

THE WORLDWIDE NETWORK OF PORT CITIES



The AiVP Days

Dublin - Ireland
28 - 30 May 2015

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General Assembly
and the AiVP Days

**“Working Waterfront”:
a City-Port mix
in progress**

In partnership with:



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

 COMHLAICHT CHALAFORT
ÁTHA CLIATH
DUBLIN PORT COMPANY

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PANEL 2: WORKING WATERFRONT, A SPACE OF MARITIME AND PORT CULTURE
Thursday, 28 May 2015: 15:25 - 16:30

James Eyre BSc (Hons) joined the team in Titanic Quarter Ltd in August 2006 and is responsible for the delivery of the Titanic Group's development projects, management of the Group's assets and the estate management of Titanic Quarter.

Prior to joining Titanic Quarter Ltd, James was a Director of McCormick Properties plc, responsible for the planning and implementation of both residential and commercial schemes.

James is a graduate of the University of Ulster and continues to maintain contact with the University as a guest lecturing regularly to a suite of real estate programmes.



James EYRE

Commercial Director
Titanic Quater Limited
Belfast, North Ireland



BELFAST : LE TITANIC, UN EQUIPEMENT AU SERVICE DE LA CULTURE MARITIME ET PORTUAIRE

Le « Titanic Quarter » de Belfast est l'un des plus grands projets de régénération de waterfront urbain du monde. Planifié sur près de 75 hectares, à l'emplacement où le paquebot Titanic a été conçu et construit, « Titanic Quarter » modifie ce que signifie travailler, jouer et vivre dans le centre-ville de Belfast. Reflétant les grandes réalisations de l'histoire et les dernières approches conceptuelles, la mixité futuriste de ses espaces dédiés au logement, au commerce, au tourisme et à l'éducation a doté Belfast d'un nouveau quartier urbain. Cet ambitieux projet, avec 145 000 m² déjà aménagés, 90 entreprises implantées et environ 5000 personnes qui vivent et travaillent déjà dans le secteur, permettra à terme d'accueillir 50 000 habitants pour autant d'emplois. Grandes productions cinématographiques, activité Recherche et Développement de pointe, première attraction touristique du monde sur le thème du Titanic et projet d'habitat le plus en vue de Belfast : « Titanic Quarter » est une opportunité unique d'envergure internationale.



BELFAST: THE TITANIC, A FACILITY FOR THE MARITIME AND PORT CULTURE

Belfast's Titanic Quarter is one of the world's largest urban-waterfront regeneration projects. Master-planned over 185 acres on the site where RMS Titanic was designed and built, Titanic Quarter is redefining what it means to work, live, play and stay in central Belfast. Reflecting the achievements of history with the latest design approaches, Titanic Quarter's futuristic mix of residential, commercial, tourism, education and retail space has provided Belfast with a new urban quarter. With 145,000 sq m already completed, 90 companies on site and around 5,000 people already living and working in the area, this ambitious scheme will ultimately provide homes and employment for 50,000. From major film productions to leading-edge R&D, the world's largest Titanic visitor attraction and Belfast's most desirable residential development complex, Titanic Quarter is an internationally acclaimed, once-in-a-generation opportunity.



BELFAST: EL TITANIC, UN EQUIPAMIENTO AL SERVICIO DE LA CULTURA MARÍTIMA Y PORTUARIA

El « Titanic Quarter » de Belfast es uno de los proyectos de regeneración de frente costero urbano más grandes del mundo. Dispuesto según el plano regulador en 75 hectáreas, en el emplazamiento en que se diseñó y se construyó el transatlántico Titanic, el « Titanic Quarter » está redefiniendo lo que significa trabajar, jugar y vivir en el centro de la ciudad de Belfast. Como reflejo de los logros de la historia con los más recientes planteamientos del diseño, la combinación futurística del « Titanic Quarter » en materia de espacios residenciales, comerciales, turísticos, educacionales ha provisto a Belfast de un nuevo barrio urbano. Con 145,000 m² ya terminados, 90 empresas en el lugar y cerca de 5.000 habitantes viviendo y trabajando en el área, este ambicioso proyecto entregará en el futuro hogares y empleo a 50.000 personas. Desde importantes producciones filmicas hasta investigaciones y desarrollos de última generación, el atractivo turístico relativo al Titanic más grande del mundo y el complejo residencial más deseado de Belfast, el « Titanic Quarter », es una oportunidad aclamada a nivel internacional que surge solo una vez por generación.

Welcome to 21st Century Belfast

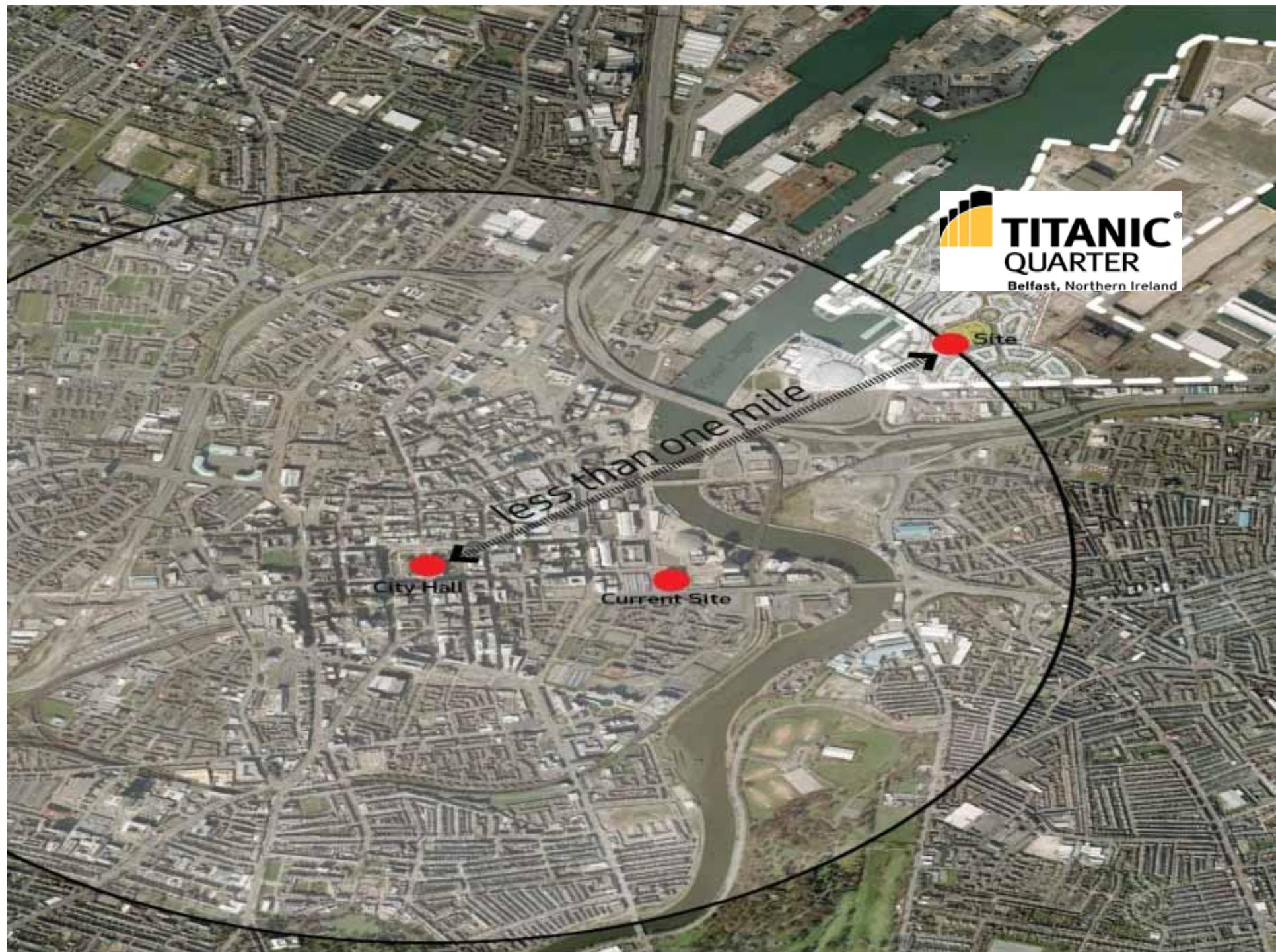
**James Eyre
Commercial Director
Titanic Quarter Ltd**



Belfast, Northern Ireland



Titanic, Made in Belfast





Building the future...

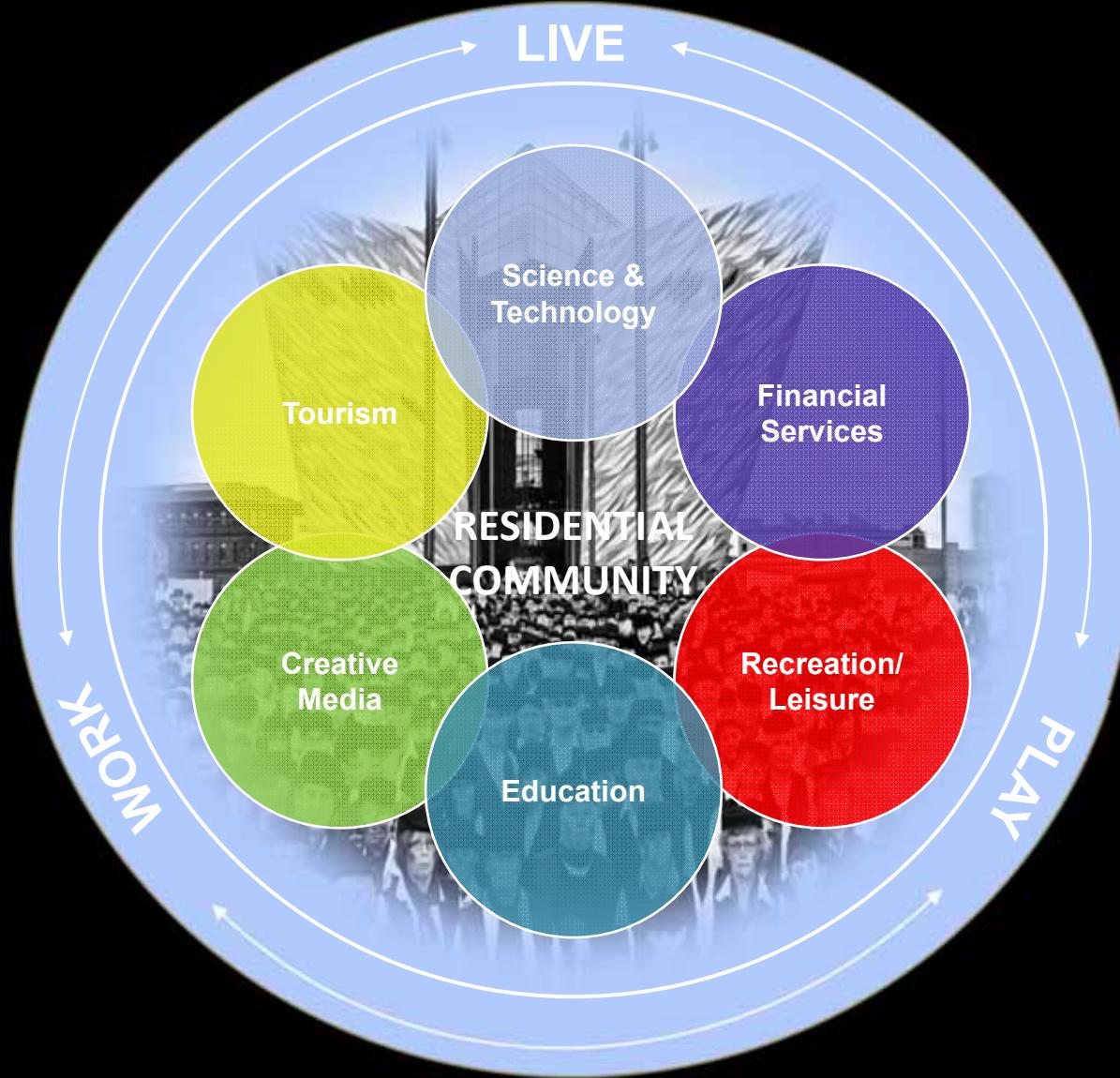
Holland and Wolff Shipyard, Belfast with Titanic on the Slipway 1911.



from the past



Titanic Quarter



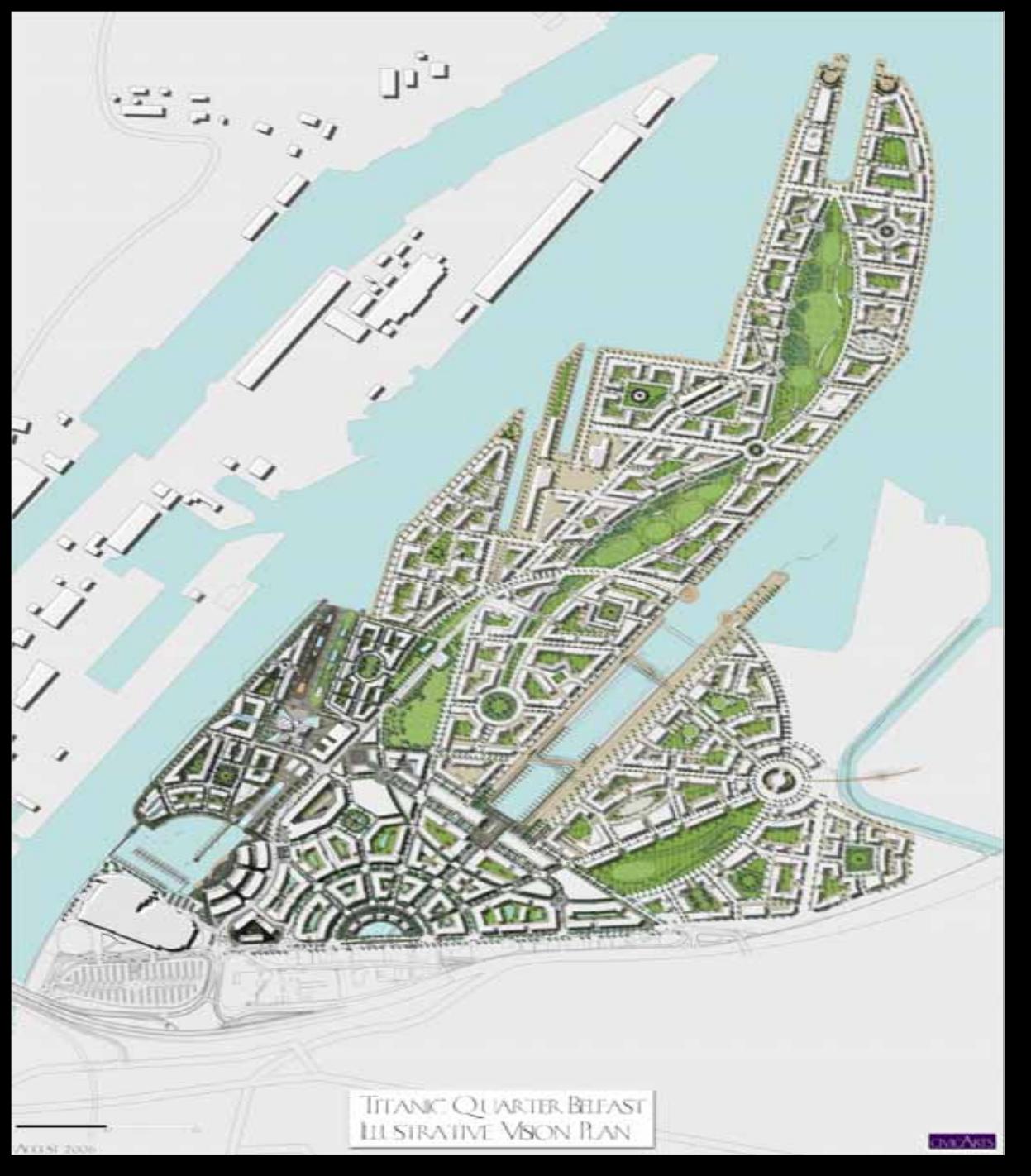
European Best Practice

- Robust and sustainable Master plan
- Mixed use city centre quarter
- Retention of key heritage features
- Infrastructure-led approach
- Quality architectural/open space
- Commitment to vision but need to be adaptable
- Maintain stakeholder support

Sustainable Buildings

- Green buildings: Ireland & UK's (outside SE England) first LEED Gold Certification and BREEAM Excellent buildings
- Reducing water usage – grey water harvesting
- Energy & Emissions reduction
- Connectivity – served by diverse fibre on open access carrier neutral infrastructure
- Flexible, adaptable working space

Vision Master Plan



Is a Connected Place

Europe's fastest direct fibre optic link to North America



A Next Generation Open Access
(Carrier Neutral) Titanic Quarter
Network delivering Fibre to the
Building and Fibre to the Home

- New submarine infrastructure
- Improved links to Europe
- 1.86 Terabytes of capacity available
- 40 Gigabytes per second on submarine element

Central Location



Initial Development Phases



ARC Residential & Retail



Gateway Hotel – Premier Inn



Gateway Offices



PRONI



Belfast Met



Public Realm



Public Art



Public Space



Events





**1,000 living
4,000 working
15,000 studying
1 million visiting**

A Changing Landscape



New Belfast - New Economic Opportunities



- Science & Technology
- Financial Services
- Creative Media
- Tourism & Leisure

Science & Technology



Financial Services Centre



Phase 2

600,000 sq ft | 54,000 sq m

Olympic House



Creative Media

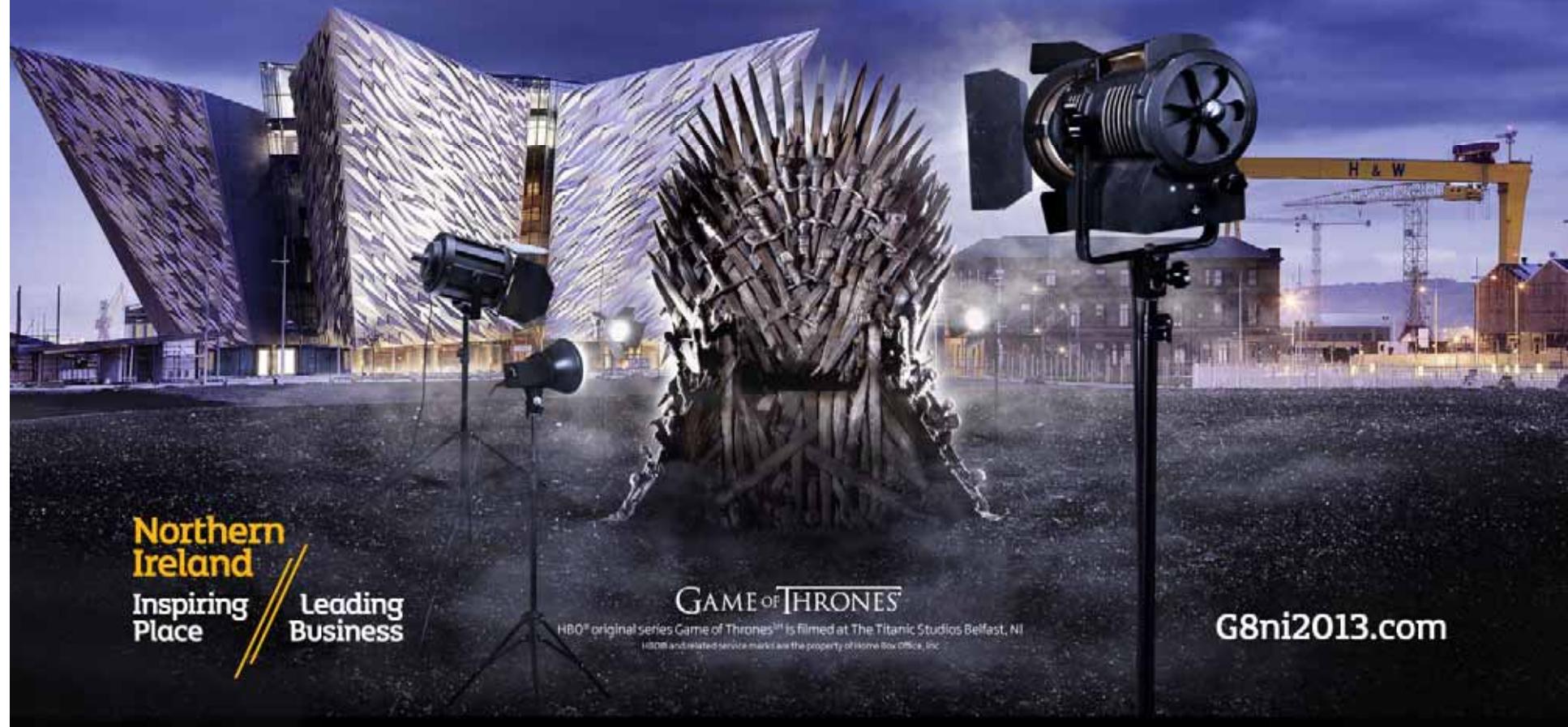


**The Paint Hall
Titanic Quarter's
First Studio Facility**



Dream makers

Extraordinary things happen here



Northern
Ireland
Inspiring
Place // Leading
Business

GAME OF THRONES®

HBO® original series Game of Thrones™ is filmed at The Titanic Studios Belfast, NI
HBO® and related service marks are the property of Home Box Office, Inc.

G8ni2013.com

Titanic Studios





Take 2





Take 3



TAKE 3 -APPROACH VIEW

Tourism & Leisure

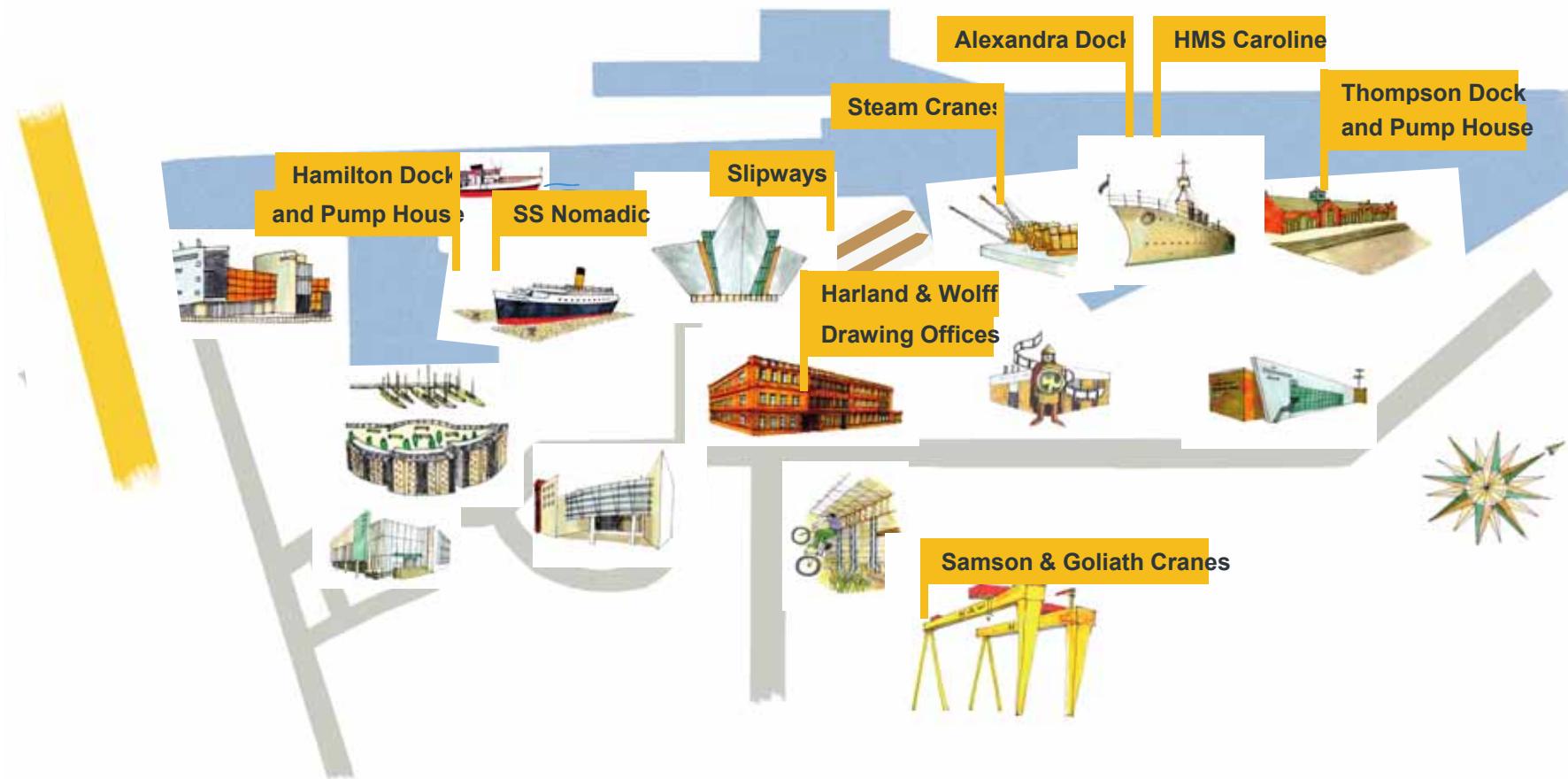


Titanic Belfast Visitor Attraction

Titanic Exhibition Centre



HERITAGE CONTEXT OF QUEEN'S ISLAND/TITANIC QUARTER



The Harland & Wolff Drawing Office

Where Titanic was designed



Titanic Hotel Belfast



OPTION 2 - CONTEMPORARY COLOUR PALETTE

Titanic Belfast – c £100m Visitor Attraction



Titanic Belfast



Titanic Belfast

- **2004**
 - NITB / DETI strategy for Tourism focused on 5 signature projects
 - TQL launch 10 year masterplan
- **2005**
 - Aspirations of public and private sector converged and the goal was to build Titanic Belfast - an iconic visitor attraction that would change visitor patterns to Northern Ireland and become the heart of Titanic Quarter
- **2008**
 - Titanic Foundation was established
 - NI executive agreed funding matched by Belfast Harbour and Titanic Quarter Ltd
- **2009-2012**
 - Construction Phase



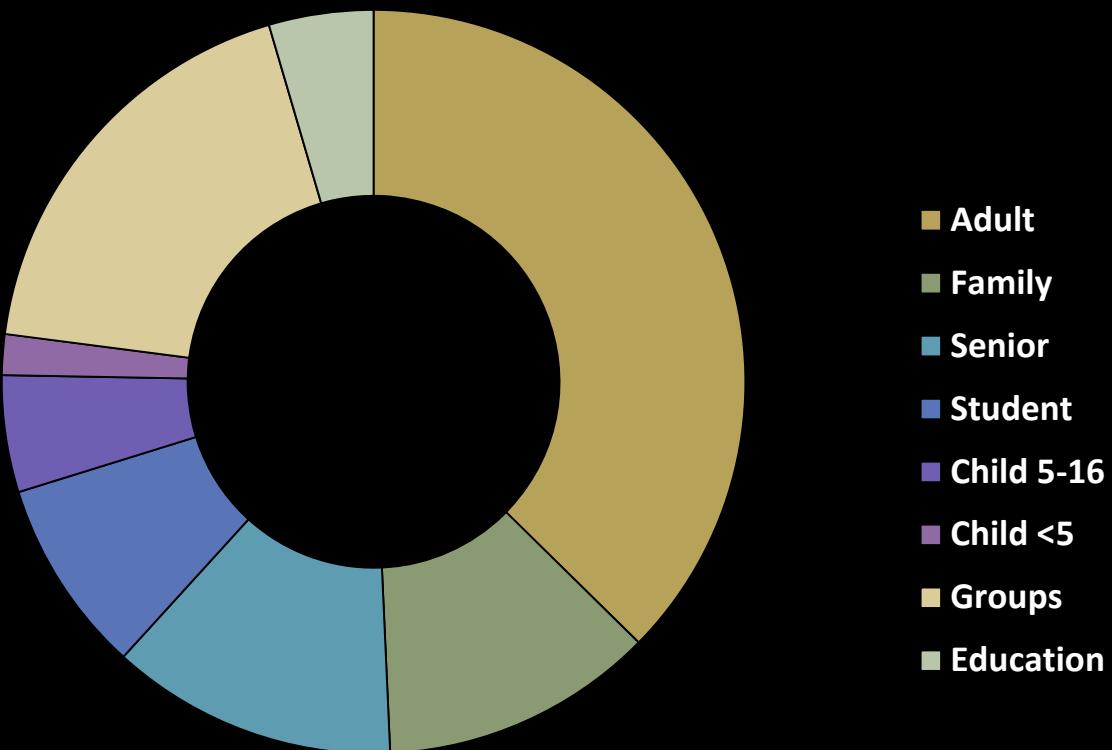
TITANIC BELFAST®

**Opened for Titanic Centenary
April 2012**

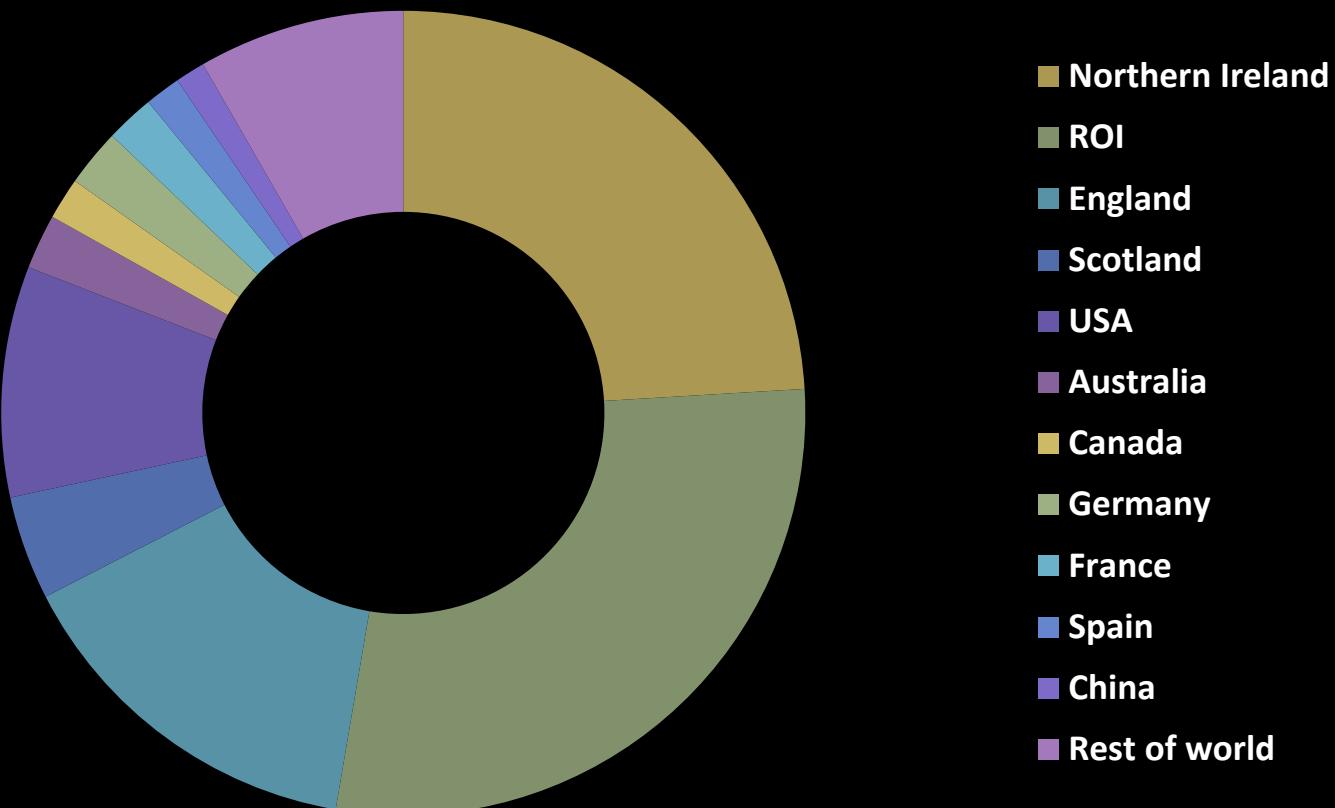
Titanic Belfast Visitor Numbers

2012/2013	806,749
2013/2014	646,938
2014/2015	692,715
Total to date	2,146,402

Titanic Belfast Audience 2014/2015



Titanic Belfast Visitors Country of Origin



Titanic Belfast

**THE ONLY TITANIC EXPERIENCE LOCATED AT THE BIRTHPLACE OF RMS
TITANIC**

IRELAND'S FIRST 5 STAR GRADED VISITOR EXPERIENCE

2 MILLION VISITORS ACROSS 142 COUNTRIES

52,000 CONFERENCE AND BANQUETING DELEGATES ATTENDING EVENTS

FIRMLY ESTABLISHED AS AN ICONIC LANDMARK IN BELFAST SKYLINE

WELCOME MAT FOR POLITICANS, VIPS, INVESTORS

USP FOR CITY BUSINESS AND LEISURE TOURISM DESTINATION MARKETING



MEMORIES...



By 2025



??,000 living
??,000 working
? million visiting

Titanic Quarter



Building the Future ...

...From the Past





“Extraordinary things happen here”