

# SEABURN



PUBLIC CONSULTATION  
OCTOBER 2015  
RESULTS SUMMARY

siglion.





**siglion.**



**November 2015**

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# INTRODUCTION

This note provides a summary of the feedback, captured through a questionnaire, in response to the emerging masterplan displayed at the Seaburn public exhibition held in September. The exhibition took place to present Siglion's emerging proposals for a new mixed-use development at Seaburn.

This feedback will be used to direct the design progression of the masterplan for the site including the amount and location of housing, the amount and location of public car parks, the types of uses provided as part of the development, and the elements of landscaping and open space amongst other issues.

## Background

Siglion is a joint venture between Carillion Developments Ltd and Sunderland City Council and is managed by leading property experts igloo Regeneration. They have been appointed to bring forward a mixed-use development on the Seaburn site. The site was identified by Sunderland City Council in 2011 with the Seaburn Masterplan Supplementary Planning Document (SPD) as an area for a mixed-use development with leisure, retail and residential.

A multi-disciplinary team of consultants have been appointed by Siglion to produce the planning application including:

- URBED (Urbanism, Environment and Design) Ltd, providing the urban design and consultation lead;
- Cundall, who will be providing planning, engineering and highways services;
- Landscape Projects for the landscape architecture input; and
- Argus, who will be advising on Ecology.

An outline planning application is expected to be submitted in early 2016. This application will set out the principles of the design of the new area including identifying which areas are to be developed, open spaces, the mix of uses and the housing densities. It will not include house types, tenures or detailed building designs. These will be determined in additional applications further down the line.

## Consultation Approach

Siglion are looking to bring forward a development which is informed by local residents, businesses, existing tenants and stakeholders.

As part of this approach they are carrying out a number of public consultations to open discussion about the site, engage with people on what they would like to see and wouldn't like to see, and get ideas and thoughts on the type and setting of the new development.

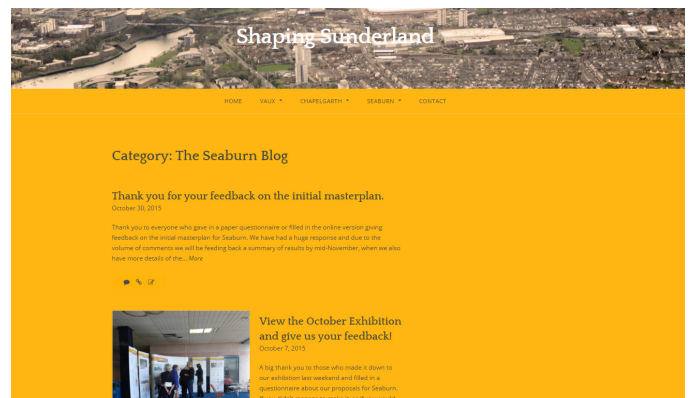
This exhibition was the second of three planned events to gather feedback on the emerging masterplan for the site. The purpose was to inform local people about the new development, display the emerging masterplan for the site and get feedback on different elements of the layout.

## Publicity of the Event

The workshop was publicised in the following ways:

- Email invites to the Seaburn mailing list (including those who attended the workshop in September). This went to 68 people.
- Distribution of **5000** flyers to the local area by Leaflet Drop UK (1 week before event).
- Blog post on Shaping Sunderland website.
- Article (2 weeks before event) and half page advert (1 week before event) in the Sunderland Echo.

A dedicated website has been set up for all Siglion development sites: [www.shapingsunderland.com](http://www.shapingsunderland.com). This provides more details on the sites, the consultation material and allows comments and feedback. The Seaburn blog posts have had a total of 2,868 views to date.



Seaburn blog screenshot



# FORMAT

- The exhibition was held at The Seaburn Centre on Whitburn Road, within the site boundary between **2pm and 7pm on Friday 2nd October 2015** and **10am - 1pm on Saturday 3rd October 2015**.
- Participants were invited to drop in anytime and 8 members of the team were on hand to take people through the proposals and answer questions.
- The event was staffed by members of the project team, with representatives from Siglion, URBED and Cundall.
- 5 exhibition boards were displayed at the event, information provided is detailed below. The boards were also displayed online for those unable to make it.
- A questionnaire was handed out to gauge people's thoughts on different elements of the scheme. This was also available online.

Board	Title	Details
Roller Banner 1	Seaburn: Introduction	This board provided information about: the project, Siglion, the timeline, details of the Council SPD which the masterplan responds to, and a previous version of the masterplan with summary of responses from the stakeholder workshop event held in September.
Main Board	Seaburn: The emerging masterplan	This included a large illustration of the emerging masterplan, with annotations of key elements of the design including a summary of the proposed landscape treatments.
Roller Banner 2	Seaburn: The Site/ History/ Surrounding Area	This provided an existing aerial photo of the site, some information about the historic development of the area, some analysis of the existing area and some research carried out into leisure facilities which could have been provided at Seaburn, but already exist in the area.
Roller Banner 3	Seaburn: Design Principles	This board detailed the principles behind the masterplan design including the building uses, the building heights and the road hierarchy.
Roller Banner 4	Seaburn: Car Parking	This board detailed the existing car parking spaces, surveys carried out of the typical and peak use of the car parks as well as the approximate number of spaces proposed in the emerging masterplan.

# PARTICIPANTS

- The exhibition was very well attended, and we estimated that over the two days around **1000** people attended. This included the Councillors for the Fullwell Ward, local residents, existing tenants, representatives of the Sea Front Traders Association and local business owners.
- We handed out over 700 paper questionnaires over the weekend in October. We received a total of **447** completed questionnaires. This was made up of 315 over the two day exhibition and a further 135 online, or via our freepost address.
- While 447 people completed questionnaires, some respondents did not answer all questions, so we have specified how many responses we received out of 447 on each question.



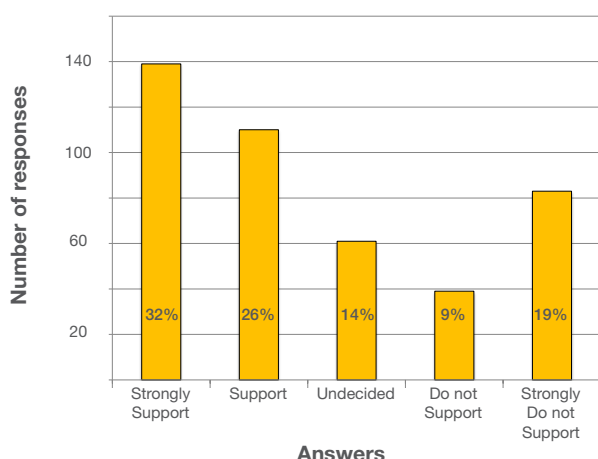
# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**447**  
completed  
questionnaires  
received

**QUESTION 1:** Do you support the aim of creating a revitalised seafront at Seaburn with a mixture of leisure, retail and residential uses?

Responses: 432/ 447

Answer Breakdown:



We also received an additional **295 comments** on this question. Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Comment Topic
84	Too much housing not enough leisure/ Reservations about the housing.
28	The area is in need of improvement/ Must be high quality development.
27	Concerns about the proposed building heights on the seafront.
26	Car Parking is an issue in the area.
17	Development should be of high quality, concerns for cheap builds, e.g. look at South Shields.
17	The area needs a leisure swimming pool/ ice rink/ bowling alley.
9	Renovate/ keep the existing buildings.
8	Concerns about the amount of traffic and effect on the existing roads.
7	Not enough open space proposed.
6	Need indoor leisure uses, something for bad weather.
5	Would like to see further detail.
There were another 61 individual comments.	

"[Seaburn is] badly in need of regeneration. Aspire for a more upmarket feel to the front."

"I feel further residential use is not what Seaburn requires. There should be further leisure facilities (e.g ice rink) and more retail and restaurants. Housing would ruin such a lovely area in Sunderland."

"I am concerned about High Rise on the sea front. It would block out sunlight on afternoons and evenings and make the front look claustrophobic. We need open bright and sunny [areas] as we live in a cold part of the country. Don't block out what little sunlight we get! "

"No reduction in car parking should be made as new developments would require additional parking, especially if the plan succeeds in attracting more people to the area."

# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 2:** The masterplan will be mixed-use. Please tick the uses you would like to see delivered as part of the regeneration. (tick as many as you would like to see)

Responses: 430/ 447  
Answer Breakdown:



\*the number in each column indicates how many people selected that option, this means the total will be more than the no. of people answering, as most people chose more than one option.

“Open space would be useful and linking towards the sea front.”

“Visitor attractions e.g. an aquarium, inside facilities like bowling, leisure pool, crazy golf etc.”

“Somewhere for families in wet weather and toilets.”

We also received an additional **185 comments**, in response to the follow on question *Are there any other uses you would like to see included?*. Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
64	Swimming Pool/ Sports/ Gymnasium/ Laser Quest/ Ice Rink/ Bowling.
21	Open Space/ Mini Golf.
15	Should be a place for all ages and families.
11	Outdoor Event space/ Fairground
8	Theatre/ Music Hall/ Area for Art/ Public Art
8	Car Parks.
5	Community Space.
4	Concerns about drinking culture taking over family leisure offer.
4	Conference/ Indoor Temporary Events Space.
There were another 45 individual comments.	

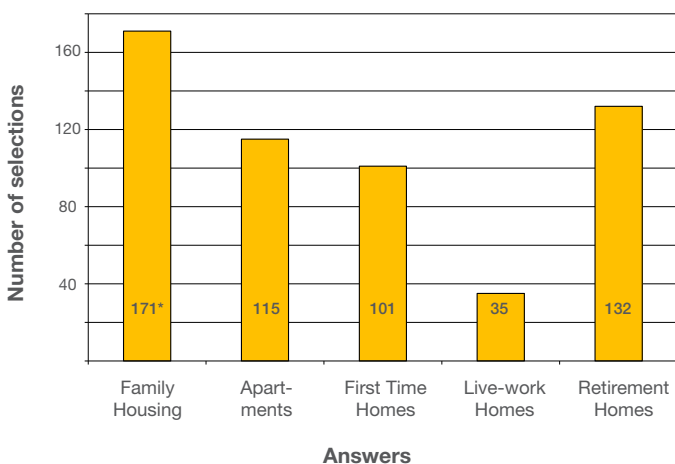
“Recreation ground for events/ festivals.”



# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 3:** What type of housing would you like to see in the area?

Responses: 269/ 447  
Answer Breakdown:



\*the number in each column indicates how many people selected that option, this means the total will be more than the no. of people answering, as most people chose more than one option.

We also received an additional **223 comments** in response to the follow on question *Are there any other types of housing you would like to see included?*. Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
138	None. Do not want to see any housing.
15	Would like to see the amount of housing reduced in the masterplan.
13	Would like to see affordable housing/ social housing.
11	Concerns about the height of housing and apartments.
9	Housing for older people/ Bungalows.
9	Do not want to see social housing/ buy to let/ rented/ Only private for sale housing.
6	No Apartments/ Blocks of flats.
2	Concerns about the demand on existing services, e.g. schools.
There were another 20 individual comments.	

"affordable first time buyer homes and environmentally friendly buildings"

"If there must be housing - low level family housing only."

"Low-density, quality development, in-keeping with the area. "

"I'm sad to see that any of this prime coastal area will be used for housing."

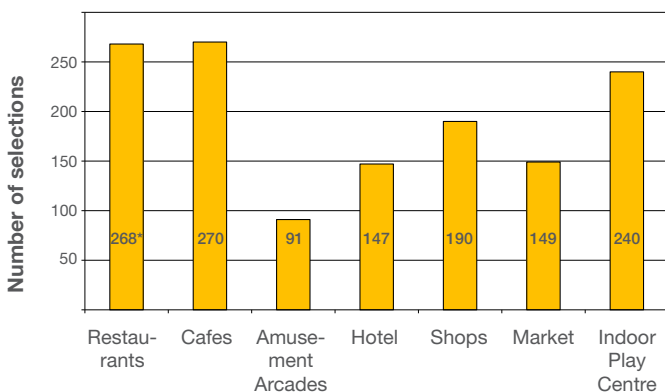
"No houses should be built as it will ruin our beach."



# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 4:** What types of retail and leisure uses would you like to see provided as part of the proposals?

Responses: 399/ 447  
Answer Breakdown:



Answers

\*the number in each column indicates how many people selected that option, this means the total will be more than the no. of people answering, as most people chose more than one option.

We also received an additional **199 comments** in response to the follow on question *Are there any other retail or leisure uses you would like to see included?*. Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
59	Swimming pool.
25	Sports/ Leisure Centre/ Gym.
20	Gift shops/ Artisan shops/ ice cream parlours/ markets.
13	None wanted.
12	Outdoor space/ Park/ Playground/ Outdoor event space.
11	Conference/ Wedding/ Indoor event space.
9	Ice Rink.
7	Pub/ Restaurant/ Hotel/ Casino.
6	Bowling Alley.
4	Fairground.
There were another 26 individual comments.	

"...fish and chips shops , ice cream palour..."

"...craft market, farmers market, local produce..."

"Seasonal markets and events [that] are unique to the area, think tynemouth and not south shields."

"Good quality indoor facilities for families during poor weather e.g. swimming pool, sports pitches. Additional cafes and restaurants are not necessary."

"A leisure centre with facilities to replace the now defunct leisure centre in Crowtree Road."

"The facilities at Seaburn when it is wet are few and far between. Why can't there be a swimming pool for all to enjoy?"



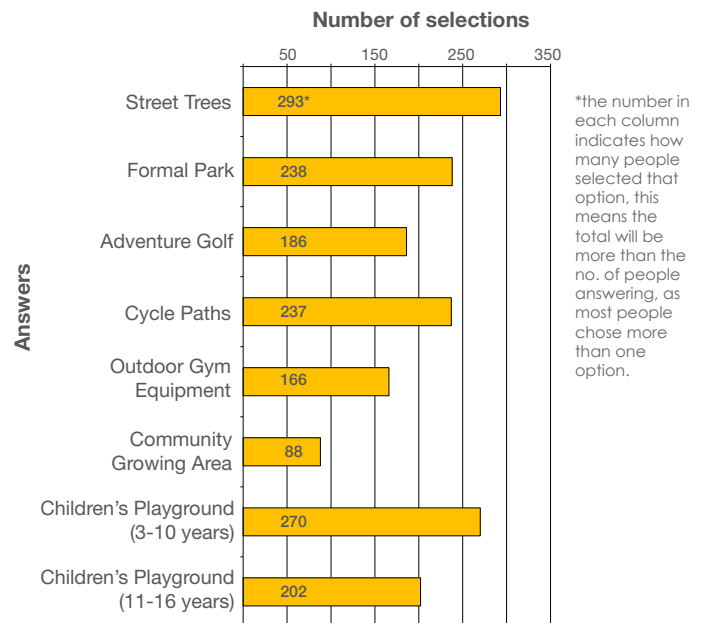
# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 5:** A landscape strategy is being produced to provide green streets, trees and landscaped open spaces. What would you like to see in terms of landscaping provided on the site?

Responses: 418/ 447  
Answer Breakdown:

We also received an additional **110 comments** in response to the follow on question *Is there anything else you would like to see included in the landscape strategy?* Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
13	Concerns about quality of landscaping and how the open spaces will be maintained.
12	Water features/ Sensory features/ Boating Lake/ Paddling Pools/ Swimming Pool.
10	Leave it as it is/ Sufficient playgrounds in the surrounding area.
5	Picnic tables.
5	Crazy Golf/ fairground.
5	Space for temporary performances.
4	Landscape Strategy to consider all weather conditions - to take advantage of the sun, and provide shelter from the rain.
4	Car Parking is needed.
4	Skateboard park/ something for teenagers
3	Open space/ Grassed area/ Lawn.
3	Concerns about the ecological impact of landscaping/ Desire to create wildlife habitats.
3	Seating should be provided
There were another 39 individual comments.	



"Cut Throat Dene to be reused as lake area for leisure."

"Picnic benches for families to eat away from the beach/ eat fish and chips."

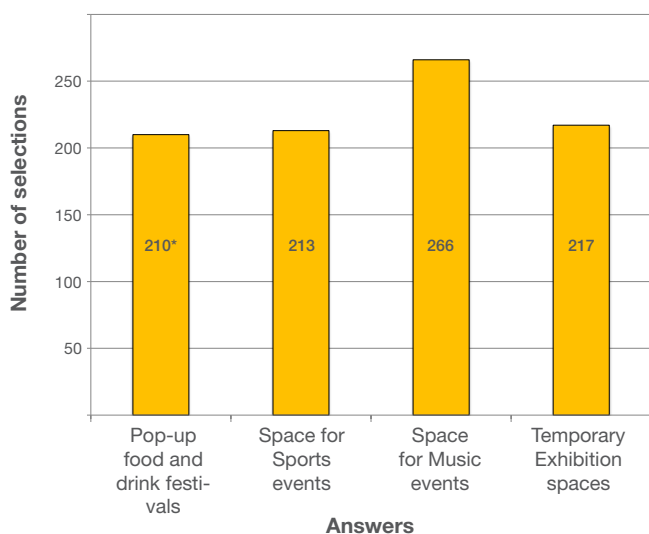
"As long as adequately maintained - unlike existing facilities which have not been adequately maintained by the Council in the past years."

"We have Roker and the recreation park, we don't need more."

# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 6:** Meanwhile Space Strategy: Our proposals will incorporate a strategy for temporarily using parts of the site which are not being used in the early phases. Which of the following uses would you most like to see on the site?

Responses: 379/ 447  
Answer Breakdown:



\*the number in each column indicates how many people selected that option, this means the total will be more than the no. of people answering, as most people chose more than one option.

"Give local artists space to show and sell their pieces of work."

"Ask local clubs or societies if they can use it for events etc."

"Open air cinema events like Sunderland City Council used to have at Herrington Park and Cliffe Park."

"All of these things create noise. Near Housing? No none."

We also received an additional **79 comments** in response to the follow on question *Do you have any other suggestions or contacts?* Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
14	No need for this strategy/ None.
10	Markets/ Food festivals/ Community Events.
10	Cultural events/ Theatre/ Concerts/ Films.
6	Sports events/ pool.
6	Concerns about parking strategy for any temporary events proposed.
4	Events for school holidays/ Family friendly events.
2	Caravan Park/ Temporary accomodation for school trips etc.
There were another 27 individual comments.	



# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 7:** Please take a look at the images of the housing characters. Which housing character would you prefer to see as part of the illustrative proposals?

Responses: 275/ 447  
 Answer Breakdown:

We also received an additional **107 comments** in response to the follow on question *Any comments about the housing character?* Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
68	None (Do not want to see housing delivered).
11	Concerns about the height of apartments on the Seafront.
10	Do not like any of the housing styles provided.
There were another 18 individual comments.	



\*the number in each column indicates how many people selected that option, this means the total will be more than the no. of people answering, as most people chose more than one option.

“Should be of a similar commensurate quality & type so that the redevelopment blends and fits in with the immediate area of Seaburn the site is in.”

“I would not like to see any more housing on the sea front.”

“I most object to the 4/5 storey apartment so close to the sea front.”

“The seafront should be leisure and retail, there's plenty of other spaces that should and could be used for housing.”

# RESULTS FROM THE QUESTIONNAIRE & QUOTES

**QUESTION 8:** Any further comments on the proposals?

Responses: 45/ 447

Comments were categorised by topic (see table below). Comments were counted if the topic was mentioned more than twice, and these topics are listed below. We have also included quotes that illustrate some of the most commonly raised issues.

No. of comments	Other Uses/ Comment topic
12	Concerns about increases traffic and effect on residential parking/ visitor parking
9	Area doesn't need any more housing, leisure should take precedence
7	Should be an area for the city to be proud of and should be well maintained.
4	Developer need to listen to local residents concerns
3	Issues with consultation material/ drawings/ amount of information provided.
3	Look at other successful areas for inspiration, e.g. South Shields, South Tyneside
There were another 3 individual comments.	

"It is a long time coming and a great idea. Well done."

"Having moved here over a year ago to set-up a family home it is fantastic to see the proposals to attract more visitors and investment to this beautiful coastline. It needs to be family-friendly and bring the community together."

"Whatever strategies are taken on-board, the emphasis must be on the budget allowing for the area to be well maintained. Make it a project to be proud of please!"

"Everyone who lives in the area has concerns about the increase in traffic and this has to be carefully managed. Too much housing will definitely create traffic issues in the area."

"I hope that the council will listen to local residents and those in the surrounding areas. We do not want another Blackpool! The area could be developed tastefully~ as in Tynemouth where there are cafes and bars where people can visit whilst enjoying the pleasant coastal surroundings."

"There are sufficient houses in Seaburn without additional ones being built. I believe that bringing tourists to the area by providing fabulous facilities will be more beneficial to the sea front."





# NEXT STEPS

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The design team are now reviewing all the comments made and completing the technical studies required including traffic and parking, ecology, drainage etc.

We are keen to continue the discussion with local people to try and alleviate the community's concerns and adjust the masterplan where possible.

We will be holding a further exhibition in early 2016 once the masterplan has progressed and we will advise you of the dates of this exhibition in due course. We will ensure this event is advertised as widely as possible.

Following this exhibition, the updated masterplan will be used in an outline planning application and will be submitted in early 2016.

Please visit the Seaburn blog for further information and join our mailing list if you would like to be kept updated on progress:

## LINKS

Read the Seaburn Blog:

<http://shapingsunderland.com/category/the-seaburn-blog/>

Sign up to the Seaburn Mailing List:

<http://eepurl.com/bu02QX>



Photos taken at the event