

+ Belfast Waterside

Belfast, United Kingdom



The What

Osborne+Co acquired the site formerly known as the 'Sirocco Site' in Belfast. The site, at 16 acres, can accommodate up to 1.75m sq ft of mixed-use development and will be the largest single development ever delivered in Northern Ireland.

We intend to deliver an exciting new centre for the city, comprising:

800,000 sq ft of Grade A office

400 key hotel with conference facilities

200 residential units for sale

500 PRS units

150 social housing units, significant retail and amenity

A state-of-the-art technology hub offering competitive office space for local start-ups, supported by local universities as an Innovation Hub. The site, when developed, will be Belfast's premier live/work/play destination and form Belfast's newest and most exciting quarter.

Osborne+Co acquired the site with partners the St. Francis Group and Graftongate. From a site with no planning permission, we have secured outline planning permission for the entire and detailed permission for certain buildings within the scheme. Construction commenced on site in 2020.



**CHALLENGING PLANNING /
COMMUNITY / SOCIAL IMPACT
AND NEIGHBOURHOOD**



**MIXED-USED
DEVELOPMENT**



1,750,000 FT²



£500M

Key Stakeholders

- Belfast City Council and Leadership Planning Department
- Regional Government Stakeholders, including local MP's Cross Community Interest Groups
- All Regional Statutory Groups such as Transport Northern Ireland, Utility Co's etc.
- Affordable Housing Providers Tourism Northern Ireland Business Lobby Groups

Osborne+Co Role as Developer

- Equity Investor
- Design development and management
- Securing Planning and Community Liaison
- Procurement
- Construction Delivery

Obtain planning permission for major/ complex mixed-use development projects

For the last three years, Osborne+Co has been working to redevelop the site of the former Sirocco Engineering Works in Belfast. This 16-acre site lies on the edge of the city core and the River Lagan. Our ambition is to rejuvenate the site with a development of homes, commercial office space, hotel, restaurants & shops benefiting from access to the river.

Our masterplan, designed by Henning Larsen architects, looks to reconnect the east of the city to the city core, making Belfast a city on the river, not by the river. Our master plan delivers 1.85 million square feet of gross development in 15 independent blocks. The masterplan provides 875,000 square feet of office space, 700 apartments, a hotel with 400 bedrooms, an innovation centre of 70,000 square feet and 60,000 square feet of retail/leisure space. Belfast Waterside will have at least 2,000 residents and over 6,000 office goers.

Belfast City Council Planning Committee approved outline planning permission for our masterplan in June 2019 with the planning conditions and Section 76 agreement approved by Belfast City Council in July 2020, making this the largest planning approval ever in Northern Ireland.

This master plan won the Future Projects Urban Design Award in the 2019 World Architecture News Awards and outline planning permission.

Osborne+Co also secured full planning permission in July 2020 for Office Block C, an eleven-storey office with around 225,000 sq ft of office space and associated uses on the ground floor. We anticipate that up to 1,800 people will work in this building.



Implement and deliver development projects of a similar type, scale and complexity, referencing life sciences and innovation cluster experience where relevant

Belfast Waterside is a substantial mixed-use development with a significant element of office space in 5 blocks. An essential part of our vision for commercial activity is the innovation centre in Block N fronting the river, which we know as the Beon Centre. Initially, we had seen this as a location for general start-ups. However, after discussions with Queen's University and Ulster University, we see this as a location for life science-related enterprises exiting the universities' ecosystems. We are discussing with both universities to plan how we incorporate the necessary "wrap around" support services for life science operators in other parts of Belfast Waterside. We are also reviewing the opportunity to have Office Blocks D and E designed for life science use.

Work with a range of stakeholders and on high profile schemes

In advancing the Belfast Waterside project, Osborne+ Co has established trust with two key stakeholders, the two community groups in East Belfast. The legacy of the site's previous use and operation is challenging for both community groups, but it has been possible to get a consensus between them by focusing on the significant job creation possibilities presented by Belfast Waterside, as East Belfast has exceptionally high unemployment figures.

We undertook a comprehensive stakeholder engagement strategy to ensure community and political support for the £450 million regeneration plan. This strategy included:

- Statutory pre-application community consultation: drop-in consultation events with presentations from the project team; web-based engagement; preparation and distribution of information leaflets; placement of public notices; use of consultation phone-line and dedicated email addresses, statutory compliance (public notices, public events and pre-application consultation report)
- Community Engagement: Fortnightly meetings with adjacent communities; quarterly presentations to representative bodies (Belfast Eastside Partnership); A series of placemaking workshops with Under 30s
- Media Strategy: Proactive press statements produced at key project intervals: Consultation, Submission and determination; Televised coverage on BBC and UTV, newspaper and online coverage on Belfast Telegraph, Irish News and The Newsletter and local radio outlets, placed "think pieces" and project team interviews.
- Content & Branding: Development of a coherent brand for the site, including brand development, VIP launch and media event, video content and online assets
- Political Engagement: Fortnightly update meetings with local elected representatives; quarterly project updates to elected representatives; preparation of pre-determination briefing; delivery of face-to-face briefings, resulting in approval at planning committee for outline master plan application (and detailed for office accommodation).
- Community Benefits and Employability: Establishment of a Community Benefits framework post-approval with cross-community representation and buy-in. Including commitments regarding skills development, employability schemes, meanwhile uses, site levy and social enterprise opportunities.



Understand, deliver and manage health and wellbeing benefits, and positive environmental and social impact

Belfast Waterside will bring a derelict 16-acre site back into use. For the last 150 years, there has been no public access to the site. It is a physical blockage for anyone looking to move between the city centre and East Belfast.

Our master plan will hugely enhance the Belfast city centre by reconnecting it with the communities in East Belfast. The master plan will also bring life to the riverfront, a completely unutilised amenity at present.

Belfast Waterside will provide a dynamic promenade supporting waterside activities, and cultural events as well as cafes and restaurants. The riverfront is a year-round destination. All of this comes from an understanding of the issues presented by the derelict site and how to harness the potential to improve the lives, health and well-being of residents.

When working with the local community groups Osborne+Co recognised the potential for job creation and the possibility for positive social change as a result of developing Belfast Waterside. To harness this, a cross-community steering committee has been established with the support of the Belfast city council.

The Sirocco Waterside Development Group will firstly work with Osborne+Co to increase access to training and employment opportunities for the local community groups and secondly set up a social enterprise operation to provide key services to the management company for the completed development. These would include, but not be limited to security and access management, cleaning, grounds maintenance, window cleaning, and car park management.

