

STAKEHOLDER WORKSHOP NOTE

Vaux Hopes and Fears Workshop - 13th July 2015

siglion.



July 2015

This note has been produced by
URBED for Siglion

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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 re-development of the former Vaux Brewery site.

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 office, retail, residential and leisure uses, layout of public spaces, integration of the site with the city centre and meanwhile uses.

Background

Siglion is a joint venture between Carillion and Sunderland City Council and is managed by leading property experts igloo Regeneration. They have been appointed to re-develop the former Vaux brewery site which is a key site in the city centre, located on the south banks of the River Wear, just north of the newly created Keel Square.

Consultation Approach

Siglion are looking to bring forward a development which is not only supported but informed 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 business improvement district, ward councillors

and the local council to get together and open discussion on the re-development of the Vaux site, set out its ambitions and key priorities.

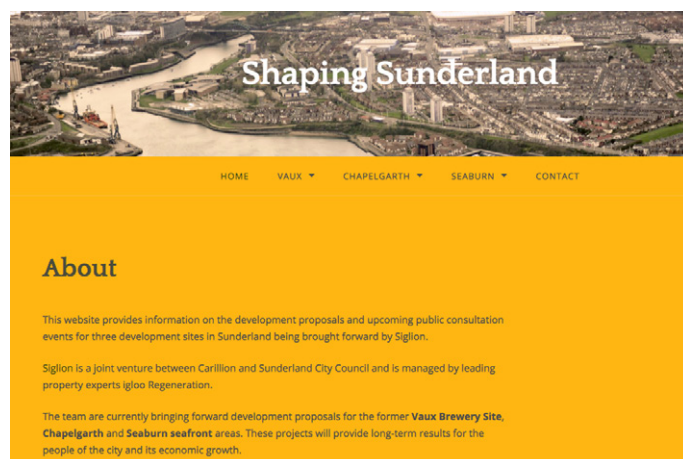
Publicity of the Event

The workshop was publicised through emails out to the following:

- Local councillors
- Select members of the Sunderland Business Improvement District
- Members of Sunderland College and Sunderland Uni
- Stakeholders in the MAC Quarter
- 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 Place' on Athenaeum Street in Sunderland City Centre between 6 and 8pm on Monday 13th July 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, Cundall and Northern Architecture.

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, its history and previous visions 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 redevelopment. A scribe was appointed to take down points.
4.	Introduction to the masterplan	John Sampson then gave a presentation about the emerging masterplan for the scheme, the orientation of the buildings, the proposed uses, parking and phasing.
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	Each group then provided feedback on different parts of the session to the whole workshop

PARTICIPANTS

- A total of **27** people attended the workshop, including:

Name	Surname	Organisation
Andrew	Bradley	Centre Director - Bridges
Andrew	Liddle	Northumbria police
Bob	Paton	Accenture
Brian	Jackson	Bsupplied Limited / Vice Chair Sunderland City Centre Traders Association.
Cllr Iain	Kay	Cllr Millfield
Councillor Bob	Price	Cllr Millfield
Councillor Lynda	Scanlan	Cllr Millfield
David	Groark	Area Response Manager City Centre & Resorts - SCC
Debbie	Bowman	Sun-fm
Gillian	Mc Donough	Voluntary and Community Action Sunderland
Graham	Hurst	

Name	Surname	Organisation
Harry	Collinson	
Helen	Connify	Sunderland Cultural Partnership Coordinator
Hiro	Imakoji	Liebherr-Sunderland Works Ltd.
Ian	Jones	
Idris	Balarabe	Senior Urban Designer, SCC
John	Casey	TEAM wearside
Ken	Dunbar	Chief executive Sunderland BID
Les	Clark	Chief Operation Officer of Sunderland City Council
Malcolm	Holmes	ABP Property Consultants
Paul	Callaghan	Leighton
Philip	Marsh	Dene Consulting
Rev Canon Sheila	Bamber	Sunderland Minister
Stephen	Armstrong	Groundwork NE & Cumbria
Stephen	Mccabe	Sun-fm
Susan	Bulmer	TEAM wearside

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: Sange	Group 3: John	Group 4: Lowri
Use of space	Increase footfall during the day and the evening/ increase spend in city centre				
	Good retail offer				
	Good leisure offer				
	Hotel				
	Good amount of parking				
	Temporary uses whilst site is being built to encourage activity				
	Events space which is adaptable				
	Quirky eateries/ independents				
	Quality restaurants				
	Increase footfall during the day <i>and</i> the evening				
	Key anchor tenant which sets the tone				
	Cultural uses				
	Makes use of the river				
	Similar to quayside at Newcastle				
Users	Attract professional workers back into the city				
	Attract high spend customers				
	Sustainable ownership - tenants interested in the long term				
	Retain Graduates				
	Vibrant/ Full/ Busy				
	Creates properties that people want and need - something to 'grow' into				
	Bring families to the city centre				
	Generates employment - especially for younger people				
	Creates apprenticeships				
Buildings and Layout	Iconic building				
	Views out to the river made the most of				
	Unique and vibrant buildings and streets				
	Gateway buildings				
Connectivity	Part of the city				
	Provides access for pedestrians and cyclists not just cars				
	Link to Galleys Gill				
	Links to MAC Quarter				
	Links to the Bridges				
	New gateway into the city				
Perceptions/ Objectives	Makes the most of the site				
	Creative a positive perception of the city				
	Acts as catalyst for city centre regeneration				
	Re-brands the city centre				
	'Build it and they will come'				
	Understands demand and prevents people from moving onto Newcastle				
	Compliments and reinforces great aspects of the city				
Engagement	Local people involved in the development				
Sustainability	Truly sustainable				

Topic	Fears	Mentioned by groups			
		Group 1: David	Group 2: Sange	Group 3: John	Group 4: Lowri
Users	Office price-point inaccessible to local businesses				
	Not inclusive or accessible to all				
	Moves jobs around rather than creating them				
Crime	Increase in crime and disorder - needs good layout and ability to monitor				
	Drinking location around square puts people off				
	Doesn't reduce blind spots to Riverside Park - site of antisocial behaviour				
Delivery	Delays				
	Takes another ten years to deliver				
	Tries to do too much and doesn't achieve anything				
	Vacant units on the site				
	Vacant units at other sites, e.g..... Doxford				
	Would be knocked down in 20 years				
Connectivity	Not well connected to the city centre				
	St Mary's Road remains too much of a barrier				
	Site operates in isolation to the city centre				
	Unclear routes into the city centre				
	Wind tunnel created				
	Causes disruption over long period of time - people need to be kept in the loop				
	Access to the port lost				
Perceptions/ Objectives	The city gets left behind				
	End up with the 'gate'				
	Nothing happens				
	Retail offer detracts from current retailers				
	Negative impact on other areas of the city				

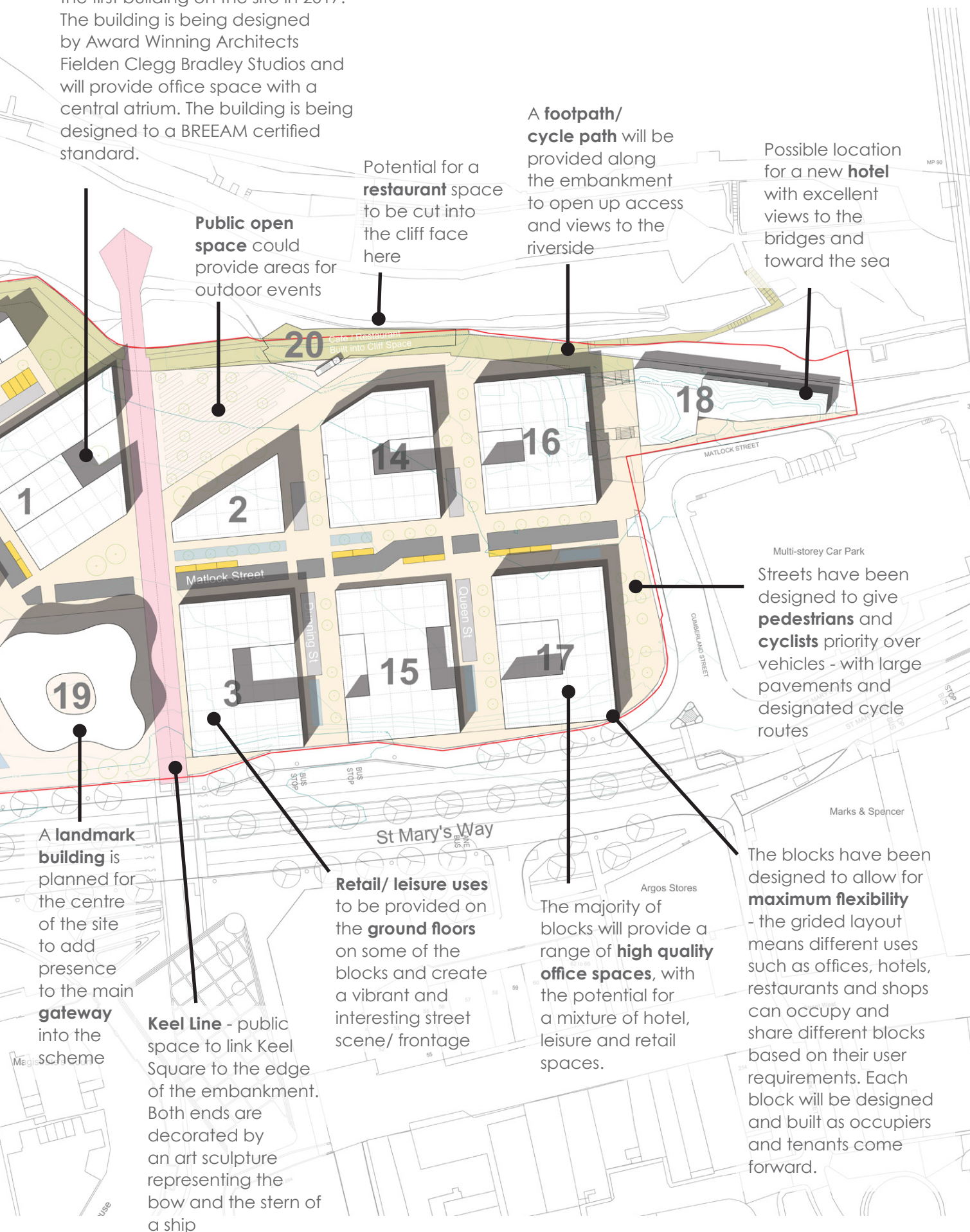
INTRODUCTION TO THE MASTERPLAN

Following the hopes and fears discussion, the diagram below, which is the current version of the masterplan, was presented to the workshop along with the background thinking behind the scheme.

A model of the scheme was also displayed in the middle of the room to give people an idea of potential heights and massing of the blocks in relation to neighbouring buildings.



Phase 1 will see construction of the first building on the site in 2017. The building is being designed by Award Winning Architects Fielden Clegg Bradley Studios and will provide office space with a central atrium. The building is being designed to a BREEAM certified standard.



Public open space could provide areas for outdoor events

Potential for a **restaurant** space to be cut into the cliff face here

A **footpath/ cycle path** will be provided along the embankment to open up access and views to the riverside

Possible location for a new **hotel** with excellent views to the bridges and toward the sea

A **landmark building** is planned for the centre of the site to add presence to the main **gateway** into the scheme

Keel Line - public space to link Keel Square to the edge of the embankment. Both ends are decorated by an art sculpture representing the bow and the stern of a ship

Retail/ leisure uses to be provided on the **ground floors** on some of the blocks and create a vibrant and interesting street scene/ frontage

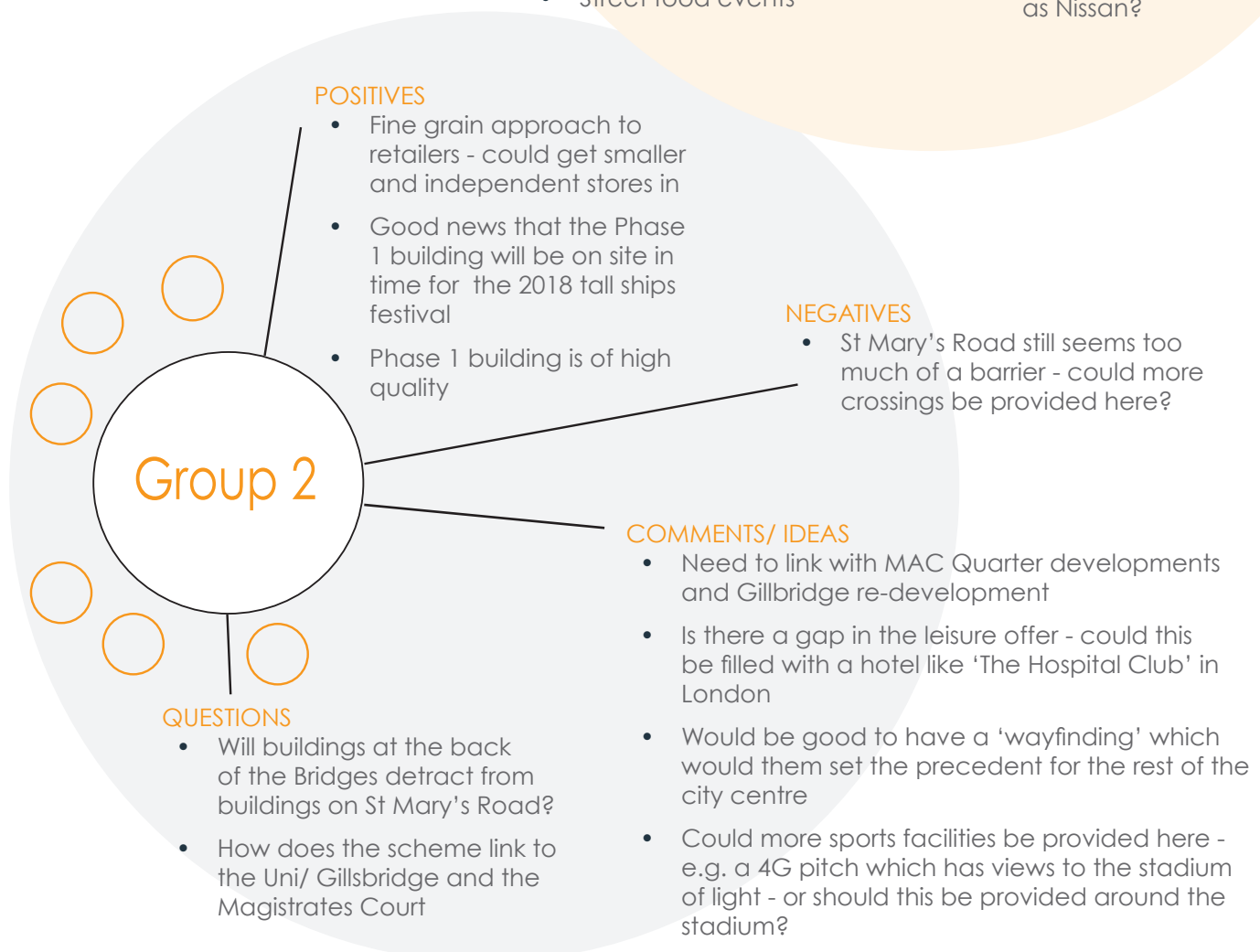
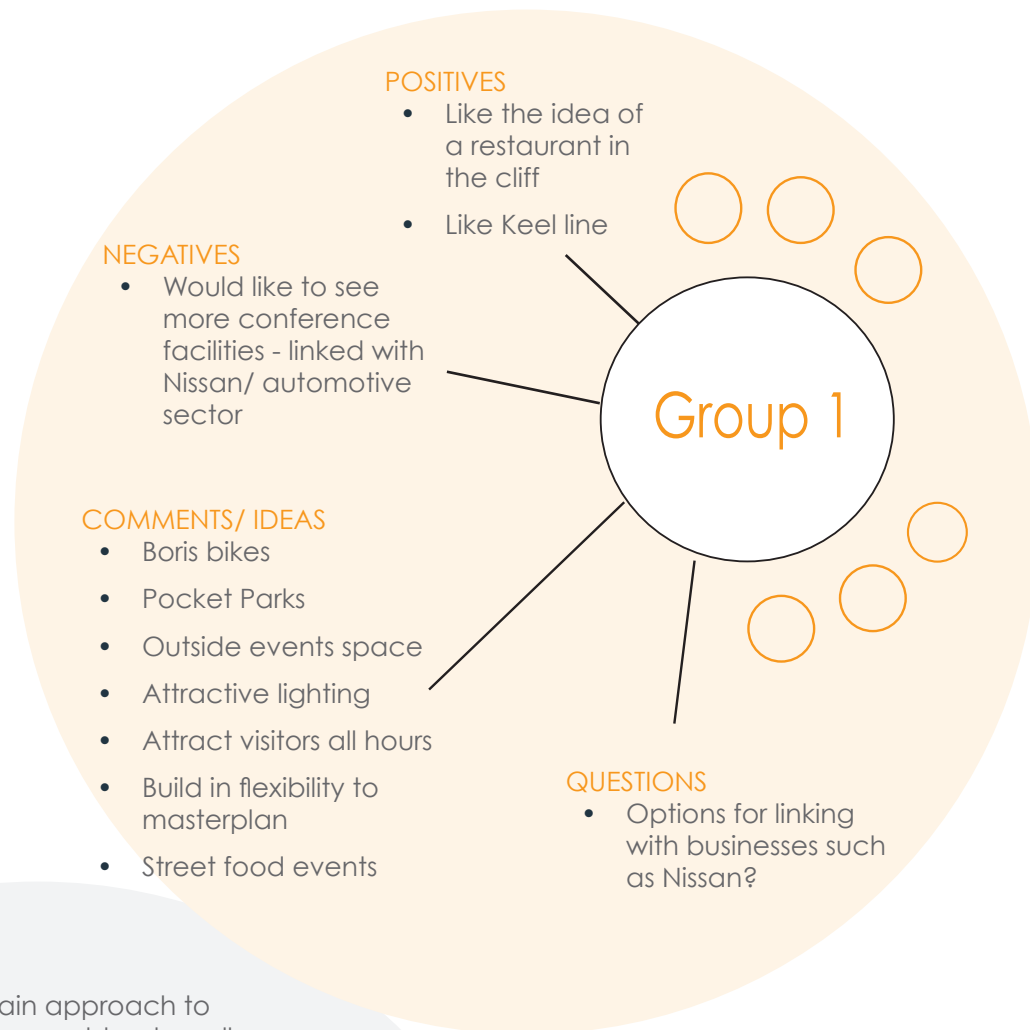
The majority of blocks will provide a range of **high quality office spaces**, with the potential for a mixture of hotel, leisure and retail spaces.

Multi-storey Car Park
Streets have been designed to give **pedestrians** and **cyclists** priority over vehicles - with large pavements and designated cycle routes

The blocks have been designed to allow for **maximum flexibility** - the grided layout means different uses such as offices, hotels, restaurants and shops can occupy and share different blocks based on their user requirements. Each block will be designed and built as occupiers and tenants come forward.

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

- Offers good natural surveillance over the embankment and down to the riverside park

NEGATIVES

- Cladding seems very industrial - need to move on from industrial past?
- Is this plan providing too much office space?
- Not enough crossing over St Mary's Way
- Will a hotel in the north east corner be too hidden?

COMMENTS/ IDEAS

- More protection from wind along embankment - could be provided by including trees on the edge of the site
- Keep uses as open as possible

QUESTIONS

- Are there freehold ownership opportunities for smaller businesses to own their office space?

Group 3

POSITIVES

- Like idea of restaurants
- Like incorporation of Keel Line

NEGATIVES

- Unsure about street grid/ layout

COMMENTS/ IDEAS

- Circular walk/ cycle around the site for people to enjoy
- Vibrant public spaces
- Needs to 'feed' the city centre and vice versa
- Businesses/ offices could have their own front door
- Make sure there are smaller/ unusual/ cosy/ human scale spaces that bars or restaurants that have a chance of making feel good/ full/ vibrant
- Temp use music/ food festival/ beer festival/ prosecco festival
- Phase 1 should be a quality building from every angle - 360 degrees
- Needs places for people to spill out into and have lunch ect.

QUESTIONS

- How flexible can blocks be? Can they expand to allow people to grow into them?

Group 4

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. These will be addressed by the team at the next public consultation.

1. CONNECTIVITY

- There was general agreement on the need for the site to be well connected to the city centre - with wayfinding (on- street signs and maps), numerous entry points into the site and landmark buildings
- Most groups mentioned the importance of offering something on the scheme which would attract people in (such as independent restaurants and bars and open air events) but also attract people into the city centre itself - such as apartments and employment space.

2. DELIVERY

- There was apprehension from all groups that the scheme would take too long to deliver or would not happen - based on previous proposals for the site and the length of time it has been vacant.
- Concerns were also raised about demand not being met resulting in vacant units on the site or in other areas of the city.

3. AMBITION

- General consensus that the project was very important for creating a more positive perception towards Sunderland.
- In promoting the image of Sunderland as a great place - many groups mentioned the importance of having something on site for the Tall Ships Festival in 2018.

4. MIXTURE OF USES

- All groups were keen to see ground floor retail and leisure units as well as a hotel.
- Most groups mentioned the aspiration to provide open-air events space within the scheme such as space for food and drink festivals.
- Need for high quality public space which is vibrant and interesting.
- Need for spaces which are used both throughout the day and night.

NEXT STEPS

The session provided the team with some interesting insights into people's thoughts and ideas for the site and within the wider context of ambitions for the city centre.

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. The note will also be made available online and circulated to workshop participants.

The new masterplan will then be displayed at the second of three consultation events due to take place on **Tuesday 18th August**. The event will be split into two sessions and is open to all, details of locations and times are provided below:

SESSION 1

10pm-5pm

The Bridge's Shopping Centre

SR1 3DR

SESSION 2

6:30-8pm

Siglion Office

1b Echo 24 Building

West Wear St

SR1 1XD

Following this session, further iterations will be made to the masterplan and the final proposals will be displayed at a 2 day residency in the city centre on the 18th and 19th September.

The planning application for the site is then due to be submitted in November 2015.

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

LINKS

Read the Vaux Blog: <http://shapingsunderland.com/category/the-vaux-blog/>

Sign up to the Vaux Mailing List: <http://urbed.us2.list-manage.com/subscribe?u=59c3909f679cb4cb0eb3d160f&id=99f68e9717>



Photos taken at the workshop



www.shapingsunderland.com