

Sunnyside Sunderland

TOWN.



**City of
Sunderland**

Sunderland
City Council



Department for Levelling Up,
Housing & Communities

Sunniside Review and Masterplan kick off meeting.

A note from TOWN and Create Streets,
January 2023.

- In December 2022, we began gathering a picture of the life and place of Sunniside in Sunderland. Through conversations with stakeholders living, working and operating in the area we began to piece together an initial picture of Sunniside, how it worked as a place - for better and for worse - so we could begin to understand why Sunniside hasn't flourished as a place that has 'great bones'.
- In January 2023, a couple of meetings were held with an initial group of Sunniside stakeholders. By no means all the people of Sunniside but a group diverse enough to check that we were beginning to understand the challenges and aspirations of the area.
- This is the presentation of the meeting. We didn't get all the information right and we've been given leads and signposts to better information. But this is a snapshot of what we understood in January 2023.
- It also sets out the masterplanning process we were beginning.



The Strategic Picture

Sunderland City Plan - a dynamic, healthy and vibrant 'smart' city with greater opportunities for all.

Sunderland Housing Ecosystem - building high quality new homes in the city centre to support population growth.

Place Based Regeneration - addressing local challenges and creating sustainable and vibrant communities

Sunniside - a large area of the city centre that has a lot of potential to support these strategic plans.



A MASTERPLAN FOR SUNNYSIDE

A Masterplan

The masterplan will draw stakeholders together. We feel change has to be delivered with partners.

Change requires a strong vision for the area and coordination and drive to achieve this vision.

We all see the huge potential in Sunnyside and we all want Sunnyside to thrive.

TOWN.

wearetown.co.uk



createstreets.com

**We're starting
conversations, putting
together a picture of
Sunniside now...**

**... and the Sunniside
people want in the
future.**

**It is our job to work with
partners to create a plan to
get us there.**

SUNNYSIDE NOW

Johns
Hairdressing

GENTLEMEN

POST
OFFICE



Timeline

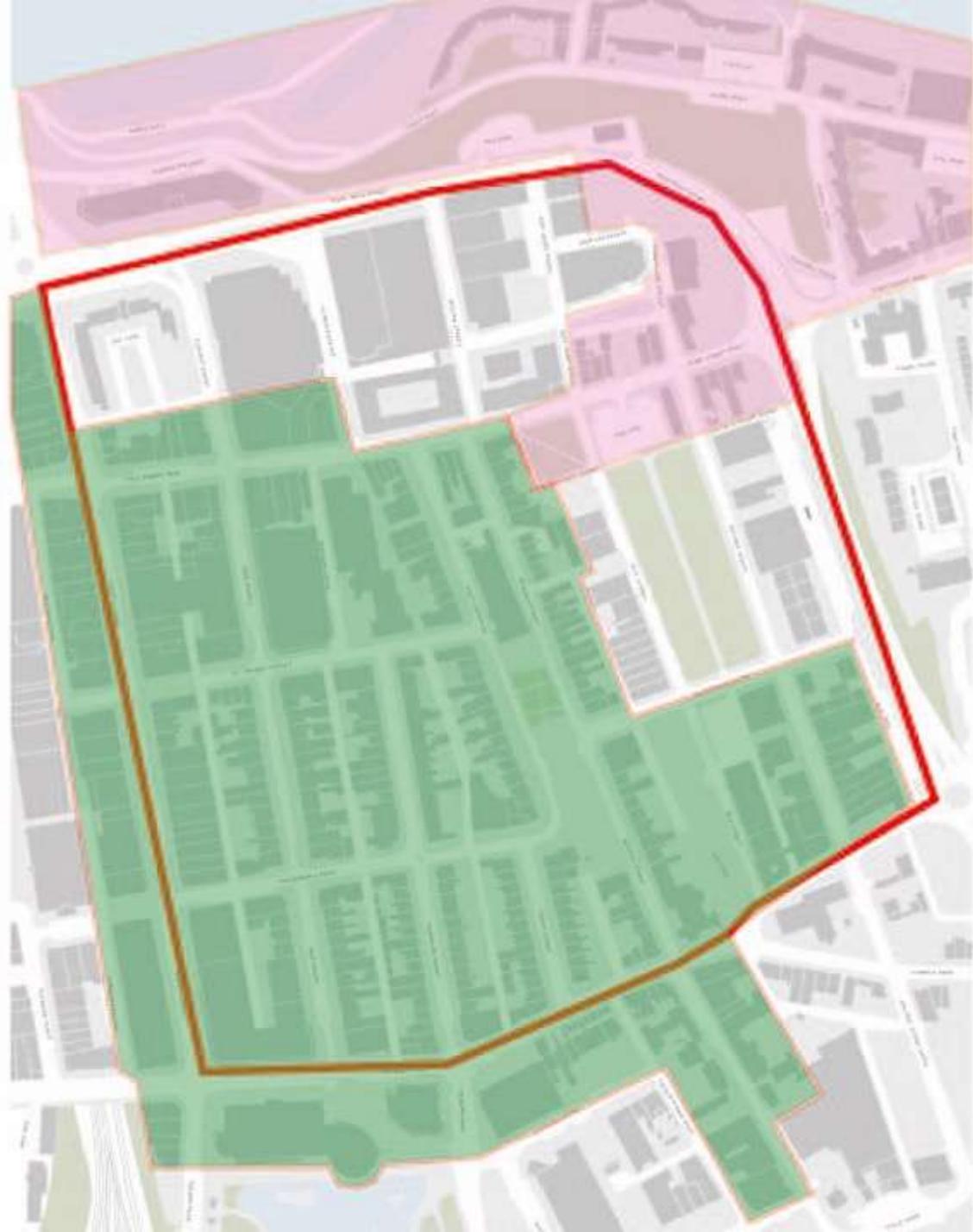
- 1990s** Land assembly
- 2000s** Sunnyside Partnership investment in Sunnyside Gardens, investment in conservation of Georgian terrace buildings, The Place, Cinema, Bowling Alley, housing
- 2010s** Investment Corridor Strategy for High Street West including land assembly for future housing and Heritage Action Zone.
- 2017-2022** Heritage Action Zone and renovation of 170-175 High Street West, Elephant Tea Rooms, Hutchinson Buildings.



Neighbouring areas

Hendon Ward

City Centre



Conservation Areas

Sunnyside Conservation Area

Old Sunderland and Old
Riverside Conservation Area

We want to know

**Why might
you be in
Sunniside?**

**Many
reasons...**



Mapping Activity in Sunnyside

Retail businesses

Professional Services

Hospitality

Leisure

Personal Services

Creative Workspace and Arts Sector

Residential

Neighbourhood Amenities

Car Services

Support services



Mapping Retail Businesses



Mapping Professional Services



Mapping Hospitality businesses



Mapping Leisure activity



Mapping Personal Services

Beauty & Wellbeing

Fitness



Mapping Creative Workspace and Arts Sector



Mapping Residential

Private housing

Student accommodation



Mapping Neighbourhood Amenities



Mapping Car Services



Mapping Support Services for vulnerable or disadvantages people.

Other businesses from the
previous categories also
provide this infrastructure.



An easy place to get to

Train Station

Car parks

Public transport

We want to know

**Why might
people be in
Sunniside in the
future?**

Timeline

2020s Plans to redevelop The Tyre Shop, Norfolk Hotel and PS Antiques building and properties on Nile Street for creative and commercial uses.

Housing development on the Nile and Villiers site coming forward.

Funding being sought for a programme of street activity.

**Making Sunnyside a
success in the
future means
meeting challenges
now...**

THE CHALLENGES



Lack of People

Lack of footfall

There are lots of people using Sunnyside but why doesn't this translate to footfall?

What stops people crossing Fawcett Street and in to Sunnyside?

Limited destination beyond Sunnyside and not easily walked.

Lack of money

There are not enough people spending their money in Sunnyside.

Which people?

Who do we want to draw into Sunnyside?

We want to know

Why don't people go to Sunniside?

We need to drill down in to this question. There's lots of reasons to be there.

Safety and Security

Anti-social Behaviour

Experiences, sounds and sights of anti-social behaviour frighten people.

Shuttered and defended

Crime and repeated break-ins have meant businesses need to defend their premises.

Shutters on properties suggests to the public that the area is unsafe.

A neighbourhood for vulnerable people

The support services that are based in and around the Sunnyside area mean that lots of vulnerable people are using the area.

Some of these people make others feel unsafe.

Under-used and unloved

Quiet on the street

There are lots of businesses in the area but there are not many people moving around the area.

People want to park right next to places of leisure and work. Do people enjoy the area?

Unviable

Gaps sites and empty or poorly maintained building 'says' to people that the area is not successful enough for people to invest in the area, or for investment to pay off.

Some buildings aren't empty but there isn't signage or signs of activity.

Poor development

Badly designed developments blight the area. Ground floors are left empty and property or businesses are unwelcoming.

Little awareness of Sunnyside

Not clear what is on offer

Sunnyside is home to lots of uses, businesses, services, homes. It is not a destination for one type of activity.

This is difficult to brand or market.

Few people know about it

Not many people living and working outside of the city centre know about the new developments in Sunnyside.

People think to go elsewhere

This is a challenge to the whole city centre, competing with the Metrocentre and Newcastle, but recent developments at Seaburn have encouraged people to that area for leisure.

Stakeholders and Partners already at work

Initiatives to manage Anti-social behaviour

Multiple initiatives to address hostels and anti-social behaviour issues.

SAIL (Sunderland Altogether Improving Lives) launched in December 22, with partnership working to tackle anti-social behaviour in the city centre, including the area of Sunnyside. (2022-2025)

Conservation Area Management Plan

A new area management plan is being developed for the Old Sunderland Conservation Area. This covers the north east area of Sunnyside and will provide guidance and ideas for future development. (January 2023).

Neighbourhood Delivery Plans

The neighbourhood delivery plans will be refreshed in 2023.

**We'll need to draw
in the right people
and partners to
work with us?**

Council Departments

Government
Departments

Public Sector

Businesses

Voluntary Sector

Hypothesis



Developing Sunnyside
as a unique place that
is joyful to work and live
in will bring people,
pride and money.

Developing a masterplan

- January** Building the conversations, analysing the area.
- February** Multi-party conversations. Build links and share ideas.
- March** Produce a Vision for Sunnyside
- April – July** Test and appraise ideas.
Build a steering group
- July** Produce an implementation plan

Our Approach

Working with others

We would like to talk to you and to others about Sunnyside.

We want to build a better picture of Sunnyside and draw out a shared vision for the area.

The challenges are complex, we need to build partnerships to create change.

Plans and ideas

We want to know what plans people have for the area and what ideas they have to grow Sunnyside.

We'd like to work with people to test ideas, explore opportunities, and find the priority actions that will help deliver the vision of Sunnyside.

Drive and direction

We need to find leaders who can drive the masterplan long-term.



Our ask for today

Is this picture of Sunnyside accurate? If not, what are we missing?

Sunnyside of the future - what does it need to succeed? People, ideas, capacity, policy.

Who else should we talk to?

How can government help?

How can you be involved?

We would like your initial thoughts so we can come and talk to you later.