

WELCOME

Introduction

Welcome to the engagement process for the Hollywood Masterplan Review.

Ards and North Down Borough Council is embarking on a process to undertake a review of the Hollywood Town Centre Masterplan which was commissioned by the Department for Social Development (now DfC) in 2014. The Masterplan is a non-statutory document which provides the framework for the promotion, implementation and timing of urban regeneration, recreation, tourism, and leisure initiatives.

Taking on board your comments from the drop-in sessions and on-line survey at the end of last year we have developed a series of proposed priorities for the town centre. These seek to address Hollywood's present day challenges and opportunities, aligning them with mechanisms for funding and delivery.

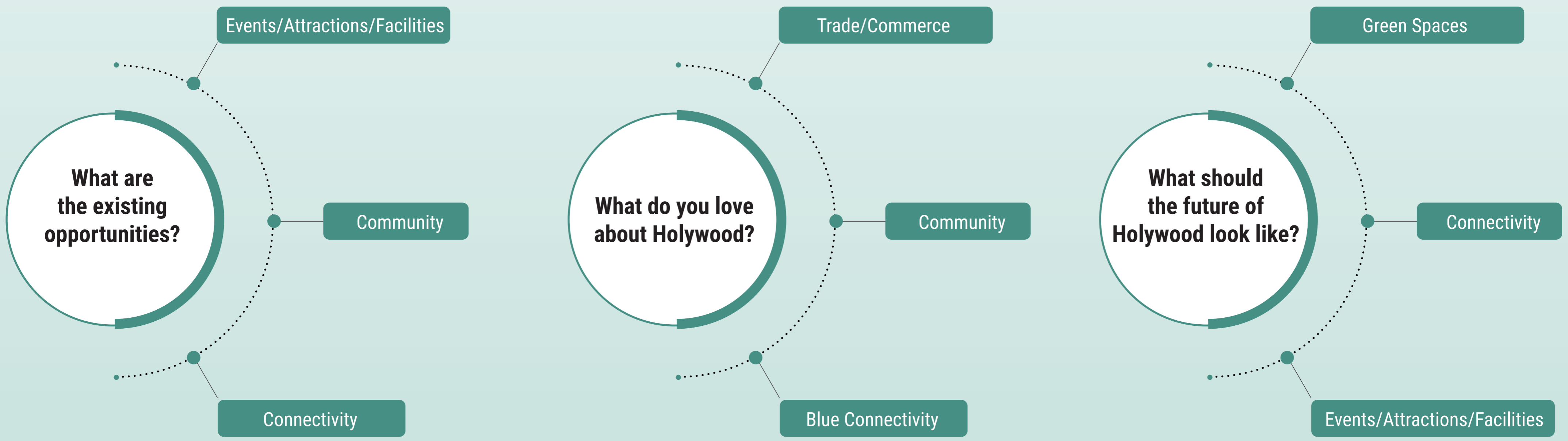
We invite you to take a look and let us know what you think.

The engagement process is open from:
Monday 13th March to Friday 31st March 2023

Complete the short on-line survey at:
www.ardsandnorthdown.gov.uk/masterplans

YOUR FEEDBACK

A series of conversations have taken place through the public consultation exercise the Council carried out in September 2022. There were over 100 comments received from the drop-in event and 53 on-line responses, summarised here.



Why live in Hollywood?

- Commerce/Trade
- Blue Connectivity
- Community
- Green Spaces

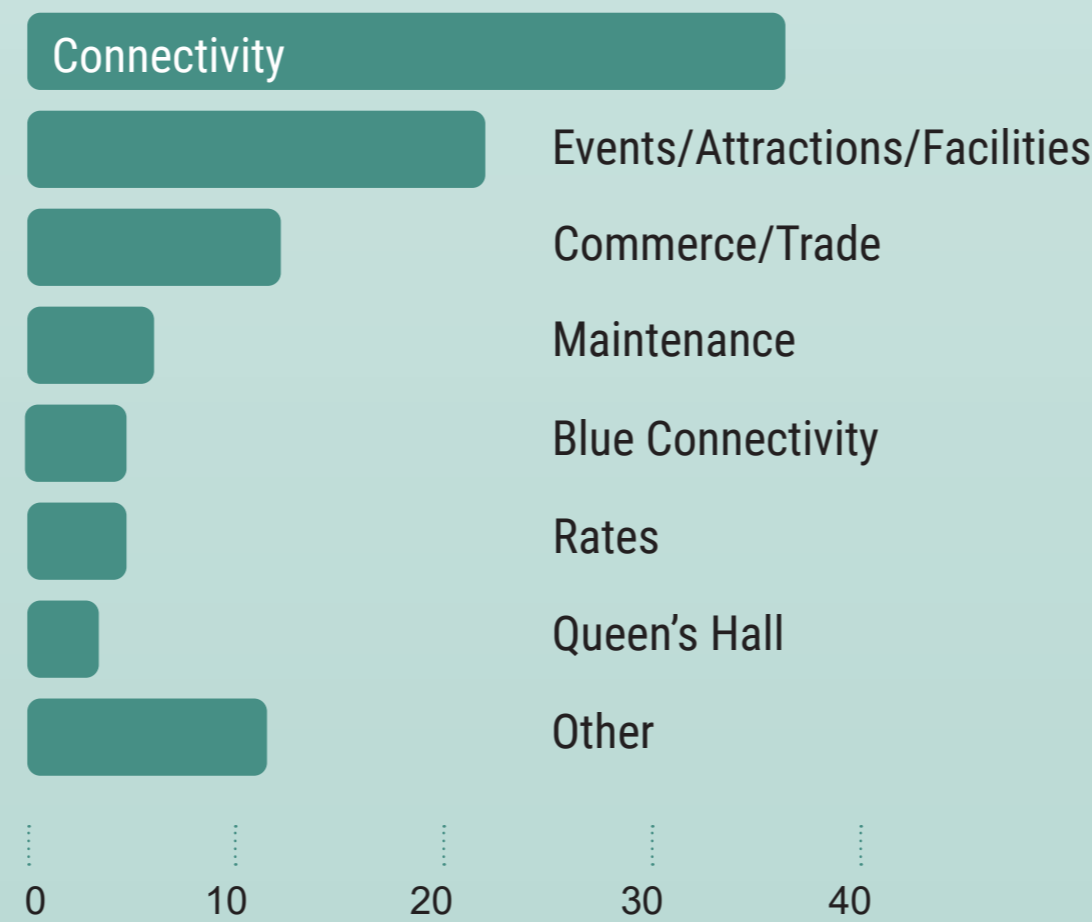
What are the undesirables about Hollywood?

- Connectivity
- Maintenance
- Commerce/Trade

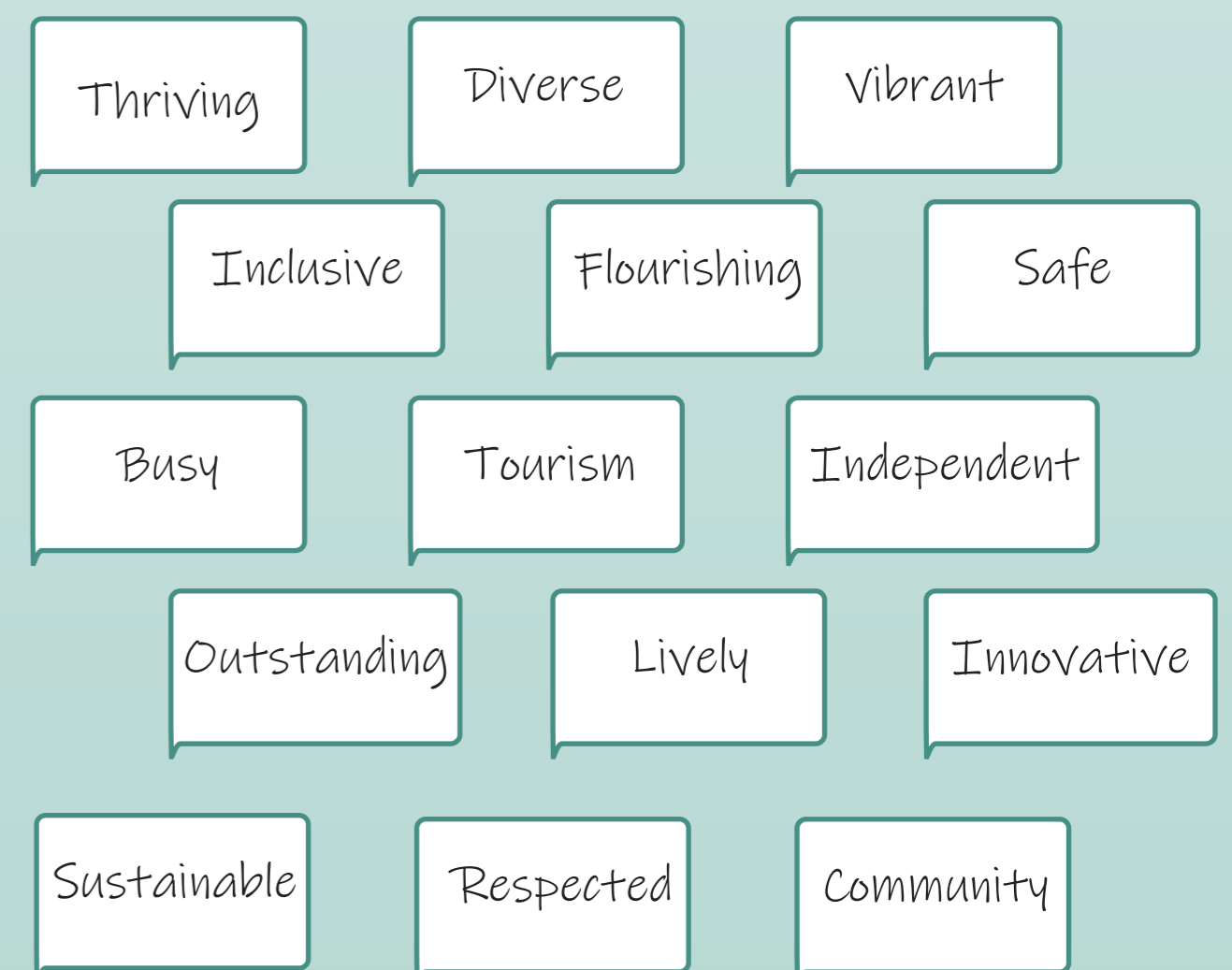
What is a disadvantage for businesses in Hollywood?

- Connectivity Issues
- High Rates

Areas for Improvement



The Future of Hollywood



CHALLENGES & OPPORTUNITIES

- S**
 - Continues to prosper as a town centre
 - Compact and walkable town centre
- W**
 - Car dominance stymying potential
 - Lack of civic space for events
 - Town centre is disconnected from the water
- O**
 - Waterfront remains a missed opportunity with connectivity still needing addressed
 - Queen's Hall and environs appears to hold much scope to address this and further transform the centre
 - Community is key, largely successful activity but inclusivity remains important
- T**
 - Future use of Kinnegar unknown
 - Climate and Biodiversity Crisis

Hollywood 2. Masterplan Update



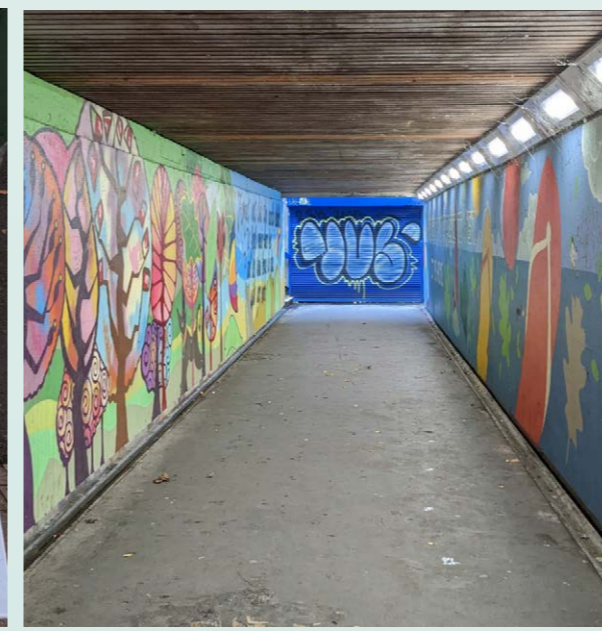
MASTERPLAN PROS & CONS

- | | |
|--|--|
| <p>+</p> <ul style="list-style-type: none"> Clear vision and coordinated spatial plan Place-based tool to address multiple challenges Means to attract funding and guide investment Shared vision between organisations | <p>-</p> <ul style="list-style-type: none"> Limited delivery of actions Lack of widespread plan use and buy in Inflexibility of plan to adapt to a changing economic and political landscape |
|--|--|

SUCCESS SINCE THE MASTERPLAN

Since the Masterplan was completed in 2014 there have been several projects that have already successfully taken place, including:

- Public realm improvements at Redburn Square
- Improvements to the underpasses
- New 'welcome' signs and interpretation panels
- Completion of town centre developments such as The Priory



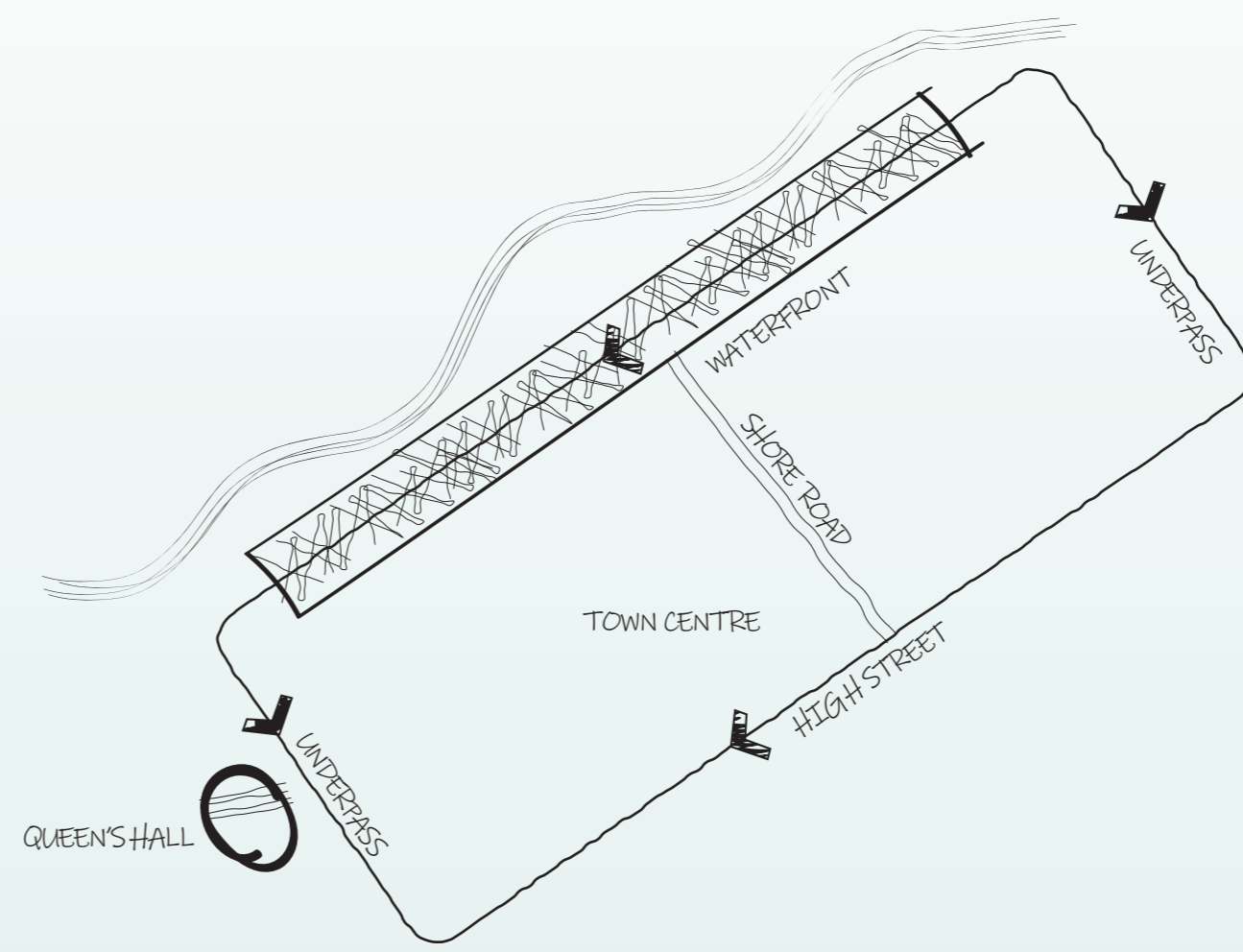
Historic Street Pattern



MASTERPLAN VISION

“Hollywood Town Centre will be a prosperous and attractive destination for all. By linking communities, Hollywood will work together to ensure its town centre works for everyone. By supporting business both existing and new, Hollywood will continue to enhance its reputation for quality. By harnessing heritage, Hollywood will look its best and unlock its potential as a place of tourism. By making the most of its natural assets, not least its proximity to the sea, Hollywood will further strengthen its identity and build upon its reputation as one of Northern Ireland’s finest coastal towns.”

Hollywood Town Centre Masterplan 2014



PROPOSED PRIORITIES

Based on analysis and engagement the following proposed priorities have been identified for Hollywood Town Centre.

A

Hands on Hollywood

Supporting the community to play an increased role in looking after the town centre, including the identification and delivery of placemaking projects, with an emphasis on youth engagement.



B

Queen's Hall

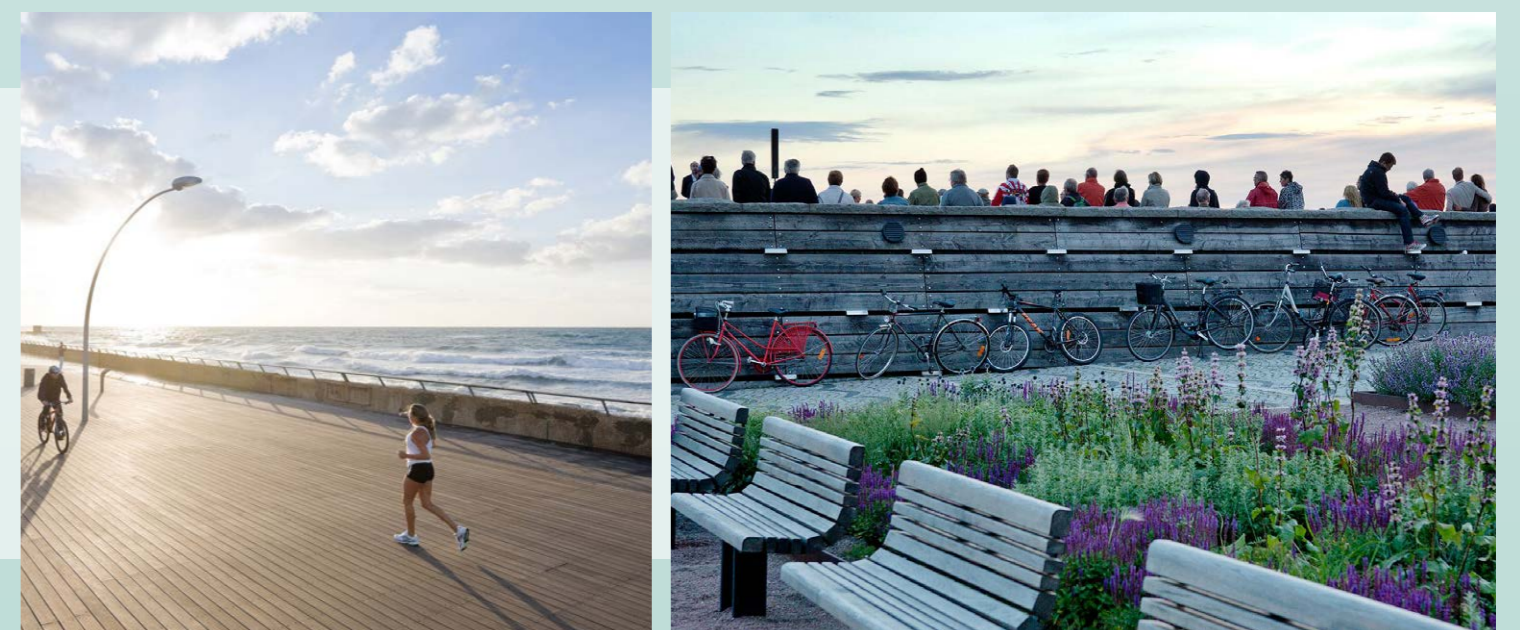
Developing a community hub that incorporates a youth aspect. Investigating and facilitating the potential for a community asset transfer enabling the community to take ownership and run the facility.



C

Hollywood on Sea

Enhancing the relationship between the town and the sea through improved public realm, signage and the potential for future possibilities.



D

Walk, Bike, Bus and Rail

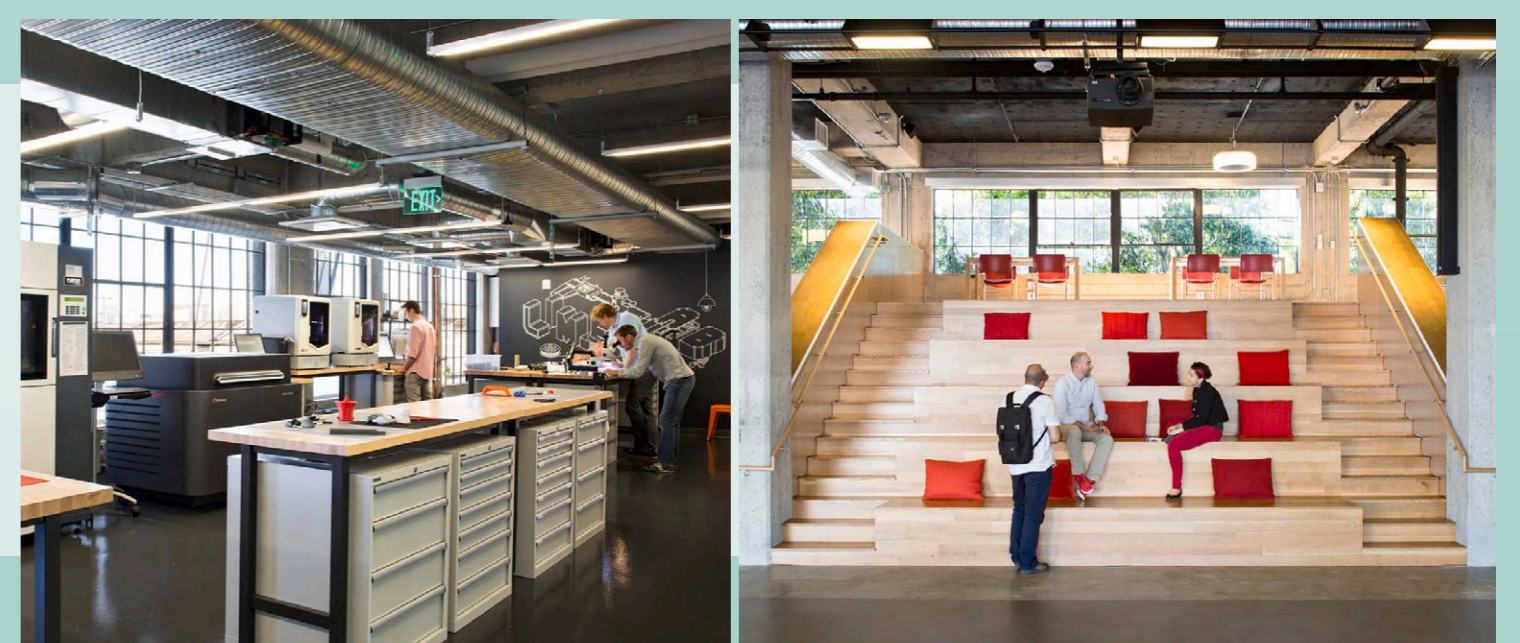
Enhancing the town centre by encouraging more people out of the car, including wayfinding & interpretation projects, enhanced routes and the promotion of Hollywood as a railway destination.



E

Innovation Hub

Deliver and follow through on the innovation hub as part of The Front mixed-use development.



MAKING IT HAPPEN

Through this masterplan review a series of priorities will be identified for the next 8 years, guided by 4 year action plans.

The Town and City Advisory Groups (TAG/CAG) were established in relation to Ards and North Down Borough Council developing a local approach to masterplanning, community planning, placemaking and other localised issues.

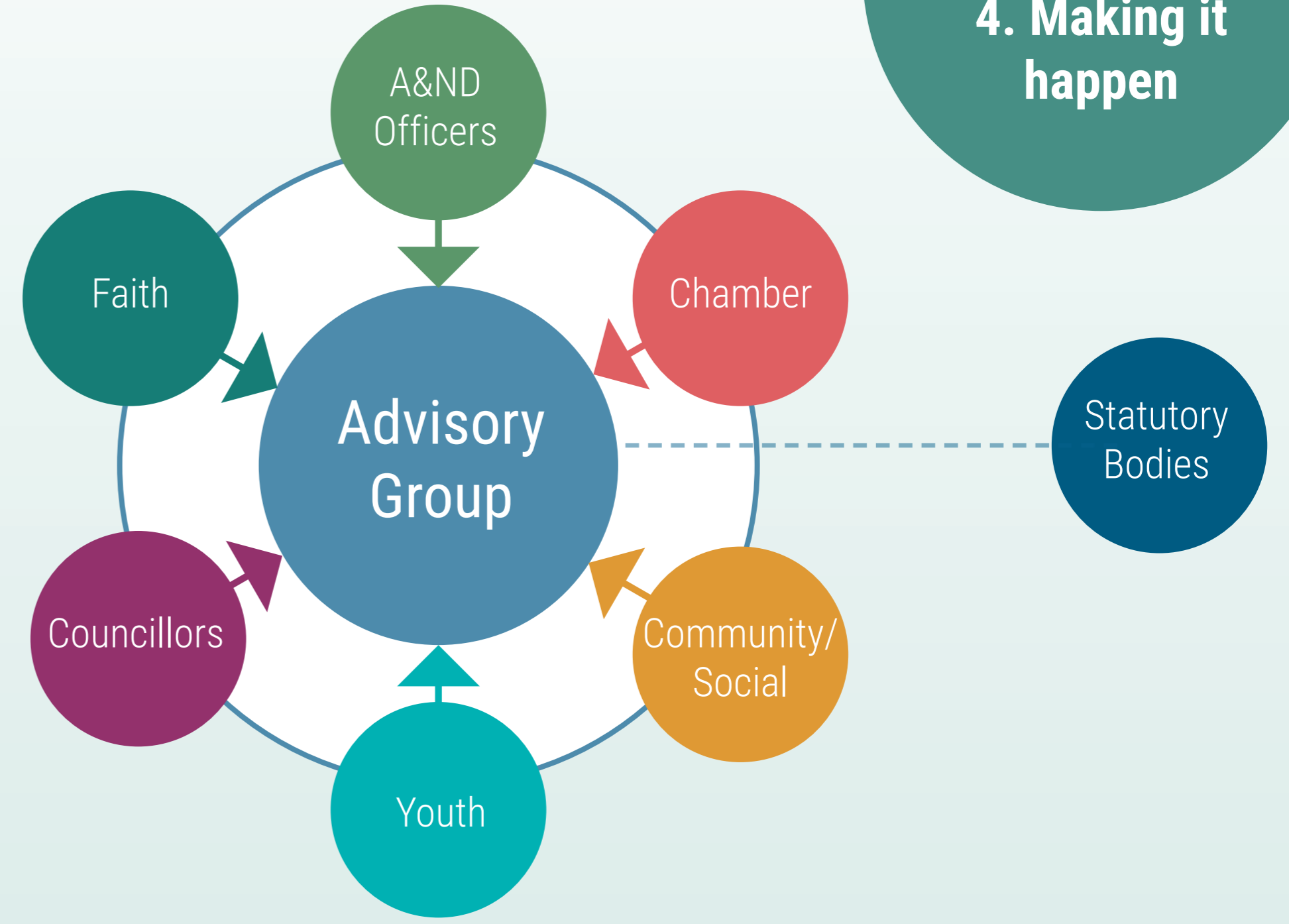
Along with the Council and Executive Departments, the advisory groups will help drive forward regeneration for Hollywood Town Centre, collaborating, sharing responsibilities and playing to strengths. A key function of the masterplan's new priorities will be attract funding from various sources, including:

Examples of Funding Opportunities

- Community Ownership Fund
- Levelling Up (future rounds)
- Shared Prosperity
- Peace Plus
- Shared Island Funding
- National Lottery (Heritage Fund)
- Ulster Garden Villages
- Groundworks
- Social Finance (e.g. Community Finance Ireland, NESTA)

Hollywood

4. Making it happen



Case Study: LORAG

What they did

LORAG (Lower Ormeau Resident's Action Group) is a needs led, community development organisation. The sports and recreation centre, which was originally run by Belfast City Council, was taken over by LORAG, who were successful in securing government and Sport NI funding to improve the existing facilities.

What impact did it have

The works included upgrading of building services and provision of a new dance studio, fitness suite, changing rooms, reception area and 3G pitch. The success of the new sports and recreation centre within the local community is demonstrated by the high usage levels which have vastly exceeded the anticipated figures predicated at the outset.



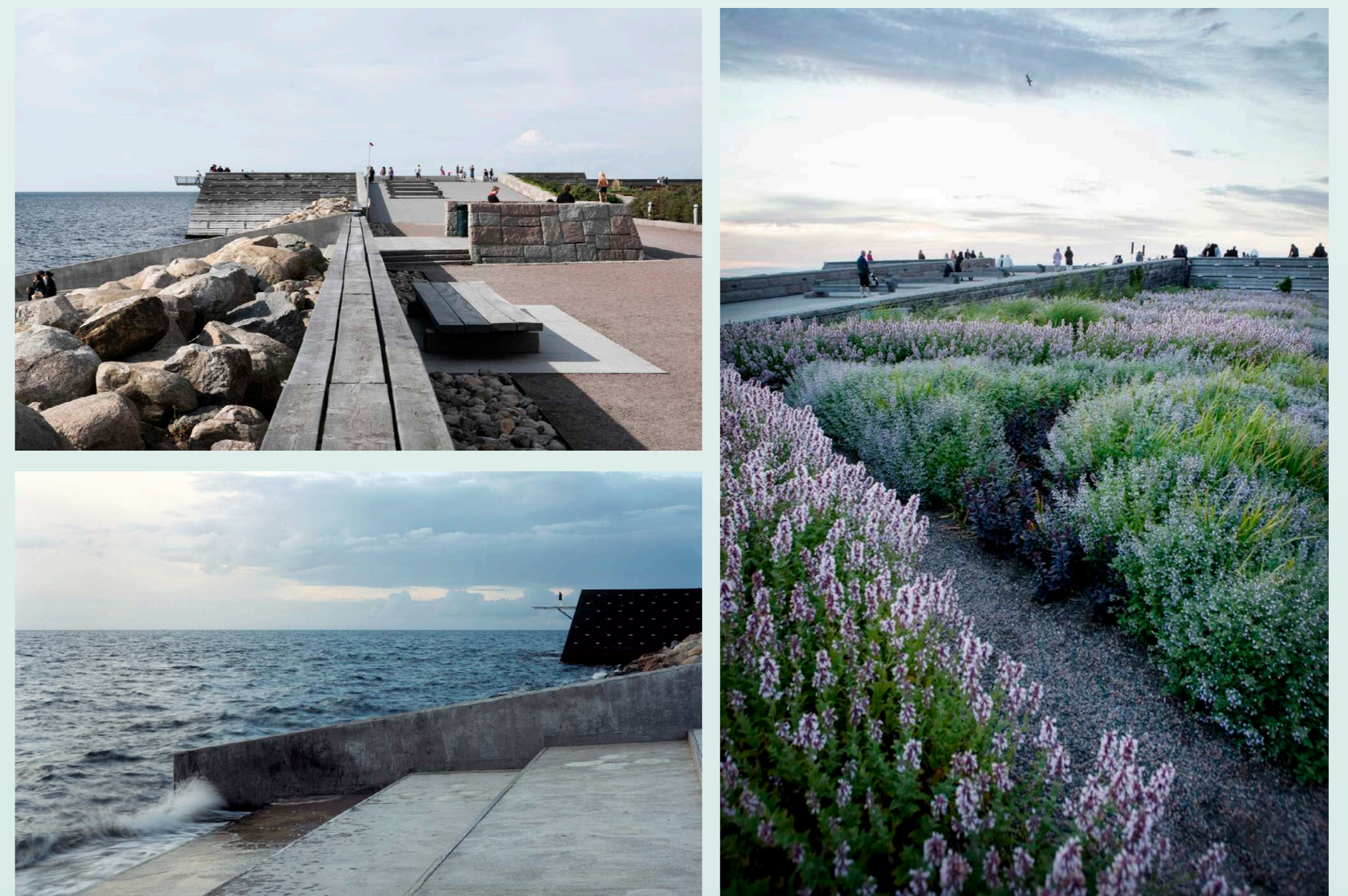
Case Study: Dania Park, Malmo, Sweden

What they did

A former industrial area was transformed into a waterfront park, designed as a place to experience the climate and seasons from sunny summer days to autumn storms and frosty winters.

What impact did it have

The park quickly became adopted by Malmo's citizens and is now inhabited by thousands of users of all ages and backgrounds.



How to give your feedback

Complete the short on-line survey at:
www.ardsandnorthdown.gov.uk/masterplans

