

Future High Street Fund.

Anthony Crabb

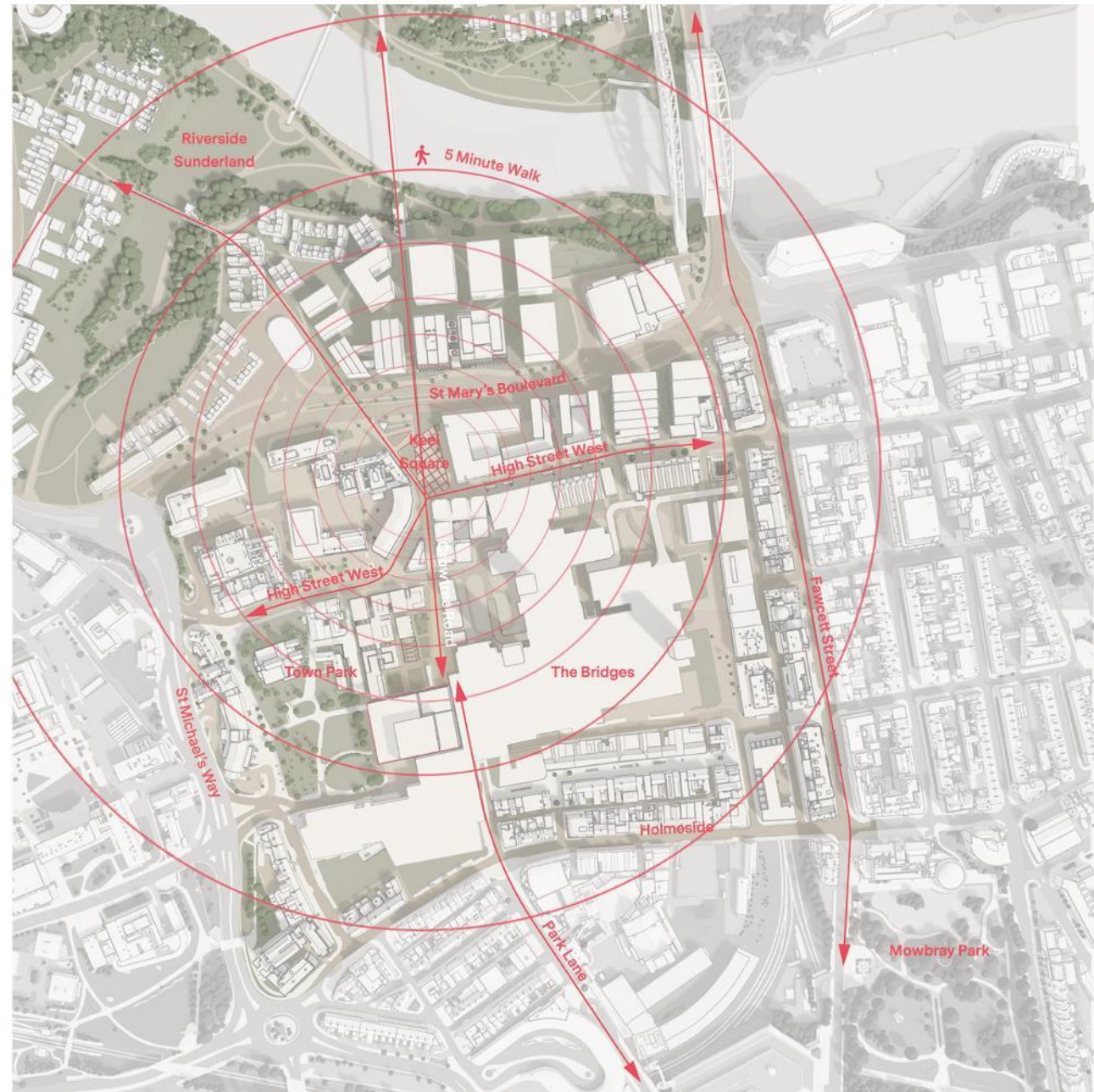
Our vision and objectives

// Connecting the city centre core and Riverside Sunderland

The diagram shows that almost all of Sunderland city centre, and much of the Riverside Sunderland site, is in less than a 10-minute walk from Keel Square. As well as establishing the square as the busy focus of city life, we need to ensure that the routes that radiate out from it are attractive and user-friendly for pedestrians and cyclists. We will give priority to improving streetscape, lighting and signage on three key routes: the Corridor of Light, which will connect Park Lane to the Stadium of Light across a new footbridge; High Street West between St Michael's Way and Fawcett Street; and the remodelled St Mary's Boulevard. We will also improve the "lost lanes" that link High Street West to St Mary's Boulevard.



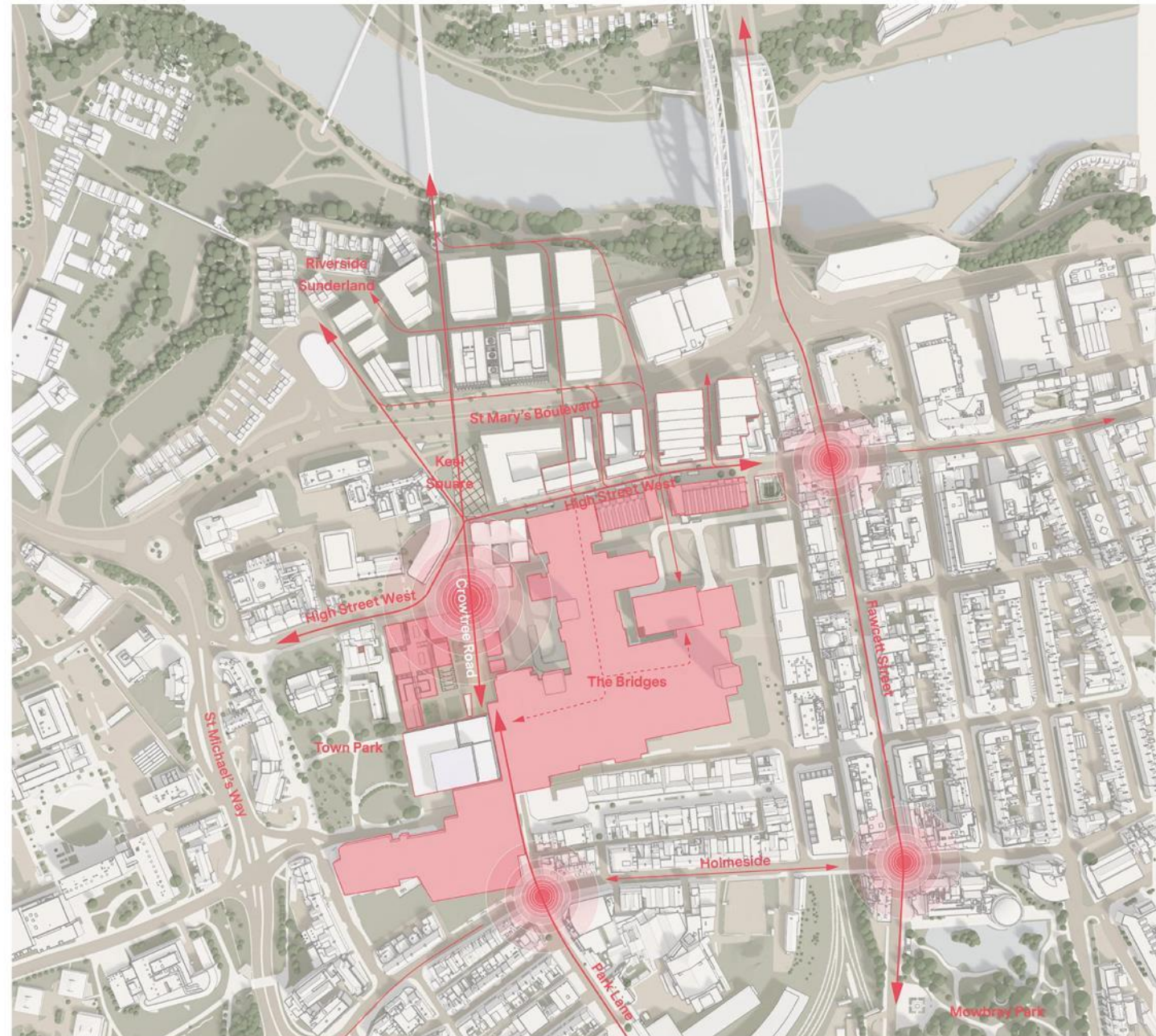
1,2. Riverside Sunderland will bring new jobs and attract visitors to the city centre



Vision and objectives //

Consolidating the retail core

In 2019 the retail vacancy rate in Sunderland city centre was 18.7% (Centre for Cities). The causes of the “crisis on the high street” are well known: they include competition from large cities and out-of-town retail/leisure centres, as well as the impact of internet shopping. Faced with these threats, traditional retail locations have been in retreat. The Bridges shopping centre has a good selection of retail brands, but the secondary locations such as High Street West and Fawcett Street are struggling. The independent offer is of mixed quality, and the food and drink choices are disappointing. Our strategy seeks to consolidate the best of the city’s retail, leisure, food and beverage offer around The Bridges, Crowtree Place and the south side of High Street West, and to encourage diversification and specialisation in the rest of the city centre.



Our vision and objectives //

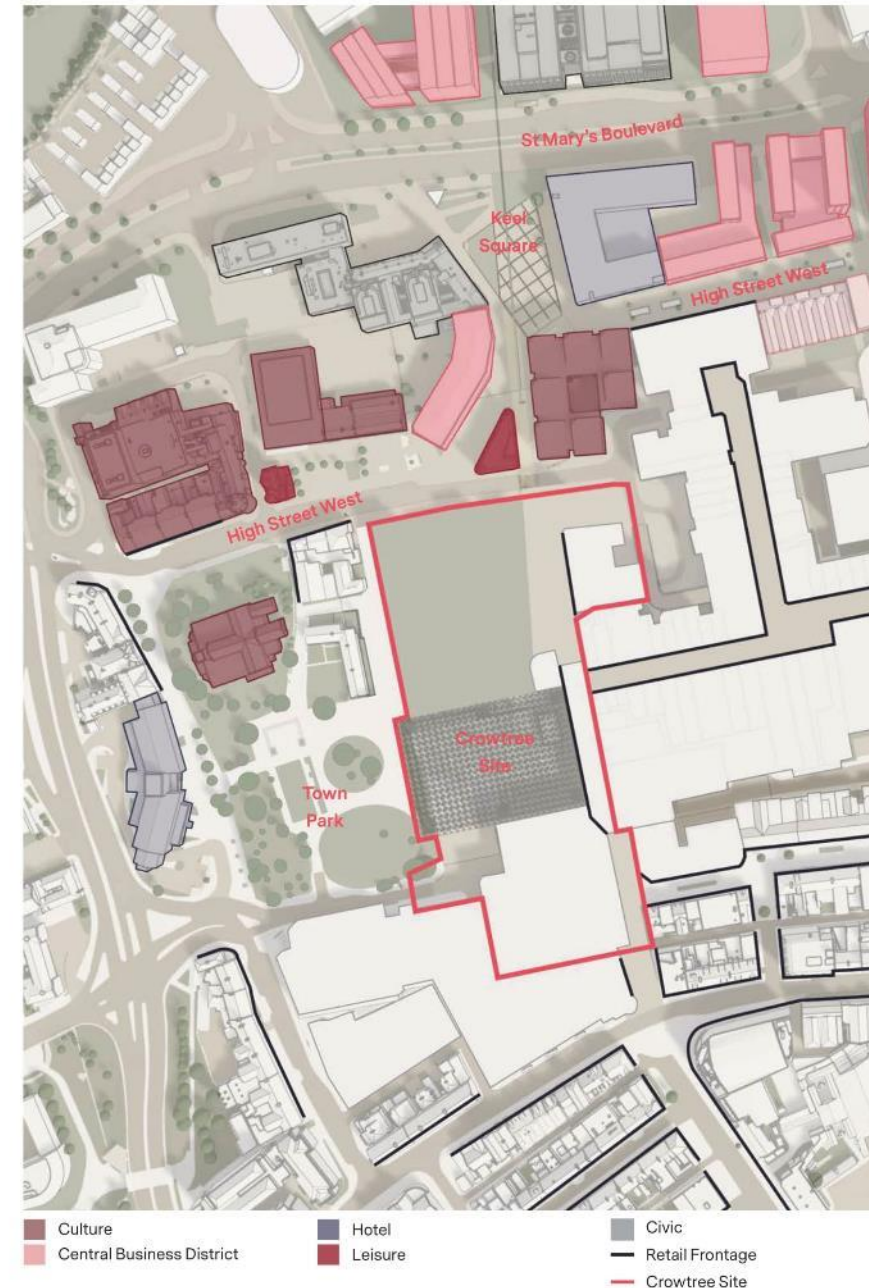
Diversifying the city centre economy

FHSF bid sets out the city's ambition to tackle Sunderland's over-supply of retail space and speed up the transition to a more diverse and sustainable city centre offer. Retail investment is concentrated in and around The Bridges shopping centre, but it is proposed to complement this by a much richer mix of attractions and activities, with the emphasis on culture (the Culture House and the Auditorium), leisure (Crowtree Place) and modern offices (High Street West). The new city centre will offer a better quality experience and will appeal to a wider range of audiences, including families, young people and students. It will win back higher-spending groups and make the city centre a much more attractive investment proposition.

This Report considers option for the crowtree site.



1. Keel Square and the Culture House/ 2. Reclaiming the lost lanes / 3. High Street West regenerated / 4. Enhancing the retail offer



Culture House





Entertainment District City of Sunderland Arena



St Marys Boulevard

Elephant Tea Rooms





Keel Square Hotel

Riverside
Sunderland