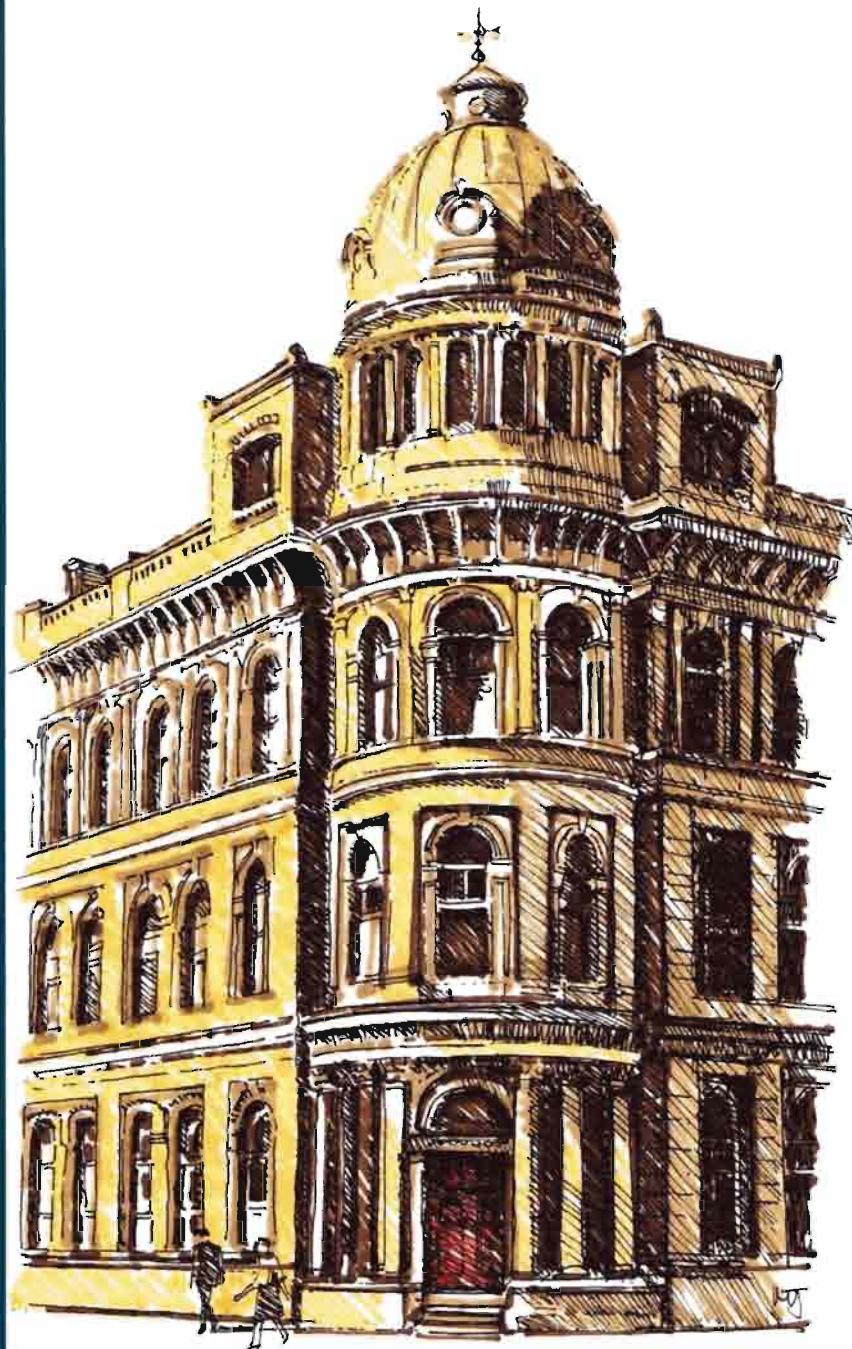
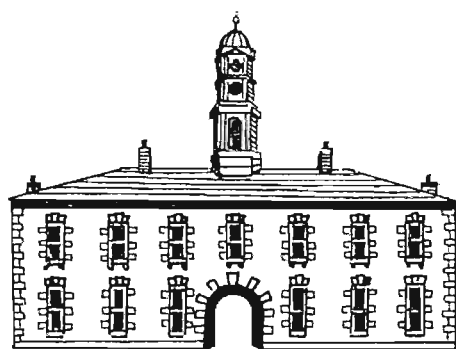


LINEN

Conservation Area



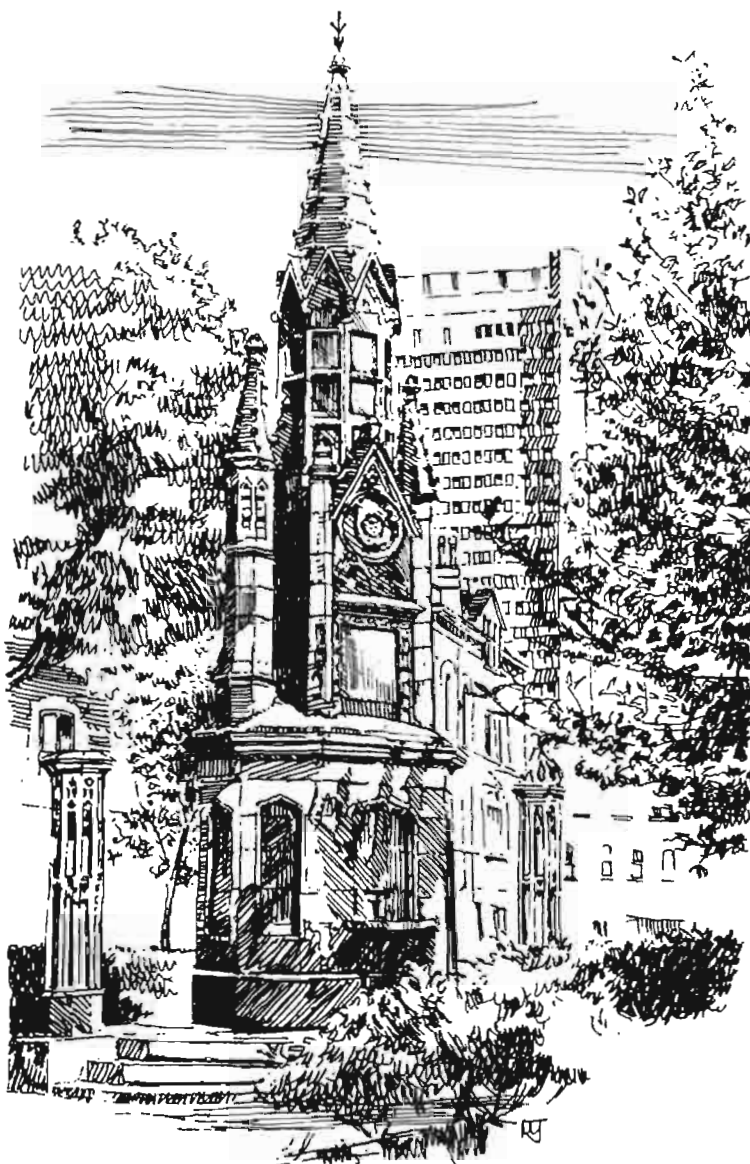
Department of the
ENVIRONMENT
for a Sustainable Future



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DECEMBER 1992



The Thompson Memorial Ormeau Avenue/Bedford Street Junction

INTRODUCTION

In bringing the Linen Conservation Area forward for designation I am conscious of its important historical and architectural heritage as well as its potential for future development.

The area played a very important role in the social and economic development of the linen trade and in the 19th Century growth of Belfast from town to city. It had its beginnings in Georgian times but blossomed fully in the 1860's when Belfast overtook Leeds and Dundee to become the world leader in linen production. By the end of the Century the city was well established as the linen capital of the world.

On the site of the present City Hall stood the White Linen Hall, the city's financial and business centre. Linen warehouses and the industry's head office buildings located in the adjacent area and Bedford Street developed into a busy main street central to the trade.

In the 20th Century the linen industry declined dramatically. The Linen Conservation Area, however, has continued to occupy an important position in the economic life of the City and today it is one of the most important office sectors in the City Centre.

I am confident that emphasising the Linen Conservation Area's architectural and historical heritage while promoting its development opportunities will ensure better economic prospects and a better quality of life for the citizens of Belfast. Moreover, the enhancement of the Area will create a distinctive amenity to be enjoyed by residents and visitors alike.

Robert Atkins

Robert Atkins,
Minister of the Environment
and the Economy.

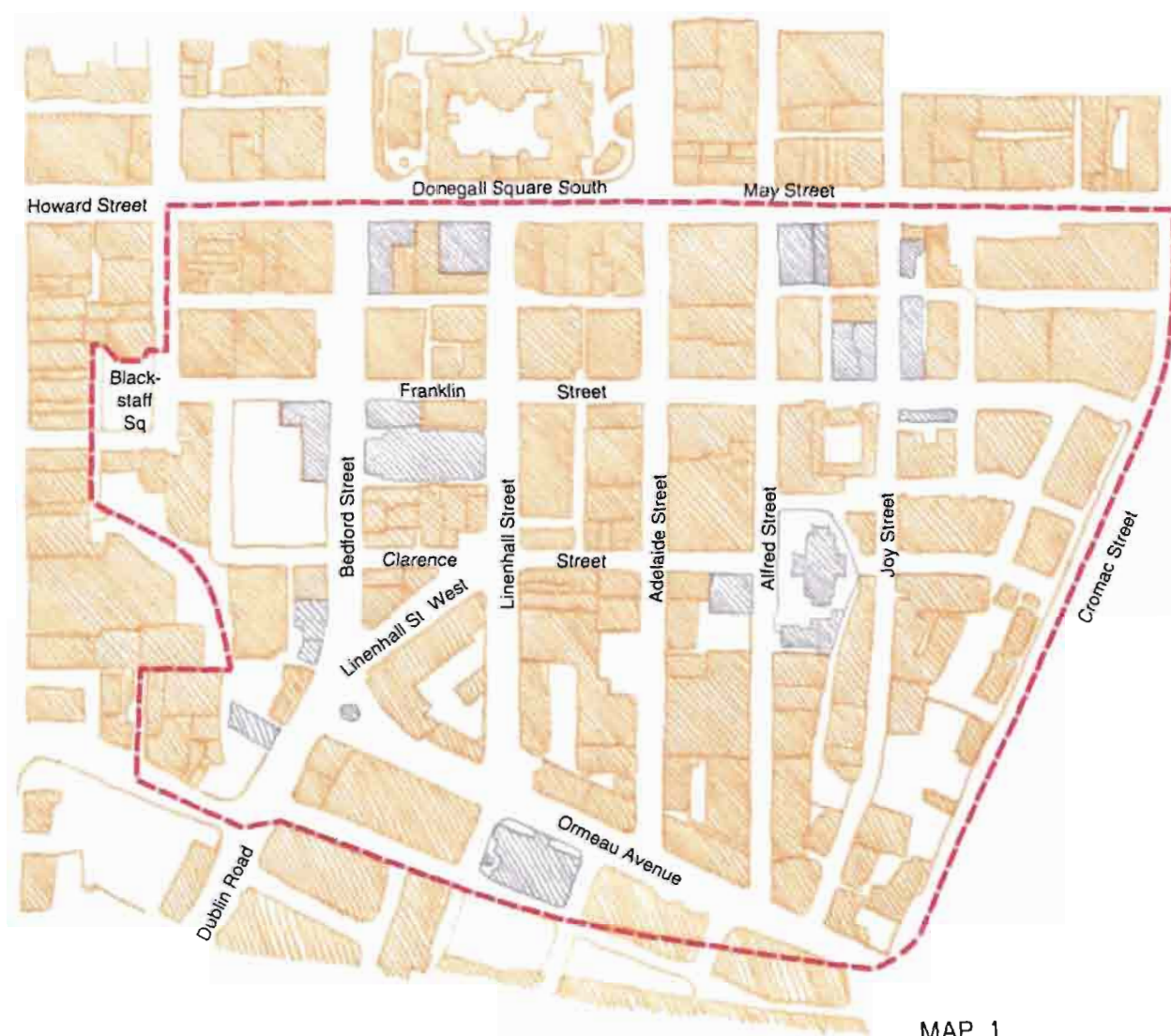
CONSERVATION AREA BOUNDARIES

The Conservation Area is approximately 56.5 acres in extent and is located immediately south of the City Hall between Donegall Square South and Ormeau Avenue. The residential, office and linen warehouse uses which developed within the Conservation Area, today represent an important part of the city's historic and architectural heritage.

The boundary is drawn west from Bedford Street along Howard Street, then south along Brunswick Street to include Blackstaff Square and Amelia

Street as far as Bains Place. From here it takes the former line of the Blackstaff River southward but detours westward to include Holmes Street before returning along Bruce Street to the Dublin Road junction. It follows Bankmore Street and then Cromac Street to the May Street corner, returning westward along May Street and Donegall Square South to the junction with Bedford Street.

The Conservation Area boundary map illustrates the extent of the Area.



MAP 1

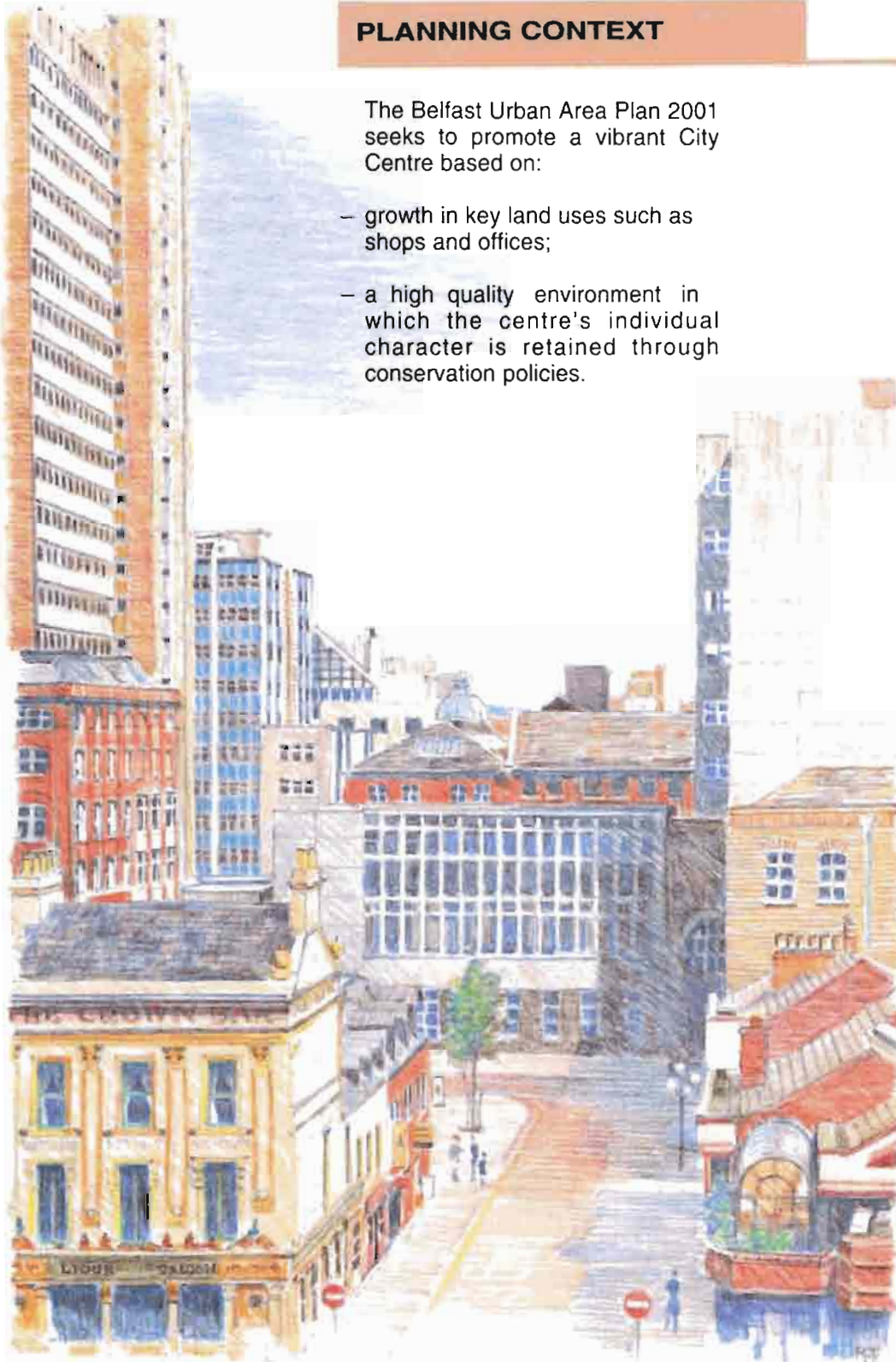
--- CONSERVATION AREA BOUNDARY

■ LISTED BUILDINGS

PLANNING CONTEXT

The Belfast Urban Area Plan 2001 seeks to promote a vibrant City Centre based on:

- growth in key land uses such as shops and offices;
- a high quality environment in which the centre's individual character is retained through conservation policies.



Blackstaff Square viewed from Great Victoria Street

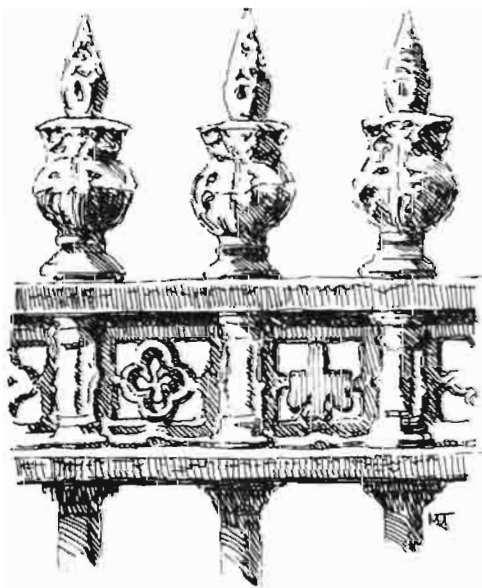
In the Belfast Urban Area Plan the Linen Conservation Area is proposed to protect and conserve the distinctive architectural and historic character of the streets and buildings which extend southward from the City Hall to Ormeau Avenue.

In accordance with the Plan detailed proposals for the creation of a high quality environment will be published in a statutory City Centre Local Plan which will also cover issues such as pedestrianisation and improvement of the transportation system.

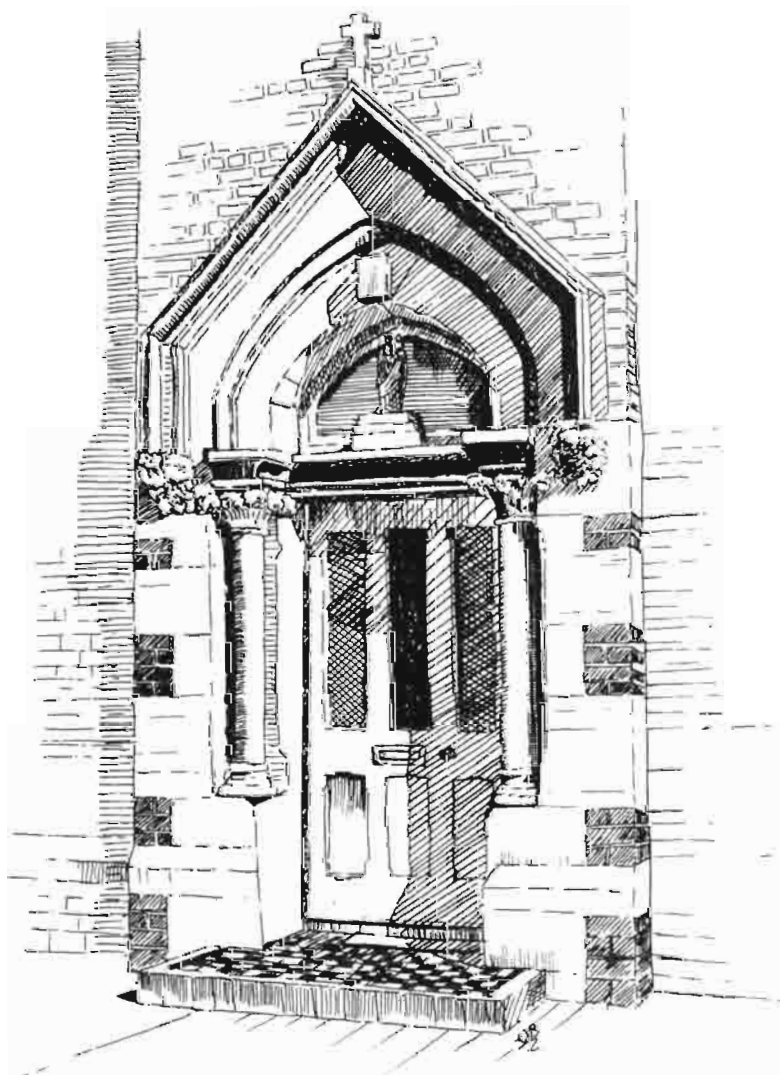
The Linen Conservation Area and the City Centre Local Plan will complement each other. Implementation of the Conservation Area proposals will be guided by the City Centre Plan, and the enhancement of the Linen Area will in turn contribute to the image and prosperity of the City Centre.



Plaque motif - the flowering flax plant



Railing detail, St Malachy's Church



Entrance detail, St. Joseph's Convent of Mercy

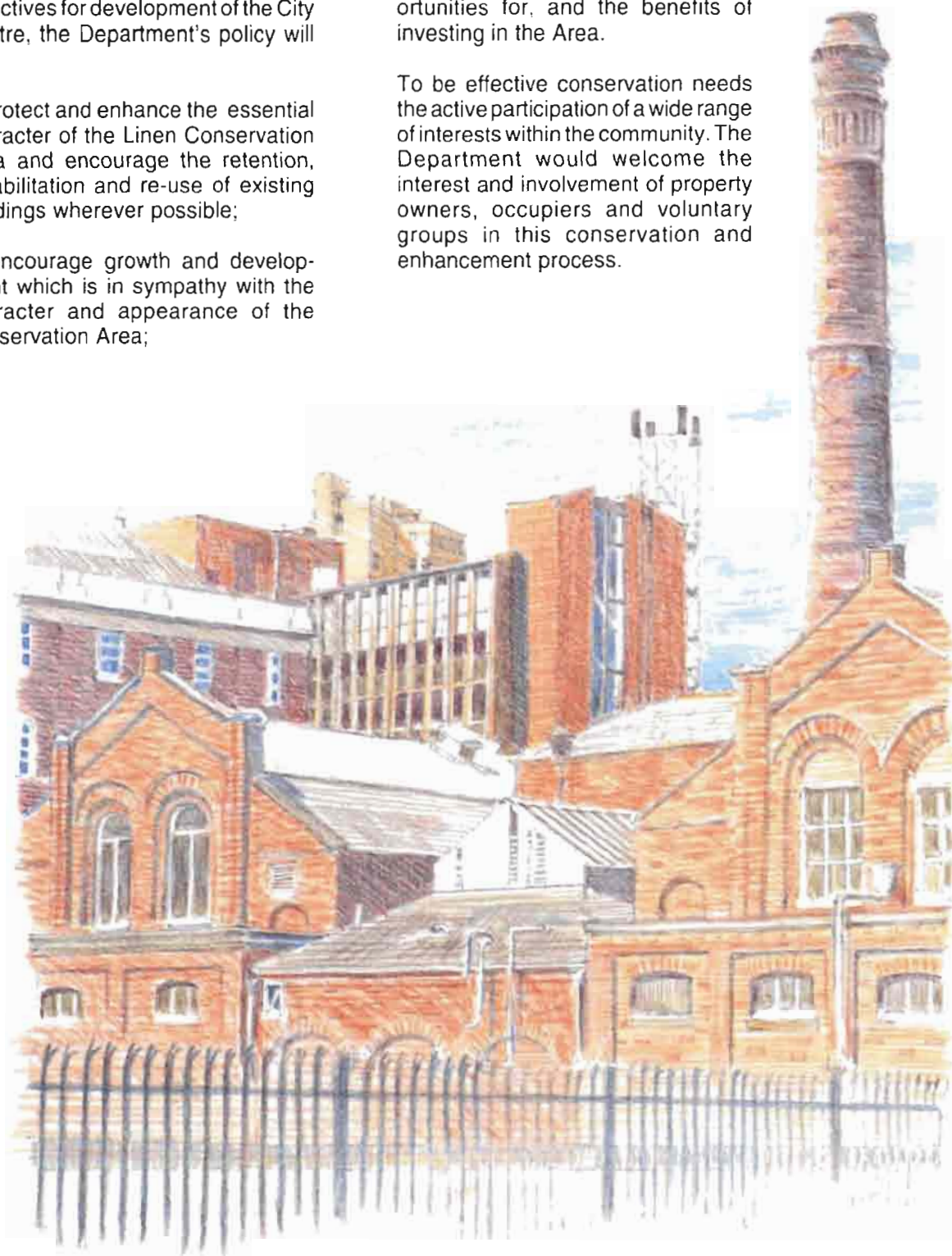
CONSERVATION AREA DESIGNATION

Within the Department's overall objectives for development of the City Centre, the Department's policy will be:

- to protect and enhance the essential character of the Linen Conservation Area and encourage the retention, rehabilitation and re-use of existing buildings wherever possible;
- to encourage growth and development which is in sympathy with the character and appearance of the Conservation Area;

- to promote the commercial opportunities for, and the benefits of investing in the Area.

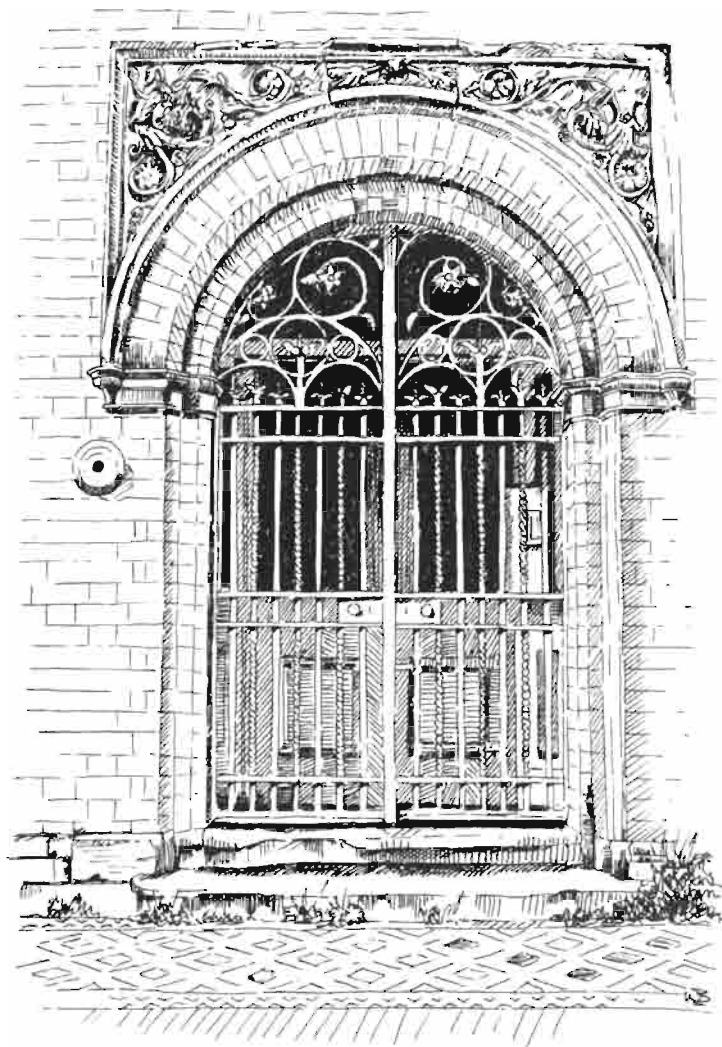
To be effective conservation needs the active participation of a wide range of interests within the community. The Department would welcome the interest and involvement of property owners, occupiers and voluntary groups in this conservation and enhancement process.



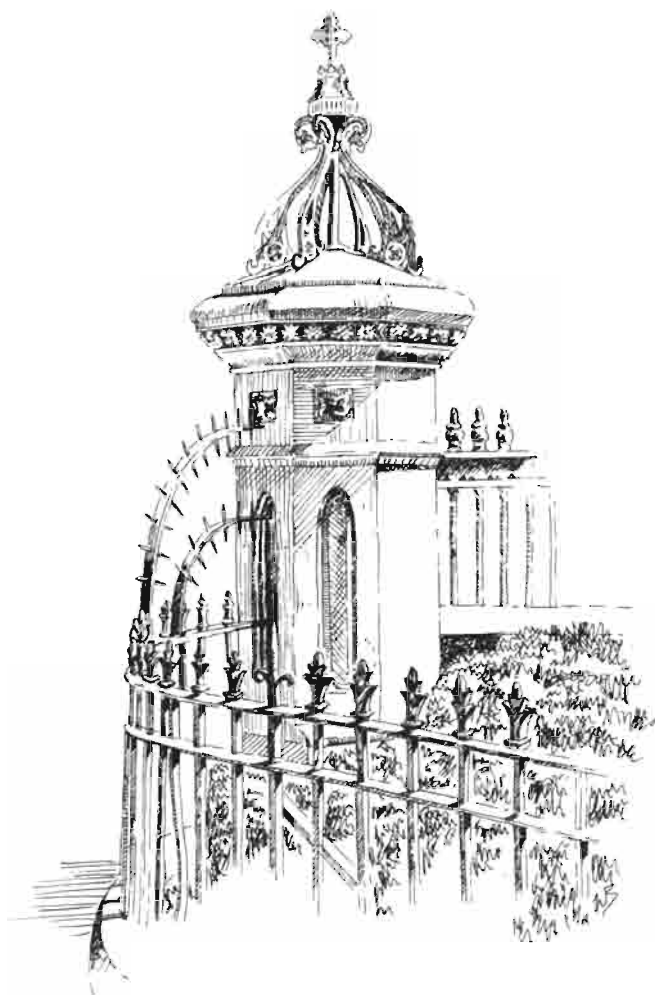
Ormeau Baths viewed from the southern boundary.

Notice is hereby given that the Department of the Environment (NI) in pursuance of powers conferred upon it by Article 50 of the Planning (NI) Order 1991 has designated the area indicated on map 1 as a Conservation Area, being an area of special architectural and historic interest, the character of which it is desirable to preserve and enhance.

A map of the designated Area has been deposited at the Belfast City Council Offices, Belfast Divisional Planning Office, and the Belfast Development Office at the following addresses:



Entrance detail, Ormeau Baths



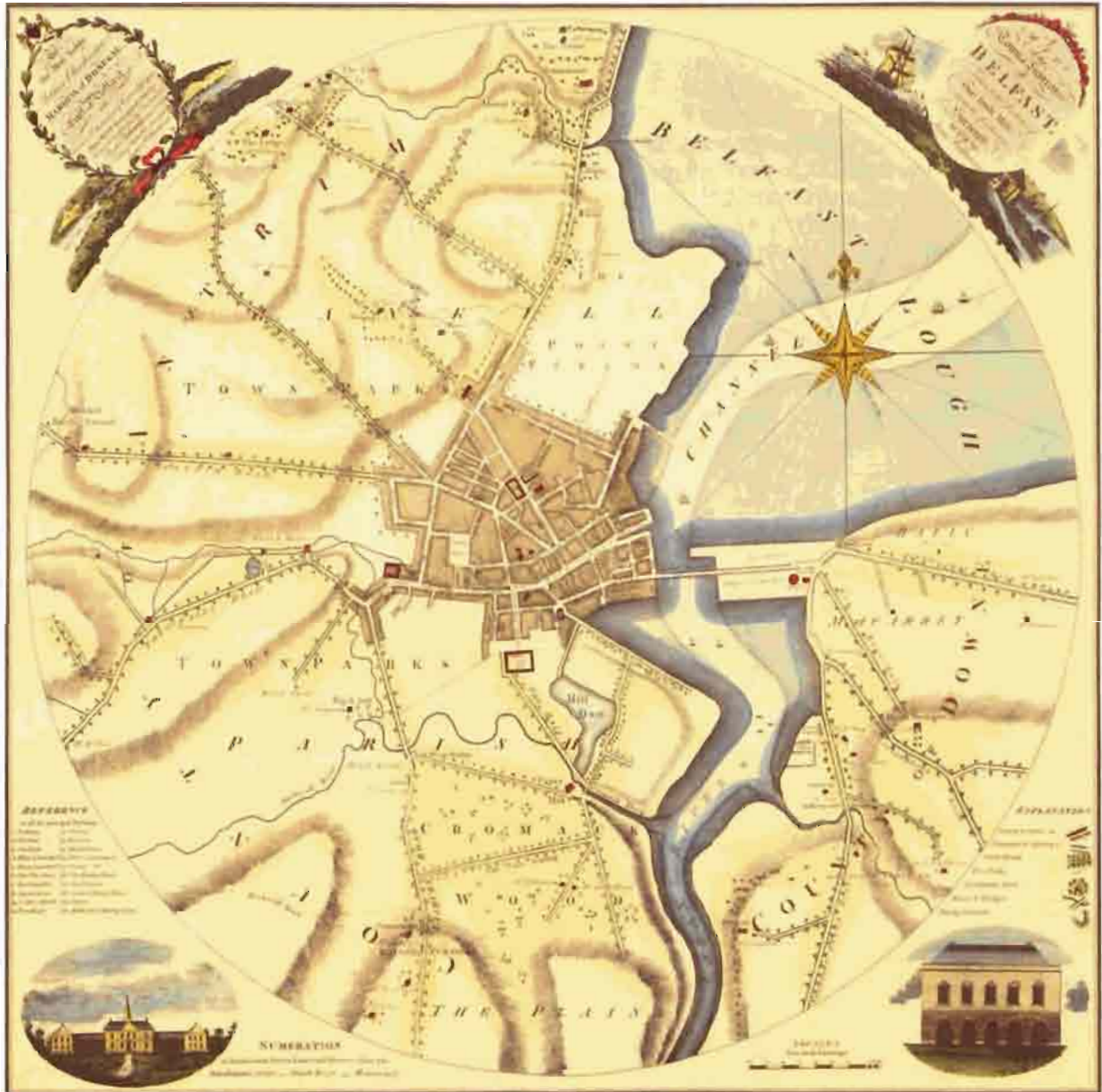
Railing and pillar detail, St. Malachy's Church

Belfast City Council
City Hall
Donegall Square
Belfast BT1 5GS
Telephone: Belfast (0232) 320202

Belfast Divisional Planning Office
Bedford House
16-22 Bedford Street
Belfast BT2 7FD
Telephone: Belfast (0232) 242486

Belfast Development Office
Clarendon House
9-21 Adelaide Street
Belfast BT2 8DJ
Telephone: Belfast (0232) 244300

HISTORICAL PERSPECTIVE



James Williamson map of Belfast 1792.

In the 17th and early 18th Centuries, the southernmost rampart of the town defences extended to the site of the present City Hall. The area within the ramparts formed part of the Castle gardens which were laid out to the south of Belfast Castle.

The route into the town from the south passed through the present Sandy Row and over the Blackstaff River at the Saltwater Bridge, roughly where the Boyne Bridge now stands. The Blackstaff meandered eastward

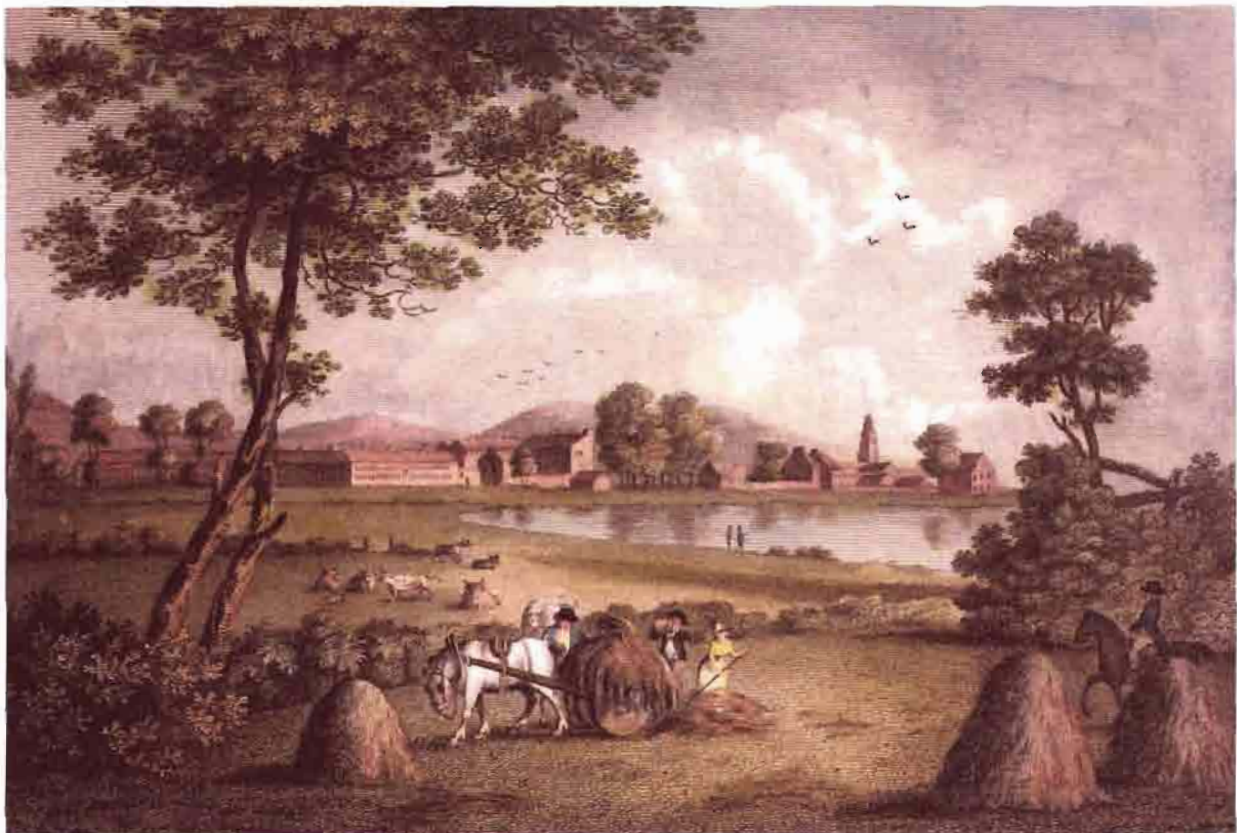
from this point through the very low lying area south of the town defences (now the Linen Conservation Area) before turning northward again in the vicinity of Cromac Square. It entered the Lagan at Victoria Square which retains the shape of the inlet in its plan form. In the east, the present Cromac housing area was the site of an 18th Century mill dam on the Blackstaff associated with Joy's paper mill.

This low lying valley of the Blackstaff River was subject to frequent flooding and remained a serious physical obstacle to the southward extension of the town until the middle of the 19th Century.

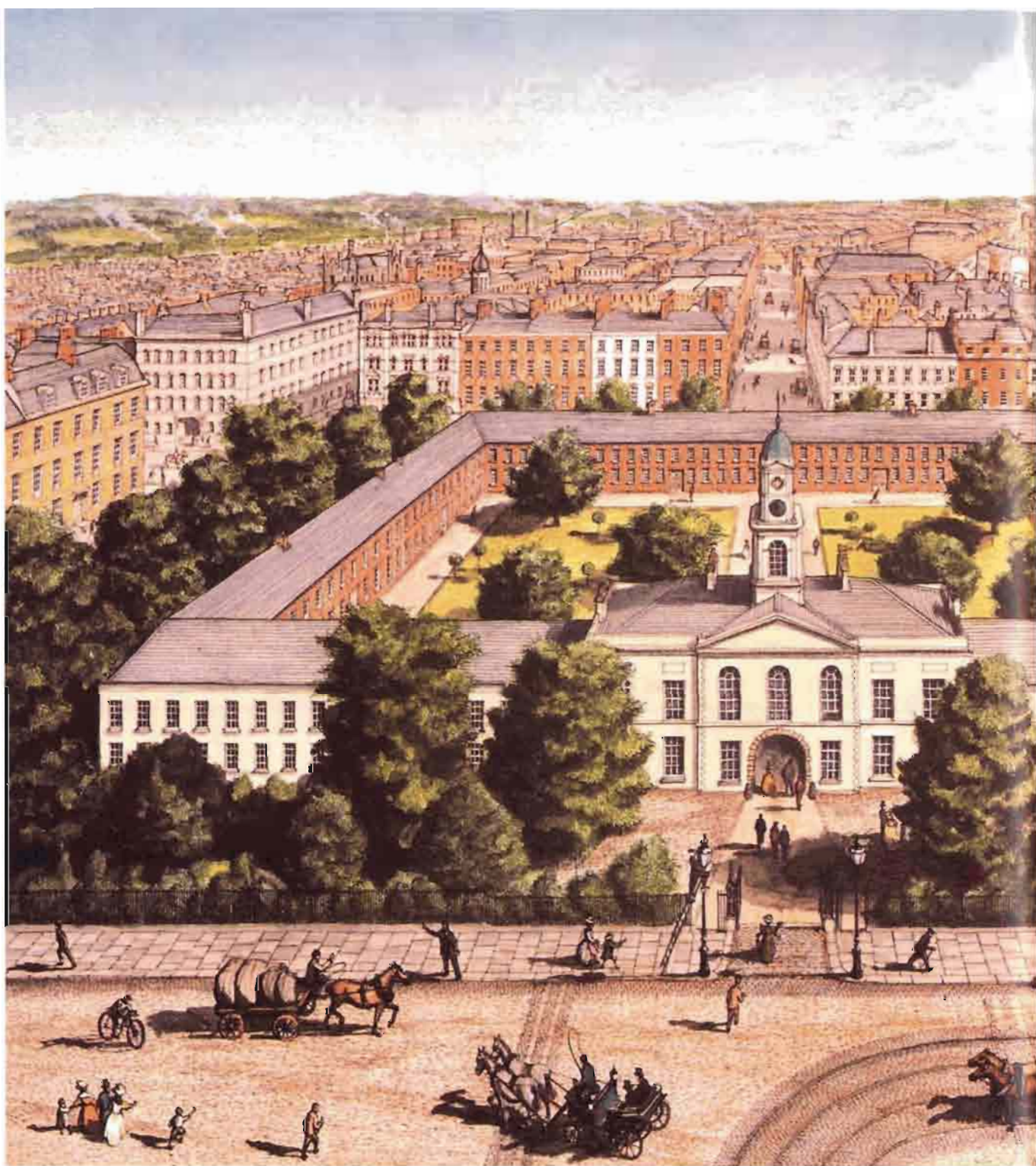
Conditions in the 18th Century are reflected in the following commentary:

*"We remember when a person from the County Armagh, coming to visit an old friend in Belfast, complained of the way into the town by which he had been induced to come, and which led him in at the back of the Linen Hall ditch. He said he would never travel that way again as his horse was nearly up to the saddle-girths, but would travel in the future by the good old path of Sandy Row, Mill Street, and Castle Street." **

* in J C Beckett and R E Glasscock.
Belfast Origin and Growth, P68

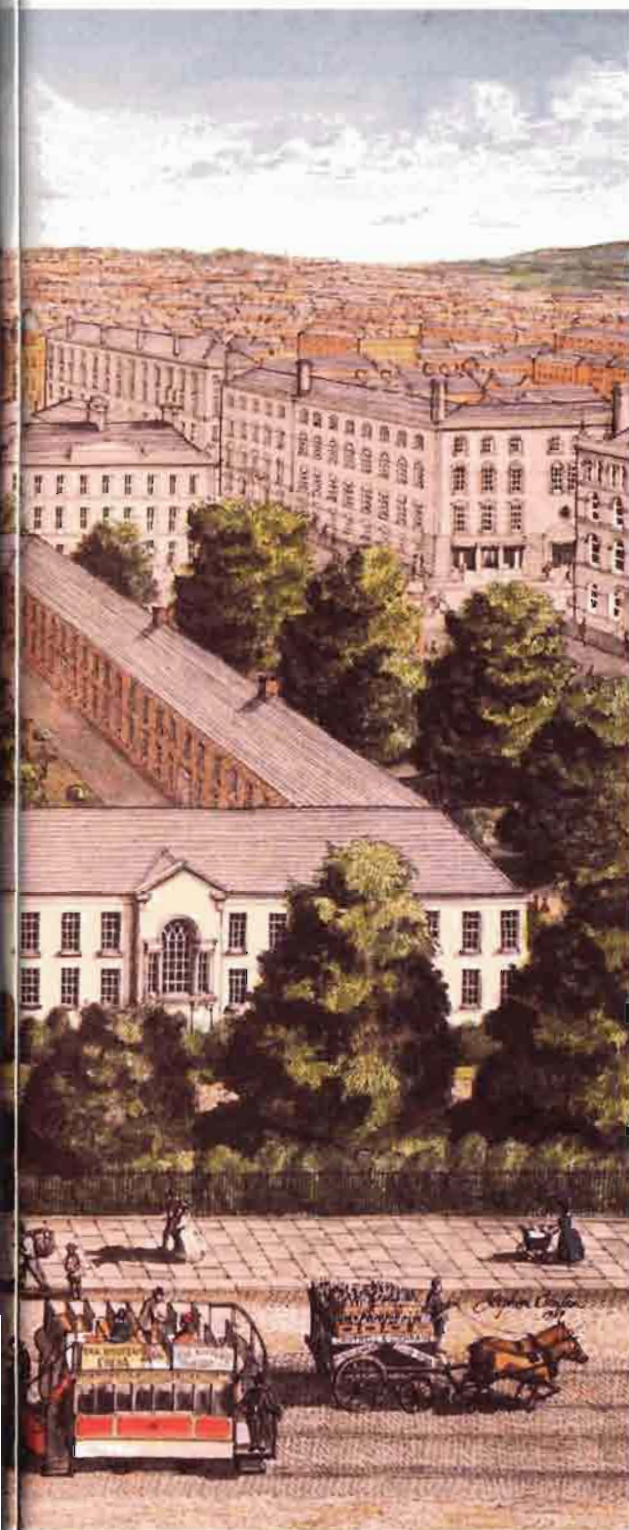


Engraving by John Nixon 1793 showing the White Linen Hall (centre left) and Joy's mill dam



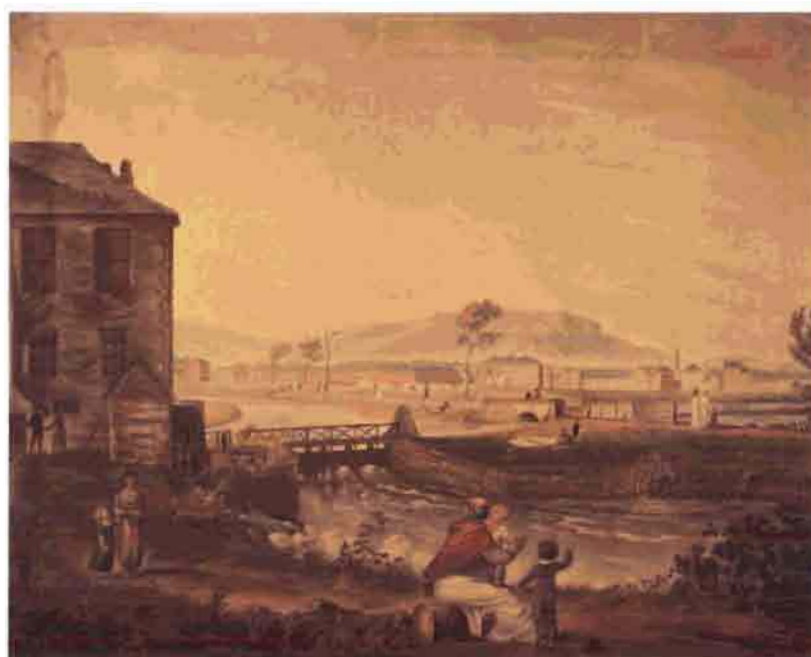
Growing economic activity in the late 18th Century and early 19th Century led to the rapid expansion of the town in every direction. This was a distinctive phase of growth characterised by the laying out of a grid iron pattern of streets which was facilitated by the level site and by the Georgian practice of platting land before building. In 1785 the fifth Earl of Donegall

initiated a town planning scheme south of Castle Place involving the laying out of residential streets centred on the present City Hall site which was to be occupied by a new White Linen Hall. The siting of the White Linen Hall was a key development in that it became the focus of social and economic activity in the town, attracting first the higher

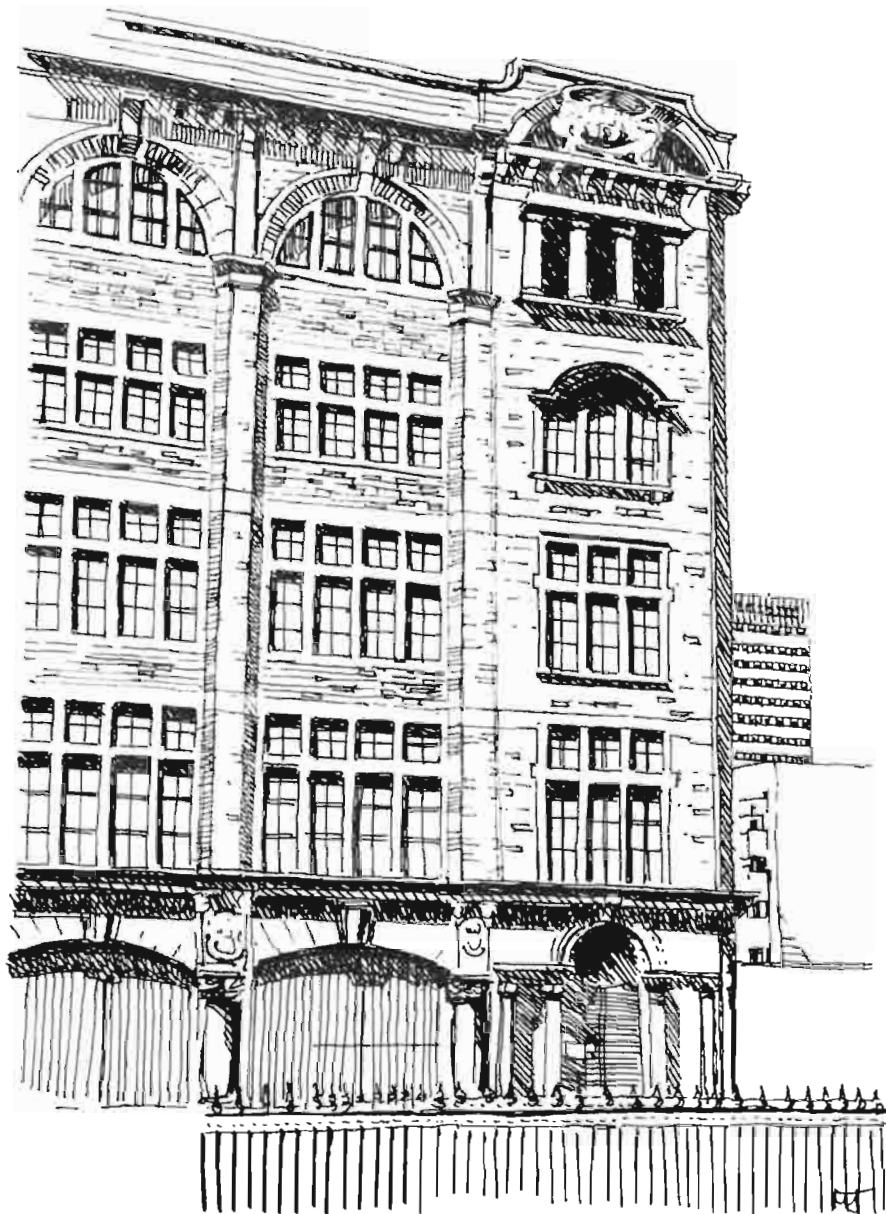


A perspective view of the White Linen Hall, Belfast (built 1784) looking southwards circa 1890.

class residential and then commercial uses southward away from the original town centre at Castle Place. In the 19th Century the residential area around the White Linen Hall came under increasing pressure from commercial uses. The continued southward movement of residential uses was checked at first by the poor drainage of the lands south of the White Linen Hall. However, the construction of two new roads - Dublin Road in 1809, which ran from the back of the White Linen Hall, and Great Victoria Street in 1823 - allowed narrow fingers of development to penetrate the Blackstaff flood plain before extending south of Bradbury Place onto the higher ground of the Malone ridge.



Joy's paper mill and mill dam, engraving by F. Jukes published 1805.



Walpole Brothers' linen warehouse 19-21 Alfred Street.

weaving of linen became mechanised on a factory basis. By mid-century, Belfast had become the linen capital of the world.

The bulk of the manufacturing was carried on in the west of the City but small factories which 'made up' the linen into finished goods located close to the Blackstaff in the area of Great Victoria Street, Bedford Street and Dublin Road. Linen warehouses and administrative offices also located in the same general area close to the White Linen Hall.

The enterprise of the Belfast merchants is described by J L McCracken as follows:

"Linen was packed to suit the taste of the market. For London it was packed in the plainest of packages, but for North America it was done up in gaily-coloured paper and decorated with stamps of birds and flowers. Because North America was accustomed to continental linen the Belfast merchants imitated the decorations of Swiss and German linen, particularly the Prussian eagle with outspread wings, and a great deal of linen was exported to South America via Hamburg in order to deceive the South Americans. Belfast bleachers offered a whole range of shades and degrees of white: blue white, pink white, dead white, pearl white, or snow white."

In the 1830's and 1840's housing was built on the site of the former paper mill dam in Cromac and this area became the focus of commercial activity on the eastern side of the Blackstaff plain.

The construction of the White Linen Hall also marked the end of the dominance of Dublin in the linen trade and particularly in the trade of the finished product - white linen. In the late 18th Century, linen was a very important domestic industry but it was in the newly introduced cotton industry that the first strides towards mechanisation occurred.

In the first half of the 19th Century, cotton gave way to linen manufacturing as spinning, and later



19-21 Alfred Street. Architect J. A. Hanna. zoomorphic carvings on pilaster capital.

The population of the town had increased from 20,000 people in 1800 to 90,000 by mid-century, and by 1900 it had grown fourfold again to 350,000. This staggering growth rate was made possible by the emergence of a powerful industrial complex based on linen, shipbuilding, engineering and port activities. The wealth created also generated a growing self confidence as town became city in 1888 and then outstripped Dublin in population size in 1891.

In the Linen Conservation Area a distinctive townscape developed, based on the Georgian grid iron street pattern and development sites which facilitated a range of rectangular warehouse office blocks. The main focus of business activity was Bedford Street.



McAuley House entrance detail Alfred Street.

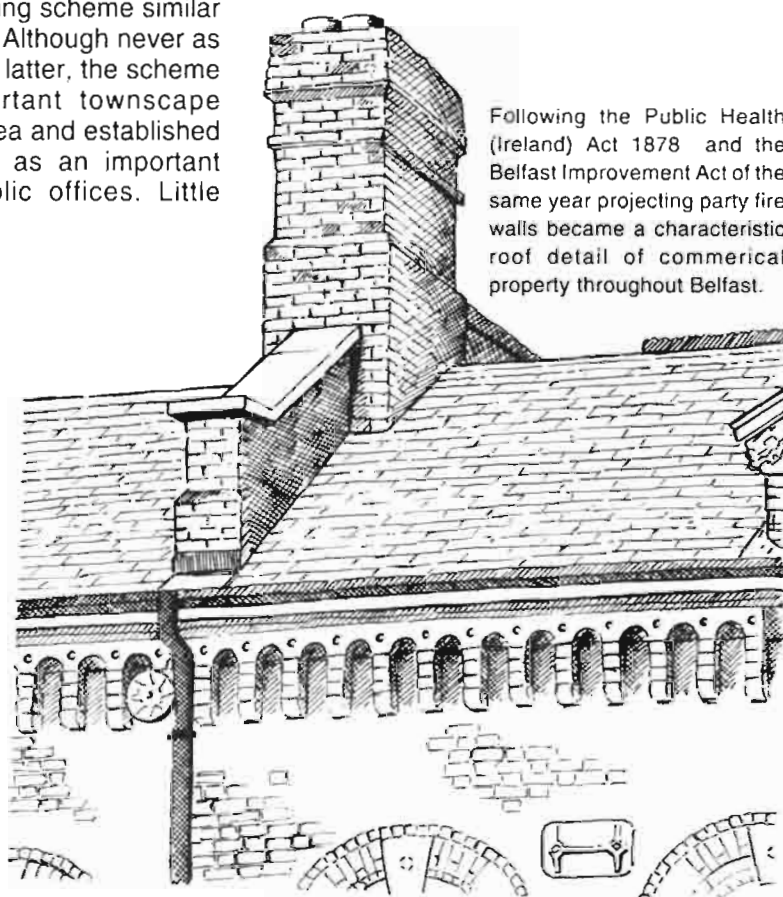
Here, in the premises of flax and yarn merchants, linen merchants and merchant convertors, the importing of flax, mainly from Russia and Belgium, and the export of fabrics to many countries of the world were arranged.

Buildings of this period include the Ulster Hall, built in 1859-62 and in its day one of the largest concert halls in the British Isles. W J Barre, who won the architectural competition for the Ulster Hall, was also responsible for the adjoining Bryson House built as a linen warehouse in 1865-7. The former Ewatts Warehouse which faces Bryson House on Bedford Street was built in 1869, (Architect J Hamilton of Glasgow) and Yorkshire House at Donegall Square South had its beginnings in 1862-3 as the Jaffe brothers linen warehouse.

In the 1880s, Ormeau Avenue was built by the Belfast Corporation as a major town planning scheme similar to Royal Avenue. Although never as successful as the latter, the scheme added an important townscape element to the area and established Ormeau Avenue as an important location for public offices. Little



Tile detail, from the pool in Ormeau Baths.



Following the Public Health (Ireland) Act 1878 and the Belfast Improvement Act of the same year projecting party fire walls became a characteristic roof detail of commercial property throughout Belfast.



Ewatts Warehouse, Bedford Street
Architect J. Hamilton

remains of the southern frontage, apart from R Watt's Ormeau Baths, built in 1887-9. The red brick architecture of the avenue can still be seen along the northern frontage and its original scale is reflected, for example, in the Murphy and Stevenson Factory building nearby at Linenhall Street, built by Young and MacKenzie in 1900. The Thompson Memorial, also by Young and MacKenzie, marks the junction of Ormeau Avenue and Bedford Street.

Since its construction the White Linen Hall had been the commercial focus of the town. Its demolition and replacement by Belfast City Hall at the turn of the century marked the emergence of the area around Donegall Square as the centre of financial and administrative business in the City. Within the Conservation Area, on the Bedford Street corner with Donegall Square South, the Scottish Mutual Building, built by H. Seaver in 1904, is typical of these impressive Edwardian office buildings.

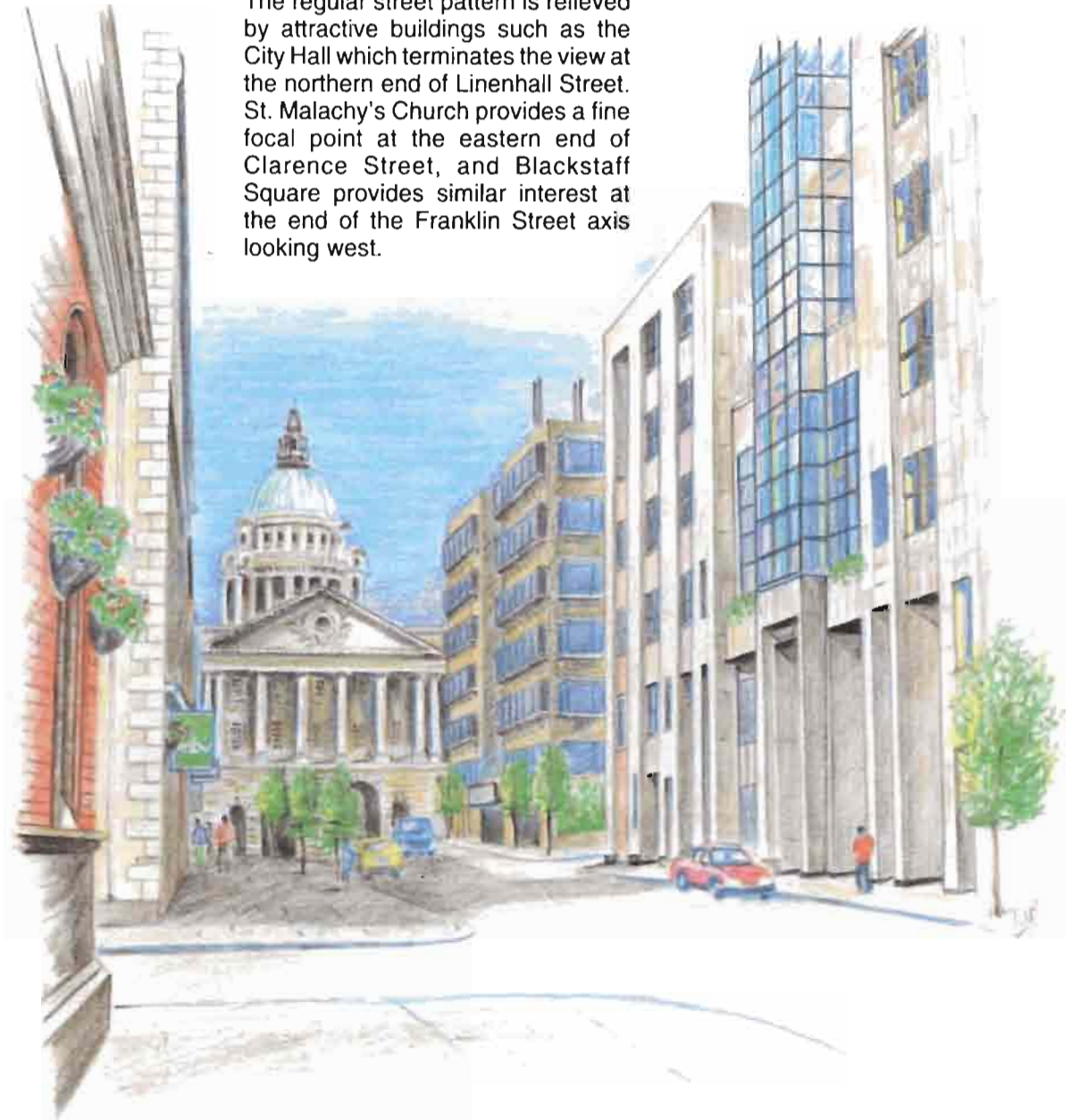
In the 20th Century, contraction in the linen industry has been accompanied by the occupation of former warehouses and sites by transitory uses. Today, City centre offices are becoming the predominant land use in the Conservation Area, ancillary uses are increasing in number and the level of business activity in Bedford Street already echoes its 19th Century past.



Art Nouveau wall tiles,
Scottish Mutual Building.

EXISTING LAND USE AND CHARACTER

The distinctive warehouse architecture and the basic development unit created by the grid-iron street pattern sets the Linen Conservation Area apart from the surrounding districts. The regular street pattern is relieved by attractive buildings such as the City Hall which terminates the view at the northern end of Linenhall Street. St. Malachy's Church provides a fine focal point at the eastern end of Clarence Street, and Blackstaff Square provides similar interest at the end of the Franklin Street axis looking west.



View north along Linenhall Street

Linenhall Street

The space formed at the junction of Linenhall Street West and Linenhall Street has considerable potential. It commands views of the City Hall, St. Malachy's Church and Dublin Road as it curves southwards and is faced by attractive Victorian buildings including the Clarence Gallery. The alignment of Linenhall Street, Linenhall Street West, Dublin Road is one of the oldest routeways through the area, pre-dating Bedford Street.

East of Linenhall Street the warehouses which remain tend to be five to six storeys in height. A significant number of smaller buildings and cleared sites have been adapted for alternative uses. Progressively these uses are moving to more suitable locations and are being replaced by office developments.



Window detail of Yorkshire House, built originally as a Linen warehouse for the Jaffe Brothers.



The Clarence Gallery, converted warehouse on Linenhall Street.

Bedford Street/Ormeau Avenue

In the 19th Century, Bedford Street was the most important thoroughfare in the Area and it remains so today. To the south, the street is complemented by the fine facades of the 19th Century warehouses opposite the Ormeau Avenue junction. From Ormeau Avenue the curving facade of Broadcasting House directs the view northward to Windsor House which, is an important landmark providing a reference point from outside the Area. It is set back from the street frontage which still retains much of its 19th Century character. The view is terminated outside the Area by the Linenhall Library, originally a linen warehouse, and the street frontage is punctuated by individual warehouses of high architectural quality such as the Ewart Building and Bryson House.

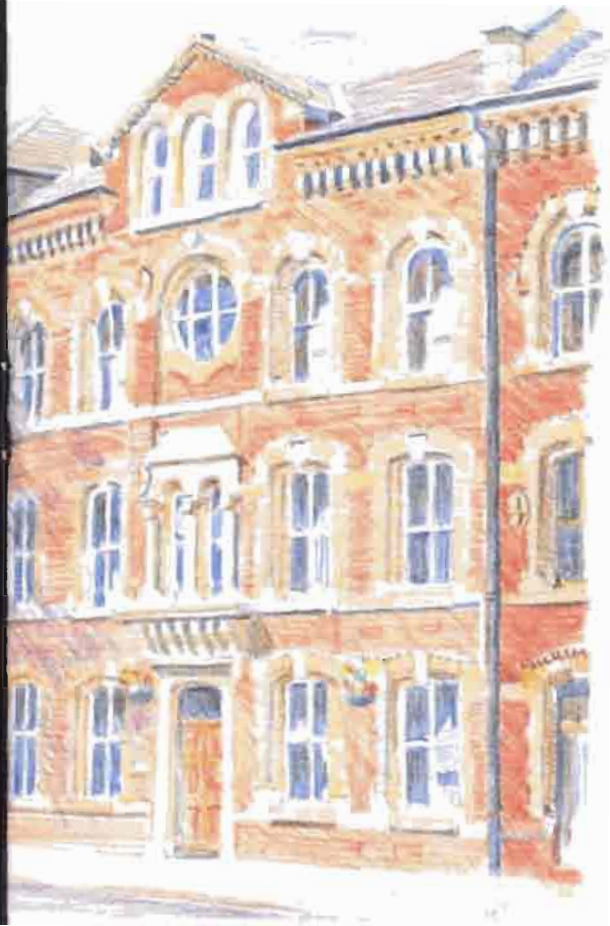
The 19th Century buildings along Bedford Street are three to four storeys in height. The scale changes along Ormeau Avenue where a good frontage, comprised of four to six storey brick warehouse architecture, remains on the northern side. On the southern side the frontage has been demolished apart from Fermanagh House and the Ormeau Baths.



The triangular area formed at the Bedford Street junction with Ormeau Avenue is potentially a very attractive space. It is framed by attractive buildings and provides interesting views northward along Bedford Street to Donegall Square, southward along a tree-lined Dublin Road and eastward along the brick warehouse frontages of Ormeau Avenue.

Bryson House and Ulster Hall, Bedford Street.





Decorative Victorian warehouse Bedford Street opposite Ormeau Avenue.

Alfred Street / Adelaide Street

In this area the scale and height of traditional warehouses are continued in the more modern office blocks such as Claredon House. These extend along Donegall Square South to Bedford Street, relieved only by Yorkshire House, an early Victorian warehouse building on Linenhall Street. Behind this frontage the pattern of modern office buildings is broken up and the visual interest in the street scene is increased by older warehouses and office buildings which introduce variety in height, materials and architectural style.

Joy Street / Hamilton Street

There is an important change in the land use and a scale of buildings at Alfred Street. The large four to five storey rectangular warehouses to the west give way to the domestic two



Scottish Mutual Building - Henry Seaver 1904

and three storey terraces of the Cromac housing area.

St. Malachy's Church is the most important architectural set piece in the residential area which also includes St. Malachy's School, St. Joseph's Convent of Mercy and the Listed Georgian terraces at Joy Street and Hamilton Street.

Throughout the Area, new and older buildings already sit comfortably together within the framework provided by the grid-iron street network. It is important that this pattern of old and new survives throughout the Conservation Area, and that the Area's distinctive and interesting character is consolidated and promoted.

DEVELOPMENT GUIDELINES

The need to appreciate and conserve the existing built environment does not preclude new development. Some parts of the Conservation Area will, in fact, be extensively re-developed. The intention of these guidelines is to provide policies which will accommodate flexibility in design, consistent with the maintenance and improvement of the essential character of the Conservation Area.

The role of development control is detailed in Appendix II. Developers should note in particular that:

- the consent of the Department is required to demolish Listed and also unlisted buildings within a Conservation Area.
- all planning applications in respect of sites or buildings within the Conservation Area should be submitted with full details showing clearly, in plan and elevation, relationships to adjoining buildings.



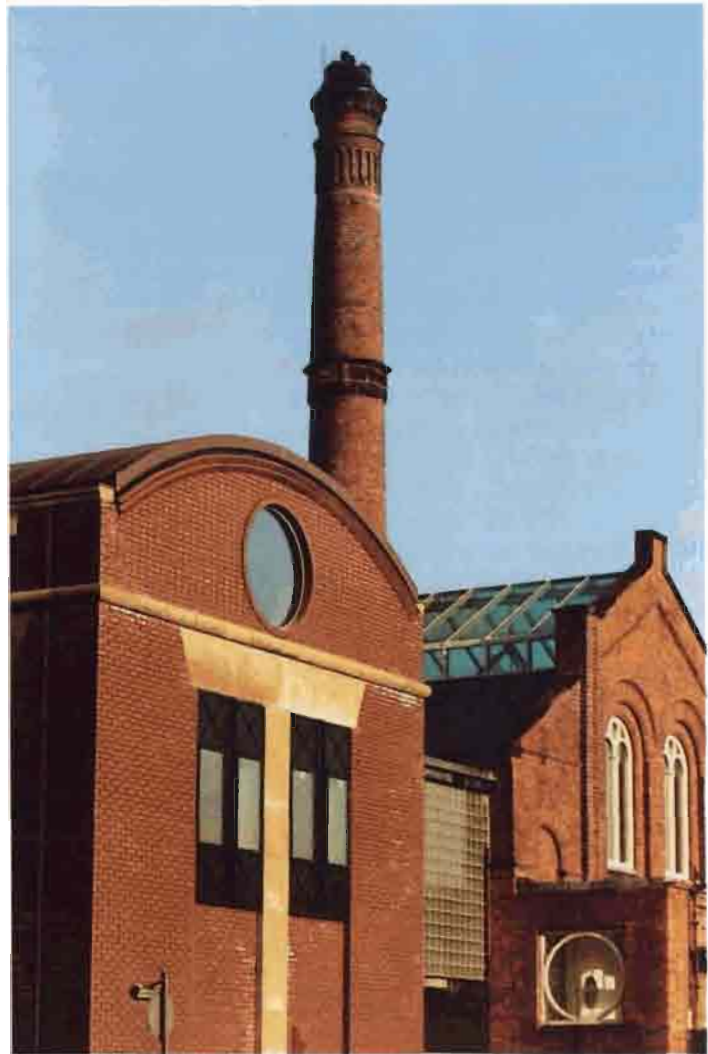
General Accident Building Donegall Square South

New Development

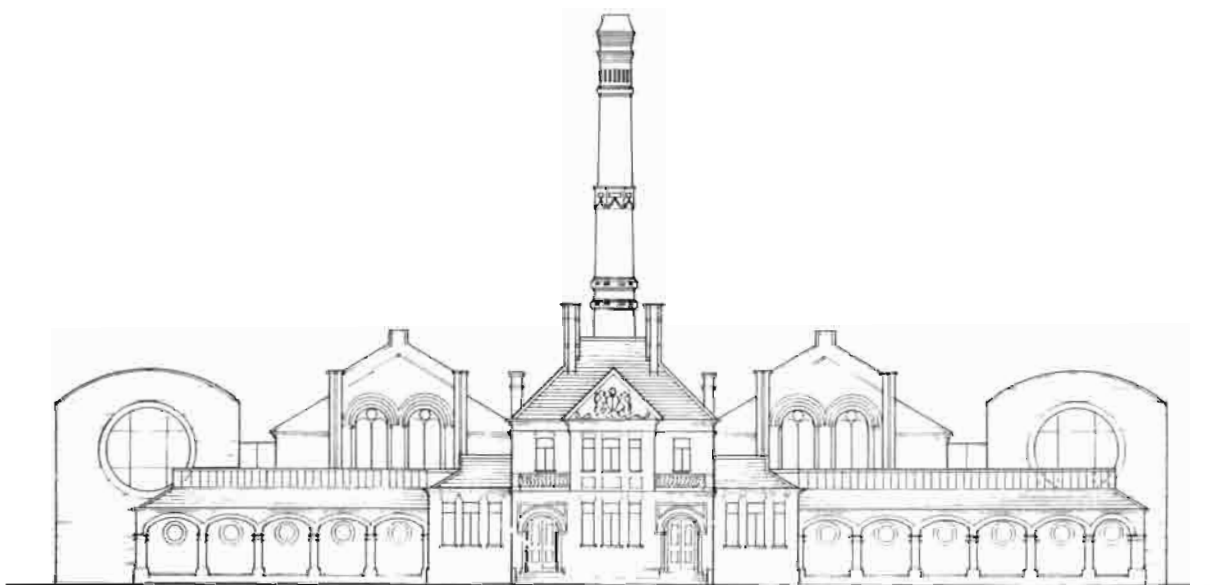
It is not practical here to give design guidance relating to every situation which might arise. However broad principles can be established. The general principle is that new development should seek to complement the existing in terms of scale, form, proportion, massing and elevational treatment.

Refurbishment and Conversion

The refurbishment and conversion of existing property can increase the range and variety of land uses in the Conservation Area. The Department will particularly encourage the retention of characteristic buildings which are important in the street scene. Developers will be encouraged to pursue this course in preference to redevelopment and to place emphasis on the restoration of the individual architectural character of each building. They will have to satisfy the Department that conversion and refurbishment of a building is not economically viable before redevelopment is considered.



New extension Ormeau Baths.



New elevation of Ormeau Baths.

Shop and Commercial Fronts

Attractive building facades and shop fronts are themselves an important advertisement for an area and can enhance its overall character. In its consideration of commercial frontages, the Department will seek to promote the individual character of buildings. It will endeavour to achieve a proper balance between the visual amenity of the Area and the needs of businesses to advertise effectively.

Without careful attention, the introduction of a new shop front or office front can give visual dominance to the ground floor of a property in a way which separates this part from the rest of the building and degrades the building's architectural value.

In order to avoid this, the Department will seek to ensure that the design of commercial fronts and fascias will express and not obscure the structural elements of the existing facade. The new elements should complement the existing elevation in terms of materials used, their quality and in the use of colour. The relationship of proportions, of solid to void and of structural elements, can be lost if inappropriate materials or strident colours are used.

If commercial fronts and signage are framed within the main architectural components of the building's elevation and respect its character, then variety in commercial front treatments with differing window designs, stall riser heights and fascia boards can add to the visual interest in the area.



Shop front design in harmony with the original architecture, attracts attention and advertises the business.



Inappropriate modern materials often devalue the building's character



Colour can be an effective way to advertise character and location.

The Department will apply the following design principles when considering new shop fronts:

- a new shopfront can be traditional or modern provided the complete front, including display, entrance, surround, sign and lighting, is considered as one single composition. It should not be a dominating influence in the street scene but should look correct within its own building and in relation to its neighbours.
- the fascia should be contained within the elevational detailing of the building. It should extend up to but not over the pilasters.
- the fascia should not obscure first floor window and string course detailing. It should be of suitable proportions and positioned to make a contribution to a visually balanced elevation.

- the structural elements and proportions of the elevation should be carried through to the ground floor. Large glass areas can be sub-divided to achieve this effect without loss of display area.

The principles outlined in relation to shop fronts are applicable to office and other commercial frontages. However the following points should be noted also:

- by emphasising the original character, external architectural details and materials, refurbishment of an older building can be a most effective way both of establishing a distinctive corporate image and of advertising a business location.
- where one building contains a number of different commercial uses design should emphasise the whole elevation as the basic visual unit which defines and contains the individual elements. Co-ordination in signage, lettering and colour treatments will be required to ensure that the whole building can be set off to maximum advantage to the benefit of individual businesses.



Low key signage of several users keeps the benefit of architectural integrity.

New Materials

The use of new elevational elements and materials can have a dramatic effect on building elevations and frequently determine whether or not a new shop front or sign fits into the facade, or dominates and disrupts it.

The colour, pattern and texture of materials is in many cases the difference between success and failure in shop front design. The use of modern plastic materials which are brightly coloured or have strongly moulded profiles is rarely successful and should be avoided. The use of tiles and mosaics which are patterned and contrast with the traditional materials used in older buildings should also be avoided.

Where security is of concern, perforated shutters, which secure the premises while permitting an element of display and vitality in the street scene, must be used.

Security shutters should normally be located internally between the window and the display, and painted to complement the shop facade. Their use externally may be acceptable in some locations provided the materials, colour and design are to the Department's satisfaction.

Shutter boxes must be concealed within the building elevation and guide rails recessed into window reveals. Projecting shutter boxes will not be permitted.

Advertisements and Signs

Advertisements and signs have a significant effect on visual amenity. The number and type of sign, their size and degree of illumination all affect the appearance of a building.

The proportions of a sign must relate to the elevation on which it is mounted. If a sign is too large its visual dominance will disturb the balance of an elevation and the relationship of one building to another. Box signs that project from the building are also disruptive.



Achieving a display area and signage in a balanced elevation through design.



Considered signage can enhance the building and business image.

The Department's policy is aimed at ensuring that signs are a considered element of the elevation rather than an afterthought and that their design, proportions and materials are appropriate to their surroundings.

The amount of information on a sign board and the number of advertisements on individual business premises will be strictly limited to avoid visual clutter and confusion.



Retention of original detailing gives distinctive character.

The vitality and character which illuminated signs can bring to the City Centre at night must be balanced against their visual impact on the building elevation in daylight. Illumination by bracket or wash lighting will be acceptable but internally illuminated fascia signs will not be permitted. When illuminated they detract from the proportions of the building. With rare exceptions their construction and materials are such that they have a poor visual quality.

The use of hanging signs will be encouraged. Their dimensions and those of projecting signs should be appropriate to the height of the building and the detailing of the frontage.

While hand-painted signs are preferred, signs consisting of self-illuminated individual letters on an opaque background will normally be acceptable. Hand painting, with gold leaf or light colour applied to a dark background will reflect light and can be easily read.

Signs on brickwork and stonework are most satisfactory when individual wall-mounted letters of appropriate height, colour and style are used. If the letters are backlit a three-dimensional effect is produced.

Hand painted signs on front walls and gables will be permitted in appropriate locations, but they should relate to the premises on which they are applied and not be standard printed signs. Hoardings have a particularly detrimental affect on visual character and will not normally be permitted either in the Conservation Area or on approaches to it.

As a general rule advertising signs will not be permitted above ground-floor level unless they are essential to the use of the upper floor. On upper floors, black, white or gold lettering applied directly to window panes is effective. Where signs relating to uses on upper floors are



Signage applied to glazing, less obtrusive but just as effective as fascia boards.

necessary, the Department will encourage the use of name plates at the entrance door. In circumstances of multiple use, a standard size and shape of name plate should be used by all occupants.

National chain stores, building societies, banks etc may be required to modify or adapt their 'house-style' so that any signs erected by them will be in keeping with the character of the Conservation Area or the facade of a Listed Building.

ENHANCEMENT STRATEGY

The Department's Enhancement Strategy within the Linen Conservation Area is based on:

- its historic and architectural character;
- the potential for regeneration in existing buildings, land uses and townscape.

It aims to:

- bring derelict or under-used land and buildings back into economic use;
- improve the quality of life for people working in and associating with the Area;
- help create a distinctive image attractive to visitors, based on the Area's existing heritage and on attractive new buildings;

- encourage a variety of land uses including offices, small-scale retailing, cultural, recreational and residential.

Subject to the availability of resources, the Department will promote environmental improvement, encourage private development initiatives and, where appropriate, consider the use of its comprehensive development, pedestrianisation and other powers. The Department would also welcome working with voluntary groups interested in undertaking projects in the Area.

The Conservation Area as a whole includes several distinctive areas and features. It is proposed to implement the enhancement strategy on the following locational basis:

Linenhall Street/Clarence Street
Bedford Street
Ormeau Avenue
Alfred Street/Adelaide Street
Joy Street/Hamilton Street
Entrances



Clarence Street / Linenhall Street West junction

Linenhall Street/Clarence Street

Attractive new office buildings in Linenhall Street frame the rear entrance and central dome of the City Hall and make an important contribution to the townscape of the street. An opportunity exists to further enhance this area by improving the public spaces.

At the Linenhall Street junction with Clarence Street, the diagonal alignment of Linenhall Street West opens out the grid-iron street pattern to create a potential civic space which commands good views of St. Malachy's Church, the City Hall and Dublin Road. Interesting Victorian and modern buildings also define the space.

Subject to the availability of resources, the Department will seek to:

- restrict the use of Linenhall Street by through traffic between Donegall Square South and Franklin Street;
- enhance the environment of the street by providing new paving, seating, lighting and planting;
- create a civic space and focal point with in the Area by enhancing Linenhall Street and the streets that access onto it at the Clarence Street junction;
- undertake environmental improvement of Donegall Square Mews and James Street South to create a well lit and pleasant pedestrian route between major offices.



Clarence Street junction



Development Guidelines

In the northern part of the street, major developments have created a new townscape which frames the view of the City Hall. However, the character of this general area also depends on the contrast in heights, materials and architectural details between old and modern buildings.

New development should relate sympathetically to the immediate surroundings and should enhance the setting of the City Hall viewed from Linenhall Street.

New development in the vicinity of the Clarence Street junction should reflect the size and scale of the existing warehouse and office buildings at that location.

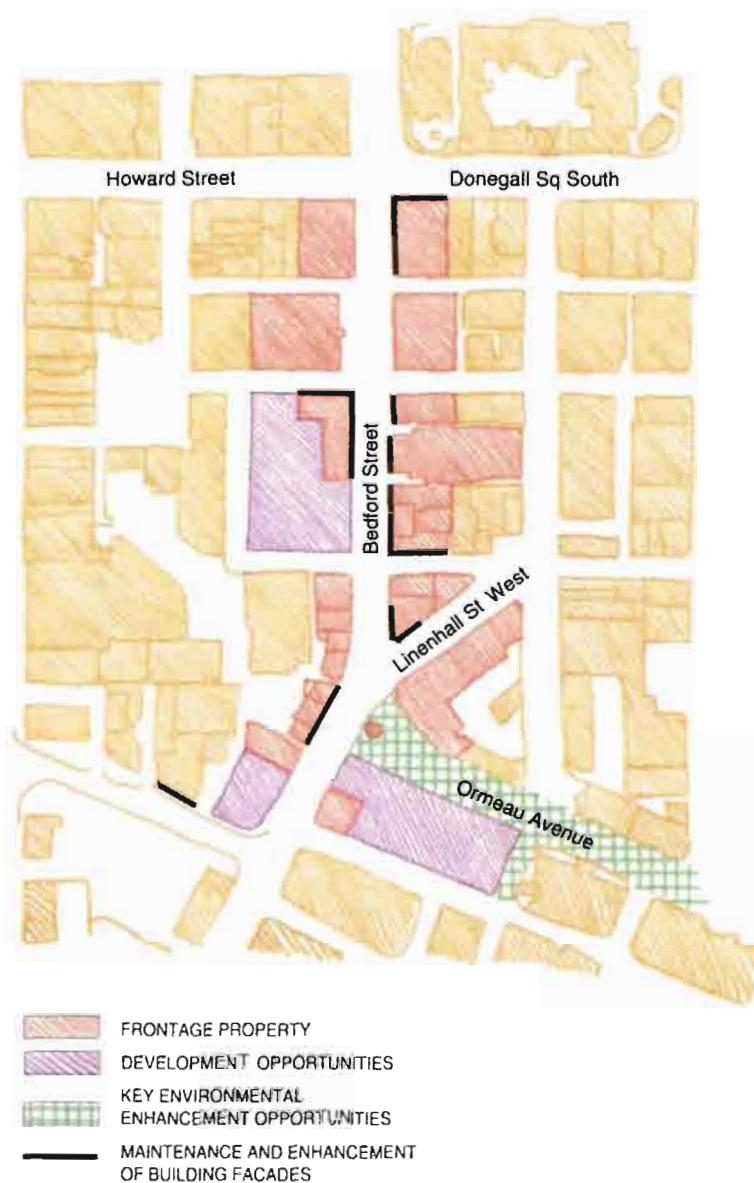
Development in the southern part of the street should relate to Ormeau Avenue in terms of its warehouse character, elevational details and materials.

Bedford Street

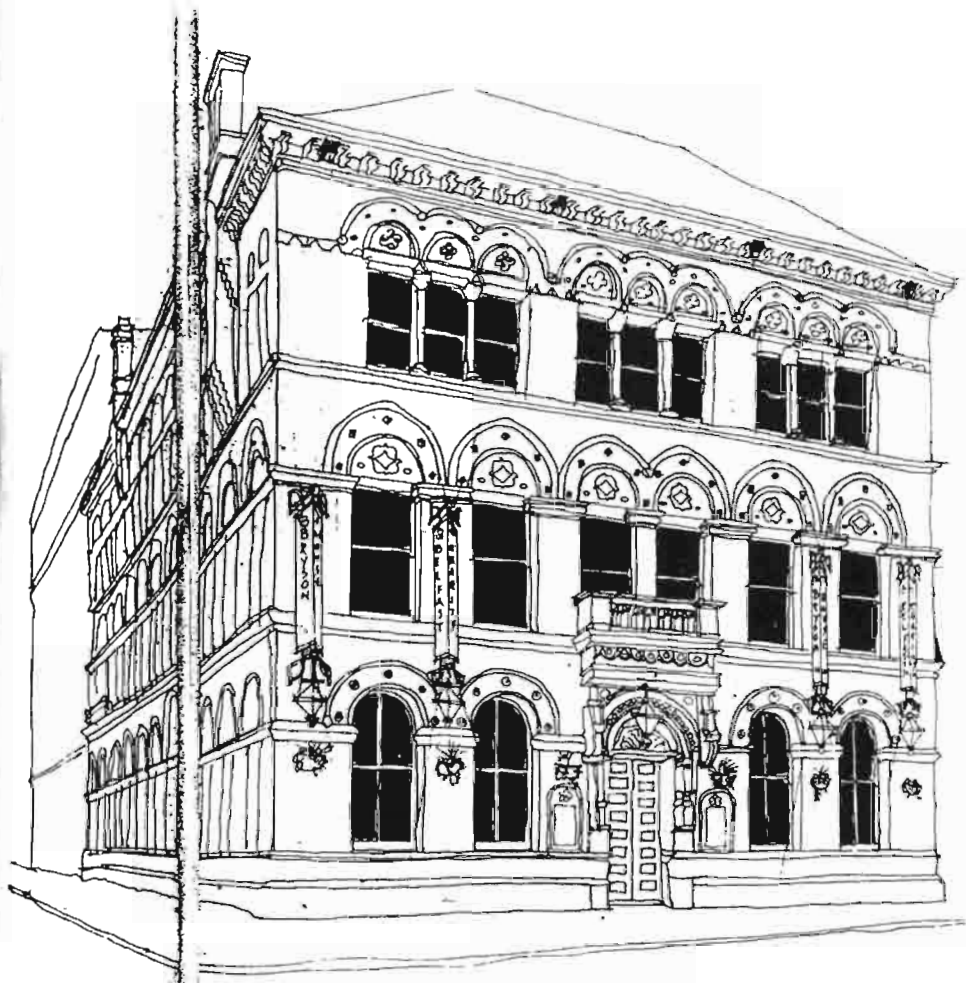
Bedford Street is the main street in the Conservation Area and contains an interesting architectural variety and a number of attractive Listed Buildings. It is an important pedestrian and road traffic route south from the City Centre and is also the most important pedestrian route between the office sector to the south of the City Hall and the shopping area to the north. There are important opportunities to enhance the townscape of this main street.

Subject to the availability of resources, the Department will seek to:

- promote environmental improvement action to enhance the public spaces including widening and upgrading of pavements, street lighting and pedestrian facilities, particularly in the vicinity of Listed Buildings;
- encourage the enhancement of Listed and other buildings including stone cleaning, facade renovation and, where appropriate, flood lighting;
- facilitate the appropriate redevelopment of cleared sites to restore the street frontage and introduce new activities and people into the Area.



Ulster Hall entrance



Development Guidelines

New development should maintain or restore the Bedford Street frontage in terms of building height, massing and scale.

A vertical emphasis in elevational detailing is appropriate, in keeping with buildings in the street and the surrounding area.

Large scale buildings may be considered behind the street frontage in suitable locations.

Bryson House Bedford Street.



View North along Bedford Street.

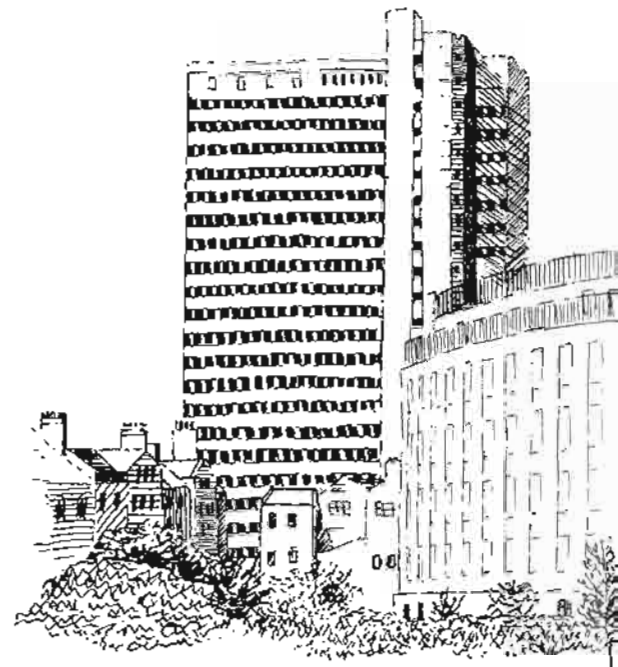
Ormeau Avenue

The existing traffic function of parts of Ormeau Avenue will be reduced on the construction of the Bankmore Link between Dublin Road and the Ormeau Road/Cromac Street junction. Parts of the existing road surface will become available for other purposes.

Opportunities exist to enhance the townscape character and create new public spaces using land surplus to road access requirements, amenity land associated with the new Bankmore Link and existing development land on the southern frontage of the Avenue.

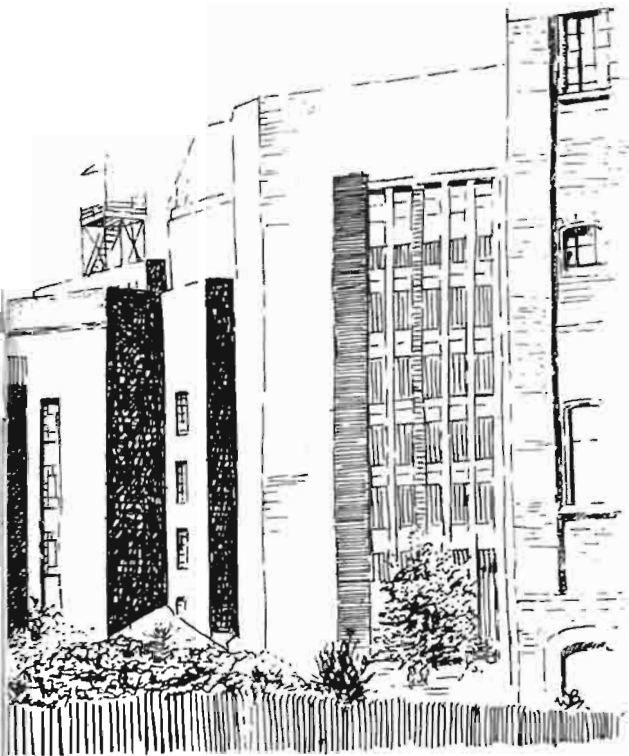
Subject to the availability of resources, the Department will seek to:

- promote the development of an attractive entrance space at the Bedford Street junction centred on the Thompson Memorial and Broadcasting House;



The BBC Building at the corner of Bedford Street and Ormeau Avenue.





Fermanagh House entrance, Ormeau Avenue

- create a coherent townscape character in Ormeau Avenue by enhancing appropriate locations including the vicinity of No.18, the former Ormeau Baths;
- encourage appropriate private development between the proposed Bankmore Link and Ormeau Avenue.

Development Guidelines

It is important that new development along the southern frontage restores the "Avenue" character of the street and presents an attractive double frontage which faces both north and south.

New development should also complement the warehouse architecture of the surrounding area in terms of materials used and in the elevational modelling of façades.



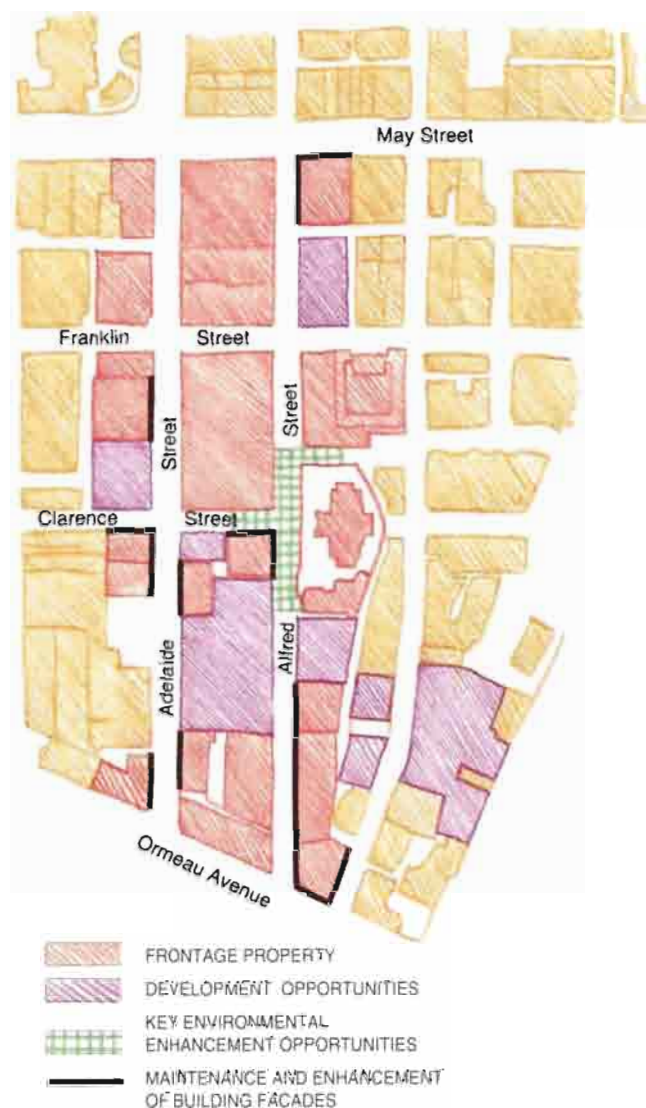
Thompson Memorial Ormeau Avenue / Bedford Street, architects Young & Mackenzie 1884-5

Alfred Street/Adelaide Street

The most important building in this area is St Malachy's Church which closes the vista at the eastern end of Clarence Street and is visible from outside the Area. Attractive warehouse buildings are situated on the Clarence Street corner at both Alfred Street and Adelaide Street and there are also important redevelopment and enhancement opportunities in the vicinity.

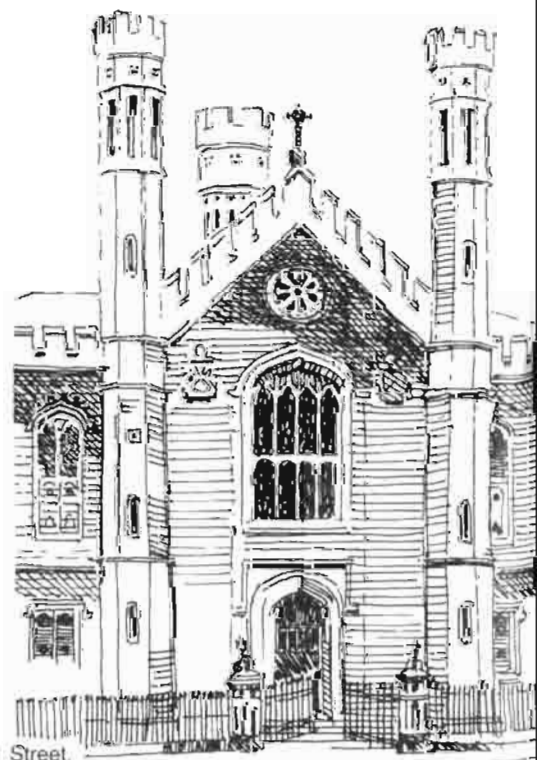


19-21 Alfred Street facing St. Malachy's Church



Subject to the availability of resources, the Department will:

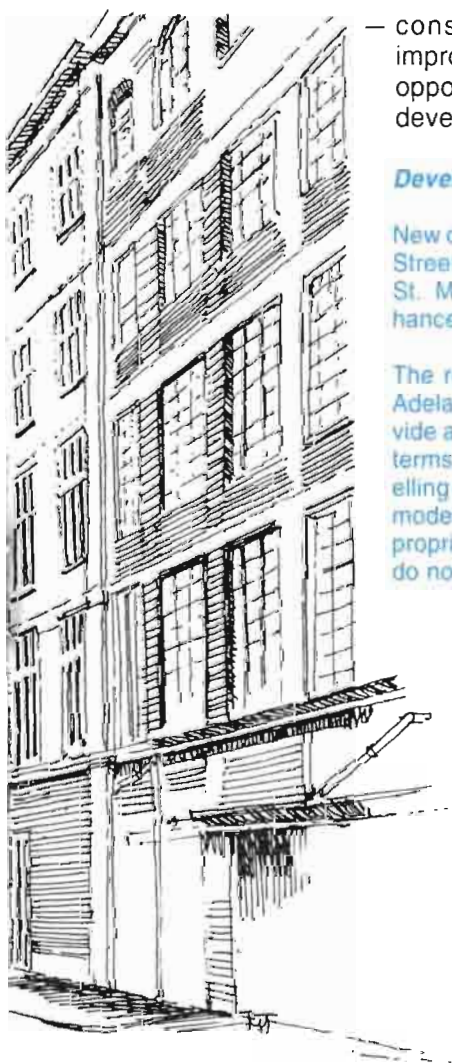
- consider the possibility of upgrading the amenity of Alfred Street with the provision of tree planting and appropriate lighting and paving treatments. This treatment would include Russell Street, Joy Street and, in the longer term, Clarence Street westward to the proposed Linenhall Street/Clarence Street civic space;
- encourage the appropriate private redevelopment of important development sites in Adelaide Street, Alfred Street and at other locations nearby;
- promote facade renovations of the attractive Edwardian warehouse facing St. Malachy's Church and improvements to other warehouses along Adelaide Street;



St. Malachy's Church Alfred Street.
Architect Thomas Jackson



Typical Warehouse Building, Alfred Street Ormeau Ave junction



- consider further environmental improvement of public spaces as opportunities linked to new private development arise.

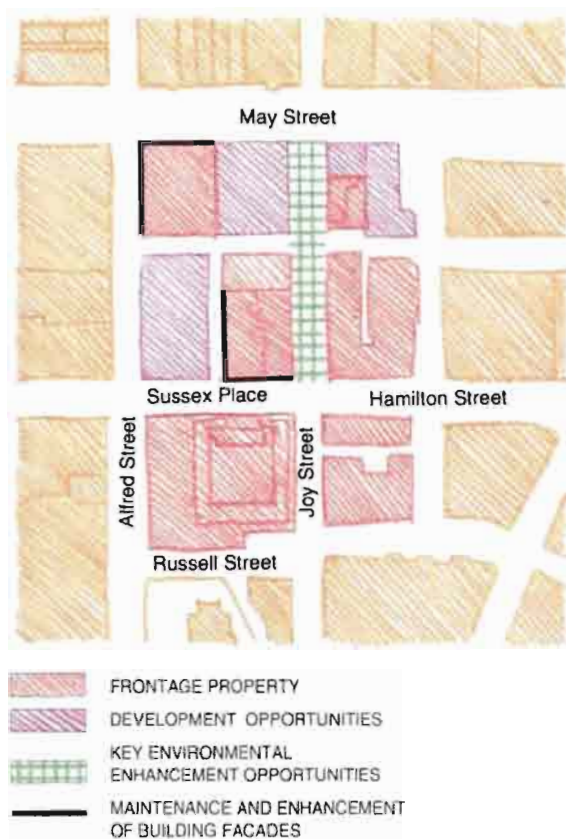
Development Guidelines

New development which fronts Clarence Street should respect the importance of St. Malachy's Church and should enhance its setting and the area generally.

The remaining warehouse buildings on Adelaide Street and Alfred Street provide a reference for new development in terms of height, scale, elevational modelling and materials. However, the use of modern building materials may be appropriate in some locations where they do not introduce a discordant element.



St. Malachy's entrance.



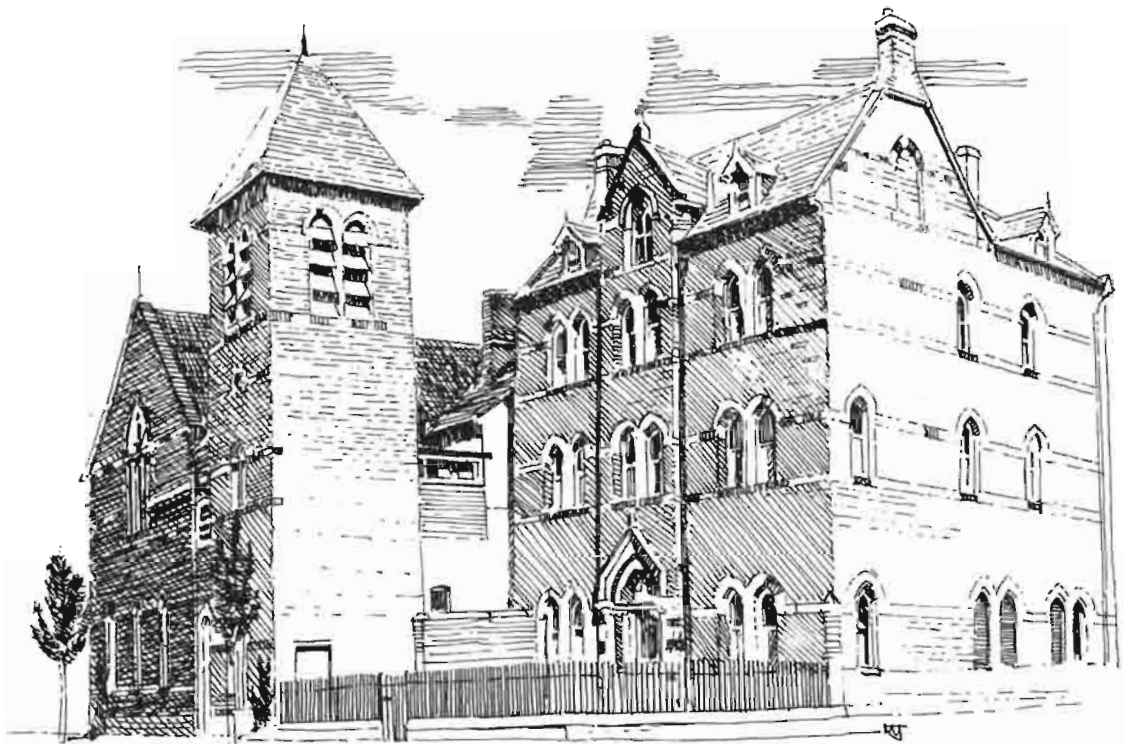
Joy Street / Hamilton Street

The scale and ambience of this area which was developed in the first half of the 19th Century extends to the adjoining part of May Street and includes the listed May Street Presbyterian Church. The Georgian terraces at Joy Street and Hamilton Street have been excellently restored and are complemented by St. Malachy's School and the adjoining St. Joseph's Convent of Mercy which are also Listed.

Subject to the availability of resources, the Department will seek to:

- encourage renovation and, where appropriate, flood lighting of the Listed institutional buildings:
- introduce suitable street lighting, paving and planting to complement the Listed Georgian terraces.





St. Malachy's School and St. Joseph's Convent of Mercy.

Development Guidelines

Redevelopment of sites in Joy Street should re-establish a street frontage of an appropriate scale as far as the junction with May Street. A mixed use development including residential and small offices might be appropriate.

A consistent townscape character should be developed beyond this core area extending to and including entrances to the Area at Cromac Street.



St. Malachy's Presbytery Alfred Street.



Entrances

Important northern entrances to the Area at Donegall Square South include Bedford Street, Linenhall Street and Adelaide Street. Further west the Brunswick Street and Amelia Street entrances lead to Blackstaff Square. The Joy Street entrance at May Street also leads to an area of distinctive character.

In the south, the Bruce Street/Dublin Road junction and the Ormeau Avenue/Cromac Street junction are important locations denoting arrival in the Conservation Area. The line of the Blackstaff River is evident at Dublin Road and there are opportunities to enhance both localities associated with proposed road improvements.

In the east there are important development opportunities in the vicinity of the Hamilton Street junction with Cromac Street. This entrance to the Conservation Area is located at a major traffic node for vehicles arriving at the City Centre via Oxford Street, the Albert Bridge and Cromac Street.

Residential scale development of the Hamilton Street edge of the British Telecom property would be desirable to re-establish the traditional residential street impression in the vicinity of important Listed terraces.

Also in the east, there are opportunities to enhance the main pedestrian route between the Upper and Lower Markets residential areas where it crosses Cromac Street and to link it visually with St. Malachy's Church which frames the vista in the west.

Subject to the availability of resources, the Department will consider:

- appropriate measures to identify important entrances to the Conservation Area by using street lighting, paving and planting consistent with the Area's image;
- environmental enhancement of Amelia Street at Blackstaff Square;



The eastern boundary at Cromac Street.

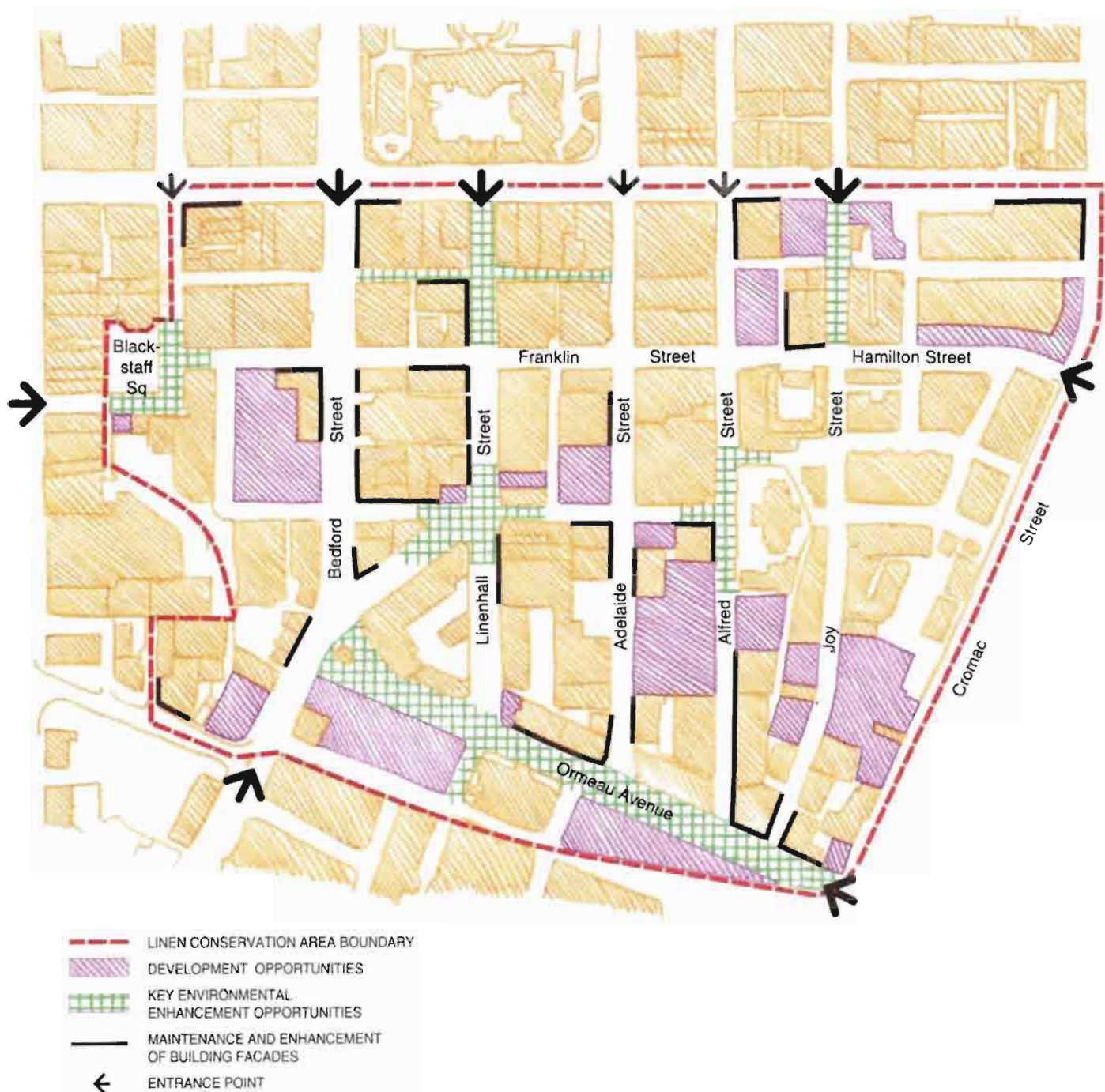
- where opportunities arise, the incorporation of landscape elements in frontage developments at Cromac Street between Ormeau Avenue and Hamilton Street;
- suitable environmental enhancement of the main pedestrian crossing point at Cromac Street between the Upper and Lower Markets residential areas.

Development Guidelines

Development of lands at the Hamilton Street junction with Cromac Street should be of an appropriate scale. The residential character of the immediate area should be reflected on the Hamilton Street return and on adjoining sites.

Development of other sites on Cromac Street should respect the residential character of the surrounding area and should incorporate a landscaped edge along Cromac Street itself.

Development of sites at the Ormeau Avenue junction with Cromac Street and at the Hope Street junction with Dublin Road should reflect their important corner locations at Conservation Area entry points.



Existing pavement flags and kerbs should be retained where possible. With regard to street names, reinstatement of traditional tiled name plaques is desirable.



appendix I

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LISTED BUILDINGS

Listed Building	HMBB Ref No.	Description
Nos 4, 6 & 10 Joy Street	26/30/7A-C	A terrace group of 3-storey stuccoed dwellings.
Nos 14-26 Joy Street and Nos 39-41 Hamilton Street	26/30/8	A terrace group of 3-storey brick dwellings in the late Georgian style.
Nos 36-46 Hamilton Street	26/30/9	A terrace group of 3-storey brick dwellings in the late Georgian style.
Yorkshire House 10 Donegall Square South	26/30/13	3-storey office building - late Georgian in character but with Venetian influences. Plastered elevations including on the ground floor roundels with heads of various scientists and explorers portrayed.
The Thompson Memorial Fountain Ormeau Avenue	26/30/14	A Gothic form reminiscent of the medieval crosses to the memory of Queen Eleanor. This one was raised as a memorial to Thomas Thompson MD RN.
Nos 21, 23 & 25 Bedford Street	26/30/15	3-storey high Victorian commercial building, brick with terracota detail.
St. Malachy's Presbytery No 24 Alfred Street	26/30/22	Three-storey symmetric front 3-bay polychrome brick Presbytery in the Venetian style.
St. Malachy's Church Alfred Street	26/30/23	A large 'T' planned Church with galleries; brick with stone dressings designed in the Tudor style with a plaster pendent vaulted ceiling of real magnificence.
The Convent of St. Malachy's and Primary School Sussex Place	26/30/24	Informal composition brick built in Gothic Revival style
Nos 19-21 Alfred Street	26/30/25	Five-storey warehouse in the high Edwardian style.
Presbyterian Church and railings May Street	26/30/31A	A hall Church in the Greek Revival style with an interior and fittings of a very high quality.
Presbyterian Church Hall May Street	26/30/31B	Stuccoed, the first floor is detailed in the Roman Doric Order set over a rusticated ground floor.
Ormeau Baths No 18 Ormeau Avenue	26/30/41	A symmetrical composition influenced by the Queen Anne Revival style, using classical forms, modelled brickwork and terracota detailing. The bath hall is iron framed.
Scottish Mutual Building Nos 15-16 Donegall Sq. South & 2-12 Bedford Street	26/30/54	Five storey with attic. A stone office building lavishly detailed in the new free style.
Ewart House No 17 Bedford Street	26/30/55	Three storey with attic in ashlar sandstone in the Baroque Revival style.
Ulster Hall & Organ Bedford Street	26/30/57	A large rectangular hall with gallery inside stuccoed classical envelope. Architect W J Barre. The organ is in the high Victorian style.
Bryson House No 28 Bedford Street	26/30/58	Built as a linen warehouse. Three-storey brick with stone dressings in the Venetian Revival style.
Nos 35-37 Bedford Street	26/30/60	3 storey polychrome brick warehouse

Development Control and Environmental Objectives

The Department's objectives in exercising its planning functions within the Conservation Area are:

- to safeguard the physical fabric of the Area from neglect and decay and to prevent insensitive development and redevelopment;
- to enhance the intrinsic character of the Area, and to set off its features of merit;
- to ensure that changes of use, where they occur, are appropriate and in sympathy with the purpose for which the building was originally constructed;
- to protect and enhance views into and from the Conservation Area;
- to protect the general amenity of the Conservation Area by discouraging development which generates excessive vehicular activity, noise or other nuisances and would put at risk the continuing occupation of neighbouring properties;
- to enhance the visual amenity of the Area by encouraging the removal of all unnecessary overhead wires, wires on building elevations and other street clutter, and by encouraging proper maintenance of all areas of hard and soft landscaping;
- to stimulate awareness of the importance of conservation and to encourage local input and support for conservation policies.

The Role of Development Control

Development within the Conservation Area will be controlled with the primary aim of ensuring the retention of all that is important to the Area's character. Important buildings and groups of buildings which contribute to the Area's character will be protected.

This control will be exercised as follows:

- Where permission is sought to demolish or alter a building which has been Listed under the Planning (NI) Order 1991 (previously under the Planning (NI) Order 1972,) as being of special architectural or historic interest, it will be necessary to demonstrate that such works would not in themselves be detrimental to the Area's character, or that they are required for overriding and exceptional reasons relating to the development of the Area.
- Under the terms of The Planning Northern Ireland Order 1991 (Article 51) the consent of the Department is required to demolish any building within a Conservation Area which is not already protected by other means.
- New buildings will be expected to take account of the character of their neighbours. They should, in mass and outline, be sympathetic to the rhythm of the street scene.

- Materials should generally be of a quality, texture and colour that are compatible with the character of the Area.

- Changes of use that are likely to have an adverse effect on land or buildings which contribute significantly to the character of the Conservation Area will not normally be permitted.

- The creation of new open spaces will be carefully considered to ensure that they make a positive contribution to the Conservation Area, and that proper provision is made for their maintenance.

Consent to display advertisements generally requires an application under the Planning (Control of Advertisements) Regulations (NI) 1992. Applications for consent will be judged on the positive effect they make to the visual character of the Conservation Area.

The Department will normally expect planning applications in respect of sites or buildings within the Conservation Area to be submitted with full details showing clearly, in plan and elevation, the relationship to adjoining buildings. This is to ensure at the initial planning stage that the proposed development is satisfactory in all respects. It is desirable therefore that applicants should consult informally with the Divisional Planning Office prior to the preparation of detailed plans.

Development near to, and visually related to the Conservation Area will be required to be sited and designed in scale, form and materials so as to be in harmony with the buildings and general appearance of the Conservation Area.

Under the terms of the Planning (General Development) Order 1973 certain types of development do not require specific planning permission. However, the Department has power under Article 4 of that Order to direct that in any particular area, these types of development must require the grant of planning permission. Such directions may be applied within this Conservation Area.

Listed Buildings

The statutory Listing of buildings is intended to protect them from the effect of undesirable development because of their special architectural and historic interest and Listed Building Consent is required to carry out any work on them.

The detailed development guidelines, normally applied by the Department in its consideration of development proposals affecting such buildings, cover such matters as the shape, size and number of chimneys, roof shape and detailing, windows and doors. Other features such as balconies, steps, railings and boundary walls which contribute to the charm and character of a Listed Building should also be conserved. In certain circumstances the interiors of these buildings may also be an important part of the Listing.

Extensions to Listed Buildings may be acceptable either in the form and character of the parent building or as a totally different but high quality design.

Details of all Listed Buildings contained within the Conservation Area are set out in Appendix 1.

Development by Public Agencies

Services

When renewal of overhead electricity and telephone services becomes operationally necessary as much as possible should be undergrounded. What must remain should be redesigned in as unobtrusive a way as possible.

New developments and conversions will be required to have internal ducting so that multiple service entries and connections are unnecessary. All sub-division to co-occupiers should take place within the building fabric.

Streetscape and Street Furniture

Within the economic constraints set on public expenditure the Department would seek to ensure that, in the replacement of footways and road surfaces, materials are selected which are both practical and improve the environmental quality of the Area.

The Department will have particular regard to the management of pedestrian and vehicular traffic movement in the interests of the amenities existing in the Conservation Area. Provision for the parking of motor vehicles will be carried out in such a manner as to have minimum effect on the character of the Area.

Street furniture includes signs, street lighting, litter bins, bollards and seating. As these items come up for renewal, or as additional installations are required, careful attention will be paid to their design. Criticism of street furniture tends to relate to the quality of individual items and to the lack of an overall coherent style or visual theme in their design. This arises from the fact that the responsibility for erecting and siting of various items of street furniture lies with a number of bodies each with different priorities and concerns. Emphasis will therefore be placed on a coherent style and a high quality product which reflect the character of the Conservation Area.

It is important that all items of street furniture are well maintained. Shabby and neglected items can seriously detract from the appearance of the general environment. All public agencies will be encouraged to replace unsympathetic items of street furniture for which they are responsible.

The Department will therefore implement or encourage, as appropriate, the following:

Minimise the number of traffic signs and ensure that those which are necessary are designed in a way which makes minimal impact on the visual amenity of the Area.

Replace inappropriate lamp standards with a design more in sympathy with the historic character of the Area.

In circumstances where this might not be possible consideration will be given to mounting lighting units on the facades of buildings (subject to agreement between the Department and the property owners). The use of flood-lighting at night can be particularly effective and building owners may be prepared to make a financial contribution in this respect.

Locate telephone and other junction boxes as unobtrusively as possible and integrate them into existing features where practicable.

Devise a common colour scheme for all apparatus, lamp standards, litter bins, bollards, etc.

Financial Assistance

Various types of assistance may be available for schemes within the Conservation Area, viz.

Historic Buildings Grant

Under the Planning (NI) Order 1991 the Department of the Environment (NI) may give financial assistance towards the cost of repairs or maintenance of buildings which have been listed as being of special architectural or historic interest.

Further details may be obtained from:

Department of the Environment (NI)
Environment Service
Historic Monuments and Buildings
5 - 33 Hill Street
BELFAST
BT1 2LA. Telephone: Belfast 235000

Conservation Area Grant

Under the Planning (NI) Order 1991 the Department of the Environment (NI) may grant aid expenditure relating to works to either listed or non-listed buildings that promote the preservation or enhancement of the character or appearance of a Conservation Area.

Further details may be obtained from:

The Belfast Divisional Planning Office
Bedford House
16-22 Bedford Street
Belfast BT2 7FD
Telephone: Belfast 242486.

Historic, Environmental and Architectural Rehabilitation Trust

The Trust is wholly concerned with the rehabilitation of Listed Buildings and houses in Conservation Areas and maintains a revolving fund for their acquisition and rehabilitation. An ACE Scheme is operated by the Trust. Further details may be obtained from:

Historic, Environmental and Architectural
Rehabilitation Trust
181a Stranmillis Road,
Belfast BT9 5DU
Telephone: 0232 381623.

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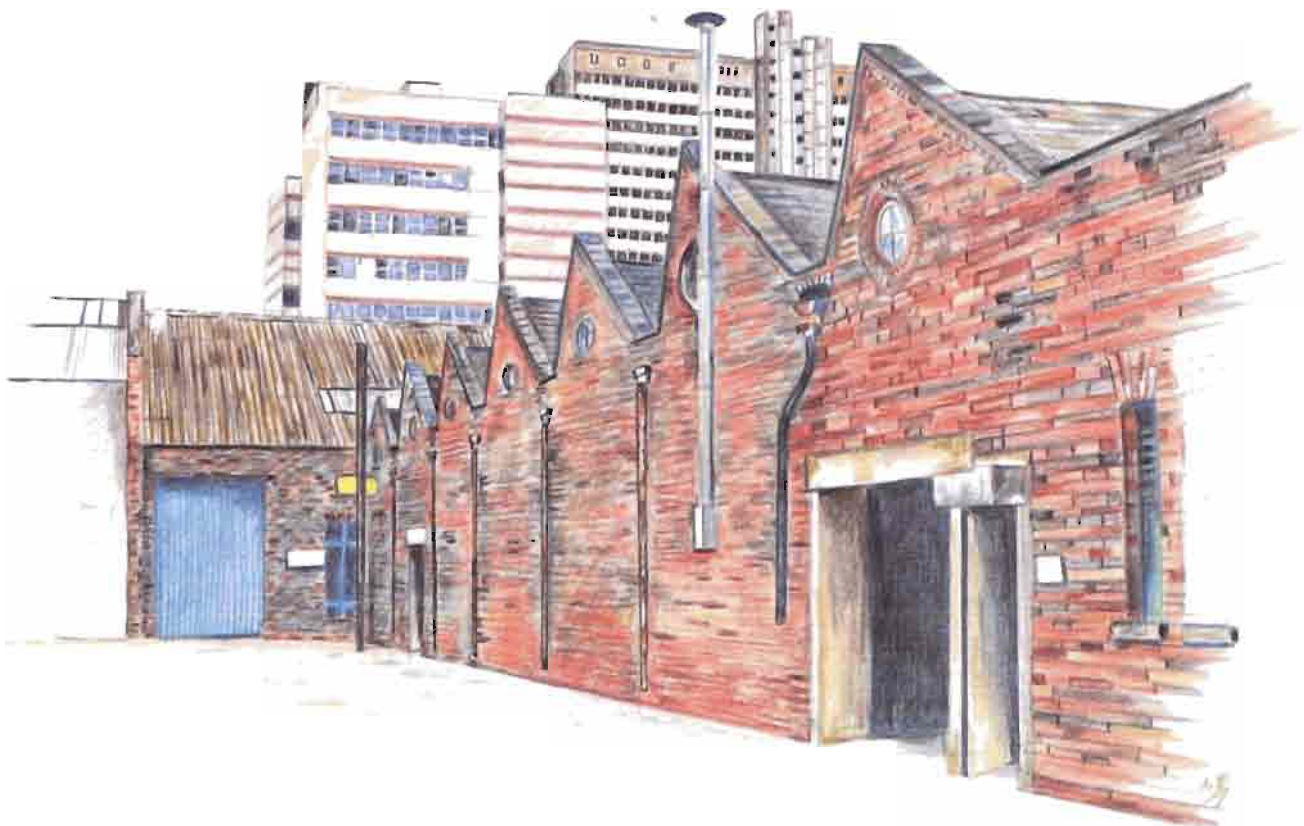
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The Potential of Glasgow City Centre
(Summary report by The Scottish Development Agency).



Distinctive brick built workshops Holmes Street.



Acknowledgements

Reproduced by kind permission of the following:

- Linen Hall Library** - White Linen Hall,
drawing by Stephen Conlon 1987
Williamson Map of Belfast 1792
reproduced 1988
- Ulster Museum** - engravings of Blackstaff plain
and Joy's paper mill
- Terence McCaw,
Architects** - sketch of 21 Bedford Street
- Boyd Partnership** - sketch of Bryson House
- Twenty -Two over
Seven, Architects** - Ormeau Baths elevation

Notes

Notes

£2.00