



economic and community benefits

Implementation of the Lisburn Historic Quarter Development Strategy will:

- Encourage sustainable economic activity and consolidate the Historic Quarter's viability through private and public sector investment.
- Promote the expansion and development of existing businesses and encourage new business formations.
- Increase the retail and leisure spend by local shoppers, visitors and City Centre users.
- Create a vibrant evening and weekend economy.
- Encourage high quality and sympathetic building design and enhance open spaces and the public realm.
- Enhance and develop links with the Lagan Corridor and Lagan Valley Island.
- Encourage new and longer visits by both regional and international tourists.
- Enhance the local cultural identity by making the Historic Quarter the heart of Lisburn.



in summary...

During 2000 Lisburn City Council prepared a Development Strategy Outline Proposal for the Historic Quarter and as a result the Lisburn Historic Quarter Partnership was created. This body, comprising of key interests from the public, private and voluntary sectors, has produced The Lisburn Historic Quarter Development Strategy designed to secure and promote the area's physical and economic regeneration. The strategy is complementary to other key initiatives including 'City of Lisburn – 2010'.

the next step

The achievement of the Lisburn Historic Quarter Development Strategy depends on establishing meaningful partnerships between current and future stakeholders. Please contact us on any aspect of regenerating the Historic Quarter and the exciting opportunities available:

Economic Development Officer
Lisburn City Council
Island Civic Centre
The Island, LISBURN
BT27 4RL

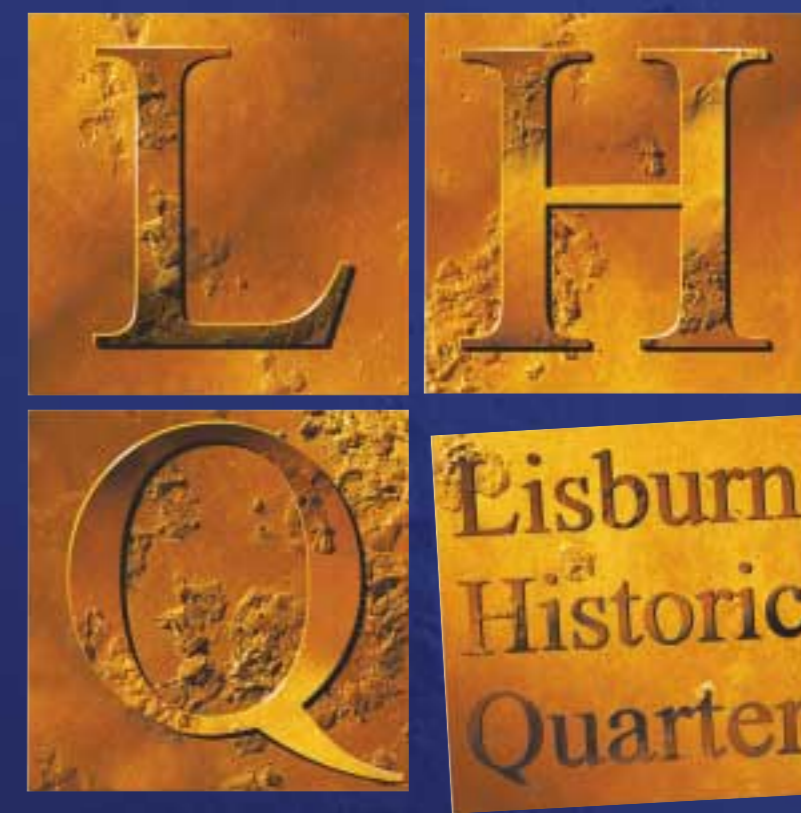
City Centre Manager
Lisburn City Centre Management
3A Bridge Street
LISBURN
BT28 1XZ

Email: econdev@lisburn.gov.uk
Tel: 02892/509487
Fax: 02892/509564

Email: lhq@lisburnccm.co.uk
Tel: 02892/660625
Fax: 02892/660192



proposals for a
dynamic future



produced by
Lisburn Historic Quarter Partnership



LISBURN
CITY COUNCIL



development strategy

development vision

The Lisburn Historic Quarter will become a vibrant, dynamic environment enhancing the area's vitality for all of its residents, users and visitors by restoring occupier and investor confidence.

The development of the Historic Quarter is an ambitious and exciting initiative which will confirm Lisburn's strong retailing reputation and act as a focus for further investment.

historical perspective

For many hundreds of years, Lisburn's strategic location on the River Lagan made it an important economic hub linking Belfast and Dublin. The area now known as the Historic Quarter was first laid out in the 17th century. It falls within a designated Conservation Area which includes Market Square, Castle Street and Bridge Street. This area was destroyed by the great fire of 1707 but an attractive 18th century streetscape was rebuilt on the original layout and this has remained largely unchanged to the present day.



the economic imperative

Lisburn City has a population of around 109,000, of whom 65,000 live in the Lisburn City area. The population in the City has doubled since 1961, with a 40% increase in the past 25 years.

Lisburn City Centre has enhanced its position as the civic and retail centre of the City. There are around 428 businesses in the City Centre of which 265 are located in the Historic Quarter.

However, the ground floor vacancy rate for the Historic Quarter (17%) is substantially higher than that for the City Centre (7%) and rental values are correspondingly lower. The Historic Quarter also displays low rates of ground floor retail activity, which is indicative of poor economic vibrancy.

There are less than two hundred households currently in the City Centre and approximately fifty in the Historic Quarter.

These indicators point towards the need for intensive local regeneration. They also highlight the substantial investment opportunities offered by the Historic Quarter.

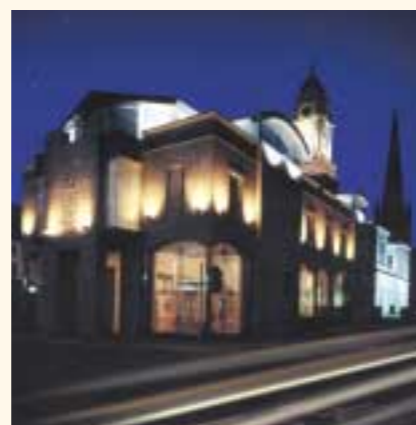
the way forward seven strategic programmes

The Historic Quarter Development Strategy will be implemented through seven integrated strategic programmes. The key elements of each programme are:

1 sustainable economic development

The Historic Quarter will be a dynamic area enhancing the economic performance of the City Centre which will:

- Attract specialist retailing outlets.
- Encourage cultural & retail tourism.
- Develop an appropriate evening economy.
- Facilitate public and private sector office accommodation.
- Promote vocational and in-post training.
- Utilise the built heritage as a driver for successful regeneration.
- Increase employment opportunities.
- Facilitate major public and private sector investment.
- Encourage diversity in economic activity.



2 community benefits

The community's support and positive identification with the Historic Quarter is essential to its long term success. Facilitating access to persons with disabilities and active promotion of heritage interests, arts and cultural opportunities for all members of the community will be encouraged.

The key strands of this programme include:

- Establish strong links with the Lagan Valley Island and Arts Centre.
- Co-ordination with the Lisburn Access Group and relevant access agencies.
- Enhance links with Lisburn's heritage interests.
- Enhance public amenities.
- Enhance a welcoming environment for residents and visitors.
- Promote a welcoming environment for residents and visitors.
- Encourage youth participation in Historic Quarter projects and activities.
- Create affordable quality housing.

3 restoration and enhancement of the built environment

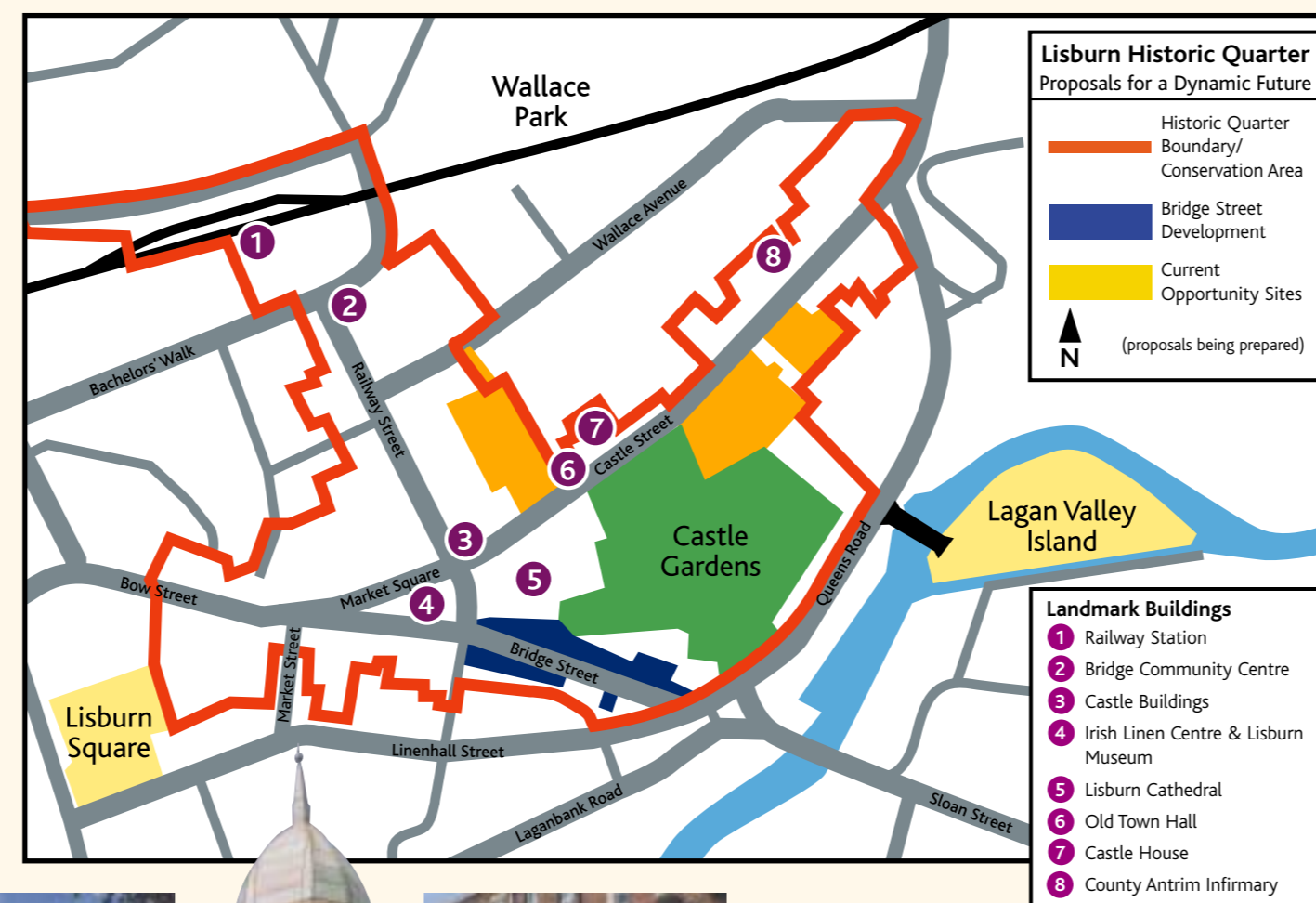
The strategy is designed to enhance the existing character of the Historic Quarter and to emphasise the area's unique identity and function.

This will be undertaken through:

- Identification of landmark buildings, traditional-style streetscapes, non-traditional streetscapes and opportunity sites.
- Subsequent encouragement of high quality and sympathetic building design, to restore and enhance the built heritage.
- Enhancement and protection of the Conservation Area.

4 city centre living

City Centre living is an essential element in developing a successful blend of economic activities within Lisburn. It provides sustainable housing, improved amenities, better lifestyle choices and contributes to the area's overall vitality by creating a bustling evening economy and a safer environment for residents and visitors alike.



The core elements of this programme include:

- New build housing (or mixed uses including housing) in appropriate locations.
- Improvement or conversion of under-used and vacant space above ground floor commercial premises.
- Advice service for financial assistance and planning context for possible housing schemes.
- Greater Housing Association contribution to City Centre living.

5 public realm framework

The upgrading and enhancement of the public realm is an essential element to complement and reinforce the development of the built environment. It has a pivotal role based on three key issues:

- The need to provide adequate access and parking facilities
- The need to minimise through traffic and enhance pedestrian usage
- The need to create open space for both recreational and leisure use

This framework will create a user friendly, attractive and effective environment with a distinctive sense of place.

Initiatives necessary to achieve this will include:

- Stronger linkages between the City and its riverside environment.
- Rationalisation of traffic circulation and parking.
- Improved pedestrian and cycle linkages and networks.
- The creation of more pedestrian and cycle friendly streets.
- Enhancement of Castle Gardens.



6 marketing and communications strategy

Highlighting the Historic Quarter's rich heritage will be the cornerstone of the marketing and communications strategy.

This will encourage:

- Integration of tourism development plans.
- Creation of local awareness, understanding and ownership.
- Development of multi sectoral linkages.
- Enhancement of the Historic Quarter's unique identity.

7 city centre safety

The programme is based on an effective partnership approach to crime prevention, reduction and detection.

The comprehensive City Centre Safety Strategy includes:

- A network of CCTV cameras across the Historic Quarter.
- Crimestoppers promotions.
- Interagency co-operation through a Community Safety Forum.
- Radiolink system networking retailers and nighttime locations.
- Public relations / media campaigns.
- Natural supervision provided by residents.

