

INTRODUCTION

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.

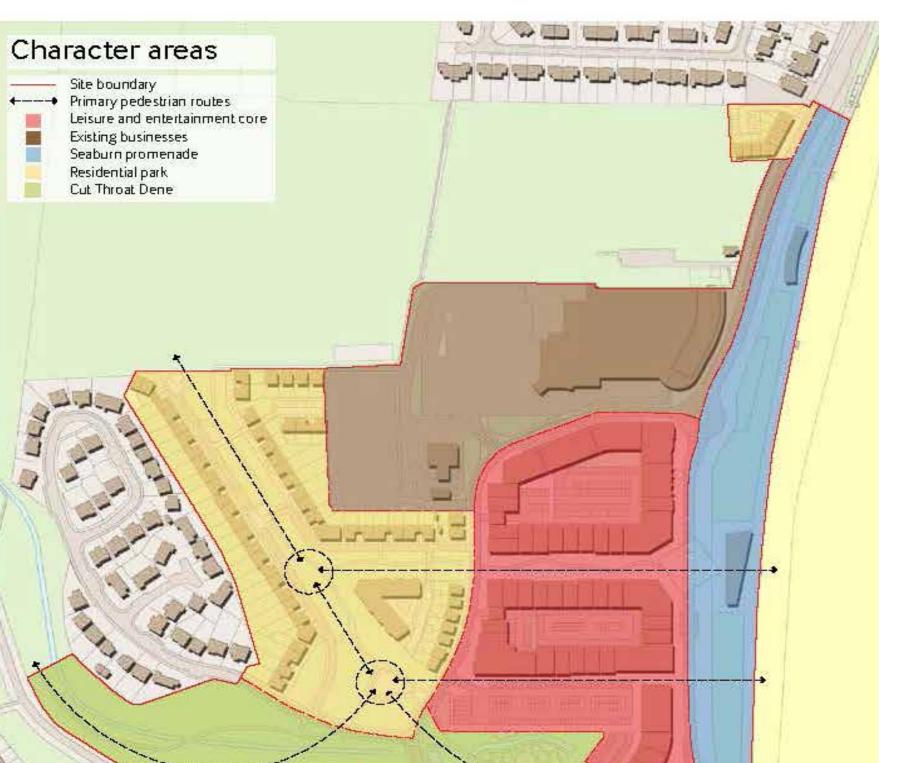


Project Timeline:

Project Brief:



The Local Development Framework Supplementary Planning Document entitled "Seaburn Masterplan and Design Code" has been written by Sunderland City Council to guide development in Seaburn. The guide was prepared to guide the proper planning and regeneration of Seaburn and support the delivery of the objectives set out in the Seafront Regeneration Strategy.



The planning guidance includes a design code which we have used to develop the masterplan design.

August 2015	Stakeholder workshop with local groups and businesses to get initial thoughts on masterplan	
October 2015	Public exhibition on the emerging proposals	We held a stakeholder workshop in August to gain a better understanding of what people wanted to see as part of this development. Four common
January 2016	Pre-Application exhibition of proposals	 When the second of this development. Four common the second of the second
February 2016	Outline Planning Application due to be submitted, including infrastructure, and outline application for the whole site	 »That any development should have high design quality; »There should be a focus on connectivity and parking should be provided; »The public realm was just as important as the buildings and Cut Throat Dene should be carefully designed.
February - March 2016	Statutory Consultation on planning application	Workshop Masterplan

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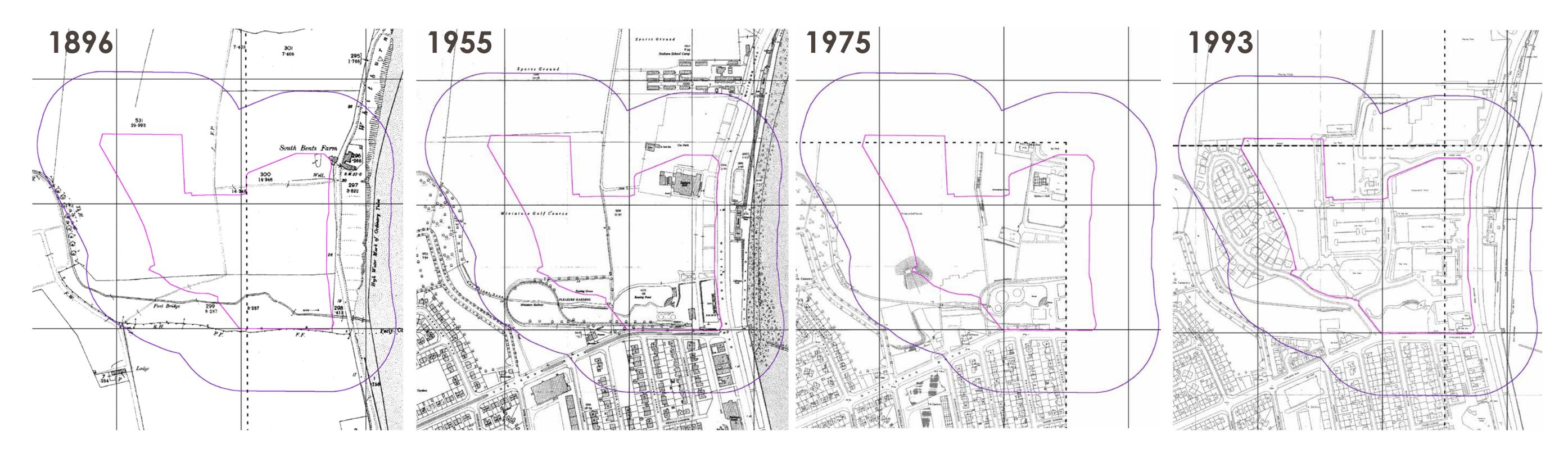
THE SITE



The site is located on the north east coast, north of Sunderland City Centre, between Roker and Whitburn.

The site has always been used for seaside leisure uses. The historic maps below show how the site has been developed over the last 50 years between the 1950s and today.

HISTORY



1896 - 1955

The earliest maps show the site as agricultural fields. The first built structure, of Seaburn Hall, appears on site in the 50s.

1975 - 1993

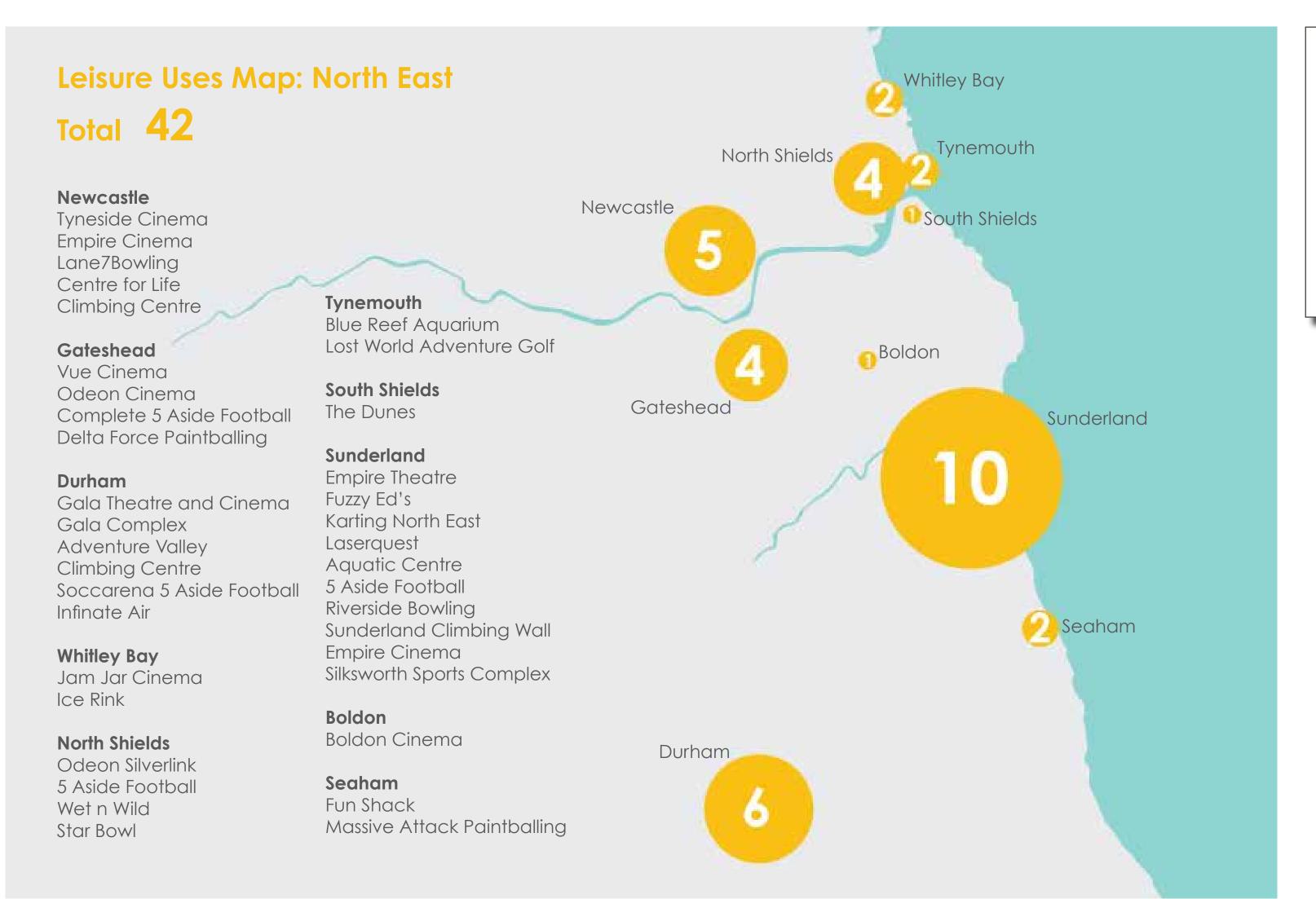
The site is used for leisure with a mini-golf course on cut throat dene. The supermarket and associated car parking is installed in the 90s.





SURROUNDING AREA





There are many existing large leisure offers in the north east, this maps locates existing leisure buildings in the area.

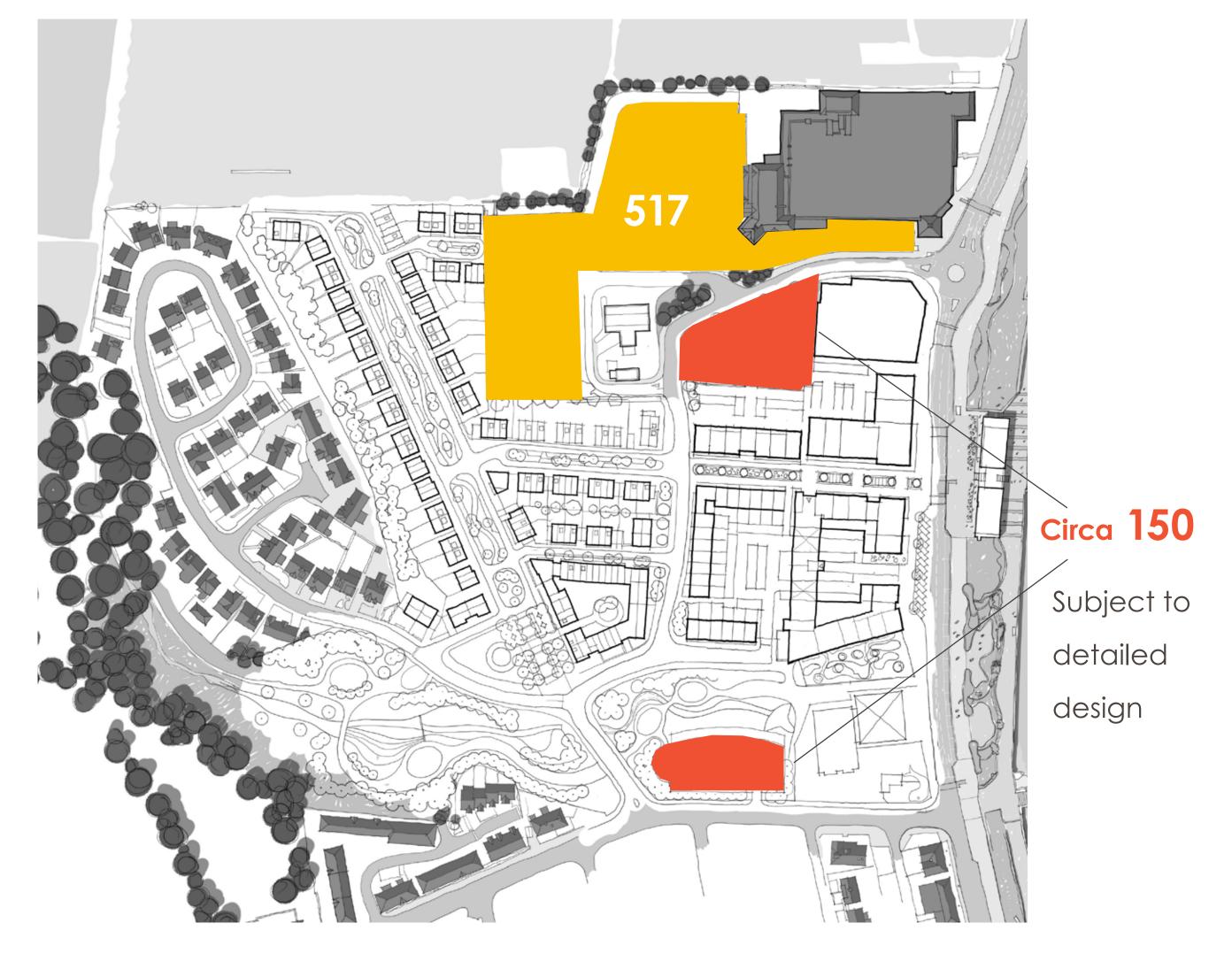
SEA BURN

CAR PARKING

Existing Car Parking Situation



Proposed Car Parking Situation





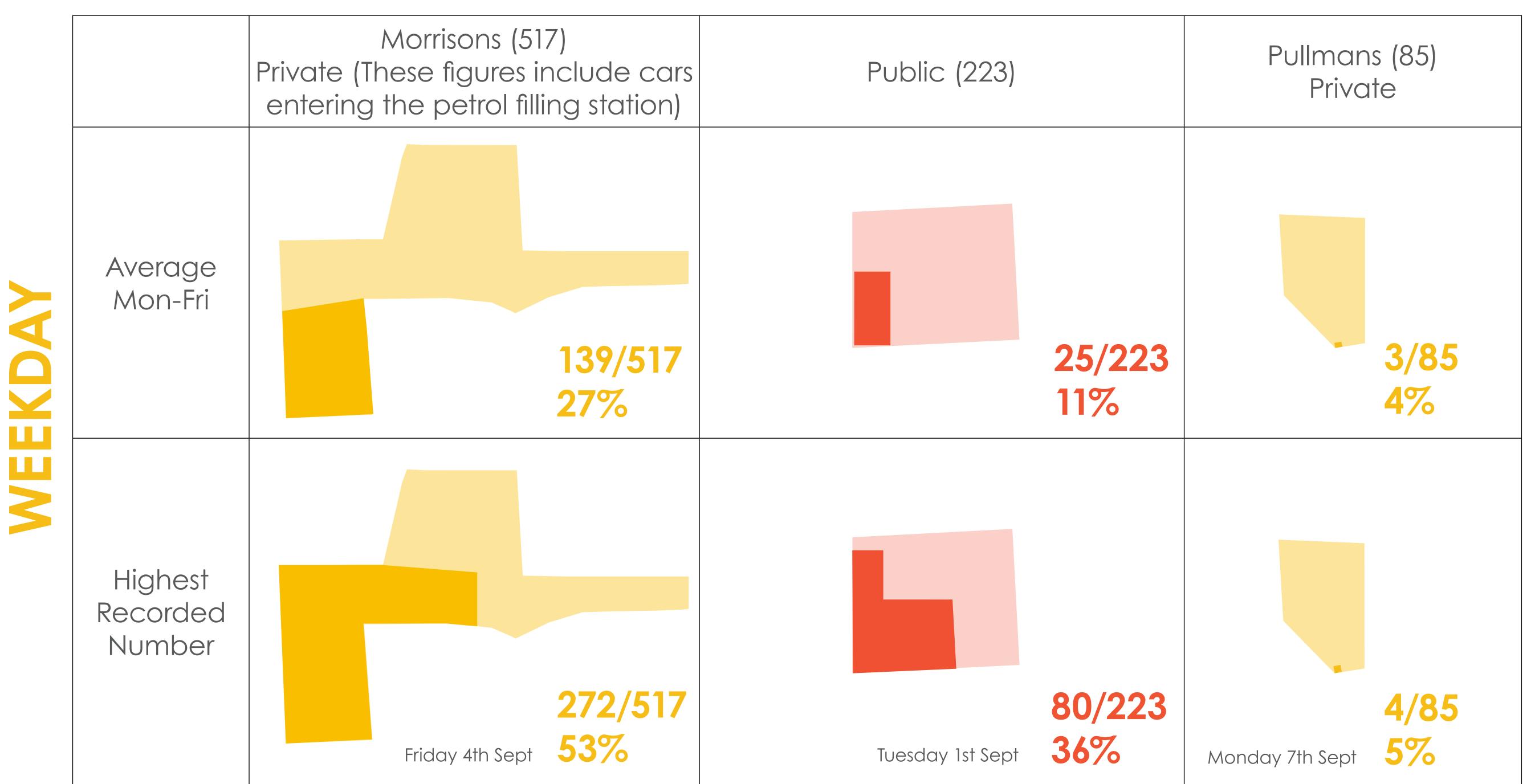
Private

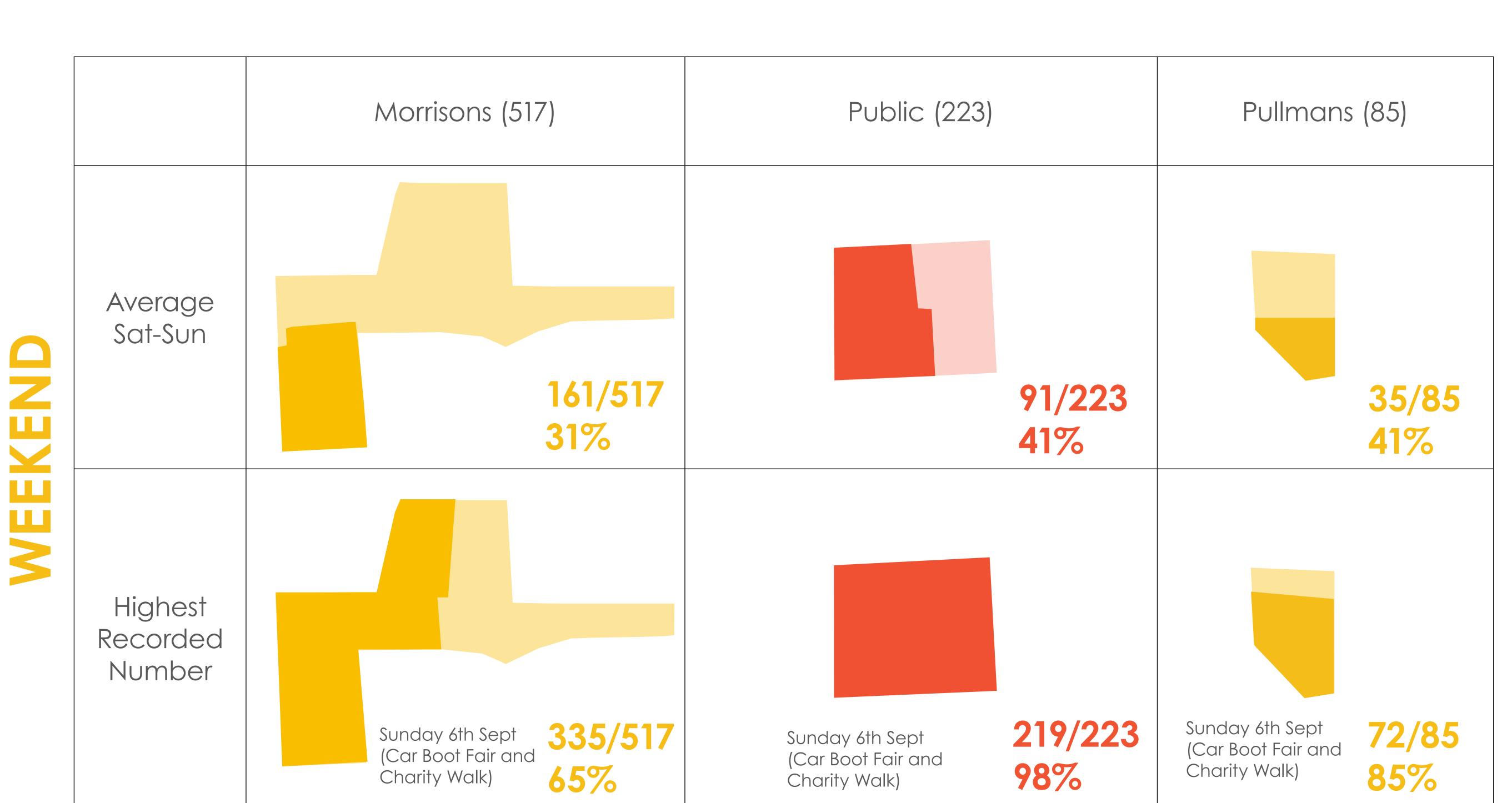
Public/Leisure Use

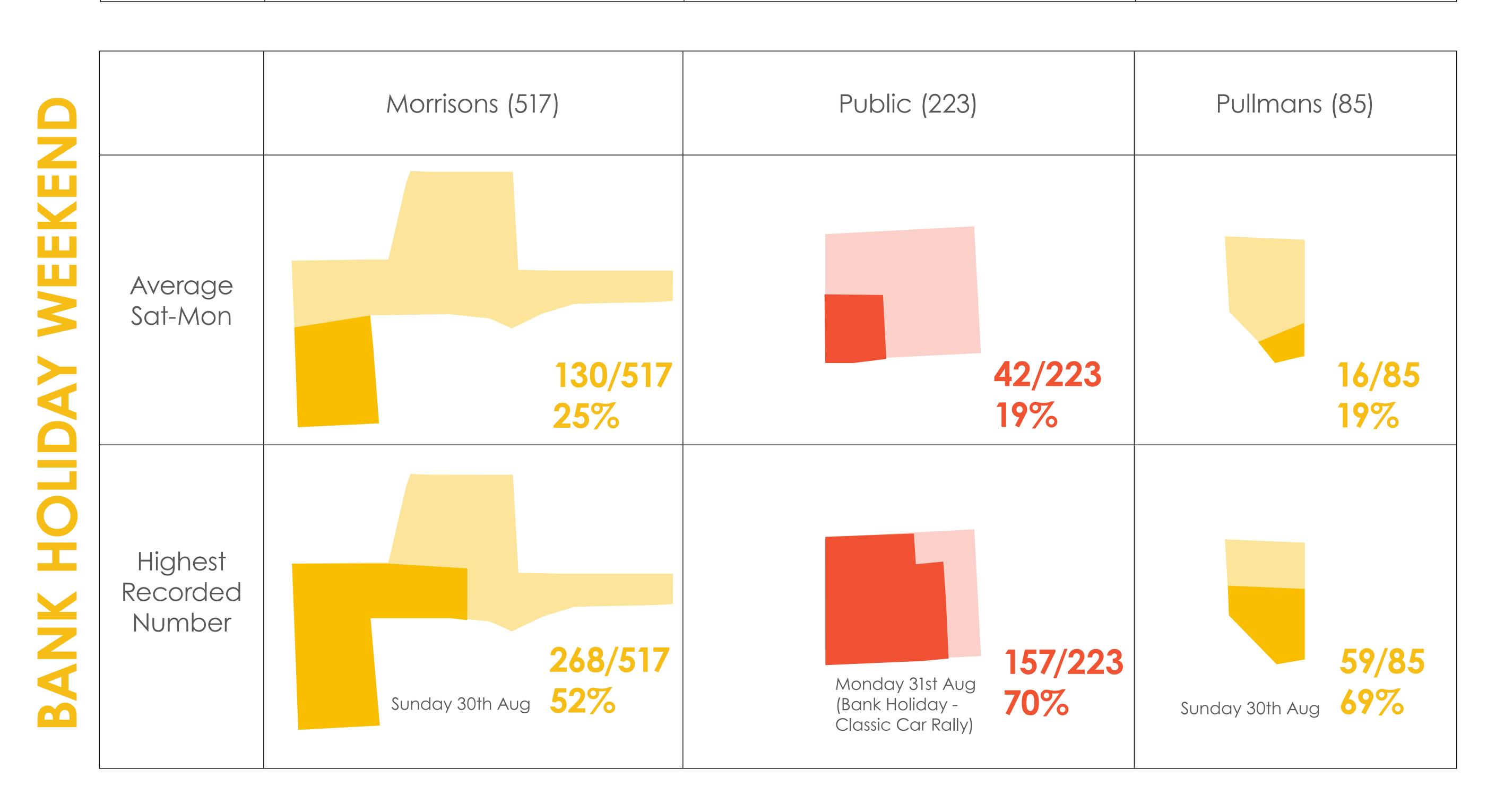
Private Public/ Leisure Use

PARKING SURVEYS

Parking Surveys were undertaken by Cundall between 28/08/2015 and 07/09/2015. This window included a Bank Holiday Weekend (Sat 28th- Mon 31st) with a Car Rally (Sun 30th- Mon 31st) and a Car Boot Fair and Charity Walk (Sun 6th). The tables below show the results of these surveys. Surveys were also carried out over the Easter period (30th Mar- 5th Apr). A summary of all results are available on our website.









DESIGN PRINCIPLES

The following diagrams illustrate key elements which have influenced the design of the masterplan:



Block Plan

The current masterplan blocks are loosely based on the council's brief, but we have cut the larger blocks in two, in order to provide more flexibility in terms of use. We have also provided more car parking in response to comments made at the stakeholder workshop.



Ground Floor Use

The ground floor uses are a mixture of residential to the back of the site, with mixed-use leisure and retail to the front of the site. There is a concentration of leisure and retail to the seafront promenade so the shops, restaurants and cafes can take advantage of passing trade.



Upper Floor Use

The upper floor uses would again be residential to the back of the site and with residential uses above the retail and leisure uses on most of the blocks to the front of the site. The apartments would enjoy sea views. There is the possibility to include hotel use dependent on demand and viability.







Building Heights

In line with the brief from the council we have stepped the building heights down from 5 storeys at the seafront to 2-3 storeys to the western side of the site. The seafront needs to have presence if it is to attract people and height will help create a sense of place at Seaburn. There are certain points in the masterplan framework which will allow for more heights which are identified by the cross.



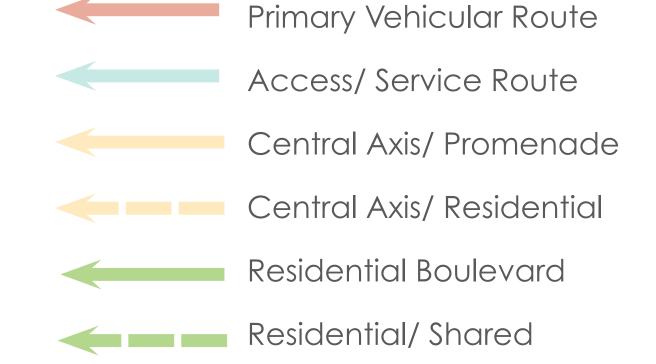


Road Hierarchy

The masterplan retains Lowry Road as the primary vehicular route through the masterplan site. The seafront road is a key route for the blocks on to the promenade and this should be maintained as a through route. The residential roads to the rear of the site are being designed with shared surface principles to bring traffic speeds down and make more livable streets. The Central axis is a key route identified in the briefing document but is split into different characteristics.



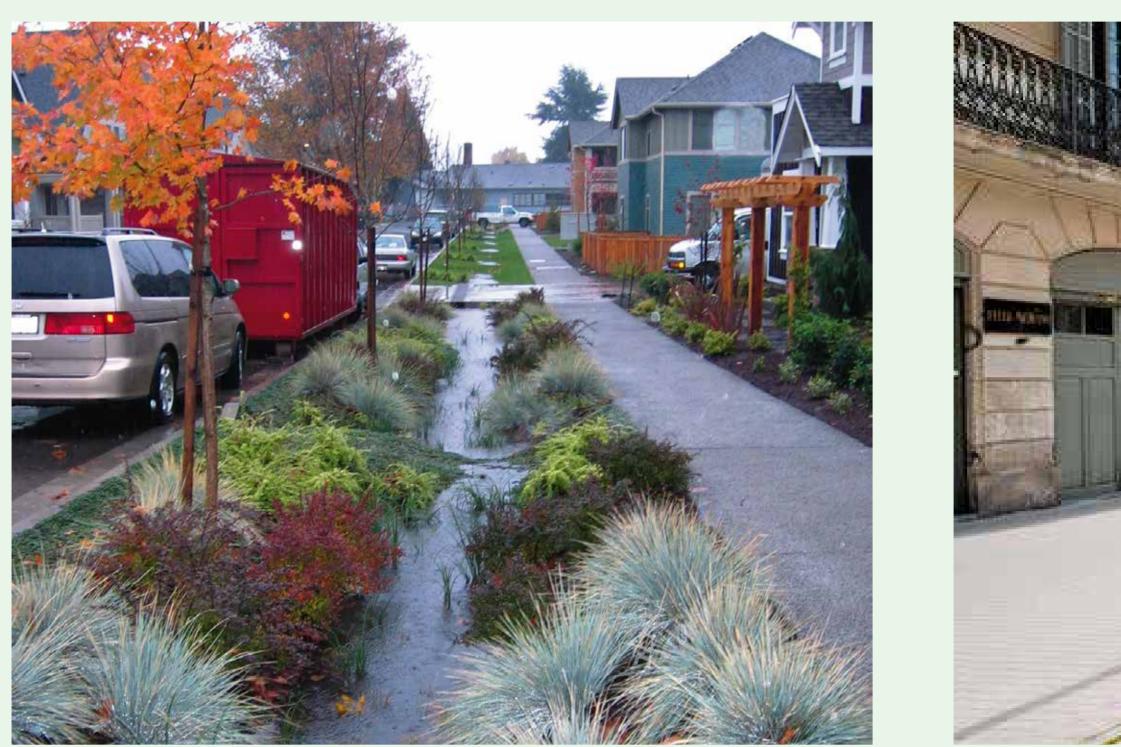






RESIDENTIAL BOULEVARD

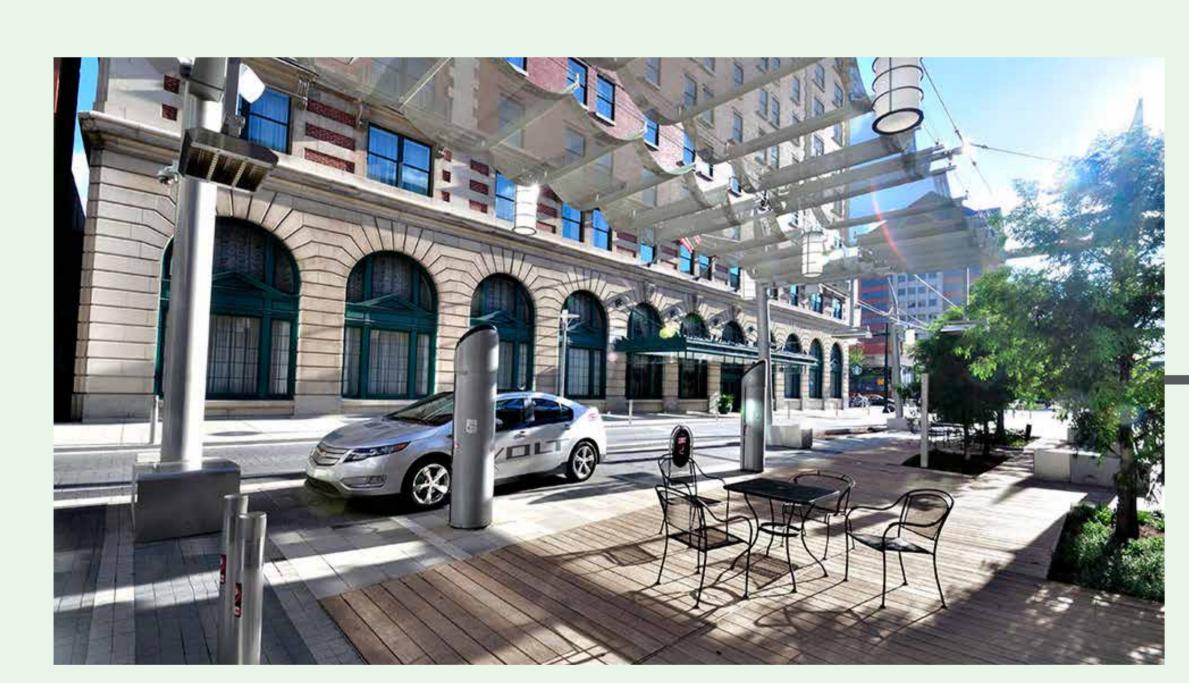
The boulevard will provide road access for the residential properties and include a central green space for walking and cycling. Along the route will be meeting spaces with seating.



CENTRAL AXIS

This route links the seafront with the houses to the rear of the site and provides an alternative to the promenade. There are opportunities to provide event spaces, pop-up food stalls, and markets here.





CUT THROAT DENE

Cut Throat Dene will combine public open space with an adventure golf course and play facilities.





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CENTRAL AXIS

A central pedestrian street would link through to the sea front and create a sheltered public space with shops, cafe's and restaurants.

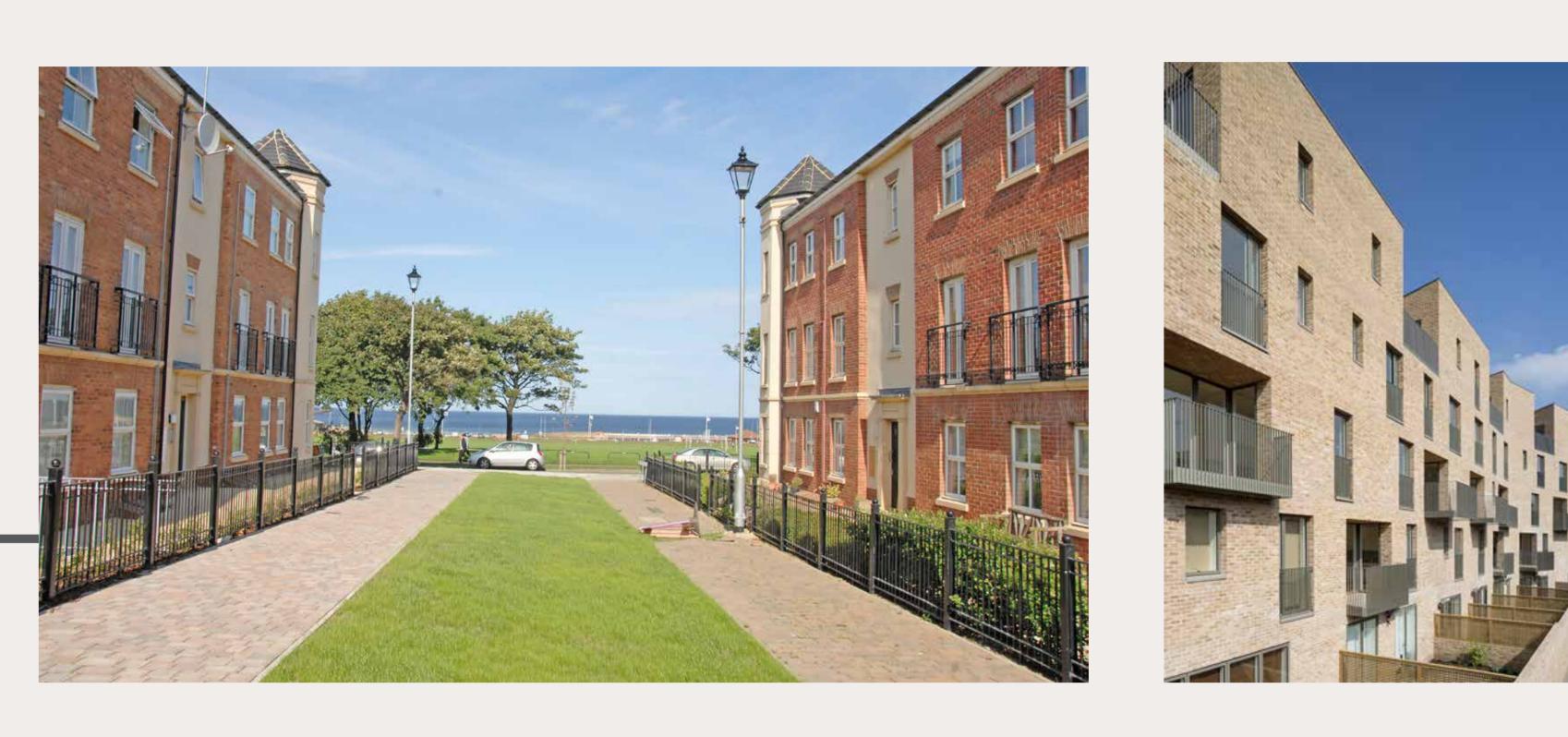


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APARTMENTS

Towards the seafront housing would increase in density and step up in height with apartments to a maximum of 5 storeys. A hotel could also be accommodated if there is demand.



THE SEAFRONT The seafront area would create activity along the promenade with leisure uses, shops, cafe's and restaurants, capturing the seaside character.



TEMPORARY USES We want to create activity at Seaburn with pop-up shops, food stalls and events, which then become part of the longer term activities on the site.



GROUND FLOOR LEISURE AND RETAIL OUTLETS Opportunities for a variety of seaside leisure and retail outlets with units of different sizes, flexible enough to accommodate a variety of uses.



MASTERPLAN USES

