

Site Analysis

Location

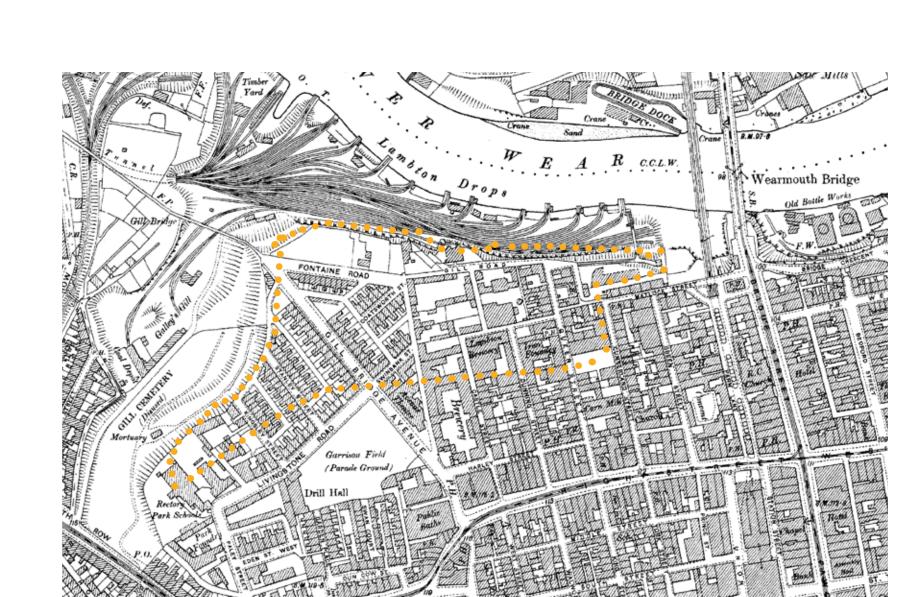
The site is located on the south banks of the River Wear, just north west of Sunderland City Centre.

The site was once dominated by the Vaux Brewery, which ceased operation in 1999. The historic maps below show how the site has changed between the late 19th century and the late 20th century.





Historic Context



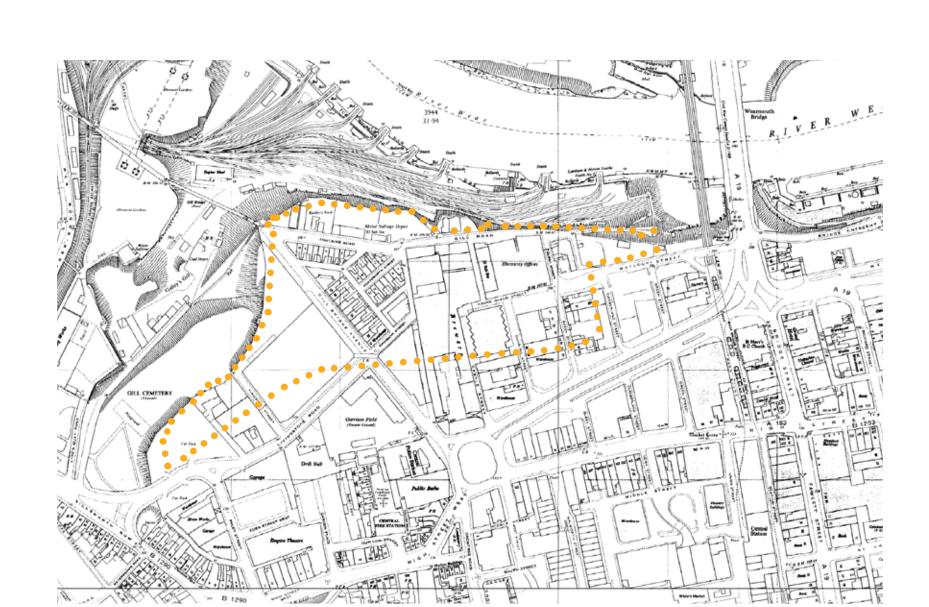
1897

The embankment is dominated by rail lines. The Vaux Brewery, founded in 1837 can be seen on the site.



1941

The Garrison Field Parade Ground, Fire Station and Empire Theatre can be made out on the map. Later, new road configurations will drastically change the layout of this area.



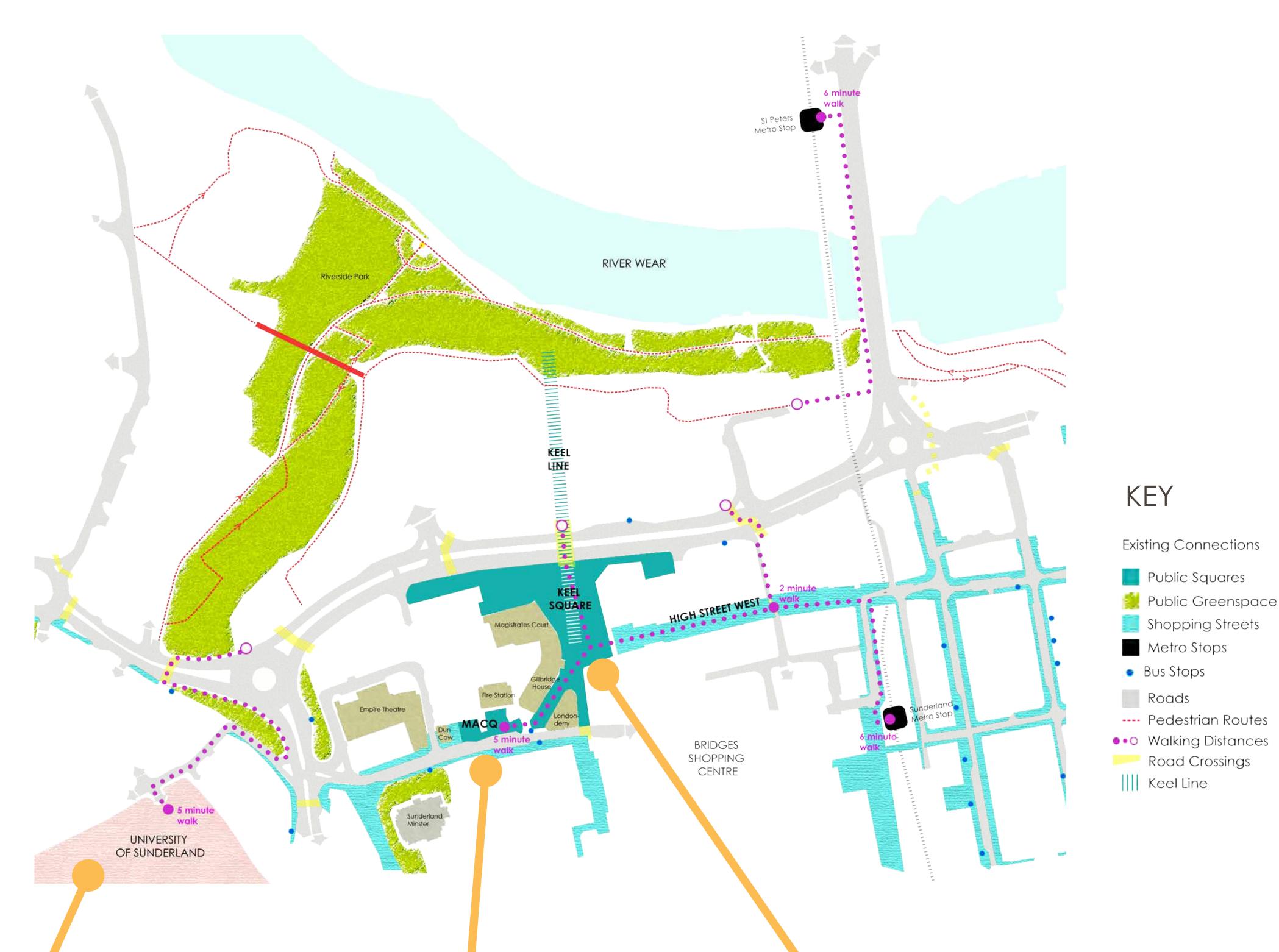
1970

The roads surrounding the site have been widened to make more room for cars, eroding the tight street grids. This map shows the centre before the Bridges was built in 1988.

Connections

The masterplan has been designed to maximise physical connections into and out-of the site, as well as making the most of views to the riverside.

The Keel line acts to draw people into the site as well as connect it to Keel Square, the high street, University areas and MAC Quarter which is under development.



The Local Area



University of Sunderland

City Campus

The University hosts 20,000 students. Buildings on the city campus include the Murray Library, Design Centre, CitySpace Gym and Leisure Centre and the Sciences Complex.



Music, Arts and Cultural Quarter

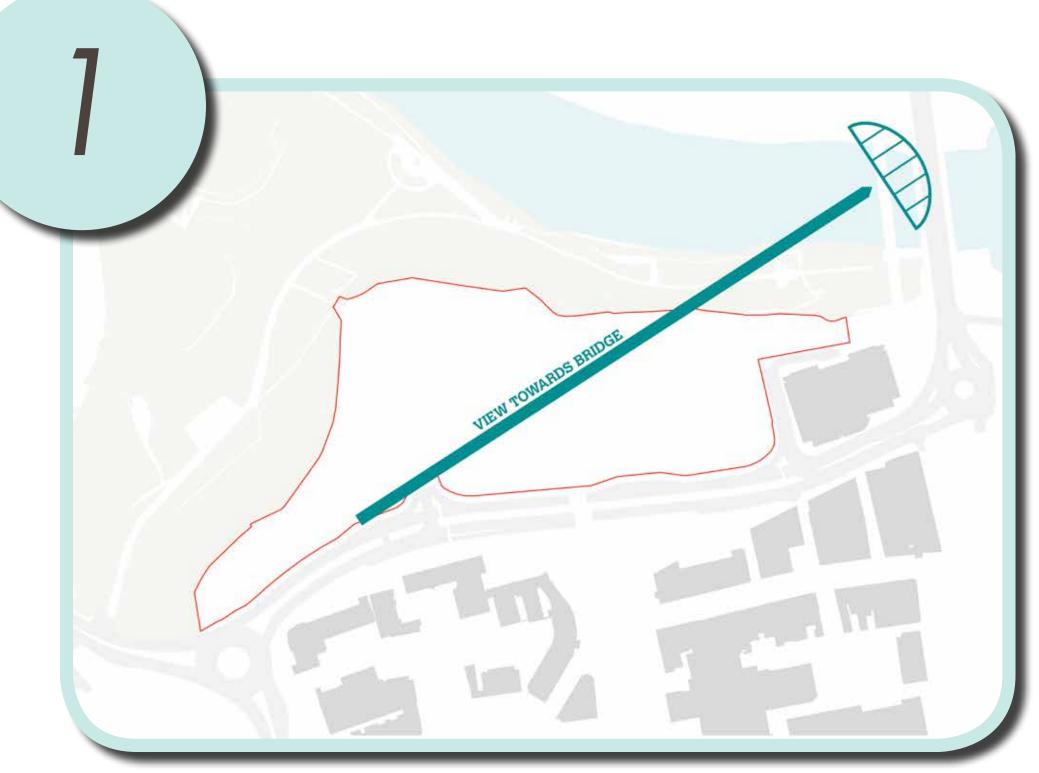
Incorporating the newly refurbished Dun Cow Pub, the Londonderry and Empire Theatre. Plans will see a new square created in-front of the old fire station, which will be turned into a music and arts venue.



Keel Square

A new public square, completed this year and decorated with trees, fountains and benches. Work has started on the Keel Line, a piece of artwork, which will stretch from the new Square to the cliff-edge, celebrating Sunderland's maritime and industrial heritage.





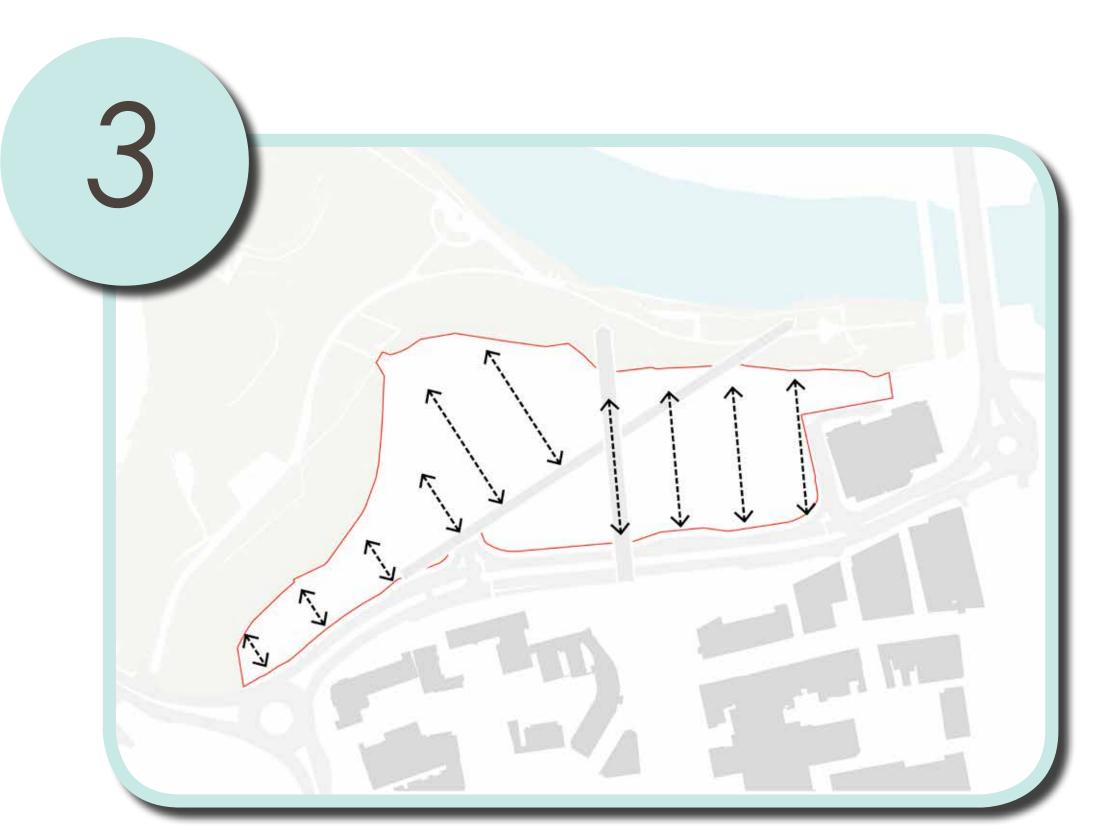
View towards the bridge: from Livingstone Rd and St Mary's Way

Design Principles

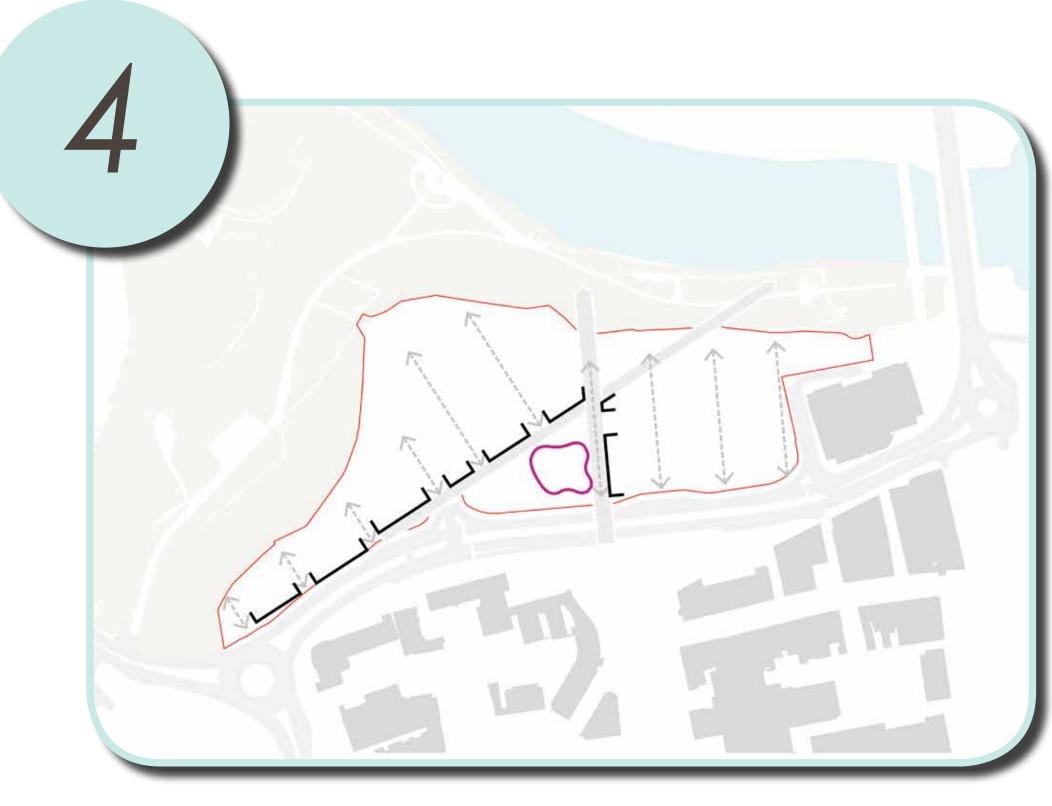
The following diagrams illustrate key elements which have influenced the design of the masterplan:



Keel Line: running from Keel Square to the cliff-edge



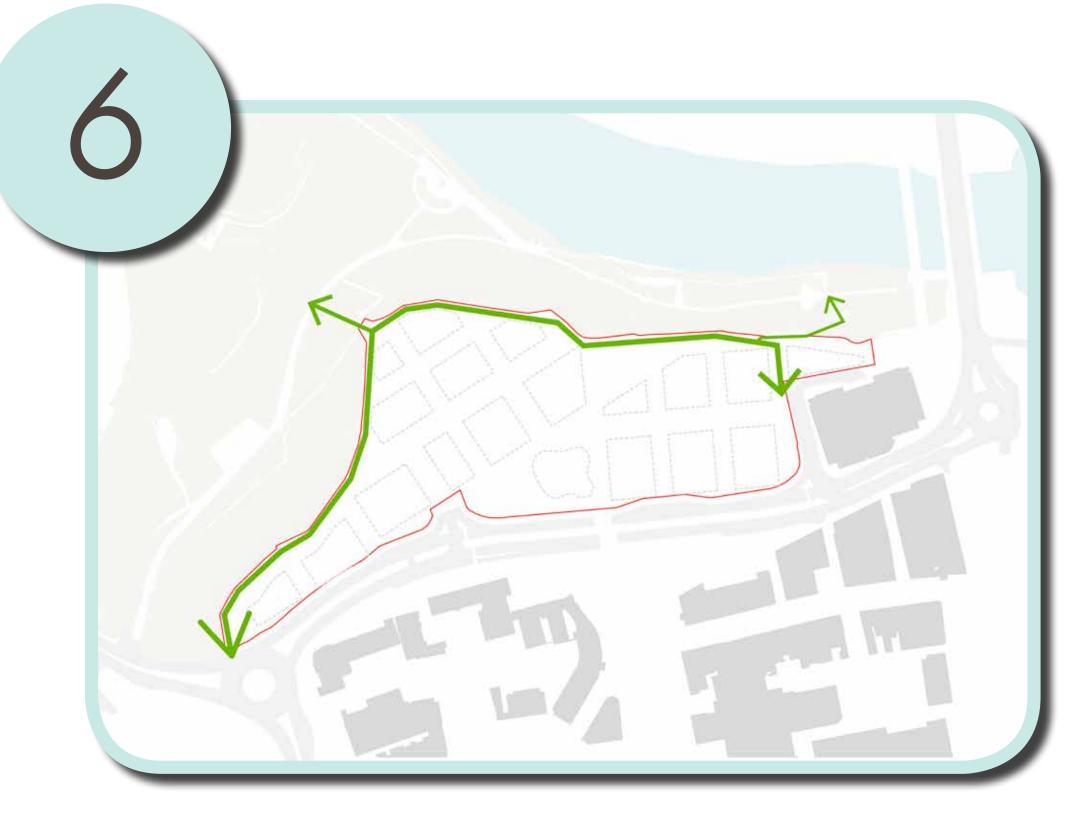
Two grids: to connect the site to St Mary's Way



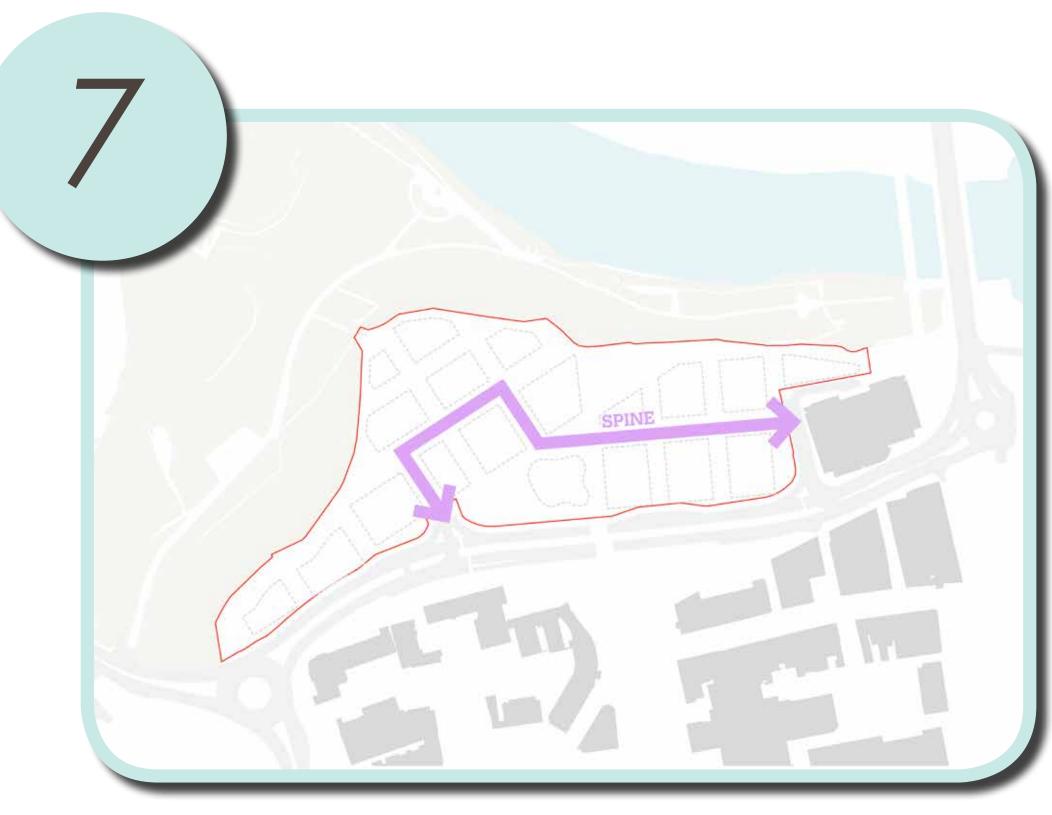
Pivot: creating a central area to the scheme following the new grid



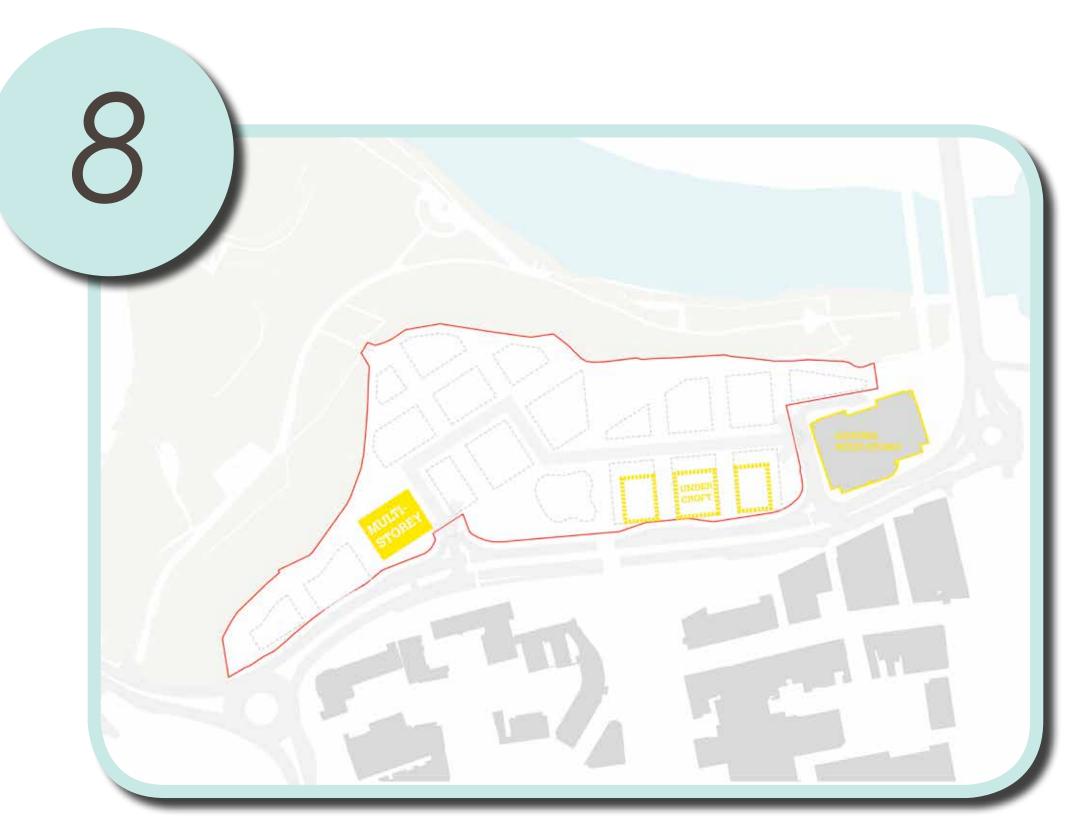
Building line: all buildings face onto the street



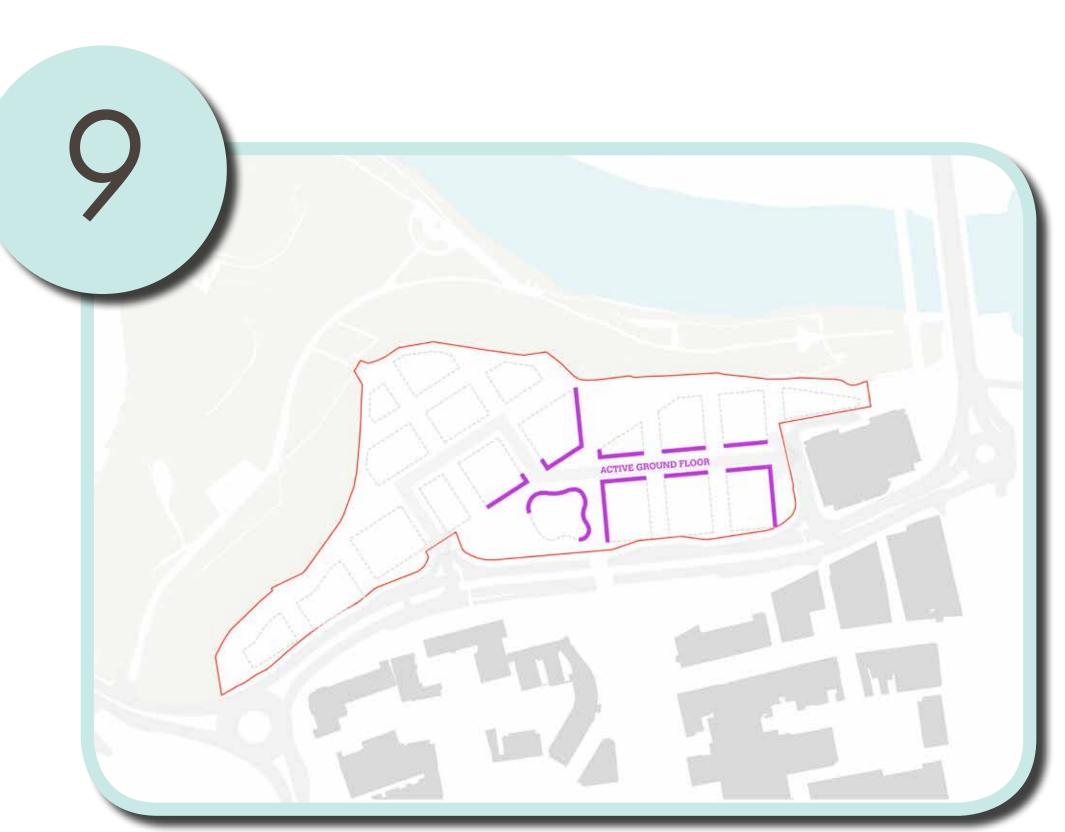
Cliff top edge: circular pedestrian and cyclist route with views to the river and embankment



Vehicular spine: primary vehicular access through the site



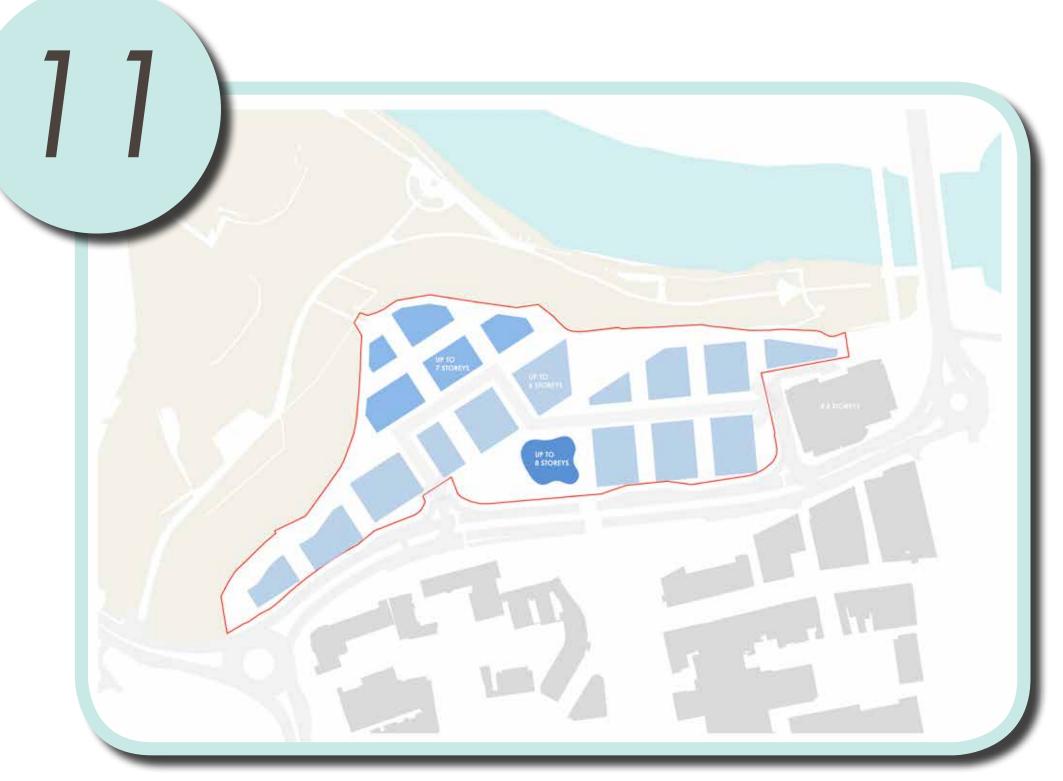
Parking strategy: provides parking off vehicular spine



Active ground floor: leisure and retail at the heart of the scheme to create a vibrant centre



Mix of uses: promotes variety and allows for flexibility



Heights and massing: step up in building heights from 6 storeys to 7 then 8 storeys

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PROPOSALS FOR THE FORMER VAUX BREWERY SITE

Landscape Strategy

Our Landscape Architects are in the process of drawing up a

What's this all about?

The former Vaux Brewery is a key site within Sunderland City Centre. The proposals displayed on this board are for a mixed-use development which will combine new public spaces with restaurants, cafes, office and leisure spaces.

The north west corner of the site has been dedicated to residential uses with fantastic views over the Wear.

The Keel Line, a pedestrian link from the new Keel Square to the cliff-edge will connect the site with the Riverside park, city centre, new developments at the MAC Quarter, the High Street and the Bridges Shopping Centre.

Project Timeline:





-Creating Connections: —

One of the key objectives of the masterplan is to provide a scheme which is well connected to the city centre. The linear layout of streets provide maximum movement through the site, as well as providing numerous new access points onto St Mary's Way. Further connections include:

a. Incorporating the new Keel Line - which extends into the site. Plans are being drawn up to provide a promontory which could also connect the Keel Line to Riverside park below.

b. Providing a pathway along the entire edge of the cliff



Creating Activity: _

provide active streets, with shops, cafes, restaurants and leisure uses occupying ground floors, leading to active public spaces.

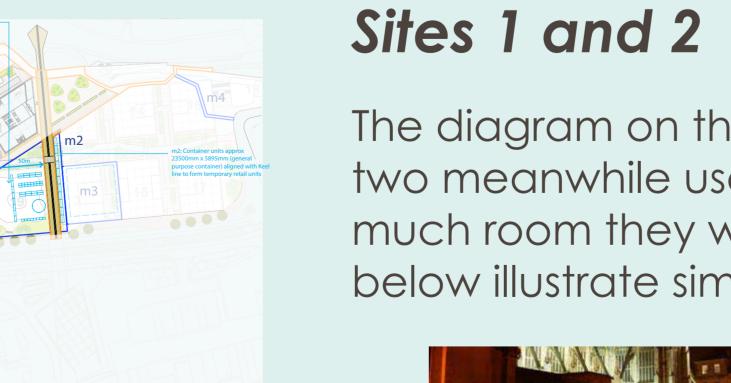
invite people into the site to enjoy views food, drink and music festivals.

We are also developing ideas to animate the cliff-edge to include a restaurant embankment.

and we want to create spaces which

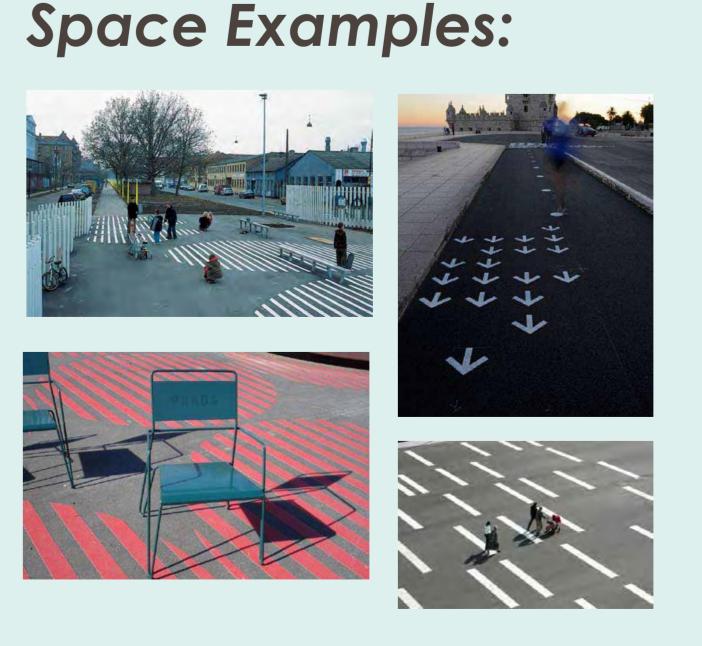
Meanwhile Uses











Temporary Event



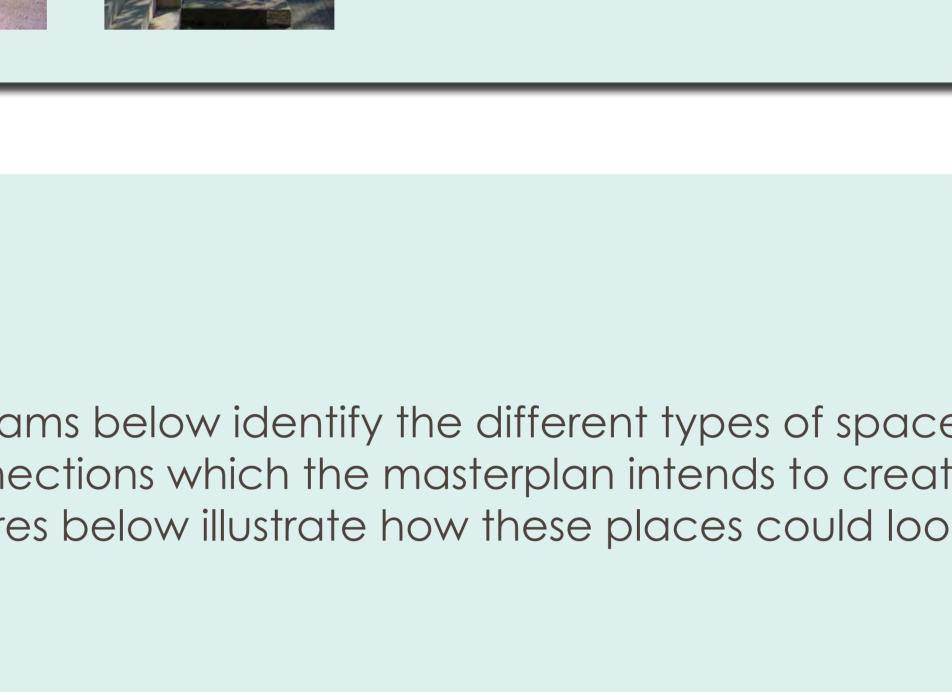


Streets Boulevards Communal Streets

> Streets with Vistas

Places



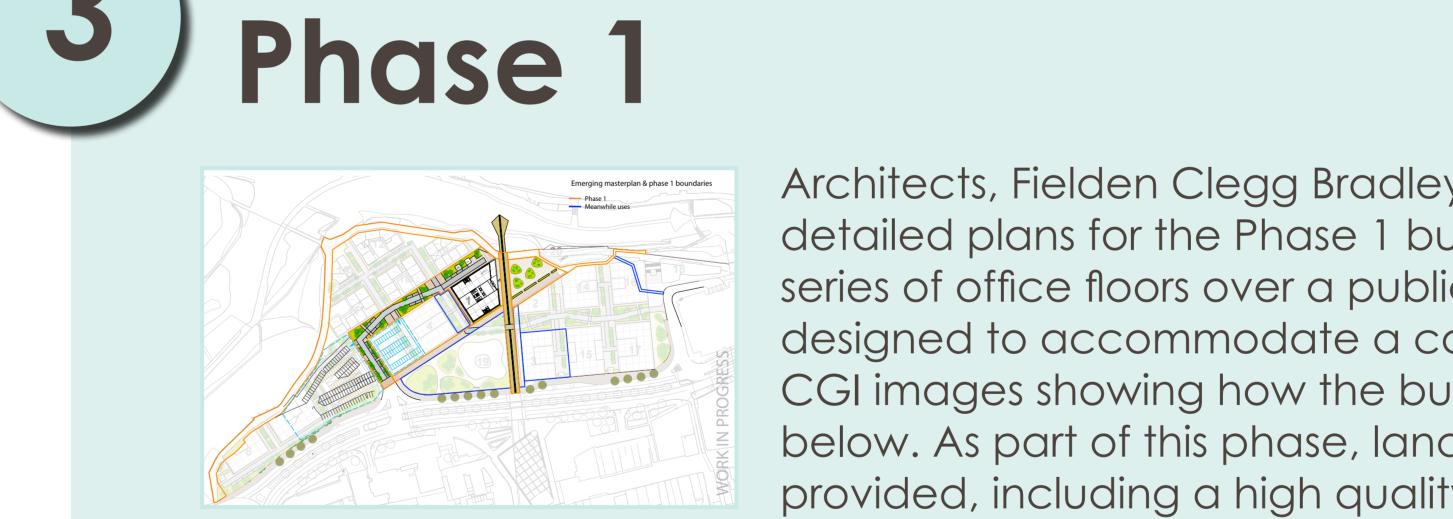


Cliff-top promenade

















Phase 1

7 The Brief

Building 1, together with the completed Keel Line will form the anchor for Phase 1 of the Vaux Site. The building provides a series of office floors over a publicly accessible ground floor, designed to accommodate an exciting mix of retail, café and restaurant offers. As an office building, it is aimed to attract a variety of prospective tenants, both in terms of their size and their type, environmental agenda, capital and running costs.

This results in the honest use of materials, exposed structural elements and simple but carefully considered detailing.

The proposal for the building is for it to have strong horizontality on the exterior that offers opportunities for shading and intermittent opening windows. The courtyard facades, to complement this has a vertical language.

2) The Layout

The concept for the building is simple and strong. The upper levels of the building are arranged in a 'horseshoe' that creates an east facing open courtyard. The courtyard becomes the focus of the workplace, facing onto and framing a view of Wearmouth Bridge. The lower levels of the building are set back from the Keel Line, and are accessed off a covered, public colonnade that again overlooks the Bridge and the North Sea beyond.

3 Character

The architectural language of the building draws inspiration from the maritime and industrial heritage of the site and its adjacent riverside areas. At a large scale this can be found in the giant girder that supports the building along its front, and the 'Liner' like horizontal facades of the building above. At a smaller scale the building will have details, such as perforation patterns to the façade, that will reflect the manufacturing activity of Sunderland's past.

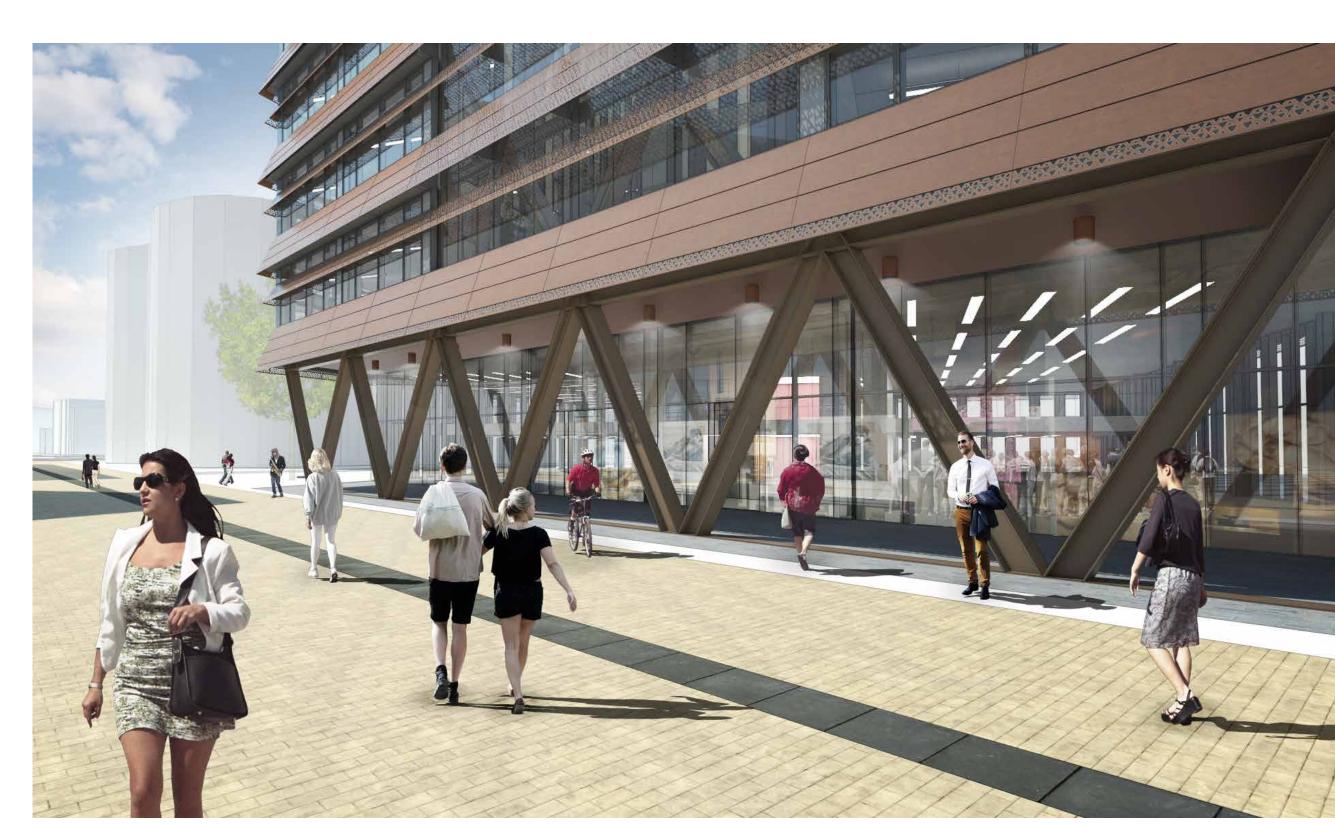
4) Materials

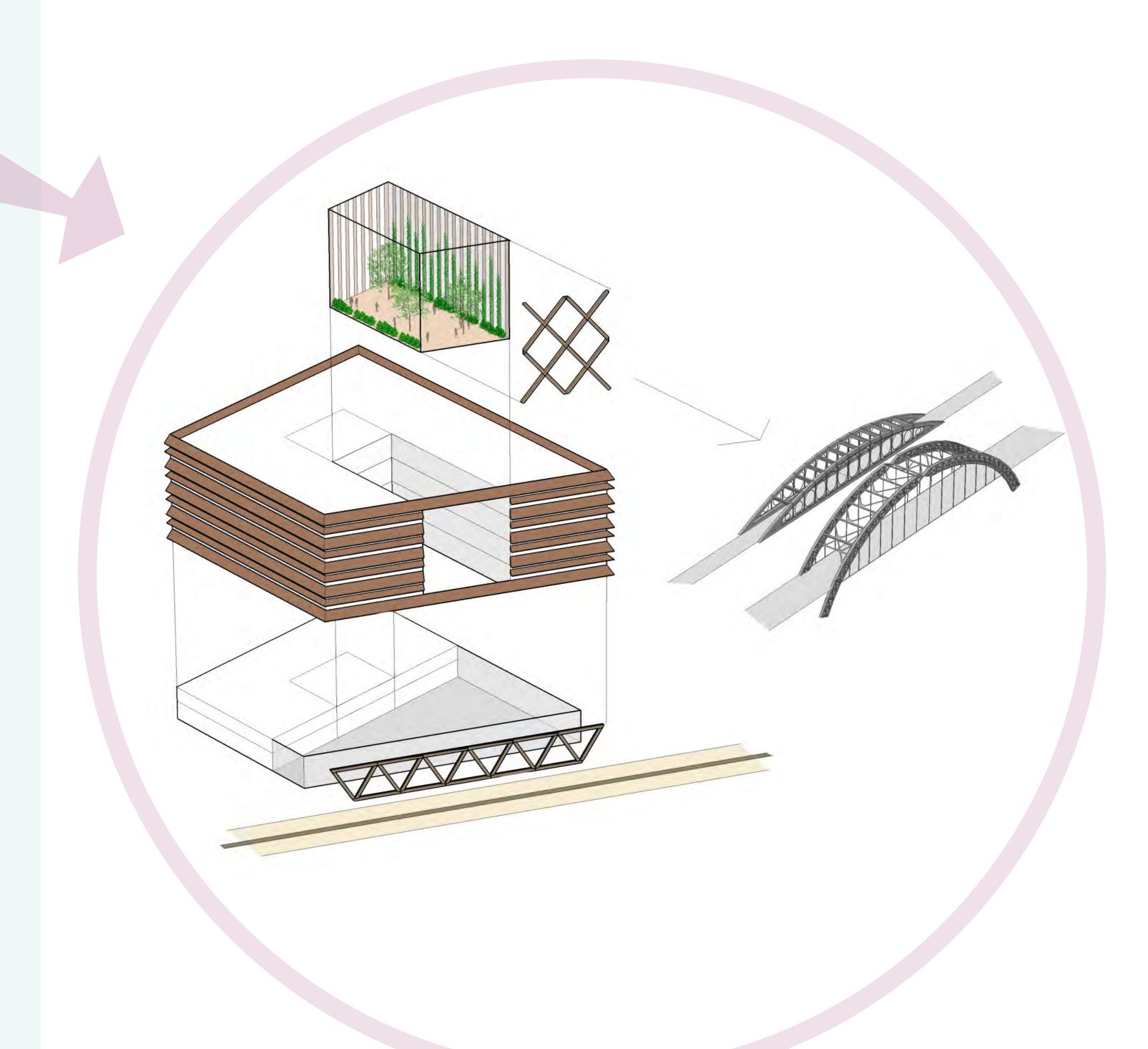
In reference to the metal working associated with Sunderland's shipbuilding and industrial heritage, the external material of the building is of a bronze/brass appearance. It will catch the light during the day, as well as be illuminated in the evenings.

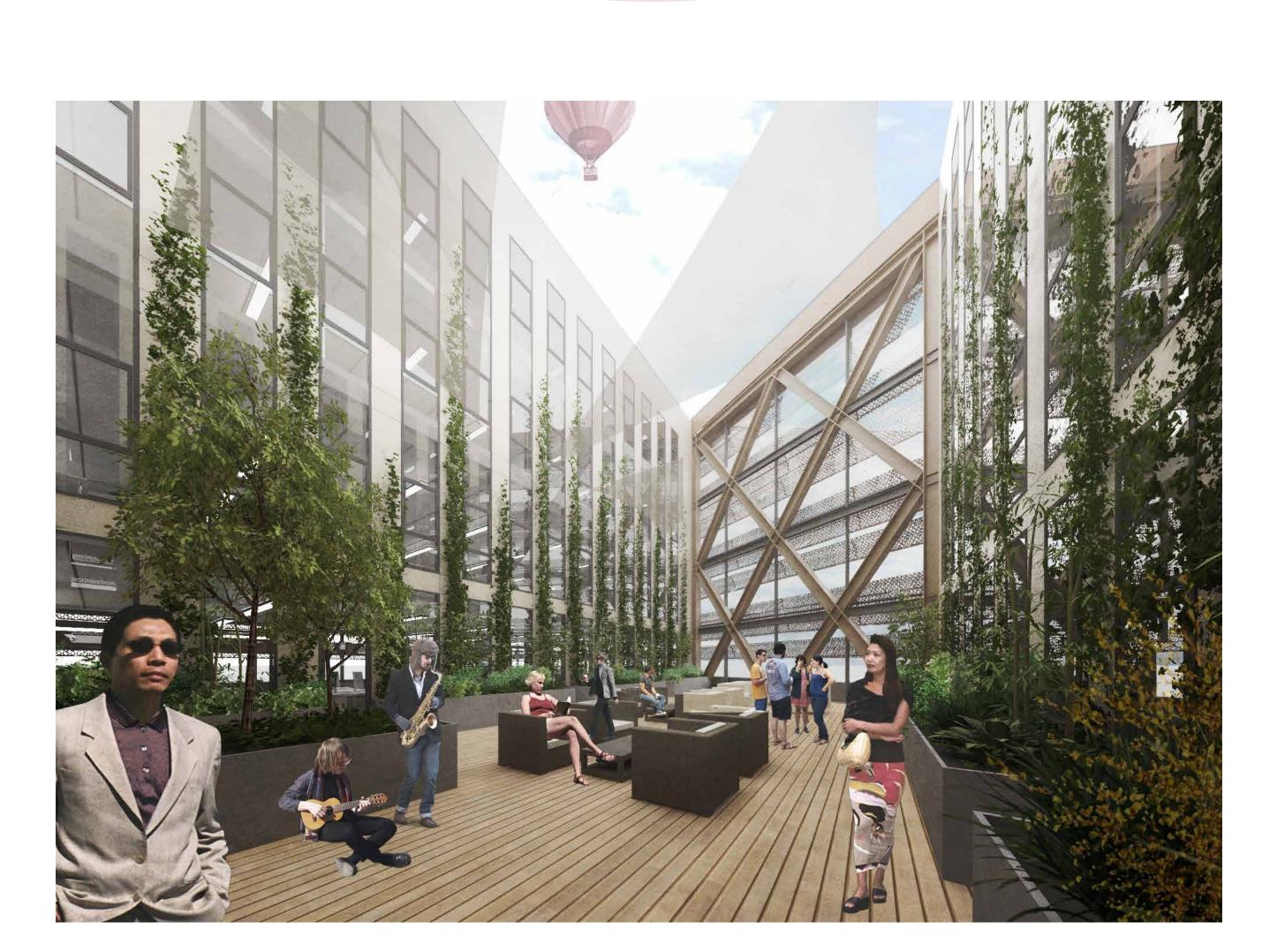
5) Environmental Agenda

The building has a strong environmental agenda. In developing the building as a healthy workplace, it is fully naturally ventilated and passively cooled. The verdant courtyard at the heart of the building lets fresh air deep into its core. Opening windows are provided throughout, and generous floor to ceiling heights both help the natural ventilation as well as allow daylight deep into the building. Exposed concrete ceilings provide 'Thermal Mass' that helps keep the building warm in winter and cool in summer.













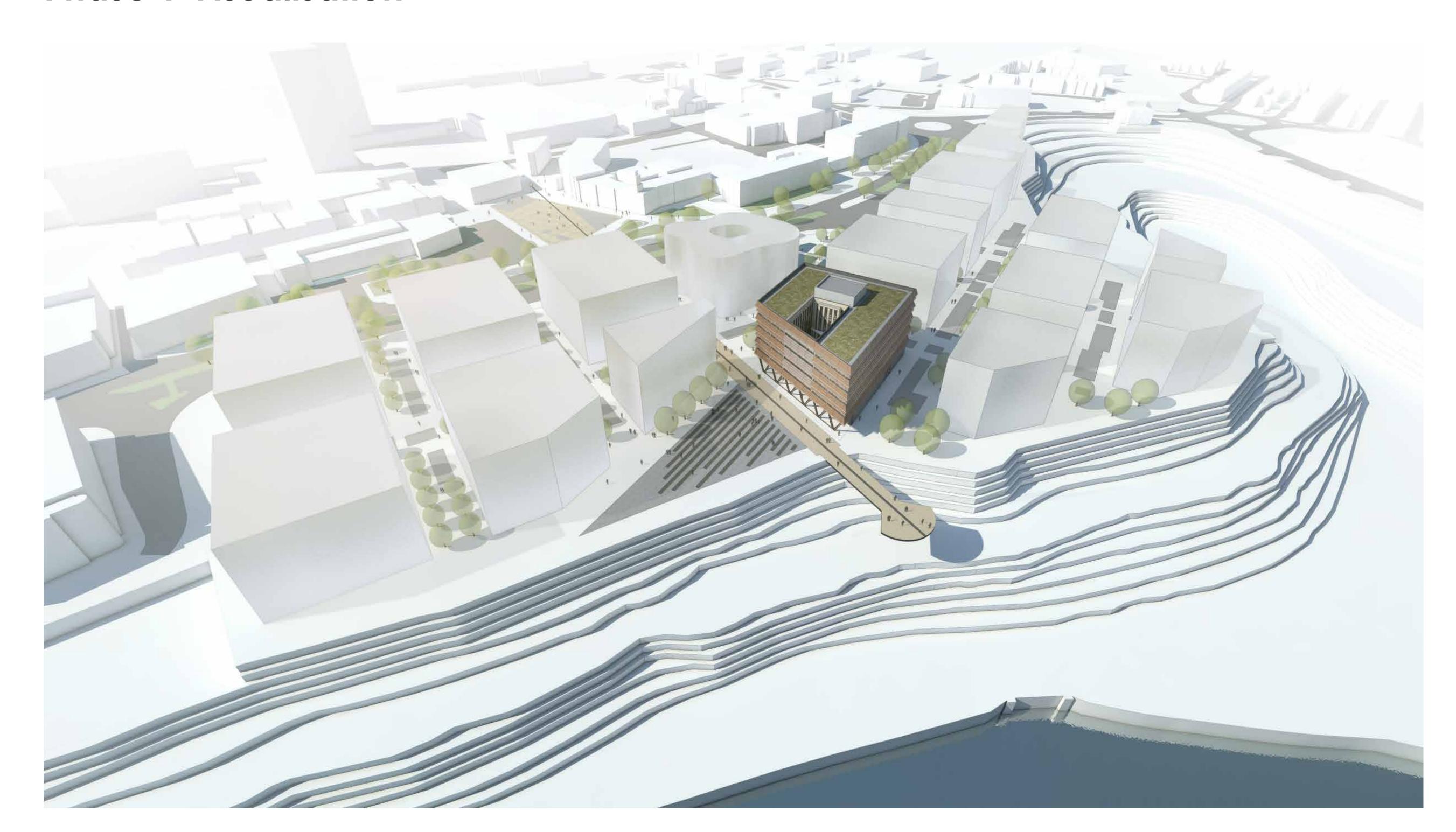
FeildenCleggBradleyStudios

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Phase 1

Phase 1 Visualisation

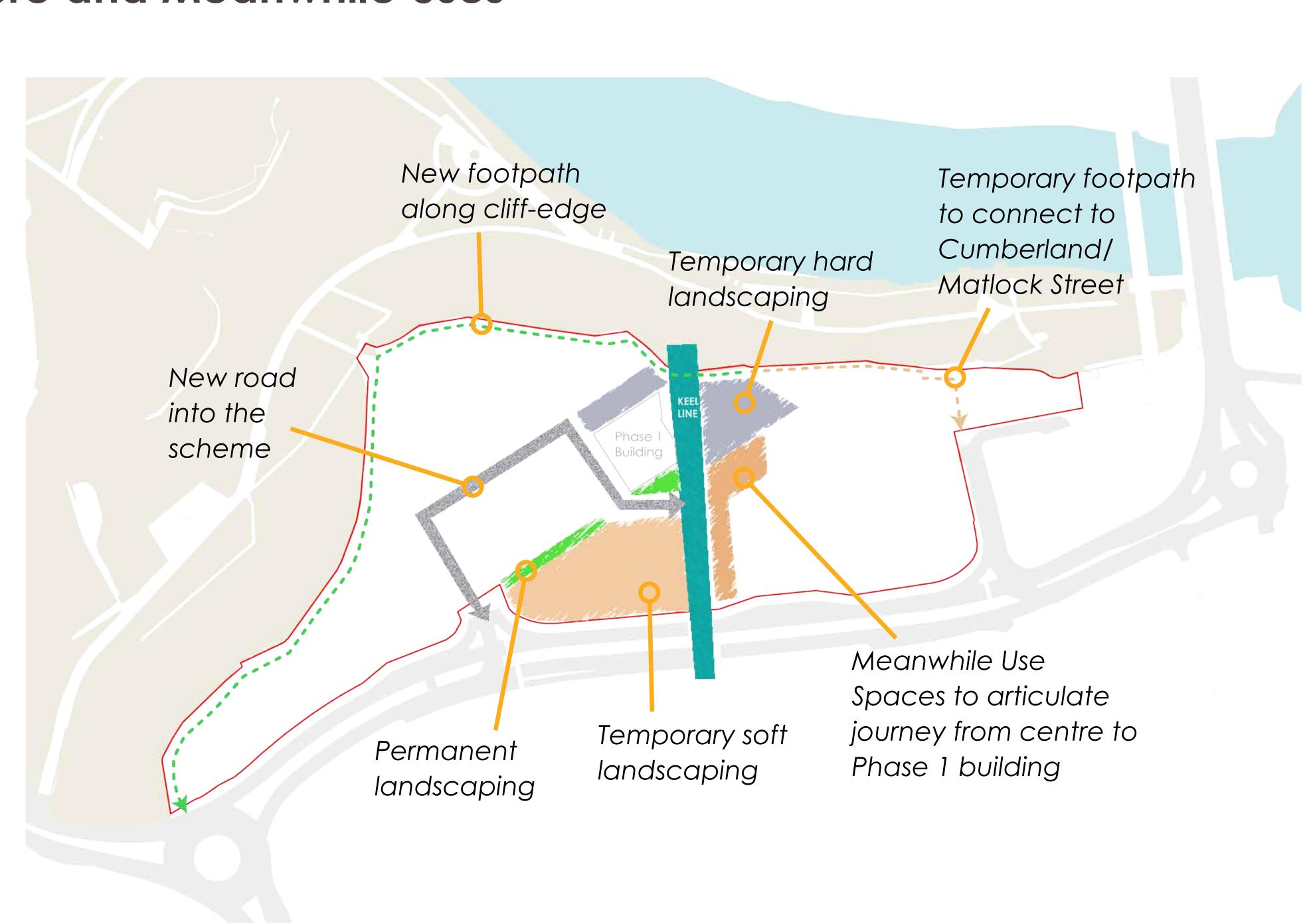


Phase 1 Infrastructure and Meanwhile Uses

The diagram on the right shows the infrastructure which will be constructed as part of the first phase of development.

One of the key principles of the development will be to make sure the site is attractive and being used during the early construction phases.

These spaces will be landscaped and open for people to enjoy or hold events and exhibitions- examples of how these spaces could be used are detailed below:



1

Events & Exhibition Spaces



Garden of 10.000 Bridges, West 8, Xi'an International Horticulture Exhibition, China



Pop-up Airstream gig at Ouseburn Festival 2014



View Tube: Exhibition Centre, Olympic Park, London

2 Landscaping & Growing Spaces



15 Knots, ATLAS and Forbes Lipschitz, Jardins de Metis International Garden

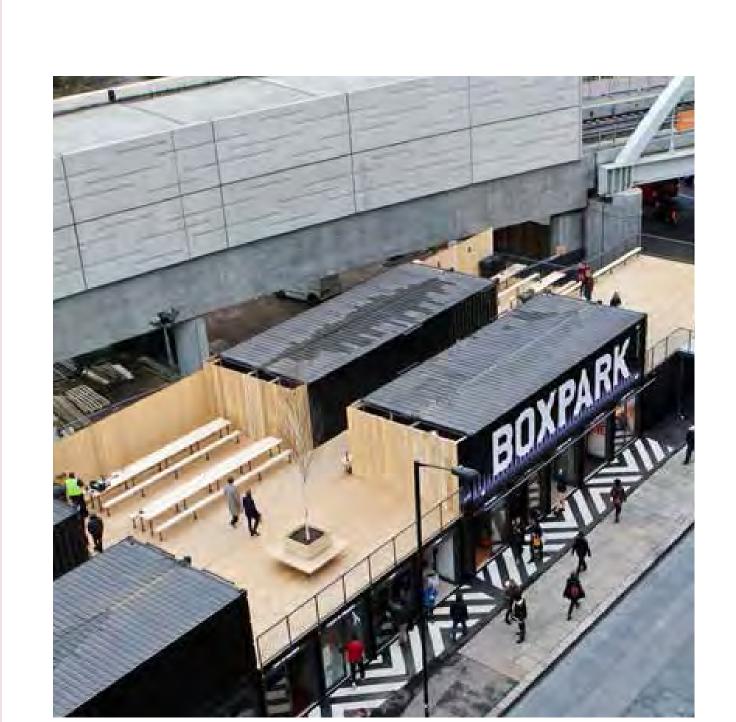


Flow Line, Michael McGillis, Auvergne, France

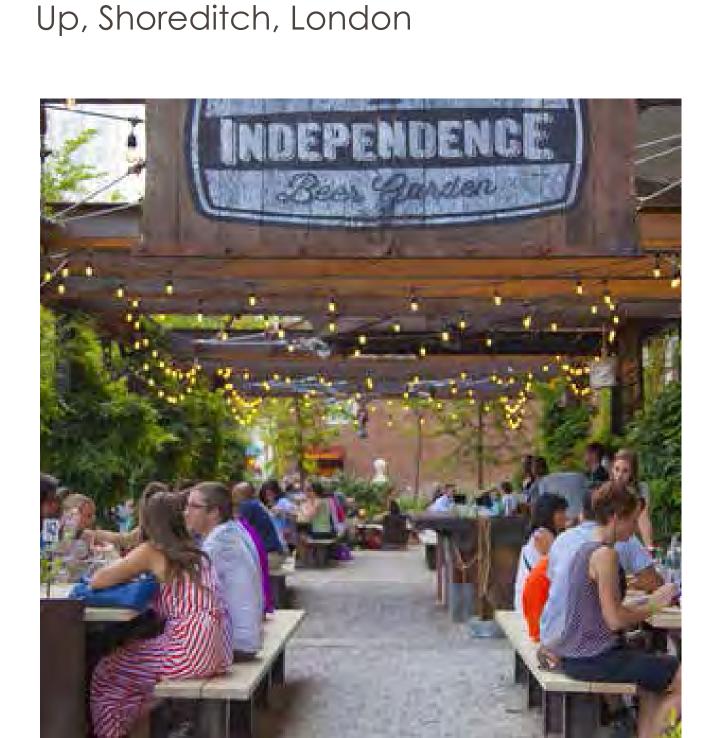


Reaseheath College garden, Dig the City 2015, Manchester City Centre

3 Temporary Structures



BOXPARK: Food, Drink and Fashion Pop-



Pop-up Beer Garden in Philadelphia © M. Fishetti/VISIT PHILADELPHIA™



Roker Pods, Marine Walk, Sunderland

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Consultation Responses

Over 400 people attended the public consultation we held in September and we received 136 responses to the questionnaire. We have responded to some common comments below:









Is there demand?

One of the main aims of the masterplan is to provide Grade A office space in Sunderland City Centre. There is virtually no Grade A space at present, which means companies requiring this space are taking their business elsewhere.

The purpose of the masterplan is to attract investors and create demand, whilst at the same time providing a well-thought out scheme which makes the most of the site. It allows each development block to be built separately, as occupiers and investors come forward, but means once everything is built out, each block is in keeping with the site as a whole.

Tenants and occupiers are likely to want to move into a building which is built and ready to go before they sign any contracts - this is why the process has to be managed as a whole - building investor confidence, getting funding for the space and getting the right occupiers in. igloo Regeneration are leading property experts and have been brought in to manage this process.

Could the buildings be higher?

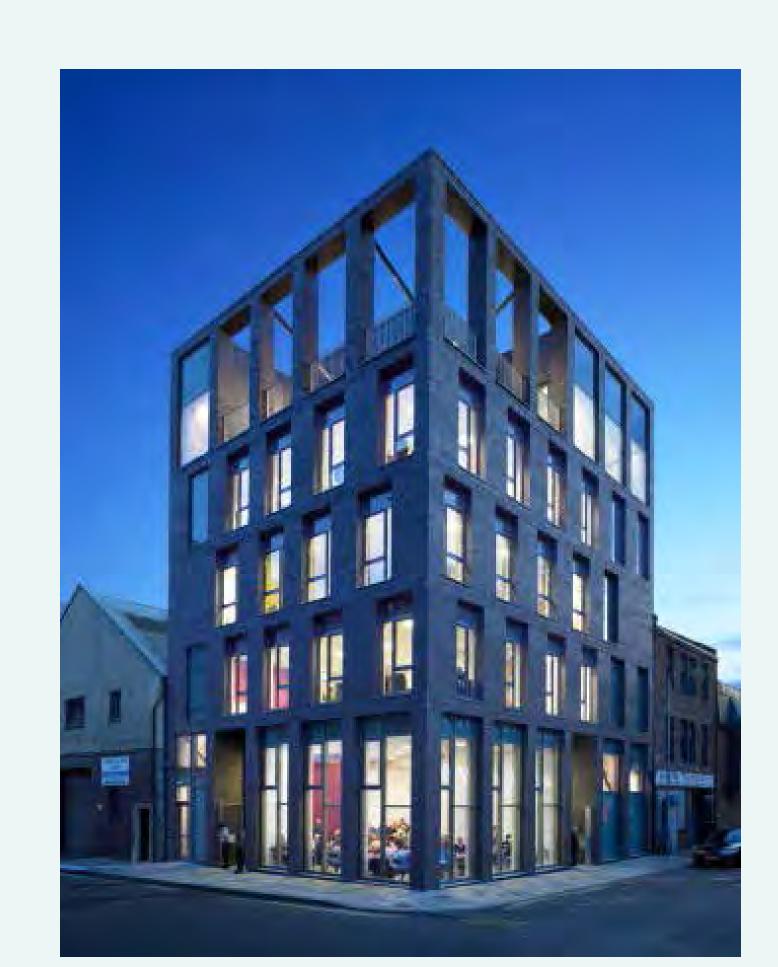
We received a number of comments on the height of the buildings. We feel that the heights proposed will create streets which are vibrant from the ground up, but in line with comments we have raised the current heights of the residential buildings up to 7 storeys and the office buildings up to 6 storeys.

The extra floorspace produced by much taller buildings would exceed the potential demand for the site, but the masterplan can accommodate higher buildings in a number of places, should demand increase in the future.

We think the building heights now showing, alongside the 8 storey iconic building proposed for the centre of the site, will create a really interesting scheme. We have provided some precedent images of how this scale of building could look:







Will a pedestrian bridge over the Wear be provided?

A pedestrian bridge is not being proposed as part of this scheme due to this being economically unviable. However, should a bridge become viable in the future, it could still be integrated into our scheme at a number of locations. Instead we have focused on providing improved pedestrian and cyclist connections to the city centre, along the cliff edge and to Wearmouth Bridge, where pedestrians can cross the river at present.

Feedback from the Questionnaire:

On a scale of 1 to 5, to what extent do you think the proposals achieve our objective of supporting investment and regeneration in **Sunderland City Centre?**

Does not

Achieve

Achieve

14%

28%

37%

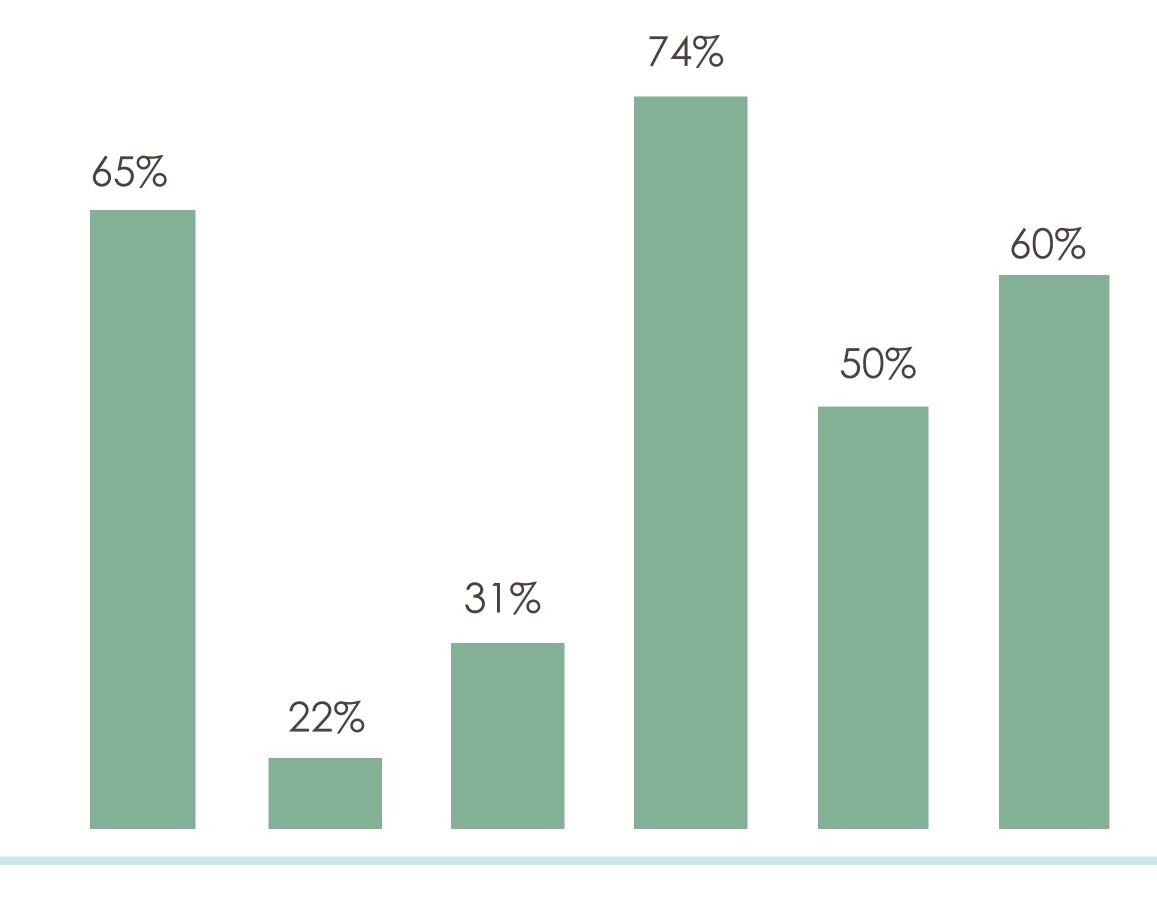
Achieves

Achieves

On a scale of 1 to 5, to what extent do you think the proposals achieve the aspiration of creating a development which enhances connections and views out to the embankment and River and back into the city centre?

37% 25% 14% 14% 10% Does not

Meanwhile spaces: Our proposals will incorporate a strategy for temporarily using parts of the site which are not being used for the first phases. Which of the following uses would you most like to see on the site?



Pop-up food and drink

festivals

spaces, e.g. allotments

Growing

facilities

Sports

Space for music festivals

Temporary exhibition spaces

Green spaces, e.g. lawns and places to sit

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Please click the survey link below to provide us with your feedback on the proposals for the former Vaux Brewery site: