

North Area Committee

8th November 2010

Report of the Office of the Chief Executive Directorate

Influencing Practice, Policy and Strategy

Draft Seaburn Masterplan and Design Code

1. Why has it come to Committee?

- 1.1 This report offers Members the opportunity for consultation on plans and strategies relevant to the North. This report outlines the purpose and approach of the draft Seaburn masterplan and Design Code Supplementary Planning Document (SPD) and provides details of the associated statutory public consultation.
- 1.2 The boundary of the Seaburn Masterplan and Design Code is shown at **Annex 1**.

2. Purpose and objective of the consultation

- 2.1 The Seafront Regeneration Strategy (adopted in February 2010), provides an overarching framework to guide future development at Sunderland's seafront and identifies a vision for both Seaburn and Roker.
- 2.2 The draft Seaburn Masterplan and Design Code builds upon the vision and principles set out in Seafront Regeneration Strategy and sets out detailed planning and development guidance for developers submitting proposals in the Seaburn area.
- 2.3 In accordance with the vision for Seaburn the masterplan advocates a leisure-led development at Ocean Park, having a mix of uses available all year round. Low density residential development and significant enhancements to areas of green space around Cut throat Dene are also identified as well as the protection of views across the seafront and public realm enhancements at Seaburn promenade.
- 2.4 Existing businesses on Queens Parade and Morrison's supermarket are not identified for redevelopment as part of the masterplan but opportunities for improvements to the public realm in and around these developments will be pursued.
- 2.5 A design code and spatial masterplan, offer greater detail on the urban design principles for the area and set out the Council's design ambition for the site.
- 2.6 The Masterplan and Design Code for Seaburn will help will help facilitate the planning and regeneration of the seafront at Seaburn in a manner that helps achieve the aspirations set out in the Sunderland Strategy and the Seafront Regeneration Strategy.
- 2.7 In order to progress towards the adoption of the Seaburn Masterplan and Design Code SPD, the provisions of the Town and Country Planning (Local Development) (England) Regulations 2004 require a period of formal public consultation. The draft document is therefore subject to a formal six-week consultation process to ensure that those with an interest have an opportunity to comment on its content.
- 2.8 As representatives of the North Area, Committee member's knowledge and experience can be fed into responses to the consultation. The Seaburn Masterplan and Design Code are available to view at: www.sunderland.gov.uk/seaburn. Alternatively copies are available by contacting the Planning Implementation Team on: 0191 561 2549. A series

of drop-in sessions will also be held across the City. Further information on dates, times and venues are available on the webpage.

Written responses can be emailed to: implementation@sunderland.gov.uk or submitted online via the webpage.

3. Timescale of exercise and feedback

- 3.1 The six week consultation on the draft Seaburn Masterplan and Design Code will take place between Tuesday 19 October 2010 and Monday 29 November 2010.
- 3.2 Following the consultation all comments received will be considered and the document will be amended where necessary. The masterplan will then be taken forward to the relevant Scrutiny Committees and Cabinet for approval to adopt as a Supplementary Planning Document. If approved, the Masterplan and Design Code will be used by the Council to inform future decisions on the redevelopment of the area and will also be a material consideration when considering future planning applications.

4. Recommendation(s)

Members are requested to consider the draft Seaburn Masterplan and Design Code which is currently subject to consultation and to participate in the consultation process to ensure that the Masterplan and Design Code will effectively promote and deliver a form of development appropriate for the Seaburn area of the City.

Annex 1: Seaburn Masterplan Boundary Map

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