

**Appendix 1** Draft Marine Walk Masterplan and draft Seafront Regeneration Strategy public consultation - schedule of representations and City Council responses.

<b>Draft Seafront Regeneration Strategy public consultation – public responses</b>			
<b>Reference</b>	<b>Support/ Object</b>	<b>Comments</b>	<b>Officer Comment</b>
SRS1	Neutral	I have been reviewing the proposals for the regeneration of the area and overall am pleased with them. However I cannot see what has been proposed for the Seaburn Centre. This building has proved to be a white elephant which seems to provide little use for anyone. The facilities here need improving and the preferred option would be an indoor pool or an ice-rink to give young people something to do on wet days. The ice rink in the Sunderland leisure centre was hugely popular giving children and teenagers somewhere to go in a safe environment, as we have lost this facility in the town centre then I feel that relocating this facility to Seaburn would provide a great attraction for the area.	The Seafront Regeneration Strategy sets out broad principles for the regeneration of the seafront at Roker and Seaburn. A more detailed masterplan will be produced for Seaburn which will provide detailed guidance for new development in this location. Comments noted.
SRS2	Support	These appear positive although public transport and toilet facilities remain an issue.	The management and maintenance of the seafront, including the provision of toilet facilities, is being reviewed as part of a wider exercise within the council. Comments noted.
SRS3	Support	Any move to enhance, augment and improve this area, has, therefore, my unreserved support. 2. Prosaic though they may seem, public conveniences that are pleasant to use, lighting that enhances a feeling of safety and a no tolerance graffiti policy will be extremely popular. 3. Make the seafront accessible to all but include some up-market features. Encourage the establishment of a genuine high-end restaurant in the area. 4. Be bold when it comes to public art.	Point 2: The management and maintenance of the seafront, including toilet facilities and graffiti, is being reviewed as part of a wider exercise within the council. Point 3: During the consultation process the council consulted the Disability Alliance of Sunderland and during the first round of consultation a workshop was held with them. Following the outcome of this and comments received from the public, opportunities to improve wheelchair and pushchair access at the seafront is currently being explored and the strategy has been amended accordingly (page 44). Point 4: The strategy proposes artwork and an interpretation trail which will enhance the local area. Comments noted.
SRS4	Support	The seafront area must be improved to attract more visitors to Sunderland. We must provide various types of activities that will cater for the needs of families, the young adult and the elderly.	Comments noted.
SRS5	Support		Comments noted.
SRS6	Neutral	My concern is the proposed development opportunity of Seaburn camp and playing fields identified on plan drawing on page 43 of consultation draft seafront regeneration strategy. This area of green space is an asset to the area and once green spaces of this nature are lost they are lost for good. The area enhances the open feel of the area and provides a sense of space and leisure opportunity for children, residents and visitors. Also nowhere in the document does the subject of cost arise and how the seafront development is going to be paid for. Again I worry that any development of the seafront is to the detriment of an existing area by a sell off and over development of a green space. There are echoes of the disastrous development of the 1980's which provided an unused fairground, an under-utilised sports centre and a supermarket, as well as a range of other sub-standard facilities. Where we are now is trying to put right this "carbuncle" but not to the detriment of our	See SRS7. A detailed masterplan is to be drawn up which will help guide the redevelopment of Seaburn. The strategy has been produced to guide development at the seafront and aid in securing funding for the seafront. Comments noted.

		valuable green spaces.	
SRS7	Support	1. High-quality amenities needed - not more amusement arcades; good cafes/restaurants - not 'greasy spoons'. No additional bars. No fairground - it would be used only by a small minority and create noise and disturbance. 2. Seaburn Centre is a 'White Elephant'. Use the land and the redundant fairground to build a state of the art leisure pool as an indoor attraction for visitors and residents; an asset for the whole city that would be used as a family attraction all year. 3. Reinstate the burn as a natural feature with landscaping. 4. Provide a top quality campsite so encouraging long-stay visitors. Perhaps a venture with the camping/caravanning Club. Seaburn Camp is already used for caravan/motor home rallies and would be a possible site. 5. Provide playgrounds for both young and older children. Site it on or near the seafront. The present play area is essentially for young children and is 'hidden' from visitors.	Points 1 & 2: It is proposed that a detailed masterplan is drawn up for Seaburn which will help guide the regeneration of the Ocean Park site. As the strategy identifies this site presents the opportunity for mixed-use leisure-led development including wet weather facilities. The suggested uses may be appropriate on this site and would be considered as a detailed masterplan for Seaburn is formed. Point 3: The strategy proposes landscaping and environmental improvements which will be able to withstand the marine environment. Point 4: The camping and caravanning club currently holds events throughout the year. Point 5: The strategy in general promotes new play facilities. Comments noted.
SRS8	Support	I do support the changes; however I do not support the proposed dog ban. I am a responsible dog owner who cleans up after her dogs; it angers me that the irresponsible few are spoiling this for the rest of us. I would suggest that more dog fouling officers are present, and issue INSTANT fines; at information points dog bags are readily available; would it not be a good idea to get lifeguards involved in reporting dog fouling? I was down the beach this weekend with my dogs, I spotted at least 2 people who did not clean up after their dogs, the lifeguards just walked by, should they not carry some bags and hand them to owners who don't clean up after their dogs? By banning dogs from the beach the cafe at the cat & dog steps will lose trade.	Dog-bans are by-laws and are set out in the councils Coastal Code. It is not the purpose of the strategy to deal with day to day management issues but the comments are noted and will be referred to the relevant Council Directorate.
SRS9	Neutral	It would appear just to be a makeover of the existing features, for instance the Seaburn Centre could be expanded. Its coffee bar certainly needs opening up for bad weather routine. What is happening to the pleasure park area?	See SRS7. Comments noted – these matters will be considered in the preparation of the Seaburn Masterplan.
SRS10	Support	Colourful documents identifying lots of opportunities, but lacking in specific proposals which could be costed. The main feature that is needed is a focal point for the whole front. The obvious place for this is the underused/ underdeveloped Seaburn Centre. With little capital expenditure it could be developed to contain a resorts office, a sub TIC as well as a general visitor's facility including catering. It is already the best exhibition/ events venue in the City but never really promoted to achieve its potential.	See SRS7. Comments noted.
SRS11	Support	Build a central point for water sport activities (including suitable changing facilities and qualified staff) on the seafront to encourage people to learn/ develop surfing; wind surfing; jet skiing etc. - this should attract local people and visitors as well as contributing to promoting healthy living in the borough.	It is proposed that a detailed masterplan is produced for Seaburn. Marine Walk is currently the central focus for water sports and facilities. However it is noted that these facilities could be expanded. Comments noted.
SRS12	Support		Noted.
SRS13	Support		Noted.
SRS14	Support		Noted.
SRS15	Support		Noted.
SRS16	Support	Dog walking should not be banned from the beaches; I feel the current exclusions at certain times of year and on certain parts of the beach are excellent. Do not punish all dog owners for the few who do not care.	See SRS8. Comments noted.
SRS17	Support	Whenever you go to the seafront whether bright and sunny or cloudy and rainy, there are always lots of people walking dogs, enjoying the area with family. However, there are no facilities down there and these people eventually move to places like South Shields who cater for all age groups. How long has Seaburn not had a fair now? Even if it is not replaced, do something advantageous with the area of land!!	See SRS7. Comments noted.

SRS18	Support	Please ensure that whatever ensues that the seafront does not turn out like Blackpool. Get rid of the horrible "Seaburn Hotel" front and multi-coloured, cheap looking frontages of the other establishments. Encompass all the suggestions in the strategy but give the place some CLASS!	Comments noted.
SRS19	Support		Noted.
SRS20	Neutral	Restriction of vehicles into the area only to local residents, utilising modern number plate recognition systems in the Spring/Summer period. Shoppers to Morrisons can use Lowry Road, with improvement of this entrance to the car parks in the area. There are particular problems for vehicles at weekend with queues of traffic all the way along the seafront to Whitburn, use of traffic lights on exits from Bents/South Bents Road ends onto Whitburn Road, with priority given to traffic entering Whitburn Road from these areas. This will help to reduce speedsters along this road. No traffic calming measures to be used on the street, this penalises local residents who have to travel on this road the rest of the year when there is no clash between pedestrians and traffic.	An in-depth speed survey would be carried out before any traffic calming measures or alterations to the highway are made. In addition all local residents will be consulted in writing as part of the survey. Comments noted.
SRS21	Support		Noted.
SRS22	Support		Noted.
SRS23	Support	I would like provision for deck chair hire near Marine Walk - by Holey Rock Corner.	Deckchairs are currently available for hire from the resorts team at Seaburn and Roker. Comments noted.
SRS24	Support		Noted.
SRS25	Support	1. I note that there is a reference to a lack of positive vista when you enter the seafront from South Tyneside and that you propose moving the bus stop on the edge of Pebble Beach further north to improve the view. I am keen to mention that it is not the bus stop that is a problem. It's the lamp posts. I appreciate what you say about the reason that they are so big and that they are recognised now as being part of the seafront, but are they recognised for a good reason or just that you cannot avoid recognising them as they jump into your view. Until replacement is possible would it be suitable to repaint them all to a colour which blends more with the environment or the sky. 2. I am happy that you mention areas where there will be relandscaping and replanting. I see no reference to undertaking the maintenance of these replanted areas. Why bother to expensively replant, if you have not factored in a maintenance cost for people to look after these areas. Surely, someone with responsibility for a particular area could manage them and hopefully prevent vandalism, or neglect which may be detrimental to these areas. The lack of maintenance could undo your good work. This applies to planting in Marine Walk and Ocean Park. 3. I feel the plans are positive overall I would really be cheered if what was undertaken was looked after for the longer term. Those of us who live in these areas would like the improvements to benefit us and our children for the longer, not short or medium term.	Comments noted. Point 1: Preparations to repaint the lamp posts are currently being made. Point 2: The other issues highlighted are to be dealt with as the management and maintenance regime at the seafront is reviewed as part of a wider council exercise. Point 3: Comments noted.
SRS26	Support	I really can't pour enough plaudits on you for an imaginative, very locally distinctive and brilliant scheme. I believe some of the language used could be off-putting to the jargon-weary general public. I'm very excited by the scheme and wish you all the best for it. Please be aware that some people are convinced the scheme will totally pedestrianise the whole seafront.	The strategy does not propose to pedestrianise the seafront. Comments noted.
SRS27	Support	I was highly worried reading a proposal of "complete ban on dogs being on the beach all year round", as a sensible dog owner, who lives locally and uses the beach DAILY. To ban all dogs all year round in my opinion would be a terrible thing; lots of dog	The Strategy does not propose to ban dogs off the beaches completely. See SRS8. Comments noted.

		walkers use the beach & adhere to the rules. A lot of dog owners, stay on the beach for their breakfast/drinks so we do bring some income in & that would be lost if dogs were banned. I too am annoyed/disgusted when I see dog dirt all over the place, there have been times when I approached owners & force a dog ban on them to pick up after their dogs. The Roker Park office used to give out free dog bags, I suggest that all proposed information points/focal points etc. have a hefty supply of dog bags so they are always at hand, I also think the best idea is to provide extra enforcement & issue on the spot fines.	
SRS28	Support		Noted.
SRS29	Support	Living at Cliff Park, I am constantly made aware of the noise and danger caused by speeding cars and motor bikes. I would therefore like to see speed cameras introduced.	There is currently a speed camera located on Whitburn Bents Road which is signposted both north and southbound when traveling along Whitburn Bents Road. A bid has also been made for funding for the installation of two vehicle activated speed signs along the seafront. Before any traffic calming measures are implemented at the seafront a full traffic survey would be carried out. Comments noted.
SRS30	Support	New facilities to include additional coffee/refreshment bars/cafes in which one can relax inside (winter) outside (summer) [such as "The Snow Goose"] Pods look ok but where's the comfort. More/improved dog litter receptacles.	The uses identified are suitable in this area however this will be considered in more detail when a detailed masterplan for Seaburn is drawn up. Comments noted.
SRS31	Support	I work in Sunderland and would like to move to Seaburn/Roker area. There needs to be more affordable housing built along the coast and this will bring more people to the coast in the long-term. I feel there is a demand for a leisure pool at Seaburn and this would give something to do in poor weather. Also need more business activity, theme park/ice-skating rink/climbing wall etc, to cater for what Sunderland doesn't have currently.	See SRS7. Comments noted.
SRS32	Support	I support the proposal for the regeneration of the seafront, an idea, how about a designated Bede's walk from Sunderland to Jarrow?	There are existing designated walks at these locations including Bede's Way which links the cWHS St Peter's Monkwearmouth to St Paul's in Jarrow. Comments noted.
SRS33	Neutral	I have looked at your plans and there is no provision for wheelchair/ pushchair access to Seaburn beach. Also insufficient access between the Cliff Park and the Promenade.	During the consultation process the council consulted the Disability Alliance of Sunderland and during the first round of consultation a workshop was held with them. Following the outcome of this and comments received from the public, opportunities to improve wheelchair and push chair access at the seafront is currently being explored and the strategy will be amended accordingly. Comments noted.
SRS34	Support	All your plans look great, but not a lot for children to do on a cold or wet day, only fish + chips if you want to eat through the day! No fun fair. (Not the one we have) + Please No. Dogs on Cat + Dogs, this is the best part of Seaburn. May - Sept no dogs.	See SRS7. Dog-bans are by-laws and are dealt with as part of the Coastal Code. Dog-bans are outside of the remit of the Seafront Regeneration Strategy and the Marine Walk Masterplan. Comments noted.
SRS35	Neutral	Lack of precise information - have read through strategy several times and still unclear about what is planned, particularly with regard to "Ocean Park" area. There was no clear favoured option in original survey - spread of opinion wide. Therefore views of people who use the seafront REGULARLY and throughout the year should be carefully considered. Re-opening of "fun fair" has not been successful, loud music has been a problem from noon onwards. Final plans need to take account of the fact that Seaburn is a residential area - not the case with South Shields.	See SRS7. Comments noted.
SRS36	Neutral	There are a lot of good ideas in the proposal except I believe that at least 1 beach area should be available to dog owners. I would suggest the beach near to the yacht	See SRS8. Comments noted.

		club.	
SRS37	Support	Sufficient funding must be allocated to provide adequate cleaning services, maintenance, supervision/attendance and policing (not always evident) Crowd are entitled to adequate amenities. Any improvements or new developments should be of high quality in design and construction with due regard to maintenance to ensure the quality of the pedestrian and residential environment be maintained or enhanced is paramount.	See SRS3. Comments noted.
SRS38	Neutral	As a daily walker in the area - happy with the ambience as it is - very natural but obviously feel some general maintenance / cleanliness is required with maximum emphasis on the rebuild/refurbishment of the toilet.	See SRS3. Comments noted.
SRS39	Support	I can not see any proposed activity areas for teenagers, like a skate/bike park, basketball courts. Isn't this age group that people say cause trouble? I think this is because the council never provides them with fun facilities. We are your future so give us a thought in your plans!	There is an existing skate park to the rear of Morrison's and there are basketball and tennis courts in Roker Park. The Marine Walk Masterplan proposes play space and an entertainment plaza catering for people of all ages. A masterplan will be developed for Seaburn setting out scope of further leisure facilities at the seafront. See SRS7. Comments noted.
SRS40	Support (some)	Shrubs on Cliff Park will only collect litter that blows about (i.e. see shrubs in Roker Park) Transport facilities need to be improved on seafront.	Cliff Park would support landscaping in key area based on local ecology, using plants which are native to the Durham coast. A coherent and detailed landscaping strategy will be developed for the upgrading of existing planting before any new planting/landscaping scheme is introduced. Comments noted.
SRS41	Support	Please allow parking on both sides of the seafront between Dykelands Rd and the Marriott Hotel all year round. Also please allow parking on the huge lay-by outside the Pullman Lodge Hotel.	Comments noted.
SRS42	Neutral	Please improve the toilet facilities with an attendant. We also need a Tourist information centre. Education facilities with hands on areas.	See SRS3 and SRS7. As part of the Marine Walk Masterplan a number of 'pods' or kiosks are proposed, including an education pod which would provide facilities/opportunities for hands on learning and education. Comments noted.
SRS43	Neutral	One must never forget that the most important assets are the sands and the sea and the cleanliness of both. Perhaps a few more seats on the lower promenade would be helpful. Also there were many starlings in the bushes next to the Seaburn Hall until they were hacked and the starlings lost their shelters. More bushes and greenery wherever possible would be good for the environment.	Wildlife will be considered when detailed designs of landscaping/planting are drawn up. Comments noted.
SRS44	Support	Build a leisure pool next to the Seaburn Centre. With unpredictable weather a leisure pool with waves etc. would be a great bonus. We need this sort of facility for wet/cold weather days.	See SRS7. Comments noted.
SRS45	Support	I think the renovation of old Sunderland pier should get priority. Traditionally a focal point for Sunderland people and a gateway to the city by sea and first impressions of the seafront. PS. Don't forget the toilets and other normal maintenances.	See SRS3. Improvements to and the resurfacing of the pier are already included in the strategy. Comments noted.
SRS46	Support		Noted.
SRS47	Neutral	Something to attract people to the area - i.e. Chip shops. Could speak to people staying in the 2 hotels on Sunderland seafront on a Saturday and ask people why they visited. Seaburn Centre waste of money, maintenance an issue. Potential wet weather facility? In addition to something which can sustain running the building. Complimentary of flowers along the seafront - should be continued, positive in reference to signs hanging from lamp post - great mean of advertising.	See SRS7. Comments noted.

SRS48	Neutral	Lambton worm and surrounding area infested in rats - health hazard!! Priority. General cleaning up - Emptying bins, dog waste. Plenty of toilet facilities required. Planting needs to be up kept. Waste & rubbish left by Gypsies. MAINTAIN!! Not adequate bins, especially on hot days.	See SRS3. Comments noted.
SRS49	Neutral	This might look very nice but there is still nothing to do. No facilities for children. Suggestion - crazy golf, miniature railway, bouncy castles etc. Indoor facilities for when it rains.	See SRS7. Comments noted.
SRS50	Neutral	1. I would like a bigger better park with grass. 2. On the pier I would like a discovery trail. Better toilets!	See SRS3. Point 1: The strategy proposes an interpretation trail along the seafront. Point 2: There are large areas of green space at the seafront at Cliff Park, Recreation Park and Roker Park. The strategy also proposes that Cliff and Recreation Park will be enhanced. Comments noted.
SRS51	Neutral	I would like in the park a crazy golf.	In principal crazy golf is considered to be a suitable use at the seafront. Comments noted.
SRS52	Neutral	Ice rink would provide 'all year round' entertainment for all ages. Discos used to be great fun (keep kids off streets). Amusements look shabby and tired.	See SRS7. Comments noted.
SRS53	Neutral	Put some chairs in the open area before you enter the sports hall and have a chill zone of a fee for a minimum of 50p per hour.	See SRS7. Comments noted.
SRS54	Neutral	Improvements to Seaburn camp - potentially re-instate camping/caravan facilities (as in vision) or develop some facilities for younger people. Artwork displayed throughout the year along the coastline. Heritage trail drawn out along coastline, specific features identified. Requests for a swimming pool at Seaburn Centre. Multi-use/wet weather facilities for families. Fountain next to Marriott should be removed, reduces visibility for drivers.	Artwork is proposed along the seafront as part of the strategy. See SRS7. Comments noted.
SRS55	Neutral	Please make some facilities & activities for teenagers e.g. youth beach project or clubs. And facilities for younger children 5-11 year olds - Desperate Need.	See SRS7. Comments noted.
SRS56	Support	Please could you clean out the toilets and make them better. Also please change the sand pit to a little pool. If you could put water fountains on the beach. Dogs should be allowed on the beach.	It is proposed that water play is installed in the old paddling pool at Marine Walk. See SRS3 and SRS8. Comments noted.
SRS57	Support	A lot of Sunderland people travel to South Shields for the pleasant seafront, entertainment, plenty cafes and restaurants - all free entertainment. Sunderland has Morrison's! End of story.	There is an existing events calendar which the council is looking to build upon at the seafront. The Seafront Regeneration Strategy and Marine Walk Masterplan propose entertainment areas which can be used to provide entertainment and host events for all ages all year round. Comments noted.
SRS58	Support	I think wet weather facilities would be excellent. Putting green would be good as this wouldn't be expensive for people to use. The toilets need up-grading, need to be open all year as people like to walk along the front on fine winter days. I feel that dogs should not be allowed on the cat-dog head as this is a safe little bay for children. I have seen children running bare footed over sand on which a dog has emptied its bladder; some small children are frightened of dogs. We have a wonderful stretch of coast and it wouldn't take a lot to make it even more appealing. We need a few more seats facing the sea.	See SRS7 and SRS8. Funding has been secured to open the toilets (with the exception of those adjacent to the Seaburn Tram Shelter) through the forthcoming winter season. The toilets are being considered as the maintenance and management regime of the seafront is being reviewed as part of a wider council exercise. Comments noted.
SRS59	Neutral	Dykelands Road, Seaburn the gateway to the beach harbour walk of the "dog clubs" and walk through mere knolls cemetery onto this road and proceed to the beach and all the while the dogs urinate and drop faeces.	See SRS8. Comments noted.
SRS60	Neutral	Could we have some railings at the back of Martinos to Pullmans the Gypsies	See SRS3. The council is currently exploring the opportunity of

		camping there, Could we have the bins at the back of the Dragon Park emptied? Dog faeces placed in these bins and they stink.	installing railings to the rear of Martinos as a short-term measure before a long-term solution can be found. Comments noted.
SRS61	Neutral	Need more bins along the promenade which are full by 4.30pm and the residue is stacked around the bins and blow all over. We need more dog wardens.	See SRS3 and SRS8. Bin provision is to be revised as landscape proposals are developed for the seafront. Comments noted.
SRS62	Support	I attended a forum at Age Concern about the regeneration of the seafront. To be honest, anything (within reason - no more ridiculous fountains). My concern is where do the children go to spend their pocket money, i.e. sweets, buckets and spades. Please look at the start of Shields front. Masses of flowers, impressive lighting - the lamp posts that branch over road and pavement.	The lighting columns along the seafront are due to be repainted. The strategy proposes feature lighting at key points along the seafront which will help increase a sense of safety on an evening. Proposed planting would comprise native grasses and perennial plants. Comments noted.
SRS63	Neutral	I cannot believe you are having these meetings and proposals and there isn't even any money in the pot (we pay enough council tax).	The strategy has been prepared to help support bids for external funding and help guide development proposals at the seafront as they come forward. £1 million has been secured from the CABE Sea Change program plus £500,000 match funding from the council to deliver a first phase of improvements at Marine Walk. A further £100,000 has been ring-fenced from North Area Committee for public realm improvements at Seaburn. Further funding is currently being sought. Comments noted.
SRS64	Neutral	New toilets needed at the cat & dog steps Roker. Dogs kept off the beach at the cat & dog steps people have been complaining about this problem for years, nothing gets done about it. Lots of RATS seen in the play area beside the Seaburn Centre, something needs to be done about it.	See SRS3 and SRS8. Comments noted.
SRS65	Support	Have a ride from Gypsy Green, in South Shields, right along the seafront. Notice coloured paths and flower displays. You'd get some good ideas from there for Sunderland seafront! We don't want black seats along the front - we want colour! We also need plenty of attractions to make it a proper sea-side.	Comments noted.
SRS66	Support	I agree with the proposals, after this wet summer, we need facilities for families at affordable prices, as there is nowhere to go when it rains; and a priority should be more toilets.	See SRS7. The strategy contains both long and short-term plans. However these can only be delivered subject to funding. Funding has been secured to open the toilets (with the exception of those adjacent to the Seaburn Tram Shelter) through the forthcoming winter season. The toilets are to be considered as the maintenance and management regime of the seafront is reviewed as part of a wider council exercise. Comments noted.
SRS67	Neutral	I would like to see more picnic areas at Seaburn and upgrade Roker Park. Years ago there used to be pitch and putt activities at Roker and Seaburn. Returning to the good old days and having the tram back on Seaburn would attract more people.	Comments noted.
SRS68	Neutral	Can you please inform me how your finances will cover all the maintenance work that will be needed for Roker, as the Council has failed to keep Roker promenade and the surrounding area up to the highest of standards expected of any company or professional organisation.	See SRS3. Comments noted.
SRS69	Neutral	Any development of the seafront must be supported but maintenance (litter, weeds, grass, sand in low parks for a few years) security (parking, graffiti, vandalism) and policing (drinking dens, riverside drinking, groups roaming etc.) Use Seaburn camp and field behind - soon!	See SRS7 and SRS3. Comments noted.
SRS70	Neutral	1. The public use both sides of Whitburn Bents Road as a cycle track - residential side should not be used for cycles. 2. Lamp posts are more like pipes from a scrap yard - look at South Shields! 3. Cars/Vans/Lorries are often left for dump opposite	Point 2: The lighting columns were originally installed to support the weight of the illuminations. From the initial consultation in spring 2009 it was found that the columns are popular as they are seen to be a

		Morrison's etc. - FOR SALE! 4. People allowing their dogs to foul footpaths and prom - dogs not on leads. 5. People leave rubbish/broken bottles etc. about prom. 6. Cars/vans drive on pavements - park on double yellow lines. 7. Prom. toilets - Cat & Dog stairs should be open all year. 8. Need a mini roundabout for traffic safety between The Bents and W Bents Rd. 9. Re-surface the prom.	feature of Sunderland seafront and therefore at present there are no proposals to remove the lighting columns. Point 7: Funding has been secured to keep the toilets open over the forthcoming winter season (with the exception of the underground toilets adjacent to the Seaburn Tram Shelter). Point 9: The strategy proposes the resurfacing of the promenade. See SRS3. Comments noted.
SRS71	Support	Overall plan looks great. 2 general comments 1. As good a job as the council do re-trash etc. we really need better bins/collection processes & education of public (i.e. Seaburn, Roker) Not sure if Seaburn/Roker is correct venue but Sunderland could put itself on the WORLD map if they built THE BEST SHIPBUILDING AND COAL MINING MUSEUM ANYWHERE. Our engineering and industrial history could produce one of the best museums in the WORLD.	See SRS3 and SRS7. Comments noted.
SRS72	Neutral	Clear and accurate signs telling visitors that there is FREE car parking at the rear of Seaburn Centre, located on all roads leading onto the seafront. Crazy Golf (maybe the Lambton Worm could be made into a course). Well sign posted. Places and things to do during bad weather. Caravan Park (as long as it's well managed to attract people to the area). Plenty for the children to do e.g. adventure play area, trampolines, play park (Seaburn area). Things need to be near the seafront as people like things close and not having to walk far.	New signage is proposed as part of the strategy. See SRS7. Comments noted.
SRS73	Support	Seaburn Seawall is very nice - could do with some sculpture finish on the surface.	There is potential for artwork on the sea wall. The strategy is to be amended to include this. Comments noted.
SRS74	Support	I am a resident and strongly disagree with further speed restriction. You can't get along the road past walking pace - HUGE TRAFFIC JAMS - DO YOU WANT TO CREATE A ROAD CAR PARK OR EASY ACCESS?!! As a cyclist - some cyclists ride too fast. Some proposals are fine!!	See SRS20. Comments noted.
SRS75	Neutral	What about proper access for dogs to the beach all year round and access for horses?	See SRS8. Noted.
SRS76	Support	Would be handy to have showers or even just foot showers for when you come off the sand. All the planned features look really appealing, look forward to seeing them.	The council is currently not in a position to install showers or foot showers at the seafront however this is something which would be welcomed as part of any future development. Comments noted.
SRS77	Support		Noted.
SRS78	Support	Overall a timely and good strategy. However would like to see firm proposals 1. Morrison's (why has a supermarket got such a prime site?) - occupies a significant part of the "strong sense of place" intended 2. Seaburn Centre - what is it for? - need a better multi-use facility. 3. Accommodation? - need better, more up market provision - even a high quality caravan site.	See SRS7. Comments noted.
SRS79	Support	Original features where appropriate, e.g. Seaburn (Marriott Hotel) shelter/underground toilets should be FULLY RESTORED + OPEN ALL YEAR ROUND. TRADITIONAL railings, seating, street lighting, signage should be used NOT trendy 'contemporary' stainless steel street furniture as at Park Lane. 'Pod' + modern sculptures will be eyesores to most people. Vandalism will be a problem, as usual, given the policy of 'zero maintenance' + non-enforcement of available powers. Boating lake? Miniature railway? Outdoor heated pool? Once complete, bring back the illuminations if possible!	Funding has been secured to keep the toilets open over the forthcoming winter season (with the exception of the underground toilets adjacent to Seaburn Tram Shelter). The issues identified are to be addressed when the Management and Maintenance Regime for the seafront is reviewed. At present it is not financially viable to bring back the illuminations. However the proposals do include feature lighting at key points along the seafront which would be lit all year round. The initial design of the pods is an artist's impression. As funding has now been secured the designs will be looked at in further detail and all comments received will be taken into consideration.



			Comments noted.
SRS80	Support	The improvements previously made around St. Peter's Campus towards the Marina with an art sculpture trail + interesting gates/railings made from iron oars + rope were excellent. It would be great if any improvements at the seafront were of a similar standard whilst innovative + complimentary to the area's current assets.	It is proposed that an interpretation trail using improved signage and artwork will create a link from the end of the art trail from the marina, through Roker and along the seafront to Seaburn. Comments noted.
SRS81	Neutral	We came here from Pakistan, we have really enjoyed it I appreciate your plan.	Comments noted.
SRS82	Support	I am impressed by the proposals. I believe we must avoid any developments of funfairs/amusement arcades. We are not in competition with South Shields. 1. An extension to the Seaburn Centre to occupy all the area north and westwards between the A183 and Lowry Road. This should contain all weather facilities under cover such as a swimming pool for children, their parents and learners like that at Crowtree. A children's play area, sauna and massage suites, space for a wide range of indoor sports with facilities for both participants and spectators, a cafe/ice cream parlour just inside the seafront entrance. 2. It would be helpful from a safety aspect to ban full size cycles from the lower promenade, the present cycle track is adequate though consideration could be given to a track on the other side of the A183.	See SRS7. There are existing designated cycling routes located on the upper promenade; however it would be difficult to prevent cyclists from using the lower promenade instead of the designated cycle paths. There is potential to better enforce the use of the cycle routes and this will be reviewed as part of an ongoing review of the management of the seafront. Comments noted.
SRS83	Support	The regeneration of Sunderland is progressing well; particular care must be taken with the seafront as it should represent a focal point for tourists and locals alike. Keep it modern and clean lines like Sunnyside.	Comments noted.
SRS84	Support	As secretary of Friends of Roker Park we are doing our bit by consulting with the Council to develop the Play Area - much admired but water feature doesn't work. Why is the white, wooden bridge closed off? What plans are there for this feature?	The bridge was deemed unsafe due to vandalism and as such has been closed until this has been rectified. Comments noted.
SRS85	Support	We need an iconic live music centre. Sunderland misses out AGAIN.	Comments noted.
SRS86	Neutral	Supply more rubbish bins, CCTV needed to curb drunks and drug users on grassed areas. Police patrols stopping dangerous drivers speeding along seafront. Get rid of fountain at Marriott Hotel - very dangerous as it blocks view of traffic when driving and is an eyesore.	See SRS3. The installation of CCTV cameras at Roker is currently under consideration. It is anticipated that the introduction of feature lighting, as outlined in the Strategy, will deter anti-social behaviour from the area an increased amount of movement at the seafront will create natural surveillance. Comments noted.
SRS87	Support	Beach needs cleaning up. Free parking is good.	See SRS3. Comments noted.
SRS88	Support	Plans look great.	Comments noted.
SRS89	Support	I would like to see more toilet facilities and these should be man-ed during the busy season. Also, a larger play area with more swings, slides and climbing frames for children. The beaches need to be swept of debris.	More detailed proposals for play space will be drawn up with input from young people with an interest in the seafront. Comments noted.
SRS90	Support	The seafront offers few attractions or family events, particularly on an evening, the airshow being the only event to draw people in. Previously the seafront hosted the illuminations which was a family attraction and worthwhile event. Consideration should be given to reintroducing this event and similar events. Traffic calming should be considered to create a more pedestrian friendly environment + eliminate the evening 'boy racers'. Would it be possible to close the road to traffic on an evening as it is done in Europe?	At present it is not financially viable to bring back the illuminations. However the proposals do include feature lighting at key points along the seafront which would be lit all year round. See SRS20. Comments noted.
SRS91	Support	I think the plans are great. However as a dog walker, I suggest you have water towers - low water towers for dog to drink from. I have to lift my dog into the hand bowl in the toilets at the moment.	Comments noted.
SRS92	Support	Originally from Sunderland we visit often (seafront). Improvements always welcome! Couple of suggestions you need more toilets M+F. More litter bins or larger bins, or more often emptied. Some sort of guidance or controls for speeding cyclists on	The strategy proposes a water play feature where the old paddling pool is at Roker. See SRS3 and SRS7. Comments noted.

		shared paths.	
SRS93	Neutral	Put the little kiosks back and make more public toilets available and a kiddie's paddling pool on the seafront and put the little train back if possible and put illuminations back on seafront and Roker Park.	See SRS90. Comments noted.
SRS94	Neutral	Leisure centre needs to be developed for children - ice skating/roller blading/skating/skateboarding/swimming. Want to avoid "cheap looking developments". Maintenance of area litter/booze etc. needs to be taken into consideration.	There is an existing skate/bike park to the rear of Morrison's. See SRS3 and SRS7. Comments noted.
SRS95	Support	Would be great if we could have the illuminations back on the seafront + park.	See SRS90. Comments noted.
SRS96	Support	The proposals look great.	Comments noted.
SRS97	Support	I think the proposals will improve the seafront and I look forward to many more visits.	Comments noted.
SRS98	Neutral	On the Marine Walk character area is noted a cliff art feature. Firstly a possible contemporary art piece on the cliff wall did not go down well, preferring for the cliff wall to be left natural. And ask that this piece of art would not go ahead. The other view was the support for no more contemporary art which Sunderland has too much of. It is felt that if another piece of art should be placed along the seaside, could we suggest a possible more tradition piece. A bronze or carved stone of L.S. Lowry. Mainly views of Sculpture C were disliked. Cliff Park - information board on historical significance of the surrounding area to Bede's Cross on top of Holey Rock. Gun emplacements should be noted when any enhancement scheme is implemented. Green space north of Morrison's, we would ask this is left as green open corridor, used at present for football and large show ground. Some of the area could be used for caravans or camping, small leisure, boating pond. We would not like to see any buildings on this site.	See SRS7. Comments noted.
SRS99	Support	We were staying at the Marriott Seaburn. We were really impressed with the coastline, toilets every 200 yards, seats. We were with our daughter who loved the days on the beach. We feel this is the best kept secret of the North East. We will definitely be returning without a doubt for weekends and further holidays. The regeneration strategy sounds wonderful. We were so surprised at how much money has been ploughed into Seaburn and Roker Parks children's play area is fantastic. It's a wonderful area here. Having lifeguards on the coastline gave us confidence too.	Comments noted.
SRS100	Support	As for Marine Walk, these proposals are not radical enough. How about creating more reasons to come to Seaburn. Lockable beach huts, crazy golf, rent by the hour water sports and wetsuits, toilets and showers, funfair like at South Shields, beach volleyball nets and competitions.	See SRS7. The council is currently not in a position to install showers or foot showers at the seafront however this is something which would be welcomed as part of any future development. Comments noted.
SRS101	Neutral	Mark out cycle track on prom. Dogs on leads, clean up after dogs. Beach wardens to encourage people to take their litter home or place in bins. Seating from 'shelter' between toilets and first aid. Prom security railings need repairing/replacing - should all be renewed in a more positive way. Prom tarmac is lifted by heavy seas - needs replacing instead of patching up. Vans, motorbikes, cars 'parked' for sale. Cycles use both sides of pavement. Parking on pavement, driving on pavement. Make a mini roundabout - access to Bents Road. Cars/motorbikes speeding, damage to lamp posts.	See SRS3. The strategy is to be amended to clarify the proposals for the street furniture at the seafront. Comments noted.
SRS102	Neutral	Plans don't include somewhere to go when it's raining or bad weather. We need a pool in your plans. You could put a pool in Seaburn centre, add another floor. You cannot play all those games you have mentioned in the rain. My husband and I used	See SRS7. The introduction of feature lighting along the seafront as proposed would increase feelings of safety and deter vandals from existing dark areas which are hubs for anti-social behaviour.

		to love to walk along the promenade at night, But we do not feel safe now, the noise spoils it. We love music and love to hear it played, but not at the level where you cannot hear yourself speak. I love the Seaburn Centre on a Thursday afternoon to the dance, sometimes people come into the foyer when they hear the music but cannot get a cup of tea.	Comments noted.
SRS103	Neutral	More benches on the promenade - facing the sea UNLIKE the row of benches facing away from the sea opposite Gabriele's restaurant? Facing away from the sea? Who decided that? Madness! Leisure pool with waves. Maritime sculptures along the seafront. No more houses/supermarkets/food outlets.	It is acknowledged that there is a large stretch of seating facing away from the sea. However the initial public consultation highlighted that some people liked the angle of the seating as it allowed them to enjoy the sun in the afternoon. In addition if turned around these seats would face the sea wall therefore limiting sea views from this position. However, the strategy does acknowledge the need for additional sea facing seating along the seafront. Comments noted.
SRS104	Neutral	Don't agree that the field behind Seaburn Camp should be developed; it should be left as green space. Businesses should be encouraged to tidy up the front of their properties. Graffiti in skate park? Does this get removed? Toilets - lack of them.	See SRS7 and SRS3. The graffiti in the skate park is a feature of the skate park and as such is not removed. However the area is checked on a weekly basis in order for any offensive material to be identified and removed. Comments noted.
SRS105	Support	Congratulations on your method of public consultation. We originally attended the meeting at Roker and are glad to see that many of our suggestions are included in the masterplan. Again your staff at Seaburn on the 27th August were helpful in explaining the strategy and answering all our questions. In the meantime the Council badly needs to clean up the old fairground site in Ocean park which gives a very poor impression of Seaburn to visitors.	It is proposed that a detailed masterplan is drawn up for Seaburn which will take into account the entire Ocean Park site including the fairground site. This site is considered to be an opportunity for mixed-use leisure-led development including wet weather facilities. Comments noted.
SRS106	Neutral	Seaburn Centre exhibition a farce, why didn't someone sweep the entrance, outside was full of cigarette ends and filth, could have been swept before the meeting, which was something like lego. To regenerate this area you must clean it up first. Major health issues.	See SRS3. These comments do not relate to the strategy and do not identify why the respondent felt that the exhibition was so poor, therefore these comments can not be used to help inform future consultation methods. There has been positive feedback received about the methods of consultation that have been used see SRS109 for example. Comments noted.
SRS107	Support	Colourful documents identifying lots of opportunities, but lacking in specific proposals which could be costed. The main feature that is needed is a focal point for the whole front. The obvious place for this is the underused and underdeveloped Seaburn Centre. With comparatively little capital expenditure it could be developed to contain a resorts office, a sub TIC as well as a general visitor's facility including catering. It is the best exhibition/ events venue in the City but never really promoted to achieve its potential.	See SRS7. Comments noted.
SRS108	Neutral	A pedestrian safety island (or controlled crossing) is needed in Whitburn Bents Road close to the Seaburn camp/bus terminus. With the development proposed for Ocean Park and Seaburn promenade, cross-road visitor traffic will add to what is often, at certain times of the day, a hazardous adventure.	Comments noted.
SRS109	Support	We support the proposals but what Seaburn needs to bring it to its full potential is family friendly things to do. We could have a bowling alley and like Blackpool a pirates themed adventure golf. Also deckchairs the way it used to be.	See SRS7. Deckchairs are currently available for hire from the resorts team at both Seaburn and Roker. Comments noted.
SRS110	Support	a.) News of open all year toilets (and disabled provision) is welcome. b.) I proposed indoor play barn, childrens activities and am sorry that this has not been chosen. Indoor kids area is essential due to coastal weather. Otherwise I support the proposals.	See SRS7. Comments noted.

SRS111	Support		Noted.
<b>Draft Seafront Regeneration Strategy public consultation – statutory consultee responses</b>			
SRS112	North East Planning Body	The North East Planning Body has no observations to make and, therefore, will not be submitting a formal response to assess the conformity of the document with regional planning policy.	Comments noted.
SRS113	RNLI	The design and regeneration realisation look fantastic and I am sure these proposals will be fully embraced by the community and local businesses alike. The RNLI would like to be consulted on the incorporation of any lifeguard units on this beach.	Noted. A procurement process is currently ongoing which will determine if the RNLI take on life guarding duties at Roker and Seaburn seafront over the next 5 years. Should the RNLI be awarded the contract for lifeguarding at the seafront more detailed discussions will take place.
SRS114	Coal Authority	Having reviewed your two regeneration documents, I confirm that we have no specific comments to make on them at this stage. We look forward to receiving your emerging planning policy related documents.	Comments noted
SRS115	Northumbrian Water	Northumbrian Water [NWL] welcomes the Seafront Regeneration Strategy and Marine Walk Masterplan and supports the general principles in the documents for the regeneration of the area. The Company has no comments on the contents of the reports other than to ask for early consultation as the proposals and plans become clearer to ensure adequate water and sewerage infrastructure is available to support the area's regeneration. NWL supports the high level objectives of the Sustainability Appraisal, particularly the need to ensure that all aspects of surface water management are considered in the need to prevent pollution and flooding. It is noted that paragraph 5.4.4 of the Sustainability Appraisal does take into account the representations NWL made in April 2009 on the Consultation Draft Sustainability Appraisal, in particular the acknowledgement that the new Hendon STW and the major sewerage improvements have greatly improved the situation as regards domestic and industrial sewage effluent affecting the coastline. However the end of the paragraph implies that the loss of the blue flag status after the heavy rains in 2007 was due solely to the storm discharges from the sewerage system, whereas in fact the heavy rainfall also increased the amount of surface water run-off from both agricultural and urban areas and any or all these contributed to bacteriological impact on the bathing water quality. It would be helpful to amend the paragraph by mentioning all of these factors, which would tie in with the stated aims in section 6.1 of the Marine Walk Masterplan and other parts of the documents to adopt sustainable water treatments to prevent flooding and pollution from all sources of surface water.	Comments noted
SRS116	Sustrans	Further to the recent receipt of the proposal documents for the above, we have now had the opportunity to review the documents and also visit the study area. We would like to comment as follows: 1. The area around the marina brings cyclists into conflict with anglers. During our site visit the path by the Sunderland Yacht Club was blocked by anglers resting their fishing rods across the full width of the path. The cycle route around the Sunderland Yacht Club was not very pleasant with litter, fire damage to the fencing and poor access due to the steps adjacent the pier. This is shown in the following photographs. 2. The end/starting point of the C2C cycle Route is not very well defined and would benefit from greater emphasis. 3. The NCN Route 1 Cycle Path seems "pinned" against the side of the A183, whereas, there does seem the opportunity for more interesting cyclist routes that would follow the coast/cliff line that	Comments noted. Point 1: The strategy proposes to remove vandalised street furniture and improve the ramp access in the area surrounding the yacht club (as shown on Figure 17). Point 2: A piece of artwork named 'C' has been installed at Marine Walk to mark the beginning/end of the c2c cycle route. Point 3: Comments noted. Point 4: The strategy proposes to improve existing pedestrian crossing points and identifies opportunities for a new pedestrian crossing along the A183 (as shown on Figure 10). Point 5: Both the Seafront Regeneration Strategy and the Marine Walk Masterplan propose the installation of cycle racks at a number of points along the seafront. Point 6: As shown in section 6.4 of the document the strategy

		would no doubt encourage more family cycling. In addition to the above point, noise from the A183 was ever present and the route would benefit from greater separation away from the traffic. 4. There was a lack of crossing points to the amenities, ie shops, cafes etc across the road from the cycle route. 5. There was a shortage of cycle parking facilities along the route and in particular in areas adjacent to the local amenities. 6. The existing cycle route was disrupted by bus shelters built either on top of the cycle route or immediately adjacent with a novel give-way arrangement. As shown in the following photographs. This brings cyclists into conflict with pedestrians. Overall we welcome the proposals and believe there are opportunities to enhance the cycling facilities along this part of the beautiful northeast coastline. We shall be pleased to partake in the development of the proposals.	proposes to realign the cycle route which runs along the A183 to ensure that cyclists can use the route without having to dismount.
SRS117	Sunderland Branch Green Party	The Sunderland branch of the Green Party expresses its approval of the general conception of the plan; renewal and improvement of the seafront would certainly add to the amenity of the city and remove a number of current eyesores. We likewise note with approval the environmental and social Sustainability Appraisal and the concern that is expressed there to ensure that adverse environmental impacts are avoided. In that connection we would stress the following points: 1. It is noted in the Appraisal that one result of the improvement would be to attract a greater number of visitors to the seafront (and Roker Park) than is currently the case, with greater pressure from the number of vehicles involved, with all the implications for traffic congestion and pollution and other knock-on effects, and urge that comprehensive steps are carefully planned and taken to counteract these possible consequences. 2. One of these, as noted, is the inevitable generation of additional waste and we are convinced that it will be necessary to do much more than to multiply the number of litter bins and add a greater number of recycling bins, important though that would be. A significant number of litter wardens will be required. 3. A further aspect of this problem relates to the proposal to improve the vegetation and greenery of the seafront. Welcome though this is, it will be important to ensure that what is planted does not become impenetrable hedges or thickets, so that when litter is thrown into them it becomes virtually impossible to recover, as has been the case in certain areas not far from the seafront. 4. The current availability of public transport by road to the seafront area is most unsatisfactory, and we would argue that this issue needs to be addressed. If it cannot be improved through discussions with the current operator the Council should provide its own, in a manner similar to the yellow bus provision in Newcastle. 5. We feel that the possible sources of funding for this ambitious project are left unduly obscure, especially at a time when there is certain to be great pressure on all public finances, and urge that this matter is clarified and expanded. In particular we would strongly oppose any PFI proposal, should that be considered.	Comments noted. Point 1: The strategy has been amended to include text on the requirement to produce a transport assessment, travel plan or transport statement for new developments. A further paragraph has been added to section 3.2 of the strategy. Point 2: It is not within the scope of the strategy to establish the cleansing regime for the seafront. The Joint Municipal Waste Management Strategy sets out how waste will be managed in Sunderland, South Tyneside and Gateshead until 2027. In addition as part of a wider council exercise the maintenance and management of the seafront is currently being reviewed. Point 3: As identified in section 6.1 of the strategy any landscaping and planting schemes will be carefully designed to consider such concerns. Point 5: The strategy has been produced to help guide the regeneration of the seafront and offer advice to developers looking to develop in the area. In addition the document is to be used as a tool to bid for funding to regenerate the seafront as identified in the strategy and the soon to be adopted Marine Walk Masterplan. It is anticipated that following the adoption of this masterplan as an SPD a detailed masterplan will be drawn up for Seaburn. There is no PFI proposal.
SRS118	Government Office for the North East	It would be inappropriate to comment on the application itself at this stage, as the Secretary of State has a quasi-judicial role in the planning process and we must not prejudice the Secretary of States position. The Council will wish to consider in due course whether it needs to notify the Secretary of State formally of the application in accordance with one of more of her statutory directions, if it is minded to grant planning permission, so that she may consider whether she should intervene. The	Comments noted.

		council may also need to send the Secretary of State two copies of any environmental impact assessment if the application is classed as EIA development.	
SRS119	Campaign To Protect Rural England (CPRE)	1. We commend the careful consideration to be given to the impact of lighting. We particularly support the seating which faces out to sea. 2. On page 42 of the Seafront Regeneration Strategy mention is made of considering sites for housing. We would fervently hope Ocean Park will not be part of this and all the open space will be retained for recreational and/or tourist uses. 3. Ocean Park is in a unique location close to the seafront which should not be allocated for housing which can use other locations in the City. 4. There is no particular mention relating to the car parking spaces at the top of Pier View by the Bungalow Cafe. We would ask that these be retained as there are not many indoor places with such a magnificent view of the sea which are so close to car parking for those with walking difficulties. 5. The proposals for soft landscaping around Marine Walk and in particular the planting of native species is excellent.	Point 1: The strategy has been amended to state that the impact lighting effects will have on roosting birds and other protected species will be considered when deciding its positioning. Points 2 & 3: The existing open space within the Ocean Park Character Area is currently being considered as part of a wider council exercise in the preparation of the Local Development Framework (LDF). A consultation exercise on the proposals for the LDF is ongoing and CPRE will be consulted as part of this. Point 4: It is not proposed to remove the car parking adjacent the Café Bungalow. Comments noted.
SRS120	One North East	With regard to this latest version of the Draft Strategy, the Agency notes and welcomes the Vision and Objectives outlined in the document. Particularly welcome are the intentions regarding the provision of an attractive environment offering high quality public amenities and events to ensure the seafront area becomes a 'year round' destination.  The identification of four distinct character areas together with key gateways within those areas is also welcomed by the Agency. The development in isolation of vacant sites along the Seafront should be avoided and the provision of individual masterplans set against the overall framework of the Seafront Regeneration Strategy should ensure a coherent approach as development proposals arise.	Comments noted
SRS121	Sport England	Sport England supports the recognition of the seafront as providing opportunities in watersports (4.2 Assets); we also support the recognition of improving basic facilities at the watersports hub (6.3 Marine Walk).	Comments noted
SRS122	English Heritage	Because of the volume of work currently generated by the new Development Plan System and the introduction of Strategic Environmental Assessment, English Heritage in the region is finding it necessary to prioritise the consultations on which it responds. In this particular case, we have concluded that engagement is not a high priority. We shall, nevertheless, endeavour to respond to consultations where we consider there to be significant environmental effects on the historic environment.	Comments noted
SRS123	Environment Agency	<u>Flood Risk</u> We understand that this Strategy informs the delivery of future development of the coastline in Sunderland, with four key sites including Marine Walk. Page 13 of the Strategy sets out relevant national planning policy in relation to the study area. We support the inclusion of PPS25: Development and Flood Risk, however, we consider that this section creates an opportunity to further investigate the principles of PPS25 in relation to informing the Strategy itself. In guiding development in areas of flood risk, it should be acknowledged that decision-makers should aim to steer development to areas at the least probability of flooding (Flood Zone 1). The study	Comments noted. Flood risk: it is considered that at this stage sufficient reference is made to PPS 25 on page 13 of the strategy and flooding within section 4.1 of the strategy. Biodiversity: PPS 9 has been added to page 13 of the strategy. The impact of feature lighting on roosting birds and other protected species has been added to page 33 of the strategy.

	<p>area is at risk of both tidal flooding along the coastline and beaches, as well as fluvial flooding from watercourses such as the Cut Throat Beck and River Wear. In considering the physical opportunities for the study area, as referred to on page 26 / 27, of the Strategy, consideration of the principles of PPS25 should be fully explored within the site proposals themselves, to ensure that flood risk is mitigated as far as possible within any future policies and proposals. In cases where development must be located in Flood Zone 3, water compatible uses should be encouraged.</p> <p>Increased surface water run-off from impermeable development proposals has the potential to increase flood risk in the study area and wider context, and such proposals should not be permitted. We welcome the incorporation of SuDs and recommend that opportunities for permeable paving are explored within the design proposals in relation to surfacing materials for the four key sites. Any infiltration methods should, however, take into consideration the underlying Aquifer, and where infiltration has the potential to detrimentally affect the Aquifer, alternative methods should be investigated in accordance with Approved Document Part H of the Building Regulations 2000.</p> <p><u>Biodiversity</u> We support the inclusion of the natural environment as the seafront's main asset to be protected and promoted, as referred to on page 26 of the Strategy.</p> <p>The Strategy should be considered in the context of PPS9: Biodiversity and Geological Conservation which is not included on page 13, especially given it's location above the Aquifer and the nearby wildlife designations.</p> <p>We understand that lighting forms an integral component of the Strategy to ensure that issues such as fear of crime, safety and aesthetics are addressed. Lighting can however have a detrimental impact upon wildlife and their habitat if designed inappropriately, and we recommend that this consideration is incorporated into any further Masterplan SPDs for the sites and within the Strategy itself where appropriate. Lighting schemes should be designed to ensure that wildlife and their habitat is not disturbed or discouraged from using the area, this includes along river corridors and within designated sites.</p> <p>We appreciate that the proposals within the Strategy have taken into consideration the SSSI and SPA and do not appear to encroach upon these designations. We consider that the potential for disturbance to these areas, however, should form an important element of the proposals set out in the Strategy for each site. This is to inform any SPDs and planning proposals submitted in the future and ensure that the key issue of protection and enhancement of the natural environment identified within the Strategy, is fully addressed within the planning system.</p> <p>We welcome consultation in relation to any of the environmental improvement schemes proposed in the study area.</p>	
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SRS124	Natural England	<p>Point 1: Page 11 Paragraph 1.5/Page 15 Paragraph 2.4 Links could be made here to the proposed Sunderland Green Infrastructure Strategy. Point 2: Page 13 Paragraph 2.1 PPS9 should be included in the list given the range of coastal nature conservation designations present in the area Page 24 Point 3: Paragraph 4.2 Natural Assets Suggest add which is part of the Northumbria Coast SPA..... rather than is a Northumbria Coast SPA. Suggest add 'Part of the Durham Coast SAC .....'. The area is also part of the Durham Coast SSSI. Page 26/Page 32 Point 4: Paragraph 4.3 Environmental We welcome the recognition that the natural environment is the main asset to be protected and promoted, that any future development needs to work with nature rather than against it, and to avoid environmentally sensitive areas, and that there are opportunities to enhance awareness and understanding through interpretation. Point 5: Page 26/27 Paragraph 4.3 Opportunities Physical We welcome the further consideration of enhancements/linkages to public transport in the area, and the recognition of new development to complement the surrounding landscape. Point 6: Page 31 Planting We encourage any new coastal planting on the grassed banks on the lower promenade and elsewhere to be of locally native species. Existing landscaping particularly including species rich grassland should be managed to maximise its biodiversity interest and potential, and for example allowed to flower and seed, rather than landscaping be removed simply based on contribution to character of the area. This is recognised on Page 38, but should also be emphasised here. Point 7: Page 33 Lighting Any proposed lighting schemes on both buildings and natural features also need to take into account potential impacts on nature conservation interests including birds and other protected species. Point 8: Page 34 Cycling We welcome proposed improvements to cycling routes and facilities in the area and the development of new routes. Point 9: Page 40 General Use. It should be recognised that this area is also part of the designated Durham Coast SSSI. It contains part of the Northumbria Coast SPA rather than the whole of it.</p>	<p>Point 1: Comments noted. Point 2: PPS9 has been added to section 2.1 of the strategy. Point 3: text in the strategy has been altered as suggested. Point 4 to 6: Comments noted. Point 7: section 6.1 has been altered to reflect these comments. Point 8: Comment noted. Point 9: the strategy has been amended as suggested.</p>



<b>Draft Marine Walk Masterplan public consultation – public responses</b>			
MWM1	Support	<p>1. All developments depend for success on sustainable public transport solutions to the area. 2. Existing car park facilities are insufficient in summer. 3. Soft planting of designated areas will require regular high maintenance. They will also be a trap for the increased litter that is recognised as an inevitable problem. It's also vital that such planting does not obscure scenic views. 4. The conflict between cyclists', pedestrians (including disabled) and fishers' needs is recognised but it remains unclear how this is to be resolved satisfactorily given limited space for widening walkway. 5. Sonic play should be rethought on seafront because of potential nuisance to local residents especially at night through inappropriate use and vandalism. 6. It remains unclear that sufficient toilet facilities will be available to meet increased demand.</p>	<p>Comments noted. 1. A further paragraph has been added to the masterplan setting out how proposals link with the Local Transport Plan. 2. The intention is to promote sustainable methods of traveling to the seafront by highlighting the proximity of the seafront to nearby metro stations (as set out in the Seafront Regeneration Strategy) and enhancing pathways and cycle routes. The masterplan proposes to provide additional parallel on-street parking adjacent the Volunteer Life Brigade building. 3. The management and maintenance of the seafront, including planting, is being reviewed as part of a wider exercise within the council. It is proposed planting comprise native grasses and perennial plants which will not grow at such a height as to obscure views. 4. The south of Marine Walk was highlighted in the initial seafront consultation (16 February to 3rd April 2009) as a main point of conflict between anglers and cyclists. The masterplan proposes to remove damaged street furniture along the c2c cycle route in this location to create a wider cycle way and to install a ramp for cyclists. In the longer term the masterplan proposes to bring the old north pier back into use. This would allow anglers to use the pier as a fishing platform and reduce conflict on the adjacent cycle way and footpath. 5. Local residents have not objected to the proposal to install sonic sculptural play on Marine Walk however proposed sonic play pieces in close proximity to residential premises have been removed from the masterplan. There is the potential for any new facilities at the seafront to be subject to vandalism. Discussions have taken place with the Neighbourhood Inspector for the seafront to identify how the masterplan can deter crime. The masterplan seeks to increase feelings of safety at Marine Walk by encouraging natural surveillance, improving lighting and removing hidden areas e.g. by adding shutters to Roker Seating Shelter an area identified in the public consultation as a hotspots for anti-social behaviour. The masterplan has been amended to include provision of CCTV. 6. See paragraph in main body of the report regarding toilet provision.</p>
MWM2	Support		Noted
MWM3	Support	<p>The Marine Walk Masterplan is a good starting point on which to redevelop the whole of the seafront area. With this first step we can show the doubters that the Roker/Seaburn resorts have a lot to offer all age groups.</p>	Noted
MWM4	Support	<p>1. Can't the WW2 Bunker be incorporated into the regeneration? 2. The climbing frame/slide at Roker Pier is dated but is perfect for toddlers. There is nothing suitable for 1-3 year olds less stable on their feet which is why the frame at Roker Pier should only be replaced with a similarly sized piece. 3. The Pods look ridiculous!</p>	<p>1. Discussions with the County Archaeologist have highlighted that the structure at the end of Roker pier is a WW2 structure not a bunker. The emplacement is a solid structure which has been filled with concrete therefore it will not be possible to open the structure to the public however the masterplan will be amended to state interpretation will be added to the exterior of the structure as part of</p>

			the proposed interpretation trail. 2. Comments noted and will be considered as detailed proposals for play space are developed. 3. The pods shown in the masterplan are an artist's impression for illustrative purposes. Now that funding has been secured to deliver the pods more detailed designs will be developed.
MWM5	Support		Noted
MWM6	Support	The draft is well thought out.	Noted
MWM7	Support	Again I would like to re-iterate that I do support the changes, however I do not support the proposed dog ban. I am a responsible dog owner who cleans up after her dogs; it angers me that the irresponsible few are spoiling this for the rest of us. I would suggest that more dog fouling officers are present, and issue instant fines. Could lifeguards help to enforce the ban?	Noted. This is a matter which is beyond the scope and remit of the Marine Walk Masterplan. The council's Coastal Code establishes the dog ban zone which operates during the summer months. The council has recently employed additional dog wardens.
MWM8	Object	Some of the proposals are very interesting regarding the lighting effects etc, the other proposals seem to be just signage points and new furniture.	The Marine Walk Masterplan sets out a number of proposals which will help to attract visitors to the area including the creation of a flexible event space, a Plaza including seating and play equipment, an interpretation trail, interpretation point, retail kiosks and an education centre.
MWM9	Support		Noted
MWM10	Support		Noted
MWM11	Support		Noted
MWM12	Support	Excellent, especially impressed with the potential for feature lighting to the cliff face and beach. I would like to see an improvement to The Smugglers pub. Opening of the Pier/tunnel and caves to provide heritage and entertainment opportunities will attract visitors. Overall, it looks like an excellent proposal... my only concern is the council's ability to make it happen.	Noted
MWM13	Support		Noted
MWM14	Support	Dog walking should not be banned from the beaches; I feel the current exclusions at certain times of year and on certain parts of beach are excellent. Do not punish all dog owners for the petty minded few who do not care.	See response to MWM7.
MWM15	Support		Noted
MWM16	Support		Noted
MWM17	Support		Noted
MWM18	Support	I would like a big shoe or a boat that you can play inside.	The Marine Walk Masterplan sets out the location of play space. More detailed proposals for play space will be drawn up with input from young people with an interest in the seafront. These comments will be considered when developing the detailed designs.
MWM19	Support	I am 5. I would like a wooden play lighthouse. I would love a nice café. I would like computers to find information about the history of Roker.	See response to MWM18.
MWM20	Support		Noted
MWM21	Support		Noted
MWM22	Support		Noted
MWM23	Support	This is really wonderful, especially the idea of reinvigorating the entrance to Roker Park. The references to the illuminations and the traditional use of the area for tea dances are genuinely respectful of heritage and locally distinctive. I'm very pleased better interpretation is included. I moved to Sunderland from Whitley Bay a year ago	Noted

		and have often thought this is needed. Given the Council have done this work 'in house' I am very impressed at the talent in my adopted home town. I am also absolutely thrilled to see naturalistic landscaping included as a key feature of the scheme. The design 'palate' for this and the seafront are fantastic and will add a really coherent, modern, yet sensitive feel to the place. I love it. Best of luck, and please contact me if you require any local people to volunteer.	
MWM24	Support	I think the whole revamp of the seafront is a fantastic idea. My only concern is the vandals, with the toilets open all the time this will attract under age drinkers/drug-users. I think the Pods are a fantastic idea and really can't wait to see them in place, I know my 3 yr old niece would love this as well, again I have no worries of them being vandalised/misused. I am merely pointing out what I see when I walk down the beach with my dogs on summer evenings, the shelters beside Smugglers and the beach itself is often filled with drunk kids, throwing cans/bottles about & urinating (which obviously doesn't look or smell nice). I would hope deterrents such as police patrol/CCTV would be an option.	Noted. The pods shown in the masterplan are an artists impression for illustrative purposes. More detailed designs will be developed which take into account the risk of vandalism. Discussions have taken place with police representatives with responsibility for the seafront to identify how the masterplan can deter crime. The masterplan seeks to increase feelings of safety at Marine Walk by encouraging natural surveillance, improving lighting and removing hidden areas. For example by adding shutters to Roker Seating Shelter an area identified in the public consultation as a hotspots for anti-social behaviour. The masterplan has been amended to include provision of CCTV.
MWM25	Support		Noted
MWM26	Support		Noted
MWM27	Support	I would like sandy beaches + big waves!	Noted
MWM28	Support	1. Improved facilities for anglers. Changing/Shower facilities, additional covered seating areas for use in bad weather. 2. Provision of bars/cafes with both indoor and outdoor seating.	1. The masterplan has been amended to include provision of changing and shower facilities. Existing covered seating areas are subject to vandalism and anti-social behaviour. Due to this the masterplan does not propose additional sheltered seating which would be accessible to the public at all times of the day and night. Covered seating would be considered suitable if brought forward as part of a wider scheme in which it would be managed for example as part of a cafe development. 2. The masterplan identifies development sites which could be appropriate locations for food and drink uses subject to detailed design proposals.
MWM29	Support	I accept that our seafront is in need of a facelift. I do hope that one will still have quiet walking areas for people who just want to walk, sit and enjoy the view. Tea rooms would be a great asset.	Noted
MWM30	Support	More toilets between Marina and Morrison's.	See paragraph in main body of the report regarding toilet provision.
MWM31	Support	Really like revamp of entrance to Roker Park on promenade. Pleased that natural environment remains at the forefront of regeneration.	Noted
MWM32	Support	We have had a lovely two weeks staying at Roker, your plan sounds lovely for Roker and Seaburn. I do hope you will have a café at Seaburn, where you can have tea or coffee and out of the wind and watch the sea view. Also please no dogs on the beaches.	Noted
MWM33	Not stated	The pods look like aliens have landed. They look fun but what will they look like along with the historic features you have planned for the seafront.	Noted. The pods shown in the masterplan are an artists impression for illustrative purposes. Detailed designs will be developed which take into account these concerns. The intention is the pods will be constructed of timber using technologies similar to those employed in constructing a boat in reference to Sunderland's rich maritime heritage.

MWM34	Object	I am a regular visitor to Roker beach during the summer months and quite often in winter. After hearing about the plans taking place I am concerned about how I will be able to visit Roker beach due to me being disabled, having no parking.	The masterplan does not propose to remove any disabled parking from Marine Walk. The masterplan has been amended to include provision of some parallel parking along Marine Walk road to make the northern end of Marine Walk more accessible.
MWM35	Object	I work summer + winter at the Marine Walk Café. I am worried for my job if this plan goes ahead. I can say that a lot of customers I serve are in cars and in the winter weekends almost everyone. Also what about the disabled people.	In light of these comments and other comments received the masterplan has been amended to allow vehicular access up to the roundabout on Marine Walk Road. The potential to install parallel parking along Marine Walk Road will also be explored.
MWM36	Not stated	More shrubs, more trees, more plants, wherever they can be fitted in, and wherever they will grow, especially shrubs bearing berries, seeds - attractive to birds.	Noted. The masterplan proposes maritime planting on the edge of existing car parking and planting in the grassed banks on Marine Walk comprising native grasses and perennial plants.
MWM37	Object	I am a floor attendant at Roker amusements and have been for many years, if there is a stop to close parking, I can tell you there will be a huge drop in visitors to my place of work, as business has relied on these persons, how does a person get to the toilets?	See response to MWM35.
MWM38	Object	I would respectfully suggest maintenance to the seafront amenities be a priority, for instance, painting the railings along the length of Cliff Park, also resurfacing the pathway between Pearith Road and Roker Park and Cliff Park, this work is essential for the added beauty of our seafront. Maintenance is sadly lacking in this area.	Noted. The management and maintenance of the seafront is being reviewed as part of a wider exercise within the council.
MWM39	Object	I work as a café assistant at Marine Walk Café. Working the summer season and sometimes in the wintertime if the plan goes ahead to stop visitors driving along Marine Walk, I think it may put my job at risk. There is only the café and the pub here, why cut off this trade lifeline.	See response to MWM35.
MWM40	Not stated	Particularly, I would like to see every effort towards biodiversity at the forefront of habitat creation schemes, native planting with diverse structure, i.e. scrub is very important from the Durham Coastline.	Noted
MWM41	Support		Noted
MWM42	Not stated	1. Please make the toilets clean and useful. 2. If possible make the sand pit into a swimming pool. (Make sure it gets cleaned). We should have more rain shelters and things to look at so our local beach will be known. Write back please.	Noted. 1. The management and maintenance of the seafront, including the toilet provision and cleansing, is being reviewed as part of a wider exercise within the council. 2. The masterplan proposes that water play equipment is installed on the site of the sand pit. The site is not of sufficient size to accommodate a swimming pool.
MWM43	Not stated	1. Not too sure of the use/value of the pods - would need to know more. 2. Like the idea for the cave, but how will it be kept clear of bird droppings? 3. Any planting should be in mind of the bees population decrease.	Noted. 1. The pods shown in the masterplan are an artists impression for illustrative purposes more detailed designs will be developed. It is proposed the pods serve a number of functions including retail kiosks, interpretation points and education spaces. 2. The masterplan proposes the cave is gated off using a reinforced glass panel to prevent access by both people and wildlife. 3. See response to MWM36.
MWM44	Support	I think they are all excellent ideas.	Noted
MWM45	Support	Pleased that something is about to be done. Just get on with it. There are plans for a lot of things in the city, but nothing ever comes of them.	Noted
MWM46	Support	More toilets and bins required.	See paragraph in main body of the report regarding toilet provision. Masterplan states consideration will be given to the need to provide

			additional waste management facilities.
MWM47	Support	1. I would like to see more disabled toilets and more seats along the sea front. 2. More attractions through the year at Easter and Christmas. I would like to see more charity fun days for local people to get involved in	Noted. 1. See paragraph in main body of the report regarding toilet provision 2. The seafront events calendar is outside of the scope and remit of the Marine Walk Masterplan, however, comments will be passed to the events team.
MWM48	Support	I think the fireworks display on bonfire night and the Christmas lights should also be brought back as they used to be a good attraction.	See response to MWM47 point 2
MWM49	Support	The proposals look really exciting and I look forward to seeing the project.	Noted
MWM50	Support	The proposals look great, the more changes the better.	Noted
MWM51	Support	Yes, plans look great.	Noted
MWM52	Object	Restricting parking will effectively destroy 50% of the existing business on marine walk and put an end to a good proportion of live cultural events in Sunderland.	See response to MWM35.
MWM53	Support	1. Good in so far as it goes - but would like you to add foot-washing facilities beside the steps leading down to beaches. 2. The stairs leading down from the path next to BP garage to river are in a dangerous state.	1. The masterplan has been amended to include foot washing facilities. 2. The pathways leading down from the BP garage are outside the masterplan area. Comments have been forwarded on to the council's Property Services team.
MWM54	Support	Are there going to be toilets not far from the play area?	Toilets are currently located in Roker Park, to the north of Marine Walk adjacent Bellerby's amusements and adjacent the Voluntary Life Brigade building (on the upper promenade). The masterplan proposes a direct pathway linking the upper and lower promenades is installed adjacent Adventure Sunderland. This would make the toilets more accessible from the play space on lower promenade.
MWM55	Not stated	When looking through the plan I noticed the feature lighting which I think is a total waste of money. You could use the money on something more useful, we are always hearing that there's nothing for kids to do so why not do things for them. And do things like Shields, put shows on.	The lighting is just one proposal in the masterplan. The masterplan also proposes that new play facilities are installed, and that an interpretation point, education facility and retail kiosks are developed. Feature lighting is not costly compared to other public realm work. Lighting also has the potential to increase feelings of safety and become a visitor attraction on an evening. Over 120 respondents to the initial seafront consultation (16th February to 4th April 2009) made reference to the Sunderland Illuminations and were in support of a lighting scheme at the seafront.
MWM56		Object to marine walk being closed.	The masterplan does not propose to close Marine Walk.
MWM57	Object	Need more for children like South Shields.	Noted. The masterplan proposes new play facilities are located along Marine Walk.
MWM58	Support	I'm on holiday here and have been impressed with the potential here for a really attractive seaside destination to develop. So I'm very pleased to see you have plans and I look forward to returning in a few years time with my bike.	Noted
MWM59		Why doesn't Sunderland Council support their name sake swimming club and why do we have to put up with idiots in the Aquatic centre, disrupting things, when we pay good money for part of the pool. Why don't you build a play pool with slides etc so they can enjoy themselves?	The management of persons using the Aquatic Centre is outside of the scope of the Marine Walk Masterplan. There is not a site of sufficient size to accommodate a leisure pool at Marine Walk.
MWM60	Support	I strongly support the development plans. Minor suggestions - 1. the pier needs re-surfacing. 2. The access roads around Roker Park are becoming heavily congested by on-road parking - the pressures will increase with these improvements. 3. There are several tarmac areas within Roker Park which detract from its period/historic feel (e.g. football/basketball) 4. I assume new play areas will take account of all age	1. The masterplan has been amended to include reference to resurfacing Roker Pier. 2. The masterplan in conjunction with the Local Transport Plan 2 seeks to promote sustainable modes of transport, and reduce the need to travel by car to the seafront. 3. This area of Roker Park is outside of the masterplan boundary. 4.

		ranges.	The masterplan proposes Marine Plaza is developed as a plaza for people of all ages.
MWM61	Support	Excellent proposals here. The new housing and marine facilities are already well established and well used as a thoroughfare/human presence. Both piers should be restored as major attractions (a la Brighton, Saltburn, Whitby, Southport) All cycle paths throughout city should be surfaced in green tarmac with clear road markings to compliment quality signage now in place - drivers and pedestrians cant distinguish otherwise.	Noted
MWM62	Not stated	We came here from Pakistan. We have enjoyed and my children. I appreciate you plan and save life in the sea.	Noted
MWM63	Support	My main comments here refer to facilities for cyclists. 1. I would like to see the break in the cycle track on the bridge over the Roker ravine removed since many cyclists use the pavement at this point. 2. The cycle track down to Marine walk from Roker Terrace is steep and should be forbidden to pedestrians who have other paths from which cyclists should be forbidden. 3. It would be good if the cycle track from Roker Terrace could be continued along Harbour View to Dame Dorothy Street to join with the track into the City Centre at this level, well above the C2C track.	1. Covered in Seafront Regeneration Strategy 6.1 Strategic principles 2. This route accommodates both cyclists and pedestrians. Markings on the route establish which side of this route is for cyclists and which is for pedestrians. Adjacent pathways are stepped any may not be suitable for some pedestrians e.g. wheelchair users or people with push chairs. 3. Covered in Seafront Regeneration Strategy 6.1 Strategic principles
MWM64	Not stated	As a frequent visitor to the area, 5-6 times a year, I would like to say that whilst I think that the promenade, toilets, seating and buildings need to be improved, I would hope that the character of the area will not be changed too much by the addition of brightly coloured paint (stainless steel lighting) or very modern sculptures. You have a unique, natural sea front which should be preserved for locals and visitors.	Noted. The Marine Walk Masterplan seeks to build on the areas unique natural environment and rich heritage.
MWM65	Not stated	1. All benches should have back supports. 2. The pods themselves are ok but the framework surrounding the interpretation and retail pods are hideous.	Noted. 1. The masterplan has been amended to specify some seating with back rests will be provided. 2. The pods shown in the masterplan are a design concept. The intention is the pods will be constructed of timber using technologies similar to those employed in constructing a boat in reference to Sunderland's rich maritime heritage. These comments will be considered in the development of the detailed designs.
MWM66	Not stated	You can't do one without the other. Roker does not host the Airshow, charity runs. I am disappointed and feel so let down by this council.	The Marine Walk Masterplan is the first of a suite of documents which will allow the delivery of the Seafront Regeneration Strategy. It is proposed a detailed masterplan will be developed for Seaburn.
MWM67	Support	This sounds fantastic; we are on holiday here and would definitely recommend this area to friends and family. The masterplan sounds and looks great. They play and water area would be lovely for children. New plaza area would be excellent. We will definitely return to this lovely area for weekends and holidays. We were surprised at how much money has already been ploughed into the area and what facilities already exist. The beaches were lovely and clean.	Noted
MWM68	Not stated	Since the inner rocker light house was demolished, I have hoped that it would be rebuilt or replaced with another feature. A lot of money has been spent on sculptures in the riverside area, but the most prominent position has always been avoided. It seems to me that is what is happening with the latest plan.	Old north pier is structurally unstable therefore pedestrian access is currently prohibited. Artwork has not been installed on the pier as it would encourage pedestrians to walk along the pier and risk their safety. The masterplan proposes the pier is repaired and refurbishes, this work would allow the development of artwork on the pier.
MWM69	Support	Having seen the plans and spoken to council reps I would hope that work could go ahead as soon as possible. Having lived in the area all my life and taken my children	Noted

		to Roker and Seaburn on a regular basis and now my grandchildren I would like to see the work done, but as soon as possible, it is badly needed.	
MWM70	Support	The idea of the pods is a good one and taking in the idea of the limestone and being well made with heavy timbers and being energy efficient, but the metal turbines fans on the top of the retail pod and the interpretation pod we believe should not be painted in bright colours and ask if that part of the design could be coloured to blend with the limestone feature of the pods. It was felt that too much colour above the pods would take away the grand impact of the limestone feature of the pods themselves. The education pod on the other hand seems to get an all round thumbs up for design.	See response to MWM65.2
MWM71	Support	This regeneration seems to be just a facelift. How about creating a reason to be in Roker Harbour. Some crazy golf, lockable huts to keep family beach stuff in. Toilets and showers in easy reach of the beach (for small children), a sit down, in-door café and rent by the hour watersports and wetsuits.	The Marine Walk Masterplan sets out a number of proposals which will help to attract visitors to the area including the creation of a flexible event space, a Plaza including seating and play equipment, an interpretation trail, interpretation point, retail kiosks and an education centre. The masterplan proposes a new access is added which will create a more direct route between Marine Walk and the toilet facilities on Roker upper promenade. Lockable huts, watersports and wet suit hire, cafes and family leisure facilities are appropriate uses for Marine Walk. The council would look on proposals from private developers to develop such facilities at Marine Walk favourably subject to the detailed design of proposals.
MWM72	Not stated	1. Mark out cycle track on prom. 2. Dogs on leads, clean up after dogs. Beach wardens to encourage people to take their litter home or place in bins. 3. Seating from 'shelter' between toilets and first aid. 4. Prom security railings need repairing/replacing - should all be renewed in a more positive way. Prom tarmac is lifted by heavy seas - needs replacing instead of patching up. Damage to lamp posts. 5. Vans, motorbikes, cars 'parked' for sale. Cycles use both sides of pavement. Parking on pavement, driving on pavement. 6. Make a mini roundabout - access to Bents Road.	1. The lower promenade on Marine Walk is not a cycle track therefore it would not be appropriate to mark out a cycle route on the promenade. 2. The management and maintenance of the seafront is being reviewed as part of a wider exercise within the council. 3. Depending on the layout of the water play, seating could be accommodated in this location. 4. The masterplan proposes Marine Walk is resurfaced with materials that will withstand the marine environment and that existing street furniture is renewed. 5. This is outside the scope of the masterplan but will be considered as part of the management and maintenance review of the seafront. 6. Comments relate to strategy
MWM73	Support	I think I am supportive of the proposals. I do have concern on the design concept and detail of the proposed pods. Whilst accepting the desirability of small kiosk type structures in principle, the proposed design is not easy on the eye, I doubt whether many visitors will pick up on the design reference to the geology of the seafront. Further, the identifying symbols for both the retail and interpretation pods are more appropriate to a motor racing circuit than the seafront. In what way will they enhance the character of the area? To me they look cheap and tacky. I suggest further consideration needs to be given to their design.	Concern noted. Interpretation will provide visitors to the seafront with information on the pods to ensure they understand the relevance of the design to local geology. The pods will be constructed using high quality materials suited to the marine environment.
MWM74	Support	1. What is the purpose of Sonic Optical Play? If it is to provide information would a traditional information board be more appropriate? 2. A new pathway directly linking Marine Walk to the upper promenade adjacent Bungalow Café would be at a steep incline. It would only be of value to young people. Construction of any sort on the slope may disturb its stability.	1. Sonic and optical play equipment is a term used to describe any play equipment which involves sound or light. For example outdoor musical instruments, such as those recently installed at Roker Park, are classed as sonic play. This form of play equipment need not be technically advanced. When selecting play equipment consideration will be given to the risk of vandalism. The sonic play installed in

			Roker Park in 2009 has proven to be robust. The masterplan seeks to reduce vandalism at Marine Walk by encouraging natural surveillance, improving lighting and removing hidden areas. 2. Concerns noted. Before any work is undertaken on the pathways linking upper promenade to Marine Walk detailed site survey work will be undertaken to ensure this will not impact on the stability of the grass bank.
MWM75	Object	My business and the Smugglers have survived with the support of customers parking outside on Marine Walk. If the plan is accepted in its present form I know this will probably be the last nail in the coffin, at one time before yellow lines, speed bumps and bollards our business was successful because of the number of visitors parking close to our property in poor weather and in winter. Parking bays at Seaburn have helped traders there. On a normal weather day approx 1 in 10 customers are in cars on an evening and in poor weather 40% of trade comes from adjacent parking. In the winter period the vast majority comes from people who park outside. If this was curtailed I would think I would have to close at this time of the year. Also I would lose elderly, care home and disabled visitors as these would not walk the distance from the car park. Could a number of parking bays be placed between the roundabout and the pier as previously planned? Parking could then be restricted outside the amusements and Smugglers pub at certain times of the day then allowing parking say after 6pm, then lifting the parking restrictions after September as at Seaburn. This would then allow my business and the pub to continue our evening and winter trade.	See response to MWM35.
MWM76	Support	Thanks for the opportunity to comment on the Seafront Strategy and Roker Beach Masterplan. My family and I broadly support the objectives and ideas presented so far. As a landscape architect I'm always on the look out for inspirational places and we recently visited an excellent coastal park in Folkestone Kent, here are a few notes/observations we made: 1. magnificent scenic promenades 2. panoramic views 3. extensive coastal park 4. family-friendly beaches 5. very high standard of management and maintenance 6. cycle routes 7. grand Victorian villas 8. heritage 10. focus on people not cars 11. walks	Noted
MWM77	Support	The grassed area? With sculptures (which have been done by school children) is being used as a dogs toilet. It is the area by the side of the yacht club; it would be nice if it was rectified by having it a pebbled or stone slabbed area.	Funding has been secured from One North East and Sunderland City Council to upgrade the final mile of the c2c cycle route and St Peter's Artwork trail. As part of this work the artwork adjacent the Yacht Club will be refurbished.
MWM78	Support	1. Impressive plans. Time scale? 2. Roker pods are too futuristic.	1. The Marine Walk Masterplan sets out long-term proposals for the seafront. The timescales for the delivery of the masterplan are dependent on funding opportunities and developer proposals coming forward. The initial phase of work will begin in 2010 and be completed by 2011. 2. See response MWM24



MWM79	North East Planning Body RSS	Thank you for the opportunity to comment on the above planning documents. The North East Planning Body (NEPB) has no observations to make and, therefore, will not be submitting a formal response to assess the conformity of the document with regional planning policy.	Noted.
MWM80	RNLI	The design and regeneration realisation look fantastic and I am sure these proposals will be fully embraced by the community and local businesses alike. The RNLI would like to be consulted on the incorporation of any lifeguard units on this beach.	Noted. A procurement process is currently ongoing which will determine if the RNLI take on life guarding duties at Roker and Seaburn seafront over the next 5 years. Should the RNLI be awarded the contract for lifeguarding at the seafront more detailed discussions will take place.
MWM81	Coal Authority	Thank you for consulting The Coal Authority on the above documents. Having reviewed your two regeneration documents, I confirm that we have no specific comments to make on them at this stage.	Noted.
MWM82	Northumbrian Water	Northumbrian Water [NWL] welcomes the Seafront Regeneration Strategy and Marine Walk Masterplan and supports the general principles in the documents for the regeneration of the area. The Company has no comments on the contents of the reports other than to ask for early consultation as the proposals and plans become clearer to ensure adequate water and sewerage infrastructure is available to support the area's regeneration. NWL supports the high level objectives of the Sustainability Appraisal, particularly the need to ensure that all aspects of surface water management are considered in the need to prevent pollution and flooding. It is noted that paragraph 5.4.4 of the Sustainability Appraisal does take into account the representations NWL made in April 2009 on the Consultation Draft Sustainability Appraisal, in particular the acknowledgement that the new Hendon STW and the major sewerage improvements have greatly improved the situation as regards domestic and industrial sewage effluent affecting the coastline. However the end of the paragraph implies that the loss of the blue flag status after the heavy rains in 2007 was due solely to the storm discharges from the sewerage system, whereas in fact the heavy rainfall also increased the amount of surface water run-off from both agricultural and urban areas and any or all these contributed to bacteriological impact on the bathing water quality. It would be helpful to amend the paragraph by mentioning all of these factors, which would tie in with the stated aims in section 6.1 of the Marine Walk Masterplan and other parts of the documents to adopt sustainable water treatments to prevent flooding and pollution	Noted. The Sustainability Appraisal paragraph 5.4.4 will be amended to reflect NWLs comments.

		from all sources of surface water.	
MWM83	Sustrans	<p>Further to the recent receipt of the proposal documents we have now had the opportunity to review the documents and also visit the study area. We would like to comment as follows:-</p> <p>1. The area around the marina brings cyclists into conflict with anglers. During our site visit the path by the Sunderland Yacht Club was blocked by anglers resting their fishing rods across the full width of the path. 2. The cycle Route around the Sunderland Yacht Club was not very pleasant. The end / starting point of the c2c cycle Route is not very well defined and would benefit from greater emphasis. 3. The NCN Route 1 Cycle Path seems "pinned" against the side of the A183, whereas, there does seem the opportunity for more interesting cycle routes that would follow the coast / cliff line that would no doubt encourage more family cycling. 4. In addition to the above point, noise from the A183 was ever present and the route would benefit from greater separation away from the traffic. 5. There was a lack of crossing points to the amenities, ie shops, cafes etc across the road from the cycle route. 6. There was a shortage of cycle parking facilities along the route and in particular in areas adjacent to the local amenities. Overall we welcome the proposals and believe there are opportunities to enhance the cycling facilities along this part of the beautiful north east coastline. We shall be pleased to partake in the development of the proposals.</p>	<p>Comments noted. 1. The masterplan proposes to remove damaged street furniture along the c2c cycle route in this location to create a wider cycle way and to install a ramp for cyclists. In the longer term the masterplan proposes to bring the old north pier back into use. This would allow anglers to use the pier as a fishing platform and reduce conflict on the adjacent cycle way and footpath. 2. Funding has been secured from One North East and Sunderland City Council to improve the final mile of the c2c route. This work will include the refurbishment of the route and installation of signage and interpretation. 3 - 5. Points relate to the Seafront Regeneration Strategy. 6. New cycle racks have been introduced to Marine Walk adjacent the c2c end piece. The masterplan has been amended to state additional cycle racks will be installed in appropriate locations on Marine Walk.</p>
MWM84	Sunderland Branch Green Party	<p>The Sunderland branch of the Green Party has studied the proposals sent out for discussion by Sunderland Council and expresses its approval of the general conception of the plan; renewal and improvement of the seafront would certainly add to the amenity of the city and remove a number of current eyesores. We likewise note with approval the environmental and social Sustainability Appraisal and the concern that is expressed there to ensure that adverse environmental impacts</p>	<p>1. Comments noted the masterplan has been amended to include text on the requirement to produce a transport assessment, travel plan or transport statement for new developments. 2. It is not within the scope of the masterplan to establish the cleansing regime for the seafront. The Joint Municipal Waste Management Strategy sets out how waste will be managed in Sunderland, South Tyneside and Gateshead until 2027. 3. See response to MWM1 point 3. Text will be amended to clarify a maintenance plan will be produced for new planting to ensure it does not become impenetrable. 4. A further paragraph has been added to the masterplan annex 1 setting</p>

		<p>are avoided. In that connection we would stress the following points: 1. It is noted in the Appraisal that one result of the improvements would be to attract a greater number of visitors to the seafront (and Roker Park) than is currently the case, with greater pressure from the number of vehicles involved, with all the implications for traffic congestion and pollution and other knock-on effects, and urge that comprehensive steps are carefully planned and taken to counteract these possible consequences. 2. One of these, as noted, is the inevitable generation of additional waste and we are convinced that it will be necessary to do much more than to multiply the number of litter bins and add a greater number of recycling bins, important though that would be. A significant number of litter wardens will be required. 3. A further aspect of this problem relates to the proposal to improve the vegetation and greenery of the seafront. Welcome though this is, it will be important to ensure that what is planted does not become impenetrable hedges or thickets, so that when litter is thrown into them it becomes virtually impossible to recover, as has been the case in certain areas not far from the seafront. 4. The current availability of public transport by road to the seafront area is most unsatisfactory, and we would argue that this issue needs to be addressed. If it cannot be improved through discussions with the current operator the Council should provide its own, in a manner similar to the yellow bus provision in Newcastle. 5. We feel that the possible sources of funding for this ambitious project are left unduly obscure, especially at a time when there is certain to be great pressure on all public finances, and urge that this matter is clarified and expanded. In particular we would strongly oppose any PFI proposal, should that be considered.</p>	<p>out how proposals link with the Local Transport Plan 2. 5. The purpose of the masterplan is to guide development proposals within the study area and to act as a supporting document for future funding bids. £1m in funding has been secured from the CABE Sea Change fund which will be match funded by £0.5m of council funding to deliver an initial phase of the masterplan. There is no PFI proposal.</p>
MWM85	Government Office for the North East	<p>It would be inappropriate to comment on the application itself at this stage, as the Secretary of State has a quasi-judicial role in the planning process and we must not prejudice the Secretary of State's position. The Council will wish to consider in due course whether it needs to notify the Secretary of State formally of the application in accordance with one of more of her statutory directions, if it is minded to grant planning permission, so that she may consider whether she should intervene. The council may also need to send the Secretary of State two copies of any environmental impact assessment if the application is classed as EIA development.</p>	Noted
MWM86	Campaign To Protect Rural England	<p>1. We commend the careful consideration to be given to the impact of lighting. 2. We particularly support the seating which faces out to sea. 3. On page 42 of the Seafront Regeneration Strategy mention is made of considering sites for housing. We</p>	<p>1. Comments noted. Masterplan states the impact lighting effects will have on roosting birds will be considered when deciding its positioning. 2 - 3. Comments relate to the Seafront Regeneration Strategy. 4. It is not proposed to remove the car parking adjacent the Café Bungalow. 5. Comments noted.</p>

		would fervently hope Ocean Park will not be part of this and all the open space will be retained for recreational and/or tourist uses. Ocean Park is in a unique location close to the seafront which should not be allocated for housing which can use other locations in the City. 4. There is no particular mention relating to the car parking spaces at the top of Pier View by the Bungalow Cafe. We would ask that these be retained as there are not many indoor places with such a magnificent view of the sea which are so close to car parking for those with walking difficulties. 5. The proposals for soft landscaping around Marine Walk and in particular the planting of native species is excellent.	
MWM87	One North East	The Agency welcomes the provision of this masterplan set against the overall framework of the Seafront Regeneration Strategy. The area identified in the Marine Walk Masterplan has important links with the candidate World Heritage Site (WHS) of St. Peter's Church and the Agency endorses the masterplan's intention to take advantage of this important asset in the improvement of the Marine Walk facilities. The seafront's success is also demonstrated by the popularity of the Coast to Coast and North East cycle routes which both involve activity in the study areas. Since the Coast to Coast route alone involves around 15000 cyclists annually, the provision of improved facilities to serve this demand would be of advantage to the seafront area. The masterplan's intention that development of improved facilities for these activities should be pursued is welcomed by the Agency. In this context indications from work studying the potential of sailing activities show that sailing alone could bring around £20 million per annum to the region's economy with other watersports further increasing this spend. The masterplan recognises this potential and identifies Roker as the seafront's hub for watersports based around Adventure Sunderland, the Dive Centre, Marina and the Yacht Club. Development of a specific activity like watersports would be likely to attract visitors from outside of the region by offering an alternative to the passive recreation beaches elsewhere on the North East coast. The masterplan's proposals seek to achieve the regeneration of Roker 'as a thriving seaside resort and reconnecting it within the riverside/coastal trail from St. Peter's to Roker Park and the wider coastal landscape'. The Agency supports the pursuit of the above initiatives which will all contribute towards achieving the wider Seafront Regeneration Strategy's objective to ensure the seafront area becomes a 'year round' destination. The masterplan accords with the RES which identifies the importance of maximising the potential of the	Noted

		region's natural, heritage and cultural assets as a strategic priority. The RES promotes the need for quality of place within existing and proposed development. Agency initiatives include delivering developments/regeneration schemes which demonstrate best practice in areas of accessibility, sustainability, whole life costing and general design standards. With this in mind, One North East welcomes the document's emphasis on the need to improve public realm and achieve high standards of sustainable design within the masterplan area.	
MWM88	Sport England	Sport England supports the recognition of the seafront as providing opportunities in watersports (4.2 Assets); we also support the recognition of improving basic facilities at the watersports hub (6.3 Marine Walk).	Noted
MWM89	English Heritage	Because of the volume of work currently generated by the new Development Plan System and the introduction of Strategic Environmental Assessment, English Heritage in the region is finding it necessary to prioritise the consultations on which it responds. In this particular case, we have concluded that engagement is not a high priority. We shall, nevertheless, endeavour to respond to consultations where we consider there to be significant environmental effects on the historic environment.	Noted
MWM90	Environment Agency	1. The pier and beach lie within Flood Zone 3, at risk of the 1 in 200 year tidal flood event and are therefore defined as having a high risk of flooding. This potential constraint should be identified within the existing context of the study area. This should also feature as a consideration within the design proposals for Marine Walk. 2. The study area lies in sensitive location in terms of ecological value and we consider that the physical context of the study area in this respect has been characterised sufficiently. However, given this sensitive location, and importantly, the identification of protection and enhancement of the natural environment as a key aspect to be addressed within the over-arching Seafront Strategy, we would expect regeneration objectives for the SPD to include for this aspect. Similarly, environmental improvements are proposed at Marine Walk as a preliminary outcome of public consultation for the Seafront Strategy and are included in the Strategy. 3. Paragraph 4.2 of the SPD proposes the use of native grasses to improve the site; however, we consider that greater emphasis should be placed upon protection and enhancement of the natural environment because of the area's high profile and important ecological location. Further options to achieve improvements to biodiversity in the area should be explored.4.	1. The masterplan has been amended to include reference to flood risk in section 2.2 Physical Context and in 5.8 New Developments. 2. Regeneration objective one of the masterplan has been amended to state 'To develop a sense of place and pride by building on and enhancing the area's rich heritage and natural environment.' 3. The masterplan has been amended to state further options to improve the biodiversity of the area will be explored. 4. Further guidance has been added to the masterplan setting out how development proposals should strive for environmentally conscious buildings, promoting sustainable energy use and sustainable building techniques and take into account the lifetime cost of the buildings. The installation of interpretation and an education facility have the potential to increase awareness of the area's unique environment and encourage people to treat the environment respectfully. The Appropriate Assessment does not propose a green corridor is installed to mitigate potential conflicts between the built and natural environment. 5. The masterplan has been amended to clarify the image of the stairway used within the masterplan is indicative and for illustrative purposes only. At the detailed design stage full consultation will be undertaken with the Coastal Protection Agency (Sunderland City Council) and the Environment Agency. 6. Section 5.8 of the masterplan will be amended to include reference to PPS25.

		<p>Within paragraph 2.2, reference is made to linkages between the built and natural environment where the two complement each other. We recommend that potential conflicts between the built and natural environment as a result of the proposals are fully explored and addressed within the SPD. In addition, the Appropriate Assessment identifies potential disturbance of the Northumbria Coast SPA from the associated increased use of the beach by dog-walkers should the proposals be implemented. This issue is not addressed within the SPD. The Appropriate Assessment does propose a green corridor to mitigate potential conflicts between the built and natural environment, and this is an option that should be investigated fully. 5. Within paragraph 5.2 of the SPD it states “The sea wall will be replaced with a sweeping stairway and ramp designed to allow the sand and sea to wash into the area, creating the sense of the park spilling out on to the beach”. It is unclear whether the existing sea wall serves any purpose in terms of mitigating flood risk and / or coastal erosion in the area. Should the wall serve as a flood defence, any changes to the existing feature would need to be undertaken in full consultation with the Coastal Protection Agency (Sunderland City Council) and the Environment Agency. Importantly noted within paragraph 6.1, SMP2 policy is to “hold the line” in this area. Should the wall impact in any way on coastal erosion processes in the area, potential impacts of the proposals will need to be fully investigated within the SA for the area. 6. Paragraph 5.8 is in relation to new developments coming forward in the area. We consider that proposals will need to consider location (i.e. in areas at the least risk of flooding) as a means to achieving environmental sustainability, in accordance with the principles of PPS25.</p>	
MWM91	North East Planning Body	<p>Thank you for the opportunity to comment on the above planning documents. The North East Planning Body (NEPB) has no observations to make and, therefore, will not be submitting a formal response to assess the conformity of the document with regional planning policy.</p>	Noted.
MWM92	Natural England	<p>1. The relationship between the various documents needs to be clearly outlined within each document, and its role in relation to the Local Development Framework made clear. 2. Figure 5 This should also show Durham Coast SSSI and Durham Coast SAC. 3. (4.2/5.1/5.5) Opportunities Culture and Heritage We would recommend that the cave area, ravine should be surveyed for the presence of protected species (bats) prior to any proposed use for art installations and performances, and proposed new lighting schemes. 4. (5.4) Roker Pods - We would initially expect any adverse impact of</p>	<p>1. The masterplan text has been amended to more clearly illustrate the role and relation of the masterplan and Seafront Regeneration Strategy to the UDP and LDF. 2. Figure 5 amended to show the Durham Coast SSSI and Durham Coast SAC. 3. Spottee's cave (highlighted in the masterplan as an area for illumination and interpretation) was last opened regularly in the early 1990's for the Sunderland Illuminations. Since this time the cave has been secured using a roller shutter. It is considered unlikely it will be a habitat for bat species; however, basic survey work will be undertaken once design proposals are clarified. The masterplan text will be amended to clarify this. 4. The pods shown in the masterplan are an artist's impression for illustrative purposes. Detailed designs will be developed which take into account Natural England's concerns.</p>

	<p>these pods as illustrated to be minimal but would recommend that detailed design, placing and use takes account of use of the area by important and protected birds. In our response to the HRA (Annex 3) we recommend a bird study of the area, this study should also inform pod design if any conflict is identified. 5. (5.7) We encourage any new coastal planting on the grassed banks on the lower promenade and elsewhere to be of locally native species; species appropriate to distant areas of the country can adversely affect locally distinct habitats. The introduction of trees and shrubs, including juniper and Scots pine to amenity grassland in this area is inappropriate. These grasslands can be enhanced with appropriate planting and management of species rich grassland which will provide botanical and wildlife interest in the summer and continues to provide feeding and roosting for migrant and overwintering birds, eg Turnstone, in autumn and winter. 6. (5.8) We welcome the recommendation to include green roof technology for new/refurbishment projects in the area. 7. (6.1) We suggest the text for HRA to read 'the function of the Habitats Regulation Assessment is to enable the Planning Authority to ascertain that no adverse effect on the integrity of a European site will result from implementation of the plan or project' rather than 'to ensure the masterplan will not negatively impact on sites of international nature conservation importance'. 8. (6.1) Refers to avoidance of impact on nesting birds but the timing is confused. Please see our comments in Annex 3 (HRA) regarding impacts on both wintering and breeding birds. 9. PPS9 should be included in the list given the range of coastal nature conservation designations present in the area.</p>	<p>Masterplan text will be amended to clarify this. 5. Comments noted. At this stage it is not necessary to set out which specific species will be planted. Natural England's comments will be considered when a planting scheme is produced. 6. Comments Noted. 7. Masterplan text amended to reflect this. 8 Masterplan text amended to reflect that birds use the coastline for more than solely nesting. 9. Annex amended to include reference to PPS9</p>
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