

# Serviced Apartments

Former Rosetta Masonic Hall  
13 Park Road, Belfast  
Public Consultation



# Purpose of this consultation

The purpose of this consultation is to obtain the views of those who live in the vicinity of the former Masonic Lodge Hall on Park Road to the proposal to redevelop it into 11 serviced apartments.

The scheme is set out below with a rationale for this proposal and some background to the operator who will run the serviced apartments.

There is a feedback form below which you can complete and post to:

Pragma Planning

Scottish Provident Building

7 Donegall Square West

Belfast

BT1 6JH

Alternatively, there is a dedicated email address to submit your views:

[consultations@pragmaplanning.com](mailto:consultations@pragmaplanning.com)

We look forward to hearing from you.

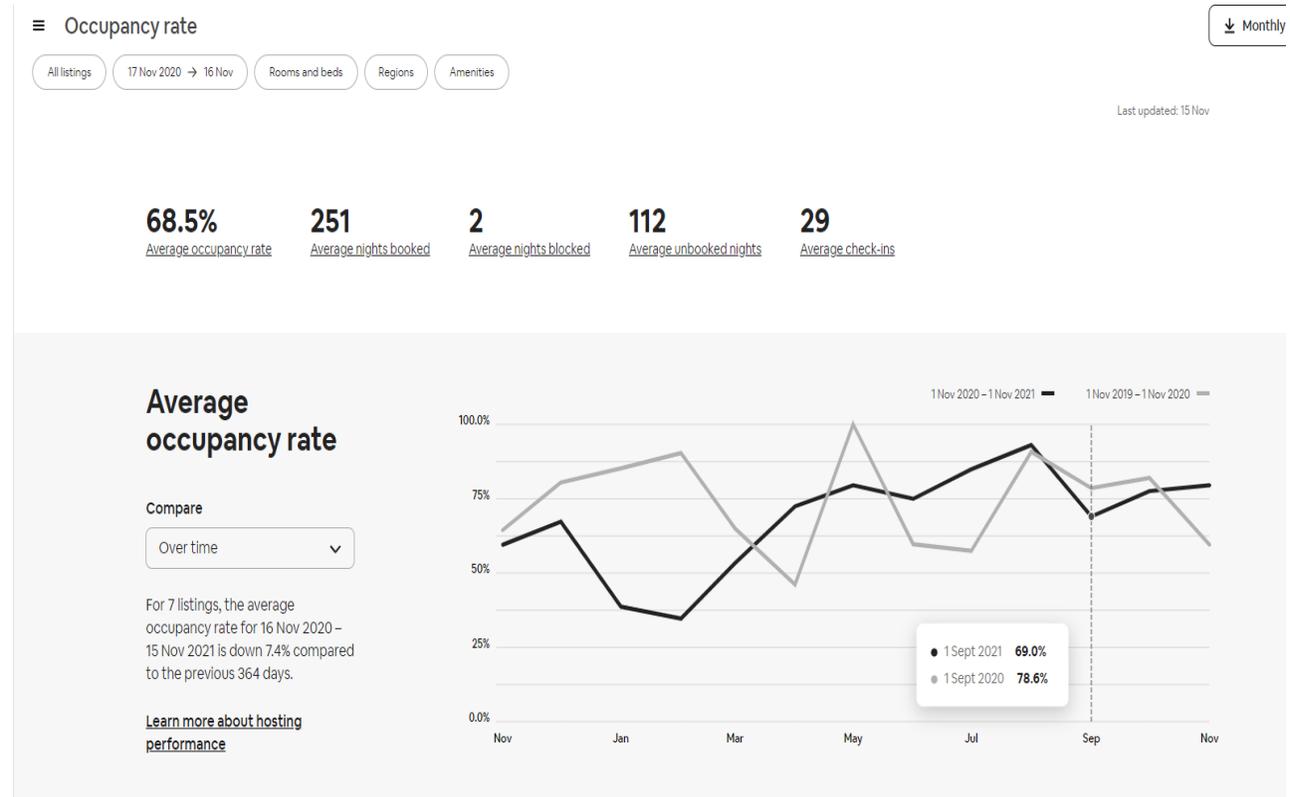
# About the Owner

The proposal is being brought forward by Project 50 Group Limited. Project 50 Group is a Belfast based company specialising in the provision of serviced apartments with this proposal, should it go ahead, being their third location in Belfast – the other two are near Ballyhackamore.

Project 50 do not let properties to stag and hen parties, they do not let properties on single night stay basis but rather specialise in the business traveler market and longer term lets, for instance to those who are carrying out building work to their homes and need to move out for 2 weeks or 2 months.

All Apartments are fitted out with a series of features to assist with the responsible management of the properties, these include, keyless access, remote monitoring of heating and electrical systems and bespoke noise monitoring detectors to alert Project 50's management team to excessive noise events. These do not record what is happening inside the apartments but simply monitor for loud noise.

Project 50 have a 5-star rating on the Air bnb platform and only accept bookings from 4 and 5-star rated guests with full completed profiles to allow them to manage the properties responsibly and mitigate against the potential for complaints.



# Site History

The building was designed for the Provincial Grand Lodge of Down by Ferguson & McIlveen (built by C&W McQuoid) and first appears on the 5<sup>th</sup> Edition having been constructed between 1928-1932.

It became home to the following lodges:

240 Industry;

355 Suidhe;

483 Civitas;

520 Whitehall;

578 Rosemary;

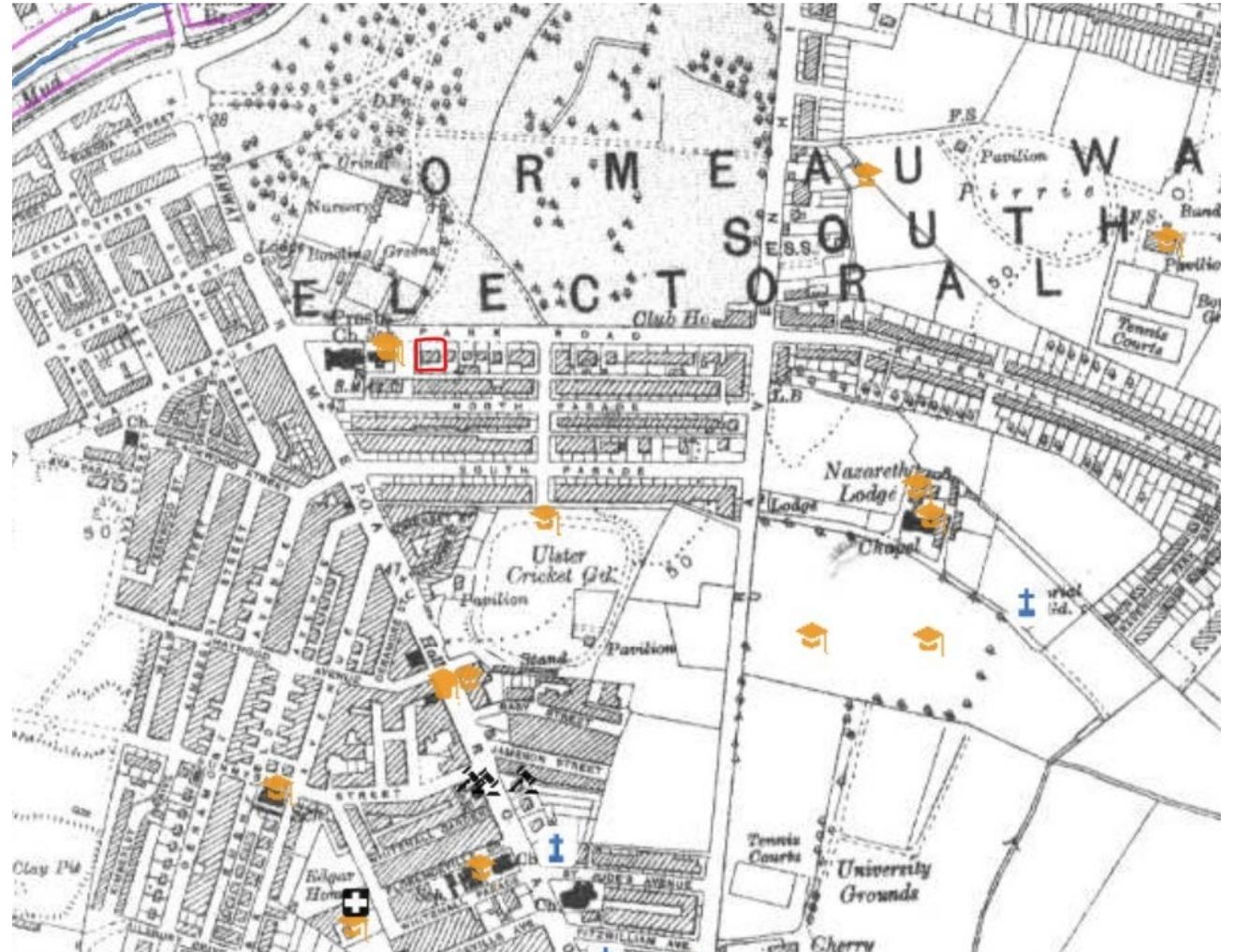
581 Ormiston;

641 St. Helen's;

644 Royal Oak;

733 Aigburth;

741 Eagle;



5<sup>th</sup> Edition Map 1919 - 1963

# Existing Situation

13 Park Road is the former Masonic Lodge hall.

The hall is in sound condition and is capable of conversion and re-use with some relatively minor alterations.

The property was advertised for six months with only limited interest from three potential purchasers. Two of those proposed demolition of the hall which is why it was sold to Project 50.

The property is characterful and lends itself to conversion into residential use with several key features of the building being retained including:

- Staircase;
- Stained glass window over the rear landing;
- Internal wooden paneling;
- Internal Parquet flooring;
- Internal columns in the ground floor entrance hall;
- External windows;
- Roof;
- Front door, doorcase and neo-classic columned porch; and
- Rainwater goods.



Aerial View of the front (north) elevation fronting onto Park Road

# Proposal

The building was purchased with the intention of retaining as much of the building as possible and converting it into 11 serviced apartments.

The location of the building is critical in attracting the right kind of patrons (those set out on the second slide).

The Ormeau Road is on the doorstep with a broad range of offers for this market and the City Centre is only a short bus or taxi journey away.

The site is highly accessible by a range of public transport and on foot and as such whilst some car parking is provided in curtilage and some proposed on the rear access road some of it will inevitably be on Park Road.

A parking survey has already been carried out which shows on street availability.



# Proposal

The proposal retains most of the historic building except the rear elevation and part of the eastern elevation.

The rear single storey extension is proposed to be removed and replaced by a two storey extension and the minor extension on the eastern elevation is also replaced and relocated forward.

The front elevation including the entrance is retained entirely as is the main entrance hall, staircase and feature stained-glass window.

Internal walls are also retained with only new doorways proposed. It is intended to retain original windows and the internal wooden paneling subject to feasibility and building control approval.

The roof is retained as are the rainwater goods.

Hence it is hoped that these proposals make best sustainable use of the existing building and interventions where required are minimal.



# Planning Context

The planning policy context is set through the following documents:

Development Plan;

Strategic Planning Policy Statement;

Planning Policy Statement 3 – Access, Movement and Parking

Addendum to Planning Policy Statement – Areas of Townscape Character;

Planning Policy Statement 7 – Quality Residential Environments; and

Planning Policy Statement 16 – Tourism.

## **Development Plan**

The site is not zoned or designated for any particular use in BUAP and it is therefore described as whiteland. Whiteland is suitable for a variety of uses subject to other planning considerations.

This situation was unchanged in dBMAP with one exception, that being the draft Area of Townscape Character on North/South Parade.

The Key features of this draft ATC are provided on pages 253-254 as being:

Victorian/Edwardian two and three storey properties;

Treelined streets, generous front gardens and adjoining Ormeau Park;

Views of Ormeau Park; and

Listed Cooke Centenary Church at the corner of Park Road/Ormeau Road.

None of these key features are impacted upon by this proposal.

# Planning Context

## **The Strategic Planning Policy Statement**

The SPPS does not carry operational planning policy in respect to residential developments within settlements.

Paragraph 6.259 indicates that there is a general presumption in favour of tourism development within settlements.

Paragraph 6.262 seeks the protection of tourism assets that can include features of the built environment.

The site is within Belfast and therefore benefits from the presumption in favour whilst at the same time seeking to make the least impact on the built environment and responding positively to the area by retaining, reusing and enhancing the building and hopefully the wider area.

## **Planning Policy Statement 3 – Access, Movement and Parking**

The proposal has parking for 6 cars at the front of the building. It is currently proposed that another three would be located in the laneway to the rear of the building.

The proposal could generate up to 14 vehicles leaving a surplus of 5 cars requiring space on Park Road.

A parking survey has already been carried out by consultants which shows that there are available spaces on Park Road.

# Planning Context

## **Addendum to Planning Policy Statement 6 – Areas of Townscape Character**

The draft North/South Parade ATC was proposed in draft BMAP.

Whilst PPS6 addendum does not apply to draft ATCs if it was applicable it carries three additional planning policies two of which would not be engaged.

Policy ATC2 in relation to new development in ATCs would be engaged if PPS6 addendum were applicable but it would not be offended by this proposal as it enhances the overall character of the area and respects the built form through the retention of most of the host building.

## **Planning Policy Statement 7 – Quality Residential Environments**

PPS 7 sets out the basis for achieving quality in new residential development.

It does not contain specific policies in connection with self-catering tourism development such as that proposed and hence is only of limited relevance. The main policy document relevant to this type of proposal is PPS16 as set out below.

# Planning Context

## Planning Policy Statement 16 – Tourism

Policy TSM1 states:

*‘Planning permission will be granted for a proposal for tourism development . . . within a settlement; provided it is of a nature appropriate to the settlement, respects the site context in terms of scale, size and design and has regard to the specified provision of a development plan.’*

The location of the site is a sustainable location with easy access a wide range of amenities and the public transport network.

Within BUAP and the draft plan the site is described as whiteland and is therefore not zoned for any particular purpose. As a result, the principle of development for serviced apartments on the site is acceptable.

Therefore the scheme is in accordance with the local plan and planning policy.

There are limited alterations to the building both internally and externally.

The proposal retains and refurbishes the existing building and is therefore is considered to be a high-quality form of development.

This retention and refurbishment not only maintains the character and appearance of the area but also enhances it through returning the building to active use.

Having assessed the scheme against the SPPS and the applicable BUAP policies, it is clear that the principle of development is acceptable in this instance in planning policy terms.

# Conclusion

We believe that the proposal for serviced apartments is acceptable with regards to the principle of development by adhering to regional and local planning policy.

However, we wish to better understand the views of the local community before progressing too far with these proposals.

We have not yet submitted any proposals to Belfast City Council and want to hear your views before doing so.

Please provide your views using the feedback form and send it to us.

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7 Donegall Square West  
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We look forward to hearing from you.

# Feedback Form

I support the development proposals for 17 Park Road (please circle below):

1

2

3

4

5

Strongly agree

Strongly Disagree

What do you like about the proposed scheme?

Is there anything that you would change about the proposals?

Do you have any further comments?

Name:

Email:

Address:

Postcode:

If you prefer to respond online, please email: [consultations@pragmaplanning.com](mailto:consultations@pragmaplanning.com)

The information you provide will only be used for the purpose of the consultation exercise. The data will be held securely in accordance with the Data Protection Act 2018 and will not be published on an individual basis.