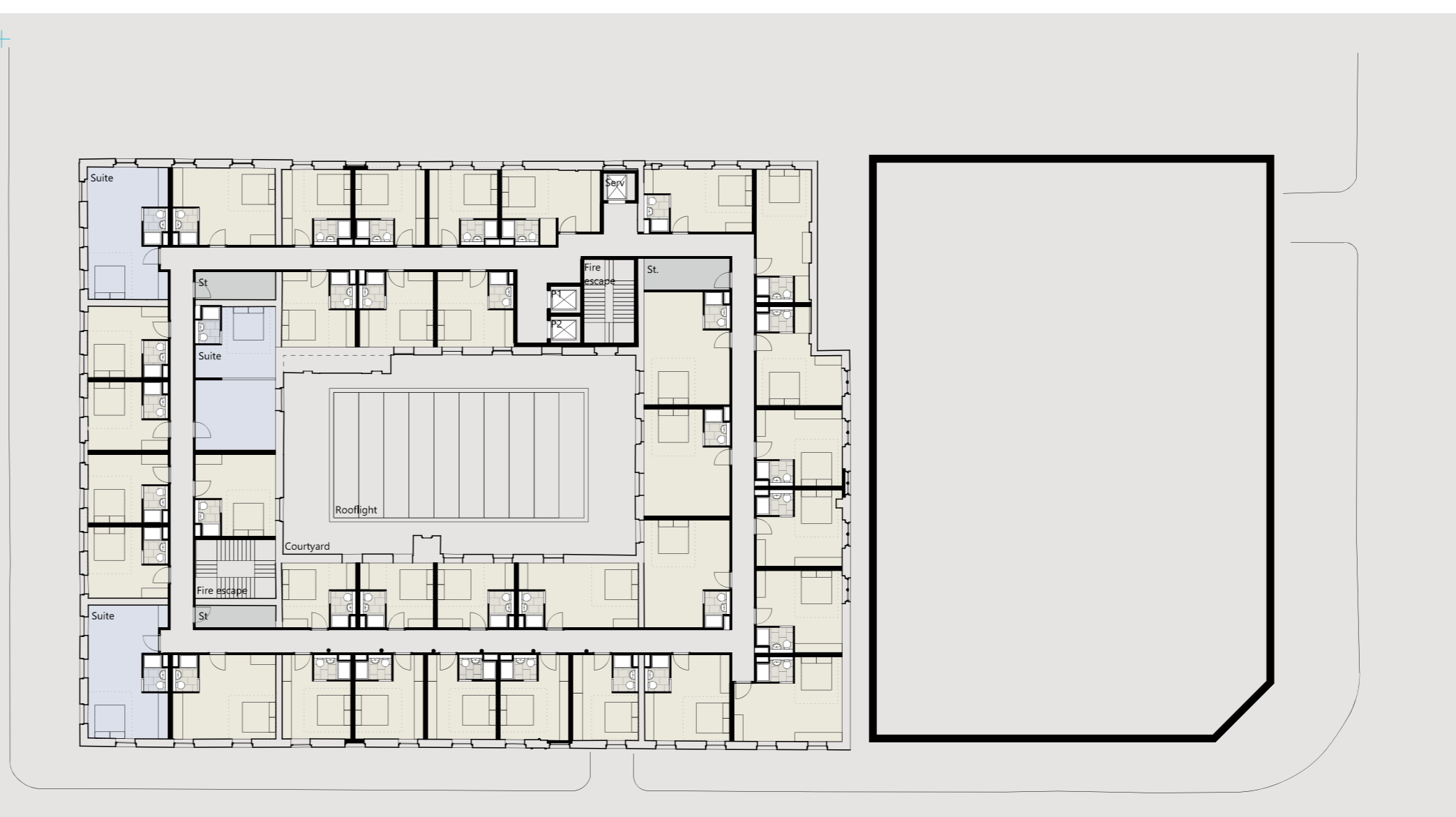
Proposed Level 01 Plan ▶
(no function room)



Proposed Level 01 Plan ▶
(including function room to rear)



Proposed Level 02 Plan ▶

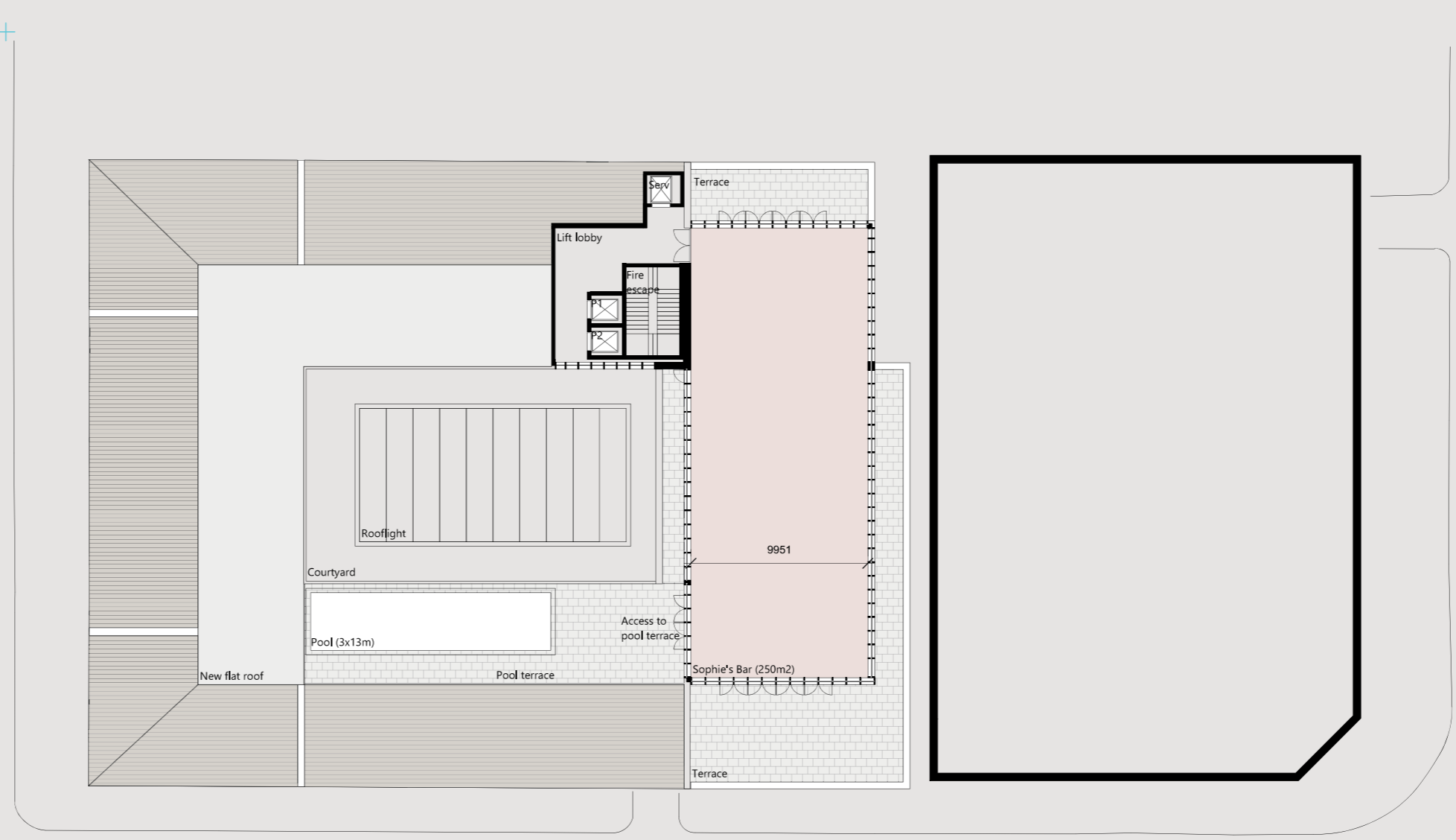


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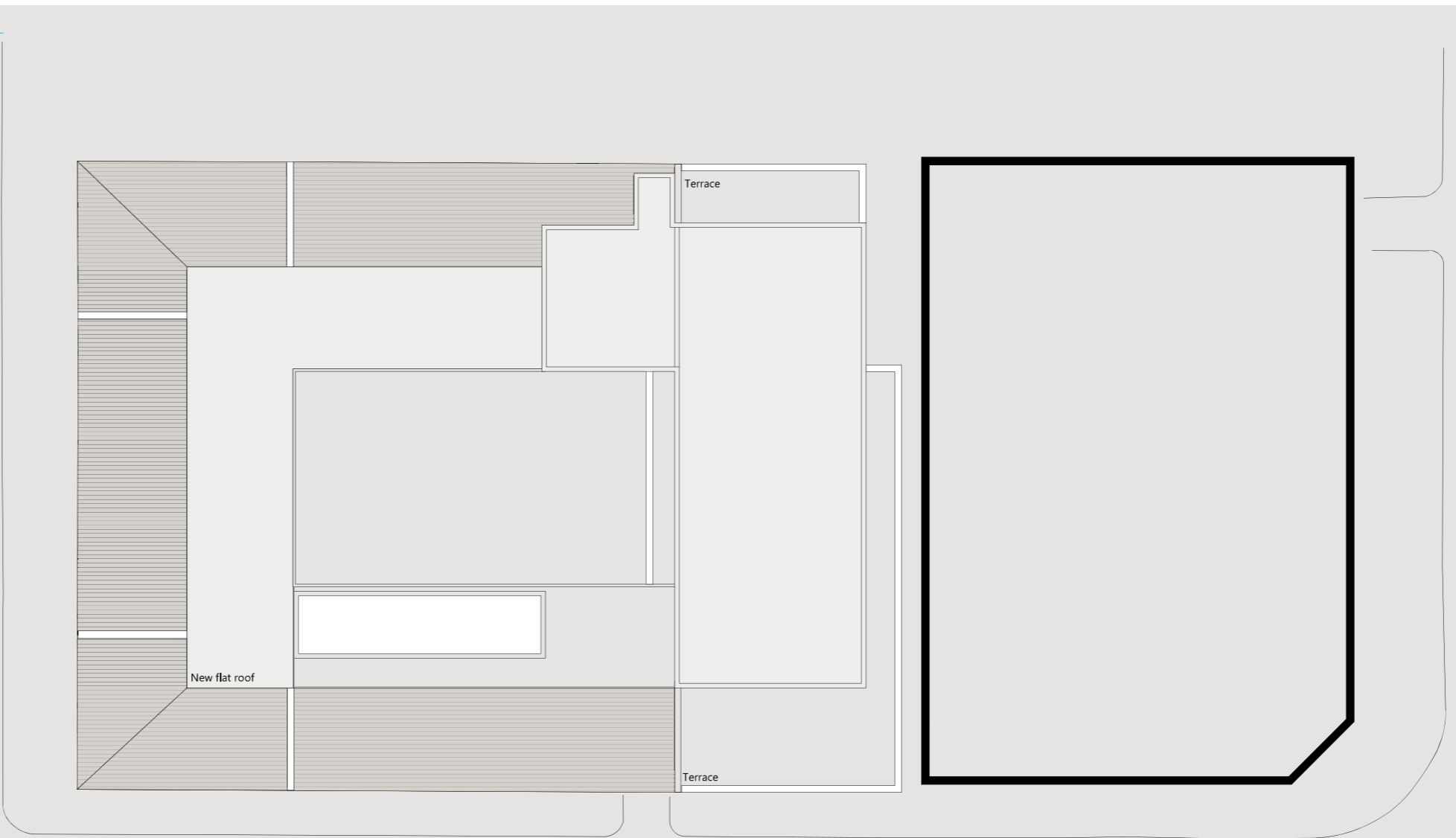
Proposed Level 03 Plan ▶



Proposed Level 04 Plan ▶



Proposed Roof Plan ▶



WHAT WILL IT LOOK LIKE?

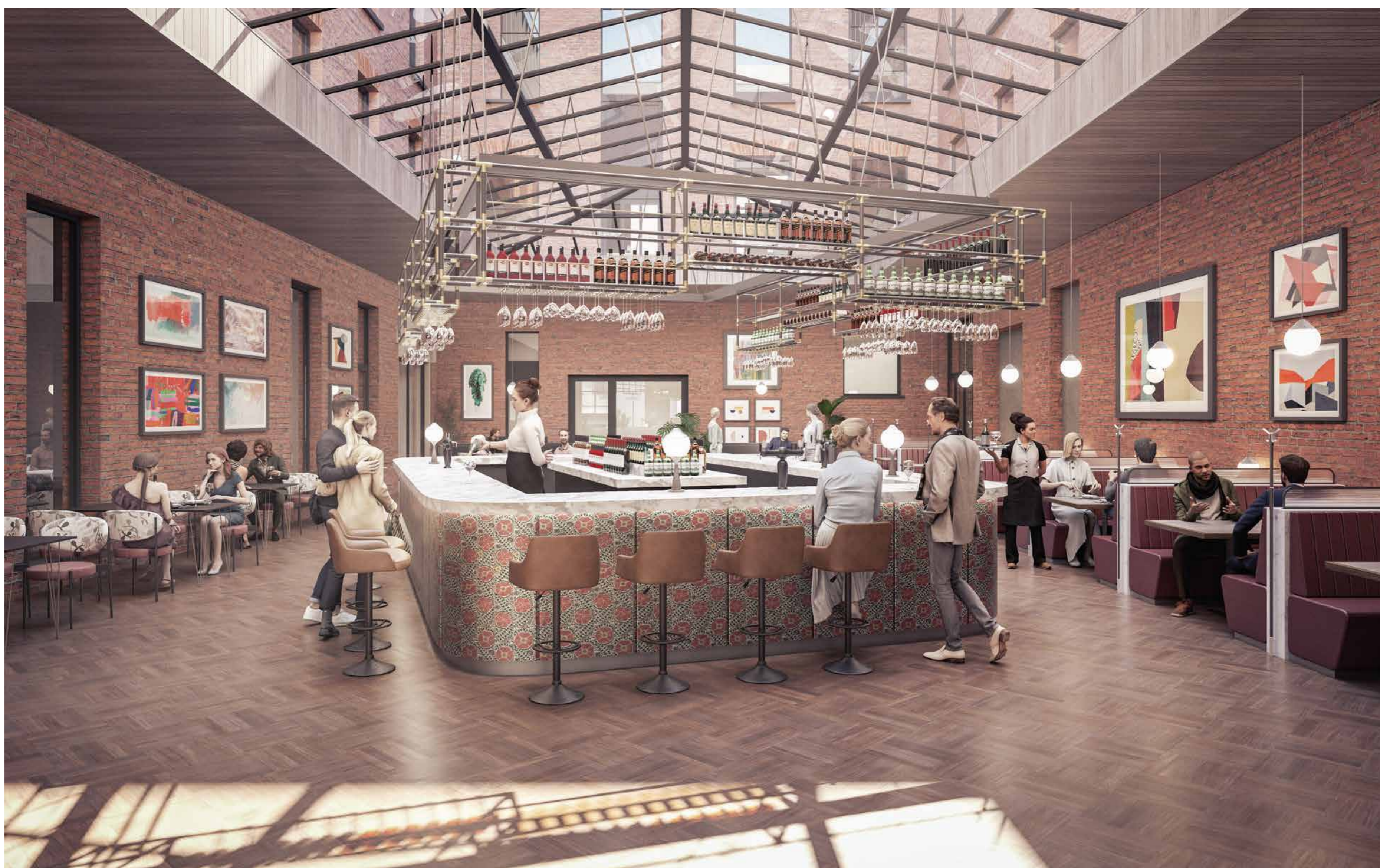


▲ Proposed View from Bedford Street

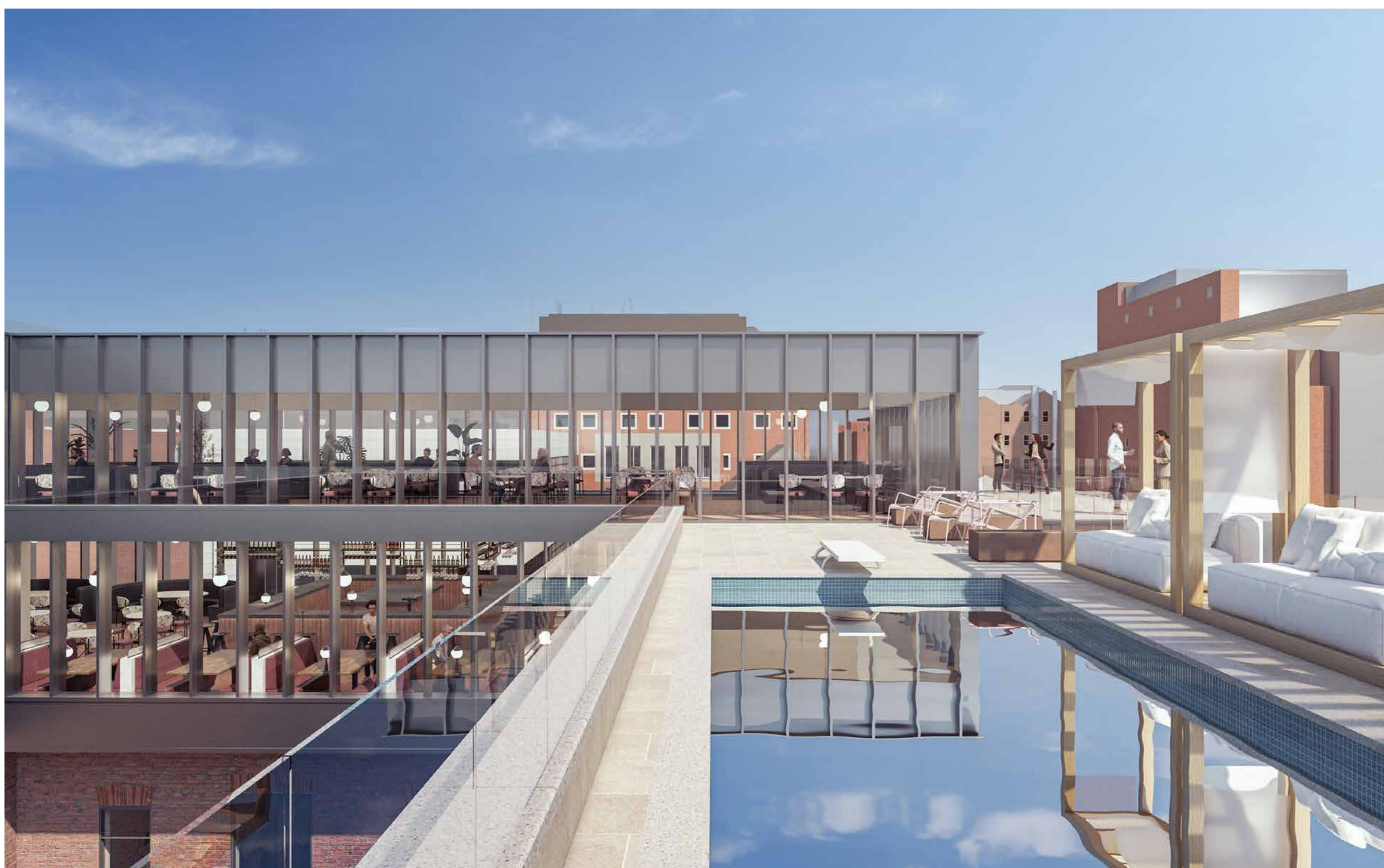


▲ Proposed View from Clarence Street (with Domis proposal to rear)

WHAT WILL IT LOOK LIKE?



▲ Proposed View of courtyard with new roof lantern



▲ Proposed View of roof top pool and bar

BENEFITTING THE COMMUNITY

The development proposals will deliver a number of community and economic benefits as outlined below:

- The refurbishment and regeneration of No's 34-44 Bedford Street and 6 Clarence Street will add to the recent regeneration which is currently underway along Bedford Street.
- The proposal provides an excellent opportunity to deliver an exemplar hotel development within the heart of Belfast's Linen Quarter, next to Ulster Hall, with sustainability at the heart of the design, construction and management.
- The scheme is expected to create 250 hospitality jobs once operational (c.170 full time roles and c.80 part time roles), with the economic impact set to positively benefit local suppliers and subcontractors.

HAVE YOUR SAY

Visit our Website and Leave Feedback

www.TheDeanBelfast.com

A dedicated and bespoke website www.TheDeanBelfast.com will be available for interested parties to view the consultation document and site proposals. The website will be live from Thursday 23rd March – Thursday 20th April 2023.

Write to Us or Give Us a Call

If you wish to make comments on the proposals, you can also do so in writing by sending a letter to:

MCE
Urban HQ
Eagle Star House
5-7 Upper Queen Street
Belfast
BT1 6FB

If you would like a member of the team to discuss our proposals over the phone with you, you can call us on 02890267099.

Complete a Comment Card

Comment cards can be completed in-person and returned to a member of our project team.

Comment Cards, along with a self-addressed envelope, have been delivered to dwellings and businesses within the vicinity of the proposal site. These can be filled in and returned as directed.

Alternatively, electronic comment cards can be completed on the homepage of our website.

Closing date for feedback – **Thursday 20th April 2023, 5pm**