

Changing Face of Sunderland

Diversification and
revitalisation of the
city's historic high
streets

LES CLARK

Chief Operating Officer - Place
Sunderland City Council

MAKE
it Sunderland

Sunderland's High Streets



- Historic High Streets
- Investment Corridor
- Bishopwearmouth Townscape Heritage
- MACQ
- Heritage Action Zone
- Bishopwearmouth Conservation Area
- Sunnside Conservation Area
- Old Sunderland Conservation Areas

City Centre Investment Corridor

Keel Square

New £3.5M civic square at the heart of the City Centre supporting emerging cultural quarter

Attracting major new developments to High Street, including new 4* Holiday Inn expected 2018

High Street West

£5M public realm investment in High Street West, £2.3M phase one complete

Supporting private investment from High Street retailers

Improved links between Sunnyside, retail core and Minster Quarter



Minster Quarter Heritage-led Regeneration

Music, Arts and Cultural Quarter (MACQ)

Redevelopment of old Fire Station into cultural venue complete, £2.5M HLF grant

Arts Council funding secured for multi-use auditorium

Changing face of High Street into cultural destination supporting City of Culture bid

Bishopwearmouth Townscape Heritage

Round 1 HLF pass £2M grant funding earmarked, scheme to start 2018

Grants to repair and restore historic properties and return vacant floorspace to use along High Street.

Shop front improvements and Town Park enhancement scheme

THE
FIRE
STATION

Heritage Action Zone



One of first phase of 10 Heritage Action Zones (HAZ) nationally, commenced 2017

Partnership initiative between City Council, Historic England and local partners

Includes 3 conservation areas on Historic England's Heritage at Risk Register

Focused on using heritage to stimulate revival of economic decline of Historic High Streets of High Street East and West and Fawcett Street

Extensive programme of research, building conservation and re-use projects, events and community engagement activities

Emphasis on collaborative working between partners, stakeholders, businesses and local community