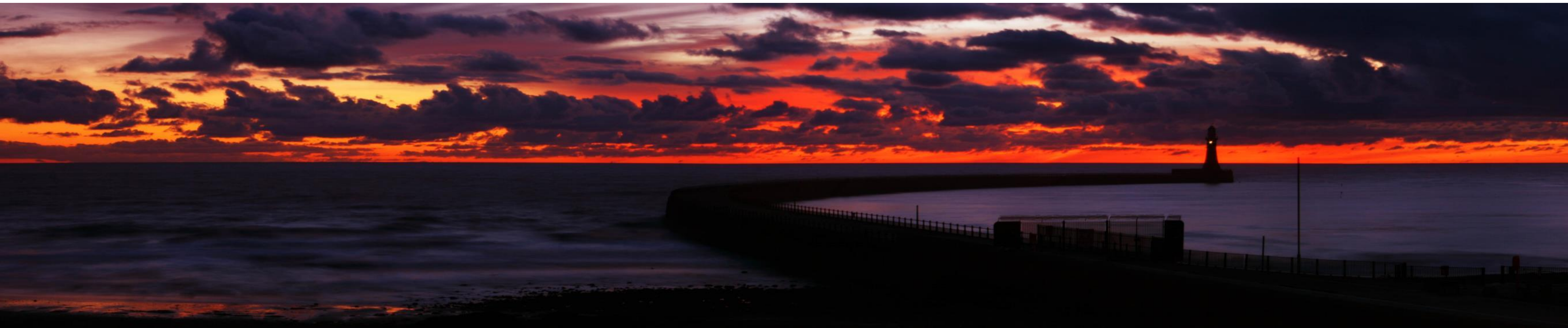
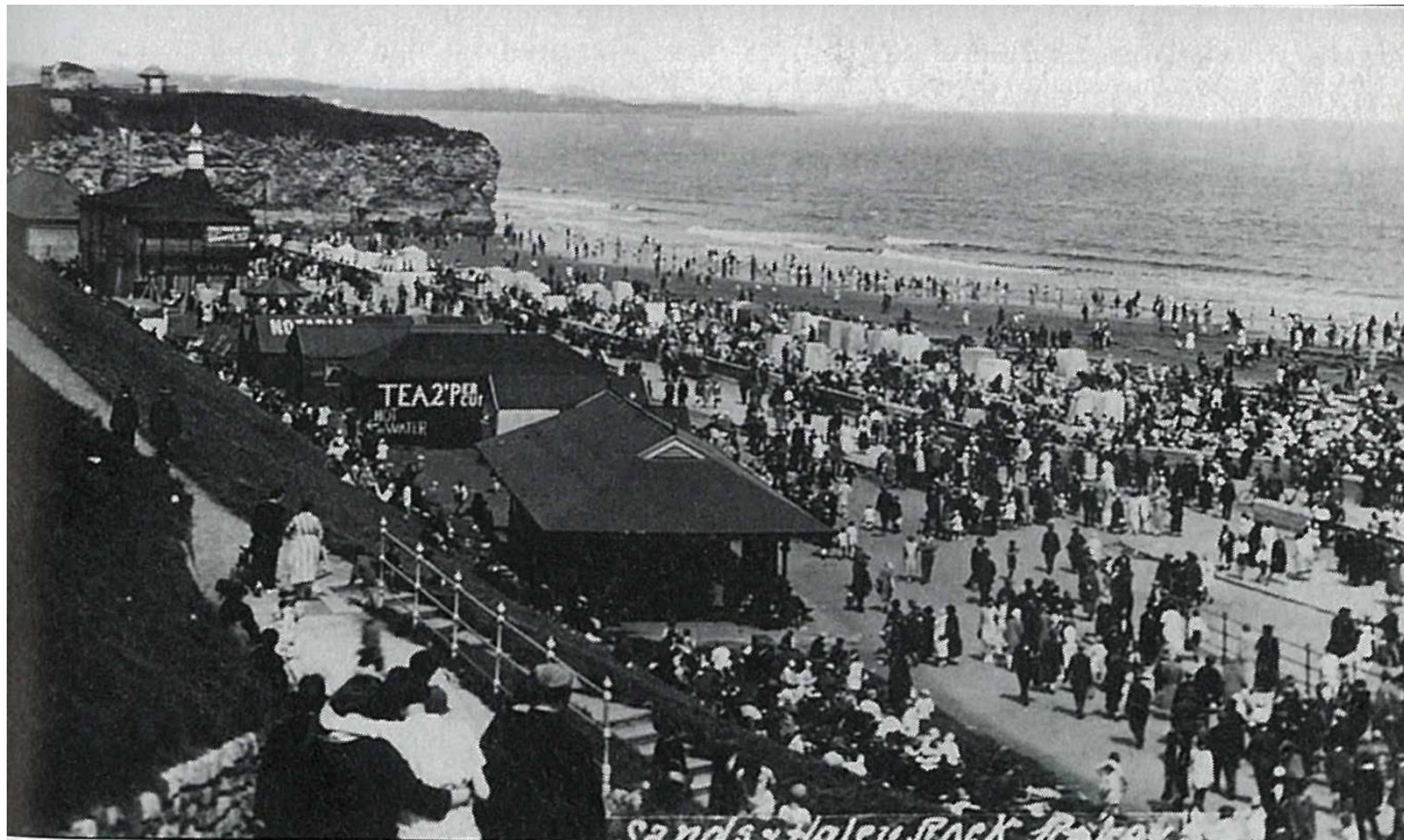


# Sunderland Seafront Regeneration



Dan Hattle and Kevin Johnson









Seafront Regeneration

  
Sunderland  
City Council





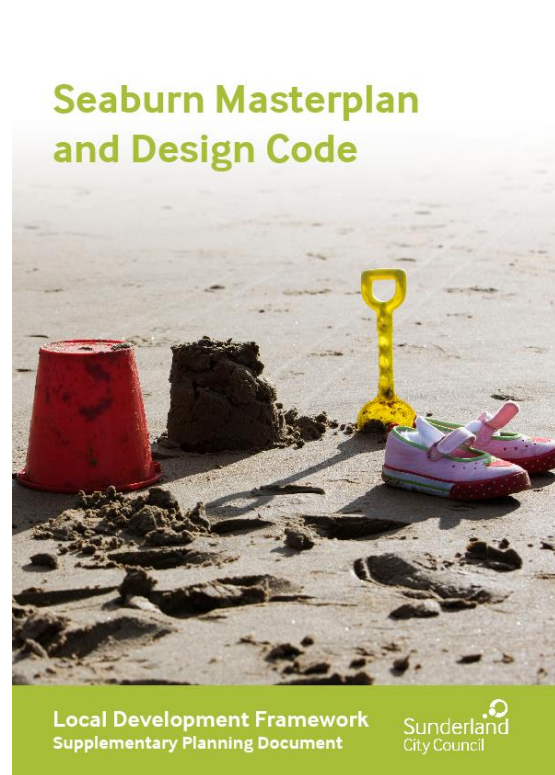
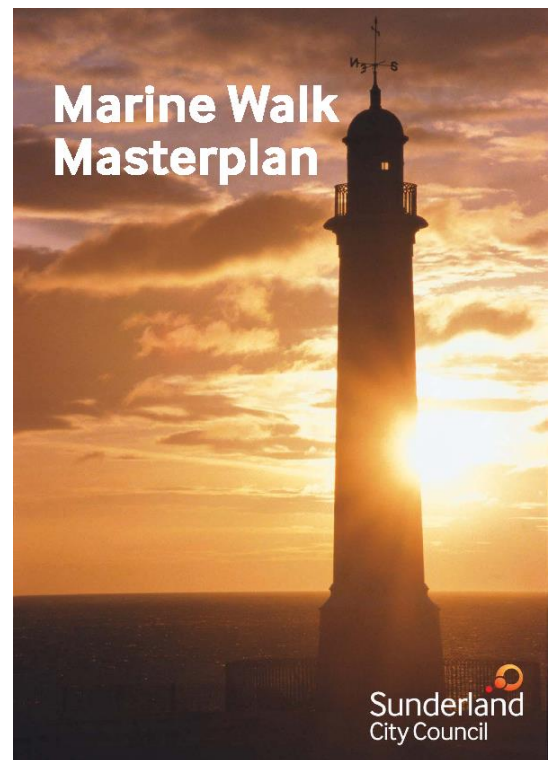
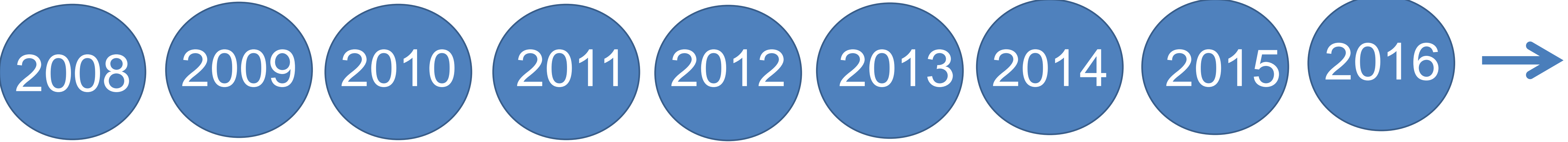
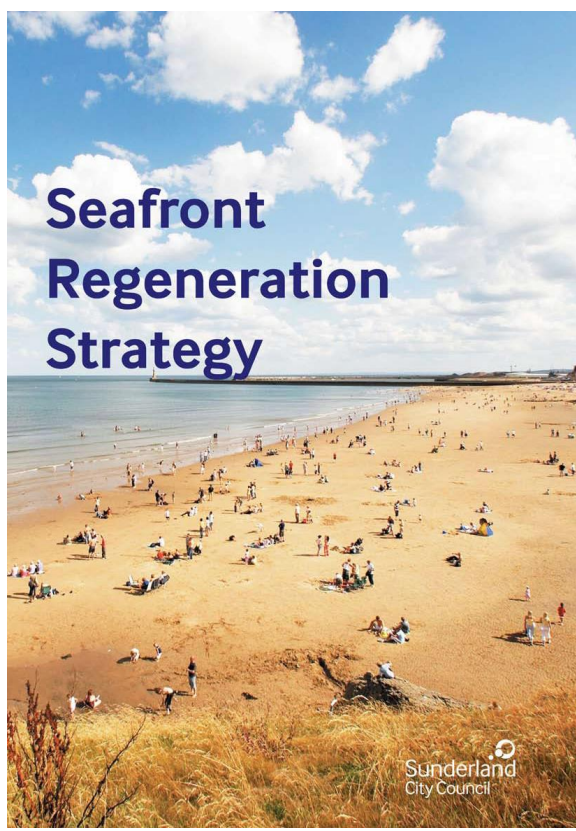
Seafront Regeneration





Seafront Regeneration





2008  
£65k



2016  
£9m +

Seafront Regeneration





# A Vision and Seafront Regeneration Strategy

- **THE VISION:**

*“Building on its unique natural environment and rich heritage, the seafront will be an attractive, safe, clean and accessible destination for all residents and visitors that the people of Sunderland can be proud of....It will be a welcoming place to enjoy all year round, which offers activities and events for everyone.”*

- **Consultation outcomes and vision inform the Seafront Regeneration Strategy**
- **The strategy and vision underpin all regeneration project work at the seafront**
- **Adopted by the City Council 2010**



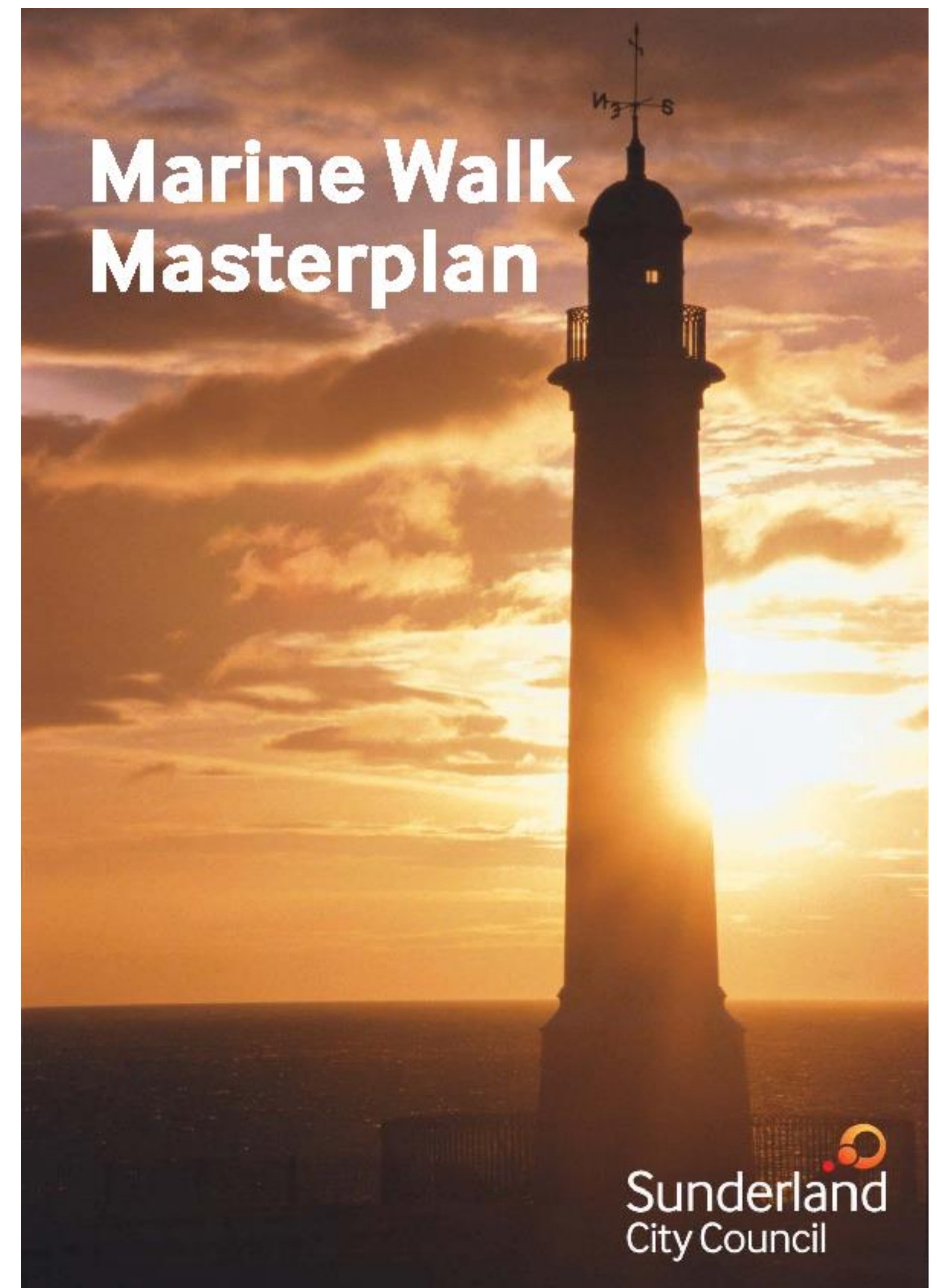


# Marine Walk Masterplan

## VISION FOR MARINE WALK

*“Roker will be an area to relax and enjoy the attractive natural environment”*

- **Indicative masterplan layout**
- **Heritage and natural environment - led**
- **Sea Change Funding role**
- **Supplementary Planning Document (SPD)**  
- a ‘material planning consideration’



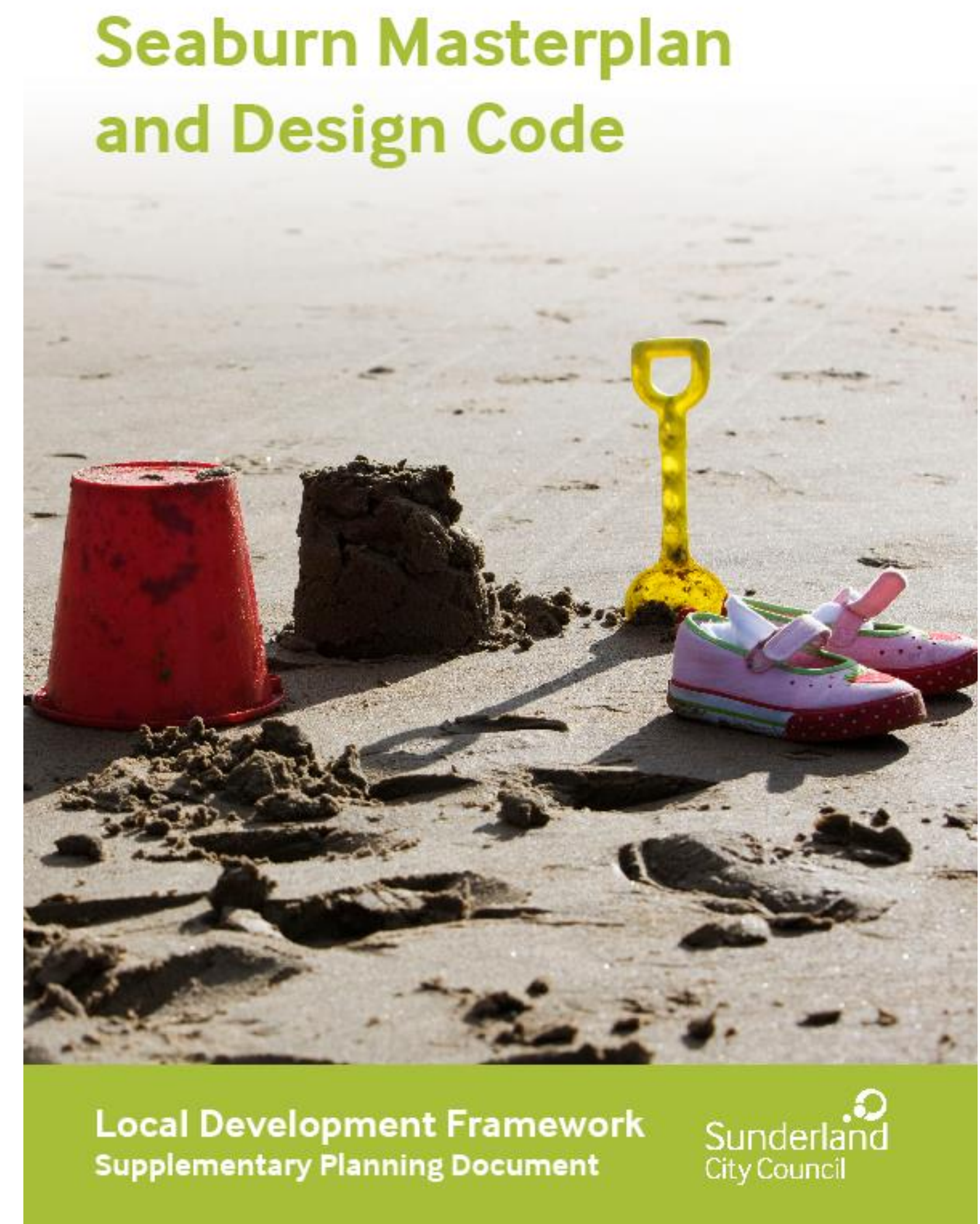


# Seaburn Masterplan

## VISION FOR SEABURN

*“Seaburn will be a family focused resort offering high quality indoor and outdoor facilities, providing activities and events for everyone”*

- **Planning and development guidance**
- **A design code and indicative layout**
- **Comprehensive, mixed use, leisure-led development**
- **Supplementary Planning Document (SPD)**  
- a ‘material planning consideration’







# Seaburn Phase One

Seafront Regeneration





# Roker Phase One

Seafront Regeneration





## Roker Phase Two





# Seaburn Phase 2 (Coastal Communities)

Seafront Regeneration





## Roker Pier and Lighthouse

Seafront Regeneration







# Seaburn and Roker: Private Investment

## THE PRIVATE SECTOR

### Jobes Café site

- Residential and commercial mixed-use
- 2<sup>nd</sup> phase now planned

### Seaburn Shelter

- New bar/restaurant

### • Ocean Park (17ha)

- Siglion (SCC, Igloo and Carillion)
- Mixed use leisure and residential (90,000 sqft and 279 resi)





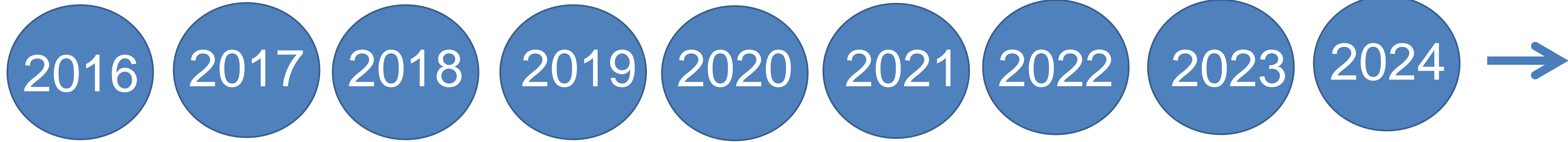






Pier and  
Lighthouse Tours

Future Delivery



New Toilet  
Block

Seaburn  
Development

Events  
Infrastructure

2016  
£1.5m+

20??  
£??m

Seafront Regeneration



# Key Messages

- Engage
- Have a plan (flexibility)
- Think about the funding strategy (what will the funder want?)
- Prioritise
- Momentum
- Awards

