

# appendix two

## DESTINATION BUILDING

The Council has identified the potential of a key investment opportunity for an iconic building as part of the development, which has been referred to as the 'Destination Building'. The Council will be particularly interested in proposals that incorporate this major opportunity and has agreed it will be a potential investor or partner in its development if a suitable proposal is brought forward. The Council's ambition is this would be a critical attraction, drawing visitors into the wider Town Centre and seafront area. It would create an attraction that draws in visitors throughout all of the year, have a catalytic economic impact for all of Ards and North Down, be of national significance, be 'iconic' yet authentic to its setting and contribute to the Council's objective of transforming the wider Queen's Parade area through cultural regeneration.

It will need to be financially realistic and acceptable to the Council and sustainable over the long-term, minimising the need for ongoing Council subvention. It will require innovative forms of capital funding. The Council will be particularly interested in proposals that incorporate a 'Destination Building' which will deliver these objectives.

An iconic building could attract public interest much like the popular 'Project 24' initiative







# Queen's Parade Bangor