

STAKEHOLDER WORKSHOP NOTE

Seaburn Hopes and Fears Workshop - 25th August 2015

siglion.



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This note has been produced by
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INTRODUCTION

This note provides a short account of the first of three consultation events which are taking place to engage with local people and businesses about the regeneration of Seaburn.

This feedback will be used to direct the development of the masterplan for the site including location of access points into the site, location of the leisure, retail, and residential uses, the layout of public open spaces, integration of the site with the surrounding neighbourhoods and meanwhile uses.

Background

Siglion is a joint venture between Carillion and Sunderland City Council and is managed by leading property experts igloo Regeneration. Siglion are bringing forward proposals to redevelop the Seaburn site. The site was identified by Sunderland City Council in 2011 with the Seaburn Masterplan SPD as an area for a mixed-use development with leisure, retail and residential.

Consultation Approach

Siglion are looking to bring forward a development which is not only supported but directed by local people and businesses.

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 developments.

This workshop is the first of three planned events to get initial feedback on an emerging masterplan for the site.

The purpose of the workshop was to invite stakeholders from local community groups, the seafront traders association, ward councillors, local residents and the local council to get together and open discussion on the re-development of the Seaburn site, setting out its ambitions and key priorities.

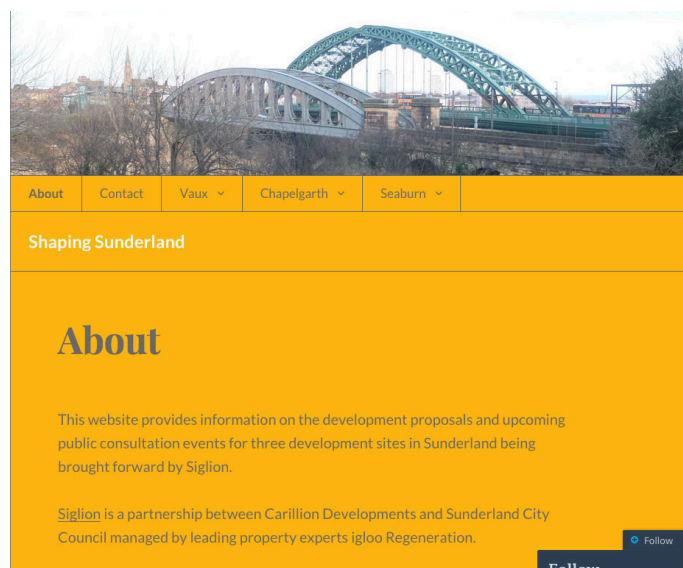
Publicity of the Event

The workshop was publicised through emails and phone calls to the following groups and people:

- Local councillors
- Local Residents
- People who had registered on the website
- Members of the Seaburn Traders Association
- Groups who use the Seaburn Centre
- Local business owners close to the site
- Existing tenants of the buildings on the site
- Representatives from local community groups and organisations

A dedicated website has been set up www.shapingsunderland.com which provided more details on the site and its location:

website screenshot:



FORMAT

- The workshop was held at the Marriot Hotel on Whitburn Road on Tuesday 25th August 2015
- Participants were invited to join a table, and group discussions followed a presentation by the Siglion and URBED team.
- The evening was staffed by members of the project team, with representatives from Siglion, URBED and Cundalls

No.	Agenda item	Details
1.	Introduction	John Seager, Chief Executive of Siglion, opened the session with an introduction to the partnership, team and the project.
2.	The Site	David Rudlin then presented a brief background to the site, the history as well as the council's brief for the site.
3.	Hopes and Fears	Each table then took part in group discussions about the site, listing their hopes and then their fears for it's regeneration. A scribe was appointed to take down points.
4.	Introduction to the masterplan	David Rudlin then gave a presentation about the emerging masterplan for the scheme, the orientation of the buildings, the proposed uses, and parking strategy.
5.	Group discussion	Each table then broke off into group discussion once again to talk through how the masterplan and how it compared with their fears and hopes for the site.
6.	Group feedback	The groups then provided feedback on different parts of the session to the whole workshop.

PARTICIPANTS

- A total of 75 were invited of which **37** people attended the workshop.



GROUP SESSION 1: HOPES AND FEARS

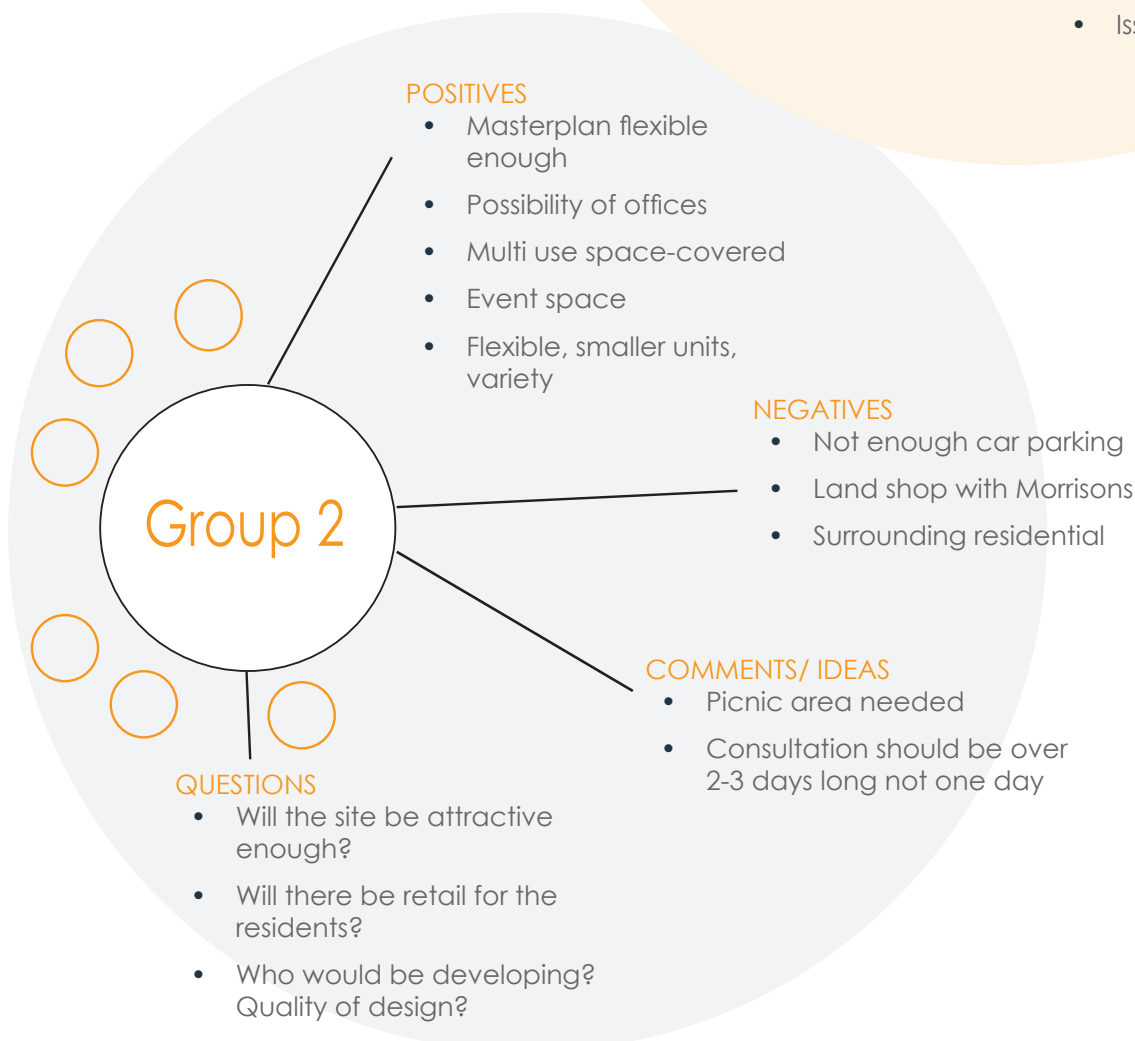
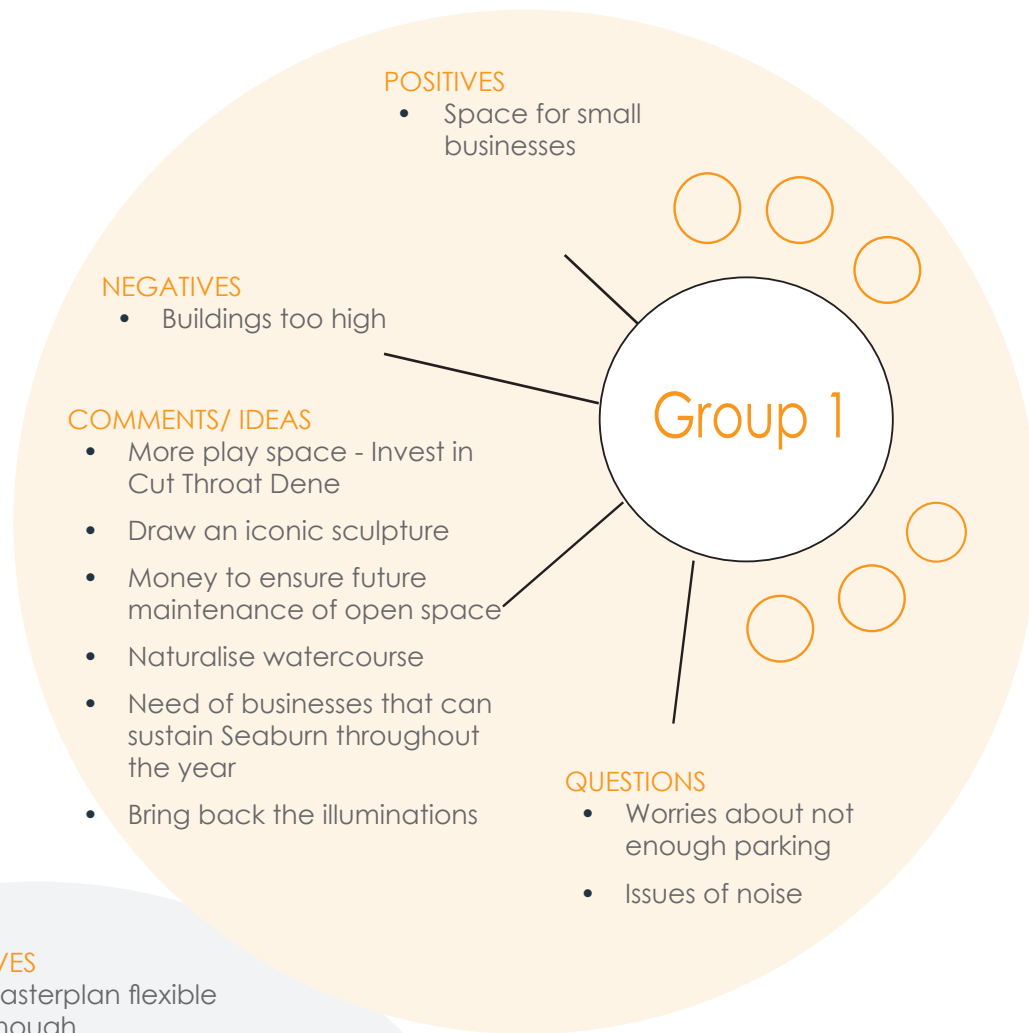
The tables below summarise the feedback from each of the four groups on their hopes and fears for the re-development of the site:

Topic	Hopes	Mentioned by groups			
		Group 1: David	Group 2: Emily	Group 3: Vicky	Group 4: Ian
Use of space	Beach/seafront welcoming the people ("Seafront for everyone")				
	Constant/free events (live music, food festivals, annual /monthly)				
	References to historic character and points of interests				
	Incorporating activities - indoor/outdoor sports				
	Gym				
	Play areas - swimming pool, ice rink				
	Mix of uses (residential, leisure, retail, holiday let)				
	More activities for families				
	Bad weather option : indoor and outdoor amenities used for different things throughout the year				
	Promote Seaburn as a location for events				
	A sustainable development				
	A big attraction that brings people in				
	Green, wooded areas and improvements (to Cut Throat Dene)				
	Somewhere to sit down				
	Seaburn camp to become caravan site				
	Accessible toilets				
Commercial uses	Wrapping commercial around the southern edge				
	Mix of commercial uses				
	Open frontage restaurants				
	Local market				
Buildings and Layout	Not too dense and no tall buildings				
	Executive homes (not 2 up 2 down)				
	Affordable housing				
	More housing				
	Sustainable housing				
	Natural surveillance				
	Good mix of housing				
Connectivity	Retain ability to drive along the seafront				
	Metro onto the seafront may reduce needs for parking				
	Link with Seaburn Fields				
	Circular working route				
	Find a good location for a car park				
Perceptions/ Objectives	Raise a new pride for the city				
	"Seaburn has a soul"				
	Beneficial for existing and new businesses				
	Good work done on the seafront that should be brought into the proposed development				
	The whole development should have a purpose				
	United approach with existing site				
	Flexible uses and space to change and adapt over time				
	Make the best of the currently under-utilised site				

Topic	Fears	Mentioned by groups			
		Group 1: David	Group 2: Emily	Group 3: Vicky	Group 4: Ian
Use of space	Too much housing				
	No longer a seafront site				
	Imbalanced trade between the two ends of the seafront				
	Under-use of development				
	Not enough leisure				
	Not enough gardens				
	No need for more retail				
	Nothing for kids				
	No night time economy				
	Risk of having empty commercial buildings				
	Mix of incompatible uses				
	That there will be too many restaurants - already have enough				
	Big chains like Frankie&Bennies				
	Morrisons site is a wasted opportunity				
Users	Concerns for existing residents and businesses				
	Not all businesses will win				
	Becoming a drinking centre - full of stag and hen do's				
	Gangs of kids on corners				
	Ending up with just residents and no visitors				
Buildings and layout	Fields to north disappearing				
	Lack of maintenance				
	Not affordable				
	Creating a "wind tunnel"				
	The existing development (Morrisons) could reduce the attractiveness				
	Lack of design quality				
	Fear the developer just pays for housing and no other types of uses				
Connectivity	The development increases parking need				
	Car parking problems on evenings and weekends				
	Traffic problems				
	Loss of car parking				
Perceptions/ Objectives	No need of redevelopment				
	Area lose character				
	No support from Council in promotion				
	Not being able to compete with South Shields				
	Frustration that nothing happens				
	Not Blackpool, not high class				
	Shame Martino's not included				

GROUP SESSION 2: RESPONSE TO THE MASTERPLAN

Following the presentation, groups broke into discussion about their thoughts on the masterplan. A summary of comments from each group has been provided below:



POSITIVES

- Support hope of chevrons on front but council is not supportive
- Parking at Cute Throat Dene
- Playground area at the front
- Leisure area at the front

NEGATIVES

- Shaping Sunderland: page unavailable via Google Chrome
- Can't fit car parking within blocks
- Congestion around car park on street
- Parking and traffic issues
- Housing density too high
- Buildings too high at the seafront
- Housing at the back of the site not getting sea view (too small)
- Road layout to be changed
- More leisure is needed
- Need for accommodation for tourists

COMMENTS/ IDEAS

- Parking - dedicated area to serve all users
- People do use overflow car parking
- People do not want to walk far
- Need for more surveys
- Most residents have 2 cars
- Need for buffer car park
- Get more users on existing car park
- Cut throat Dene needs to be retained as open space
- Parking doesn't have to be free
- Easy link in from METRO - Shuttle bus/toy train
- Make bus service clearer and easier to use
- Light up tram
- Leisure doesn't have to be just ground floor

QUESTIONS

- Could parking be included on farmers fields?
- How to handle peak times - summer, weekends, holidays?
- Flooding issues in Cut Throat Dene

Group 3

COMMON THEMES

Four common themes have been identified through feedback from the groups. These need to be taken into account in the design of the masterplan and management of the development, where viable to do so. These will be addressed by the team at the next public consultation.

1. MIX OF USES, MIX OF PEOPLE

- There was a general agreement that the site should be family-friendly, and especially not become the new “drinking centre” for youngsters.
- Most groups mentioned the importance of having a mixture of uses including some housing and prefer leisure, retail or holiday let.

2. DESIGN QUALITY

- All groups were keen for the masterplan to include increased leisure uses on the site to encourage more families to visit and stay longer. All-year leisure uses was sited as important to ensure the area is not just used for the summer holidays.
- Most groups mentioned an aspiration to provide popular amenities, like an ice rink or swimming pool, as well as annual or monthly events like live music or food festivals.

3. AESTHETICS AND QUALITY

- Seaburn is a place with character. All of the groups mentioned Cut Throat Dene, as a key site in the identity of Seaburn and the future layout should be considered carefully.
- The high quality and beauty of the development is a concern, about housing as well as about public space which should be attractive but still allow everyone to feel welcome and comfortable, as suggested in the “Mix of people” section.
- Details such as enough places to sit and having public toilets available are also important to the overall success of the scheme.

4. CONNECTIVITY

- There was apprehension from all groups that the new development will increase traffic and parking issues. Generally they felt that there should be more parking provided as part of the development.
- Interest has been shown in the way public transportation could be a solution for the traffic issues. Better way-finding and links to the local METRO station would help encourage the use of public transport and may also reduce the number of parking places needed.

NEXT STEPS

The workshop provided the team with a good insight into local people's thoughts and ideas for the site and the wider area.

The feedback from the workshop will be circulated to the design team to take on board, and the masterplan subsequently updated in line with comments as the project develops. The note will also be made available online and circulated to workshop participants.

The masterplan will then be displayed at the second of three consultation events due to take place on **Friday 2nd October and Saturday 3rd October**. The event will be split into two sessions and is open to all, details of locations and times are provided below:

SESSION 1

Friday 2nd October

2pm-7pm

Seaburn Leisure Centre

SR6 8AA

SESSION 2

Saturday 3rd October

10am-1pm

Seaburn Leisure Centre

SR6 8AA

The boards will also be on display at Siglion's offices in Sunderland city centre after the 5th October. Following those sessions, further work will be carried out on the masterplan design and the final proposals will be displayed ahead of a planning submission in January 2016.

Please visit the Shaping Sunderland 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://urbed.us2.list-manage.com/subscribe?u=59c3909f679cb4cb0eb3d160f&id=e73060999f>





www.shapingsunderland.com