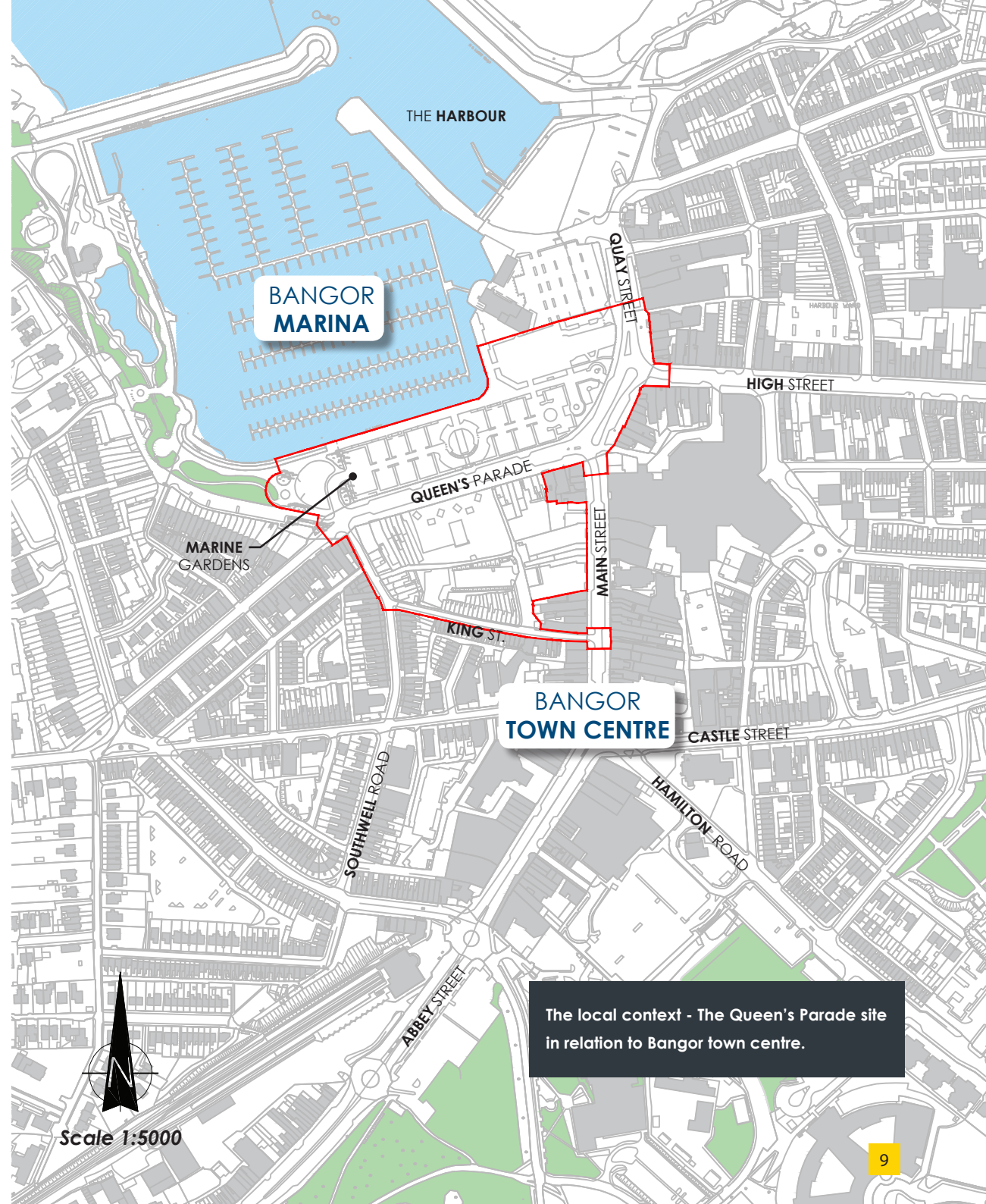


# the site location

Bangor is a large and prosperous town in County Down on the east coast of Northern Ireland. The town is 20km from Belfast City Centre and linked to it by an excellent road and rail network. It is 20 minutes from George Best Belfast City Airport and less than 30 minutes from the Port of Belfast. The town, with strong early Christian links, including the site of a 6th century Abbey, has a busy harbour and since the Victorian era was a successful holiday resort. Bangor is the principal town of the new Ards and North Down Borough, with an attractive coastline and a large hinterland that includes the Ards Peninsula and Strangford Lough. The 5.26 hectare site occupies a strategic position at the heart of Bangor town centre and on the seafront overlooking the 600 berth award-winning Marina with attractive views across the mouth of Belfast Lough.



The local context - The Queen's Parade site in relation to Bangor town centre.



# the site context

## RECENT HISTORICAL CONTEXT OF THE AREA

With the advent of the railway during the Victorian Era Bangor became a fashionable resort for holidaymakers, as well as a desirable home for the affluent. Elements of the distinctive seaside architectural heritage of this time remain within the town including the villas at Ballyholme Esplanade and off Princetown Road. Queen's Parade also once displayed the "grandeur" of this era; however some of this unfortunately has been lost in recent times.

Whilst the town remains highly popular as a place to live, many residents make the daily journey to Belfast for employment and study. Leisure, tourism and cultural functions however remain important to the local economy, particularly in the summer months.

The town centre has recently benefited from an £8 million investment in high quality public realm works, including paving, lighting, seating, signage and public art works, including Main Street, Quay Street, High Street, and King Street adjacent to the subject land.

These environmental works, funded by the Department for Communities and the former North Down Borough Council have improved the physical attractiveness of the area and trader confidence. Early indications are that subsequent to completion there has been an increase in footfall and use of the town centre.



Historic images of the Queens Parade area in the first half of the 20th Century.