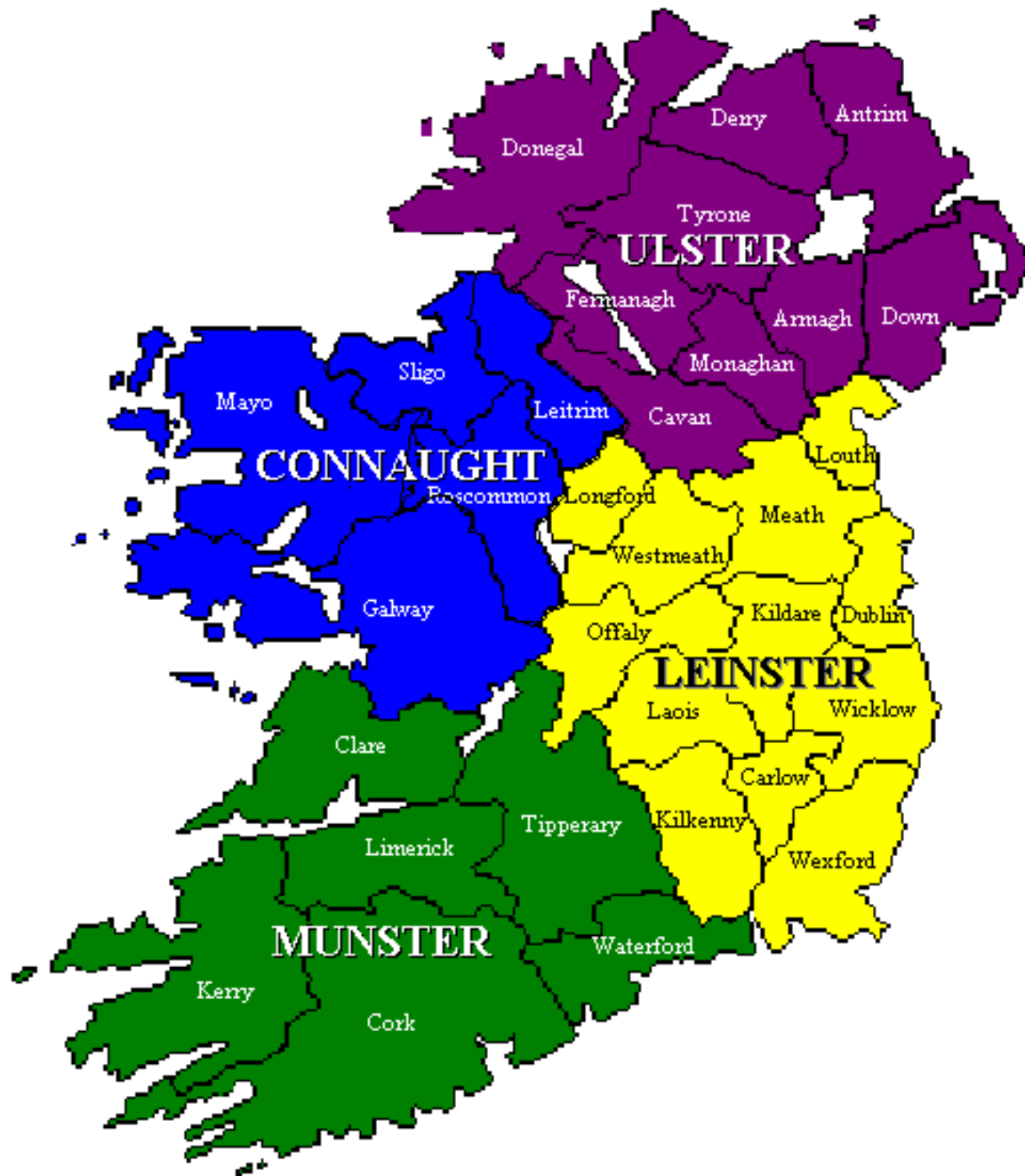


# **Laurence McCullagh Development Manager**

**Cyprus Conference  
July 2008**



# Regeneration Plan



# Economic Priorities - 1

## Education

- Education sector economy
  - Expansion of University of Ulster Magee Campus
- Education – business linkages.
  - R&D
  - Campus company development
- Skill base of workforce.
  - Up-skilling and relevant higher education
- Educational achievements of the community.
  - School and community interventions

## Economic Priorities – 2

# Tourism

Rapid growth in tourism sector volume and value.

- Walled City Signature Tourism Project
- City branding – focussed marketing.
- World Class Waterfront city centre.
- Ebrington Star Fort.
- Major wet-weather attraction St. Columb's.
- Permanent Regional Art Gallery at Ebrington.
- Convention Centre.



## Economic Priorities – 3 Industry

Expand manufacturing and internationally traded sectors to increase employment and wealth creation.

- High-tech services at Fort George.
- Target inward investment.
- Shared data on sites & properties.
- Joint marketing package.

## Economic Priorities – 4 Retail

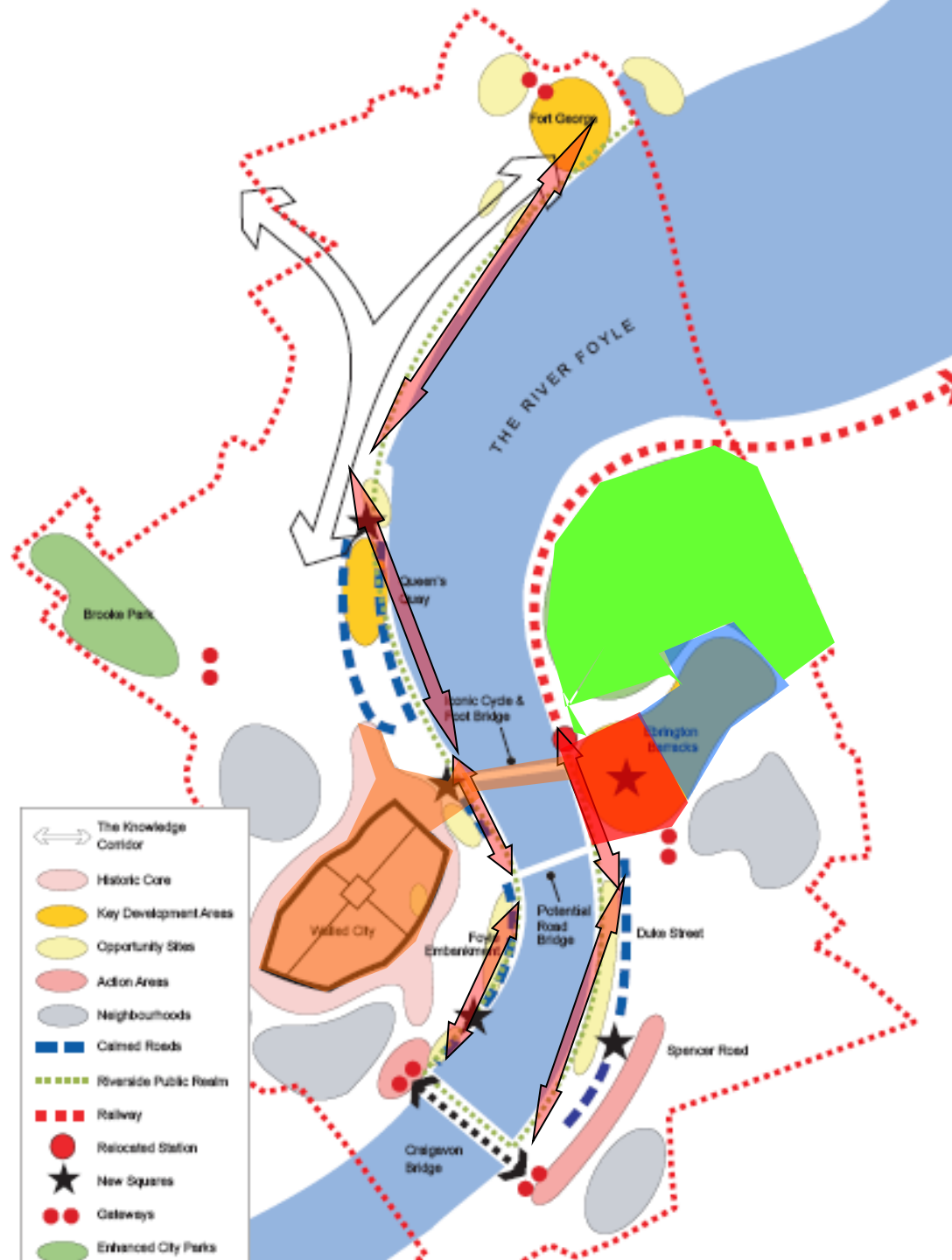
- Facilitate retail investment to attract spending by visitors and residents into the local economy.
- Establish the city as the regional retail hub.
  - Retail development strategy.
  - Intensification of existing cluster.
  - City centre public realm.
  - Local improvement plans for Strand Rd, inner Waterside & Carlisle Rd.
  - City centre BID.

- Significant improvements to transport infrastructure.
  - Realise potential of airport.
  - Dual / motorway road connection.
  - Modern high speed rail services.
  - Central rail & bus interchange.



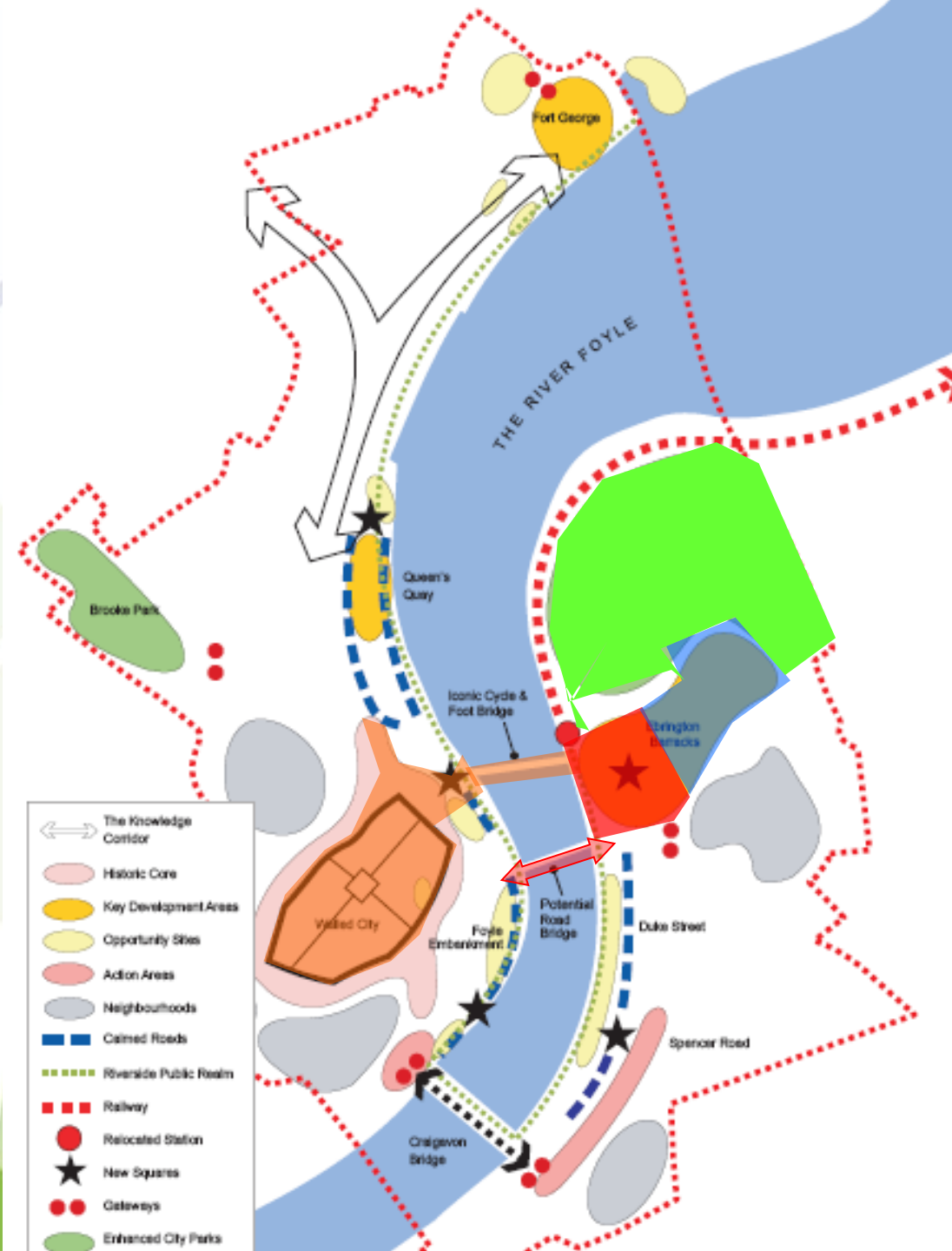
## Spatial Proposition

Continuous high amenity waterfront public-realm through the city-centre.



# Spatial Proposition

Possible all purpose bridge - feasibility study.



# Ebrington

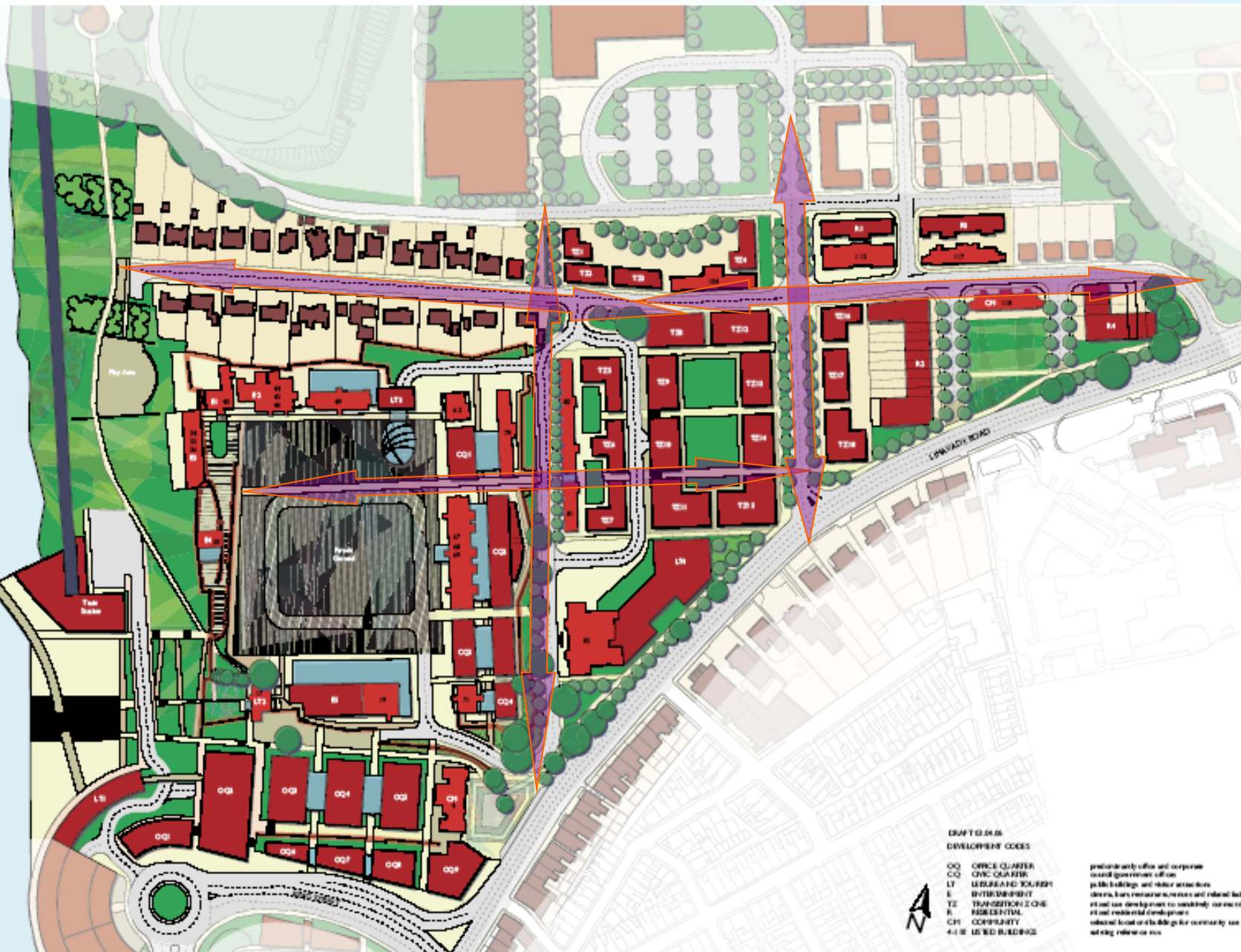


## Ebrington

***“ ..roll out...mixed-use development ....retains the best of the historical structures, better interprets the Star Fort ..... dynamic urban village including tourism, leisure, commercial, hotel, education and residential use ....new urban waterfront.”***



RIVER FOYLE



- DRAFT 0.01  
DEVELOPMENT CODES
- CQ OFFICE QUARTER
  - CQC QUARTER
  - LT LEISURE AND TOURISM
  - E ENTERTAINMENT
  - T2 TRANSITION ZONE
  - H HOUSING
  - CH COMMUNITY
  - 4-18 LEISURE BUILDINGS



professionally advice and corporate  
social governance will be  
public facilities and other structures  
desires, have recreational services and related facilities  
at all use development to establish core areas  
of and residential development  
related local and facilities for community use  
and other relevant uses

## Ebrington: Mixed-Use Development

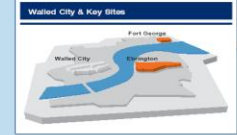
- Commercial Offices and Enterprise - 25 – 50%
- Leisure/Cultural/Community/Tourism – 10 – 40%
- Residential - 25 – 50%
- Retail/Restaurants etc. - 10 – 20%

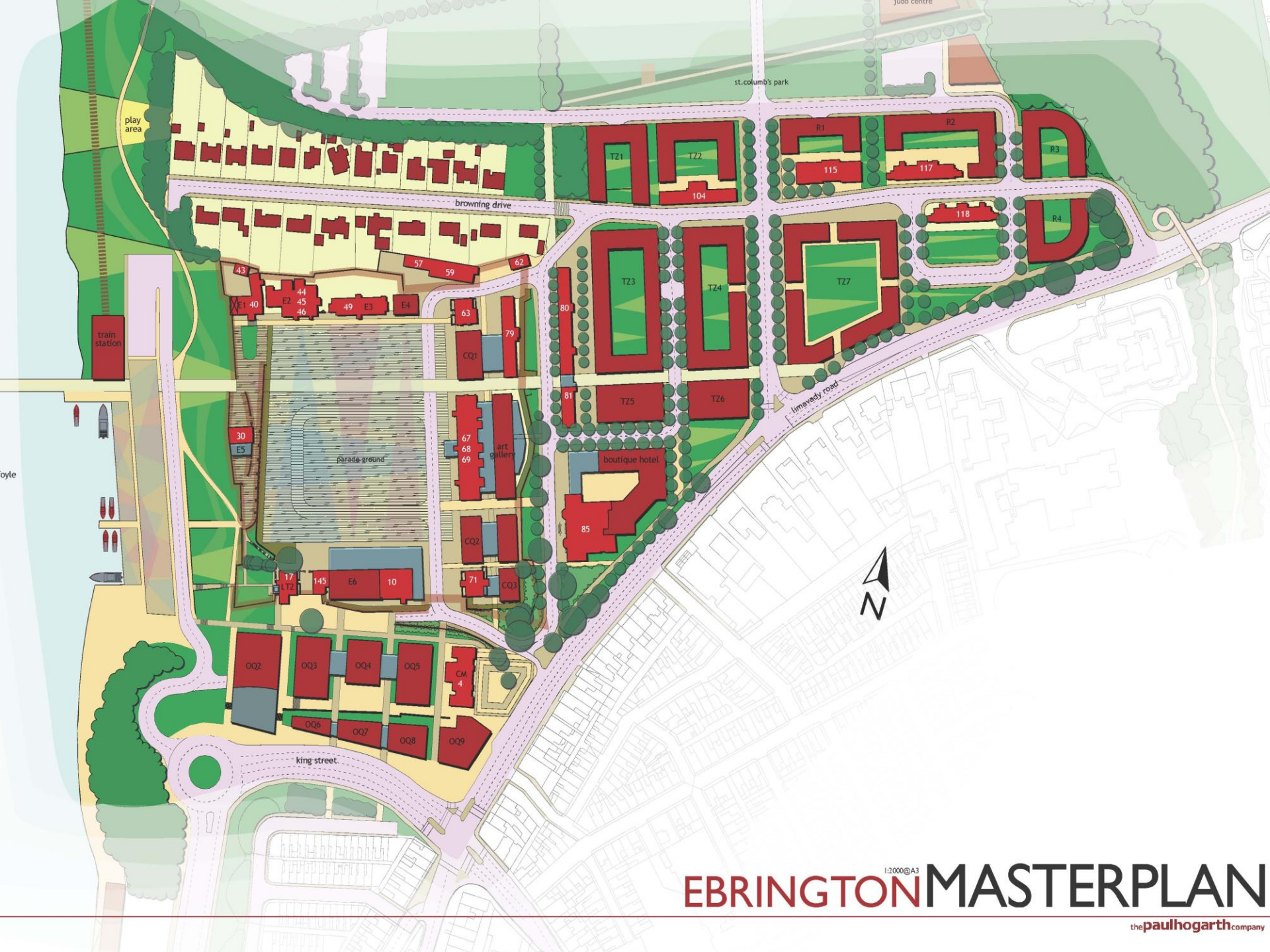


# Iconic Footbridge



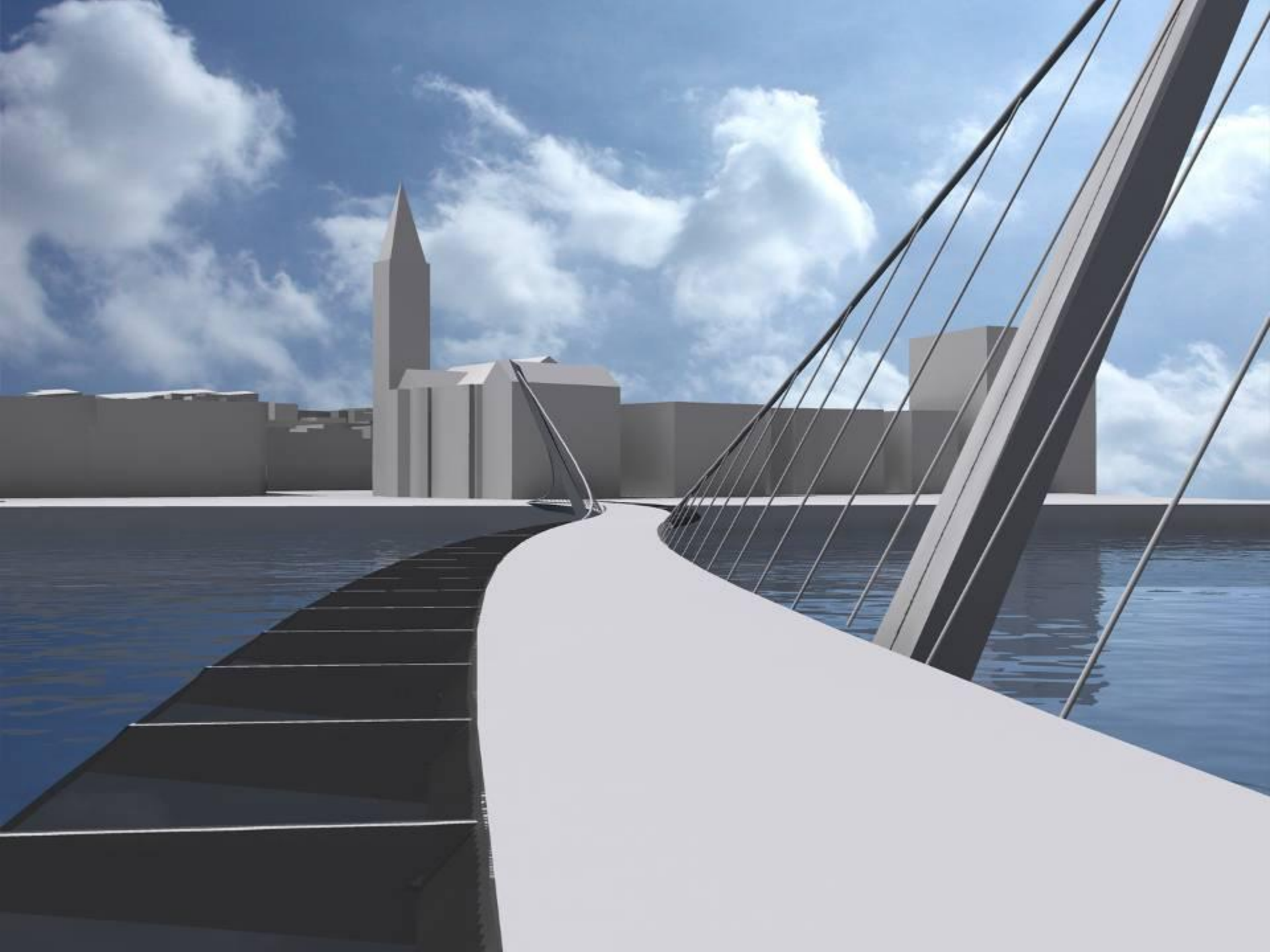






1:2000@A3  
**EBRINGTON MASTERPLAN**









## Bridge

- Construction Value - £10m
- Procurement – OJEU D&B

## Ebrington

- 1m sq ft mixed use
- Construction Value - £120m
- 160 construction jobs per annum
- 10 – 15 year delivery strategy





# **FORT GEORGE**















## Construction Benefits

- Construction value of £171m
- 480 construction jobs pa over 7-10 year period
- Construction earnings of £11m pa
- £4.8m pa spend on goods and services
- Total economic impact to economy of £127m



## Employment Creation

- Employment Plans
- Apprenticeships / Training
- Supply Chain

## Procurement

- Delivery / implementation strategy
- CPD – OJEU / D & B
- Private Sector Involvement

## CONCLUSION

- 2.5M sq ft new build
- £300m construction
- 7 – 15 year delivery
- 640 construction jobs per annum
- Local supply chains