

Keel Line Sunderland

The defining axis
of the city



Welcome

Sunderland's trajectory is undeniable. The city's transformation has been fuelled by recent investment of over £2 billion in the last few years. This commitment to growth is reshaping Sunderland into a dynamic, ever-evolving hub, with Riverside Sunderland at its core.

This document focuses on the development and opportunities along the Keel Line, a significant pedestrian and cycling route in the city, which runs from Crowtree Leisure Centre and will extend to the Stadium of Light. On completion of the new £31m 'smart bridge' direct connectivity between the city centre and the north side of the river will be provided, home to the Sheepfolds Stables social, leisure and hospitality development, as well as Sunderland AFC's Stadium of Light and the planned British Esports Association's UK Campus.

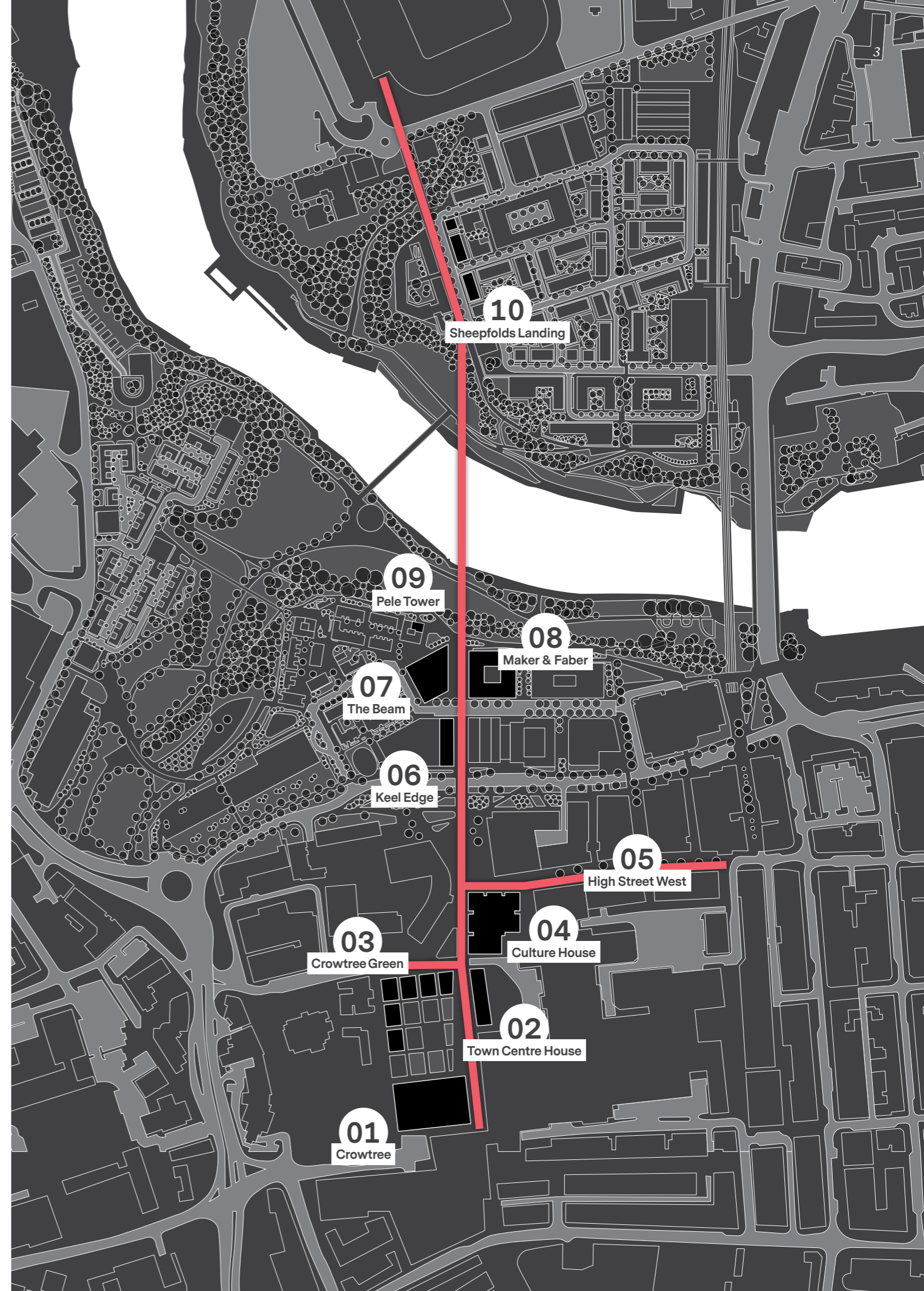
1.2m workforce
in the region

5,970 businesses
in Sunderland

4 universities
within 30 minutes
of the city centre

13,935 University of
Sunderland students

49,000 capacity
stadium



Theatre Quarter

Featuring the Empire Theatre, hosting West End Shows on a regular basis such as Wicked and Hamilton as well as The Fire Station, a brand new state-of-the-art live music and performance venue. Newly developed Keel Square is home to The Botanist and Keel Tavern with The Muddler due to open Q2 2025. Culture House will complete the square in Autumn 2025 which is a spectacular cultural venue and will include a new city library, as well as a range of spaces for learning, making and creating in a unique, immersive environment.

Low Row / Green Terrace

Offers a mix of independent bars and restaurants. The area is popular with students as well as the theatre crowd.

Bridges Shopping Centre

Offering a range of national retailers including Next, Primark and Hotel Chocolate.

Central Business District

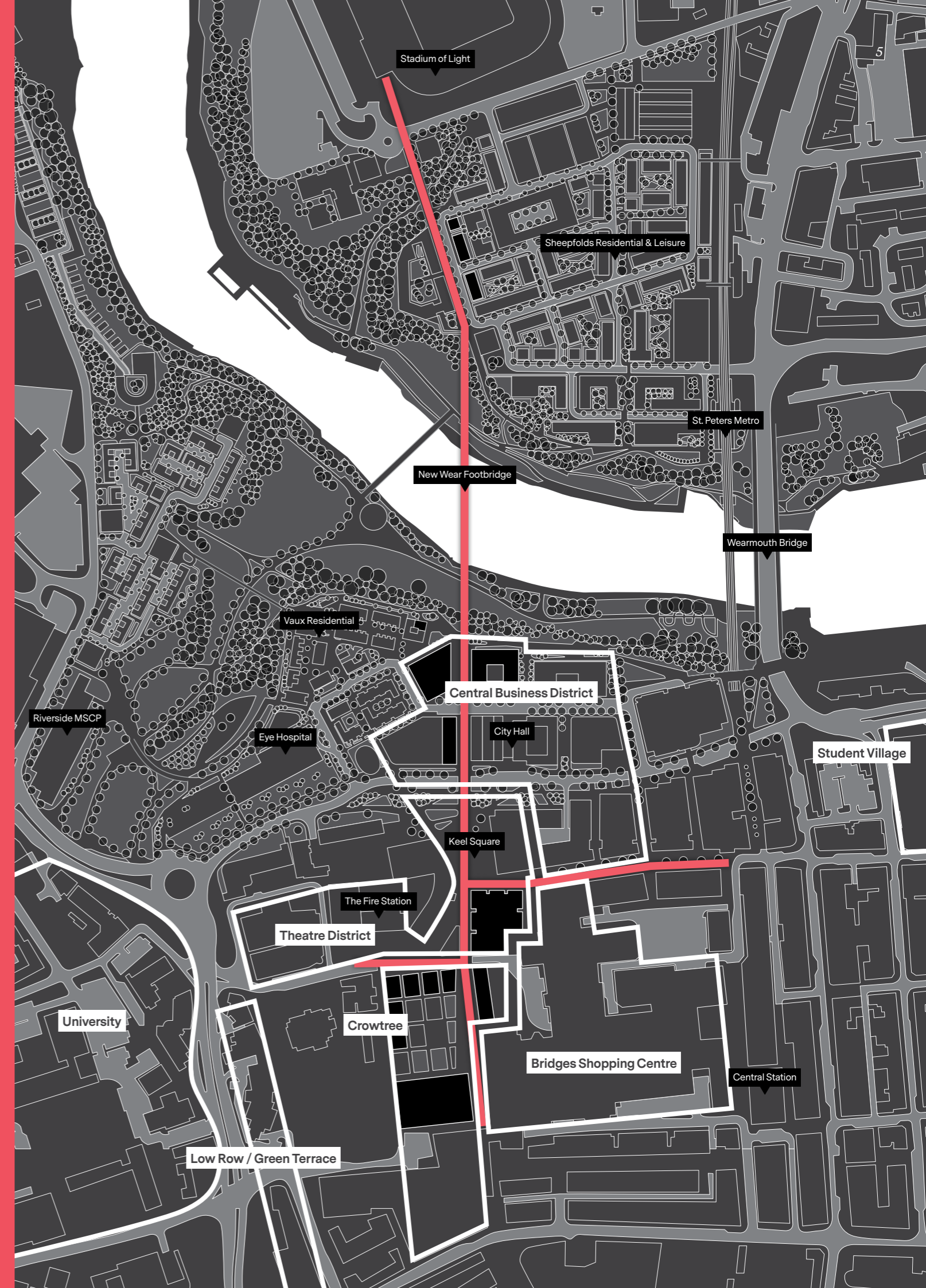
There is over one million square feet of new grade A office space in the Riverside Sunderland pipeline with over 275,000 delivered and over 350,000 sq ft currently under construction. L&G has invested in the development of two Grade A office buildings in Maker and Faber.

Sunnyside Social / Proposed Student Village

The area is anchored by newly opened Omniplex Cinema which is undergoing a full refurbishment to include full reclining seats. Grosvenor Casino and Nando's also form part of the scheme with further F&B operators sought to complete the offer. The Council has aspirations to see a student village developed delivering up to 2,500 purpose built student rooms.

Stadium of Light

49,000 capacity Sunderland football stadium based on the northern bank of the River Wear which will be easily accessed via the new Wear Crossing and is a 5 minute walk to the CBD/Cultural Quarter. 23 home matches per season (23/24 average attendance 34,415) as well as concerts in May/June each year including recent sell outs for Bruce Springsteen, Beyonce, Pink and Ed Sheeran.



Keel Square

Culture House



Keel Square is a public space in the heart of Sunderland which forms a key part of the city's regeneration. The square has become a vibrant centre, attracting a variety of businesses that contribute to the city's cultural and economic revitalisation. New Food and Beverage offers such as The Botanist, Keel Tavern and The Muddler (due to open in Spring 2025) all contribute to Sunderland's hospitality scene. Culture House, due to open Autumn 2025 will complete the square to the southern elevation bringing a much-anticipated landmark building which will become a vibrant and iconic cultural venue for the city as well as the wider North East region. The Square is also a hub for public events, including festivals, markets and community celebrations.



“We have been so welcomed by Sunderland. A lot of people from the area used to go to the Newcastle branch and they seem really happy to now have a Botanist on their doorstep. Our launch night here was one of the biggest responses we've ever had to an opening.”

Mary O'Shea, Ops Manager at The Botanist



THE MUDDLER



The Fire Station



The Auditorium, based at The Fire Station on Keel Row, is a small, specialist events space designed to cater for more intimate but popular music, drama, dance, comedy and business conferences (amongst other purposes). As an extension to the ground floor public space located within the original Fire Station building, it has created a new destination for the city and welcomed hundreds of events (and guests) since opening in 2021.

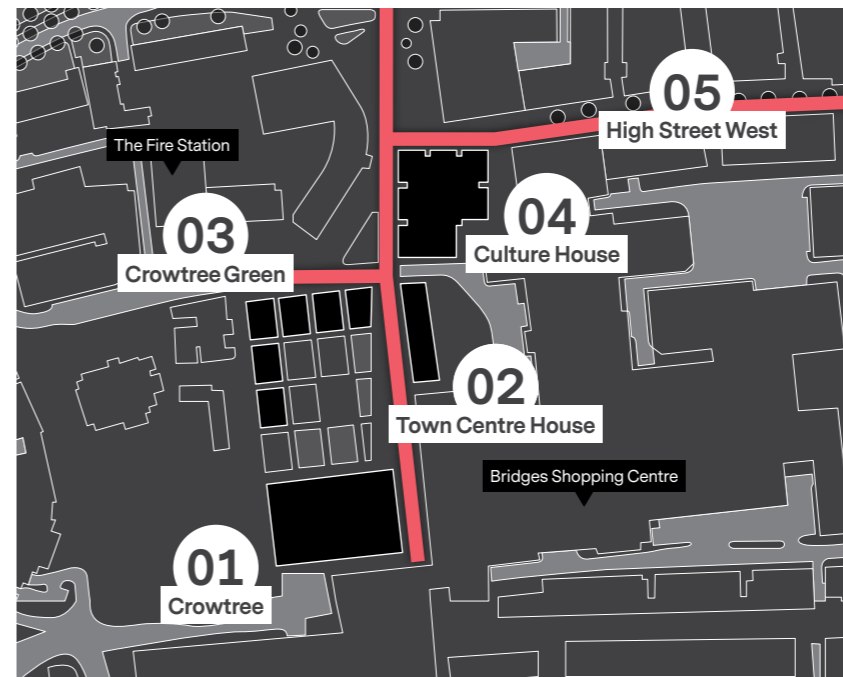
This dedicated £11m space can cater for up to 450 people seated or 750 standing in a variety of layouts including an amplified music hall, performance foyer and theatre-style auditorium. It is complimentary to the larger Fire Station venue and forms a key element of Sunderland's cultural and events offering.

Opportunity: Crowtree

01



The former Leisure centre provides 39,600 sq ft for single or multiple family leisure opportunities



Opportunity: Town Centre House 02

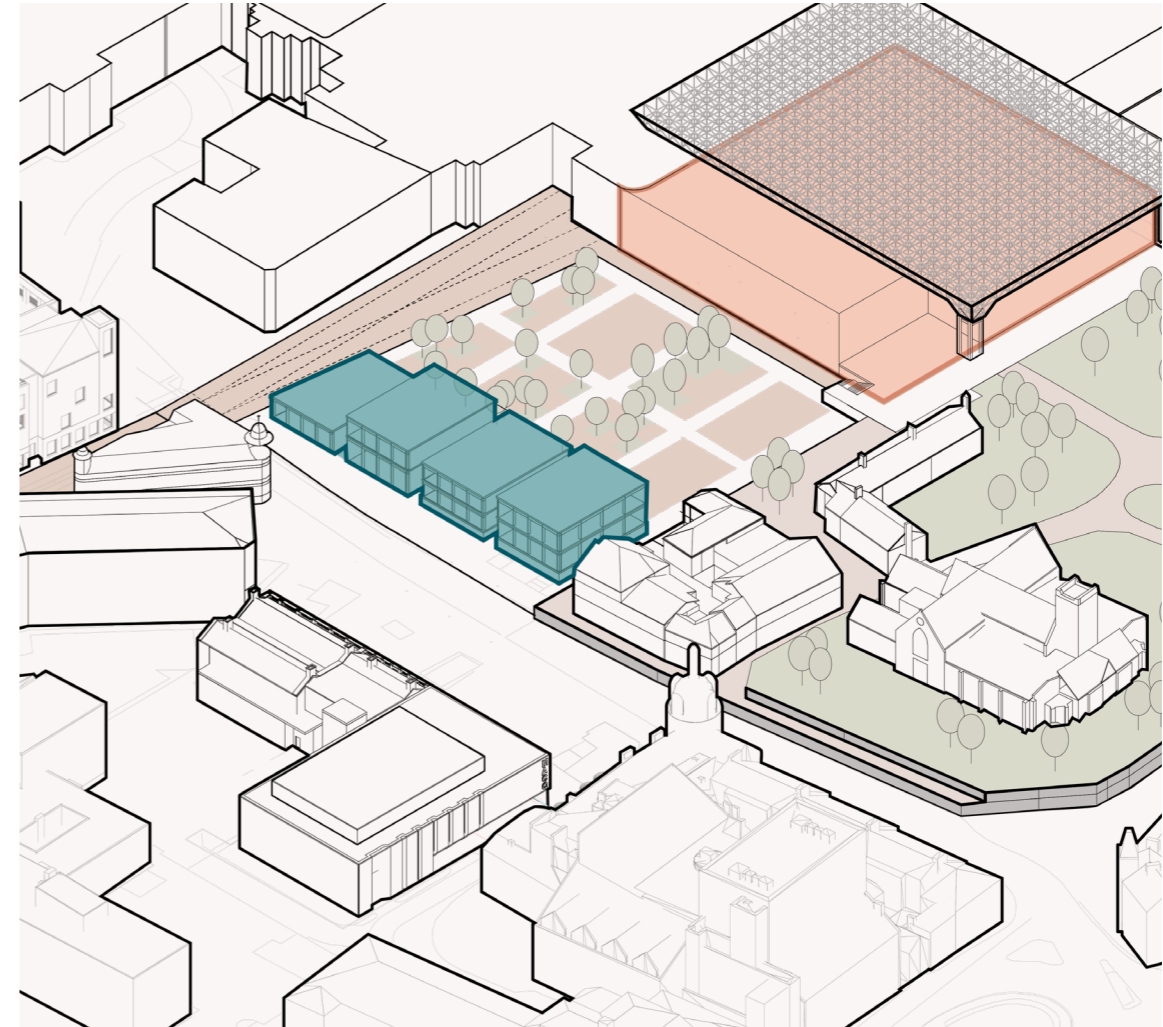
New Development opportunity adjacent to Crowtree and the entrance to the Bridges Shopping Centre with Evolve Estates

Footprint area 11,800 sq ft



Opportunity: Crowtree Green 03

Development opportunity for a mixed use development with Food and Beverage / active ground floor uses



The site of the former Crowtree Leisure Centre and Crowtree Green will be transformed into an exciting new leisure district. This will complement the existing attractions in the cultural quarter, including Culture House, helping to create a richer mix of attractions in the city centre.

Opportunity: Culture House

04

Terms have recently been agreed with Blacks Corner to operate the café space at Culture House.



Opportunity: High Street West

05

Various ground floor opportunities for mixed uses across 4 high street plots.

Plot 19 approx 24k sqft

Plot 20 approx 24k sqft

Plot 21 approx 22k sqft

Plot 22 approx 18k sqft



Major regeneration of High Street West is underway to bring significant new footfall to the city centre by the creation of new Grade A office space and residential accommodation building on the renewed vibrancy around Keel Square and the Theatre District.

Riverside Sunderland



Galley's Gill

Riverside Sunderland's extraordinary landscape setting will be a unique selling point for the new urban quarter. The site's topography and its rich cultural heritage will provide an exciting and inspiring platform for development. The 13.7 ha Riverside Park will be created on former industrial land on both banks of the River Wear. It comprises the valley of Galley's Gill, as well as the deep gorge that drives through the heart of the city and areas of established woodland with a new walking and cycling network that will connect it to the wider city.



Sunderland Eye Hospital

Sunderland's famous Eye Infirmary has been seeking a new home. The existing site is 75 years old and is no longer fit for purpose. The new Eye Hospital will be located on a prominent site next to St Mary's Boulevard, close to the Vaux neighbourhood and the CBD. The new facility will be the only standalone eye hospital in the northeast, and one of only a few specialist ophthalmology centres in England. It will continue to provide a regional cataract treatment service. The planned redesign of St Mary's Boulevard will free up land for the creation of a landscape feature on the south side of the hospital.



Riverside Park

We will transform areas including the lower section of Galley's Gill, both banks of the river, the gorge below the Wearmouth bridge and the cliffs on the north bank to create an outstanding, biodiverse landscape setting for the Riverside Sunderland urban quarter.



Riverside MSCP

A new 650-space multistorey car park on land immediately to the south of Farrington Row housing caters for residents as well as business and leisure visitors

Riverside residential

New homes in Sunnyside: the Nile+Villiers community



Ayre's Quay has an elevated location with views of the river and woodland providing a memorable setting for a mix of apartments, terraced townhouses and courtyard homes



The first of Riverside Sunderland's new neighbourhoods will deliver 132 homes (91 houses and 41 apartments).

It takes advantage of its dramatic clifftop setting with views of the Wearmouth bridges, the river and Galley's Gill.

Farrington Row development and will be connected to Vaux by the refurbished Gill Bridge..



West Park - new homes on the site of the former Civic Centre

Opportunity: Keel Edge

06

Development opportunity for various/mixed uses



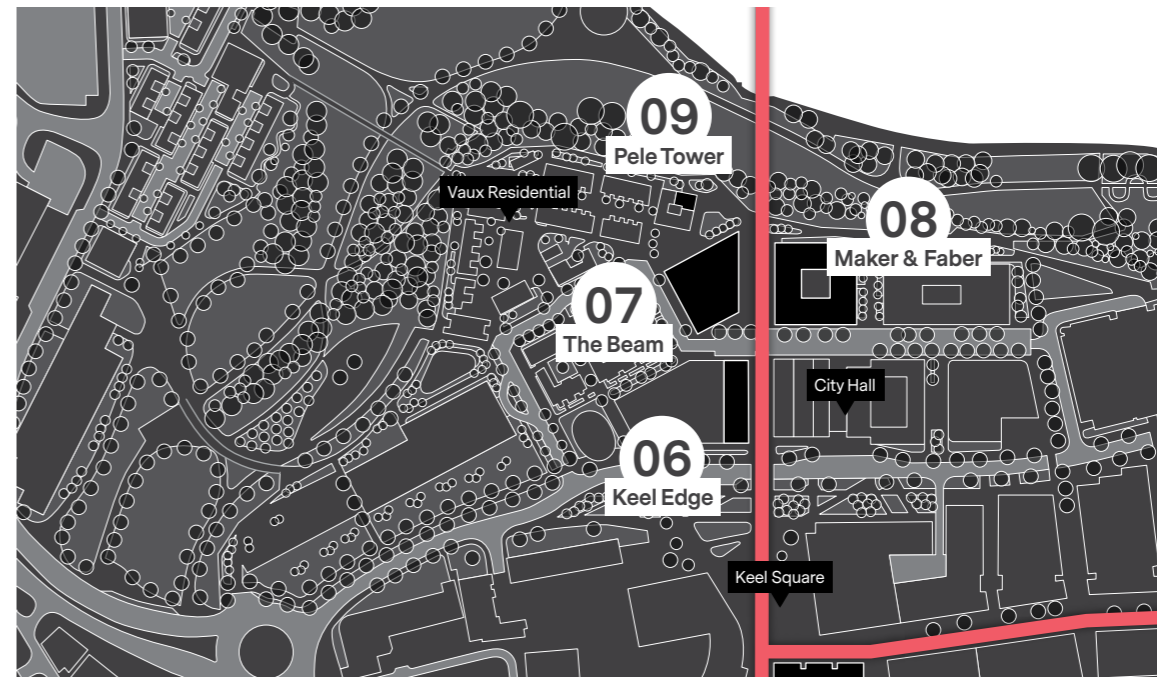
Opportunity: The Beam

07

Opportunity for ground floor uses overlooking the River Wear



The revitalised central business district is anchored by the new 190,000sqft City Hall, home to the City Council and a range of other services. North of City Hall, Legal & General have invested £100m in Maker & Faber, two Grade A office buildings overlooking the River Wear. On the west of the Keel Line, The Beam provides a further 60,000sqft of high quality office space to a range of tenants.



Opportunities:

Opportunity: Maker & Faber

08

Opportunity for ground floor uses overlooking the River Wear



Providing 150,000 sq ft of superior office accommodation with attractive river views, Maker and Faber occupy exceptional positions and are transforming the city's commercial landscape. Both buildings are at the very heart of Sunderland's new urban quarter and are helping to drive forward new jobs creation, business growth and inward investment.

Maker will offer approximately 80,000 sq ft of premium office space over six storeys, and is available for occupancy in 2025. This all-electric, low-energy building includes

modern, open plan areas, flexible work environments, and a plethora of wellbeing and sustainability features.

Faber will provide more than 73,000 sq ft of high specification, Grade A office space over five floors, and along with Maker, support a thriving and exciting new business community that includes national and international organisations. Both buildings are situated next to The Beam, City Hall and Keel Square with its bars, restaurants and cultural venues.

Opportunity: Pele Tower

09



Commercial opportunities at ground floor level available at 860 sq ft and 775 sq ft.

Ground floor opportunities are available within all buildings which lie within a prime position at the edge of the new footbridge with spectacular river views.

The Beam, Maker & Faber and Pele Tower all sit on the edge of Riverside Park, a wonderful new landscaped park for leisure, play, exercise and community growing linked by two new bridges across the River Wear to Sheepfolds on the north bank of the river.

Stadium of Light

Beacon of Light is a space for sport, events, education and wellbeing which is open to all. Proceeds are donated back to Sunderland AFC's official charity to support communities across the region.



HICSA

HICSA (Housing Innovation & Construction Skills Academy) is a pioneering zero-carbon training facility that will position Sunderland at the forefront of the North East's housing industry. Opening 2025 in partnership with Sunderland College in a repurposed historic goods shed, HICSA will focus on providing training in construction techniques and low-carbon technologies with progression paths from secondary to higher education. This industry-leading facility will promote the development and practical application of modern methods of construction (MMC) in new homes, retrofitting of existing housing stock, and the use of sustainable energy and smart technology. It will have a dual role as a centre for R&D, and a base for an innovative MMC education and training programme co-designed by Sunderland College and the Housing Innovation and Construction Employers' Forum.

Sheepfolds

The regeneration of Sheepfolds, once a busy industrial area, will be kick-started by 3 key projects: the New Wear Footbridge, the Stables and HICSA. Building on these foundations, the development of the rest of this important mixed-use area will get under way in 2025-2026. Work will start on the first of 450 new homes, including the conversion of the former print works into loft apartments; community infrastructure, including green space and parking barns for residents, will be provided, and plans for a primary school and healthcare services are also under consideration. On the northern edge of the new neighbourhood, workspace, studios and landscaping will act as a buffer between residential areas and the stadium.





Opportunity: Sheepfolds Bridge Landing

10

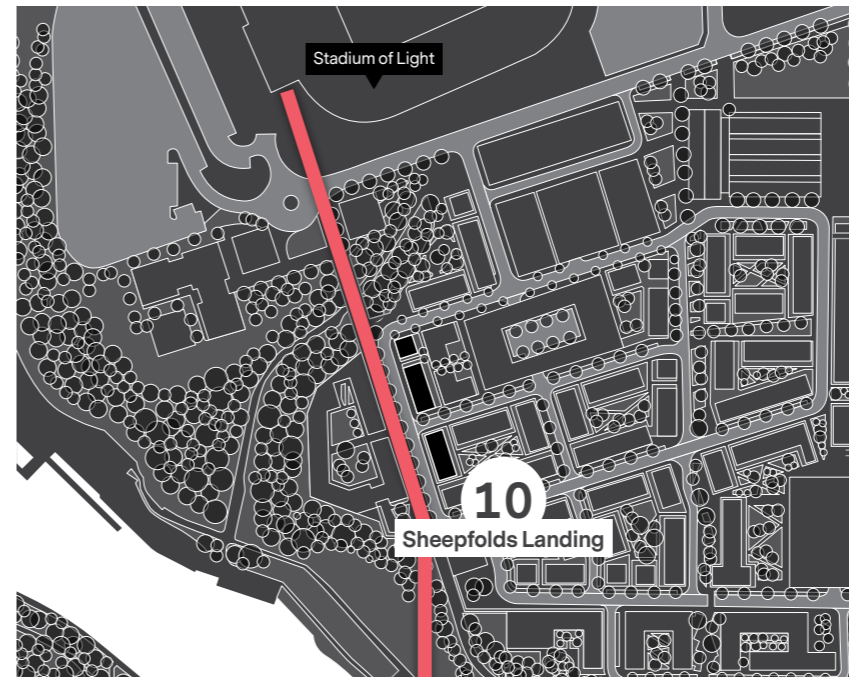


Opportunities for various ground floor uses across a number of plots. Total area available approx 9000sqft

This multi-million-pound investment, redevelopment and heritage project has quickly established itself as one of the most popular social destinations for the city and wider North East region.

Offering a diverse range of independent food, drink, events and entertainment venues, this truly unique, Grade II listed, former stable buildings and courtyard development dates back to circa 1883 and stands in the shadow of SAFC's Stadium of Light.

Opening in August 2024, Sheepfolds Stables has already attracted well-known restaurateurs and leisure operators including Tamer Hassan and Speyside Distillers, as well as pop-up food from Hairy Biker, Si King. This is truly a destination venue that is setting a new bar for leisure and hospitality in Sunderland.



“There is an energy to Sunderland that’s remarkable and I want to be a part of it”

Si King, Hairy Biker

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**Sunderland
City Council**

 **Barker
Proudlove**


ANGUS • THURLBECK • FLETCHER



Sunderland City Council is currently delivering an ambitious city-wide £2billion investment, development and urban regeneration programme that will firmly establish Sunderland as a visionary city and a highly attractive location to live, work and visit.

A ten-year growth plan is now well underway, and this aims to boost the business, tourist and cultural economies, whilst helping to improve, reimagine and build attractive and sustainable homes and communities for generations to come.

**Sunderland
City Council**