

TURLEYASSOCIATES

29-31 Montgomery Street
Belfast
BT1 4NX

T: 028 9089 7400
F: 028 9089 7401

www.turleyassociates.co.uk

30 September 2008

Delivered by E-Mail

Ciaran Donnelly
Belfast City Centre Regeneration Directorate
Department for Social Development
Lesley House, 2nd Floor
25-27 Wellington Place
Belfast
BT1 6GD

Our ref: WESB1004

E: thollinger@turleyassociates.co.uk

Dear Mr Donnelly

WEST SIDE DRAFT REGENERATION PLAN

We welcome the opportunity to respond to this consultation document on behalf of our clients Westfield Shoppingtowns Limited, joint owners of CastleCourt.

In overall terms the regeneration of the West Side District is important to the wider reinvigoration of the city centre and is welcomed.

The basic principle of introducing a new circulation route from Royal Avenue to CastleCourt is endorsed and the enhancement of public realm and street frontage along that route should ensure the street's sustainability in the long term. The creation of quality public realm at Bank Place will also help draw footfall into the West Side.

Promotion of independent retail as part of these proposals is noted. Provision of 'niche multiple retail' is however open to interpretation and could detract from the aspiration to create a more local and diverse retail experience. This issue could be further clarified in the final plan. An individual character will enhance the area's ability to complement the principal shopping quarters, including North West Quarter.

The proposals tabled in this draft plan broadly reflect Westfield's own proposals to significantly expand and enhance CastleCourt pursuant to the North West Quarter Masterplan, to which the company remain strongly committed. A comprehensive approach must accordingly be adopted to ensure interface issues are properly addressed.

The disparate nature of the individual proposals and multiple site ownership in the West Side will make delivery of this plan challenging and this needs to be recognised in taking matters forward.

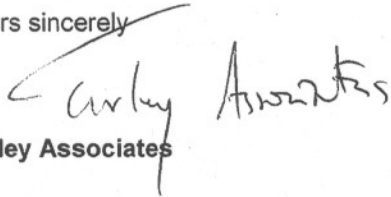
Furthermore, phasing the delivery of West Side will clearly be highly significant and further guidance needs to be provided in relation to this. In our view the proposals should follow the comprehensive CastleCourt proposals which should assume primacy given their importance to the vitality & viability of the City centre as a whole & the North West Quarter in particular. That scheme indeed, clearly has

the potential to act as a catalyst for the development of West Side given the radical improvement which it will bring in terms of permeability & linkages.

It would be greatly appreciated if we could remain advised of progress with this plan given our clients' status as a key stakeholders

Please do not hesitate to contact either Brian Kelly or Tamasin Wilson should you wish to discuss any of the matters raised in this representation.

Yours sincerely

A handwritten signature in black ink that reads "Carley Associates". The signature is written in a cursive, slightly slanted style. A long, thin horizontal line is drawn above the signature, starting from the left and extending past the end of the signature.

Turley Associates

29

Young, Brian

From: Trevor Hollinger [thollinger@turleyassociates.co.uk]
Sent: 30 September 2008 16:36
To: Donnelly, Ciaran
Cc: Business Support Unit; Brian Kelly; Tamasin Wilson
Subject: West Side Regeneration District Draft Regeneration Plan
Attachments: 20080930163340703.pdf

Please find attached herewith representation in relation to the above on behalf of our clients Westfield Shoppingtowns Ltd

Please note that any correspondence regarding this matter should be directed to our Belfast office (address as per letter)

Many thanks

Trevor Hollinger
Turley Associates
25 Savile Row
London
W1S 2ES

T: 020 7851 4010
F: 020 7851 4020
E: thollinger@turleyassociates.co.uk
www.turleyassociates.co.uk

TURLEYASSOCIATES



This e-mail is intended for the above named only, is strictly confidential and may also be legally privileged. If you are not the intended recipient please do not read, print, re-transmit, store or act in reliance on it or any attachments. Instead, please notify the sender and then immediately and permanently delete it. Turley Associates is a limited company registered in England and Wales Registered No 2235387 Registered Office The Chancery 58 Spring Gardens Manchester M2 1EW